

LAKELAND AREA MASS TRANSIT DISTRICT (LAMTD)

Office of Purchasing and Contracts
1212 George Jenkins Blvd., Lakeland Florida 33815

AMENDMENT OF SOLICITATION

1. SOLICITATION No. 13-010	2. AMENDMENT No. 1	3. EFFECTIVE DATE: 12/21/2012
4. ISSUED BY: Lisa Harris, Contracts Specialist Direct Dial: (863) 327-1314 Email: LHarris@ridecitrus.com		5. NUMBER OF PAGES: 1
6. AMENDMENT OF SOLICITATION: The solicitation identified in Block 1, is hereby amended as described in Block 9. Except as provided herein, all other provisions of the solicitation, as hereto amended, shall remain unchanged and in full force and effect.		
7. REQUIREMENT TO ACKNOWLEDGE AMENDMENT: Failure of an offeror to acknowledge receipt of this amendment may result in offer rejection. Offeror must acknowledge receipt of this amendment prior to the deadline specified in the solicitation for receipt of offers and by one of the following methods: A. by signing Block 8 and returning this amendment to the District with your Proposal; B. by separate letter or e-mail which includes a reference to this solicitation and amendment numbers.		
8. OFFEROR'S ACKNOWLEDGEMENT OF AMENDMENT: Name & Title: _____ Signature: _____ Offeror: _____ Date: ____/____/____		
9. DESCRIPTION OF AMENDMENT: The following modifications are hereby made to the solicitation document: A. There are no changes to the solicitation. B. Attached to this amendment are Questions and Clarifications. Responses to questions are provided as a courtesy and do not "modify" the solicitation. <p style="text-align: center;">[END]</p>		

RFP 13-010 Advertising/Marketing Services

Questions and Clarifications

December 20, 2012

1. **Question:** Are there any significant service changes that will allow us to anticipate projects; such as rebranding, route changes, etc.?

Response: 1) The rebranding will depend on the outcome of an anticipated 2014 referendum. Currently the District is part of a network of agencies that make up Polk Transit. Should the anticipated referendum pass, the network of agencies will merge into one agency known as the Polk Transit Authority. 2) Route changes are typically done every 6 months. 3) There are no large scale operational changes anticipated due to funding restrictions.

2. **Question:** Do you currently have an Advertising / Marketing Contract in place and who is the incumbent?

Response: Yes, TMR Creative currently holds the contract.

3. **Question:** Bus advertising is currently being handled by the incumbent as a kind of a one stop shop. You want a turnkey operation?

Response: Yes

4. **Question:** You are not asking for a firm to provide a sales goal or minimum percentage of advertising pace to be sold, why is that?

Response: The amount of advertising space available could be restricted or reduced by in house promotions or space given to participants as part of our Universal Access Programs (UAP). As such, there is no guarantee of available space to meet such an obligation.

5. **Question:** So we are not aggressively searching for advertising customers?

Response: Correct. Our advertising program is posted on our website and we will forward any inquiries to the selected vendor.

6. **Question:** Will DBE participation be task order based?

Response: Yes, DBE participation will be task order based. So even though there is a 2.19 % goal for the entire contract, that may only be obtainable through services like third party printing. As such, individual task orders may be reflective of a higher percentage than the contract goal. Please keep in mind that our solicitation states that the awarded firm shall compete such services on our behalf; requiring that they document their DBE efforts, quotes and awards. Additionally, the awarded firm will be required to submit a DBE Payment Report.

Attached is a list of DBE's found through a DBE Directory search for printing, advertising and marketing firms. This document is being provided to assist in your DBE efforts. The directory link can be found under section 1.1B of the solicitation.

7. **Question:** Who is on the evaluation committee and will it include any board members?

Response: The selected individuals are LAMTD staff who will oversee or place orders against the contract; they also have the most experience with such services. Those individuals are: Tom Phillips, Bill Knieriem, and Cathy Wolosin. The recommendation for contract award shall be presented to the Board of Directors for approval prior to contract execution.

RFP 13-010 Advertising/Marketing Services

Questions and Clarifications

December 20, 2012

8. **Question:** Why are you seeking a new contract? Was the incumbent unable to perform the variety of services? Will they win the next award?

Response: As an FTA grantee, our contract terms are limited to a five year period. Contract solicitations are competitively bid to ensure that the District obtains the best possible value given the existing competitive environment, and in no way reflects on the incumbent's performance. Award is made through an unbiased evaluation committee; there are no preconceived notions or guarantees of award. The incumbent was able to perform the required services; however, the services provided to our agency can only be considered as part of the reference check. The incumbent's performance will not be a factor in the technical review of an proposal, should they choose to submit one.

[END]

[FDOT Equal Opportunity Office - Business Directory Link](https://www3.dot.state.fl.us/EqualOpportunityOffice/biznet/mainmenu.asp)
<https://www3.dot.state.fl.us/EqualOpportunityOffice/biznet/mainmenu.asp>

BizNet Main Menu



Florida Department of Transportation
 Equal Opportunity Office
 605 Suwannee Street, MS 65
 Tallahassee, Florida 32399-0450
 Tel: (850) 414-4747 Fax: (850) 414-4879

Business Directory

This application is a search engine for the FDOT's Business Directory. Firms in the following certification categories can be found in the Directory.

UCP-DBE	Federal Disadvantaged Business Enterprise as certified by member agencies in the Florida Unified Certification Program
MBE	Minority Business Enterprise as certified by the State of Florida
OBE	Non-certified Business
ACDBE	Airport Concessionaire DBE

To view the list of participating agencies and their contacts, please click below:
[UCP Certifying Member List](#)

[UCP Member Login](#)

Enter the beginning letter(s) or word(s) of a firm name and click "View Results" to quickly search the BizNet database.

<input type="text"/>	<input type="button" value="View Results"/>
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Click on any button below to search the directory.

<input type="button" value="Search by Firm Name"/>
<input type="button" value="Search by Business Description"/>
<input type="button" value="Search by Specialty Code"/>
<input type="button" value="Search by N.A.I.C.S. Code"/>
<input type="button" value="Download Directory"/>

<-----
 Select the
 search criteria
 that best suites
 your needs

Click on any button below to access special features.

<input type="button" value="Learn How to Use the System"/>
<input type="button" value="Comments/Suggestions"/>
<input type="button" value="Exit the BizNet System"/>

BizNet Online Search since January 12, 2002.

ver./release no.: 08.09.11

[Florida Department of Transportation 2008.](#)

BizNet Search by N.A.I.C.S. Code

Search by the categories listed below:

North American Industry Classification System (N.A.I.C.S.) Code

Tip: To move quickly through the N.A.I.C.S. picklist, type first digit of the N.A.I.C.S. code here and HIT TAB.

- ...Include All NAICS Codes
- 11111: Soybean Farming
- 11112: Oilseed (except Soybean) Farming
- 11113: Dry Pea and Bean Farming
- 11114: Wheat Farming
- 11115: Corn Farming

N.A.I.C.S. Lookup by Keyword

Certification Status

UCP DBE - UCP Disadvantaged Business

Enterprise

MBE-Minority Business Enterprise

OBE-Non Certified Firm

All

Show Only ACDBE Firms

Physical Location

District

---INCLUDE ALL---

County

---INCLUDE ALL---

Work Location

County

---INCLUDE ALL---

- ALACHUA
- BAKER
- BAY
- BRADFORD

[Click here to search by District Work Location.](#)

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BizNet Search Results: NAICS:541613 DBE

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To view a specific business profile, click on the firm's Business Name.

To send an e-mail to a specific business, click on the firm's corresponding E-mail address.

Business Name	Contact	Phone	E-mail
ACE PUBLIC RELATIONS GROUP LLC	MAGALY BRUNO	(954) 639-7269	MAGGIE.BRUNO@ACEPRG.COM
AIRPORT CUSTOMER RELATIONSHIP MANAGEMENT SPEICIALISTS LLC	JENNIFER ADAMS	(305) 629-3669	jennifer.adams@airportcrms.com
ANASTASIA BRENAN COMMUNICATIONS GROUP LLC	ANASTASIA WALLACE	(850) 228-2667	swallace@abc-communications.net
APOLLO WORLDWIDE LLC	GREGORY BRUCE	(904) 416-1848	GBRUCE@APOLLO-WORLDWIDE.COM
AVIATION STRATEGIES AND TRADE SOLUTIONS INC	ANA SOTORRIO	(786) 369-7553	asotorrio@asts-inc.com
BROADBASED COMMUNICATIONS INC	JAN KORB	(904) 398-7279	
BROWN GROUP MANAGEMENT	DOUGLAS BROWN	(904) 384-3939	DOUGLASBBROWN@BELLSOUTH.NET
BRYANT RETAIL CONSULTING ENTERPRISES, LLC	STACY BRYANT	(561) 279-0964	sassysnapper@hotmail.com
C C HEYWARD ASSOCIATES INC	CONNELL HEYWARD	(904) 382-4095	CCHEYWOOD@AOL.COM
CARLSON STUDIO MARKETING INC	GRACE CARLSON	(941) 362-3011	grace@carlsoncomarketing.com
CARMEN MORRIS & ASSOCIATES INC	CARMEN MORRIS	(305) 278-2395	cmorris@bellsouth.net
CHANDLER & CAMPBELLE INVESTMENT GROUP DBA CHANDLER & CAMPBELLE GROUP	DARRELL SEARCY	(561) 630-5885	darrell@chandlercampbelle.com
CIRCLE OF ONE MARKETING, INC.	SUSAN MCDOWELL	(305) 576-3790	susan@circleofonemarketing.com
CLEAR LIGHT COMMUNICATIONS INC	LEONOR GALINDO EIRIKIS	(561) 798-9633	Eirikis@clearlightPR.com
CLG MANAGEMENT LLC	JOAN C GARDENHIRE	(850) 656-6711	jgardenhire@clg-managment.com
COMMUNITEL INC	PEDRO PELAEZ	(305) 888-4212	aguevara@communitelusa.com
CONSULTECNICA INC	FRANCESCO BALLI	(786) 866-9854	FBALLI@BALLIENTERPRISES.COM
CREATIVE EDGE INC	CHRISTINE L BOYD	(561) 835-0009	christine@creativeedgeinc.com
CUNNINGHAM GROUP INC	JUAN CUNNINGHAM	(305) 666-4524	courtney@thecunninghamgroup.com
D & M GLOBAL SERVICES LLC	MARIA D MCNAIR	(904) 476-5526	MARIADIAZG@AOL.COM
DEFINEMENT LLC	JENNIFER BRADFORD	(813) 253-0538	MANAGEMENT@DEFINEMENTLLC.COM
DIAZ & COOPER ADVERTISING INC	OTMARA DIAZ-COOPER	(305) 670-2004	OMI@DIAZCOOPER.COM
ESP MEDIA PRODUCTION COMPANY	WINDELL PAUSE	(850) 511-0789	windell@espmmedia.net
EV SERVICES INC	ESTHER MONZON AGUIRRE	(786) 536-4270	emonzonaguirre@evservicesinc.com
GAIL M SPIVEY & ASSOCIATES	GAIL M SPIVEY	(305) 303-6360	gailmspiveyandassociates@gmail.com
HESTER GROUP LLC	HESTER CLARK	(904) 739-2338	HCLARK@HESTER-GROUP.COM
ILIUM ASSOCIATES INC	CAROLYN PEREZ	(800) 274-6525	CAROLYN@ILIUM.COM

KRISMISH LLC DBA AIRPORT RETAIL MANAGEMENT	ANDERSEN AMANDA KAWALL	(305) 484-1064	KSARKARI@ARM.ICESYSTEM.COM
M VICTORIA PENNINGTON MARKETING & PUBLIC AFFAIRS INC	VICTORIA PENNINGTON	(904) 519-9478	MVPENNINGTON@COMCAST.NET
MAGBE CONSULTING SERVICES INC	MAGALI ABAD	(305) 858-2502	magbelady@bellsouth.net
MARIA SOLDANI CONSULTANTS LLC	MARIA SOLDANI	(954) 592-8541	MARIASOLDANI@COMCAST.NET
MARY A LYNCH	MARY A. LYNCH	(817) 478-3308	MALynch316@aol.com
MAZARD CONSULTING GROUP INC	CARLINE MAZARD	(786) 991-7443	carlinemazard@gmail.com
MEDIA RELATIONS GROUP LLC	ALICIA GONZALEZ	(305) 254-8598	agonzalez@mrgmiami.com
MONTGOMERY CONSULTING GROUP INC	MONTY GETTYS	(407) 539-7030	monty.gettys@mcgi-us.com
MORGAN DANFORD ENTERPRISES	JOYCE MORGAN DANFORD	(904) 612-1952	DANFORD.JOYCE@YAHOO.COM
MYGANI DESIGN STUDIO	FELICIA WRIGHT	(904) 860-8440	FWRIGHT@MYGANI.COM
NATIONAL INSURANCE CONSULTANTS INC	HERMAN L ROSS II	(702) 696-9586	ic@niciinsure.com
PASTORELLE MARKETING GROUP INC	TONJA R PASTORELLE	(630) 670-1629	t.pastorelle@gmail.com
PL AND P ADVERTISING PLANNERS FOR ENVIRONMENTAL QUALITY INC	ALFRED PADRON	(954) 567-1455	AGENCY@PLPADV.COM
PUBLIC INTEREST COMMUNICATIONS LLC	INGA KENNEDY	(770) 306-0100	INGA@PEQATL.COM
PUMPED INC	ANITA WARMING	(904) 619-7904	AWARMING@COMCAST.NET
ROSE LEE PRODUCTIONS INC	CARLOS PENA	(305) 371-3955	carlos@campeongroup.com
S DAVIS & ASSOCIATES PA	ROSE LEE ARCHER	(561) 241-7987	roseleea@aol.com
SALES TEAM AMERICA LLC	SHAUN DAVIS	(954) 927-5900	sdavis@sdaviscpa.com
SECURITY SOLUTIONS INTERNATIONAL LLC	NIKOLE AUGSTEN	(305) 876-9116	NAUGSTEN@AOL.COM
STRATEGO ENGINEERING CONSULTANTS INC	HENRY MORGENSTERN	(786) 573-3999	securitysolutionsint.com
STUCK IN MY HEAD MEDIA	PEGGY BALEPOGI	(305) 380-8440	pbalepogi@strategoconsultants.com
SWIFT SERVICES INC	NISA DALMAS	(904) 248-0294	INFO@STUCKINMYHEADMEDIA.COM
	MR WILLIAM SWIFT	(404) 223-1008	

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To send an e-mail to a specific business, click on the firm's corresponding E-mail address.

Business Name	Contact	Phone	E-mail
TENTARA DIGITAL CORP	RICARDO BERNARDINI	(407) 442-6301	ricardo@tentara.net
TERESA CROWDER MARKET RESEARCH	TERESA CROWDER	(904) 282-2801	TERESA_CROWDER@ATT.NET
THE ALEXANDER AGENCY	VONCIER ALEXANDER	(904) 714-4391	VALEX50@AOL.COM
THE DEVIN JAMES GROUP LLC	DEVIN JAMES	(901) 322-6022	devin@devinjamesgroup.com
THE ENTERTAINMENT MARKETING GROUP INC DBA THE INTEGRATED MARKETING GROUP	HERNAND GONZALEZ	(305) 670-0123	hgonzalez@entmktg.com
TOM SAWYER PRODUCTIONS INC	CAROLYN SAWYER	(803) 252-8773	carolyn@tomsawyercompany.com
ULRICH RESEARCH SERVICES INC	NANCY ULRICH	(904) 264-3282	NANCY@ULRICHRESEARCH.COM
VEGA LLC	JOHANNA VEGA	(786) 525-3560	JOHANNA@VEGAPROD.COM
VESTA REA & ASSOCIATES L L C	VESTA REA - GAUBERT	(281) 376-4202	cbstine2002@aol.com
WALKER DESIGN GROUP INC DBA WALKER BRANDS	NANCY H WALKER	(813) 875-3322	NWALKER@WALKERBRANDS.COM
WENDT PRODUCTIONS INC	SUSAN WENDT	(813) 920-5000	SWENDT@WENDTPRODUCTIONS.COM

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BizNet Profile: WENDT PRODUCTIONS INC

Name: WENDT PRODUCTIONS INC
Business Description: MARKETING, ADVERTISING, PRINT PROMOTIONAL AND INCENTIVE GIFTS AWARDS - ELECTRONICS, EMBROIDERED CLOTHING APPAREL, DIRECT MAIL FULFILLMENT SERVICE
Street: P O BOX 819
City: ODESSA State: FL Zip: 33556-
County: HILLSBOROUGH District: DISTRICT SEVEN
Phone: (813) 920-5000 Fax: (813) 920-8611
E-mail: SWENDT@WENDTPRODUCTIONS.COM
Work Location:
County:
District:
Contact: SUSAN WENDT
UCP Cert. DBE State Cert.: MBE UCP Certifying Member: HCAA
First SC: First NAICS: 541613
2nd SC: 3rd SC: 4th SC: 5th SC: 6th SC: 7th SC: 8th SC: 9th SC: 10th SC:
2nd NAICS: 54181 3rd NAICS: 54186 4th NAICS: 54189 5th NAICS: 6th NAICS: 7th NAICS: 8th NAICS: 9th NAICS: 10th NAICS:
ACDBE: Yes

NOTE:

OBE stands for Other Business Enterprise indicating that the firm is not certified.

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