



METROPOLITAN PIER AND EXPOSITION AUTHORITY

REQUEST FOR PROPOSALS #2020-11-M
STRATEGIC COMMUNICATIONS CONSULTANT

ADDENDUM NO. (1)

August 10, 2020

This Addendum No. 1 consists of five (5) pages and has the following information to be incorporated into the Request for Proposals (RFP). Proposers must acknowledge receipt of this Addendum No. 1 in their RFP submittal in Required Form A, Form of Transmittal Letter.

Item #1: Proposers’ questions and/or requests and the MPEA’s responses are provided below.

Proposers’ Question:	MPEA’s Response:
From an earned media perspective, what are priority markets aside from Chicago?	See below
What markets and demographic segments would you be interested in reaching? Similar Question(s) Can you describe your target markets (geographic or industry) for customers?	From a meetings and convention sales perspective, we are focused on the following primary industries in both the Corporate and Association segments: Medical / Healthcare, Pharmaceutical, Automotive, Technology, Education, Manufacturing, Geographic: Northeast, Mid-Atlantic, West Coast, Midwest, Southeast, Southwest, International EU, UK We expect the successful proposer to develop a strong understanding of current and future markets
In addition to conducting proactive outreach, will the agency selected be responsible for managing reactive inquiries?	Yes.
What are key metrics to evaluate program success?	MPEA and selected consultant will establish key performance metrics on an annual basis to address current priorities; performance will be evaluated on a periodic basis – at least quarterly.
What are potential communications and business challenges you anticipate, aside from COVID-19?	Proposers should articulate what potential communications challenges MPEA should consider and provide a proactive plan for addressing. Competitive markets growth, expansions. Ongoing labor / cost perception / cost of doing business in Chicago Consultant will also assist with regular media inquiries, public speaking engagements, and public outreach.

<p>To what scale is there government affairs/relations involved in this project?</p>	<p>MPEA works closely with the City of Chicago and State of Illinois. Consultant is expected to assist with any legislative initiatives.</p> <p>Aside from COVID-19 related issues, we are an active part of Chicago’s South Loop Community and work with our partners to ensure appropriate messaging on paired projects.</p>
<p>Are there any budget parameters you’d like the proposal to reflect?</p> <p>Similar Question(s): Historically, it seems that with City contracts, there’s a Scope of Work listed, but no reference to budget, and frequently when one submits a response, they’re told “it’s over budget.” That being said, can you give some idea of the budget you have in mind for the scope of work as outlined?</p> <p>Can you provide any budget insights or differentials from previous years?</p>	<p>The MPEA is seeking the best value for the services provided, however consultant must be qualified and provide high quality work product.</p> <p>MPEA reserves the right to request “best and final offers” from short listed firms and/or conduct simultaneous negotiates.</p> <p>Also see below.</p>
<p>If there is an incumbent, can you share the average number of hours they’ve billed each month over the last six months or year?</p>	<p>Hours per month vary depending on needs.</p>
<p>What was the budget for the incumbent agency?</p>	<p>Incumbent currently receives \$240,000 per year. MPEA is a public entity subject to FOIA and provides this information for information only—it is not relevant to the current RFP.</p> <p>Price proposals must reflect the scope, requirements, and deliverables in the RFP.</p> <p>Please be further advised that like all government agencies and many private sector companies, budgets have been adjusted to reflect reduced revenue.</p>
<p>What are priority campaigns or stories you’d like to highlight throughout the project?</p>	<p>Proposers should articulate what priority campaigns and initiatives MPEA should address and provide a proactive plan given proposer’s understanding of industry outlook.</p>
<p>Should the proposed budget include pay-to-play expenses for influencer fees and traditional media sponsorship opportunities?</p>	<p>No</p>
<p>Are your partner organizations willing to provide comped accommodations for secured media?</p>	<p>No.</p>

<p>We understand that spend goals are 20% MBE, 5% WBE. Our agency is certified as a Women’s Business Enterprise (WBE) in the City of Chicago and nationally, recognized in Illinois as a Disadvantaged Business Enterprise (DBE) and is also recognized by the National LGBT Chamber of Commerce as a Certified LGBT Business Enterprise™ (LGBTBE). Do we therefore meet the 20% MBE or only the 5% WBE?</p>	<p>No. The goals are 25% MBE and 5%WBE. A bidder that is an MBE or WBE may count up to 100% of the dollar value of the work it intends to perform with its own forces toward the applicable MBE or WBE goal.</p> <p>Please carefully review the Special Conditions.</p>
<p>If necessary, in order to meet the MBE/WBE goal of 30% total, are you pairing up the minority firms with the majority firms, or would that arrangement have to come in as a partnership?</p>	<p>Proposals must come in as a partnership.</p> <p>Each Bidder's commitment to the utilization of certified MBE and WBE firms shall be considered as further evidence of the responsibility of the Bidder/Proposer. Further, the Contractor agrees to use its best efforts to include certified MBE and WBE firms in any Contract modifications, amendments and renewals.</p>
<p>Is it possible for two different firms to be hired? One for the majority and one for the WMBE?</p>	<p>MPEA prefers to hire a single firm.</p>
<p>Does the City of Chicago’s classification of “Minority” include Women?</p>	<p>See the definitions from each certifying agency. We ask that you refer to the Special Conditions Required Form I.</p> <p>For purposes of this Proposal, the following terms shall have the definitions set forth in this Section II. Generally, there is a separate certification for MBE and WBE. For example, a Caucasian woman can be certified as a WBE, but not an MBE. An Asian woman can be certified as either or both an MBE and WBE.</p>
<p>Is a contractor excluded from consideration if they are not an MBE or WBE even if they have relevant experience?</p>	<p>No. All qualified firms are invited to respond.</p> <p>Please carefully review the Special Conditions and requirements for good faith efforts.</p>
<p>In case a minority firm needs to partner with a majority firm, are you making available lists in both categories for possible partnerships?</p>	<p>Firms are encouraged to search the referenced databases of certified firms and reach out to assist agencies.</p> <p>https://chicago.mwdbe.com/FrontEnd/SearchCertifiedDirectory.asp?XID=7721&TN=chicago</p>
<p>Will we receive a list of those on the pre-submittal call? Generally that is the list that firms can contact if they are looking for RFP partnerships. Please advise.</p> <p>Similar Question(s) Will you share the list of firms that participated in the presubmittal meeting?</p>	<p>Yes, this will be posted to MPEA website.</p> <p>See above.</p>

<p>How will MPEA facilitate connecting potential M/WBE subcontractors with primes? If you distribute a list, it would be helpful if people note whether they plan to apply as a prime or sub, and whether they're an M/WBE.</p>	
<p>Will a link be available to access the pre-submittal meeting after the meeting?</p>	<p>A list of attendees will be posted. The link will no longer be active.</p>
<p>When do you expect the convention center will reopen?</p>	<p>This is contingent on the State and City, whether we've achieved metrics for new cases/deaths/positivity in re-opening plans; which are regularly revised.</p>
<p>Are there any pending labor issues?</p>	<p>No.</p>
<p>Are there any internal communications needs?</p>	<p>No.</p>
<p>Is there an incumbent? Are you pleased with the incumbent? Similar Question(s): Is there an incumbent firm? If yes, who? Are you pleased with the performance of the incumbent agency? What firm have you currently been working with for the Strategic Communications Project? Why is this put out for bid at this time?</p>	<p>Hawthorne Strategy Group currently has a contract with MPEA. As a municipal corporation MPEA is required to procure goods and services in accordance with governing legislation and public procurement rules and best practices.</p>
<p>The RFP states that the consultant is expected to be familiar with the inner workings of the Authorities business units. Do you need to have worked with the authority in the past? Or would other experience working with government agencies or complex organizations suffice?</p>	<p>Proposers do not need to have prior work experience with MPEA itself. Familiarity with similarly situated clients would be helpful. Proposers must demonstrate how prior experience and current capabilities/expertise can benefit MPEA and meet the scope requirements. Selected consultant is expected to quickly become familiar with MPEA and have a plan for that (e.g. interviews, etc.); note that this should be included in the cost proposal and not an "extra" cost. An understanding of the hospitality / hotel / convention industry, competitive markets, convention centers would be helpful</p>
<p>Is the incumbent agency part of the search?</p>	<p>Yes, the incumbent is invited to respond.</p>
<p>Would there be any reason that the incumbent agency would not be considered for this new contract term?</p>	<p>See above.</p>

Will we receive a full list of current strategic partners? In the past, we have received this to collaborate with companies.

Yes. Current partners include ASM Global, Savor, Hyatt, Marriott, Choose Chicago.