

April 10, 2023

To: All Potential Respondents

From: Amy Zeigler, IEDA Issuing Officer

Subject: RFP 269-281 Tourism Visitor Profile Study Research

Addendum One Answers to Questions

Please amend the subject RFP to include answers to the following timely received questions:

Q1. Could the information in 3.2.8 Financial Information; 3.2.8.1 Audited financial statements for the last 3 years; and 3.2.8.2 At least two financial references; be sent to the Iowa Economic Development Authority after the contract is awarded and not in the RFP response phase?

A1. A response without either audited financial statements for the last three years or two financial references will be scored as such prior to contract award. A proposal may include a request for confidential treatment as described in sections 3.1 and 5.19 of the RFP.

Q2. In the specifications section on page 5, the final sentence above the Timeline sub-section is: "Data is expected to be collected over a period of several months with both quantitative and qualitative approaches." If our domestic visitation methodology is strictly quantitative, is that sufficient? Or is a requirement of this RFP that the solution include both quantitative and qualitative methodologies?

A2. Qualitative methodologies are not required. Contractors are encouraged to explain in detail and justify their approach to gathering data.

Q3. Would you like to track the Visitor Profile characteristics on an annual basis, or more frequently like quarterly, or monthly?

A3. Visitor Profile characteristics would ideally have an option to filter seasonally/quarterly.

Q4. Would you like Visitor Profile Data from any countries outside the US, and if so, from which countries?

A4. General international visitation data is desired. At this time, it is unknown what countries have highest visitation to Iowa.

Q5: What do you consider to be Iowa's competitor set for visitors?

A5: Iowa's competitor set for visitation includes our bordering states of Illinois, Minnesota, Missouri, Nebraska, South Dakota and Wisconsin.

Q6: Are there any strategic audiences you'd want oversampled for more in-depth research? For example, Hispanic families or business travelers from Illinois?

A6: No. The potential contractor would gather a representative sample of travelers to Iowa and then provide crosstabs of demographic and/or interest groups (ex. Hispanic travelers, sports and outdoors travelers, etc.) based on whether that smaller sample of respondents can provide conclusive results with a confidence interval between 90% and 99%.

Q7: Do you have an ideal number of annual overnight visitors that you'd like included within the Annual Visitor Profile Dataset?

A7: The potential contractor should gather a representative sample of overnight travelers to Iowa large enough to produce a margin of error of no greater than plus or minus five percentage points with a 95% confidence interval, as well as provide crosstabs of demographic and/or interest groups based on whether that smaller sample of respondents can provide conclusive results with a confidence interval between 90% and 99%. This is likely to represent a sample size of overnight travelers between 700 and 2,500.

Q8: Does Iowa run any paid media campaigns to promote awareness and tourism to the state, and if so, which states are typically included in your annual media plans?

A8: Yes. Targeted states include Colorado, Illinois, Indiana, Kansas, Michigan, Minnesota, Missouri, Nebraska, Ohio, South Dakota, Texas and Wisconsin.

Q9: If media plans are in the scope of work for this project, are there ad assets you'd want tested and recommendations for your creative and ad placements?

A9: Media plans are not in the scope of work for this project.

Q10: In Section 2.2 under Deliverables, when you ask for written reports, do you prefer narrative memos in a Microsoft Word/PDF format, or do you prefer PowerPoint Slides/PDF format to better capture the data visualizations?

A10: The potential Contractor should select the form of written reports that best communicates the data.

Q11: Do you have an ideal annual budget in mind for this project to help better identify the scope of the analysis?

A11: We will evaluate each proposal based on the deliverables and applicants' professional fees associated with each deliverable. Ideal budget is to be determined based on responses.

Q12: Are you using any incumbent data providers that you'd want your 2023/2024 data trended against?

A12: No. This is IEDA's first visitor profile.

Q13: Page 16 Section 6.4 Terms: The IEDA states that it shall use a services contract for services procured under this RFP. Can we receive a template of the services contract?

A13: Yes, a shell services contract has been included as an addendum to the RFP.

Q14: Page 16 Section 6.4 Terms: Is the EDA amenable to redlines or exceptions to the template services contract? If so, will the IEDA engage in a good faith negotiation of the services contract pending and following the contract award?

A14: Yes. IEDA will consider requests for changes to its standard contract terms.

Q15: Page 16 Section 6.4 Terms: Does the IEDA require any redlines or exceptions to the template services contract to be submitted as part of the proposal? If so, what is the preferred format for redlines or exceptions (e.g., in line edits, exceptions chart, etc.)

A15: Exceptions to the template services contract may be submitted as part of the proposal, but are not required. No specific format is preferred.