ADDENDUM THREE

Date: May 13, 2013

To: All Bidders

From: Julie Dabydeen/Michelle Musick, Buyers
State Purchasing Bureau

RE: Addendum for RFP 4353Z1

Original Opening Date and Time: May 16, 2013 at 2:00 p.m.

Following are the questions submitted and answers provided for the above mentioned Invitation to Bid. The questions and answers are to be considered as part of the Invitation to Bid.

QUESTIONS	ANSWERS
1. We are an international firm with 80 offices worldwide, and firm-wide we do represent the Connecticut and Illinois departments of tourism. Do you consider either or both of them a conflict?	No, the Nebraska Tourism Commission does not consider Connecticut and Illinois to be a conflict.
2. Q1: Please can you advise what you mean when you state that you are looking to target an International market? Does this mean UK & Ireland, and would you split the tender and procure an agency to just deliver this service for you?	The Commission would like to consider increasing our outreach to the potential markets of Canada, Germany, UK to begin with due to their interest in our state and similarities. The amount of service to this area would depend upon the reach. We would stay committed to US markets we are currently targeting.
3. You asked for a list of all accounts lost/resigned and gained. Since we have been in business for 28 years, can you give us a timeframe?	Section V.3.g. states a timeframe of the past ten years.

QUESTIONS	ANSWERS
4. We want to be sure that you are looking for creative, media buying, web design capabilities in addition to public relations.	This RFP is to service only the public relations aspect of our proposed needs. We will be having our Interactive Web Services and Advertising/Marketing RFP posting very soon. Due to the nature of our recently conducted Statewide Strategic plan (available on our website under the industry page) it was recommended to break our needs into three separate contracts. These three awarded contracts will be expected to collaborate and work together for the betterment of Nebraska's Tourism industry.
5. Page 32 says – at a minimum, the agency may be required to travel to Lincoln once a month for a meeting. Want to double check that this requirement is set.	There needs to be commitment from the agency to meet in person monthly. A detailed scheduled can be presented and approved by the Commission should the calendar have conflicts.
6. I understand that the Nebraska Tourism Commission will be requesting bids for the annual magazine, called Nebraska Travel Guide, as well as the state tourism website. I've scoured the current "Tourism Public Relations" RFP No. 4353 Z1 and do not see reference to these two projects. Will they be included in separate RFPs at a later date? If so, do you know what date the RFPs will be available?	The advertising/marketing RFP will post very soon. The Interactive Web Services RFP is also scheduled to post very soon. The Travel Guide will be part of the scope of work for the Advertising/Marketing RFP and could be sub-contracted out by the awarded agency should they desire and with input from the Commission. The Commission does not have the Web and Marketing RFP posting dates. When these are posted they will be available for viewing at http://das.nebraska.gov/materiel/purchasing/rfp.htm
7. What is your current number of domestic and international visitors? What is the current average length of visitor stay?	For both questions, the answer is that the number varies. Canada has the most request for travel information. The top five (5) states seeking information are California, Texas, Florida, New York and Illinois (in that order).
8. What external factors have played into the yearly spending growth rates? Large sporting events, etc.?	In recent years the Nebraska Passport Program, the US Swim Trials, the US Figure Skating Championships and several statewide amateur sporting events.

QUESTIONS	ANSWERS
9. What co-op and public/private partnerships are currently in place?	The Commission currently have co-op advertising packages for industry members to participate in. That could also be changing in the future. Our private/public partnerships vary from year to year depending on the event and specific industry focus. The Commission currently partners with Nebraska Tourism Association, Nebraska Game and Parks Commission, Nebraska Dept. of Roads, Nebraska Hotel/Motel Association, Humanities Nebraska, Nebraska Lottery, GROW Nebraska and several others.
10. Does the Commission have any plans or desires to expand into any additional social media platforms? What measurement tools are currently in place?	This topic is addressed under the Interactive Web RFP that will be posting soon.
11. Reference IV. A. 1. (page 25) "The main goal of this RFP is to focus on creative production, media buying, research and additional unique niche marketing opportunities." IV. C. 1. (page 26) "The Commission media expenditures which could include $300,000-$495,000 annually." IV. C. 1. b. (page 26) "Define an annual media plan. . .Review and evaluate advertising opportunities and present to the Commission as needed as assigned." <u>Question 1</u>: Is paid media advertising planning part of the scope of work for this Public Relations Campaign RFP? <u>Question 2</u>: If yes to the above, can you confirm that $300,000-$495,000 is the annual media advertising budget or tell us what part of the $2.1 million budget (IV.A., page 24) will be allocated to paid media advertising?	Answer 1. Yes, the awarded bidder will have to work closely with the Interactive Web contract and the marketing/Advertising contracts. These elements are part of the scope of works but it is important that the selected bidder has the ability to collaborate resources to better leverage the Commission's resources. Answer 2. The $300,000-495,000 range is the allocated amount for the awarded contract.

QUESTIONS	ANSWERS
12. Reference IV.C.1.a. (page 26) “Conduct research and develop target markets determined by the research and consumer outreach, including demographics, and geographic locations.” IV.C.3.c. (page 27) “Conduct comprehensive demographic research projects that gauge understanding and attitudes from various demographic groups of people. . .” <u>Question 3</u>: Is conducting primary market research part of the scope of work for this Public Relations Campaign RFP? <u>Question 4</u>: If yes, is the research budget to come from either IV. C. 1. (page 26) “The Commission media expenditures which could include $300,000-$495,000 annually.” OR IV.A. (page 24) $2.1M marketing and advertising budget?	Answer 3. No. It is expected that solid research and accountability as it relates to the public relations field be available for the Commission to assess trends and movement within the industry. Answer 4. The budget for this public relations contract would be in the range of $300,000-$495,000. See response to Question 11.
13. Reference IV.E.1.vii (page 29) “Detailed point-by-point-response. Please provide specific point-by-point-response, in the order listed, to the questions.” <u>Question 5</u>: Does that refer to the questions in IV.E.w2a. – g. (page 30)? <u>Question 6</u>: If not, to which questions does it refer?	Answer 5. Yes. Answer 6. See response to Answer 5.

QUESTIONS	ANSWERS
14. Reference II.L. Mandatory Requirements, page 6, Form B (pages 39-40) is listed as a mandatory requirement. IV.E.1.Proposal Response Format, viii – xvi (page 29) are to be tabbed with headings. The first nine (9) items on Form B are identical to those requested in IV.E.1.viii – xvi. The last item on Form B is the heading question IV.E.2. (page 30). <u>Question 7</u>: Does Form B need to be completed as a separate form; the contents from the first nine (9) items of Form B broken out as separate tabbed pages within the Scope of Work Response; or both? <u>Question8</u>: If both, do we have latitude to expand the answer areas on the word document provided?	Answer 7. Please complete all requested questions and forms. It is important to provide a consistent response in alignment with the RFP request. Answer 8. Bidder has as much latitude as provided.
15. Reference II.L.1-6 Mandatory Requirements (page 6) there is no mention of IV.E. 1-2 Scope of Work/Proposal Response Format as a mandatory requirement item. <u>Question 9</u>: Related to preceding questions # 5 and #6, can you provide a list of all of the questions you want answered, in the order you want them answered?	Answer 9. The questions are provided in the RFP in Section C.6. a-j and also repeated in From B. The answers should be addressed in the order that they are presented in the RFP.
16. Reference Executive Summary is requested twice: VI.E.1.d.v. (page 29) and V.A.1. (Technical Proposal, page 33). <u>Question 10</u>: Do you want it repeated?	Answer 10. No, the Bidder just needs to provide one Executive Summary.

QUESTIONS	ANSWERS
17. Reference IV.C.6.d. (page 28) “Provide ten (10) samples of editorial coverage. . .during the past twelve (12) months.” IV.C.6.f. (page 28) “Provide examples of press tour itineraries, media participants’ lists and sponsor lists for five destination clients. . .in the previous twenty-four (24) months.” IV.E.2.g.b (page 30) “Provide three examples of successful public relation/media tour campaigns that include, online, print, social media, etc.” V.A.3.h. and V.A.3.h.i. (page 35) “. . .provide a summary matrix listing the bidder’s previous projects similar to this Request for Proposal in size, scope and complexity. The State will use no more than three (3) narrative project descriptions. . .Bidder must provide narrative descriptions to highlight the similarities. . .” <u>Question 11</u>: Given the volume of samples requested, may these be bound and submitted as a separate addendums to the 2” binder referenced in IV.E.1.b (page 29)? See also Question 14.	Answer 11. Yes, but the bidder needs to comply with Section II.F.paragraph 4 for submitting the proposal and identify any separate sections, for example, “samples” requirement.
18. Reference IV.C.6.c. (page 28) Asks for “a list of forty travel writers…on behalf of destination clients during the past twelve months.” IV.E.1.d.x. (page 30) Asks for a “list of forty travel writers…during the past twenty-four months.” IV.C.6.d. (page 28) Asks for “ten samples of editorial coverage…during the past twelve months.” IV.E.1.d.xi. (page 30) Asks for “ten samples of editorial coverage…during the past twenty-four months.” <u>Question 12</u>: Would you like examples from the past twelve (12) or twenty-four (24) months?	Answer 12. Please submit a list of forty travel writers that the company has secured and worked with for the past 12 or 24 months. Please submit ten samples of editorial coverage for the past 12 or 24 months as requested by each category. Bidder can use different editorials to show variety and depth.

QUESTIONS	ANSWERS
19. Reference Technical Requirements VI.F.1. a-d. and IV.F.3 (page 31) "Provide work in the following mediums: web sites (list urls) videos, social media campaigns, interactive marketing strategies and programs." Question 13: Can you define the relationship between the samples being requested and the scope of Public Relations services being requested? Question 14: Are these samples in addition to those requested as part of Corporate Overview V.3.h. (page 35) or separate from examples in IV.E.2g.b.? Question 15: If yes, may these and other requested samples be bound and submitted as a separate addendums to the 2" binder referenced in IV.E.1.b (page 29)?	Answer 13. Samples of work should be submitted to demonstrate experience. Answer 14. These samples are in addition. Answer 15. They may be bound together as long as they are tagged/identified and reflected as to which component they are fulfilling in the RFP.
20. Reference V.B. (page 37) "The bidder must submit the Cost Proposal in a section of the proposal that is a separate section or is packaged separately as specified in this RFP from the Technical Proposal Section." Question 16: Does this mean the Cost Proposal can or should be apart from the 2" binder referenced in IV.E.1.b (page 29)?	Answer 16. If packaged separately, identify packages as a cost proposal or include in the 2" binder. Only one cost proposal is required.
21. Will preferential treatment be given to in-state agencies responding to the RFP?	The Commission is committed to reviewing, selecting and awarding a contract to the bidder that will best fulfill the Commission's scope-of-work and vision of the Commission.
22. Often out-of-state agencies partner with an in-state firm/knowledgeable practitioner who can bring specialized local understanding to the table. Should such a partnership be established as part of the RFP response or would it be better for it to occur after a bid has been awarded? Note: the latter approach would allow the Nebraska Tourism Commission to have input into partner selection.	The Commission is releasing three (3) separate RFP's that will conduct all of the Commission's marketing/advertising/public relations and web issues. These three (3) separate RFP's result in partnerships outside of the awarded bidder, however, the Commission must know in the bidding process if that potential would exist.

QUESTIONS	ANSWERS
23. The RFP outlines an annual budget in the range of $300,000-$495,000. Should bidders present a proposed program/budget at two levels – one at the lower end of the range and one at the upper end of the range?	That is completely up to the bidder. All bidders should present a proposal that best addresses the RFP and represents the bidder's ability to deliver results. The bidder can submit an alternate proposal that will need to be packaged separately.
24. Should program expenses (cost of journalist travel/accommodations, cost of agency travel/communications, printing of custom publications, etc.) be included within the overall budget or will some of these expenses be covered from a different source?	All program expenses within the public relations budget are to cover all expenses and cost associated with full-filling the RFP requirements.
25. Under Section 1a of page 25 ("Expectations of the Agency Services Provided"), the RFP indicates that the agency "shall not hold or acquire an account that is considered by the Nebraska Tourism Commission to be a competitive state, county city or region." Would it be possible for an agency to share a list of an agency's current tourism clients to ensure that a conflict of interest does not exist?	Yes, that would be appropriate.
26. Can you clarify if this RFP is seeking solely public relations services (also commonly referred to as 'earned media') or full marketing representation (which would include advertising and 'paid media' services)?	This RFP is seeking public relations services that directly relate to earned media. However, it is expected that awarded bidder is able to collaborate efforts and share a team spirit with the other awarded bidders. Therefore, there may be additional public relations opportunities that would not be limited to only earned media results.
27. On Page 34, C.1. "Responsibilities" includes section b. referencing a 'Media Plan'. Can you confirm this is a paid, advertising media plan?	The paid media, advertising media plan will fall under the Commission's upcoming marketing/advertising RFP.
28. The PR scope of work also seems to be combined with the media planning and buying scope and budget on page 26. Are there specific goals for the PR campaign outside of marketing tactics?	No, not at this time.

QUESTIONS	ANSWERS
29. The RFP does not address social media in general, however on pg 32, section H, 'Deliverables', there is mention of weekly and monthly social media activity reporting. Can you clarify if this RFP includes maintenance of social media channels (IE, creating content, engagement programs, etc) or is only for monitoring/measurement?	It is expected that the awarded bidder will be able to participate in discussions relating to the promotion of the public relations efforts whether that is via social media, the web, advertising, or other venues. Social media is handled by another contract and/or by Tourism Staff.
30. Does this RFP include social media strategy?	No
31. Is all social media handled by an outside agency, or is some of it handled internally?	70% is handled with an outside agency. The rest is covered by Commission staff at this time.
32. Can you clarify if the budgets listed for 'media expenditures' (on page 26, C.1.) includes or excludes the commission marketing agencies receive from paid placements in media planning? Or, to restate the question in another way: is there a budget for public relations services outside of paid 'media planning'?	Please see the response to Question 12.
33. Can we submit a proposal solely for the public relations scope of the RFP, or must full-service marketing and publishing services be presented?	This proposal is for the public relations component only. Other items were listed to provide an insight of the collaborative efforts in other areas that the awarded bidder would have to participate in to support a team approach.
34. How many group press trips does the Commission host per year?	At this time, three (3).
35. How many individual press trips per year?	In the past year roughly five (5) individual. The Commission also provides media packets/data to more than three hundred (300) media guests during the US Swim Trials, US Figure Skating Championships, and with the upcoming US Senior Open.
36. What is the total number of media hosted on an annual basis?	In the past year we hosted three media tours, with an average of 24-28 travel writers on each tour.

QUESTIONS	ANSWERS
37. How many media airfares does the Commission pay for on an annual basis?	In the past year we have paid for three media tour airfares.
38. How many journalists typically join each group trip?	See Answer to question 36.
39. How long does a typical press trips last?	At this time five-six (5-6) days. However, there are several that have been only three (3) days.
40. Who typically handles the travel logistics for visiting media, including booking airfare, securing hotel reservations, destination site tours, etc?	That is to be coordinated through the selected PR firm.
41. How many formal press releases are done per year? Are any of these put on the wire?	Press releases are covered by the Commission's staff and are all placed on the wire.
42. Are you looking for comprehensive integrated marketing campaign, of which PR is one service desired to promote Nebraska Tourism? OR, are you looking for an agency to provide the just the Public Relations component?	This RFP, the focus is for just public relations, however, it is expected that the awarded bidder will have to work with all components and collaborate with the other awarded bidders for the Marketing/Advertising RFP and the Interactive Web RFP.
43. what regular visitor research exists now?	Current visitor research being conducted now is through Iperceptions, Equation Research.
44. ? Is the research you need under this RFP more on the activity and performance metrics related to the marketing program? OR, is it business metrics to include visitation, occupancy, economic impact, etc. reported monthly/seasonally/annually OR both?	The research under this RFP is related to the activity and performance of the public relations program. However, it could also relate to economic impacts, increased visitation and business metrics.
45. Who currently provides the outlined scope of services to the NTC and for how long have they done so?	Currently all marketing/advertising/web services have been wrapped into one package. The current contract is with Snitily Carr Ad Agency in Lincoln Nebraska.

QUESTIONS	ANSWERS
46. I assume fulfillment and warehouse services do not fall under this RFP. Please outline scope of service related to the VisitNebraska.com?	No, fulfillment and warehouse services do not fall under this RFP. All website related work is provided in the scope-of-work for the Interactive Web Services RFP posting soon.

This addendum will become part of the bid and should be acknowledged with the ITB.