

**BID DOCUMENT**  
**ADDENDUM NO. 1**  
**2.19.25**  
**RFP ISSUE DATE: 1.31.25**  
**RFP DUE DATE: 2.28.25**

**REQUEST FOR PROPOSAL**  
**2025 CONTENT DEVELOPMENT SERVICES FOR THE**  
**DOWNTOWN ALBANY BUSINESS IMPROVEMENT DISTRICT (BID)**  
**ALBANY, NEW YORK**

**PURPOSE OF ADDENDUM**

This addendum serves to clarify certain aspects of the Request for Proposals (RFP) issued on January 31, 2025. All other terms and conditions of the original RFP remain unchanged.

**Changes and Clarifications:**

**1. SCORING SYSTEM**

The criteria the Client will use in evaluating the bids are as follows:

**Understanding of Scope & Approach (30%)**

- Demonstrates a clear understanding of the BID's goals and objectives.
- Outlines a well-thought-out approach to content creation, storytelling, and branding.

**Creativity & Quality of Past Work (30%)**

- Portfolio samples show high-quality content, including photography, videography, and writing.
- Demonstrates creativity and ability to develop content across various digital platforms, including email, web, and social media.

**Experience & Qualifications (25%)**

- Relevant experience with similar projects, especially for BIDs, downtown districts, or tourism.
- Expertise in content creation and marketing.
- Positive reputation and references/past client testimonials.

**Budget & Cost-Effectiveness (15%)**

- Provides a detailed, transparent budget.
- Demonstrates cost-effectiveness and value for services offered.

**Total: 100%**

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