

May X, 2023

To: All Potential Respondents

From: Jessica O'Riley, IEDA Issuing Officer

Subject: RFP 269-262 Iowa Tourism Office Travel Guides

Addendum One Answers to Questions

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

Q1. Pg 5: "revenue from advertising sold by the contractor is intended to cover all production related costs" We would like to confirm that the Iowa Tourism Office is responsible for the balance should advertising revenue not cover the cost of production.

A1. IEDA has not budgeted funds toward the production of the travel guides. Ad revenue should cover all related production costs.

Q2. Pg 5: "Contractor may provide design services to advertisers at a fee" Are we limited to a relationship with the advertiser to ONLY ads for the Iowa Tourism Office?

A2. IEDA does not limit vendor's interaction with advertisers.

Q3. Pg 5: "the Iowa Tourism Office may... provide free ad space to partners at its discretion" and in general, would like more information about the advertising relationship between the ITO and ad sales. For example... are we able to sell to the ITO partners? Are partners the bulk of the advertisers in a guide? Or are we limited to non-partner advertising?

A3. Industry partners are the bulk of advertising in the guide. A list of previous travel guide advertisers will be provided to vendor. IEDA will share information on advertising in the travel guide in industry communications prior to vendor's determined ad deadline. IEDA reserves the right to reject any advertiser. IEDA may offer free ad space to other state agencies or partners at its discretion.