



ADDENDUM # 1 SOLICITATION RFP # 2019-33

Designated Marketing Organization

This addendum is being issued to provide questions and answers.

All contents of this addendum shall be incorporated into the solicitation documents and the ensuing contract with the awarded Contractor. Failure of a Contractor to acknowledge each addendum may prevent the bid from being considered for award and deem the Contractor as non-responsive. Acknowledge this and all addenda on the signatory sheet submitted with the solicitation response.

QUESTION AND ANSWER

Question 1: What are the expectations for Agency to attend TDC meetings?

Answer 1: I do not see a reference to TDC meetings in the Request for Proposal.

Question 2: How often is the Agency expected to be in market to present to any and all tourism committees or councils?

Answer 2: Quarterly

Question 3: What is the current marketing budget breakdown for paid media, agency fees, creative services, travel, digital, website, CRM, Database and other?

Answer 3: The Request for Proposal is seeking novel approaches to marketing and not necessarily a replication of what is currently being performed.

Question 4: Please clarify that the vendor/agency for this assignment and contract is only to be a non-profit organization.

Answer 4: State statute requires that the DMO must be non-profit.

Question 5: Will you entertain proposer services from a for-profit agency or vendor?

Answer 5: State statute requires that the DMO must be non-profit.

Question 6: Are you only seeking a local vendor or are you open to a vendor not within the Town of Bluffton or not within the State of South Carolina?

Answer 6: The Town is open to all vendor locations as long as they have the ability to perform on the contract.

Question 7: Can you elaborate on the independent auditor's report you require each year?

Answer 7: It is governed by Chapter 24 of the Bluffton Code of Ordinances.

Question 8: Do you see budgets increasing in out years?

Answer 8: The budget is tied to tourism economics and there is typically year over year growth, hurricane and similar storm events excepted. Actual spend cannot be predicted.

Answer 9: Is there a template or form for the signatory sheet?

Question 9: A signatory sheet will be uploaded with this Q&A addendum.

Question 10: Is there an RFP Response Template that should be followed outlining layout, font, binding, etc?

Answer 10: There is no prescriptive format.

Question 11: Is there a limit to the number of attachments that can be submitted along with the RFP response?

Answer 11: There are no limits to the number of attachments.

Question 12: Within the "Boilerplate Agreement – Town of Bluffton.doc" please clarify number 4 in the context of reimbursement. DMO funding is allocated automatically versus supplemental funding which is reimbursed.

Answer 12: The contract was provided as a reference and will be updated to reflect payments made in accordance with State law.

All prospective Respondents are reminded and hereby instructed not to contact any member of the Town of Bluffton Council, Town Manager or Town of Bluffton staff members, other than the noted contact person OR the Town's Purchasing Administrator regarding this solicitation. Any such contact shall be cause for rejection of your submittal.