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February 20, 2024

ADDENDUM NO. 01
TO
SPECIFICATIONS AND CONTRACT DOCUMENTS
FOR
REQUEST FOR PROPOSAL 24-01
PUBLISHER SERVICES
FOR THE JACKSONVILLE PORT AUTHORITY

The item(s) of this Addendum shall modify and become a part of the contractual documents for this project as of this date.
(Failure to acknowledge this addendum may be grounds for rejection of proposal.)

PHYSICAL CHANGES TO RFP SPECIFICATIONS

**Changes by addition or deletion have been highlighted for ease of review*

Item No. 01

REMOVE: "ARTICLE III, PROPOSAL FORM" and **REPLACE** with Addendum No. 01, Attachment No. 2, "ARTICLE III, PROPOSAL FORM - (REVISED 02/20/24)"

Item No. 02

Throughout the Specifications and any E-Builder Notifications, **REMOVE:** the word "FEE" and **REPLACE** with the word "COST"; referenced under RFP #24-01, ARTICLE III, PROPOSAL FORM.

Item No. 03

Throughout the Specifications and any E-Builder Notifications, **DELETE** language under Section 1.08 PREPARATION OF PROPOSAL, item 'C' and **REPLACE with the following:** "A list of all sub Proposers proposed that are an integral part of the proposal from a technical aspect must be included with detailed information as required in E below"; referenced under the RFP 24-01, ARTICLE I, INSTRUCTIONS TO PROPOSERS.

ATTACHMENTS TO CONTRACT SPECIFICATIONS

Attachment No. 1 – Response to Question(s) submitted via Email and/or E-Builder

Attachment No. 2 – Revised RFP 24-01 ARTICLE III, PROPOSAL FORM

Acknowledgment of the following addenda is hereby made:

Addendum #1, Dated: _____ Initials _____

Company: _____

NOTE: THIS ADDENDUM SHALL BE ACKNOWLEDGED ON THE PROPOSAL FORM OR UPLOADED WITH PROPOSAL PACKAGE IN E-BUILDER. FAILURE TO ACKNOWLEDGE ADDENDUM MAY BE GROUNDS FOR REJECTION OF PROPOSAL.

PLEASE VISIT [HTTPS://WWW.JAXPORT.COM/PROCUREMENT/](https://www.jaxport.com/procurement/) OR CALL PROCUREMENT SERVICES AT (904) 357-3455, PRIOR TO THE PUBLIC OPENING TO DETERMINE IF ANY ADDITIONAL ADDENDA HAVE BEEN RELEASED ON THIS PROJECT.



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REQUEST FOR PROPOSAL 24-01

PUBLISHER SERVICES FOR THE JACKSONVILLE PORT AUTHORITY

RESPONSE TO QUESTIONS

1. Questions on the following items for RFP NO. 24-01, Page A3-2 Proposed Annual Fees (PRINTED FORM) What are the definitions for:

A. MAILING SERVICES: *(answers noted in red)*

- 1) Is this the fixed cost of mailing services for 900 pieces per year? **Yes**
- 2) Will JAXPORT be mailing the way they do now which is directory and facing slip inside polybag? **Yes. The Directory should go into an envelope or bag (as a protective measure) with a label on the outside.**
- 3) Do we write the answers on the spaces for Years 1-5? **Yes**

B. ADVERTISING COST/RATE STRUCTURE: *(answers noted in red)*

- 1) Are these the anticipated gross advertising sales per year? **Yes, please refer to the revised RFP ARTICLE III, PROPOSAL FORM (Addendum No. 01, Attachment No. 2)**
- 2) Or is this the anticipated revenue to JAXPORT based on Annual Fixed Revenue Share? **No, not revenue.**
- 3) Do we write the answers on the spaces for Years 1-5? **Yes**
- 4) Please explain how this is a fee? **The word "fee" is replaced by the word "cost."**

C. TOTAL ANNUAL FEES: *(answers noted in red)*

- 1) What is the definition of TOTAL ANNUAL FEES (YEARS 1-5)? The only fee should be for Mailing Services and there should be no fee for Advertising Cost/Rate Structure-only Royalty based on the ANNUAL FIXED REVENUE SHARE? **The section for "TOTAL ANNUAL FEES (YEARS 1-5)" has been removed. The successful publisher will pay the ANNUAL REVENUE SHARE PERCENTAGE to JAXPORT.**

- 2) Do we just put the Mailing Services Fee on The TOTAL ANNUAL FEES (YEARS 1-5) since there is no Advertising Cost/Rate Structure fee? **Yes**
- 3) What formula is to be used to determine the TOTAL ANNUAL FEES (YEARS 1-5)-is it just the mailing fee? **Proposers should provide a MAILING FEE COST and the TOTAL ADVERTISING SALES for each of the five (5) years.**

2. Questions on the following items for RFP NO. 24-01, ONLINE RESPONSE FORM in E-Builder:

A. ANNUAL MAILING FEE (Years 1-5): *(answers noted in red)*

- 1) We believe there is an issue with the online form. If you enter any price in UNIT COST, the form does not calculate TOTAL COST correctly. It automatically enters the UNIT COST in the TOTAL COST column. Should I put the ANNUAL COST OF MAILING SERVICES under UNIT COST to reflect in the TOTAL COST column? Please confirm. **The E-Builder Bid Scope has been revised. Only provide the annual cost per year on the revised RFP ARTICLE III, PROPOSAL FORM (Addendum No. 01, Attachment No. 2).**

B. ANNUAL AD FEE (Years 1-5): *(answers noted in red)*

- 1) What is the definition of "ANNUAL AD FEE" as there are no fees paid for advertising. There is only a Royalty to JAXPORT based on the RFP's ANNUAL FIXED REVENUE SHARE or Anticipated TOTAL GROSS ADVERTISING SALES. Which do I enter? **E-Builder Bid Scope has been revised.**
- 2) We believe there is an issue with the online form. If you enter any price in UNIT COST, the form does not calculate TOTAL COST correctly. It automatically enters the UNIT COST in the TOTAL COST column. **E-Builder Bid Scope has been revised. The revised Proposal Form is requesting a per year total gross for the specified year.**
- 3) Should we put Anticipated TOTAL GROSS ADVERTISING SALES or Royalty Amount to JAXPORT each year under UNIT COST to reflect in the TOTAL COST column? Please confirm. **Yes, enter the anticipated total gross advertising sales per year.**

3. **Under Section 1.08 PREPARATION OF PROPOSAL, it states:** "A list of all Sub-Proposers proposed that are an integral part of the proposal from a technical aspect must be included with detailed information as required in C and D above." There is no Sections C and D ABOVE in the RFP, please clarify.

ANSWER: **REMOVE:** "A list of all sub Proposers proposed that are an integral part of the proposal from a technical aspect must be included with detailed information as required in C and D above." and **REPLACE with:** "A list of all sub Proposers proposed that are an integral part of the proposal from a technical aspect must be included with detailed information as required in E below".

4. MEDIA / ADVERTISING SALE QUESTIONS: *(answers noted in red)*

- 1) Can our firm receive a copy of the published 2024 Media Kit used in the sales activity related to the production of the 2024 edition of the JAXPORT Directory? (Only the 2023 edition Media Kit is available on the JAXPORT website). **Visit <https://www.jaxport.com/media/publications/> for updated Media Kit.**

- 2) Did the advertising rates change between 2023 Media Kit and 2024 Media Kit, for advertising in the JAXPORT Directory? **JAXPORT does not track this information.**
- 3) What is an "Enhanced Listing" as identified by the RFP, and the Media Kit? **REMOVE: "Additional Category and Enhanced Listing" reference; this is no longer a requirement.**
- 4) Can our firm receive an example of the "Enhanced Listing" as identified on the 2023 JAXPORT Directory Media Kit and RFP? **See answer under Q4.3**
- 5) What was the total sales as reported by the publisher for the 2024 edition of JAXPORT Directory? **\$87,775**
- 6) What was the total sales as reported by the publisher for the 2023 edition of JAXPORT Directory? **\$90,880**
- 7) Can our firm receive a copy of the sales report for the 2024 edition of JAXPORT Directory? **Information can only be obtain by submitting a Public Records request.**
- 8) How many "Enhanced Listing" were sold in the 2024 JAXPORT Directory? **See answer under Q4.3**
- 9) How many "Enhanced Listing" were sold in the 2023 JAXPORT Directory? **See answer under Q4.3**
- 10) How many "Additional Category" listings were sold in the 2024 JAXPORT Directory? **See answer under Q4.3**
- 11) How many "Additional Category" listings were sold in the 2023 JAXPORT Directory? **See answer under Q4.3**
- 12) Will the successful proposer, awarded the publishing contract, receive a master list of firms/businesses/organizations that purchased the "Additional Category" listings in the prior year's publication? **See answer under Q4.3**
- 13) Did JAXPORT receive any complimentary ads in the 2023 or 2024 JAXPORT Directory? **Yes, JAXPORT received one (1) full page ad in each edition.**

5. JAXPORT DIRECTORY 2024 PRINTED EDITION QUESTIONS: (answers noted in red)

A. Can our firm receive a physical printed copy, to:

- 1) Evaluate the quality of the paper stock (#1, #2, or #3 Sheet) for the JAXPORT Directory?
- 2) Evaluate the size specifications of the "Pull-out Map" noted in the RFP?
- 3) Paper stock of the "Pull-out Map" used?
- 4) Folding format of the "Pull-out Map"?
- 5) The physical attachment used for the "Pull-out Map" to be made part of the JAXPORT Directory? (Glue, Perf, Blow-in)

ANSWER: A printed copy of the "2023" JAXPORT DIRECTORY is available for "picked-up only" from the Security Desk at the Port Central Office Building, located at 2831 Talleyrand Avenue, Jacksonville, FL, 32206. The 2024 Directories are unavailable.

6. If our firm cannot receive a physical printed copy from JAXPORT, may we please have the answers to items 1 through 5, for Q-5 above? **See answer under Q5.A1-5**
7. If our firm cannot receive a physical printed copy from JAXPORT, may we please receive a PDF of the "Pull-out Map" for evaluation? **Visit <https://www.jaxport.com/cargo/facilities/> for the 2024 MAP.**
8. For the 600 printed copies of the JAXPORT Directory, to be delivered to JAXPORT, how many per carton/box would JAXPORT want packaged per carton/box? **The packaging and delivery method are determined by the Proposer.**

9. GENERAL QUESTIONS: **(answers noted in red)**

- A. What was the 2024 JAXPORT Directory annual fixed revenue share percentage rate received by JAXPORT, for the 2024 edition? **5%**
- B. What was the 2023 JAXPORT Directory annual fixed revenue share percentage rate received by JAXPORT, for the 2023 edition? **5%**
- C. How much did JAXPORT pay for "Mailing Services for Directories" for the 2024 JAXPORT Directory, for the 2024 edition? **\$3,121.09**
- D. Is there an opportunity during the timeline of the RFP process to the final submission of the bid, February 29, 2024, to submit from the proposer quality physical print examples of superior performance, for evaluation by JAXPORT? **Company's copies of examples will be requested during the evaluation process.**

10. CLARITY QUESTIONS: **(answers noted in red)**

- A. For the "Proposed Annual Fees" matrix, as noted on page A3-2, item #1. Mailing Services for Directories, does this item include postage? **Yes**
- B. For the "Proposed Annual Fees" matrix, as noted on page A3-2, item #2. Advertising Cost/Rate Structure, we are seeking clarity to the requested dollar value JAXPORT is seeking as a fee. Within the RFP, it has been stated, JAXPORT will be responsible for mailing costs, and further within the RFP, the JAXPORT Directory shall be funded by advertising sales. Therefore, for this item #2, Advertising Cost/Rate Structure, is JAXPORT seeking a value that would:
 - 1) Represent the cost 15 Full-Page Ads to be charged to JAXPORT?
 - 2) How much did JAXPORT pay for "Advertising Cost/Rate Structure," for 15 Full-Page Ads in the 2024 JAXPORT Directory, for the 2024 edition?

ANSWER: **See answer under Q2.B1-3.**

**ARTICLE III
PROPOSAL FORM – (REVISED 02/20/24)
PUBLISHER SERVICES**

PROPOSER’S NAME: _____

The following checklist is provided for convenience. The Proposer should carefully review the submittal requirements in the RFP and submit all information requested.

1. Design Quality
2. Overall Experience
3. Listing Experience
4. Editorial Quality
5. Proposed Annual Cost (*ARTICLE III, page A3-2*)
6. Evidence that the Firm is licensed to do Business in the State of Florida
7. Proposer’s Acknowledgement Page (*ARTICLE III, page A3-3*)
8. Acknowledgement of Addenda (*if any*)
9. Conflict of Interest Certificate (Exhibit “A”)
10. Sworn Statement of Public Entity Crimes (Exhibit “B”)
11. E-Verify Compliance Form (Exhibit “C”)

The successful Proposer will pay JAXPORT a revenue share on **gross** advertising sales for the annual JAXPORT Directory. This includes but is not limited to all print and display advertising, paid Directory listings, and any other proposed sources of revenue. It is JAXPORT’s desire to increase their revenue share rate, as well as the amount of advertising sales in the first year of the new agreement and every year thereafter. JAXPORT’s Annual Fixed Revenue Share percentage will be as follows:

ANNUAL FIXED REVENUE SHARE				
YEAR 1 <i>(Initial Period)</i>	YEAR 2 <i>(1st Renewal)</i>	YEAR 3 <i>(2ND Renewal)</i>	YEAR 4 <i>(3RD Renewal)</i>	YEAR 5 <i>(4TH Renewal)</i>
6%	6%	7%	7%	8%

PROPOSED COST

The Proposer will provide a fixed proposed cost for mailing services of 900 directories that are to be distributed to local, national, and international addresses; which 90% of the addresses will be U.S. and 10% international.

The Proposer will provide an anticipated proposed advertising cost/rate structure that would be paid to the publisher by the advertisers. Ads can be sold as full page, half page, quarter page, or any other size that fits the book’s format. There is an average of 12-15 full page ads per directory. The number and size of the ads could fluctuate depending on the advertiser’s preference. JAXPORT reserves the right to increase and/or decrease the number of directory copies and advertisements.

The Proposer will assume all liability for any bad debt. That is, if the Proposer fails to collect any advertising revenue due, JAXPORT will not be penalized or billed for any portion of that uncollected amount due. It is the sole responsibility of the Proposer. **Any modifications, exceptions, or objections contained within the proposal form shall be grounds for disqualification.** JAXPORT will not incur any cost for publishing not covered by advertising revenue.

Compensation will be paid in accordance with the proposed total costs stated on this Proposal Form. **Costs must be applied as a single annual fixed cost only, a range will not be accepted or considered.** Costs shall include all taxes, supplies, postage, indirect administrative expenses and all other related cost to provide these services.

PROPOSED ANNUAL COST							
NO.	DESCRIPTION	EST. QTY	YEAR 1 <i>(Initial Period)</i>	YEAR 2 <i>(1st Renewal)</i>	YEAR 3 <i>(2ND Renewal)</i>	YEAR 4 <i>(3RD Renewal)</i>	YEAR 5 <i>(4TH Renewal)</i>
1.	Mailing Services for Directories	900 BOOKS	\$	\$	\$	\$	\$
2.	Advertising Cost/Rate Structure ➤ <i>NOTE: directory booklet size is 8.5 x 5.5</i>	15 FULL PAGE ADS	\$	\$	\$	\$	\$

Failure to provide above information in stated format may result in rejection of proposal.

The Proposal Acknowledge Form must be signed by an officer of the firm and JAXPORT may rely on all representations contained therein for 90-days from the date established for receipt of proposals. The proposals will be reviewed by an Evaluation Committee (“Committee”) made of JAXPORT staff members and any other individuals JAXPORT considers necessary in order to determine qualifications, interest and availability by reviewing all written responses received that express an interest in performing the services. At its sole option, JAXPORT may conduct formal interviews of selected respondents that are determined to be the best qualified base upon evaluation of written responses. JAXPORT will not reimburse Proposer for any costs incurred if presentations are required.

PROPOSER’S CERTIFICATION

1) Certification and Representations of the Proposer

By signing and submitting a proposal, the Proposer certifies and represents as follows:

- A. That it has carefully examined all available records and conditions, including sites if applicable, and the requirements and specifications of these Contract Documents prior to submitting its Proposal. Where the Proposer visits sites, no work or other disturbance is to be performed while at the site without written permission by JAXPORT in advance of the site visit.
- B. That every aspect of its submitted Proposal, including the Contract Price, are based on its own knowledge and judgment of the conditions and hazards involved, and not upon any representation of JAXPORT. JAXPORT assumes no responsibility for any understanding or representation made by any of its representatives during or prior to execution of the Contract unless such understandings or representations are expressly stated in the Contract and the Contract expressly provides that JAXPORT assumes the responsibility.

- C. That the individual signing the proposal is a duly authorized agent or officer of the firm. Proposals submitted by a corporation must be executed in the corporate name by the President or Vice President. If an individual other than the President or Vice President signs the proposal, satisfactory evidence of authority to sign must be submitted with the proposal. If the proposal is submitted by a partnership, the proposal must be signed by a partner whose title must appear under the signature. If an individual other than a partner signs the proposal, satisfactory evidence of authority to sign must be submitted with the proposal. The corporation or partnership must be in active status at the Florida Division of Corporations at the time of submission of the proposal.
- D. That the firm maintains in active status any and all licenses, permits, certifications, insurance, bonds and other credentials including not limited to Contractor's license and occupational licenses necessary to perform the services. The Proposer also certifies that, upon the prospect of any change in the status of applicable licenses, permits, certifications, insurances, bonds or other credentials, the Proposer shall immediately notify JAXPORT of status change.
- E. That it read understands and will comply with Article 1.15, Public Entity Crime "Exhibit B" and Conflict of Interest Certificate "Exhibit A" of these instructions to Proposers.

**REQUEST FOR PROPOSAL 24-01
PUBLISHER SERVICES
PROPOSER'S ACKNOWLEDGEMENT**

I hereby acknowledge, as Proposer's authorized agent, that I have fully read and understand all terms and conditions as set forth in this Proposal, I have met the minimum requirements (See Article IV, Paragraph 4.02), and will fully comply with such terms and conditions.

Date: _____

Company Name: _____

Proposer is a (*check one*): Corporation Partnership Individual

Authorized Agent's Name: _____

Authorized Agent's Signature: _____

Authorized Agent's Title: _____

Authorized Agent's Email Address: _____

Telephone Number: _____ Fax Number: _____

Federal Identification Number : _____

Remittance Address: _____

City: _____ State: _____ Zip Code: _____

Failure to provide above information may be grounds for rejection of Proposal.