



COUNTY OF AUGUSTA

Finance Department

18 Government Center Lane * PO Box 590

Verona, VA 24482-0590

Phone: 540-245-5741 * Fax: 540-245-5742

March 12, 2021

Addendum No. 1

To: Potential Bidders
Reference: Tourism Digital Marketing Services- GART
Agency: Augusta County
Solicitation: RFP# 81050-21-01
Bids Due: March 29, 2021 at 2PM

The following information is made to the original reference solicitation. Bid Due Date and time remains the same. Bidders shall acknowledge receipt of this Addendum on the Bid Form where indicated. Notice is hereby given that this addendum has been posted in full on the project's solicitation page of the Augusta County website and eVA.

Questions

A1.1 **Question 1: Is the incumbent firm eligible for RFP # 81050-21-01?**

Response: Yes

A1.2 **Question 2: How much money has been spent on direct advertising costs over the last year?**

Response: FY21's digital marketing services budget is \$45,075.

A1.3 **Question 3: I noticed that Augusta County is looking for Digital Marketing Services. I was wondering if you were considering signing with a Content Marketing firm as opposed to hiring an individual. The website to my firm is attached in my signature. Let me know if you have any questions/interest.**

Response: We are looking for a digital marketing firm, not an individual.

A1.4 **Questions 4: On page 4, please define what "necessary paperwork" is required to be completed by the vendor for "VTC co-op reimbursement."**

Response: The Virginia Tourism Corporation Industry Advertising Co-op Program provides reimbursement for media campaigns. Detailed information and reimbursement paperwork requirements can be found here: <https://www.vatc.org/marketing/advertising/partneradvertising/>

A1.5 **Question 5: On page 4, please define the specific scope of work that is required in #1, "design and develop campaign landing pages on the existing website ... " Is there an allocated budget for this, or is this to be included in the \$45,000?**

Response: The specific scope of work for landing pages will be developed and coordinated with the vendor. Landing page development is to be included in the \$45,000 budget.



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- A1.6 Question 6: On page 5, F.1. and F.2., please define what specific video footage would be required to record, and that this is to be included within the \$45,000 budget.**

Response: Creation of video content is not part of this contract. The video is either existing or will be created separate from this contract.

- A1.7 Question 7: On page 5, L. Branding, it is stated that "Beerwerks Trail intends to continue the use of established branding currently in use " Will creative and also text be provided for the digital campaigns, designed to spec and ready to drop into each platform (Google, Facebook, Instagram), OR will only images be provided, and the selected vendor will be responsible for designing the actual ad and copywriting the ad text.**

Response: Only images will be provided, and the selected Vendor will be responsible for designing the actual ad and copywriting the ad text with direction and feedback from Beerwerks team.

- A1.8 Question 8: On page 7, it states that Proposals "should be limited to 15 pages excluding the cover " Does the 15-page limit include Attachment A and also Attachment B OR, are these in addition to the 15 pages?**

Response: The page limit excludes the Attachments A & B and the signed bid form.

- A1.9 Question 9: D. Experience, I. References, and Attachment A all request the same information for References. Provided there is a 15-page limit, is there any possibility of an Addendum to omit 1 or 2 of these sections?**

Response: "I. References" and Attachment A may be omitted provided all required reference information is included in section "D. Experience."

- A1.10 Question 10: Please confirm if the \$45,000 is to cover hard costs of advertising, as well as creative/website development/set-up/professional fees, OR is the \$45,000 just to cover the "fees" as suggested in "Description" in the chart on page 9?**

Response: The total budget for the contract is \$45,000 and includes management and paid media. 50-60% of the \$45,000 budget should be allocated to paid media and the remainder to creative, management, etc.