Fulton County, GA

Department of Purchasing & Contract Compliance

Cecil S. Moore, CPPO, CPPB, CPSM, C.P.M., A.P.P
Director

August 23, 2010

Re: ***10RFP97525YB-BR***
Comprehensive Economic Development Strategic Plan & Target Market Analysis South Fulton

Dear Proposers:

Attached is one (1) copy of Addendum 4, hereby made a part of the above referenced Request for Proposal (RFP).

Except as provided herein, all terms and conditions in the RFP referenced above remain unchanged and in full force and effect.

Sincerely,

Brian Richmond
Assistant Purchasing Agent

10RFP97525YB-BR
Comprehensive Economic Development Strategic Plan & Target Market Analysis South Fulton

Addendum No. 4
Page Two

This Addendum forms a part of the contract documents. It answers questions asked by interested vendors and **modifies** the original RFP documents as noted below:

Page 2-4, A & B

1. **Question:** Will the project end on December 31, 2010 with an option of renewal on January 1st 2011?
   Answer: Please see page 2-4, items a & b

Page 2-5, 2.8 & Page 2-14, 2.20

2. **Question:** Will the submission of another South Fulton County or Fulton County proposal (i.e. Operational Review and Assessment of the General Services Department for Office of the County Manager) disqualify KCG from this proposal process?
   Answer: No. These are separate solicitations.

Page 2-9, 2.21

3. **Question:** Who is the Comprehensive Planning Planner? What is his/her role in the Fulton County Department of Purchasing & Contract?

Answer: Vicki Coleman, Planner III with the Comprehensive Planning Division of the Department of Environment and Community Development, she has no role in the Department of Purchasing & Contracts.

Page 3-3, A

4. **Question:** Will the comprehensive database consist of a spreadsheet or will KCG be required to provide recommendations and submit requirements for an operating or web based system? Will KCG leverage an existing system to create the database?

Answer: This will only consist of spreadsheets reporting the analysis and *not* the creation of database.

Page 3-3, F

5. **Question:** What is the scope of the SWOT Analysis? In which area will KCG conduct the SWOT Analysis?

Answer: Scope shall consist of all of unincorporated Fulton County with emphasis on the Fulton Industrial corridor, the Cascade Corridor and Old National corridor.

Page 3-3, G

6. **Question:** What is a business call and visitation program?

Answer: Just as it says, to retain current businesses the County seeks an ongoing program where businesses are called upon by Economic Development staff and through these visits the County will gain knowledge that will assist it in programming its operations to assure business retention.

Page 3-3, K

7. **Question:** Why is 3-3 section K shaded light gray? What is the expected workshop frequency? Is KCG expected to directly facilitate all workshops? Will KCG leverage an existing venue or county facility designated by the client? Will KCG create a workshop prototype and train the client on implementation of workshops?

Answer: Shading has no significance. The number of workshops will be determined by the bidder to meet their needs in adequately communicating with the businesses, community and stakeholders. The County can assist securing locations for the meetings. The bidder will be required to run the workshops.

Page 3-4, N

8. **Question:** Is a globally competitive workforce limited to South Fulton County residents?

Answer: No

Page 3-5, 4

9. **Question:** Can 5 references include relevant work experience performed prior to KCG's inception?

Answer: Yes, references can be included for work experience performed prior to a company's inception for key personnel responsible for the substance of the work performed.

10. **Question:** Will you publish a government estimate for the RFP?

Answer: No

11. **Question:** What is the Award Amount Threshold for the RFP?

Answer: This will not be made part of the information to bidders.

12. On Page 3-1, the street address given to send in your proposal is "103 Peachtree Street S.E. Suite 1168. Please change "S.E." to "S.W." so the street address reads as follows:

"130 Peachtree Street S.W., Suite 1168"

ACKNOWLEDGEMENT OF ADDENDUM NO. 4

The undersigned proposer acknowledges receipt of this addendum by returning one (1) copy of this form with the proposal package to the Purchasing Department, Fulton County Public Safety Building, 130 Peachtree Street, Suite 1168, Atlanta, Georgia 30303 by the RFP due date and time Tuesday, August 31, 2010**, 11:00 A.M.**

This is to acknowledge receipt of Addendum No. 4, _____ day of _____, 2010.

_____
Legal Name of Bidder

_____
Signature of Authorized Representative

_____
Title