

**RFQ 20-0422 QUESTIONS AND RESPONSES**  
**Updated 04-29-2020**

1. Is it your preference to engage a firm within Pinellas County if possible?  
**Response: Preferred, but not required.**
2. Can you share how many other agencies have been invited to participate in this RFQ?  
**Response: The RFQ is posted publically. Any agency meeting the required criteria is invited to participate in this RFQ.**
3. Is this the first time CareerSource Pinellas has engaged an external PR/marketing firm to support its endeavors?  
**Response: No.**
4. Who will serve as the liaison between the agency and the CareerSource team?  
**Response: To be determined.**
5. Including yourself, is there a leadership team available to serve as spokespersons on behalf of the organization? Will executive media training be needed or is the group experienced in this area?  
**Response: To be determined.**
6. Are you able to provide any guidance or parameters relative to the overall budget that has been allocated for program/campaign?  
**Response: Budget will be determined by scope of work and services.**
7. Is CareerSource Pinellas planning to roll-out any new programs or partnerships in the coming months?  
**Response: To be determined.**
8. We saw the types of audiences you are interested in reaching cited in the RFQ, are there any specific demographic groups and/or industry segments in particular that you are looking to focus on, particularly as we emerge from the current pandemic? (i.e. former entrepreneurs who may have lost their businesses, those from the food and beverage and hotel/hospitality industries, Millennials, etc.)  
**Response: Audience will be dependent on the identified project or specific need.**
9. Under “examples of work product” – are you looking for a brief write-up/case study to accompany each example that explains the work performed?  
**Response: Examples of work product are at the discretion of the bidding firm.**
10. Under “references” are you looking for three client references to be submitted with this questionnaire/RFQ, or will those be requested by you at a later time?  
**Response: At the time of submission.**
11. May we submit our response electronically, via email or only by regular mail postmarked by/before the Monday, May 4<sup>th</sup> 5pm deadline?  
**Response: Submissions can be mailed or delivered to the CareerSource Pinellas Administrative Office. Electronic submissions will not be accepted.**
12. Where can invited agencies go to see responses to all questions submitted?  
**Response: Invited agencies are welcome to review submitted questions and responses on the CareerSource Pinellas website.**
13. Can a firm submit for specific elements contained in the RFQ (for example public relations, social media, events, etc.) or are participating firms required to submit against the full scope of work sought?  
**Response: Yes per paragraph 3 on Page 1 of the RFQ.**