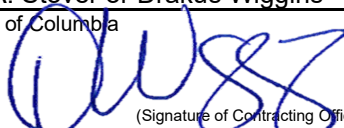


AMENDMENT OF SOLICITATION / MODIFICATION OF CONTRACT		1. Solicitation Number		Page of Pages	
		CFOPD-21-R-007		1	Attachments
2. Amendment/Modification Number	3. Effective Date	4. Requisition/Purchase Request No.	5. Solicitation Caption		
Amendment No. 2	See Box 16C		Lottery Advertising Services		
6. Issued by:		Code	7. Administered by (If other than line 6)		
Office of the Chief Financial Officer Office of Contracts 1100 4 th Street SW Suite E610 Washington, DC 20024					
8. Name and Address of Contractor (No. street, city, county, state and zip code)		X	9A. Amendment of Solicitation No.		
			CFOPD-21-R-007		
			9B. Dated (See Item 11)		
			November 30, 2020		
ALL POTENTIAL OFFERORS			10A. Modification of Contract/Order No.		
			10B. Dated (See Item 13)		
Code	Facility				
11. THIS ITEM ONLY APPLIES TO AMENDMENTS OF SOLICITATIONS					
<input checked="" type="checkbox"/> The above numbered solicitation is amended as set forth in item 14. The hour and date specified for receipt of Offers <input type="checkbox"/> is extended. <input checked="" type="checkbox"/> is not extended. Offers must acknowledge receipt of this amendment prior to the hour and date specified in the solicitation or as amended, by one of the following methods: (a) By completing Items 8 and 15, and returning a <u>1</u> written copy of the amendment; (b) By acknowledging receipt of this amendment on each copy of the offer submitted; or (c) BY separate letter or fax which includes a reference to the solicitation and amendment number. FAILURE OF YOUR ACKNOWLEDGMENT TO BE RECEIVED AT THE PLACE DESIGNATED FOR THE RECEIPT OF OFFERS PRIOR TO THE HOUR AND DATE SPECIFIED MAY RESULT IN REJECTION OF YOUR OFFER. If by virtue of this amendment you desire to change an offer already submitted, such may be made by letter or fax, provided each letter or telegram makes reference to the solicitation and this amendment, and is received prior to the opening hour and date specified.					
12. Accounting and Appropriation Data (If Required)					
13. THIS ITEM APPLIES ONLY TO MODIFICATIONS OF CONTRACTS/ORDERS , IT MODIFIES THE CONTRACT/ORDER NO. AS DESCRIBED IN ITEM 14					
A. This change order is issued pursuant to (Specify Authority):					
B. The above numbered contract/order is modified to reflect the administrative changes.					
C. This supplemental agreement is entered into pursuant to authority of:					
D. Other (Specify type of modification and authority) Administrative					
E. IMPORTANT: Contractor <input type="checkbox"/> is not <input type="checkbox"/> is required to sign this document and return 1 copy to the issuing office.					
14. Description of Amendment/Modification (Organized by UCF Section headings, including solicitation/contract subject matter where feasible.)					
The above referenced solicitation to provide a Lottery Advertising Services is hereby amended to reflect the following changes (Attachment A) and response to inquiries received (Attachment B).					
ALL OTHER TERMS AND CONDITIONS REMAIN UNCHANGED					
Except as provided herein, all terms and conditions of the document is referenced in Item 9A or 10A remain unchanged and in full force and effect.					
15A. Name and Title of Signer (Type or print)			16A. Name of Contracting Officer		
			Anthony A. Stover or Drakus Wiggins		
15B. Name of Contractor		15C. Date Signed	16B. District of Columbia		16C. Date Signed
(Signature of person authorized to sign)					12/18/2020
			(Signature of Contracting Officer)		

Attachment A

The following changes are hereby incorporated into the solicitation.

1. Section M.4.3, Preferences For Certified Joint Ventures is hereby replaced with “RESERVED”. The purpose of the change is to remove the section in its entirety as a certified joint venture is not a certified business enterprise (CBE) per the DC Department of Small and Local Business Development and therefore not eligible to be responsive to this solicitation designated only for CBEs in accordance with Section B.3 of the solicitation. Section B.3 of the solicitation remains unchanged.
2. Section M.4.4.1.1 is hereby amended to remove “or joint venture’s” due to the purpose in Item 1 above.

Attachment B

The following are responses to inquiries received.

Question 1. Can you provide more details regarding what type and quantity of research has been completed to date in regards to personas, and audiences, etc...

Response 1. The DC Lottery has conducted the following research studies in recent years:

1. Retail Study (February 2020): This study was conducted to get a better understanding of the current retail environment that DC Lottery agents are facing and to assess DC Lottery's performance on a set of key metrics.
2. DC Lottery Brand (January 2020): This study built upon the Player Benchmark Study and its goal was to better understand the DC Lottery brand and to create player and non-player segments.
3. Player Benchmark Study (September 2019): This study was conducted to gain a baseline understanding of DC Lottery players and track their game play, spending, and attribute ratings on factors associated with the DC Lottery.
4. DC Lottery Segmentation: (2018): This study was conducted to gain a baseline understanding of core DC Lottery players.

Question 2. What is the frequency of research conducted by the current vendor, quarterly, yearly?

Response 2. The DC Lottery is committed to conducting the Brand and Benchmark studies at least every two year. Research may be conducted more frequently as needed. Internal research is conducted on an ad hoc basis under the direction of the Director of Marketing and Communications.

Question 3. Can you please help clarify, if a Joint Venture (JV) is established and includes a CBE as 51% owner of the JV, is there no need to subcontract an additional 35% to CBE?

Response 3. Pursuant to Section B.3, the solicitation is designated for CBEs only. Certified joint ventures are not CBEs, pursuant to DC Code §§ 2-218.02 (1D)-(1E) and 2-218.39a. For clarification regarding the CBE requirements, contact the DC Department of Small and Local Business Development at (202) 727-3900. Also see Attachment A, Items 1 and 2.