

**Addendum No. 1
August 7, 2019**

1. Definition of Perception Enhancement

Perception Enhancement is defined as the District's role in increasing awareness of businesses and amenities in the District and branding the District as a prosperous and safe place to conduct business.

2. Is this a sole source selection or an attempt to qualify multiple professionals and/or firms?

This SOQ process is to pre-qualify a list of preferred vendors to provide Professional Services to Support in an On-Call Capacity in the areas of Marketing, Communications and Public Relations

3. What is the order for submission?

See attached Submission Requirements and Checklist.

4. What is the minimum scoring rate for a professional and/or team to be included as a part of the qualified firms?

70% or higher

5. Is the MWDBE requirement required or preferred?

The MWDBE Certification is not required but preferred. The District has a MWDBE policy to engage with a minimum of 35% of minority firms.

6. On item D in the Criterion, how do we provide a Schedule Plan?

"Item D: Schedule Plan. Demonstrate that the team can meet the project schedule and has efficient and effective means in place to manage the progress of the project." Submitters should use this area to explain their turnaround time, lead time and projected availability from August – December 2019.

7. What is the main vehicle or major platform used to speak to the audiences/groups the District serves?

Currently, the District uses Facebook, the E-Newsletter and U.S. Mail to communicate with assessed property owners, business owners and residents.

8. Can we submit as a team or does the SOQ have to be submitted as individual firms?

Professionals and firms may collaborate to form a team.

9. Who decides projects, partnerships and plans?

The Service and Assessment and Improvement Plan for FY2019-2028 provides a framework for how projects, programs and initiatives are planned and activated.

10. Are there examples of other districts or best practices that can be reviewed or that has been used?

Districts function according to the legislation in which they were created. However, the distinction of the marketing strategy is directly related to the following groups that we serve:

- Group A – Assessed Property Owners (Funds the District’s Operations)
- Group B – Business Owners (Supports the purpose of the District – Economic Development)
- Group C – Residents & Community (Supports the Businesses)

STATEMENT OF QUALIFICATIONS SUBMISSION REQUIREMENTS & CHECKLIST

- Submissions must not be more than thirty (30) pages in length. Submissions may be double-sided.
 - One (1) original full color hard copy – clearly stamped/marked as “Original”, plus six (6) full color duplicates
 - One (1) digital copy, label CD-R or USB with Company Name
 - Public Relations/Communications (Portfolio to include writing samples)
 - Photography/Videography (Digital Submission via USB)
 - Graphic Design/Brand Design (Portfolio)
 - Writing/Proofreading (Three (3) Writing Samples)
- Reference No. GSMD No. MD1910

Item	Criterion	Clarifications
A	Expertise/Experience/Qualifications of Key Personnel. Demonstrate experience of the Team’s ability to successfully complete the tasks listed in the scope of work and provide portfolio and contact information for references.	Background Information Resumes or CV’s for all key personnel and capacity Reference contact sheet
B	Project Approach. Demonstrate the approach and control appropriate for accomplishing the scope of work in accordance with the Service and Assessment Plan	Refer to Service and Assessment and Improvement Plan
C	Technical Competence. Demonstrate technical abilities to perform the tasks listed in the scope of work	Highlight specializations and accomplishments
D	Schedule Plan. Demonstrate that the team can meet the project schedule and has efficient and effective means in place to manage the progress of the project.	Submitters should use this area to explain their turnaround time, lead time and projected availability from August – December 2019.
E	QA/QC Program and Plan. Demonstrate the team’s ability to implement and manage QA/QC.	Identify project management and creative ability to effectively manage timelines and multiple projects professionally and responsibly.
F	M/W/SBE Plan. Demonstrate the ability to comply with the District’s M/W/SBE program	Preferred but not required

You may apply the following label to your submission package (Check all that apply.)

ATTN: THEOLA PETTEWAY, INTERIM EXECUTIVE DIRECTOR
GREATER SOUTHEAST MANAGEMENT DISTRICT
5445 ALMEDA, SUITE 503
HOUSTON, TEXAS 77004

GSMD No. MD1910

- PUBLIC RELATIONS/COMMUNICATIONS
- PHOTOGRAPHY/VIDEOGRAPHY
- GRAPHIC DESIGN/BRAND DESIGN
- WRITING/PROOFREADING