**NEW JERSEY ECONOMIC DEVELOPMENT AUTHORITY**

**REQUEST FOR PROPOSALS**

**FOR**

**Business Attraction and Marketing Contract**

**(Reference RFP #2023-RFP-163)**

**ADDENDUM #1**

The following constitutes an Addendum, which can be a Clarification and/or Modification to the above-referenced solicitation. This Addendum is divided as follows:

* Part 1: Answers to Questions Submitted

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| **Part 1: Answers to Questions Submitted** | | |
| No. | Question | Answer |
| 1. | Is this opportunity limited only to nonprofit entities and thus not applicable for a for profit corporation? | Yes. This opportunity is limited to only a recognized nonprofit organization. |
| 2. | On page 22, section 4.2.2 FEE SCHEDULE (MANDATORY SUBMISSION WITH BID PROPOSAL), A vendor would like to clarify that the fee schedule provided allows the applicant to determine the budget categories beyond the markup. | Proposers shall indicate their Mark-up as a percentage of the overall maximum award of $14,550,000.  This Mark-up shall incorporate any costs and profits the Contractor expects to incur to complete the scope of work described above. Outside of the Mark-up, the remaining funds provided to the successful Proposer shall be used solely to accomplish the scope described herein through implementation of the Plan and any Campaign.  Proposers may determine internally the budget categories beyond the Mark-up as they see fit. Please note, Proposers shall only provide their Mark-up fee on the fee schedule. |