

Vermont Agency of Commerce & Community Development
Department of Tourism & Marketing
Deane C. Davis Building, 6th Floor
One National Life Drive
Montpelier, VT 05620-0501

Request for Proposal (RFP)

RESTART VERMONT MARKETING CAMPAIGN

ADDENDUM 1

May 25, 2020

TO ALL BIDDERS OF RECORD:

This Addendum consists of 4 (four) pages.

Acknowledge receipt of this Addendum by entering its number and date on the Proposal Form. This Addendum forms a part of the Contract Documents and modifies them as follows:

Questions and Answers:

1. In the posting alert, it states the budget as \$50,000. Can you confirm whether that is correct?

The budget of \$50,000 included in the RFP posting is an estimate for Phase One and Phase Two deliverables. A budget was included to provide an indication of the amount of funding available for this work, but bidders should complete the Price Schedule (budget) in their proposals with the cost they propose for the work. Estimated cost is included as one factor in the evaluation criteria.

2. Is there a budget established for the current Restart Vermont RFP?

See Answer for Question 1.

3. The RFP states work would commence June 1st. Is this date firm?

The State wishes to commence this work as soon as possible. The earliest possible start date would be June 1, 2020 although the execution of a contract may take additional time.

4. I understand preference is given to VT based agencies, so I'm not sure we'd be in the consideration set, but I would at the very least apply to become a pre-qualified vendor. Are those applications accepted at any time or is there an annual deadline to be considered?

Applications for prequalification as marketing vendor with the State of Vermont are accepted at any time. Please refer to cmo.vermont.gov for details on the application process.



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5. Is there a budget allocated for the entire program, and/or each of the three phases?

Refer to Answer for Question 1. Bidders are asked to propose a budget for each of the three phases on the Price Schedule as part of the proposal response.

6. Will there be any partner contributions to the budget that will need consideration?

No.

7. Do we have a sense of when the various phases or stages of this campaign will actually unfold? It seems to us that we are already in Phase 1, and that we need to act quickly to be in market with a campaign in the next 30 – 45 days.

The State wishes to commence work on Phase One as soon as possible. The timing for the launch Phase Two of the campaign is currently unknown but will be informed by prevailing public health conditions, related Executive Orders and guidance, and overall market conditions.

8. How will we measure the impact of this campaign in the early stage(s) when hotels and destinations in Vermont are still either operating at limited capacity or are not yet open?

Bidders are encouraged to share in their proposal responses the campaign metrics they would use to measure the success of the campaign, both to react and adjust as necessary, as well as inform the timing of Phase Two.

9. This campaign will involve various entities and organizations within the broader Vermont tourism spectrum — so is it fair to assume that the consumer-facing sign-off/branding/logo of this campaign won't necessarily be Vermont Tourism, but perhaps rather a campaign theme or a wider rallying call?

Bidders are encouraged to share in their proposal responses a perspective on the appropriate branding for this campaign. Additional discovery and strategic planning work with the successful bidder will inform the final determination.

10. Section 2.6 in Phase 3 outlines a messaging strategy around “celebrating Vermont tourism” and “expressing solidarity with destinations across the country.” This seems more like an internal tourism industry play, so do we have the opportunity to structure the messaging in Phase 3 differently than that, and instead focus on more direct and higher-impact messaging to drive revenue-generating travel to, and within, Vermont?

Yes. The description of Phase Three (and all phases) in the RFP is provided as context for the framework of this campaign. No specific messaging has been decided and bidders are encouraged to share a perspective on the strategy and messaging for a campaign to support tourism and hospitality in Vermont under the current public health conditions and restrictions on business operations.



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11. We are a company of one, and I serve as strategic director, creative director, copywriter, and project manager. I sub-contract art direction, design, art production, video production, and web development. With this in mind, are you interested in receiving my proposal?

Proposals are welcome from all qualified bidders. As noted in Section 4.2.3., bidders must identify and address the background and experience of any subcontractors they intend to use for any portion of the work to be performed. Resources to commence immediately and expediate project completion are included as one factor in the evaluation criteria.

12. Do you have budget parameters for this work?

See Answer for Question 1.

13. Do you have relevant audience data and/or insights (age, geo, etc.) to help inform strategic planning and creative development?

Available data will be shared with the successful bidder as part of the discovery and strategic planning process.

14. Do you have specific goals and objectives?

The overarching goal of the campaign is to support the tourism and hospitality sector in Vermont -- to prevent business closures, stem job losses, increase revenues, and preserve Vermont's market share and brand as a travel destination -- in the wake of the COVID-19 global pandemic.

15. Do you require media planning services?

No.

16. Will you be engaging with only one firm, or multiple firms?

The State expects to execute a contract with one bidder. As noted in Section 4.2.3., bidders must identify and address the background and experience of any subcontractors they intend to use for any portion of the work to be performed.

17. Who all comprises the proposal review team?

The review team will be comprised of staff from the Agency of Commerce and Community Development.



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18. Who will be reviewing and approving work-in-progress?

Staff from the Agency of Commerce and Community Development will review and approve all work. Industry leaders may be invited to participate in the discovery and strategic planning part of the process, and/or at any other stage in the process, at the discretion of the State.

19. Who will be the State's primary point of contact?

The State's primary point of contact for the RFP is Sharon Welch. See page 1 of the bid documents for contact information.

20. By when do you anticipate selecting the successful bidder(s)?

The State wishes to select a bidder and commence work on Phase One as soon as possible.

END OF ADDENDUM #1

