



ADDENDUM # 1
to that certain Request for Qualifications (“RFQ”) of
The Atlanta Development Authority d/b/a Invest Atlanta (“Invest Atlanta”) issued
on August 31, 2022, and relating to Professional Public Relations Services

Addendum Date: September 14, 2022

The following changes, additions, and/or clarifications are made to the RFP as of the Addendum Date. All capitalized terms not defined herein shall have the meanings ascribed to them in the RFP.

QUESTIONS SUBMITTED TO INVEST ATLANTA ON OR PRIOR TO SEPTEMBER 9, 2022:

Invest Atlanta received some questions that were beyond the scope of the RFP. However, for the benefit of all potential respondents, we have elected to publish the following questions, edited for clarity, along with answers thereto.

1. Are there any significant changes within the RFP or Scope of Work (from the Invest Atlanta RFP for Professional Public Relations Services issued August 4, 2022)?

Answer: Respondents are urged to read the RFP in its entirety and determine for itself the Scope of Services. Without attempting to provide a precise comparison, the RFP for Professional Public Relations Services issued August 31, 2022, provides additional information with respect to the term of engagement and specifically excluding website management services. However, respondents may propose alternative content strategies, e.g., additional webpages or other website capabilities.

2. Additionally, our GA Business License is currently processing. Would that present an issue?

Answer: Assuming this question relates to a City of Atlanta business license, the Respondent should furnish a copy of a completed and submitted application for their City of Atlanta business license with their RFP response.

3. Whether companies from Outside USA can apply for this (like, from India or Canada)?

Answer: Yes. Respondents located outside of the United States may respond to the RFP; However, all Respondents must be authorized to do business in the U.S. and in the State of Georgia and comply with immigration and other applicable statutes.

4. Whether we need to come over there for meetings?

Answer: The selected Respondent may be required to attend both remote and in-person meetings at Invest Atlanta’s downtown Atlanta office, as well as to attend events in the City of Atlanta supporting the communications objectives outlined in the RFP.

5. Can we perform the tasks (related to RFP) outside USA (like, from India or Canada)?



Answer: As the City of Atlanta's economic development authority established to increase positive economic activity in the City of Atlanta, including job opportunities, Invest Atlanta seeks to contract with a Respondent available to perform the requested public relations services within the City of Atlanta as identified above in paragraph 3.

6. Can we submit the proposals via email?

Answer: Yes. Due to the conditions resulting from the COVID-19 pandemic, Responses to this Request for Qualifications **must** be submitted in electronic Portable Document Format (PDF) no later than 5:00 p.m., September 21, 2022, to MarketingRFP@investatlanta.com. Proposals should include all identified components and forms. Proposals received after the deadline time and date will not be considered. Proposals received by U.S. Mail or via delivery to Invest Atlanta's physical office may be deemed non-responsive.

END OF ADDENDUM NO. 1