

 Amendment One	Solicitation Number:	RFP0043-22
	Date Issued:	01/10/2023
	Procurement Officer:	Dianna Cecala
	Phone:	843-349-5207
	E-Mail Address:	Dianna.cecala@hgtc.edu

DESCRIPTION: **Digital Marketing Services**

USING GOVERNMENTAL UNIT: **Horry Georgetown Technical College**

The Term "Offer" Means Your "Bid" or "Proposal". Your offer must be submitted in a sealed package. Solicitation Number & Opening Date must appear on package exterior. See "Submitting Your Offer" provision.

SUBMIT YOUR SEALED PROPOSAL TO EITHER OF THE FOLLOWING ADDRESSES:

MAILING ADDRESS: Procurement Office Horry Georgetown Technical College PO Box 261966 Conway, SC 29528-6066	PHYSICAL ADDRESS: Procurement Office Horry Georgetown Technical College 2050 Hwy 501 E, Bldg. 100, 2 nd floor Conway, SC 29526
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SUBMIT OFFER BY (Opening Date/Time): **01/19/2023 4:00 pm** (See "Deadline For Submission Of Offer" provision)

QUESTIONS MUST BE RECEIVED BY **01/12/2023 5:00 pm** (See "Questions From Offerors" provision)

NUMBER OF COPIES TO BE SUBMITTED: **1 original, 3 hard copies marked "copy", and 1 redacted copy**

CONFERENCE TYPE Non Mandatory Pre-Proposal DATE & TIME: January 5, 2023, at 10:00 a.m. <small>(As appropriate, see "Conferences - Pre-Bid/Proposal" & "Site Visit" provisions)</small>	LOCATION: Virtual – Microsoft Office Teams Meeting
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AWARD & AMENDMENTS	The Intent to Award will be posted January 26, 2023 . The Intent to Award and final award, this solicitation, any amendments, and any related notices will be posted at the following web address: http://www.hgtc.edu/purchasing
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You must submit a signed copy of this form with Your Offer. By submitting a bid or proposal, you agree to be bound by the terms of the Solicitation. You agree to hold Your Offer open for a minimum of sixty (120) calendar days after the Opening Date. (See "Signing Your Offer" and "Electronic Signature" provisions.)

NAME OF OFFEROR <small>(full legal name of business submitting the offer)</small>	Any award issued will be issued to, and the contract will be formed with, the entity identified as the Offeror. The entity named as the offeror must be a single and distinct legal entity. Do not use the name of a branch office or a division of a larger entity if the branch or division is not a separate legal entity, i.e., a separate corporation, partnership, sole proprietorship, etc.
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AUTHORIZED SIGNATURE <small>(Person must be authorized to submit binding offer to contract on behalf of Offeror.)</small>	TAXPAYER IDENTIFICATION NO. <small>(See "Taxpayer Identification Number" provision)</small>
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TITLE <small>(business title of person signing above)</small>	STATE VENDOR NO. <small>(Register to Obtain S.C. Vendor No. at www.procurement.sc.gov)</small>
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PRINTED NAME <small>(printed name of person signing above)</small>	DATE SIGNED	STATE OF INCORPORATION <small>(If you are a corporation, identify the state of incorporation.)</small>
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OFFEROR'S TYPE OF ENTITY: (Check one) (See "Signing Your Offer" provision.)

Sole Proprietorship
 Partnership
 Other _____

Corporate entity (not tax-exempt)
 Corporation (tax-exempt)
 Government entity (federal, state, or local)

PAGE TWO

(Return Page Two with Your Offer)

HOME OFFICE ADDRESS (Address for offeror's home office / principal place of business)	NOTICE ADDRESS (Address to which all procurement and contract related notices should be sent.) (See "Notice" clause) _____ Area Code - Number - Extension Facsimile _____ E-mail Address
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PAYMENT ADDRESS (Address to which payments will be sent.) (See "Payment" clause) Payment Address same as Home Office Address Payment Address same as Notice Address (check only one)	ORDER ADDRESS (Address to which purchase orders will be sent) (See "Purchase Orders and "Contract Documents" clauses) Order Address same as Home Office Address Order Address same as Notice Address (check only one)
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ACKNOWLEDGMENT OF AMENDMENTS
 Offerors acknowledges receipt of amendments by indicating amendment number and its date of issue. (See "Amendments to Solicitation" Provision)

Amendment No.	Amendment Issue Date	Amendment No.	Amendment Issue Date	Amendment No.	Amendment Issue Date	Amendment No.	Amendment Issue Date

DISCOUNT FOR PROMPT PAYMENT (See "Discount for Prompt Payment" clause)	10 Calendar Days (%)	20 Calendar Days (%)	30 Calendar Days (%)	_____ Calendar Days (%)
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PREFERENCES - A NOTICE TO VENDORS (SEP. 2009): On June 16, 2009, the South Carolina General Assembly rewrote the law governing preferences available to in-state vendors, vendors using in-state subcontractors, and vendors selling in-state or US end products. This law appears in Section 11-35-1524 of the South Carolina Code of Laws. A summary of the new preferences is available at www.procurement.sc.gov/preferences . ***ALL THE PREFERENCES MUST BE CLAIMED AND ARE APPLIED BY LINE ITEM, REGARDLESS OF WHETHER AWARD IS MADE BY ITEM OR LOT. VENDORS ARE CAUTIONED TO CAREFULLY REVIEW THE STATUTE BEFORE CLAIMING ANY PREFERENCES. THE REQUIREMENTS TO QUALIFY HAVE CHANGED. IF YOU REQUEST A PREFERENCE, YOU ARE CERTIFYING THAT YOUR OFFER QUALIFIES FOR THE PREFERENCE YOU'VE CLAIMED. IMPROPERLY REQUESTING A PREFERENCE CAN HAVE SERIOUS CONSEQUENCES.*** [11-35-1524(E)(4)&(6)]

*******PREFERENCES DO NOT APPLY*******

PREFERENCES - ADDRESS AND PHONE OF IN-STATE OFFICE: Please provide the address and phone number for your in-state office in the space provided below. An in-state office is necessary to claim either the Resident Vendor Preference (11-35-1524(C)(1)(i)&(ii)) or the Resident Contractor Preference (11-35-1524(C)(1)(iii)). Accordingly, you must provide this information to qualify for the preference. An in-state office is not required, but can be beneficial, if you are claiming the Resident Subcontractor Preference (11-35-1524(D)).

*******PREFERENCES DO NOT APPLY*******

____ In-State Office Address same as Home Office Address ____ In-State Office Address same as Notice Address **(check only one)**

AMENDMENTS TO SOLICITATION (JAN 2004)

The Solicitation may be amended at any time prior to opening. All actual and prospective Offerors should monitor the following web site for the issuance of Amendments: www.procurement.sc.gov (b) Offerors shall acknowledge receipt of any amendment to this solicitation (1) by signing and returning the amendment, (2) by identifying the amendment number and date in the space provided for this purpose on Page Two, (3) by letter, or (4) by submitting a bid that indicates in some way that the bidder received the amendment. (c) If this solicitation is amended, then all terms and conditions which are not modified remain unchanged. [02-2A005-1]

QUESTIONS FROM OFFERORS - AMENDMENT (JUN 2017)

THE SOLICITATION IS AMENDED AS PROVIDED HEREIN. INFORMATION OR CHANGES RESULTING FROM QUESTIONS WILL BE SHOWN IN A QUESTION-AND-ANSWER FORMAT. ALL QUESTIONS RECEIVED HAVE BEEN REPRINTED BELOW. THE "STATE'S RESPONSE" SHOULD BE READ WITHOUT REFERENCE TO THE QUESTIONS. THE QUESTIONS ARE INCLUDED SOLELY TO PROVIDE A CROSS-REFERENCE TO THE POTENTIAL OFFEROR THAT SUBMITTED THE QUESTION. QUESTIONS DO NOT FORM A PART OF THE CONTRACT; THE "STATE'S RESPONSE" DOES. ANY RESTATEMENT OF PART OR ALL OF AN EXISTING PROVISION OF THE SOLICITATION IN AN ANSWER DOES NOT MODIFY THE ORIGINAL PROVISION EXCEPT AS FOLLOWS: UNDERLINED TEXT IS ADDED TO THE ORIGINAL PROVISION. STRICKEN TEXT IS DELETED. [02-2A097-1]

1. Do you have access to your existing ad accounts or does this all need to be set up from scratch? **If you are referring to creative, yes we have access.**
2. How often do you meet with your current agency? Typically, with our digital marketing clients we have 2 meetings a week – Is that a meeting cadence you are accustomed to? **Weekly for the first couple of months then twice a month with an annual in-person meeting.**
3. What CRM do you currently use? **Salesforce and Recruit (Admission department)**
4. What are the specific municipalities that should be included in the geo-target?

AA&AS –Horry County, 20-mi radius Conway & Florence, 15-mi radius Georgetown, Kingstree, & Sumter, 10-mi radius Andrews

All College –Horry County, Conway, Georgetown, Andrews, Florence, SC

Culinary –SC, Augusta, GA, Atlanta, GA, Savannah, GA, and Charlotte, NC

Distance Learning –SC, NC, GA

Manufacturing –Conway, Socastee, Carolina Forest and Georgetown, SC

5. Can you specify what "other states" is defined as in the Culinary, Online Degree and classes programs geo-targeting? **See above.**
6. Under Video, it states "Geo-target[ed] specific areas based on campaign needs". What warrants a geo shift and how often can we expect this shift?
As stated in answer to question #4, each "program" campaign has different geo-targeting, which reflects the program's needs.
7. Does the statement in Question #6 apply to any other channels outside of video?
As stated in answer to question #4, each "program" campaign has different geo-targeting, which reflects the needs of the program.

8. Does each school within the college have their own Facebook page? Can you provide these URLs? **Only Culinary** - <https://www.facebook.com/culinarymb>
<https://www.facebook.com/gohgtc/>
9. Does each school within the colleges have their own URL for Paid Search? Can you provide these URLs? You can go to the College's website and search each program. For example AA & AS,
<https://www.hgtc.edu/academics/academic-departments/arts-sciences-university-transfer/index.html>
10. On average, how many applications do you receive per year? **In 2022 – 15,700**
11. Is there a goal number of applications that you are looking for our campaign to provide? **5% above the previous year**
12. What time of the year do you see the greatest lift in application submissions? **May**
13. Do you tend to see a lift in applications 1,2 or 3 months ahead of the application deadline? **3 months on average**