



Creative Marketing Services

RFP #2023-03

ADDENDUM #2

August 25, 2022

Pre-bid Questions:

1. What will creative services do with website design and development? Noticed it was on scope of services.
 - a. The Creative Marketing Company brought on will calibrate with the Website Design and Development firm we bring on to ensure the design and branding guidelines are followed.
2. Found pricing a little confusing, in proposal what are you looking for?
 - a. For the pricing, we are looking for your hourly rates and how you prefer to bill:
 - i. Annual rate with the same payment each month
 - ii. Work order with quote on each project
 - iii. Any other options available

Brief Overview from the meeting:

1. Recapped a little on all the regular advertising and creative projects we complete
 - a. Vehicle designs
 - b. TV commercials
 - c. Radio
 - d. Website and Social Media Ads
 - e. Media Campaigns with Print
2. Briefly reviewed the schedule for the RFP and the expectations
 - a. All questions are due on the 30th
 - b. All replies will be emailed and posted on public notice page on our website
 - c. Proposals should be sent to Jason Burch and be accepted no later than 2pm on the 13th of September. Anything after 2pm will not be accepted.
 - d. We do accept digital proposals with the hardcopy tracking information included in the email.
 - e. Interviews will take place from the 14-16 and we will award the winner on the 19th.
 - f. We would like to begin the partnership on October 1st.

