

# REQUEST FOR PROPOSALS (RFP)

RFP Number: DEV13TOU03

The Ohio Development Services Agency, Office of Tourism, is requesting proposals for:

## **Multicultural Tourism Promotion and Outreach Program**

RFP Issued: May 1, 2013  
Inquiry Period Begins: May 1, 2013  
Inquiry Period Ends: May 21, 2013  
Proposals Due: May 24, 2013 at 2:00 p.m.

Submit Proposals via e-mail to:

David Jende, Agency Procurement Officer  
Ohio Development Services Agency  
Budget & Finance Office  
[Procurement@development.ohio.gov](mailto:Procurement@development.ohio.gov)  
(614) 466-0419

This RFP consists of five parts and three attachments, totaling thirty consecutively numbered pages. Please verify that you have a complete copy.

Please submit all inquiries about this RFP through the State Procurement web site at [www.ohio.gov/procure](http://www.ohio.gov/procure). Please refer to Part Three of this RFP, "General Instructions", for instructions on submitting inquiries through the State Procurement web site. All responses to inquiries submitted by Proposers will be posted on the State Procurement website for viewing by all prospective Proposers.

***This RFP is intended for State of Ohio certified MBE vendors only as an MBE Set-Aside procurement opportunity.***



Development  
Services Agency

## **PART ONE: SERVICES REQUESTED INFORMATION**

### **BACKGROUND**

The Office of TourismOhio, an office of the Ohio Development Services Agency (DSA), is seeking results-driven Proposer to partner in its promotional efforts geared to the multicultural audience for the 2014/2015 biennium (July 1, 2013-June 30, 2015). The Proposer must demonstrate they have the capability, financial capacity and industry expertise to accomplish the agreed-upon goals. This scheduled effort is to effectively use the budget of TourismOhio and the resources of the Proposer.

For the purposes of this RFP, multicultural refers to African-American consumers, as this is a growing, untapped market with discretionary income.

TourismOhio is seeking a Proposer that will analyze current consumer promotions and tourism partner outreach, develop a consumer promotional plan, and craft messages that appeal to a multicultural market, and carry out these efforts to promote Ohio's remarkable tourism experiences to the multicultural traveler.

Tourism is a \$40 billion dollar industry that employs 443,000 workers in the State of Ohio. Current travel trends call for trips that are filled with diverse activities, yet are close to home, a value, family-friendly, safe and logistically easy to navigate. Travelers today are looking for tourism experiences that offer opportunities for adventure, learning, reconnecting, rejuvenating and relaxing. This partnership will be a best effort teamed with TourismOhio to effectively and efficiently increase tourism to and in Ohio.

While TourismOhio is charged with marketing the State as a whole, it is also the steward for promoting its partners, i.e. destinations (Convention and Visitors Bureaus), attractions, restaurants, lodging properties etc. The Proposer will be required to travel throughout the State, learning about the product and showcasing the promotional program as needed.

### **SCOPE OF WORK**

#### **Deliverable 1**

Strategic Planning – Draft and implement a plan that provides a two-year road map for promoting Ohio to the multicultural audience consisting of Ohio and its five contiguous states, Indiana, Michigan, Pennsylvania, Kentucky and West Virginia, as well as Chicago. This plan must assist in creating strategies and tactics that appropriately appeal to this audience.

#### **Strategic Deliverables:**

Develop strategic plan including, but not be limited to the following topics:

- Background, including market potential, opportunities within Ohio and a statewide strength, weakness, opportunity and threats (SWOT) analysis;

- An overall understanding of the multicultural travel segment;
- Any research performed on a regional/national level to support multicultural travel marketing;
- An overview of the recommended audiences;
- Key messages;
- Goals;
- Strategies in the overall program used to achieve these positive goals;
- Tactics in activities that will be incorporated to reach these goals;
- Measurement tools that will be used to determine success using return on investment (ROI); and
- Tactics to leverage resources via targeted partnerships.

## Deliverable 2

Promotional Campaign - Once approved by the Office of TourismOhio, the Proposer will execute a promotional campaign targeted to the multicultural audience. The promotional campaign will be aggressively monitored to evaluate the desired effects of increasing tourism to and within the state for positive economic impact. Components of the plan may include:

- Onsite grassroots outreach at multicultural regional consumer events, Design and development of collateral materials; Website content development and marketing (photography, event calendars, site marketing through SEM, etc.);
- Direct marketing (lead-generation, mailers, e-mail, etc.); and
- Radio promotional campaigns; and Partnership recruitment.

TourismOhio currently has agencies of record in the following fields: advertising, public relations, publishing and digital. The Proposer will work closely with these agency partners to ensure that the brand is consistent, but with a message that resonates with the multicultural audience.

### Promotional Deliverables:

- Design and implement a comprehensive program that provides promotions to multicultural target markets (in-state, regional and national). Of special interest outside of Ohio, are the contiguous states of Pennsylvania, Kentucky, West Virginia, Indiana, Michigan and Northern Illinois.
- Identify and develop traditional and nontraditional partnerships to leverage promotional exposure.
- Incorporate the results of research during the activities in Deliverable 1 above with the program development.
- Regularly consult with pertinent TourismOhio agencies, particularly advertising, public relations, digital, research and other pertinent vendors under contract to TourismOhio to implement the Office's multicultural marketing and promotions program.
- Develop and execute promotional tactics to achieve the program goal of educating and encouraging the multicultural market to travel in and to Ohio.

**Meeting Attendance and Reporting Requirements:**

- A mandatory pre-performance meeting to select the reporting format, review performance requirements and method of reporting;
- Any additional meetings that TourismOhio may require during the course of this contract;
- Monthly reports, which may include e-mail or letter, in a format acceptable to DSA;
- Annual report to detail accomplishments of the year in a format acceptable to DSA;
- Immediate notice to DSA of any staffing changes;
- Any additional information and/or data requested by TourismOhio at frequencies to be determined based on the work being performed and the schedule of performance in the promotional campaign.

**PROPOSAL REQUIREMENTS**

TourismOhio seeks insightful responses that describe proven state-of-the-art methods. Recommended solutions should demonstrate that the Proposer would be prepared to quickly undertake and successfully complete the required tasks. Interested parties should submit a proposal consisting of the following:

- A profile of the Proposer's capability, capacity, and relevant experience working on projects in the tourism space. The Proposer must be experienced in consulting clients in regard to the scope of opportunity available within this target audience and the opportunities for developing a strategy that promotes Ohio as a tourism destination.
- The Proposer's legal name; address; telephone number; fax number; e-mail address; home office location; date established; ownership (such as public firm, partnership, or subsidiary); firm leadership (such as corporate officers or partners); number of employees; number of employees engaged in tasks directly related to the Work Plan; Proposer's federal tax identification number and payment remittance address; and any other background information that will help TourismOhio gauge the ability of the Proposer to fulfill the obligations outlined in this RFP.
- A staffing plan that clearly identifies all key personnel required to do the Project and their responsibilities on the Project. TourismOhio is seeking a staffing plan that matches the proposed project personnel and qualifications to the activities and tasks that will be completed on the Project. In addition, the plan must have the following information:
  - A matrix matching each key team member to the staffing requirements in this RFP;
  - The resumes of the individuals that will be major contributors in the project;
  - A contingency plan that shows the ability to add more staff if needed to ensure meeting the Project's due date(s);
  - A discussion of the Proposer's ability to provide qualified replacement personnel;

- A statement and chart that clearly indicate the time commitment of the proposed work team, including the Project Manager, to the Project and any other, non-related work during the term of the Contract; and
- A statement indicating to what extent, if any, the Project Manager may be used on other projects during the term of the Contract. The Evaluation Committee may reject any Proposal that commits the proposed Project Manager to other work during the term of the Contract if the committee believes that doing so will be detrimental to the Proposer's performance.
- Description of at least two instances of relevant prior experience including travel industry promotions.
- A minimum of three, references for organizations and/or clients for whom the Proposer has successfully provided services on projects that were similar in their nature, size, and scope to the Work. These references must relate to work that was completed within the past five years. If contacted, each reference must be willing to discuss the Proposer's previous performance on projects that were similar in their nature, size, and scope to the work.
- A full description of its approach, methods, and specific work steps for doing the work on this Project as outlined in the Work Plan and scope of work. TourismOhio encourages responses that demonstrate a thorough understanding of the nature of the Project and what the Proposer must do to complete the Project satisfactorily. To this end, the Proposer must submit for this section of the Proposal the Project plan that will be used to create a consistent, coherent management plan of action that will be used to guide the project. The project plan should include detail sufficient to give TourismOhio an understanding of the Proposer's knowledge and approach, including Gantt charts documenting the successful completion of all of the deliverables to complete the project.
- Additionally, the Proposer should address potential problem areas, recommend solutions to the problem areas, and any assumptions used in developing those solutions.
- The financial stability of the company should also be described and is considered a necessary component of this portion of the Proposal's response. Please indicate evidence of your company's fiscal soundness and financial stability. The State of Ohio does not normally make advance payments for prospective services. Instead, the State makes payment after services are performed and reimburses for certain out-of-pocket costs already incurred. Proposer must have sufficient credit to maintain this account, or, if necessary, to arrange additional financing. The Proposer should provide one copy of an audited financial statement for the most recent fiscal year as supporting documentation.
- Any other descriptions or documentation to show compliance to the technical requirements in the evaluation criteria.
- A signed Affirmation and Disclosure form included in Appendix 2 of this RFP.

### **FEE STRUCTURE**

Refer to Appendix 3 for the Cost Summary Form.

**No Contract Funds May be Spent Offshore**

Executive Order 2011-12K “Governing the Expenditure of Public Funds for Offshore Services” prohibits the use of any public funds within the control of an executive agency to purchase services which will be performed outside of the United States.

To be considered by the Ohio Development Services Agency, a bid response must be accompanied by an Affirmation and Disclosure in the form attached to this RFP and a signed Standard Terms and Conditions Form (Appendix 2). Both of these forms must be signed at the end by an authorized representative of the proposer. Any bid response received that does not include a completed, signed copy of this form will be immediately disqualified.

A copy of the Executive Order and the Affirmation and Disclosure form are included in this RFP on the following pages. Additional information about the Executive Order is posted on the Department of Administrative Services State Procurements Help & Reference page at [http://procure.ohio.gov/pdf/EO201112K/EO201112K\\_Announcement.pdf](http://procure.ohio.gov/pdf/EO201112K/EO201112K_Announcement.pdf).



**JOHN R. KASICH**  
GOVERNOR  
STATE OF OHIO

## **Executive Order 2011-12K**

Governing the Expenditure  
of Public Funds for Offshore Services

**WHEREAS**, State of Ohio officials and employees must remain passionately focused on initiatives that will create and retain jobs in the United States in general and in Ohio in particular, and must do so especially during Ohio's continuing efforts to recover from the recent recession.

**WHEREAS**, allowing public funds to pay for services provided offshore has the potential to undermine economic development objectives in Ohio.

**WHEREAS**, the expenditure of public funds for services provided offshore may deprive Ohioans and other Americans of critical employment opportunities and may also undermine efforts to attract businesses to Ohio and retain them in Ohio, initiatives in which this State has invested heavily.

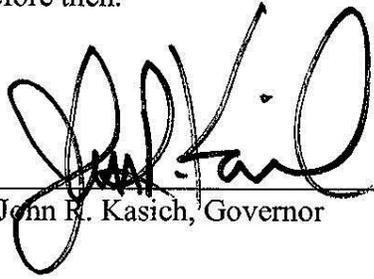
**NOW THEREFORE**, I, John R. Kasich, Governor of the State of Ohio, by virtue of the authority vested in me by the Constitution and the laws of this State, do hereby order and direct that:

1. No State Cabinet Agency, Board or Commission ("Executive Agency") shall enter into any contract which uses any public funds within its control to purchase services which will be provided outside the United States. This Executive Order applies to all purchases of services made directly by an Executive Agency and services provided by subcontractors of those providing services purchased by an Executive Agency.
2. This Executive Order will be personally provided, by the Director, Chair or other chief executive official of each Executive Agency, to the Chief Procurement Officer or other individual at that entity responsible for contracts for services.
3. The Department of Administrative Services, through Ohio's Chief Procurement Officer, shall have in place, by July 1, 2011, procedures to ensure all of the following:
  - a. All agency procurements officers (APOs), or the person with equivalent duties at each Executive Agency, have standard language in all Executive Agency contracts which:
    - i. Reflect this Order's prohibition on the purchase of offshore services.

- ii. Require service providers or prospective service providers to:
    - 1. Affirm that they understand and will abide by the requirements of this Order.
    - 2. Disclose the location(s) where all services will be performed by any contractor or subcontractor.
    - 3. Disclose the locations(s) where any state data associated with any of the services they are providing, or seek to provide, will be accessed, tested, maintained, backed-up or stored.
    - 4. Disclose any shift in the location of any services being provided by the contractor or any subcontractor.
    - 5. Disclose the principal location of business for the contractor and all subcontractors who are supplying services to the state under the proposed contracts.
  - b. All APOs confirm that all quotations, statements of work, and other such proposals for services affirm this Order's prohibition on the purchase of offshore services and include all of this Order's disclosure requirements.
    - i. Any such proposal for services lacking the affirmation and disclosure requirements of this Order will not be considered.
    - ii. Any such proposal where the performance of services is proposed to be provided at a location outside the United States by the contractor or any subcontractor will not be considered.
  - c. All procurement manuals, directive, policies, and procedures reflect the requirements of this Order.
  - d. All APOs have adequate training which addresses the terms of this Order.
4. Nothing in this Order is intended to contradict any state or federal law. In addition, this Order does not apply to:
- a. Services necessary to support the efforts of the Department of Development to attract jobs and business to the state of Ohio;
  - b. Academic, instructional, educational, research or other services necessary to support the international missions of Ohio's public colleges and universities; or
  - c. Situations in which the Director of the Department of Administrative Services, or the Director's designee, shall determine that it is an emergency or that it is necessary for the State to waive some or all of the requirements of this Order. The Director shall establish standards by which Executive Agencies may request a waiver of some or all of the requirements of this Order and by which such requests will be evaluated and may be granted.
5. Executive Order 2010-09S is hereby rescinded.

I signed this Executive Order on June 21, 2011 in Columbus, Ohio and it will expire on my last day as Governor of Ohio unless rescinded before then.



  
\_\_\_\_\_  
John R. Kasich, Governor

ATTEST:

\_\_\_\_\_  
Jon Husted, Secretary of State

## **PART TWO: STRUCTURE OF THIS RFP**

### **PARTS**

Part One	Services Requested Information
Part Two	Structure of this RFP
Part Three	General Instructions
Part Four	Evaluation of Proposals
Part Five	Contract Award

### **ATTACHMENTS**

Appendix 1 – DSA’s Standard Agreement for Services

- DSA’s standard, or boilerplate, personal service contract document, including terms and conditions
- This sample document is provided only for convenience and the terms and conditions contained therein are subject to change without notice

Appendix 2 – Standard Affirmation and Disclosure Form, Standard Terms and Conditions

- Standard Affirmation and Disclosure Form must be signed by an authorized official of Proposer’s organization and must be included for any proposal to be scored

Appendix 3 – Cost Summary Form

### **PART THREE: GENERAL INSTRUCTIONS**

The following sections provide a calendar of events, details on how to respond to this RFP and how to get more information about this RFP. All responses must be complete and in the prescribed format.

#### **CALENDAR OF EVENTS & ON-LINE INFORMATION**

The schedule for this RFP is given below and is subject to change. DSA may change this schedule at any time. If DSA changes the schedule before the Proposal Due Date, it will do so through an announcement on the State Procurement web site area for this RFP at the following link: <http://procure.ohio.gov/proc/index.asp>. The web site announcement will be followed by an addendum to this RFP, which also will be made available through the same State Procurement web site.

It is each prospective Proposer's responsibility to check the State Procurement web site's question-and-answer area for this RFP for current information and the calendar of events scheduled through award of any contract.

Other than by adherence to the RFP Inquiry process, set forth below, no contact related to this RFP shall be made with DSA until a contract award is announced. Notwithstanding this prohibition, DSA, at its sole discretion, may request additional information as part of the review process outlined below.

#### **Firm Dates**

RFP Issued:	May 1, 2013
Inquiry Period Begins:	May 1, 2013
Inquiry Period Ends:	May 21, 2013
Proposal Due Date:	May 24, 2013 by 2:00 p.m.

#### **Estimated Dates**

Contract Award Notification:	Before June 30, 2013
Issuance of Purchase Order:	To be determined

#### **PROPOSAL SUBMITTAL**

Proposals must be submitted in the following manner:

- **Proposals must be submitted via e-mail by no later than May 24, 2013 by 2:00 p.m. to [Procurement@development.ohio.gov](mailto:Procurement@development.ohio.gov).**
- Proposals are to be submitted on 8.5 x 11-inch paper.
- Margins must not be less than ¾ of an inch on all sides.
- Font must be 10 point or larger with no more than 6 lines of text per inch.
- Proposals should be no more than 40 pages in length.
- All pages must be numbered consecutively using the format "Page [#] of [total number of pages]" (e.g., Page 2 of 20).

Proposers are advised there will be no opportunity to correct mistakes or deficiencies in their submitted materials after the Proposal Due Date. Proposals that are incomplete or otherwise missing required information may not be evaluated.

It is the Proposer's responsibility to ensure timely submission of a complete Proposal. Late Proposals

will not be scored. DSA is under no obligation to consider a Proposal which is received after the Proposal Due Date or that is incomplete. Proposals that are not submitted in the format requested will not be scored.

No supplementary or revised materials will be accepted after the Proposal Due Date unless specifically requested by DSA.

All costs incurred in the preparation of the Proposal shall be borne by the Proposer alone, and DSA shall not contribute, in any way, to the cost of the preparation of the Proposal.

Any and all documents developed by the Proposer during the course of this project will be provided to DSA upon request and will become the property of DSA, and the Proposer shall not assert any claims arising under copyright or otherwise inconsistent with the transfer of ownership of such documents.

All information submitted in response to this RFP shall be a public record unless a statutory exception exists that would protect the information from release to the public. Any information submitted with the Proposal which the Proposer reasonably believes to be a trade secret, as that term is defined in Section 1333.61 of the Ohio Revised Code, may be designated as such by marking the information as follows: the phrase "trade secret," marked with two asterisks on each side, must be placed at the beginning and end of the trade secret information (example: \*\* TRADE SECRET \*\*). In addition, the trade secret information shall be underlined. Information determined to be a trade secret under the laws of the State of Ohio may be protected as trade secrets by DSA in accordance with Ohio law.

DSA reserves the right to:

- Accept or reject any and all Proposals and/or bids if Development determines that it is in the best interests of the State to do so.
- Rebid this RFP, requesting new Proposals from qualified firms.
- Waive or modify minor irregularities in Proposals received.
- Negotiate with Proposer(s), within the requirements of this RFP, to best serve the interests of the State of Ohio.
- Require the submission of modifications or additions to Proposals as a condition of further participation in the selection process.
- Fund any Proposal in full or in part; any assignments of work by DSA under the scope of this RFP will be made dependent on need and the availability of adequate, specific funding.
- Not make an award at the end of the evaluation process; this RFP is not to be interpreted or construed to guarantee that one or more Proposers submitting responses will be awarded contracts.
- Adjust the RFP Calendar of Event dates for whatever reason it deems appropriate.
- Contact Proposer to clarify any portion of the Proposer's submittal.

If, during the review process, DSA determines that it is necessary to make further distinctions between certain Proposers, DSA may request certain selected Proposers to make a presentation to staff and reviewers.

In accordance with federal and state statutes and DSA policy, no person shall be excluded from participation or subject to discrimination in the RFP process on the basis of race, color, age, sex, national origin, military status, religion, or disability.

## **INQUIRIES**

Prospective Proposers may make inquiries or seek clarifications regarding this RFP any time during the inquiry period listed in the RFP Calendar of Events. To make an inquiry, prospective Proposers must use the following process:

1. Access the State Procurement web site at <http://www.ohio.gov/procure>.
2. From the Navigation Bar on the left, select "Find it Fast."
3. Select "Doc/Bid/Schedule #" as the Type.
4. Enter the RFP Number found on Page 1 of this document.
5. Click the "Find It Fast" button.
6. On the document information page, click the "Submit Inquiry" button.
7. On the document inquiry page, complete the required "Personal Information" section by providing the following:
  - a. First and last name of the prospective Proposer's representative who is responsible for the inquiry;
  - b. Name of the prospective Proposer;
  - c. Representative's business phone number; and
  - d. Representative's e-mail address.
8. Type the inquiry in the space provided, making certain to include the following:
  - a. A reference to the relevant part of this RFP;
  - b. The heading for the provision under question; and
  - c. The page number of the RFP where the provision can be found.
9. Click the "Submit" button.

Prospective Proposers submitting inquiries will receive an immediate acknowledgement by e-mail that their inquiry has been received. **The prospective Proposer who submitted the inquiry will not receive an e-mail response to the question, but will need to view the response on the State Procurement web site where it will be posted for viewing by all prospective Proposers.**

Prospective Proposers may view inquiries using the following process:

1. Access the State Procurement web site at <http://www.ohio.gov/procure>.
2. From the Navigation Bar on the left, select "Find it Fast."
3. Select "Doc/Bid/Schedule #" as the Type.
4. Enter the RFP Number found on Page 1 of this document.
5. Click the "Find It Fast" button.
6. On the document information page, click the "View Q & A" button to display all inquiries with responses submitted to date.

**DSA will try to respond to all properly posed inquiries within 48 hours, excluding weekends and state holidays. DSA will not respond to any inquiries received after 8:00 a.m. on May 21, 2013.** Prospective Proposers who attempt to seek information or clarifications verbally will be directed to reduce their questions to writing in accordance with the terms of this RFP and state purchasing policy. No other form of communication is acceptable, and use of any other form of communication or any attempt to communicate with DSA staff or any other agency of the State to discuss this RFP may result in the Proposer being deemed ineligible.

**PART FOUR: EVALUATION OF PROPOSALS**

**EVALUATION PROCESS**

DSA's evaluation process of responses submitted to this request may consist of up to four distinct phases:

1. DSA's initial review of all proposals for timely submission;
2. An evaluation committee review of the proposals for defects and scoring;
3. DSA's request for more information (clarifications, interviews, presentations, and/or demonstrations); and,
4. Negotiations or best offer requests.

At its sole discretion, DSA will determine whether phases three and/or four are necessary under this RFP, reserving for itself the ability to eliminate or add phases three or four at any time during the evaluation process. DSA may add or remove sub-phases to phases 2 through 4 at any time if DSA believes doing so will improve the evaluation process.

**PROPOSAL EVALUATION CRITERIA**

In the proposal evaluation phase, DSA staff or reviewers as selected by DSA (the committee) will rate the proposals submitted in response to this RFP based on the following criteria and weight assigned to each criterion. If the Proposer meets the mandatory requirements in the first table, the Proposer's Proposal will be included in the next part of this evaluation phase in the second table.

Table 1 – Mandatory Requirements	Meets
Project Manager must have, at a minimum, five years' experience leading a promotional campaign similar in size to this project and with a multicultural target audience.	Yes / No
Project Manager must have, at a minimum, five years' experience marketing to the multicultural audience.	Yes / No
State of Ohio certified MBE	Yes / No

Table 2 – Technical Evaluation	Weight
<ul style="list-style-type: none"> <li>• The Proposer must document, at a minimum, two previous jobs similar to this project and provide details of similarities.</li> <li>• Preference will be given to Proposers who demonstrate travel industry experience in developing promotional programs aimed at driving travel-related revenue.</li> <li>• Include an explanation of how traditional and non-traditional partnerships were identified and utilized to leverage promotional expenditures.</li> <li>• Demonstrate experience providing results-driven promotions by a case study outlining one project with a similar budget whereby the ROI exceeded the expectations.</li> <li>• Proposer must show prior work; collateral materials; social media campaign; web content development; radio promotion, electronic communications; grassroots outreach.</li> </ul>	20 points
The Proposer must provide team staffing names and positions detailing each member's education, experience, background and proposed work assignment	10 points
The Proposer must provide documentation to demonstrate technical capacity and financial stability.	5 points
The Proposer must explain how it will accomplish this Project (Work Plan)	25 points
Ohio-based company	5 points
<b>Sub-Total Prior to Oral Presentation:</b>	<b>65 points</b>
Committee may request oral presentation by Proposers of the top three Proposals.	25 points
<b>Technical Proposal Sub-Total:</b>	<b>90 points</b>
Cost Summary (Appendix 3)	10 points
<b>Total:</b>	<b>100 points</b>

In this RFP, DSA asks for responses and submissions from Proposers, most of which represent components of the above criteria. While each criterion represents only a part of the total basis for a decision to award the Contract to a Proposer, a failure by a Proposer to make a required submission or meet a mandatory requirement will normally result in a rejection of that Proposer's Proposal. The value assigned above to each criterion is only a value used to determine which Proposal is the most advantageous to the State in relation to the other Proposals that DSA received.

Once the technical merits of a Proposal are evaluated, the costs of that Proposal will be considered. It is within DSA's discretion to wait to factor in a Proposal's cost until after any interviews, presentations, demonstrations or discussions. Also, before evaluating the technical merits of the Proposals, DSA may do an initial review of costs to determine if any Proposals should be rejected because of excessive cost. DSA may reconsider the excessiveness of any Proposal's cost at any time in the evaluation process.

**ORAL PRESENTATIONS.** The State may request the top three Proposers to be interviewed. Such presentations will provide a Proposer with an opportunity to clarify its Proposal and to ensure a mutual understanding of the Proposal's content. This will also allow the State an opportunity to test or probe the professionalism, qualifications, skills, and work knowledge of the proposed candidates. The

presentations will be scheduled at the convenience and discretion of the State. The State may record presentations, demonstrations and interviews.

COST PROPOSAL POINTS. DSA will calculate the Proposer's Cost Proposal points after the Proposer's total technical points are determined, using the following method:

Cost points = (lowest Proposer's cost/ Proposer's cost) x Maximum Allowable Cost Points as indicated in the "Scoring Breakdown" table. The value is provided in the Scoring Breakdown table. "Cost" = Total Not to Exceed Cost identified in the Cost Summary section of Proposer Proposals. In this method, the lowest cost proposed will receive the Maximum Allowable Points.

The number of points assigned to the cost evaluation will be prorated, with the lowest accepted cost proposal given the maximum number of points possible for this criterion. Other acceptable cost proposals will be scored as the ratio of the lowest price proposal to the proposal being scored, multiplied by the maximum number of points possible for this criterion.

An example for calculating cost points, where Maximum Allowable Cost Points Value = 60 points, is the scenario where Proposer X has proposed a cost of \$100.00. Proposer Y has proposed a cost of \$110.00 and Proposer Z has proposed a cost of \$120.00. Proposer X, having the lowest cost, would get the maximum 60 cost points. Proposer Y's cost points would be calculated as \$100.00 (Proposer X's cost) divided by \$110.00 (Proposer Y's cost) equals 0.909 times 60 maximum points, or a total of 54.5 points. Proposer Z's cost points would be calculated as \$100.00 (Proposer X's cost) divided by \$120.00 (Proposer Z's cost) equals 0.833 times 60 maximum points, or a total of 50 points.

Cost Score: \_\_\_\_\_

FINAL STAGES OF EVALUATION. The Proposer with the highest point total from all phases of the evaluation (Technical Points + Cost Points + Oral Presentations) will be recommended for the next phase of the evaluation.

Technical Score: \_\_\_\_\_ + Oral Presentation: \_\_\_\_\_ + Cost Score \_\_\_\_\_ = Total Score: .

If DSA finds that one or more Proposals should be given further consideration, DSA may select one or more of the highest-ranking Proposals to move to the next phase. DSA may alternatively choose to bypass any or all subsequent phases and make an award based solely on the proposal evaluation phase.

REJECTION OF PROPOSALS. DSA may reject any Proposal that is not in the required format, does not address all the requirements of this RFP, or that DSA believes is excessive in price or otherwise not in its interests to consider or to accept. In addition, DSA may cancel this RFP, reject all the Proposals, and seek to do the Project through a new RFP or by other means.

DISCLOSURE OF PROPOSAL CONTENTS. DSA will seek to open the Proposals in a manner that avoids disclosing their contents. Additionally, DSA will seek to keep the contents of all Proposals confidential until the Contract is awarded. DSA will prepare a registry of Proposals containing the name and address of each Proposer. That registry will be open for public inspection after the Proposals are opened.

## **PART FIVE: CONTRACT AWARD**

### **CONTRACT AWARD PROCESS**

It is DSA's intention to award one or more contracts under the scope of this RFP and as based on the RFP Calendar of Events schedule, so long as DSA determines that doing so is in the State's best interests and DSA has not otherwise changed the award date.

Any award decision by DSA under this RFP is final. After DSA makes its decision under this RFP, all Proposers will be notified (in writing or by phone, at DSA's discretion) of the final evaluation and determination as to their Proposals.

DSA will issue a notice of contract award to the selected Proposer(s), and finalized contract terms and conditions will be forwarded for signature. Once three executed copies of the contract are submitted by the Proposer(s), and pending any further approvals that may be required (e.g., State Controlling Board), DSA will fully execute the contract.

Once the contract is fully executed, DSA will issue to the Proposer(s) one (1) copy of the signed instrument for its/their files.

Unless otherwise negotiated and included in the executed contract/scope of work, the selected vendor(s) shall be bound by all outlined services, policies and procedures as contained in the vendor's submitted and evaluated proposal.

### **NUMBER OF AWARDS**

DSA anticipates making at least one award depending on programs' needs and the fit of the Proposer(s) to the scope of this RFP.

### **FUNDING APPROVAL THRESHOLD**

In the event that contractual expenditures with the selected Proposer(s) will exceed \$50,000 in spending under any contract that results from this RFP, or that otherwise exceed \$50,000 in aggregate spending across all contracts between the Proposer and DSA, the contract will be subject to the approval of the State of Ohio Controlling Board.

# **Appendix 1:**

## **DSA's Standard Agreement for Services**

*This sample document is provided only for convenience and the terms and conditions contained herein are subject to change without notice.*

## AGREEMENT FOR SERVICES

This Agreement for Services (“**Agreement**”) is made and entered into by and between the **State of Ohio, Development Services Agency** (“**Sponsor**”), and \_\_\_\_\_ (“**Contractor**”). This Agreement shall have Ohio Development Services Agency Agreement Control Number of \_\_\_\_\_

1. Statement of Work. Contractor shall undertake and complete the work and activities set forth in Exhibit I, “Scope of Work,” which is attached hereto, made a part hereof, and incorporated herein by reference as if fully rewritten herein. Contractor shall consult with the personnel of Sponsor and with other appropriate persons, agencies, or instrumentalities as necessary to ensure a complete understanding of the work and satisfactory completion thereof.

2. Sponsor’s Instructions. Sponsor may, from time to time as it deems appropriate and necessary, communicate specific instructions and requests to Contractor concerning the performance of the work described in this Agreement. Upon such notice and within a reasonable time, Contractor shall comply with such instructions and fulfill such requests to the satisfaction of Sponsor. It is expressly understood by the parties that the instructions and requests are for the sole purpose of performing the specific tasks requested and to ensure satisfactory completion of the work described in this Agreement. However, they are not intended to amend or alter the terms of this Agreement or any part thereof.

3. Term and Location of Performance.

(a) Term. This Agreement shall be binding upon both parties, and the work described in this Agreement shall commence on \_\_\_\_\_ and all activities under this Agreement shall be completed not later than \_\_\_\_\_, on which date this Agreement shall expire. In the event that the work hereunder is to be done in separate phases, each phase shall be completed within the time prescribed in Exhibit I.

(b) Location of Performance. Contractor affirms that it has read and understands Executive Order 2011-12K issued by Ohio Governor John R. Kasich, that it shall abide by those requirements in the performance of this Agreement, and that it shall perform no services required under this Agreement outside of the United States. This Executive Order can be found online at:

<http://www.governor.ohio.gov/Portals/0/pdf/executiveOrders/EO%202011-12K.pdf>.

(c) Change of Performance Location. Contractor also affirms, understands, and agrees to immediately notify Sponsor of any change or shift in the location(s) of services performed by Contractor or its subcontractors under this Agreement, and no services shall be changed or shifted to a location(s) outside of the United States.

4. Compensation. In consideration of the promises of Contractor herein, Sponsor agrees to pay Contractor at the rates set forth in Exhibit I on a reimbursement basis upon Sponsor’s receipt and approval of proper invoices. Contractor shall not be compensated for services rendered hereunder except as expressly set forth herein. The total compensation to be paid to Contractor under this Agreement shall not exceed \_\_\_\_\_ Thousand and No/100 Dollars (\$\_\_\_\_\_,000.00).

5. Proper Invoicing Method. Contractor shall be required to submit proper invoices that are itemized and show all of the following:

- (a) Performance of the service described in Exhibit I;
- (b) Date or dates of the rendering of the service;

- (c) An itemization of the things or service done, the material supplied or the labor furnished; and
- (d) The sum due pursuant to that invoice in relation to the total compensation owed under the Agreement.

The adequacy and sufficiency of such invoices shall be determined solely by Sponsor. If Sponsor determines that an invoice is inadequate or insufficient, or determines that further documentation or clarification is required for a particular invoice, the burden of providing the required information or documentation is on Contractor. Costs incurred by Contractor which are associated with providing the required additional information or documentation and costs which are related to defending an inadequate or insufficient invoice shall not be charged to Sponsor and shall not be considered an allowable expense under this Agreement. Failure to comply with this section shall delay payment to Contractor under this Agreement.

6. Contractor's Expenses. Contractor shall solely be responsible for all office, business, and personnel expenses associated with the performance of this Agreement.

7. Permissible Expenses. If "travel expenses," as defined in Ohio Administrative Code Section 126-1-02, are a cost of the Project eligible for reimbursement, Contractor shall be reimbursed for those permissible travel expenses in amounts in accordance with Ohio Administrative Code Section 126-1-02, as updated from time to time (the "Expense Rule") and Contractor agrees that it shall not be reimbursed and Sponsor shall not pay any items that are deemed to be "non-reimbursable travel expenses" under the Expense Rule, whether purchased by the Contractor or Sponsor or their respective employees or agents.

#### 8. Termination.

(a) General. Sponsor may terminate this Agreement upon thirty (30) days written notice to Contractor if Sponsor determines that the product or services to be provided as further described in Exhibit I is inadequate for the intended use or cannot be feasibly adapted for the intended use. In addition, either Sponsor or Contractor may terminate this Agreement for just cause upon thirty (30) days written notice to the other party. Upon notice of termination, Contractor shall cease all work under this Agreement and shall take all necessary or appropriate steps to limit disbursements and minimize costs in ceasing all work. Contractor shall be required to furnish a report setting forth the status of all activities under the Agreement including, but not limited to, the work completed and the payments received by Contractor and such other information as Sponsor may require. Subject to any claim for damages arising from Contractor's breach, Contractor shall be entitled to compensation for work completed through the date Contractor received notice of termination upon submission and approval of proper documentation or invoices.

#### (b) Services Performed Outside the U.S.

(i) Sponsor is not obligated and shall not pay for any services provided under this Agreement that Contractor or any of its subcontractors performed outside of the United States. If services are performed outside of the United States, such activities will be treated as a material breach of this Agreement, and Contractor shall immediately return to Sponsor all funds paid for those services.

(ii) In addition, if Contractor or any of its subcontractors perform any such services outside of the United States, Sponsor may, at any time after the breach, terminate this Agreement for such breach, upon written notice to Contractor. If Sponsor terminates the Agreement, Sponsor may buy substitute services from a third party, and Sponsor may recover the additional costs associated with acquiring the substitute services.

(iii) If Contractor or any of its subcontractors prepares to perform services or changes or shifts the location(s) of services performed by Contractor or its subcontractors under this Agreement to a location(s) outside of the United States, but no services are actually performed outside of the United

States, Contractor shall promptly, but in no event later than 10 days, change or shift the location(s) of services performed to location(s) within the United States. Sponsor may recover liquidated damages in the amount of 1% of the value of the contract for every day past the time permitted to change or shift the location(s) to the United States.

9. Records Maintenance and Access.

(a) Maintenance of Records. Contractor shall establish and maintain for at least three (3) years after the last day of the Term of the Agreement or earlier termination of this Agreement its records regarding this Agreement, including, but not limited to, financial reports, job creation and retention statistics, and all other information pertaining to Contractor's performance of its obligations under this Agreement. Contractor also agrees that any records required by Sponsor with respect to any questioned costs, audit disallowances, litigation or dispute between Sponsor and Contractor shall be maintained for the time needed for the resolution of such question or dispute.

(b) Inspection and Copying. At any time during normal business hours and upon not less than twenty-four (24) hours prior written notice, Contractor shall make available to Sponsor, its agents or other appropriate State agencies or officials all books and records regarding this Agreement which are in the possession or control of Contractor, including, but not limited to, records of personnel. Sponsor, its agents and other appropriate State agencies and officials may review, audit and make copies of such books and records, and any such inspection of books and records will be undertaken in such a manner as not to interfere unreasonably with the normal business operations of Contractor. Contractor shall, at its own cost and expense, segregate records to be made available for inspection pursuant to this Section 9(b) from Contractor's other records of operation.

10. Certification of Funds. It is expressly understood by the parties that none of the rights, duties, and obligations described in this Agreement shall be binding on either party until all applicable statutory provisions of the Ohio Revised Code, including but not limited to section 126.07, have been complied with and until such time as all necessary funds are made available and forthcoming from the appropriate state agencies, and, when required, such expenditure of funds is approved by the Controlling Board of the State of Ohio, or in the event that federal funds are used, until such time that Sponsor gives Contractor written notice that such funds have been made available to Sponsor by Sponsor's funding source. Sponsor shall provide Contractor with written evidence of the Controlling Board action within 30 days after the date on which the Controlling Board considered the appropriation request.

11. Equal Employment Opportunity. Pursuant to Ohio Revised Code Section 125.111, Contractor agrees that Contractor, any subcontractor, and any person acting on behalf of Contractor or subcontractor, shall not discriminate, by reason of race, color, religion, sex, age, disability, military status, national origin, or ancestry against any citizen of this state in the employment of any person qualified and available to perform the work under this Agreement. Contractor further agrees that Contractor, any subcontractor and any person acting on behalf of Contractor or subcontractor shall not, in any manner, discriminate against, intimidate, or retaliate against any employee hired for the performance of work under this Agreement on account of race, color, religion, sex, age, disability, military status, national origin or ancestry. Contractor represents that it has a written affirmative action program for the employment and effective utilization of disadvantaged persons and will file a description of that program and a progress report on its implementation with the equal employment opportunity office of the Ohio department of administrative services.

12. Indemnification. Contractor agrees to indemnify and to hold the Sponsor and State of Ohio harmless and immune from any and all claims for injury or damages arising from this Agreement and Contractor's performance of the obligations or activities in furtherance of the Project which are attributable to the Contractor's own actions or omissions or those of its trustees, officers, employees, subcontractors, suppliers, third parties utilized by the Contractor, or joint venturers while acting under this Agreement. Such

claims shall include, but are not limited to, any claims made under the Fair Labor Standards Act or under any other federal or state law involving wages, overtime, or employment matters and any claims involving patents, copyrights, and trademarks. Contractor shall bear all costs associated with defending the Sponsor and the State of Ohio against any claims. Notwithstanding the foregoing, Contractor's obligation to indemnify and hold Sponsor and the State of Ohio harmless shall be limited to actions and omissions which constitute gross negligence or violations of law and in no event shall the aggregate liability of the Contractor to the Sponsor or the State of Ohio for indemnification under this Agreement exceed the amount of compensation paid to the Contractor hereunder.

13. Conflict of Interest. No personnel of Contractor or personnel of any subcontractor, and no public official who exercises any functions or responsibilities in connection with the review or approval of any work completed under this Agreement, shall, prior to the completion of such work, voluntarily or involuntarily acquire any personal interest, direct or indirect, which is incompatible or in conflict with the discharge or fulfillment of his or her functions or responsibilities with respect to the completion of the work contemplated under this Agreement. Contractor shall immediately disclose in writing to Sponsor any such person who, prior to or after the execution of this Agreement, acquires any personal interest, voluntarily or involuntarily. Sponsor shall cause any such person who, prior to or after the execution of this Agreement, acquires any personal interest, voluntarily or involuntarily, to immediately disclose such interest to Sponsor in writing. Thereafter, such person shall not participate in any action affecting the work under this Agreement unless Sponsor determines that, in light of the personal interest disclosed, his or her participation in any such action would not be contrary to the public interest.

14. Drug-Free Workplace Compliance. In the event that work performed pursuant to the terms of this Agreement will be done while on state property, Contractor hereby certifies that all of its employees, while working on state property, will not purchase, transfer, use or possess illegal drugs or alcohol or abuse prescription drugs in any way.

15. Adherence to State and Federal Laws, Regulations.

(a) General. Contractor agrees to comply with all applicable federal, state, and local laws related to the Contractor's performance of the obligations of this Agreement. The Contractor accepts full responsibility for payments of all unemployment compensation, insurance premiums, workers' compensation premiums, all income tax deductions, social security deductions, and any and all other taxes or payroll deductions required for all employees engaged by Contractor in the performance of the requirements of this Agreement.

(b) Ohio Ethics Laws. In accordance with Executive Order 2011-03K, Grantee, by its signature on this document, certifies: (1) it has reviewed and understands Executive Order 2011-03K, (2) has reviewed and understands the Ohio ethics and conflict of interest laws including, without limitation, Ohio Revised Code §§ 102.01 *et seq.*, §§ 2921.01, 2921.42, 2921.421 and 2921.43, and §§ 3517.13(I) and (J), and (3) will take no action inconsistent with those laws and the order, as any of them may be amended or supplemented from time to time. Grantee understands that failure to comply with the Ohio ethics and conflict of interest laws, is in itself, grounds for termination of this Agreement and the grant of funds made pursuant to this Agreement and may result in the loss of other contracts or grants with the State of Ohio.

(c) Ohio Elections Law. Contractor affirms that, as applicable to Sponsor, no party listed in Division (I) or (J) of Section 3517.13 of the Ohio Revised Code or spouse of such party has made, as an individual, within the two previous calendar years, one or more contributions totaling in excess of \$1,000.00 to the Governor or to his campaign committees.

16. Unresolved Findings. Contractor warrants that it is not subject to an unresolved finding for recovery under O.R.C. 9.24. If this warranty is deemed to be false, this Agreement is void *ab initio* and the

Contractor must immediately repay to the Sponsor any funds paid under this Agreement.

17. Employees Not State Employees/Employee Acknowledgements. Contractor acknowledges and agrees that, consistent with the provisions of ORC Sections 124.01(F) and 145.012, its employees are not and shall not be deemed to be “public employees” as defined in ORC Section 145.01(A). In furtherance thereof, Contractor agrees to have each of its employees execute an acknowledgement to that effect and obtain from each of its employees their consent to provide copies to Sponsor or the Ohio Public Employees Retirement System, upon the written request of either of them.

18. Miscellaneous.

(a) Governing Law. This Agreement shall be governed by the laws of the State of Ohio as to all matters, including but not limited to matters of validity, construction, effect and performance.

(b) Forum and Venue. All actions regarding this Agreement shall be forumed and venued in a court of competent subject matter jurisdiction in Franklin County, Ohio.

(c) Entire Agreement. This Agreement and its exhibits and any documents referred to herein constitute the complete understanding of the parties and merge and supersede any and all other discussions, agreements and understandings, either oral or written, between the parties with respect to the subject matter hereof.

(d) Severability. Whenever possible, each provision of this Agreement shall be interpreted in such a manner as to be effective and valid under applicable law, but if any provision of this Agreement is held to be prohibited by or invalid under applicable law, such provision shall be ineffective only to the extent of such prohibition or invalidity, without invalidating the remainder of such provisions of this Agreement.

(e) Conflict of Provisions. Should it be determined that a provision within this Agreement conflicts with a provision set forth in Exhibit I, then the language of Exhibit I shall control as being the more specific terms and conditions of the Agreement.

(f) Notices. All notices, consents, demands, requests and other communications which may or are required to be given hereunder shall be in writing and shall be deemed duly given if personally delivered or sent by United States mail, registered or certified, return receipt requested, postage prepaid, to the addresses set forth hereunder or to such other address as the other party hereto may designate in written notice transmitted in accordance with this provision.

In case of Sponsor, to:

Ohio Development Services Agency  
Office of  
P.O. Box 1001  
Columbus, Ohio 43216-1001  
Attention:  
Fax No.:  
With a copy to Chief Legal Counsel, Ohio Development Services Agency

In case of Contractor, to:

[ADDRESS]  
Attention: \

Fax No.:

Notwithstanding the foregoing, ordinary communications regarding the status of services being provided by Contractor may be sent by electronic mail to the designated representatives of Sponsor and Contractor.

(g) Amendments or Modifications. Either party may at any time during the term of this Agreement request amendments or modifications. Requests for amendment or modification of this Agreement shall be in writing and shall specify the requested changes and the justification of such changes. Should the parties consent to modification of the Agreement, then an amendment shall be drawn, approved, and executed in the same manner as the original agreement.

(h) Forbearance. No act of forbearance or failure to insist on the prompt performance by Contractor of its obligations under this Agreement, either express or implied, shall be construed as a waiver by Sponsor of any of its rights hereunder.

(i) Pronouns. The use of any gender pronoun shall be deemed to include all the other genders, and the use of any singular noun or verb shall be deemed to include the plural, and vice versa, whenever the context so requires.

(j) Headings. Section headings contained in this Agreement are inserted for convenience only and shall not be deemed to be a part of this Agreement.

(k) Assignment. Neither this Agreement nor any rights, duties, or obligations described herein shall be assigned or subcontracted by Contractor without the prior express written consent of Sponsor.

**IN WITNESS WHEREOF**, the parties have executed this Agreement For Services on the last day and year set forth below.

CONTRACTOR:

SPONSOR:

[CONTRACTOR]

**State of Ohio  
Development Services Agency**

David Goodman  
Director  
Ohio Development Services Agency

By: \_\_\_\_\_

By: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Title: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

Date: \_\_\_\_\_

# **Appendix 2:**

## **Standard Affirmation and Disclosure Form and Standard Terms and Conditions**

*The Standard Affirmation and Disclosure Form must be filled out and returned with a bid response in order for it to be eligible for scoring.*

STANDARD AFFIRMATION AND DISCLOSURE FORM  
EXECUTIVE ORDER 2011-12K

Governing the Expenditure of Public Funds on Offshore Services

All of the following provisions must be included in all invitations to bid, requests for proposals, state term schedules, multiple award contracts, requests for quotations, informal quotations, and statements of work. This information is to be submitted as part of the response to any of the procurement methods listed.

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By the signature affixed hereto, the Contractor affirms, understands and will abide by the requirements of Executive Order 2011-12K. If awarded a contract, both the Contractor and any of its subcontractors shall perform no services requested under this Contract outside of the United States.

The Contractor shall provide all the name(s) and location(s) where services under this Contract will be performed in the spaces provided below or by attachment. Failure to provide this information may subject the Contractor to sanctions. If the Contractor will not be using subcontractors, indicate "Not Applicable" in the appropriate spaces.

1. Principal location of business of Contractor:

\_\_\_\_\_  
(Address)

\_\_\_\_\_  
(City, State, Zip)

Name/Principal location of business of subcontractor(s):

\_\_\_\_\_  
(Name)

\_\_\_\_\_  
(Address, City, State, Zip)

\_\_\_\_\_  
(Name)

\_\_\_\_\_  
(Address, City, State, Zip)

2. Location where services will be performed by Contractor:

\_\_\_\_\_  
(Address)

\_\_\_\_\_  
(City, State, Zip)

Name/Location where services will be performed by subcontractor(s):

\_\_\_\_\_  
(Name)

\_\_\_\_\_  
(Address, City, State, Zip)

\_\_\_\_\_  
(Name)

\_\_\_\_\_  
(Address, City, State, Zip)

3. Location where state data will be stored, accessed, tested, maintained or backed-up, by Contractor:

\_\_\_\_\_  
(Address)

\_\_\_\_\_  
(Address, City, State, Zip)

Name/Location(s) where state data will be stored, accessed, tested, maintained or backed-up by subcontractor(s):

\_\_\_\_\_  
(Name)

\_\_\_\_\_  
(Address, City, State, Zip)

Contractor also affirms, understands and agrees that Contractor and its subcontractors are under a duty to disclose to the State any change or shift in location of services performed by Contractor or its subcontractors before, during and after execution of any Contract with the State. Contractor agrees it shall so notify the State immediately of any such change or shift in location of its services. The State has the right to immediately terminate the contract, unless a duly signed waiver from the State has been attained by the Contractor to perform the services outside the United States.

On behalf of the Contractor, I acknowledge that I am duly authorized to execute this Affirmation and Disclosure form and have read and understand that this form is a part of any Contract that Contractor may enter into with the State and is incorporated therein.

By: \_\_\_\_\_  
Contractor

Print Name: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

STANDARD TERMS AND CONDITIONS

EXECUTIVE ORDER 2011-12K

Governing the Expenditure of Public Funds on Offshore Services

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The Contractor affirms to have read and understands Executive Order 2011-12K and shall abide by those requirements in the performance of this Contract. Notwithstanding any other terms of this Contract, the State reserves the right to recover any funds paid for services the Contractor performs outside of the United States for which it did not receive a waiver. The State does not waive any other rights and remedies provided the State in this Contract.

# **Appendix 3:**

## **Cost Summary Form**

Cost Summary Form

The Proposer 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 items will be billed to the State at net cost.

	State Fiscal Year 2014	State Fiscal Year 2015	Total Cost over 2014/2015
Promotional Campaign Reimbursable Amount. (Not to exceed \$100,000 per state fiscal year)			
Advertising/Marketing Campaign Agency Fees (Not to exceed \$125,000 per state fiscal year)			
<b>Total:</b> <b>(Not to exceed \$225,000 per state fiscal year)</b>			

- 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.