

## ADDENDUM NO. 1

**Date of Issue: September 15, 2025**

This addendum shall form part of the tender specifications which provides clarification with respect to the following:

1. Given the scope of work, we believe we could not complete all elements and deliverables for \$35k. As a result, we were wondering if:
  - a. Project Scope - while the RFP lists #7 items in the Project Scope, we believe some elements including #4 (Develop a marketing strategy that highlights downtown Hanover as a destination and builds on established brands and #6 would be Phase II and out of scope (as thus some of the Deliverables such as Design and Planning Documents and Promotional Materials).

**Answer** - That is our intent with requesting a detailed cost breakdown aligned with the project elements outlined in the scope of work, so that we can remove some of the items if needed to stay in budget that are an accessory to the primary scope of work, like the examples you have provided.

- b. Budget - The Town would accept responses with a budget that was above \$35k (perhaps in the \$40 to \$45k range) with a slightly modified scope?

**Answer** - Yes as per response above.

2. The RFP states "Please indicate the project timeline and confirm your ability to complete within a 6 – 8 month timeline." We believe we could complete this work by December 2025/January 2026 and if so would the Town accept an accelerate timeline?

**Answer** - Yes, if that is a realistic timeline and demonstrates how that will be achieved.

3. The RFP states "Proposals clearly marked "RFP 2025-01-ED" are to be received by Vicki McDonald, Clerk, Corporation of the Town of Hanover...". Would you accept electronic submissions and if so, what email address should be used?

**Answer** - Yes, you can email [vmcdonald@hanover.ca](mailto:vmcdonald@hanover.ca) an electronic version as well.

4. Within Section 5.2, under submission requirements, there is no reference to project methodology or approach. Is it assumed that this is a component of point e), or not a requirement as the scope of work is quite detailed and provides an approach?

**Answer** - Yes, this isn't included in this section as it's addressed and will be reflected through the proposal evaluation process and price schedule.

5. Referring to costs that would be the cost to prepare that portion of the report and in the report an estimated budget for implementation of recommendations should be included?

**Answer** – Yes, that's correct.

6. Implementation Plan - " Establish partnerships with downtown businesses and organizations" is this identifying who potential partners are and what they bring to the table when the implementation phase is introduced?

**Answer** - Yes. For example, if a tour is created and it's a certain theme, what applicable partners and businesses are best to partner with in accordance with the subject.

7. Promotions and Marketing - " Create promotional materials tailored to both residents and visitors (e.g., brochures, website content, social media campaigns).  
• Plan a launch event in the downtown core to generate excitement and media coverage. • Propose ongoing marketing efforts to maintain interest and engagement." Is this to recommend what needs to be done in each of these areas or is part of this report to create the materials? Is it materials about the plan itself or for implementation of the plan?

**Answer** - This is essentially the materials or an example of these components and recommendations to kick-start the delivery of the project. This portions cost should be broken out in the budget overview as if budget doesn't allow, we will consider conducting ourselves. Again, using a tour as an example, draft social media posts may be provided on how best to market and the plan laid out to host a launch event. Recommendations on the layout for a website may also be recommended ie.(functions). Not saying that you need to conduct as part of this but asking for recommendations on how best to implement in line with the recommendations of the plan.

8. Schedule C - Purchasing Procedures for Bidders Submitting Tenders - Section 27 - I understand the Insurance requirements but are bonds required for this type of work?

**Answer** - No, bid bonds are not a component of this project.

**This addendum must be completed, dated, signed and submitted with the tender.**

\_\_\_\_\_  
Date

\_\_\_\_\_  
Signature of Tenderer