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**Addendum 1**  
**Solicitation 23-AA08**  
**RFI for Marketing Partners for Small Businesses**

This addendum serves to notify all bidders of the following changes to the solicitation documents:

The following questions asked are answered below in *italics*.

1. Would you be able to share with us who the awardees of the Small Business Marketing Match grant program are...the 20 qualifying small businesses seeking marketing and advertising support? *Yes, businesses awarded with grant funds will be made public in late summer 2023.*
2. We do not categorize ourselves as a “marketing or advertising agency” per se. We provide brand design services such as: Brand Naming, Brand Identity, Brand Architecture, Brand Story/Manifesto, Design of Signature Marketing Applications (e.g., Signage, Packaging, Business Suite, Design/Look & Feel of Website core pages [we do not provide UX], Power Point Template, Marketing/Sales Collateral). Please affirm that our services qualify as noted in your Services Offered section. *Yes, the design services you listed can be utilized by a small business to fulfill the grant requirements.*
3. Are we correct in assuming that the funds provided by the small business must match up to \$5,000 and that fees and costs that may exceed \$10,000 (\$5,000 from Small Business Marketing Match Program + matching funds from the qualifying small business) will be the responsibility of the qualifying small business? *The total costs and fees of the work may exceed \$10,000, however, this funding will only reimburse up to \$5,000 of qualifying costs.*
4. Regarding program details, would an award be for all 20 qualifying small businesses or would there be another step where the small businesses choose from a list of agencies? *The small businesses may choose to contract with another marketing agency or service providers outside of the list of respondents, as long as the services qualify under the grant agreement. A grant awardee may also contract with multiple marketing agencies or service providers.*
5. With respect to billing and logistics – would each small business have a separate contract with the selected agency, or would the agency be working with the city? *The*

*agency would establish a personalized relationship with the small business, causing no direct ties or contracts with the City or DEDA.*

6. Would the Small Business entities have budget beyond the presumed \$10K associated with the grant and matching funds? *See answer to question #3.*
7. *Are you accepting bids from vendors located outside of Minnesota? Agencies/Vendors located in and around the Duluth MN area will have preference. Agencies from outside of Minnesota are also welcome to participate.*
8. Is there a deadline or expiration date for using the grant funds, thus a deadline for when the marketing services must be completed? *There will be a deadline for the dispersal of grant funds, however that date has not been decided at this time.*

Please acknowledge receipt of this Addendum by including a copy of it with your proposal. The pages included will not count toward any page limitation, if any, identified in the RFP.

Posted: **May 18, 2023**