

Addendum Number 1
Marketing and Public Relations Consulting Services

RFP # 2013-4-24-01

Due Date/Time: May 30, 2013, 2:00 PM Eastern Daylight Time

Submit To: City Clerk
City of Wilton Manors
2020 Wilton Drive
Wilton Manors, FL 33305

The purpose of this Addendum is to answer questions received from potential proposers. All of these questions were received prior to the published deadline of May 13, 2013.

1. Q: For the listed scope of services, what is the anticipated budget for the 2 year project period?

A: The Fiscal Year 2013 budget has allocated \$36,000. The proposed budget for Fiscal Year 2014 includes \$30,000 for marketing and PR services.

2. Please provide sample event marketing/press releases used in the past.

A: Please see the end of this document for sample press releases.

3. For the presentations portion of the bidding process, please explain the scoring process.

A: The presentation will be rated as Pass or Fail.

4. On page 1, it states that there is a Piggybacking option for other government entities. Please list these additional government entities.

A: In the future, should another government entity select the winning proposer to provide similar services, that entity would negotiate with the selected firm independently.

5. Is there an estimated total amount of hours per personnel category anticipated for the two year period?

A: It is anticipated that the proposer will allocate hours to staff as needed.

6. What is the total budget for the term of the project?

A: The Fiscal Year 2013 budget has allocated \$36,000. The proposed budget for Fiscal Year 2014 includes \$30,000 for marketing and PR services.

7. What are the short and long term goals referenced on page2 of the solicitation in the last bullet of the marketing section?

A: These include, but are not limited, to the items listed in section 2.2.2 of the RFP as well as:

Maintaining a Distinctive Community Identity

Promoting Community-Building Events and Festivals

Informing Citizens with Accurate Information

Developing Marketing Materials to Promote City Facilities

Effectively Communicating Information Pre and Post Disaster or Incident

8. I am reading through the RFP guide for Wilton Manors and on **page 2** under section **2.1-Proposer Background and Experience** it says the proposer must have at least 5 years experience to be eligible. As professionals, my company has more than 10 years experience, but the company has only been around for 3 years. Will this be a problem when we turn in our RFP?

A: The specific individual who would serve the city on a day-to-day basis as a primary point of contact and be responsible for the service shall have at least five years of experience in Marketing and Public Relations Consulting.

9. Could you clarify 2.1 Proposer Background and Experience question: *Proposers shall have provided professional Marketing and Public Relations Consulting for (5) years* – Can experience include working as a professional within the marketing field, operating as an LLC, or a combination of both?

A: A: The specific individual who would serve the city on a day-to-day basis as a primary point of contact and be responsible for the service shall have at least five years of experience in Marketing and Public Relations Consulting.

10. Is the bid opening open to the public?

A: Yes

11. Who will be point of contact for the winning pr firm?

A: Assistant City Manager Leigh Ann Henderson

12. Who currently updates the City of Wilton Manors website, i.e. adds copy, new events, etc.?

A: City staff updates the city's website.

13. If the appointed agency recommends content changes, updates, or additional information, who is responsible for physically updating the site the agency of record or a city staff?

A: City staff updates the city's website.

14. What platform is the website currently operating on? Joomla, Dreamweaver, Wordpress etc.?

A: The city contracts with CivicPlus for website hosting and design.

15. How many current residents subscribe to the City's email marketing system?

A: The city's email notification service has approximately 820 subscribers.

16. How many of these business owners currently use the email marketing system to contact residents?

A: Business owners do not have access to distribute information through the city's email marketing system.

17. How often is the City newsletter mailed and/or emailed?

A: The e-blast is issued weekly. The Town Crier is issued bimonthly.

18. Is there a separate newsletter for business owners and residents?

A: The city does not currently maintain separate newsletters for business owners and residents.

19. Who currently maintains the City's Facebook page?

A: The city does not currently maintain a Facebook page.

20. On average how many City events occur per month?

A: The annual special events calendar is available at:
<http://www.wiltonmanors.com/DocumentCenter/View/125>

21. How often is the Town Crier produced by the city?

A: The Town Crier is issued bimonthly.

22. Does the City have a paid advertising budget?

A: The city maintains an advertising budget that covers costs of all advertisements, including job postings, legal ads and notices.

23. If so, what is the monthly paid advertising budget?

A: The advertising budget for marketing and public relations has not been established.

24. What is the current monthly budget for the marketing and public relations services?

A: The city does not currently retain a consultant for marketing and public relations services.

25. Is there a budget for services requested in this proposal?

A: The Fiscal Year 2013 budget has allocated \$36,000. The proposed budget for Fiscal Year 2014 includes \$30,000 for marketing and PR services.

26. We wanted to know if we can submit even though our main office is located in San Diego, CA

A: The RFP does not specify location as a requirement of proposers. However, as stated in Section 3.3.6.4 of the RFP, the primary point of contact shall be available within 24 hours' notice by telephone to accomplish the following: attend meetings, respond to telephone calls, respond to specific inquiries, and draft and release press releases. Additionally, as stated on page 8 of the RFP, Proposers may be entitled to additional considerations for local business certification pursuant to Section 2-268(u), "Bidding Preference for Local Vendors" of the City's Code of Ordinances.

27. What is the name of the incumbent agency, if there is one, and how long has the agency represented Wilton Manors?

A: There is not an incumbent agency.

28. Are you willing to disclose the upper budget limit for the program?

A: The Fiscal Year 2013 budget has allocated \$36,000. The proposed budget for Fiscal Year 2014 includes \$30,000 for marketing and PR services.

29. For section 3.3.6.4., will you accept bios in lieu of resumes?

A: Yes, however the bio must not exceed one page and shall include the individual's relevant experience.

End of Addendum Number 1



City of Wilton Manors ♦ Leisure Services Department
2020 Wilton Drive, Wilton Manors, FL 33305
954-390-2130 ♦ Fax 954-390-2138
WiltonManors.com/parks

*Certified Community
Wildlife Habitat*



PRESS RELEASE

For Immediate Release

DATE: October 6, 2010
CONTACT: Joseph Gallegos, City Manager
PHONE: 954-390-2120
FAX: 954-390-2199
WEBSITE: www.wiltonmanors.com
SUBJECT: **Tree Planting Program Phase I**

WILTON MANORS, FL – The City of Wilton Manors conducted Phase I and II of a tree planting plan with the support of a volunteer committee and landscape architect, which began February 2009. The committee identified areas throughout the City of Wilton Manors where it would be appropriate to plant native canopy trees. The committee recommended a planting plan to the City of Wilton Manors Commission that included the type of tree, the size and the location.

Once the City Commission approved the tree planting program plan, City Staff submitted a request to Broward County for funding from the Tree Trust Fund, which has approximately \$114,000 to plant native trees on public property in the City of Wilton Manors. The Broward County Commission approved the Tree Planting Project by authorizing funding from their Tree Trust Fund. The funding will cover the cost of planting the native trees and up to 20% of the costs can be used for the installation, fertilization, mulching and continued watering of the trees.

The City of Wilton Manors completed Phase I of the Tree Trust Fund in 2009, planting 85 trees in Hagen Park and Richardson Historic Park and Nature Preserve. City Commission approved an agreement on Tuesday, September 14, 2010 with Vila and Son Landscaping Corporation to complete Phase II of the planting plan. Vila and Son mobilized on Monday, October 4, 2010 and are nearly completed with planting 182 trees at Colohatchee Park, Island City Park Preserve and in swale and right-of-way areas throughout the city. The 2nd phase of the planting project is \$36,837. The Leisure Services Department is responsible for the landscape maintenance of all City parks, medians and right of ways and will oversee the landscaping project.

Wilton Manors, FL, otherwise known as “The Island City,” has 12,697 residents, and is located in Broward County, FL. For more information about Wilton Manors, visit wiltonmanors.com. Please contact Patrick Cann, Leisure Services Director at (954) 390-2130 with any questions regarding this project.

PRESS RELEASE

For Immediate Release

DATE: October 19, 2010
CONTACT: Joseph Gallegos, City Manager
PHONE: 954-390-2120
WEBSITE: www.wiltonmanors.com
SUBJECT: Wilton Manors Awarded Police Hiring Grant

WILTON MANORS, FL – The City of Wilton Manors was awarded a \$218,987 grant through the Department of Justice COPS Hiring program to fully fund a Police Officer position for three years. The officer will serve as a Community Policing Officer primarily assigned to the downtown Arts and Entertainment District and will be the liaison to the city's three neighborhood associations. This grant will allow the Wilton Manors Police Department to increase safety efforts and enhance community policing.

Mayor Gary Resnick stated: "Congresswoman Debbie Wasserman Schultz has worked closely with us in attaining this grant and I am thrilled that our City will be able to increase its police presence."

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