



**THE FINANCE AUTHORITY OF NEW ORLEANS**  
**Request for Qualifications (RFQ)**  
**Marketing and Consulting Services**

**ADDENDUM #1**  
**September 26, 2018**

**The following are responses to questions received regarding the Marketing and Consulting Services received as of September 25, 2018.**

*1. Whether companies from Outside USA can apply for this? (like, from India or Canada)*

Please refer to page 3 of the RFQ:

“12. Licensure: Where applicable, respondents must maintain licenses and permits to perform the contracted work in the State of Louisiana.

13. Compliance with All Applicable Laws: Any work completed pursuant to a response to this RFQ shall be governed by and construed in accordance with the laws and jurisprudence of the State of Louisiana. At the time of respondent’s submission of its RFQ response and at all times during the performance of any work pursuant to this RFQ, the respondent shall be in compliance with all applicable laws of the State of Louisiana, the United States and local ordinances, including licensure requirements.”

*2. Whether we need to come over there for meetings?*

Depending on the type of service(s) under the contract, in-person meetings will be necessary.

*3. Can we perform the tasks (related to RFP) outside USA? (like, from India or Canada)*

Depending on the type of service(s) under the contract, the work will need to be performed locally (in New Orleans and surrounding service area).

*4. Can we submit the proposals via email?*

Please refer to the “Instructions” on page 1: “Respondents shall submit the following to The Finance Authority of New Orleans, via email at [procurement@financeauthority.org](mailto:procurement@financeauthority.org), not later than WEDNESDAY, OCTOBER 17, 2018, 4:00 PM (CST). Hard copies or other electronic forms of submissions will not be accepted.”

*5. What is the budget and timeline for this project?*



The budgets and timelines will vary depending on the service(s) contracted. As stated on page 6 of the RFQ, “Contractors may submit proposals relating to one or more of the following areas of expertise”. A service such as “Strategic Campaigns” or “Special Events” will have a different timeline and a defined period than a service such as “Website” or “Public Relations” as an example. This RFQ seeks responses from experienced firms that can provide one or more of the services listed on pages 6-7, recognizing that more than one firm may be needed to provide the various services.

6. *Are you currently working with an agency?*

FANO has worked with firms that have provided one or more of the services listed in the RFQ. As a Louisiana public trust, we must follow procurement guidelines. We are currently seeking proposals from experienced firms to provide these services. As stated on page 6, any marketing services procured through this RFQ, “will be required to comport with branding and other guidelines already established for FANO.”

7. *How many firms received/are responding to this RFQ?*

The deadline is October 17, 2018, 4:00 PM (CST). We are not able to determine how many have received the RFQ as it is published on our website and we will not know how many are responding until the deadline.

8. *Would being a Chicago-based firm be a reason to not work with McKenna Design Group?*

Please refer to the answer to Question #1 above.

9. *Is FANO currently working with another agency for these services?*

Please refer to the answer to Question #6 above.

10. *Is FANO currently working with another agency for these services?*

Please refer to the answer to Question #5 above.

11. *Is FANO currently working with another agency for these services?*

Please refer to the answer to Question #6 above.