



# City of Yakima/Yakima County Purchasing



March 14, 2014

Dear Sir or Madam:

Subject: RFP 11405-P – Transit Bus Advertising - Transit Addendum No. 1

Please see the following information below in response to the questions asked regarding the RFP document:

1. What is the past history of revenue for the current contract?

Year	Advertising Revenue to Yakima Transit		
	Yakima 35%	Vendor 65%	Revenue 100%
2002	\$40,123.33	\$74,514.76	\$ 114,638.09
2003	\$53,456.70	\$99,276.73	\$ 152,733.43
2004	\$30,662.98	\$56,945.53	\$ 87,608.51
2005	\$44,933.09	\$83,447.17	\$ 128,380.26
2006	\$54,109.38	\$100,488.85	\$ 154,598.23
2007	\$36,039.82	\$66,931.09	\$ 102,970.91
2008	\$35,244.69	\$65,454.42	\$ 100,699.11
2009	\$49,812.00	\$92,508.00	\$ 142,320.00
2010	\$37,901.01	\$70,387.59	\$ 108,288.60
2011	\$23,894.00	\$44,374.57	\$ 68,268.57
2012	\$49,927.90	\$92,723.24	\$ 142,651.14
2013	\$37,687.34	\$69,990.77	\$ 107,678.11

Yakima Transit received 35% of the revenue

Revenue for the current contract is based from the criteria below, that were in the previous RFP documents, RFP No.10407.

REVENUE DISTRIBUTION: Vendor agrees to pay to the City the bid amount or contractually agreed upon percentage of gross sales for space on the City buses, after deductions from gross sales of commissions allowed recognized advertising agencies, and actual material and labor production costs of advertising signs or bus wraps before applying revenue percentage distribution to Yakima Transit.

2. Who holds the current contract?

Lamar Advertising (Obie Media)

Please acknowledge receipt of this addendum on the signature page twenty-seven (27) of the RFP document. Thank you.

If you have any questions please do not hesitate to call me at (509) 576-6696. I apologize for any inconvenience this Addendum may have caused you.

Sincerely,

  
Christina Payer, Buyer I