



ADDENDUM #1
ADVERTISING AND MARKETING SERVICES

RFP #2011-1199-1024

August 20, 2010

City of Newport News
Office of the Purchasing Director
2400 Washington Avenue
Newport News, VA 23607

Phone: (757) 926-8042/ Fax: (757) 926-8038

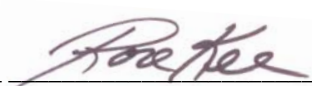
www.nngov.purchasing

Sealed proposals, subject to the conditions and instructions contained herein, will be received at the above office of the Purchasing Director, 4th Floor, City Hall, 2400 Washington Avenue, Newport News, Virginia, 23607, until the time and date shown below (local prevailing time), for furnishing the items or services described in the request for proposal.

It is agreed and understood this will constitute addendum #1, and shall be made part of the original RFP document. Acknowledgement, showing receipt and acceptance of the changes is to be returned with your submittal.

Since we are approaching the proposal due date, additional questions related to specification requirements will not be accepted.

Contract Officer: _____


Rose Kee, CPPB, Senior Buyer, (757) 926-8028, rkee@nngov.com

Company Name: _____

Print Name: _____ Title: _____

Signature: _____ Date: _____

This Form Must Be Signed. Signature must be original, not photocopied.

QUESTIONS AND RESPONSE:

1. Is there any additional market research or data available? Response: Please be more specific as to what you are requesting. We do have statistics available that would assist the selected agency. If you have specific data you'd like to request, please let us know what data you need and I'll see what I can share.
2. Would it be possible to secure a copy of the existing marketing and media plan? Response: We would like for companies to propose media without referring to what we have done in the past based on their knowledge of the tourism industry and destination marketing companies.
3. Is there an incumbent agency? Response: Yes, Collins, Waters, & Bridgman Agency dba Waters Advertising (Newport News, VA).
4. Is the \$425,000 budget, inclusive of account service, social media/networking, etc.? Or is it specifically for creative work and media buys? Response: \$425,000 is the entire budget to include creative, media placement, operational, administrative, development, materials, printing, etc., and travel to and from meetings.
5. Referring to page 18 in the RFP- Would you prefer we limit all responses to one page or this is only implied for section A? Response: You do not have to limit to one page.
6. In accordance with item 19 on page 5 of the RFP for Marketing & Advertising Services, I would like to know if any additions or changes have been made to the RFP # 2011-1199-1024 that I should be aware of before submitting a proposal. I am requesting this update to ensure that I will be submitting a complete and up to date proposal in response to the RFP for Marketing & Advertising Services. Response: There are no changes in the RFP; however, we will be posting addendum 1 to our website today. The addendum provides answers to questions asked. The proposal due date will remain the same
7. Who is the incumbent agency on your account, and is this review part of a contract expiration process? Response: The vendor is Collins, Waters, and Bridgman Agency. Yes, this is a result of the current contract that will expire after 8/31/2010.
8. Is there a pre-proposal conference planned? Response: The RFP document can be downloaded from our web site at www.nngov.com/purchasing. A couple of your questions will be answered upon reading the document.
9. Will you disclose who will be participating on the review and selection panel? Response: We do not provide names of those who will be participating on the evaluation committee.

10. Do we have the most up-to-date, complete package? We obtained this solicitation from your web page and it is dated August 6, 2010. *Response: Addendum 1 will be posted to our web site today. It provides answers to questions asked.*
11. Often municipal RFP's require a "letter-of-intent" or some form of confirmation that Seventh Point will be responding. I do not see any requirement of this kind in your document. Is that correct? *Response: This is not a standard; however, each government agency policies and procedures on how they handle the RFP process do differ. A letter of intent is additional work, and should not be required. An Offeror's response to the RFP is sufficient.*
12. Often the issuers of RFP's hold pre-submission information sessions for interested parties. I do not see anything of this nature in your offering. If there is a pre-submission information session we would attend. Am I correct in assuming there will not be one? *Response: This is not stated in the RFP, and is not a standard for this type of RFP. Below is information that was omitted from the original RFP document. This may help provide clarification.*

QUESTIONS

Questions regarding this RFP, should be directed to the Department of Purchasing, Rose Kee by email: rkee@nngov.com (preferred) or facsimile at (757) 926-8038, *not less than five (5) days* prior to the proposal due date. All questions must be submitted *in writing*; telephonic inquiries will not be considered.

DIRECT CONTACT

Direct contact with any City employee without the expressed permission of the Director of Purchasing or his designated representative, on the subject of this proposal, is strictly forbidden. Violation of this paragraph may result in disqualification of your proposal.

DEBRIEFING

The City Code requires that in the RFP process all information as to persons or firms making offers or the contents of any offers is kept confidential. This information can only be given out after an award or decision to award has been made.

After an award is made, or the decision to make an award is made, the file is available in the purchasing department for public review. Request a review time during normal business hours, 8 – 5, Mon-Fri.