



CITY OF SAN ANTONIO

Aviation Department
Purchasing and General Services Department

P.O. Box 839966
SAN ANTONIO, TEXAS 78205

ADDENDUM I

SUBJECT: Request for Proposals (RFP) for Marketing and Advertising Services, dated April 12, 2011.

DATE: April 22, 2011

A. THE ABOVE MENTIONED RFP IS HEREBY AMENDED AS FOLLOWS:

1. Page 11, Section VII – Proposal Requirements, Tab J – Financial Information, First Sentence
Change to Read: Submit a copy of Respondent’s three (3) most recent annual financial statements, prepared in accordance with Generally Accepted Accounting principles, **reviewed or** audited by an independent Certified Public Accountant.
2. Page 25, RFP Attachment 1, Part Three – Account Approach, Second Sentence, **Change to Read:** (Limit response to no more than ten (10) pages. Samples of work shall not be counted toward the ten (10) page limitation.)
3. **Add:** RFP Exhibit E – Concession Promotion and Advertising Samples

B. QUESTIONS RECEIVED AT THE PRE-SUBMITTAL CONFERENCE HELD ON APRIL 19, 2001 ARE ANSWERED AS FOLLOWS:

Question 1: Is the City currently working with an outside air service consultant?

Response: Yes. The City has a contract with Intervistas Consulting, LLC.

Question 2: Is the City looking for a single media company to perform both the advertising and marketing?

Response: Yes.

Question 3: Page 11, Tab J – Financial Information, asks for financial statements “audited by an independent Certified Public Accountant”. Will the City accept CPA reviewed financial statements as opposed to CPA audited?

Response: Yes.

- Question 4:** Is having a local office a preference when selecting a vendor?
Response: Due to the nature of this contract, it shall be taken into consideration during the evaluation process; however, this solicitation does not allocate points for local presence.
- Question 5:** Are evaluation committee members internal or external?
Response: The evaluation committee will consist of both internal City employees and external stakeholders.
- Question 6:** Will the scheduled interviews be interviews or presentations?
Response: Presentations with a component for questions and answers. NOTE: Respondents are requested to “save the date” of May 16, 2011 for interviews, should they be invited.
- Question 7:** Is the initiative on new flights for cargo airlines or just passenger airlines?
Response: Passenger airlines only.
- Question 8:** If Prime is certified DBE, will that meet the DBE goal?
Response: Yes.
- Question 9:** Will a DBE certification from the City of Houston qualify to meet DBE requirements?
Response: Yes.

C. QUESTIONS RECEIVED BY CITY STAFF ARE ANSWERED AS FOLLOWS:

- Question 1:** Is Unison Consulting eligible to submit a response to the RFP?
Response: Any firm is eligible to submit a proposal response.
- Question 2:** Why did the Aviation Department decide to take management of the concession marketing program in-house?
Response: Cost savings.
- Question 3:** Can you provide any samples of concession promotion and advertising that you have done in the recent past?
Response: RFP Exhibit E - Concession Promotion and Advertising Samples is posted as a separate document immediately following Addendum I.