

The following questions were asked regarding the Midtown Request for Proposals for the Development of a Midtown Cultural Arts and Entertainment Website:

Question #1: What is the budget for the project?

Answer: The exact budget for the Project will be established after responses to the RFP are reviewed and a vendor is selected. However the District expects that its total expenditures on this Project will be less than \$50,000.00

Question #2: Who else is bidding?

Answer: The RFP has been distributed as broadly as possible to reach as many potential responders as possible. The District has no idea who will submit responses to the RFP.

Question #3: Launching a fully-operational site by 8/22 is very aggressive... (We don't want to cut any corners...). Would it be possible to propose a "soft-launch" instead? Please advise. Contact us if questions.

Answer: The launch date is firm. However, the District realizes that the website will require "tweaking" to work out any "bugs" or other issues that may exist. The website will need to be substantially complete and operational by the launch date indicated.

Question #4: Are we going to be able to utilize existing photography and video of Midtown? Or does all of this need to be new?

Answer: You will be able to utilize some of the existing photography and video that the District already has. We may be able to obtain rights to use photography and video from some of the many arts and entertainment venues in Midtown. But please be prepared to incorporate new photography and video as well. Keep in mind that a substantial number of the arts and entertainment venues are recent additions to Midtown and will need to be included.

Question #5: Lastly, what 'business liability insurance' is required? (We have Worker's compensation.) Please advise.

Answer: General liability insurance (GL) is coverage that can protect you from a variety of claims including bodily injury, property damage, personal injury, etc. that can arise from your business operations. Midtown typically requires that vendors have combined limits of \$1,000,000 per occurrence and \$2,000,000 in the aggregate. We also generally require that vendors have the statutorily required Worker's Compensation insurance as well. If you do not currently have the required coverage, it can be obtained prior to commencement of work if you are the selected vendor. Please indicate your willingness to obtain the required insurance as part of your response.

Question #6: How you wish to receive the digital format responses? Do you want 5 on one thumb drive or 5 separate thumb drives?

Answer: Five separate thumb drives.