



Department of Property & Procurement

Government of the United States Virgin Islands

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March 24, 2020

AMENDMENT #3- RFP- 032-T-2020 (P) –Territorial USVI Disaster Marketing Plan

Amendment 3- Questions/Answers:

ALL OTHER TERMS AND CONDITIONS REMAIN UNCHANGED.

BIDDERS MUST ACKNOWLEDGE RECEIPT OF THIS AMENDMENT WITH THEIR BID PROPOSAL.

- Is there an incumbent agency you currently work with on marketing efforts? **Yes**
- If so, are they participating in this process? **No**
- What do you view as the most important qualities of an agency partner beyond the capabilities outlined in the RFP? **All qualities are important. Agency partners should have keen attention to detail, profound aptitude of identifying client's needs, producing quality results.**
- What would your team be most concerned about during any post-award transition and onboarding process? **Commitment to meeting deadlines/milestones**
- What is the composition of the evaluation team for this RFP?
Evaluation team consists of staff from the Dept. of Property and Procurement and the user agency.
- Is there an intended budget range for the services outlined in the RFP? **The Department chooses not to disclose budgetary information to respondents.**
- Is there a desired percentage of the total budget you'd like to allocate to the media buys?
The department anticipates that cost-effective use of budget is exercised.
- Are there any other budget parameters we should consider?
The department anticipates that cost-effective use of budget is exercised to maximize efforts.
- How will success be measured? Are there specific metrics that you consider to define the success of the marketing campaign? **Success is measured not limited to the Return on Investment (ROI), increased Brand Identity, Industry revenue generation**
- What types of measurement have been used in the past to quantify ROI? **Increase in applicable revenue, increase in visitor spend, Increase in over-night guests**
- Is there any consumer research you can share with us at this time? **Not at this time.**
- What are the current programs you like most for your marketing? **The department is open and amenable to the program respondent may use or recommend, provided it meets the needs.**