

Additional Questions and Answers for AEDC Marketing RFQs that were not bid number specific	
Q1	In the information for evaluation section you have requested that respondents should, "provide a response to each item/question in this section. Vendor may expand the space under each item/question to provide a complete response". However, it is not possible to "expand the space under each item/question to provide complete response". It is permitted to provide the our for this section on a separate sheet of paper?
A1	Bidders may use either format regarding the "Information for Evaluation" and "Sample Work Submission."
Q2	1.7 Response Documents (2.a. and 2.b.) -- Does "Original signed Response Signature Page" and "Original signed Agreement and Compliance Pages" mean to use the actual pages as included in the RFQs, or can these pages be recreated?
A2	Bidders must sign the actual forms designed by AEDC and included in the response packet.
Q3	1.16 Caution to Vendors (B.) -- Does "Vendor must not alter any language..." pertain to the above vis-à-vis original documents?
A3	Vendor must not alter any language in any solicitation document provided by the state.
Q4	1.7 Response Documents (3.a. and 3.b.)/1.20 Equal Opportunity Policy (B.) -- We have submitted our EEO policy to eeopolicy.osp@dfa.arkansas.gov. Will they confirm receipt? Is there anything else required regarding the submission of the policy, other than to include a hard copy of the policy in the response documents? In addition, we cannot seem to find the EO 98-04 Disclosure Form online. How may it be accessed?
A4	Bidders are advised to contact the Department of Finance and Administration Office of State Procurement to verify any existing records regarding EEO policies. A blank copy of the EO 98-04 form has been attached to the OSP Bid Opportunities Solicitation page along with this question and answer document.
Q5	1.12 Subcontractors — Is AEDC written approval of subcontractors required before the RFQs are submitted?
A5	This statement applies to any contracts that may result from the RFQ process.
Q6	1.15 Proprietary Information (B.) -- We do not anticipate submitting any proprietary information (since pricing is not included in the RFQ). Do we simply not submit a redacted copy on flash drive, or should we note in the Response Documents that no redacted copy will be submitted?
A6	Bidders are advised to carefully read the response packet documents, and indicate on each response packet if a redacted copy of the response is included.
Q7	2.1 Background Information (C.) -- In the description of the communications and marketing objectives it states, "(2) facilitate lead generation throughout the various divisions within the agency relevant to the particular conversion goals..." What are the relevant divisions within the agency, and what are their conversion goals?
A7	Please refer to Addendum 1.

Q8	2.1 Background Information (C.) Also, this description lists target audiences. What are the specific business and industry categories or codes that make up the agency's target audiences?
A8	AEDC does not feel this is applicable to the qualification process. This type of discussion is expected to take place with the successful bidder after contract award.
Q9	2.1 Background Information (D.) -- We understand the seven Arkansas-based Fortune 500 companies are Wal-Mart, Tyson, Dillard's, MurphyUSA, Murphy Oil, J.B. Hunt, and Windstream. Are these correct? Also, what business and industry categories are being targeted by the agency relevant to the "learn-to-code movement?"
A9	AEDC does not feel this is applicable to the qualification process. This type of discussion is expected to take place with the successful bidder after contract award.
Q10	What are the biggest challenges faced by AEDC?
A10	AEDC does not feel this is applicable to the qualification process. This type of discussion is expected to take place with the successful bidder after contract award.
Q11	What communications goals must be met in 2016 – 2017 for AEDC?
A11	AEDC does not feel this is applicable to the qualification process. This type of discussion is expected to take place with the successful bidder after contract award.
Q12	Are there any planned milestones for AEDC in 2016-2017?
A12	AEDC does not feel this is applicable to the qualification process. This type of discussion is expected to take place with the successful bidder after contract award.
Q13	What is the greatest threat you believe prevents converting decision makers to grow, relocate or expand in Arkansas?
A13	AEDC does not feel this is applicable to the qualification process. This type of discussion is expected to take place with the successful bidder after contract award.
Q14	How does the leadership of the commission currently engage externally? In the media or speaking engagements?
A14	AEDC does not feel this is applicable to the qualification process. This type of discussion is expected to take place with the successful bidder after contract award.
Q15	Is AEDC's branding complete? Are there additional elements to be created/designed?
A15	AEDC does not feel this is applicable to the qualification process. This type of discussion is expected to take place with the successful bidder after contract award.
Q16	Is PPT an acceptable format for showcasing Sample Work Submissions? Can we showcase photos, media coverage, etc.? (Sample Work Submission)
A16	Bidders are advised to respond to the specific questions and criteria detailed in the response packet to ensure a complete evaluation. Any standard format can be used in the Sample Work Submission response.
Q17	Will points be deducted if confidential budget information or specific client names are withheld from a case study? (Sample Work Submission)

A17	Bidders are allowed to submit redacted copies of their responses as indicated in specification section 1.7.C. and the cover page of the response packet.
Q18	Will there be another RFQ/RFP round prior to the final decision? If so, please share the full timeline for the review process.
A18	The successful bidders for each of the three marketing RFQs (AED-16-0015, AED-16-0016, & AED-16-0017) is anticipated to be announced no later than Friday, June 3, 2016.
Q19	If a joint response is submitted by two or more vendors, where should additional vendors be identified? (Section 1.14)
A19	Bidders can identify this information in any appropriate section of their response.
Q20	Where is the the EO 98-04 Disclosure Form located? (Section 1.7 3a)
A20	A blank copy of the EO 98-04 form has been attached to the OSP Bid Opportunities Solicitation page along with this question and answer document.
Q21	Should Information for Evaluation responses remain in chart format? (Information for Evaluation)
A21	Bidders may use either format regarding the "Information for Evaluation" and "Sample Work Submission."
Q22	What are the key markets domestic and international that are a priority for AEDC?
A22	AEDC does not feel this is applicable to the qualification process. This type of discussion is expected to take place with the successful bidder after contract award.
Q23	What are the key industries that AEDC is focusing on in the next three years – nationally and internationally?
A23	AEDC does not feel this is applicable to the qualification process. This type of discussion is expected to take place with the successful bidder after contract award.
Q24	Is it important that your agency partner be an Arkansas-based agency?
A24	Please refer to Addendum 1.
Q25	What would you like to see more of or differently going forward from any previous agency relationships or implemented programs?
A25	AEDC does not feel this is applicable to the qualification process. This type of discussion is expected to take place with the successful bidder after contract award.
Q26	Is vendor required to respond within the Information for Evaluation pdf, or may vendor submit responses in a separate document by restating the item/question and entering a response?
A26	Bidders may use either format regarding the "Information for Evaluation" and "Sample Work Submission."
Q27	Do you anticipate finalists presentations after the RFQ submittal process?
A27	The agency will not be accepting presentations as part of this RFQ process.

Q28	What is the composition of the scoring committee?
A28	The evaluation committee has not yet been determined, but will consist of agency employees.
Q29	Will you consider hiring one firm for all three assignments?
A29	Please refer to section 1.18 "Qualification and Award Process."
Q30	Was the RFQ sent to any out-of-state agencies?
A30	AEDC will review all submitted responses and evaluate each response that meets the minimum qualifications as outlined in the RFQ.