Date: July 7, 2025

Solicitation: RFP 102-2026 Marketing Services for Lively Technical College

Proposals Due: July 17, 2025, at 2:00 P.M. EST

Failure to file a protest within the time prescribed in Section 120.57(3), Florida Statutes, or failure to post the bond or other security required by law within the time allowed for filing a bond shall constitute a waiver of proceedings under Chapter 120, Florida Statutes.

This Addendum provides notice of the following changes to the RFP and the Board's written answers to the timely written questions received.

Please be advised that the changes below are applicable to the original specifications of the above-referenced solicitation. Added or new language to the RFP is highlighted in yellow, while deleted language has been stricken.

Change # 1: This Addendum removes the requirement for website redesign and development and strikes the following sections in their entirety:
- **Section 2.4.2 Services, (f)**
- **Section 2.4.3 Website Audit**
- **Section 2.4.4 Website Development**
- **Section 2.4.5 Website Design**

	Question	Answer
1.	Does Leon County Schools provide a method for Vendors to submit their responses electronically for the RFP?	No, the District does not accept electronic responses. Please refer to Section 1.5 of the RFP.
2.	Approximately how many trips to Tallahassee do you anticipate the selected vendor needing to make?	The majority of meetings could be virtual to decrease travel requirements. A minimum of at least two face-to-face meetings per year would be expected if the awarded Respondent was not local.
3.	What is the estimated maximum budget for media spend vs. agency fees?	The District has not yet established a budget for these services and fees.
4.	Can you provide an estimate of total monthly creative projects we will be asked to execute?	There would not be more than 3 creative projects executed during a month; however, a creative project may begin one month with deliverables extending beyond 30 days. Typically, work is calendarized quarterly and then scheduled to be executed by month.

	Question	Answer
5.	Do you have a CMS of preference? Any specific features or requirements? Preference for open source or SaaS?	No.
6.	Do you have a certain number of templates that you want us to plan to build? Should we take a more modular theming approach?	Please see the above changes to the RFP. This is no longer applicable.
7.	What theme is your current site built on?	Please see the above changes to the RFP. This is no longer applicable.
8.	How many web editors are there on your site?	There will be 3 on-site editors who can make simple/informational revisions.
9.	What integrations do you already have and/or need? Can you explain in detail how robust or basic each integration is.	Additional information would be needed in order to respond to this question.
10.	Where is the current WordPress site hosted?	The current vendor hosts Lively's website.
11.	How do you intend to handle the current site migration?	Additional information would be needed in order to respond to this question.
12.	Regarding the Cyber Liability Insurance, the requirement specifies a minimum of $5,000,000 per claim. Our current cyber policy provides $3,000,000 in coverage. Would it be acceptable to meet the $5,000,000 requirement by combining our $3,000,000 cyber policy with a $3,000,000 umbrella liability policy?	Yes, if the umbrella policy covers Cyber.
13.	Does T&C 4.3 Travel Expenses refer to the compensation of travel expenses incurred during the procurement process or does it also apply to any travel required for this and/or future projects?	The District will not compensate for any travel expenses incurred during the solicitation process or post-contract award.
14.	Is there a desired percentage of small business utilization?	No.
15.	What is prompting this search for a new supplier?	The current contract for these services is terming out.
16.	What is the budget allocated for this project?	Please see the answer to Question #3.

	Question	Answer
17.	You mention that you have an in-house team that maintains the marketing efforts. Can you please confirm which channels/platforms you are currently running?	The District utilizes social media as well as other platforms and is open to suggestions.
18.	When it comes to the requested retargeting ads, could you please clarify what is expected of the agency partner here? Are you looking for website retargeting, or list based retargeting, etc.? Will the agency partner be expected to manage these campaigns alongside their in-house team?	The targeted ads could be specific to a user who has identified a specific program of interest or to a user based solely on visiting the Lively website. Yes.
19.	Social media management – confirming that LTC is looking for a partner to post on your behalf (organic) or execute paid ads?	Yes, Lively would like the awarded Contractor to manage media buys, optimizing posts across social media platforms to maximize visibility for all programs.
20.	Are you currently working with an agency for media buying services?	Yes.
21.	Who is your current agency?	The current Contractor is 223 Agency.
22.	Is your current agency participating in this RFP?	The District does not know the intent of the current Contractor.
23.	What is the projected marketing/media budget associated with this RFP?	Please see the answer to Question #3.
24.	Does the above budget include all agency fees and creative fees?	Yes.
25.	In the past, what has your percentage split in media spending between digital and traditional?	The District does not have this information broken out.
26.	Will finalists be selected and asked to make oral presentations?	No.
27.	If necessary, okay if agency utilizes website partner for re-developing Lively Technical College's website?	Please see the above changes to the RFP. This is no longer applicable.
28.	Are you seeking totally new re-design of your website?	No. Please see the above changes to the RFP. This is no longer applicable.

	Question	Answer
29.	Can you approximate how many executions you will need for digital display, video, banner ads, social media graphics?	No.
30.	What creative assets will Lively Technical College be supplying (for example, photo library of images; video footage, if needed)?	We can supply stock photos of campus, students, and instructors. If needed, we can provide short and targeted video interviews.
31.	Is creative work (branding concepts) part of a separate budget or is it included in the overall budget given in RFP?	This is included.
32.	Does the district currently have an agency that is running advertising for it?	Yes.
33.	What is the district's service area?	Lively Technical College has students from north Florida and south Georgia.
34.	What is the anticipated budget for this scope of work?	Please see the answer to Question #3.
35.	How is LTC calculating the minimum three (3) years of experience providing comprehensive advertising and/or marketing services of the same scope by this RFP?	The experience review will include consideration of Proposer's narrative response to Section 3.1 (b) of the RFP.
36.	Under section 2.4.1, Objective B, what previous metrics and/or benchmarking will be shared with the new vendor to determine LTC's goal setting?	LTC will provide program enrollment data for semesters over the last 2 years.
37.	Under section 2.4.1, Objective E, does LTC have any existing data that outlines credibility for those respective audiences that can be shared with the new vendor to determine LTC's goal setting?	We do not have criteria for this metric. This would be established with the awarded Contractor.
38.	Does LTC already have clearly defined target personas or audience segments for specific programs, or would persona development be part of the initial strategy work?	LTC has demographic data for current students that can be used to define target audience.
39.	Are there any seasonal peaks or enrollment cycles that should drive the campaign calendar?	Open Enrollment windows in summer and spring would drive a campaign calendar.
40.	Under section 2.4.2, Part D, does LTC have a CRM tool capturing leads, and will that be used to build a newsletter list? How is LTC currently following up on lead generation via the website and social media channels?	This is not currently being done.

	Question	Answer
41.	Under section 2.4.2, Part F, is "rivalry" defined by LTC's social media channel metrics? If not, how is that determined?	The number of search inquiries/clicks should be similar across the platforms.
42.	Will targeted advertising be needed outside the tri-county area for some of LTC's programs (e.g., aviation, welding, etc.)?	Advertising may be done in Georgia but not routinely.
43.	Are there existing brand assets (e.g., logos, font families, video bumpers, etc.) that must be used or expanded upon? If brand assets do not exist, does LTC expect the new vendor to create them?	Yes, there are current brand assets.
44.	Does LTC have brand guidelines/standards that currently exist, or does LTC expect the new vendor to create them?	LTC would create them in partnership with the awarded Contractor.
45.	Are there any preferred vendors for printing, signage, or promotional materials with which the LTC marketing team currently works?	LTC has current preferred vendors but new relationships can be developed.
46.	Will content approvals and scheduling be handled by one person internally or a committee?	They will be handled by one person.
47.	Under section 2.4.3, Part D, does LTC have specific ADA requirements outside of the general scope in the RFP? What is currently being used to confirm compliance with ADA requirements?	Please see the above changes to the RFP. This is no longer applicable.
48.	Under section 2.4.4, Part A, are there any PCI-compliant requirements currently or anticipated by LTC for the future?	Please see the above changes to the RFP. This is no longer applicable.
49.	Under section 2.4.5, Part A, will the existing website platform/CMS be retained, or does LTC prefer migrating to a new platform? Is there a deadline for launching the new website?	LTC will maintain the platform that is in place at Contract inception.
50.	Does LTC have website analytics from the past two (2) years that can be shared with the new vendor?	No.
51.	Does LTC currently have a CRM ticketing tool integrated with the website? If yes, can LTC briefly describe this tool's current workflow?	No.

	Question	Answer
52.	How does LTC prefer to handle ongoing updates and maintenance of a new website? Do they want a vendor to provide those services, or does LTC want the capability of handling some items in-house? If the preference is to handle some items in-house, can LTC provide a comprehensive list of these capabilities?	LTC would want the capability of handling some items in-house and will work with the awarded Contractor to establish a list.
53.	Under section 2.4.6, Part A, Item I, what server requirements does LTC currently have or anticipate for the future?	LTC's website is not currently hosted on our server.
54.	Under section 2.4.6, Part A, Item III, does LTC need a premium SSL certificate (256-bit), or will a standard certificate suffice?	LTC would like the premium as it is the industry standard.
55.	How often does LTC anticipate needing original photography and/or videography (e.g., per campaign, monthly, event-based, or project-based) and applicable releases?	LTC anticipates needing original content annually which can be used for a variety of campaigns.
56.	Of the videography needed, can LTC provide a breakdown as to what type of video content will need to be delivered by the vendor (e.g., television, social media reels, short form video, documentary, etc.)?	Short form video, short clips for social media and website on the program pages will be needed.
57.	Does LTC have ownership rights to previous RAW photography and/or videography files that the new vendor can utilize? Does LTC have ownership rights to previous content developed that the new vendor will have access to?	Yes. We have very limited video files produced from outside vendors.
58.	Will LTC staff help coordinate photo/video access (e.g., to classrooms, instructors, events) and collect the required videography and photography releases?	Yes.
59.	Will content approvals and scheduling be handled by one person internally or a committee?	See the answer to Question #46.
60.	On Attachment I, Cost Proposal Form, is there flexibility in how the fee schedule is structured (e.g., shifting from a higher monthly rate in year one to a potentially lower rate in years 2 - 3)?	No. The District will not accept alternate fee structures.
61.	Does this RFP fully represent the current scope of marketing services being performed for LTC, or are there additional activities (e.g., podcast production,	There are additional tasks different from the current contract scope of services.

	Question	Answer
	internal communications support, media training, etc.) that the awarded vendor may be expected to provide during the contract period?	
62.	Will LTC use a project management system (e.g., Asana, Trello, Basecamp, etc.) to facilitate collaboration, or is email the primary mode of communication and approval?	Email is the preferred mode of communication.
63.	How does LTC define success across different marketing channels?	Success would be defined as a positive correlation between views on media platforms and complete enrollments.
64.	What level of performance reporting (e.g., executive summaries, dashboards, raw data, or something else) does LTC expect?	Lively would like a Dashboard with a SWOT-like summary from the awarded Contractor.
65.	Are there any new service areas or platforms LTC would like to explore (e.g., podcasting, SMS campaigns, streaming ads, influencer partnerships, etc.)?	Lively would like to explore SMS campaigns.
66.	What degree of flexibility or scope shifts does LTC anticipate during the contract term, and how are those typically communicated or approved?	LTC expects minimal shifts to the scope of work; the shifts would come in the schedule of delivery.
67.	Is a formal annual marketing plan and budget developed yearly, or are campaign priorities developed in real-time?	There are annual priorities set.
68.	Can LTC clarify whether media buys, photography/videography, and printing services are expected as pass-through costs or part of the monthly retainer?	Media buys would be a pass-through cost.
69.	Will LTC provide access to performance reports, analytics dashboard, or campaign archives from the current vendor to support continuity?	Yes.
70.	Will the current vendor be involved in a formal transition or handoff process?	Participation in a formal transition would be the decision of the current Contractor.
71.	Will LTC facilitate introductions or background briefings from internal teams or program leads to help onboard the new vendor?	Yes.
72.	Can you clarify whether there is an estimated or not-to-exceed budget for this engagement?	Please see the answer to Question #3.

	Question	Answer
73.	Is there an annual budget or budget range for media buys, as well as the other services listed in this RFP?	Please see the answers to Question #3 and Question #68.
74.	Can you provide a breakdown of current students by age group (e.g. 16–18, 19–24, 25–40, 40+)?	16-18 = 30% 19-24 = 39% 25-40 = 25% 40+ = 6%
75.	Are the majority of students recent school leavers or career changers?	That demographic statistic is not tracked.
76.	Which programs have the highest enrollment, and do they attract specific audience segments (e.g. trades vs medical vs aviation)?	HVAC has the highest enrollment and students are diverse ethnically and economically.
77.	Are any courses targeted at returning adults or part-time learners?	All programs are targeted for adult students, and some programs offer a part-time schedule.
78.	What percentage of students come from within Leon County versus neighboring counties or out of state?	70 percent of enrollment comes from Leon County, and 30 percent from surrounding counties.
79.	Do you target specific high schools or feeder programs?	All of our local high schools except one have LTC career dual enrollment programs. Seniors are targeted to matriculate to LTC main campus after graduation for applicable programs.
80.	Can you confirm if experience specifically within the tri-county area is a mandatory requirement, or will relevant experience from outside the region also be considered?	All relevant experience will be considered.
81.	Can you provide an overview of your current marketing efforts, including what channels you're actively using (e.g. digital, print, radio, social), who manages them, and what's worked well or not so well in recent campaigns?	No.
82.	Is there a predetermined or indicative media buying budget that we should plan around for digital, print, OOH, etc.?	Please see the answers to Question #3 and Question #68.
83.	Will media spend be managed directly by Lively Technical College or through the awarded vendor?	It is currently managed by LTC but preference would be that it is managed by the awarded Contractor. See the answer to Question #19.
84.	Are campaign themes and messaging to be developed from scratch, or will there be existing brand toolkits/messaging guidelines to work from?	Campaigns would largely be developed from scratch.

	Question	Answer
85.	Is LTC open to its agency partner producing ad creative to support the media buy, or are you solely looking for a partner to execute the media strategy and buy?	LTC is open to the awarded Contractor creating this content.
86.	Under Objectives, 2.4.1.d it notes that the partner should create print publications such as program cards, annual reports, brochures, etc. However, this doesn't appear to be listed under the following "Services" section. Can you give more details about the requested scope for this component of the project?	LTC would provide the content for each of these publications that would be given to the marketing partner to add graphics and formatting based on standard design practices.
87.	Can the District clarify the KPIs or success metrics they will use to evaluate campaign and website effectiveness (e.g. leads, enrolment, traffic growth)?	These would be established with the awarded Contractor.
88.	How is success currently tracked, and will access to analytics platforms (e.g. GA, Meta) be provided?	Social media analytics are tracked, however, the District will not be providing this information.
89.	Will the selected vendor have admin access to manage Lively's social media accounts, or will posts be provided for in-house teams to publish?	Yes, the awarded Contractor will have admin access.
90.	Will the awarded vendor be responsible for managing and owning the content calendar, or will this remain in-house with periodic input?	The awarded Contractor will manage the content calendar.
91.	Can you clarify which marketing goals (e.g., enrollment, brand awareness, program promotion) are the highest priority?	Program Promotion to increase enrollment is the highest priority.
92.	Are there any existing website performance benchmarks or pain points you'd like the new website to address?	Not at this time.
93.	Will LTC provide existing analytics data and access to the current CMS?	Yes, the awarded Contractor will have access to what LTC has.
94.	Are there specific social media platforms the District wants to prioritize (e.g., Instagram over Twitter), or should the vendor make strategic recommendations?	The awarded Contractor should make strategic recommendations.
95.	Do any social media campaigns associated with this effort need to run out of LTC's social accounts, or are you open to running out of a partner's social media accounts, provided that your team still has full transparency of all data and performance by platform?	This would need to be discussed. Social media currently runs through LTC accounts.

	Question	Answer
96.	Is the selected agency expected to manage social platforms and web updates directly (i.e., own the publishing process), or will an internal team handle final implementation?	Please see the answer to Question #89.
97.	What is the expected turnaround time for content approvals (social, video, blogs)?	This is to be determined based on campaign calendars.
98.	How responsive is LTC's internal team during campaign windows?	Currently, weekly meetings are scheduled to maintain momentum.
99.	Does LTC expect the agency to be "on call" for reactive, real-time content (events, news, social trends)?	This may be required in the event of an emergency, natural disaster or acts of God. LTC would create a schedule of events for the awarded Contractor to attend. Some of these events happen in the evening and weekend. These are minimal.
100.	Will LTC provide a content liaison to help collect program updates, faculty news, event info, and student stories?	Yes.
101.	What percentage of marketing and content will be managed by the Proposer vs. in-house?	The awarded Contractor will manage the vast majority of the content.
102.	Will the agency be responsible for generating the editorial calendar independently, or will it co-develop with LTC?	It will be co-developed.
103.	What data sources will we have access to for campaign planning — enrollment data, inquiry logs, CRM insights, student surveys?	The awarded Contractor will have access to all non-confidential information allowable and requested.
104.	What CMS does LTC currently use, and will the agency have admin access?	LTC currently uses FOCUS. No.
105.	Does LTC have an existing SEO strategy or keyword portfolio? The RFP mentions an SEO program but doesn't clarify if it's ongoing, legacy, or being created from scratch.	No, Lively does not.
106.	Is technical SEO (site speed, schema, mobile-first compliance) within scope, and is there a hosting/IT team involved?	SEO is within the scope but there is no IT support from LTC.
107.	Will we be allowed to implement and manage AI-driven tools for semantic SEO or content automation?	Yes, according to LCS policy.

	Question	Answer
108.	Is the goal of the website redesign conversion-centric (lead gen), brand storytelling, or institutional credibility?	Please see the above changes to the RFP. This is no longer applicable.
109.	Do you have a complete list of redirects, vanity URLs, and associated domains?	No.
110.	Do you have SEO and website performance benchmark metrics for the existing website(s)?	No.
111.	Do a complete list of all your backlinks and organic keywords?	No.
112.	Is the website development and design for a single website, multiple websites, or the consolidation of multiple websites into a single domain?	Please see the above changes to the RFP. This is no longer applicable.
113.	How many websites is the Proposer expected to manage under the LTC brand? (Please include all active domains, workforce websites, main campus websites, microsites, etc.)	Please see the above changes to the RFP. This is no longer applicable.
114.	Do you have a sitemap for LTC and all Workforce Center websites?	No.
115.	Do you have a list of 3rd party software or tools that will need to be integrated into the new website (CRM, Calendar, Applications, Student Portals, etc.)?	No.
116.	What is your ideal launch date for the new website?	Please see the above changes to the RFP. This is no longer applicable.
117.	Do you have a complete list of online directory syncing websites? (Section 2.4.7 h.)	No.
118.	What level of social listening or community engagement is expected - are we talking passive or active engagement? Is LTC expecting the agency to monitor and respond to comments, messages, crisis events and/or "selling" opportunities where we engage with potential students to convert to enrollment?	Passive monitoring and reporting to LTC is required.
119.	What defines the "weekly internal strategy sessions"?	These are 15-30 minute meetings to ensure progress on active tasks.

	Question	Answer
120.	For video production, how will access be arranged?	It will be scheduled with LTC liaison.
121.	What platform(s) should house performance dashboards — Google Data Studio, spreadsheet reports, presentation decks?	Spreadsheet reports or slide deck should house these.
122.	Are KPIs tied to marketing goals (engagement, reach, conversions) or institutional metrics (enrollments, inquiries, program completions)?	Yes, LTC would like them to be.
123.	Given the volume of tactical deliverables and real-time needs, does LTC view this as a strategic partnership or an outsourced marketing team extension?	LTC views this as a strategic partnership.
124.	Is there interest in incorporating AI-enhanced content generation, chat-driven search optimization, or voice/visual search strategy into the digital roadmap?	Yes, in accordance with LCS policy.
125.	Which social platforms are active and prioritized by LTC (e.g., Facebook, Instagram, YouTube, LinkedIn)? The RFP lists platforms but doesn't indicate which are actively managed, which are emerging, or which should be prioritized.	The priority list is Instagram, Facebook, YouTube.
126.	Are there additional social platforms LTC expects to expand into (e.g., TikTok, Threads, Pinterest)?	No.
127.	Are we expected to recommend new platforms based on target audience behavior?	Yes, that would be helpful.
128.	Does LTC currently use social media management tools (e.g., Hootsuite, Sprout Social, Agorapulse, etc.)? If not, is the agency expected to propose and manage one, including licensing and setup?	No and no.
129.	Who will maintain account access and permissions — LTC or the agency?	The awarded Contractor.
130.	Is LTC using social listening tools or analytics platforms (e.g., Brandwatch, Mention, Meltwater)?	No.
131.	Is the agency responsible for replying to DMs, comments, and mentions, or is this managed internally?	It would be monitored by the awarded Contractor and LTC staff would respond.

	Question	Answer
132.	Are there community guidelines, brand voice parameters, or escalation procedures for public interaction?	No.
133.	Does LTC maintain niche or private communities (e.g., Facebook Groups, Discord servers, student-only LinkedIn groups)? If so, what role is the agency expected to play in monitoring, content planning, or moderation?	No.
134.	What tactics have you implemented over the past three years to retain students? Would you describe them as successful Why or why not?	LTC has provided quality customer service. Yes.
135.	What is your average number of inquiries per month/per year and how do you define and inquiry?	This data is not captured.
136.	What are your conversion rates between inquiries, applications and enrollments?	This data is not captured.
137.	What percentage of students enroll and begin their education at LTC and do not complete?	This would be available to the awarded Contractor.
138.	What has your digital marketing strategy been for the past three years?	Strategy focused on frequency of posts weekly.
139.	What digital channels are you optimizing and reporting on?	Please see the answer to Question #81.
140.	Will the selected partner provide both media planning and buying services on behalf of LTC?	Yes.
141.	Should hard costs for paid media, production, and other out of pocket costs be included in the Cost Proposal Form fees?	Attachment I, Cost Proposal Form, should be inclusive of all marketing services and fees. The cost for media buys will be paid separately and should not be included.
142.	What has been your annual paid media budget over the past three years?	This amount has varied annually.
143.	What has been your annual creative production budget for the past three years?	$66,000 annually.
144.	Is your newsletter print or email, or both? What is the current cadence of distribution and readership volume?	The newsletter is digital, and it is distributed monthly to 200 subscribers.

	Question	Answer
145.	In regards to in-person executive speaking opportunities and thought leadership participation, are you asking the agency partner to identify and secure these opportunities for LTC's leadership team or to represent LTC for these type of opportunities?	LTC anticipates that the awarded Contractor will identify and secure these opportunities.
146.	If content migration services and costs should be included, please indicate what sites/domains are being migrated?	Please see the above changes to the RFP. This is no longer applicable.
147.	Are sub-domains included in the migration?	Please see the above changes to the RFP. This is no longer applicable.
148.	Approximately how many pages/assets of content are to be migrated?	Please see the above changes to the RFP. This is no longer applicable.
149.	What format can/will the content be provided?	Please see the above changes to the RFP. This is no longer applicable.
150.	If we are migrating from the existing website, please estimate the approximate number of templates that are used by this content on the current website.	Please see the above changes to the RFP. This is no longer applicable.
151.	Are there any portions of the website being migrated that are not publicly accessible (e.g. behind authentication)? If so, please elaborate on the type of authentication and the nature of the content/tools/pages that are behind authentication.	Please see the above changes to the RFP. This is no longer applicable.
152.	For/if there is a presentation/demonstration, could we please request 90 minutes for our product demonstration? As we will be presenting enterprise software, we want to ensure that we thoroughly cover your topics. a. What is your desired/preferred agenda for the presentation?	Please see the answer to Question #26.
153.	Do you have a year one development budget?	Please see the answer to Question #3.
154.	Do you have a preference for an open-source or a commercial solution?	LTC prefers an open-source solution.

	Question	Answer
155.	What is your current system, and what are your principal pain points with this system?	Additional information would be needed in order to respond to this question.
156.	How many users do you think are going to use the system?	LTC will have 5 faculty users.
157.	Please advise how many end-users require training? Are you interested in a train-the-trainer approach?	See the answer to Question #156. No, we are not interested in train-the-trainer but training can be coordinated so that all people participate at one time.
158.	Can you tell us more about the evaluation team members and their roles?	The evaluation team evaluates the proposals in accordance with the evaluation criteria outlined in the RFP.
159.	What websites do you aspire to?	This is not applicable.
160.	Do you have an estimated go-live date in mind for the CMS implementation?	Please see the answer to Question #116.
161.	Could you please list all existing databases and systems that need to be integrated into your new CMS, and the use case/scenario for the integration?	Please see the above changes to the RFP. This is no longer applicable.
162.	What are your current site searches?	The District does not currently have this information.
163.	Can you provide analytics on how many internal site searches are conducted on the Lively Technical College website annually?	No.
164.	Is your current web environment hosted in-house or externally? If externally, who is the provider? What is your current setup?	It is hosted externally by our current Contractor 223 Agency.
165.	Are they looking for web hosting? If so: What are your uptime requirements or expectations for the website?	Yes, LTC may require hosting. Uptime should meet the industry standard. Maintenance is expected.

	Question	Answer
166.	How much traffic does the college website currently receive on a daily basis?	The District does not currently have this information.
167.	Are there any specific functionalities or features on the website that require a high amount of server resources?	No.
168.	What is the budget for the initial term contract (3) years, and can you provide the allocations for each year.	Please see the answer to Question #3.
169.	Have you determined a budget for subsequent years under a contract renewal and the maximum term of the contract (5 years)? If yes, can you share the District's anticipated or budgeted investment?	No.