



**RFP # FY 2021-2022-CRA001
MARKETING, SOCIAL MEDIA, BRANDING PUBLIC RELATIONS
AND GRAPHIC DESIGN SERVICES**

Please ensure you check the City's website for the latest addendum released for this RFP/project. Below find the link to the City's website: www.cohb.org/solicitations.

Proposing firms must provide this Addendum # 1 form signed by an authorized officer of the firm to acknowledge receipt of Addendum # 1 with your Firm's proposal.

QUESTION 1. When was the last time you conducted market research?

ANSWER # 1.

MARKET RESEARCH WAS CONDUCTED FOR THE PREPARATION OF OUR LAST SITE VISITATION KITS IN 2019 PRE-PANDEMIC. THIS ENCOMPASSED THE COLLECTION AND PRESENTATION ON GENERAL ECONOMIC DATA ABOUT THE CITY AND ITS DEMOGRAPHICS. MARKET RESEARCH WAS ALSO CONDUCTED IN 2017 – 2018 FROM THE COMMUNITY ABOUT THE FOOD, FASHION, ARTS AND DESIGN DISTRICT (FFADD) TO GUAGE WHAT TYPE OF HISTORICAL & CULTURAL REPRESENTATIONS/SYMBOLISM SHOULD BE EXPRESSED IN FUTURE DEVELOPMENT.

QUESTION 2. When was the last time you conducted a survey and who did it go out to?

ANSWER # 2.

A SURVEY WAS CONDUCTED IN AUGUST AND IT WAS SENT OUT TO ALL RESTAURANTS PARTICIPANTS FOR OUR SOUTH BEACH FOOD AND WINE FESTIVAL.

QUESTION 3. What is CRA's marketing budget for the three-year contract?

ANSWER # 3.

THE MARKETING BUDGET IS 80K PER FISCAL YEAR

QUESTION 4. What content management system is your website built on?

ANSWER # 4.

THE SYSTEM IS WORDPRESS.

QUESTION 5. How often is the website being maintained today?

ANSWER # 5.

THE WEBSITE IS A MICROSITE – THE DOMAIN IS EXCLUSIVELY THAT OF THE HALLANDALE BEACH CRA (HBCRA) (ALTHOUGH THERE IS EXTERNAL CONNECTIVITY TO THE CITY'S MUNICIPAL WEBSITE. THE HBCRA'S WEBSITE IS WAS BUILT IN "WORDPRESS" AND IS MAINTAINED BY AN EXTERNAL PROVIDER. UPDATES GENERALLY SEVERAL TIMES A MONTH; HOWEVER, UPDATES FLUCTUATE WITH PROGRAMS AND CAMPAIGNS. FOR EXAMPLE, IN OCTOBER, THE WEBSITE WAS UPDATED ALMOST DAILY BECAUSE OF A LOCAL MARKETING CAMPAIGN THE HBCRA CREATED FOR OUR RESTAURANT SHOWCASE.

QUESTION 6. What website development work will you need from us? What is the estimated amount of hours per month?

ANSWER # 6.

IF WE ARE TO RETAIN "WORDPRESS" AS THE CURRENT ARCHITECTURE FOR OUR WEBSITE, WE WILL NEED A MARKETING COMPANY TO BE ABLE TO MAKE SMALL EDITS AND UPDATES TO EXISTING PAGES ON A REGULAR BASIS (AT LEAST TWICE MONTHLY); HOWEVER, WE WILL BE LOOKING FOR A COMPANY TO ALSO DO LIGHT GRAPHICAL DESIGN (IN ILLUSTRATOR OR OTHER SOFTWARE); THE OCCASSIONAL CREATION/REMOVAL OF BUTTONS AND OTHER NAVIGATIONAL AND CONTENT COMPONENTS; THE EDITING AND INSERTION OF PHOTOS, VIDEO, AND AUDIO FILES; AND WE WOULD LIKE TO KEEP BETTER TRACK OF MONITORING WEB PERFORMANCE VIA GOOGLE ANALYTICS TO SEE WHO IS COMING TO OUR SITE AND WHEN. HOURS PER MONTH CAN RANGE FROM 8 – 24 DEPENDING UPON OUR ACTIVITIES.

QUESTION 7. How many hours do you foresee that we will be needing to provide content, maintenance, design and development of the current website?

ANSWER # 7.

FOR MAINTENANCE ONLY, WE ESTIMATE 8 – 16 HOURS PER MONTH. HOWEVER, FOR SPECIAL PROJECTS THIS COULD EXCEED 24.

QUESTION 8. How many visitors does your website get per month to date?

ANSWER # 8.

THE ANSWER IS LIKELY IN THE HUNDREDS. FOR SPECIAL CAMPAIGNS AND PROMOTIONS (E.G., 'HALLANDALE EATS RESTAURANT SHOWCASE) THESE NUMBERS COULD BE IN THE LOW THOUSANDS WITH EFFECTIVE SOCIAL MEDIA MARKETING.

QUESTION 9. How many social media platforms would you like us to manage and post on your behalf?

ANSWER # 9.

WE WOULD LIKE YOU TO MANAGE THE FIVE PRIMARY SOCIAL MEDIA PLATFORMS OF FACEBOOK, LINKEDIN, INSTAGRAM, YOUTUBE, AND TWITTER.

QUESTION 10. Would the agency be open to increasing social media platforms of the CRA such as Youtube, Pinterest, etc.?

ANSWER # 10.

YES. WE CAN MAKE MUCH BETTER USE OF YOUTUBE BY POSTING MORE INFORMAL, VIDEO CLIPS AND PUBLIC AWARENESS MESSAGING. PINTEREST WILL NEED TO BE REVIEWED BY THE CITY FOR APPROVAL; HOWEVER, IT COULD BE VERY EFFECTIVE FOR SOME OF OUR CONSUMER CAMPAIGNS SUCH AS RESTAURANTS, HEALTH INDUSTRIES, AND OTHER RETAIL CAMPAIGNS DESIGNED TO DRIVE COMMERCIAL ACTIVITY.

QUESTION 11. Will you provide us with some images and videos to post on social media or do you expect us to source original content as well?

ANSWER # 11.

YES, OUR STAFF IS CONSTANTLY OUT IN THE FIELD. WE HAVE ALREADY ARCHIVED MANY PICTURES OF THE CITY, CITY EVENTS, PROJECTS (COMPLETED AND IN THE MAKING), LOCAL BUSINESSES, PERSONALITIES, AND GEOGRAPHICAL AND INFRASTRUCTURAL FEATURES OF THE CITY. WE WOULD LIKE TO ENCOURAGE OUR STAFF TO TAKE MORE PHOTOS AND VIDEOS FOR SOCIAL MEDIA AND TO CONTINUE TO BUILD AND IMPROVE OUR ARCHIVES. THERE MAY BE OCCASIONS WHERE WE WILL NEED PROFESSIONAL QUALITY VIDEO AND PHOTOS AND USE OF DRONES TO CAPTURE AERIAL VISUALS.

QUESTION 12. Do you expect us to also answer inquiries or questions on each platform?

ANSWER # 12.

AS INFORMATION THE HBCRA IS THE AUTHORITY TO ANSWER INQUIRIES AND QUESTIONS ON ALL SOCIAL MEDIA PLATFORMS (UNLESS DETAILS FOR THINGS SUCH AS THE TIMING, LOCATION, OR GENERAL INQUIRIES ABOUT EVENTS WHERE THE HBCRA CAN PREPARE A SIMPLE Q&A FOR YOUR COMPANY). WE ARE PLANNING TO HIRE A PIO WHO WILL ACT AS THE KEY INTERMEDIARY FOR SOCIAL MEDIA AND OUR MARKETING FIRM. IDEALLY, WE WOULD LIKE TO PUT INTO PLACE A SIMPLE, BUT EFFICIENT SYSTEM WHERE ALL SOCIAL MEDIA INQUIRIES AND OUTWARD MESSAGING QUICKLY AND SYSTEMATICALLY GOES BETWEEN OUR MARKETING COMPANY AND THE HBCRA ON A DAILY BASIS.

QUESTION 13. How many inquiries do you get per day or per week?

ANSWER # 13.

THE ANSWER TO THIS QUESTION IS DETERMINED BY THE PRESENCE OF EVENTS. UNDER NORMAL CIRCUMSTANCES THERE MIGHT ONLY BE SEVERAL INQUIRIES PER DAY/PER WEEK. HOWEVER, DURING SPECIAL EVENTS, SUCH INQUIRIES COULD BE IN THE DOZENS OR POTENTIALLY HUNDREDS. AS I NOTED IN QUESTION 12, WE CAN MITIGATE THIS PROCESS BY PREPARING Q&A SHEETS FOR YOU TO STREAMLINE SOME INQUIRIES TO AND FROM.

QUESTION 14. Year over year, how much did you grow in social media followers per platform?

ANSWER # 14.

[N/A]

DO NOT HAVE THE SPECIFIC NUMBERS TO THIS BUT OUR PRESENCE HAS GROWN WITH THESE PLATFORMS.

QUESTION 15. How does CRA currently or previously allocate(d) budget across media channels & at what percentage?

ANSWER # 15.

THE HBCRA MUST ADHERE TO A TRANSPARENT AND ACCOUNTABLE BUDGETARY PROCESS. THE PERCENTAGE IS DETERMINED BY THE SCOPE OF WORK AND WHAT IS NEEDED.

QUESTION 16. How do you measure success per each media channel?

ANSWER # 16.

WE TAKE VERY SERIOUSLY THE PERFORMANCE OF OUR MEDIA CHANNELS, AND WE AIM TO IMPROVE OUR METRICS FOR THE FUTURE. FOR THE TIME BEING, WE EMPLOY BOTH QUANTITATIVE AND QUALITATIVE APPROACHES. FOR SOCIAL MEDIA, WE ARE ONLY EQUIPPED TO MEASURE DASHBOARDS THAT ARE ON THE FRONT-END (E.G. # OF 'LIKES', CLICK-THRUS, COMMENTS, ETC.). WE WOULD LIKE TO BECOME MORE PROFICIENT AT THIS. FOR WEB-BASED PERFORMANCE, WE WOULD LIKE TO MAKE BETTER USE OF GOOGLE ANALYTICS (OR COMPARABLE PLATFORM) TO MEASURE # OF UNIQUE VISITORS, PAGE VIEWS, BOUNCE RATE, AND AVERAGE TIMES ON THE SITE. WE WOULD ALSO BENEFIT FROM ANY OTHER DEMOGRAPHICS THAT CAN BE PROVIDED WITHOUT SIGNIFICANT EXPENSE, ESPECIALLY FOR SPECIFIC CAMPAIGNS. FOR ADVERTISING, WE DO NOT CURRENTLY MEASURE THE NUMBER OF RESPONSES BY MEDIA (TYPE) OR COUPON CODES. THIS WOULD BE MORE INSTRUCTIVE IN HELPING US BUILD BETTER CAMPAIGNS FOR THE FUTURE. WE ARE NOT EQUIPPED TO TRACK MAILINGS AND E-MAIL CAMPAIGNS.

QUESTION 17. Do you currently have a contract with any media vendors?

ANSWER # 17.

NO

QUESTION 18. What print collateral do you currently have out today?

ANSWER # 18.

WE HAVE MATERIALS FOR SITE VISITATIONS THAT CONSIST OF ONE-PAGERS, A FOLDER, AND OTHER DOCUMENTS WHICH ARE MODULAR IN NATURE. THEY CAN BE MIXED AND MATCHED FOR DIFFERENT TYPES OF INFORMATIONAL PURPOSES. SOMETIMES, WE ONLY NEED SOME OF THESE MATERIALS. IT IS FAIR TO SAY THAT MANY SUCH COMPONENTS HAVE SMALL RUNS (100 – 500 COPIES) AND WE CAN PRINT THEM IN-HOUSE AS WE GO. OFTEN, ALL WE NEED IS THE MARKETING COMPANY TO DESIGN A PDF THAT WE CAN PRINT HERE.

QUESTION 19. What creative assets do you currently have?

ANSWER # 19.

WE HAVE A STRONG CONTENT DEVELOPMENT COMPONENT IN-HOUSE AS OUR STAFF IS VERY PROFICIENT AT DRAFTING THE TECHNICAL INFORMATION ABOUT OUR PROGRAMS. THE SAME CAN BE SAID REGARDING OTHER INFORMATION FOR WEB AND SOCIAL MEDIA. WE ARE PLANNING TO HIRE A FULL-TIME MARKETING PROFESSIONAL TO PRODUCE CONTENT, MANAGE SOME ASPECTS OF MEDIA, AND COORDINATE WITH A FIRM ON A REGULAR BASIS. THE HBCRA OWNS ALL OF ITS WEB DOMAINS AND CAN, IF REQUIRED, PURCHASE LICENSES FOR CERTAIN GRAPHICAL OR MULTIMEDIA SOFTWARE PRODUCTS SO LONG AS WE HAVE AN IN-HOUSE STAFFER TO USE IT.

QUESTION 20. Last year or in the past, how much did you spend on social media advertising per month to drive more reach and awareness?

ANSWER # 20.

THE AMOUNT VARIES PER PROJECT.

QUESTION 21. Would CRA consider implementing a social media advertising strategy to reach more audiences and increase awareness?

ANSWER # 21.

THE HBCRA WOULD CONSIDER IMPLEMENTING A SOCIAL MEDIA STRATEGY; HOWEVER, OUR GOALS FOR PUBLIC AWARENESS NEED TO BE MORE THOROUGHLY FLESHED OUT. ONE OF OUR MAIN OBJECTIVE'S IS TO REACH SMALL BUSINESSES AND INDIVIDUAL RESIDENTS, MANY OF WHOM ARE NOT EASY TO REACH THROUGH THESE MEANS.

QUESTION 22. Who was managing social media in the past and posting consecutively?

ANSWER # 22.

WE HAD OUR OWN MARKETING FIRM AND STAFF WILL DO POSTS AS WELL

QUESTION 23. How many posts do you create per week per social media channel?

ANSWER # 23.

AGAIN, THIS DEPENDS ON WHETHER OR NOT WE HAVE A PROMOTION OR SPECIAL EVENT. IF SO, IT COULD BE MULTIPLE TIMES PER DAY. IF NOT, IT COULD BE ONCE OR TWICE A WEEK.

QUESTION 24. In social media, what is success or the goal to achieve for the year (provide metrics)?

ANSWER # 24.

WE WOULD LIKE TO ACHIEVE SEVERAL OBJECTIVES: 1) BUILD CLEARER AUDIENCE SEGMENTS; 2) PROVIDE MORE EFFECTIVE OUTREACH (WE HAVE 2,400 + BUSINESSES: IF WE COULD ENGAGE 250 – 450 (10 – 15%) ON A REGULAR BASIS THIS WOULD BE EXCELLENT IN HELPING US IDENTIFY “ANCHOR” BUSINESSES. IN TERMS OF

OUR WEBSITE, QUANTITY IS NOT THE ISSUE (THERE IS ONLY SO MUCH A SINGLE CITY CAN GROW TO REGARDING AUDIENCE). WHAT WE SEEK IS ENGAGEMENT: MORE USERS COMING TO OUR SOCIAL MEDIA PLATFORMS TO ACCESS INFORMATION, PROVIDE FEEDBACK, AND COMMUNICATE WITH ONE ANOTHER. WE ALSO HOPE TO CREATE MORE SURVEYS USING THESE PLATFORMS TO GAUGE INTEREST IN NEW PROGRAMS.

QUESTION 25. How many hours per week or month will you need graphic design and content development help on?

ANSWER # 25.

FOR A WEBSITE/COLLATERAL MATERIALS WE DO NOT NEED TOO MUCH GRAPHICAL DESIGN. MOST OF THE GRAPHIC DESIGN WORK REQUIRES VEHICLES THAT ARE RE-USED (E.G. OUR COMMERCIAL PROGRAMS WEB PAGE). I WOULD ESTIMATE 5 – 10 HOURS PER MONTH.

QUESTION 26. How often do you change traditional creative campaigns?

ANSWER # 26.

WE HAVE 4 – 5 CITYWIDE CAMPAIGNS PER YEAR THAT PRIMARILY REVOLVE AROUND SPECIAL EVENTS AND FESTIVALS. THESE REQUIRE NEW BRANDING AND GRAPHICAL APPROACHES EVERY YEAR.

QUESTION 27. How many campaigns along with logos is CRA planning for or would like to implement?

ANSWER # 27.

WE HAVE AN OVERARCHING “BE LOCAL” BRAND WHICH IS SUB-BRANDED FOR SEVERAL SPECIAL EVENTS EACH YEAR (E.G. BE LOCAL FOR DINING/COUSINE, BE LOCAL FOR HEALTH, BEAUTY, AND WELLNESS, ETC.).

QUESTION 28. For the various marketing strategies, is there an amount per audience the agency would like to implement (residents, business, and visitors)?

ANSWER # 28.

WE WOULD LIKE TO ATTRACT MORE TOURISTS AND VISITORS FROM SOUTH FLORIDA AT LARGE; BUT WE DO NOT KNOW OF ANY TRULY COST-EFFICIENT MARKETING VEHICLES FOR REACHING THEM. IN ORDER: BUSINESS, RESIDENTS, AND THEN VISITORS IS THE PRIORITY.

QUESTION 29. From the three audiences, residents, business, and visitors, what is the order of priority for attracting and retaining each?

ANSWER # 29.

IN ORDER: BUSINESS, RESIDENTS, AND THEN VISITORS IS THE PRIORITY. THE BUSINESS COMPONENT IS REALLY CRITICAL TO THE OTHER TWO.

QUESTION 30. How many press releases does the agency previously or currently send?

ANSWER # 30.

THE HBCRA ISSUES SEVERAL PRESS RELEASES PER MONTH.

QUESTION 31. How many press releases are expected per year? (Minimum and maximum)

ANSWER # 31.

IT IS CONCEIVABLE THAT IF THE HBCRA RAMPS UP ITS MEDIA PRESENCE, THERE COULD BE ANYWHERE FROM 15-30 PRESS RELEASES PER YEAR.

QUESTION 32. For email blasts, how many emails are expected per month? Per year?

ANSWER # 32.

THERE ARE LIKELY ABOUT 1 – 2 E-MAIL BLASTS PER MONTH.

QUESTION 33. As outlined in the scope of work, does the agency expect a minimum of 1 blog per month or year?

ANSWER # 33.

THE HBCRA IS INTERESTED IN INCREASING ITS PRESENCE ON SOCIAL MEDIA BY HAVING SOME OF ITS STAFF WRITE ARTICLES (E.G. LINKEDIN ARTICLES) AS OPPOSED TO BLOGS. WE BELIEVE THAT DEMONSTRATION OF SOME THOUGHT LEADERSHIP AND HIGHLIGHTING OUR PROGRAMS TO EXEMPLIFY SUCH CONCEPTS COULD HELP US IMPROVE VISIBILITY IN THE MUNICIPAL AND STATE COMMUNITY, AMONG PROFESSIONAL ASSOCIATIONS, UNIVERSITIES AND OTHER INSTITUTIONS, AS WELL AS NEWS MEDIA.

QUESTION 34. What type of reporting do you expect from the agency? (weekly, monthly, etc.)

ANSWER # 34.

WE WOULD PREFER MONTHLY REPORTS THAT COULD ENCOMPASS QUANTITATIVE METRICS AS WELL AS UPDATES ON SOCIAL MEDIA ACTIVITIES AND PERFORMANCE. IN ADDITION, PROMPT BILLING AND BUDGET USAGE REPORTS ARE CRITICAL FOR OUR FINANCIAL REPORTING AND ANALYSES. THE REPORT SHOULD ALSO PROVIDE SOME PROFESSIONAL COMMENTARY ON WHAT HAS AND HAS NOT BEEN SUCCESSFUL AND AREAS WE CAN IMPROVE UPON.

QUESTION 35. What other digital channels are you currently utilizing today to increase the organization's awareness?

ANSWER # 35.

MAIN CHANNELS ARE THE INTERNET (WEBSITE); FACEBOOK, LINKEDIN, TWITTER, AND INSTAGRAM.

QUESTION 36. Are you currently creating content or advertising in any other languages?

ANSWER # 36.

YES, SOME OF OUR MORE FORMAL MATERIALS (E.G. PROGRAM DESCRIPTIONS, INSTRUCTIONS, AND INFORMATION GATHERING) MUST BE PRODUCED IN ENGLISH AND SPANISH.

QUESTION 37. Is there a numeral goal of business acquisitions in the community the CRA is aiming to? achieve?

ANSWER # 37.

FOR THE HBCRA, BUSINESS ACQUISITION IS SECONDARY TO WORKING WITH AND BUILDING UP EXISTING BUSINESSES IN THE COMMUNITY. CERTAINLY, WE SEEK TO ATTRACT NEW ENTREPRENEURS, INVESTORS, AND FRANCHISES INTO OUR CITY; BUT MUCH OF OUR WORK IN REDEVELOPMENT IS FOCUSED ON HELPING TO SUSTAIN AND IMPROVE THE VIABILITY OF EXISTING BUSINESSES. THE HBCRA HAS TARGET MARKETS: HOSPITALITY (HOTELS); MEDICAL PROFESSIONS, AND RESTAURANTS/ENTERTAINMENT. WE AIM TO ATTRACT THESE BUSINESSES THROUGH THE ACQUISITION OF NEW PROPERTIES AND REDEVELOPMENT OF EXISTING LAND.

QUESTION 38. Is there a specific spokesperson within the organization who tends to speak to media? outlets? (voice of the organization).

ANSWER # 38.

THE PRIMARY SPOKESPERSON OF THE ORGANIZATION IS THE EXECUTIVE DIRECTOR OF HALLANDALE BEACH COMMUNITY REDEVELOPMENT AGENCY, DR. JEREMY EARLE. IN SOME CASES, OTHER EXECUTIVE TEAM MEMBERS MAY BE AVAILABLE FOR QUOTES.

QUESTION 39. Are there dedicated budgets identified for each discipline requested? If not, what is the overall budget, if not individual budgets for each area?

ANSWER # 39.

THE OVERALL MARKETING BUDGET IS SEPARATED INTO DISCIPLINES AS THERE ARE DIFFERENT TYPES OF MARKETING FUNCTIONS FOR THE HBCRA. FOR EXAMPLE, WE MAY ELECT TO WORK WITH A SPECIFIC MARKETING COMPANY FOR ONE TYPE OF EVENT (E.G. A LARGE OUTDOOR FESTIVAL). IN SUCH CASES, THIS WOULD BE A SEPARATE MARKETING BUDGET.

QUESTION 40. Is there a total budget for this 3-year contract? And per year? If no, can we assume the budget will increase year after year?

ANSWER # 40.

THE BUDGET CAN BE PROJECTED BASED UPON NORMAL CONDITIONS.

QUESTION 41. Is there a budget for this 3-year contract?

ANSWER # 41. REFER TO ANSWER # 40.

QUESTION 42. Will the subject of each of the 4 monthly Email Newsletters be provided by the CRA team?

ANSWER # 42.

SOME CONTENT WILL BE PROVIDED HOWEVER, THE CONSULTANT WILL ALSO NEED TO ASSIST WITH THE DEVELOPMENT OF CONTENT AS WELL. THERE MAY BE INSTANCES WHERE A VERY GENERIC NEWS TOPIC WHICH MAY NOT REQUIRE ANY TECHNICAL OR POLICY GUIDANCE CAN BE PREPARED BY THE MARKETING FIRM.

QUESTION 43. For the requested print collateral, is the budget meant to cover the production costs?

ANSWER # 43.

NO

QUESTION 44. Can you elaborate on why "printing" is an hourly rate?

ANSWER # 44.

TODAY, PRINTING HAS EVOLVED TO BE DIFFERENT FROM ITS TRADITIONAL INPUTS. INDEED, SET-UP COSTS FOR MOST RUNS DO NOT REQUIRE CONSIDERABLE MECHANICAL EFFORTS OR TIME IN LABOR. WITH COMPUTERS, MANY PRINT RUNS ARE NEAR INSTANTANEOUS. BY INCLUDING AN HOURLY RATE, THE HBCRA IS BETTER ABLE TO ESTIMATE THE EFFECACY OF SUCH PRINT RUNS. AS A RESULT, WE HAVE BROUGHT MANY IN-HOUSE DUE TO OVERCHARGES IN THE PAST.

QUESTION 45. Has the City of Hallandale CRA worked with an agency in the past? If so, which one?

ANSWER # 45.

THE CITY OF HALLANDALE BEACH HAS WORKED WITH MANY AGENCIES IN THE PAST. OUR PROCESSES HAVE EVOLVED AS A RESULT, AND IN ACCORDANCE WITH CHANGING TECHNOLOGY (E.G. DESKTOP PUBLISHING SOFTWARE). OUR CURRENT FIRM, THE MOSAIC GROUP, IS ONE OF SEVERAL SUCH PARTNERS.

QUESTION 46. Does the City of Hallandale CRA have a point person for this work such as a Director of Communications?

ANSWER # 46.

CURRENTLY, THE POINT-PERSON IS THE DEPUTY DIRECTOR OF THE HBCRA. THE HBCRA IS PLANNING TO HIRE A MARKETING MANAGER WHO WILL SERVE AS THE COORDINATOR, PLANNER, AND CONTENT STRATEGIST TO WORK WITH SUCH A FIRM.

QUESTION 47. Regarding services related to Website, will this involve creating a website from scratch or maintenance?

ANSWER # 47.

THE WEB WORK IS MOSTLY JUST MAINTENANCE AND SOME LIGHT ADDITIONS/INCLUSIONS (ALL OF WHICH CAN BE DONE IN WORDPRESS) AS WE HAVE NO PLANS TO REDEVELOP OUR CURRENT WEBSITE OR ARCHITECTURE THIS COMING YEAR.

QUESTION 48. Does the overall Marketing budget need to include projected media buying as well? (page 4)

ANSWER # 48.

YES IT CAN INCLUDE THAT.

QUESTION 49. Typically production is billed in half day (0-4 hours) or full (4-8 hours) NOT one hour of coverage. This would be for setup, breakdown and travel usually. Before submitting we wanted to check on how to best price this out hourly.

ANSWER # 49.

THE REQUEST FOR HOURLY BREAKDOWNS REFLECTS THE NEED TO PROVIDE AS MUCH TRANSPARENCY AND ACCOUNTABILITY POSSIBLE FOR OUR FINANCIAL REPORTING PROCESSES. TODAY, WITH THE MAJORITY OF WORK BEING DIGITAL IN NATURE, WE BELIEVE AN HOURLY RATE MORE ACCURATELY REFLECTS MANY OF THE SMALLER TASKS THAT COMPRISE PROJECTS SUCH AS SOCIAL MEDIA POSTINGS, WEB EDITS, TELEPHONE DISCUSSIONS, CONTENT REDRAFTS, ETC.

QUESTION 50. Has this scope of work been covered by a previous agency or done internally at the city of Hallandale?

ANSWER # 50.

A VAST MAJORITY OF THE WORK HAS BEEN UNDERTAKEN BY EXTERNAL FIRM(S) AND CONSULTANTS AS THE HBCRA DOES NOT HAVE AN INTERNAL MARKETING DEPARTMENT.

QUESTION 51. Is there an incumbent agency? If so, could you provide the name of the agency?

ANSWER # 51.

THE INCUMBENT AGENCY IS THE MOSAIC GROUP.

QUESTION 52. Under the Minimum Qualifications Requirement, please clarify if the 2 performed projects of similar nature must be from a public entity or do private entities also qualify?

ANSWER # 52.

PUBLIC OR PRIVATE ENTITIES OF SIMILAR SIZE, SCOPE AND COMPLEXITY OR GREATER, TO THE RFP AND SPECIFICATIONS.

QUESTION 53. Since the bid can be awarded to multiple companies, for the Errors and Omissions Insurance - which sections (scope of work) would be REQUIRED to have the Errors and Omissions Insurance or are all sections and all companies required to carry this COI to be in place for the duration of the contract?

ANSWER # 53.

REFER TO PAGE 12 AND 63 OF THE RFP FOR INSURANCE REQUIREMENTS.

QUESTION 54. Does the scope of work (projects) need to be referenced from another municipality or can it be a private business that similar scope of work has been completed and or ongoing?

ANSWER # 54.

REFER TO ANSWER 52

QUESTION 55. On Page 60 of the RFP under 2.1 would you please clarify what this sentence is referring to: "Without limiting the foregoing, the term of this Agreement shall commence on the Effective Date and terminate one hundred eighty (180) days thereafter." Is this the contract term?

ANSWER # 55.

THE TERM OF THE CONTRACT WILL BE FOR THREE (3) YEARS. THE CONTRACT TERM ON PAGE 14 OF THE RFP HEREBY REPLACES THE TERM ON PAGE 60 OF THE RFP REFERRING TO ONE HUNDRED EIGHTY 180 DAYS.

QUESTION 56. Whether companies from Outside USA can apply for this? (like, from India or Canada)

ANSWER # 56.

YES.

QUESTION 57. Whether we need to come over there for meetings?

ANSWER # 57.

IT IS UP TO THE PROPOSER TO ESTABLISH AND ILLUSTRATE IF THEY CAN FULFILL THE NEEDS IDENTIFIED IN THE REQUEST FOR PROPOSAL FROM THEIR LOCATION OF OPERATION OR LOCATION OF EMPLOYEES.

QUESTION 58. Can we perform the tasks (related to RFP) outside USA? (like, from India or Canada)

ANSWER # 58.

IT IS UP TO THE PROPOSER TO ESTABLISH AND ILLUSTRATE IF THEY CAN FULFILL THE NEEDS IDENTIFIED IN THE REQUEST FOR PROPOSAL FROM THEIR LOCATION OF OPERATION OR LOCATION OF EMPLOYEES.

QUESTION 59. Can we submit the proposals via email?

ANSWER # 59. REFER TO PAGE 23 OF THE RFP FOR INSTRUCTIONS ON SUBMITTING PROPOSAL.

PLEASE NOTE RECEIPT OF ADDENDUM # 1 BY SIGNING BELOW AND INCLUDE WITH YOUR FIRM'S SUBMISSION.

I ACKNOWLEDGE RECEIPT OF ADDENDUM # 1:

Company	
Name of person signing below	
Title	
Signature	
Date	

Sincerely,

Andrea Lues

Andrea Lues, Director, Procurement Department