

DRAFT Addendum #1

City of Kirkland

Tourism Community Currency Program Consultant

Job # 32-21-CMO

Answers to questions submitted by close of business, November 4, 2021:

Q: Can companies from Outside USA can apply for this? (like, from India or Canada)

A: There is nothing that prohibits vendors from outside of the US from submitting proposals. The following language from the RFP may prove useful:

The City requires that no person shall, on the grounds of race, religion, color, national origin, sex, age, marital status, political affiliation, sexual orientation, or the presence of any sensory, mental, or physical disability be excluded from participation in, be denied the benefits of, or be otherwise subjected to discrimination under any program or activity. The City further assures that every effort will be made to ensure non-discrimination in all of its programs and activities, whether those programs are federally funded or not.

In addition to nondiscrimination compliance requirements, the Service Provider(s) ultimately awarded a contract shall comply with federal, state and local laws, statutes and ordinances relative to the execution of the work. This requirement includes, but is not limited to, protection of public and employee safety and health; environmental protection; waste reduction and recycling; the protection of natural resources; permits; fees; taxes; and similar subjects.

Q: Whether we need to come over there for meetings?

A: From the RFP:

The City expects the solution provider to work on site for key implementation duties, business and hotel onboarding and meetings as mutually determined in the implementation plan and schedule. Remote work is acceptable in certain situations if online meeting tools work effectively.

Q: Can we perform the tasks (related to RFP) outside USA? (like, from India or Canada)

A: Please see the responses above

Q: In relation to Section 5 under Implementation and Support (“Develop the creative strategy for promoting the program for visitors from within and outside of a 50-mile radius”):

- a. How much detail should be included in the creative marketing strategy?
- b. Is the City expecting a Go-To-Market strategy, or is a broad overview sufficient?
- c. Additionally, is the City expecting to receive graphic elements and marketing collateral from previous clients?
- d. If so, could these examples be included in an appendix (not as part of the 25 page count)?

A: *In response to a., b., and d. above, please refer to the following language in the RFP:*

This scope is structured for milestone/deliverable-based delivery and pricing proposals. The outline below is inclusive, but not necessarily an exhaustive list of required activities.

The City expects a scope involving at least six phases, or a similar approach based on the proposer's expert knowledge.

A: *In response to c. above, maximum page count is inclusive. Links to collateral and graphics within the page count are appropriate. Please refer to the following language in the RFP:*

Maximum page count for proposals is 25 pages. Front and back is considered 2 pages

Q: In relation to Section 4 under Submission Criteria ("Provide proposed budget for the Scope of Work that collates to the Work Plan and Timeline"), does the company need to include the marketing and currency/voucher budget?

A: *The budget should be inclusive of all consultant services which may or may not include marketing and public relations. Currency budget or any other budget not included in consultant services can be referenced and/or suggested in the narrative, net of consultant services.*