

STATE OF TENNESSEE
DEPARTMENT OF TOURIST DEVELOPMENT



**REQUEST FOR PROPOSALS # 32601-17200
AMENDMENT # 1
PRODUCTION OF ADVERTISING-SUPPORTING,
REVENUE-GENERATIVE VACATION GUIDE AND
REVENUE-GENERATING ADVERTISING SERVICES
REQUIRING NO PRODUCTION SERVICES**

DATE: April 11, 2017

RFP # 32601-17200 IS AMENDED AS FOLLOWS:

1. This RFP Schedule of Events updates and confirms scheduled RFP dates.

EVENT	TIME (central time zone)	DATE
1. RFP Issued		March 27, 2017
2. Disability Accommodation Request Deadline	2:00 p.m.	March 30, 2017
3. Pre-response Conference	9:00 a.m.	March 31, 2017
4. Notice of Intent to Respond Deadline	2:00 p.m.	April 3, 2017
5. Written "Questions & Comments" Deadline	2:00 p.m.	April 6, 2017
6. State Response to Written "Questions & Comments"		April 11, 2017
7. Response Deadline	2:00 p.m.	April 17, 2017
8. State Schedules Respondent Oral Presentation		April 18, 2017
9. Respondent Oral Presentation	8:00 a.m. – 4:30 p.m.	April 24, 2017
10. State Completion of Technical Response Evaluations		April 27, 2017
11. State Opening & Scoring of Cost Proposals	9:00 p.m.	May 1, 2017
12. State Notice of Intent to Award Released <u>and</u> RFP Files Opened for Public Inspection	2:00 p.m.	May 4, 2017
13. End of Open File Period		May 11, 2017

14. State sends contract to Contractor for signature		May 12, 2017
15. Contractor Signature Deadline	2:00 p.m.	May 19, 2017

2. State responses to questions and comments in the table below amend and clarify this RFP.

Any restatement of RFP text in the Question/Comment column shall NOT be construed as a change in the actual wording of the RFP document.

	QUESTION / COMMENT	STATE RESPONSE
1	<p>Clarify a.2.15: Photo shoots: Is this one shoot in each region each year? Or is it multiple seasonal shoots in each region each year?</p> <p>a. i.e. RFP states three (3) photoshoots, but is this a photoshoot for each season (spring, summer and fall), in all three regions (West, Middle and East) – which is 9 photoshoots total - or just 3 shoots total?</p> <p>b. Also, how many images for Vacation Guide and cover options?</p>	<p>Three (3) total photoshoots, to occur at the direction of the Tennessee Department of Tourist Development (“TDTD”) regarding season and region.</p> <p>Decisions regarding images for the Tennessee Vacation Guide Cover are made by the TDTD marketing team. Gathering assets for that cover become a collective effort among TDTD, the publisher and TDTD’s advertising agency.</p>
2	a.3.1.3 Other means of advertising: Are there currently other means of advertising that are part of the current contract? If so, please elaborate/define.	No, in the changing realm of technology TDTD wanted Respondents to be aware that TDTD would be interested in exploring opportunities as they may become available.
3	c.2.b: “any other websites applicable”: are there currently any other sites in the current contract? If so, please elaborate/define.	Yes, www.retiretennessee.org .
4	Please provide the total Vacation Guide revenues in each of the past 3 years	TDTD is excited to see the various financial submissions for this RFP. Because the ultimate goal of the contract is to generate revenue, we respectfully choose not to provide that detail at this time.
5	Total website revenues in each of the past 3 years	TDTD is excited to see the various financial submissions for this RFP. Because the ultimate goal of the contract is to generate revenue, we respectfully choose not to provide that detail at this time.
6	Total Duratran revenues in each of the past 3 years	TDTD is excited to see the various financial submissions for this RFP. Because the ultimate goal of the contract is to generate revenue, we respectfully choose not to provide that detail at this time.
7	Other revenues in each of the past 3 years	TDTD is excited to see the various financial submissions for this RFP. Because the ultimate goal of the contract is to generate revenue, we respectfully choose not to provide that detail at this time.

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	time.
8 When was the last time there was a price increase for the Vacation Guide?	To TDTD's best recollection there was a nominal price increase during the previous five (5) years.
9 During the last RFP process was Cost referenced in evaluation guide section C.3 part of the scoring? And if so, what is the current percentage of gross sales provided to TDTD in each of the 3 revenue streams?	Yes. TDTD is excited to see the various financial submissions for this RFP. Because the ultimate goal of the contract is to generate revenue, we respectfully choose not to provide that detail at this time.
10 What edition would this contract begin with?	2018
11 In the 2017 guide, there is an insert for Gatlinburg between pages 176 & 177. We assume that insert was furnished by client?	To TDTD's best recollection this was provided by the client.
12 There is also a Dollywood gatefold insert between pages 168 & 169. Was that gatefold furnished by client or printed as part of the guide? What were the Ad Rates for these two inserts?	To TDTD's best recollection the gatefold was part of the printing process. TDTD does not possess this information.
13 A.2.26. - k. Can you provide some additional information on shipping addresses and quantities to warehouse and fulfillment center?	160,000 Gaylord-packed shipped to fulfillment center. 389,184 carton-packed shipped to warehouse in Nashville.
14 As far as the editorial copy (outside of listings), the RFP says the state may provide recommendations, suggested contacts, reference materials, photography; and have unlimited author's alterations rights. Is it correct to assume that the publisher is providing all editorial copy?	Yes, publisher copy writers use the information provided and TDTD retains editor rights.
15 How long has the current vendor had the contract?	5 years.
16 What is the estimated number of hours to sell? to design?	TDTD does not possess this information.
17 How large was the previous sales team?	TDTD does not possess this information.
18 Can we see the previous proposal?	Previous proposals will not be provided during this Questions and Comments period.
19 What was the cost per ad?	2017 ad rates can be found on Exhibits A – C of the RFP.
20 What were the total sales for 2015, 2016 and 2017: (a) of advertising space in the Vacation Guide? (b) of advertising space on the State's website?	TDTD is excited to see the various financial submissions for this RFP. Because the ultimate goal of the contract is to generate revenue, we respectfully choose not to provide that detail at this time.

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(c) of advertising space on State's Welcome Center duratrans?	
<p>21 On the previous contract:</p> <p>(a) what percent did the State receive from the gross revenue of advertising space in the Vacation Guide?</p> <p>(b) what percent did the State receive from the gross revenue of advertising space on the State's website?</p> <p>(c) what percent did the State receive from the gross revenue of advertising space on State Welcome Center duratrans?</p>	<p>TDTD is excited to see the various financial submissions for this RFP. Because the ultimate goal of the contract is to generate revenue, we respectfully choose not to provide that detail at this time.</p>
22 Does the Travel Guide have to print in the state of TN?	No.
23 Do the two full-time ad reps need to be residents of TN? Does the digital rep have to be based in TN?	<p>"Residence," in contrast to domicile, requires both physical presence and intention to remain some indefinite period of time, but not necessarily permanently. U.S.C.A. Const.Amend. 1, <u>Eastman v. Univ. of Michigan</u>, 30 F.3d 670 (6th Cir. 1994). TDTD will not require individuals to be residents but the ad representative must be based in Tennessee. While there is no requirement as to the digital representative being based within Tennessee.</p>
24 Can you share the total ad revenue (print, digital and signage) from the last three years?	<p>TDTD is excited to see the various financial submissions for this RFP. Because the ultimate goal of the contract is to generate revenue, we respectfully choose not to provide that detail at this time.</p>
25 Can you share 3-5 year historical data on number of advertisers for digital and duratran displays?	TDTD does not possess this information.
26 Map insert—can the format change?	Yes, TDTD is open to considering all ideas put forth in creating the Vacation Guide.
27 Are rate card rates discounted or must the ads be sold at rate card costs?	<p>Ad rates are set as indicated on the rate card. Individual negotiation of those rates is the responsibility of the sales team and publisher but also must be annually approved by the State per <i>Pro Forma</i> contact Section A.5.</p>
28 Fulfillment leads – estimated number per year?	TDTD does not possess this information.
29 Attachment A, Attestation Re Personnel Used in Contract Performance—is this a continuation of the Pro Forma Contract? If not, what is the subject contract number, and where do you find an Edison Vendor ID number?	<p>Yes it is part of the <i>Pro Forma</i> contract, this is a form required through state regulation as well as Central Procurement Office policy. An Edison Vendor Identification Number is assigned to a Vendor (if not already doing business with a state agency), upon receipt of required documentation.</p>
30 There's no mention of a digital edition, yet there's one on the website. Is the digital edition part of the zero-cost deliverables?	Yes, please see page 6 of this document regarding amendment of RFP Attachment 6.6, Section A.2.8.
31 A.2.8: Is 10% the limit to the increase at \$0	Ten Percent (10%) is the maximum percentage of

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additional cost?	increased quantity that will not trigger an additional cost to TDTD.
32 A.2.28.m – Do the Reader Response cards have to go to a Tennessee address? If advertisers are obtaining their leads on a 24/7 basis, would we still be required to send leads on a weekly basis? Or can they be sent to an existing PO Box?	Yes. Leads to be sent on a weekly basis.
33 A.3.10 – While managing and serving all digital advertising using Double-click, do we need to include the featured listings and sponsored content through Double-click?	Yes.
34 B.15 – Minorities/women/small business – they only clarify TN Service Disabled. In order to qualify for this, must the minority / women / small business owner also be TN based? Or is this a national opportunity?	“In general, to be eligible for the state of Tennessee’s Diversity Business Enterprise program and be certified as Minority Business Enterprise (MBE) or Woman Business Enterprise (WBE), Service-Disabled Veteran (SDVBE) or Small Business Enterprise (SBE), persons must be a U.S. Citizen and resident in the state of Tennessee. Out of state firms may receive certification through Reciprocity from their Home.” Department of General Services, GoDBE Certification Overview, https://www.tn.gov/generalservices/article/godbe-certification-overview
35 B.16 – Would a contract by way of an insertion order for reserved advertising space count as a contract? Or does this questions only associate to an official contract out of their procurement office?	This would be any contract with the state.
36 C.2.a-3: What is the current ad share % for the Vacation Guide, website and duratran signs?	TDTD is excited to see the various financial submissions for this RFP. Because the ultimate goal of the contract is to generate revenue, we respectfully choose not to provide that detail at this time.
37 Assuming this information is public record, could you provide the revenue percentages that the current publisher shares with the state for the Vacation Guide, tnvacation.com and duratrans signage.	TDTD is excited to see the various financial submissions for this RFP. Because the ultimate goal of the contract is to generate revenue, we respectfully choose not to provide that detail at this time.
38 Will the Procuring Party use the State’s existing DFP account or be required to create its own DFP account?	No, the Procuring Party will be required to secure their own Double Click for Publishers (“DFP”) account.
39 Does the new tnvacation.com include real examples of banner ads sold and custom content creation? Can you provide links?	Yes. Custom Content Links: https://www.tnvacation.com/articles/live-music-luxury-lodging-rich-history-delight-nashvilles-fontanel https://www.tnvacation.com/articles/spectacular-natural-beauty-sevierville Banner Ads Links:

QUESTION / COMMENT	STATE RESPONSE
	<p>https://www.tnvacation.com/experiences/eat-drink Chattanooga “featured” is an ad and links directly to the Chattanooga website.</p> <p>https://www.tnvacation.com/experiences/family Chattanooga “featured” is an ad...</p>

3. Delete RFP Attachment 6.6, Section A.2.8. in its entirety and insert the following in its place:

A.2.8. The Procuring Party will provide an electronic, downloadable version capable of featuring additional rich media content for use on the State’s smart phone app, Tennessee Vacation Guide App, as well as Five Hundred and Fifty Thousand (550,000) of the printed, annual Tennessee Vacation Guides for each calendar year, in a manner as proscribed by the State. This quantity will stay the same unless it is determined that a change in number of copies is necessary. If the change is more than Ten Percent (10%), it shall be agreed upon via a Contract amendment. If the change is Ten Percent (10%) or less, the State shall notify the Procuring Party ninety (90) days prior to the printing of the Vacation Guide, and said increased quantity shall not trigger an additional cost.

4. RFP Amendment Effective Date. The revisions set forth herein shall be effective upon release. All other terms and conditions of this RFP not expressly amended herein shall remain in full force and effect.