Addendum 9 July 7, 2025

This addendum is being posted as a result of a missed email prior to close on questions raised. It is being posted for all possible respondents to see.

1- You list several different marketing arenas that the budget will cover. Are you looking for an agency to handle all of them, or are we allowed to submit a bid/proposal of services for just a few?
A: We are looking for an agency to contract with and handle all of them. If the agency wants to subcontract items it is acceptable if the firm is building a team.

2- What are the school toolkits?
A: Age appropriate materials and/or curriculum for schools and teachers to utilize. This is highlighted in the RFP materials.

3- Is there an idea of what you all would like to see on the digital advertising side, outside of paid ads, or are you just leaving this open for the agency to provide direction?
A: The agency will develop the ads and be responsible for placing them in coordination with media outlets.

4- The meetings that we had for the committee were mainly centered around coming up with a plan for a new website. Is that still something that is included in this?
A: The website development will be handled internally by the City marketing team.