State of Nevada
Department of Administration
Purchasing Division
515 E. Musser Street, Suite 300
Carson City, NV 89701

Brian Sandoval
Governor

Greg Smith
Administrator

SUBJECT:	Amendment 1 to Request for Proposal 2084
RFP TITLE:	Integrated Marketing Agency of Record
DATE OF AMENDMENT:	November 13, 2014
DATE OF RFP RELEASE:	November 5, 2014
OPENING DATE:	November 24, 2014
OPENING TIME:	2:00 PM
CONTACT:	Annette Morfin, Procurement Staff Member

The following shall be a part of RFP 2084. If a vendor has already returned a proposal and any of the information provided below changes that proposal, please submit the changes along with this amendment. You need not re-submit an entire proposal prior to the opening date and time.

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1. The State of Nevada issued an RFP in August. According to the RFP, the Nevada Commission on Tourism is looking for an integrated marketing AOR to support PR and external communications, strategic planning, media buying, advertising, and digital and mobile initiatives. Is this the same need and if so why is the State issuing a new RFP?

   The previous RFP was cancelled.

2. Is the State open to agencies who do not have an office in Nevada?

   Yes. The State is not permitted to give preference to in-state agencies.

3. Does the State of Nevada Purchasing Division want a specific format for the proposal. For example, would you like to have all responses for the sections in the scope of work labeled with the original description from the RFP?

   Within the RFP document; there are instructions as to how to submit your proposal. Refer to Section 9 - Proposal Submission Requirements, Format and Content.

4. Why did you cancel RFP #2081 and reissue as RFP #2084?

   RFP 2081 was cancelled.

5. Is the selection committee for #2084 the same as it was for #2081?

   No

6. Our references submitted reference questionnaires in response to RFP #2081. Will previously submitted reference questionnaires meet reference requirements in #2084, or do we need to ask references to re-submit new reference questionnaires?

You can use the same reference questionnaires. You must indicate which ones from RFP 2081 you want us to use.

7. There are numerous forms that are the same between RFP #2081 and RFP #2084, except for the bid number. Will you accept #2081 forms signed earlier in the #2084 response, or must we re-populate and sign forms?

You would need to re-populate and sign the forms.

8. When we received the notice of cancellation of RFP #2081, we received instructions from a Nevada purchasing officer to submit the response to RFP #2081 and highlight changes to comply to the new requirements in RFP #2084. Please confirm that this tactic is permissible, as it is not mentioned in RFP #2084.

Yes, you would just need to copy/cut/paste with any revisions from RFP 2081 into RFP 2084.

9. Can you tell us why the original RFP was canceled and then reissued as #2084?

Refer to Question 4.

10. Are there preferred methods of compensation to the agency?

The Division of Tourism cannot contract on a retainer basis. Typical forms of compensation are project based.

11. If new/additional platforms or software is needed to execute on strategic plans and initiatives, is additional budget available? Or does that need to be included in the budgets provided?

All acquisitions must come from the budgets provided (except those identified as coming from other budget categories).

12. In sections 1.9.3.7 and 1.9.5.5, the thought isn't finished. May we assume these two sections are meant to articulate that those costs must be included in the budget? For example, in section 1.9.5.5, should the first sentence read "All out-of-pocket expenses for agreed-upon program components [must be included in the overall budget]?"

Yes, all agreed upon out-of-pocket expenses must be included in the overall budget (except those identified as coming from other budget categories).

ALL ELSE REMAINS THE SAME FOR RFP 2084.

Vendor must sign and return this amendment with proposal submitted.

Vendor Name: Fahlgren, Inc. (DBA Fahlgren Mortine

Authorized Signature: Neil Mortine

Title: President and CEO Date: 11/18/14

This document must be submitted in the "State Documents" section/tab of vendors' technical proposal.