



Procurement Office

December 18, 2019

ADDENDUM NO. 1

GCSC RFQ NUMBER: #1-2019/2020
GCSC RFQ TITLE: Advertising & Marketing Consultant

The above numbered solicitation is amended as follows to address proposer's questions and to remind proposers of important dates.

Except as provided herein, all terms and conditions of the solicitation, including changes made by all prior addenda (if any), remain unchanged and in full force and effect.

- Question 1 What is your annual marketing budget?
Answer **On average, our annual budget allocated for advertising is approximately \$100,000 - \$150,000. There is no guarantee what the budget will be for the upcoming year because the marketing budget depends on the marketing services provided to benefit the college.**
- Question 2 3.1- Does the five (5) percent compensation for media planning and placement apply to traditional media only or does that also apply to digital media planning and placement?
Answer **5% compensation applies to ALL media planning and placement.**
- Question 3 4.1- Can a USB flash drive be submitted in place of a CD of the qualification packet?
Answer **Yes. We prefer you submit a USB flash drive.**
- Question 4 4.1- Are the required attachments included in the 30-page submittal limit?
Answer **Yes. Per 4.2 Response Format, attachments are included in the Tabs beginning with 6-12.**
- Question 5 Will interviews on 1/14/20 be able to be conducted via video conference?
Answer **Yes, but in person is preferred.**



Question 6 What is your planned gross media budget? Do you have an “all in” budget that includes paid media?

Answer On average, our annual budget allocated for advertising is approximately \$100,000 - \$150,000. There is no guarantee what the budget will be for the upcoming year because the marketing budget depends on the marketing services provided to benefit the college.

Question 7 Can we submit a flash drive with our response rather than a CD?

Answer Yes. We prefer you submit a USB flash drive.

Question 8 Should the financial and technical responses be in separate submissions or can we include a price quote with our technical proposal?

Answer Include a price quote with your technical proposal.

Question 9 Have you conducted any qualitative or quantitative market/ audience research activities in the past two years including any online/email/phone surveys, or focus groups?

Answer In 2017-2018 a student media survey was conducted.

Question 10 When was your last marketing campaign in market?

Answer We have continuous marketing campaigns going on.

Question 11 What is your current recruiting footprint and class profile? Can you share a link or document with more information about this?

Answer Class profile can be found on our website. 2018-2019 Fact Book <https://www.gulfcoast.edu/administration.../gcscfactbook201819.pdf> and 2019-2020 General Catalog <https://www.gulfcoast.edu/catalog/2019-2020/2019-2020-catalog.pdf>

Question 12 What are the capabilities and staffing on your internal marketing team?

Answer Social media, digital and graphic design, copywriting, marketing collateral, web maintenance and design for homepage/continuing education, PR outreach to include press releases and media relations.



- Question 13 Do you have an approved brand/style guide?
Answer Yes we do. See Attachment A.1.
- Question 14 Do you have a library of images we could use or should we budget for stock imagery or an on location photo shoot? Do you have an on-campus photographer you work with or will you rely on vendor partnerships?
Answer We have a small photo library and we have the capability to take some photos (no professional photographer on staff). Professional photography needs to be budgeted on an as needed basis.
- Question 15 What is the annual budget allocated for the Advertising and Marketing Consultant Services?
Answer On average, our annual budget allocated for advertising is approximately \$100,000 - \$150,000. There is no guarantee what the budget will be for the upcoming year because the marketing budget depends on the marketing services provided to benefit the college.
- Question 16 If the specific budget allocation has not been determined, what is the annual budget threshold that cannot be exceeded?
Answer Not at this time.
- Question 17 Is there an incumbent? If so, who?
Answer Yes, Kerigan Marketing Associates. Current contract will expire January 10, 2020.

Just a reminder that the College will be closed for the holiday break beginning Monday, December 23, 2019. We will resume normal business hours on Thursday, January 2, 2020.



Remaining schedule of events

The College will attempt to adhere to the following schedule of events.

Time	Day / Date	Description
2:00 PM CT	Tuesday, January 7, 2020	RFQ Due Date Gulf Coast State College Procurement Services Administration Building, Room 126 5230 West US Highway 98 Panama City, FL 32401
TBA	Wednesday, January 8, 2020	Public meeting to finalize the ranking of the firms. Panama City Campus Enrollment Services Building Room 124-Gardner Seminar Room
TBA	Tuesday, January 14, 20220	Interviews with the top ranked firms. Panama City Campus Enrollment Services Building Room 124-Gardner Seminar Room
4:00 PM CT	Tuesday, January 14, 2020	Post Intent to Award http://www.gulfcoast.edu/administration-departments/index.html
10:00 AM CT	Thursday, January 23, 2020	District Board of Trustees Approval

All times stated are Central Time (CT). Dates are subject to change as needed.

Firms must acknowledge receipt of this addendum by signing and returning this addendum with your sealed document.

FAILURE TO ACKNOWLEDGE RECEIPT OF THIS ADDENDUM PRIOR TO THE HOUR AND DATE SPECIFIED MAY RESULT IN REJECTION OF YOUR OFFER.



Tonia E. Lawson, CPPB, CPP, CPPM, CGPP, CPDW
Executive Director of Procurement & Auxiliary Services

Complete this portion and include in your proposal submittal.

RECEIPT ACKNOWLEDGED:

COMPANY: _____

SIGNATURE: _____

TITLE: _____

DATE: _____