

MISSISSIPPI DEVELOPMENT AUTHORITY
501 N. West Street
Woolfolk Bldg., Suite 1500
Jackson, MS 39201
RFP # RFP Visit MS_Strategic Plan_02.16.2024-Addendum II

Addendum II –RFP: Visit MS_Strategic Plan_02.16.2024 Questions and Answers

1. Does MDA/Visit Mississippi have visitor profile or sentiment data from the past two years, or conducted any research on these two items? **No**

2. Is there a budget or budget range allocated for this project? **No. The MDA does not have an anticipated budget for this contract. A budget will be determined once a contractor is selected. The respondent should submit their most competitive price proposal.**
 - Can you share those amounts? **N/A**

3. Does Visit Mississippi have a tourism asset/product inventory available to use as the basis of the assessment of Mississippi assets/products required in Task 2, or is the creation of an asset/product inventory an expected element of the Task 2 scope of work?
Information will be provided when the final contract is awarded.

4. Please clarify the specific scope of Task 5 as compared to Task 6.h. Task 5 asks for the Contractor to “develop goals and establish internal controls, administrative processes and policies” whereas Task 6.h asks for the Contractor to “develop phased strategic goals that support the focused impacts that we want to have, and to identify what key initiatives and activities will produce the desired results.”
Task 5 is the summary and Task 6 is the in-depth development of the plan.

5. Is Task 5 seeking goals, internal controls, processes and policies directly related to the activities and outcomes of the Strategic Planning process itself? Or are you seeking separate organizational/operational goals, internal controls, processes, and policies unrelated to the work of the strategic plan?
Yes. All recommendations should relate to the plan and its implementation.

6. Has a previous Tourism-focused Strategic Plan been completed by the MDA?
Not a specific Visit Mississippi Strategic Plan.

7. Will the State allow acknowledgement in a condensed table within the proposal response?
Please follow the directions in Section III, 3.2, paragraph C.

8. Please confirm bidders should submit the following separate documents.
 1. Management/Cost Proposal-Refer to Section III, 3.8
 2. Technical Proposal-Refer to Section III, 3.8

(Technical Proposal only to include the Offerors response to Section 3.5 - PLAN TO IMPLEMENT SCOPE OF SERVICES)

3. Redacted Technical Proposal-Refer to Section III, 3.8

9. Is there a stated marketing budget? Working vs. Non-working?

The Agency marketing budget will be shared when the final contract is awarded.

10. Will we have visibility into current sponsorships or activities the tourism bureau participates in? Advertising contracts? Yes. Yes.

11. Can they provide a list of key stakeholders and SMEs with basic bios?

Key stakeholders and SMEs with basic bios will be shared when the final contract is awarded.

12. Are agency-wide areas of focus departmental work or goals to achieve?

The goal of the strategic plan is to set departmental goals that support the overall objective of Visit Mississippi.

13. Are there any geographic operations requirements for the winning contractor? No

14. If the deliverable is a 5 yr plan, but the contract is 12 months (up to 24 months), would the winning contractor then be required to participate in a similar process in 2 years in order to fulfill the 5 year plan?

No. This solicitation is only for the creation of a Five-Year Plan and does not anticipate implementation by the contractor.

15. In regards to the asset audit - are all of the requested assets available currently, or is a component of this exercise to find and assess?

Yes. Available assets will be provided when the final contract is awarded.

16. Will MDA provide access to the suggested working group contacts, as suggested in Attachment A, Task 4? Yes

- Is in person participation required for the above group sessions? If so, where will they be located?

Yes, when appropriate. Visit Mississippi will work with the winning contractor to establish the meeting format and locations.

17. Are tactical recommendations for new marketing initiatives and tourism programs/policies limited to the one-year scope? Or should they extend to the full five years? If the latter, what is the expectation for accountability on execution?

The scope of work is limited to the Five-Year Plan. The Plan should include recommendations that extend through the Five-Year implementation of the Plan.

18. For the format of our proposal, do you prefer a written Word document or a Power Point Presentation, or is it up to our team to decide which format will showcase our work in the best way?

No. Refer to Section IV, Section 4.1.2, paragraph C.

19. Are you able to provide an estimated executional budget range so that we can better determine the percentage of time by each staff member?

No. The MDA does not have an anticipated budget for this contract. A budget will be determined once a contractor is selected. The respondent should submit their most competitive price proposal.

20. Is there a specific budget format you prefer to see costs broken down into? (i.e. fees, OOP costs, working vs non working dollars)

Yes, a single total should be submitted to prepare and finalize the Five-Year Plan. See Addendum III Attachment B.

21. Is it correct that the initial contract will be awarded for up to one year, and the opportunity to renew the contract for a subsequent year will be granted?

It is anticipated that the Five-Year Plan will be finalized and delivered to the Agency in the initial 1-Year term. The option to renew for the combined 12 months is a contingency if the initial term is not sufficient to complete the Plan. Refer to section 1.10 for Period of Contract.

22. On page 9 of the RFP, section 3.2 part C, it states that respondents should write “Acknowledged” on every section of the RFP. Is it correct then that we should print out the RFP, write Acknowledged where needed, and include that copy in our response package?

No. Each respondent should acknowledge all addendums as well as the RFP in its entirety in Attachment D.

23. On page 26 of the RFP, Step III (Cost Phase), can you please explain what this means: “will be given full price point available”?

See Addendum III, Attachment A.

24. Do you have an existing primary target audience or audience profile and if so, is it possible to share that information? For instance, are you currently seeking to reach Millennial parents or Boomer grandparents who are traveling domestically with their grandkids, etc?
Visit Mississippi visitor profiles will be provided to the winning contractor.

25. On page 17 of the RFP, Task 4, section c, can you please elaborate on the expectations of the public meetings? For instance, can you tell us how many people typically attend, are they 100% in-person or do they have a virtual component, what is the goal of the meeting and expected outcomes?

Yes, when appropriate. Visit Mississippi will work with the winning contractor to establish the meeting format, outcomes and locations. Number of participants is unknown at this time.

26. Has the Mississippi Development Authority approved an anticipated budget for this work? If so, what is that budget?

No. Visit Mississippi does not have an anticipated budget for this contract. A budget will be determined once a contractor is selected. The respondent should submit their most competitive price proposal.

27. We understand that the tasks listed are required to be conducted prior to finalizing the Visit Mississippi Strategic Plan; however, are the tasks required to be performed in the order given in Attachment "A" Scope of Services?

The tasks are not necessarily required to be performed in the order given, the winning contractor and the Agency will develop a schedule after contract execution.

28. Will respondents be notified as to how they haven't met the basic requirements if deemed so? Or will this be outlined in the post-debriefing for those were are selected/awarded the contract?

While the Agency will work with respondents regarding minor irregularities, if the response does not meet the minimum requirement in a material way that would prevent the Agency from properly evaluating the proposal, it will be deemed non-responsive and the respondent will not be notified until the solicitation process is complete.

29. To clarify, does this signify that the contractor has the possibility of an additional 12 months renewal period after the 1 year contract period is over?

It is anticipated that the Five-Year Plan will be finalized and delivered to the Agency in the initial 1-Year term. The option to renew for the combined 12 months is contingent upon if initial term is not sufficient to complete the Plan. Refer to section 1.10 for Period of Contract.

30. Since we are a global firm, with offices and posts spread across counties, does our US office alone suffice? Yes

31. Can this certification be signed by our Managing Director? Does it require a certain format or template, to be notarized?

Attachment D and all addendums can be signed by whomever has the authority to bind the company, and further acknowledges on behalf of the company. Does not need to be notarized.

32. Does this mean respondents should submit 1) complete proposal printed, one blind proposal printed. As well as both documents on the same USB Drive?

Please refer to Section 3.8.

33. Should the proposals that are complete, blind and USB drive all be in the same envelope or separate envelopes indicating which is blind and complete?

If delivery of a physical proposal is your preferred method of delivery of submission, then each proposal should be labeled appropriately. If respondents submit proposals via US Mail or other carrier the documents can be placed in the same envelope as long as the material is clearly identifiable but should either include a USB drive or be emailed to mdaproposals@mississippi.org as outlined in section 3.8.

34. Additionally, these same 2 documents complete and blind should be emailed. Should they be in the same email? Or separate emails indicating, which is which?

Documents can be submitted in the same email but need to be labeled appropriately.

35. In addition to the required formats, is an additional version on a PPT allowed that may include multimedia on the UBS drive?

No-refer to Section IV, Section 4.1.2, paragraph C.

36. Could discussions include the possibility of respondents presenting their proposal in a presentation format for the committee? No

37. Is there a timeline for selection since the respondent would be expected to assume immediate responsibility? Please share timeframe if available.

A timeline will be coordinated with the winning respondent after the final contract award.

38. All these envelopes should be marked "Proposals do not open"? Should there be separate envelopes for the USB Drive? **No. All materials can be placed in the same package but labeled accordingly.**
39. Can prospective contractor submit proposal for all information requested including encourage additional information together? **Yes**
40. There are 5 deliverables listed; however, with also 8 Tasks and deliverables listed below each. Can the respondent organize this proposal by Task and corresponding deliverables? Including any additional recommendations or services that may be encouraged by MDA? **Yes. Yes.**
41. How many in-person in all working group meetings are anticipated? Is there already a schedule in place? Is there a rough estimate? Is this open for the Respondent to propose in the plan? Also, how many internal meetings will need to be conducted in-person?
Visit Mississippi will work with the winning contractor to establish the number of meetings and schedule, as well as meeting format and locations.
42. Are working group and subcommittees already formed? If so, is there a regular schedule or agenda already in place in terms of how often Visit Mississippi currently meets with working groups and subcommittees?
Visit Mississippi will work with the winning contractor to establish the number of meetings and schedule, as well as meeting format and locations.
43. Should/can contractor propose any additional topics in the proposal?
That is up to the discretion of the bidder.
44. What is the format of these Forum meetings? In-person or via video conferencing?
Visit Mississippi will work with the winning contractor to establish the meeting format and locations.
45. Please specify who is referred to in this regard. For the Forum meetings with Visit Mississippi? For Visit Mississippi itself? For the working groups?
The meetings are with tourism stakeholders and Visit Mississippi will be involved in the meetings.
46. To confirm, the Plan calls for a 5 year vision and two year, phase 1 plan complete with budget. Are budget recommendations required for the additional 3 years?
No. This solicitation is only for the creation of a Five-Year Plan and does not anticipate implementation by the contractor.

47. As stated, generally speaking, it is expected that the contractor be responsible for the development and communication of the said plan to key stakeholders. Is implementation expected as part of the work in year 1?

No. This solicitation is only for the creation of a Five-Year Plan and does not anticipate implementation by the contractor.

48. To clarify, how is the project billed? By Tasks or Goals? Section. 1.11 Invoicing Information states all invoices must be submitted in arrears and intervals should be stated in respondents' proposal for each category of prices. Can you please specify these billing categories?

The successful contractor will be able to bill as frequently as they deem necessary, but not more frequently than monthly. Alternate billing strategies may be available at the winning respondents' request. This will be negotiated during the contract phase.

49. Can contractor identify those that are under NDA's?

Please refer to section 1.15

50. How will responses be shared with potential Contractors? Can we see full list of questions shared and answered?

All questions and answers are included in this Addendum.

51. Can you please share level of details needed for the budget. Should all out-of-pocket expenses, such as travel be considered within the budget or outlined separately?

Any costs that are associated with providing these services should be included in your Cost Proposal.

52. Will the final Contractor be chosen through the outlined process or is there another round with finalists who may be able to present oral presentations?

The final contractor will be chosen as outlined in Attachment C of the RFP.

53. Has Visit Mississippi undergone a strategic plan exercise in the past, and if so when?

Visit MS does not currently have a strategic plan.

54. If the Respondent has contracts and clients in which disclosing such information would violate an active NDA, may they be submitted while omitting any identifying information to demonstrate such experience?

Yes. A respondent may omit identifying information that is deemed inappropriate. See section 1.15.

55. Is there any public information or are you able to share performance metrics of the current "Let's Wander" campaign? Specific data regarding VisitMississippi.com website traffic, and social media platform analytics would be greatly appreciated.

Yes. All available metrics will be provided to the winning contractor after execution of the contract.

56. Is there a previous strategic plan available for review?

No.

57. Is there an incumbent strategic planning consultant that will bid on this RFP?

MDA does not currently have a contractor for strategic planning.

By my signature below, I hereby acknowledge receipt of this Addendum Number II and understand this addendum relative to the requirements previously stated in RFP Visit MS_Strategic Plan_02.16.2024.

Authorized Signature:

Signature

Date

INCLUDE A SIGNED COPY OF THIS ADDENDUM WITH YOUR COMPLETED PROPOSAL