

January 19, 2022

To: All Potential Respondents
From: Amy Zeigler, IEDA Issuing Officer

Subject: RFP 269-260 Meeting and Event Marketing Incentive Program

Addendum One: Extension and Answers to Questions

DUE DATE EXTENSION:

The deadline for proposals due under the Meeting & Event Marketing Incentive Program Vendor RFP has been extended to February 14, 2022, at 4:00 p.m. CDT.

ANSWERS TO QUESTIONS:

- 1. Is it all or nothing? The vendor must complete both sections of the RFP? “2.2b Manage Application Submittal, Review and Execution” & “2.2c Manage Marketing Campaign and Administrative Budget”**

Answer: IEDA is looking for a vendor(s) with the expertise and capacity to meet the terms of the RFP as specified in section 2. As per section 4.1, IEDA will either choose to award one contract for all scope of work & deliverables described in Section 2 or choose to award multiple contracts, whichever IEDA determines is in the best interests of IEDA.

- 2. For the program ask, is the selected vendor responsible for the entire process of; developing the strategy, building the program, implementing the program, and administering the program? To clarify, are all of these areas required for the vendor to complete?**

Answer: Response specifications are outlined in section 2. Contractor shall answer whether or not it will comply with each requirement as per section 3.2.4. As per section 3.1, failure to adhere to the Proposal format may result in the rejection of the Proposal.

- 3. Would you provide more detail around administrative fees?**

Answer: Administrative fees refer to fees able to be retained by a selected vendor to cover operational costs, staff time, etc.

- 4. Will the vendor be responsible for executing marketing strategies?**

Answer: Marketing strategies will be executed in partnership with IEDA and Travel Iowa.

5. Who is the target audience for the program?

Answer: The target audience for incentives are organizations that plan and coordinate business travel, corporate events, meetings, conventions, conferences and sporting events.

6. Do you have current research on why the target audience travels to Iowa?

Answer: Please see <https://www.traveliowa.com/industry-partners/research/economic-impact-report/> for publicly available research related to Iowa's visitation.

7. If the National average of Q4 2021 group bookings is down 26%, what is Iowa's statistic?

Answer: Please see <https://www.traveliowa.com/industry-partners/research/economic-impact-report/> for publicly available research related to Iowa's visitation.

8. Describe the connections between business travel and tourism in Iowa.

Answer: Business travel is a key market for many communities in Iowa, driving economic impact through convention centers and hotel stays.

9. Does the budget include incentivizing public and private partners?

Answer: As per section 2.2a, a response should outline groups eligible for incentives, including how incentives will leverage public and private partners. Up to \$1,000,000 is available.

10. Will compiled versus audited financials be acceptable for consideration?

Answer: Yes, along with at least two financial references as per section 3.2.8.2.

11. Will smaller, targeted incentive programs be considered for a portion of the available funds or is a single contract the goal?

Answer: As per section 4.1, IEDA will either choose to award one contract for all scope of work & deliverables described in Section 2 or choose to award multiple contracts, whichever IEDA determines is in the best interests of IEDA.