

**ADDENDUM #1 – FEBRUARY 14, 2025  
REQUEST FOR QUALIFICATIONS  
CREATIVE SERVICES**



Commission Contact: Pam Hinman  
Director – Marketing & Communications  
p.hinman@flyCID.com  
Phone: 319-731-5719

This Addendum is added to and shall become a part of the Request for Proposal (RFP) documents dated January 20, 2025. Proposers shall acknowledge receipt of this Addendum in the Letter of Transmittal. Failure to comply may result in rejection of the Proposal.

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Note:	The Response Due Date <u>has not</u> been changed.	Due Date:	<b>Friday, February 28, 2025</b>
	The Response Time <u>has not</u> been changed.	Time Due:	2:00 PM (CST)

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❖ **This Addendum consists of the following:**

**Questions and Answers:**

1. What was spent on creative services and media last year?  
Answer: **In FY 2024 (July 1, 2023 – June 30, 2024) the total expenditure for creative services was \$52,417.12. In that same time period the cost for digital advertising placement was \$252,630.16.**
2. Do you anticipate a similar spend this year?  
Answer: **It is anticipated that creative services spending for the current fiscal year would be in line with the previous fiscal year.**
3. Are you currently doing anything with influencers? If, so can you provide an overview of what that looks like?  
Answer: **We do not do anything formal with influencers**
4. Is the contract term for this procurement three years with no options to extend?  
Answer: **The contract term will be for a period of one (1) year, with the option to extend the contract period for two (2) one-year renewals, but mutual agreement.**
5. Does "Exhibit A – Draft Professional Services Contract – Creative Services" need to be signed and returned with the submission or was that just to show the sample contract?  
Answer: **No, the contract does not need to be signed. The contract included in the RFQ is for informational purposes only, and represents the form of contract to be executed with the company selected through the RFQ.**
6. Has a budget been established this contract period? Even a ballpark estimate would be helpful to us in our planning stages.  
Answer: **See question and answer for No. 1 and 2**

**Acknowledge receipt of this Addendum in the Letter of Transmittal.**