



September 2, 2022

SUBJECT: Letter of Clarification No. 1
Marketing, Public Relations and Event Services

REF: Solicitation No.: MC12-22

TO: All Prospective Respondents

This Letter of Clarification is issued for the following reasons.

The Closing Date / Submission Deadline is extended to Monday, September 12, 2022 at NOON CST.

To provide a response to potential respondent(s) questions. The following questions and H-GAC responses are hereby incorporated and made part of the Solicitation:

Question 1: PART III- SUBMISSION CONTENTS, H. Samples of Work/References: If you are bidding on three different categories do you have to submit 9 references?

Answer: *Yes.*

Question 2: PART III- SUBMISSION CONTENTS, H. Samples of Work/References: Does every sample need to have a reference?

Answer: *Each sample needs to include point-of-contact information for that company.*

Question 3: PART III- SUBMISSION CONTENTS, H. Samples of Work/References: Because campaigns can be in 2-3 of the different categories, can you use the same sample/references (i.e. marketing/Advertising and Creative Process)?

Answer: *Yes, ensure each sample highlights the work relevant to the category it is being presented under.*

Question 4: If we are chosen for an assignment by an HGACBuy vendor, would our contract be with the vendor or H-GAC? When it comes time to invoice for the work, would we invoice the vendor or H-GAC?

Answer: *Please refer to the RFP, pg. 3, About the Cooperative, and pg. 27, Section EEE Payment for Work.*

Question 5: For the Attachment A-Fee Schedule we're submitting, are the prices we submit per service fixed for the entire length of this two-year contract? Or, if a vendor reaches out to us next year to negotiate for a service and our prices have increased, can we then use our new prices?

Answer: *Please refer to the RFP, pg. 26, Section YY Contract Price Adjustments.*



Question 6: The page limit for the “Qualifications, Experience and Capability” section (maximum 5 pages) is small considering we need to provide resumes for key personnel that span up to four different areas of expertise. Can H-GAC consider increasing the page limit for this section?

Answer: *A maximum of 5 pages may be utilized for each category proposed.*

Question 7: For the submittal design, does HGACBuy have a preference for single-sided versus double-sided pages?

Answer: *No.*

Question 8: For the submittal design, can we use full-page digital dividers to break up each section? If so, please confirm if this full-page divider would or would not count towards the page limit for certain sections.

Answer: *Full-page dividers may be used and will not count towards the page limits.*

Question 9: The RFP indicates we need to provide three (3) samples of work for each service we’re proposing on, and each sample needs to include point-of-contact information at that company. Does this point-of-contact information count towards the reference requirement? Or, do we need to provide three additional, separate references?

Answer: *Yes, the point-of-contact for each sample can count as a reference. Three additional, separate references are not required.*

Question 10: In the last contract period how many customers for marketing services came from outside of Texas compared to the number of Texas-based customers?

Answer: *To date, there were zero customers for marketing services from outside Texas and 5 (five) customers from within the State of Texas.*

Question 11: In the last contracting period, how many contracts or work orders were awarded to marketing vendors through HGACBuy?

Answer: *To date, there have been 22 (twenty-two) separate purchase orders issued under this contract.*

Question 12: What was the total value of contracts awarded to marketing vendors in the previous contract period?

Answer: *To date, the total value of all of the work awarded under this contract equals \$2.8 million.*



Question 13: If we wish to share additional information such as examples, MDBE certifications, case studies, resumes, etc. can those be included as attachments?

Answer: *Samples of work, certifications, resumes, etc. are to be included in their respective sections outlined in Part III – Submission Contents.*

Question 14: May we add additional pages to the pricing sheet if we need to provide additional labor category and fixed cost offerings?

Answer: *Yes.*

When issued, Letter(s) of Clarification shall automatically become a part of the solicitation documents and shall supersede any previous specification(s) and/or provision(s) in conflict with the Letter(s) of Clarification. It is the responsibility of the respondent to ensure that it has obtained all such letter(s). By submitting a proposal on this project, respondents shall be deemed to have received all Letter(s) of Clarification and to have incorporated them into their proposals.