

VISITOR RESEARCH STUDY & PROFILE/PERSONA DEVELOPMENT
Questions and Answers

1. Exhibit 1 attached hereto:

Section 2 Project Scope of Work includes references to tourism regions. A map showing those regions is attached as an exhibit to this Addendum.

These tourism regions are slightly different than Vermont's 14 counties, and we believe, better reflect visitor areas of focus and movement. The State can provide a definition of these tourism regions based on towns and/or zip codes.

2. What was the budget for the last iteration of this study?

Answer: Budget or other details on the 2012-2014 visitor intercept study are not available. Bidders should keep in mind that the scope of this RFP is more comprehensive than previous efforts, although a specific maximum budget has not been set for this project. We will be looking for proposals that offer a recommended budget, with the tasks and a methodology that will satisfy our requirements. Proposals that include a minimum budget, with additional options detailed as line items for more in-depth data collection and/or analysis that the bidder might recommend, will also be accepted.

3. What is the available budget for the current study?

Answer: See answer to #1 above.

4. We were unable to locate contract information for the 2012-2014 effort. What was the total budget for the 2012-2014 Vermont Visitor Survey broken out by labor, incentive, and other costs?

Answer: See answer to #1 above.

5. What is the budget limit for this project?

Answer: See answer to #1 above.

6. Are there caps by labor, incentives, or other costs?

Answer: No.

7. Does the state have a preferred vendor in projects like this, such as an institution like a university?

Answer: No, we do not have a preferred vendor or type of vendor. We are looking for the solution that best achieves our goals.

8. We are a small business new to the proposal process. Is there a sample proposal we can view or a resource for best practices for us to review before submitting our proposal? We are curious about things like length of proposal, word document/pdf vs slide deck, etc.

Answer: We do not have a sample proposal but encourage you to address the sections suggested in the technical response section and read all requirements carefully. Some of the requirements are project specific, some are standard requirements of all entities doing business with the state of Vermont. The following components of the RFP must be contained in your bid proposal:

- Section 4 of the RFP – “Content and Format of Responses” provides guidance on content and a general outline for your response as well as direct questions to be answered in your bid proposal. The Certificate of Compliance must be completed and returned
- The Price Proposal must be completed and returned.

Lastly, the response file format is prescribed in Section 5.2 of the RFP.

9. Will there be an opportunity to meet with the selection team and present our proposal?

Answer: Proposal presentations are not anticipated at this time, but is an option contingent on the bid proposals received. Please know, should the evaluation committee elect to conduct proposal presentations/bidder interviews, the State will reach out to bidders using the point of contact identified on the Certificate of Compliance, so be sure to provide an email that is frequently monitored.

10. Related, what are the best resources for a small business to acclimate themselves to the government proposal process?

Answer: While the RFP is comprehensive in listing the requirements for working with the state of Vermont (including showing a sample contract, insurance requirements, etc.) we understand it can be an intimidating experience for newcomers to the process. Section 1.7 of the RFP provides a resource for assistance in navigating this process.

11. Will we have an opportunity to amend our proposal if necessary for compliance?

Answer: The general answer to your broad question is no. Once bids are received and accepted as timely, the State will not accept revisions, corrections or alternate bids.

12. Does the state have existing relationships with private entities (hotels, inns, attractions, etc.) to collect visitor data?

Answer: No, we do not.

13. Does the state have any existing data beyond the 2012-2014 reports to share with us?

Answer: We do not have any additional data to share related to the information desired with this project. We do have access to accommodations and credit card data at a very high level, but nothing that achieves the level of detail we are looking for with this project.

14. How will this report be distributed and who is the intended audience?

Answer: The report will be made public on the tourism research page (<https://accd.vermont.gov/tourism/research>). It will be considered in the development of marketing strategies. It may be used by our vendor developing economic impact reports for us. It may be referred to in testimony to state legislators.

15. Does the State of Vermont have a proposed budget for the Visitor Research Study & Profile Persona Development?

Answer: Please see answer to #1 above.

16. Does the State of Vermont report on a calendar or fiscal year basis?

Answer: While the State financially operates on a July 1 – June 30 fiscal year, our research reporting is typically updated on a calendar year basis. However, in this case we will likely be looking for seasonal breaks in reporting. So the reporting will not neatly fall into a calendar year or fiscal year approach. For example, our winter tourism season spans calendar years, and our summer season spans multiple fiscal years.

17. As of today, which international markets do you believe you attract the most visitors from?

Answer: We believe we attract most international visitors from Canada, followed more distantly by the UK, Europe, China and Japan (based on credit card spending data).

18. Which other destinations do you currently consider within your competitor set that you'd like to potentially be measured against?

Answer: Other Northeast destinations such as New Hampshire, Maine and Massachusetts are often considered part of our competitor set, as well as outdoor recreation/mountain destinations like Colorado.

19. Does the Department of Tourism & Marketing have a preference for deliverables, such as PowerPoint slide decks over written memos?

Answer: We are interested in data visualizations to help a variety of audiences easily process important information. We are also interested in detailed descriptions of data or methodologies, and that information can be written into report/memo format.

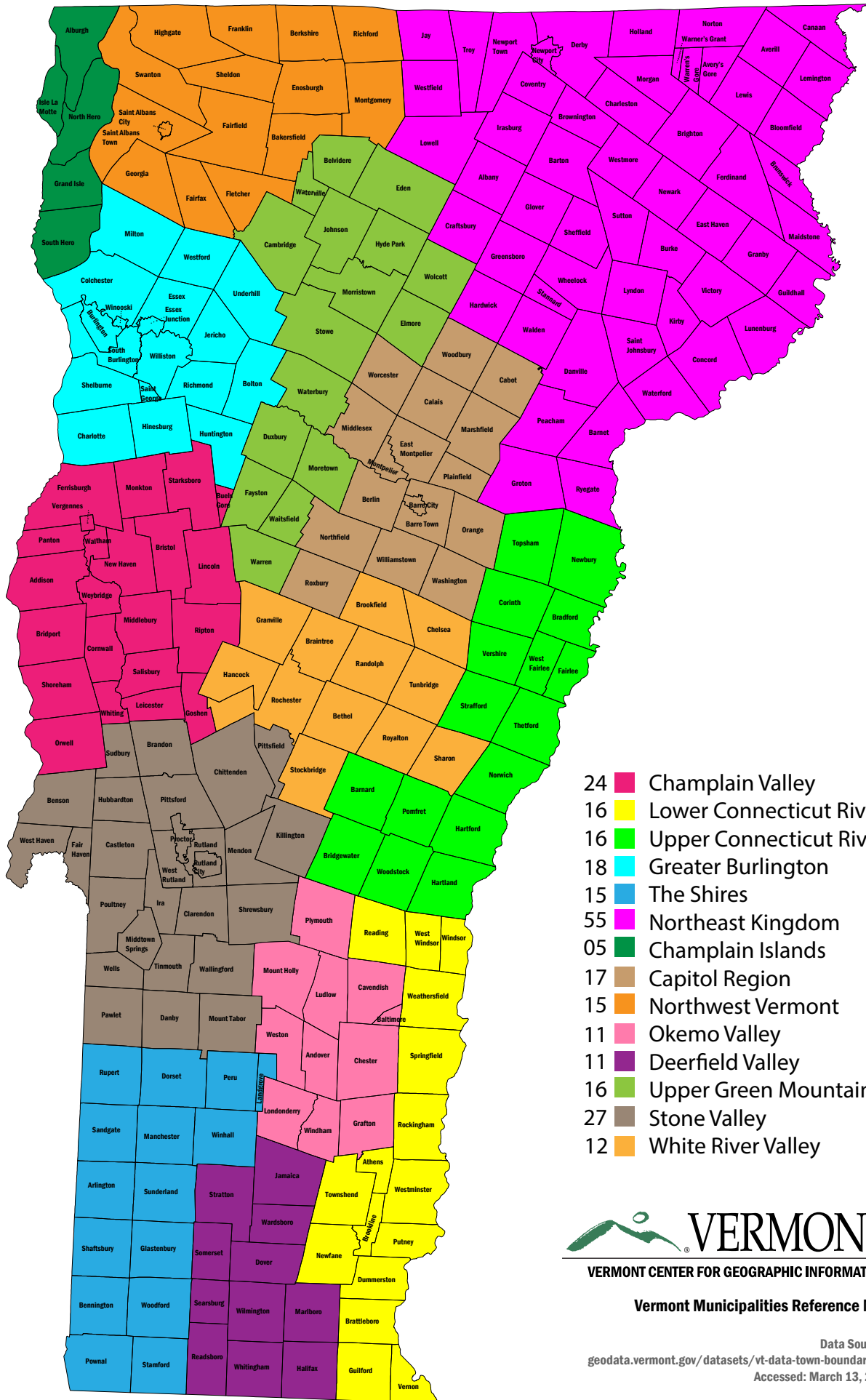
20. Upon reviewing the RFP, we did not see any mention of, or policy detailing an indirect/overhead maximum rate for this work. Is there any maximum rate for indirect expense?

Answer: No. The agreement type for this project will be a contract, not a grant, therefore the bidder will need to factor in any overhead, expenses, etc. into their fixed rate per deliverable.

21. We also do not see a funding source listed. Are there any funding source conditions that we should be aware of, like for indirect rate or reporting requirements (especially if funds are Federal source)?

Answer: This project is federally funded by the Economic Development Administration of the US Department of Commerce. Section 2 – Project Scope of Work identifies report contents and cadence. There are no specific federal reporting requirements at this time. Should a federal reporting requirement be imposed mid-contract, the State and contractor shall mutually agree on actionable items.

EXHIBIT 1



VERMONT CENTER FOR GEOGRAPHIC INFORMATION

Vermont Municipalities Reference Map

Data Sources:
geodata.vermont.gov/datasets/vt-data-town-boundaries-1
 Accessed: March 13, 2022