



ANDERSON COUNTY PURCHASING DEPARTMENT
100 N. Main Street, Suite 214
Clinton, Tennessee 37716-3687
Telephone: (865) 457-6218
Fax: (865) 457-6252

Tony D. Foreman
Director of Purchasing

ADDENDUM #1

ADDENDUM #1

ADDENDUM #1

REQUEST FOR PROPOSAL
RFP # 4717
Addendum 1 – Q & A

Note to potential respondents:

This **ADDENDUM** is intended to revise, clarify and become part of the Adventure Anderson County Promotion, RFP #4717, issued December 28, 2016. All amendments, addendums, and notifications will be posted on the Anderson County website and released via the Vendor Registry online platform.

Q1) Can you share the analytics / results of the 2016 campaign?

A1) THE COMPANY awarded the bid will have access to the 2016 campaign data.

Q2) Do you have copies of previous digital ads you can share?

A2) YES, after the bid is awarded and a contract is signed, the vendor will have access to the digital ads.

Q3) Do you know if the footage was shot in HI DEF and/or what type of footage you have?

A3) YES, Hi-definition

Q4) Are all stills Hi-resolution?

A4) YES

Q5) Do you have a location the footage/stills are stored that it can be viewed easily?

A5) YES

Q6) Would the council be opposed to allow the company who is awarded the project to shoot new stills and videos if needed to ensure the campaign is as engaging and as effective as possible?

A6) NO, the council would not be opposed to new footage or pictures.



ANDERSON COUNTY PURCHASING DEPARTMENT
100 N. Main Street, Suite 214
Clinton, Tennessee 37716-3687
Telephone: (865) 457-6218
Fax: (865) 457-6252

Tony D. Foreman
Director of Purchasing

Q7) Do you have any recent marketing information about the DMA's in which the consumers visit from?

A7) OUR TARGET GEOGRAPHIC MARKETS are about an 8-hour radius, including Indianapolis, Cincinnati, Columbus, OH, Michigan, Nashville, Atlanta and Asheville.

Q8) When will the final decision be made and RFP awarded?

A8) WITHIN 30 DAY of the bid submission deadline.

Q9) Can companies from Outside USA can apply for this? (*i.e. India or Canada*)

A9) NO GEOGRAPHIC BOUNDARIES as long as the proposal is from a legal business entity in the United States with a business ID number.

Q10) Do we need to come over there for meetings?

A10) NO, however, ALL bidders MUST come to Clinton, Tennessee to make face-to-face presentations to the council

Q11) Can we perform the tasks (related to RFP) outside USA? (*i.e. India or Canada*)

A11) YES, however, if face-to-face meetings are required, the bidder must come to Clinton, TN

Q12) Can we submit the proposals via email?

A12) NO, Bidders cannot submit formal bids via email

Q13) Does the \$50,000 budget include the media spend for Google AdWords campaign, cost for placement of internet marketing, as well as creative services? Or is there a separate budget for the media placement?

A13) YES, \$50,000 is for everything including the media placement

Q14) Do you accept proposals from out of state agencies? If so, are they evaluated differently?

A14) YES, we DO accept out of state proposals, however, out of state bidders are required to travel, at their own expense, to make face-to-face proposal presentations and all bidders are evaluated by the same specifications and criteria of the RFP.

If you have any questions, please feel free to give me a call at (865) 457-6251.

Sincerely,

A handwritten signature in black ink, appearing to read "Tony Foreman", is written over a horizontal line.

Tony Foreman
Purchasing Agent