



Department of Property & Procurement

Government of the United States Virgin Islands

3274 ESTATE RICHMOND, CHRISTIANSTED, U. S. VIRGIN ISLANDS 00820

8201 SUB BASE, 3RD FLOOR, ST. THOMAS, U. S. VIRGIN ISLANDS 00802

ST. CROIX MAIN OFFICE: 340.773.1561 | ST. THOMAS MAIN OFFICE: 340.774.0828

ST. CROIX FAX: 340.773.0986 | ST. THOMAS FAX: 340.777.9587

[HTTP://DPP.VI.GOV](http://DPP.VI.GOV)



March 24, 2020

AMENDMENT #2- RFP-032-T-2020 (P) – Territorial USVI Disaster Marketing Plan

Amendment 2- Questions/Answers:

ALL OTHER TERMS AND CONDITIONS REMAIN UNCHANGED.

BIDDERS MUST ACKNOWLEDGE RECEIPT OF THIS AMENDMENT WITH THEIR BID PROPOSAL

1. After the submission date of June 15, what are the other targeted dates: Interviews, Award, and Start dates? **Upon expiration of submittal date, respondents will be notified by the Dept. of Property and Procurement on next target dates.**
2. Given that the contract is for one year with no renewal, how many months of ad buys should be budgeted? **The department anticipates that cost-effective use of budget is exercised to maximize efforts.**
3. How are you currently measuring the success of your online marketing efforts? What are the desired objectives for your online campaign? **Success and objective of Online marketing efforts- Increased Brand Awareness, expansion of market reach, top of mind in travel consideration**
4. Are there any specific goals, metrics, or KPI's that would help you determine the effectiveness of this campaign? **Increase in industry related revenue, increase in visitor spend, increase in over-night guests/visitor travel, Return on Investment (ROI), Brand awareness**
5. What existing data / resources would be accessible that could assist in our marketing efforts? i.e: marketing analytics, email subscriber lists, audience/demographic data, retargeting lists, Google Analytics, Facebook & IG insights, Pinterest Analytics, travel & hotel data, etc **Further discussion may be had subsequent to contract award.**
6. Which paid online advertising platforms, if any, are you currently running on? **The department is open and amenable to the platform respondent may use or recommend, provided it meets the needs.**
7. Which island should the awardee be primarily based, if any? **There is no specific requirement relative to awardee's primary location.**
8. From a marketing standpoint, what KPI's or metrics does your organization believe are important for measuring the success of this project? **Success is measured not limited to the Return on Investment (ROI), increased Brand Identity, Industry revenue generation, increase in visitor spend, Increase in over-night guests**
9. How many members are on your Communications team currently? What are their titles? **The department will assign support staff as needed.**
10. Are there any page limitations to the proposal? i.e. Approach section should not exceed XX pages? **Respondents should exercise professional judgement in preparing a quality proposal.**
11. Will the awardee have access to VIDOT's current marketing service providers? **Further discussion may be had subsequent to contract award.**
12. What consideration should the proposers give to the impact of COVID-19 on overall world travel? **Respondents should exercise professional judgement in preparing a quality proposal.**
13. Are current VIDOT marketing and PR vendors precluded from participating in the bid process? **Clarity to the inquiry is needed relative to "participating in the bid process". However, the**

Government of the Virgin Islands is prohibited from restricting any qualified vendor from submitting a response pursuant to the bid process.

14. Should the "Contract for Professional Services" be submitted with the proposal? If so, when will the GVI complete the document? **The "Contract for Professional Service" was for illustrative purposes only and would be completed by the GVI pursuant to an award. Respondents are not required to submit with the proposal.**
15. In light of the necessary changing dynamics for meetings and work sessions, what format does VIDOT use for virtual meetings? **The department is amenable to any virtual meeting platform, i.e.: Zoom, Go-to-Meeting, Microsoft Teams, etc.**