



December 8, 2011

ADDENDUM NO: 2

TO THE CONTRACT DOCUMENTS AND TECHNICAL SPECIFICATIONS

FOR

BID# 24-12

SPARTANBURG COUNTY UPSTATE WIB SC WORKS MARKETING PLAN

The following revisions, additions, and clarifications are hereby made part of the Contract Documents and Technical Specifications for the above referenced project and shall be taken into account in the preparation of all bids and the execution of all work. Bidders shall acknowledge receipt of the addendum through signed copy of addendum delivered in person, fax, or signature e-mail.

REVISIONS/ CLARIFICATION TO SPECIFICATIONS-

ADDENDUM NO: 2 REVISIONS/ CLARIFICATIONS

- 1) The following Insurance section on page 5 and 6 of the Request for Proposal shall be deleted.**

Insurance: The Proposer shall procure and maintain during the life of the contract, Insurance Coverage for not less than any limits of liability shown below and shall include contractual liability insurance as applicable to the vendor's obligations, with a carrier authorized to conduct business in the State of South Carolina.

All coverage shall be primary and shall apply separately to each insured against whom claim is made or suit is brought, except with respect to limits of the insurer's liability. Original endorsements, signed by a person authorized to bind coverage on its behalf shall be furnished to the County by the successful Proposer.

A. Commercial General Liability: The Proposer shall maintain insurance for protection against all claims arising from injury to person or persons and against all claims resulting from damage to any property due to any act or omission of the Proposer, his agents, or employees in the operation of the work or the execution of this contract.

Bodily Injury (Injury or Accidental Death) and Property Damage \$1,000,000 per occurrence

B. Comprehensive Automobile Liability: The Proposer shall maintain Automobile Liability Insurance for protection against all claims arising from the use of vehicles, rented vehicles, or any other vehicle in the

D. Professional Liability Insurance: If providing a professional service, the Proposer shall maintain Professional Liability Insurance to cover errors, acts of omission by the Proposer, its agents and representatives in the performance of obligations.

Professional Liability Insurance \$1,000,000 per occurrence

E. Employers Liability Insurance \$500,000 each accident *
 \$500,000 disease, each employee *
 \$500,000 disease policy limit *

F. Umbrella Policy: N/A*

* A combination of Umbrella/ Excess and primary limit may be used to provide coverage for amount shown.

2) The required proposal submittal documents on page 9 and 16: State of South Carolina Sales Tax License or Retail Tax License or Use Tax License Acknowledgement Form completed with proposal shall be omitted. There are no tangible products to be purchased therefore the requirement of this license is not required.

3) Page 14, Deliverables – further clarification:

The primary deliverable is the marketing plan itself – specific components of that plan (at a minimum) are outlined in the Statement of Need on page 14. If, as part of the strategies identified in the plan, there are specific recommendations, the successful bidder will provide the “message” for such strategy; they will not be required to provide the creative piece. With a mandated logo already available, the creative piece could be limited anyway. For further clarification: If a strategy to better reach the business community is to advertise quarterly in a business specific magazine, the successful bidder will identify the key message to convey (e.g. FREE job postings) but not the advertisement layout itself.

4) Page 15: IV. Project Duration

The deadline should be modified to read: (The last sentence in the paragraph is the statement that indicates an option to extend)

IV. Project Duration

It is anticipated that an award will be made as early as **January 11, 2012**. It is anticipated that completion of the integrated marketing plan and deliverables will be completed **within two months** for implementation by Upstate WIB staff beginning **the following month**. The Upstate WIB reserves the right to modify the initial contract to include extension beyond the original project timeframe pending availability of resources and performance of the contractor.

5) Page 15, V. Project Costs

V. Project Cost

The Upstate WIB has budgeted \$15,000 for this project, however, there is no requirement that Bidders submit project costs equal to that amount.

Bidders are advised to submit proposals that reflect their best and lowest cost. Bidders must submit a breakdown of costs for the **design** of the marketing plan. Bidders should provide cost information, such as hourly and/or daily rates and fees that would support implementation of the marketing plan. Provide a framework of how services will be charged listing hourly rates, fees for specific services or other methods of fee assessment. A schedule of the delivery of the services should be included with the appropriate alignment of payments due. This should include, but is not limited to, prices for the following:

- a) Proposed methodology and activities related to assessing current customers and marketing strategies;
- b) Proposed methodology and activities related to development of goals and strategies;
- c) Design of **marketing messages for identified strategies**
- d) Meeting fees
- e) Travel cost

There is no requirement that project costs fall within certain pre-designated generic budget categories. It is up to each individual Bidder to submit a budget that accurately reflects anticipated expenses to meet the project requirements.

All contact information for this bid package will be as follows:

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