



STATE OF TENNESSEE
DEPARTMENT OF TOURIST DEVELOPMENT

**REQUEST FOR PROPOSALS # 32601-2100
AMENDMENT # 1
FOR MARKETING AND ADVERTISING SERVICES**

DATE: May 21, 2021

RFP # 1 IS AMENDED AS FOLLOWS:

1. This RFP Schedule of Events updates and confirms scheduled RFP dates. Any event, time, or date containing revised or new text is highlighted.

EVENT	TIME (central time zone)	DATE
1. RFP Issued		April 26, 2021
2. Disability Accommodation Request Deadline	2:00 p.m.	April 29, 2021
3. Pre-response Conference	1:00 p.m.	April 30, 2021
4. Notice of Intent to Respond Deadline	2:00 p.m.	May 3, 2021
5. Written "Questions & Comments" Deadline	2:00 p.m.	May 6, 2021
6. State Response to Written "Questions & Comments"		May 21, 2021
7. Response Deadline	2:00 p.m.	June 4, 2021
8. State Schedules Respondent Oral Presentation		July 2, 2021
9. Respondent Oral Presentation	8 a.m. - 4:30 p.m.	July 7-9, 2021
10. State Completion of Technical Response Evaluations		July 28, 2021
11. State Schedules Respondent Interviews		August 6, 2021
12. Respondent Interviews	8 a.m. - 4:30 p.m.	August 10-11, 2021
13. State Completion of Interview Evaluations		August 25, 2021

14. State Opening & Scoring of Cost Proposals	8:00 a.m.	August 26, 2021
15. Cost Negotiations		August 26-Sept 14, 2021
16. State Notice of Intent to Award Released and RFP Files Opened for Public Inspection	2:00 p.m.	September 17, 2021
17. End of Open File Period		September 24, 2021
18. State sends contract to Contractor for signature		September 27, 2021
19. Contractor Signature Deadline	2:00 p.m.	September 30, 2021

2. State responses to questions and comments in the table below amend and clarify this RFP.

Any restatement of RFP text in the Question/Comment column shall NOT be construed as a change in the actual wording of the RFP document.

RFP SECTION	PAGE #	Question No.	QUESTION / COMMENT	STATE RESPONSE
Attachment 6.2 - Section D. D1.-D.9	29	1	Could you please clarify what is required as part of the initial RFP response as it relates to Oral Presentation items? Are these items required now, or only if a respondent advances to an interview?	RFP Attachment 6.2. Section D: Oral Presentation is provided for Respondents to address each item during Oral Presentations if a Respondent moves to Oral Presentations. No response to Section D is required at the time of providing the Technical Response.
Attachment 6.2 - Section D. D1.-D.10	29	2	Could you please explain why Oral Presentation items do not correspond with a point value based on the evaluation category shared as part of the Pre-Response Conference?	The State has chosen not to assign points to the Oral Presentations. See 5.2.1.5.3, "Evaluators may adjust Respondents' Technical Response scores based on Oral Presentations."
General	N/A	3	Could you please share additional background on why you are issuing the RFP at this time.	The current contract is expiring and the State is allowing for a transition period between contracts.
General	N/A	4	Can you name the incumbent agency for this contract and share how long have they held the contract?	VML Inc. is the incumbent, from 1/29/2014 to 1/28/2022.
General	N/A	5	Are you able to disclose whether or not the incumbent agency is submitting a response to this RFP?	No, the State is not able to disclose that information at this time. See Section 4.8. Disclosure of Response Contents.

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1. Introduction 1.7	4	6	Is a link to the recorded Pre-Response Conference available?	There is no recording of the pre-response conference. However, Respondents may request the PowerPoint from the Solicitation Coordinator.
RFP 5.2.1.		7	Can you provide any additional information about the team/committee that will be judging the RFPs?	See 5.2.1. The Proposal Evaluation Team will consist of 3 or more State employees.
RFP 1.1.		8	Is the \$10-15MM budget typical of recent previous budget years or is this coming year a special circumstance where the budget has been increased?	The State has increased the budget for this contract term.
Scope		9	Can you expand on any research internal or external market research that's been conducted recently?	Research can be found through Industry Resources at https://industry.tnvacation.com/industry/research .
Scope		10	Are you willing to share your most recent strategic marketing plan?	The Department's Strategic Plan can be found through https://industry.tnvacation.com/sites/industry/files/cta/button/2020_Strategic_Plan.pdf .
RFP 3.2.3.		11	We just want to clarify if you are stating that the technical and cost proposals can be either be emailed OR delivered to your physical address? Section 3.2.3 mentions to provide sealed packaged copies so we just wanted to clarify just in case you prefer both email and hard copy delivery.	The State confirms Respondents may either email or deliver their response to our physical address. Please do not email and deliver hard copies. Please chose between the two formats, either Digital Media Submission format or E-mail Submission format.
RFP 3.2.3.		12	Similarly, is it okay to have the client reference questionnaires emailed or delivered via hard copy?	If a Respondent emails their response, please email the references. If a Respondent delivers to the physical address their response, then please deliver the references as described by that format 3.2.2.1. Digital Media Submission. Please chose between the two formats, either Digital Media Submission format or E-mail Submission format.

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Scope		13	What type of database/CRM system is the state using?	The State uses a 3rd party vendor procured through the agency of record to manage its database/CRM system.
Scope		14	What contractor(s) is the state using for the vacation guide and operating the call center?	Vacation Guide: Journal Communications, Inc. and Call Center: Tennessee Rehabilitative Initiative for Corrections (TRICOR)
Scope		15	Does the State envision the selected partner to conduct a major update to the existing website or just mainly to perform necessary updates as needed?	Not in the immediate future, only updates are needed. However, the State may wish to to conduct major updates during the Contract term.
Scope		16	What content management system (CMS) is your website built on?	The State currently uses Bronto for our consumer-facing CRM; Simpleview for our B2B travel trade CRM and Mail Chimp for Industry CRM.
<i>Pro Forma Contract</i>	39	17	What are the goals and objectives of the Department of Tourist Development?	The Department's Mission, is to be the global music destination of choice; a diverse American experience offering family fun, outdoor adventure, live entertainment, sporting events, festivals and a showcase of craftsmanship at the crossroads of rich history, local cuisine and renowned scenic beauty. The Department's Vision, is to be the global music destination of choice; a diverse American experience offering family fun, outdoor adventure, live entertainment, sporting events, festivals and a showcase of craftsmanship at the crossroads of rich history, local cuisine and renowned scenic beauty.
<i>Pro Forma Contract</i>	41	18	What has been your typical budget allocated specifically to paid media?	Paid media has ranged, in the past, from \$4-6 million, annually.
<i>Pro Forma Contract</i>	41	19	What has been your recent paid media mix?	Annual reports can be found through Industry Resources at https://industry.tnvacation.com/industry/research .
<i>Pro Forma Contract</i>	39	20	What is the current brand positioning?	See response to #19.
<i>Pro Forma Contract</i>	39	21	What are the current brand reasons to believe (RTBs)	See response to #19.

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<i>Pro Forma Contract</i>	40	22	Where do you see the most visitors coming from?	See response to #19.
<i>Pro Forma Contract</i>	40	23	What DMAs / countries do you currently target?	See response to #19.
N/A	N/A	24	What strategies and tactics have worked in the past? What has not worked? Why?	Please see the Department's Industry facing site, at https://industry.tnvacation.com/ .
N/A	N/A	25	Do you consider yourselves an ambitious brand?	Yes.
N/A	N/A	26	How many agencies are participating in this RFP?	The State is not able to disclose that information at this time. See Section 4.8. Disclosure of Response Contents.
<i>RFP 5.2.2.</i>	N/A	27	How many agencies do you anticipate interviewing?	The three best evaluated Respondents will be invited to participate in the Interview Process. See 5.2.2. Tier 3: Interview Evaluations.
3.1.1.2 Response Form	7	28	Response must be 8.5"x11". Can the response be oriented horizontally to read in 11"x8.5" format?	No, a response must be 8.5"x11".
3.1.1.2 Response Form	7	29	Is there a size limit/preference for oversized exhibits?	The State's size limit is 25 MB per message includes message header, body, and attachments. Respondents can submit a Technical proposal within the size and typeface requirements. See RFP 3.1.1.1.
5.1 Evaluation Categories	15	30	The RFP indicates N/A for Oral Presentations. But states that Oral Presentations are mandatory in 5.2.1.5.1. Will there be a virtual Oral Presentation? E.g. Zoom, Google Meets? Please advise.	Oral Presentations will be held in person at the following address: Division of General Services WRS Tennessee Tower 312 Rosa L. Parks Avenue Nashville, TN 37243-1102 The Floor and Room will be confirmed at the time the State Schedules the Oral Presentations.

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General	22	31	Please confirm that the agency can submit a designed Technical Response proposal (not required to submit response within the State's template), so long as it meets the size/font requirements and includes the Technical Response & Evaluation Guide along with the completed Response Page # information. I just want to ensure that you'll accept designed responses, if they meet the size and typeface requirements.	Please use the RFP Attachment 6.2., Technical Response & Evaluation Guides. Respondents can submit a designed Technical proposal within the size and typeface requirements. See RFP 3.1.1.1.
C.4 Approach	27	32	Should the agency develop "one travel and tourism campaign" within the current campaign ("The Soundtrack of America - Made In Tennessee") or can the agency develop an entirely new campaign?	Respondent's may elect to handle C.4. as seen fit.
General		33	Can you please share or provide a website for the following historical information: Visitation, Length of Stay, Average Daily Rate and Revenue per Available Room (RevPAR)?	See response to #19.
General		34	Beyond www.tnvacaation.com what, if any, other websites will the agency be responsible for?	Micro sites are within tnvaction.com .
General		35	Can the State provide historical media plans, results by medium and any other findings that would contribute to developing stronger plans based on previous performance and marketing efforts? E.g. what's worked, what hasn't.	See response to #24.
General		36	What company is the State's Call Center contractor?	Tennessee Rehabilitative Initiative for Corrections (TRICOR).

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General		37	What co-op media placement opportunities are currently committed, if any?	Please see the Department's Industry facing site, at https://industry.tnvacation.com/ which contains information about coops.
General		38	What technology platforms is the State currently using for its martech stack, CRM, database management, etc.?	The State uses a 3rd party vendor procured through the agency of record to manage its database/CRM system.
General		39	What platform does tnvacation.com live on? What CMS is being used currently? Other technical specifications/mandatories would be appreciated.	The State uses a 3rd party vendor procured through the agency of record to manage its database/CRM system.
General		40	Where would the Agency be able to find existing research that has been completed on behalf of the State and its tourism efforts?	See response to #19.
General		41	What are the security requirements around access to and use of the Tennessee tourism database? Since initiatives will likely need to access this, just seeking a better understanding of security and sharing protocols.	Agency will not have access to .gov. Security of database is responsibility of 3rd party contracted by agency of record.
General		42	Who do you consider your primary competitive set destination-wise? Secondary?	Please see the Department's Industry facing site, at https://industry.tnvacation.com/ which contains information about markets.
1.1 Statement of Procurement Purpose	2	43	What is the estimated annual budget for agency fees?	Estimated spend for the new contract is \$10-15 M annually for the Contract term.
Process Overview, Scope of Service, Contract Period, & Required Terms and Conditions 1.2 Tier 3	2	44	How many people are allowed to attend the interview?	The three best evaluated Respondents will be invited to participate in the Interview Process. See 5.2.2. Tier 3: Interview Evaluations. Each Respondent will be allowed to bring a total of 2 persons to the Interview due to social distancing and room size.

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Process Overview, Scope of Service, Contract Period, & Required Terms and Conditions 1.2 Tier 4	2	45	Will the state negotiate with multiple agencies to compare costs in advance of final selection?	The State reserves the right to conduct clarifications or negotiations with one or more Respondents. See Section 5.2.5. The State will not open Cost Proposals for any Respondent not invited to the interview round, See Section 5.2.4.
3.2 Response Delivery	9	46	Are you permitted to submit both a digital (email submission) and mailed response of both the technical and cost proposals?	No. Please chose between the two formats, either Digital Media Submission format or E-mail Submission format.
3.2 Response Delivery	9	47	Is the responding agency able to submit redacted proposals for public open file?	No.
Technical Response Evaluation 5.2.1.5.1	17	48	How many people are allowed to attend the oral presentations	Each Respondent will be allowed to bring a total of 2 persons to the Oral Presentations due to social distancing and room size.
Section B— General Qualifications & Experience Items 6.2 B. 13	23	49	Should the estimate number of hours be on a monthly basis or annual? And based on what scope of work?	This estimate would be based on the Contract Term. B.13. requests each Respondent to provide their personnel roster with an estimated number of hours the Respondent will assign to meet the requirements of the RFP and the scope of work of the pro forma contract.
Section B— General Qualifications & Experience Items 6.2 B. 23	26	50	What size business presence in Tennessee is required by the respondent to satisfy this requirement?	The State has not set a limit on number of Personnel to achieve this item as it could vary based upon Respondent.
Section C— Technical Qualifications, Experience & Approach Items 6.2 C.4	28	51	The section 6.2.6.4 asks "the respondent to select and develop one travel and tourism campaign including paid, earned and owned media. Can we provide a case study to demonstrate proof of campaign success or is the state looking for us to develop a campaign and spec work without a brief?	No, a case study is not requested and a brief will not be provided. State is seeking for Respondents to show-case creativity and level of execution.

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Reference Questionnaire	32	52	Does the references questionnaire need to be both emailed and physically sent?	No. Please chose between the two formats, either Digital Media Submission format or E-mail Submission format.
Reference Questionnaire	32	53	How many references are required to fill out the Reference Questionnaire?	See Section B.17. References from at least three (3) different individuals are required to satisfy the requirements: two (2) accounts Respondent currently services that are similar in size to the State; and three (3) completed projects.
Contract, Scope - Digital Advertising	40	54	Page 40 mentions impressions for the departments websites (Retire TN, tnvacation.com, etc.); how many domains are we referring to specifically for this RFP and what are they?	One domain but micro sites are within tnvacation.com.
Contract, Scope - Email Database Management and Lead Generation	42	55	What email marketing and/or marketing automation platform/CRM is currently being utilized? How many contacts in the database?	The State uses a third-party vendor procured through the agency of record. There are 235,000 contacts.
Contract, Scope - Website Development & Maintenance	43	56	Is the expectation to maintain the existing website/CMS or implement a new CMS and/or redesign?	The contract requires successful Respondent to be responsible for the ongoing development and maintenance of the website/CMS.
Contract, Scope - Website Development & Maintenance	43	57	Is there an estimated budget for website design & maintenance? If so, is there a cost distinction between one-time redesign costs and ongoing hosting and maintenance costs?	No.
Contract Item A.6 F. #4	43	58	"The contract states "Contractor shall maintain a business address in Tennessee with personnel available to meet with the State when needed in connection with the services set forth in the Contract". Can you advise how many people are	The State has not set a limit on number of Personnel to achieve this item as it could vary based upon Respondent.

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			required to be located in TN to support this provision?	
Contract, Scope - Website Development & Maintenance	44	59	Do you require an ad platform to deliver and track the ad placements?	Yes, done in collaboration with Vacation Guide publisher (responsible for selling ads within the publication).
Attachment 6.2, C4	27	60	Please clarify the campaign requirements for Section C.4 in Attachment 6.2. Are we safe to assume that the proper response to C.4 is a written description of our approach to developing a new Tennessee Tourism campaign for 2021 and beyond? This would include how we approach the creation of an ecosystem for all media channels and the process we will take to develop the appropriate campaign creative (which could include the demonstration of relevant and recent case studies)?	Q 1: Section 3.1. Response Form address the format responses should be submitted. See page 7 of 68. Q 2: Case studies are not requested, State is seeking for Respondent to develop one travel and tourism campaign along with the factors listed as well to provide what metrics could be used or be in place to determine effectiveness.
Section 5.2	15	61	Can you please share more detail on who will be scoring the RFP response and who will be on the decision committee?	No. See 5.2.1. The Proposal Evaluation Team will consist of 3 or more State employees.
Section 5.2.1.5.1	16	62	Please confirm that both oral presentations and Interview evaluations will be held in person at the Tennessee Tower in Nashville?	Oral Presentations and Interviews will be held in person at the following address: Division of General Services WRS Tennessee Tower 312 Rosa L. Parks Avenue Nashville, TN 37243-1102 The Floor and Room will be confirmed at the time the State Schedules the Oral Presentations and Interviews.
Section 5.2.1.5.1	16	63	Can you share the names/titles of the State's expected attendees for the oral presentations?	No.

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A.7.		64	Must the prime Contractor meet the \$20,000,000 billing minimum on their own or, along with named subcontractors, collectively meet that required minimum?	The Respondent has to have billed \$20M, not combined with subcontractors.

3. **Delete RFP # 32601-2100 Marketing and Advertising, in its entirety, and replace it with RFP # 32601-2100 Marketing and Advertising, Release # 2, attached to this amendment.** Revisions of the original RFP document are emphasized within the new release. **Any sentence or paragraph containing revised or new text is highlighted.**
4. **Delete RFP # 32601-2100 Attachment 6.3, in its entirety, and replace it with RFP # 32601-2100 Attachment 6.3 Updated, attached to this amendment.** Revisions of the original RFP document are emphasized within the new release. **Any sentence or paragraph containing revised or new text is highlighted. The State revised to correct cell formatting to allow bid entry.**
5. **RFP Amendment Effective Date.** The revisions set forth herein shall be effective upon release. All other terms and conditions of this RFP not expressly amended herein shall remain in full force and effect.