Addendum 7 July 2, 2025

Partnership & Roles

Q: Will the City clarify Burns & McDonnell's active role in marketing and creative campaign decisions going forward?

A: The consultant is providing strategies and informational findings for the marketing firm to develop and place materials.

a. Q: Will the firm serve as strategic advisors, be part of the selection committee, and be actively involved once the firm is chosen with components such as: message development, creative production, final approvals, and budgeting?

A: The firm will be utilized as strategic advisors to the city and selected marketing respondent. They are not part of the scoring team.

b. Q: Is Burns & McDonnell eligible to compete, or put forward a partner, to compete for this contract?

A: The city does not anticipate the consultant submitting a proposal nor would they be eligible. All proposals will be reviewed on their own merits and for any conflicts of interest.

2. Q: Who will be the day-to-day program manager and final decision-maker for the City?

A: The assistant city manager in consultation with the leadership team will be final decision maker to ensure grant compliance and outcomes are met.

a. Q: Will approvals be routed through one lead, or across multiple stakeholders?

A: The assistant city manager and marketing director in consultation with the leadership team which may include stakeholders.

3. Q: Will we have direct access to community partners (e.g. schools, nonprofits), or will that be managed by the City or Burns & McDonnell?

A: Yes, the team will be given access to all materials and any stakeholders to develop materials.

Budget & Scope Clarity

4. Q: The budgets provided—are those strictly for media placement, or do they also include agency fees and production costs?

A: Budget numbers are totals and inclusive of agency development, production, and placement for materials.

a. Q: For example, are production costs for TV, digital videos, brochures, etc. anticipated to include these line items.

A: See #4 response.

5. Q: Would you please clarify the City's expectations regarding production?

A: See #4 response.

a. The RFP references PSAs and a mix of digital/print assets. Is there a need for full commercial production (e.g. on-location video shoots), or the City prefer that we leverage stock, animation, and/or existing templates?

A: City will consider a mix of both and should speak to local audiences. We will look to the creative firm for expertise.

6. Q: In reference to the Marketing Budget on page 4, would the City be open to recommendations to shift budget between channels if the media research and planning suggests a more efficient allocation to achieve the campaign goals?

A: City will consider recommendations.

Deliverables & Assets

7. Q: As part of our due diligence, we've been exploring the cultural and linguistic makeup of the Joplin. From the City's perspective, is there an opportunity—or expectation—for campaign materials to be developed in-language and in-culture? If so, which languages or communities should be prioritized to ensure culturally resonant engagement?

A: City will consider creative proposals that speak to a variety of local audiences.

8. Q: We noticed that the RFP references Exhibit A and Exhibit B as attachments; however, these documents were not included in the version we received. Could you kindly confirm whether they are available for review or if they will be shared at a later stage in the process?

A: All materials are in the Bid Center and Q/A responses in the addenda. The exhibits referenced are in the example contract and would include this RFP and the selected respondent's proposal to present to council upon award.

References

9. Q: Will the City please clarify how many references are required for this submission and whether this number may be reduced?

a. Under Experience on Page 10, it states: Please include the name, title, address, telephone number, and email for each client contact – in effect three references. Then under References, it asks again: Please include at least three references for similar type projects. Scoring will

emphasize the quality of references as well as the quality of performance of previous contracts or services. In effect this requires six active references – a significant challenge for relevant work from government contracts as our government clients are reluctant to provide references at all since they consider these to be “endorsements” and these must be vetted at senior levels.

A: Please provide a minimum if three references of projects that are preferably similar in nature and/or highlight the quality of the respondent’s work and team to complete the work.