



**ADDENDUM NO. 1
TO
REQUEST FOR PROPOSALS (RFP) TO PROVIDE MARKETING, SOCIAL MEDIA, AND
GRAPHIC DESIGN SERVICES ON AN ANNUAL BASIS FOR THE
BOYNTON BEACH COMMUNITY REDEVELOPMENT AGENCY**

June 21, 2021

TO ALL PROPOSERS AND OTHERS CONCERNED

The Boynton Beach Community Redevelopment Agency (“CRA”) has published a Request for Proposals (RFP), dated June 11, 2021, to provide marketing, social media, and graphic design services for the Boynton Beach Haunted Fest & Mermaid Splash event under an annual service contract with an option for up to three (3) one-year renewals. The intent of this Addendum is to address errors and clarify other aspects of the RFP. Applicants responding to the RFP shall take note of the following changes, additions, deletions, clarifications, etc., to the RFP which shall become a part of and have precedence over anything shown or described otherwise.

Question 1: Whether companies from Outside USA can apply for this? (like, from India or Canada)

*Answer: **The RFP is open to qualified individuals, partnerships, or companies or corporations authorized to do business in the State of Florida.***

Question 2: Whether we need to come over there for meetings?

*Answer: **Yes, face-to-face meetings will be required for CRA Board and staff coordination meetings.***

Question 3: Can we perform tasks (related to RFP) outside of USA?

*Answer: **Yes, the tasks required for this project could be performed outside of the USA.***

Question 4: Can we submit the proposal via email?

*Answer: **No, proposals cannot be submitted via email. Sealed proposals will only be accepted at the BBCRA office located at 100 E. Ocean Avenue, Boynton Beach, FL 33435.***

Question 5: Do you have a budget for this program?

Answer: The BBCRA is currently in the budget planning process for FY 2021-2022. A final budget for the Events Marketing has not yet been approved by the CRA Board.

Question 6: Who is currently providing the graphic design, social media, website, marketing services, or public relations services to the CRA?

Answer: Currently BBCRA staff is overseeing the graphic design, social media, website, marketing services, and public relations.

Question 7: Is there an incumbent agency for this program?

Answer: No, there is no incumbent agency.

Question 8: Can you provide the names of any graphic design, social media, website, marketing and public relations firms who have provided services to the CRA in the past 3 years?

Answers: The BBCRA had an annual contract with Delray's Finest Signs & Graphics, LLC from August 2018 until August 2020 for graphic design services, and currently has a limited contract with VUP Media, LLC for videography services and an annual contract with Granicus, LLC for website design and maintenance services for the www.boyntonbeachcra.com website.

Question 9: Is the intent for the firm awarded this project to host and update the website, or just provide content to your web designer?

Answer: The select respondent will be responsible for the content and update of the www.bbpiratefest.com website as described in Paragraph 3.d of the RFP. Content produced for the www.boyntonbeachcra.com website will be updated by BBCRA staff.

END OF ADDENDUM No. 1