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Solicitation Addendum

Addendum No.: 1
Solicitation No.: 18-R068620BLS
Solicitation Title: Travel Guide
Addendum Date: August 7, 2018
Procurement Contact: Bonnie Sietman

RFO NO. 18-R068620BLS IS AMENDED AS SET FORTH HEREIN. RESPONSES TO QUESTIONS POSED BY PROSPECTIVE OFFERORS ARE PROVIDED BELOW. THIS ADDENDUM IS HEREBY INCORPORATED IN AND MADE A PART OF RFO NO. 18-R068620BLS.

QUESTIONS AND RESPONSES:

- Q1. Do you have a budget range for the year? If so, what is it?**
R1. Total budget for this year is \$175,000.
- Q2. How would you structure the relationship with the Contractor as it relates to budgeting advertising revenue against the expenses?**
R2. That cannot be determined at this time.
- Q3. Reference Scope of Work (page 4), 1.06 – Additional Service Requirements, Travel Guide Sales, Billing & Collections; The ad sales generated should cover the majority of the cost of the guide, or based on the determined quantity, cost the BACVB zero to fifty-dollars (correction zero to fifty-cents as indicated in the RFO) per guide. Please clarify the budgetary expectations and implications.**
R3. The BACVB wants to keep the average cost of each guide at no more than \$0.50/each (fifty cents). The more ad sales generated will offset the overall cost for the BACVB.

- Q4. What was the total gross advertising revenue for the most recent 2017-2018 Travel Guide?**
R4. The total gross advertising revenue for the most recent guide was \$78,825.00.
- Q5. Is the Contractor responsible for creating the map or will the BACVB provide a map for placement in the Travel Guide as the Gatefold Map?**
R5. The BACVB will provide the map and any needed updates for placement in the Travel Guide.
- Q6. Reference Fee Form (page 7), would you clarify what you are asking for the Contractor to submit in each line item breakdown? First line item on the Fee Form calls for: 2019 “turnkey” Travel Guide, quantity 1. Kindly clarify the expenses you wish to see included on this line item?**
R6. This line item would be the total cost from the Offeror to sell the ads and collect ad monies from the advertiser, the design and publication of both the print and digital versions of the 2018-2019 Travel Guide.
- Q7. Fifth line item on the Fee Form calls for: “2019 Travel Guide”, quarterly electronic update pages. Could you clarify how many page changes per quarter are anticipated for the total of thirty and if there is an anticipated schedule for these changes?**
R7. This would possibly be 4-5 pages per quarter or an estimate of thirty pages over the two years.
- Q8. Seventh line item on the Fee Form calls for; “Projected Advertising Fees”. Kindly clarify what expenses you would like to see included in this line item?**
R8. This would be a projection of what the Offeror felt they would be able to sell.
- Q9. Our Corporate office is in Tucson; however, we have a local office in Pinellas County, will this be acceptable per the RFO?**
R9. Yes.
- Q10. Has the book been 100% advertiser supported for the past three issues?**
R10. No.
- Q11. Are you willing to share the sales revenue of the guide for the past three issues?**
R11. The County produces the guide every two years. Refer to Q4.
- Q12. How are the two covers utilized?**
R12. The County usually sends out one cover the first year and the second cover the following year.
- Q13. Can you provide a breakdown of how many copies per cover?**
R13. Depending on the determined quantity it would be a 50/50 split.

NOTE: Items that are ~~struck through~~ are deleted. Items that are underlined have been added or changed. All other terms and conditions remain as stated in the RFO.

End of Addendum

INSTRUCTIONS:

Receipt of this addendum must be acknowledged as instructed in the solicitation document. Failure to acknowledge receipt of this Addendum may result in the response being deemed non-responsive.

AUTHORIZED FOR RELEASE:

A handwritten signature in blue ink, appearing to be "TWAS", is written over a horizontal line.