

Alaska Seafood Marketing Institute
Department of Commerce, Community and Economic
Development State of Alaska
311 N. Franklin St., Suite 200
Juneau, Alaska 99801

Request for Proposals (RFP)

For: Domestic Consumer/Trade Communications Agency

Date of Issue: April 21, 2014

The Alaska Seafood Marketing Institute (ASMI) is soliciting detailed proposals for a domestic consumer/ trade communications agency for its marketing programs.

Historical Information Pertinent to the Proposed Contract

ASMI's Authority: The Alaska Seafood Marketing Institute (ASMI) was established by the Alaska State Legislature in 1981 as a public corporation (AS 16.51.010). The institute is a public corporation of the state. It is an instrumentality of the state in the Department of Commerce, Community, and Economic Development, but has a legal existence independent of and separate from the state. Exercise by the institute of the powers conferred by this chapter is an essential governmental function of the state. The ASMI domestic program employs its monies by developing and executing "generic" marketing and promotional programs in the continental U.S. markets. All marketing plans and budgets are adopted and approved annually by ASMI's Board of Directors.

ASMI's Mission: The Alaska Seafood Marketing Institute is a marketing organization with the mission of increasing the economic value of the Alaska seafood resource through:

- Increasing positive awareness of the Alaska Seafood brand;
- Collaborative marketing programs that align ASMI and industry marketing efforts for maximum impact within the food industry;
- Long-term proactive marketing planning;
- Quality assurance, technical industry analysis, education, advocacy and research;
- Prudent, efficient fiscal management.

ASMI is governed by a seven member Board of Directors, appointed by the governor of Alaska. The board consists of five processors and two fishers. Five standing committees provide ASMI's board and staff with input and promotional direction. Staff is located in two offices: Juneau, Alaska, which is the administrative and international program headquarters and Seattle, Washington, which is the domestic marketing headquarters.

Consumer Communications Program Overview:

ASMI's FY2015 total budget for the domestic consumer communications program is approximately \$1 million. The consumer communications program is managed by ASMI marketing and communications staff in Seattle and Juneau. ASMI deploys its monies by developing and executing marketing and promotional programs in the continental U.S. markets. All marketing plans and budgets are adopted and approved annually by ASMI's Board of Directors. To assist staff, ASMI contracts with a consumer/trade communications agency. This agency is a strategic partner to the ASMI marketing programs.

Scope of Work Pertinent to the Proposed Contract

General:

ASMI is looking for a domestic consumer/trade communications agency with 10 years minimum experience in food and food branding PR that will be responsible for communicating with the media and recommending all public relations activities for the ASMI marketing program. The ASMI PR budget is approximately \$1,000,000 annually.

The Alaska Seafood Marketing Institute (ASMI) domestic retail, foodservice, and communications programs are responsible for planning and implementing all internal and external public relations and marketing activities and programs for the organization. ASMI is seeking a full-service agency or agencies to counsel and assist in the research, development, implementation and monitoring of its public relations activities. Plans and associated work performance must include an in depth knowledge and experience in food and food branding as well as encompass a broad spectrum of forums and tools, including traditional print and broadcast media, contemporary presentation formats, internet/website and social media elements, event planning, as well as research, analytics and tracking results.

The agency or agencies may be required to research and create plans and presentations such as annual reports, press releases, media kits, research brochures, industry, trade and employee communication programs, governmental or legislative information programs, media relations, publicity and promotional support. The agency shall maintain confidentiality of the client's programs and projects.

The agency will be required to provide a team for research, strategic planning, implementation, and tracking results. The agency will monitor activities of the team monthly in conjunction with monthly billing. The agency will provide separate reports and itemized monthly bills to the administrative/fiscal, communications, and domestic marketing programs.

Final project activity after award shall be approved by ASMI marketing and communications staff. ASMI representatives shall be required to approve all proposals/work prior to starting on specific projects, and shall establish deadlines for completion of projects. Estimation project costs shall be the contractor's responsibility as a normal cost of business.

Consumer/Trade Communications:

The Alaska Seafood Marketing Institute (ASMI) is soliciting proposals for consumer/trade communications services. ASMI estimates a budget of approximately \$1 million dollars annually. Areas of responsibility include:

- Develop a creative and robust annual consumer and trade public relations plans that provides strategic counsel and includes best tactics to generate maximum, positive media coverage of Alaska Seafood and generates wide scale media interest in Alaska Seafood;
- Provide ongoing information to media as needed or requested;
- Provide information to Alaska businesses and Alaska state agencies involved in seafood marketing.

In performing and accomplishing the general scope of services, the specific elements include, but by no means are limited to, the activities outlined below.

Proactive Media Relations Campaign: The Contractor shall seek to generate positive seafood-related editorial about Alaska into the feature and news channels of local and national media (newspaper, magazine, broadcast, social media networks, blogs, newsletters, etc.) and occasionally international media done in conjunction with ASMI's international programs. The specific goals and key messages will be developed in coordination with ASMI staff and in consultation with the ASMI board and committees on an ongoing basis, and have typically included the following:

- Enhancing Alaska's overall image and promoting it as a source of the best seafood in the world
- Working in conjunction with state agencies involved in seafood marketing

Media Relations: The Contractor will develop and maintain relationships with media, editors, writers and industry representatives. In doing so, the Contractor may organize and participate in face-to-face editor meetings. The Contractor also shall be required to develop and implement a PR program that provides assistance to editors, writers, journalists, bloggers and broadcasters. This may include developing and coordinating familiarization tours centered around specific harvesting seasons, activities or special events; maintaining/monitoring social media networks; responding to media inquiries and providing media/press and key influencers informational trip and tour planning assistance. This assistance will require coordination and on-going communication with a number of fishing organizations, private businesses and state agencies to develop itineraries. The PR agency may also be required to escort press trips.

Media Releases/Information: The Contractor will be asked to develop and distribute media releases or feature stories highlighting Alaska Seafood as requested and must be able to make available news and feature stories about Alaska seafood including: supplying editorial copy and photography to newspapers and/or magazines publishing special Alaska seafood sections. Additionally, the Contractor will be required to keep all media information and online press kits up to date and refreshed with new feature stories and/or fact sheets.

In-State Awareness: The Contractor will develop and assist in implementing in-state awareness campaigns designed to provide information on seafood development, economic impact and ASMI activities as requested.

Special Projects/Opportunities: The Contractor will seek out special public relations opportunities. These may include but not limited to cooperative ventures with other state agencies, motion picture tie-ins, special events, public appearances, etc. At the discretion of ASMI, the Contractor may also be asked to perform other projects as determined by ASMI or special opportunities as proposed by the Contractor.

Crisis Communication: The Contractor will assist in coordinating and implementing communication during a crisis such as an oil spill, volcanic eruption, earthquake, seafood boycott, etc. This may include working with ASMI staff in order to overcome negative seafood stories or other information detrimental to the image of Alaska seafood.

Monitoring and Reporting: The Contractor will monitor the effectiveness of the public relations program, including tracking articles generated by the agency and estimating return on investment; following up with editors/writers who participated in ASMI press trips; and analyzing other public relations projects and communicating the results. The Contractor will be required

but not limited to participate in regularly scheduled meetings and to attend and present at ASMI board and committee meetings and governmental and legislative informational programs as requested.

Proposal Content & Requirements

Submit **ten (10)** copies bound, double sided of the proposal. All proposals must contain the following sections:

General Company Overview:

- **Who are you?** Company name, address, internet URL, telephone and fax numbers. Include name, title, and email address of the individual who will serve as agency's primary contact.
Please provide an overview that outlines your key competencies and experience. Please include titles, roles, responsibilities, years experience in food and food branding and marketing, number of years of agency experience and number of years with current company and location.
It is critical that food public relations expertise is demonstrated. Please include overview on what sets you apart from other agencies and proposers.
- Who on your team would be assigned to the ASMI account and what is their level of food and food brand experience?
 - How many years working specifically on food brand accounts?
 - How many years with the agency?
 - Food organizations that the ASMI team belongs to
- **Ownership.** Please describe your company/agency's ownership. List full-service U.S. agency offices/addresses, leading with the office that would service this account.
- **Clients.** Please provide a list of current clients, size of accounts and the scope of work for each.
- **Financial.** Please provide billing and expense practices, including hourly rates, what is/isn't billable (e.g. travel, production, etc.). Please also provide percent of time each member of the account team will spend on ASMI consumer/trade communications. Please provide billings for the past three (3) years, including an estimate for the current year.
- **References.** Please provide at least two professional references from like-clients.

General Capabilities & Qualifications:

- **Strategic Approach.** Please describe your strategic process and methods for developing effective consumer /trade communications campaigns.
- **Media Relations.** Please provide examples (press clippings) of your success with food related media relations and explain how extensive your food media contacts and relationships are.
- **Event Planning/Press Events.** Please explain your experience and provide two examples of your success with food event planning/press events.
- **Social Media.** Please explain your experience and provide two examples in developing and executing food focused social media campaigns.
- **Measurement.** Please describe how ROI is established and measured – for traditional, digital and social media. How do you track and report? Please provide a sample of a campaign analysis that ASMI would expect to see on an ongoing basis. Please include your experience in social media metrics as well.
- **Growth and Learning.** Please describe how you stay at the forefront of technology, emerging media, trends, etc. Please explain how this knowledge and thought leadership will be passed on to ASMI.
- **Industry participation.** Please list participation and representation in industry organizations and public relation organizations
- **Measure of Success.** One year from now, what would be the best measure of success for our relationship? Please provide this in the form of at least three, and not more than five, specific, obtainable criteria, activities, agreements or requirements that shall, subject to negotiation and mutual consent, become features of the awarded contract.

Additional Information Required:

Subcontractors List: In addition to *identifying each and every subcontractor and their employees throughout each element of the proposal*, a list which reflects the complete name and location of the place of business of each subcontractor must be included in the proposal.

Conflict of Interest and Restrictions: Provide a statement that no conflicts of interest exist or state that there were potential conflicts, they were declared in writing to ASMI, and ASMI found either no conflict existed, and/or the

conflict was not significant and/or the conflict could be mitigated. Include a copy of ASMI's response.

Other Information: A proposer may include other selected pertinent materials that directly pertain to this RFP and the proposal. These materials will not be returned.

Price of Proposal: Based on the requirements of this RFP, the proposal must provide a detailed cost analysis reflecting any of the following where applicable:

- **Monthly Retainer:** Any proposed "base service fee" associated with servicing ASMI's domestic communications account.
- **Direct Expenses:** Identify all direct expenses for which ASMI will be billed at cost.
- **Service Fees:** Identify any daily and hourly fees and/or rates for all key personnel and any other staff identified and/or associated with the performance of the proposed contract.
- **Other Fees and/or Rates:** Identify any other specific fees, rates, or compensation methods to be used in the performance of the proposed contract.

Other Licenses and Registrations Requirement: All proposers, including subcontractors, are required to hold any and all necessary applicable professional licenses and registrations required by Alaska Statute. Proof of professional licenses is required with the proposal. Obtaining and ensuring compliance to all professional license and registration requirements is the complete responsibility of the proposer.

Available Resources and Materials for Review:

<http://alaskaseafood.org>

<http://alaskaseafood.creatorselect.com/loginform>

<http://www.alaskaseafood.org/retailers/>

<http://cookitfrozen.com/>

<http://www.alaskaseafood.org/retailers/power/documents/AlaskaSeafoodRetailResearch2011.pdf>

<http://www.wildalaskaseafood.com>

<http://www.ciaprochef.com/alaskaseafood/>

http://ebooks.alaskaseafood.org/ASMI_Annual_Report/#/1/

http://www.alaskaseafood.org/foodservice/materials/documents/Menu_Alaska_2013.pdf

<http://pressroom.alaskaseafood.org/wp-content/uploads/2013/09/AK-Seafood-Impact-Report-Final-9-16-Online.pdf>

Miscellaneous Key Points:

Winning proposer must be willing to work, but not be limited to work, with ASMI's existing vendor network. This includes designers, printers, photographers, recipe developers, media buyers, etc.

General Information

Conflict of Interest and Restrictions: If any proposer, proposer's employee, joint venture, subcontractor, or any individual working on the proposed contract may have a possible conflict of interest that may affect the objectivity, analysis, and/or performance of the contract, it shall be declared in writing and submitted to ASMI along with the proposal. ASMI shall determine in writing if the conflict is significant and material and if so, may eliminate the proposer from submitting a proposal. ASMI generally views a current and/or ongoing relationship with other seafood production entities such as the Norwegian or Chilean salmon farmers as a potential conflict of interest. Proponents are encouraged to contact ASMI regarding any concerns or questions regarding the conflict of interest issue.

ASMI and Contact Person: Any information required or questions regarding this RFP should be addressed and/or delivered to:

Alaska Seafood Marketing Institute
311 N. Franklin St., Suite 200
Juneau, AK 99801

Attention: **Naresh Shrestha, Admin/Fiscal Officer**

Phone Number: (907) 465-5570
Fax Number: (907) 465-5572
E-mail: NShrestha@alaskaseafood.org

Deadline for Receipt of Proposals: Ten (10) copies of the proposal must be received by mail or hand delivered to ASMI no later than 4 PM Alaska time Friday, May 30th, 2014. Faxed and/or emailed proposals are not acceptable. Failure to meet the deadline will result in disqualification of the proposal without review. Proposals are to be delivered to the address referenced above. So that they are not mistakenly opened early, either the outer or inner envelope should also contain the following:

Confidential: Do Not Open Until **5:00pm, Alaska Time, May 30th, 2014**,
Proposal For: Domestic Consumer/Trade Communications Agency

ASMI assumes no responsibility or liability for the transmission, delay, or delivery of RFP materials, packages or applications by either public or private carriers.

Proposers Review and Substantive Questions: Proposers should carefully review this RFP for omissions, errors, questionable or objectionable materials, and items requiring clarification. Proposers shall put these comments and/or questions in writing and submit them to ASMI's contact person at least ten days before the due date of proposals. This will allow time for an addendum to the RFP to be issued, if required, to all recipients of the initial RFP.

Proposers Review and Directional Questions: If questions received involve no more than directing the questioner to a specific section of the RFP, questions may be responded to verbally, and do not require a written addendum.

Addendum to the RFP: ASMI reserves the right to issue written addendums to revise or clarify the RFP, respond to questions, and/or extend or shorten the due date of proposals.

Pre-proposal Conference: A pre-proposal conference will not be held unless extensive questions arise regarding the RFP.

Cancellation of the RFP: ASMI retains the right to cancel the RFP process if it is in its best interest. ASMI shall not be responsible for costs incurred by proposers for proposal preparation.

Proposal Withdrawal and Correction: A proposal may be corrected or withdrawn by a written request received prior to the date of opening proposals.

Discussion with Responsible Offerors: As determined by the evaluation process, proposers reasonably susceptible of award may be offered the opportunity to discuss their proposal with the procurement officer or evaluation committee and the proposal may be adjusted as a result of the discussion.

Multiple Proposals: ASMI shall not accept multiple proposals from the same proposer.

Disclosure of Proposal Contents: A proposal's content shall not be disclosed to other proposers until after the Notice of Intent to Award is issued. Upon issuance, the proposals become public information except for trade secrets or other proprietary data deemed confidential by both the proposer and ASMI.

Retention of Proposals: All proposals and other material submitted become ASMI's property and will not be returned.

Cost of Proposal Preparation: Any and all costs incurred by proposers in preparing and submitting a proposal are the proposer's responsibility and shall not be charged to ASMI or reflected as an expense of the resulting contract.

Solicitation/Advertising: The RFP has been advertised in the internet based media and/or letters issued to prospective proposers on ASMI's vendor list.

Alternative Form: If an alternative form of the RFP is required, notify the contact person previously identified or if using a telecommunications device for the deaf (TDD), please contact ASMI at (907) 465-5560 and leave a message.

Media Announcements: Any and all media announcements pertaining to this RFP require ASMI's prior written approval.

Other Governmental Requirements: It is the responsibility of the proposer to indicate within their proposal the applicability of any other federal, state, municipal, or other governmental statutes, regulations, ordinances, acts, and/or requirements. This may include, and may not be limited to:

- a) 15 CFR Part 26, subparts A – E, Government Debarment and Suspension
- b) 15 CFR Part 28, New Restrictions on Lobbying
- c) Form CD-512, Certifications Regarding Debarment, Suspension Ineligibility and Voluntary Exclusion
- d) Form SF-LLL, Disclosure of Lobbying Activities

RFP is not a Contract: This RFP does not obligate ASMI or the selected proposer until a contract is signed and approved by both parties. If approved, it is effective from the date of final approval by the Executive Director of the Alaska Seafood Marketing Institute. ASMI shall not be responsible for work done, even in good faith, prior to final approval of the proposed contract.

State of Alaska Standard Terms and Conditions: The successful proposer is expected to comply with the contractual terms and conditions listed below when the contract is signed:

Standard Agreement Form
Appendix A – General Provisions
Appendix B1 – Indemnity and Insurance or B2 – Indemnity and Professional Insurance
Appendix C – Scope of Services
Appendix D – Financial Considerations

All of the terms and conditions may not be applicable to this proposed contract. ASMI reserves the right to not award or cancel the award of the contract to a proposer who will not agree to all the standard terms and conditions as applicable to this contract.

Performance Bonds and/or Surety Deposits: ASMI reserves the right to require a performance bond or surety deposit to assure the contractor's performance of all contract terms and conditions.

Liquidated Damages: ASMI reserves the right to require liquidated damages to assure the contractor's performance of all contract terms and conditions.

Additional Terms and Conditions: ASMI reserves the right to include additional terms and conditions during contract negotiations. However, these terms and conditions must be within the scope of the original RFP and will be limited to price, clarification, definition, and administrative and legal requirements.

Contract Negotiations: Upon completion of the evaluation process, contract negotiations will commence. If the selected proposer fails to provide the necessary information for negotiations in a timely manner, negotiate in good faith, or cannot perform the contract within the amount of funds available for the project and/or as proposed, ASMI may terminate negotiations and negotiate with the next highest ranked proposer, or terminate award of the contract. ASMI shall not be responsible for costs incurred by the proposer resulting from contract negotiations. If contract negotiations take place at the ASMI Corporate Office in Juneau, Alaska or at the Marketing Office in Seattle, Washington, the offeror will be responsible for their travel and per diem expenses.

If the selected offeror:

- fails to provide the information required to begin negotiations in a timely manner ; or
- fails to negotiate in good faith: or
- indicates they cannot perform the contract within the budgeted funds available for the project: or
- if the offeror and ASMI, after a good faith effort, simply cannot come to terms, ASMI may terminate negotiations with the offeror initially selected and commence negotiations with the next highest ranked offeror.

Estimated Time Frame: This schedule is for informational purposes only, actual number of days/dates may vary depending on the response to this RFP.

Phases	Step	Dates	Day	
A	Advertisements/RFP Available	4/21/2014	1	
B	Responses to Significant queries	5/7/2014	17	
C	Deadline for submitting proposals	5/30/2014	40	
D	Evaluation of Proposals Phase 1	6/4/2014	45	
E	Notices to finalists	6/6/2014	47	
F	Finalist Presentation Phase II	6/25-27/2014	66-68	Location TBD
G	Winner announcement/intent to award	7/1/2014	72	
H	Protest period deadline	7/8/2014	79	
I	Notice of Award	7/9/2014	80	
J	contract negotiations end	7/15/2014	86	
K	Contract start	7/21/2014	92	

Location of Work: All work shall be performed, completed, and managed at the location of the selected proposer's firm(s) and/or approved subcontractor(s) firm(s).

By signature on the proposal, the offeror certifies that:

- (a) all services provided under this contract by the contractor and all subcontractors shall be performed in the United States; and
- (b) the offeror is not established and headquartered or incorporated and headquartered in a country recognized as Tier 3 in the most recent United States Department of State's Trafficking in Persons Report.

The most recent United States Department of State's Trafficking in Persons Report can be found at the following website: [www.http://www.state.gov/g/tip/](http://www.state.gov/g/tip/)

Failure to comply with (a) or (b) of this requirement will cause the state to reject the proposal as non-responsive, or cancel the contract.

Term of Proposed Contract: ASMI anticipates that the successful proponent would be awarded a twelve (12) month contract (July 1, 2014 through period ending June 30, 2015) ASMI reserves the right to renew this contract for up to two (2) three-year renewal options.

Contractor's Compensation: Compensation to the contractor shall be based on:

- **Monthly Retainer:** Negotiated "base service fee" associated with servicing ASMI's domestic consumer/trade communication programs.
- **Direct Expenses:** Reimbursement by ASMI of direct expenses, as identified in the contractor's proposal, and actually incurred by the contractor in performance of the contract. There shall be no markup or increase to direct expenses and any discounts received by the contractor shall be passed on to ASMI.

Direct expenses vary, depending on the nature of the proposed contract. Some typical examples of direct expenses are long distance telephone calls, faxes, postage, printing, reproduction, and specific travel.

- **Services Fees:** Payment by ASMI for time spent by the contractor in performance of the contract. This includes but is not limited to daily and hourly fees and/or rates for individuals as identified in the contractor's proposal.

- **Other Fees and/or Rates:** Payment by ASMI for other services based on specific fees and/or rates identified in the contractor's proposal. This would include "commissionable expenses".
- **Indirect Expenses:** Indirect expenses, indirect rates, and/or a markup of direct expenses are not allowable or reimbursable under the proposed contract.

Indirect expenses vary depending on the nature of the proposed contract. Some typical examples of indirect expenses are payroll and travel for administrative personnel, office space, equipment, local telephone, and insurance.

Subcontractors: Subcontractors may be used to perform work under this contract. If an offeror intends to use subcontractors, the offeror must identify in the proposal the names of the subcontractors and the portions of the work the subcontractors will perform.

If a proposal with subcontractors is selected, the offeror must provide the following information concerning each prospective subcontractor within five working days from the date of the state's request:

- complete name of the subcontractor;
- complete address of the subcontractor;
- type of work the subcontractor will be performing;
- percentage of work the subcontractor will be providing;
- years of food public relation experience;
- evidence that the subcontractor holds a valid Alaska business license (if required); and
- a written statement, signed by each proposed subcontractor that clearly verifies that the subcontractor is committed to render the services required by the contract.

An offeror's failure to provide this information, within the time set, may cause the state to consider their proposal non-responsive and reject it. The substitution of one subcontractor for another may be made only at the discretion and prior written approval of the project director.

Review of Proposals

Non-Responsive Proposal: Prior to evaluation, each proposal shall be reviewed to determine whether or not it is responsive. Non-responsive proposals shall be eliminated and will not be evaluated.

Factors that may result in a proposal being declared nonresponsive are:

- Not meeting other licenses and registrations if required.
- Not providing evidence of meeting the Proposal Requirements.
- Substantive and material conflicts of interest which were not declared and/or were declared and determined to be significant enough that ASMI requested the potential proposer not submit a proposal.
- Substantive and material noncompliance to requirements of the RFP proposal submission guideline.
- Not providing a cost proposal as outlined in the Proposal Content and Requirements section of the RFP.

Alaska Bidder Preference Qualification

Alaska Business License and Other Required Licenses:

There is a preference for proposers who meet the Alaskan Bidder's Preference Statute AS 36.30.170(B). At the time the proposals are opened, all proposers must hold a valid Alaska business license and any necessary applicable professional licenses required by Alaska Statute. Proposals must be submitted under the name as appearing on the person's current Alaska business license in order to be considered responsive. Offerors should contact the Department of Commerce, Community and Economic Development, Division of Corporations, Business, and Professional Licensing, P. O. Box 110806, Juneau, Alaska 99811-0806, for information on these licenses. Offerors must submit evidence of a valid Alaska business license with the proposal. An offeror's failure to submit this evidence with the proposal will cause their proposal to be determined non-responsive. Acceptable evidence that the offeror possesses a valid Alaska business license may consist of any one of the following:

- copy of an Alaska business license with the correct NAICS code;
- certification on the proposal that the offeror has a valid Alaska business license and has included the license number in the proposal;

- (c) a canceled check for the Alaska business license fee;
- (d) a copy of the Alaska business license application with a receipt stamp from the state's occupational licensing office; or
- (e) a sworn and notarized affidavit that the offeror has applied and paid for the Alaska business license.

You are not required to hold a valid Alaska business license at the time proposals are opened if you possess one of the following licenses and are offering services or supplies under that specific line of business:

- (a) Fisheries business licenses issued by Alaska Department of Revenue or Alaska Department of Fish and Game.
- (b) Liquor licenses issued by Alaska Department of Revenue for alcohol sales only.
- (c) Insurance licenses issued by Alaska Department of Commerce, Community & Economic Development, Division of Insurance.
- (d) Mining licenses issued by Alaska Department of Revenue.

Application of Preferences:

Certain preferences apply to all contracts for professional services, regardless of their dollar value. The Alaska bidder, Alaska veteran, and Alaska Offeror Preferences are the most common preferences involved in the RFP process. Additional preferences that may apply to this procurement are listed below. Guides that contain excerpts from the relevant statutes and codes, explain when the preferences apply and provide examples of how to calculate the preferences are available at the Department of Administration, Division of General Services' web site:

<http://doa.alaska.gov/dgs/policy.html>

Alaska Products Preference - AS 36.30.332

Recycled Products Preference - AS 36.30.337

Local Agriculture and Fisheries Products Preference - AS 36.15.050

Employment Program Preference - AS 36.30.170(c)

Alaskans with Disability Preference - AS 36.30.170 (e)

Employers of People with Disabilities Preference - AS 36.30.170 (f)

Alaska Veteran's Preference - AS 36.30.175

The Division of Vocational Rehabilitation in the Department of Labor and Workforce Development keeps a list of qualified employment programs; a list of individuals who qualify as persons with a disability; and a list of persons who qualify as employers with 50 percent or more of their employees being disabled. A person must be on this list at the time the bid is opened in order to qualify for a preference under this section.

As evidence of an individual's or a business' right to a certain preference, the Division of Vocational Rehabilitation will issue a certification letter. To take advantage of the employment program preference, Alaskans with Disability Preference or Employers of People with Disabilities Preference described above, an individual or business must be on the appropriate Division of Vocational Rehabilitation list at the time the proposal is opened, and must provide the procurement officer a copy of their certification letter. Offerors must attach a copy of their certification letter to the proposal. The offeror's failure to provide the certification letter mentioned above with the proposal will cause the state to disallow the preference.

5 Percent Alaska Bidder Preference

AS 36.30.170 & 2 AAC 12.260:

An Alaska Bidder Preference of five percent will be applied prior to evaluation. The preference will be given to an offeror who meets the RFP requirements and:

- (a) holds a current Alaska business license;
- (b) submits a proposal for goods or services under the name on the Alaska business license;
- (c) has maintained a place of business within the state staffed by the offeror, or an employee of the offeror, for a period of six months immediately preceding the date of the proposal;
- (d) is incorporated or qualified to do business under the laws of the state, is a sole proprietorship and the proprietor is a resident of the state, is a limited liability company organized under AS 10.50 and all members are

residents of the state, or is a partnership under AS 32.05 or AS 32.11 and all partners are residents of the state; and

(e) if a joint venture, is composed entirely of entities that qualify under (a)-(d) of this subsection.

Alaska Bidder Preference Affidavit:

In order to receive the Alaska Bidder Preference, proposals must include a statement certifying that the offeror is eligible to receive the Alaska Bidder Preference.

5 Percent Alaska Veteran Preference
AS 36.30.175:

An Alaska Veteran Preference of five percent will be applied prior to evaluation. The preference will be given to an offeror who qualifies under AS 36.30.170 (b) as an Alaska bidder and is a:

- (a) sole proprietorship owned by an Alaska veteran;
- (b) partnership under AS 32.06 or AS 32.11 if a majority of the partners are Alaska veterans;
- (c) limited liability company organized under AS 10.50 if a majority of the members are Alaska veterans; or
- (d) corporation that is wholly owned by individuals and a majority of the individuals are Alaska veterans.

Alaska Veteran Preference Affidavit:

In order to receive the Alaska Veteran Preference, proposals must include a statement certifying that the offeror is eligible to receive the Alaska Veteran Preference.

Evaluation Process

Phase I Evaluation Process: An evaluation committee consisting of Alaska industry members and ASMI staff shall evaluate responsive proposals. Each member of the evaluation committee shall independently evaluate each proposal.

The evaluation will be based on the evaluation factors and values stated in this RFP. Discussions, presentations, and/or site inspections, if held, may result in individual evaluation committee members changing their scores. Evaluation factors not specified in this RFP shall not be considered.

Phase I Evaluation Factors: The evaluation factors and the value of each are:

Proposer Experience, Resources & References (Food Marketing and PR)	35
Overall Quality of Proposal	20
Key Personnel Qualifications	30
Cost	10
AK Bidder	<u>5</u>
Maximum Phase I Possible Points	100

Cost Evaluation Formula: The proposal with the lowest cost shall receive the maximum 10 cost points. The points allocated to each of the higher priced proposals shall be determined using the following formula:

$$\frac{(\text{Price of Lowest Cost Proposal}) \times (\text{Maximum Allowable Points for Price})}{\text{Price of the Higher Priced Proposal}} = \text{Points}$$

Phase II Oral Presentations: ASMI will require an oral presentation from the finalists as determined by the Phase I Evaluation Process. Finalists will be notified in writing and instructed to prepare an oral capabilities presentation. This presentation will be made to the evaluation committee on 6/18-6/20, 2014. The Phase II presentations will be in T B D . It is anticipated that a total of up to one hour will be allocated to each finalist. Time frames will be strictly enforced. The entire evaluation committee will be present for oral presentations. All costs associated with an oral presentation shall be borne by the proposer.

Phase II Evaluation Factors: The evaluation factors and value of each are:

Overall Quality and Professionalism in Oral Presentation	20
Quality and Originality of Presentation Materials	20
Qualifications, Poise and Ability to Respond to Questions	20
Applicability and Fit with ASMI marketing Programs	30
Cost formula from Phase I for finalists	<u>10</u>
Maximum Phase II Possible Points	100

Site Inspections: ASMI reserves the right to require a site inspection. Site inspections may be required of all proposers or limited to those that, as determined by the evaluation process, are reasonably susceptible of award. If so afforded, proposers will be notified in advance. All costs associated with the site inspection shall be borne by ASMI.

Notice of Intent to Award: After completion of the evaluation process, ASMI will issue a Notice of Intent to Award containing the names and addresses of all proposers and the intended recipient of the contract to all proposers.

Informal Debriefing: Any proposer may request and receive an informal debriefing after the Notice of Intent to Award is mailed out. The debriefing shall be limited to the offeror's proposal, concentrating on the areas considered deficient or inferior. The merits of other proposals will not be discussed.



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