



ADDENDUM No. 1

MAY 22, 2019

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

FRIDAY, MAY 31, 2019

Solicitation No.: RFP 53-18-19

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.

Request for Information Questions/Clarification:

Q.1 Can you advise me about the annual budget for this campaign?

A.1 \$60,000 to \$80,000.

Q.2 I understand you are looking for the U.S. market? Are you also looking for Canada and other markets?

A.2 Our primary focus will be the U.S. market, but does not preclude also targeting international markets.

Q.3 The solicitation requests for insurance for workers compensation. Is there an offer of exemption if less than 3 employees?

A.3 If less than three employees, a certificate of exemption must be provided.

Q.4 What is the range of budget inclusive of public relations agency retainer/fee for the contract term?

A.4 See answer to Q1.

Q.5 What is the range of budget for paid social media activity?

A.5 The answer to Q1 includes social media.

Q.6 Is there a budget for paid media (i.e. radio, digital) during the contract period and if so, please provide a range of budget.

A.6 See answer to Q1.

- Q.7** What are the market(s) of focus outside of Miami?
- A.7** The State of Florida, as well as the remainder of the U.S. The primary goal is to attract businesses to either relocate or establish themselves in North Miami. The area of focus should be business opportunities, family environment and activities, tourism, etc.
- Q.8** How many events are planned for the contract period?
- A.8** Approximately two events a month. Depends on how many businesses are hosting groundbreaking or grand opening ceremonies for CRA related projects.
- Q.9** Is the chosen agency responsible for creating events or supporting already established events?
- A.9** The selected agency shall be expected to perform both.
- Q.10** Expand on example response that they would like to see (i.e. – could an example of how to build out a Jazz festival work or are you looking for specific creative ideas for NMCRA and/or budget/mediums they would like to see?)
- A.10** The Museum of Contemporary Arts (MOCA) hosts Jazz@MOCA once a month, we would like to expand this existing event with maybe a moving happy hour, bar crawl, art walk, something to attract visitors. The North Miami CRA (NMCRA) may kickoff of new development campaign, host grand openings celebrations, NoMi Mac and Cheese festival, etc.
- Q.11** Are you looking to finalize a partnership with one or several vendors?
- A.11** One vendor preferably.
- Q.12** Is the CRA already working with a marketing, creative, and/or ad agency for similar marketing services? If so, which agency?
- A.12** A marketing plan was adopted by the CRA Board and can be found at https://www.northmiamicra.org/sites/default/files/u3976/downtownnomistrategicmarketingplan_1.pdf or on the CRA website: www.northmiamicra.org. Currently, we do not have a marketing firm.



DOWNTOWN NOMI STRATEGIC MARKETING PLAN

What is Downtown NoMi's unique market position? Downtown North Miami is one target area in the North Miami CRA Plan, which identifies 14 economic development goals. To achieve these goals, a strategic marketing plan was developed as a step-by-step guide, prioritizing objectives, strategies, tactics and budget. Downtown NoMi is now positioned in the market as a "tasteful, rhythmic, eccentric and artistic" place to dine, watch live music, find unusual mid-century modern furnishings or high-end boutique fashion and experience an art-filled cultural scene. To NoMi is to Love Me!

[View Project](#)

- Q.13** What has prompted the CRA to release this solicitation or is this solicitation an extension or renewal of a previous contract?
- A.13** Currently the NMCRA uses the services of the City of North Miami's Public Information Office, but in light of increased demand for new initiatives and activities, the NMCRA requires its own firm for broader services.
- Q.14** What has been your media mix for advertising and how much has been allocated annually by category - digital, paid social, TV, radio, outdoor?
- A.14** That will be determined in conjunction with the selected firm. No historical data is currently available.
- Q.15** How much does the CRA allocate annually for marketing related services and activities? This is a new initiative.
- A.15** Please see answer to Q1.
- Q.16** If you have previously procured these services, what were the performance metrics used to determine satisfactory performance?
- A.16** Other than the Downtown NoMi Strategic Marketing Plan, we have not hired a firm yet.
- Q.17** Is there performance data available on previous similar contracts?
- A.17** No historical data available as this is the first time we are hiring such a firm.
- Q.18** Do we need to consider languages other than English for translation of campaign materials? If so, which languages?
- A.18** As stated in Section 3.2 of the RFP: The NMCRA has a diverse population; therefore, the proposal must include strategies to effectively cross-promote with various media platforms, such as Haitian Radio and Spanish media outlets.
- Q.19** Do you expect time required for events/media/strategy/etc. to be relatively comparable each quarter of the year, or are there specific seasons you anticipate will require more or less intensity?
- A.19** We expect the time to be the same throughout, except for Art Basel week.
- Q.20** What is the #1 challenge you would like this contract and additional marketing to help solve?
- A.20** Bring awareness to the NMCRA initiatives, area businesses and activities within the City's Downtown corridor to attract new visitors.
- Q.21** Given you're looking for a marketing and communications partner, what does success look like from your perspective?
- A.21** Examples of successful Cities/CRA's, we would like to develop marketing/communications like the Downtown Delray Beach DDA & CRA, Downtown Miami DDA, Coral Gables BID as some examples of successful promotion of an area.
- Q.22** What specific media partners do you currently work with to market North Miami?
- A.22** The NMCRA does not have specific media partners, but the City's most commonly used media partners are WLQY 1320am, Radio Mega 1700am, WSRF 1580am, The Miami Herald, iHeart Radio, Cox Media Group, Radio Carcoal, Radio Actualidad, Comcast, The Miami Times, Island TV, etc.

- Q.23** What specific social media channels do you use to market North Miami?
- A.23** Facebook, Instagram, Twitter, Flickr and YouTube.
- Q.24** What time frame do you expect to launch the campaign?
- A.24** As soon as contract is approved by the CRA Board.
- Q.25** Is there a predetermined annual budget for this program?
- A.25** See answer to Q1.
- Q.26** Is this the first year of the program or is it ongoing? If so, do you have a current vendor and what is the current annual budget?
- A.26** First year program.
- Q.27** What percentage of the budget will be available for professional services and what percentage will be allocated for advertising buys?
- A.27** The actual allocation shall be determined in conjunction with the selected firm.
- Q.28a** How many events do you anticipate holding within one year and of those events how many are already in existence (if any)?
- A.28a** We would like to have two events a month. We would like to enhance a currently existing City event: Jazz at Moca and would like to also create another event to attract more visitors and businesses to Downtown Nomi.
- Q.28b** What do you see the role of your contractor to be in regard to existing events?
- A.28b** Incorporating in and promoting the current events as it relates to the NMCRA's mission and vision. Creating new events as needed and supporting City events if the NMCRA is involved.
- Q.29** How many media/press conferences do you plan on holding in one year?
- A.29** Depends on initiatives launches and business moving in.
- Q.30** How many staff members do you anticipate overseeing and/or interfacing with the contractor and what are their positions/titles?
- A.30** Contractor will need to work with the NMCRA Director and staff and liaison from the City's Public Information Office. The actual staff members assigned to work on this contract shall be provided to the selected vendor.
- Q.31** Do you have a budget or range for the services requested in this RFP?
- A.31** See answer to Q1.
- Q.32** Can I still submit a proposal even though I am incorporated to do business in the state of New York? I don't currently have offices in Florida.
- A.32** Yes, you can submit a proposal. However, foreign corporations wishing to do business in the State of Florida should first contact the Florida Division of Corporations for further information.

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