

**STATE OF ALASKA RFP 2015-0800-2913  
AMENDMENT NUMBER 5**

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**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: February 4, 2015**

**RFP TITLE:     Marketing and Communications Services**

**AMENDMENT 5**

**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.



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

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NAME OF COMPANY

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SIGNATURE

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DATE

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**The following questions have been asked and answered:**

- Q.** Can you give us a sense of priority with regard to the campaign's target audiences?
- A.** This is not a campaign and there will be different target audiences depending on the project assigned through the task order system.
- Q.** If you had to divide the resources between reaching and influencing out-of-state audiences vs. in-state audiences, what percentage of resources should be allocated to out-of-state versus in-state audiences?
- A.** There are no specific projects and the audience will be determined depending on the project through the task order system.
- Q.** May we consider any necessary travel a reimbursable expense under this contract?
- A.** Travel is a reimbursable expense for any travel expense outside of the contractor's home office location. For example, if the contractor is located in Anchorage we would not pay for travel expenses within Anchorage but a trip to Fairbanks would be reimbursed.
- Q.** If not, could the state provide an estimate on how much travel it expects to be necessary as a part of this contract?
- A.** Because of the task order system that will be used under this contract, travel will be dependent upon the projects that get assigned. The initial task order form will list any required travel and the program manager will approve or negotiate changes to the task order estimate. That said, it is anticipated that the bulk of the work would be based in Anchorage and that travel for this contract would be irregular.
- Q.** Can you please provide the list of attendees at the Pre Proposal Conference?
- A.** Debbie Reinwand – Bradley Reid & Associates  
Steve Powell – Walsh Sheppard  
Gary Scott – Thompson & Co.  
Cesar Rodgers – Yuit  
Rachel Kenshalo – Northwest Strategies

**I apologize if I missed any Offerors/Firms.**

**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~~

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- ~~Written Comments Due: February 2, 2015~~
- ~~Deadline for Receipt of Proposals: February 13, 2015~~
- ~~Proposal Evaluation Committee completes Filter I 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~~

**And replaced with:**

## **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 I evaluation by: February 27, 2015**
- **Oral Presentations: March 16 – 20, 2015**
- **Proposal Evaluation Committee completes Filter 2 evaluation by: March 20, 2015**
- **State of Alaska issues Notice of Intent to Award a Contract: March 23, 2015**
- **State of Alaska issues contract: April 3, 2015**
- **Contract start: April 3, 2015**

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