



**RFP No. 18-24-11105
Marketing Consultant Services**

**Addendum No. 01
Tuesday, September 11, 2018**

1. Please see Attachment No. 01 – Attendance Sheet for Pre-Proposal Meeting and Minutes
2. Please see Attachment No. 02 – Questions and Answers

**Please remember to use acknowledge receipt of Addendum No. 01 on the ARTICLE IV
– PROPOSAL FORM, Item I.**

The Question and Answer period will close on Thursday, September 13, 2018 at 5:00 PM (local time)

Proposal Due Date is Wednesday, September 26, 2018 at 2:00 PM (local time)

Attendance Record
Pre-Proposal Meeting
Date: Thursday, September 6, 2018 at 10:00 AM

Description: MARKETING CONSULTANT SERVICES - RFP NO. 18-24-11105

NAME / EMAIL (PLEASE WRITE LEGIBLY)	COMPANY NAME	TELEPHONE # / FAX #	TELECONFERENCE OPTION
1. LeNedda Edwards Email: lenedda.edwards@flyjacksonville.com	JAA	Telephone: 904.741.2355 Fax: 904.741.2350	
2. Barbara Helvestadt Email:	JAA	Telephone: _____	
3. Julie Dion Email: julie.dion@dionmarketing.com	Dion Marketing	Telephone: 904-279-9784	
4. Cathy Campbell Email: ccampbrn@shepherdagency.com	Shepherd	Telephone: 904-359-0981	
5. Wendi Howard Email: wendi.howard@flyjacksonville.com	JAA	Telephone: 904-741-3714	
6. Tony Karsak Email: tkarsak@paradiseseasid.com	Paradise	Telephone: 904-903-1353	
7. Greg Wilke Email: greg.wilke@flyjacksonville.com	JAA	Telephone: 904.741.3626	
8. Nicci Lull Email: Nicci.Lull@acusa.com	Quest Corporation of America	Telephone: 904 392 7500	

NAME / EMAIL (PLEASE WRITE LEGIBLY)	COMPANY NAME	TELEPHONE # / FAX #	TELECONFERENCE OPTION
9. Rudy Webb Email: rwebb@paradiseadv.com	Paradise Advertising	Telephone: _____	Yes
10. Robert Taylor Email: roberttaylor@sjp.com	St. John & Partners	Telephone: _____	Yes
11. Anna Fikes Email: afikes@bigcom.com	Big Communications	Telephone: _____	Yes
12. Nikki Voelzke Email: Nikki@TheQuotientGroup.com	The Quotient Group	Telephone: _____	Yes
13. Mark Stevens Email: mstevens@burdetteketchum.com	Burdette Ketchum	Telephone: _____	Yes
14. Myrick Mitchell Email: _____	Brand Advocate	Telephone: _____	Yes
15. Tasha Cunningham Email: tasha@thebrandadvocates.com	Brand Advocate	Telephone: _____	Yes

ATTENDANCE WAS HIGHLY RECOMMENDED BUT NOT REQUIRED TO SUBMIT A PROPOSAL

-END-

PRE-BID MEETING MINUTES

RFP No. 18-24-11105

Date: Thursday, September 6, 2018

Time: 10:00 AM

Pre-Bid Meeting: Marketing Consultant Services

INTRODUCTION OF JAA STAFF

LeNedda Edwards – Procurement Administrator

Barbara Halverstadt – Director of Marketing

Greg Willis – Marketing Program Manager

Wendi Howard – Marketing & Research Specialist

Sign In: In order to validate your company's attendance please sign the sign-in sheet. For those on tele-conference, individual name and company will be listed on sign in sheet. This is a not a mandatory meeting.

LeNedda Edwards reviewed the following details of the RFP.

- **Questions and Addenda:** Any questions after the meeting and site visit must be by e-mailed to my attention at lenennda.edwards@flyjacksonville.com. Please do not send questions to anyone else. The deadline to submit questions by e-mail is: **Thursday, September 13, 2018 at 5:00 PM (EST)**. After that time no questions will be answered concerning this project.
- **Bids Due:** **Wednesday, September 26, 2018 2:00PM**. Your Proposal package must be received by 2:00 p.m. You can drop off your package at the security desk.
- Please remember to acknowledge any addenda that may be released on the proposal form.
- Please submit in your packet, one original of all forms with ink signatures and three (3) copies along with a USB drive, details on Page 3, Section 1.02. Clearly label your original and copies. Please clearly label your package with company name on the outside of the package.
- Section 1.10 Responsible Respondent Criteria was reviewed in detail. Please organize your proposal based on the criteria for ease of evaluation. If there is a request for Presentation from any proposers, that information will be communicated well in advance to the requested firms.
- Section 1.16 Local Preference Program was reviewed and if applicable please submit Exhibit C.
- Section 1.17 Small Business Enterprises Encouragement was highlighted for review.

- Article II – General Conditions starting on page 9 was reviewed and sections highlighted during the meeting were 2.02, 2.03, 2.04 and 2.05.
- Article III - Scope of Services and Article IV – Proposal Form were reviewed in great detail.

Please submit any and all questions you may have so that responses can be documented in the addenda.

Meeting Adjourned.



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Marketing Consultant Services**

Questions and Answers

- Q1. Can we submit more than 3 reference letters?
R1. **The first three references received are used for scoring. Any additional will just be filed and have no impact on scoring.**
- Q2. For hourly pricing, can we submit an hourly range? Production costs can drastically range depending on what all is needed for a commercial shoot such as grip trucks, lifts, lighting, actors, etc.?
R2. **No. Please do not submit hourly ranges.**
- Q3. We are trying to determine the consultation services scope. Do you anticipate working with your selected firm on a weekly basis? Monthly? If it is as-needed, do you have any ideas to how many projects there might be annually?
R3. **The consultant services are “as-needed”. During FY17 and FY18 there were approximately 8 projects. There is no guarantee to the number of projects that are issued under this contract.**
- Q4. Whether companies from Outside USA can apply for this? (like, from India or Canada)
R4. **Subject to federal restrictions on purchasing from and contracting with entities from certain foreign countries, all companies that are ready, willing and able to promptly and efficiently perform the scope of services contemplated herein may submit a proposal in response to this solicitation.**
- Q5. Whether we need to come over there for meetings?
R5. **Yes, meetings will take place in the United States**
- Q6. Can we perform the tasks (related to RFP) outside USA? (like, from India or Canada)
R6. **No.**
- Q7. Can we submit the proposals via email?
R7. **No. Proposals will not be accepted via email.**

The Question and Answer period will close on Thursday, September 13, 2018 at 5:00 PM