

BID # CHA23-03

ADDENDUM NUMBER 01
REQUEST FOR PROPOSALS FOR:
Marketing Services
12/6/2022

TO: ALL CONTRACT BIDDERS OF RECORD

This Addendum forms a part of the Contract Documents and modifies the Request for Proposals dated November 17, 2022, with amendments and answers to bidder questions noted below. This Addendum consists of a total of three (3) pages.

BIDDER QUESTIONS

1. Can you elaborate on your target audience? Are you looking to attract and recruit potential apprentices for the program and spread awareness to them, or, are we speaking to NH businesses who may be looking to hire?
 - Our target audience is employers and community organizations to build registered apprenticeship and pre-apprenticeship pathways.
2. In the requirements there isn't a requirement for creative, however, in the scoring section it notes that creative is 30% of the score. Could you clarify what you'd be looking for when scoring that 30%?
 - We would be looking for messaging, potential ideas for outreach, etc.
3. In the development of print marketing materials, will this be produced for mailing or as part of a presentational package to be left-behind at prospective workforce apprenticeship programs?
 - We would need both print materials for events and to be kept with community partners as well as digital materials.
4. Should the bid include printing?
 - No. We handle the printing but will need print-ready materials.
5. Will the print material finished product info, such as preferred size, quantities, mailing indicia, etc., be provided to the awardee? If the vendor has this expertise, should that be included as part of the bid?
 - We would work with the awardee to determine needs and take suggestions. It would be helpful to have a general sample in the bid. Examples of previous work would suffice.

6. Is there a governance structure of the existing website?
 - Currently, the website is hosted through a vendor with major updates completed by a current contractor. CCSNH approves all major content updates prior to the update. The ApprenticeshipNH team updates time sensitive posts.
7. Is there a dedicated webmaster?
 - We currently use an outside vendor.
8. What operating system runs the website and when was it last update?
 - Wordpress. Updated in the last three months
9. Is this a hybrid contract award or will the selected vendor be required to work onsite?
 - There may be times to meet onsite, but the contractor would complete the work at their location.
10. Since the contract does not require subcontractors and/or use of heavy equipment or potentially hazardous working conditions, will the COI be required for this specific contract?
 - COI is a requirement for all of our contractors.
11. What software will the selected vendor has at their disposal for electronic dissemination and promotion of content?
 - CCSNH currently sends out completed materials through MailChimp and email.
12. What estimated or actual dollars were paid last year, last month, or last quarter to any incumbent(s)?
 - CCSNH does not incur direct costs to incumbents.
13. Is there a list of prospective businesses for the Regional Apprenticeship Hubs?
 - We have existing employers in each hub. Prospective businesses, associations, and community organizations are the target audience.
14. How extensive is the support staff at CCNH?
 - CCSNH The ApprenticeshipNH team has a staff of around 15 with one admin assistant, three grant managers, and an Apprenticeship Programs Manager.



15. Who currently handles press and media inquires and will this vendor support or lead this initiative?

- Lead in cooperation with the overall community relations staff for CCSNH.

16. Does CCSNH have a style guide?

- Yes but we are open to anything new as well because we are somewhat re-branding

17. What specifically would we need to show to conduct business in the State of New Hampshire?

- W9 and certificate of insurance

18. The full contract is listed for \$80,000, however the term is three years. Is the \$80,000 for each year or total amount for three years?

- It is \$80k total

19. For the Event portion, what exactly has been done in the past and did it include purchasing merchandise or is there another cost center allocated for that?

- We have hosted round-table events, panel discussions, celebration events etc. We cannot purchase merchandise with our federal grant funds.

**Acknowledge receipt of this Addendum with the Proposal Form.
Failure to do so may disqualify the Bidder.**

NOTE: IN THE EVENT THAT YOUR BID HAS BEEN SENT TO THIS OFFICE PRIOR TO RECEIVING THIS ADDENDUM, RETURN THE ADDENDUM WITHIN THE SPECIFIED TIME WITH ANY CHANGES YOU MAY WISH TO MAKE AND MARK ON THE REMITTANCE ENVELOPE BID INVITATION NUMBER AND OPENING DATE. RETURNED ADDENDA WILL SUPERSEDE PREVIOUSLY SUBMITTED BID.

Bidder _____

By _____ Date _____

(This Document Must Be Signed)

Name _____

(Please Print or Type Name)