

**PROPOSAL NO. P1782.23  
ADDENDUM NO. I  
CITY OF HAGERSTOWN  
HAGERSTOWN, MARYLAND  
Online Merchandise Store**

**Date: Friday, April 14, 2023**

**Bids Due: Tuesday, April 18, 2023 at 2:00 PM**

To Bidders:

This Addendum is hereby made a part of the Contract Documents on which all bids will be based and is issued to clarify the original documents.

Please acknowledge receipt of this Addendum at the appropriate space on the bid form by inserting its number and date. This Addendum consists of two (2) pages. This Addendum forms a part of the contract Documents as it supplements and/or modifies as follows:

**ADDENDUM I – QUESTIONS AND ANSWERS**

**Proposal No. P1782.23 Online Merchandise Store**

The attention to bidders submitting proposals for the above project is called to the following addendum that contains responses to all questions submitted by the prospective bidders. The items set forth herein, whether of omission, addition, substitution or clarifications are all to be included in and form part of the proposal submitted. This addendum shall take precedence or provide clarification.

All questions are sorted numerically as received from bidders and the response provided follows directly after each question submitted.

The above referenced Addendum follows.

**QUESTIONS AND ANSWERS:**

Q1. Is this a new requirement or an existing requirement?

A1. New

Q2. How many incumbents are there performing this work?

A2. Zero offering the City this type of service

Q3. What are the incumbent names, contract #s, and revenues received under the incumbent contract?

A3. N/A

Q4. How many FTEs were on the previous contract? Has the PWS Changed?

A4. N/A

Q5. What did you like about the previous contract? Dislikes?

A5. We have not had a previous contract. We worked with a local company to host a two-week online shop, but that is the extent of an online merchandise store that we have run. We did not like that we could only offer one format of one logo. We liked that they printed and shipped to individual customers

Q6. What is the estimated budget for this opportunity?

A6. TBD – we are leaving this open right now because we have never set up an online merchandise store. Feel free to include different options in your proposal depending on the services that will be offered

Q7. What are your Key Performance Indicators?

A7. Ability to offer different logo options; varying types of merchandise that can be offered; ability to host the store and accept payment; ability to ship out individual orders; flexibility to change products of the course of a year

Q8. If we have a teaming agreement with a subcontractor, does the subcontractor's experience count as experience for the prime?

A8. We do not have an answer at this moment but it is something we can look in to further in the process

Q9. Do you have a preference of the store being based on Shopify or Wordpress?

A9. No preference but needs to be compatible with Wix and Civic Plus platforms

Q10. What is the duration of this and how long will we be running the online store, is there a plan to off board

A10. At least one year, possibly longer depending on the number of sales and satisfaction of online store operation

Tyler French, Procurement Administrator  
City of Hagerstown