



**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 18, 2021

**Addendum No. 2**

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: Given the 15 page limit for responses, is it acceptable for us to link to our online portfolio and/or client projects for past performance?**

Response: Outlinks from the proposal to specific websites, videos, social media, etc. are fine. However, all descriptive details need to be in the proposal.

**A1.2 Question 2: Does GART have access to a image/video asset portfolio that can be repurposed for ads or will all new content need to be created?**

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

**A1.3 Question 3: Is there an incumbent for this scope of work?**

Response: Yes, Madison+Main.

**A1.4 Questions 4: Does GART have a specific amount and/or percentage of the overall budget that they would like earmarked for paid ads or should the offeror make recommendations?**

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

**A1.5 Question 5: Given COVID-19, will GART consider accepting just a digital proposal, instead of hard copies?**

Response: We do not have software at this time to be able to accept digital proposals. We also have requested multiple copies per the RFP.



**COUNTY OF AUGUSTA**

**Finance Department**

18 Government Center Lane \* PO Box 590

Verona, VA 24482-0590

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

**A1.6 Question 6: I am curious to know if your selection committee would consider out-of-state firms for this RFP?**

Response: Yes, out-of-state firms are eligible for this RFP.

**A1.7 Question 7: My digital team would like to find out if we could have information from Google Analytics? That information will help us best put together a recommendation proposal (especially point E. Analytics tracking Set up).**

Response: Access to the team's Google Analytics will be provided upon completion of a contract.

**A1.8 Question 8: Is your intention to hire a firm that can do the entire scope of work within the stated budget, or are you fully open to counsel on concentrating the budget around the "best bang for the buck" channels and tactics to produce the best results? In other words, will a firm suggesting a narrower scope than the full list in the RFP be considered less favorably if the plan demonstrates a better outcome?**

Response: Proposals should include the entire scope of work within the stated budget in order to be considered responsive to the RFP. However, proposals may also include recommendations for a narrower scope to be considered. Those recommendations should be in addition to addressing the entire scope of work.