

December 7, 2017

**BOARD OF COUNTY COMMISSIONERS
ORANGE COUNTY, FLORIDA**

**RFP #Y18-141-PD
Graphic Design Services for the Orange County Convention Center
TERM CONTRACT**

ADDENDUM NO.2

To all proposers:

The above Request for Proposals is changed as follows:

1. Question: Are local firms given a preference?

Answer: Orange County does not have a local preference.

2. Question: Who is the current agency?

Answer: EVOK Advertising and Design.

3. Question: Does this contract have to go out to bid after so many years or are you really interested in a change?

Answer: The current contract is at the end of the five year term and must be re solicited.

4. Question: Is there an existing strategic marketing plan you can share now?

Answer: The strategic marketing plan has not previously been a formalized deliverable and is expected to be part of the responsibility of the awarded contractor working in conjunction with the Convention Center team.

5. Question: How will success be measured throughout the year?

Answer: Performance throughout the contract term will be based primarily on quarterly meetings with Convention Center management as well as ongoing and mutual input and review of project deliverables.

6. Regarding Section 3. Past Work Product: It sounded like you would like the proposers to provide actual printed samples of the work. If that answer is yes, then in many cases we do not have physical samples, as we may not have handled the printing. And, in the case of banner ads, emails, digital media and websites, they were never printed. In that instance, can we show these pieces within our response, as visuals on the pages of the response? For instance, show the covers of brochures, pocket folders, ect. We have those as graphic

files only. Can we provide physical samples of work that is different from the work we show as described above? In other words, we may want to show OCCC work we've done but don't have samples for, then include physical samples of other pieces as long as it doesn't go over the 3 piece category limit. These would essentially be in the brochure category?

Answer: Samples of work are able to be submitted in digital (CD, flash drive, ect) or in hard copy format. If the piece was designed and produced as a digital item, it is anticipated that it be submitted with the RFP response in digital format. If the piece was designed and produced as a hard copy item, it is anticipated that it will be submitted in a hard copy format. Any given sample is not required to be submitted in both a digital and hard copy format. Samples of past work may be submitted in either digital or hard copy format, providing no more than three samples as included per category as listed in section 3, Past Work Product.

7. Is the proposal open to staffing vendors that have filled numerous graphic designer roles for clients? If so how would we present examples of past work and would references be sufficient if they are recognized brands?

Answer: The RFP is open to all potential respondents. As part of the RFP requirements, the proposing firm must adhere to the requirements of the RFP as specified in Qualifications of Staff, Qualifications of Firm, Past Work Product and Fee Schedule.

8. Question: In reference to M/WBE utilization how are the points determined to get the total 10 points.

Answer: In Section 14 of the RFP, you will find the weighted selection criteria for the RFP. What you referred to as 10 points is actually the associated weight of the M/WBE score. Therefore, the 10 will be multiplied to the proposer's M/WBE participation points. The scoring for the M/WBE participation is determined using the:

1. Schedule of sub-contracting M/WBE participating form and
2. Employment Data, Schedule of Minorities and Woman form.

The scoring for the M/WBE participation points is as follows:

5 points: The proposer is certified by Orange County Business Development Division as a minority business enterprise pursuant to the M/WBE Ordinance, **AND** 24% of their ultimate fee will be subcontracted to M/WBE professional /technical consultants **AND** 24% of the proposer's professional/technical workforce consists of minorities and/or women.

4 points: The proposer is certified by Orange County Business Development Division as an MBE or WBE, **AND** 24% of their ultimate fee will be subcontracted to M/WBE professional/technical consultants, **OR** 24% of their professional/technical workforce consists of minorities and/or women;

OR is a non-M/WBE **AND** 24% of their ultimate fee will be subcontracted to M/WBE professional/technical consultants **AND** 24% of their professional/technical workforce consists of minorities and/or women.

3 points: The proposer is certified by Orange County Business Development Division as an MBE or WBE **BUT HAS NOT** stated that 24% of their ultimate fee will be subcontracted to M/WBE professional/technical consultants, **AND** 24% of their professional/technical workforce **does not** consist of minorities and/or women;

OR is a non-M/WBE **BUT** has certified that they will subcontract 24% of their ultimate fee to M/WBE professional/technical consultants, **OR** that 24% of their professional/technical workforce consists of minorities and/or women.

2 points: The proposer has certified by written statement that they will comply with the Orange County M/WBE Ordinance, **OR** their written statement is less responsive than the previous criteria.

1 point: Anything less than the above will be considered noncompliant to the M/WBE Ordinance.

0 points: The proposer's submittal will be considered *non-responsive* if the Letters of Intent for all M/WBE firms listed in their proposal are not included with the proposal.

9. All other specifications, terms and conditions remain the same.

ACKNOWLEDGEMENT OF ADDENDA

a. The proposer shall acknowledge receipt of this addendum by completing the applicable section in the solicitation or by completion of the acknowledgement information on the addendum. Either form of acknowledgement must be completed and returned not later than the date and time for receipt of the proposal.

b. Receipt acknowledged by:

Authorized Signer

Date Signed

Title

Name of Proposer