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ADDENDUM # 1 Marketing Services

Date of Addendum: 10/07/21

NOTICE TO ALL BIDDERS AND PLANHOLDERS

The Proposal Documents for the above-referenced Project are modified as set forth in this Addendum. The original Proposal 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 Proposal Documents. Vendors will take this Addendum into consideration when preparing and submitting a proposal, and will acknowledge receipt of this Addendum in the space provided in the Proposal Documents.

BID SUBMITTAL DEADLINE

The bid submittal time has not been changed.

1.0 – QUESTIONS AND ANSWERS

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

Item	Questions and Answers
1.1	Section III, 1.2: “The Successful Vendor will have a proven track record helping destinations and brands increase their visibility and visitation using targeted, integrated and proven marketing strategies, and innovative creative campaigns that connect with people emotionally, individually and authentically.” <ul style="list-style-type: none"> Will responding agencies that lack direct experience in destination marketing be automatically eliminated from contention? No, they will not. Would speculative work created by the agency specifically for this response be considered, in lieu of direct experience in destination marketing? No, experience in branding is included in the required experience.
1.2	Section 7.1.2.4 lists a competitive set that Ocean City considers conflicts of interest. If an agency were engaged in work with one of these partners (though not the DMO’s AOR), would that disqualify the agency from consideration? We will review this on a case by case basis. Is the RFP a part of a scheduled bid? No
1.3	Is there a preference for a local agency? Are out-of-state agencies eligible? Can Vendors perform the tasks (related to RFP) outside USA? (like, from India or Canada) No Whether companies from Outside USA can apply for this? (like from India or Canada) Out of state agencies are allowed and there is not a preference for local agencies. We will review any performance noted outside the United States on a case by case basis.
1.4	The document states that PR and Social are being transitioned in-house, though some consultation may be needed. Should respondents include PR and Social allocations within their financial proposal? Or, would those be funded as separate projects on an as-needed basis? Social media buying should

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	be included. Respondents should provide an allowance for public relations funding on an as needed basis.
1.5	The RFP states that no spec creative is required. Can you confirm whether there is a requirement to include any media planning detail or if the submission should be limited to an approach? No, it should be limited to the approach.
1.6	Do Vendors need to come to Ocean City for meetings? The agency needs to attend quarterly meetings and be available for agreed upon meetings with the tourism team.
1.7	Can we submit the proposals via email? No

END OF ADDENDUM
