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## **Request for Proposals**

### **Media Services**

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## **ADDENDUM #1**

**September 10, 2020**

1111 East Main Street · Suite 1920 · Richmond · Virginia 23219 · (804) 644-3100

Notice: VRA does not discriminate on the basis of race, sex, color, national origin, religion, sexual orientation, gender identity, age, political affiliation, disability, or veteran status. VRA does not discriminate against faith-based organizations.

**Answers to questions received between 8/31/20 and 9/9/20**

1. *What is the best way to participate in the RFP as a subcontractor?*
  - a. VRA encourages anyone that would like to participate to submit a formal response. However if you decide not to submit a formal response, we will pass your name along to the winning bidder as a potential sub-contractor. Use of a subcontractor would be at their discretion, so there is no guarantee that your firm would be selected.
2. *Are we required to apply for all three tasks? In other words, may we apply for just one or*
  - a. You are not required to apply for all three tasks. Each proposal will be evaluated based on the criteria outlined in the RFP document.
3. *If we cannot apply for just one or two tasks, may we partner with another firm(s) as a subcontractor?*
  - a. There is no prohibition on partnering with other firms as subcontractors. Please note there are additional requirements for subcontractors, including disclosure in section III.B.4 (page 8) and VRA approval in IV.B.5 (page 10).
4. *Is there an incumbent agency?*
  - a. Yes
5. *If yes, what was the annual budget for this program last year?*
  - a. The media services budget last year was \$33,000
6. *Based on a percentage, how much of the budget goes towards paid media or are out of pocket ad costs a separate budget?*
  - a. Out-of-pocket ad costs are separate
7. *How many in person meetings a year are required?*
  - a. There is not a minimum but meetings would be scheduled as needed.
8. *For broadcast opportunities, will the vendor be required to pay for the production of the broadcast spots out of their proposed budget?*
  - a. No
9. *In the RFP you mention “Media Events” are these press meetings or more closely related to facility openings? How many of these media events were conducted last year?*
  - a. VRA does not routinely schedule media events, this requirement would be on an ad-hoc basis. There were no media events last year.
10. *What is the budget for tasks II. A and II. B?*
  - a. The media services budget is \$33,000

11. *Although we are permitted to apply for one or two of the tasks, will preference be given to firms that apply for all three?*
  - a. Not necessarily, proposals will be evaluated using the published evaluation criteria
  
12. *Do you have any budget or budget range for the employee/per hour rate?*
  - a. No
  
13. *Regarding B, 3: you state you need Virginia government references. If we do not have those references, are we already at a disadvantage? I realize this might be counted toward the expertise and experience evaluation value*
  - a. Virginia government references are preferred, not required
  
14. *We are a certified woman-owned business (WBE) and not located in Virginia - I know you are encouraging Virginia-based firms/minority based firms, yet none of the evaluation criteria is based on that so how will that be evaluated?*
  - a. While there is no specific evaluation criteria for minority owned firms, VRA always encourages minority firms to apply
  
15. *Have you worked with a firm in this capacity before? If so, is that firm(s) submitting a proposal for this RFP (I realize you might not know)?*
  - a. Yes there is an incumbent. We do not speculate on which firm(s) will submit a response.
  
16. *Is there an incumbent agency already performing this work?*
  - a. Yes
  
17. *Under “Fees” the RFP asks for a detailed basis for the proposed cost of services. Does the VRA have a budget for this assignment? Is there an out of pocket budget for the print and broadcast advertising needs?*
  - a. Yes the budget is \$33,000. Out-of-pocket ad costs are separate.