



Town of Apple Valley

-ADDENDUM-

**REQUEST FOR PROPOSALS
for
Economic Development Marketing Services**

Date of Addendum: Wednesday, May 7, 2008
Date of Original RFP Issuance: April 21, 2008

**PROPOSALS WITH ATTACHED ADDENDUM MUST BE RECEIVED NO LATER THAN
4:00 p.m., Thursday, May 15, 2008**

DELIVER OR MAIL TO:

Town of Apple Valley, Attn: Orlando Acevedo
14955 Dale Evans Parkway, Apple Valley, CA 92307

NOTICE OF ADDENDUM

Recently your firm received an RFP for Economic Development Marketing Services from the Town of Apple Valley. We recognize that the scope of the RFP was very broad, identifying marketing design services and production of print collateral materials. Our intent in issuing such a general scope of services is to foster creativity and originality on the part of the professional marketing consultant as it relates to our intended marketing strategy and concepts, content, graphic design, electronic and print materials and the like. We realize it may serve our interests better and reign in the range of proposed products and services if we provide a budget for this project. So, for clarification, our budget range of \$20-45,000 shall include marketing services and materials production/printing costs.

A major selection factor will focus on both the quality and quantity of the deliverable product and the overall marketing strategy/concept tailored to the needs and services of the Town of Apple Valley's Economic and Community Development Department, as defined in "Section III. Scope of Services". Additionally, upon completion of this scope of services, the Town of Apple Valley will work independently with an exhibit booth manufacturer and will expect the marketing consultant to deliver those digital graphics developed in this project to the Town for purposes of integrating them in the planned exhibit booth layout and design.

The Town will provide demographic, photography and other community data.

Additional amendments to original RFP: Proposal Due Date: **4:00 p.m., Thursday, May 15, 2008**

This Addendum must be attached to your proposal.

If you have any questions, you may contact me at oacevedo@applevalley.org.

Thank you.

Orlando Acevedo
Economic Development Specialist II