


**ADDENDUM NO. 1**

DATE: October 14, 2019

TO: All Potential Proposers 

FROM: Julie Smith Maxwell, Procurement Specialist

SUBJECT: Addendum No. 1 – Marketing Campaign for Police Department Personnel Recruitment

BIDS TO BE OPENED: October 31, 2019, at 11:00:00 a.m. Eastern Time

This addendum is being published to respond to questions asked by potential proposers regarding the above-referenced Request for Proposal. This addendum becomes a part of the Contract Document and modifies the original specifications as noted.

**Question 1:** Does the City have a not-to-exceed TOTAL budget allocated for this effort?

Response: The City typically does not provide budget information during the procurement process. It is anticipated that interested firms will be capable of providing a recommended strategic plan and proposed firm's fee to provide the requested deliverables listed in the published scope of work.

**Question 2:** Within that budget, has the city determined how much – ideally -- they'd like to allocate towards creative/agency work and how much they'd like to allocate toward media buys?

Response: This information could change as the City implements the strategies provided by the contracted firm.

**Question 3:** Does City of Knoxville release a budget for this project?

Response: No. See above.

**END OF ADDENDUM NO. 1**