



SANDY SPRINGS™

GEORGIA

ADDENDUM NUMBER 1

REQUEST FOR PROPOSALS #20-016 Economic Development Strategy and Marketing Plan

Schedule of Events

- **Bid Due Date:** September 27, 2019; no later than 2:00 PM EST.

Bids received after the above time or any proposal submitted in any other format (email, paper, fax, mail, etc.) than online submissions for this ITB through the Bonfire Portal at <https://sandysprings.bonfirehub.com/projects/view/18397> will not be accepted for any reason.

- ❖ What is the estimated annual value for this project? We do not provide this information. We are looking for the best value for the City of Sandy Springs.
A: We do not provide this information.
- ❖ Does the City have a cost proposal rubric/template for inserting fees? There is a space for a Fee Schedule (Exhibit C) but it is blank.
A: No we do not. Please keep it as concise as possible.
- ❖ Any mandatory minimums? (e.g. 3 years of performing similar work, etc.)
A: No.
- ❖ Is it possible to submit a response for Phase I of this RFP (Section 2: Scope of Work, Page 6), and not Phase II or Phase III?
A: No.
- ❖ Can you share the budget range that has been established for this project?
A: No. We do not share this information.
- ❖ One of the Phase 1 Deliverable is to Facilitate interviews and meetings with economic development staff, focus groups, and stakeholders to determine the future viability of current programs, partnerships, and associations. Is there an expected or recommended amount of expected interviews/meetings? Is the expectation that all groups of stakeholders hold equal weight when providing recommendations? Is the expectation that elected officials for the City of Sandy Springs be involved in the interviews and meetings?
A: The department currently considers its primary partners to be the Metro Atlanta Chamber, the Georgia Department of Economic Development, Georgia Power, the Sandy Springs Perimeter Chamber of Commerce. There are approximately 10-15 other relationships in the region which may warrant discussion. Consultant should make recommendations based on result of all stakeholder interviews and best practices. Elected officials should interviewed.

- ❖ Should the consultant have an existing relationship with Sandy Springs Perimeter Chamber?
A: Any relationship, or lack thereof, with SSPC is not a requirement.

- ❖ Will the consultant be responsible for implementation of media i.e. video, social media campaigns or recommendations only?
A: Recommendations only

- ❖ What marketing software tools is the City of Sandy Springs currently using? Our marketing software is minimal at this time.
A: We have a CRM system for tracking contacts, and utilize Constant Contact.

I hereby acknowledge receipt of Addendum Number 1 for Request for Proposal #20-016 Economic Development Strategy and Marketing Plan. I have incorporated the necessary changes into my response for the abovementioned RFP.

COMPANY NAME _____

CONTACT PERSON: _____

ADDRESS: _____ CITY: _____

STATE: _____ ZIP: _____

PHONE: _____ EMAIL ADDRESS _____

SIGNATURE: _____ DATE: _____

End Addendum Number 1
20-016