

1. What is the overall budget for this project?

This RFQ requests qualifications and estimated costs from professionals. We expect fees to be based on the developed communication strategy and to be negotiated as part of the contract process.

2. What is the budget for paid media?

The paid media budget will most likely be associated with items such as the County Treasurer auctions and dog licensing program. It is expected to be relatively small and not to exceed \$10,000 annually.