



**COUNTY OF DANE**  
DEPARTMENT OF ADMINISTRATION  
**PURCHASING DIVISION**

City County Building  
210 Martin Luther King Jr. Blvd. Room 425  
Madison, WI 53703-3345

**GREG BROCKMEYER**  
Director of Administration

**CHARLES HICKLIN**  
Controller

Date: April 27, 2020  
To: All Proposers  
Subject: Addendum #1 to RFP #120049

The following questions were received and responses are provided:

- 1. The Calendar of Events lists May 7, 2020 as the deadline for proposal submissions. The cover page lists the deadline as May 20, 2020. Which date is correct?**

The corrected timeline of events is included below.

DATE	EVENT
April 13, 2020	RFP Issued
May 5, 2020	Last day to submit written inquiries (2:00 p.m. CST)
May 7, 2020	Addendums or supplements to the RFP posted on the Purchasing Division <a href="#">website</a>
May 20, 2020	Proposals due (2:00 p.m. CST)
May/June 2020	Interviews (if needed)
Mid-June 2020	Vendor Selection/Award

- 2. Our company is a marketing and design firm from St. Paul, MN. We came upon the Dane County Henry Vilas Zoo Marketing & Advertising RFP (#120049) and were wondering if you take submissions from your neighboring states? We do have employees that are from or live in WI.**

Proposals can be submitted from any location or agency, however because of the nature of the contract, venue, and work expectations, significant in-person work will be required. Vendors should be easily accessible and available for last-minute or urgent meetings that will routinely require in-person attendance due to the large facility and areas associated with the marketing plan.

- 3. Are Henry Vilas Zoo key marketing objectives already identified, or is this something that you will work with the new agency on to develop? If so, what are these objectives?**

Marketing objectives will need to be identified and prioritized with the lead of the Vendor.



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- 4. What is your fiscal year timing (calendar, July 1, etc.)? If selected, when would the new agency begin working with your team?**

Fiscal year is January to December. A vendor would begin work as soon as selected.

- 5. What specifically are you requesting pricing on? You have provided a very wide list of services you are looking for but offer no specificity on what you want the price to reflect. Please be very specific on deliverables to be priced out. If not provided, please advise how pricing will be graded as each respondent will be providing a different set of deliverables based on assumptions.**

Please provide hourly, a la carte pricing for all related marketing, public relations, communications, art direction, creative production, video production, etc.  
For example:

Creative Director \$XXX per hour  
Designer \$XXX per hour  
Copywriter \$XXX per hour  
Video producer \$XXX per hour  
Social Media Manager \$XXX per hour

- 6. Are you looking to rebrand? If so, so why now?**  
-can you provide a specific list of deliverables for the rebrand?  
-will the selected partner be responsible for execution of the new brand?  
-what existing research do you have? how old is it? who did it? can you share now?

An entire re-brand will be required for the Zoo. This will include all aspects of a routine corporation branding campaign: signage, logos, letterhead, brand standards, logo/color treatments, brand voicing, tag line(s), etc

The vendor will be required to develop a new brand.

There is no existing research on this topic.



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- 7. What are the specific deliverables in section 3.2.2.? -words like "may" include and "materials" are too vague to determine exact pricing.**

Please see question #5. Exact services and requirements will be determined by the Vendor and County after an introductory meeting and subsequent presentation of a scope of work plan for approval.

- 8. Who are the target audiences? Can you share your existing marketing and media plan and allocated budget for each target audience? What are your goals? How will you measure success? How often? Who is measuring success?**

Assumed target audiences are: current zoo guests, future zoo guests, corporate sponsors, and future corporate sponsors.

There are no current existing marketing materials or media plan.

- 9. What data have you used to develop your media plans? What is the media budget? What has worked? What hasn't worked?**

There is no developed media plan, no current established budget, and no past practices available. The vendor selected will help to plan and develop future year(s) budget and media plans.

- 10. What zoos or attractions do you admire from a brand and marketing standpoint? Why?**

Concepts, ideas, and creative executions will be based on in-person meetings with the executive leadership of the Zoo. It will be the responsibility of the Vendor to develop and recommend an appropriate brand treatment for the zoo.

- 11. Who will we be working with? How many people are on staff related to marketing at the zoo?**

Resources are very limited. There will be one staff member overseeing the general execution of the vendor and two to three others, including the Zoo Director and executive staff that will participate in branding, advertising, and marketing planning and approvals.

- 12. Have you worked with an Agency in the past? Who is the incumbent?**

There is no past agency and there is not currently an incumbent.



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**13. What type of agency are you looking for? On a scale of 1-5 (5 being most aggressive), what is your comfort level of being pushed creatively? Strategically?**

A full-service, agency with the ability to quickly identify needs, develop budget-friendly marketing and branding plans, and execute appropriate media and public relations program to support the overall goals established with the Vendor upon first meeting.

The agency should be prepared to LEAD the entire process, procedure, and outcome with a rather aggressive style – 4 out of 5.

**14. Section 4 requests a lot of samples to be provided. Confirming you are not looking for a detailed scope of work on how we would approach this project? How will the samples be graded? Based on how they look? Are you more interested in how they look (subjective) or the results produced?**

Samples should be previous work that is similar to the scope,

**15. Can you advise how vendor facilities evaluation will be graded (in each of the requirements from section 4)? And can you advise what the ideal facility would include (what are you really looking for)?**

Facility descriptions should include detailed information about the in-house abilities you have to adequately execute this RFP. Examples would include: in-house video editing/studio, in-house graphic designers, photography studio, audio studio, web/social media designers, etc.

**16. Providing sample reports and media plans may not be acceptable due to client NDA's. Can we take out client names?  
-Can you tell me what specifically you are looking for? How will the look of the reports and media plans be evaluated without a deep understanding the client and objectives?**

Client names can be redacted. Please provide actual examples of all topic areas that would adequately portray the skills and abilities of your agency. These areas will be evaluated by industry experts measuring the abilities your agency, how you present/report information, graphic or creative executions, planning/delivery methods.



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**17. Do you have an estimated monthly/ annual # of hours required to execute the scope of services?**

This will be determined by the Vendor in collaboration and approval by the County.

**18. Outside of hourly agency fees, is there an estimated advertising budget?**

This is the initial design and planning of a marketing budget. Future monies spent are not available, as they were not executed by current executive leadership.

**19. Does Henry Villas have a current agency of record on file?**

There is no agency of record.

**20. If so, can you disclose who that is?**

See #19.

**21. Is this the first public RFP issued for the Henry Villas Zoo? I was trying to find any historic request and subsequent awards but was unable to find any on the procurement website.**

This is the first RFP for marketing and branding services executed by the Zoo.

**22. Are you able to provide an anticipated budget for this project? If not, would you be able to share an idea of what you've spent on similar services in the recent past?**

This is the initial design and planning of a marketing budget. Future monies spent are not available as they were not executed by current executive leadership.

**23. Do you anticipate extending the bid due date?**

No.

**24. What additional details are you willing to provide, if any, beyond what is stated in bid documents concerning how you will identify the winning bid?**

No additional details are available. All information is available in the RFP document.



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**25. Was this bid posted to the nationwide free bid notification website at [www.mygovwatch.com](http://www.mygovwatch.com)?**

No.

**26. Other than your own website, where was this bid posted?**

The County posted this RFP only on its own website.

Please acknowledge receipt of this addendum by checking the "Addendum #1" box in **Section 6 – Required Forms – Attachment A - Vendor Information** of your proposal response. If you have questions regarding this addendum, please contact me via phone or email as listed below.

Sincerely,

Carolyn A. Clow  
Purchasing Agent  
608-266-4966  
[Clow.carolyn@countyofdane.com](mailto:Clow.carolyn@countyofdane.com)