



# SOLICITATION AMENDMENT

## Materials Management Procurement

9875 N. 85<sup>th</sup> Ave., 2<sup>nd</sup> Fl.  
Peoria, Arizona 85345-6560  
Telephone: (623) 773-7115  
Fax: (623) 773-7118

Solicitation No: P14-0025  
Description: Marketing Services for the PSC  
Amendment No: One (1)  
Solicitation Due Date: October 16, 2013  
Solicitation Due Time: 5:00 p.m.

**Buyer: Lisa Houg**

**A signed copy of this Amendment shall be received by the City of Peoria, Materials Management no later than the Solicitation Due Date and Time.**

**The City has received the following questions regarding this solicitation and is providing the answers for the benefit of all respondents:**

Q1. What is the biggest issue you need help in solving?

A1. How we can expand our marketing reach without spending any extra money.

Q2. Who are you trying to reach (local, regional, national or all of the above)?

A2. All 3 areas in that order. Regionally mostly refers to the Seattle and San Diego markets.

Q3. What is your greatest advantage?

A3. Spring Training baseball in perfect weather.

Q4. What is your biggest challenge?

A4. Nine other Spring Training facilities.

Q5. What is your current media spend and marketing mix?

A5. City budgeted total for Spring Training = \$41K (Print – 27%, Radio – 33%, TV – 17%, Internet – 10%, Misc – 13%). AOT budgeted total for Spring Training = \$38K (Print – 33%, Radio – 41%, Internet – 26%).

Q6. Do you currently have a marketing agency engaged on your behalf?

A6. No.

Q7. What's the estimated budget for marketing services going forward?

A7. At least \$41K, with the AOT amount fluctating from year-to-year since it's based on yearly hotel room nights.

Q8. Is there anything more we need to know to take the next step?

A8. We are focused on the vendor using its current buying power in the market to help the City expand its campaign.

*All other provisions of this Solicitation shall remain in their entirety.*

Vendor hereby acknowledges receipt and agreement with the amendment.

\_\_\_\_\_  
Signature Date

\_\_\_\_\_  
Typed Name and Title

\_\_\_\_\_  
Company Name

\_\_\_\_\_  
Address

\_\_\_\_\_  
City State Zip

The above referenced Solicitation Amendment is hereby Executed

October 8, 2013

at Peoria, Arizona

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Lisa Houg, CPPB  
Contract Officer