

February 27, 2024

**POLK COUNTY, A POLITICAL SUBDIVISION OF
THE STATE OF FLORIDA**

ADDENDUM # 1

**RFP 24-178, Advertising & Related Marketing Services for Indigent Health
Care Programs**

This addendum is issued to clarify, add to, revise and/or delete items of the Bid Document for this work. This Addendum is a part of the RFP Document and acknowledgment of its receipt shall be noted on the Addendum.

Contained within this addendum: question and answer received.

Respectfully,

Ari Goldstein

Ari Goldstein
Senior Procurement Analyst
Procurement Division

**This Addendum sheet should be signed and submitted with your
bid submittal. This is the only acknowledgment required.**

Signature: _____

Printed Name: _____

Title: _____

Company: _____

RFP 24-178, Advertising & Related Marketing Services for Indigent Health Care Programs

Addendum # 1

Question 1: Who is the incumbent vendor for these services?

Answer 1: There is no incumbent vendor. This is the first time these services are being solicited for proposals. These services were handled by the County previously.

Question 2: What is the budget for this RFP?

Answer 2: The initial year \$100,000 is budgeted; however, that does not guarantee that we will spend the total amount – it maybe more or less. Each subsequent year of the contract, budgetary allocations may vary based on fluctuation in sales tax revenue and success of the prior year’s marketing.

Question 3: Since this is an ongoing effort, can you please provide information about current or previous incumbents for this or similar work?

Answer 3: Refer to Question and Answer #1 above.

Question 4: Could you please provide the campaigns that have been used to reach this population?

Answer 4: All marketing campaigns have been conducted in-house, with limited dedication to research and campaign monitoring. Outlets that have been used include social media, billboards, radio, and print.

Question 5: Can you please provide metrics for the outreach associated with this campaign in the past?

Answer 5: Refer to Question and Answer #4 above.

Question 6: Can you please provide any market research that has been used to inform decisions on this campaign?

Answer 6: There is no market research available that has been used on this campaign at this time.