



STATE OF TENNESSEE
DEPARTMENT OF TOURIST DEVELOPMENT

**REQUEST FOR PROPOSALS # 32601-2100
AMENDMENT # 3
FOR MARKETING AND ADVERTISING SERVICES**

DATE: August 9, 2021

RFP # 32601-2100 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 <u>and</u> 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 responds to questions and comments relative to the Interview Questions 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
Interview Question	Question #2	1.	Referencing question 2 of the interview questions: We have some ideas for how to track and share results with all partners. Can you tell us how funds are currently be allocated for DMOs and attractions?	DMOs receive grant funding through the department and not the agency; however funding is also allocated through co-op marketing and TDTD campaigns that market specific regions. Information regarding programs can be found through Industry Resources at https://industry.tnvacation.com/industry .
Interview: General Question		2.	Are we permitted to create slides to answer the questions?	No.

RFP SECTION	PAGE #	Question No.	QUESTION / COMMENT	STATE RESPONSE
Interview: General Question		3.	Confirming we won't have access to technology to share a PowerPoint presentation?	Correct, no access to a PowerPoint presentation.

3. **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.