



## REQUEST FOR PROPOSALS (RFP)

### LOS ANGELES COUNTY DEPARTMENT OF ARTS AND CULTURE SEEKS COMMUNICATIONS CONSULTANT SERVICES FOR NEW REGIONAL BLUEPRINT FOR ARTS EDUCATION

#### ADDENDUM TO RFQ

#### FREQUENTLY ASKED QUESTIONS (FAQS)

**QUESTION 1: Does Arts & Culture expect any out-of-pocket expense associated within the outlined scope or any of the deliverables so the estimated amount can be set aside in the maximum all-inclusive Project Fee of \$75,000?**

There are no predetermined out-of-pocket expenses identified at this time. The maximum Project Fee for the time period of the Project, outlined in the RFP as February 8, 2021 – June 30, 2021, is \$75,000. This amount is inclusive of all costs incurred, related to, or in performance of the Project. County may, at its sole discretion, choose negotiate an additional Project Fee to extend the contract period or scope or work.

**QUESTION 2: In Section 3.3 of the RFP it is noted that the consultant will “coordinate communications efforts, creation of assets (e.g., copy, photography, video, etc.)”. Can you confirm that this does not include the consultant covering the cost for producing the assets (photos, video, etc.) and is just the coordination of assets (e.g., consultant will work with appropriate vendors, but Arts & Culture covers production costs in a separate budget)?**

How the all-inclusive Project Fee of \$75,000 will be allocated has not been predetermined by Arts and Culture. Pursuant to Section 8.1.3 of the RFP, interested parties are encouraged to submit a proposed budget that includes estimated costs and fees. Once the consultant is selected, both parties will agree upon a Scope of Work and Project Budget.

**QUESTION 3: Regarding 4.0 Project Fee, what level of detail is required (hours and rates, flat proposed fee, etc.)?**

Please refer to Section 8.1.3, which states: “A proposal budget (including a bid for the total project budget [not to exceed \$75,000], the hourly rates of all staff, consultants, or contractors expected to be used on the project, and estimates of other costs or fees for delivery of the project)”

**QUESTION 4: Who will serve as the day-to-day contact and project lead for Arts and Culture? Is there a communications staff member of the Arts and Culture staff dedicated to this effort?**

Arts and Culture staff will provide guidance and coordinate this Project. Staff assigned to the Project may include the Director of Communications and Arts Education Division staff.

**QUESTION 5: Approximately how many events are anticipated during the project period? Is there a kick-off, launch, or main event that the Department is hoping to leverage with the media campaign?**

There are no predetermined number of events identified at this time. Pursuant to Section 3.1, Consultant will identify pivotal communications opportunities, such as a launch event, that will build and sustain momentum around this work.

**QUESTION 6: At what point during the project period do you expect the media campaign to begin. For example, at the onset in February/March, after messaging is completed, or with the launch/main event?**

Arts and Culture does not have a predetermined time frame for when the media campaign should begin.