INLAND VALLEY DEVELOPMENT AGENCY

REQUEST FOR INFORMATION (RFI) NO. 1

Marketing/Media/Public Relations Program for the San Bernardino Valley Enterprise Zone (SBVEZ)

July 21, 2010

Q1.	**What is the budget for this work (or a range if no specific amount is available)?**
A1.	The SBVEZ does not have a specific budget in mind. The range would be from $30,000 to $40,000 on a yearly basis.
Q2.	**Is there more detail available on what specific work you'd like done? The proposal lists various elements, but does not provide any further details.**
A2.	We are looking for the firm to put together a program for the SBVEZ that concentrates on various elements.
Q3.	**Is there an incumbent for this work?**
A3.	No
Q4.	**What has been done in the past with regard to Marketing/Media/PR?**
A4.	The SBVEZ has a 5 Year Strategic Marketing Plan that is posted on www.sbdairport.com for your review.
Q5.	**The RFP says, "Consultants should submit an individual cost for each separate project" – does this mean a separate cost for each of the elements listed under the scope of work?**
A5	The SBVEZ is looking for a monthly breakdown of cost as it pertains to each element contained in the RFP.
Q6.	**For "Proposal Evaluation," how will the criteria be weighted?**
A6.	The firms will be evaluated by an interview process with no point system. The evaluation will consist of understanding of the Scope of Work and the Goals and Objectives of the SBVEZ.