



MANATEE COUNTY FLORIDA

February 9, 2012

TO: All Proposers

SUBJECT:

Request For Proposal (RFP) #11-1070FL
Professional Advertising Agency Services

ADDENDUM #2

The following items are issued to add to, modify and clarify the Request For Proposal document. Proposals are to be submitted on the specified time and date due, in conformance with the additions and revision listed herein.

1. The following responses are provided based questions submitted by proposers:

a. Is there an established media and advertising budget for the RFP?

Advertising budget is \$1.5 million with agency fees would come out of that number as would production and collateral cost.

b. Are you looking for creative conception to be included in this RFP?

Media and production should be included.

c. Who is your current agency?

Insight Strategies, Fort Myers, FL

d. Why are you bidding out the account?

Contract term has expired.

e. Section B.03.3 asks for a list of references with specific information for each client for at least the past three years. Could you please clarify? Do you want a comprehensive list with each client that was services in the last three years?

Provide a list of CVB's or similar clients with work detail.

Financial Management Department

Mailing Address: P. O. Box 1000 Street Address: 1112 Manatee Avenue West, Ste. 803, Bradenton, FL 34206-1000

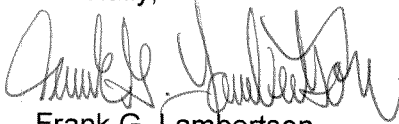
WEB: www.mymanatee.org * PHONE: 941.749.3014 * FAX: 941.749.3034

- f. Are you looking for a local agency?
Not mandatory.
- g. Section B.03.12 talks about a marketing and advertising plan? We are to include a media plan. How detailed should it be?
Provide a suggested media schedule based on available information.
- h. Can we obtain a copy of your previous marketing plan?
Not available at this time.
- i. Can you share research for the area?
Information would be available via your own research.
- j. Section E.02.2 Can you confirm that the first bullet point refers to the following pricing options: 1. Creative and Media Planning/Buying and 2. Creative alone?
Correct.
- k. Section E.02.4 last bullet point. Can you be more specific about the time you expect an agency to post, tweet, and upload? Do you have a certain number of hours in mind?
Postings at least twice a week.
- l. Are you currently without agency representation?
Expires March 31, 2012.
- m. Are you satisfied with the current agency's performance?
Does not affect this acquisition process.
- n. Is this RFP part of a normal cycle of doing business?
Yes.
- o. What is the projected budget for the duration of the three year contract term?
Estimated to be 3 times paragraph a.
- p. If you cannot provide the budget starting April 1, 2012 can you provide historical budgets from the last three years?
Last year's budget was \$1.5 million.

2. No additional questions will be considered after this addendum.

Proposals are to be prepared as instructed in this Request For Proposals and shall be received at Manatee County Purchasing Office, Suite 803, 1112 Manatee Avenue West, Bradenton, Florida, FL 34205 until **4:00 P.M., Friday, February 24, 2012.**

Cordially,

A handwritten signature in black ink, appearing to read "Frank G. Lambertson". The signature is fluid and cursive, with the first name "Frank" being the most prominent.

Frank G. Lambertson
Contracts Negotiator