

Responses to RFP Questions

1. Will you consider out of town or out of state agencies?
 - a. Yes
2. How many points are awarded for local presence? The total points listed amounts to 100.
 - a. There is no local preference.
3. Is there a reason for the quick window between RFP announcement and response deadline? Are there specific projects that will need attention quickly?
 - a. Yes, there is a quick window because we recognize our Boat Parade of Lights event is at the beginning of December and we will need creative assistance.
 - b. The majority of this creative RFP will be for one-off projects, like the Boat Parade of Lights that was mentioned in 3a. We have local media placements that do not follow our general consumer-facing campaign.
4. What types of projects do you have in the pipeline? More day-to-day needs or larger initiatives?
 - a. At the present time, it is day to day needs that don't necessarily align with the consumer-facing campaign, such as creating sales collateral.
5. What kind of work volume do you anticipate on a monthly basis? Number of requests? Small, medium, large jobs?
 - a. We don't expect to have more than \$10,000 for the entire year for these type of task ordered projects.
6. What is your typical request turnaround timeframe?
 - a. 1 week
7. What's the difference between this RFP and the previous one from July 2024? Is the agency that won that RFP still doing work with DPC? And if so, in what capacity since that RFP also included brand creative services?
 - a. The July 2024 RFP was for a marketing agency of record to create a national campaign and recommend an annual media plan, in addition to providing success metrics for the initiatives.
 - b. Yes. Aqua is still the agency of record tasked with the annual campaign.
 - c. That RFP only includes creative services for the specific annual campaign, not sales initiatives and local events, etc.