



CITY OF ATLANTA

Kasim Reed
Mayor

SUITE 1900
55 TRINITY AVENUE, SW
ATLANTA, GA 30303
(404) 330-6204 Fax: (404) 658-7705
Internet Home Page: www.atlantaga.gov

DEPARTMENT OF PROCUREMENT
Adam L. Smith, Esq., CPPO, CPPB, CPPM, CPP,
CIPC, CISCC, CIGPM, CPPC
Chief Procurement Officer
asmith@atlantaga.gov

March 25, 2016

Dear Proponents:

**Re: FC-8462, On-Call Airport Marketing Consulting Services at
Hartsfield-Jackson Atlanta International Airport**

Attached is one (1) copy of **Addendum No. 2**, which is hereby, made a part of the above-referenced project.

For additional information, please contact Mr. Philippe Jefferson, Contracting Officer at (404) 865-8565, or via e-mail at pejefferson@atlantaga.gov.

Sincerely,

Adam L. Smith

ALS:pej



Addendum No. 2

**Re: FC-8462, On-Call Airport Marketing Consulting Services at
Hartsfield-Jackson Atlanta International Airport**

March 25, 2016

Page 2

This Addendum forms a part of the Request for Proposal and modifies the original solicitation package and any prior addenda as noted below:

- **QUESTIONS AND RESPONSES: TOTAL OF THIRTEEN (13) QUESTIONS, ATTACHED HERETO AS ATTACHMENT NO. 1.**
- **REVISION TO APPENDIX A, OFFICE OF CONTRACT COMPLIANCE REQUIREMENTS AND FORMS, ATTACHED HERETO AS ATTACHMENT NO. 2.**
- **REVISION TO MINIMUM QUALIFICATIONS STATEMENT, ATTACHED HERETO AS ATTACHMENT NO. 3.**

Proposals are due **Thursday, April 7, 2016**, must be time stamped in no later than 2:00 p.m., and must be delivered to the address below:

Adam L. Smith, Esq., CPPO, CPPB,
CPPM, CPP, CIPC, CISCC, CIGPM, CPPC
Chief Procurement Officer
Department of Procurement
55 Trinity Avenue, S.W.
Suite 1900
Atlanta, Georgia 30303

**** All other information remains unchanged ****



Addendum No. 2

**Re: FC-8462, On-Call Airport Marketing Consulting Services at
Hartsfield-Jackson Atlanta International Airport**

March 25, 2016

Page 3

Acknowledgment of Addendum No. 2

Proponents must sign below and return this form with Proposals to the Department of Procurement, 55 Trinity Avenue, City Hall South, Suite 1900, Atlanta, Georgia 30303 as acknowledgment of receipt of this Addendum.

This is to acknowledge receipt of Addendum No. 2 for **FC-8462, On-Call Airport Marketing Consulting Services at Hartsfield-Jackson Atlanta International Airport** on this the _____ day of _____, 2016.

Legal Company Name of Proponent

Signature of Authorized Representative

Printed Name

Title

Date



**MODIFICATIONS ARE INDICATED IN BOLD ITALIC FACE TYPE
PROJECT NUMBER FC-8462, ON-CALL AIRPORT MARKETING CONSULTING SERVICES AT
HARTSFIELD-JACKSON ATLANTA INTERNATIONAL AIRPORT**

ADDENDUM NO. 2

The following questions and /or clarifications were requested by various proponents:

1.	Question	If SBE does not have a minimum annual revenue of \$5M during three of the last five years yet SBE plus their subcontract does, does this qualify the SBE to move forward? Or, does a joint venture agreement need to be established?
	Response	<i>No joint venture required for this project and minimum revenue has been adjusted.</i>
2.	Question	Is our contract with DFW Airport a conflict of interest?
	Response	<i>No</i>
3.	Question	Must we be a local, Atlanta-based company to be considered?
	Response	<i>No</i>
4.	Question	The RFP states that a bidder must have at least \$5 million in annual revenues; Can you clarify the definition of "revenues"? Our annual sales (total billings) are more \$5 million, but our gross profit is not. Does that bar us from responding to your RFP?
	Response	<i>The minimum qualification has been lowered to annual revenue/sales to \$500K during three of the last five years.</i>
5.	Question	In reviewing the Request for Proposal for FC-8462 for On-Call Airport Marketing Consulting Services, the Business Goal on Part 1, Item 4.3 states that proposers must have a "Minimum Annual Revenue" of \$5 million during three of the last five years. This stipulation seems to be an undue business dis-qualifier that would essentially eliminate from consideration qualified Small Business Enterprises that have the capacity and experience to fulfill the contract requirements.
	Response	<i>SEE RESPONSE TO QUESTION #4</i>

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HARTSFIELD-JACKSON ATLANTA INTERNATIONAL AIRPORT**

ADDENDUM NO. 2

6.	Question	What are the airport's key KPI's or performance benchmarks that you are currently tracking?
	Response	<i>Total passengers, total revenue, customer satisfaction and cargo tonnage.</i>
7.	Question	Do you have any ongoing partnerships with local media/agencies that should be considered?
	Response	<i>No</i>
8.	Question	Do you have an agreed upon customer target profile or is that part of the strategy that we are to develop?
	Response	<i>No customer target profile. Strategy is described in Scope of Services.</i>
9.	Question	Do you have an event calendar or sponsorship calendar you are able to share for planned programming (e.g., ongoing musical program in Atrium) in 2016/2017?
	Response	<i>No</i>
10.	Question	Do you have brand guidelines to share that you would like us to follow?
	Response	<i>Will be supplied to successful proponent.</i>
11.	Question	Will you please share the expected annual budget for this project? Will you please share the media budget for the marketing programming for the last two years?

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ADDENDUM NO. 2

	<i>Response</i>	<i>Not available</i>
12.	Question	Please confirm that subcontractors do NOT need to be SBE certified
	<i>Response</i>	<i>This contracting opportunity is reserved for completion only among COA certified small business enterprises. A successful proponent can self-perform 100% of the work and receive full participation credit, in which case there would not be a need to subcontract any scope. If the successful proponent does not self-perform 100%, they must meet the minimum self-performance requirement as prescribed in the solicitation and ensure that good faith efforts to subcontract 35% of the scope to other COA certified SBEs.</i>
13.	Question	Regarding Exhibit A2, do you want us only to include these five rates, or rates for the entire applicable team? Do you want an all-in estimate for a strategic and tactical campaign plan as well?
	<i>Response</i>	<i>Please consider all applicable team members for consideration. No requirements to give an all-in estimate for a strategic and tactical campaign plan.</i>

Attachment No. 2

MODIFICATIONS ARE INDICATED IN BOLD ITALIC FACE TYPE
PROJECT NUMBER FC-8462, ON-CALL AIRPORT MARKETING CONSULTING SERVICES AT
HARTSFIELD-JACKSON ATLANTA INTERNATIONAL AIRPORT

ADDENDUM NO. 2

APPENDIX A, OFFICE OF CONTRACT COMPLIANCE REQUIREMENTS AND FORMS



CITY OF ATLANTA

SUITE 1700
55 TRINITY AVENUE, SW
ATLANTA, GA 30303
(404) 330-6010 Fax: (404) 658-7359
Internet Home Page: www.atlantaga.gov

Kasim Reed
Mayor

OFFICE OF CONTRACT COMPLIANCE
Larry Scott
Director
lscott@atlantaga.gov

MEMORANDUM

TO: Adam L. Smith, Chief Procurement Officer
Department of Procurement

FROM: Larry Scott, Director 
Mayor's Office of Contract Compliance

RE: **SBE Sheltered Market Bid Documents for Project No.: FC-8462, On-Call
Airport Marketing Consulting Services**

DATE: March 2, 2016

The SBE sheltered market bid documents with project specific availability for Project No.: **FC-8462, On-Call Airport Marketing Consulting Services** are enclosed.

The entire OCC package, which includes the project specific availability for the above referenced contract, must be included in the bid documents. Please note that the enclosed package is solely for this project.

If there are questions, please contact me at (404) 330-6010, or Yvette Hawkins at (404) 330-6898.

cc: File
Philippe Jefferson, DOP

2016 MAR - 2 PM 3:01
CITY OF ATLANTA
DEPT. OF PROCUREMENT



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Kasim Reed
Mayor

OFFICE OF
CONTRACT COMPLIANCE
Larry Scott
Director
lscott@atlantaga.gov

March 2, 2016

RE: Project No.: FC-8462, On-Call Airport Marketing Consulting Services

Dear Prospective City of Atlanta Bidder:

The above referenced contracting opportunity has been designated for **competition by and between City of Atlanta Certified Small Business Enterprises (SBEs) only**. The Office of Contract Compliance (OCC) information is an integral part of every City of Atlanta bid. All Bidders are required to make efforts to demonstrate compliance with all program requirements at or prior to the time of Bid opening, or upon request by OCC. Sheltered market program requirements mandate that the successful City of Atlanta Certified SBE awardee self perform a percentage of the work scope associated with the contract. The successful proponent will receive participation credit for the dollar value of its' self performance. Bidders are required to ensure that all prospective subcontractors, vendors, suppliers and other potential participants are not denied opportunities to compete for work on a City contract and afford all firms, including Small Business Enterprises (SBE) opportunities to participate in the performance of the business of the City to the extent of their availability, capacity and willingness to compete. Pay close attention to the specific SBE sheltered market goals for this project and the SBE sheltered market program reminders listed on page 5.

Additionally, as the City of Atlanta is developing its Small Business Enterprise database, prime bidders are encouraged to utilize OCC's EBO/SBO Program certification application to achieve SBE certification. All firms interested in bidding on this project must be certified as a SBE with the City of Atlanta or have an application for SBE certification submitted to OCC no later than the date and time of the bid opening. City of Atlanta Certified SBE prime proponents must meet the size standards of the United States Small Business Administration Guidelines related to restaurant operators/owners [see 13 C.F.R. § 121.201 (and further explained in 13 C.F.R. §§ 121.104 through 121.107)]. These requirements may be accessed via the internet by visiting: <http://ecfr.gpoaccess.gov/> and choosing "Title 13- Business and Credit" from the browse-able drop down field.

If you have any questions about the information included in this section of the solicitation, please contact the City of Atlanta Office of Contract Compliance at (404) 330-6010.

The City of Atlanta looks forward to the opportunity to do business with your company.

Table of Contents

Policy Statement.....	1
Implementation of SBO Sheltered Market Policy	2
OCC Review of Bidder Submissions.....	2
SBE Sheltered Market Program Bid/RFP Submittals	2
Monitoring of SBO Policy	3
Implementation of EEO Policy	3
Monitoring of EEO Policy.....	3
Small Business Enterprise Sheltered Market Goals for this Project.....	4
Small Business Opportunity Program Reminders	5
Covenant of Non-Discrimination (SBOSM-1).....	6
Subcontractor Contact Forms (SBOSM-2).....	7-8
SBOSM Utilization Form (SBOSM-3).....	9
Letter of Intent Form	10
First Source Jobs Program Policy Statement	11

CITY OF ATLANTA
SMALL BUSINESS OPPORTUNITY SHELTERED MARKET
POLICY STATEMENT

It is the policy of the City of Atlanta to promote full and equal business opportunity for all persons doing business with the City. On a contract by contract basis, the director of the office of contract compliance in consultation with the Chief Procurement Officer will designate certain procurements as **sheltered market procurement opportunities**. The purpose of the Small Business Enterprise Sheltered Market Program is to ensure that the City of Atlanta has a robust race-neutral approach to promoting full and equal business opportunity for all persons doing business with the City of Atlanta. Additionally, The City seeks to promote the growth and development of small businesses through mandated self performance of minimum threshold portions of the scope of the contracting opportunities. The City believes this approach assists in its' effort to promote commerce by assisting SBEs to actively participate in the City's procurement process, and ensure that the City of Atlanta utilizes programs that provide it with the best possible resources. SBE sheltered market requirements and goals for this project are set forth on page 6.

Implementation of SBO Sheltered Market Policy

The sheltered market designation shall be made only when there is a reasonable expectation that bids will be obtained from at least three responsible COA certified SBEs and that the award will be made at a fair market price. The director of the Office of Contract Compliance and Chief Procurement Officer may agree, with consultation and agreement with the Commissioner of the user agency or his or her designee, to designate certain contracts of a pre-determined expected dollar value for **competition by and between SBEs only**, except for those contracts pertaining to Municipal Street Systems, as described in O.C.G.A. § 32-4-1 et seq., pertaining to public works construction as described in O.C.G.A. § 36-91-1 et seq. or other projects for which a sheltered market would conflict with state law. A sheltered market procurement of a single acquisition or a class of acquisitions may be total or partial. The director of the Office of Contract Compliance and the Chief Procurement Officer may designate a portion of an acquisition as a sheltered market procurement, except for construction.

OCC Review of Bidder Submissions

The Office of Contract Compliance shall determine whether a Bidder has satisfied "certified SBE prime proponent" requirement of the sheltered market program and will determine whether a Certified SBE Prime proponent has satisfied the good faith efforts requirement of section 2-1372 based on its review of the Covenant of Non Discrimination, the Outreach Efforts Documentation, the SBE Project Participation Plan, and its review of other relevant facts and circumstances. In reviewing the documents submitted by a Bidder to determine whether the Bidder has satisfied the good faith outreach practices requirement of this section, the Office of Contract Compliance will consider, among other things, the total project dollars self performed, subcontracted to, and/or expended for services performed by all businesses (including certified SBEs), whether such businesses perform Commercially Useful Functions in the work of the contract based upon standard industry trade practices, whether any amounts paid to Supplier businesses are for goods customarily and ordinarily used based upon standard industry trade practices, and the availability of certified SBEs within the relevant NAICS Codes for such Eligible Project.

Small Business Enterprise Program Bid/RFP Submittals

The Covenant of Non Discrimination, the Outreach Efforts Documentation, the SBE Sheltered Market Project Participation Plan, and any other information required by OCC in the solicitation document must be completed in their entirety by each Proponent and submitted with the other required Bid/RFP documents in order for the Bid/RFP to be considered responsive. Failure to timely submit these forms, fully completed, will result in the Bid/RFP being considered as non-responsive, and therefore, excluded from consideration.

Monitoring Of SBO Sheltered Market Policy

Upon execution of a contract with the City of Atlanta, the successful bidder's SBE Sheltered Market Project Participation Plan will become a part of the contract between the bidder and the City of Atlanta. The SBE Sheltered Market Project Participation Plan will be monitored by the City of Atlanta's Office of Contract Compliance for adherence with the plan. The successful bidder will be required to provide specific information on a monthly basis that demonstrates the accuracy of reported self performance dollars and percentages, the use of subcontractors and suppliers where applicable as indicated on the SBE Sheltered Market Project Participation Plan. The failure of the successful bidder to provide the specific information by the specified date each month shall be sufficient cause for the City to evoke penalties as set forth in the City of Atlanta Code of Ordinances, Section 2-1373.

Implementation of EEO Policy

The City effectuates its EEO policy by adopting racial and gender work force availability for every contractor performing work for the City of Atlanta. These percentages are derived from the work force demographics set forth in the 2000 Census EEO file prepared by the United States Department of Commerce for the applicable labor pool normally utilized for the contract.

Monitoring of EEO Policy

Upon award of a contract with the City of Atlanta, the successful bidder must submit a Contract Employment Report (CER), describing the racial and gender make-up of the firm's work force. If the CER indicates that the firm's demographic composition does not meet the adopted EEO goals, the firm will be required to submit an affirmative action plan setting forth the steps to be taken to reach the adopted goals. The CER and the affirmative action plan, if necessary, will become a part of the contract between the successful bidder and the City of Atlanta. Compliance with the EEO requirements will be monitored by the Office of Contract Compliance.

Small Business Enterprise Sheltered Market Goals for this Project

Project No.: FC-8462, On-Call Airport Marketing Consulting Services

The dominant NAICS code(s) and trade(s) to be engaged for the above referenced solicitation is:

54163 Marketing Consulting Services

The U.S. Small Business Administration Size standard threshold for the above dominant NAICS Code(s) is: **14,000,000.00.**

FC-8462, On-Call Airport Marketing Consulting Services procurement has been designated as a sheltered market opportunity for small business enterprises (SBEs). Therefore, there will be **no mandatory subcontractor participation goals** included in this solicitation. However, The COA certified SBE proponent who is awarded this project at the prime level must ensure that it self-performs at least 50% of the proposed contract value before making other scopes of work available for subcontracting.

All firms interested in bidding on this project at the prime level must be certified as a SBE with the City of Atlanta or have an application for SBE certification submitted to OCC no later than the date and time of the bid opening. City of Atlanta Certified SBE prime proponents must meet the size standards of the United States Small Business Administration Guidelines related to restaurant operators/owners [see 13 C.F.R. § 121.201 (and further explained in 13 C.F.R. §§ 121.104 through 121.107)]. These requirements may be accessed via the internet by visiting: <http://ecfr.gpoaccess.gov/> and choosing "Title 13- Business and Credit" from the browse-able drop down field.

If you have any questions about the information included in this section of the solicitation, please contact the City of Atlanta Office of Contract Compliance at (404) 330-6010.

Please be reminded that no Bidder shall be awarded a contract on an Eligible Project unless the Office of Contract Compliance determines that the Bidder has satisfied the good faith efforts requirement of section 2-1372 on such Eligible Project. Details of the OCC review process for determination of non-discrimination are detailed on pages 2 and 3 of this document.

Small Business Opportunity Sheltered Market Program Reminders

1. **Certification.** It is the prime contractor's responsibility to verify that all SBEs included on the Subcontractor Project Plan are certified by the City of Atlanta's Office of Contract Compliance, or have a certification application pending with the City of Atlanta's Office of Contract Compliance.
2. **Reporting.** The successful bidder must submit monthly SBO program participation reports to the Office of Contract Compliance in a manner as prescribed by the OCC contract monitor of record
3. **Subcontractor Contact Form.** It is required that bidders list and submit information on **all subcontractors** they solicit for quotes, all subcontractors who contact them with regard to the project, and all subcontractors they have discussions with regarding the project. Failure to provide complete information on this form will result in your bid being declared non-responsive.
4. **SBO/EBO Ordinance.** The SBO Program is governed by the provisions of the SBO/EBO Ordinance set forth in the City of Atlanta Code Division 12, section 2 - 1356 through 2 - 1480. The ordinance can be obtained from the City of Atlanta Clerk's Office at (404) 330-6032.
5. **Supplier Participation.** In order to receive full SBE credit, suppliers must manufacture or warehouse the materials, supplies, or equipment being supplied for use on the Eligible Project.
6. **OCC Registry of Certified Firms.** To access OCC's real time registry of vendors (certified or non-certified), visit our PRISM Compliance Management portal at: <https://pro.prismcompliance.com/default.aspx>. Next, click the drop down arrow under "Visit a Jurisdiction", select "City of Atlanta", and click "go!" Once there, you may search by Industry or Certification to obtain your desired results. You may also go to the website: www.atlantaga.gov/contractcompliance and scroll down to the section heading "Registry of Certified Firms" Click OCC's quarterly list to access the current directory of certified firms.

COVENANT OF NON-DISCRIMINATION

The undersigned understands that it is the policy of the City of Atlanta to promote full and equal business opportunity for all persons doing business with the City of Atlanta. The undersigned covenants that we have not discriminated, on the basis of race, gender or ethnicity, with regard to prime contracting, subcontracting or partnering opportunities. The undersigned further covenants that we have completed truthfully and fully the required forms SBOSM-2 and SBOSM-3. Set forth below is the signature of an officer of the bidding entity with the authority to bind the entity.

Signature of Attesting Party

Title of Attesting Party

On this ____ day of _____, 20____, before me appeared _____, the person who signed the above covenant in my presence.

Notary Public

Seal

(THIS PAGE SHALL BE SUBMITTED FOR EACH SBE FIRM)

LETTER OF INTENT

Proponent

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

SBE Firm:

M/FBE Firm: _____

Address: _____

City: _____ State: _____ Zip: _____

SBE Contact Person:

Name: _____ Phone: () _____

Expiration Date of SBE Certification: _____

SBE is performing as:

Prime Contractor Sub contractor Joint Venture Member

Work item(s) to be performed by SBE	Description of Work Item	Dollar(s) Value of Work and Scope of Work	Percentage (%) of Total Bid Amount
TOTAL SBE			

The bidder/offeror is committed to utilizing the above-named SBE firm for the work described above. The estimated participation is as follows:

M/FBE contract amount: \$ _____ Percent of total contract: _____ %

AFFIRMATION:

The above-named SBE firm affirms that it will perform the portion of the contract for the estimated dollar value as stated above.

By: _____ (Print name) _____ (Title)

_____ (signature) _____ (date)

* In the event the bidder/offeror does not receive award of the prime contract, any and all representations in this Letter of Intent and Affirmation shall be null and void.

First Source Jobs Program Policy Statement

The Atlanta Workforce Development agency has determined that the First Source Jobs Program is **not applicable** for **FC-8462, On-Call Airport Marketing Consulting Services**.

However, it is the policy of the City of Atlanta to provide job opportunities to the residents of the City of Atlanta whenever possible. **Although the First Source Jobs Program only applies to Construction Projects**, Every contract with the City of Atlanta creates a potential pool of new employment opportunities. All prime contractor proponents are invited to work with the First Source Jobs Program to fill at least 50% of all new entry-level jobs, which arise from this, or any COA project, with residents of the City of Atlanta. For more specific information about the First Source Jobs Program contact Michael Sterling of the Atlanta Workforce Development Agency at (404) 546-3000. This City of Atlanta program is not included in or enforceable through 49 CFR Parts 23 and 26.

**Michael Sterling, Interim Executive Director
First Source Jobs Program
Atlanta Workforce Development Agency
818 Pollard Boulevard
Atlanta, Georgia 30315
(404) 546-3000**

MODIFICATIONS ARE INDICATED IN BOLD ITALIC FACE TYPE
PROJECT NUMBER FC-8462, ON-CALL AIRPORT MARKETING CONSULTING SERVICES AT
HARTSFIELD-JACKSON ATLANTA INTERNATIONAL AIRPORT

ADDENDUM NO. 2

Attachment No. 3

THE FOLLOWING ARE CHANGES AND / OR MODIFICATIONS TO THE BID DOCUMENTS

1. REVISION TO MINIMUM QUALIFICATIONS STATEMENT PART 1, SECTION 4.4, PAGE 4

Delete:

Proponent must have a minimum annual revenue of \$5 million dollars during three (3) of the last five (5) years.

Replace with:

Proponent must have a minimum annual revenue of \$500 thousand dollars during three (3) of the last five (5) years.