



Addendum #1
RFP #55-20, Digital Marketing Services
September 10, 2020

NOTICE IS HEREBY GIVEN that the following addendum serves to provide clarification and to answer the questions received on RFP #55-20, Digital Marketing Services.

Question 1: Will in-person meetings be required? If so, what is the frequency?

Answer to Question 1: *Due to the current state of COVID-19 we will only require Zoom/Teams Meetings for now on a monthly basis. In the future we may request a quarterly in person meeting with monthly Zoom/phone calls for touch base.*

Question 2: Is there an incumbent firm / vendor who will potentially be responding to this RFP as well?

Answer to Question 2: *The Tampa Bay Times currently provides these services to the City.*

Question 3: Is there a proposed budget for this RFP? If so, how are the funds being allocated?

Answer to Question 3: *Refer to RESPONSE ELEMENTS, TAB 5 – Pricing Details, pg. 21 of the solicitation. It is up to the vendor to propose how the funds will be allocated not to exceed \$35,000 annually.*

Question 4: Is this a new effort, or is there an existing effort that has been done before that we can review and reference as a starting point?

Answer to Question 4: *Refer to Answer to Question 2 above. It will be up to the vendor to provide a proposal outlining their scope of services that falls within the annual budget.*

Question 5: **Detailed Specifications 4. > Search Engine Optimization >** Are you requesting on-site or off-site optimization, or both? Also, is it primarily local optimization or optimization across the specific targeted areas outside of Florida?

Answer to Question 5: *The City is interested in offsite optimization for regional market startup/growth attraction but would be interested in recommendations to extend beyond Tampa Bay if it falls within the annual budget.*

Question 6: **Detailed Specifications 4. > Search Engine Marketing >** Are there existing ad accounts for Google, Bing, etc. that we would be provided access to or would they need to be set up from scratch?

Answer to Question 6: *These accounts are connected to the City's current vendor with the understanding that these accounts would need to be set up from scratch.*

Question 7: **Detailed Specifications 4. > Ancillary Social Media Services >** Are you requesting creating social content for posting and advertising/boosting within the scope? Are you looking for engagement and outreach as well? Can you provide more insight to the typical social media services you're requesting be included in the scope of work?

Answer to Question 7: *The City is open to suggested social media solutions that will create awareness of our product and services by engaging our audience. An example of a social media service currently used is monthly boosted Facebook posts.*



Question 8: Detailed Specifications 4. > Provide Additional Recommendations/Approach >
Can you provide more details to what additional recommendations you'd like included in the scope? Would these recommendations need to be limited to within the existing budget/scope of work or can they be in addition to?

Answer to Question 8: Any additional recommendations would need to fall within the annual budget. Refer to Answer to Question 3 above.

Question 9: Detailed Specs 6.b > Do we need to meet all the insurance requirements prior to submitting the RFP, or procure any requested coverage if awarded the contract?

Answer to Question 9: No, insurance coverage will be required upon intent to award of contract.

Question 10: Response Elements > 2. Tab 5 > Is the annual budget inclusive of all media and agency fees or is it only agency fees? Would media be paid directly or would the agency need to pay for media and be reimbursed?

Answer to Question 10: The annual budget is inclusive of all media and agency fees. The agency will be responsible to pay for media and will be reimbursed after submission of invoice that includes management fees and media buys.

Question 11: Does the \$35,000 stated budget cover both actual services and advertising spend? Or is advertising spend separate?

Answer to Question 11: The annual budget is all inclusive. Refer to Answer to Question 3 above.

Question 12: Is there an existing agency? If so, are you happy with the agency and are they allowed to participate in this RFP?

Answer to Question 12: Refer to Answer to Question 1 above. The current vendor has fulfilled their obligations with no issues and will be allowed to participate in this solicitation.

End of Questions and Answers

End of Addenda