**GeekWire HQ2 RFP**

**INSTRUCTIONS TO RESPONDENTS**

GeekWire, which covers the world of technology, science and innovation from its headquarters in the tech hotbed of Seattle, Wash., will be establishing a second temporary headquarters (“GeekWire HQ2”) in another North American city, embedding itself in a carefully selected community to report on its tech scene and assess its chances to become the next great North American tech city.

GeekWire invites you to submit a response to this Request for Proposals (“RFP”) in conjunction with and on behalf of your metropolitan statistical area (MSA), state/province, county, city and the relevant localities therein.

GeekWire is performing a competitive site selection process and is considering metro regions in North America for its temporary second corporate headquarters. We encourage states, provinces and metro areas to coordinate with relevant jurisdictions to submit one (1) RFP for your MSA. The RFP may contain multiple cities in more than one jurisdiction, but we do encourage you to submit your best ideas to meet or exceed the needs of our Project described in this RFP. Any questions regarding the information or items requested in this document can be submitted using the email below. We encourage you to go through the process as outlined in the RFP and ask questions of the team using the email provided below.

**PROPOSAL REQUIREMENTS**

Please provide an electronic copy of your responses by November 17, 2017 to hq2@geekwire.com.

**TIMELINE**

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<thead>
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<th>Date</th>
<th>Event</th>
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<tr>
<td>October 11, 2017</td>
<td>RFP Phase</td>
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<tr>
<td>November 17, 2017</td>
<td>RFP Phase</td>
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<tr>
<td>December 2017</td>
<td>Final Site Selection and Announcement</td>
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<tr>
<td>February 2018</td>
<td>GeekWire lands in GeekWire HQ2</td>
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**OVERVIEW**

**Background**: The purpose of this RFP is to describe the Project and provide a framework for soliciting specific information that will allow GeekWire to determine the ideal location for our Project.

**The Project** is a second temporary corporate headquarters (HQ2), at which GeekWire will establish an editorial presence in a carefully selected community. GeekWire will produce written stories, photos, videos, social media content, and more that will expose readers to the
innovative companies, entrepreneurs, organizations, and other leaders contributing to the region’s growth. The Project will also assess the city’s potential to host a massive $5 billion corporate office.

GeekWire HQ2 will create additional attention and exposure for a city’s tech ecosystem, telling the stories of the innovative companies, entrepreneurs, organizations, and other leaders contributing to the region’s growth, as well as the challenges that the community is seeking to overcome. It will also spotlight the city’s quality of life, from the food, to the transportation, to the climate, to the culture.

We are excited to embed ourselves in another tech hub, at least for the month of February and possibly longer. Depending on the winter forecast in Seattle, we may not return to the Northwest for many months, and may not at all. If successful, we may use this experiment to establish a permanent editorial operation in the city. **However, we reserve the right to depart the city if it does not meet our very high standards of excellence — meaning good grub, fun people and interesting news stories.**

**GeekWire** is a privately-held company and the premier technology news website based in the Pacific Northwest. GeekWire’s creative and passionate reporters explore and explain the issues transforming the way people work and live in an ever-changing world. We cover everything from cryptocurrency and cloud computing to startups and space.

GeekWire informs, entertains, connects and inspires the smartest people on the planet. We are community-oriented and our audience is at the core of what we do. We believe in the communities we serve, and we recognize GeekWire’s unique role in those communities.

Over the past six years, thousands of GeekWire stories about companies, entrepreneurs, and innovations helped provide local citizens with important information about their community and put a national spotlight on Seattle’s growth.

We expect to have a similar influence on the city featured by this Project.

We look forward to working with you and your team to find a suitable city with a stable business climate for growth and innovation that would encourage GeekWire to embed itself within your community. Find more information at: [www.geekwire.com/geekwireHQ2](http://www.geekwire.com/geekwireHQ2).

In choosing the location for HQ2, GeekWire has a preference for:

- **Urban** — not suburban locations — with the potential to attract and retain hard-charging journalistic talent.
- Tipsters, gossip mongers, and engaged citizens who aren’t afraid to share inside information about what’s really happening in a city.
**PROJECT FACTS**

**Exposure:** GeekWire has an average readership of more 3 million page views per month. Its content is also widely shared in email and on social media; GeekWire has 126,000 Facebook followers, 74,000 Twitter followers, and 28,000 email newsletter subscribers. The recent GeekWire Summit in Seattle attracted more than 900 attendees, featuring top tech and business leaders such as Microsoft CEO Satya Nadella; Amazon Worldwide Consumer CEO Jeff Wilke; Starbucks CEO Kevin Johnson and many others.

GeekWire is expected to produce dozens of stories about the selected city and region, likely more (depending upon the entrepreneurial misfits who call your city home).

**Content:** GeekWire will create various types of content, ranging from news stories to longer features. Original photos and videos will appear within GeekWire stories, in addition to our social platforms.

**Audience:** GeekWire readers are young, ambitious, and smart urban dwellers who work in various industries. They are CEOs, board members, and thought leaders. They read GeekWire to stay up-to-date on the latest innovations, ideas, and technologies.

We have a deep bond and trust with our readers, who rely on us for authoritative news coverage. We are experts in what we cover, but we are always learning and expanding our horizons, and we take our community along as we discover and engage in new ideas.

**Experience:** GeekWire managed a similar project in 2015, sending reporters to Tampa Bay, Columbus, Phoenix and Dallas, covering their technology ecosystems. Some examples of coverage from each city include:

**Tampa**
- [Welcome to Tampa: A startup scene emerges in this beach paradise](#)

**Phoenix**
- [Silicon Desert: How Phoenix is quickly — and quietly — becoming a hub for innovation](#)
- [Phoenix mayor kicks off Startup Week, tells entrepreneurs to ‘bring your startup to our city’](#)

**Dallas**
- [Don’t mess with Texas startups: Why the Dallas tech scene is set to explode](#)
- [Inside Tech Wildcatters, the nationally-recognized B2B accelerator in Dallas](#)
Columbus:

- Welcome to Columbus: Startup pride emerges in the Buckeye state

The Project will produce similar coverage for the selected city, but in higher quantity and with more variety.

**KEY PREFERENCES AND DECISION DRIVERS**

**Food:** GeekWire reporters enjoy food and [documenting their meal experiences](https://www.geekwire.com). Cities with a diverse and active food scene are preferred. Easy access to Whole Foods is a plus.

**Transportation:** GeekWire reporters enjoy having [multiple modes of transportation available to get around the city](https://www.geekwire.com), especially without driving a personal car. The city should have an adequate public transportation system and/or several ride-hailing/car-sharing options.

**Community:** Being a part of an active community is important to GeekWire. The city should a connected constituency that is in tune with the latest developments and changes.

**Environment:** Cities with clean air, ample parks, and lush natural environment are preferred. Running trails and pickup basketball or soccer games are a plus.

**Housing:** The city requires a centrally-located apartment, house, or hotel where GeekWire reporters will reside for the duration of the Project. GeekWire is open to suggestions from the city for potential lodging.

**Incentives:** The Project site may include incentives for GeekWire related the costs associated with a temporary second headquarters.

**INFORMATION REQUESTED**

1. Please provide information about the city’s current technology scene: large companies, startups, venture capital firms, angel investors, and other related organizations. GeekWire is on the lookout for interesting and oddball stories and people to profile; we are a news-driven organization that thrives on scoops and breaking news.
2. Please include information on your community with respect to daily living, recreational opportunities, diversity of housing options, availability of housing, and pricing, among other information. Please also include relevant crime data and cost of living data.
3. Please provide information about the city’s demographics and diversity.
4. Please use your response as an opportunity to present any additional items and intangible considerations with respect to your state/province and community that GeekWire should include in its analysis.
5. As this is a competitive Project, GeekWire welcomes the opportunity to engage with you in the creation of an incentive package, lodging opportunities, and cost structure to encourage the company's location of the Project in your state/province. Please contact hq2@geekwire.com for questions while responding to this RFP. This RFP is only an invitation for proposals. GeekWire may select one or more proposals and negotiate with the parties submitting such proposals before making an award decision, or it may select no proposals and enter into no agreement.

GeekWire HQ2 Frequently Asked Questions

What is GeekWire HQ2?

GeekWire HQ2 is a second temporary corporate headquarters where GeekWire will embed reporters in a carefully selected community to assess its chances of becoming the continent’s next great tech city. GeekWire will produce written stories, photos, videos, social media content, and more that will expose readers to the innovative companies, entrepreneurs, organizations, and other leaders contributing to the region’s growth.

I am a city/regional economic development organization representative and would like my city to be considered for this investment. What do I need to do?

If you represent a city or regional economic development organization in North America and want to submit your proposal to host GeekWire’s second headquarters in North America, email our team at hq2@geekwire.com to get started. We look forward to hearing from you.

What will be the benefits for the city finally selected to host your second headquarters?

GeekWire HQ2 will create additional attention and exposure for a city’s tech ecosystem, telling the stories of the innovative companies, entrepreneurs, organizations, and other leaders contributing to the region’s growth. It will also spotlight the city’s quality of life, from the food, to the transportation, to the climate, to the culture.

Will city officials be able to control any of the editorial content published on GeekWire?

No.