



Department of Water

320 W. Monument Avenue
Dayton, Ohio 45402
(937) 333-3725 | Fax (937) 333-6768
www.daytonohio.gov



September 20, 2022

TO: Proposers on RFP No. 22-030WTA

FROM: City of Dayton, Ohio
Department of Water

SUBJECT: ADDENDUM 1 - Questions and Answers for above RFP No. 22-030WTA

The City of Dayton has received a question(s) relating to our RFP No. 22-030WTA Marketing Strategy, Media Advertising and Collaterals Services.

The following are the questions with answers for this RFP. Please consider this document in preparation of your proposal response. In the answers of these questions the City of Dayton shall be noted as "City".

To ensure the integrity of the proposal process, a signed copy of this proposal addendum notice shall be included with your company's response to this document.

(Print Name)

(Date)

(Signature)

(Company Name)

Sincerely,

Karen F. Thomas,

Marketing Account Management Representative
City of Dayton Department of Water





CITY OF DAYTON
REQUEST FOR PROPOSAL (RFP) NO. 22-030WTA

Marketing Strategy, Media Advertising, and Collaterals Services

September 20, 2022

In the answers of these questions the City of Dayton shall be noted as "City".

1. Is water conservation a priority of the campaigns that will be a part of this contract?

ANSWER: Water conservation is not a priority for this campaign that is a part of this contract. The City of Dayton is fortunate to have an aquifer that recharges itself, therefore, we focus on responsible use and not conservation.

2. Is there a ballpark budget for this contract we should consider as we prepare our responses?

Has a specific Budget been determined?

ANSWER: No, not currently.

3. Is there an incumbent firm the City is already working with?

ANSWER: Yes, the City is currently working with an incumbent firm.

4. Page 8 – Section H. Creative Samples (also page 9 – Creative Samples) The RFP states we are to submit our proposal electronically to bids@daytonohio.gov but in the creative samples description it asks for "(1) Audio- or audio-visual ad (TV, radio or internet video) on a flash drive" Can this be provided virtually in our proposal, or would you like a physical copy mailed to Dayton?

ANSWER: Please send a flash drive with Page 8 - Section-H. Creative Samples (also page 9-Creative Samples) to the address below. Additionally, creative samples **must** be received by the City on or before **3:30pm on September 29, 2022:**

Please reference RFP No. 22-030WTA on the package.

Karen Thomas
320 W. Monument Ave
Dayton, Ohio 45402