



Office of the Comptroller  
**PURCHASING SERVICES**  
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Website: [www.cityofmadison.com/purch.html](http://www.cityofmadison.com/purch.html)

**DATE: October 1, 2007**

**RE: ADDENDUM NO. 2  
RFP No. 7873-0-2007/MM  
MARKETING WI BIOAG GATEWAY & SOUTHEAST MADISON BUSINESS CENTERS**

**TO: All Potential Proposers**

Please be advised of the following clarifications and revisions to above referenced request for proposal:

1. The due date for submission of proposals has been extended to:  
2:00 p.m., Thursday, October 18, 2007

2. Section A, (2), Calendar of Events

Listed below are **revised** dates and times of actions related to this Request for Proposals (RFP).

Thursday, October 18 <sup>th</sup>	Proposals due from vendors
Thursday, October 25 <sup>th</sup>	Selected vendors invited to make presentation
Thursday, November 1 <sup>st</sup>	Oral presentations by invited vendors and firm selection
Tuesday, November 6 <sup>th</sup>	Introduce resolution at Common Council
Wednesday, November 7 <sup>th</sup>	Action at regularly scheduled EDC meeting
Monday, November 12 <sup>th</sup>	Action at BOE
Tuesday, November 20 <sup>th</sup>	Action at Common Council
Friday, November 30 <sup>th</sup>	Execution of contract (delay takes into account Thanksgiving and deer hunting)
Thursday, January 31 <sup>st</sup>	Conclusion of Phase I
June 2008	Materials ready for BIO 2008
December 31, 2008	Conclusion of Phase II

3. The following is a clarification of the response to question no. 2 in Addendum 1:

Question:

Other than TIF 24, are there any other funding sources, i.e. from the state level or other sources?

Answer:

"This marketing project is funded by the City of Madison. The funds specifically come from Tax Increment Finance District #24. There are currently no additional funds available for this marketing project; however, there are several State and City programs available to assist with locating firms within the project area. These include the Capital Revolving Fund, the Technology Zone Tax Credit program, and Tax Increment Financing (TIF)."

4. The following agencies may be able to provide information regarding consulting firms in the area for potential partnering arrangements:

City of Madison Office of Business Resources  
Matthew B. Mikolajewski  
215 Martin Luther King Jr. Blvd., Rm. LL-100,  
P.O Box 2985  
Madison, WI 53701-2985  
Phone: 608.267.8737 x 107  
Email: [mmikolajewski@cityofmadison.com](mailto:mmikolajewski@cityofmadison.com)

Greater Madison Chamber of Commerce  
[www.greatermadisonchamber.com](http://www.greatermadisonchamber.com)

Madison Advertising Federation  
[www.madadfed.com](http://www.madadfed.com)

Office of Corporate Relations  
University of Wisconsin - Madison  
<http://www.ocr.wisc.edu/>

If you have any questions regarding the process, please contact me at the information below.

Monette McGuire  
Purchasing Services  
Tel: 608-267-4969  
Email: [mmcguire@cityofmadison.com](mailto:mmcguire@cityofmadison.com)