

ADDENDUM ONE QUESTIONS and ANSWERS

Date: March 18, 2022

To: All Bidders

From: Annette Walton, Procurement Contract Officer
AS Materiel State Purchasing Bureau (SPB)

RE: Addendum for Request for Proposal Number 6670 Z1 to be opened April 6, 2022, at 2:00 p.m. Central Time

Questions and Answers

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. It is the Bidder's responsibility to check the State Purchasing Bureau website for all addenda or amendments.

Question Number	RFP Section Reference	RFP Page Number	Question	State Response
1.	C. Contractor(s) Requirements	25	Do you have a desire to find one core partner for all Content and Publishing services or will you potentially choose multiple partners for this specific RFP?	See Section I. Y. Award.
2.	C. Contractor(s) Requirements	26	You mention recommending a CMS and training the NTC staff. Are you looking to redesign/redevelop the current site? Either way, could you please provide the existing technology systems in use as well as any specific technical requirements? And do you have a current website development/ hosting partner that you would intend to part ways with?	Any website must have access for staff on the back end for ongoing updates/revisions. The existing technology is Drupal. Tourism has a current website dev contractor and they subcontract hosting to Acquia.
3.	C. Contractor(s) Requirements	27	For the Travel Guide, you have specified a print production firm (DAS Print Shop) that will be required for this initiative. You also mention warehousing and fulfillment as requirements of the selected partner. Is DAS Print Shop capable of warehousing and fulfillment? If	We must coordinate with the DAS Print to gain approval for external printing of the Travel Guide. This is an internal approval that we obtain since the DAS Print Shop cannot deliver on our requirements. The selected contractor for this contract

			<p>so, what are the technical requirements?</p> <p>If not, are there any specific requirements for fulfillment partnerships?</p>	handles all fulfillment, warehousing etc.
4.	C. Contractor(s) Requirements	26	<p>SEM is mentioned in conjunction with SEO with regards to this Content and Publishing RFP. Do you see SEM as part of the Advertising and Media Buying RFP as well, or separated out as a part of this scope?</p> <p>Likewise, what about social media boosted posts? Should these paid media costs and budget requirements and fees be considered part of this Content and Publishing RFP?</p>	<p>SEM and SEO are included in the scope of this RFP.</p> <p>Social media is primarily handled internally so social boosting costs are not part of this RFP.</p>
5.	C. Contractor(s) Requirements	26	E-commerce is mentioned – can you share what system/tech requirements exist with this partner for agency management?	The potential for selling merchandise on VisitNebraska.com is in a potential future project. We presently have no knowledge of system/tech requirements.
6.	C. Contractor(s) Requirements	27	If NTC contracts with multiple marketing partnership, how does imagery/creative assets and needs get shared among selected firms? (i.e. creating web-specific assets or resizing and repurposing campaign imagery/creative for content needs)	As covered in the RFPs, we require our contractors to work together under our direction. Assets are currently shared among our contractors with no issues.
7.	C. Contractor(s) Requirements	27	You mention advertising sales, are subcontractors acceptable for maintaining this?	Please see section VI.A.1.j. of the RFP
8.	n/a	n/a	What is the largest challenge you are facing today regarding your Content and Publishing efforts today?	Creating and curating relevant, on-strategy content so it's in the right place at the right time to affect a person's interest in visiting Nebraska.

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