



COMMONWEALTH of VIRGINIA

Department of Agriculture and Consumer Services

PO Box 1163, Richmond, Virginia 23218

Phone: 804/786-3501 • Fax: 804/371-2945 • Hearing Impaired: 800/828-1120

www.vdacs.virginia.gov

ADDENDUM NO. 01 TO ALL PROSPECTIVE OFFERORS:

Reference – RFP:	301-24-080
Commodity Code:	96179
RFP Dated	4/16/2024
For Delivery To:	Virginia Department of Agriculture and Consumer Services
Proposals Due:	revised to 5/29/2024

The above is hereby changed to read:

1. The closing date proposals are due is revised to May 29, 2024, closing time remains the same 2:00 PM.
2. Responses to Questions are provided:
 - a. Is there a proposal response page limit? Do resumes and attachments count toward the page limit? **Please refer to IV. PROPOSAL PREPARATION AND SUBMISSION REQUIREMENTS in the RFP document.**
 - b. Are there any specific font and font size requirements for the proposal submittals? **Please see response to question 1 above.**
 - c. Has an overall budget for this scope of work been established? **No**
 - d. Should the budget be inclusive of direct expenses for paid media/event registration/event booth cost/etc.? **See response to question 10.**
 - e. What market is the Board trying to reach with any paid media? **Producers and consumers of VA Beef Products**
 - f. Does the Board have a direct cost budget for paid media, as this can vary significantly? **At this time, the board does not have a budget established for paid media.**
 - g. Are board meetings to be held in-person, virtually, or hybrid? **Possibility of all three, however most meetings are expected to be held in person.**
 - h. Is this RFP a follow-on or a new requirement? If follow-on, can you provide incumbent award information? **New Requirement**
 - i. The RFP states “The Pricing Schedule should cover the entire fee for wages, overhead and any other administrative cost related to the proposal. This base fee should not fluctuate from month to month.” Are media buys part of the fixed price? Can you provide other examples of what is not included in the pricing schedule. Attachment H. **This is a new project and VDACS is seeking potential solutions in vendor responses.**
 - j. Can offerors attach a more detailed budget breakdown to include pricing information? **Yes, more detailed budget breakdowns can be included.**
 - k. Are there any particular challenges or pain points the Virginia Cattle Industry Board has faced in marketing efforts? **Experiencing normal new growth pains as funding awareness is growing.**
 - l. Are there any specific examples of past projects or experiences that the Board considers particularly relevant? **Not aware of any at this time.**



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- m. Approximately how many trades and media events does the VCIB anticipate attending a year? **0-4**
Would the awarded company's role include onsite event support or just preparation/marketing material development, etc.? **All of the above, could vary by event.**
- n. Please elaborate on the specific requirements for the Board Profile. **Disregard this section.**
- o. Can you provide further clarification on the requirement listed in Form H to provide proposed marketing services in Canada? **This is a typo and the requirement listed in Form H should read proposed marketing services (delete Canada).**
- p. Could you let us know what the budget is for this work? **None has been established and voted on by the board.**
- q. Do you have an incumbent and would they be participating in this RFP? **This is a new requirement and there is no incumbent.**
- r. Could you let us know if you have a local preference or are you open to a Canadian agency that has done similar work with clients across the United States, with some currently being the States of California, Colorado and Wyoming? **There is not a local preference, firm selected must be able to fulfill the requirements listed in the RFP.**

*****OFFERORS MUST ENSURE THEY ARE RESPONDING TO THE LATEST ROUND OF THE RFP IN Eva*****

Sincerely,

Lisa A. Cumming

Lisa Cumming, VCO, CPPO
Director, Procurement and Support Svcs.
804.225.4887

Lisa.cumming@vdacs.virginia.gov

Offeror Signature and Date