

Ord No.: 0276-2015

Information to be included in all Legislation Modifying Contracts:

The names of all companies bidding, or submitting an RFP or RFSQ, for the original contract.

Progressive Marketing & Management Agency
1601 W. Fifth Avenue
Columbus, OH 43212

The location by City and State of all companies bidding, or submitting an RFP or RFSQ, for the original contract.

Columbus OH

The status, Majority, MBE, FBE, of all companies bidding, or submitting an RFP or RFSQ, for the original contract.

MBE

The name and location of the firm awarded the original contract and the Contract Number.

Progressive Marketing & Management Agency
1301 Dublin Road
Columbus, OH 43215
614-487-1500

A description of work performed to date as part of the contract and a full description of work to be performed during any future phasing of the contract.

Scope of Services:

Meeting Planning: The selected consultant will assist the City in all aspects of meeting planning. The consultant will:

- Provide a detailed project plan (the RFP response should include a plan with major milestones)
- Assist the City in developing conference program agenda
- Be responsible for national and regional talent management procurement
- Manage venue logistics
- Coordinate with the City for all technology needs including registration (website) and all audio visual needs
- With assistance from the City recruit and manage needed volunteers
- Obtain private sector support and buy-in

- Manage kick-off reception, conference event day and post-conference appreciation reception activity
- Manage post-conference tasks including supporter, speaker, panel, staff and volunteer appreciation
- Coordinate with the City as it concerns the conference Expo and photography.
- Note: This list may not be exhaustive. The respondent should discuss any additional tasks you believe necessary to ensure a successful conference.

Marketing: The City maintains multiple channels of communication with affected community stakeholders including public outreach and meetings, Columbus Government Television (CTV) cable television and social media including Facebook and Twitter. The consultant will:

- Assist the Department in identifying targeted stakeholders;
- Complete and execute a marketing/promotion plan that utilizes existing City resources and recommends expansion options that support growth of the conference. Message development should be targeted and supported by research. A variety of tools and techniques should be proposed and may include road shows, public appearances, surveys and other interactive approaches;
- Design and print the conference program.
- Provide conference paraphernalia and gifts.

Project Post-Mortem: The Consultant will provide a full debriefing of conference activity including but not limited to conference statistics, costs, revenues and lessons learned. The debriefing will take place within two (2) weeks of the conference.

Document support: The Consultant may also be asked to produce ancillary materials to support the above tasks, including but not limited to PowerPoint slideshows, videos, reports, brochures, direct mail, posters, and/or pages for the City's website.

An updated contract timeline to contract completion.

April – October 2015

- April – July: Planning
- July – October: Marketing
- October: Plan Execution

A description of any and all modifications to date including the amounts of each modification and the Contract Number associated with any modification to date. (List each modification separately)

This is the second modification.

A full description of the work to be performed as part of the proposed contract modification. (Indicating the work to be a logical extension of the contract is not sufficient explanation)

Same as above

If the contract modification was not anticipated and explained in the original contract legislation a full explanation as to the reasons the work could not have been anticipated is required. (Changed or field conditions is not sufficient explanation. Describe in full the changed conditions that require modification of the contract scope and amount.)

This modification is planned

An explanation of why the work to be performed as part of the contract modification cannot be bid out. (Indicating the work to be a logical extension of the contract is not sufficient explanation)

This is a 3yr contract commitment

A cost summary to include the original contract amount, the cost of each modification to date (List each modification separately), the cost of the modification being requested in the legislation, the estimated cost of any future known modifications and a total estimate of the contract cost.

Original contract amount - \$65,000

This is the second modification.

Note: The Contract should be considered to include any and all work that is anticipated to be awarded to the company that was awarded the original contract throughout the contract/project timeline. This includes the original contract and any and all future anticipated modifications to the contract to complete the contract/project.