



PALM BEACH COUNTY HOUSING AUTHORITY

RFP ADDENDUM #3 Solicitation No. PBCHA-RFP-2022-15

DATE: June 16, 2022

TO: All Prospective Responders

RE: **RFP for Communications/Marketing/Media Relations Firm**

The following additions and/or modifications to the Request for Proposals (RFP) posted to the PBCHA website, on June 3, 2022, will become part of the RFP for Communications/Marketing/Media Relations Firm. The RFP closing date will remain the same Thursday, July 7, 2022, at 2:00 p.m.

Changes to the RFP document:

1. Pre-Proposal Meeting Minutes

The remaining portions of this Request for Proposal for Communications/Marketing/Media Relations Firm remain unchanged.

Sincerely,

LaQuavial Pace
Contracts and Procurement Manager

Return of this Addendum is not mandatory; however, the Respondent is responsible for its contents and is requested to sign and submit this Addendum with its response to the RFP.

ACKNOWLEDGED:

For: _____
(Company Name)

By: _____

Date: _____

ADDENDUM #3
RFP No.: 2022-15 Communications/Marketing/Media Relations Firm



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PRE-PROPOSAL CONFERENCE MEETING MINUTES

The pre-proposal conference was held on Thursday, June 16th at 11:00 a.m. via Zoom.

Contract Terms. This is a two-years contract. This contract will last for 2 years from date of award with three (3) one-year (1) renewals options at PBCHA approval.

Proposal will be received until July 7, 2022, at 2:00 p.m. Please include signed addendums with your proposal submittal. We will not accept late proposals. If proposals are mailed, send directly to issuing agency at 3432 W 45th Street, West Palm Beach, FL 33407. Respondents are responsible to ensure that proposal are received on time.

A brief overview of the purpose of solicitation, agency background and statement of needs was given to provide clear and concise understanding of PBCHA needs.

General Statement. Mr. James advised the Prospective Respondent of PBCHA reservation of rights. PBCHA reserves the right to reject any or all proposals, to waive any informality in the RFP process, or to terminate the RFP process at any time, if deemed by the housing authority to be in its best interests. PBCHA reserves the right not to award a contract pursuant to this RFP. PBCHA reserves the right to terminate a contract awarded pursuant to this RFP at any time for its convenience upon 10 days written notice to the successful offeror(s). PBCHA reserves the right to determine the days, hours, and locations that the successful offeror(s) shall provide the services called for in this RFP. PBCHA reserves the right to retain all proposals submitted and not permit withdrawal for a period of 60 days subsequent to the deadline for receiving proposals without the written consent of PBCHA Contracting Officer (CO). PBCHA reserves the right to negotiate the fees proposed by the offeror entity. PBCHA reserves the right to reject and not consider any proposal that does not meet the requirements of this RFP, including but not necessarily limited to incomplete proposals and/or proposals offering alternate or non-requested services. PBCHA shall have no obligation to compensate any offeror for any costs incurred in responding to this RFP. PBCHA shall reserve the right at any time during the RFP or contract process to prohibit any further participation by an offeror or reject any proposal submitted that does not conform to any of the requirements detailed herein.

Proposal Preparation and Submission Instructions. Respondents are required to submit One (1) original and (5) copies of each proposal must be submitted to PBCHA on or before closing date. Offerors must also include one digital copy on flash drive or CD. Your original submission must include Page ii, with original signature. Proposals received after this date and time will be rejected.

The face of the envelope (or box) must contain, in addition to the address below, the RFP **number** (e.g., PBCHA-RFP-2022-15), and the **proposal description**. Offers by email, or facsimile, and handwritten proposals will not be accepted by PBCHA. Mail or Hand Deliver proposals to: **LaQuavial Pace, Contracts and Procurement Manager; Palm Beach County Housing Authority, 3432 West 45th Street, West Palm Beach, FL 33407.**



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Evaluation Factor. Address all evaluation criteria set forth in this solicitation package. Proposal shall be concise but comprehensive enough to convey the required experience and capabilities. Please be clear and concise when responding.

Questions. All questions pertain to this solicitation must be in writing and emailed directly to LaQuavial Pace at lpace@pbchaf.org with the subject heading “Communications/Marketing/Media Relations Firm PBCHA-RFP-2022-15 Questions”. You should not direct any questions to PBCHA Board of Commissioner, or any of PBCHA Staff. Any requests for interpretation or questions concerning this RFP must be submitted in writing to the address noted in Section 5, subsection (A) and must be received no later than five (5) business days prior to the date of the closing date. Inquiries must reference the RFP number and the date for receipt of proposals. No interpretations shall be considered binding unless provided in writing by PBCHA.

Confidential Material. Any confidential material submitted by a Respondent must be clearly marked as such.

Attachments. We ask that you return all attachments. Where there are no signature requirements, we ask that you initial the bottom of each page. So, we know that you have reviewed all attachments. Such as the HUD 5369-B form. All attachments are to be completed in its entirety, initialed, and signed.

Meeting Attendees

Stephanie Person, Marketing & Brand Strategist
Sandee Launch, Quest Marketing and Communications
Nannette Rodriguez, Quest Marketing Communications
Stacie Panton, S.A. Nelson and Associates
Elliot Cohen, My PR Guru, LLC
Erin Kleinfelt, The Valerin Group, Inc.
Justin Hicklyn, The Valerin Group, Inc.
David Gillespie, The Miner Agency
Tammy Urbansky, The Miner Agency
Audery Goff, The Moore Agency
Mary M. Rhaburn, The Mosaic Group
Ann Marie Sorrell, The Mosaic Group
Kerry James, PBCHA Chief Administrative Officer
LaQuavial Pace, PBCHA Contracts and Procurement Manager
Tammy McDonald, Chief Development Officer