

**Office of Procurement Services**

P.O. Box 7800 • 315 W. Main St., Suite 416 • Tavares, FL 32778

**SOLICTATION: Destination Strategic Plan Consultant** 03/14/2023

Vendors are responsible for the receipt and acknowledgement of all addenda to a solicitation. Confirm acknowledgement by including an electronically completed copy of this addendum with submittal. Failure to acknowledge each addendum may prevent the submittal from being considered for award.

THIS ADDENDUM DOES NOT CHANGE THE DATE FOR RECEIPT OF PROPOSALS.

**QUESTIONS/RESPONSES**

Q1. On the pricing sheet it is noted that “County has budgeted up to $30,000” for the project under Item Description. Is this the total amount that is available for this project?

**R1.** **The budget range is between $30k to $40k however, could be adjusted based on services provide.**

Q2. In reference to Exhibit A, Section 1 Background, the County indicates a record year TDT collection. Can the County clarify if the 4% is allocated to other projects, or directly to Visit Lake?

**R.2 TDT collections are allocated to promotional activities, event sponsorships, and capital projects.**

**Q3.** Is there a project budget range that Lake County can share? How will the project be funded? By whom? Is this jointly funded by the indicated programs or funded by one entity?

**R3. See R1 for answer.**

**Q4. Is Lake County will to consider extending the project completion deadline?**

**R4. Our goal is to present the plan by September 30, 2023, however, if additional time is needed, the timeline can be adjusted as needed.**

**Q5.** In reference to Exhibit A, Section 3.5, please define “visitor flow.” For example, is the County seeking visitor movement studies or geolocation studies? Or is the County looking for recommendations to increase visitation in general?

**R5. The County is looking for recommendations to increase visitation based on the assets in Lake County.**

**Q6.** In reference to Exhibit A, Section 3.8 and 3.9, as part of this work, will the County provide existing materials and information, or is the bidder expected to create the asset inventory as part of the project?

**R6. Office of Visit Lake staff can provide the information; however, the bidder may have to visit the area to evaluate asset inventory.**

**Q7.** In reference to Exhibit A, Section 3.9, could the County clarify their definition of key products and infrastructure? Is this referring to tourism infrastructure (such as wayfinding, event facilities, etc..), community infrastructure (roads, bridges, broadband, etc..), or both?

**R7. The County is referring to tourism infrastructure.**

**Q8.** Does the County have a current strategic plan they are implementing, or will this serve as the first one?

**R8. This will serve as the first one.**

**ADDITIONAL INFORMATION**

**ACKNOWLEDGEMENT**

Firm Name: Click or tap here to enter text.

I hereby certify that my electronic signature has the same legal effect as if made under oath; that I am an authorized representative of this vendor and/or empowered to execute this submittal on behalf of the vendor.

Signature of Legal Representative Submitting this Bid: Click or tap here to enter text.

Date: Click or tap to enter a date.

Print Name: Click or tap here to enter text.

Title: Click or tap here to enter text.

Primary E-mail Address: Click or tap here to enter text.

Secondary E-mail Address: Click or tap here to enter text.