

Addendum A

Date: April 30, 2021

Re: City of Highland Park Digital Performance Marketing Campaign RFQ

This Addendum provides answers to questions submitted related to the City of Highland Park's Request for Qualifications for a Digital Performance Marketing Campaign issued by the City on April 22, 2021. Responses are provided to questions received as of 5:00 PM on Friday, April 30.

1. **Who is the incumbent agency, if there is one?**
There is no incumbent agency.
2. **If there is an agency who you have worked with for last year, how satisfied were you with their results?**
We did not work with an agency last year.
3. **Will the award be based on the lowest-cost bidder?**
The agency will be chosen based on qualifications.
4. **How many vendors will be awarded?**
We anticipate choosing one vendor.
5. **Will this be a brand new website?**
The accompanying website will be new, but it will not be within the scope of this RFQ. That aspect of the project will be developed and implemented by City staff.
6. **Do you have a [website] design concept ready, or that expected to be part of the vendor's offering?**
The City will handle the website development project; we are asking the agency to focus on the video production and social media campaign. City staff will coordinate with the vendor to ensure that the website design is visually aligned.
7. **How many [website] pages are going to be developed as part of this proposal?**
As the website is not within the scope of this RFQ, there is no need to develop website pages.
8. **Migration of website hosting: will full FTP access be provided to current hosting accounts?**
There will not be a need for website migration. The website for this campaign will be developed by City staff and is not within the scope of this RFQ.
9. **Reason for migrating hosts?**
There is no need for website migration. The website for this campaign will be developed by City staff and is not within the scope of this RFQ.
10. **How much are you currently paying to host?**
This will be a brand new website that City staff will develop for this purpose, so we are currently not hosting any websites related to this project. The website for this campaign is not within the scope of this RFQ, so it has been budgeted separately from the campaign budget.
11. **Are you open to having your website be designed and developed with WordPress?**
City staff anticipate evaluating options for the campaign website, including WordPress. However, development of the site is not within the scope of the RFQ, so City staff will be responsible for this.
12. **Is the \$29,000.00 inclusive of both agency fees and ad spend, or only agency fees?**
The project budget is inclusive of both agency fees and ad spend.

13. **Is the City interested in expanding the ad spend across other channels, or is the ad spend strictly limited to social channels?**
We are open to recommendations regarding ad spend, but our primary focus is on social media, and Instagram in particular.
14. **Is there a preferred format you wish the proposals to be submitted?**
Digital submissions would be great – PDF, digital portfolios, etc. Please submit via email to cityhp@cityhpil.com; all submission will be acknowledged.
15. **Can you please define what you mean by advertorial content?**
We are anticipating native ads with a storytelling focus; however, we do have an engaged email list and could certainly see applications with newsletter content as well. We are imagining graphics, videos, and stories that will bring the campaign to life, but welcome feedback on press releases and other content as well.
16. **How will you judge the success of the campaign?**
We are primarily looking for an increase in social media engagement and follows, as website visits. However, additional markers, such as retail activity and growth, would certainly come into consideration.
17. **In the secondary objective, are there any specific categories of prospective businesses and developers you're looking for?**
We anticipate focusing on restaurant and retail at this time.
18. **Is the \$10,000 allocated for creative assets considered outside of the \$29,000?**
The budget allocated to this project during FY 2021 (January 1, 2021 – December 31, 2021) is \$29,000. We are tentatively budgeting \$10,000 for marketing during FY 2022 (January 1, 2022 – December 31, 2022), so if we did opt to work with an agency next year, we would have those funds available. However, we will not be able to commit to planning for a refresh in 2022 until our budget cycle is complete. We mentioned this in the RFQ so that prospective agencies could plan for a program that would extend beyond 2021.
19. **Do you have an agency of record reviewing submissions, or should this be submitted directly?**
Please submit your response to cityhp@cityhpil.com. Letters of interest may be addressed to Amanda Civitello (acivitello@cityhpil.com) and Carolyn Hersch (chersch@cityhpil.com), who will be reviewing submissions and making a recommendation to the City Manager.