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Solicitation Addendum

Addendum No.: 1
Solicitation No.: RFO No. 20-R074013BLS
Solicitation Title: Professional Marketing, Public Relations and Trade Representation Services in Central Europe
Addendum Date: July 9, 2020
Procurement Contact: Bonnie Sietman

RFO No. 20-R074013BLS is amended as set forth herein. Responses to questions posed by prospective offerors are provided below. This addendum is hereby incorporated in and made a part of RFO No. 20-R074013BLS.

QUESTIONS AND RESPONSES:

Q1. When will the services be required?

R1. The services will be required from October 1, 2020 through September 30, 2021 with six (6), one (1) year renewals.

Q2. Where in Central Europe will the services be provided? Which regions, Countries and Cities?

R2. The services will be primarily in Germany with some concentration in Austria and Switzerland.

Q3. What products, services, benefits will be marketed and represented?

R3. The “product” being marketed is Manatee County as a vacation destination in the German speaking market.

Q4. Why are the products, benefits and services being marketed and represented in Central Europe?

R4. The destination is being marketed in Germany because it is our second largest international customer.

Q5. Who (or which organization) will be primary contact following selection and approval process?

R5. The Bradenton Area Convention and Visitors Bureau.

Q6. How will the decision-making process be facilitated, and what are the 3 key criteria that will affect the decision?

R6. Reference Section B, Evaluation of Offers, B.01 and B.02.

Q7. Who within Manatee County is making the award decision? Is it a board or committee? Can you provide names of the reviewers?

R7. Refer to R5.

Q8. Who has the contract now?

R8. Gosh PR

NOTE: Items that are ~~struck through~~ are deleted. Items that are underlined have been added or changed. All other terms and conditions remain as stated in the RFO.

END OF ADDENDUM

INSTRUCTIONS:

Receipt of this addendum must be acknowledged as instructed in the solicitation document. Failure to acknowledge receipt of this Addendum may result in the response being deemed non-responsive.

AUTHORIZED FOR RELEASE