

**Addendum #3  
to  
Request for Proposals  
for  
Professional Marketing Consultant/Creative Agency Services for Brand  
Development and Website Design**

Issued by the

**Fort Monmouth Economic Revitalization Authority**

Date Issued: May 1, 2014

**Responses due by 12:00 p.m. EDT on June 5, 2014**

This addendum is being issued to provide answers to questions received after the May 21, 2014 addendum was posted to the FMERA website.

**Requests for Proposals**  
**Professional Marketing Consultant/Creative Agency Services for Brand**  
**Development and Website Design**  
**Addendum #3 - May 28, 2014**

Q: In regards to the CMS requirement, is there a specific CMS that is preferred and who will be responsible for the setup & configuration of the database?

A: FMERA doesn't have a specific CMS in mind. The proposer should suggest a CMS that they believe will best suit our needs. The NJEDA will be using Kentico, and in the past it has been recommended that we utilize WordPress, but again we do not have a specific CMS in mind, and look forward to the proposer's recommendation.

Pursuant to the RFP, the first mandatory task in the scope of services states the site must employ a user-friendly Content Management System (CMS) that enables staff to add and make changes to website content. The site should be designed in a way that allows FMERA staff to easily add new content, tabs and pages, including blogs, photographs and videos. Therefore, the proposer is responsible for the design, setup and configuration of the database. The successful proposer will be introduced to NJEDA's IT staff and will work with them to get the site on NJEDA's system, but the proposer is responsible for the design, setup and configuration. In addition, another mandatory task in the scope of services states that the consultant must provide CMS training to the FMERA staff and one-year of support services.