



Board of County Commissioners • Escambia County, Florida

Randy Burns/Purchasing Manager
Office of Purchasing

February 22, 2022

To: All Known Prospective Proposers

ADDENDUM NUMBER 1:

Re: PD 21-22.025, Estuary Marketing Program

All:

Your firm recently received a Request for Proposals for the above-mentioned specification.

This Addendum Number 1 provides responses to questions provided by bidders.

This Addendum Number 1 is furnished to all known prospective bidders. Please sign and return one copy of this Addendum, with original signature, with your bid as an acknowledgement of your having received same. You may photo-copy this form for your records.

Sincerely,

Buzz Roggenbuck
Sr. Purchasing Coordinator

Acknowledgement of Receipt of Addendum 1:

SIGNED: _____

COMPANY: _____

Question Set #1 – Received 2/18/22

1. Please provide additional information on the brand platform referenced in the solicitation. If possible, provide brand standards or other documents that might be relevant to the project.
The brand standards are attached to GFS as a separate document. PD 21-22.025 PPBEP Final Report 2021
2. For accurate scope and budget estimates, does this solicitation envision that the consultant(s) would develop, deliver, AND execute the marketing and promotion activities? Or would PPBEP staff manage the execution and implementation of the consultant-created plan?
The selected firm is expected to develop, deliver, and execute marketing and promotion activities with the support of PPBEP staff.