



## MANATEE COUNTY FLORIDA

**email**

August 30, 2012

TO: All Interested Proposers

SUBJECT: Request For Proposal #12-2619DC  
Design and Publishing of Visitors Guide

**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. See attachment for Bradenton Area Convention and Visitors Bureau (**BACVB**) response to request for clarifications.

Proposals will be received at Manatee County Purchasing, 1112 Manatee Avenue West, Suite 803, Bradenton, Florida 34205 until **September 6, 2012 at 3:00 P.M.** If you have submitted a proposal prior to receiving this Addendum, you may request in writing that your sealed proposal be returned to your firm.

Sincerely,

Deborah Carey-Reed, CPPB  
Contracts Negotiator

Attachment

Financial Management Department \* Purchasing Division  
1112 Manatee Avenue West, Suite 803, Bradenton, FL 34205  
deborah.carey-reed@mymanatee.org\* PHONE: 941.749-3074 \* FAX: 941.749-3034  
WEB: [www.mymanatee.org](http://www.mymanatee.org)

**EVP MARKETING & RESEARCH 08/22/2012**

1. Can you give us the approximate number of ads we would need to create for the Guide's advertisers? A range would suffice. (B.02.2. SCOPE OF WORK. 4).  
**BACVB:** 40 to 50 approximately. Ads will be supplied for insertion into the Guide.  
  
Are each of these ads independent of each other? **Yes.**  
Will each have its own look and feel in accordance to each advertiser's directives? **No.**  
Or will they all fall within a pre-determined format? **All Formatted.**
2. How many expected ads and enhanced listings for the website? (B.02.2. SCOPE OF WORK. 6)  
**BACVB:** 0 - We will not offer this out this year; and this work is deleted from the project.
3. Are we to quote an I-PAD application of the guide? (B.02.3. VERSIONS. 2).  
**BACVB:** Yes and an E-book version for the Website.
4. Who is the incumbent agency?  
**BACVB:** Miles Media Group Inc., Atlanta GA
5. Why is the account out for review?  
**Purchasing:** To obtain a quality product and assure a timely delivery at a competitive price.
6. Do you have a budget range for this year?  
**BACVB:** up to \$275,000.00
7. What was your last year's budget? **N/A**
8. Our office is in a different county. How much will that affect our chances of being awarded the project? We'd love to bid for the job, but a RFP takes many hours to complete and we want to make sure we have a fair chance.  
**BACVB:** All bids are reviewed equally (as specified in the Request For Proposals document).

**MEDIA VENTURES, INC. 08/24/2012**

9. Is the Contractor responsible for creating the map or will the BACVB supply a map to use?  
**BACVB:** Yes, previous map to be supplied and used, however Contractor may need to update.  
If the Contractor is to create it, will the map be a street-level map or a county-wide area map? Is there a street index? **No**
10. Are the website ads going to be a new feature on the website? The current website does not appear to have any ads.  
**BACVB:** We will not be offering this out this year and is deleted from this contract.

11. Will the website ads need to be created separately from the print ads, or will they be duplicates of the print ads? What is the timeframe to supply the website ads? **N/A**

12. In reference to B.02.4 Delivery, please explain what is expected for the advance copies of the Guide. How many will be delivered? What format is required (printed on actual stock, perfect bound or is there another option?)

**BACVB:** All 200,000 guides are to be delivered by February 2013.

13. In reference to B.02.4 Delivery, please elaborate on the delivery expectations. Are 90,000 copies to be delivered to a warehouse in Gaylord and then the remainder delivered to the 12290 Treeline Avenue, Ft. Myers address?

**BACVB:** Gaylord is the terminology for Shrink Wrapped. 90,000 guides shall be shrink wrapped on pallet(s); the remainder will be boxed. Total quantity of 200,000 will be delivered to 12290 Treeline Avenue, Ft. Myers address.

14. What is the budget for the Guide? **Being reviewed.**

What was the expenditure for the Guide in 2012?

**BACVB:** Under review, previous contract scope included additional services from the contractor, i.e., obtaining advertisements.

15.

16. Please outline the flow of an ad from when the advertiser signs the ad contract through the ad approval process.

**BACVB:** Once the advertiser signs the contract they are then instructed to send a high resolution photo, contact information, and copy based on the ad size to the BACVB. This information will then be forwarded to our Agency for ad completion. The ad will be sent to advertiser for approval and then the Camera ready art will then be sent to Vendor.

17. 9. In reference to B.02.2.6 Ad Design, please explain what is meant by "All ad sizes (including full pages) in the Guide shall be formatted ads. Ad formats shall be recreated for the Guide."

**BACVB:** Ad Layouts will be provided for implementation into the Visitor Guide.

18. Is the size of the Guide and therefore, the size of the ads, changing in 2013 from what it was in 2012? **No.**

19. Will the Contractor have access to the previous years files, both advertising and content?

**BACVB:** The previous edition is available in print or an electronic version of the guide is located on the homepage in the bottom right hand corner...the link provided will take you to the homepage: [http://www.annamariaisland-longboatkey.com/?utm\\_source=amilbk.com&utm\\_medium=redirect&utm\\_campaign=amilbk.com%2Bmain%2BURL%2Bredirect](http://www.annamariaisland-longboatkey.com/?utm_source=amilbk.com&utm_medium=redirect&utm_campaign=amilbk.com%2Bmain%2BURL%2Bredirect)

**PASSPORT PUBLICATINOS & MEDIA 08/27/2012**

20. Section B.02.2 Scope of Work, Map: Will the existing map/cartography be provided or is the Contractor to create new art/cartography?

**BACVB:** Yes, previous map to be supplied and used, however Contractor may need to update.

21. Section B.02.1 Delivery: 1. A. Advanced copies in November 2012. The delivery of the guide is February 2013, and the production of the guide will begin late September. What format of an advance copy do you seek in November 2012, if not the final printed version?

**BACVB:** This item is deleted; timelines will be established with the awarded contractor.

22. What was the awarded dollar amount for the print, design service for last year's 2012 edition?

**BACVB:** Under review, previous contract scope included additional services from the contractor, i.e., obtaining advertisements.

23. How many copies were printed for the 2012 edition? **Approximately 250,000.**

24. If you cannot provide answers to questions A, and B, noted above, where may I be directed to find the answers? **N/A**

25. The 2012 edition of the Guide was received in my office August 24, 2012. It contained two (2) complete copies of the tear out gate folded map. The RFP calls for one map insert. Is this a mistake?

**BACVB:** Only one map insert required.

/dcr