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October 26, 2009

ADDENDUM #1 to the University of Florida Invitation to Negotiate (ITN) 10CW-118 "Harn Communications" scheduled to open on October 29, 2009 at 2:00pm at the University of Florida, Elmore Hall Conference Room, Radio Road, Gainesville, Florida.

Opening date and time of this ITN has changed and will now open October 30, 2009 at 2:00 pm.

Attached are questions submitted by vendors, received via email and clarification on points in the original solicitation.

All other terms, conditions, and regulations will apply.

Sincerely,

Carolyn T. Wimmer
Purchasing Coordinator II

Please acknowledge receipt of Addendum #1 by signing below, and returning this addendum with your proposal. Failure to include addendum with your proposal may result in rejection.

Signature

Company Name

Company Address

City/State/Zip

- Q1. In the Mandatory Vendor Requirements of Section 5.0 of the ITN, you state in #2 that promotion costs associated with the Communications Plan “should be a portion of the current Marketing and Public Relations budget which is \$68,450 for fiscal year 2010 and go on to say “these funds cover costs for local, regional, national and international promotion.” Then, in #4, you request the firm’s cost to work with the Harn and to implement the plan from November 2009 through August 2011. Furthermore, you provide two separate spreadsheets for estimating these costs. Can you confirm that this means there are additional funds for labor and that the referenced portion of the \$68,450 Marketing and Public Relations budget only covers the out of pocket expenses?
- A1. The labor amount is not a part of the \$68,450 amount. Half of the \$68,450 budget (\$34,225) will cover out of pocket expenses for printing, advertising space and any other suggested materials that will require out of pocket expenses. The other half is not a part of this ITN.**
- Q2. Assuming there are additional funds for labor, can you provide an estimate of, or limit to, the total amount available for labor to implement the Communications Plan in each of the first two years and then the option years?
- A2. The budgetary amount for labor will be in the \$50,000 range per year for the first two years, based on current funding information. Assume the same amount for the option years.**
- Q3. Is there a separate budget that will cover event/logistical costs of the Asian Exhibit opening (e.g., invitations, programs, mailing/postage, equipment rentals, catering, etc.) or will these costs be included in the available portion of the \$68,450 marketing and PR budget?
- A3. The media open house should be a part of the available \$34,225 budget and would include event invitations, postage, mailing and anything else deemed necessary.**
- Q4. Your strategic plan states that attendance at the museum has climbed steadily over the past five years. Have you conducted any research or compiled statistics on visitors to the museum itself (e.g., campus versus off campus, local versus regional visitors) and/or those who visit www.harn.ufl.edu? If so, can that be made available to firms responding to the ITN or will it be made available after the award?
- A4. At the time of creating our strategic plan, our attendance was climbing and now we are hitting a slight decline in attendance. We have very little compiled in terms of research and statistics on visitors to the museum. Because admission is free and we do not have a point at which we can collect this data, we are looking into initiating a data capture location at the front desk which all visitors must pass upon entry. We are hoping to have this in place in the next year. We do have a small amount of data which includes our Web statistics, visitor information captured on a signup sheet that is voluntary and visitor zip code information captured at the store. These items can be made available after the firm is selected.**
- Q5. Your Strategic Plan mentions that you are beginning to plan and prepare for production and distribution of publications, press kits and distinctive merchandise in conjunction with the opening of the new wing in 2010. Beyond InForm and media outreach, can you describe what materials and merchandise has already been developed?

- A5. Nothing has been developed at this point.**
- Q6. Can you provide any more detail on your expectations for international media coverage? Assuming that Asia is one priority, are there other regions or countries that are priorities? Beyond reaching potential donors, student/faculty recruitment, and positioning the Harn within the international arts community, do you have additional objectives for garnering international coverage?
- A6. The international goal for coverage is correct. To be more specific, international awareness of the museum and our collections is also for the purpose of facilitating scholarly exchanges, loans, donations, etc. We have potential donors in Europe, Asia and Latin America; they need to see and hear about the Harn in their countries to be assured what we are doing is worthy of their interest. Scholarly publications in international journals by our curators are key. We hope to become more involved in ICOM; AAMD is international (North America, i.e. Mexico, Canada and US), and our director has a leadership role among academic museum directors in AAMD)**
- Q7. Please clarify exactly what "promotion" encompasses. Is it only publications, advertising and media materials, as outlined in Attachment B? Or does it include more, such as event planning and execution, and media relations outreach?
- A7. Promotion encompasses publications, advertising, media materials and most importantly media relations outreach. Our most important aspect of hiring a firm is to perform media outreach.**
- Q8. Page 10, bullet entitled "Tab 9": The last sentence ends abruptly. Is this sentence incomplete?
- A8. "Tab 9: Detailed description of the promotion costs with the plan from November 2009 through November 2011, with four (4) optional one year extensions to work on national/international coverage of exhibitions and collections on a yearly basis through 2015. Please quote each of the extension years separately. This should be a portion of the current Marketing and Public Relations budget which is \$68,450 for fiscal year 2010 (July 1, 2009 through June 30, 2010). We expect fiscal year 2011 to have similar funding."**
- Proposed plans for out of pocket expenses for publications and advertising, etc. should be around half of this current budget for each year. (underlined section is what was cut off)**
- Q9. Page 10: Please clarify how the content of Tabs 9 and 10 should differ from the content of Tab 15.
- A9. Tab 9 is for detailed description of associated costs to go along with advertising, publications and media relations ideas for promotion.
Tab 10 is for detailed description of how and what the firm will charge to work with us over the duration of the specified years in the contract. This would include the firms cost for time in implementing ideas selected and working with media for coverage.
Tab 15 is for the actual Excel spreadsheets for Tabs 9 & 10.**

Q10. Page 10, bullets entitled "Tab 12" and "Tab 13": What's the distinction you're making between "sustainability programs" (Tab 12) and "'green' initiatives" (Tab 13)?

A10. Please see 4.19 of this ITN as well as www.sustainable.ufl.edu for more clarification.

Q11. Page 28, number 2: How much of the total annual \$68,450 Marketing and Public Relations budget can be invested in promotion?

A11. \$34,225.

Q12. We understand that the museum's 2007 attendance was 101,200. What was the Museum's 2008 attendance?

A12. The 2007 - 2008 was 91,888. You can find this information in the annual reports on the publication section of our Web site at [http://www.harn.ufl.edu/pubs/index.php?ThisColor=ff3300&mainGraphic=harn_header_abo ut_publicati.jpg](http://www.harn.ufl.edu/pubs/index.php?ThisColor=ff3300&mainGraphic=harn_header_abo_ut_publicati.jpg)

Q13. We understand you have set an attendance objective for 200,000 visitors per year by 2013. What annual attendance objective have you set for when the Asian wing opens in 2011?

A13. We have not set any annual attendance objectives.