



August 19, 2010

**ADDENDA NO. 1  
TO THE  
CONTRACT DOCUMENTS AND TECHNICAL SPECIFICATIONS  
FOR  
BID 05-11  
SPARTANBURG CVB MARKETING PROGRAM**

The following revisions, additions, and clarifications are hereby made part of the Contract Documents and Technical Specifications for the above referenced project and shall be taken into account in the preparation of all bids and the execution of all work. Bidders shall acknowledge receipt of the addendum through signed copy of addendum delivered in person, fax, or signature e-mail.

**REVISIONS/CLARIFICATION TO SPECIFICATIONS**

**ADDENDA No. REVISIONS / CLARIFICATIONS PER PRE-BID**

- Page 11-- The awarded Proposer shall perform and carry out in professional manner, those services necessary to complete the **SPARTANBURG CVB MARKETING PROGRAM**. The annual budget for this program is estimated to be in the range of \$125,000 - \$300,000, inclusive. **For purposes of this proposal, provide your recommendations/services using an annual budget of \$150,000.** The resulting contract will be from date of award through June 30, **2012**, with two 1-year options to renew (June **2014**).
- Page 12, Section 5-- The CVB expects firms to provide examples of the work they have performed for other clients. In an effort to evaluate Proposer professionalism and qualifications, provide the following info in a concise format (not to exceed 6 pages total):
  - Provide at least **two** (2) case studies of your experience launching brands
- Timetable estimate: Finalist presentations by mid-Sept; award by 1<sup>st</sup> of Oct; work estimated to begin around Nov. 1, 2010
- Links for County Tourism Action Plan brand and recommendations:
  - <http://www.arnetmuldrow.com//draftrecommendationsnotitle.ppt>
  - <http://www.downtownbranding.com/spartanburg>

Respectfully Submitted,

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