



**RIVIERA BEACH COMMUNITY REDEVELOPMENT AGENCY**  
**RFP NO. 2018-02**  
**ADDENDUM No. 001**  
**Posted July 27, 2018**

**Q&A**

1. Question: Will the RFP due date be extended?

**Answer: August 3, 2018**

2. Question: When will responses to the RFP questions be posted?

**Answer: July 27, 2018**

3. Question: What is the budget for public relations and marketing services?

**Answer: A budget has not been established.**

4. Question: Is there an incumbent currently providing public relations and marketing services for the City of Riviera Beach CRA?

**Answer: No**

5. Question: Why are you going to RFP for this scope?

**Answer: To move forward with a firm's proposal.**

6. Question: Do I (the proposer) need to stick to your (the CRA's) structure for the Master Plan?

**Answer: Creative proposals outside of the scope of the Master Plan will be accepted and reviewed.**

7. Question: What does success look like for this project? Are there specific KPIs that you are focused on?

**Answer: Improved perception, expansion of our positive brand, resident and regional participation, and other KPI's to be determined.**

8. Question: Who will the marketing agency hired for this work be reporting to?

**Answer: Project Manager, Andre' Lewis**

9. Question: In your opinion, who are you competing with for event audience or tenant leasing?

**Answer: Surrounding municipalities.**

10. Question: Would the RBCRA consider a proposal that offers this important foundational brand work in year one, then transitions to campaign expenditures in years two-five?

**Answer: All responsive proposals will be considered.**

11. Question: Is it the CRA's expectation that the team propose new product/activities to assist the CRA in achieving its mission?

**Answer: That is a possibility.**

12. Question: In the matrix you provided in section 1-2 item F10, you list only Government, CRA, and CDA options. Are you only looking for examples of projects in these areas or may we submit relevant case studies in other industry sectors such as marketing/PR for private developments?

**Answer: You may submit additional and relevant case studies**

13. Question: Are you specifically seeking a firm that specializes in CRAs or would you consider a broader-based firm?

**Answer: We would consider broader based firms.**

14. Question: Section 1-2 F requests a narrative expressing understanding and approach to the project. Then in section 1-2 C (the second C) you request Response to Evaluation Criteria which again requests understanding and approach project. Can you clarify the difference between these two sections?

**Answer: Similar information will be provided.**

15. Question: When you refer to “similar project experience” throughout the RFP, are you looking for only CRA experience or experience in the general project areas (i.e. annual report, collateral materials, marketing/communications, etc.)?

**Answer: General experience, CRA experience is helpful.**

16. Question: Regarding the budget, section 1-2 a states “assume your fee is exclusive of the proposed budget.” If this budget does not include our fee, what is this budget typically allocated for? Is this a new budget or has the CRB been allocating a budget to current PR/marketing expenditures? Does the CRA have a budget allocated for the fees incurred by hiring a PR/Marketing firm?

**Answer: A-collateral, etc. B-Yes C-Budget TBD**

17. Question: Under section 1-2, Program Promotion, Special Events – will the firm be responsible only for promoting Special Events created or will the firm also be assisting in planning and executing events?

**Answer: TBD**

18. Question: What platform is the CRA’s website built in?

**Answer: Word press and we use Blue host.**

19. Question: Can you further clarify section 1-2 #F13? What do you mean by “engaging safety perceptions”?

**Answer: We embrace CPTED and Safe growth Principles.**

#### **ADDITIONAL UPDATES**

1. Section on Background, P.4., has no number.
2. Section 1-2, should be 1-1.
3. All other sections remain the same.
4. Additionally: note the following, subsections under 1-2 (f)
  - a. 14- Principal Office
  - b. 15- Required Forms
  - c. 16- Addenda
  - d. Response to the evaluation Criteria

I \_\_\_\_\_, a Representative of \_\_\_\_\_, do hereby acknowledge that I have received the following Addenda, which are incorporated by reference in this Bid Solicitation Package.

**Addendum No. 001** \_\_\_\_\_

**Signed:** \_\_\_\_\_ **Date:** \_\_\_\_\_  
Representative, (Company Name)

**Any amendments to this RFP will be posted on our website at <http://www.rbcra.com>. It is the vendor's sole responsibility to routinely check this website for any amendments that may have been issued prior to the deadline for receipt of RFP submittal packets.**

Submissions will be opened and evaluated in the Riviera Beach CRA conference room at 2001 Broadway Suite 300, Riviera Beach, FL, 3:30 PM, **August 3, 2018**, or as soon thereafter as is practical by the evaluation committee.

This notice does not bind RBCRA to pursue further steps with any interested parties. Accordingly, RBCRA is not liable for any costs incurred in connection with the submittal of materials in response to this request.

The CRA reserves the right to reject any and/or all submissions and waive technicalities and/or any irregularities therein. The CRA further reserves the right to award a contract to that qualified proposer whose proposal best serves the interests of the CRA in the sole discretion of the CRA.

All responses must be complete upon initial submission. Faxed responses will **not** be accepted. Electronic versions will **not** be accepted. Submissions will be time and date stamped.

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