

BIDS AND AWARDS COMMITTEE FOR CONSULTING SERVICES (BAC-C)

Consulting Services for the Inauguration of New Clark City Phase 1A

Bid Bulletin No. 2

23 September 2019

This Bid Bulletin contains the Minutes of the Pre-Bid Conference held on 18 September 2019 at the BCDA Conference Room B in Bonifacio Technology Center. This Bid Bulletin contains clarifications and modifications and shall form an integral part of the Bid Documents.

PART I. MINUTES OF THE PRE-BID CONFERENCE

I. Attendees

BAC-C

Joshua M. Bingcang	Chairperson
Virgil M. Alvarez	Member
Jocelyn L. Caniones	Member

TWG

Novelyn B. Carinan
Michelle De Vera (Provisional)

Secretariat

Darryl F. Garcia
Miriam B. Daniwan

Representatives of Shortlisted and Eligible Bidders

Jeffrey Dionisio	EON, Inc.
Marilen A. Fernandez	Video Sonic
Bheng Arcega	Video Sonic
Joey V. Vicente	Video Sonic
Krizia Nehl Gayo	EON, Inc.
Aly Pabellano	EON, Inc.

COA Representative

II. CALL TO ORDER:

There being a quorum, Chairperson Bingcang called the pre-bid conference to order at 10:00 AM. Chairperson Bingcang welcomed the representatives of the shortlisted and eligible bidders.

III. PRE-BID CONFERENCE PROPER

A. Ms. Michelle S. De Vera presented the details of the project to the prospective bidders. *Please refer to Annex A for a copy of the powerpoint presentation.*

The salient points were as follows:

a. Project Objectives

1. Showcase the newly constructed NGAC and Sports Facilities to the general public, potential investors, locators, government, business community and media;
2. Provide an occasion for BCDA to share the insight and vision for the project, as well as share information about the features of the project and attract more government agencies to put up a satellite office in NGAC;
3. Create awareness and press coverage to reach a wider audience; and
4. Ensure that Clark becomes highly visible, different, distinctive and memorable compared to its competitors.

b. Scope of Work

1. Overall Project Conceptualization
 - Conceptualization of event theme/treatment of the event;
 - Design and layout of the event venue, stage, event collaterals including event styling; and
 - Conceptualization and production of digital and video materials, musical scoring, composition and sound recording to be used during the event
2. Events Management and Execution

The Consultant shall take the lead in the overall planning, direction-setting, production, sourcing of logistics, management, supervision and execution of the event based on the approved event theme/treatment:

- Effectively plan and manage all aspects of the program of activities;
- Provide the creative, technical, manpower, and logistical services required for the event, including documentation and production of Audio-Visual material/s;
- Facilitate and manage all phases of production work required for the event;
- Prepare and submit a detailed program of activities for the event;
- Provide the overall direction for the execution of the event;
- Provide catering services to attendees (invitees, security, etc) of the event;
- Provide documentation of the event in the form of videos and photographs;

- Turn-over to BCDA Marketing Unit of the electronic files of all final designs, digital and audio visual materials produced and taken during the event (in Adobe Indesign/Illustrator/ Photoshop for designs and layout; in raw and jpg formats for photos; in .avi, mp4 and mpeg4 formats for videos), in an external hard drive; and
- Submit progress reports and post-event evaluation reports,
- issues and concerns, and recommend next steps in relation to the project at no additional cost to BCDA

c. Project Duration

The contract for the consulting services for the inauguration of the New Clark City Phase 1A shall take effect from the date stated in the Notice to Proceed (NTP) and shall remain in force and in effect until January 31, 2020.

d. Approved Budget for the Contract – Pesos: Fifteen Million and 00/100 (Php15,000,000.00), inclusive of all applicable taxes and fees.

e. Evaluation Procedure

In order to determine the Consultant with the Highest Rated Bid (HRB), BCDA shall conduct an evaluation of bids using the **Quality-Based Evaluation (QBE) Procedure**. The evaluation criteria for the technical proposal is summarized below:

Criteria	Rating
1. Applicable Experience of the Consultant/Firm	10%
2. Qualification of personnel who shall be assigned to the project	30%
3. Plan of Approach and Project Methodology (Proposed event theme/ treatment/ concept)	60%
Total	100%

The required minimum technical score is seventy percent (70%).

f. Qualifications of the Consultant

- Must be registered online with the Philippine Government Electronic Procurement System (<http://www.philgeps.gov.ph>) as a legitimate service provider for government requirements;
- Be a reputable event or multimedia production firm which has been in business operation for at least five (5) years and has completed similar projects (e.g. product/ brand launch, seminars, conferences, trade shows, company/ organization milestone events, etc.) from 2015 to 2019;
- Has produced and executed at least two (2) similar projects (e.g. product/ brand launch, seminars, conferences, trade shows, company/ organization milestone events, etc.) between 2015 up to 2019;
- Has produced and executed at least two (2) similar projects (e.g. product/ brand launch, seminars, conferences, trade shows, company/ organization milestone

events, etc.) between 2015 up to 2019 with a contract value per project equivalent to 50% of the ABC.

g. Procurement Timeline

- The deadline for submission of bids is on 30 September 2019 (Monday), at 9:30AM;
- The opening of technical proposals and initial evaluation will be held on 30 September 2019 (Monday) at 10:00AM;
- The Oral Presentation of the bidders shall proceed on the same day, at 1:00PM

B. Miss De Vera continued with the presentation of the guidelines and Bid Documents to the bidders and explained how the documents are to be prepared. The following are the highlights of the presentations:

Reference	Important point
TPF 1	Must be signed by the authorized representative
TPF 2	Must include a short description of the project, completion date, amount
TPF 3	Will be used for future biddings
TPF 4	
TPF 6	Required to be notarized. Supporting documents may be in the form of diploma, certificates, licenses, etc.
TPF 7	Must be signed
TPF 8	Must be signed
Omnibus Sworn Statement	Must be notarized
Bid Securing declaration	Must be notarized
FPF 1	Must be signed by the authorized representative
FPF 2	Inclusive of all applicable taxes and fees
FPF 3	
FPF 4	
FPF 6	Miscellaneous expenses not included in the form may be added but the total must not exceed the ABC

C. The following questions/clarifications were raised during the Question and Answer portion of the Pre-Bid Conference:

Questions	Answer/Clarification
Can the bidders be provided the layout and details of the venue?	Yes. We will send the layout and details of the venue to better aid you in your preparing for your proposal. It will be part of the bid bulletin to be issued.

Can the bidders be provided the guidelines for Clark Branding as reference?	Yes. Branding guidelines shall be provided together with the bid bulletin.
Will BCDA provide key messages that need to be incorporated in the concept proposal?	The key messages should be part of the bidder's proposal.
What is the estimated total number of attendees? Can the bidders be provided the breakdown of the guest profile?	As shown in the presentation, the estimated number of attendees for the said event is 1,000. Yes, BCDA shall be providing a working guest list to the bidders but shall only reflect the agencies/offices and not exact names of the invitees for security purposes. The guest list will be emailed directly to the shortlisted bidders.
Do the bidders need to submit supporting documents for the support staff?	The bidders may opt to submit supporting documents of the support staff but BCDA shall only be evaluating the names of the three identified members of the events management team which are: Project Head/Account Manager, Event Director, and Production Manager.
Does the approved budget include costs for media placements and promotional materials?	The PESOS: Fifteen Million covers only items listed in the scope of work and deliverables of the Terms of Reference. But if the bidder is willing to include Out-Of-Home Advertising and media placements, they may do so.
Should the musical scoring and videos to be produced for the event be originally composed?	Not necessary to be original musical scoring but should be upon the discretion of the bidder and related to their concept. The video/s should be original.
Will it be the responsibility of the consultant to handle coordination with local government units and media?	It will be a joint responsibility between the winning bidder and BCDA.
Are the facilities readily available during the event?	Yes.
In the Financial Proposal Forms, where can we put the expenses related to rental of equipment, sound system, etc? Can we use FPF 4. Breakdown of Remuneration per Activity.	Bidders should use FPF 6. Miscellaneous Expenses in breaking down expense/cost related to the rental of equipment, sound system, among others, since FPF 4. refers only to expenses related to the staff.

IV. CLOSING OF THE PRE-BID CONFERENCE

The BAC Members thanked the bidders for attending the pre-bid conference and reminded them that the deadline for clarifications is on 20 September 2019 at 5:00PM while the issuance of the bid bulletin and minutes of the pre-bid conference will be on 23 September 2019. There being no other matters to discuss, the conference was adjourned.

Part II. Clarifications received via email after the Pre-bid Conference

The question was raised:

Questions	Answer/Clarification
Given that we are proposing two (2) different concepts and programs, this will likely imply two different cost estimates as the elements of each program will vary. In this case, should we submit cost estimates in the Financial Proposal for just one concept/program?	Bidders may opt to submit two or more concept proposals. However, they can only submit ONE FINANCIAL PROPOSAL not exceeding the Approved Budget for the Contract.

BIDS AND AWARDS COMMITTEE FOR CONSULTING SERVICES

signed

JOSHUA M. BINGCANG

Chairperson

#PartnerForChange



CONSULTING SERVICES FOR THE INAUGURATION OF NEW CLARK CITY PHASE 1A

Pre-Bid Conference

September 18, 2019

OBJECTIVES

1. Showcase the newly constructed NGAC and Sports Facilities to the general public, potential investors, locators, government, business community and media;
1. Provide an occasion for BCDA to share the insight and vision for the project, as well as share information about the features of the project and attract more government agencies to put up a satellite office in NGAC;
2. Create awareness and press coverage to reach a wider audience; and
3. Ensure that Clark becomes highly visible, different, distinctive and memorable compared to its competitors.

SCOPE OF WORK

1. Overall Project Conceptualization
 - a. Conceptualization of event theme/treatment of the event;
 - b. Design and layout of the event venue, stage, event collaterals including event styling; and
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SCOPE OF WORK

2. Events Management and Execution

The Consultant shall take the lead in the overall planning, direction-setting, production, sourcing of logistics, management, supervision and execution of the event based on the approved event theme/treatment:

- a. Effectively plan and manage all aspects of the program of activities;
- b. Provide the creative, technical, manpower, and logistical services required for the event, including documentation and production of Audio-Visual material/s;
- c. Facilitate and manage all phases of production work required for the event;
- d. Prepare and submit a detailed program of activities for the event;
- e. Provide the over-all direction for the execution of the event;
- f. Provide catering services to attendees (invitees, security, etc) of the event;

SCOPE OF WORK

- g. Provide documentation of the event in the form of videos and photographs;
- h. 2.2.8 Turn-over to BCDA Marketing Unit of the electronic files of all final designs, digital and audio visual materials produced and taken during the event (in Adobe Indesign/Illustrator/ Photoshop for designs and layout; in raw and jpg formats for photos; in .avi, mp4 and mpeg4 formats for videos), in an external hard drive; and
- i. Submit progress reports and post-event evaluation reports,
- j. issues and concerns, and recommend next steps in relation to the project at no additional cost to BCDA

QUALIFICATIONS OF THE CONSULTANT

The event or multimedia production agency must meet the following qualifications:

- a. Must be registered online with the Philippine Government Electronic Procurement System (<http://www.philgeps.gov.ph>) as a legitimate service provider for government requirements;
- b. Be a reputable event or multimedia production firm which has been in business operation for at least five (5) years and has completed similar projects (e.g. product/brand launch, seminars, conferences, trade shows, company/organization milestone events, etc.) from 2015 to 2019;
- c. Has produced and executed at least two (2) similar projects (e.g. product/brand launch, seminars, conferences, trade shows, company/organization milestone events, etc.) between 2015 up to 2019;
- d. Has produced and executed at least two (2) similar projects (e.g. product/brand launch, seminars, conferences, trade shows, company/organization milestone events, etc.) between 2015 up to 2019 with a contract value per project equivalent to 50% of the ABC;

EVENTS MANAGEMENT TEAM

The team shall be composed of the following members:

- a. One (1) Project Head/Account Manager to ensure quality output and timely execution of the plan;
- b. One (1) Event Director, responsible for the conceptualization and implementation of the over-all event concept/theme/handle; and
- c. One (1) Production Manager, responsible for overall coordination prior to and during event proper;

The events management team members must have at least three (3) years experience in the management and execution of events similar to the project (e.g. product/brand launch, seminars, conferences, trade shows, company/organization milestone events, etc.) or as related to his/her field of expertise.

EVALUATION PROCEDURE

The **Quality-Based Evaluation (QBE)** procedure shall be used to determine the Highest Rated Bid.

BID SECURITY

The bid security, issued in favor of the Procuring Entity, in the amount stated in the BDS shall be equal to the percentage of the ABC in accordance with the following schedule and forms:

Form of Bid Security	Amount of Bid Security (Equal to Percentage of the ABC)
Cash or cashier's/ manager's check or bank draft/guarantee or irrevocable letter of credit.	Two Percent (PhP 300,000.00)
Surety Bond accompanied by a certification coming from the Insurance Commission that the surety or insurance company is authorized to issue such instrument	Five percent (PhP 750,000.00)
Bid Securing Declaration (duly signed and notarized)	No percentage required

Bids not accompanied by an acceptable bid security shall be rejected. Bids should remain valid **120 days** after the deadline of submission of Bids.

COMPONENTS OF A BID

- ❑ **Technical Proposal**
- ❑ **Financial Proposal**

IMPORTANT REMINDER

In preparing the Bids, the CONSULTANTS should strictly follow the format of the Technical Proposal-Standard Forms and the Financial Proposal-Standard Forms. Information and data required in each of the forms should be accurately and properly supplied by the CONSULTANTS. Failure to provide the appropriate and complete information may cause the CONSULTANT'S Bid to become non-responsive and, hence, may result to the rejection of the Bid.

COMPONENTS OF THE TECHNICAL PROPOSAL

- Company profile/portfolio
- Two (2) proposed concepts/themes for the Inauguration of New Clark City Phase 1A
- Two (2) proposed programs for the Inauguration of New Clark City Phase 1A
- Supporting documents (sample works)

EVALUATION CRITERIA FOR TECHNICAL P

Evaluation Criteria	Weight	Required Minimum Technical Score
a. Applicable Experience of the Consultant/Firm	10%	
b. Qualification of personnel who shall be assigned to the project	30%	
c. Plan of Approach and Project Methodology (Proposed event theme/treatment/concept)	60%	
TOTAL SCORE	100%	70%

REMINDERS

- DEADLINE** of submission of Technical and Financial Proposal is on 30 SEPTEMBER 2019 (MONDAY), at 9:30AM
- OPENING OF** Technical Proposal is on 30 SEPTEMBER 2019 at 10:00AM
- Followed by the Oral Presentation AT 1:00PM
- Take note of the dates in the attachments. (e.g. certificates of satisfactory completion for completed projects).
- ALL PAGES** of the Bidding Documents to be submitted should be initialed by the company's authorized representative using **BLUE INK**.

clark
brand guidelines

Who is this for?

This shall serve as the official guide for all officials and employees of BCDA and the agency's subsidiaries and affiliates in the promotion of Clark and the four districts, namely the Clark Freeport Zone, Clark International Airport, Clark Global City, and New Clark City.

Specifically, communications staff can draw inspiration from this to create powerful text and visual content that is in sync with BCDA's vision for Clark. This will also come in handy for graphic designers in the development of materials, and suppliers producing BCDA's collaterals.



Link:

<https://www.dropbox.com/sh/rnima98od9kpp2g/AAAA8N9oCBaPnkOml7SiJRQ4a?dl=0>

PRIMARY USAGE



The primary color option for our logo is blue and orange. It is intended to be used on lighter backgrounds and images in order to maintain legibility.



SECONDARY USAGE White Logo



Use white logo on darker backgrounds and images. to make the logo stand-out more from the busy background, lower opacity of the image to 50% on a black background.

Color

- It is important to use the primary color option of blue and orange when using the Clark logo. While there is a secondary option of a white logo, its use is strictly limited to darker backgrounds and images.
- Never use the logo over an orange background. If there will be a need to use a logo over orange material, add a white box behind the logo.
- White space also plays a key role in our visual brand identity. Rather than viewing white space as a blank area, see it as a pause. Don't rush to fill white space. It can focus attention on what is there, not draw attention to what is not. Always balance color, typography and graphic elements with generous amounts of white space.

LOGO COLORS



Blue

Pantone 7687 C

HEX #1F4890



Orange

Pantone 1655 C

HEX #EE5C29



Clear Space

- Maintain clear space around the logo to protect the logo from distracting graphics or typography.
- Measure clear space by the width of the “c” in clark
- Never allow typography or other elements to “invade” the logo.
- Never redraw or alter the logo, including the placement and size relationship of its letter or star symbol.

SIZE AND CLEAR SPACE

To ensure that clear space is maintained around the logo for legibility and prominence, photos, text and graphic elements must follow the guidelines illustrated here.

Use the logo's letter "c" as a measuring tool to help maintain clearance.



SMALLEST LOGO SIZE Digital



150 pt



SMALLEST LOGO SIZE Collaterals



For small collaterals like flash drives,
for the purpose of legibility, applying the clark logo without the slogan's okay.

WITHOUT SLOGAN Link:

<https://www.dropbox.com/sh/2450cypeaiflb9/AAD4tDjGI5SzqJ2fcwBJJQTEa?dl=0>





SITE DEVELOPMENT PLAN

LEGEND:

---	PHASE 1A BOUNDARY
---	PHASE 1B BOUNDARY

Note:
Pursuant to Section 4 of Annex "A" of the Revised Implementing Rules and Regulations of P.A. 1184, approval of detailed engineering surveys and design undertaken by Design Consultants neither diminishes the responsibility of the latter for the technical integrity of the surveys and designs nor transfer any part of that responsibility to the approving officials. The Design Consultant shall be held fully responsible for the failure of the facilities/structures due to faulty design except for the changes made without the conformity of the Design Consultants.

Last modified by AA6200267 / 26 Nov 2018
Filename: I:\Projects\7051085-New Clark City Government Center\Working\99 Staff Files\Andy Site Deve\Site Development Plan

<p>OWNER: NCAC PHASE 1 JV COMPANY Republic of the Philippines Office of the President</p> <p>BCDA AND MTD Clark, Inc.</p> <p>VIVENCIO B. DIZON PRESIDENT</p>	<p>INDEPENDENT CONSULTANT:</p> <p>TCGI ENGINEERS 200 P.O. Valley Road, 100 USA, Bulacan St., Laguna Village, Marikina City 1029 Philippines Tel. No. 8182071 to 8182074</p> <p>ARTURO G. TOLENTINO PROJECT MANAGER</p>	<p>MAIN EPC CONTRACTOR:</p> <p>BANDAR HEBAT BUILDERS, INC.</p> <p>ISAAC S. DAVID PRESIDENT</p>	<p>DESIGNED BY:</p> <p>SMEC Member of the Surtanin Joint Group</p> <p>JOSEPH L. DUMANGAS HIGHWAY ENGINEER</p> <p>PTR. NO. 8963663 ISSUED ON 02/19/18 T.A.N. 467 209 007</p> <p>REG. NO. 0135068 ISSUED AT BOTOLAN</p>	<p>PROJECT TITLE:</p> <p style="text-align: center;">NATIONAL GOVERNMENT ADMINISTRATIVE CENTER PHASE 1A</p> <p>LOCATION: NEW CLARK CITY, CAPAS, TARLAC</p>	<p>SHEET CONTENTS:</p> <p style="text-align: center;">SITE DEVELOPMENT PLAN</p>	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th colspan="4">REVISIONS</th> <th>DRAWN BY</th> <th>DATE</th> <th>CHECKED BY</th> <th>DATE</th> <th>SHEET NO.</th> </tr> </thead> <tbody> <tr> <td>SYM</td> <td>DESCRIPTION</td> <td>BY</td> <td>DATE</td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>0</td> <td>FINAL DESIGN ISSUE</td> <td>J.L.D.</td> <td>08/16/18</td> <td>A.V.A.</td> <td>08/16/18</td> <td>J.L.R.</td> <td>08/16/18</td> <td></td> </tr> <tr> <td></td> <td></td> <td></td> <td></td> <td>DESIGNED BY</td> <td>DATE</td> <td>REVIEWED BY</td> <td>DATE</td> <td>DRAWING NO.</td> </tr> <tr> <td></td> <td></td> <td></td> <td></td> <td>J.L.D.</td> <td>08/16/18</td> <td>R.M.Y. JR.</td> <td>08/16/18</td> <td></td> </tr> </tbody> </table>	REVISIONS				DRAWN BY	DATE	CHECKED BY	DATE	SHEET NO.	SYM	DESCRIPTION	BY	DATE						0	FINAL DESIGN ISSUE	J.L.D.	08/16/18	A.V.A.	08/16/18	J.L.R.	08/16/18						DESIGNED BY	DATE	REVIEWED BY	DATE	DRAWING NO.					J.L.D.	08/16/18	R.M.Y. JR.	08/16/18	
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