



CITY OF ROUND ROCK

RFP NO. 15-002

SHOP THE ROCK CAMPAIGN

RFP No. 15-002

Addendum No. 1

Date: Tuesday, 10/21/2014

The following responses are in reference to questions submitted for RFP No. 15-002, by the deadline of Friday, 10/17/2014, for the Shop the Rock Campaign as outlined below:

1. Question: Under qualifications, 3.1., the RFP states that "Respondents must have at least 5 years prior experience developing community-wide advertising and educational campaign service programs with public entities." We definitely have the 5 years of experience developing the ad campaigns as our agency has worked on thousands of advertising programs for 17 years, however most of those are with private entities, even those that have ties to public entities are usually private. Under this qualification, we can only think of 2 or 3 agencies in the Central Texas area that would qualify to propose for the RFP under the 5-year rule for working with "public entities." Please let us know if the 5-year public entities' is a hard and fast rule as that would disqualify our agency.

Answer: The City of Round Rock will not disqualify respondents who do not have experience with public entities. However, all Respondents should specify if their company has worked with public entities regardless of duration.

2. Question: Under Proposal Requirements, 2.2.1.8, the proposal asks for our agency financial reports including our annual report and quarterly reports. We do not share our agency data beyond our accountant and the IRS. Is this a requirement for submissions? If so, please explain the relevance.

Answer: In accordance with proposal Requirements, 2.2.1.8, respondent(s), it is recommended the respondent(s) provide a copy of their financial report, including latest annual report and latest quarterly report.

3. Question: Regarding 3.1 Proposal Evaluation - The RFP explains what is required to be presented by the agency, but does not get into much detail regarding concept/creative development. On the evaluation, most of the weight is given to pricing, but some to concept, creative and strategy. Are you expecting to see a full concept and creative design/development as part of the presentation, or are you just looking to see the agencies' qualifications and will then put the concept together once an agency has been hired? Section 2.1 mentions that the Respondent will work with the Shop the Rock project team to develop concept, design and strategy. However the agencies will be evaluated at 50% on the ideas presented in the proposal. Please clarify how much of a concept or creative you are expecting to see as part of the initial agency presentation.

Answer: Respondents need to provide as much information as they want to provide regarding the concept and creative development scope of work to be competitive in the evaluation of proposals.

CITY OF ROUND ROCK

RFP NO. 15-002

**SHOP THE ROCK CAMPAIGN
(CONTINUED)**

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4. Question: We would like to request clarification in reference to the introduction to the RFP, in Section 1.2 (Objective) on page 4, it states: "The City is seeking a firm for the development of a community-wide advertising and educational campaign (\$45,000 all inclusive) that will emphasize the value associated with purchasing goods and services from Round Rock businesses by January 1, 2015." Then, in Section 2.4.3 on page 11, it states: "Prices and terms will not be divulged until after award."

Answer: Correct

5. Question: Does this mean that the total budget is not to exceed \$45,000, including design, production, development and media placement? Or are those sections referring to two different things?

Answer: Yes. The total budget is not to exceed \$45,000. No. Sections 1.2 Objective on page 4 and Section 2.4.3 on page 11 are not referring to two different things.

6. Question: The RFP states (\$45,000 all inclusive). Does that include media spending?

Answer: \$45,000 is all inclusive.

7. Question: How long has the current Shop the Rock campaign been in existence?

Answer: Shop the Rock initially was a Chamber of Commerce program, started in 2007. The program lasted for a few years then lacked funding until 2012, when the City of Round Rock funded the campaign.

8. Question: Does Round Rock currently have an ad agency for the campaign? If so, has the incumbent been asked to present a proposal?

Answer: No

9. Have other ad agencies worked on the campaign in the past? If so, how many?

Answer: Yes. There has been one other agency – OnceVoice Communications that worked on the Shop the Rock campaign in 2007.

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(CONTINUED)**

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10. Question: How will you know if this new campaign is successful? Will Round Rock track historic sales tax revenue on a monthly/quarterly/annual basis?

Answer: There is no good way to base the 'success' of the campaign, this is a communications campaign. Yes, sales tax revenue is tracked monthly, quarterly and annually.

11. Question: Does the \$45,000 budget include costs for printing or producing materials and other costs such as the cost of purchased ad space?

Answer: The budget of \$45,000 is all inclusive; no other budget dollars are allocated for the project. No media buys have been made.

12. Question: Does the term "existing imagery" mean stock imagery or materials already in use in the campaign or does it mean something else? (2.1.3.b, page 5 of the RFP).

Answer: Existing Imagery refers to materials already in use i.e. Shop the Rock logo and Public Service Announcement, "Top Ten Reasons to Shop the Rock" found on The City of Round Rock's Youtube page.

13. Question: What does the term "public entities" entail? City and state government? Non-profit organizations? State associations? Publicly-held companies? (3.1, page 6 of the RFP).

Answer: Public entities' refer to local municipalities.

14. Question: Could you give an example of relevant licenses/certifications mentioned in the RFP? (3.3.3, page 6 of the RFP)

Answer: Yes. Example would be a MTA certification for web development or design.

15. Question: Section II of the RFP requests adequate staffing. Is this only referring to the account manager or are there a set number of employees the company needs to have?

Answer: Respondent shall provide sufficient staff to accommodate campaign needs.

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(CONTINUED)**

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16. Question: Are you looking for a consistent twelve month long campaign from 01/01/15-12/31/15? Do you have specific flights in mind or are you looking for recommendations?

Answer: The contract would be in effect for an entire year from 01/01/2015 – 12/31/2015. The City is looking for recommendations.

17. Question: Is there going to be a separate website for Shop the Rock or will it be tied into the discoverroundrock.com website?

Answer: Discoverroundrock.com is not affiliated with the City of Round Rock. The City of Round Rock owns the domain shophtherock.com. Website design/creation is based on respondent's recommendation.

18. Question: Is it mandatory to have certain advertising elements in the bid ie. TV, digital, print, outdoor or is it solely based on recommendations?

Answer: This is based on a recommendation of the respondent.

19. Question: Do we need to become a City of Round Rock vendor in order to submit a proposal?

Answer: No

20. Question: Are you looking for a plan to be submitted as part of this response (i.e. do you want the proposer to do actual work prior to being hired and if so, who owns that work)?

Answer: Respondents need to provide as much information as they want to provide regarding the concept and creative development.

21. Question: Considering this is a "shop local" campaign, are you at liberty to hire an out of state firm? Will local/in-state firms be looked at/evaluated differently?

Answer: Yes/No

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**SHOP THE ROCK CAMPAIGN
(CONTINUED)**

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22. Question: The \$45,000 budget includes printing, media and other hard costs and consumables? And this is a 12 month campaign, correct?

Answer: Yes. \$45,000 is all inclusive. Correct. This is a 12 month campaign.

23. Question: Can you provide sales tax revenue by month for the last two years?

Answer: Yes. See attached Actual Sales Tax Report by Month for 2012-2013 and 2013-2014.



Sales Tax by
Month.xlsx

24. Question: How are you evaluating creative, strategy, concepts, etc. if the work is not approved to begin yet? Past work? Approach?

Answer: Refer to Evaluation Criteria and Weights outlined in Section 3. Proposal Evaluation, 3.1, page 11 of 19.

25. Question: Is there an existing agency and if so, why are you looking for a new one?

Answer: No.

26. Question: Section 1.2 - Just to confirm, \$45,000 is the budget for the project, correct? Does budget include printing/hard costs, etc? Or is that only for strategy and creative execution?

Answer: \$45,000 is all inclusive.

27. Question: Section 2.4.3 - After the contract is awarded, will our pricing and proposal be made available to the public, or will this be kept confidential?

Answer: The contract award will be posted to the City website. However, all responses to RFP No. 15-002 are subject to the Open Records Act / Texas Public Information Act in accordance with Texas Government Code, Chapter 552.

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28. Question: Section 3.1 - How are you planning on judging the Concept / Creative Development / Outreach & Dissemination Strategy if these come after the RFP has been awarded? Or are you asking for ideas and concepts now?

Answer: Respondents need to provide as much information as they want to provide regarding the concept and creative development scope of work to be competitive in the evaluation of proposals.

29. Could you give some insight into the preferred method of labeling each section?

Answer: Refer to Section III, Proposal Information, 2.2.2. Proposed Services, page 9 of 19.

Approved by: Michael Schurwon

Date: 10-21-14

Michael Schurwon, CTPM, CPPB
Purchaser

By the signatures affixed below this addendum is hereby incorporated into and made a part of the above referenced solicitation.

ACKNOWLEDGED:

Vendor

Authorized Signature

Date

RETURN ONE COPY SIGNED COPY OF THIS ADDENDUM TO THE PURCHASING OFFICE WITH YOUR SEALED PROPOSAL. FAILURE TO DO SO MAY AUTOMATICALLY DISQUALIFY YOUR RESPONSE FROM CONSIDERATION FOR AWARD.