Date: August 28, 2020

To: All Prospective Bidders

From: Wendy Johnson, Assistant Director
Robert Powell, Buyer

Re: Addendum Number #1 to RFP #91817 – Creative Services

The following revises the above referenced RFP documents. Receipt of this addendum is to be acknowledged by completing the enclosed "Acknowledgement of Receipt of Addenda Form" and including it in the Proposal.

Note regarding MBE:

Please be advised that Prime Contractors for the Creative Services RFP #91817 do not have to be a State of Maryland MDOT-certified MBE firm. However, Subcontractors must be an MDOT-certified MBE. Prime Contractors are required to hire at least one MDOT-certified MBE subcontractor(s) to meet the 1% subcontracting goal. Primes may request a Capabilities Statement that have been provided by MBE firms who have expressed interest in sub-contracting opportunities for these services.

1. Is this an open RFP?
   Answer: The RFP is advertised on eMaryland Marketplace and the University’s bid board. It is available to all qualified vendors that may be interested in responding.

2. Who is the incumbent and can you please provide their contact name and email.
   Answer: Havit Advertising, TBC Inc., HZBCW, LLC, Oberland, Inc.

3. Can you please check the Bid Holders List box on eMaryland Market Place to show. This allows the MBEs to see who is looking at this RFP so we can contact them to be on their MBE Team.
   Answer: This has been completed.

4. Is there an incumbent agency or group that provides all of these services to UMGC currently that will be bidding on this RFP as well?
   Answer: That is a possibility, but we will not know until the proposal due date.
5. With the items mentioned as examples in the pricing sheet, will there be future addenda regarding further scope deliverables and expected projects? Currently, it's my understanding that hourly rates and expected budgets be given for a few sample tasks, but no true deliverables yet. 

   **Answer:** We are looking for pricing based on the samples/categories provided. Work will be project based and a Statement of Work with estimate will need to be approved prior to project start.

6. Will in-person meetings be required? If so, what is the frequency?

   **Answer:** Refer to Section III, Oral Presentation/Discussion Sessions. Discussion Sessions may be held with shortlisted firms. These Discussions Sessions will be held virtually via Zoom or similar platform.

7. Is there an incumbent firm / vendor who will potentially be responding to this RFP as well?

   **Answer:** See Question 4.

8. Is there a proposed budget for this RFP? If so, how are the funds being allocated?

   **Answer:** The anticipated budget shall not exceed $1,000,000. The breakout below is a rough estimate only and is subject to change. There is no guarantee of the amount of work or breakout of services required.

   - **TV Production:** 30%
   - **Radio and Out-of-Home (OOH):** 20%
   - **Print and Digital:** 15%
   - **To be determined during the Contract:** 35%

9. Is the proposing firm required to be headquartered in Maryland?

   **Answer:** No

10. Does the company have to be an MBE? If the company is not an MBE, can we still respond to the RFP and which part do I need to return with the response?

    **Answer:** The Prime contractor is not required to be an MDOT certified MBE. Please see Note above regarding MBE. Appendix M to the Solicitation provides detailed instructions on submission requirements.

11. Are you looking for one supplier to fulfill all criteria?

    **Answer:** No. UMGC intends to award contract(s) to one or more vendors in each of the six Categories of Services as a result of this Solicitation.

12. I was actually just looking for clarification on whether this RFP is strictly for providing creative services (which it appears) OR also for media buying.

    **Answer:** Media buying is not part of the scope of work.
13. We have worked with UMGC in the past but through another agency. Could/should we include that work as a sample for this RFP if we plan on submitting a proposal for one or more of the categories? 
   *Answer: It is your decision as to what samples you choose to include in your response.*

14. Is this RFP being issued to replace a current vendor, or to add to the university’s vendor list? 
   *Answer: RFP 91817 is being issued because we are reaching the total allowable spend threshold under the previous RFP.*

15. If we are already a current vendor, should we respond to this RFP? Does it help to be awarded the RDP contract if we are a current UMGC vendor? 
   *Answer: Firms should respond to this new RFP regardless of having worked with UMGC in the past.*

16. If we are already a current vendor, but in a different category than what we plan to submit a proposal for, should we respond to this RFP in that new category? 
   *Answer: Yes*

17. Is it helpful for this RFP that we already have a working relationship with UMGC? Even as a subcontractor? 
   *Answer: References and experience will be reviewed in accordance with the Solicitation.*

   Category 2: Radio Creative and Production (including script development): 
   This should be Category 3
ACKNOWLEDGEMENT OF RECEIPT OF ADDENDA FORM

Solicitation:  UMGC Solicitation #91817 – Creative Services

Proposal Due Date: September 11, 2020 by 12:00 p.m.

NAME OF PROPOSER: ____________________________________________________________

ACKNOWLEDGEMENT OF RECEIPT OF ADDENDA

The undersigned, hereby acknowledges the receipt of the following addenda:

Addendum No. ______  dated __________
Addendum No. ______  dated __________
Addendum No. ______  dated __________
Addendum No. ______  dated __________
Addendum No. ______  dated __________
Addendum No. ______  dated __________

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Signature

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Name Printed

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Title