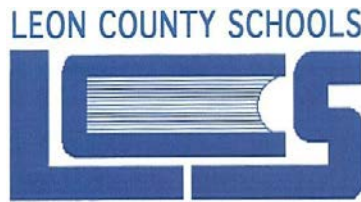


Board Chair
Georgia "Joy" Bowen

Board Vice Chair
Darryl Jones



Board Members
Dee Dee Rasmussen
Alva Swafford Striplin
Rosanne Wood

Superintendent
Rocky Hanna

ADDENDUM No. 1 TO ORIGINAL REQUEST FOR PROPOSALS (RFP)

Date: **April 30, 2021**

RFP No. 469-2022 Lively Technical College Advertising Agency Services

Responses Due: **May 20, 2021 @ 2:00 P.M. EST**

This addendum is being issued to make the following changes, corrections, clarifications and additions to the bidding document. The information in this addendum modifies and changes the original bidding document and takes precedence over the original document. Receipt of this addendum shall be acknowledged by signing and dating below and submitting this document with your response. Failure to acknowledge this addendum may preclude consideration of the response for award.

Corrects Exhibit References - pg. 14, S. VI (B):

8. Conflict of Interest Certificate (Exhibit A)
9. Vendor Application Forms (Exhibit B)
10. E-Verify Affidavit (Exhibit C)
11. Customer Reference Form (Exhibit D)
12. Vendor Questionnaire (Exhibit E)
13. Drug Free Workplace Verification Form (Exhibit F)
14. Certification Regarding Debarment (Exhibit G)
15. Sworn Statement/Jessica Lunsford Act (Exhibit H)
16. Affidavit for Claiming Local Purchasing Preference (Exhibit I)

Response to Questions Received:

1. Can you confirm the vendor can begin the process for mandatory background screenings for any/all employees as required by School Board Policy 8475 and Florida Statute Sections 1012.315, 1012.32, 1012.465 (Jessica Lunsford Act), 1012.467 and 1012.468 once the award has posted? **The work of this contract does not require Level II screenings.**
 2. Is there an incumbent? If so, who? **223 Agency**
 3. If there is an incumbent, how long has the incumbent been working with Lively Technical College? **223 Agency has been working with Lively since 2018**
 4. What communications and marketing agencies has Lively Technical College worked with over the last two years? **223 Agency, Lamar Advertising, iHeart Radio**
-

5. What is the budget allocated for the services outlined in the Advertising Agency Services RFP? **Budget has not been allocated.**
6. If the specific budget allocation has not been determined, what is the annual budget threshold that cannot be exceeded for the scope of services within the Advertising Agency Services RFP? **Budget has not been allocated, the NTE has not been determined.**
7. What was the media mix for the last fiscal year? **LTC does not presently have this information.**
8. Can you share the budget breakdown by channel for the advertising spend in the last fiscal year? **LTC does not presently have this information**
9. The cost proposal form asks for the vendor's rate per month to support the "development, monitoring, and adjustment of monthly advertising plan, cost for services to place media buys, data capture for all advertising efforts to include but not limited to, radio, TV, newspaper, direct mail, billboard, website and social media. Design and ongoing maintenance of LTC webpages, ongoing search engine optimization/marketing (SEO/SEM) services and updates, maintenance and monitoring of LTC social media and mobile app." Understanding that the vendor's rate is based on the budget allocated for the advertising spend, how much is expected to be allocated for the advertising spend? **Between \$30,000 - \$50,000 annually**
10. The cost proposal form asks for the vendor's rate per month to support the "development, monitoring, and adjustment of monthly advertising plan, cost for services to place media buys, data capture for all advertising efforts to include but not limited to, radio, TV, newspaper, direct mail, billboard, website and social media. Design and ongoing maintenance of LTC webpages, ongoing search engine optimization/marketing (SEO/SEM) services and updates, maintenance and monitoring of LTC social media and mobile app." Can you confirm whether online reputation management and video production should be included in the rate? **Yes**
11. Can you define the targeted geographic region? **Leon, Wakulla, Franklin and Gadsden Counties**
12. Can you define the demographics of the primary and secondary audiences? **Primary Audience: 18-30 year of age, Secondary Audience: 30-60 years of age**
13. Under V. INSTRUCTION TO BIDDERS AND SCOPE OF WORK, D. Scope of Services, it states the vendor will develop the mobile app creative design. Can you provide additional information on what services are being requested to support the mobile app? Additionally:
- What is the name of the mobile app and is it currently being utilized in the marketplace?
We currently don't have a mobile app, we want to ensure that the website is optimized for mobile usage.
 - What are the goals of the mobile app?
Don't necessarily need a mobile app, we need to make sure the website and all things tied to the website can be optimized using a mobile device as we want to ensure the following through utilization:
 - School Awareness – Getting to know our "brand" – who we are**
 - Communication – Optimize functionality of school information**
 - Interaction/Engagement – information at their fingertips**
 - Can you confirm if the vendor will need to supply development support for the mobile app? **Yes**
14. Related to V. INSTRUCTION TO BIDDERS AND SCOPE OF WORK, D. Scope of Services, 7. Can you confirm whether vendor will be expected to conduct any elements of public relations or marketing outside of outlined scope within allotted budget or simply provide counsel? **Counsel only**

15. Related to V. INSTRUCTION TO BIDDERS AND SCOPE OF WORK, D. Scope of Services, 7. Can you define and/or elaborate on the meaning of “broader advertising and marketing campaigns”?

As there are so many moving parts with Lively, when new things arise – new programs, additional grant funding, we want to be able to make changes almost instantaneously. We may need to change up a campaign, move in a new direction, add something new, etc.

16. Under V. INSTRUCTION TO BIDDERS AND SCOPE OF WORK, D. Scope of Services, 8. Website hosting and management, can you provide the URL(s) to the website(s) being referenced? Additionally, related to the website: <https://www.livelytech.com/>

- a. Will website design be provided on an as-requested basis or is there a specific website design project that is being requested? **As-requested basis**
- b. Can you elaborate on website design needs? **Annually as program fees change of FLDOE frameworks, changes to programs must be made. Pictures within program pages need to be updated annually. All forms, program applications, calendar dates are updated on an as needed basis. Currently, requests are typically made 3-4 times a week for a change, addition, deletion to the webpage.**
- c. Where is the website currently being hosted? **Flywheel**
- d. How far back do you need your website backed up – 90 days, 60 days or other? **Website is backed up daily.**
- e. What content management system is the website on? **Word Press**
- f. Will you need support with website development? **Yes**

17. Related to V. INSTRUCTION TO BIDDERS AND SCOPE OF WORK, D. Scope of Services, 9:

- a. Is there flexibility for the vendor in the frequency of posts per platform based on best practices, key learnings and prioritization of scope of work to be covered within the scope? **Yes**
- b. Is there flexibility for the vendor in terms of what platforms they recommend LTC be active on based on best practices, key learnings and prioritization of scope of work to be covered within the scope? **Yes**
- c. Are there resources at Lively Technical College who manage your social platforms? **Yes**

18. Related to V. INSTRUCTION TO BIDDERS AND SCOPE OF WORK, D. Scope of Services, 10:

- a. Is there an existing campaign/theme/creative direction that the graphic art and creative will support? Or will an all new campaign/theme/creative direction be required within scope? **Currently, Lively has launched a Cap to Cap campaign for “Hire Education”.**
- b. Are there existing brand guidelines that the graphic art and creative will support? **Yes**
- c. Can you provide a complete list of all print materials/publications the vendor will be responsible for providing graphic design and creative support? **Annual Report, Strategic Plan, Magazine/Print Advertisements, Annual Course Catalog and Student Handbook, Tri-fold Program Flyer, Promotional Mail Pieces, Promotional Banners and other items as needed**
- d. For all print materials/publications that the vendor will be responsible for providing graphic design and creative support, can you confirm Lively Technical College will provide all copy? **Not necessarily. Sometimes copy is through brainstorming together.**

19. Related to V. INSTRUCTION TO BIDDERS AND SCOPE OF WORK, D. Scope of Services, 12. Online reputation management:

- a. Can you provide a comprehensive list of the platforms the vendor will be responsible for monitoring? **Youtube Channel, Facebook, Twitter, Instagram, LinkedIn**
- b. Would LTC consider the vendor providing an online reputation management strategy to be followed by a team member of LTC or is active management by the vendor required? **Active Management**
- c. Can you provide a comprehensive list of the online directories Lively Technical College is listed?

123local

2findlocal

8coupons

ABLocal

Allonesearch
Amazon Alexa
AmericanTowns
Apple
AroundMe
Baidu
Bing
Bizwiki
Brownbook.net
Central Index
ChamberofCommerce.com
Citysearch
CitySquares
CK Maps
Cylex
DexKnows
Dun & Bradstreet
eLocal
EZlocal
Facebook
Find Open
Fliggy
Foursquare
GoLocal247
Google My Business
HERE
HotFrog
iBegin
iGlobal
Insider Pages
Instagram
Local.com
LocalDatabase
LocalPages
LocalStack
Mafengwo
MapQuest
Mapstr
MerchantCircle
My Local Services
n49
Navmii
NDrive
Nextdoor
Opendi
Parent Day Out
Pitney Bowes

Pointcom
Property Capsule
ShowMeLocal
Snapchat
Soleo
Superpages
tellows
The Internet Chamber of Commerce
TomTom
Top Rated Local
Trip.com
TrustPilot
Tupalo
Uber
USCity.net
VotefortheBest
Waze
Where To?
Yahoo!
Yalwa
Yandex
YaSabe
YellowMoxie
YellowPageCity
YellowPagesDirectory
Yelp
YP.com

20. Can you expand upon what is meant by “Online directory syncing websites where LTC is listed”?

Syncing is where no one else can change anything on those listings without prior approval. This ensures that when google sees all of your listings, they see the exact same data which shows consistency and boosts your search rank.

21. Related to V. INSTRUCTION TO BIDDERS AND SCOPE OF WORK, D. Scope of Services, 14. Video production work to highlight programs and special events – is there a list of known video needs at this time – quantity, length, style of video, etc.? **Annually we do a 15 second and 30 second video as well as spotlight videos throughout the year on different programs. Graduation video may be required.**

22. Under VII Required Services Acknowledgement, D. – Can you confirm that all media/platforms must be part of the media mix or if vendor will have ability to provide best counsel for most effective channels for reaching audience? **We will consider listening to counsel.**

23. Under VII Required Services Acknowledgement, D. – Can you provide more detail on the media/platform of email? Are you looking for the vendor to identify paid email opportunities or to leverage LTC’s existing email system and databases? **Leverage existing email system and database.**

24. Can the vendor supply bios for each team member instead of formal resumes? **Yes**

25. Understanding the vendor’s response should be organized and submitted in the exact format as listed under VI. QUESTIONNAIRE AND RESPONSE, b. Proposal Organization, how should the vendor address CRITERION 3: Approach and Methodology listed in the evaluation criteria since there is not a question or prompt to outline

the proposed approach and methodology for the full scope of services? **The approach and methodology would be detailed in S.VI (B)(5).**

26. Would you kindly confirm whether you expect the vendor to handle the media placement and negotiating on your behalf, or do you expect the vendor to handle the purchasing as well? **Yes to media placement and negotiating; no to purchasing**

27. Has a specific budget for media buying been established? **Not at this time. Anticipate between \$30,000-\$50,000 annually for media purchasing**

28. What would you like the call to action to be from the media placement? What is the desired outcome for the media placement? **Exposure for the school; promotion of school programs; increase visibility in the community; increase enrollment**

29. Has the Leon County School Board worked with other vendors on behalf of Lively Technical College to promote similar goals of this RFP? If so, in what capacity? Can you list the names of the vendor(s)? **223 Agency, Lamar Advertising, iHeart Radio , Governance Services for advertising/media services**

30. What funding has the Leon County School Board budgeted for this RFP? **Budgets have not been allocated** Does this budget include the media buying budget? **Budgets have not been allocated**

31. What is the intended length of time you would like the campaigns to run in the market? **Differs depending on the campaign**

32. In the scope of services, a mobile app design was mentioned. What type of factors are you looking for when it comes to the mobile app? Is it more of a mobile/responsive version of the website or are you looking for something that includes more elements? If so, what functionality are looking for in the app? Or are you looking for design elements ONLY for the app? **Yes, mobile/responsive version of the website**

33. In number 8, under Scope of Services, website design is mentioned. Can you please confirm if you are looking for just updates and minor changes to the site over time or are you looking for a complete redesign? **Updates are made on a weekly, sometimes daily basis. We expect 24-48 hour turnaround time on website. Program information for every programs changes frequently. All pictures on page are updated each semester.**

34. In the scope of work, TV commercials and social media videos are mentioned. Can you please elaborate on how many video productions you would like to see and the different lengths you are looking for? **Looking for 15, 30 and 60 second videos. We expect 6-10 videos annually. Plus other short videos for social media purposes used to promote different initiatives, programs, grants, etc.**

35. For the videos (and possibly photography), do you foresee requiring hired talent/models, or will LTC staff, students, etc. be made available for the videos/photography? **Students and staff will be available.**

36. Will the vendor be required to produce all original videography and photography or does the LTC have videography and photography that can be used as part of the new creative for LTC? **LTC does not have video or photo for creative. Exceptions maybe when school hosts events and shares photos.**

37. Does LTC have established Brand Standards/Guidelines that will be used by the chosen vendor when creating elements? **Yes**

38. Do you have any advertising results or success reports from previous campaigns and if so, can you share them? **Previous results are not immediately available.**

39. In the scope of work, radio commercials are mentioned. Can you please elaborate on how many radio spots you would like to see and the different lengths you are looking for? **Depends on campaign. Typically 15 and 30 second spots during heavy recruitment periods.**

40. What is the intended length of time the campaign should run in the market? **Depends on the campaign and what time of the year.**

41. What are the various target markets that should be considered for this campaign? **Depends on the campaign, for heavy recruiting periods, 18-30 year olds.**

42. Can you please provide a list of vendors that submitted questions? **Grova Creative, Moore, Inc., 223 Agency**

VENDOR NAME

VENDOR ADDRESS

NAME

TITLE

SIGNATURE