

## ADDENDUM ONE, QUESTIONS and ANSWERS

Date: July 8, 2020

To: All Bidders

From: Lori. A. Cole, Buyer  
Department of Economic Development

RE: Addendum for Request for Proposal Number 2052 Z1 to be opened July 22 at 2:00 p.m. Central Time.

### Questions and Answers

The following are the questions submitted, and corresponding answers, regarding the above-mentioned Request for Proposal. These questions and answers are to be considered part of the Request for Proposal. It is the Bidder's responsibility to check the State Purchasing Bureau website for all addenda or amendments.

Question	Answer
1. Our firm is a sole proprietorship. We have a tax ID number. We bring together appropriate, vetted, experienced talent to work on individual assignments. Are you open to modified insurance requirements based on our business model?	Yes, please include your insurance documentation with your response.
2. Our standard payment is 1/3 of the total amount upfront with subsequent payments throughout the length of the contract and final payment upon project completion. Will this payment schedule be an issue for the DED?	No.
3. Is the DED team responsible for the project willing to work with workflow	Yes.

<p>management programs, such as Basecamp, for task assignment and communication with the agency team? Is the DED team willing to use Google Drive to house projects so that all relevant team members have access?</p>	
<p>4. Does an agency with extensive experience in account planning, research, strategy, communication and design get disqualified if specific economic development experience is limited?</p>	<p>No.</p>
<p>5. For budget purposes, we will estimate the number and type of research efforts. We cannot confirm the scope of work until we collaborate with Department representatives. Can we plan to re-allocate research activity and budgets based on additional information?</p>	<p>Yes.</p>
<p>6. What is the difference in the expected deliverable between items “f” and “g”? For example, is “f” recommended actions and “g” a timeline for execution?</p>	<p>Recommended actions would be the steps you would take, while timeline for execution would be months/days, etc.</p>
<p>7. Under Technical Approach, please describe or give an example of what might be included in “technical considerations.”</p>	<p>Could include agency examples of past work.</p>
<p>8. The goal is an increase in the number of companies coming to Nebraska. What</p>	<p>The agency should provide recommendations.</p>

<p>previous efforts have been most successful? Least successful?</p>	
<p>9. Grow Nebraska is a trademarked non-profit organization. As this is Gov. Ricketts' campaign, is the state open to a different slogan/tagline?</p>	<p>The state will be keeping the "Good Life. Great Opportunity" brand. Growing Nebraska is the vision and desired outcome.</p>
<p>10. Is there research available to help determine the most efficient target audiences?</p>	<p>The Battelle Study and the SRI Study speak to industrial growth and targeted industries. Refer to:  <a href="https://opportunity.nebraska.gov/research/#SRI-reports">https://opportunity.nebraska.gov/research/#SRI-reports</a></p>
<p>11. Are there certain geographic areas of the state where this program's focus is a higher priority than in others? Larger municipalities vs. rural? Or equal emphasis?</p>	<p>The focus is the entire state of Nebraska.</p>
<p>12. What are the current internal communication strategies that focus on the Grow Nebraska theme? For example, email, newsletters, etc.</p>	<p>The State uses a variety of communications platforms such as releases, social media, public relations, events, etc.</p>
<p>13. Who are you currently working with on your outreach and communications efforts?</p>	<p>There is no ongoing contract with a company. There are occasional targeted communications jobs such as video production, web development, etc.</p>
<p>14. Is there an incumbent firm who is currently or has previously worked on this topic? If so, how long has the incumbent had this account? Is there a preference to use the agency that previously worked with D of ED?</p>	<p>DED occasionally contracts for specific communications projects. There is no incumbent firm, or preference to use a previous firm.</p>
<p>15. How do you currently evaluate the success of this campaign?</p>	<p>There is no formal campaign. DED uses internal metrics to track social media, website traffic, public relations, etc.</p>

<p>16. Are there existing creative materials (radio, tv, print, digital ads, posters etc.) that can be used in the proposed media plan? If yes, would we have access to these materials?</p>	<p>There are limited materials. Some may be accessible.</p>
<p>17. Can you clarify the budget for this scope of work?</p>	<p>No, the budget will be developed at a later date.</p>
<p>18. Should the budget be split evenly between rural and urban locations?</p>	<p>The agency will make recommendations in consultation with DED staff.</p>
<p>19. The requested marketing plan will be for a period of three years. Can you give us an idea of what the marketing budget for executing the plan will be in each of those years? This will help us understand the complexity of the plan you are requesting. We understand that this will be a range or estimate and not the final budget.</p>	<p>No, budget will be developed at a later date.</p>
<p>20. Can you help us understand the level of detail you will require for the media portion of the plan? Will you require high-level media strategies or a more specific detailed media plan? This will help us understand how much time to allow in the media planning component of our proposal.</p>	<p>The selected agency will decide the level of detail.</p>
<p>21. What is the ad spend budget for the year (we understand this is not part of the bid but this figure will indicate which tactics would be appropriate to investigate for the marketing plan, i.e, a million-dollar ad spend budget requires much more</p>	<p>The budget will be developed at a later date.</p>

<p>work planning than a \$200,000 ad spend budget)?</p>	
<p>22. Which advertising tactics have been used in the past (billboards, print, social media, TV, etc.)?</p>	<p>The State uses a variety of communications platforms such as press releases, social media (not paid), public relations, events etc. In the past the State has had occasional print ads in industry magazines.</p>
<p>23. Are the costs to perform the entire research part to be included in the bid? If there are in-person focus group (i.e, travel for the moderator, rental of space, etc.)?</p>	<p>DED will cover the cost of the rooms. The agency will be responsible for their own transportation. It's likely focus groups will be done virtually, given the pandemic.</p>
<p>24. What is the expected start date of this project?</p>	<p>To be determined. Likely start after September.</p>
<p>25. What is the expected length of time to complete the plan?</p>	<p>Agency and DED will negotiate schedule.</p>
<p>26. For this statement "The Department may seek an update of the Marketing Plan during the second year of the three-year period covered by the Marketing Plan. The Scope of Work for the Update will be the same as the Scope of Work for the initial Marketing Plan, with only the dates to be changed, to reflect year 2023." Are the costs to revise the plan in the second year to be included in this bid or will this be a separate bid?</p>	<p>Yes, the cost should be included.</p>
<p>27. Is there a preference for a local vendor?</p>	<p>No.</p>

<p>28. Is there a preference for a vendor with certifications (such as WOSB/WBE, etc.)?</p>	<p>No.</p>
<p>29. Regarding the Department's mission-related objectives, are there action plans in place to achieve these objectives or will the marketing plan act as a tool for creating awareness and buy-in for these objectives?</p>	<p>There are action plans in place for DED programs.</p>
<p>30. How many internal stakeholders will the agency be engaging with throughout the assignment?</p>	<p>TBD.</p>
<p>31. Who will be the primary point of contact or internal project manager?</p>	<p>Kate Ellingson.</p>
<p>32. Would you consider bringing more workforce diversity to Nebraska an additional marketing objective?</p>	<p>DED welcomes workforce diversity.</p>
<p>33. Can you provide a list of the types of Department partners the agency will need to review marketing activity for?</p>	<p>Utility partners, economic development, university, chambers, etc.</p>
<p>34. Are there any Department deadlines or due dates the agency will be expected to hit?</p>	<p>Schedule and timetable will be negotiated with DED.</p>
<p>35. Is there a budget range identified for this assignment?</p>	<p>No, budget will be developed at a later date.</p>
<p>36. Does the Department have any current agency</p>	<p>No.</p>

relationships that will be a part of this process?	
37. Should the agency consider the Blueprint Nebraska efforts as inputs into the marketing plan? Or is this a separate group with similar goals? <a href="https://blueprint-nebraska.org/">https://blueprint-nebraska.org/</a>	Blueprint can be a point of reference.
38. Beyond marketing goals, what are the department's overall business objectives?	Refer to <a href="https://opportunity.nebraska.gov/about/business-and-talent-attraction-etc">https://opportunity.nebraska.gov/about/business-and-talent-attraction-etc</a> .
39. What is the current budget for this initiative?	The budget will be developed at a later date.
40. How has the pandemic affected your business goals and your budget?	The budget is TBD and will be developed at a later date.
41. What is the largest challenge you are facing today regarding your marketing efforts?	Telling Nebraska's story, recruiting/retaining talent, recruiting and growing businesses all are challenges.
42. Do you have a current communications or promotional plan?	There is no formal communications plan that is being followed.
43. What do you see as the most successful/least successful initiatives in your current creative and marketing plan?	We are looking for agency direction for initiatives.
44. What is the impetus behind this review?	The Department Director and management desire to lead a new communications effort.
45. We see ourselves as an extension of our clients' marketing departments; what types of intangibles do you look for in an agency partnership?	Understanding of breadth of programs and targeted audiences for programs to meet objectives.

46. In the last five years, have you had any relationships with an agency?	DED hires agencies for targeted project work on occasion.
47. Do you have existing research that we would have access to that will help guide strategy? If so, could you explain?	Refer to the SRI Study and Battelle Study Reports: <a href="https://opportunity.nebraska.gov/research/#SRI-reports">https://opportunity.nebraska.gov/research/#SRI-reports</a>
48. Will we have access to the marketing plans of the department partners to analyze, before the proposed due date?	No, we don't have partners' marketing plans.
49. Does the State have an overall budget in mind? What is that total?	No, the budget will be developed at a later date.
50. Can you give us a little more detail on what success would look like for you with this campaign? How will it be measured?	DED will work with the selected agency to determine metrics.
51. Who would you consider a Nebraska resident youth and skilled labor force to be the primary audience for this campaign marketing plan?	DED seeks growth in high-tech, high-demand, high-growth jobs, and a workforce that can compete for these jobs.
52. What is the budget range for the campaign development?	The budget will be developed at a later date.
53. Can you prioritize the importance of components to be included in the marketing plan: web, print, social and digital as outlined in the RFP?	We are seeking agency direction for such matters.
54. Will you be open to other marketing components not listed in the RFP?	Yes.
55. Will there be an opportunity to complete production of marketing elements of the	No decision yet.

marketing plan as a phase two of the project?	
56. When is the first marketing plan milestone due?	DED will negotiate the schedule with the selected company.
57. Can you please provide a list of the Department's partners?	Partners would include economic development organizations, chambers of commerce and private businesses. Some of the partners are described here: <a href="https://opportunity.nebraska.gov/ded-partners/">https://opportunity.nebraska.gov/ded-partners/</a>
58. Is there any information or resources for (partners') marketing plans that we can review?	No.
59. Are target audiences listed in priority order? If not, what is priority order?	All audiences are important.
60. For non-residents – what are the priority states to target?	States with large populations of former Nebraskans would be a priority. Border states would be a priority. The selected agency should provide direction as well.
61. Does the partner need to supply the location for focus groups?	If focus groups are determined to be essential, then yes. DED will cover the cost of the rooms. The agency will be responsible for their own transportation. It's likely focus groups will be held virtually, given the pandemic.
62. Is there an expected number of focus groups to be facilitated with each audience?	No.
63. How are you evaluating success as it pertains to the goals outlined?	Mutually agreed upon metrics.
64. Please describe all internal Communications staff and the capabilities of that team.	Anthony Goins: Director Dan Curran: Deputy Director of Programs Joe Lauber: Deputy Director/Chief Legal Officer Joe Fox: Director of Business Development Nichole Reiner: Chief Strategy Officer Kate Ellingson: Director of Marketing & Public

	<p>Relations  Aaron Mack: Communications Specialist  Renee Lanik: Graphic and Web Designer  Allison Hatch: Talent Development Team Leader  Rose Baker: Job Training Coordinator  Jason Guernsey: Business Recruitment Manager</p>
<p>65. What role(s) will the Contractor play, if any, to implement the activities defined in the Marketing Plan?</p>	<p>The current RFP is for said Marketing Plan.</p>
<p>66. Is the Contractor expected to provide project management services for all Department marketing activities in order to be capable of providing all information required in the weekly project status reports?</p>	<p>The current RFP is for a Marketing Plan, not subsequent marketing activities.</p>
<p>67. How will Department staff report to Contractor all completed tasks during each week for Contractor to provide the required weekly project status reports to the Department?</p>	<p>The contractor should be aware of the progress it is making. Staff won't be reporting weekly to the Contractor, we'd like the Contractor to report back to DED staff.</p>
<p>68. I would like to respectfully ask if you could provide any indications of a budget range we should respect when responding to the tender. Could you share previous budget allocated to similar marketing campaigns?</p>	<p>No, the budget will be developed at a later date.</p>

<p>69. If this campaign had to outline its top priority from the Marketing Objectives, which number (or few numbers) from that list would be of the highest importance?</p>	<p>All are important – we'd like your expertise to help us prioritize.</p>
<p>70. Based on the perceived scope of this RFP, is there a set amount that</p>	<p>Incomplete question.</p>
<p>71. Can you provide examples of industries considered high-tech, high-wage?</p>	<p>Refer to SRI Study and Battelle Study Reports:  <a href="https://opportunity.nebraska.gov/research/#SRI-reports">https://opportunity.nebraska.gov/research/#SRI-reports</a></p>
<p>72. Do you have examples of campaigns you've ran in the past to retain and attract people to Nebraska?</p>	<p>Not available.</p>
<p>73. Are there currently any ages/audiences that you are seeing success in attracting back to Nebraska?</p>	<p>Millennials are a top priority.</p>
<p>74. What are some steps Nebraska is taking to Develop and increase access to high-speed broadband?</p>	<p>The State has launched a \$40M grant program for underserved communities.</p>
<p>75. Can you provide additional expectations as to what you are looking for in relation to web, print, social media, digital and other forms?</p>	<p>Agency should provide direction.</p>
<p>76. Will we be responsible for producing new content (ads, copy, visuals, etc.) to be utilized within the marketing plan?</p>	<p>The current RFP is for a Marketing Plan, not subsequent marketing activities.</p>

<p>77. Will the marketing plan be a plan overarching for all audiences or will each audience require its own separate marketing plan?</p>	<p>The agency should review targeted DED audiences in association with DED-managed programs and make determinations.</p>
<p>78. Are there current assets for any marketing items currently running that we can have access to?</p>	<p>No.</p>
<p>79. Does the Department have a preferred delivery mechanism?</p>	<p>No, we are looking for agency expertise.</p>
<p>80. What existing research does the Department of Economic Development have and can we have access to it?</p>	<p>SRI Study and Battelle Study Reports:  <a href="https://opportunity.nebraska.gov/research/#SRI-reports">https://opportunity.nebraska.gov/research/#SRI-reports</a></p>
<p>81. What is the budget for the three- year initiative?</p>	<p>The budget will be developed at a later date.</p>
<p>82. Is there a prioritization to the rural communities (<i>It is essential that we combat population decline and the loss of young people, especially from rural communities; Adequate workforce housing supply, high-speed broadband connectivity (to enable work-from-home, educational and business opportunities) and entertainment/quality-of-life amenities are just a few of the challenges Nebraska's rural communities must address if they are to attract people and businesses. The Department exists to help communities address these and other challenges</i>)?</p>	<p>There should be equal prioritization for rural and urban communities.</p>
<p>83. We did not see the Cost Proposal Template in the RFP. How can we access that document?</p>	<p>That is a separate document that can be downloaded from the same webpage as the RFP.</p>

This addendum will become part of the Request for Proposal, and should be acknowledged with the Request for Proposal.