



HUB Subcontracting Plan (HSP)

QUICK CHECKLIST

While this HSP Quick Checklist is being provided to merely assist you in readily identifying the sections of the HSP form that you will need to complete, it is very important that you adhere to the instructions in the HSP form and instructions provided by the contracting agency.

- If you will be awarding all of the subcontracting work you have to offer under the contract to only Texas certified HUB vendors, complete:
 - ☐ Section 1 - Respondent and Requisition Information
 - ☐ Section 2 a. - Yes, I will be subcontracting portions of the contract.
 - ☐ Section 2 b. - List all the portions of work you will subcontract, and indicate the percentage of the contract you expect to award to Texas certified HUB vendors.
 - ☐ Section 2 c. - Yes
 - ☐ Section 4 - Affirmation
 - ☐ GFE Method A (Attachment A) - Complete an Attachment A for each of the subcontracting opportunities you listed in Section 2 b.
- If you will be subcontracting any portion of the contract to Texas certified HUB vendors and Non-HUB vendors, and the aggregate percentage of all the subcontracting work you will be awarding to the Texas certified HUB vendors with which you do not have a continuous contract in place for more than five (5) years meets or exceeds the HUB Goal the contracting agency identified in the "Agency Special Instructions/Additional Requirements", complete:
 - ☐ Section 1 - Respondent and Requisition Information
 - ☐ Section 2 a. - Yes, I will be subcontracting portions of the contract.
 - ☐ Section 2 b. - List all the portions of work you will subcontract, and indicate the percentage of the contract you expect to award to Texas certified HUB vendors and Non-HUB vendors.
 - ☐ Section 2 c. - No
 - ☐ Section 2 d. - Yes
 - ☐ Section 4 - Affirmation
 - ☐ GFE Method A (Attachment A) - Complete an Attachment A for each of the subcontracting opportunities you listed in Section 2 b.
- If you will be subcontracting any portion of the contract to Texas certified HUB vendors and Non-HUB vendors or only to Non-HUB vendors, and the aggregate percentage of all the subcontracting work you will be awarding to the Texas certified HUB vendors with which you do not have a continuous contract in place for more than five (5) years does not meet or exceed the HUB Goal the contracting agency identified in the "Agency Special Instructions/Additional Requirements", complete:
 - ☒ Section 1 - Respondent and Requisition Information
 - ☒ Section 2 a. - Yes, I will be subcontracting portions of the contract.
 - ☒ Section 2 b. - List all the portions of work you will subcontract, and indicate the percentage of the contract you expect to award to Texas certified HUB vendors and Non-HUB vendors.
 - ☒ Section 2 c. - No
 - ☒ Section 2 d. - No
 - ☒ Section 4 - Affirmation
 - ☒ GFE Method B (Attachment B) - Complete an Attachment B for each of the subcontracting opportunities you listed in Section 2 b.
- If you will not be subcontracting any portion of the contract and will be fulfilling the entire contract with your own resources (i.e., employees, supplies, materials and/or equipment), complete:
 - ☐ Section 1 - Respondent and Requisition Information
 - ☐ Section 2 a. - No, I will not be subcontracting any portion of the contract, and I will be fulfilling the entire contract with my own resources.
 - ☐ Section 3 - Self Performing Justification
 - ☐ Section 4 - Affirmation

***Continuous Contract:** Any existing written agreement (including any renewals that are exercised) between a prime contractor and a HUB vendor, where the HUB vendor provides the prime contractor with goods or service, to include under the same contract for a specified period of time. The frequency the HUB vendor is utilized or paid during the term of the contract is not relevant to whether the contract is considered continuous. Two or more contracts that run concurrently or overlap one another for different periods of time are considered by CPA to be individual contracts rather than renewals or extensions to the original contract. In such situations the prime contractor and HUB vendor are entering (have entered) into "new" contracts.



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In accordance with Texas Gov't Code §2161.252, the contracting agency has determined that subcontracting opportunities are probable under this contract. Therefore, all respondents, including State of Texas certified Historically Underutilized Businesses (HUBs) must complete and submit this State of Texas HUB Subcontracting Plan (HSP) with their response to the bid requisition (solicitation).

NOTE: Responses that do not include a completed HSP shall be rejected pursuant to Texas Gov't Code §2161.252(b).

The HUB Program promotes equal business opportunities for economically disadvantaged persons to contract with the State of Texas in accordance with the goals specified in the 2009 State of Texas Disparity Study. The statewide HUB goals defined in 34 Texas Administrative Code (TAC) §20.284 are:

- 11.2 percent for heavy construction other than building contracts,
- 21.1 percent for all building construction, including general contractors and operative builders' contracts,
- 32.9 percent for all special trade construction contracts,
- 23.7 percent for professional services contracts,
- 26.0 percent for all other services contracts, and
- 21.1 percent for commodities contracts.

- - Agency Special Instructions/Additional Requirements - -

In accordance with 34 TAC §20.285(d)(1)(D)(iii), a respondent (prime contractor) may demonstrate good faith effort to utilize Texas certified HUBs for its subcontracting opportunities if the total value of the respondent's subcontracts with Texas certified HUBs meets or exceeds the statewide HUB goal or the agency specific HUB goal, whichever is higher. When a respondent uses this method to demonstrate good faith effort, the respondent must identify the HUBs with which it will subcontract. If using existing contracts with Texas certified HUBs to satisfy this requirement, only the aggregate percentage of the contracts expected to be subcontracted to HUBs with which the respondent does not have a continuous contract in place for more than five (5) years shall qualify for meeting the HUB goal. This limitation is designed to encourage vendor rotation as recommended by the 2009 Texas Disparity Study.*

F. Guerra DeBerry, LLC (GDC Marketing & Ideation) is HUB certified and will manage the planning and buying of media services with in-house personnel to ensure the program runs smoothly and on budget. The only possible exception is buying digital media. Should it be more cost efficient to use a third party vendor to buy digital, we would do so. We have completed this HSP to reflect that possibility.

SECTION 1: RESPONDENT AND REQUISITION INFORMATION

a. Respondent (Company) Name: F. Guerra DeBerry, LLC.

State of Texas VID #: 17429402781-0

Point of Contact: Beth Wammack

Phone #: 210-236-5000

E-mail Address: Bwammack@gdc-co.com

Fax #: n/a

b. Is your company a State of Texas certified HUB? ☒ - Yes ☐ - No

c. Requisition #: 362-2023-0002

Bid Open Date: 09.15.2022

(mm/dd/yyyy)

Enter your company's name here: F.Guerra DeBerry, LLC.Requisition #: 362-2023-0002**SECTION 2: RESPONDENT's SUBCONTRACTING INTENTIONS**

After dividing the contract work into reasonable lots or portions to the extent consistent with prudent industry practices, and taking into consideration the scope of work to be performed under the proposed contract, including all potential subcontracting opportunities, the respondent must determine what portions of work, **including contracted staffing, goods and services will be subcontracted**. Note: In accordance with 34 TAC §20.282, a "Subcontractor" means a person who contracts with a prime contractor to work, to supply commodities, or to contribute toward completing work for a governmental entity.

a. Check the appropriate box (Yes or No) that identifies your subcontracting intentions:

☒ - Yes, I will be subcontracting portions of the contract. (If Yes, complete Item b of this SECTION and continue to Item c of this SECTION.)

☐ - No, I will not be subcontracting any portion of the contract, and I will be fulfilling the entire contract with my own resources, including employees, goods and services. (If No, continue to SECTION 3 and SECTION 4.)

b. List all the portions of work (subcontracting opportunities) you will subcontract. Also, based on the total value of the contract, identify the percentages of the contract you expect to award to Texas certified HUBs, and the percentage of the contract you expect to award to vendors that are not a Texas certified HUB (i.e., Non-HUB).

Item #	Subcontracting Opportunity Description	HUBs		Non-HUBs
		Percentage of the contract expected to be subcontracted to HUBs with which you <u>do not</u> have a <u>continuous contract*</u> in place for <u>more than five (5) years</u> .	Percentage of the contract expected to be subcontracted to HUBs with which you have a <u>continuous contract*</u> in place for <u>more than five (5) years</u> .	Percentage of the contract expected to be subcontracted to Non-HUBs.
1	Digital Media (NIGP 915-10)	%	%	15 %
2		%	%	%
3		%	%	%
4		%	%	%
5		%	%	%
6		%	%	%
7		%	%	%
8		%	%	%
9		%	%	%
10		%	%	%
11		%	%	%
12		%	%	%
13		%	%	%
14		%	%	%
15		%	%	%
Aggregate percentages of the contract expected to be subcontracted:		%	%	15 %

(Note: If you have more than fifteen subcontracting opportunities, a continuation sheet is available online at <https://www.comptroller.texas.gov/purchasing/vendor/hub/forms.php>.)

c. Check the appropriate box (Yes or No) that indicates whether you will be using only Texas certified HUBs to perform all of the subcontracting opportunities you listed in SECTION 2, Item b.

☐ - Yes (If Yes, continue to SECTION 4 and complete an "HSP Good Faith Effort - Method A (Attachment A)" for each of the subcontracting opportunities you listed.)

☒ - No (If No, continue to Item d, of this SECTION.)

d. Check the appropriate box (Yes or No) that indicates whether the aggregate expected percentage of the contract you will subcontract with Texas certified HUBs with which you do not have a continuous contract* in place with for more than five (5) years, meets or exceeds the HUB goal the contracting agency identified on page 1 in the "Agency Special Instructions/Additional Requirements."

☐ - Yes (If Yes, continue to SECTION 4 and complete an "HSP Good Faith Effort - Method A (Attachment A)" for each of the subcontracting opportunities you listed.)

☒ - No (If No, continue to SECTION 4 and complete an "HSP Good Faith Effort - Method B (Attachment B)" for each of the subcontracting opportunities you listed.)

***Continuous Contract:** Any existing written agreement (including any renewals that are exercised) between a prime contractor and a HUB vendor, where the HUB vendor provides the prime contractor with goods or service under the same contract for a specified period of time. The frequency the HUB vendor is utilized or paid during the term of the contract is not relevant to whether the contract is considered continuous. Two or more contracts that run concurrently or overlap one another for different periods of time are considered by CPA to be individual contracts rather than renewals or extensions to the original contract. In such situations the prime contractor and HUB vendor are entering (have entered) into "new" contracts.

Enter your company's name here: F.Guerra DeBerry, LLC.Requisition #: 362-2023-0002**SECTION 2: RESPONDENT'S SUBCONTRACTING INTENTIONS (CONTINUATION SHEET)**

This page can be used as a continuation sheet to the HSP Form's page 2, Section 2, Item b. Continue listing the portions of work (subcontracting opportunities) you will subcontract. Also, based on the total value of the contract, identify the percentages of the contract you expect to award to Texas certified HUBs, and the percentage of the contract you expect to award to vendors that are not a Texas certified HUB (i.e., Non-HUB).

Item #	Subcontracting Opportunity Description	HUBs		Non-HUBs
		Percentage of the contract expected to be subcontracted to HUBs with which you do not have a continuous contract* in place for more than five (5) years.	Percentage of the contract expected to be subcontracted to HUBs with which you have a continuous contract* in place for more than five (5) years.	Percentage of the contract expected to be subcontracted to non-HUBs.
16	N/A	%	%	%
17		%	%	%
18		%	%	%
19		%	%	%
20		%	%	%
21		%	%	%
22		%	%	%
23		%	%	%
24		%	%	%
25		%	%	%
26		%	%	%
27		%	%	%
28		%	%	%
29		%	%	%
30		%	%	%
31		%	%	%
32		%	%	%
33		%	%	%
34		%	%	%
35		%	%	%
36		%	%	%
37		%	%	%
38		%	%	%
39		%	%	%
40		%	%	%
41		%	%	%
42		%	%	%
43		%	%	%
Aggregate percentages of the contract expected to be subcontracted:		%	%	%

***Continuous Contract:** Any existing written agreement (including any renewals that are exercised) between a prime contractor and a HUB vendor, where the HUB vendor provides the prime contractor with goods or service under the same contract for a specified period of time. The frequency the HUB vendor is utilized or paid during the term of the contract is not relevant to whether the contract is considered continuous. Two or more contracts that run concurrently or overlap one another for different periods of time are considered by CPA to be individual contracts rather than renewals or extensions to the original contract. In such situations the prime contractor and HUB vendor are entering (have entered) into "new" contracts.

Enter your company's name here: F.Guerra DeBerry, LLC.Requisition #: 362-2023-0002

SECTION 3: SELF PERFORMING JUSTIFICATION (If you responded "No" to SECTION 2, Item a, you must complete this SECTION and continue to SECTION 4.) If you responded "No" to SECTION 2, Item a, in the space provided below explain how your company will perform the entire contract with its own employees, supplies, materials and/or equipment.

N/A

SECTION 4: AFFIRMATION

As evidenced by my signature below, I affirm that I am an authorized representative of the respondent listed in SECTION 1, and that the information and supporting documentation submitted with the HSP is true and correct. Respondent understands and agrees that, if awarded any portion of the requisition:

- The respondent will provide notice as soon as practical to all the subcontractors (HUBs and Non-HUBs) of their selection as a subcontractor for the awarded contract. The notice must specify at a minimum the contracting agency's name and its point of contact for the contract, the contract award number, the subcontracting opportunity they (the subcontractor) will perform, the approximate dollar value of the subcontracting opportunity and the expected percentage of the total contract that the subcontracting opportunity represents. A copy of the notice required by this section must also be provided to the contracting agency's point of contact for the contract no later than ten (10) working days after the contract is awarded.
- The respondent must submit monthly compliance reports (Prime Contractor Progress Assessment Report – PAR) to the contracting agency, verifying its compliance with the HSP, including the use of and expenditures made to its subcontractors (HUBs and Non-HUBs). (The PAR is available at <https://www.comptroller.texas.gov/purchasing/docs/hub-forms/ProgressAssessmentReportForm.xls>).
- The respondent must seek approval from the contracting agency prior to making any modifications to its HSP, including the hiring of additional or different subcontractors and the termination of a subcontractor the respondent identified in its HSP. If the HSP is modified without the contracting agency's prior approval, respondent may be subject to any and all enforcement remedies available under the contract or otherwise available by law, up to and including debarment from all state contracting.
- The respondent must, upon request, allow the contracting agency to perform on-site reviews of the company's headquarters and/or work-site where services are being performed and must provide documentation regarding staffing and other resources.



Signature

Chantel Gallegos Nasits

Printed Name

Producer

Title

10/06/2022Date
(mm/dd/yyyy)**Reminder:**

- If you responded "Yes" to SECTION 2, Items c or d, you must complete an "HSP Good Faith Effort - Method A (Attachment A)" for each of the subcontracting opportunities you listed in SECTION 2, Item b.
- If you responded "No" SECTION 2, Items c and d, you must complete an "HSP Good Faith Effort - Method B (Attachment B)" for each of the subcontracting opportunities you listed in SECTION 2, Item b.

HSP Good Faith Effort - Method B (Attachment B)

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Enter your company's name here: F.Guerra DeBerry, LLC.

Requisition #: 362-2023-0002

IMPORTANT: If you responded "No" to SECTION 2, Items c and d of the completed HSP form, you must submit a completed "HSP Good Faith Effort - Method B (Attachment B)" for each of the subcontracting opportunities you listed in SECTION 2, Item b of the completed HSP form. You may photo-copy this page or download the form at <https://www.comptroller.texas.gov/purchasing/docs/hub-forms/hub-sbcont-plan-gfe-achm-b.pdf>.

SECTION B-1: SUBCONTRACTING OPPORTUNITY

Enter the item number and description of the subcontracting opportunity you listed in SECTION 2, Item b, of the completed HSP form for which you are completing the attachment.

Item Number: 1 Description: Digital Media Buying (NIGP 915-10)

SECTION B-2: MENTOR PROTÉGÉ PROGRAM

If respondent is participating as a Mentor in a State of Texas Mentor Protégé Program, submitting its Protégé (Protégé must be a State of Texas certified HUB) as a subcontractor to perform the subcontracting opportunity listed in SECTION B-1, constitutes a good faith effort to subcontract with a Texas certified HUB towards that specific portion of work.

Check the appropriate box (Yes or No) that indicates whether you will be subcontracting the portion of work you listed in SECTION B-1 to your Protégé.

☐ - Yes (If Yes, continue to SECTION B-4.)

☒ - No / Not Applicable (If No or Not Applicable, continue to SECTION B-3 and SECTION B-4.)

SECTION B-3: NOTIFICATION OF SUBCONTRACTING OPPORTUNITY

When completing this section you **MUST** comply with items a, b, c and d, thereby demonstrating your Good Faith Effort of having notified Texas certified HUBs and trade organizations or development centers about the subcontracting opportunity you listed in SECTION B-1. Your notice should include the scope of work, information regarding the location to review plans and specifications, bonding and insurance requirements, required qualifications, and identify a contact person. When sending notice of your subcontracting opportunity, you are encouraged to use the attached HUB Subcontracting Opportunity Notice form, which is also available online at <https://www.comptroller.texas.gov/purchasing/docs/hub-forms/HUBSubcontractingOpportunityNotificationForm.pdf>.

Retain supporting documentation (i.e., certified letter, fax, e-mail) demonstrating evidence of your good faith effort to notify the Texas certified HUBs and trade organizations or development centers. Also, be mindful that a working day is considered a normal business day of a state agency, not including weekends, federal or state holidays, or days the agency is declared closed by its executive officer. The initial day the subcontracting opportunity notice is sent/provided to the HUBs and to the trade organizations or development centers is considered to be "day zero" and does not count as one of the seven (7) working days.

- a. Provide written notification of the subcontracting opportunity you listed in SECTION B-1, to three (3) or more Texas certified HUBs. Unless the contracting agency specified a different time period, you must allow the HUBs at least seven (7) working days to respond to the notice prior to you submitting your bid response to the contracting agency. When searching for Texas certified HUBs and verifying their HUB status, ensure that you use the State of Texas' Centralized Master Bidders List (CMBL) - Historically Underutilized Business (HUB) Directory Search located at <http://mycpa.cpa.state.tx.us/passcmlsearch/index.jsp>. HUB status code "A" signifies that the company is a Texas certified HUB.
- b. List the three (3) Texas certified HUBs you notified regarding the subcontracting opportunity you listed in SECTION B-1. Include the company's Texas Vendor Identification (VID) Number, the date you sent notice to that company, and indicate whether it was responsive or non-responsive to your subcontracting opportunity notice.

Company Name	Texas VID (Do not enter Social Security Numbers)	Date Notice Sent (mm/dd/yyyy)	Did the HUB Respond?
Aguillon & Associates LLC	1275562593100	10/06/2022	<input checked="" type="checkbox"/> - Yes <input type="checkbox"/> - No
ATD Partners, LLC	1823369464700	10/06/2022	<input type="checkbox"/> - Yes <input checked="" type="checkbox"/> - No
Decode Digital Marketing	1611722856500	10/06/2022	<input type="checkbox"/> - Yes <input checked="" type="checkbox"/> - No

- c. Provide written notification of the subcontracting opportunity you listed in SECTION B-1 to two (2) or more trade organizations or development centers in Texas to assist in identifying potential HUBs by disseminating the subcontracting opportunity to their members/participants. Unless the contracting agency specified a different time period, you must provide your subcontracting opportunity notice to trade organizations or development centers at least seven (7) working days prior to submitting your bid response to the contracting agency. A list of trade organizations and development centers that have expressed an interest in receiving notices of subcontracting opportunities is available on the Statewide HUB Program's webpage at <https://www.comptroller.texas.gov/purchasing/vendor/hub/resources.php>.

- d. List two (2) trade organizations or development centers you notified regarding the subcontracting opportunity you listed in SECTION B-1. Include the date when you sent notice to it and indicate if it accepted or rejected your notice.

Trade Organizations or Development Centers	Date Notice Sent (mm/dd/yyyy)	Was the Notice Accepted?
Women's Enterprise Alliance	10/06/2022	<input checked="" type="checkbox"/> - Yes <input type="checkbox"/> - No
Hispanic Contractors Association de San Antonio	10/06/2022	<input checked="" type="checkbox"/> - Yes <input type="checkbox"/> - No

CMBL/HUB Vendor Detail

Vendor ID / Vendor Number 1275562593100 / 476359

Vendor Name AGUILLON & ASSOCIATES LLC

Vendor Address 3230 HILLCREST DR STE 2 SAN ANTONIO, TX 78201-7135 USA

County BEXAR

Contact Melissa Aguillon

Phone/Fax 210-254-9160 /

Email Address melissa@aguilloncreative.com

Website <http://www.aguilloncreative.com>

Business Description Advertising, Graphic Design, Public Involvement, Public Relations, Public Affairs and Marketing

Business Category Other Services Including Legal Services (06)

Small Business Y

Service Disabled Veteran No

CMBL Status Active Bidder

CMBL Expires 07-DEC-2022

HUB Status Active Bidder (A-Approved; Active Texas certified HUB)

HUB Expires 30-SEP-2023

HUB Eligibility HI (Hispanic American)

HUB Gender E

Commodity items shown above are available for district(s) 12,13,14,15,18

CMBL/HUB Vendor Detail

Vendor ID /
Vendor 1823369464700 / 506551
Number

Vendor
Name ATD PARTNERS, LLC

Vendor
Address 701 TILLERY ST #12 AUSTIN, TX 78702-3738 USA

County TRAVIS

Contact Drake Johnson

Phone/Fax 512-817-0733 /

Email
Address drake@atdpartners.com

Website <http://www.atdpartners.com>

Business
Description We are a digital advertising agency. We plan and strategize regional advertising agency's programmatic media. We also buy programmatic media for their campaigns and provide them with data science and analytics.

Business
Category Other Services Including Legal Services (06)

Small
Business Y

Service
Disabled No

Veteran

CMBL
Status Active Bidder

CMBL
Expires 18-JUN-2023

HUB
Status Active Bidder (A-Approved; Active Texas certified HUB)

HUB
Expires 22-JUL-2023

HUB
Eligibility BL (Black American)

HUB
Gender M

Commodity items shown above are available for district(s)
1,2,3,4,5,6,7,8,9,10,11,12,13,14,15,16,17,18,19,20,21,22,23,24,25

CMBL/HUB Vendor Detail

Vendor ID / Vendor Number 1611722856500 / 512801

Vendor Name DECODE DIGITAL MARKETING, LLC

Vendor Address 600 N SHEPHERD DR SUITE 300 HOUSTON, TX 77007-1323 USA

County HARRIS

Contact Doug Perley

Phone/Fax 713-352-8440 /

Email Address doug.perley@decodeadvertising.com

Website <http://www.decodedigital.co>

Business Description Provide digital marketing and communications strategy, digital ad placement and follow-up analysis.

Business Category Other Services Including Legal Services (06)

Small Business Y

Service Disabled Veteran No

CMBL Status Active Bidder

CMBL Expires 15-APR-2023

HUB Status Active Bidder (A-Approved; Active Texas certified HUB)

HUB Expires 18-JUN-2023

HUB Eligibility WO (American Woman)

HUB Gender E

Commodity items shown above are available for district(s)
12

Subject: HUB Subcontracting Opportunities for Aguillon & Associates, LLC with GDC for Lotto RFP 362-2002-30002
Date: Thursday, October 6, 2022 at 9:00:24 AM Central Daylight Time
From: Chantel Nasits
To: melissa@aguilloncreative.com ✓
CC: Tom Lewis, Melissa Arredondo
Attachments: image001.png, GDC_HSP_Lottery_Notification Form.pdf

We are in the process of bidding on Lotto RFP 362-2002-30002. The work covers Digital Media Buying. The only specific requirements we have at this time are attached. I ask that any interested members of your organization reply to this email to express their interest in working with GDC should we win this project.

Best,

Chantel Gallegos Nasits | Producer
O: 210.714.0525 | M: 512.699.8512
221 W. Poplar
San Antonio, TX 78212



Subject: HUB Subcontracting Opportunities for ATD Partners, LLC with GDC for Lotto RFP 362-2002-30002
Date: Thursday, October 6, 2022 at 9:00:23 AM Central Daylight Time
From: Chantel Nasits
To: drake@atdpartners.com ✓
CC: Tom Lewis, Melissa Arredondo
Attachments: image001.png, GDC_HSP_Lottery_Notification Form.pdf

We are in the process of bidding on Lotto RFP 362-2002-30002. The work covers Digital Media Buying. The only specific requirements we have at this time are attached. I ask that any interested members of your organization reply to this email to express their interest in working with GDC should we win this project.

Best,

Chantel Gallegos Nasits | Producer

O: 210.714.0525 | M: 512.699.8512

221 W. Poplar

San Antonio, TX 78212



Subject: HUB Subcontracting Opportunities for Decode Digital Marketing with GDC for Lotto RFP 362-2002-30002
Date: Thursday, October 6, 2022 at 9:00:22 AM Central Daylight Time
From: Chantel Nasits
To: doug.perley@decodeadvertising.com ✓
CC: Tom Lewis, Melissa Arredondo
Attachments: image001.png

We are in the process of bidding on Lotto RFP 362-2002-30002. The work covers Digital Media Buying. The only specific requirements we have at this time are attached. I ask that any interested members of your organization reply to this email to express their interest in working with GDC should we win this project.

Best,

Chantel Gallegos Nasits | Producer
O: 210.714.0525 | M: 512.699.8512
221 W. Poplar
San Antonio, TX 78212



Subject: HUB Subcontracting Opportunities for Women's Business Enterprise Alliance, with GDC for Lotto RFP 362-2002-30002
Date: Thursday, October 6, 2022 at 9:00:25 AM Central Daylight Time
From: Chantel Nasits
To: bids@wbea-texas.org
CC: Tom Lewis, Melissa Arredondo
Attachments: image001.png, GDC_HSP_Lottery_Notification Form.pdf

We are in the process of bidding on Lotto RFP 362-2002-30002. The work covers Digital Media Buying. The only specific requirements we have at this time are attached. I ask that any interested members of your organization reply to this email to express their interest in working with GDC should we win this project.

Chantel Gallegos Nasits | Producer
O: 210.714.0525 | M: 512.699.8512
221 W. Poplar
San Antonio, TX 78212



Subject: HUB Subcontracting Opportunities for Hispanic Contractors Assoc. de SA with GDC for Lotto RFP 362-2002-30002
Date: Thursday, October 6, 2022 at 9:00:25 AM Central Daylight Time
From: Chantel Nasits
To: admin@hcadesa.org
CC: Melissa Arredondo, Tom Lewis
Attachments: image001.png, GDC_HSP_Lottery_Notification Form.pdf

We are in the process of bidding on Lotto RFP 362-2002-30002. The work covers Digital Media Buying. The only specific requirements we have at this time are attached. I ask that any interested members of your organization reply to this email to express their interest in working with GDC should we win this project.

Chantel Gallegos Nasits | Producer

O: 210.714.0525 | M: 512.699.8512

221 W. Poplar

San Antonio, TX 78212





HUB Subcontracting Opportunity Notification Form

In accordance with Texas Gov't Code, Chapter 2161, each state agency that considers entering into a contract with an expected value of \$100,000 or more shall, before the agency solicits bids, proposals, offers, or other applicable expressions of interest, determine whether subcontracting opportunities are probable under the contract. The state agency I have identified below in Section B has determined that subcontracting opportunities are probable under the requisition to which my company will be responding.

34 Texas Administrative Code, §20.14 requires all respondents (prime contractors) bidding on the contract to provide notice of each of their subcontracting opportunities to at least three (3) Texas certified HUBs (who work within the respective industry applicable to the subcontracting opportunity), and allow the HUBs at least seven (7) working days to respond to the notice prior to the respondent submitting its bid response to the contracting agency. In addition, at least seven (7) working days prior to submitting its bid response to the contracting agency, the respondent must provide notice of each of its subcontracting opportunities to two (2) or more trade organizations or development centers (in Texas) that serves members of groups (i.e., Asian Pacific American, Black American, Hispanic American, Native American, Woman, Service Disabled Veteran) identified in Texas Administrative Code, §20.11(19)(C).

We respectfully request that vendors interested in bidding on the subcontracting opportunity scope of work identified in Section C, Item 2, reply no later than the date and time identified in Section C, Item 1. Submit your response to the point-of-contact referenced in Section A.

SECTION A: PRIME CONTRACTOR'S INFORMATION

Company Name: F. Guerra DeBerry, LLC.

State of Texas VID #: 17429402781-0

Point-of-Contact: Beth Wammack

Phone #: 210-236-5000

E-mail Address: Bwammack@gdc-co.com

Fax #: n/a

SECTION B: CONTRACTING STATE AGENCY AND REQUISITION INFORMATION

Agency Name: _____

Point-of-Contact: _____

Phone #: _____

Requisition #: 362-2023-0002

Bid Open Date: 09.15.2022

(mm/dd/yyyy)

SECTION C: SUBCONTRACTING OPPORTUNITY RESPONSE DUE DATE, DESCRIPTION, REQUIREMENTS AND RELATED INFORMATION

1. Potential Subcontractor's Bid Response Due Date:

If you would like for our company to consider your company's bid for the subcontracting opportunity identified below in Item 2,

we must receive your bid response no later than 5:00PM on 10/19/2022.

Central Time

Date (mm/dd/yyyy)

In accordance with 34 TAC §20.14, each notice of subcontracting opportunity shall be provided to at least three (3) Texas certified HUBs, and allow the HUBs at least seven (7) working days to respond to the notice prior to submitting our bid response to the contracting agency. In addition, at least seven (7) working days prior to us submitting our bid response to the contracting agency, we must provide notice of each of our subcontracting opportunities to two (2) or more trade organizations or development centers (in Texas) that serves members of groups (i.e., Asian Pacific American, Black American, Hispanic American, Native American, Woman, Service Disabled Veteran) identified in Texas Administrative Code, §20.11(19)(C).

(A working day is considered a normal business day of a state agency, not including weekends, federal or state holidays, or days the agency is declared closed by its executive officer. The initial day the subcontracting opportunity notice is sent/provided to the HUBs and to the trade organizations or development centers is considered to be "day zero" and does not count as one of the seven (7) working days.)

2. Subcontracting Opportunity Scope of Work:

Posting of digital advertising on websites.

3. Required Qualifications:

☐ - Not Applicable

Minimum of three years experience in the field of work being subcontracted.

4. Bonding/Insurance Requirements:

☐ - Not Applicable

Proof of insurance (workman's comp., commercial general liability & auto) is required based on work contracted.

5. Location to review plans/specifications:

☐ - Not Applicable

To be determined upon award of contract.

HSP Good Faith Effort - Method B (Attachment B) Cont.

Rev. 2/17

Enter your company's name here: F.Guerra DeBerry, LLC.

Requisition #: 362-2023-0002

SECTION B-4: SUBCONTRACTOR SELECTION

Enter the item number and description of the subcontracting opportunity you listed in SECTION 2, Item b, of the completed HSP form for which you are completing the attachment.

- a. Enter the item number and description of the subcontracting opportunity for which you are completing this Attachment B continuation page.

Item Number: 1 Description: Digital Media Buying (NIGP 915-10)

- b. List the subcontractor(s) you selected to perform the subcontracting opportunity you listed in SECTION B-1. Also identify whether they are a Texas certified HUB and their Texas Vendor Identification (VID) Number or federal Employer Identification Number (EIN), the approximate dollar value of the work to be subcontracted, and the expected percentage of work to be subcontracted. When searching for Texas certified HUBs and verifying their HUB status, ensure that you use the State of Texas' Centralized Master Bidders List (CMBL) - Historically Underutilized Business (HUB) Directory Search located at <http://mycpa.cpa.state.tx.us/tpasscblsearch/index.jsp>. HUB status code "A" signifies that the company is a Texas certified HUB.

Company Name	Texas certified HUB	Texas VID or federal EIN <small>Do not enter Social Security Numbers. If you do not know the r VID / EIN, leave the r VID / EIN fe'd blank.</small>	Approximate Dollar Amount	Expected Percentage of Contract
Recon Digital Media	<input type="checkbox"/> - Yes <input checked="" type="checkbox"/> - No		\$ 1,500,000.00	15%
	<input type="checkbox"/> - Yes <input type="checkbox"/> - No		\$	%
	<input type="checkbox"/> - Yes <input type="checkbox"/> - No		\$	%
	<input type="checkbox"/> - Yes <input type="checkbox"/> - No		\$	%
	<input type="checkbox"/> - Yes <input type="checkbox"/> - No		\$	%
	<input type="checkbox"/> - Yes <input type="checkbox"/> - No		\$	%
	<input type="checkbox"/> - Yes <input type="checkbox"/> - No		\$	%
	<input type="checkbox"/> - Yes <input type="checkbox"/> - No		\$	%
	<input type="checkbox"/> - Yes <input type="checkbox"/> - No		\$	%
	<input type="checkbox"/> - Yes <input type="checkbox"/> - No		\$	%

- c. If any of the subcontractors you have selected to perform the subcontracting opportunity you listed in SECTION B-1 is not a Texas certified HUB, provide written justification for your selection process (attach additional page if necessary):

F. Guerra DeBerry, LLC (GDC Marketing & Ideation) is HUB certified and will manage the planning and buying of media services and may subcontract the Digital Media buying (NIGP 915-10) to non-HUB subcontractor, Recon Digital Media. While we have submitted opportunities with potential HUB subcontractors, we do not believe that the quality of performance, confidentiality and timeline would not be suitable to the standards necessary for a smooth program. Additionally, Recon Digital Media has submitted the paperwork for HUB/Women owned certification.

REMINDER: As specified in SECTION 4 of the completed HSP form, if you (respondent) are awarded any portion of the requisition, you are required to provide notice as soon as practical to all the subcontractors (HUBs and Non-HUBs) of their selection as a subcontractor. The notice must specify at a minimum the contracting agency's name and its point of contact for the contract, the contract award number, the subcontracting opportunity it (the subcontractor) will perform, the approximate dollar value of the subcontracting opportunity and the expected percentage of the total contract that the subcontracting opportunity represents. A copy of the notice required by this section must also be provided to the contracting agency's point of contact for the contract no later than ten (10) working days after the contract is awarded.

Subject: Re: HUB Subcontracting Opportunities for Recon Digital Marketing with GDC for Lotto RFP 362-2002-30002
Date: Thursday, October 6, 2022 at 1:40:37 PM Central Daylight Time
From: Lisa Gomez
To: Chantel Nasits
CC: Tom Lewis, Melissa Arredondo
Attachments: image001.png, image002.png

Hi Chantel,

Thank you for reaching out in regards to working together on the Lotto RFP. Recon Digital Media would officially love to partner up and work with GDC on digital buying efforts. Please let us know if you need anything else.

Best of luck on winning this RFP.

Thanks again.
Lisa

Lisa Gomez
Media Director
lgomez@recondigitalmedia.com
C: 210.379.2366



From: Chantel Nasits <cnasits@gdc-co.com>
Date: Thursday, October 6, 2022 at 9:00 AM
To: "lgomez@recondigitalmedia.com" <lgomez@recondigitalmedia.com>
Cc: Tom Lewis <tlewis@gdc-co.com>, Melissa Arredondo <marredondo@gdc-co.com>
Subject: HUB Subcontracting Opportunities for Recon Digital Marketing with GDC for Lotto RFP 362-2002-30002

We are in the process of bidding on Lotto RFP 362-2002-30002. The work covers Digital Media Buying. The only specific requirements we have at this time are attached. I ask that any interested members of your organization reply to this email to express their interest in working with GDC should we win this project.

Best,

Chantel Gallegos Nasits | Producer
O: 210.714.0525 | M: 512.699.8512
221 W. Poplar
San Antonio, TX 78212