



QUESTION & ANSWER REPORT #2  
ADDENDUM #2  
GEN No. RFP #2025-ESD-Kirkwood Activation Coordinator  
REQUEST FOR PROPOSALS - KIRKWOOD ACTIVATION COORDINATOR

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

Tuesday, July 1, 2025

## Approved, Answers Provided

### 7. Budget Proposal Format

*Jun 27, 2025 4:34 PM*

**Question:** What format of budget is preferable— a detailed line-item budget, a flat fee proposal, or another option? (RFP page 6, Section 2.8 “Proposal Format” — no budget format specified)

*Jun 27, 2025 4:34 PM*

**Answered by Andrea de la Rosa:** The allocated funding for the position is intended to support consulting fees. There is no dedicated budget for programming, permits, equipment rentals, or stipends for performers/partners. Therefore a flat fee proposal is preferred

*Jul 1, 2025 10:05 AM*

### 8. Total Budget for Coordinator Role

*Jun 27, 2025 4:35 PM*

**Question:** What is the City's total budget for the Kirkwood Activation Coordinator contract, and what specific expenses are expected to be included within this budget (e.g., consultant compensation only, or also programming costs, supplies, rentals, etc.)? (RFP page 2, Section 1.2 “Scope of Work,” and page 6, Section 2.8 “Proposal Format” — no budget total or breakdown specified)

*Jun 27, 2025 4:35 PM*

## QUESTION & ANSWER REPORT

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**Answered by Andrea de la Rosa:** Approx. \$15,000 to \$21,000. The allocated funding for the position is intended to support consulting fees. There is no dedicated budget for programming, permits, equipment rentals, or stipends for performers or partners. This position will focus on the coordination of currently scheduled special events, emerging events proposed by downtown stakeholders, and activation efforts that leverage existing City resources or partner contributions. While the Coordinator may help identify low-cost activation opportunities or support partners in seeking outside funding, the scope of work is centered on facilitation, communication, and logistical support rather than direct program creation. The final deliverable from the Coordinator will include recommendations for expanding the role to incorporate program creation and development in future years.

*Jul 1, 2025 10:05 AM*

### 9. Budget

*Jun 30, 2025 11:06 AM*

**Question:** Relating to budget, while I understand that is no dedicated budget - will the coordinator be able to charge a fee for potential partners and use said fee to create a budget for the position?

*Jun 30, 2025 11:06 AM*

**Answered by Andrea de la Rosa:** The Coordinator may not charge a fee to potential partners for participating in events or activations. However, they may seek sponsorships to support specific activities, time slots, or event enhancements. Sponsorship funds can be used to facilitate additional offerings and increase the overall impact of scheduled events.

*Jul 1, 2025 10:05 AM*