



RFP NO: 18BCP01A

REQUEST FOR PROPOSALS

BASTROP COUNTY – BRANDING AND TOURISM MARKETING

February 13, 2018

ADDENDUM #2

Notice to Respondents:

This addendum will be considered a part of Bastrop County's Request for Proposals for Bastrop County – Branding and Tourism Marketing. Where provisions of this addendum differ from those of the original Request for Proposals, this addendum will govern.

ACKNOWLEDGED

Printed Name of Respondent

Authorized Signature

Date

RETURN ONE COPY SIGNED COPY OF THIS ADDENDUM TO THE PURCHASING OFFICE WITH YOUR SEALED PROPOSAL. FAILURE TO DO SO MAY AUTOMATICALLY DISQUALIFY YOUR RESPONSE FROM CONSIDERATION FOR AWARD.

ITEMS FOR ADDENDUM 2

Q) The RFP states that you would like to continue the marketing of the current brand....but you also ask the agency to refine and the brand and the brand promise under the scope of work. Please clarify that you are asking the Agency to develop a new brand and strategy for the County as it relates to tourism.

A) Bastrop County would prefer to continue the marketing of the current brand

Q) Define the demographics of the visitor(s).

A) Bastrop County has a full range of visitor age groups and interests

Q) Will success be measured by occupancy rates? How often?

A) YES, Occupancy rates will be evaluated periodically throughout the contract period.

Q) Please provide occupancy rates for the last three years.

A) AVERAGE 70%

Q) Please define the desired outcome as it relates to an increase in occupancy rates? What are the specific goals and metrics?

A) Bastrop County would like to see a continual increase in occupancy rates for products across the spectrum

Q) Part of what you are asking for a price for (per the RFP) includes "web, print, advertising, signage, etc.)...all of tremendous variables that are impossible to provide an accurate costs on at this point without a detailed scope of work for each. For example, signage...we would need to understand the inventory of signs and types of signs in order to provide an estimate. Specifically, what are you asking for in terms of pricing for these items. If detailed pricing is required, please provide specific details for each of the items referenced in the RFP. The "etc." will also need to be defined.

A) Detailed pricing is not required.

Q) Have you ever worked with an Agency before?

A) YES

Q) Will decisions be made by committee or will we be working with a senior person that has authority to make decisions.

A) Bastrop County has a Commissioner's Court approved selection committee

Q) Do you have any existing research that can be shared as it relates to the scope of work?

A) NO

Q) Are local vendors given preference?

A) NO, all submissions will be scored on the following factors as listed in RFP18BCP01A:

Emphasis	Factor
20%-----	Demonstrated experience of firm completing brand development in similar Counties/Cities/Regions
20%-----	Qualifications and experience of the professional personnel assigned to project
15%-----	Fit of consultant's brand development methodology with Bastrop County's values, operations and desire for community engagement in process
20%-----	Consultant's capability to meet time and project budget requirements
15%-----	Creativity of consultant
10%-----	Proposed Price of Service