



CITY OF TORRINGTON

Addendum # 1

**ADDENDUM #1 HAS BEEN ISSUED REGARDING QUESTIONS/ANSWERS
SUBMITTED BY THE DEADLINE**

RFQ #MPM-039-112012 MARKETING, PROMOTIONS AND MANAGEMENT PLAN FOR DOWNTOWN AND GREATER TORRINGTON

Date of bid opening: November 20, 2012 Time: 11:00 AM Location: City Hall, 140 Main St., Room 206, Torrington, CT

Must submit signed addenda with bid.

The City of Torrington reserves the right to accept or reject any or all bids or any portion thereof, to waive technicalities, and to award the contract as will best serve the public interest.

Dated in Torrington: November 13, 2012

Purchasing Agent _____
Pennie Zucco

Bid Submitted By: _____

Name of Company _____

Signature _____

Date _____

Title _____

QUESTIONS/ANSWERS 11/13/12

1. **Q) It appears that the person or firm hired is expected to raise money to pay for all the deliverables and their own fee. Is that correct?**
A) There is a budget to pay for the firm's fee and deliverables, however, it is expected that the firm will devise marketing opportunities to downtown merchants and Torrington businesses to raise additional revenue.
2. **Q) What is the anticipated term of this contract? In other words, over what length of time will the successful bidder be responsible to provide those items listed as "deliverables?" It is hard to estimate how much money it would take to meet the deliverables, without a time line.**
A) The term of the contract is one year, with the possibility that the contract could be extending depending on the progress made.
3. **Q) Who has coordinated and promoted the existing Annual Downtown events such as the Market Place? Is there a budget in place through any city group for these existing events?**
A) Economic Development Director has coordinated and promoted the event, with the assistance of the ACT MSMP committee. There is a \$40,000 budget; revenue is derived from vendor fees, sponsorships, ad book, and grants.
4. **Q) The deliverables include newspaper and radio advertising. Does that limit us to just radio and newspaper or are we free to develop a more effective media plan?**
A) NO, the firm awarded the RFQ would coordinated with economic development office and find a plan that works best to promote the different event.
5. **Q) Is there already some funding in place to get this program off the ground or does funding need to be acquired from the start?**
A) Funding is already in place.