

**Additional Answers to Questions Received from Potential Respondents to the City of South Portland’s Request For Qualified Proposals (RFQP) for Marketing Services  
August 1, 2019**

**All Answers are in blue and immediately follow each question.**

1. Have the signs referred to in the Wayfinding document been produced and placed yet?

**No, the wayfinding signs have not been produced or placed yet.**

2. Who sits on the selection committee for this RFQP?

**The membership of the selection review panel has not yet been finalized. Likely members of the City’s Economic Development Committee, some staff involved in marketing, perhaps a City Councilor or two, and a few community representatives. We have recommended that we have a smaller group however, we want and need community consensus around this effort therefore, we do want to have as many different community perspectives as possible and practical represented.**

3. Are you currently working, or have you worked in the recent past three years, with an outside marketing, advertising, public relations, and/or digital agency? Assuming so, what is your level of satisfaction with current providers?

**There is no ongoing work with any outside marketing advertising or marketing agency other than the previously disclosed limited as placement work we have done and continue to do with MaineBiz.**

4. The selection criteria includes "Prior history, and/or experience with Proposer". How much weight is assigned to this selection criteria?

**The weighting of selection criteria are recommended as follows – this has not been finalized.**

Criteria	Weight
<b>Qualifications &amp; Experience</b>	<b>30.00%</b>
<b>Capabilities of Team</b>	<b>30.00%</b>
<b>Prior History or Experience</b>	<b>15.00%</b>
<b>References</b>	<b>7.50%</b>
<b>Fees, Expenses, &amp; Costs</b>	<b>17.50%</b>

Total Score	100.00%
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5. How high is the hurdle rate to overcome the lack of prior history or experience working with the City of South Portland?

**Many, if not most, of potential respondents will not have worked with the City of South Portland. The Prior History / Experience also considers experience working with other municipal, governmental, and/or non/not-for profit entities. The successful respondent(s) submission(s) will address any deficiencies and compensating / offsetting factors that the proposal review panel should consider.**