

## Marketing and Tourism Promotion Services RFP, Addendum 3

## August 24, 2023

The purpose of this addendum is to modify the RFP documents only to the extent indicated herein. All other areas not changed or otherwise modified by other addenda shall remain in full force and effect. This addendum is hereby made an integral part of the original Project Documents.

## The following questions have been asked. Revisions have been made to the RFP.

1. Section 3.6 Proposal Content g. Cost Proposal

The second bullet reads: "Cost will be evaluated in accordance with a quantitative approach." **Exhibit A - Cost Proposal** suggests a broad summary of services provided. Do you want a more detailed breakdown? As far as the hourly rate, is this for the staff responsible for each of the services or should this also include the added costs associated with providing each service i.e., rent, supplies, technology, etc. Would you like to see that broken down for each service provided?

Answer: The "quantitative approach" is regarding scoring and points allocated and awarded during the scoring process. See the paragraph listed under the bullet for an explanation, "Scoring shall be based upon the percentage of the proposed cost as compared to the lowest Proposer's cost using the following formula: \*lowest cost of all Proposers X cost points possible = cost score\*".

See Revised Exhibit A – Cost Proposal. The City does request a detailed breakdown of costs per service category. Yes, each category should include the hourly rate(s) and number of hours provided. Each category should designate an applicable cost for rent, supplies, technology, etc.

