

ADDENDUM FOUR

DATE: June 14, 2013

TO: All Vendors

FROM: Michelle Musick, Robert Thompson, Buyers
 State Purchasing Bureau

RE: Questions and Answers for RFP Number 4398 Z1
 to be opened June 19, 2013

Following are the questions submitted and answers provided for the above mentioned Request For Proposal. The questions and answers are to be considered as part of the Request For Proposal.

QUESTIONS	ANSWERS
<p>1. IV part 4, d - "provide multimedia..." - Is it your expectation that an agency would have these capabilities internally or would outsourcing be acceptable?</p>	<p>Outsourcing is acceptable.</p> <p>Please refer to Section V, A. Technical Proposal, 3. Corporate Overview, j. subcontractors.</p>
<p>2. IV part D, 2, a - Can you define the hosting environment currently used by the Nebraska Tourism Commission?</p>	<p>The Commission's website is hosted at Information Analytics.</p>
<p>3. What Content Management System(s) are currently being used?</p>	<p>The Content Management Systems currently being used are Joomla! for VisitNebraska.com and Wordpress for NebraskaPassport.com</p>

QUESTIONS	ANSWERS
<p>4. Are there any Web analytics, search reporting or social media reports that can be provided?</p>	<p>Research information is posted on the Commission’s website on the industry page. Some information of interest could be found under the Commission’s Strategic Plan. The link provided below will go to the Commission’s Industry Reports webpage.</p> <p>Google Analytics and iPerception stats are located on the following link.</p> <p>http://industry.visitnebraska.org/index.php?option=com_content&view=article&id=15&Itemid=66</p>
<p>5. Can you provide Nebraska tourism growth rates over the past five years?</p>	<p>All research information is provided on the industry page of the Commission’s website.</p> <p>All statistical growth is located on the Industry webpage.</p>
<p>6. Section IV, C: Project Requirements: “\$200,000 budget annually to complete req’s of this RFP...” - This budget includes design and production for the above ad tactics, but does it include the media budget to execute?</p>	<p>No, the media budget is coordinated with the Marketing Plan RFP.</p>
<p>7. Section IV, C: Can you provide a list of the technologies/programming languages that are currently being used for all four sites detailed in the RFP?</p>	<p>The technologies/programming languages currently being used are PHP and MySQL.</p>
<p>8. Does NTC staff currently have access and editing capabilities for all content?</p>	<p>There is limited access at this time. Commission staff updates the pressroom, portions of the Industry site, portions of the NebraskaPassport.com site and Social Media sites.</p>
<p>9. Section IV, Part 4D, 1b – What technologies are currently used for your database and how are they being utilized with your four sites?</p>	<p>The technology that is currently being used for the Commission’s database is Linux server running Apache 2.2.3.</p> <p>The Commission has a database of industry facility information and contacts in Microsoft Access. The databases are utilized via e-mail blasts.</p>
<p>10. Section IV, Part 4D, 1e – Does this specific database exist to serve/host prospects/leads, visitors, etc. (consumer & travel trade database) to provide the ability to segment and message as needed, or is this database used to house and supply the content and data for the four websites? Or is this a combination of both?</p>	<p>It is a combination of both. The Commission’s database houses a portion of the content and data for the websites.</p>

QUESTIONS	ANSWERS
<p>11. Section IV, Part 4D, 1f – “The contractor must provide a strong understanding of booking engine technology and experience with the integration...on several sites” – Is the future expectation to process hotel and attraction transactions directly on VisitNebraska.com or refer qualified traffic to industry partners?</p>	<p>No, to processing transactions.</p> <p>Yes, to refer qualified traffic to industry partners. The Commission does not want to rule out any potential activity and marketing strategies that would serve the state in a better capacity.</p>
<p>12. Section IV, Part 3b – “...provide updates to each genre to see the sites with text, photos, and video until the volume of visitor uploads reduces the need for social media professional involvement”</p> <p>a. Is there an expectation to eliminate the need to create original content from NTC in the future and only use User Generated Content?</p> <p>b. Please clarify “updates to each <i>genre</i> to see the sites...”</p>	<p>The Commission is interested in new ways to execute marketing strategies and the fast and different approaches available change at a rapid rate. There is no commitment at this time to eliminate original content.</p> <p>In this context, <i>genre</i> means that the Commission expects timely updates relating to the Commissions social media capacity. In addition new approaches such as Vine, Google+, InstaGram and other emerging social media platforms.</p>
<p>13. Section IV, Part 4d – What are your expectations regarding the “expert services” listed? Is it your intention that these services be included in the agency Web/interactive budget or are these to be provided by the “Marketing Contractor”?</p>	<p>“Expert Services” related to professional services.</p> <p>The budget as it related to this question is provided by the Marketing RFP.</p>

QUESTIONS	ANSWERS
<p>14. Regarding Scope of Work 1. Website Management, section b., p. 27: “Website management, database integration and maintenance including daily and/or weekly updates,…” Regarding database integration, does the commission currently have a database solution for housing consumer name/address and transaction records including requests for collateral, bookings and/or other transactional data such as emails, promotions, etc.? If so, is the objective of this RFP to integrate with the existing database or to replace it?</p>	<p>See the answers to questions #9 and #11.</p> <p>Yes, integration of the database is required.</p>
<p>15. Regarding Scope of Work 1. Website Management, section e., p. 28: “Provide database creation, development, maintenance, and support in order to continue website interaction and search capabilities between the Commission’s database and website(s).” Is it anticipated that the database referenced will house consumer records including collateral requests and booking transactions? What types of information are expected to be stored in the database?</p>	<p>See the answers to questions #9 and #11.</p>
<p>16. Regarding Scope of Work 1. Website Management, section e., p. 28: Does the commission currently (or desire to) receive data feeds from the booking engines referenced for conversion and marketing effectiveness analysis? If this booking data is not currently being compiled, is it known whether the booking engines will make consumer transactional data available?</p>	<p>Yes, the Commission desires data feeds from booking engines. However, the Commission does not currently utilize a booking engine.</p> <p>See the answers to questions #9 and #11.</p>
<p>17. Who is currently performing the database work, and how big is the legacy database in terms of addresses, email addresses, touches, preferences?</p>	<p>Commission staff currently updates the Commission’s database consisting of approximately 3,000 contacts in addition to their lodging property details, attraction facility descriptions and additional entity amenities.</p>
<p>18. How do you currently store data that feeds the website?</p>	<p>A portion of the website content is on the Commission’s Access database; additional content is stored and maintained by technologies of the contracted website vendor. These technologies could change if contract is awarded to a different vendor.</p>

QUESTIONS	ANSWERS
<p>19. Will the Tourism Commission provide listing data to the awarded vendor or will all listing data need to be collected by the web developer?</p>	<p>Listing data will be supplied by the Commission to the awarded vendor.</p>
<p>20. Do you have data/listings available for dining/restaurants?</p>	<p>No, Tourism does not have data/listings available for dining/restaurants. Although a few attractions do have dining/restaurant facilities.</p>
<p>21. When does your fiscal year start? Do you anticipate that the budget will continue to be \$200K annually? Can initial costs (which tend to be higher in Year 1 with a new site build) be spread over two fiscal years?</p>	<p>The State fiscal year is July 1 – June 30th. The State of Nebraska cannot dictate how the proposed bidder budgets this project.</p>
<p>22. What has been your historic annual spend been on SEM initiatives?</p>	<p>The Commission’s historic annual spend was \$35,000 for the 2012-2013 year.</p>
<p>23. Since SEM services are included in this RFP, does that mean the digital media buy (e.g., cost per click, digital display, etc) budget is also included within the overall \$200K budget outlined in this RFP? Or do you have a separate budget and, if so, what is it?</p>	<p>No, all Marketing expenses are generated from the Marketing RFP. Yes, it will be allocated though the Marketing RFP.</p>
<p>24. Please provide information about the size of your e-marketing list and whether it is segmented by audiences, interests, etc. If it is segmented, how many consumers have opted in to each segment?</p>	<p>We have two e-marketing lists: 1 – Consumer oriented opt-in with about 500,000 members. The members receive an e-newsletter, <i>Destination Nebraska</i>, about 20 times a year. 2 – Journalist oriented opt-in with about 500 members. They receive eblast updates monthly promoting our Discover Nebraska and/or story idea blog posts.</p>
<p>25. How much revenue does the current website generate via the advertising program?</p>	<p>The online tourism sales (banner ads, lead program and e-newsletter ads) totaled \$68,500 for the 2012-2013 year.</p>
<p>26. How do you monetize your current email program and how much revenue does it generate?</p>	<p>Ads are sold on Destination Nebraska. The revenue is approximately \$5,000-\$10,000 annually.</p>
<p>27. What’s the composition of your website visitor base (in-state vs. out of state, seasonality, etc)?</p>	<p>Desktop visitors tend to be a little older with no children living at home. Mobile visitors often have at least one child at home. One-third of all site visitors live in Nebraska and nearly 40% are considering a trip to Nebraska.</p>

QUESTIONS	ANSWERS
<p>28. The Strategic Plan for the Nebraska Tourism Industry document presented by CSL International and Marshall Murdaugh Marketing states that eBrains is the recommended vendor for the Nebraska Tourism Commission’s online efforts. (Please refer to pages v and 32: “The Tourism Commission currently uses eBrains, Inc. for mining visitors via the Internet. Based on our experience in the industry, this is the most effective vendor for such efforts.” Page 42 also references an online program example from eBrains.) If the Tourism Commission is using this strategic plan as a guideline moving forward, what is the point of going through the RFP process? Does the inclusion of eBrains within the strategic plan indicate in any way your vendor preference in regards to this RFP?</p>	<p>While CSL International and Marshall Murdaugh Marketing has stated as such, the State of NE requires a competitive bid process and the proposals will be evaluated and awarded per State Statute, policies and procedures.</p> <p>http://das.nebraska.gov/materiel/purchasing/</p>
<p>29. Please describe any active contracts you currently have with digital consultants or service providers that could influence the scope of services outlined in this RFP.</p>	<p>All active contracts with digital consultants are through Snility Carr which will expire on June 30, 2013.</p>

QUESTIONS	ANSWERS
<p>30. Should Form C be packaged with the technical proposal or the cost proposal? Do you want hourly rates, a lump sum total or both? Please provide additional clarification regarding this form.</p>	<p>Section II Procurement Procedures, G Submission of Proposals is hereby removed in its entirety and replaced with the following “The Technical and Cost Proposals should be packaged together (loose-leaf binders are preferred) on standard 8 ½” by 11” paper, except that charts, diagrams and the like may be on fold-outs which, when folded, fit into the 8 ½” by 11” format. Pages may be consecutively numbered for the entire proposal, or may be numbered consecutively within sections. Figures and tables must be numbered and referenced in the text by that number. They should be placed as close as possible to the referencing text.—Information such as data concerning labor hours and categories, materials, subcontracts and so forth, shall be considered in the Technical Proposal so that the bidder’s understanding of the scope of work may be evaluated. The Technical Proposal shall disclose the bidder’s technical approach in as much detail as possible, including, but not limited to, the information required by the Technical Proposal instructions.”</p> <p>Please supply an hourly rate per requirement as referenced in Form C.</p>
<p>31. Also – will you let me know if the answers will be posted online or if they’ll be distributed to the firms submitting questions via email?</p>	<p>Section II Procurement Procedures, E Written Questions and Answers “Written answers will be provided through an addendum to be posted on the Internet at http://das.nebraska.gov/materiel/purchasing/rfp.htm on or before the date shown in the Schedule of Events.”</p>
<p>32. Can the Commission please list the websites that the contractor will be responsible for in regards to design, technical production, programming, implementation and management?</p>	<p>The contractor will be responsible for visitnebraska.com.</p>
<p>33. Is the Commission looking to redesign all sites under the budget listed in the RFP, or simply maintain the sites with updates?</p>	<p>Both, refer to Section IV, C. Project Requirements and D. Scope of Work.</p>
<p>34. If the Commission is planning a redesign, can you please state which sites would be redesigned and which sites would just be updated and maintained?</p>	<p>Please refer to the answer for question 32.</p>

QUESTIONS	ANSWERS
<p>35. Is the intention of this RFP to be used for a continuation of services that are currently being supplied by the Commission's current vendor?</p>	<p>No, it is a continuation of functionality of the Commission. Please refer to Section IV, C. Project Requirements and D. Scope of Work.</p>
<p>36. What does the Commission like the most about the current sites? What does the Commission think can be improved on?</p>	<p>The Commission desires bidders to provide the best solution to the requirements of the RFP.</p>
<p>37. Page 27. What online booking funnel is the Commission currently utilizing? What would the Commission improve on with the current booking funnel? What does the Commission find most beneficial with the current solution?</p>	<p>None</p>
<p>38. Page 27. What modules does the Commission currently provide that bring focus to Nebraska's state parks, hunt packages, historic sites, etc.? What does the Commission have in mind for the modules moving forward?</p>	<p>None, the Commission only provides links to other State sites, at this time. Nothing at this time, the Commission may be interested in emerging modules.</p>
<p>39. Page 27. Can the Commission clarify what it is currently using for the website management, and database integration? How are the independent sites currently integrated, and will this remain the same moving forward?</p>	<p>See answer to question #3. All sites are currently integrated through Snitily Carr. It is dependent upon the outcome of the RFP process.</p>
<p>40. Page 28. Can the Commission provide its current ranking for SEO?</p>	<p>The Commission ranks on the first page for all keywords that have been identified as having either a high number of searches or are unique to Nebraska travel.</p>
<p>41. Page 28. Is the Commission currently using an analytics solution? Can the Commission provide current analytics?</p>	<p>See the answer to question #4.</p>
<p>42. Page 28. Can the Commission provide examples of marketing campaigns that they currently like? Can the Commission please clarify if the vendor will be responsible for the idea, design, creation, and launch of the campaign (including content)?</p>	<p>See the answer to question #36. The idea, design, creation and launch of the campaign are not a responsibility of the RFP.</p>
<p>43. Page 28. Is there an existing CRM and Email Marketing relationship already in place, that can/should be leveraged or should us the vendor recommend a new solution altogether?</p>	<p>Yes, the Commission is interested in all potential opportunities that will expand the industry. Enewsletters are currently sent to consumers and journalists in ClickBack Smarter Marketing.</p>

QUESTIONS	ANSWERS
<p>44. Page 28. Does the commission currently use a database? If so, can the Commission describe the functionality of the existing database and how many users have access to it? Does the Commission have a preferred technical environment that the database will reside in?</p>	<p>See the answer to question #9.</p>
<p>45. Page 28. Besides the sites listed, are there any other sites that currently exist that the vendor will be responsible for under this RFP? Are there any 3rd party applications that integrate with these sites? Who will be responsible for developing the content for the updates? Approximately how many pages of content need to be developed?</p>	<p>No, there aren't any other sites that the vendor will be responsible for under the RFP.</p> <p>No, there aren't any third party applications that integrate with this site.</p> <p>Partnership between the awarded contractor and the Commission.</p> <p>Currently, including database entries, the Commission has approximately over 2,000 pages of content.</p>
<p>46. Who will be responsible for the migration of content? Approximately how many pages of content need to be migrated?</p>	<p>The awarded contractor will be responsible for migration of content.</p> <p>Currently, including database entries, the Commission has approximately over 2,000 pages of content.</p>
<p>47. Page 28. Can the Commission list the booking engines that are currently being used?</p>	<p>The Commission is not currently using a booking engine.</p>
<p>48. Page 28. Please identify any 3rd party licenses integrated with the current web application - for instance CRM, Email Marketing, Travel Planner, e-newsletter, search engine, surveys, reporting/trend analysis, e-Commerce, etc.? Please also describe the platforms these applications use, and if you intend to keep them or replace them in this project.</p>	<p>The Commissions 3rd party licenses are with Photo Gallery Software, Zinio, ClickBack Smarter Marketing, WordPress, Joomla, Google Analytics, Twitter, You Tube, iTunes, iPerception, and e-commerce.</p> <p>The platform being used is Joomla! 1.5.26.</p>
<p>49. Page 28. How many current users will maintain and access the CRM program?</p>	<p>The Commission does not currently use a CRM program.</p>
<p>50. Page 28. Are you currently using a CMS? Is there a preference towards any existing CMS? How many current users will access and maintain the CMS?</p>	<p>No, the Commission is not currently using a CMS.</p> <p>No, there is not a preference towards any existing CMS.</p> <p>Currently, one staff person has access and does some updating to those sites.</p>

QUESTIONS	ANSWERS
51. Page 28. How much traffic (pageviews/visits/unique visitors) does your site currently get?	The Commission's website gets approximately 172,599 visits per month.
52. Page 28. How much bandwidth does your site currently use?	The bandwidth is 1 – 3 MG.
53. Page 28. Do we need to continue hosting your current site while the new site is redesigned?	Yes
54. Page 28. If so, what technology does your current site use?	The Tourism Commission's contracts for marketing, public relations and website development are currently in the RFP process. Compatibility of software will be a necessity once the contracts are awarded. However, the type of software maintained by each contractor will not be known until the contracts are awarded.
55. Page 28. Does it matter where the site is hosted?	Yes
56. Page 28. Is an SSL certificate necessary for your website?	Yes, a SSL certificate is necessary.
57. Page 28. Will your site process credit card transactions (PCI Compliance)?	No, the Commission's site will not process credit card transactions.
58. Page 28. What technologies will be used for the redesigned site?	Compatibility of software will be a necessity once the contract(s) are awarded. However, the type of software maintained by each contractor will not be known until the contracts are awarded
59. Page 28. Approximately how many email and social campaigns does the Commission launch per year? Who is the current vendor that provides the list management?	See answer to question #24.
60. Page 29. How many staff manage the social media for the Commission? Who will be responsible for providing the content (text, photography, video) for the social media campaigns?	The Commission has one FTE position that is designated to marketing and public relations. Partnership between the awarded contractor and the Commission.
61. Page 29. How many hours does the Commission currently use to monitor social media? What does the Commission expect from the vendor for this requirement?	Approximately, 25 hours per week. However, it varies from week to month and season to season. The Commission expects the vendor to assist staff on an as need basis.

QUESTIONS	ANSWERS
<p>62. Page 29. Approximately how many videos are expected to be produced?</p>	<p>All video production will be allocated through the Marketing RFP.</p>
<p>63. Page 29. Will the vendor be responsible for finding and contracting the media vendors for the banner ad strategy? Or are the vendors already in place?</p>	<p>Yes, the awarded contractor will be responsible for finding and contracting the media vendors for the banner ad strategy. There are banner ad commitments for 2013.</p>
<p>64. Page 29. How many focus groups does the Commission plan on reviewing the site?</p>	<p>The focus groups will be conducted once a year. Conducting a focus group evaluation is a requirement of the awarded contractor.</p>
<p>65. Page 31. Would Adobe Connect or Webex be acceptable for the monthly web meeting?</p>	<p>Yes</p>
<p>66. Is preference going to be given to Nebraska based agencies?</p>	<p>The State of Nebraska does not have preference laws.</p>
<p>67. For the resumes, should the references of the individuals working on the account be client based?</p>	<p>The references shall be able to “attest to the competence and skill level of the individual”.</p>
<p>68. Do you have a mobile site? If not, is this something you would be interested in learning more about in the proposal?</p>	<p>Yes, the Commission currently has mobile sites for VisitNebraska.com and for Nebraska Passport.com.</p>

QUESTIONS	ANSWERS
<p>69. IV, E 6 (pg 31) – “The contractor must have the financial capacity to contract and purchase media without advance payment by the Commission. These pass through costs may include, but are not limited to, legislative mandates, emerging technologies and/or secondary research.” –</p> <ul style="list-style-type: none"> • Are “pass through” costs included in the annual \$200,000 budget or are they excluded (NET cost to client/not marked-up) • Will the category of “pass-through” costs include items like: <ul style="list-style-type: none"> o paid media at NET (not gross - no media commissions included)? o media buys (not media planning)? o Paid Search / PPC - (The amount Google, Bing, Yahoo! charge at net)? o Stock Photography purchases? 	<p>Yes, “pass through” costs are included in the annual budget.</p> <p>Yes</p> <p>Yes</p> <p>Yes</p> <p>Yes</p>
<p>70. How will success be measured each year? What are the desired metrics and results?</p>	<p>This is a subject that will be discussed by the Commission and the awarded contractor.</p>
<p>71. Historically, what is the volume of video editing required? Would this portion of the assignment utilize existing assets or require new assets? Is there any budget allocated for new asset development (video, audio, photography, etc.)</p>	<p>Currently, the volume is minimal.</p> <p>No, the State has no video assets.</p> <p>No</p>
<p>72. Is the budget of \$200,000 per year for agency services only? Must the entire fee for a particular year be used in that year or can it be carried over accordingly?</p>	<p>See the answer to question #6.</p>

QUESTIONS	ANSWERS
<p>73. For each of the sites detailed within the proposal, what are the currently utilized technologies including:</p> <p>Is the site currently dynamic or static?</p> <p>Does it use a CMS?</p> <p>Does it use a CRM?</p> <p>What is the platform on which it is built? (.net, php, etc)</p> <p>Who is the current administrator and has ownership over maintenance?</p>	<p>The site is static.</p> <p>CMS is Joomla for main sites; WordPress for NebraskaPassport.com</p> <p>The Commission does not use a CRM program.</p> <p>The platform is Joomla! 1.5.26.</p> <p>Snitily Carr is the current administrator.</p>
<p>74. What is the process for expanding the scope/budget to accommodate new or improved deliverables?</p>	<p>Refer to Section IV, E. Project Planning and Management, 7. Change Management on page 31 of the RFP.</p>