

ADDENDUM NO. 1
Bureau of General Services - Procurement Section
Florida Department of Environmental Protection

April 25, 2019

Addendum To: DEP Solicitation No. 2019019, entitled “Marketing-Creative Content Development”

In accordance with Section 2.08, Addenda, the Department hereby formally amends the Solicitation No. 2019019. The amended sections are as follows:

- Section 2.01 Questions and Answers
- Section 6.00 Scenario Response, Estimated Budget Form
- Section 4.03-3. Graphic Design Services Technical Proposal Evaluation, A. Project Management Experience

• Section 2.01 Questions and Answers

The Department hereby answers questions posed by prospective Vendors. Unless expressly indicated, these answers do not amend the terms of the solicitation. This addendum does not need to be returned with the response. The Department hereby answers the following questions:

RFP 2019019 Marketing-Creative Content Development Questions and Answers			
Question #	Solicitation Section	Solicitation Page #	Question / Answer
1.	NA	NA	<p>Question: Is there an existing contract in place for these services and if so, which companies are on it?</p> <p>Answer: There is no incumbent. However, most recently we have worked with Running Man, TREW Media and Frame.</p> <p>If an individual service has been procured by the Department in the past, the agency purchase orders/contracts could be found in the Florida Accountability Contract Tracking System (FACTS) at https://www.myfloridacfo.com/Division/AA/FACTSReporting/ (Public View).</p>
2.	5.00	25	<p>Question: Is there an amount of deliverables the Florida DEP has in mind with regards to Video, Photography and Graphic Design Per Year?</p> <p>Answer: This is on a project-by-project basis. However, last Fiscal Year DEP had approximately five video projects produced.</p>
3.	6.00	29	<p>Question: Does the Florida DEP have established hotel and per diem rate guidelines we should consider when budgeted for travel days?</p> <p>Answer: Reference Section 17.08 - Additional travel costs are not authorized under this Contract.</p> <p>Reference Section 7.00 Price Sheet – Tables 1, 2, and 3 - The pricing must include all services required to provide the commodities and contractual services as specified</p>

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			<p>in the Statement of Work and Task Assignment. No additional costs will be paid by the Department.</p>
4.	6.00	32	<p>Question: For underwater video, does the Florida DEP require a specialized diver and underwater camera/lighting equipment?</p> <p>Answer: Vendor should use the required type of underwater equipment and lighting required to accomplish the Task Assignment to produce underwater footage for a project.</p> <p>Reference Section 7.00 Price Sheet – Tables 1, 2, and 3 - The pricing (as applicable- rates per day, per hour, per photograph, per design) must include all services required to provide the commodities and contractual services as specified in the Statement of Work and Task Assignment. No additional costs will be paid by the Department.</p>
5.	1.00	3	<p>Question: Why is DEP issuing an RFP for these services a week after announcing awards for Marketing Campaign services? Parts of this RFP seem duplicative</p> <p>Answer: RFP 2019011 for Marketing Campaign Services is full-service and has already been awarded. This current RFP2019019 for Creative Content will be used for specific standalone projects that are separate from a full campaign development project.</p>
6.	1.00	3	<p>Question: Who are the incumbent firms currently providing these services?</p> <p>Answer: See answer to Question # 1.</p>
7.	1.00	3	<p>Question: What is the estimated annual budget associated with this bid?</p> <p>Answer: The RFP does not apply to one specific project, the annual budget can and will vary based on the type of Task Assignments required.</p>
8.	6.00	30	<p>Question: Should travel costs to and from a photo shoot or filming location be included in the hourly pricing or will this be a separate cost/line item? If included, hourly rates could be different depending on the extent of travel involved. Can we submit multiple hourly rates?</p> <p>Answer: Reference Section 17.08 – Additional travel costs are not authorized under this Contract. Pricing must include all services required to provide the commodities and contractual services as specified in the Statement of Work and Task Assignment.</p> <p>Reference Section 7.00 Price Sheet – Tables 1, 2, and 3 - The pricing (as applicable- rates per day, per hour, per photograph, per design) must include all services required to provide the commodities and contractual services as specified in the Statement of Work and Task Assignment. No additional costs will be paid by the Department.</p>
9.	15.00	42	<p>Question: Can the client references (all or some) be the same for each category or are you looking for 9 distinct references?</p>

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			<p>Answer: Prefer 9 different references. They can be the same client, however, if you duplicate a client reference, the reference must be applicable to that service category (photography, video, graphics design).</p>
10.	14.00	41	<p>Question: Can you please detail what you would like to see written in the Letter of Commitment from any subcontractor listed on this form?</p> <p>Answer: Reference Section 14.00. An informal letter signed by the subcontractor (included on the Subcontractor Summary Form). Just a paragraph, see example below:</p> <p>To whom it may concern:</p> <p>[insert Subcontractor name] (DBA "?") is a creative partner of [insert Respondent Name]. Let this letter serve to tangibly show our commitment to partnering with [insert Respondent Name] for the "Marketing-Creative Content Development Services."</p> <p>[insert Subcontractor name] (DBA "?") is a production company specializing in commercials, documentaries, and brand films. In addition to video deliverables, our work includes photography and graphic design.</p> <p>Thank you for considering [insert Subcontractor name] (DBA "?"). If you have any questions, please contact us.</p> <p>[insert contact name, title] [insert contact email, phone number]</p>
11.	2.00	7	<p>Question: Are we able to submit bids on certain portions of the RFP, based on our expertise? For instance videography and graphic design.</p> <p>Answer: Reference Section 7.00, Price Sheet</p> <p>Respondents may fill out one (1) or multiple categories of the Price Sheet below for Creative Content Development Services (Table 1-Video, Table 2-Photography, Table 3-Graphic Design). Only complete the categories for which your company can provide the Service. The categories you complete must be filled out in its entirety to be considered responsive, unless otherwise indicated in the instructions below.</p>
12.	1.01	3	<p>Question: How does the purpose of this RFP differ from the purpose of the recently issued solicitation number 2019011 that included creative content development and production management services?</p> <p>Answer: Solicitation #2019011 is for full-service marketing campaigns. This current Solicitation #2019019 is for Creative Content Development (video, photography, and graphic design) and will be used for specific standalone projects that are separate from a full campaign development project.</p>
13.	1.01	3	<p>Question: Are the awarded vendors from solicitation number 2019011 eligible to bid on this RFP? Yes.</p>

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Question #	Solicitation Section	Solicitation Page #	Question / Answer
			<p>Answer: Reference Section 1.01, this Solicitation is for all qualified Vendors that can provide the following Services:</p> <ul style="list-style-type: none"> - Creative Content Development: Video; - Creative Content Development: Photography; and - Creative Content Development: Graphic Design.
14.	1.01	3	<p>Question: Are the awarded vendors from solicitation number 2019011 eligible to be awarded creative content development services (video, photography, graphic design) under their current contract award?</p> <p>Answer: No. If a vendor has been awarded from solicitation #2019011, they may be working on creative content development, but that development will be included in a larger, full-scale marketing campaign.</p> <p>Or must they also be awarded this contract to be eligible to work on video, photography or graphic design projects?</p> <p>Answer: This current solicitation #2019019 will be for different projects than solicitation #2019011 and a vendor must be awarded this contract to work on these separate projects.</p> <p>Answer: See answer to question #13.</p>
15.	2.06	7	<p>Question: How many vendors will be awarded a contract per service (video, photography, graphic design?)</p> <p>Answer: Unknown at this time.</p> <p>Reference Section 2.06. The Department seeks to Award a single Respondent, or multiple Respondents, to the responsive and responsible Respondent(s) whose Proposal(s) receives the highest Final Score(s) in each of the three (3) Services (Video, Photography, Graphic Design), is determined to be the most advantageous to the State, taking into consideration the price and other criteria detailed in this Solicitation.</p>
16.	6.00 A	32	<p>Question: Should the sample selection for video read "Estimated Days" instead of "Estimated Hours" since the unit of measurement is "day rate" here? If no, then how would you like us to calculate "Total Cost per Task?"</p> <p>Answer: Section 6.00 Scenario Response, Estimated Budget <u>Table A</u> has been revised and attached as part of this Addendum. <u>Replace page 32 of 78 of the RFP with page 11 of 11 of this Addendum No. 1 when submitting the Scenario Proposal:</u></p> <ul style="list-style-type: none"> o <u>Table A. Estimated Budget for Sample Scenario for Video</u>
17.	7.00	34	<p>Question: In Video line item #15 and Photo line item #14 it reads "3-D." Can you explain how the 3-D videos and photos would be used/distributed/compiled? Or by "3-D" are you looking for 360-degree video and photos? If so, how will the 360 videos and photos be used/distributed/compiled.</p>

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			<p>Answer: Reference Section 7.00, Price Sheet (3-D = 360-Degree)</p> <p>Table 1: Creative Content Development: Video – Line #15, *Specialty Footage: 3-D Video Production (360-Degree)</p> <p>Table 2: Creative Content Development: Photography, Line #14 - *PS/S: 3-D (360-Degree)</p> <p>360-degree videos projects would be used by the Department as a way to immerse the public in outdoor areas, specifically Florida State Parks, Aquatic Preserves, and National Estuarine Research Reserves. Envisioning deployment on social media outlets as well as Virtual Reality goggles should a project be assigned.</p>
18.	3.00	12-13	<p>Question: Can the project examples of previous work be the same between/across all of the three subsections of “Creative Content Services: Graphic Design?”</p> <p>Answer: Reference Section 3.01, Tab F</p> <p>You may use the same 3 Client projects, however, ensure that each bullet and sub-bullet are addressed individually as required.</p> <p>Not addressing each bullet/sub-bullet will impact the rating (score) as identified in Reference Section 4.03, Professional Experience Proposal Evaluation. Evaluator will assign a numerical score from zero (0) to five (5) to each Tab.</p>
19.	3.00	12-13	<p>Question: Will the vendor be disqualified if the “example of a previous project’s” budget is not listed in the response?</p> <p>Answer: This can impact the rating (score) as identified in Reference Section 4.03, Professional Experience Proposal Evaluation. Evaluator will assign a numerical score from zero (0) to five (5) to each Tab.</p>
20.	3.00	17	<p>Question: If an entity decides to be a subcontractor on a proposal, but is unaware that they have also been placed as a subcontractor for another responsive bidder, will this disqualify them from the bidding process?</p> <p>Answer: The subcontractor would have this knowledge. As stated in Section 14.00, it is required to list the name(s) of each subcontractor on the Respondent / Subcontractor or (Team, if not Subcontractor) Summary Form and each subcontractor must submit a letter of commitment to be included in the Proposal.</p> <p>Also reference the answer to question #10.</p>
21.	5.00	26	<p>Question: Please define 3D photography.</p> <p>Answer: 3-D equals 360-degree.</p>
22.	5.00	26	<p>Question: What are the delivery requirements for finished artwork (FTP, thumb drive, web gallery, etc.)?</p> <p>Answer: Reference Section 5.03, Scope, B. Photography - Photos must be provided in an editable file giving DEP rights to edit as needed for various</p>

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			<p>marketing/advertising needs. High-resolution .jpg and .tiff are acceptable; however, the raw images are also encouraged.</p> <p>Note: DEP security requirements prohibit use of Dropbox and external thumb drives.</p>
23.	5.00	26	<p>Question: Will the chosen vendor need to acquire talent, hair/makeup, etc. for photography shoots?</p> <p>Answer: For shoots that require talent, hair and makeup, yes.</p>
24.	7.00	34	<p>Question: If "yes" to the question above, shall these costs be provided within the hourly rates in the chart on page 34? This is difficult to do so as number of talent affects pricing per project. How would you ideally like this pricing to be accounted for?</p> <p>Answer: Reference Section 7.00 Price Sheet – Tables 1, 2, and 3 - The pricing (as applicable-rates per day, per hour, per photograph, per design) must include all services required to provide the commodities and contractual services as specified in the Statement of Work and Task Assignment. No additional costs will be paid by the Department.</p> <p>Quote for Task Assignment should include the total costs needed for the project. Rates proposed are "Not to Exceed" and may be negotiated lower for specific Task Assignments.</p>
25.	6.00	32	<p>Question: Please define what you mean by pre-production for graphic design.</p> <p>Answer: Section 6.00 Scenario Response, Estimated Budget <u>Table C</u> has been revised and attached as part of this Addendum. <u>Replace page 32 of 78 of the RFP with page 11 of 11 of this Addendum No. 1 when submitting the Scenario Proposal:</u></p> <ul style="list-style-type: none"> o Table C. Estimated Budget for Sample Scenario for Graphic Design
26.	3.01	12	<p>Question: The second sub-bullet under subsection 3.01, F, 3, references photography production. Can we assume that the word 'photography' is a typo and can be replaced with 'graphic design'?</p> <p>Answer: Correct. "Provide a narrative description of all personnel assigned to photography graphic design production and any background/experience that makes them qualified to fulfill those roles."</p>
27.	3.01	13	<p>Question: With regards to Project Management Experience, are you asking the respondent to provide 3 client references in addition to that of the 3 references relating to the service for which they are applying?</p> <p>Answer: Yes.</p> <p>Section 3.01, Tab F, bullet 2, Project Management Experience, sub-bullet 4.</p> <p>Provide a list of three (3) current or former clients including a summary of the project, name of client, years as provider, and estimated project budget. References</p>

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			<p>should demonstrate expertise in strategic planning, scheduling, account/project management. (This is separate from Section 3.01, D.)</p> <p>Reference Section 3.01, Tab D, Client Reference Forms</p> <p>Respondent must complete and include the Client Reference Form for three (3) customers to whom Respondent has provided commodities and/or contractual services of similar scope and size as those identified in the RFP. <u>Respondent must submit 3 references for each service for which they are submitting a response.</u></p> <ul style="list-style-type: none"> - Client References #1-2-3 for Creative Content Development: Video - Client References #1-2-3 for Creative Content Development: Photography - Client References #1-2-3 for Creative Content Development: Graphic Design <p>If the Respondent uses one client as a reference for multiple services, they still must submit a separate client reference for each service. If the Respondent is a current or former Contractor to the Department, the Respondent may indicate this information on a separate document, however, this shall not count as one (1) of the three (3) required Client References</p>
28.	5.01	25	<p>Question: Are there any challenges you are currently facing that you feel new creative content developers would help address?</p> <p>Answer: To name a few: widespread use of single-use plastics, threats to the coral reef tract, improving water quality, promotion of Florida State Parks, promotion of Clean Boating program, promotion of Outdoor Florida application.</p>
29.	5.01	25	<p>Question: Are there pain points in the creative content that you have developed up until this point?</p> <p>Answer: See answer to question #28.</p>
30.	5.01	25	<p>Question: Can you provide examples of the types of collateral selected vendors in Graphic Design would be developing, in addition to the deliverables outlined in the scenario?</p> <p>Answer: Potential projects include: promotional collateral to encourage visitation to the 175 Florida State Parks and icons for specific initiatives.</p>
31.	5.01	25	<p>Question: How many projects do you anticipate selected graphic design vendors to work on over the course of a year?</p> <p>Answer: There is no minimum amount of Work guaranteed. Any and all Work assigned will be at the sole discretion of the Department on an as-needed basis.</p>
32.	5.01	25	<p>Question: Are you able to provide the annual budget earmarked for graphic design services each year?</p> <p>Answer: The RFP does not apply to one specific project, the annual budget can and will vary based on the type of Task Assignments required.</p>

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Question #	Solicitation Section	Solicitation Page #	Question / Answer
33.	5.01	25	<p>Question: How many vendors do you anticipate selecting in the Graphic Design category?</p> <p>Answer: See answer to question #15.</p>
34.	1.01	3	<p>Question: Are responses to this solicitation limited to only those seven agencies selected from Solicitation #2019011?</p> <p>Answer: No. See answer to question #13.</p>
35.	5.03-A Video Tier 2	25	<p>Question: This section states "Cinematic field pieces, may involve travel to various parts of the state, and coordination with personnel for on-camera interviews and b-roll." How do we submit travel costs?</p> <p>Answer: Travel cost should be included in your daily rate for production.</p> <p>Reference Section 7.00 Price Sheet – Tables 1, 2, and 3 - The pricing (as applicable- rates per day, per hour, per photograph, per design) must include all services required to provide the commodities and contractual services as specified in the Statement of Work and Task Assignment. No additional costs will be paid by the Department.</p> <p>Quote for Task Assignment should include the total costs needed for the project. Rates proposed are "Not to Exceed" and may be negotiated lower for specific Task Assignments.</p>
36.	5.03-C	26	<p>Question: Requests a "per unit cost for graphic design deliverables," however, on page 31, the listed graphic design deliverables cover a wide range of items. How should the contractor go about defining a standard unit for these varied deliverables?</p> <p>Answer: Reference the Section 7.00 Price Sheet, Table 3 for breakdown (description) of what each line item (unit) refers to.</p> <p><u>Section 5.03, C. Estimated Budget for Sample Scenario for Graphic Design</u></p> <p>Creative Development (Table 3-Project Development - Includes logistics, meetings, scheduling and creative development)</p> <p>Pre-Production (Table 3-Graphics Development)</p> <p>Production (Table 3-Graphic Deliverables/Design - "Design" references the final digital design in multiple sizes/aspect ratio formats as agreed upon)</p>
37.	6.01 A Sample Scenario for Video	28	<p>Question: For the Video Scenario in section 6 (pages 28-29), are you seeking video footage that will be edited internally or by others (what you might get from a production company) or are you seeking footage in the form of an engaging story (like an advertising agency might do)?</p> <p>Answer: The Video Scenario Sample should include the production of the final product, from start to finish, by the Vendor/production company.</p>

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38.	6.01 A Sample Scenario for Video	28	<p>Question: To the degree the video will be used as an end-product on different media formats, would the successful contractor also need to script, shoot, format and edit the footage for optimal performance on each media platform (for example, Instagram versus YouTube versus broadcast)? Obviously, the storylines that work well in one context may not translate well to a different platform.</p> <p>Answer: Reference Section 6.01, A, pages 28-29 and provide the response based on the Scope of Work for this example project.</p>
39.	6.01 A Sample Scenario for Video	28	<p>Question: Can the Department explain how you plan to use the longer video forms (60-seconds and 2-minutes) – live presentations to specific audiences? Destination websites? As part of live events?</p> <p>Answer: Reference Section 6.01, A, pages 28-29 - For the example Scenario, the use of longer formats can be used for multiple presentations: live presentations to specific audiences, part of live events, conferences, conventions, in visitor centers, etc.</p>
40.	6.01 A Sample Scenario for Video	28	<p>Question: What actions does the Department hope the viewer will take after seeing the video?</p> <p>Answer: Per the Scope of Work, “This will help DEP, Florida State Parks to gain high end creatives to use for advertising to achieve the objective of <u>increasing awareness</u> while positioning DEP as the state’s foremost expert on environmental issues and driving the public to visit Florida State Parks.</p> <p>The videos will serve as part of a <u>branding</u> campaign for DEP and Florida State Parks. The videos must serve as a full-service <u>storytelling</u> complement to the brand with an <u>emotional hook that resonates with Floridians</u>.</p> <p>The videos must effectively <u>illustrate the knowledge and passion behind the work that goes into preserving and protecting Florida's environment and natural resources</u>, which includes air management, waste management, springs protection, beach/coastal restoration, water restoration and management. The videos should show that the Florida State Parks system <u>provides the public a close-up showcase of how this important work benefits the state, while providing the public with diverse opportunities for recreational activities and learning</u>, including trails, beaches, springs, camping, cabins, wilderness, activities found in parks, restaurants found in parks, <u>hidden gems to popular parks, laid back to active parks, etc.</u></p>
41.	6.01 A Sample Scenario for Video	28	<p>Question: For pricing the video, should all contractors assume four days of shooting (one day per park location) to ensure the Department is comparing apples to apples when scoring the budgets?</p> <p>Answer: Vendor should indicate the amount of time they will need at each location to accomplish the Scope of the project. This demonstrates how the Vendor will use their time for each task.</p>

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42.	6.01 A Sample Scenario for Video	28	<p>Question: What is the Department's process for approving concepts, scripts, storyboards, rough cuts and finals – are there multiple levels of approval? Can you suggest a number of rounds of edits the contractor should assume at each stage for budgeting purposes?</p> <p>Answer: DEP's marketing team will be on point to facilitate the approval process. There are usually 2-3 rounds of approval required, depending on how well the Vendor understands and achieves the vision of the agency. The Department will communicate effectively to ensure that all parties are on the same page to avoid extraneous rounds of reviews and edits.</p>
43.	6.01 A Sample Scenario for Video	28	<p>Question: Will contractors be able to obtain footage from the partners with Visit Florida, to supplement some of the edits?</p> <p>Answer: If necessary, the Department can facilitate this through the Visit Florida partnership.</p>
44.	7.00 Price Sheet	33	<p>Question: How is the Department factoring in previously submitted rates from solicitation #2019011 for this RFP? This RFP requests more specific expertise, different labor categories, and a different range of experience.</p> <p>Answer: Rates from Solicitation 2019011 are not applicable to Solicitation #2019019.</p> <p>Reference Section 7.00 Price Sheet – Tables 1, 2, and 3 - The pricing (as applicable- rates per day, per hour, per photograph, per design) must include all services required to provide the commodities and contractual services as specified in the Statement of Work and Task Assignment. No additional costs will be paid by the Department.</p>
45.	1.01, 1.05, 5.01	3-4 & 25 respectively	<p>Question: To confirm, the RFP is only pertaining to the bullet points found in 1.01, correct? - Creative Content Development: Video; Photography; Graphic Design.</p> <p>Answer: Yes. See answer to question #13.</p>
46.	1.05	4-5	<p>Question: Will there be any need for any of the UNSPS Codes and their respective titles?</p> <p>Answer: The UNSPC codes were only provided to assist potential Respondents in their registration efforts. Reference Section 1.05 for additional information regarding the MFMP Vendor Registration process.</p>
47.	NA	NA	<p>Question: Is there a previous year incumbent? IF so, where can we find access to the information for the bids submitted in prior years</p> <p>Answer: See answer to question #1.</p>
48.	3.01-E	10	<p>Question: Are there any budget ranges (or approved budgets) relative to the specific services requested?</p>

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			<p>Answer: The RFP does not apply to one specific project, the annual budget can and will vary based on the type of Task Assignments required.</p>
49.	3.01-F-1	10	<p>Question: Can we provide video examples? If so, how should these be submitted (link address, MP4, etc)?</p> <p>Answer: Yes, you can provide examples of your work. A web link to view the example(s) online will suffice. When submitting examples, ensure that you comply with the Section 3.00, Instructions to Respondents, as identified in Section's 3.01, 3.02, and 3.03.</p>
50.	3.01-F-2	11	<p>Question: Can we provide photography examples? If so, how should these be submitted?</p> <p>Answer: Yes, you can provide examples of your work. A web link to view the example(s) online will suffice. When submitting examples, ensure that you comply with the Section 3.00, Instructions to Respondents, as identified in Section's 3.01, 3.02, and 3.03.</p> <p>Reference Section 5.03, Scope, B. Photography</p> <p>Photos must be provided in an editable file giving DEP rights to edit as needed for various marketing/advertising needs. High-resolution .jpg and .tiff are acceptable; however, the raw images are also encouraged.</p> <p>Note: DEP security requirements prohibit use of Dropbox and external thumb drives.</p>
51.	3.01-F-3	12	<p>Question: Can we provide graphic design examples? If so, how should these be submitted?</p> <p>Answer: Yes, you can provide examples of your work. A web link to view the example(s) online will suffice. When submitting examples, ensure that you comply with the Section 3.00, Instructions to Respondents, as identified in Section's 3.01, 3.02, and 3.03.</p>

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The Department hereby amends RFP page 22 of 78, **Section 4.03 (3) Graphic Design Services Technical Proposal Evaluation, A. Project Management Experience (Revised Addendum No. 1)**

Based upon the Respondent's description of their approach to [pre-production project management](#), I rate their ability to fulfill the requirements of the Statement of Work and subsequent Task Assignments as _____ out of 5.

Consider in your evaluation the following points:

- Has the Respondent identified specific key person(s) that will be involved in accomplishing the work and demonstrated their experience as relevant and useful?
- Has the Respondent demonstrated expertise in strategic planning, scheduling, account/project management?
- Has the Respondent provided references to previous clients with whom they have shown an ability to communicate and coordinate effectively?

Submit the following revised Addendum No. 1 - Section 6.00 Scenario Response, Estimated Budget form below with the Proposal.

Revised Addendum No. 1 - Section 6.00 Scenario Response, Estimated Budget

Section 6.00 Scenario Response, Estimated Budget. All rates shall include ALL costs (per hour, per day, per photograph, per design) necessary to provide the commodities and contractual services per the Price Sheet in Section 7.00 below. Only fill out the tables for which you are submitting a response. Submit the following Scenario Response form per Section 3.01, G. Tab G.

A. Estimated Budget for Sample Scenario for Video			
Description	Rate	Estimated Hours Days to Complete Task	Total Cost per Task
Tier 2: Creative development	\$ ____ / Day	\$ ____ / Hours Days	\$ _____
Tier 2: Pre-Production	\$ ____ / Day	\$ ____ / Hours Days	\$ _____
Tier 2: Production	\$ ____ / Day	\$ ____ / Hours Days	\$ _____
Tier 2: Post-Production	\$ ____ / Day	\$ ____ / Hours Days	\$ _____
Specialty Footage: Underwater Footage Production	\$ ____ / Day	\$ ____ / Hours Days	\$ _____
Specialty Footage: Drone Footage Production	\$ ____ / Day	\$ ____ / Hours Days	\$ _____
A. Total Estimated Budget for Sample Scenario for Video		\$ _____	

B. Estimated Budget for Sample Scenario for Photography			
Description	Rate	Estimated Hours to Complete Task	Total Cost per Task
Pre-Shoot Project Development (Includes logistics, meetings, scheduling and creative development)	\$ ____ / Hour	____ Hours	\$ _____
PS/S: Outdoor Type 1 Day (nature photography and/or photojournalistic)	\$ ____ / Hour	____ Hours	\$ _____
PS/S: Outdoor Type 1 Night (nature photography and/or photojournalistic)	\$ ____ / Hour	____ Hours	\$ _____
PS/S: Outdoor Type 2 Day (staged scenes or portraits)	\$ ____ / Hour	____ Hours	\$ _____
PS/S: Outdoor Type 2 Night (Staged scenes or portraits)	\$ ____ / Hour	____ Hours	\$ _____
PS/S: Underwater	\$ ____ / Hour	____ Hours	\$ _____
PS/S: Drone	\$ ____ / Hour	____ Hours	\$ _____
PS/S: Editing	\$ ____ / Hour	____ Hours	\$ _____
PS/S: Edited Digital Photo with Standard Commercial License	\$ ____ / Photographs	____ Number of Photographs	\$ _____
B. Total Estimated Budget for Sample Scenario for Photography		\$ _____	

C. Estimated Budget for Sample Scenario for Graphic Design			
Description	Rate	Estimated Hours to	Total Cost
Creative Project Development	\$ ____ / Hours	____ Hours	\$ _____
Pre-Production Graphics Development	\$ ____ / Hours	____ Hours	\$ _____
Production Graphics Deliverable/Design	\$ ____ / Design	____ Number of Designs	\$ _____
C. Total Estimated Budget for Sample Scenario for Graphic Design		\$ _____	