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**DEPARTMENT OF CONSERVATION AND NATURAL  
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ADDENDUM No. 1  
REQUEST FOR PROPOSALS

***Marketing, Communications, Media Outreach, Event Management, and Related  
Services***

Issued: May 20, 2026

To All Potential Respondents: This Addendum is issued to modify the previously issued RFP documents and/or is provided for informational purposes, and is hereby made a part of the RFP documents:

RFI 1. Does DCNR expect one vendor to provide all services outlined in the RFP, or can a vendor focus primarily on the areas where they are strongest and most qualified?

**Response: PARKS will evaluate partial-scope proposals. However, to promote expediency, DCNR will give preference to an Offeror that can provide all aspects of the scope of work outlined in the RFP.**

RFI 2. Is there currently an incumbent handling communications for DCNR? If so, who is the Incumbent?

**Response: Information regarding a current or previous provider is not relevant for the development or submission of a proposal in response to this RFP. Alabama State Parks may disclose additional information following the conclusion of the review and selection process, if appropriate.**

RFI 3. Is there an estimated paid media budget outlined for this RFP or a budget range?

**Response: Alabama State Parks currently anticipates a preliminary annual budget of up to approximately \$100,000/year to support the services outlined within the RFP. This amount is intended to cover the scope of professional services requested and may vary depending on project needs, priorities, and any approved reimbursable or third-party expenses. Please note that this amount is provided for planning services only, and is subject to change and to the availability of funding.**

RFI 4. How many relevant websites are there that will need to be maintained and updated?

**Response: At PARKS request, Offeror may assist with developing content for and updating its public-facing websites and social media on an as-needed basis, such as the State Parks dedicated website, [Alabama State Parks | Alapark](http://Alabama State Parks | Alapark) ([www.alapark.com](http://www.alapark.com)).**

RFI 5. What platform are the current websites built in?

**Response:** The Alabama State Park's website ([www.alapark.com](http://www.alapark.com)) was built using Drupal.

RFI 6. Can you share which websites will be managed under this scope of work?

**Response:** Please see RFI 4.

RFI 7. Outside of content development, what does "continuous updates" for the listed websites include?

**Response:** At this time, the majority of website content management, updates, and maintenance functions are handled internally by Alabama State Parks staff. As such, "continuous updates" would primarily relate to updated content development, communications coordination, and support as requested by PARKS, rather than full website management or technical maintenance responsibilities.

RFI 8. Can you share which social media channels will be managed and monitored under this scope of work?

**Response:** Please see RFI 4.

RFI 9. Will these social media channels need to be managed through an existing platform owned by Alabama State Parks (e.g., Sprout Social, Hootsuite, etc.)?

**Response:** Alabama State Parks does not currently utilize third-party social media management platforms such as Sprout Social or Hootsuite. PARKS is interested in vendor support and guidance in helping maintain proper account ownership, access management, and organizational structure so that these types of social media management platforms could potentially be utilized in the future.

RFI 10. Does that assistance include website development, domain registration, and website hosting for those project-specific websites?

**Response:** No assistance with building or launching websites is needed at this time.

RFI 11. Is there an estimated or approved budget range for the initial 24-month contract term?

**Response:** Please see RFI 3.

RFI 12. Is there an existing annual paid media budget allocated by PARKS, or should the selected agency recommend/build one?

**Response:** Please see RFI 3.

RFI 13. Should paid media spend be included within the agency's proposed contract value, or shown separately from agency fees?

**Response: Please see RFI 3. A detailed breakdown of expenses associated with scope of work in the proposal is preferred.**

RFI 14. Does PARKS currently maintain an existing creative asset library, or should production costs include development of a new asset library?

**Response: Yes, Alabama State Parks and DCNR currently maintain an existing creative asset library. However, there may be occasions where additional creative development, photography, videography, or supplemental asset creation support is needed on an as-needed basis.**

RFI 15. Will you consider agencies located outside of Alabama?

**Response: Certainly, however, the Offeror must be registered to do business in the State of Alabama and have in-state presence to handle special events such as organizing ribbon cuttings, openings, and press conferences in Alabama.**

RFI 16. What is the anticipated budget for this project?

**Response: Please see RFI 3.**

RFI 17. How often do you anticipate requiring in-person meetings?

**Response: The offeror may propose an in-person meeting schedule, which should also account for instances on an as-needed basis.**

RFI 18. Is DCNR open to proposals that include a lead firm supported by subcontractors/partners for specific services (e.g., event production, creative services)?

**Response: PARKS will certainly consider this but please know that some of the services are only on an as-needed basis.**

RFI 19. Are there any top-priority initiatives, campaigns, or parks that DCNR would expect to be the initial focus of the engagement?

**Response: Please see here: [State Parks | Outdoor Alabama](#). Initial priorities for the engagement are expected to focus on the significant improvements being made to State Parks to enhance guest experience and showcase Alabama's natural beauty. This also includes strategic communications support, op-ed development, press release creation and distribution, crisis communications, and broader media relations and communications support for Alabama State Parks.**

RFI 20. Does DCNR anticipate awarding a single contract or multiple contracts for different service areas?

**Response: Historically, PARKS has utilized a single vendor, but we reserve the right to award multiple contracts. We will give preference to an Offeror that can handle the full scope.**

RFI 21. Will there be an opportunity for presentations or interviews as part of the evaluation process?

**Response: If need be, PARKS will hold in-person presentations at its discretion.**

RFI 22. What is the anticipated annual or total budget range allocated for these services?

**Response: Please see RFI 3.**

RFI 23. How should responders account for hard costs vs. professional services fees

**Response: Professional services fees are the primary billing structure. In instances where third-party expenses are duly incurred, the Offeror should notify PARKS in advance, pay those costs upfront, properly document, and then submit to PARKS without any additional administrative or markup fees. Offerors should clearly identify professional service fees separately from any anticipated reimbursable expenses within their proposal.**

RFI 24. Are there any expectations for media buying/paid advertising budgets, or will those be managed separately by DCNR?

**Response: PARKS will continue to manage the media buys and paid advertisements.**

RFI 25. How is the current PARKS communications team structured, and what functions will remain in-house vs. outsourced?

**Response: Alabama State Parks is currently in the process of rebuilding and evaluating its communications and marketing structure. At present, PARKS has a Marketing and Promotions Coordinator who oversees its website, social media platforms, and newsletter communications, along with administrative support staff. PARKS also collaborates with the broader DCNR Marketing and Communications team for assistance with creative development, social media support, and select written content and articles. Additionally, certain staff members throughout the park system assist with content creation and social media efforts on an as-needed basis. At this time, these core communications and marketing functions are expected to remain primarily in-house, with external support being utilized on an as-needed basis for specialized projects, campaigns, or additional capacity.**

RFI 26. Who will be the primary point(s) of contact and approval authority for strategy, messaging, and deliverables?

**Response: The primary point of contact is Matthew Capps, Director of Alabama State Parks.**

RFI 27. Approximately how many events per year does DCNR anticipate under this contract, and at what general scale?

**Response: The number of events anticipated under this contract will vary year to year, as many of the primary events are ribbon cuttings for individual projects, entertainment, and specific announcements. In addition, PARKS may request support in coordinating guest speakers, performers, or other talent for park events and agency meetings. These coordination efforts may primarily involve third-party or reimbursable expenses rather than direct event production services.**

RFI 28. Will DCNR retain responsibility for certain event logistics (e.g., permits, vendor contracting), or should the responded prepare for 100% responsibility and execution?

**Response: PARKS traditionally handles permitting and vendor contracting, but anticipates receiving coordination and support from the Offeror.**

RFI 29. Are there existing signature events or annual programs that the selected firm would inherit and manage?

**Response: There are various holiday celebrations, such as Santa coming to: [Wonderland Under Warrior | Alapark](#)**

RFI 30. What level of onsite presence or travel is expected (e.g., statewide coverage, event support)?

**Response: The Offeror will be expected to provide statewide coverage and be on-site at official press events to prepare for the successful coordination of the event and promote media engagement. This may include assisting with event logistics related to media presence, guiding media outlets, and supporting overall communications efforts during press announcements or ribbon cuttings, including podium, microphone, photography, drone, and video footage. However, unless requested by PARKS, the Offeror is not expected to attend any events hosted within the PARKS system, including events where PARKS has independently contracted with local talent, performers, or guest speakers, unless specifically requested by PARKS.**

The Department of Conservation and Natural Resources does not discriminate on the basis of race, color, religion, age, sex, national origin, disability, pregnancy, genetic information or veteran status in its hiring or employment practices nor in admission to, access to, or operations of its programs, services, or activities.