

ADDENDUM THREE

DATE: June 18, 2013

TO: All Vendors

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

RE: Questions and Answers for RFP Number 4402 Z1
 to be opened June 24, 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
1. In regards to RFP 4402 Z, will bids be accepted from out of state agencies?	Yes, bids will be accepted from out of state agencies.
2. Also, can you please let us know how many bids from out of state agencies have been accepted in the last 5 years?	Tourism has contracted with three out of state agencies for services in the past five years.
3. Are we able to submit a proposal for a portion of the rfp such as the travel guide only? If so, what is the budget for the guide?	No, the Nebraska Travel Guide is a portion of the RFP. It will not be split out separately. Subcontracting is an option per Section V., A. Technical Proposal, 3. Corporate Overview, j. Subcontractors.
4. What ad revenue was generated from the 2013 travel guide? Is this used to help offset the travel guide cost?	The ad revenue from the 2013 Travel Guide was \$202,460. Ad revenue is used to offset production costs.

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<p>5. Please confirm the quantity of travel guides needed, paper stock for cover and body, trim size and delivery date?</p>	<p>The Commission is expected to overhaul the travel guide for 2014. The quantity ordered last year was 350,000. Paper stock, trim size and delivery are unknown.</p> <p>The Commission is expected to overhaul the Travel per the RFP Scope of Work. Quantity, paper stock and delivery are yet to be determined. The Travel Guide is 7 7/8" x 10 1/2" with 150 to 180 pages. The Travel Guide is available for free in the Nebraska State Office Building lobby.</p>
<p>6. Does this RFP require a Letter of Intent to Bid? If so, when is this due?</p>	<p>No, a Letter of Intent to Bid is not required</p>
<p>7. Reference IV.C. (Page 26) <i>"The Commission media expenditures budget is approximately \$800,000 - \$995,000 annually to complete the requirements of this RFP Scope of Work."</i></p> <p><u>Question:</u> We assume this budget for Scope of Work is exclusive of paid media budgets. Is this assumption correct? In other words, is there a separate budget allocation to pay media outlets, over and above the \$800,000 - \$995,000 "Scope of Work" budget referred to here?</p>	<p>No, there is not a separate budget to pay media outlets. This is the budget that the Commission has allocated for the scope of work.</p>
<p>8. Reference IV.D. (Page 26) <i>"All proposal responses must address and include Form C with the proposal response."</i></p> <p><u>Question:</u> We cannot find a "Form C" included in the RFP. What is being referred to here?</p>	<p>Under IV, D Scope of Work, the following is hereby amended and replaced with "All proposal responses must address and include Form B with the proposal response."</p>

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<p>9. Reference</p> <p>IV.D.7. (Page 27)</p> <p><i>"The contractor may also be expected to develop a cohesive strategy for the Tourism Commission's cooperative marketing partners."</i></p> <p><u>Question:</u> Can you supply us with a current list of the Commission's "cooperative marketing partners?"</p>	<p>The Commission is interested in partnering with several private and public outlets to provide the support and enhance the tourism industry. There is no specific list of cooperative marketing partners.</p>
<p>10. Reference</p> <p>IV. F. (Page 31)</p> <p><i>"The bidder shall have a minimum of ten (10) years experience in handling tourism marketing and advertising."</i></p> <p><u>Question A:</u> If a bidding company does not have at least ten years of tourism marketing experience, will it be automatically disqualified from the bidding process or simply receive less points for this section?</p> <p><u>Question B:</u> If a bidding company has staff members who have at least ten years of tourism marketing experience (working for other firms) even though the bidding company itself does not, will this qualify the bidding company to continue in the bidding process? Will it affect the bidding company's point total negatively?</p>	<p>A. No, the bidder may receive less points.</p> <p>B. In order to protect the integrity of the RFP process, the State will not comment on the evaluation criteria during the question and answer period.</p>
<p>11. Reference</p> <p>IV. F.1. (Page 31)</p> <p><i>"The bidder shall describe experience in the following areas: Developing a tourism brand identity campaign domestically."</i></p> <p><u>Question:</u> If members of a bidding company's staff have at least 10 years of domestic tourism marketing experience (working at other firms), may the bidding company use examples of campaigns from these employees' backgrounds when answering this question?</p>	<p>Yes, all proposed bidders should be able to express their work experience as it relates to the RFP scope of work.</p>

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<p>12. Reference IV. F.3. (Page 31) <i>"Provide examples of two consumer campaigns your company has executed for a client in the past five years."</i> <u>Question:</u> Must these two examples of consumer campaigns be for tourism clients?</p>	<p>Per IV. F. 3 (Page 31), it states "Experiences with tourism marketing and advertising. Provide examples of two consumer campaigns your company has executed for a client in the past five years." The intent is that the experience is with tourism marketing and advertising.</p>
<p>13. Reference IV. F.4. (Page 31) <i>"Provide three examples of successful media buys that include television, online, print, social media, etc."</i> <u>Question:</u> Must these three examples of successful media campaigns be for tourism clients?</p>	<p>No, the examples of successful media campaigns do not have to be for tourism clients.</p>
<p>14. Reference V.A.4.c. (Page 35) <i>"technical considerations"</i> <u>Question:</u> How do you define "technical considerations" in the context of this proposal? Are you asking about our company's technical capabilities (media buying software, computer set-up, etc.)?</p>	<p>Technical considerations as noted in V.A.4.c (Page 35) refer to the physical environment and infrastructure needed to successfully carry out the bidder's proposed work. Considerations may include office space/location, project-specific equipment, phone and electronic communication systems, information technology (IT), data and information collection and processing and/or any other related feature.</p>
<p>15. Reference V.C. (Page 37) <i>The payment schedule for the project is tied to specific dates and deliverables."</i> <u>Question:</u> Will the awarded contractor be paid by a monthly retainer or by the fixed hourly costs pertaining to deliverables?</p>	<p>Fixed hourly as they relate to the deliverables. No monthly retainer. The awarded contractor will be paid by the fixed hourly costs pertaining to the deliverables. There will not be a monthly retainer.</p>
<p>16. What states and/or destinations do you deem to represent significant competition to the State of Nebraska?</p>	<p>The following states and/or destinations are deemed to be of significant competition to the State of Nebraska: South Dakota, Colorado, Wyoming, Kansas, Missouri , Iowa, Minnesota</p>

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<p>17. In your view, what feeder markets or areas, and key audiences, represent significant growth opportunities for Nebraska tourism?</p>	<p>The following feeder markets represent significant growth opportunities for Nebraska Tourism: Colorado, Texas, California, Chicago, Minneapolis, Kansas City</p> <p>The following key audiences represent significant growth opportunities for Nebraska Tourism: western culture, family fun, sporting, outdoor activities</p>
<p>18. How will success be measured on an ongoing basis? What are the desired results and metrics by which those results will be measured?</p>	<p>This is a subject that will be discussed by the Commission and the awarded contractor.</p>
<p>19. What current advertising work does the Nebraska Tourism Commission believe is effective in achieving similar expectations set for this assignment?</p>	<p>The Commission desires bidders to provide the best solution to the requirements of the RFP.</p>
<p>20. Is the proposed budget of \$800-995K per year intended to cover agency fees? Or, agency services, paid media costs, and all outside production costs?</p>	<p>Yes, the budget is to cover all components, services and production that meet the requirements of this RFP.</p>
<p>21. For the requested references, who from the Tourism Commission will most likely contact these references and at what point during the process? (as we like to be sure to give our current references appropriate notice for any upcoming referrals or requests).</p>	<p>Commission staff would contact references</p>
<p>22. In regards to subcontractors, will there be an opportunity to revisit the suggested subcontractors once an approach is finalized with the Tourism Commission (as needs may change throughout the process)?</p>	<p>Yes</p>
<p>23. Who is the printer that has traditionally been used for the Nebraska Travel Guide? Is it required that this project will remain with the existing partner, or will the agency be able to influence the production of this piece?</p>	<p>RR Donnelley was the printer used for the Nebraska Travel Guide. No, the printing company is decided by the bidder.</p>
<p>24. What will be the methods used in determining if this partnership should be renewed annually for year 2 and 3?</p>	<p>The first term on this contract is for three years. The Commission will review the work and satisfaction level of performance when deciding whether or not to proceed with the renewal period(s).</p>

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<p>25. Will spec creative work be expected as a part of the presentation portion of this process?</p>	<p>Should the Commission decide on Oral Interviews, creative work presented is at the discretion and choice of the proposed bidder; it is expected that any creative work presented would have significance and relativity to the tourism industry and the Commission.</p>
<p>26. On page 26, the “media expenditures” budget is listed as \$800,000-\$995,000 annually. Is this the budget for media planning, scheduling, buying, and creating ONLY, or is this the budget for all requirements of the RFP?</p>	<p>Yes, it is the budget for all requirements of the RFP.</p>
<p>27. Is it in the scope of this RFP to buy digital media? Or simply to coordinate with the firm who will be awarded the Interactive Contract? (Page 27)</p>	<p>Yes, it is in the scope of this RFP to buy digital media. Digital media will be coordinated between the awarded contractor of this RFP and the awarded contractor of the Interactive Web RFP.</p>
<p>28. Will the “cohesive strategy for the Tourism Commission’s cooperative marketing partners” be separate from the Commission’s 3 year plan? (Page 27)</p>	<p>No, they should be tied together.</p>
<p>29. Will the development of “cohesive regional strategies” be supplemented by the budgets of those regions receiving the strategies? (Page 28)</p>	<p>That is not known at this time. We would expect support from those markets but cannot guarantee it.</p>
<p>30. Will cooperative marketing campaigns with other industry partners be supplemented by the budgets of those industry partners (CVB’s, NETA, etc.)? (Page 28)</p>	<p>See the answer to question #30.</p>
<p>31. Section IV. Article F refers to having “a minimum of ten (10) years’ experience in handling tourism marketing and advertising”. Will not meeting this requirement automatically eliminate a responding bidder? (Page 31)</p>	<p>See the answer to question #10.</p>