



**ADDENDUM NO. 3**

**TO THAT CERTAIN DETAILED REQUEST FOR PROPOSAL FOR BRAND MANAGEMENT SERVICES**

**Addendum Date: February 12<sup>th</sup>, 2025**

The following changes, additions, clarifications and/or amendments are made to the Request for Proposals as of the Addendum Date. All capitalized terms not defined herein shall have the meanings ascribed to them in the Request for Proposals (“RFP”).

Note: This document is intended for informational purposes only. Any changes to the RFP must occur through a separate published addendum. Invest Atlanta received the following inquiries with respect to the RFP. For the benefit of all potential respondents, Invest Atlanta now elects to publish each timely submitted inquiry, edited for clarity, along with Invest Atlanta’s response thereto. In the event of a conflict between previously released information and the information contained herein, the latter shall control.

**Q & A Responses**

<b>RFP Number: RFP-ADA-20250123</b>	<b>RFP Title: Brand Management Services</b>
Requesting Entity: Invest Atlanta	Date: 2/14/2025
Issuing Officer/Procurement Manager: Lazerick Russell	RFP Initially Posted to Internet: January 23 <sup>rd</sup> 2025
eMail Address: <a href="mailto:russell@investatlanta.com">russell@investatlanta.com</a>	Telephone: 404 609 3224 ext 3224

**QUESTIONS SUBMITTED TO INVEST ATLANTA ON OR PRIOR TO 5:00 P.M., February 7<sup>th</sup>, 2025:**

#	Questions	Answers
1.	Can you confirm the due date? It’s listed as February 7 and 27 in the RFP.	The RFP has been updated via Addendum 3. The due date is February 21 <sup>st</sup> 2025.
2.	Do you need three or five references?	Please provide a list of five (5) references.

#	Questions	Answers
3.	Are you open to larger brand recommendations?	Invest Atlanta is only seeking brand recommendations regarding ATL Tech Hub.
4.	I noticed that the RFP cover page for Brand Management Services lists February 27th as the due date, while the Timeline of Events and Submissions Table shows February 7th. Could you please clarify the correct submission deadline?	The RFP has been updated via Addendum 3. The due date is February 21 <sup>st</sup> , 2025.
5.	We'd like to validate that the timeline in the RFP is accurate and all responses will be due by 5:00pm on February 7th?	The RFP has been updated via Addendum 1. The due date is February 21 <sup>st</sup> , 2025, by 5:00pm.
6.	Have the informational session and Q&A period already passed? If so, are we able to receive the amended RFP with responses attached?	Yes. Please see Addendum 1 & 2 for RFP changes and responses to submitted questions. You can access these on the Invest Atlanta website.
7.	Can you quantify the number of content posts you would like per month for these various platforms?	Please review Section III Scope of Services. We are looking for a recommendation based on the current best practices. But the expectation is a minimum of 20 posts per month per platform.
8.	How many recordings and what's the desired length of the videos?	The Office of Technology and Innovation is seeking recommendations on frequency, quantity and desired length of videos. Please see Section III Scope of Services: Video/Audio Content Creation, Deliverables.
9.	Is this a year contract? How many weeks?	Please see the sentence before General business requirements in Section III Scope of Services, "The term of the contract shall be for two (2) years with one (1) one-year option to renew."
10.	Strategy and implementation or will the organization handle the implementation of the strategy the vendor suggests?	Strategy and Implementation are contemplated in the Scope of Services

#	Questions	Answers
11.	Is there an existing email platform the company uses like Constant Contact?	No existing email platform exists. Neighboring departments use MailChimp and SurveyMonkey.
12.	Could you please elaborate on what this means?	Invest Atlanta is not clear on what is being referenced in the question.
13.	Will we have to live-stream podcasts or pre-record and post-production of the podcasts?	All podcast episodes will be recorded, edited in post-production, and uploaded instead of live-streamed.
14.	Does the organization have a distribution list to start with?	Yes, this information will be shared with the apparent successful Respondent.
15.	Does this mean 3 years total (2-year contract with 1 option year) or 1 base year plus 1 option year?	The contract length will potentially be for 3 years. This consists of a two (2) year term and one (1) additional year structured as an option to renew.
16.	Does the Certificate of Insurance (COI) need to be provided at the time of proposal submission?	Invest Atlanta will need proof of insurance prior to the award and a contract being executed.
17.	Does the bidding firm have to be registered to do business in the state of Georgia?	No. Prior to a contract being executed the bidding firm will need to be registered in the State of Georgia to receive payments.
18.	Could you let us know what the budget is for this work?	The budget is undisclosed. Please propose your most competitive offering and fee structure to provide the Scope of Services.
19.	Could we request an extension to the submission deadline?	Please see the extension granted in Addendum 3. The deadline has been extended to February 21 <sup>st</sup> 2025
20.	As there is little time to get the license from the State of Georgia, could we do so as part of contract negotiations? We have similar licenses in Florida, Hawaii, Virginia, etc. that we procured as part of the contract signing/negotiations phase.	Please see the response to question 17. In addition, please be advised that the apparent most responsive and responsible bidder will need to have this documentation in place prior to a contract being awarded.
21.	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 the	There is no local preference requirement as a part of this RFP. Please be advised that the apparent most responsive and responsible bidder will need to have this documentation in place prior to a contract being awarded and payment being provided.

#	Questions	Answers
	United States, with some currently being the States of California, Colorado and Wyoming?	
22.	For the Fees and Expenses for Brand Management Services spreadsheet, for tab 1 - Total Estimated Consulting Fes – should this total be a yearly total? We noticed Tab 2 is auto calculating for 3 years and would like to confirm if tab 1 should be one year or three years.	Please provide a fixed fee for the deliverables expressed in Column C on an annual basis. The Total Estimated Consulting Fee (Annual) will be extended over the term of the agreement including any renewal options (equating to a total fee for a duration of 3 years)
23.	What are the top target outlets or publications where you'd like to see ATL Tech Hub featured?	Forbes, Inc., Entrepreneur Magazine, TechCrunch, Mashable, etc.
24.	What has been the current scope of efforts in amplifying ATL Tech Hub across local, national, industry, and global media?	Very little has been done to amplify the brand outside of the local area. Locally, efforts have been mostly focused on events.
25.	What challenges have you faced in securing media attention for ATL Tech Hub?	One of the major challenges has been dedicating the resources and time to building the ATL Tech Hub brand.
26.	What level of PR involvement is expected—should efforts be focused on local or national media outreach?	More of a focus on National, with certain key markets identified.
27.	Are you looking to run campaigns nationally or primarily target local markets?	Please see 26.
28.	Are there specific industry conferences or media platforms where OTI wants ATL Tech Hub to gain more presence? (e.g., TechCrunch Disrupt, Web Summit, SXSW)	Yes. In addition to the media platforms provided OTI is considering Collision. Invest Atlanta also encourages Respondents to recommend additional media platforms that will further it's goals.
29.	Are there existing brand guidelines that must be adhered to, or is there flexibility in redefining ATL Tech Hub's brand identity?	There are existing brand guidelines that should be adhered to and will be shared with the most responsive and responsible or apparent successful Respondent.

#	Questions	Answers
30.	Are there specific messaging themes or narratives that must be incorporated into the ATL Tech Hub brand strategy?	OTI is seeking to create messaging and themes surrounding 3 major buckets: talent, capital and customers
31.	Are there any underutilized narratives about Atlanta's tech ecosystem (e.g., AI, blockchain, sustainability tech) that OTI wants to amplify?	AI, Sustainability/Clean-tech, Fintech, Life sciences & Bio, Transportation & Logistics
32.	Primary Objectives: What are the top three priorities for the ATL Tech Hub website? (e.g., attracting investors, engaging startups, promoting city initiatives)	<ol style="list-style-type: none"> <li>1. OTI Brand Awareness (ATLTechHub)</li> <li>2. Ecosystem Engagement &amp; Accessibility to Resources</li> <li>3. Drive Engagement – have the website serve as the hub and our social media outlets serve as the spokes (Hub-and-Spoke Model)</li> </ol>
33.	Content Prioritization: What type of content should be featured most prominently on the website (e.g., blog posts, founder success stories, investor insights, case studies)?	OTI is seeking a firm that will recommend the most optimal content to be featured most prominently on the website or platform based on its expertise within the industry and familiarity with working with successful projects similar in size and scope.
34.	Brand Messaging Consistency: How do you currently ensure consistency in brand messaging across the website and other digital platforms?	<p>Currently OTI works collaboratively with Invest Atlanta staff to ensure consistency across all channels and platforms.</p> <p>Emphasize current OTI brand guidelines and the mayor's office communications handbook.</p>
35.	Competitor Benchmarking: Are there specific tech hub websites you admire or want to differentiate from? If so, what elements stand out to you?	New York, NY, Miami, Seattle. In addition, all cities currently higher in rank as a Tech Hub.
36.	Key Audience Engagement: What are the main actions you want visitors to take when visiting the website? (e.g., sign up for newsletters, apply for programs, attend events)	<p>Generally, OTI would like visitors to take actions on opportunities and resources brought to light by the office.</p> <p>Track referrals.</p>

#	Questions	Answers
37.	Navigation & User Flow: Do you have a preferred user journey or flow for different audience segments (e.g., startup founders vs. investors)?	No. The Office of Technology and Innovation is seeking recommendations and proposals that address navigation and user flow.
38.	Accessibility & Compliance: Are there any specific accessibility standards (beyond standard 508 compliance) that must be met?	No. There are no accessibility requirements identified beyond ADA standards.
39.	Mobile Optimization: What percentage of website traffic currently comes from mobile users, and how do you want the mobile experience to be improved?	The Office of Technology and Innovation (OTI) does not currently track any metrics regarding website traffic and/or mobile usage.
40.	Multimedia Integration: Should video and podcast content be embedded on the site, and what platforms should they be hosted on (YouTube, Spotify, native hosting)?	The Office of Technology and Innovation is seeking recommendations and proposals that will address multi-media integration, including platform –specific tactics.
41.	SEO & Discoverability: Are there specific SEO strategies or keywords that are crucial for ranking ATL Tech Hub against competing tech ecosystems?	No. The Office of Technology and Innovation is seeking recommendations and proposals that address SEO strategy and keywords.
42.	Content Frequency: How frequently should new content (e.g., blog posts, news, or event updates) be published on the website?	OTI is seeking firms that can address or recommend the publishing frequency of content via the deliverables requested in Section III Scope of Services (i.e. Social Media Strategy Document, Content Strategy Document and Distribution Plan). Please review in its entirety.
43.	Event Promotion: Should the website support live-streamed or recorded events, and should there be an integrated event calendar?	The website will not need to support live-streamed events. If events are recorded, content will be edited in post-production and posted. We will likely use a third-party calendar tool.
44.	Tech & Innovation News: Would you like the website to feature a news aggregator or partner content from Atlanta’s tech ecosystem?	The Office of Technology and Innovation is seeking recommendations and proposals from firms that will propose the most optimal strategy and content to achieve the desired outcomes described in Section III Scope of Services.

#	Questions	Answers
45.	Data-Driven Insights: Are there existing analytics from ATL Tech Hub’s current website that indicate which content performs best?	No. Analytics on OTI’s existing resources are not yet being tracked or measured.
46.	Localization & Personalization: Would you like content to be dynamically personalized based on visitor interest (e.g., featured content for startups vs. investors)?	OTI expects this to be defined as a part of the deliverables described in the Scope of Services and provided by the successfully awarded Respondent.
47.	<b>Hosting &amp; Security:</b> Are there any security or hosting requirements (e.g., cloud-based hosting, government-mandated servers, cybersecurity protocols)?	Yes.  Changes to the current website host or security measures are not within scope of this RFP and will be considered internally.
48.	<b>CMS Preference:</b> Is there a preferred Content Management System (CMS), or would you consider switching platforms?	We are currently on Webflow. Redesigning the website and/or moving it to another platform is outside the scope of this project.
49.	Integration with Other Systems: Should the website integrate with CRM, email marketing tools, or social media analytics?	Yes
50.	Load Speed & Optimization: Do you have any current concerns about website performance or load times?	No
51.	Scalability: As ATL Tech Hub grows, how much flexibility do you need in terms of future website expansion (e.g., adding new sections or microsites)?	Yes, per the RFP, we expect to add new sections to the site.
52.	Success Metrics: What is the key website KPIs (e.g., visitor traffic, engagement rate, lead conversions)?	Currently, no KPIs have been established for the website.

#	Questions	Answers
53.	Tracking & Analytics: Should the website integrate with Google Analytics, Hotjar, or other tracking tools for behavior analysis?	Yes.
54.	Conversion Goals: What constitutes a successful website conversion for ATL Tech Hub? (e.g., registrations, event sign-ups, funding applications)	Increased engagement across the board
55.	Reporting Cadence: How often would you like performance reports on website engagement and effectiveness?	Business review meetings to review progress on KPIs will be conducted monthly.
56.	Heatmaps & User Behavior Tracking: Are there specific insights you'd like to gain about how users interact with the website (e.g., which sections are most engaging)?	Not currently.
57.	Content Updates: Who will be responsible for updating the website post-launch? Should there be a training session for internal teams?	Per the RFP, we are looking for both strategy and implementation
58.	Tech Support Requirements: Do you need an ongoing website maintenance contract for troubleshooting and security updates?	No
59.	<b>Backup &amp; Recovery:</b> What are the expectations for data backups and disaster recovery?	Data backups are included in our platform
60.	Feedback & Continuous Improvement: Should there be a structured feedback loop for website improvements?	No
61.	Budget for Enhancements: Is there flexibility in the budget for future website enhancements or additional functionalities?	Not currently, but we could seek funding for additional recommended enhancements



#	Questions	Answers
62.	What level of control and autonomy will the selected firm have over ATL Tech Hub’s website and social media channels?	We envision a very collaborative process within the guidelines of the City of Atlanta Mayor’s Office of Communications Handbook
63.	The RFP lists audience tiers but notes that more audiences may be identified. Are there specific groups or stakeholders not mentioned that should be proactively considered?	At this time, all groups and stakeholders have been listed in the RFP
64.	What KPIs does Invest Atlanta consider essential for tracking success beyond engagement metrics?	We are seeking recommendations for tracking success that would align with proposed strategy
65.	The scope mentions engagement goals—does Invest Atlanta have benchmarks for social media growth?	We are seeking recommendations for tracking success that would align with proposed strategy
66.	Interview-style content for outreach strategy – What key topics will be covered in these interviews?	Topics will be collaboratively decided for all content
67.	Weekly blog posts (podcast content) – What is the expected duration of the weekly content? When is the expected contract start date for the podcast?	Please see Section III Scope of Services Video/Audio Content Creation; Deliverables: Video/Audio Content. OTI is seeking recommendations on the frequency of video content. The most frequent that we could potentially accommodate would be weekly 30-minute video.
68.	Social media content creation – Will new content ideas be developed, or should we repurpose and revise content from IA’s existing catalog?	Yes, you will create new content and repurpose/revise from the existing catalog
69.	Should content be filmed specifically in a social media format or a regular format that can serve dual purposes?	Content created is expected to be used across multiple formats and a variety of platforms.
70.	Will the selected firm be required to write scripts for interviews, blogs, and podcasts?	Please review Section III Scope of Services, Video/Audio Content Creation.
71.	Will the content be filmed at IA’s facility, or will a separate studio space be required?	We will utilize partner studio spaces.

#	Questions	Answers
72.	What is the allocated budget for this project, considering it is a two-year contract?	The budget is undisclosed. Please propose your most competitive offering and fee structure to provide the Scope of Services.
73.	Is insurance required at the time of submission, or can it be obtained later with proof provided upon award?	Proof of insurance is required at the time of proposal submission. A Certificate of Insurance will be reviewed to ensure it meets our minimum standards prior to an award of contract. A contract will not be awarded without validation of adequate insurance coverage.
74.	Are subcontractors allowed, and if so, are there any specific requirements or restrictions for subcontracting?	Yes, subcontractors are allowed. Please see Section IV Technical Requirements, Additional requirements & forms, F. E-Verify Affidavit & Save Affidavit for requirements concerning subcontractors.
75.	How would you like the proposal to be formatted—are you looking for a presentation, or is a Word document sufficient?	The proposal shall be in a professional and legible format to foster readability and understanding.
76.	Which groups of stakeholders must be involved in the branding process (e.g., entrepreneurs, VCs, tech innovators/incubators/accelerators, other public or private entities, government agencies, existing industry partners, international stakeholders)? With whom are we missing?	All stakeholders are mentioned in the RFP
77.	Does the branding strategy need to take advantage of any current collaborations with other public or private sector organizations?	Yes
78.	Should we anticipate separating the advertising budget from the overall budget?	If advertising is a separate service not included in the services needed to meet the milestones/deliverables in Column C on Attachment B Fees and Expenses, please list the service as an additional service in Row 17.

#	Questions	Answers
79.	For the website, would you prefer web maintenance and content management, or would you like to entertain a website refresh?	Per the RFP, this is for maintenance and content management
80.	Is there an anticipated number of events and speaking engagements over the year? Historically, where has this number been?	OTI anticipates one event per quarter.
81.	Will all of the events and speaking engagements be held at Invest Atlanta headquarters? Would this also be the primary location for Video/Audio content capture?	Please see answer to question #72
82.	Are you open to updates of existing brand assets (e.g., logo, colors, fonts) to align with your rebranding goals?	No, updates to existing brand assets are not within scope.
83.	As our agency is based in Canada, we are unable to register with E-Verify, as it is specific to U.S.-based companies. I would like to inquire if you would still be open to receiving our proposal under these circumstances	Yes, we are still open to receiving the proposal.
84.	Certificate statement - do we sign the statement included within the RFP shared or add the statement and signature into our cover letter?	The statement and signature can be provided in your cover letter.
85.	Proof of insurance - would you like these to be attached?	Yes, please submit proof of insurance as a separate attachment
86.	Technical Evaluation - Where / how should we respond with an "affirmative" to Section 4 Mandatory Requirements? In a separate attachment?	Please respond in a separate attachment.
87.	Acceptable Proof of Coverage: What specific documentation will be considered acceptable proof of coverage? Will a certificate of insurance be	Please see Section III Scope of Services; General Business requirements, A.: "Provide a Certificate of insurance as proof of

#	Questions	Answers
	sufficient, or are copies of the actual policy documents required?	insurance meeting the requirements in Exhibit A Digital Marketing Insurance Requirements.”
88.	Cyber Liability Coverage Details: What specific types of incidents or losses must be covered under the cyber liability insurance policy? Does the policy need to cover data breaches, ransomware attacks, or business interruption due to cyber incidents?	Basic cyber insurance policy typically covers costs associated with data breaches, including data recovery, forensic investigation, customer notification, legal defense costs related to the breach, and potential fines from regulatory bodies, essentially protecting against financial losses resulting from a cyber attack or data leak.
89.	Timing of Insurance Coverage: Is proof of insurance required at the time of proposal submission, or upon award of contract? If upon award of contract, will the award be contingent on successful procurement of all insurance?	Proof of insurance is required at the time of proposal submission. A Certificate of Insurance will be reviewed to ensure it meets our minimum standards prior to an award of contract. A contract will not be awarded without validation of adequate insurance coverage.
90.	Projected Budget Allocation: Could you provide a more detailed breakdown of the projected budget allocated for this project? Understanding how funds are allocated across different service areas (e.g., content creation, video production, social media, etc.) will allow us to tailor our proposal to best fit your financial parameters.	The budget is undisclosed. Please propose your most competitive offering and fee structure to provide the Scope of Services.
91.	Contract Flexibility and Scope Adjustments: The RFP outlines a two-year contract with a one-year renewal option <sup>10</sup> . What flexibility is there within the contract terms to adjust the scope of services or budget if new priorities emerge or unforeseen challenges arise over the course of the project? How willing are you to adapt your goals to new challenges or insights as the project moves forward?	IA will utilize an amendment process to allow for any necessary adjustments in service level, pricing, term, and/or related services within the overall scope of this RFP.

#	Questions	Answers
92.	The RFP notes quarterly campaigns across multiple digital and unique channels. What is the anticipated scope and budget allocation for these quarterly campaigns, including resources for non-digital channels? Understanding these considerations in advance allows for better resource planning and strategy development. How flexible will you be in allowing us to select and test channels that may be effective at reaching our audiences?	We will be flexible for collaborative content and channel testing.
93.	What policies or stipulations does OTI have with the use of artificial intelligence in the use of the strategy, conception, or production in the execution of this contract?	Currently, the City of Atlanta is in the process of developing specific AI policies. In the interim, we advise all bidders to consider existing and forthcoming city policies in their proposals. More detailed protocols may be communicated after the contract is awarded
94.	We understand your target audience; however the brief also states a goal around global brand awareness. Can you clarify whether you're targeting Atlanta only or national/global? ○ If global, are there certain regions you'd like to focus on?	The Respondent should assist in the agreed upon PR strategy to improve the perception and image of Atlanta as a major tech hub in the global market.
95.	Do you have specific KPIs for the program you're looking to meet?	We will work collaboratively on defining metrics of success. OTI encourages Respondents to incorporate KPI's that have been implemented and successful in their response.
96.	Who are your top competitors? Meaning, are there organizations you "compete" with for mindshare, or is the challenge solely making the audience aware of OTI?	All major metropolitan cities similar in size and make-up to Atlanta. Cities currently ranked above Atlanta as a Tech Hub.
97.	How is content currently created? Is there an internal team that the agency will collaborate with	Content will be developed in collaboration with Invest Atlanta and OTI.

#	Questions	Answers
	or supplement, or is all content being developed by the agency?	
98.	What creative tools do you use today?	Please see the existing resources listed in the RFP document.
99.	How is social media currently handled? What do you consider your most important social channels?	Please see the list of existing resources provided in Section III Scope of Services after the desired outcomes. OTI considers all social channels equally important.
100	What is your current cadence for email marketing communications?	Sporadic
101	Do you have a PR strategy in place today?	No
102	Do you have current members who are open to participating in content, social activations, etc.?	Yes
103	Do you have an SEO strategy in place, or do you need support with this?	Invest Atlanta needs support in developing SEO-optimized content to drive organic traffic and engagement.
104	Are you currently planning to attend or speak at any conferences / events?	Yes
105	Are you hosting any events this year?	Yes
106	Regarding the quarterly campaigns, do you already have themes outlined or initiatives planned?	Please see Section III Scope of Services, Quarterly Campaign Support, Deliverables. Q1 of 2025 we will promoting the 2nd Anniversary of the Office of Technology & Innovation being open & key metrics related to that. The development of quarterly campaigns throughout the agreement will be done in collaboration with OTI.
107	What platform is the website built on? What integrations, plugins, tools, etc. will require maintenance?	Webflow; depending on integration recommendations, there will be a need for maintenance
108	What email service provider do you use?	MailChimp
109	What would you prioritize as the top 3 requirements that must be done first for the website?	Emphasizing the top 3 priorities provided in the answer to question 32.
110	What CMS are you using?	Webflow

#	Questions	Answers
111	Does the maintenance include plugin updates, security functions, backups, page speed optimization, etc.?	No
112	Does maintenance include adding sections to the website, plugins, content, and changing the design?	Yes
113	Will any new pages need to be created?	Yes
114	Will any third-party integrations need to be added?	Possibly, depending on the recommendation
115	Is there any customization needed for the website?	Yes