

**Date:** January 11, 2023  
**To:** Prospective Proposers  
**From:** City of Cleveland, Department of Port Control  
**Subject:** Addendum No. 1 to Request for Proposal – General Marketing Consultant

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Please be advised that the City of Cleveland, through its Director of the Department of Port Control (“Department”), hereby publishes Addendum No. 1 to the Request for Proposal – General Marketing Consultant, dated December 27, 2022.

This addendum serves as the response to all inquiries received prior to the question deadline date of January 9, 2023.

**PROPOSAL SUBMITTAL DEADLINE: Wednesday, January 25, 2023 4 p.m.**

**INQUIRIES**

<b>1.</b>	<b>Question</b>	Can companies from outside USA apply for this? (ex from India or Canada)
	<b>Answer</b>	<b>Yes</b>
<b>2.</b>	<b>Question</b>	Would companies, from outside the USA need to come to Cleveland for meetings?
	<b>Answer</b>	<b>Most of the meetings can be virtual. However, over the length of the contract, there will be instances when we will need to have the marketing team on site to assist with special events.</b>
<b>3.</b>	<b>Question</b>	Can firms perform the tasks (related to the RFP) from outside the USA? (ex from India or Canada)
	<b>Answer</b>	<b>For the majority of the required tasks, yes, it is possible; however, depending on where the company is located outside the USA, the difference in time zones and accessibility could be a challenge. (In addition, see question #2 answer)</b>
<b>4.</b>	<b>Question</b>	Can firms submit their Proposal via e-mail?
	<b>Answer</b>	<b>Yes, firms may elect to submit their Proposal via email to <a href="mailto:airportprocurement@clevelandairport.com">airportprocurement@clevelandairport.com</a>.</b>
<b>5.</b>	<b>Question</b>	What changed in this RFP version compared to the RFP previously issued in the fall?
	<b>Answer</b>	<b>The current RFP requests that the services listed in section 2.2, of the RFP, be covered under the monthly retainer.</b>
<b>6.</b>	<b>Question</b>	What are the main traits Airport is looking for in a marketing partner?
	<b>Answer</b>	<b>Excellent marketing experience with success in managing and developing effective marketing/communications strategies, specific to the airline/aviation/air service industry, and who are/can be accessible to assist with projects or tasks in an emergency situation and/or after normal business hours.</b>
<b>7.</b>	<b>Question</b>	Can you please clarify what was said in the pre-proposal meeting about media

		services? Does the airport system have a media partner? Do you do your own media buying? Will media buying be a part of the scope of work for this contract?
	<b>Answer</b>	<b>The airport communications team manages the department's media services. The only media buying assistance required would be for advertisement opportunities.</b>
<b>8.</b>	<b>Question</b>	Please confirm if proposals can be sent by only e-mail with no hard copies sent for submission.
	<b>Answer</b>	<b>Yes, a firm can elect to submit only by e-mail. Please submit to <a href="mailto:airportprocurement@clevelandairport.com">airportprocurement@clevelandairport.com</a>. Information can be found on page 2 of the RFP.</b>
<b>9.</b>	<b>Question</b>	Is there anything the airport can tell us in advance about a ballpark budget for this contract?
	<b>Answer</b>	<b>This is proprietary information.</b>