

## Questions and Answers for RFQ 2022-11 Public Relations Services

**Q: The scope states that this RFQ includes media planning strategies. Can you clarify if this means also purchasing media? If so, what is the anticipated budget for the annual media buy?**

A: No, Florida Housing does not anticipate needing any media buying services.

**Q: Do you have a budget for the services (not media buying) portion of this RFQ?**

A: Services provided will be on an as-needed project basis, not to exceed more than \$75,000 total budget for the year.

**Q: What challenges have you faced in the past in launching PR campaigns?**

A: Florida Housing's PR campaigns in the past have lacked testimonials and stories from families who have been helped by our programs. This is something our team is working to change in the future.

**Q: Is there an incumbent agency for this project? If so, are you happy with the work of the incumbent and are they eligible to participate in this RFQ?**

A: Florida Housing was previously contracted with four firms statewide for these services. Those contracts are now expiring, and they are all eligible to participate in this year's RFQ.

**Q: Does Florida Housing intend to select multiple vendors to award a contract to? Or is the intention to select one?**

A: As stated in Section One, "Florida Housing expects to select one or more Respondents to provide all of the services specified in this RFQ."

**Q: What is the annual budget for public relations/communications services?**

A: The annual budget allocated for public relations and communications services in 2023 is still being finalized, but Florida Housing anticipates a range between \$50,000-\$75,000.