



January 9, 2024

Addendum No. 1

Project: Downtown Kissimmee Community Redevelopment Agency (DKCRA) Brand Strategy
Bid No: RFP 2024-001

TO ALL PROPOSERS:

The following items are clarifications, corrections, additions, deletions and / or revisions, which shall take precedence over the original documents.

Question: Can the meeting be zoom or we to travel for the meetings?

Answer: The kick off meeting and CRA Board presentation will be in person. The remaining meetings will have an in-person component to them; however, a hybrid option is available should the selected firm's entire team be unable to meet in person.

Questions: **Project Timeline and Phases:**

1. Could you please provide an estimated timeline for the completion of each phase of the branding strategy project?

Answer: The CRA has no expected completion dates for each of the phases. Instead the CRA will work the selected firm to establish an agreed upon project timeline based on the submittals.

2. Are there specific milestones or deadlines within the project that we should be aware of?

Answer: The project milestones can be found in section 3.0 Scope of Work subsection B. Project Phases of the RFP.

Questions: **Budget and Payment Terms:**

3. What is the estimated budget range for this project?

Answer: A budgeted dollar amount has not been determined by the Downtown Kissimmee CRA but the Downtown Kissimmee CRA has adequate funds for this project.

4. How are payments structured throughout the project duration?

Answer: The CRA and selected firm will develop a payment structure based on the submitted proposal to be included in a contract after the bid has been awarded. Payments will be scheduled according to project phase completion.

5. Are there specific milestones tied to payment releases?

Answer: The CRA and selected firm will develop a payment structure based on the submitted proposal to be included in a contract after the bid has been awarded. Payments will be scheduled according to project phase completion.

Questions: Scope and Deliverables:

6. Can you provide more details about the expected deliverables for each phase of the project?

Answer: Refer to section 3.0 Scope of Work, subsection D. Deliverables for details on the expected deliverables for this project.

7. How extensive should the community engagement process be, and are there specific groups or stakeholders the City wants to prioritize?

Answer: The CRA will work closely with the selected firm to establish stakeholders and specific groups to engage with throughout the project.

Questions: Evaluation Criteria:

8. Could you elaborate on the weightage of each evaluation criterion for proposal selection?

Answer: Refer to section 3.0 Scope of Work, subsection F. Selection Criteria for full scoring criteria.

9. Are there any specific elements or aspects that the City values most in a branding strategy?

Answer: Refer to section 3.0 Scope of Work, subsection F. Selection Criteria for full scoring criteria. Elements are weighted according to value.

Questions: Local Vendor Preference:

10. How does the local vendor preference policy impact the evaluation of proposals from non-local firms?

Answer: The Local Vendor Preference is dollar based, for this project based on the scores it would apply only if the "second" ranked firm was a local vendor then cost would be deciding factor.

11. Is there a particular advantage or additional scoring for local firms, and how is 'local' defined in this context?

Answer: There is no advantage in scoring or additional points awarded due to the local vendor preference policy. Per the policy, “local” is described as an individual or entity located within Osceola County.

Questions: Previous Initiatives and Branding Efforts:

12. Has the City undertaken similar branding initiatives in the past? If so, what were the key learnings or outcomes from those efforts?

Answer: The Downtown Kissimmee CRA has not previously undertaken a branding strategy project.

13. Are there existing branding elements or guidelines that the new strategy should align with or consider?

Answer: The City of Kissimmee has existing branding guidelines that should be considered in the development of the branding for the Downtown Kissimmee CRA. City of Kissimmee brand guidelines are included here.

Questions: City’s Vision and Goals:

14. What are the City's long-term goals or vision for the Downtown Kissimmee CRA area?

Answer: The long-term vision for the Downtown Kissimmee CRA is thoroughly detailed within the 2020 Downtown Kissimmee CRA Plan Update. The plan can be found online at www.kissimmee.gov/cra

15. Are there specific themes or messages that the City is keen on highlighting in the new branding strategy?

Answer: Refer to section 3.0 Scope of Work, subsection B. Project Phases, paragraph 2. Develop Brand Strategy for list of specific themes/messages desired within the brand strategy.

Questions: Community Feedback and Involvement:

16. How does the City envision the role of community feedback in the branding process?

Answer: Refer to section 3.0 Scope of Work, subsection B. Project Phases, paragraph 1. Research and Community Engagement for information on community engagement.

17. Are there existing channels or forums for community engagement that we should utilize?

Answer: The CRA and City of Kissimmee each utilize a variety of media channels and forums for community engagement. The CRA will look to the selected firm to develop or utilize their own channels throughout this project.

Questions: Compliance and Legal Considerations:

18. Are there specific legal or regulatory considerations we should be aware of, especially regarding public records and data handling?

Answer: The City of Kissimmee follows all guidelines for the Florida Sunshine Laws from Florida Statutes Chapter 119 regarding Public Records as specified in 1.21 of our general requirements in this RFP.

19. How does the City expect the consultant to navigate and comply with the Jessica Lunsford Act and other relevant statutes?

Answer: It is the City's routine practice to contractually require consultants to comply with all applicable federal, state, and local laws. Additionally, the City cannot provide legal advice to the consultant, including providing an opinion whether the Jessica Lunsford Act applies to consultant. It is the consultant's responsibility to determine whether the Jessica Lunsford Act applies to consultant and, if so, to comply with the Act.

Questions: Additional Resources and Support:

20. Will the City provide any resources, data, or support that could assist in the branding strategy development?

Answer: Yes. Both CRA and City staff will work closely with the selected firm to provide support on this project as needed.

21. Is there a point of contact within the City for ongoing communication and coordination during the project?

Answer: The main contact for the project is Redevelopment Planner, Benjamin Burnett, and an alternate contact is CRA Manager, Samia Singleton.

Question: The RFP does not provide a clear length for the term of the contract, and when final delivery is due. Will you please clarify the timeline?

Answer: The CRA will work with the selected firm to establish an agreed upon timeline and completion date based upon the submitted bids. A formal contract will be created before the project begins that will include all relevant dates.

Question: Is there a set date for the CRA presentation?

Answer: The CRA Board meets as needed on the first and third Tuesday of every month. At this time there is not a set date for this presentation. A target date will be established based upon proposed timeline supplied within the proposal and subsequent contract.

A. ACKNOWLEDGMENT OF ADDENDA:

1. The proposer shall acknowledge receipt of this addendum by completing the applicable section in the RFP. The Proposer shall submit said Form with the proposal.
2. All other terms and conditions of the RFP remain unchanged.

Brandon Durango
Procurement Manager

ACKNOWLEDGMENT OF ADDENDA NO.(S) _____ (IF APPLICABLE)

(Signature)

COMPANY NAME _____

COMPANY ADDRESS _____

BY: _____
(signature)

DATE: _____

(typed name/title of signer)

EMAIL: _____