



King William County
Est. 1702

Board of Supervisors

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Request for Proposal KING WILLIAM COUNTY COMPREHENSIVE MARKETING CAMPAIGN FOR VOLUNTEER FIRE AND RESCUE PERSONNEL

RFP 2017-005 ADDENDUM #1

1. Does the budget include the actual scheduled media buys (billboard, radio, broadcast, digital, movie theatre, printing costs etc) - or all the creation of all the assets, research and the 4 year planning?

Answer: Anticipated services will include the initial research, planning, and consultation with Contract Coordinator as well as receiving input from Fire House key staff. Development of a brand including production, printing, duplication and placement as part of the overall marketing project will be expected. Also, included will be scheduled media buys (radio, broadcast, digital, movie theatre, printing costs, etc.) is included in the \$50,000 budget.

2. If media and printing costs are included in the budget - does that \$50,000 need to be broken out over 4 years?

Answer: No. Media costs will need to be budgeted in and pre-paid by the Marketing firm for a 12-18 month period. Funding will not be available after March 15, 2017 so all commitments must be established and payment made within that timeframe.

3. Is the \$50,000 budget limited to the 3 month timeline?

Answer: Eighty-five percent of the project will be completed within the 3 month period. This will include research, planning, consultation, branding and establishing contracts/agreements with media outlets to push out the message. Fifteen percent of the project will be distributing the media broadcasting, printing, digital, etc.) and following up.

4. Please clarify -- IV Specific Terms & Conditions #6. last sentence asks for contractor to identify any and all costs associated with the implementation of the project should the offeror be selected?

Answer: Yes, this is a request for a proposed breakdown of cost associated with the project implementation. To include labor, overhead, supplies, media costs, printing, etc. The response will assist the County in better understanding how the firm expects to utilize the funds.

5. Scope of work E. lists that the contractor will provide A-D in within a 3 month period. However C. requests a detailed, four year marketing Calendar.

Answer: The project is scheduled for a 3 month period but we expect to have a viable strategic plan to assist the County and Fire Houses in recruitment plan for succeeding years.

6. Will this four year plan be implemented by the selected contractor?

Answer: There is no plan to retain the Marketing Firm longer than the 3 month period. Call deliverables must be met within that timeline.

7. Will the plan be implemented by county employees and not another outside vendor to be determined in a future RFP?

Answer: there is no plan to contract with a vendor to fulfill the marketing deliverables. The four year strategies must be tailored to the County's ability to implement.

8. The request is for an original hardcopy signed proposal in a sealed envelope. Are any additional hard copies of the original proposal needed for review? Or, for efficiency, can you receive an electronic version of the original sealed proposal that is searchable and sharable among your committee.

Answer: One original hard copy of the signed proposal is required. If you would like to also include an electronic version in addition to the hard copy that will be acceptable.

9. May RFP submission include digital media files to provide examples of multi-media campaigns including radio/video. (Either through a password protected web portal or actual DVD/jump drive/etc.) If acceptable, what format do you prefer?

Answer: This would only be requested if you are selected as one of the firms brought in to the County for presentations and negotiation.

10. Can you provide a copy of the report/research that was conducted last year on the departments serving King William County and recruiting volunteers? Matrix Consulting Group presented a final document in January, 2016 of their study of fire and rescue services in King William. This study provides background on County services and also makes some suggestions for recruitment of volunteers. A digital version of this study is available by request to interested marketing companies by emailing Beth Dandridge at bdandridge@kingwilliamcounty.us.