

**SOLICITATION ADDENDUM 120550-03
QUESTIONS AND ANSWERS**

Date: December 4, 2024
 To: All Bidders
 From: State of Nebraska,
 Department of Economic Development
 RE: Addendum for 120550-03
 to be opened December 18, 2024 at 2:00p.m. p.m. CST

Questions and Answers

Following are the questions submitted and answers provided for the above-mentioned solicitation. The questions and answers are to be considered as part of the solicitation. It is the responsibility of bidders to check the State Purchasing Bureau website for all addenda or amendments.

<u>Question Number</u>	<u>RFP/ITB Section Reference</u>	<u>RFP/ITB Page Number</u>	<u>Question</u>	<u>State Response</u>
1	N/A	N/A	We are actually working on a very similar project for the State of Connecticut as well. In the State of CT RFP, they very clearly outlined the budget and pricing options they were looking for. I was just wondering if you could give me an idea of this as well if possible.	The total budget for this campaign is \$3,500,000 for 12 months. The Department would like the agency to propose their own recommendations based on scope and goals outlined in the RFP.
2	Section V, letter A	24	What is the timeline for the campaign launch?	The Good Life is Calling is an ongoing campaign. The Department would like to begin working with the agency right away to continue to build/expand the campaign, with a late January/early February target date for campaign expansion elements ready to be launched.

3	Section V, letter A	24	What is the anticipated campaign duration?	The agency hired will receive a 12 month contract with the possibility of an extension contingent upon the availability of new funding.
4	Section V, letter C	24	Given the large scope of work and deliverables, is there a budget for this campaign?	The total budget for this campaign is \$3,500,000 for 12 months.
5	Section V, letter B	24	Is there a separate budget for research, lead generation, and community engagement, and if so, what is the budget?	The total budget for this campaign is \$3,500,000 for 12 months.
6	N/A	N/A	We see ourselves as an extension of our clients' marketing Departments; what types of intangibles do you look for in an agency partnership?	Good communication, openness to collaborations and ensuring alignment on goals and strategies, trust, mutual respect, adaptability when challenges arise or unforeseen issues, flexibility in adapting strategies to fit the needs of the state and key partners, familiarity with the state's industries, workforce, and culture, awareness of influential organizations, leaders, and stakeholders. Ability to leverage local relationships for partnerships, sponsorships or collaborations. Understands the challenges and opportunities unique to Nebraska, such as rural vs. urban dynamics.
7	N/A	N/A	What was the impetus behind this RFP? Why now?	The Department received appropriations from the legislature to expand our efforts in recruiting talent to the State.
8	N/A	N/A	Have you seen other states conduct similar campaigns that you admire?	We have looked at campaigns from other states and there is no specific campaign we admire.

9	N. Solicitation Requirements, 6. Completed Cost Sheet	5	What is your anticipated total budget range (including agency fees, production, media, etc) for this project?	The total budget for this campaign is \$3,500,000 for 12 months.
10	V. Project Description, A. Project Overview	24	Do you have measurable objectives to apply to the intention of "growing Nebraska's skilled workforce, overall population base, and the promotion of high wage job opportunities"?	Yes. The Department has tentatively created measurable objectives, however, we intend to work with the agency before finalizing.
11	V. Project Description, B. Project Requirement	24	In regards to conducting research, do you have any existing research that we would have access to? If so, could you explain?	The Department conducted a Workforce Attraction Survey and we have other data we could provide. However, we are looking for the agency's expertise in conducting necessary research to ensure the strategy is built on relevant and actionable items.
12	N/A	N/A	Should execution (i.e. design, development, content) of the redefined website strategy be included in the scope of work?	Yes. The key priority is to highlight our quality of life, job opportunities, and lead generation.
13	N/A	N/A	Should development of a multilingual/Spanish version of the website be included in the scope of work?	No, the department is not requesting a multilingual/Spanish version of the existing Good Life is Calling website.
14	N/A	N/A	Do all aspects of the campaign need to be in both English and Spanish?	No.
15	N/A	N/A	Does DED have a current system in place to measure KPIs such as positions filled and individuals relocating to the state?	No, the Department will work with the agency hired to develop/implement a system.
16	N/A	N/A	What is the total available budget for the one-year campaign?	The total budget for this campaign is \$3,500,000 for 12 months.
17	N/A	N/A	To be selected, are bidders required to be a Nebraska Vendor?	No.
18	N/A	N/A	When considering the reach for this campaign, is there a priority to target bordering states,	The priority is to develop hyper-targeted marketing efforts to engage specific talent pools (i.e. veterans,

			or is this more of a nationwide campaign?	healthcare, education, manufacturing, etc.).
19	Section V, subsection C	25	When discussing promotional items (Section V, subsection C, page 25), are you wanting more of a design, or do you want the agency to produce the hard items (koozies, shirts, etc.).	Design and produce the hard items.
20	N/A	N/A	Are there specific aspects of the 2021 / 2022 campaign that we executed with DED that the team viewed as "successful" or that you'd like to build on going into this next phase?	The next phase of the campaign will have a strong focus on building strategic partnership with key stakeholders and employers, targeted and data driven engagement, and lead generation.
21	N/A	N/A	Creatively, are you looking for fresh thinking around the tagline "The Good Life is Calling" or is it more about building deeper equity into this existing creative platform?	Building deeper equity into the existing creative platform.
22	N/A	N/A	If DED had to pick one - what's the most important metric of success for this work? Are there any other specific benchmarks or targets you would be willing to share?	The number of people who moved to Nebraska to fill a job position.
23	N/A	N/A	What % focus do you want to place on attraction strategy versus retention strategy? Or are you looking for the partner to help guide that decision?	The focus for the Good Life is Calling is primarily talent attraction/recruitment.
24	N/A	N/A	In order to prioritize tactics and spend, is there a budget range you can share?	The total budget for this campaign is \$3,500,000 for 12 months.
25	N/A	N/A	Are you currently working with an agency/partner for this project? If so, how long have you been working this agency? Are you	The Department is not currently working with an agency/partner for this project.

			satisfied with the results the current agency is delivering?	
26	N/A	N/A	You mention redefining your current social media strategy? Please elaborate on what that social media strategy entails.	Areas we would like to redefine: target markets and target audience. One of the key focuses for this campaign is lead generation, how can we use our social media to generate leads.
27	N/A	N/A	You mention redefining your current website strategy? Please elaborate on what that website strategy entails.	One of the key focuses of this campaign is lead generation how can we leverage our website better to have not just engagement, but that people are submitting a connect form.
28	N/A	N/A	What are you most satisfied with on the campaign and what are you least satisfied with and want to improve the most?	The department is looking to focus on lead generation.
29	N/A	N/A	What measurements are you currently using to gauge the effectiveness? What are your current KPI's?	Standard website and social KPI's. This next phase will focus on lead generation, confirmed jobs filled and moves to Nebraska. We look forward to creating KPI's with the agency.
30	N/A	N/A	Describe what success looks like for this campaign and how will that be measured?	Building Strategic Partnerships: Success will be measured by the development of key partnerships with employers, educational institutions, and community organizations. By co-designing events and initiatives, we ensure that all stakeholders are aligned with the campaign's objectives, which will help amplify efforts in attracting top talent. The number of active partnerships and their level of engagement will be a critical indicator of success. Employer and Partner Engagement: Success will also be defined by the engagement and involvement of employers and partners in the campaign. This includes their participation in co-designing events, contributing to workforce development initiatives, and

				<p>providing direct support for recruitment activities.</p> <p>Engagement metrics can be measured through partner feedback, participation rates, and the quality of collaboration.</p> <p>Adaptability and Flexibility: A successful campaign will require continuous monitoring and adaptability to ensure that strategies and messaging evolve in response to changing market dynamics and stakeholder needs. This flexibility allows us to pivot strategies to optimize results based on performance data and real-time feedback from both employers and candidates. Key success metrics will include campaign optimization cycles, agility in adjusting messaging, and the overall alignment of the campaign with emerging workforce trends.</p> <p>Lead Generation: A key success factor will be the generation of high-quality leads that convert into actual hires or program participants. This will be tracked through measurable actions such as inquiries, sign-ups for events, job applications, and follow-through rates. Conversion rates from initial engagement to actionable outcomes will provide a clear indicator of success.</p>
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31	N/A	N/A	What is your annual budget for this campaign? Or what dollars have been allocated for this effort?	The total budget for this campaign is \$3,500,000 for 12 months.
32	N/A	N/A	Do you have any aspirational campaigns around the country that you want to strive to be like?	We have looked at campaigns from other states and there is no specific campaign we admire.
33	N/A	N/A	Is media buying part of this campaign?	Yes.
34	N/A	N/A	Is a proposed paid media plan expected as part of this proposal?	Yes.
35	N/A	N/A	Is this proposal open or expecting speculative creative work as part of the Technical Response?	No, we do not expect speculative creative work as part of the technical response. We are primarily interested in understanding your strategic approach, methodology, and execution plan. If your proposal moves forward, we would

				engage further on the creative development once selected.
36	N/A	N/A	What challenges have similar campaigns from the Department of Economic Development encountered in the past (eg The Good Life is Calling)?	Engagement from local partners and lead generation.
37	N/A	N/A	Is this an extension of The Good Life is Calling campaign?	Yes!
38	N/A	N/A	What system does the DED currently have in place to store leads from this campaign?	The Department is using an Email Marketing Platform.
39	N/A	N/A	Does the DED have a database of leads that have previously been gathered as part of the Good Life is Calling campaign? If so, how many?	Yes, in the last 6 months the Department has made this a priority. Information on number of leads will be shared with the agency hired.
40	N/A	N/A	If a local agency was to bring in other partners from outside the state of NE with specific experience in this field would that be looked on favorably or would it disqualify the local agency since we would be partnering out of state?	Working with partners outside the state of NE is allowed.
41	N/A	N/A	V. Project Description and Scope of Work, D. Qualifications and Bidder Responses to Questions: For this list of 14 questions, where do you want those answered in the order of the proposal? Is it scored as part of the Corporate Overview or elsewhere?	As long as the they are clearly set out and identifiable there is not a designated spot for those answers. Including the responses to the questions within the Corporate Overview is acceptable.
42	N/A	N/A	V. Project Description and Scope of Work, B. Project Requirements: Regarding the requirements to 1. Conducting/compiling research to determine	The Department conducted a Workforce Attraction Survey and we have other data we could provide. However, we are looking for the agency's expertise in conducting necessary research to ensure

			community workforce needs; 2. Conducting research to determine the geographic/demographic populations most likely to move to Nebraska's communities for employment. -- What research is already available?	the strategy is built on relevant and actionable items.
43	N/A	N/A	VI. Solicitation Response Instructions, A. 1. Corporate Overview, h. Summary of Bidder's Corporate experience - Is there a preferred format for the summary matrix listing previous projects similar in size, scope and complexity?	No.
44	N/A	N/A	VI. Solicitation Response Instructions, A. 2. Technical Response. a. Understanding of project requirements - Is this section intended for the bidder to go through each of the bullet points in Part B. Project Requirements to illustrate how the bidder would complete each of them? Or should the bidder also address part C. Scope of Work and Deliverables here?	The Technical Responses should not contain any reference to dollar amounts. However, information such as data concerning labor hours and categories, materials, subcontracts and so forth, shall be considered in the Technical Response so that the bidder's understanding of the scope of work may be evaluated. The Technical Response shall disclose the bidder's technical requirements in as much detail as possible, including, but not limited to, the information required by the Technical Response instructions.
45	N/A	N/A	VI. Solicitation Response Instructions, A. 2. Technical Response. b. Proposed Development Approach - Is this section intended for the bidder to go through how each of the bullet points in c. Scope of Work and Deliverables will be accomplished?	The Technical Responses should not contain any reference to dollar amounts. However, information such as data concerning labor hours and categories, materials, subcontracts and so forth, shall be considered in the Technical Response so that the bidder's understanding of the scope of work may be evaluated. The Technical Response shall disclose the bidder's technical requirements in as much detail

				as possible, including, but not limited to, the information required by the Technical Response instructions.
46	N/A	N/A	VI. Solicitation Response Instructions, A. 2. Technical Response. c. Technical Requirements - Could you please expand on what this section is meant to include? Is it technical requirements that the bidder will require from the agency to accomplish the objectives, or are there technical requirements that we need to respond to?	The Technical Responses should not contain any reference to dollar amounts. However, information such as data concerning labor hours and categories, materials, subcontracts and so forth, shall be considered in the Technical Response so that the bidder's understanding of the scope of work may be evaluated. The Technical Response shall disclose the bidder's technical requirements in as much detail as possible, including, but not limited to, the information required by the Technical Response instructions.
47	N/A	N/A	VI. Solicitation Response Instructions, A. 2. Technical Response. e. Deliverables and Due Dates - Is there an intended go-live date for this campaign that the work needs to meet?	The Good Life is Calling is an ongoing campaign. The Department would like to begin working with the agency right away to continue to build/expand the campaign.
48	N/A	N/A	VI. Solicitation Response Instructions, A. 2. Technical Response. e. Deliverables and Due Dates - As the contract is for an initial one-year period, how long of a material creation vs. campaign live period is expected?	A 4-6 week material creation period. This includes time for market research, content creation, internal reviews and final approvals. The campaign live period may be ongoing for months. During the live period, we will monitor performance and conduct reviews to gauge effectiveness. However, parts of the campaign may require phases throughout the year.

49	N/A	N/A	Form B Cost Proposal - Is the RFP requesting one fixed cost for the 1-year term to accomplish the entire scope or should the tasks be broken out?	It could be either, but ideally would prefer the costs to be broken out.
50	N/A	N/A	Form B Cost Proposal - Would a monthly retainer be an acceptable response in this section? If so, could contracted services, like video production, be priced out separately?	Yes, a monthly retainer would be an acceptable response. Yes, contracted services may also be priced out separately.
51	N/A	N/A	As we put this RFP together, is it acceptable to reach out to Lori Cole with any additional questions/clarifications that may arise?	Yes.
52	V. C. SCOPE OF WORK AND DELIVERABLES	25	What is the hostname of the website we would be providing strategy for?	https://thegoodlifeiscalling.com/
53	V. A. PROJECT OVERVIEW	24	Will the Department provide access to existing research or data on Nebraska workforce challenges and opportunities?	Yes.
54	V. C. SCOPE OF WORK AND DELIVERABLES	25	Are there specific KPIs or success metrics already established by the Department, or should these be proposed by the contractor? Are there specific goals or percentage increases that are desired?	These should be proposed by the contractor. A few of the specific goals we are looking to achieve: Build solid local partnerships with key stakeholders, continue to increase the number of leads, establish an effective email campaign (increase engagement with subscribers/leads, drive traffic to website, build brand awareness, move leads through customer journey of moving to Nebraska for a job opportunity), increase number of social media followers.

55	V. C. SCOPE OF WORK AND DELIVERABLES	24	Are there existing brand guidelines, messaging frameworks, or assets that must be incorporated into the strategy?	Yes. In 2021 the department hired an agency to build an execute a marketing plan to help grow Nebraska. This included branding and messaging assets.
56	V. C. SCOPE OF WORK AND DELIVERABLES	25	Are there specific tools or platforms the Department prefers for tracking and reporting campaign effectiveness?	Overall no, but there may be a few tools or platforms we may want to continue with.
57	V. A. PROJECT OVERVIEW	24	Is a proposed strategy expected in addition to the bidder response questions?	Yes.
58	III. VENDOR DUTIES	19	Are the Commercial Crime and Cyber Liability insurance coverage \$ amounts mandates?	Although not strictly mandated, it is expected that the successful bidder will maintain appropriate coverage to complete the project which can be negotiated and finalized after selection as part of the final contract.
59	III. VENDOR DUTIES	19	Since we do not plan to use sub-contractors for this project, do we need to carry Independent Vendor Commercial General Liability insurance?	Although not strictly mandated, it is expected that the successful bidder will maintain appropriate coverage to complete the project which can be negotiated and finalized after selection as part of the final contract.
60	III. VENDOR DUTIES	19	Do we need to provide proof of insurance coverage as noted on page 19, or will our Initials on page 15 (Accept All Vendor Duties Within Section as Written) be all we need to provide when we submit our proposal?	Although not strictly mandated, it is expected that the successful bidder will maintain appropriate coverage to complete the project which can be negotiated and finalized after selection as part of the final contract.
61	VI. SOLICITATION RESPONSE INSTRUCTIONS	30	Please clarify what is expected from bidders within the Technical Response subsections: - Understanding of the project requirements - Proposed development approach - Technical requirements - Detailed project work	The Technical Responses should not contain any reference to dollar amounts. However, information such as data concerning labor hours and categories, materials, subcontracts and so forth, shall be considered in the Technical Response so that the bidder's understanding of the scope of

			plan - Deliverables and due dates	work may be evaluated. The Technical Response shall disclose the bidder's technical requirements in as much detail as possible, including, but not limited to, the information required by the Technical Response instructions.
62	I. PROCUREMENT PROCEDURE	6	Cost Sheet – what do we need to provide for this requirement?	The total budget for this campaign is \$3,500,000.
63	I. PROCUREMENT PROCEDURE	6	Are there budget parameters for the 12-month contract?	The total budget for this campaign is \$3,500,000 for 12 months.
64	I. PROCUREMENT PROCEDURE	8	If oral interviews/presentation is requested, how much advance notice will we be given?	The Department will reach out no later than December 20 to schedule interviews.
65	VI. SOLICITATION RESPONSE INSTRUCTIONS	28	In the opening paragraph it mentions bidders should provide specific information in preparing the Corporate Overview, Technical Requirements and Cost Sheet. The Cost Sheet explanation is not included in this section so please provide what information is required for the Cost Sheet?	Submit your detailed cost proposal based on the scope of work outlined in the RFP. We would like you to provide a breakdown of the costs you anticipate for each element of the project, including but not limited to creative development, media buying, campaign execution, production, and any additional services you consider necessary to fulfill the project requirements.
66	V.C	24	Please confirm if the cost proposal should be inclusive of all paid advertising. Does DED have an estimated budget for paid social media, paid national advertising, paid broadcast media, sponsorships, promotional items, or mobile advertising.	Yes, the cost proposal should include all paid advertising. The total budget for this campaign is \$3,500,000 for 12 months.

67	V.C	24	Please describe and quantify the desired level of paid social media, paid national advertising, or paid broadcast media, sponsorships, promotional items, or mobile advertising anticipated by DED.	The Department would like the agency to propose their own recommendations based on scope of and goals outlined in the RFP.
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This addendum will be incorporated into the solicitation.