

**STATE OF ALASKA RFP 2015-0800-2913
AMENDMENT NUMBER 3**

RETURN THIS AMENDMENT IN YOUR PROPOSAL TO:



**Department of Commerce,
Community and Economic Development (DCCED)
Attention: Gina Chalcroft
State Office Building - Ninth Floor
333 Willoughby Avenue
P.O. Box 110803
Juneau, AK 99811-0803**

THIS IS NOT AN ORDER

DATE AMENDMENT ISSUED: January 27, 2015

RFP TITLE: Marketing and Communications Services

AMENDMENT 3

THERE IS NO CHANGE TO THE RFP PROPOSAL RECEIPT DEADLINE: Proposals must be time and date stamped by the issuing office no later than 2:00 PM., Alaska Standard Time on Tuesday, February 13, 2015. An offeror's failure to submit its proposal prior to the deadline will cause the proposal to be disqualified. Late proposals or amendments will not be opened or accepted for evaluation.

IMPORTANT NOTE TO BIDDERS: In order for your proposal to be considered responsive, this amendment, in addition to your proposal and all other required documents, must be signed, dated, and included in your proposal. All other sections of the RFP remain the same.

A large, stylized handwritten signature in blue ink, which appears to be "Gina Chalcroft", written over a horizontal line.

**Gina Chalcroft
Procurement Specialist
PHONE: (907) 465-2519
FAX: (907) 465-5441**

NAME OF COMPANY

SIGNATURE

DATE

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The following questions have been asked and answered:

- Q.** Can you tell me how many companies are signed up to receive RFP documents?
- A.** The RFP process requires Commerce's Procurement Manager to prepare a register, including names and brief descriptions, after the receipt of proposals (2 AAC 12.240). The register and proposals are not open for public inspection until after the Notice of Intent is issued. Therefore, no information can be provided to the public regarding who submitted a proposal until after issuance of the Notice of Intent.
- Q.** Is the list of names public information?
- A.** See above.
- Q.** Is the initial budget of \$1,125,000 inclusive of media placement??
- A.** The initial budget is \$345,000.00. The Total overall budget is \$1,125,000.00 and must include all work/media placement.
- Q.** Are agencies permitted to collect media commissions?
- A.** Yes, however, the State doesn't allow a markup on any "pass-through" costs including placement of media.

The following is deleted in its entirety:

1.02 Contract Term and Work Schedule

~~The approximate contract schedule is as follows:~~

- ~~• Issue RFP: January 20, 2015~~
- ~~• Pre Proposal Conference: January 30, 2015~~
- ~~• Written Comments Due: February 2, 2015~~
- ~~• Deadline for Receipt of Proposals: February 13, 2015~~
- ~~• Proposal Evaluation Committee completes Filter 1 evaluation by: February 27, 2015~~
- ~~• Oral Presentations: March 2—6, 2015~~
- ~~• Proposal Evaluation Committee completes Filter 2 evaluation by: March 6, 2015~~
- ~~• State of Alaska issues Notice of Intent to Award a Contract: March 9, 2015~~
- ~~• State of Alaska issues contract: March 20, 2015~~
- ~~• Contract start: April 1, 2015~~

~~If the RFP deadline is extended the Entire Schedule extends, at a minimum, the same number of days~~

And replaced with:

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- **Written Comments Due:** February 2, 2015
- **Deadline for Receipt of Proposals:** February 13, 2015
- **Proposal Evaluation Committee completes Filter 1 evaluation by:** February 27, 2015
- **Oral Presentations:** March 9 – 13, 2015
- **Proposal Evaluation Committee completes Filter 2 evaluation by:** March 13, 2015
- **State of Alaska issues Notice of Intent to Award a Contract:** March 16, 2015
- **State of Alaska issues contract:** March 27, 2015
- **Contract start:** April 1, 2015

If the RFP deadline is extended the Entire Schedule extends, at a minimum, the same number of days

The following is deleted in its entirety:

~~3.01 Contract Type~~

~~Any contract resulting from this RFP will be a firm fixed price contract.~~

And replaced with:

3.01 Contract Type

Any contract resulting from this RFP will be a fixed price contract. Fees for personnel will be fixed. The State doesn't allow a markup on any "pass-through" costs including placement of media.