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**Addendum**

<b>SOLICITATION NAME</b>	Public Relations Services Q1803	<b>ADDENDUM NUMBER</b>	1	<b>DATE</b>	02-14-18
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This addendum answers questions raised about this solicitation. To aid in readability, the questions are in black, the answers are in **bolded blue**, and the answers follow immediately below.

Q1	What are the approximate budget parameters for the scope?
	<b>There are no specific budget parameters, but value will be an extremely important factor in the evaluation of responses.</b>
Q2	Are you expecting us to work in a retainer capacity or project basis?
	<b>While not a requirement, KCDC prefers that all routine work (as defined in the RFP) falls under a monthly retainer/fee, which is capped at some level, with additional projects outside the routine work to be billed separately, and at a specified rate.</b>
Q3	What are your goals for FY 2018 that you expect communications goals to support?
	<b>KCDC's FY2018 is almost finished. KCDC is in the midst of strategic planning for the July 1, 2018 - June 30, 2019 fiscal year, and those goals should be finalized by the end of March.</b>
Q4	Who are your target audiences, specifically? Internal? External?
	<b>Internal target audience includes the Board and employees. External audience varies depending on the particular communication, but includes members of the community, current and future KCDC residents, developers, contractors, as well as HUD and local government officials.</b>
Q5	What are the core messages you need to relay to these audiences?
	<b>The overarching messages are: the importance of increasing the quantity and quality of affordable housing in Knox County through redevelopment of existing KCDC properties and the development of new affordable housing; and the importance of continued investment in redevelopment activities - including KCDC's work with the City of Knoxville on planning and execution of redevelopment plans to spur growth in the urban core and surrounding neighborhoods.</b>
Q6	What are the Call(s)-To-Action you need to deliver?
	<b>It is more about presenting a positive picture of KCDC than any specific call to action. There is plenty of negative publicity and KCDC wants to combat that with a positive message. KCDC believes this will generally assist efforts in meeting our strategic objectives.</b>
Q7	What do you want these specific audiences to do in response to receiving these messages/CTAs distributed across your communications channels? Do you have other communications vehicles?
	<b>Modes of communication utilized by our Agency are very limited, though we are looking to expand our outreach as evidenced by this RFP.</b>
Q8	How do you currently reach your audiences other than on social media?
	<b>Most of KCDC's current communications occur through traditional media (print, radio, television), supplemented with some content delivered directly to residents of our properties.</b>



Q9	Do you host events or other public gatherings to which they are invited?
	<b>We have groundbreaking and ribbon cuttings approximately 4 times per year, which might involve media, government officials, residents, businesses, and the broader Knoxville community. Periodically there are other meetings that occur for specific purposes.</b>
Q10	Specifically what pieces of collateral does your office typically develop? To what extent is your agency involved in development?
	<b>In the past, KCDC has published strategic planning materials and annual reports for public dissemination. While KCDC still creates most of the content associated with these documents, due to funding constraints stemming from federal budget cuts, KCDC has not published these materials the last several years. KCDC has primarily relied on traditional media to get the word out, though that is changing. Our fundraising/development efforts are small in scope. While probably not a point of emphasis, KCDC is open to ideas for expansion in this area.</b>
Q11	What capabilities does your in house communications department have? How do they interact with your agency?
	<b>KCDC does not have a Communications Department. Most internal communication falls to our Strategic Planning team, since they are working to create much of the content that accompanies any messaging or outreach. Strategic planning works closely with our Executive Department and public relations firm. Additionally one member of our IT Division is a skilled graphic artist and we use him for some newsletters, posters and other such items.</b>
Q12	Can companies from Outside USA can apply for this? (like from India or Canada)
	<b>Yes.</b>
Q13	Do we need to come over there for meetings?
	<b>Yes from time to time-for instance to our Board meetings.</b>
Q14	Would it be possible companies from Outside the USA to perform the work without coming to KCDC?
	<b>Perhaps so but remotely interacting with our Board, employees and local media would be challenging.</b>
Q15	Can we submit the proposals via email?
	<b>The RFP calls for one written original (with all pages marked "original"), three printed copies and one electronic copy (email or flash drive /CD) of your submittal).</b>