

**MISSISSIPPI DEVELOPMENT AUTHORITY**  
**501 N. West Street**  
**Woolfolk Bldg., Suite 1500**  
**Jackson, MS 39201**  
**RFQ # Tourism\_Marketing\_050123-Addendum II**

**Addendum II – Tourism\_Marketing\_050123 Questions and Answers**

1. What budget or budget range should we work to?

The MDA does not have an anticipated budget for this contract. A budget will be determined once a contractor is selected and a market analysis is performed.

2. Do you have a budget split per market?

The MDA does not have an anticipated budget per market for this contract. A budget will be determined once a contractor is selected and a market analysis is performed.

3. What is the preferable budget split between representation and promotions?

The MDA does not have an anticipated split between these two categories. A split will be determined once a contractor is selected, and a market analysis is performed.

4. Can European market arrival / overnight figures be provided for 2018 / 2019 / 2022?

<https://visitmississippi.org/travel-industry-partners/>

5. What are the targets / KPI's (visibility, outreach to media/trade/consumers)?

All KPIs we can share were shared in the RFQ.

6. Can the global and /or USA/Canada and/or European strategic market plan be shared?

The MDA will not be providing this information during this process.

7. Can you share information on your target audience/type traveler/type product focuses as well as seasonality goals?

These items will be determined once a contractor is selected and a market analysis is performed.

8. Talking about campaigns, and as far as some markets are concerned, they would rather aim for joint campaigns with influencers/bloggers/content creators over traditional advertising and coop marketing? Is this something which is agreeable with you?

The MDA will be open to working with the winning contractor on marketing strategies and approaches.

9. Please confirm the dates for first year of the contract period, is it from July 1, 2023, to June 30, 2024?

The dates for the contract period will be determined when a vendor is selected.

10. Is MDA able to provide any guidance on the operational budget for this first fiscal year, per market?

See answer to #1.

11. Will it be possible to submit the RFQ response in a digital format rather than in print hard copy?

Yes. As stated in section 1.5 subsection C you may email your proposals in a digital format on or before May 1, 2023, by 2:00 p.m.

The MDA will not be responsible for formatting or printing issues if the vendor submits it electronically.

12. If we are required to send hard copy, is there any guidance from MDA as to how the proposals need to be bound?

As stated in Section III of the RFQ, any guidelines about formatting are written in this section. The binding of the document is left at the discretion of the prospective contractor.

13. Are we permitted to provide examples of previous work? Would these need to be obscured in the redacted (blind) copy of the proposal?

Respondents are permitted to submit previous work. All previous work shall be submitted in a separate identifiable file.

14. Attachment A - Scope of Services, page 18, "The contractor or sub-contractor will provide a Mississippi website for the German speaking markets." Is social media also required as part of this?

Not at this time.

15. Will Visit Mississippi have a separate budget available for Brand USA and Travel South activities within respective markets?

Visit MS budgets handles Brand USA and Travel South activities.

16. Please could MDA provide an example of what would be acceptable under 3.4 "I. Certification that the Respondent is in compliance with all current contracts." Is a written statement from the Respondent and any sub-Contractors sufficient to answer this?

A written statement from the prospective contractor is acceptable.

17. Attachment F – Price acknowledgement Form, is just one signature from the respondent required or will MDA require sub-Contractors to sign this as well?

The Price Acknowledgement Form only needs to be signed by the respondent of the RFQ. Sub-Contractors are subject to the same pricing.

18. Please could you confirm the location of Attachment D within the RFQ documents, our copy runs from Attachment C to Attachment E and seems to be missing the signature page.

Please see Addendum I.

**By my signature below, I hereby acknowledge receipt of this Addendum Number II and understand this addendum relative to the requirements previously stated in RFQ Tourism\_Marketing\_050123.**

**Authorized Signature:**

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

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

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