

## VERMONT ECONOMIC IMPACT REPORT REQUEST FOR PROPOSAL

### Questions/Answers March 01, 2024

1. Please describe the purpose of the State’s request for performing the tourism economic impact reports for CY2023 and future years. Has the State provided tourism economic impact reports annually in the past?

*Answer: We would like to be able to provide economic impact estimates and analyses to Vermont citizens and legislators, so that we all may gain a better understanding of the role that tourism plays in our state’s economy. In the past, a state-employed economist has done analysis and calculated economic impact estimates in the context of what we called “benchmark” reports (<https://accd.vermont.gov/tourism/research> - see the “Tourism Benchmark Reports” section for past reports, the last of which was in 2017). However, the economist has retired, and beyond that we would like to be able to provide estimates from a third party that has a “standard” approach and is recognized for doing similar work for other states.*

2. For what purpose does the State anticipate it may use the tourism economic impact reports?

*Answer: please see answer to #1 above*

3. Does the State require the tourism economic impact reports and other deliverables contemplated in the RFP to be State-branded? Does the State require or prefer branding the report and related deliverables to be consultant branded?

*Answer: As noted in answer #1, we would like to be able to refer to a third party who has experience and recognition nationally for this kind of work, so consultant branding - with clear indication that the State is the client - is desired.*

4. Does the State intend to make the tourism economic impact reports and other related deliverables available to the public, for example on the State’s website?

*Answer: Yes, we anticipate making the economic impact reports available on <https://accd.vermont.gov/tourism/research> - including likely taking some key points out and publishing them separately (such as tourism spending and/or # of tourists who have visited the state). We also anticipate referring to report findings in legislative testimony and/or press releases.*

5. Does the State have an overall budget requirement for the annual economic impact report, including the items listed as optional in Section 2.4.2?

***Answer: We do not have a budget requirement. We expect that this RFP and the multiple responses we hope to receive will help us develop budget expectations, and that if the costs proposed are very different from each other, we will understand the difference by comparing deliverables or approach.***

6. We note that the requirement for references is listed in two sections – (a) CY 2023 Vermont Visitor Economy Economic Impact Report and (b) April 8, 2024, Solar Eclipse Economic Impact Report. Should we submit three or six references in total?

***Answer: Please submit a minimum of three references in total. Because the approach for the solar eclipse economic impact project might be a bit different (it is much more pinpointed to a specific few days in time), feel free to provide an additional reference specific to the requirements of that project if desired. If your references for the tourism economic impact report can also speak to a project similar to the solar eclipse economic impact report, you do not need to provide more than the three minimum references but please make it clear if the references provided are for all deliverables.***

7. Under Section 4.2 Technical Response, the RFP differentiates between (i) proposals related to the CY 2023 Vermont Visitor Economy Economic Impact Report, (ii) proposals related to the 2019-2022 historical lookback key indicators/benchmarks, and (iii) proposals related to the April 8, 2024, Solar Eclipse Economic Impact Report. If the consultant intends to bid on all three of these elements, would the state require us to submit three different proposals, or could it be consolidated into a single proposal?

***Answer: You can consolidate your response into a single proposal, but please be sure to provide separate sections so that we can understand what, specifically, you will do for each deliverable.***

8. Is the State planning to conduct any visitor surveys around the solar eclipse event?

***Answer: We are not planning to conduct visitor surveys around the solar eclipse event, however if you have the capability (or can subcontract for it), and if you feel surveys are important for the economic impact to be more accurately portrayed, we expect that you will include this activity in your proposal.***

9. Regarding the annual economic impact reports, what timeline does the State require the reports to be prepared by?

***Answer: No specific timeline is required. We have thought about a March deadline for delivering economic impact reports, but we are open to discussing deliverable dates.***

10. What is the time period to conduct each study? How will this time period vary between the solar eclipse economic impact study, historical lookback, and the annual economic impact study?

***Answer: The annual reports should cover a full calendar year (i.e. the 2023 economic impact report should cover the entire year of 2023). Similarly, historical lookbacks should be at the yearly level. The solar eclipse, however, should be focused only on the days surrounding and including the April 8 eclipse – likely April 5-10.***

11. Regarding the April 8, 2024, solar eclipse economic impact analysis, what timeline does the State require the report or analysis to be prepared by?

***Answer: The report on the solar eclipse is preferred as soon as possible following the event, ideally by May 1, 2024.***

12. Please confirm if the state requires the summary reports for years 2019, 2020, 2021, and 2022 to contain economic impact estimates (indirect and induced impacts) or only key indicators and benchmarks such as visitor volume and spending, tax receipts, and job and wage information for tourism sector?

***Answer: Key indicators and benchmarks only will suffice for the historical lookback.***

13. Will the State expect the contractor to rely solely on public data listed in the RFP, or will the contractor have timely access to other internal and non-public data relevant to each study?

***Answer: We are happy to share data we have but have already tried to list everything we have access to that we think might be relevant. If you would like to include in your proposal the costs of subcontracting with another supplier for additional data, please provide these expenses as specific line items.***

14. What are the anticipated deliverable due dates for the Total Solar Eclipse and the 2023 Tourism Impact studies?

***Answer: Please see answers to #9 and #11 above.***

15. What data do you anticipate will be available for the Total Solar Eclipse?

***Answer: We will likely have very little information for the specific days of the Total Solar Eclipse. We can work with the winning contractor to make requests to other state agencies and can connect the contractor with some partner DMOs or businesses around the state, but we cannot guarantee what information will be available from them. We have access to public tax data and confidential credit card data, but neither of these sources are parsed down to the day level. If you would like to include in your proposal the costs of subcontracting with another supplier for additional data, please provide these expenses as specific line items.***

16. Will you have any insights on the number of visitors and origin, through mobile geolocation or otherwise?

***Answer: No, we do not currently have access to geolocation or other real-time data. If you would like to include in your proposal the costs for subcontracting with another supplier for additional data, please provide these expenses as specific line items.***

17. Is the Total Solar Eclipse study a statewide analysis or is it for a specific destination(s) within Vermont?

***Answer: Statewide. If it is possible to parse out impacts on a county level or looking at areas within the path of totality versus outside the path of totality, that level of analysis would be a bonus but is not required.***

18. In relation to the Data Dashboard in Section 2.4.2, does the State have a preference or requirement for the kind of data visualization tools and software?

***Answer: We currently do not have specific preferences or expectations for the***

*dashboard, but we have tried to list the data sources we have access to in the RFP. Right now we are imagining tying together the various data that would be used to arrive at economic impact, and/or a lot of the data that we look at regularly that can be found on the department's research web page: <https://accd.vermont.gov/tourism/research>. Much of the public data is gathered by looking at the various public websites associated with it, so some effort may be required to somewhat automate entry into a dashboard. As noted in #16, we do not have access for geolocation data at this time, but we do expect to publish an RFP for it soon, and we would hope that we could "patch" that into a dashboard at some future date as well.*

19. What is the State's expectation regarding the data and information flow into the Data Dashboard? For example, does the Data Dashboard require data from external or third-party reports, and does the State have access to all data required in the Data Dashboard?

*Answer: Please see answer #18 above.*

20. What are the primary audiences and use cases the State is prioritizing for the Data Dashboard?

*Answer: The primary audience for the dashboard will be internal VDTM staff. We do imagine, however, being able to take screenshots of summaries or graphs for presentations to state legislators or citizens as the need arises.*

21. Does the State have cloud-based tools that are connected to its internal tourism databases? If so, what kind of platform environment do you require?

*Answer: We do not have cloud-based tools or internal tourism databases. Much of our work is done via manual entry and calculations in Microsoft Excel workbooks.*