



**RFP No. 18-14-11105
Advertising and Marketing Consulting
Services**

**Addendum No. 01
Monday, March 19, 2018**

1. Please see Attachment No. 01 – Attendance Sheet for Mandatory Pre-Proposal Meeting.
2. Please see Attachment No. 02 – Questions and Answers
3. Please see Attachment No. 03 - JAA's Small Business Commitment Flyer

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

The Question and Answer period will close on Thursday, March 29, 2018 at 5:00 PM (local time)

Proposal Due Date is Tuesday, April 10, 2018 at 2:00 PM (local time)



ATTACHMENT NO. 01

Attendance Record
 Pre-Proposal Meeting
 Date: Monday, March 19, 2018 at 10:00 AM

Description: ADVERTISING AND MARKETING CONSULTING SERVICES – RFP NO. 18-14-11105

NAME / EMAIL (PLEASE WRITE LEGIBLY)	COMPANY NAME	TELEPHONE # / FAX #	TELECONFERENCE OPTION
1. LeNedda Edwards Email: lenedda.edwards@flyjacksonville.com	JAA	Telephone: <u>904.741.2355</u> Fax: <u>904.741.2350</u>	<i>in person</i>
2. Evelyn Burton Email: evelyn.burton@flyjacksonville.com	JAA	Telephone: _____	
3. <i>Wendi Howard</i> Email: <i>wendi.howard@flyjacksonville.com</i>	<i>JAA</i>	Telephone: <i>904-741-3714</i>	
4. <i>Greg Willis</i> Email: <i>greg.willis@flyjacksonville.com</i>	<i>JAA</i>	Telephone: <i>904-741-3676</i>	
5. <i>Liza Klevan</i> Email: <i>lklevan@burdetteketchum.com</i>	<i>Burdette Ketchum</i>	Telephone: <i>904.645.6200</i>	
6. <i>Sean Allen</i> Email: <i>Sean.Allen@QCAUSA.com</i>	<i>Quest</i>	Telephone: <i>904-885-8421</i>	
7. <i>Nick Lulli</i> Email: <i>Nick.Lulli@QCAUSA.com</i>	<i>Quest Corporation of America</i>	Telephone: <i>904 392 7500</i>	
8. <i>Jeanie Greenwood</i> Email: <i>Jeanie.Greenwood@QCA.usa.com</i>	<i>Quest</i>	Telephone: <i>904-382-6158</i>	



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NAME / EMAIL (PLEASE WRITE LEGIBLY)	COMPANY NAME	TELEPHONE # / FAX #	TELECONFERENCE OPTION
9. Barbara Halvestadt Email: Barbara.Halvestadt@Flyjax.com	JAA	Telephone: _____ 904-741-2703	<i>In person</i> ↓ Yes ✓ Yes ✓ Yes ✓
10. Cantrece Jones Email: cjones@adgmark.com	Acuity Design Group	Telephone: _____ 904-710-0301	
11. Jim Dalton Email: jdalton@daltonagency.com	Dalton Agency	Telephone: _____ 904-398-5222	
12. CHRIS FRANCIS Email: CHRIS@BBASED.COM	Brono Based Communications	Telephone: _____ 904-755-3857	
13. Cathy Cambron Email: ccambron@shepherdagency.com	Shepherd	Telephone: 904-359-0981	
14. Amanda Rice Email: arice@burdetteketchum.com	Burdette Ketchum	Telephone: 505 407 9164	
15. Angie Briggs Email: angie.briggs@milespartnership.com	Miles Partnership	Telephone: _____ 941-342-2373	
16. Andres Lacayo Email: andres@lacayoadvertising.com	Lacayo Advertising	Telephone: _____ 904 636 5085	
17. Fabiola Fleurant Email: fabiola@blueprintcreativegroup.com	Blueprint Creative Group	Telephone: _____ 305 741 0378	



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ATTACHMENT NO. 01

NAME / EMAIL (PLEASE WRITE LEGIBLY)	COMPANY NAME	TELEPHONE # / FAX #	TELECONFERENCE OPTION
18. Satina Richardson Email: satina@bigcom.com	Big Communications	Telephone: _____ 205-322 5646	Yes ✓
19. Kait Gillis - Hanna Email: kgillis@mendozagroup.com	Mendoza Group	Telephone: _____ 610 639 9566	Yes ✓
20. Robert Taylor Email: roberttaylor@sjp.com	St. Johns & Partners	Telephone: _____ 904 281 2500	Yes ✓
21. Email:		Telephone: _____	
22. Email:	END	Telephone: _____	
23. Email:		Telephone: _____	
24. Email:	3/19/18	Telephone: _____	
25. Email:		Telephone: _____	
26. Email:		Telephone: _____	



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Questions and Answers

- Q1. Should all references be from former or current airport clients?
R1. **References can come from either former or current clients.**
- Q2. You indicate that references must be sealed. How should they be delivered to JAA? Should they be delivered in the proposal box?
R2. **Respondents will send form to their reference, once completed the individual filling out the reference will seal form in an envelope and sign the seal. That envelope can be put into another envelope and mailed to the Respondent to include in their proposal packet. References can be mailed directly to the Jacksonville Aviation Authority, Attn: Procurement LeNedda Edwards, 14201 Pecan Park Road, Jacksonville, Florida 32218.**
- Q3. Regarding local preference program, can you please define "permanent place of business?"
R3. **"...permanent place of business..." is used to define a business licensed and authorized to engage in advertising and marketing consulting services in the normal market area (Baker, Clay, Flagler, Duval, Nassau, Putnam, and St. Johns counties) for a minimum of one (1) year prior to the solicitation..."**
- 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.**
- Q8. Can the three projects highlighted in Section A - Qualifications and Experience section also be used as detailed examples of previously implemented advertising and marketing campaigns in Section C - Samples of Work section?
R8. **Yes.**
- Q9. Please confirm that the projects highlighted in Section A - Qualifications and Experience section are not meant to include creative and that creative and case studies are just meant for Section C - Samples of Work.
R9. **Yes.**



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- Q10. Do the requirements in Exhibit F, which details Certifying Official Training need to be completed before the Proposal Opening date on April 10?
R10. **No. It is for informational purposes only for the Awarded Proposer.**
- Q11. Please clarify whether or not Exhibit F and having company officials attend certification is something that takes place after a respondent has been selected, or whether we need to do that as part of our proposal response.
R11. **Exhibit F is for informational purposes only.**
- Q12. Understanding that the Proposal Form is required to be filled out and submitted with the response, can we also create our own Section D - Proposed Fees section within our custom response?
R12. **No. Submit only the Proposal Form with Fees. Fees cannot be listed as a range (i.e. \$50-\$100). Fees must be a set amount for evaluation. No exceptions to this form. Any questions regarding "Fees," must be submitted during the question period. Deadline for questions is Thursday, March 29, 2018 by 5:00pm (local time).**
- Q13. What is the overall budget for the initial contract year?
R13. **Approx. \$60,000/year is current annual spend.**
- Q14. Is JAA currently working with an incumbent partner on the listed scope of services?
R14. **The current vendor is Big Communications & Marketing, Inc.**
- Q15. The RFP states that the Respondent must provide documentation that it is authorized to do business in the State of Florida and possesses any required federal, state and local licensing, if any, in order to perform the scope of services contemplated herein. What documentation is required?
R15. **Respondent should submit all applicable business licenses showing authorization to do business in the State of Florida.**
- Q16. The Proposal Form indicates that respondents must submit three (3) references for which Respondent has performed commercial air and cargo development services within the past five (5) years. Is that a definitely need for this RFP response? Or can the references be more general in scope?
R16. **References are required. Please see revised language regarding references on page 26, Article IV – Proposal Form, F. REFERENCES: ~~DELETE~~ "Submit three (3) references for which Respondent has performed ~~commercial air and cargo development~~ services within the past five (5) years.**
REVISED Sentence should read: "Submit three (3) references for which Respondent has performed ~~advertising and marketing~~ services within the past five (5) years.
- Q17. When does JAA plan to award the contract?
R17. **JAA anticipates the contract award in May/June 2018.**



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Q18. When do you anticipate work would begin under the this agreement?

R18. **JAA anticipates a contract start date of July 1, 2018.**

Q19. Is the consultant required to have bonding? Can you please clarify the bonding requirements mentioned in the RFP?

R19. **No bonding is required. Please reference Page 11, Section 2.06 Responsibilities of the Respondent, A. DELETE "The Respondent will furnish ~~the performance bond~~, certificates of insurance, copies of licenses, permits and other items required by JAA."**

REVISED Sentence should read; "The Respondent will furnish certificates of insurance, copies of licenses, permits and other items required by JAA."

The Question and Answer period will close on Thursday, March 29, 2018 at 5:00PM (local time)

JAA's SMALL BUSINESS COMMITMENT



small
business
break
through



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Statement of Commitment Small Business Enterprise (SBE) Program

JAA's SBE Program endeavors to create greater access for SBE's to participate as primes as well as subcontractors on non-federally funded projects, contracts and purchases. JAA gives reciprocity to firms currently certified with the City of Jacksonville's Small & Emerging Business (JSEB) Program.

CURRENT PROJECT

RFP 18-14-11105 Advertising & Mktg Consulting Svcs

PROJECT GOAL

The SBE goal for this project is **10%** to be performed by SBE firms properly certified at the time of bid, which firms must possess JSEB certification in the specific area(s) or scope(s) of work for which they are being proposed for the above-referenced project. Any bidder of the opinion that it is not able to meet this SBE goal must submit with its bid documentation for JAA's review and sole determination as to whether or not the bidder has sufficiently demonstrated that it has made "good faith efforts" in attempting to meet the SBE goal for this project.

ADDITIONAL INFORMATION

For more information, please contact **Evelyn Burton** at evelyn.burton@flyjacksonville.com or call 904.741.3667. Firms desiring to participate as a Small Business Enterprise (SBE) on JAA projects or contracts must be duly certified by the City of Jacksonville and be listed in the JSEB Directory of firms, access to which may be obtained by visiting: <https://jaxseb.coj.net/default.aspx>

Current **local** certified SBA 8(a) firms and DBE firms certified by the Florida Unified Certification Program (UCP) will automatically be considered and eligible to participate on JAA contracts and purchases as SBE's as long as the SBA 8(a) firm or DBE entity is located within the counties of Duval, St. Johns, Clay, Nassau & Baker. DBE firms must be listed in the UCP DBE Directory of firms, access to which may be obtained by visiting:

<https://fdotxwp02.dot.state.fl.us/EqualOpportunityOfficeBusinessDirectory/CustomSearch.aspx>