



Addendum #2
RFP #55-21, Economic Development Strategic Plan
October 19, 2021

NOTICE IS HEREBY GIVEN that the following addendum serves to provide clarification and to answer the questions received on RFP #55-21, Economic Development Strategic Plan.

Question 1: Does the City have a desired approach toward work sessions or the target number of interviews to conduct?

Answer to Question 1: No; the city will evaluate the consultant's overall approach which is to include engagement activities.

Question 2: Is the list of stakeholders in the RFP complete, or are there other private sector organizations that should be consulted?

Answer to Question 2: The list of stakeholders is representative and is not to be viewed as a complete list. Respondents may wish to identify types of stakeholders believed necessary to engage during the project.

Question 3: Has the city targeted industry sectors of interest?

Answer to Question 3: The city's targeted industries have historically been generally aligned with Pinellas County's targeted industries and a subset of the State's.

Question 4: Have the target sectors changed since the 2011 EDSP?

Answer to Question 4: The consultant will be tasked with evaluating target sectors best suited to the City of Clearwater.

Question 5: Can you elaborate on the proposal tab requirement if we intend to submit electronically?

Answer to Question 5: If submitting your proposal electronically, your response should follow 2. PROPOSAL FORMAT, page 22, clearly defining each TAB appropriately.

Question 6: Is a high-res PDF for printing and regular PDF for web placement acceptable for (b.ii.) and (b.iii.)? [reference 3.3.2 – Final EDSP Phase, pg. 19]

Answer to Question 6: This will be at the discretion of our Public Communications team upon award.

Question 7: Most of our City-related economic development strategic plans also contemplate what partners are doing or should be doing to support economic development activities. Do you see this plan prescribing actions that others are interested in leading or do you desire a sole focus on City-related actions?

Answer to Question 7: Yes; we anticipate the Plan will prescribe actions that are the primary responsibility of other partners.

Question 8: You shared ten items that were incomplete from the last plan, are there any of these that should be revisited for the new plan?

Answer to Question 8: Incomplete goals should be revisited if the work in sections 3.3.1 and 3.3.2 leads to the conclusion that previously expressed goals should continue to be the goals of the City.



Question 9: Are you interested in resilience planning to be incorporated into this plan as it relates to natural disaster preparedness?

Answer to Question 9: *No; however, the consultant's work shall not conflict with the City's recently adopted Greenprint 2.0 goals.*

Question 10: When considering the previous plan developed in 2011, was the level of detail supporting the plan's recommendations sufficient? Are you seeking more or less specific detail around strategy recommendations in this new plan?

Answer to Question 10: *We anticipate a similar level of specificity in the new Plan.*

Question 11: The RFP indicates qualitative data collection in-person or virtually. Does the city prefer in-person or virtual stakeholder engagement?

Answer to Question 11: *The City has no preference.*

Question 12: Has a Steering Committee been formed for this project? If so, who is represented on the committee?

Answer to Question 12: *A steering committee has not yet been formed.*

Question 13: The RFP indicates "recent interest in the formation of an EDO". Has an organization or structure for an EDO been formed? Do you wish to have an organizational structure developed as part of this RFP?

Answer to Question 13: *No organization or structure has been formed. Reference section 3.3.1(d) regarding the consultant's role.*

Question 14: What is the anticipated public involvement for this project? number of public meetings and/ or stakeholder interviews?

Answer to Question 14: *Reference Answer to Question 1 above.*

Please Note: *The deadline for submitting questions is now closed and no further questions will be responded to.*

End of Questions and Answers

End of Addenda