

**STATE OF ALASKA RFP 2015-0800-2895
AMENDMENT NUMBER 6**

RETURN THIS AMENDMENT IN YOUR PROPOSAL TO:



**Department of Commerce,
Community and Economic Development (DCCED)
Attention: Gina Chalcroft
State Office Building - Ninth Floor
333 Willoughby Avenue
P.O. Box 110803
Juneau, AK 99811-0803**

THIS IS NOT AN ORDER

DATE AMENDMENT ISSUED: January 29, 2015

RFP TITLE: Tourism Marketing and Advertising Services

AMENDMENT 6

THERE IS NO CHANGE TO THE RFP PROPOSAL RECEIPT DEADLINE: Proposals must be time and date stamped by the issuing office no later than 2:00 PM., Alaska Standard Time on Tuesday, February 10, 2015. An offeror's failure to submit its proposal prior to the deadline will cause the proposal to be disqualified. Late proposals or amendments will not be opened or accepted for evaluation.

IMPORTANT NOTE TO BIDDERS: In order for your proposal to be considered responsive, this amendment, in addition to your proposal and all other required documents, must be signed, dated, and included in your proposal. All other sections of the RFP remain the same.



Gina Chalcroft
Procurement Specialist
PHONE: (907) 465-2519
FAX: (907) 465-5441

NAME OF COMPANY

SIGNATURE

DATE

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The following is deleted in its entirety:

**~~1.01 Return Mailing Address, Contact Person, Telephone, Fax Numbers
and Deadline for Receipt of Proposals~~**

~~Offerors must submit one (1) original proposal and three (3) copies of the proposal to the procurement officer in a sealed envelope. The cost proposal must be included ONLY in the proposal marked "Original." The sealed proposal package must be addressed as follows:~~

And replaced with the following:

**1.01 Return Mailing Address, Contact Person, Telephone, Fax Numbers
and Deadline for Receipt of Proposals**

Offerors must submit one (1) original proposal and five (5) copies of the proposal to the procurement officer in a sealed envelope. The cost proposal must be included ONLY in the proposal marked "Original." The sealed proposal package must be addressed as follows:

The following is deleted in its entirety:

~~1.02 Contract Term and Work Schedule~~

~~The approximate contract schedule is as follows:~~

- ~~• Issue RFP: January 12, 2015~~
- ~~• Pre Proposal Conference: January 26, 2015~~
- ~~• Written Comments Due: January 27, 2015~~
- ~~• Deadline for Receipt of Proposals: February 10, 2015~~
- ~~• Proposal Evaluation Committee completes Filter 1 evaluation by: February 20, 2015~~
- ~~• The Week of Oral Presentations: February 23, 2015~~
- ~~• Proposal Evaluation Committee completes Filter 2 evaluation by: February 27, 2015~~
- ~~• State of Alaska issues Notice of Intent to Award a Contract: March 2, 2015~~
- ~~• State of Alaska issues contract: July 1, 2015~~

~~If the RFP deadline is extended the Entire Schedule extends, at a minimum, the same number of days.~~

And replaced with the following:

The approximate contract schedule is as follows:

- Issue RFP: January 12, 2015
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- Proposal Evaluation Committee completes Filter 1 evaluation by: February 20, 2015
- **The Week of Oral Presentations: March 2, 2015**
- **Proposal Evaluation Committee completes Filter 2 evaluation by: March 6, 2015**
- **State of Alaska issues Notice of Intent to Award a Contract: March 9, 2015**
- State of Alaska issues contract: July 1, 2015

If the RFP deadline is extended the Entire Schedule extends, at a minimum, the same number of days.

The following questions have been asked and answered:

- Q.** Does the state consider it a conflict of interest if a proposer has a contract to conduct marketing for another Country, state, or city?
- A.** Offerors must disclose actual and potential conflicts of interest for determination at the time proposals are opened.
- Q.** If so, would the successful proposer be required to relinquish that account(s) in order to contract with the state to promote Alaska?
- A.** A determination cannot be made at this time.
- Q.** What is the total Budget for Alaska Tourism? Including operations/salaries?
- A.** The all-inclusive budget for Alaska Tourism in Fiscal Year 2015 is \$17,900,000.
- Q.** What is the Actual Advertising/Media budget for Alaska Tourism in 2015?
- A.** Purchase of media ad space in Fiscal Year 2015 is expected to total roughly \$6,500,000.
- Q.** Is Coop Advertising with Alaska Tourism Partners included in the overall budget?
- A.** Yes, cooperative advertising projects with Alaska Tourism Partners are included in the Tourism Marketing and Advertising Services budget. Refer to Scope of Work section of RFP 2015-0800-2895.
- Q.** What was the total Advertising Budget in 2013 and 2014 for Alaska Tourism? Does this include Coop Ads with Partners?
- A.** The all-inclusive budget for Alaska Tourism in Fiscal Year 2013 was \$18,600,000 and roughly \$13,400,000 was spent on Tourism Marketing and Advertising Services, including cooperative advertising projects.

The all-inclusive budget for Alaska Tourism in Fiscal Year 2014 was \$18,100,000 and roughly \$11,400,000 was spent on Tourism Marketing and Advertising Services, including cooperative advertising projects.

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- Q.** Does the current Agency fulfill both creative design and media placement for Alaska?
- A.** Yes.
- Q.** Are there other marketing expenditures that the agency of records would not perform? (i.e., brochure development? Social media?)
- A.** The successful proposer will perform work outlined in the Scope of Work section of RFP 2015-0800-2895.
- State of Alaska/DCCED also works with contractors that provide public relations, website, research, fulfillment and international representation services.
- Q.** What role does the Alaska Tourism Marketing Council play in planning & directing marketing/advertising for the state of Alaska Tourism?
- A.** The Alaska Tourism Marketing Council existed from 1988 to 2000 and is no longer in existence.
- The Alaska Tourism Marketing Board is an advisory board created in 2014. The Board makes recommendations for tourism marketing strategies and Alaska destination tourism marketing campaigns that are in the public interest. Final decisions for planning and directing the state of Alaska marketing/advertising efforts rest with DCCED.
- Q.** Please provide the name of the firm, if any, that held your contract prior to Bradley Reid & Associates.
- A.** Bradley Reid has retained this contract since 1988.
- Q.** Please provide examples of your current campaign's creative assets.
- A.** As noted under the scope of Work section of RFP 2015-0800-2895, the state of Alaska maintains a library of state-owned photography, film and video. These creative assets will be available to the successful proposer for use in designing and producing advertising campaigns. Additional information is available on the department's website: <http://commerce.state.ak.us/dnn/ded/Home.aspx>
- Q.** Please provide a list of what you consider to be Alaska's competitive---set destinations.
- A.** Any destination that offers similar experiences as Alaska may be considered a competing destination. Additional information is available on the department's website: <http://commerce.state.ak.us/dnn/ded/Home.aspx>
- Q.** Please provide an example of several special opportunity events that Alaska Tourism has actually conducted for travel professionals in the course of business.

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- A.** Special opportunities are projects that typically arise spontaneously over the course of the fiscal year. For example, a special advertising sponsorship package may become available mid-year and the contractor would evaluate the opportunity and present a recommendation to DCCED based on perceived value and cost. Other examples of special opportunities could include a specialty program offered through Brand USA or any other initiative that would allow Alaska tourism to increase interest Alaska.
- Q.** Please provide for all registered bidders copies of all amendments issued thus far.
- A.** Amendments were emailed to all registered offerors and are posted online at: <http://aws.state.ak.us/OnlinePublicNotices/Notices/View.aspx?id=175256>.
- Q.** Section 2.11, F.O.B.: Can you clarify if costs that must include the delivery costs to any location within the State of Alaska also reference any required travel on the part of the agencies to meet with the client at the client's offices?
- A.** F.O.B. shipping refers to the shipping of goods, with the buyer paying for shipping costs and taking responsibility for the goods when the goods leave the seller's premises.
- All travel required under this contract – whether to meet with the client at the client's office or to manage work being performed under the Scope of Work section of the RFP – should be included in the Cost Schedule as specified under Section 6.06 Cost Proposal.
- Q.** Section 4.01: Ten Advertising Strategies are listed. Are these in priority order? If not, please list them in priority order.
- A.** You may consider the strategies to be listed in priority order.
- Q.** Section 5.01: Scope of Work: Regarding Collateral Materials, is the cost of printing to be included in the \$75MM contract budget? If so, will the printer be considered a vendor or a sub---contractor under this contract?
- A.** Yes, the cost of printing is included in the \$75MM contract budget. The printer is considered to be a vendor.
- Q.** Attachment 8; Article 10: Please ensure that we have interpreted sentence #3 correctly...the RFP is stating that if assets used in production such as images or music have third party rights, the State of Alaska will not be responsible for paying for those rights in order to use such assets? Please confirm or deny as this provision is very different from standard industry practices.

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- A.** Article 10 refers to work developed under the contract and specifies the state will own all designs, drawings, specifications, notes, artwork and other work developed in the performance of the agreement.
- The successful proposer will negotiate third party rights on behalf of the state if projects utilize copyrighted images, music or talent agreements/contracts. The state will abide by these usage rights/agreements.
- Q.** If the contractor hires a broadcast production company (for example) to film video, will such a firm be considered a vendor or subcontractor under this contract?
- A.** A for-hire film/video company would be considered a vendor.
- Q.** An Alaska business license is required of the winning bidder to be awarded a contract, yet an Alaska business license is not required to bid on this contract (unless qualified as an Alaska Veteran, Products, etc. Offeror, per 2.13). Please confirm.
- A.** **Yes. Prior** to the award of a contract, an offeror must hold a valid Alaska business license. However, in order to receive the Alaska Bidder Preference and other related preferences, such as the Alaska Veteran and Alaska Offeror Preference, an offeror must hold a valid Alaska business license prior to the deadline for receipt of proposals.
- Q.** Please provide visitor results for past two years by month and origin of state/country.
- A.** Visitor origin is outlined in the Alaska Visitor Statistics Program and field work was last completed in 2011. Total visitation to the state is not outlined by month, but the AVSP shows there were 1.66 million visitors between May and September 2014 and 273,000 visitors to Alaska between October 2013 and April 2014. As noted on page 19 of the RFP, additional information is available on the department's website: <http://commerce.state.ak.us/dnn/ded/Home.aspx>, including visitor research.
- Q.** Please provide historical media plans from the past two years including media mix allocations, GRP weight levels and flighting.
- A.** Alaska tourism media campaigns run between September and March. As noted in the Scope of Work section of the RFP, television, magazine, direct mail and digital media are utilized. Media mix and weighting are subject to change each year. The post buy analysis for television advertising in Fiscal Year 2014 totaled 1,769,429,000 gross impressions.
- Q.** Are there any existing media contracts with vendors that need to be maintained? If yes, could you share estimated dollar allocation to these programs?

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- A.** Media contracts/vendors are determined annually. Contracts cannot be established to cross fiscal years because funding for tourism marketing is dependent on an annual appropriation by the Legislature.
- Q.** Please provide the results of digital media programs in terms of click- through rates and site visit performance.
- A.** Click through rates vary according to placement and ad format and Alaska has seen click through rates ranging between 0.08% and 0.33%.
- A total of 1.73 million site visits were directly attributed that year to direct response advertising efforts in Fiscal Year 2014. Total site visits amounted roughly 4 million which also included search marketing and organic/referral traffic.
- Q.** Are there any promotional offers that have proven to be successful?
- A.** The primary offer presented in advertising is a free State Vacation Planner.
- Q.** How do you measure success of social media activities?
- A.** Metrics are listed under Section 5.02 of the RFP 2015-0800-2895 under Social Media and Content Marketing.
- Q.** Why are you seeking a new agency relationship in regards to social media?
- A.** The state of Alaska is required to solicit for proposals to result in a contract in accordance to procurement rules and the existing contract expires on June 30, 2015. The RFP is for Tourism Marketing and Advertising Services, of which social media is one component. Refer to the Scope of Work section of RFP 2015-0800-2895 for further information on work included in this contract.
- Q.** What is the most successful activity the state has done for tourism using social media?
- A.** This question is subjective and not required in order to put forward a proposal on this RFP.
- Q.** What social media campaign have you seen that you admire and why?
- A.** This question is subjective and not required in order to put forward a proposal on this RFP.
- Q.** Do you have someone internally on your team who is responsible for overseeing your social media channels?
- A.** DCCED does not have a dedicated employee on staff exclusively dedicated to overseeing the state tourism social media channels. Refer to the description included in Section 5.01 of the RFP under Social Media and Content Marketing.

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- Q.** Have you ever worked with a firm to secure editorial stories about Alaska?
- A.** Securing editorial stories about Alaska is not included under the Scope of Work section of RFP 2015-0800-2895 and is considered a Public Relations function.
- Q.** What earned media outlets are priorities?
- A.** “Earned media” is a term typically associated with Public Relations and this contract does not include Public Relations efforts. Refer to the Scope of Work section of the RFP for further information on work included in this contract.
- Q.** Where would you like to see your story told?
- A.** Refer to the Scope of Work section of the RFP for further information regarding the various elements included in this contract and options for where Alaska “stories” or messaging may be delivered.
- Q.** What is considered a great media hit and why?
- A.** A “media hit” is a term typically associated with Public Relations and this contract does not include Public Relations efforts. Refer to the Scope of Work section of the RFP for further information on work included in this contract.
- Q.** What were the top earned media hits in 2014 and why?
- A.** “Earned media hits” are typically associated with Public Relations and this contract does not include Public Relations efforts. Refer to the Scope of Work section of the RFP for further information on what is included in this contract.
- Q.** When was the last time you hosted a group of earned media reps on a tour of Alaska? Are you open to this type of activity for the future?
- A.** Refer to the Scope of Work section of the RFP for further information on work included in this contract
- Q.** What have been some of your most successful joint marketing partnerships to date and why?
- A.** As noted in the RFP under the Scope of Work section, two primary partnerships currently exist. One is with Government of Yukon and includes a Joint Alaska/Yukon campaign. The other partnership is with the governments of Alberta, British Columbia and Yukon.
- Q.** When was the last time you hosted key/select travel operators in Alaska? Are you open to this type of activity for the future?

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- A.** As noted in the RFP under the Scope of Work section, familiarization (FAM) tours are conducted in Alaska for travel trade representatives from various developing markets. Two travel operator FAMs were conducted in 2014.
- Q.** What have been some of your most successful event marketing campaigns and why?
- A.** This question is subjective and not required in order to put forward a proposal on this RFP.
- Q.** Is it a requirement to have a local Alaska office? Could a possible solution include a west coast office (SF or Vancouver) with a satellite team or employee based in Alaska?
- A.** As outlined in Section 1.05 of RFP 2015-0800-2895, work may be performed, completed and managed at the Contractor's location, as well as work locations the Contractor determines necessary to complete the scope of work.