



State of West Virginia
 Department of Administration
 Purchasing Division
 2019 Washington Street East
 Post Office Box 50130
 Charleston, WV 25305-0130

Solicitation

NUMBER
TOR4512

PAGE
1

ADDRESS CORRESPONDENCE TO ATTENTION OF:
KRISTA FERRELL 304-558-2596

RFQ COPY

TYPE NAME/ADDRESS HERE

VENDOR

SHIP TO

DIVISION OF TOURISM

 90 MACCORKLE AVE SW
 CHARLESTON, WV
 25303 304-558-2200

DATE PRINTED
11/04/2013

BID OPENING DATE: 11/14/2013 BID OPENING TIME 1:30PM

LINE	QUANTITY	UOP	CAT. NO.	ITEM NUMBER	UNIT PRICE	AMOUNT
ADDENDUM NO. 1 THIS ADDENDUM IS ISSUED TO MODIFY THE ORIGINAL SOLICITATION PER THE ATTACHED DOCUMENTATION.						

SIGNATURE	TELEPHONE	DATE
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TITLE	FEIN	ADDRESS CHANGES TO BE NOTED ABOVE
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WHEN RESPONDING TO SOLICITATION, INSERT NAME AND ADDRESS IN SPACE ABOVE LABELED 'VENDOR'

SOLICITATION NUMBER: TOR4512**Addendum Number: 1**

The purpose of this addendum is to modify the solicitation identified as (“Solicitation”) to reflect the change(s) identified and described below.

Applicable Addendum Category:

- | Modify bid opening date and time
- | Modify specifications of product or service being sought
- | Attachment of vendor questions and responses
- | Attachment of pre-bid sign-in sheet
- | Correction of error
- | Other

Description of Modification to Solicitation:

To change the bid opening date to November 14, 2013 at 1:30PM EST

To distribute the Technical Questions and Answers

To distribute the Pre-Bid Sign-In Sheet

Additional Documentation: Documentation related to this Addendum (if any) has been included herewith as Attachment A and is specifically incorporated herein by reference.

Terms and Conditions:

1. All provisions of the Solicitation and other addenda not modified herein shall remain in full force and effect.
2. Vendor should acknowledge receipt of all addenda issued for this Solicitation by completing an Addendum Acknowledgment, a copy of which is included herewith. Failure to acknowledge addenda may result in bid disqualification. The addendum acknowledgement should be submitted with the bid to expedite document processing.

ATTACHMENT A

West Virginia Division of Tourism
TOR4512 RFP Advertising Services
10/31/13

ADDENDUM

- 1.) Attachment A: Vendor Response Sheet, item 3.9 reads "At the Agencies request, the vendor should pay Advertising Services invoices that may come through Agency, at no additional cost to the Agency." Would that not be an Add-on for Subcontracted Purchases as outlined in Attachment C: Cost Sheet and would the proposed percentage not apply to such invoices?

Answer: No. From time to time, Agency (Division of Tourism) does the leg work on various Advertising Services project opportunities that need immediate attention. The billing may come to the Agency which is then passed thru to the Vendor, Ad Agency in this case, to pay.

- 2.) Attachment A: Vendor Response Sheet, item 4.1.1 reads "In detail, provide a budget for a multi-million dollar Advertising Campaign and outline the media mix you suggest and why. Please define "multi-million" dollar budget or revise wording to match the \$2 million dollar media budget identified in Attachment C: Cost Sheet, item C. Media Buying Add-on.

Answer: We have revised 4.1.1 to read as follows: 4.1.1 In detail, provide a budget for a \$1.5 million dollar Advertising Campaign and outline the media mix you would suggest and why.

- 3.) Attachment C: Cost Sheet states "Vendors are to use this form and type in prices and percentages as applicable" Please confirm if a 0% or \$0 is acceptable and will not be cause for disqualification if entered in any of the sections A, B and/or C.

Answer: Please refer to the language in Attachment C, "All blanks must be completed. Failure to complete all sections may result in disqualification. (If you are not charging hourly rate or percentage markup insert "N/C")"

- 4.) Can you please provide the total media spend (in dollars) for the current and previous two fiscal years?

Answer: We provided three full years of expenditures in the categories requested, that would better illustrate what our Agency is spending with our Ad Agency. Since we are in a transition year with our Ad Agency, we didn't feel that current spend information would be beneficial. However if current year is still desired, we can provide that information. Please see attachment 1. This document represents what has actually been expended. The time period provided on the document represents the state's fiscal year.

- 5.) Can you please provide the total amount of Sub-Contracted Purchases for the current and previous two fiscal years?

Answer: We provided three full years of expenditures in the categories requested, that would better illustrate what our Agency is spending with our Ad Agency. Since we are in a transition year with our Ad Agency, we didn't feel that current spend information would be beneficial. However if current year is still desired, we can provide that information. Please see attachment 1. This document represents what has actually been expended. The time period provided on the document represents the state's fiscal year.

- 6.) Should responses to Section 4.1 and subsequent subsections 4.1.1 – 4.1.5 include estimated production, promotional, public relations and media costs? If yes, please confirm that these estimated costs are to be provided at net cost without consideration for agency time or add on costs?

Answer: Yes, your Advertising Campaign should include all things under Advertising Services as defined in the RFP which would include the items in your question (production, promotional, public relations and media costs). The \$1.5 million dollar Advertising Campaign would not include agency time or add on costs.

WEST VIRGINIA TOURISM SPEND

	7/1/10 - 6/30/11	7/1/11 - 6/30/12	7/1/12 - 6/30/13
Pass Thru's	\$418,896.21	\$363,402.09	\$232,167.57
Media	\$2,137,251.60	\$2,689,357.10	\$1,570,603.97
Sub-Contracted	\$343,633.77	\$649,037.98	\$152,235.84
TOTAL	\$2,899,781.58	\$3,691,797.17	\$2,955,007.38

Please note these numbers DO NOT reflect commission or time.

Attachment 1

SIGN IN SHEET

Page 1 of 2Request for Proposal No. TOR4512

PLEASE PRINT

Date: 10/21/13

* PLEASE BE SURE TO PRINT LEGIBLY - IF POSSIBLE, LEAVE A BUSINESS CARD

FIRM & REPRESENTATIVE NAME	MAILING ADDRESS	TELEPHONE & FAX NUMBERS
Company: <u>WV DNR</u> Rep: <u>Emily Fleming</u> Email Address: <u>emily.j.fleming@wv.gov</u>	<u>324 4th Avenue</u> <u>SOUTH CHARLESTON WV</u> <u>25303</u>	PHONE <u>304 558 2754</u> TOLL FREE FAX <u>304 558 2768</u>
Company: <u>THE ARNOLD AGENCY</u> Rep: <u>STEVE MORRISON</u> Email Address: <u>smorrison@arnoldagency.com</u>	<u>117 Summers St.</u> <u>Charleston WV 25301</u>	PHONE <u>304 342-1200</u> TOLL FREE FAX <u>304 342-1285</u>
Company: <u>STONEWALL MARKETING GROUP</u> Rep: <u>THOMAS J. CROOKS</u> Email Address: <u>TCROOKS@STONEWALLGROUP.COM</u>	<u>154 FRONT STREET</u> <u>MARIETTA OHIO 45750</u>	PHONE <u>740-373-2334</u> TOLL FREE FAX <u>740-373-3105</u>
Company: <u>Stonewall marketing group</u> Rep: <u>Katie Wise</u> Email Address: <u>kwise@stonewallgroup.com</u>	<u>154 Front St.</u> <u>Marietta, OH 45750</u>	PHONE <u>740-373-2334</u> TOLL FREE FAX <u>740-373-3105</u>
Company: <u>WV TOURISM</u> Rep: <u>BETTY CUTLIP</u> Email Address: <u>Betty.A.Cutlip@wv.gov</u>	<u>90 MACCORKLE AVENUE SW</u> <u>So Chas, WV 25303</u>	PHONE <u>304 957 9343</u> TOLL FREE <u>800 225 5982</u> FAX <u>304 766 0010</u>

SIGN IN SHEET

Request for Proposal No. TR4512

PLEASE PRINT

Date: 10/21/13

* PLEASE BE SURE TO PRINT LEGIBLY - IF POSSIBLE, LEAVE A BUSINESS CARD

FIRM & REPRESENTATIVE NAME	MAILING ADDRESS	TELEPHONE & FAX NUMBERS
Company: <u>CHARLES RYAN ASSOCIATES</u>	<u>601 MORRIS STREET</u>	PHONE <u>304-342-0161</u>
Rep: <u>CARYN FOSTER DURHAM</u>	<u>SUITE 301</u>	TOLL FREE <u>877-342-0161</u>
Email Address: <u>CDURHAM@CHARLESRYAN.COM</u>	<u>CHARLESTON, WV 25301</u>	FAX <u>304-342-1941</u>
Company: <u>CHARLESRYAN ASSOCIATES</u>	<u>601 MORRIS STREET</u>	PHONE <u>304-342-0161</u>
Rep: <u>MATT SUTTON</u>	<u>SUITE 301</u>	TOLL FREE <u>877-342-0161</u>
Email Address: <u>MSUTTON@CHARLESRYAN.COM</u>	<u>CHARLESTON, WV 25301</u>	FAX <u>304-342-1941</u>
Company: <u>Divi of Tourism</u>	<u>90 MacCorkle Ave</u>	PHONE <u>304-957-9345</u>
Rep: <u>Betty Carver</u>	<u>So Ches, WV 25303</u>	TOLL FREE
Email Address: <u>betty.b.carver@wv.gov</u>		FAX
Company: <u>Purchasing Division</u>	<u>2019 Washington St., E</u>	PHONE <u>304-558-0094</u>
Rep: <u>Laura Hooper</u>	<u>Charleston, WV</u>	TOLL FREE
Email Address: <u>laura.e.hooper@wv.gov</u>		FAX
Company: <u>Division of Tourism</u>	<u>90 MacCorkle Ave</u>	PHONE
Rep: <u>Loarie Butcher</u>	<u>South Charleston WV 25303</u>	TOLL FREE
Email Address: <u>loarie.h.butcher@wv.gov</u>		FAX

ADDENDUM ACKNOWLEDGEMENT FORM
SOLICITATION NO.: TOR4512

Instructions: Please acknowledge receipt of all addenda issued with this solicitation by completing this addendum acknowledgment form. Check the box next to each addendum received and sign below. Failure to acknowledge addenda may result in bid disqualification.

Acknowledgment: I hereby acknowledge receipt of the following addenda and have made the necessary revisions to my proposal, plans and/or specification, etc.

Addendum Numbers Received:

(Check the box next to each addendum received)

- | | |
|---|--|
| <input type="checkbox"/> Addendum No. 1

<input type="checkbox"/> Addendum No. 2

<input type="checkbox"/> Addendum No. 3

<input type="checkbox"/> Addendum No. 4

<input type="checkbox"/> Addendum No. 5 | <input type="checkbox"/> Addendum No. 6

<input type="checkbox"/> Addendum No. 7

<input type="checkbox"/> Addendum No. 8

<input type="checkbox"/> Addendum No. 9

<input type="checkbox"/> Addendum No. 10 |
|---|--|

I understand that failure to confirm the receipt of addenda may be cause for rejection of this bid. I further understand that any verbal representation made or assumed to be made during any oral discussion held between Vendor's representatives and any state personnel is not binding. Only the information issued in writing and added to the specifications by an official addendum is binding.

Company

Authorized Signature

Date

NOTE: This addendum acknowledgement should be submitted with the bid to expedite document processing.
 Revised 6/8/2012