

ADDENDUM #1
HISTORIC BETHABARA PARK
MARKETING/SPECIAL EVENTS COORDINATOR 2017

RESPONSES TO THE REQUEST FOR QUALIFICATIONS DUE BY

5:00PM, December 15, 2017

REQUEST FOR QUALIFICATIONS CLARIFICATIONS

December 13, 2017

- I. Can companies from outside the U.S. apply for this position?
 - A. The job requires the consultant to physically be on site for staff meetings and to coordinate special events.
- II. Is the contractor required to be on-site for meetings?
 - A. Yes.
- III. Can contractors perform the required tasks outside of the U.S.?
 - A. No.
- IV. Can we submit proposals via email?
 - A. Yes. Please send them to Samantha Smith, Park Supervisor:
samanthas@cityofws.org.
- V. Can consultants submit responses under their individually owned LLC entities for insurance purposes?
 - A. Yes.
- VI. Will the City provide office space for the selected consultant? If so, will the contract dictate certain or minimum office hours?
 - A. Yes, there will be an office space provided to the consultant at Historic Bethabara Park. There will no be minimum office hours, but the consultant will be required to meet every two weeks with the Supervisor and be on-site to coordinate all special events.
- VII. What kind of internal resources does the City of Winston-Salem have in terms of producing events and posting social content?
 - A. The consultant will have access to marketing specialists who work for the City of Winston-Salem and the Recreation Department specifically. The

consultant will also have access to all social media platforms for Historic Bethabara Park.

- VIII. Does the winning agency/contractor need to have specific experience working with municipalities?
A. Specific experience with a municipality is not required.
- IX. Do all resources need to be based in Winston-Salem/North Carolina or can an agency draw upon regional resources based outside of the Triad?
A. The consultant will be strongly encouraged to utilize local resources.
- X. Is this the first time the City of Winston-Salem has posted an RFP for this project?
A. No.
- XI. Has a contracted party or event agency been utilized in the past for the Historic Bethabara Park PR & Event Services?
A. Yes.
- XII. Does the budget cover marketing materials and special events costs and materials? Can we submit man hour sheets for this component?
A. The budget covers marketing materials and special event costs, but does not cover labor hours.
- XIII. What has been the response in the past from this event? How has it impacted the culture or not?
A. We get overwhelmingly positive feedback from our special events throughout the year, but we are always looking to expand our visitor-base and ensure we are offering programs that are inclusive and relevant to the community.
- XIV. Will there be access to the park, power and water connections, facilities and planning areas, anytime other than regular hours?
A. Yes.
- XV. Would the events committee be responsible for trash pickup and removal during and after events?
A. No.
- XVI. Can the events themselves be changed/ is the committee at liberty to do so?
A. We will discuss the details of every event with the consultant and are open to changes and improvements, but final decisions will be made by the Supervisor of Historic Bethabara Park.
- XVII. How are safety, security, park guides and traffic flow coordinated?
A. The consultant is responsible for scheduling and managing off-duty police officers during special events along with coordinating closing the road.

- XVIII. For the first year, will there be any on-site guidance from Parks and Recreation staff?
- A. Absolutely, the position will be well-supported by staff at Historic Bethabara Park.
- XIX. Do the regular tours and park activities proceed during an event?
- A. No, we often give free tours during special events.
- XX. Are the necessary City Services notified as to the day and time of events, and also the projected number of participants and attendees?
- A. Yes, this is one of the consultant's responsibilities.
- XXI. Is a punch list provided by the park services, so that the park is left in a certain condition after an event?
- A. Historic Bethabara Park staff will be present at the events and will assist in coordinating the break-down of events.