



ADDENDUM No. 2

JANUARY 7, 2019

Solicitation Title: Public Relations Services for the North Miami
Community Redevelopment Agency

WEDNESDAY, JANUARY 30, 2019

Solicitation No.: RFP 18-18-19

Opening Date:

BY NO LATER THAN 3:30 PM

Attention all potential bidders:

- MUST Addendum:** Read carefully and follow all instructions. Information included in this Addendum will have a material impact on the submittal for this solicitation. All "MUST" addenda are considered a matter of responsiveness. "MUST" addenda must be acknowledged on Form "A-5. Failure of a Submitter to acknowledge the addenda may be cause for rejection of the bid.

To all prospective bidders, please note the following changes and clarifications:

1. The deadline for submittal for proposals has been extended as follows:

SUBMITTAL DEADLINE:

~~FRIDAY, JANUARY 25, 2019~~ **WEDNESDAY, JANUARY 30, 2019, BY NO LATER THAN 3:30 PM (LOCAL TIME)**

Request for Information Questions/Clarification:

Q.1 3.2.2 Media Kit Schedule

Q.1A Grand Opening/Re-Opening events of NMCRA Commercial Grantees; Can you please provide a list of these events.

A.1A The Grand Opening/Re-Opening events vary but typically number between 2-5 events a year. See below the link to our "Downtown NoMi Strategic Marketing Plan" for more detail (page 73 to 80).
https://www.northmiamicra.org/sites/default/files/u3976/downtownnomistrategicmarketin gplan_1.pdf

Q.1B Ribbon Cutting/Groundbreaking events of NMCRA Residential Programs and Large-Scale Development Projects; How many of these events in total for the year?

A.1B Same answer as A.1A.

Q.1C Launch of new initiatives; How many initiatives will be launched?

A.1C Typically between 3 to 4 new initiatives are launched during the year.

Q.1D North Miami Arts & Design (NOMAD) scheduled events; How many of these events will there be?

A.1D The North Miami Arts & Design (NOMAD) events would be decided by the business owners in the corridor. Typically between of 4 to 12 events a year.

Q.1E Four (4) NMCRA signature events (TBA); and Jazz @ Moca Monthly events. How many Jazz at Moca events do you anticipate for the year?

A.1E They are monthly events, we anticipate approximately 12 events during the year.

Q.2 3.2.12 Create and maintain schedule and content for all NMCRA community events, social media postings on NMCRA's Facebook, Instagram, Twitter, YouTube and Snapchat accounts. What is the approval process for the messaging being created for social media? Does this mean creating the graphics too or do you provide the graphics?

A.2 Consultant would need to coordinate with City of North Miami Public Information Office to ensure messaging meets overall goals and statutory requirements. No, we have in-house graphics.

Q.3 3.2.16 Arrange and act as liaison for live broadcasts during events? Is the consultant chosen be required to conduct the live broadcast?

A.3 Consultant will be required to coordinate with the City's Public Information Office and yes sometimes the consultant will be required to conduct the live broadcast.

Q.4 Proposed Approach – Innovative, creative to rendering the Services and metrics for a successful program – 30 Points

Describe how consultant intends to incorporate the strategies and accomplishments from the NMCRA Plan and Marketing & Branding Plan in the comprehensive Public Relations (PR) and Social Media (SM) Plan. Please provide examples of innovative and creative approaches used in the past that have garnered results. Provide examples and results of Public Relations and Social Media plans for (4) special events.

• Successfully obtain earned media for at least (4) redevelopment initiatives. Can you please explain in greater detail what this means?

A.4 Respondent should provide examples of innovative and creative approaches used successfully in the past to promote a private developer or public entity.

Q.5 What is the budget for this RFP/project?

A.5 The budget for this project is approximately \$95,000 for the year.

Q.6 Is there an allocated NMCRA budget for Public Relations Services??

A.6 Same answer as A.5.

Q.7 Should respondents include the Narrative Description Proposal Submittal Checklist with the required forms?

A.7 Yes, respondents should include the Narrative Description Proposal Checklist.

For any other questions, clarification can be found in the specifications.
All other terms, conditions and specifications remain unchanged for this solicitation.

End of Addendum