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**ADDENDUM 1**  
Date of Addendum: March 18, 2022

**NOTICE TO ALL VENDORS**

The Contract Documents for the above-referenced Project are modified as set forth in this Addendum. The original Contract Documents and any previously issued addenda remain in full force and effect, except as modified by this Addendum, which is hereby made part of the Contract Documents. Vendor shall take this Addendum into consideration when preparing and submitting a proposal, and shall acknowledge receipt of this Addendum in the space provided on the Proposal Form.

**BID SUBMITTAL DEADLINE**

The proposal submittal deadline remains the same and is not changed by this Addendum.

**1.0 – QUESTIONS AND ANSWERS**

The following questions and answers are provided as a matter of information to clarify issues raised about the Contract Documents.

Item	Questions and Answers
1.1	<p><u>Question:</u> Whether companies from Outside USA can apply for this?(like, from India or Canada)</p> <p><u>Answer:</u> Collaborative relationship will be required for success of the Marketing and Creative Services project. Agency must understand the dynamics of college's service area and the unique needs of the college and its student population. Agency will be required to understand the main campus and sites and unique needs and requirements of each. Agency will be required to meet with marketing team in person at the beginning of the contract to understand marketing needs. Agency will be required to meet with marketing team on a monthly basis during 8 a.m. to 5 p.m. regular work hours and periodically will be required to come to campus. In-person work will encompass occasional photo and video shoots, on campus production of broadcast ads, etc., all of which will require work in person.</p>
1.2	<p><u>Question:</u> Whether we need to come over there for meetings?</p> <p><u>Answer:</u> Yes</p>
1.3	<p><u>Question:</u> Can we perform the tasks (related to RFP) outside USA? (like, from India or Canada)</p> <p><u>Answer:</u> 1.1 answer references in person meetings once a month and campus production in person.</p>
1.4	<p><u>Question:</u> Can we submit the proposals via email?</p> <p><u>Answer:</u> No, as indicated in the RFP specifications, proposals are to be mailed in a sealed envelope. (One paper copy &amp; a thumb drive of proposal)</p>
1.5	<p><u>Question:</u> I see the timeline expectations for the website redesign/CMS implementation Project is 12-18 months. We were wondering about creative. Starting in summer to us means we could potentially be rolling right into a key recruit season, or possibly even too late. How quickly are you going to want creative to kick off?</p> <p><u>Answer:</u> If this questions references the creative campaign for marketing, then, yes, the creative has to be implemented quickly. There is normally an overlap when the previous year's creative assets are continued to be used because it is impossible to implement everything in just a few months. The first media contracts begin in September.</p>

**(INSERT DATE)**

1.6	<p><u>Question:</u> Please provide an overview of your current staffing within your marketing and creative department at LCCC?</p> <p><u>Answer:</u> Executive director Director of marketing and digital media Social media manager Web communications specialist Designers (two) Special events/Alumni relations Event planner Administrative assistant</p>
1.7	<p><u>Question:</u> Do you have a creative director? How many people are dedicated to each function within LCCC?</p> <p><u>Answer:</u> There is not a position of creative director. The full College Relations staff is listed above.</p>
1.8	<p><u>Question:</u> Of your current marketing budget, what percentage of that budget is allocated to paid media?</p> <p><u>Answer:</u> About a third of our budget (without salaries) is allotted to advertising.</p>
1.9	<p><u>Question:</u> How much of your budget is spent on traditional marketing tactics?</p> <p><u>Answer:</u> Traditional advertising is around \$210,000. Digital advertising around \$100,000.</p>

**END OF ADDENDUM**

(INSERT DATE)