

**MISSISSIPPI DEVELOPMENT AUTHORITY**  
**501 N. West Street**  
**Woolfolk Bldg., Suite 1500**  
**Jackson, MS 39201 ED\_ADV07282022-Addendum 3**

**Addendum 3 – RFQ-MDA ED\_ADV07282022 Questions and Answers**

- 1) Over the last few years, what does MDA perceive to be some of the most impactful or effective marketing tactics in generating economic development leads for Mississippi?

MDA has lacked a successful lead generation program. We would expect agencies to assist in lead generation for targeted sectors.

- 2) Aside from the core industries on your website, where are you seeing the greatest amount of interest and/or growth? Are there specific industries you want to be a primary focus in the next 18-24 months?

MDA is focused on high investment/high wage industry opportunities. The Blue Economy is a new area of focus.

- 3) What is the annual marketing budget for economic development - specifically for paid media and marketing services?

The annual budget is approximately \$1M and includes special events, media buys, production and PR services.

- 4) The Price Acknowledgement Form sets a blended hourly rate of \$90/hour and media commissions at 10% for traditional and 6% for digital both for the first two years of the contract. What is the projected annual budget allocated for this advertising project? We understand MDA budgets are conditional upon the appropriation of funds by the Legislature and the receipt of state and/or federal funds, but surely MDA has a general range for the planned amount to spend.

The annual budget is approximately \$1M and includes special events, media buys, production and PR services.

- 5) In the RFQ\_ED\_ADV pdf on page 13, section 3.12 Property of MDA states "MDA has the right to use any and all ideas or adaptations of ideas contained in any qualifications received as a result of this RFQ. Selection or rejection of the qualifications will not affect this right." We interpret the statement in 3.12 to mean that even if our agency is not selected, MDA has the right to use our creative materials and ideas, Is this correct?

MDA has no intent to use creative materials and/or ideas submitted from non-selected proposers.

- 6) May we have access to any recent primary or secondary research that would help inform general perceptions about MS likely held by business and industry leaders? If so, could that be provided by July 1?

There is no current research available.

- 7) Please provide the status (active/expired/extended) of any contracts that are existing with other marketing firms.

There is one active time-limited digital campaign for economic development.

- 8) Are trade show and event costs included within the budget?

Yes.

- 9) Is the contractor able to mark up outside vendor costs such as printers, photography, talent fees, etc...?

No.

- 10) Section 1.11 requires that all invoices are in arrears. Can the Contractor submit invoices for media that has been placed and verified, but not yet paid for so that the advertising firm is not required to finance these potentially large sums for media?

Yes.

- 11) Do you require a full creative ad campaign be submitted for economic development as requested under Step 1 for minimum information required?

Yes, using current branding.

- 12) Is MDA satisfied with the "Mighty Mississippi" website theme or is there a desire to move to something entirely different?

We will continue to use current branding.

**Questions answered in previous Addendums:**

- 1) Can you please clarify if the proposed creative should target tourism or business recruitment? In the RFP document, it has the following statement on page 9, section 3.1, H and also on page 26, within attachment C. It appears to have the correct version of this statement on page 21, A, 6. We wanted to get confirmation.

*"Proposals shall include proposed campaign assets, images, and designs for print, video and digital media. This shall include designs for a multi-year tourism campaign, including but not limited to print and/or digital advertisements and commercial storyboards that can be adapted to target the primary areas of culinary, gaming, outdoors, family-friendly, music and cultural travel."*

Please see Addendum 2.

- 2) 1) Is this RFQ to select a vendor for "economic development marketing" or "tourism marketing"? The versions of the RFQ you sent out have conflicting scopes provided. While the covers and other pages reference ED Advertising, these pages/files reference a multiyear tourism campaign: RFQ\_ED\_ADV page 9, section H: ...This shall include designs for a multiyear tourism campaign...- RFQ\_ED\_ADV page 26 of Attachment C, last grid: ...This shall include designs for a multiyear tourism campaign... BID3150004323.pdf under Notice to Vendor: ...This shall include designs for a multiyear tourism campaign?

Please see Addendum 2

- 3) Please confirm that the RFQ is only for Economic Development and NOT Tourism plus economic development

Please see Addendum 2

**By my signature below, I hereby acknowledge receipt of this Addendum Number 3 and understand this addendum relative to the requirements previously stated in RFP ED\_ADV07282022.**

**Authorized Signature:**

\_\_\_\_\_  
**Signature**

\_\_\_\_\_  
**Date**

**INCLUDE A SINGED COPY OF THIS ADDENDUM WITH YOUR COMPLETED PROPOSAL**