

Fluvanna County Virginia

ADDENDUM NO. 2 TO ALL BIDDERS

Reference – Request for Proposal: RFP # 2024-06

Commodity: Creative Marketing and Design Services

Dated: February 12, 2024

For Delivery to: 132 Main Street P.O. Box 540
Palmyra, VA 22963-4179

Bid Due: March 8, 2024

This Addendum #2 is prepared and posted in response to vendor questions received as of February 14, 2024. Please provide the acceptance acknowledgment sheet to your submission.

Response to Questions:

1. Would you kindly confirm if this is an entirely new effort or is there an incumbent currently providing these services?
Yes, there is an incumbent. We are finishing up a contract with Dorazio Communications for our Find Fluvanna tourism branding campaign.
2. If so, would you please provide the incumbent contract details?
The details are the same as are listed in the RFP.
3. Do you have an established brand and style guide? If yes, would you be willing to share them?
Tourism has a style guide/brand (attached), Economic Development does Not.
4. Has a budget been set aside to kick-off this partnership? If yes, can you share the budget amount?

Not at this time. Funds have been requested for the FY25 Budget. Campaigns are grant funded.

5. Are all meetings required to be in-person (i.e., weekly status updates)?

No

6. How likely is it that you will make multiple awards?

Highly Likely

7. Has recent (within past 3 years) market research been completed and will the chosen vendor have access to that data?

No

8. Do you maintain email lists of partners and community members?

Yes

9. A new logo is mentioned in passing. Is that a planned part of the work or will that be based on the vendor's recommendation?

Logo already completed

10. How many video shoots are anticipated?

Depends on funding/grants

11. How many campaigns are anticipated?

Depends on funding/grants

12. Will the selected vendor be fully responsible for management of social media or will that duty

be shared with the Fluvanna team?

County will manage social media

13. Please provide more detail on the print media listed.

Target areas are Richmond, Farmville, Hampton Roads, and Northern Virginia Is this a complete list of what is needed? How many flyer designs, etc., are anticipated? **This would depend funding and the scope of specific campaigns.** How many pages do you anticipate will be required for annual report? **This would depend on design, rough estimate between 6-10 pages**

14. You mention signage. Is this simple signage or outdoor monument signage?

Simple signage/banners

15. Should we quote an estimate to print materials, how many copies should be printed? Would mailing/distribution be required? Estimated numbers?

This would be individual project specific, some projects may require a different count.

16. Should production quotes for trade show materials be included?

No

17. Are you able to share a not-to-exceed budget? **Depends on funding/grants.**

On the evaluation criteria (#5), “b” and “e” are in direct conflict. Is price a consideration?

Price shall be considered but need not be the sole or primary determining factor.

18. What is the anticipated annual budget for creative marketing and design services?

Depends on funding/grants

19. Will any preference be given to SWaM-certified businesses?

This will be evaluated but is not part of the criteria.

20. Do you have a budget for the project? Or budget for the Find Fluvanna tourism brand/campaign? Or event media purchasing budget to allocate across suggested channels.

Depends on funding/grants. There is \$8,000 in the current Fiscal Year budget. Requesting \$23,000 next year.

21. How are the events on the current Find Fluvanna website fed into the site? Is this through a third party aggregator or do you add them manually?

Businesses and organizations send in the information and they're entered manually.

22 As part of the creative development are you looking for a brand refresh/design? EX: New Find Fluvanna logo and/or place brand for your economic development efforts.

Find Fluvanna campaign was launched in October 2023, this project was made possible by a \$60,000 grant from the Virginia Tourism Corporation's ARPA funds.

24 Due to the number of variables in this project, each of which has its own list of variables that can affect overall cost. Is there an estimated budget or allocated funds set aside for this project?

There is \$8,000.00 in the current Fiscal Year budget, Requesting \$23,000.00 for next years budget.

25 Will you consider an out-of-state agency from North Carolina who is willing to be onsite for necessary oral presentations, meetings, and productions?

Yes, The initial interview will be in-person but follow-up meetings after the contract is awarded can be remote.

26 Could you please provide clarity on what specific financial documents are required, and what information is being evaluated regarding financials, to meet the RFP instructions?

It would mean audited financial statements. The County is looking to make sure the company is financially stable.

27 Is this a new contract or is this a rebid of an existing contract? If so, is there an incumbent on this project?

It's a new contract. There is no incumbent.

28 On Page 5 under Section (8)(a), the RFP states that the County wants the RFP document included as part of our proposal. I'm a little confused about this. Are you saying that when we submit our proposal document, you want the full 42-page RFP included in the package we submit?

Firms shall submit the 11 page RFP with completed forms and all addenda acknowledgements filled out. Appendix I does not need to be included.

29 Under Submittal Instructions on Page 6 (ii.5), the RFP says each paragraph of the proposal shall reference the paragraph of the corresponding section of the

RFP and that it would be helpful to repeat the text of the requirement as it appears on the RFP. Our approach would be to capture the appropriate narrative from the RFP and include that in the heading of the appropriate section in which we will address the specific information requested therein. Will that be sufficient?

Yes

- 30 With regards to costs, (6)(a) on Page 5, do I understand correctly that you are only asking for our billing rates and the methodology through which we arrive at those rates?

Yes

- 31 Obviously, without a clear scope of work, we cannot bid on specific activities. I just want to confirm that this is what you are requiring. As for travel and ODCs, (6)(b) on Page 5, should we estimate mileage and lodging for a specific number of dates throughout the year where we would be in market for meetings and other activities?

The firm should estimate mileage and lodging costs per each visit to the County.

- 32 If so, does the County wish to provide an estimated number of market visits to Fluvanna County per year, against which we can provide a bid for travel?

The county does not have an estimated number of market visits.

- 33 On Page 4 under 4.b.i.5. Project Approach – the RFP asks us to map out how we will meet the requirements of each of the tasks and activities outlined in the document. We can most certainly speak as to how we would generically approach each of the various project elements (i.e., website maintenance is different from social media is different from collateral design is different from public relations) but without specific directions as to the nature of individual projects, it's nearly impossible to determine the relative effort that each member of the proposed project team will devote to a particular project or how long it will take to complete a specific task. Quite naturally, we have protocols and strategic approaches in place that we apply to the various disciplines, and we will gladly detail and document those as part of our proposal, but without specific tasks having been identified and assigned, we cannot speak specifically as to how we would accomplish those objectives. Can you provide some direction as to how we should respond to this particular element?

The proposal may address the general approach to meet the requirements of each type of task and activity.

34 In Section 4(b)(9) on page. 5 it states, "Client References – Offerors shall provide a minimum of four(4) client references that are similar in size and scope to the County' Project that have utilized similar Services. All client customers in the State of Virginia must be provided, regardless of circumstances."

May our firm submit references from a Principal Partner's experience to substitute Firm experience? The Principal Partner would be named and assigned to the project.

Yes

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Commodity: Creative Marketing and Design Services
Dated: February 12, 2024
For Delivery to: 132 Main Street
Palmyra, Virginia 22963
Bid Due: February 12, 2024 at 2:00 PM

This Addendum 2 is prepared and posted in response to vendor questions received as of February 23, 2024.

The proceeding questions and answers shall be incorporated to the above referenced solicitation:

Sincerely,
Steven McVey
Procurement Officer, Fluvanna County

Name of Firm

Signature/Title

Date