

STATE OF OHIO
DEPARTMENT OF ADMINISTRATIVE SERVICES
GENERAL SERVICES DIVISION
OFFICE OF PROCUREMENT SERVICES
4200 SURFACE ROAD, COLUMBUS, OH 43228-1395

AMENDMENT FOR CHANGE
AMENDMENT NO. 2

TO: LIMITED DISTRIBUTION – OHIO DEPARTMENT OF DEVELOPMENT, OFFICE OF TOURISM
FROM: ROBERT BLAIR, DIRECTOR, DEPARTMENT OF ADMINISTRATIVE SERVICES
SUBJECT: CONTRACT FOR TOURISM ADVERTISING AND PROMOTIONS FOR OHIO

Attached are pages 1-3 to this contract. Remove these pages from the existing contract and replace with the attached pages on the effective and/or revision date.

As a result of mutual agreement between the state of Ohio and the Contractor, this amendment is issued to renew the subject contract an additional six (6) months, effective 07/01/14 through 12/31/14.

Additionally, a temporary increase in Advertising / Marketing Campaign Reimbursable Amount for FY14 (April 2014 - June 2014) in the amount of \$1,270,000 for a not to exceed cost of \$4,266,000 per year.

All other prices, terms and conditions remain unchanged.

Questions regarding this Amendment and/or the Requirements Contract may be directed to:

Jennifer Dammeyer, CPPB
Jennifer.Dammeyer@das.ohio.gov

This Amendment, the main Requirements Contract and any additional amendments thereto are available from the DAS Web site at the following address:

<http://www.ohio.gov/procure>

Affected Contractor(s): 147486
Ron Foth Retail, Inc.
dba Ron Foth Advertising
8100 N. High Street
Columbus, Ohio 43215
kmoore@ronfoth.com



STATE OF OHIO
DEPARTMENT OF ADMINISTRATIVE SERVICES
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4200 SURFACE ROAD, COLUMBUS, OH 43228-1395

MANDATORY USE CONTRACT FOR: TOURISM ADVERTISING AND PROMOTIONS FOR OHIO

CONTRACT NUMBER: CSP906912

EFFECTIVE DATES: 07/01/12 TO 06/30/14
*Renewal through 12/31/14

The Department of Administrative Services has accepted Proposals submitted in response to Request for Proposal (RFP) No. CSP906912 that opened on April 13th, 2012. The evaluation of the Proposal responses has been completed. The Offeror listed herein has been determined to be the highest ranking Offeror and has been awarded a Contract for the services listed. The respective Proposal response including, Contract Terms & Conditions, any Proposal amendment, special Contract Terms & Conditions, specifications, pricing schedules and any attachments incorporated by reference and accepted by DAS become a part of this Services Contract.

This Requirements Contract is effective beginning and ending on the dates noted above unless, prior to the expiration date, the Contract is renewed, terminated, or cancelled in accordance with the Contract Terms and Conditions.

This Requirements Contract is available to the OHIO DEPARTMENT OF DEVELOPMENT, OFFICE OF TOURISM as applicable.

The agency is eligible to make purchases of the contracted services in any amount and at any time as determined by the agency. The State makes no representation or guarantee that department will purchase the volume of services as advertised in the Request for Proposal.

Questions regarding this and/or the Services Contract may be directed to:

Jennifer Dammeyer, CPPB
Jennifer.Dammeyer@das.ohio.gov

This Requirements Contract and any Amendments thereto are available from the DAS Web site at the following address:

www.ohio.gov/procure

*Denotes contract renewal with amendment 2.

COST SUMMARY FORM

Tourism Advertising and Promotions for Ohio
 CSP906912

UNSPSC CATEGORY CODE: 82101800

BUDGET: See below

Oaks ID 22590

Description:	Cost
The Contractor will receive no mark-up or commission on any production, media purchase or other services performed inside or outside of the Agency. All production, media, shipping and other authorized reimbursable will be billed to the State at net cost.	
1. Advertising/Marketing Campaign Reimbursable Amount. (Not to exceed \$2,750,000 per year)	\$ 2,750,000.00
2. Advertising/Marketing Campaign Agency Fees (Not to exceed \$250,000 per year)	\$ 246,000.00
TOTAL: (Not to exceed \$3,000,000)	\$ 2,996,000.00
3. Advertising/Marketing Campaign Reimbursable Amount - Additional increase for FY14 (April 2014-June 2014) only of \$1,270,000.00. (Not to exceed \$4,266,000 per year)	\$ 1,270,000.00 *

All costs must be in U.S. Dollars.
 The State will not be responsible for any costs not identified.
 There will be no additional reimbursement for travel or other related expenses.

CONTRACTOR INDEX

CONTRACTOR AND TERMS:

0000147486
 Ron Foth Retail, Inc.
 dba Ron Foth Advertising
 8100 N. High Street
 Columbus, Ohio 43215

CONTRACT NO: CSP906912 (12/31/14) *

TERMS: Net 30 Days

Remit To Address:
 Ron Foth Advertising
 Dept. # L-3212
 Columbus, Ohio 43260-3212

CONTRACTOR'S CONTACT: Kim Moore, Sr. VP, Client Services

Telephone: (614)888-7771
 Email: kmoore@ronfoth.com

*Denotes temporary increase amount and denotes contract renewal with amendment 2.

SUMMARY OF AMENDMENTS

Amendment Number	Revision Date	Description
2	04/16/14	Renewal of contract for additional six (6) months 07/01/14 – 12/31/14 Amend contract to increase the Advertising/Marketing Campaign Reimbursable Amount for an additional \$1,270,000 for the remainder of FY14 only.
1	05/13/13	Amend contract to increase the Advertising/Marketing Campaign Reimbursable Amount for an additional \$381,500 for the remainder of FY13 only. Additionally, updated the contract analyst name.