



MANATEE COUNTY FLORIDA

email

May 14, 2012

TO: All Interested Proposers

SUBJECT: Request For Proposal (RFP) #11-3323DC
International Marketing and Public Relations

ADDENDUM #1

Proposers are hereby notified that this Addendum shall be made a part of the above named proposal. The following items are issued to add to, modify, and clarify the Proposal. These items shall have the same force and effect as the original proposal, and cost involved shall be included in the proposal prices. Proposals to be submitted on the specified due date, shall conform to the additions and revisions listed herein.

1. The estimated annual budget for this contract as specified is between \$100,000 and \$150,000 for each of the three markets.
2. Manatee County does not currently have an incumbent agency in Canada.
3. Manatee County is in contract with Aqua Marketing & Communications, Inc located in St. Petersburg, Florida.
4. The average number of Canadian media visits hosted over the past three years is three; the average is one per year.
5. Manatee County has not executed a sales mission targeting operators and agents in Canada.
6. Manatee County is not currently active in any Canadian media/trade organizations.
7. RFP Attachment B, Manatee County Local Preference, is not a requirement for submittal.
8. RFP Attachment C, Environmental Crimes Certification, is a required submittal.
9. Each market requirements are separately delineated in the RFP Section B: Article B.02 United Kingdom, Article B.03 Germany, Article 4 Canada. Correct items: B.03.1.1, B.04.1, and B.04.1.5

Financial Management Department * Purchasing Division
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10. RFP Article C.03.2, Submit a narrative explaining the direct economic benefit to Manatee County to be realized by selecting Proposer(s)...

Question: Is this to do with direct and indirect job creation?

Response: Yes, in relation to your firm being selected as the Contractor for this service.

11. RFP Article C.03.4:

Question: ...provide some direction in terms of how you would like this section structured?

Response: As stated in Section C, first paragraph.

Question: When you make reference to: This list shall be for both Governmental and Private clients for the past five (5) years. What do you mean? Do we need to have worked with them in the last five years? ...please provide some clarification as to what you are looking for here?

Response: Your work experience referenced shall have been accomplished within the past five years from year 2011; and shall be designated as being for a government or for a private employer.

12. RFP Article C.03.9:

Question: What is your definition of “external corporate” references?

Response: Corporate references from outside of your firm.

13. RFP Article C.03.10:

Question: Can you please provide clarification on what is meant by “external references”?

Response: References from persons outside of your firm.

14. RFP Article C.04.10:

Question: Provide (i) a proposed project timeline to...and (ii) a detailed transition and implementation plan...Is this to do with hand over of administration or a marketing and PR activity plan or both?

Response: Anticipated project timeline, prior to commencement (implementation) of services, for Contractor to coordinate with BACAVB and obtain information of County expectations; and to design and submit to BACAVB a marketing and public relations activity plan.

Proposals will be received at Manatee County Purchasing, 1112 Manatee Avenue West, Suite 803, Bradenton, Florida 34205 until **May 22, 2012 at 3:00 P.M.**

Sincerely,

Deborah Carey-Reed, CPPB

Deborah Carey-Reed, CPPB
Contract Negotiator

/dcr