

City of San Antonio

ADDENDUM I

SUBJECT: Request for Proposals, Advertising and Marketing Services, (RFP 6100004117), Scheduled to Open: June 13, 2014. Date of Issue: May 14, 2014.

FROM: Denise D. Gallegos, C.P.M., CPPB
Procurement Administrator

DATE: June 4, 2014

THIS NOTICE SHALL SERVE AS ADDENDUM NO. I TO THE ABOVE REFERENCED REQUEST FOR PROPOSALS

THE ABOVE MENTIONED REQUEST FOR PROPOSALS IS HEREBY AMENDED AS FOLLOWS:

1. RFP Section 011-Restrictions on Communication, deadline for questions is extended to **Wednesday, June 11, 2014 at 2:00 p.m.**
2. RFP Section 010-Submission of Proposal, proposal due date is extended to **Friday, June 20, 2014 at 11:00 a.m**

QUESTIONS SUBMITTED IN ACCORDANCE WITH SECTION 007, PRE-SUBMITTAL CONFERENCE:

On May 27, 2014, the City of San Antonio hosted a Pre-Submittal Conference to provide information and clarification for the Advertising and Marketing Services Request for Proposals. Below is a list of questions that were submitted prior to and/or asked at the pre-submittal conference. The City's official response to questions asked is as follows:

Question 1: Who is the current agency performing the work for the San Antonio Airport?

Response: Advertising and marketing services are currently under contract with BQR Advertising and Public Relations, Inc.

Question 2: How does the City of San Antonio define "joint ventures"?

Response: *Joint venture* means an association of an ACDBE firm and one or more other firms to carry out a single, for-profit business enterprise, for which the parties combine their property, capital, efforts, skills and knowledge, and in which the ACDBE is responsible for a distinct, clearly defined portion of the work of the contract and whose shares in the capital contribution, control, management, risks, and profits of the joint venture are commensurate with its ownership interest. Joint venture entities are not certified as ACDBEs.

Question 3: How does the City of San Antonio define "teams"?

Response: "Teams" means an agreement between companies to pool resources to obtain and perform a contract, e.g. Prime Contractor/Subcontractor. Therefore, a relationship between a Prime Contractor and a Subcontractor is considered a team.

Question 4: Is a relationship between a prime contractor and a sub deemed to be either a joint venture or a team?

Response: See responses to questions #2 and #3.

Question 5: If a certified WBE, HUB, SBE firm elects to self perform the activities outlined in the RFP, do the WBE, HUB, SBE certifications satisfy the DBE requirement?

Response: There is an ACDBE goal attributed to this contract. The Good Faith Effort Plan in the solicitation defines what steps are to be taken. If a submittal does not meet the goal, documented Good Faith Efforts must be provided in order for the Plan to be approved. This solicitation only recognizes the Federal Airport Concessions Disadvantage Business Enterprise (ACDBE) or Disadvantage Business Enterprise (DBE) certifications. Additional information may be obtained at www.sctrca.org or by contacting the Aviation Department's Small Business Staff at the email or phone number listed in the solicitation. A listing of the ACDBE certified firms in this area may also be obtained at the website provided. It is important to note that any firm certified in the State of Texas is eligible for utilization and that reciprocity with other states is available. A listing of nearly all nationally certified firms may be found at www.faa.dbesystem.com.

Please also note the evaluation points awarded for ACDBE/DBE utilization and Narrative Statement. If you have any other questions, please feel free to contact me.

Question 6: Does the City of San Antonio have a list of certified ACDBE firms?

Response: The Aviation Department's Small Business Office can assist vendors with identifying certified firms. Contact Lisa Brice, Aviation Department's DBE/ACDBE Liaison Officer, via telephone at (210) 207-3505 or through e-mail at lisa.brice@sanantonio.gov.

Question 7: What type of work will be at Stinson?

Response: General advertising.

Question 8: Does the City use a specific certification agency for DBE certification?

Response: Yes. The City of San Antonio uses the South Central Texas Regional Certification Agency. However, the certifying agency will depend on what area of the United States that the firm is located.

Question 9: If Respondent is certified ACDBE, is it still necessary to meet the ACDBE requirements?

Response: Yes.

Question 10: Is it correct to say that a Respondent does not have to be ACDBE certified to get 20 points?

Response: That is correct.

Question 11: RFP Attachment B, Item 1: Does the hourly rate for the Secret Shopper need to be a blended rate?

Response: Yes.

Question 12: Have the promotion initiatives for the Concession Marketing Program proven to work?

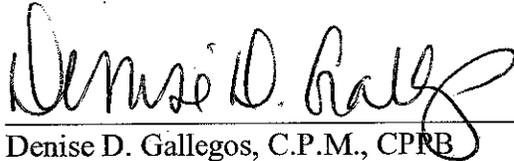
Response: Last year was the first year to try the promotion initiative and it was a success.

Question 13: Will the Aviation Department be interviewing the Respondents?

Response: Interviews will be determined by the evaluation committee during the evaluation process.

Question 14: Does the Selected Respondent have to service both San Antonio International Airport and Stinson Municipal Airport?

Response: Yes.



Denise D. Gallegos, C.P.M., CPRB
Procurement Administrator
Finance Department – Purchasing Division

Date _____

Company Name _____

Address _____

City/State/Zip Code _____

Signature