

Date: June 22, 2017
To: Prospective Proposers
From: City of Cleveland, Department of Port Control
RE: **Addendum No. 5** to Request for Proposal:
General Marketing Consultant Services

Please be advised that the City of Cleveland, through its Director of the Department of Port Control, hereby publishes Addendum No. 5 to the Request for Proposal: General Marketing Consultant Services, published May 15, 2017.

This addendum number five (5) serves to address the following:

- Clarification to question ten (10) on Addendum No. 4.

Question and answer: Number ten (10) on Addendum No. 4

Q It was mentioned in the pre-proposal conference that previous years spends have been between \$500,000 and \$1.8M. Can you elaborate on what you'd anticipate for the coming year's budget?

A The Department would anticipate approximately \$1 million in co-op and possibly \$300,000 in other.

- What is the expected breakout for agency service fees vs. third party fees, such as media buys?

The retainer covers the far majority of the fees, with third party coming into play in special areas beyond the agency (video, hosting web content, media buying, other services).

Question and answer: Number ten A (10 A.) Addendum No. 5

Q First, for the media buy amount of \$1.3 million, do you expect the agency to purchase the media at "net" or "gross"? In other words, do you expect the agency to be able to take a commission (typically 15%) on the media buy? If so, could this amount be considered compensation to the agency above and beyond the monthly retainer? Or...is the monthly retainer intended to be the only compensation...with no commission on the media buy?

A With the retainer we do not expect to be paying a commission.

Q Second, for the expenses you refer to that may fall outside of the retainer, the "media buying" is mentioned. Does that mean that the cost of the services of a media buyer could be charged above and beyond the monthly retainer? If so, is this the way you would like us to show possible expenses?

A Agencies have the choice to include the cost of media buying in the retainer if they desire.

DEADLINE FOR SUBMISSION OF PROPOSALS:

Thursday, June 29, 2017