



Department of Property & Procurement

Government of the United States Virgin Islands

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June 5, 2020

Amendment 5- RFP- 032-T-2020 (P) – Territorial USVI Disaster Marketing Plan

Insert: Questions/Answers:

ALL OTHER TERMS AND CONDITIONS REMAIN UNCHANGED.

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

Responses relative to RFP-032-T-2020

1. What is your estimated budget for this project? Please include an estimated breakdown of creative vs. media spend if possible. **The department chooses not to disclose budget information.**
2. What is your timing for choosing an agency partner and kicking off this work? **Upon expiration of submittal date, respondents will be notified by the Dept. of Property and Procurement on next target dates. The department is hopefully to kick-off within 60 days of contract award.**
3. Please clarify how you are expecting the Initial Marketing Plan (20a) and Media Strategy (20b) to be different from the Disaster Recovery Marketing Plan (20c). For example, is it your intention that creative from the initial marketing plan would launch while a more comprehensive plan is being developed over the 180-day period? **Initial Marketing Plan and Disaster Recovery Marketing Plan are the same.**
4. Please clarify if the timing for the Media Buying Plan (20d) is referring to 30 days after approval of the Initial Marketing plan, or the Disaster Recovery Marketing Plan. **Initial Marketing Plan and Disaster Recovery Marketing Plan are synonymous. Media Buying Plan is anticipated 30 days after approval of Marketing plan.**
5. Do you have an anticipated in-market media launch date? Are there key milestones/events we should plan around? **Further discussion will be warranted subsequent to contract award to identify key events.**
6. Your budget worksheet includes a section for Start-Up Costs related to opening an office in USVI - is having an office on-location a requirement? **There is no specific requirement relative to awardee's location.**
7. Section D7 - Please clarify how you are defining "earned media development." **The department defines "earned media development" as organic media opportunities not directly generated by the department or its agent. Journalist articles, Online mentions, tweets, etc.**
8. Section D8 - Does "social strategy and content" refer to both organic and paid? **Yes** And/or do you have any internal resources who manage your social media accounts? **Internal resources do provide some management to social media accounts.**
9. Are you currently using a CRM? **Yes** If so, which one and will you continue to use that tool? **The department is open and amenable to the tool respondent may use or recommend, provided it meets the needs.**
10. Given the COVID-19 restrictions, is it still a requirement that client references letters be notarized, or is it acceptable for them to simply be provided on official client letterhead?
11. Does the insurance requirement refer only to the lead agency, or does that requirement apply to individual sub-contractors as well? **All contributing parties must comply with**

requirements

12. Do you have existing brand positioning for USVI that partners should expect to use, or will you need revised positioning created? **Existing brand positioning may be available for use.**
13. The RFP makes mention of “US and select foreign markets;” what specific markets have been targeted previously?

US Target Regions:	Northeast, Southwest, South
Foreign Target:	Denmark, Canada
14. Is there any information available on the target audience? Demographic, psychographic, socioeconomic, etc.

Household Income:	\$150,000 +
Age Range:	45- 54; 55 – 64 years of age
15. Prior to the hurricanes and COVID, was there a distinct seasonality in tourism for the region? Any other key timing for media? **Peak season for USVI tourism is December – March**
16. What are your strategic objectives over the next 2-3 years? **Increase Brand Awareness, Increase overnight guest visits, Increase airlift and cruise calls to the destination**
17. What does success look like to USVI Tourism? **Success is measured not limited to the USVI positioned as top-mind tourist destination, Increased Industry revenue generation, increase in visitor spend, Increase in over-night guests**
18. What is your current media mix? Are you willing to share any prior plans for context? **The department chooses not to disclose this information. Respondents should exercise professional judgement in preparing a quality proposal.**
19. Is planning completed annually, quarterly, or on some other cadence? **Planning is normally performed annually, with revisions as needed throughout the year.**
20. Are there any media limitations or must-haves? **No. Respondents should exercise professional judgement in preparing a quality proposal. Further discussions may be had subsequent to contract award.**
21. What are your current challenges? **Disaster Recovery of industry Successes?**
22. What do you find to be the most important factor in a “successful” agency collaboration?
23. How is ROI currently being measured? **Current ROI measured: Project Investment/ Project results.**
24. What business KPIs are currently being measured? **Increase in industry related revenue, increase in visitor spend, increase in over-night guests/visitor travel, Return on Investment (ROI), Brand awareness**
 - a. Have current efforts been above/below benchmark? **Efforts have been yielded satisfactory results.**

Responses relative to RFP-032-T-2020

Due to the constraint in timing for questions, I wanted to ask if you could forward all of the appendices as it seems only received Appendix A.

I would also appreciate any clarification you can provide about what specifically you are hoping we will address in the Project Approach. A plan for how we will approach the deliverables or a sample of the deliverables (similar to a pitch?).

The department anticipates receiving a proposed approach to the deliverables, which may also include samples. All appendices are available at www.dpp.vi.gov, under the project advertisement.