



**Request for Proposals for a Term Contract for Marketing and Consulting Services for the
City of Brownsville**

RFP # MCS-60-0919

September 11, 2019 at 4:00 P.M.

**City of Brownsville
Purchasing Department
ADDENDUM # 2**

**Request for Proposals for a Term Contract for Marketing and Consulting
Services for the City of Brownsville**

Date Issued: September 5, 2019

ACKNOWLEDGEMENT OF RECEIPT

Please fax this page upon receipt

Please fill in the requested information below as acknowledgment that *you have received the* Addendum noted above. If your firm is interested in participating, this sheet must be completed and returned or faxed to:

Mr. Roberto C. Luna, Jr.
Purchasing Director - City of Brownsville - P.O. Box 911
City Hall 1001 E. Elizabeth St. 1ST FLOOR Suite No. 101
Brownsville, Texas 78520
Phone: (956) 548-6087 Fax: (956) 546-2711
Email: purchasing@cob.us

Name of Firm: _____

Address: _____

City, State _____ Zip: _____

Telephone Number: _____ Fax Number: _____

E-mail: _____

(☐) **YES**, Our Company does have an interest in responding.

(☐) **NO**, Our Company does not have an interest in responding.

Name: (Print) _____

Title: _____

Signature: _____

Date: _____



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ADDENDA: The undersigned hereby acknowledges receipt of the following addenda to the Specifications, all of the provisions and requirements of which Addenda have been taken into consideration in the preparation of the foregoing proposal.

Clarifications/Additional Information/Changes to the Original Proposal package:

From: Jacqueline Yarrington [mailto:jyarrington@andersonmarketing.com]
Sent: Thursday, August 29, 2019 4:04 PM
To: Alfonzo Mendoza <alfonzo.mendoza@cob.us>
Subject: Request for Extension -- RFP# MCS-60-0919

Hi Alfonzo,

City of Brownsville – Marketing & Consulting Services
RFP# MCS-60-0919
Questions

Date: August 30, 2019

1. Is there a budget for the services outlined in the RFP?

Answer: Not at this time

2. Do you currently work with an agency? If so, who?

Answer: Not for this particular department. We currently have a contract for related services with Tequila Group for our Airport.

3. Scope of Services –

- a. Question 1 - Could you define the target audiences and geo-targeted area for each of the niche market sectors?

Answer: Targeted areas include Commercial Space (NewSpace), Technology/Start-Ups/Economic Development, and Retail/Community Development.

- b. Question 2 – How many logos/identity are you projecting the city to need over the course of the contract?

Answer: We envision needing one to two a year, depending on the City's initiatives.

- i. As Brownsville prepares today for the future, is the primary logo and tagline ("On the



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Border By the Sea”) for the City of Brownsville to be refreshed or redesigned with new positioning for the city as part of the scope?

Answer: No, the City is not considering a redesign of its main logo at this time.

- c. Question 5 – Does the website need to remain on the CivicPlus platform? Or do they want a total rebuild on a different platform such as WordPress?

Answer: The website will remain on the CivicPlus platform at this time.

- d. Question 6 – Is the intent that the firm will execute new 3rd party research for the city, or use resources available to provide insights on each focus?

Answer: The Firm will need to be flexible enough to perform new research or use available resources depending upon the City’s initiative.

- e. Question 7 – is the content development outlined specific to the new website? If not, can you define what task this scope of work is referring to?

Answer: No it is not specific to a new website. The Firm will need to execute the specific scope and projects as they arise.

4. Section III, Relevant Experience, Question 1 – Are resumes required for all agency employees?

Answer: No more than one page resumes should be submitted for employees that would be providing services identified under the Scope of Services section of the RFP.

5. Section III. SUBMITTAL REQUIREMENTS & CONTENTS – Is it expected the firm answer a) – g) (top of page 6) then proceed to answering 1 – 12 on pages 7 – 8?

Answer: It is expected that the firm answer all of Section III.

6. Section III. – Bullets on page 6 (“Technical”, “Management and staffing”, Prior related experience”, “Relative experience of firm” will be answered/included in questions 1 – 12 (page 7 & 8). Is this satisfactory?

Answer: Yes, It is expected that the firm answer all of Section III.

7. Section III. SUBMITTAL REQUIREMENTS & CONTENTS – Is it expected a sub-contractor whom will receive 20% or more of the total dollar volume of the contract also answer all of 1 – 12 on pages 7 – 8?

Answer: It is expected that the sub-contractor firm answer all of Section III.



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8. On page 6 of 46, Section III, please clarify how you would like us to organize our submission?

Answer: Please follow steps format provided on the RFP.

9. Are all forms required in our submission? If not, which ones are required?

Answer: All forms are required with your submittal.

Page 8 – In the note, there is reference to a transmittal letter with detail on what should be included that mostly deal with team resumes.

- a. Is the transmittal letter form you are referring to the same “Letter of Transmittal” that is currently posted in the forms section of the City of Brownsville website?

Answer: Yes, it is the “Letter of Transmittal”

- b. How do these resumes differ from questions 1 and 3 noted above?

Answer: They do not, it’s just repetitive information.

Are blank divider tabs, except for the section name a requirement of the submittal?

Answer: Yes

10. Is it required the firm initial and include an original initialed copy of the RFP in each spiral bound submission?

Answer: Yes

11. IV. SELECTION CRITERIA – To confirm, there are not points given for HUB, SBE or WBE as part of this solicitation?

Answer: Correct

- a. Is the city open to consider moving the submittal deadline to allow firms more time between answers to questions and the due date?

Answer: Yes, September 12, 2019 at 4:00 P.M.

Please define what you mean by “community development”?

Answer: Quality of Life Projects.



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(Name of Bidder)

(Signature)

(Print)

Date

END OF ADDENDUM # 2