ADDENDUM #1
FOR
LARIMER COUNTY PROPOSAL #P19-21
ON-DEMAND MARKETING SERVICES

Under Proposal #P19-21 referenced above, the following information may help you prepare your proposal.

PLEASE ACKNOWLEDGE RECEIPT OF THIS ADDENDUM #1 ON THE SIGNATURE PAGE OF YOUR PROPOSAL DOCUMENTS.

Question #1: If we only have marketing videos to send in response to the RFP do you advise we not submit a proposal?

Response #1: We encourage submissions from all proposers who meet the minimum qualifications under 4. QUALIFICATIONS on page 4 of the RFP, qualifications are stated below for your reference.

4.1 Contractor must have a minimum of five (5) years of experience under the current business name having successfully completed similar work. List specific branding, communication or public relations projects completed within the last five years where these services were provided.

4.2 Contractor shall have sufficient trained and experienced staff to perform the Scope of Work, with the ability to accept and complete ad hoc project requests throughout the contract period within reasonable timeframes.

Question #2: Regarding the requested fee structure under proposal submittal item 7.4, are you just looking for our mark-up percentage?

Response #2: Yes, we are looking for the percentage mark-up, i.e. cost + 10%.

Question #3: Regarding proposal submittal item 6.3, would you like to see three different products created for one project for each of the listed numbers (e.g., three print media publications created for one project under 6.3.1)?

Response #3: It is up to the proposer to decide what three samples they would like to provide for each item under 6.3; they can be three different samples from the same project or from different projects.

Question #4: Regarding proposal submittal item 6.3.4, would you like to see a budget for each video sample or just the video clips?

Response #4: We would like to see the budget for the video project (e.g. if you're providing a 30-second clip of a 2-min video we would like proposer to submit the budget required to complete the entire video project; ideally we would like to see projects that coincide with videos that are 30-120 seconds in length).

Question #5: Can you provide some examples of the types of "electronic and printed materials" you are looking for (i.e., flyers, brochures, advertisements, etc.)?
Response #5: Yes, we are looking for electronic videos like the recruiting video referenced in the RFP Project Overview. Print material will vary but may be informational flyers, public notifications, technical reports, etc.

Question #6: Does Larimer County have a maximum amount budgeted for this RFP? If so, what is the allocation?

Response #6: No.

Question #7: Does Larimer County have any purchasing history for projects of similar scope in Roads and Bridges or any other department?

Response #7: As mentioned in the RFP document, Road and Bridge recently contracted with a media firm to produce a short recruiting video. There are no defined projects listed in the RFP but rather a list of “Proposed Messages” they would like to convey. This is a new effort for the Road and Bridge Department.

Question #8: Does Larimer County have any reference materials for other agencies (in Larimer County or elsewhere) who they believe have executed a project of this scope effectively? If so, where can we find those materials?

Response #8: No.

Question #9: Does Larimer County envision using any paid media (social media placements, digital placements, traditional marketing, etc.) to aid in any of the communications objectives outlined in this RFP? If so, should our proposal suggest rates for purchased media or would this come from a separate budget?

Response #9: Yes, Larimer County envisions using paid media to aid in communications. Your proposal does not need to include or suggest rates for this effort as it will come from a separate budget and be project specific.

Question #10: What is Larimer County currently doing in terms of marketing efforts addressing employee recruitment, content production, social media, and public perception?

Response #10: As mentioned in the RFP, the road and Bridge Department has produced a recruiting video and purchased paid advertising time for this video on several different electronic platforms. Additionally, radio ads have been purchased, banners have been used, and placards have been placed on vehicles. The department is utilizing social media platforms more routinely to convey information, increase awareness and promote the organization. An effort is underway to improve the information available of the Road and Bridge website.

Question #11: What strategies has Larimer County used towards these marketing efforts in the past?

Response #11: This has not been a focus for the Road and Bridge Department in the past, so few strategies have been employed.

Question #12: What media or outreach strategy do you currently rely on most for your marketing and outreach needs?

Response #12: We rely most on the Larimer County webpage, https://www.larimer.org/roads, for our outreach needs.

Question #13: How many people are currently a part of the Larimer County marketing team? Please provide titles / roles.
**Response #13:** Larimer County does not have a defined marketing team.

**Question #14:** Is there another county or town that Larimer County wishes to emulate in these efforts? If so, please name.

**Response #14:** No.

**Question #15:** Does Larimer County have experience working with other marketing and public relations consultants (firms)? If so, please name.

**Response #15:** We are not providing this information.

No further questions will be accepted.

Christal Bateman
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