



# Leon County

## Board of County Commissioners

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(850) 606-5302 www.leoncountyfl.gov

Purchasing Division  
1800-3 Blair Stone Road  
(corner of Miccosukee and Blair Stone Roads)  
Tallahassee, Florida 32308  
(850) 606-1600

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County Administrator

HERBERT W.A. THIELE

County Attorney

July 29, 2014

RE: Bid Title: Countywide Continuing Supply of Video Production, Print Production and Public Relations Services

Bid No: BC-08-05-14-43

Opening Date: August 5, 2014 at 2:00 PM

### ADDENDUM #1

Dear Vendor:

This letter serves as Addendum # for the above referenced project.

The following questions and answers are provided to assist vendors in preparation of their RFP responses:

- Q. What is the budget for this contract? What is the budget for each of the service areas? Will there be a separate advertising budget? Will there be a separate printing budget?
- A. **No specific budget is assigned to any service area or supporting needs, i.e. print production. Community and Media Relations' (CMR) Professional Services line item is approximately \$30,000, however, there is no guarantee that the services defined in this RFP or those firms that might be selected in this RFP process would be selected for every project associated with that budget line item. Additionally, firms selected in this RFP process might, and probably would be, called upon to support projects outside of CMR's budget that are requested and funded by departments and divisions throughout the County. Also, future special Board-directed projects, that are not budgeted for and defined now, might also need the support of firms selected in this RFP process.**
- Q. Will we have access to existing B-roll (footage)?
- A. **Yes, we do have some existing B-roll footage that firms might be able to use depending on the scope of the project. In other instances, the project would be defined to capture new footage for use.**
- Q. Would the winning firm be required to implement a media buy? If so, what is the media buy budget?
- A. **Selected firms may or may not be required to implement a media buy. In many instances, the County implements our own media buys; newspaper, radio, outdoor, and social. In some cases, it makes more sense to leverage the**

**weight and expertise of the partner/firm. This would be addressed on a case by case basis depending on the specific project need. No specific budget is assigned to media buys.**

Q. Would there be any social or digital media component of the campaign? If so, what budget would be available for that portion?

A. **In many instances, digital and social components would be a part of the campaign mix. That is something that would be determined based on the scope of the specific project and the advisement of the partner/firm. No specific budget is assigned to digital or social media campaigns.**

Q. What is the target audience for this campaign?

A. **This RFP is not for a specific campaign, but partners us with firms that have expertise and experience in certain areas; allowing the County to leverage those skills to support varying projects and project needs as they arise. Specific projects do have target audiences; some do not, as many times CMR is communicating to the entire County for our services, offerings, public information, and education.**

Q. Is there an incumbent firm? If so, which firm?

A. **In a previous RFP, eight firms/vendors were selected for video production and public relations services on a continuing supply basis. Those firms are: Diane Wilkens Productions, Salter>Mitchell, Mike Vasilinda Productions, Moore Consulting Group, Silver Productions, ThinkCreative, Uzzell Group, Inc., and Vancore Jones Communications, Inc.**

Acknowledgment of this addendum is required as part of your bid submittal. Failure to acknowledge this addendum may result in rejection of your bid.

Should you have any questions, feel free to call me at (850) 606-1600.

Sincerely,



Don Tobin, CPPB  
Purchasing and Contract Administrator

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