

**ADDENDUM NO. 1**

**This addendum consists of two (2) pages**

**TO:** All RFP Packet Holders

**FROM:** City of Kenai Administration

**DATE:** July 28, 2020

**SUBJECT:** Request for Proposal – Kenai Small Business Development and Tourism Marketing Services Related to the COVID-19 Public Health Emergency

**DUE DATE:** 5:00 PM August 3, 2020

---

**Proposers must acknowledge receipt of this Addendum within their proposal, 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.

01-01 Plan Holder Question

Does this RFP include profit and not- for-profit businesses that received grant funding?

**Response: No, the services provided by the marketing service provider would not be available to nonprofits. The Kenai Small Business Development and Tourism Marketing Services program would only be available to eligible businesses approved by the City.**

01-02 Plan Holder Question

How many businesses will be eligible for services under this grant?

**Response: The City does not have information on how many businesses will be eligible for services under Kenai Small Business Development and Tourism Marketing Services program; however, under the City's Business and Nonprofit Entity Recovery Grant Program, which was open for two weeks, June 5 to June 19,**

2020, and re-opened from July 10 to July 17, 2020, the City received 177 applications from businesses and approved 141 grant applications. However, the City's Business and Nonprofit Entity Recovery Grant Program was only available to Kenai businesses with 2019 revenues of at least \$50,000, and the City's Small Business Development and Marketing Services Program is available to Kenai businesses with 2019 revenues of at least \$10,000. The City allocated \$50,000 for the Small Business Development and Marketing Services Program, which would limit the number of businesses receiving the \$1,000 credit under the program to 50. The City would approve applications on a "first-come, first-serve basis." If the number of eligible applicants exceeds 50, the City may consider additional funding to support additional eligible small businesses that apply.

#### 01-03 Plan Holder Question

Is the purpose of the proposal to use the Contractor to assist businesses in developing comprehensive marketing plans and identifying resources to assist them in implementing their custom marketing plan or is the purpose to actually provide website based services marketing and e-commerce development and services for the client?

**Response:** The marketing service provider would provide small businesses with an assessment and customized marketing services (e.g., website management for e-commerce and tourism marketing assistance) limited to \$1,000 in services covered by the City funding. Participating businesses may contract with the service provider for additional assistance beyond the \$1,000, at the sole expense of the business.

#### 01-04 Plan Holder Question

Is this a strategic planning process or an actual implementation of marketing strategies developed by the business?

**Response:** It is both an assessment and implementation of marketing services customized for each participating business limited to \$1,000 in services covered by the City funding. Participating businesses may contract with the service provider for additional assistance beyond the \$1,000, at the sole expense of the business.

#### 01-05 Plan Holder Question

Do all the implementation activities need to occur before the end of the year or just the planning process?

**Response:** Yes, all marketing services under the City of Kenai's Small Business Development and Tourism Marketing Services Program must be performed prior to December 30, 2020. If a participating business has contracted with the service provider for additional assistance beyond the \$1,000, at the sole expense of the business, those services do not need to occur before December 30, 2020.

