



VIRGIN ISLANDS HOUSING FINANCE AUTHORITY

Community Development Block Grant – Disaster Recovery
3438 Kronprindsens Gade • GERS Complex 1st Floor Suite 4
St. Thomas, USVI 00802-6447
Telephone: (340) 777-4432 • Fax: (340) 775-7913

REQUEST FOR PROPOSALS

for

PUBLIC RELATIONS AND MARKETING COMMUNICATIONS

ADDENDUM 1

RFP 004-2020-DR-STT/STX

Issue date:

March 3, 2020

Submittal deadline:

April 16, 2020

Contact person:

Nicole Roberts
CDBG-DR Procurement Officer
nroberts@vihfa.gov

 *Unlocking the Door to Affordable Housing*

Virgin Islands Housing Finance Authority

RFP 004-2020-DR-STT/STX

REQUEST FOR PROPOSALS

Public Relations and Marketing Communications

ADDENDUM 1

This addendum is issued to modify the previously issued RFP document and/or given for informational purposes and is hereby made a part of the RFP document. The proposer must acknowledge the receipt of any and all addenda by completing RFP Cover Letter. The following sections are hereby amended/revised:

8.0 REQUESTS FOR PROPOSALS ANTICIPATED SCHEDULE

The following dates are proposed by VIHFA. The deadlines associated with this RFP are further outlined:

RFP SCHEDULE	DATES
RFP Release Date	March 3, 2020
Pre-Proposal Conference	March 12, 2020
Deadline for Questions	March 19, 2020
Questions Responses Deadline	March 25, 2020
Proposals Submission Deadline	April 2, 2020
NEW Proposals Submission Deadline	April 16, 2020
Interviews	April 7, 2020
NEW Interviews	April 30, 2020
ADD Announcement of Contract Award	May 6, 2020

Please note that the RFP timeline includes target dates and may change. It is the responsibility of respondents to periodically review VIHFA websites for regular updates to the RFP timeline and other important information, which may alter the terms or requirements of this RFP.

16.0 DELIVERY OF BID PACKAGES

All responses to this RFP are to be received by VIHFA no later than **4:00 PM** AST on **April 16, 2020**. Submissions must be packaged in a sealed envelope. (1 original, 4 copies).



Bid Packages must be submitted via mail and email to:

Virgin Islands Housing Finance Authority
Community Development Block Grant-Disaster Recovery Program
3438 Kronprindsens Gade
GERS Complex 1st Floor, Suite 4
St. Thomas, VI 00802

nroberts@vihfa.gov

RFP 004-2020-DR-STT/STX

The envelopes must be clearly marked. Failure to clearly mark each bid package with this information may cause VIHFA to inadvertently open the bid package before official closing date and time. VIHFA will mark all received bid packages with the date and time of receipt. Bids received after the official deadline will be considered **LATE** and will **not** be opened nor considered.

16.1 BID PACKAGE FORMAT & PROPOSAL CONTENT

Sub-Envelope 2

- A. Bid Sheet – REVISED Enclosure Document H.** All bid pricing must be valid for 90 days from the submission deadline and thereafter until the company withdraws it, or a contract is approved and executed, or the procurement is cancelled, whichever occurs first.

All other requirements and provision of RFP-004-2020-DR-STT/STX, Public Relations & Marketing Communications, shall remain in full force and effort.

Each Proposer shall make reference in his proposal to Addendum 1 to the RFP Documents. Failure to do so may result in the Proposer's disqualification.



David Martin, Chief Disaster Recovery Officer
Community Development Block Grant – Disaster Recovery

03.30.20

Date

AMENDED

ENCLOSURE DOCUMENT H
BASE BID SHEET

**PUBLIC RELATIONS AND MARKETING
COMMUNICATIONS for the
VIRGIN ISLANDS HOUSING FINANCE AUTHORITY**

The undersigned contractor proposes to furnish all labor, tools, materials, equipment, miscellaneous supplies and incur any other costs as may be required to perform the scopes of work, subject to all the conditions as set forth in the project scope of work.

Instructions: For Sections 1, 2, 3, and 4 the respondent should complete the Number of Staff, Hourly Rate, Estimated Hours per Week and calculate the Estimated Total in the chart below. For Media Services, the respondent should provide the Estimated Timing / # and Estimated total in the chart below. For Ongoing Expenses, the respondent should provide the weekly or monthly amount as requested, times the corresponding number of weeks or months to provide the estimated total.

Note: If additional Personnel roles are submitted as part of the respondent’s proposal, please provide an additional sheet detailing the Position, # of Staff, Hourly Rate, and Estimated Hours per Week.

These costs are being provided for purposes of evaluating bids and determining reasonable cost for these items. Depending on the structure of the winning bidder's response, not all costs may ultimately be included in the final contract.

Task 1 - General Communications Support Services					
Position	# of Staff	Hourly Rate	Estimated Hours per Week	Estimated Timing	Estimated Total
Account Coordinator					
Editor					
Graphic Designer					
Assistant					
Other Personnel (Please itemize on a separate sheet)					
SUBTOTAL	N/A	N/A	N/A	N/A	

Task 2 – Program Outreach Support					
Position	# of Staff	Hourly Rate	Estimated Hours per Week	Estimated Timing	Estimated Total
Account Coordinator					
Editor					
Graphic Designer					
Assistant					
Other Personnel (Please itemize on a separate sheet)					
SUBTOTAL	N/A	N/A	N/A	N/A	
Task 3 - Strategic Communications Support					
Position	# of Staff	Hourly Rate	Estimated Hours per Week	Estimated Timing	Estimated Total
Account Coordinator					
Editor					
Graphic Designer					
Assistant					
Other Personnel (Please itemize on a separate sheet)					
SUBTOTAL	N/A	N/A	N/A	N/A	
Task 4 - Internet/Social Media/Digital Marketing					
Position	# of Staff	Hourly Rate	Estimated Hours per Week	Estimated Timing	Estimated Total
Account Coordinator					
Editor					
Graphic Designer					
Assistant					
Other Personnel (Please itemize on a separate sheet)					
SUBTOTAL	N/A	N/A	N/A	N/A	

Media Services					
Type	Estimated Timing / #			Estimated Total	
Print Advertising/Buys (flyers, brochures, handouts, etc.)					
Online Advertising					
Radio Advertising/Buys					
Television Advertising/Buys					
Production Costs					
Promotional Materials (bags, pens, etc.)					
Other Necessary Costs (Please itemize on a separate sheet)					
SUBTOTAL			N/A		
Ongoing Expenses					
	Unit	Rate		Estimated Timing	Estimated Total
Travel (weekly lump sum)	1		N/A		
Housing (weekly lump sum)	1		N/A		
Per Diem (weekly lump sum)	1		N/A		
Office Space and Utilities (monthly lump sum)	1		N/A		
Other Necessary Costs (Please itemize on a separate sheet)	1		N/A		
SUBTOTAL – Ongoing Expenses	N/A	N/A	N/A	N/A	
TOTAL	N/A	N/A	N/A	N/A	

PLEASE PRINT OR TYPE NAME & THEN SIGN BELOW

NAME: _____

TITLE: _____

COMPANY: _____

SIGNATURE: _____

DATE: _____