



MANATEE COUNTY

April 08, 2011

TO: ALL INTERESTED PROPOSERS

**REFERENCE: REQUEST FOR PROPOSAL #11-1071-DW
Professional Website Management and Maintenance Services**

ADDENDUM No. 3

Proposers are hereby notified that this Addendum shall be acknowledged by them within their proposal and shall be made a part of the above named Proposal and Contract Documents.

The following items are issued to add to, modify, and clarify the Proposal and/or Contract Documents. These items shall have the same force and effect as the original Proposal and /or Contract Documents. Proposals are to be submitted on the specified date and shall conform to the additions and revisions listed herein.

1. Section B.03.11, "Environmental Sustainability," shall be deleted and replaced in its' entirety with the following:

"Detail what services, products, methods, or actions that you propose to use in performing these services will be ecology friendly or "green" impact of your business entity when performing these services."

2. Question: Does the County have a specific budget for monthly and/or annual costs?

Answer: Average annual expenditure is approximately \$155,000.00

3. Question: Who is the current advertising agency with whom the successful Proposer shall collaborate?

Answer: Insight Advertising, 15550 McGregor Boulevard, Fort Myers, FL 33908.

4. Question: What is the current content management system?

Answer: The BACVVB has the ability to upload and change content on the website 24/7 which shall continue. It will be the successful Proposer's responsibility to check content and offer updates to the website as part of ensuring the most attractive and current content on the website.

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5. Question: Section B.03.12 requests a Marketing and Advertising Plan; in light of an ad agency being mentioned with the implication that this is an on-going relationship, please explain the advertising services sought in more detail?

Answer: The Marketing and Advertising component is separate from the responsibilities of the County's advertising agency and shall include, for example, identifying what modules need to be added to the website, what is new that should be tried; in addition, it shall include buying Pay Per Click ("PPC") or search engine optimization and search engine marketing tools.

6. Question: What Editorial services are expected in Section B.3.21?

Answer: The successful Proposer shall be responsible to collaborate with the BACVB performing those services.

7. Question: Does "lost" contracts in Section B.03.23 refer to existing contracts that were canceled or contracts proposed that were not won?

Answer: Existing contracts.

8. Question: What is the primary purpose for issuing this RFP?

Answer: The current contract is expiring.

9. Question: Does this request for professional website management and maintenance services also include services related to traditional and digital marketing and advertising?

Answer: No.

10. Question: Is the concept, creation, printing, advertising sales and distribution of the Visitors Guide considered part of the requested scope of services?

Answer: No.

11. Question: What are the size dimensions of the printed Visitors Guide?

Answer: The 2011 Visitors Guide is 6.75" x 10" and consists of 72 pages.

12. Question: It appears there is paid placement on the website and advertising in the printed Visitors Guide. Is this something that the County would like to see continue for future development of either or both products? How much, if any, revenue does BACVB receive from the advertising sales?

Answer: This will not be the responsibility of the successful Proposer.

13. Question: On page 12, item B.03.21, you ask for a monthly breakdown of costs by category of work; many of the categories listed here do not lend themselves to monthly costs. Can we provide a cost estimate of all non-recurring items on an annual basis and the recurring hosting, maintenance, and reporting items on a monthly?

Answer: Yes.

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All other terms and conditions of the original Request For Proposal remain unchanged.

If you have submitted a proposal prior to receiving this addendum, you may request in writing that your original, sealed proposal be returned to your firm. All sealed Proposals received will be opened on the date stated.

Sincerely,

MANATEE COUNTY



Dennis W. Wallace
Contract Negotiator

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