



HIGHLANDS COUNTY BOARD OF COUNTY
COMMISSIONERS (HCBCC)
PURCHASING DIVISION
600 S. Commerce Ave
Sebring, FL 33870
(863) 402-6500

DATE: May 20, 2022
BID NO. 22-015 RFP ADDENDUM No. 1
Project.: Digital Marketing & Content Storytelling

The following represents clarification, additions, deletions, and/or modifications to the above referenced solicitation. This addendum shall hereafter be regarded as part of the solicitation. Items not referenced herein remain unchanged. Words, phrases or sentences with a strikethrough represent deletions to the original solicitation. Underlined words and bolded, phrases or sentences represent additions to the original solicitation, as applicable.

Questions and Answers

- Q1 Is timeframe for the partnership Fiscal Year July 2022-June 2023?
A1 The term is stated on page 16.2.
- Q2 Is there a specific budget that is in play?
A2 No. This was previously solicited as SEO and SEM only at the rate of \$6,000/month.
- Q3 Is the goal to find one (1) vendor/partner/agency to work with, or is it possible to have multiple as a result of the RFP, based on each partner's best capability? (Meaning, is it possible we could be chosen for just Branded Content, or BC and Programmatic, or just SEO/SEM?)
A3 It is preferred to contract with only one vendor for all services. The County reserves the right to award to multiple vendors, if needed.
- Q4 We have a question about budgets and if you have one in mind for this project. Any feedback you can provide would be greatly appreciated.
A4 See A2

Attachments: None