

## **IEDA Marketing RFP Questions**

**With regard to negotiation of the contract, will IEDA be using a standard form of contract that IEDA has historically used? Or is there an updated template of the contract IEDA proposes to use posted on a State procurement website?**

- We will likely use the current contract as a template but may make changes.

**Will IEDA entertain proposed revisions in negotiation of such contract?**

- Many of the provisions of the contract are standard and required, but we are open to negotiating revisions.

**For page p.26 Auth. Form: In this form, the Vendor waives any and all claims of any kind against the State, IEDA, etc. relating to information, data, opinions, and references obtained by IEDA in the evaluation process. Please clarify – does this form also waive any Vendor claims for improper use, mischaracterization, or misconduct in the use of such information?**

- As written, yes.

**Section 1.2 - target Audiences - Can you share if there is any priority in the listed audiences and if so is it reflected in media and creative spend allocation by audience?**

- We're looking to vendors to provide proposals on the audiences listed in the RFP, which are considered of equal importance.

**Section 3.1.6 - Website Development and digital marketing - Does the RFP include a website redesign?**

- The RFP does not specify a website redesign, but would be considered if recommended.

**Section 3.1.6 - Website Development and digital marketing - Is IEDA open to updating its CMS and CRM tools and technology?**

- We are not considering updates to IEDA's CMS at this time. Any updates to CRM tools and technology would be directed through a separate process.

**4.3.1 Cost Proposal - 3.1.1 Can the IEDA provide the number of hours it has been billed for by your agency Planning and Strategy?**

- The substantial time it would take to gather historical data and the limited time period allocated to providing answers to RFP questions makes a response difficult. Additionally, answering this question would not necessarily predict future hours allocated or expenditures.

**4.3.1 Cost Proposal - 3.1.2 Can the IEDA provide the number of hours it has been billed for by your agency Content Development, Marketing and Measurement for each of the past 2 years?**

- The substantial time it would take to gather historical data and the limited time period allocated to providing answers to RFP questions makes a response difficult. Additionally, answering this question would not necessarily predict future hours allocated or expenditures.

**4.3.1 Cost Proposal- 3.1.3 Can the IEDA provide the number of hours it has been billed for by your agency Media and Influencer Relations for each of the past 2 years?**

- The substantial time it would take to gather historical data and the limited time period allocated to providing answers to RFP questions makes a response difficult. Additionally, answering this question would not necessarily predict future hours allocated or expenditures.

**4.3.1 Cost Proposal - 3.1.4 Can the IEDA provide the number of hours it has been billed for by your agency Advertising Services for each of the past 2 years?**

- The substantial time it would take to gather historical data and the limited time period allocated to providing answers to RFP questions makes a response difficult. Additionally, answering this question would not necessarily predict future hours allocated or expenditures.

**4.3.1 Cost Proposal - 3.1.4 Can the IEDA provide the dedicated media budget for each of the past 2 years?**

- Media encompasses a variety of tactics. This question is too vague to provide an answer. Also, the amount dedicated to the various types of media is not necessarily predictive of the amount that will be dedicated in the future.

**4.3.1 Cost Proposal - 3.1.5 Can the IEDA provide the number of hours billed for by your agency creative services for each of the past 2 years?**

- The substantial time it would take to gather historical data and the limited time period allocated to providing answers to RFP questions makes a response difficult. Additionally, answering this question would not necessarily predict future hours allocated or expenditures.

**4.3.1 Cost Proposal - 3.1.6 Can the IEDA provide the number of hours billed for by your agency Web Development & Digital marketing for each of the past 2 years?**

- The substantial time it would take to gather historical data and the limited time period allocated to providing answers to RFP questions makes a response difficult. Additionally, answering this question would not necessarily predict future hours allocated or expenditures.

**4.3.1 Cost Proposal - 3.1.7 Can the IEDA provide the number of hours billed by your agency for Social Media for each of the past 2 years?**

- The substantial time it would take to gather historical data and the limited time period allocated to providing answers to RFP questions makes a response difficult. Additionally, answering this question would not necessarily predict future hours allocated or expenditures.

**Can you please describe the composition of evaluation committee for this RFP?**

- The composition of the committee has not been finalized.

**How will success be measured? Are there specific metrics that you consider to define the success of the marketing and advertising?**

- Please see Section 1.2 of the RFP.

**What qualities are you looking for in the ideal agency partner?**

- IEDA is looking for an agency that has the expertise and capacity to meet the terms of the RFP as specified.

**Is there an incumbent agency you currently work with, and if so, are they participating in this process?**

- LS2group and Fleishman Hillard. The names of vendors who respond to this RFP will remain confidential until the winning proposal has been selected.

**Do you have a geographic preference or requirement for your agency partner?**

- Please see the RFP and Iowa Code section 8A.311(12).

**You mention IEDA website(s) - can you provide all of the domains/URLs and list the current technology stack including CMS**

Domains:

[www.traveliowa.com](http://www.traveliowa.com)

[www.iowaeda.com](http://www.iowaeda.com)

[www.thisisiowa.com](http://www.thisisiowa.com)

Technology Stack:

Microsoft Azure Servers

ASP.NET MVC Framework

Custom-built CMS

**Are you doing social community management in-house, relying on agency for content creation and strategy only?**

- Please see section 3.1.7 of the RFP. We're looking to vendors to provide proposals for social media management.

**Will all paid social be the responsibility of the selected agency?**

- Please see section 3.1.7 of the RFP. We're looking to vendors to provide proposals for social media management.

**Please list out all social media channels that you are currently actively managing and which ones you have an interest in building out.**

- IEDA:  
[Facebook](#)  
[Twitter](#)  
[LinkedIn](#)  
[YouTube](#)

- Travel Iowa:  
[Facebook](#)  
[Twitter](#)  
[Instagram](#)  
[YouTube](#)  
[Pinterest](#)

**Of the \$4-\$6M in budget, historically can you provide a breakdown of how dollars have been allocated?**

- o **Media**
- o **Web**
- o **Agency Fee for Services**

From FY21:

Media Relations: 6.69%

Digital Strategy and Web Services: 15.56%  
Agency Fee for Services: 6.63%

**What was the previous budget for this RFP in the past year to two years.**

- Please see section 1.1 of the RFP.

**What is the current budget set at?**

- Please see section 1.1 of the RFP.