

**SUMMARY OF QUESTIONS PROVIDED TO BID RFQ #08082018:**

1. Please confirm if the BID BOND / BID SECURITY will be applicable for this RFP  
**Not required for this RFQ**
2. Will the “local preference” formula be applicable for the bid award?  
**Respondent will need to provide affidavit on page two with a copy of occupational license, professional and/or trade License to verify local status. Once verified respondent will receive an automatic five points.**
3. Please clarify how the optional escalator at the end of the initial 2 year contract work?  
**The Wynwood Business Improvement District Board will review the performance of winning respondent and reserve the right to increase yearly contract totals. The Board will determine what the yearly increase of the contract agreement will be in accordance with available annual budget funds and deemed current market value for similar work.**
4. Are you able to share key marketing messages/pillars, as well as top PR/marketing goals for Wynwood? *I saw this on your website: recognized globally as a premier destination for art, fashion, innovation and creative enterprise* / Any changes/additions? Any big developments in the pipeline that we should be aware of while working on the RFQ?  
**There are no key marketing messages, pillars, developments and/or top PR/marketing goals for Wynwood. You are available to reference meeting minutes at <https://wynwoodmiami.com/learn/meeting-agenda/> for additional background.**
5. What has worked or not worked with your current PR partner?  
**The current provider of Wynwood BID Public Relations services is Kivvit PR.**
6. On page 26, it says responses shall be submitted in hardcopy format. How many copies are needed?  
**Six copies and one original copy are required with each submittal. We will also need a copy of the presentation included on a thumb drive.**
7. I’ve reread the PR RFQ document several times and I want to clarify what is due on October 1st:  
**The required documents for submittal are as followed:**
  - **Completed Registration Form (Pg. 2 of 46) + RFQ# - Due 9/10/18**  
**\*NOTE: Must be submitted with all correspondence**
  - **Completed and signed Certification Statement (Pg. 3 of 46)**
  - **Completed Certifications Form (Pg. 3 of 45)**
  - **Section 1.55 - Occupational License (Pg. 20 of 45)**
  - **Section 2.9 - Certificate(s) of Insurance (Pg. 30 of 45)**
  - **Section 4.1 - Submission Requirements (Pg. 38 of 45)**
    1. **Letter of Interest and Executive Summary**
    2. **Proposer Profile**
    3. **Proposer Evidence and Past Experience**
    4. **(3) Comparable Projects**

5. Strategic Approach

6. References

- Section 6.0 - Local Office Location Affidavit (Pg. 42 of 45)
  - \*Signed and notarized ONLY if your office is located within the City of Miami
  - \*\*Respondents must include a copy of the company's Miami-Dade County local business tax receipt
- Section 6.1 - Completed and signed No Conflict of Interest, Non-Collusion Certification (Pg. 43 of 45)
- Section 6.2 - Debarment and Suspension form (Pg. 44 of 45)

8. Does the Registration Form (p. 2) and Certification Statement / Certifications (p. 3) need to be submitted prior 10/1?

A completed "Registration Form" (Pg. 2 of 46) must have been submitted by September 10, 2018 if you wanted to be informed of any updates throughout the procurement process.

If so, should the "Letter of Interest and Executive Summary" be submitted with it?

No. Executive Summary and Letter of Interest must be submitted by October 1, 2018 at 5 p.m.

Is there anything else that needs to be submitted prior to 10/1?

No.

Do Certificate(s) of Insurance (2.9) need to be submitted with the response on 10/1, or upon award of contract?

Certificate of Insurance forms indemnifying the City of Miami and Wynwood BID will only be required from the winning respondent, upon award of contract.

9. "Creative Ability" is outlined in evaluation criteria (5.1) but not detailed under submission requirements (4.1). Please confirm the following is what you're looking for. You will be required to provide samples of press releases and creative samples that show the breadth of capabilities for the agency with your complete submittal packet by deadline date. Please reference "Creative Ability" (Pg. 40 of 45) for details.