



# Department of Property & Procurement

Government of the United States Virgin Islands

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## Amendment 1- RFP-032-T-2020 (P) – Territorial USVI Disaster Marketing Plan

### Questions

#### Tourism Considerations

- Has COVID-19 and its effects on tourism been factored into this RFP?
  - **No, it has not been. This solicitation has been solely based on disaster recovery efforts pursuant to Hurricanes Irma and Maria.**

#### Current Marketing Support

- Is this campaign supplementary to a broader or larger Department of Tourism campaign (e.g. Real Nice)? **Yes**
- If yes, do you have a marketing agency of record that is executing this work?
  - **Yes**
- Are you planning to continue to leverage the “Real Nice” campaign? If yes, how do you envision this plan will complement “Real Nice”?
  - **No. That campaign has ended.**
- Is there an incumbent agency for this project? **Yes**

#### Target Consumer

- Can you share key demographic information for your target U.S. audience?
  - **Household Income: \$150,000 +**
  - **Age Range: 45- 54; 55 – 64 years of age**
  - **Region: Northeast, Southwest, South**
- Can you elaborate on “potential foreign markets” you may be targeting?
  - **Current Potential Foreign Market targets- Denmark, Canada**

#### Stakeholders

- Can you share if/how they are partnering with the private sector stakeholders to aid in collaborative recovery?
  - **At this time, recovery status discussions are ongoing regularly with private sector stakeholders**

### **Clarifying Questions**

- Can you elaborate on your definition of “earned digital media”?
  - **Media coverage not directly generated by the department or its agent. Journalist articles, Online mentions, tweets, etc.**
- What CRM tool are you currently using?
  - **The department is open and amenable to the tool respondent may use or recommend, provided it meets the needs.**
- How are you defining “any relevant licenses” under the “firm background and experience” on page 11?
  - **Any applicable industry related professional license/certification held by the firm and/or its staff.**

### **Budget**

- What is the budget?
  - **The department chooses not to disclose budget information.**

ALL OTHER TERMS AND CONDITIONS REMAIN UNCHANGED.

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