



## **Department of Property & Procurement**

Government of the United States Virgin Islands

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### **Amendment 4- RFP-032-T-2020 (P) – Territorial USVI Disaster Marketing Plan**

#### **Questions/Answers:**

ALL OTHER TERMS AND CONDITIONS REMAIN UNCHANGED.

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

·As suggested in the PROPOSED SCOPE OF SERVICES - Is the contractor expected to make and place the actual media buys noted in the RFP? **Yes**

· If so, will the contractor itself be contracting and purchasing the media? **Yes**

· We do not note a media budget, size, or scope in the current RFP – if it presently exists and arrived at can it be shared? If not, is the bidder expected to suggest and offer an actual media scope/budget/cost? If yes, is that to be included in proposed total bid cost?

**The Department chooses not to disclose budgetary information to respondents. Respondents should exercise professional judgement in preparing a quality proposal. The department anticipates that cost-effective use of budget is exercised to maximize efforts.**

· Section 16 states the contractor is to Review, modify (if necessary) and implement newly developed anthem television spots, print and video (tailoring each to specific publications), newspaper ads, trade ads, outdoor, Internet, banners, etc.;. Is the development of these newly developed a spots, print and video part of the scope of the contract or will they be supplied?

**Yes. Respondents should exercise professional judgement in preparing a quality proposal.**

Can you provide more information on USVI's scope of budget for paid media? **The department anticipates that cost-effective use of budget is exercised.**

a. What is the guidance on fixed costs vs pass through costs? **The government anticipates the resulting contract to be a firm fixed price contract.**

Regarding "Positioning the USVI in the US market as well as current and potential foreign markets as open for business" (p.4) - what foreign markets is the USVI seeking to target? **Current Potential Foreign Market targets- Denmark, Canada**

Regarding monitoring the effectiveness of campaigns and "ensuring all tactics can be measured" (p.4), what metrics would USVI like to track? **Increase in industry related revenue, increase in visitor spend, increase in over-night guests/visitor travel, Return on Investment (ROI)**

Can you provide more information on when USVI's high season for tourism begins and ends? **USVI peak season is from December to March**