



February 10, 2023

ADDENDUM NO: TWO

TO ALL BIDDERS:

REFERENCE: RFQ No: 2023-RFQ-4021701
Commodity: Discover Black Charlottesville (C'ville) Social Media
RFQ Closing On: February 17, 2023

1. Please see attached questions and answers.
2. All other terms and conditions of the solicitation remain unchanged. Quotes must be received in accordance with the solicitation requirements by **1:00 p.m. ET on February 17, 2023**. Late quotes will not be considered.
3. A signed acknowledgement of this addendum must be attached to your quote. Signature on this addendum does not constitute your signature on the original quote document. The original quote document must be signed also.

Sincerely,

Lisa Thomas

Lisa Thomas, VCO
Buyer
Phone: (434) 296-5854

Name of Firm

Signature/Title

Date

Printed Name

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Q 1) I noticed that there is another RFQ for Social Media for the Discover Black Charlottesville project. Can I put my hat in the ring for this opportunity?

A 1) Yes, this is another RFQ than the one posted previously.

Q 2) If so, would I need to go through the process again?

A 2) Yes, this is another RFQ than the one posted previously.

Q3) What was the byproduct of the collaborative listening sessions in the community? Are those details captured in a brief that can be shared with the selected vendor? (II. Background)

A3) The collaborative listening sessions led to the creation of the Discover Black Cville brand and the steering committee to oversee the ongoing efforts. Details are captured in a document that can be shared with the selected vendor.

Q4) What is the role of the Charette Agency as it relates to this contract? Will the selected vendor report to them or to internal staff at Charlottesville Albemarle CVB? (II. Background)

A4) Charette Agency will guide the overall Discover Black Cville strategy and this contract will work within that strategy. The selected vendor will report to the CACVB and the contract will extend beyond the Charette Agency contract.

Q5) Will the selected vendor receive performance metrics on the success and outcomes of the current Discover Black C'ville campaign? (II. Background)

A5) Yes.

Q6) Do you currently have data, statistics or market research on the Black tourist market in Charlottesville? If so, will this information be shared with the selected vendor?

A6) No. Charette Agency is assisting with this work, and results will be shared with the selected vendor when achieved.

Q7) What are the expectations for organic content generation (quantity and type)?

A7) Expectations are regular posts via Instagram and Facebook, including stories, for consistent engagement.

Q8) What are the expectations for paid social media campaigns? (Selection Criteria/Evaluations)

A8) The CACVB will work with the selected vendor to determine these expectations.

Q9) Is there an additional budget for paid ads?

A9) Yes, additional budget is available for paid ads depending on the contract secured for this work.

Q10) Is there a list of "specific tasks" associated with this contract? (Reporting and Delivery Instructions)

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A10) Monthly reporting and regular check-ins will be required.

Q11) Are you specifically looking for content creation or more comprehensive social media management?

A11) More content creation. The comprehensive plan will be made in collaboration with the CACVB and the Charette Agency.

Q12) We understand that no amplification/media buys would be part of this budget, would this be correct?

A12) Yes.

Q13) We understand production costs would not be part of this budget, would this be correct?

A13) Content as defined in the RFQ would be included in this work. Additional needs, such as photography and videography, would not be included in this budget.

Q14) Could you let us know if you have a local preference or are you open to a Canadian agency that has done similar work with clients across North America?

A14) Our procurement process prohibits bias on the location of the vendor.