



QUESTION & ANSWER REPORT #1

ADDENDUM #1

GEN No. RFP #2025-ESD-Kirkwood Activation Coordinator REQUEST FOR PROPOSALS -
KIRKWOOD ACTIVATION COORDINATOR

RESPONSE DEADLINE: July 7, 2025 at 5:00 pm

Monday, June 30, 2025

Answered Questions

Approved, Answers Provided

1. Event Scope and Budget

Jun 27, 2025 4:32 PM

Question: Is there a dedicated budget for programming, permits, equipment rentals, or stipends for performers/partners? If so, what is the total? (RFP page 2, Section 1.2 "Scope of Work," bullet points under Program Development and Event Coordination & Logistics)

Jun 27, 2025 4:32 PM

Answered by Andrea de la Rosa: There is no dedicated budget for programming, permits, equipment rentals, or stipends for performers/partners.

Jun 30, 2025 10:01 AM

2. City Support

Jun 27, 2025 4:33 PM

Question: What type of support will the City provide (e.g., event permits, security, setup logistics, marketing)? (RFP page 2, Section 1.2 "Scope of Work," bullet points under Event Coordination & Logistics and Stakeholder Engagement)

Jun 27, 2025 4:33 PM

Answered by Andrea de la Rosa: The City will assist with vetting and approving event permits as well as setup logistics, such as safety and road closures, marketing events through social media, press releases, and relevant department newsletters.

Jun 30, 2025 10:01 AM

3. Performance Metrics

Jun 27, 2025 4:33 PM

Question: Are there specific outcome targets (e.g., number of events, attendee counts, business engagement benchmarks) the City would like the Coordinator to meet? (RFP page 2, Section 1.2 “Scope of Work,” bullet point under Documentation & Reporting)

Jun 27, 2025 4:33 PM

Answered by Andrea de la Rosa: As this is the first year for this position, there are no set targets. However, the City would like a detailed SWOT analysis and recommendations for 2026.

Jun 30, 2025 10:01 AM

4. Programming Boundaries

Jun 27, 2025 4:33 PM

Question: Are there any restrictions on the types of events (e.g., amplified music, alcohol, street vendors) that can be included? (RFP page 2, Section 1.2 “Scope of Work,” no restrictions stated in Program Development responsibilities)

Jun 27, 2025 4:33 PM

Answered by Andrea de la Rosa: This will likely need to be assessed on a case-by-case basis. Although no events that have gone through the city's permitting process have been denied, as they tend to be annual events, each nascent event will be evaluated as per the city's permitting process and as to the value the event brings regarding support of local businesses, encouraging community interaction, and promoting downtown vitality.

Jun 30, 2025 10:01 AM

5. Business Participation

Jun 27, 2025 4:34 PM

Question: Has the City already identified downtown businesses or organizations that are interested in collaborating, or will the consultant start engagement from scratch? (RFP page 2, Section 1.2 “Scope of Work,” bullet points under Stakeholder Engagement)

Jun 27, 2025 4:34 PM

Answered by Andrea de la Rosa: Some groundwork has been done with the businesses. The consultant will have access to stakeholder meetings and downtown contacts collected by the City

Jun 30, 2025 10:01 AM

6. Community Partners

Jun 27, 2025 4:34 PM

Question: Are there priority groups or organizations the City wants to see involved to support inclusive programming? (RFP page 2, Section 1.2 “Scope of Work,” bullet points under Program Development and Stakeholder Engagement)

Jun 27, 2025 4:34 PM

Answered by Andrea de la Rosa: The City prioritizes working with organizations and groups that support local businesses, encourage community interaction, and promote downtown vitality, utilizing programs that are accessible, relevant, and contribute to a welcoming, active environment for all.

Jun 30, 2025 10:01 AM