

2900 Apalachee Parkway  
Tallahassee, Florida 32399-0500  
www.flhsmv.gov

April 9, 2009

Addendum #1  
ITB No. 022-09  
Motorcycle Public Awareness Campaign

Dear Sir or Madam,

In response to questions received, the subject Invitation to Bid is amended as follows:

**Questions submitted by Tendering Authority**

#1. Please provide a list of the List of Items, Schedule of Requirements, Scope of Work, Terms of Reference, Bill of Materials required.

**Answer to #1. Schedule of Requirements can be located in Section 3.1, Scope of Work can be located in Section 4.2, Terms of Reference can be located in Section 2.2 and there is no Bill of Materials required.**

#2. Please soft copy of the Tender Document through email.

**Answer to #2. A copy of this solicitation is located on the Vendor Bid System, located at this link provided below:**

[http://vbs.dms.state.fl.us/vbs/ad.view\\_ad?advertisement\\_key\\_num=78214](http://vbs.dms.state.fl.us/vbs/ad.view_ad?advertisement_key_num=78214)

#3. Please provide the names of countries that will be eligible to participate in this tender.

**Answer to #3. This bid is not restricted to specific countries; however, all bidders must be registered with the Florida Department of State before the proposal submission deadline.**

#4. Can you provide any Information about the Tendering Procedure and Guidelines?

**Answer to #4. Please refer to Florida Statute 287.057.**

[http://www.flsenate.gov/Statutes/index.cfm?App\\_mode=Display\\_Statute&Search\\_String=&URL=Ch0287/Sec057.HTM](http://www.flsenate.gov/Statutes/index.cfm?App_mode=Display_Statute&Search_String=&URL=Ch0287/Sec057.HTM)

#5. What is the estimated Budget for this purchase/project?

**Answer to #5. The total cost of this project cannot exceed \$115,000.00.**

#6. Will there be any extension of the bidding deadline?

**Answer to #6. No, the Department will not be extending the solicitation deadline.**

#7. Any Addenda or Pre-Bid meeting minutes?

**Answer to #7. No addendums or Pre-Bid meeting minutes have been posted as of April 9, 2009.**

**Questions submitted by Recchia Group, Inc.**

#8. What is the purpose of the performance bond?

**Answer to #8. The Performance Bond is not required for this solicitation. A proposal bond is required as described in Section 3.3.**

#9. Regarding proposal submissions...page 12 of the ITB states all proposals are to be submitted electronically but item 2.44 gives a physical address for submissions. Please clarify how this proposal should be submitted.

**Answer to #9. All solicitations must be submitted per the instructions provided in Sections 2.44 and 2.46. As noted in Section 1.1 entitled, State of Florida PUR 1000, if conflicting terms between PUR 1000 and this solicitation should result, the terms and conditions contained within this solicitation shall control.**

#10. Will all qualified proposals be evaluated on price only or will any additional consideration be given to small businesses and/or minority firms?

**Answer to #10. All responsive proposals will be evaluated and awarded based on price only as stated in Section 5.0 entitled, Price Proposal.**

#11. The ITB is very specific regarding deliverables in theaters. Will the agency consider alternative marketing options that achieve the same audience goals but are less costly?

**Answer to #11. No, the Department will not consider alternative marketing options.**

#12. How do you measure project success....by the number of showings or by the number of people who are actually exposed to the spots? In other words, does target audience reach matter or is it just about the number of showings in the markets listed?

**Answer to #12. The number of showings is how the Department will measure the success of this project.**

#13. What vendor has been handling this work up to now?

**Answer to #13. The Kidd Group was awarded the previous solicitation for the same type of services.**

#14. Is the incumbent vendor eligible to bid on this ITB?

**Answer to #14. Yes, the incumbent vendor is eligible to submit a proposal for this solicitation.**

**Questions submitted by Revival Creative**

#15. There are two videos, do they each run for the length for the campaign or does one replace the other part of the way through? Do they run back to back?

**Answer to #15. The two videos run for the length of the campaign and they do not have to run back to back.**

#16. Being that these are videos, they can only be broadcast in digital theatres. In some of the requested areas there may only be one digitally equipped theatre (Tallahassee and Panama City) and in some of the larger cosmopolitan areas (Tampa and Orlando) there may be many more. Is the overall number of twenty seven screens more important than three per area?

**Answer to #16. Yes, the total number of twenty seven (27) screens requested is more important than the three (3) per city.**

#17. Does the three "theatres" requirement apply to establishments, or auditoriums within these establishments?

**Answer to #17. The three (3) theaters requirement applies to establishments, not auditoriums within the establishment.**

End of Questions & Answers.

All other dates and terms and conditions remain the same in this Invitation to Bid.

**Failure to file a protest within the time prescribed in Section 120.57(3), Florida Statutes, shall constitute a waiver of proceedings under Chapter 120, Florida Statutes. Any notice of protest or protest to this solicitation which was filed prior to this notice is null and void.**

Sincerely,



Stacy Arias, Chief  
Bureau of Purchasing and Contracts  
Cc: Rod McQueen