



**Brian Johnson**  
**City Manager**

**Vaughn Stewart**  
**Mayor**

## **ADDENDUM NUMBER 1**

### **RFP For Marketing and Communications Services**

**January 11, 2016**

**To All Prospective Offerors:**

**The Due Date remains as 2:00 p.m. on Monday, January 18, 2016.**

Below are the questions the City received which may be pertinent to this solicitation. (If you believe you asked a question that was not answered satisfactorily, please contact the Single Point of Contact):

1. Section 4: Offeror Qualifications/Services, Page 12 - The City of Anniston, AL requests "three to five local government references where the firm has provided (or is providing) ongoing professional services as generally described herein." Can we use projects with major colleges and universities as our references? **The City would prefer experience with local governmental entities. However, if you are unable to produce three to five local governmental entities, please provide other projects that you feel represents what the City is looking for.**
2. Section 5: Evaluations, Page 13 - What are the key performance indicators in which the selected vendor will be measured against? **The City will evaluate the selected vendor based on timeliness, responsiveness, accessibility, accuracy, and effectiveness of completing goals (to be determined).**

3. What is the city of Anniston, Alabama’s yearly budget for their marketing and communication efforts? **The City would like to stay within the \$50,000-\$75,000 range.**
4. What is the current breakdown for your last fiscal year’s budget in terms of marketing and advertising (both traditional and non-traditional)? **This is the first time the City has solicited these services.**
5. When will the requested services outlined in the RFP start? **The City would like the selected firm to begin in February.**
6. Is there a specific brand you, as a local government entity, find inspiration from in regards to that establishment’s advertising and branding efforts? **No.**
7. What are the key things that motivate you as a brand? **N/A.**
8. Is there a vendor whom held this contract in previous years? **No.**
9. Are we required to submit three to five local government references to be considered as stated in section 4.1? **Please see the answer to Question 1.**

**COMPLETE THIS ADDENDUM, SIGN and SUBMIT with the RFP to:**

**City of Anniston – Finance Department  
Anniston City Hall  
1128 Gurnee Ave.  
Anniston, AL 36201**

**I hereby acknowledge receipt of Addendum 1 and have incorporated the changes into my proposal response for the above mentioned RFP**

COMPANY NAME: \_\_\_\_\_ CONTACT PERSON: \_\_\_\_\_

ADDRESS: \_\_\_\_\_ CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_ EMAIL ADDRESS: \_\_\_\_\_

SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_