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and Wildlife
Conservation
Commission**

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MyFWC.com

DATE: NOVEMBER 30, 2018

ADDENDUM NO.: 2

BID NO.: FWC 18/19-19

BID TITLE: MEDIA PLANNING AND BUYING SERVICES

UPDATE: QUESTIONS & ANSWERS

The enclosed addendum has been issued for consideration in the preparation of your response to the Florida Fish and Wildlife Conservation Commission's (FWC) Solicitation No. FWC 18/19-19, "Media Planning and Buying Services".

All responses to the subject solicitation must be received no later than 10:00 AM (EST) on Monday, December 17, 2018.

A response received after the exact time specified will not be considered. Failure to file a protest within the time prescribed in Section 120.57(3), Florida Statutes, or failure to post the bond or other security required by law within the time allowed for filing a bond shall constitute a waiver of proceedings under Chapter 120, Florida Statutes (F.S.). Written notices, formal requests and proceedings must conform with the requirements set forth in Chapter 28-110, Florida Administrative Code (F.A.C.). Protests must be filed with the Purchasing Office, Fish and Wildlife Conservation Commission, 2590 Executive Center Circle, Tallahassee, Florida 32301 within the time prescribed in Section 120.57(3), Florida Statutes and Chapter 28-110, Florida Administrative Code.

Sincerely,

Alisha Morgan

Alisha Morgan
FWC Procurement Manager

BEGIN ADDENDUM

ITEM 1 – QUESTIONS AND ANSWERS

QUESTION #1

Can companies from Outside USA (e.g., India or Canada) apply for this RFP?

Answer #1

Yes, provided your company can comply with page 14, section 3.1.2 and all other terms and conditions of the RFP.

QUESTION #2

Do we need to come over there [from a country outside the US] for meetings?

Answer #2

Please refer to page 14, section 3.1.2 of the RFP.

QUESTION #3

Can we perform the tasks (related to RFP) outside USA (e.g., India or Canada)?

Answer #3

There is no specific requirement within the RFP as to where the tasks are performed.

QUESTION #4

Can we submit the proposals via email?

Answer #4

No. We do not accept submission by email for formal solicitations. Please refer to the Mailing Instructions section, found on page 5 of the RFP.

QUESTION #5

Will a planholders list be released?

Answer #5

We do not maintain a planholder's list for our solicitations. The Florida Vendor Bid System requires that each solicitation enter at least one commodity code to categorize the good or service being solicited. It then sends an email out to each vendor registered on the site using the same commodity code(s).

Therefore, we have no way to maintain a list of every vendor that received notice of the advertisement.

QUESTION #6

What was the overall media budget for the past Fiscal Year (FY 2017/2018)?

Answer #6

The Commission did not have a specific/set budget, as our budget is contingent upon an annual appropriation by the Legislature.

QUESTION #7

What is the overall media budget for Fiscal Year (FY 2018/2019)?

Answer #7

The Commission does not have a specific/set budget, as our budget is contingent upon an annual appropriation by the Legislature.

QUESTION #8

Is there an Incumbent Agency for the FWC? If so:

- What is the name of the agency?
- How long and/or how many terms has the agency held this contract?
- What is the FWC's max budget per year for this contract?
- What was last year's media buying dollar amount?
- Can you provide their proposal to the last RFP?
- Please provide breakdown of media purchases for the last contract term. If three-year term, please provide.

Answer #8

Yes, please see below additional information.

- iHeartMedia
- 5 Years
- The Commission does not have a specific/set budget, as our budget is contingent upon an annual appropriation by the Legislature.
- The Commission did not have a specific/set budget, as our budget is contingent upon an annual appropriation by the Legislature
- The requested information can be found within the original contract document listed under the Documents tab of Agency Contract 13459 on the Florida Accountability Contract Tracking System (FACTS) website. Please refer to the following link:
<https://facts.fldfs.com/Search/ContractDetail.aspx?AgencyId=770000&ContractId=13459>
- The requested breakdown of media purchases can be found within the task assignment documents listed under the Documents tab of Agency Contract 13459 on the FACTS website. Please refer to the following link:
<https://facts.fldfs.com/Search/ContractDetail.aspx?AgencyId=770000&ContractId=13459>

QUESTION #9

What is the current Fee structure for placing media for FWC?

Answer #9

The current contract allows for a percentage of commission on top of the actual cost of the media buy.

QUESTION #10

Is there a list of firms who have downloaded this RFP?

Answer #10

No. Solicitations are publicly advertised on VBS. Therefore, any individual or business is free to download the solicitation document.

QUESTION #11

Is there a list of vendors who have expressed interest in this RFP?

Answer #11

No.

QUESTION #12

Would you please provide the name of the current agency handling media buying and planning for you?

Answer #12

Please see [Answer#8](#).

QUESTION #13

In reference to Tab C/Tab D, Question 2:

These questions seem to be asking for the same information. Can you please explain the requested information for each and how they differ from each other?

Answer #13

Tab C is referring to the Experience Form (Mandatory) - Attachment C, found on pages 38-39 of the RFP. Tab D is referring to the Vendor Portfolio (Mandatory) in which the respondent creates and provides to the Commission as part of the RFP submission, please refer to pages 6-7, section 2.

QUESTION #14

In reference to Tab D, Question 1:

The request is for the Agency to provide our 'Approach and Understanding' to accomplish the requested services in this RFP? Is this request specific to the Florida Fish and Wildlife Conservation Commission or is it our Agencies holistic approach to Planning? If it is specific to the Commission, can you provide the Commissions a Media brief complete with goals, budgets, target, markets and timelines?

Answer #14

Respondents must explain their approach and understanding to accomplish the services requested within the RFP Scope of Work. FWC does not have an agency-wide media brief available. Working within the parameters of FWC's Strategic Plan, the various administrative units put together a plan based on their needs and resources. FWC's Strategic Plan can be found here: <http://strategicplan.myfwc.com/Goals/Theme3-Goal1.html>

QUESTION #15

In reference to Tab D, Question 3:

Regarding the 'Sample Media Buy', what would the Commission like the Agency to provide as an example? Buy recap?

Answer #15

Please refer to page 7, Sample Media Buy, Section 3., of the RFP.

QUESTION #16

In reference to Attachment F/Media Buy Request:

Can you please explain the purpose of the PO document? Is this required to be filled out by participating Agencies?

Answer #16

Please refer to page 14, General Requirements, section 3.1.

QUESTION #17

Can the Commission please provide the annual Media budget?

Answer #17

The Commission does not have an annual Media budget, as our budget is contingent upon an annual appropriation by the Legislature.

QUESTION #18

Social media is specifically called out in 'New Media'. Does this also include Digital Media?

Answer #18

In regard to page 14, Media Types, Section 2, this is not an all-inclusive list of Media types as Digital Media could be considered as another type of New Media.

QUESTION #19

Does the Commission currently partner with a Creative partner to provide media assets? If so, who is the partner?

Answer #19

FWC does not currently have a partner of record for creative services.

QUESTION #20

Does the Florida Fish & Wildlife Conservation Commission have an advertising budget established for this contract? (Ideally, an indication of budget would be needed for reference in determining proposed media commission).

Answer #20

The Commission does not have a specific/set budget for this contract, as our budget is contingent upon an annual appropriation by the Legislature.

QUESTION #21

What were the Florida Fish & Wildlife Conservation Commission cumulative advertising budgets for FY18, FY17 and FY16?

Answer #21

The Commission did not have a specific/set budget for each fiscal year, as our budget is contingent upon an annual appropriation by the Legislature.

QUESTION #22

Is the Florida Fish & Wildlife Conservation Commission currently contracted with or previously been contracted with an Advertising agency or Paid Media Broker to assist in the planning and implementation of advertising and promotional campaigns? If currently contracted with a strategic agency partner, who is the incumbent agency/partner and are they participating in this RFP?

Answer #22

As an agency, FWC has not engaged the services of an advertising agency or Paid Media Broker currently or previously outside of the current contract we have with iHeart Media to purchase media. There may be contracts within FWC divisions or offices for specific projects.

QUESTION #23

Does the Florida Fish & Wildlife Conservation Commission handle creative development of assets / advertisements for various media executions? Who is currently handling creative development of assets and advertisements?

Answer #23

FWC currently handles the creative development of outreach materials and products internally for most projects. From time to time, FWC will contract with someone outside FWC to assist with creative development for some projects.

QUESTION #24

- Are firms based out of state, yet who are authorized to do business in the State of Florida and have a seasonal, satellite office in the state of Florida, eligible for award of the Media planning and Placement contract?
- Does the Florida Fish & Wildlife Conservation Commission have any preference on working with an in-state or out-of-state agency?

Answer #24

- Yes, provided your company can comply with page 14, section 3.1.2 of the RFP.
- No.

QUESTION #25

In fiscal 2018, what was the allocation of media budget by channel (I.e. - Digital, Social, Radio, Spanish radio, Broadcast TV, Cable TV, Spanish TV, Digital audio, etc.) across the various Fish & Wildlife Conservation Committee campaigns?

Answer #25

The Commission did not have a specific/set budget by channel.

QUESTION #26

In reference to Attachment F:

Is this document an example of the 'Media Buy Request' that would be provided to the Agency by each Division, Office or Institute? Or is the Commission asking the agency to respond to this document?

Answer #26

Please refer to page 14, General Requirements, section 3.1.

QUESTION #27

In reference to Attachment F:

Can you provide a list of each Division, Office or Institute associated with the Florida Fish and Wildlife Conservation Commission?

Answer #27

Divisions include: Fish and Wildlife Research Institute, Freshwater Fisheries Management, Habitat and Species Conservation, Hunting and Game Management, Law Enforcement, and Marine Fisheries Management.

Offices include: Community Relations Office, Executive Director, Finance and Budget, Human Resources, Information Technology, Inspector General, Legal Office, Legislative Affairs Office, Licensing and Permitting, Strategic Initiatives, and Chief Financial Officer.

QUESTION #28

Under Tab D, is the expectation that the vendor submits a proposed media plan and/or matrix to demonstrate project approach?

Answer #28

For Tab D., The Respondent shall create and provide a Vendor Portfolio in the form of a comprehensive narrative that includes sufficient detail for all evaluation criteria as listed on pages 6-7 of the RFP.

QUESTION #29

Does Florida Fish & Wildlife Conservation Commission have an advertising budget?

Answer #29

The Commission does not have a specific/set budget, as our budget is contingent upon an annual appropriation by the Legislature.

QUESTION #30

How much did Florida Fish & Wildlife Conservation Commission spend on advertising in FY 2017-18 and FY 2016-17?

Answer #30

Approximately \$650,000.00 in FY2016-17, and approximately \$636,239.00 in FY 2017-18.

QUESTION #31

What creative campaigns is Florida Fish & Wildlife Conservation Commission currently using?

Answer #31

We are not able to provide an exhaustive list of creative campaigns currently being used, but there are boating safety, freshwater fishing, and campaigns related to imperiled species as a few examples.

QUESTION #32

Will creative be provided by Florida Fish & Wildlife Conservation Commission or will the selected agency partner be responsible for developing creative campaigns?

Answer #32

The contract will be for the purchase of media, not for the developing creative campaigns.

QUESTION #33

In Prior and Relevant Experience, can you define what “end product” is?

Answer #33

The “end product” is that which is produced as the final result of an activity or process.

END ADDENDUM