

Addendum # 1

Tourism and Events Digital Marketing and Promotion Consultant

RFP# 51-23-CMO

Responses to Questions

1. **Question:** Could you let us know what the budget is for this work?
Answer: \$80,000 has currently been budgeted for this work in 2024.
2. **Question:** Could you let us know if you have a local preference or are you open to a Canadian agency that has done similar work with clients across the United States, with some currently being the States of California, Colorado and Wyoming?
Answer: There is no preference for local agencies and we welcome responses from any agency eligible for work in Kirkland that is interested in the work.
3. **Question:** Do you have an incumbent and would they be participating in this RFP?
Answer: The City has a contract with an agency to do a pilot version of this work that will conclude at the end of 2023. They, like any interested party, will have an opportunity to respond to the RFP.
4. **Question:** Could we request an extension to the submission deadline?
Answer: The City does not intend to offer extensions at this time. Proposals submitted after the deadline date and time or lacking one or more of the requirements listed under Proposal Submittal Instructions of the RFP will not be accepted.
5. **Question:** Whether companies from Outside USA can apply for this? (like, from India or Canada)
Answer: Yes
6. **Question:** Whether we need to come over there for meetings?
Answer: In-person meetings are not required but any virtual meeting must be able to occur during working hours of the City staff involved with the project (Monday-Friday, 8:00 AM – 5:00 PM).
7. **Question:** Can we perform the tasks (related to RFP) outside USA? (like, from India or Canada)
Answer: Yes
8. **Question:** Can we submit the proposals via email?
Answer: As stated in the RFP, we encourage proposals to be submitted by email. Emailed proposals should include, "Tourism Digital Marketing and Promotions Consultant – Job # 51-23-CMO" the subject line and be addressed to purchasing@kirklandwa.gov
9. **Question:** Is there a do not exceed or budget range that can be shared??
Answer: \$80,000 has currently been budgeted for this work in 2024.
10. **Question:** Is there an incumbent for this work?
Answer: The City has a contract with an agency to do a pilot version of this work that will conclude at the end of 2023.

11. **Question:** Are there any specific language needs?

Answer: There are not currently identified specific language needs for the City's tourism digital marketing and promotions program, but the City would be open to proposals that consider opportunities in multiple languages to advance the City's tourism goals.