



ADDENDUM NO. 2

This addendum consists of 3 pages

TO: All Planholders

FROM: Christine Cunningham, Assistant to City Manager

DATE: February 16, 2024

SUBJECT: Request for Proposals – Kenai Tourism and Marketing Services

Proposers must acknowledge receipt of this Addendum in the appropriate place on the Proposal Form. Failure to do so may result in the disqualification or rejection of the proposal.

Note: Information in this addendum takes precedence over original information. All other provisions of the document remain unchanged.

A. Plan Holders Questions

01-01 Question: Does the City currently work with a marketing and advertising contractor or is this a new program? If the city currently works with a contractor for these services, can you share the contractor's name and how long they have been working for the city?

Response: Yes, the City currently has an agreement with the Kenai Chamber of Commerce and Visitor Center for marketing services beginning July 1, 2023.

01-02 Question: Is the website currently utilizing WordPress?

Response: Yes

01-03 Question: What are the current annual costs for the fees and charges associated with the website for hosting, plug ins, etc.?

Response: The City does not have this information. The current Contractor is responsible for all fees and charges associated with the website.

01-04 Question: Page 2 and 3 of the RFP state the deadline is March 1, 2024 while page 8 states the deadline is March 29, 2024. Can you please clarify the deadline?

Response: The proposal due date is March 1, 2024. The reference to March 29, 2024, on page 8, is an error and should be replaced with the correct date of March 1, 2024.

01-05 Question: Is there a potential to increase the budget?

Response: No, Section 1.1 and Section 3.1 state that services are expected to cost less than \$35,000 annually, and Section 3.3, paragraph B states that compensation is subject to appropriation.

01-06 Question: Would there be options to partner with other businesses to help increase the budget?

Response: No, Section 3.3, Paragraph B states that compensation is subject to appropriation.

01-07 Question: Can you provide current social media site links?

Response: The City is aware of the following social media accounts, which may not be a complete list:

Facebook: I Love Kenai

Instagram: welovekenai

Pinterest: I Love Kenai

YouTube Channel: I Love Kenai

01-08 Question: Who is currently responsible for maintaining the social platforms and posting organically?

Response: The City currently has an agreement with the Kenai Chamber of Commerce and Visitor Center for marketing services, which includes social media management.

01-09 Question: Is the website "ilovekenai.com" owned by the city?

Response: Yes, under the current Agreement with the current contractor, the City will retain ownership of the website domain name.

01-10 Question: Can you confirm if the website "ilovekenai.com" is specifically for marketing tourism?

Response: The "ilovekenai.com" website was developed for marketing tourism and expanded outreach and messaging to business owners within the City of Kenai and those looking to relocate to Kenai and Kenai events.

01-11 Question: Is the focus of this campaign solely tourism?

Response: Section 3.1 of the Request for Proposals - Scope of Services, paragraph A includes an agreed-upon annual tourism and marketing plan that promotes Kenai as a year-round destination by marketing Kenai to potential visitors and promoting economic opportunities that enrich Kenai's tourism industry and the community's overall quality of life.

01-12 Question: Is the City of Kenai looking to market in state as well as out of state?

Response: Section 3.1 of the Request for Proposals - Scope of Services states marketing is to "potential visitors," which can include in-state or out-of-state visitors.

End of Addendum No. 2