



State of West Virginia
 Department of Administration
 Purchasing Division
 2019 Washington Street East
 Post Office Box 50130
 Charleston, WV 25305-0130

Request for Quotation

RFQ NUMBER
TOR3676

PAGE
1

ADDRESS CORRESPONDENCE TO ATTENTION OF
FRANK WHITTAKER 304-558-2316

VENDOR

RFQ COPY
 TYPE NAME/ADDRESS HERE

SHIP TO

DIVISION OF TOURISM

 90 MACCORKLE AVE SW
 CHARLESTON, WV
 25303 304-558-2200

DATE PRINTED	TERMS OF SALE	SHIP VIA	F.O.B.	FREIGHT TERMS
08/11/2009				

BID OPENING DATE: 08/27/2009 BID OPENING TIME: 01:30PM

LINE	QUANTITY	UOP	CAT NO.	ITEM NUMBER	UNIT PRICE	AMOUNT
***** ADDENDUM NO. 3 *****						
THIS ADDENDUM IS ISSUED TO PROVIDE THE ATTACHED VENDOR TECHNICAL QUESTIONS, AGENCY RESPONSE TO THE TECHNICAL QUESTIONS AND TO EXTEND THE BID OPENING DATE AND TIME.						
THE BID OPENING DATE AND TIME HAVE BEEN CHANGED TO:						
BID OPENING DATE: 08/27/2009						
BID OPENING TIME: 1:30 PM						
0001	1	LS		915-03		
ADVERTISING SERVICES						
***** THIS IS THE END OF RFQ TOR3676 ***** TOTAL:						

SEE REVERSE SIDE FOR TERMS AND CONDITIONS

SIGNATURE	TELEPHONE	DATE
TITLE	FEIN	ADDRESS CHANGES TO BE NOTED ABOVE

WHEN RESPONDING TO RFQ, INSERT NAME AND ADDRESS IN SPACE ABOVE LABELED 'VENDOR'

**GENERAL TERMS & CONDITIONS
REQUEST FOR QUOTATION (RFQ) AND REQUEST FOR PROPOSAL (RFP)**

1. Awards will be made in the best interest of the State of West Virginia.
2. The State may accept or reject in part, or in whole, any bid.
3. All quotations are governed by the *West Virginia Code* and the *Legislative Rules* of the Purchasing Division.
4. Prior to any award, the apparent successful vendor must be properly registered with the Purchasing Division and have paid the required \$125 fee.
5. All services performed or goods delivered under State Purchase Order/Contracts are to be continued for the term of the Purchase Order/Contracts, contingent upon funds being appropriated by the Legislature or otherwise being made available. In the event funds are not appropriated or otherwise available for these services or goods, this Purchase Order/Contract becomes void and of no effect after June 30.
6. Payment may only be made after the delivery and acceptance of goods or services.
7. Interest may be paid for late payment in accordance with the *West Virginia Code*.
8. Vendor preference will be granted upon written request in accordance with the *West Virginia Code*.
9. The State of West Virginia is exempt from federal and state taxes and will not pay or reimburse such taxes.
10. The Director of Purchasing may cancel any Purchase Order/Contract upon 30 days written notice to the seller.
11. The laws of the State of West Virginia and the *Legislative Rules* of the Purchasing Division shall govern all rights and duties under the Contract, including without limitation the validity of this Purchase Order/Contract.
12. Any reference to automatic renewal is hereby deleted. The Contract may be renewed only upon mutual written agreement of the parties.
13. **BANKRUPTCY:** In the event the vendor/contractor files for bankruptcy protection, this Contract may be deemed null and void, and terminated without further order.
14. **HIPAA BUSINESS ASSOCIATE ADDENDUM:** The West Virginia State Government HIPAA Business Associate Addendum (BAA), approved by the Attorney General, and available online at the Purchasing Division's web site (<http://www.state.wv.us/admin/purchase/vrc/hipaa.htm>) is hereby made part of the agreement. Provided that, the Agency meets the definition of a Cover Entity (45 CFR §160.103) and will be disclosing Protected Health Information (45 CFR §160.103) to the vendor.
15. **WEST VIRGINIA ALCOHOL & DRUG-FREE WORKPLACE ACT:** If this Contract constitutes a public improvement construction contract as set forth in Article 1D, Chapter 21 of the West Virginia Code ("The West Virginia Alcohol and Drug-Free Workplace Act"), then the following language shall hereby become part of this Contract: "The contractor and its subcontractors shall implement and maintain a written drug-free workplace policy in compliance with the West Virginia Alcohol and Drug-Free Workplace Act, as set forth in Article 1D, Chapter 21 of the West Virginia Code. The contractor and its subcontractors shall provide a sworn statement in writing, under the penalties of perjury, that they maintain a valid drug-free work place policy in compliance with the West Virginia and Drug-Free Workplace Act. It is understood and agreed that this Contract shall be cancelled by the awarding authority if the Contractor: 1) Fails to implement its drug-free workplace policy; 2) Fails to provide information regarding implementation of the contractor's drug-free workplace policy at the request of the public authority; or 3) Provides to the public authority false information regarding the contractor's drug-free workplace policy."

INSTRUCTIONS TO BIDDERS

1. Use the quotation forms provided by the Purchasing Division.
2. **SPECIFICATIONS:** Items offered must be in compliance with the specifications. Any deviation from the specifications must be clearly indicated by the bidder. Alternates offered by the bidder as **EQUAL** to the specifications must be clearly defined. A bidder offering an alternate should attach complete specifications and literature to the bid. The Purchasing Division may waive minor deviations to specifications.
3. Complete all sections of the quotation form.
4. Unit prices shall prevail in case of discrepancy.
5. All quotations are considered F.O.B. destination unless alternate shipping terms are clearly identified in the quotation.
6. **BID SUBMISSION:** All quotations must be delivered by the bidder to the office listed below prior to the date and time of the bid opening. Failure of the bidder to deliver the quotations on time will result in bid disqualifications: Department of Administration, Purchasing Division, 2019 Washington Street East, P.O. Box 50130, Charleston, WV 25305-0130

Response to Technical Questions
TOR 3676

1. Would our relationship with the Ohio Department of Development for Tourism public relations activity preclude us from working with West Virginia in the capacity outlined in your RFP? Yes, the division prefers that vendors not work with state tourism offices in contiguous states.
2. How long has the current contract between the West Virginia Division of Tourism and Charles Ryan and Associates been in place? Our current contract began on March 1, 2006.
3. The RFP specifies that no contact is allowed “whatsoever with any member of the evaluation committee” but does not specify the members of the evaluation committee. Will you provide the names of the individuals so that we know not to contact them? No evaluation committee names are allowed to be provided to the bidders.
4. Who are the current members of the West Virginia Tourism Commission? The current members are: Oshel Craigo, Chairman, Dave Arnold, William Bright, Cindy Cramer, Frank Jezioro, Joseph Manchin IV, Ron Marcus, Sharon Rowe, Cliff Sutherland, Steve White and Randy Worls.
5. Do any members of the West Virginia Tourism Commission have a professional relationship with Charles Ryan Associates and/or any other advertising/PR firms? We know of at least one Commissioner who has a direct professional relationship with Charles Ryan Associates. Since most of the Commissioners own private businesses it is possible that one or all may have a professional relationship with any number of advertising or PR firms. However, any Commissioner who has a professional relationship with a vendor bidding on this contract will not participate as either a voting member or serve as an advisor to the evaluation committee.
6. Is this RFP being issued because the duration of the contract with Charles Ryan and Associates extended to the full time period allowed by the current contract? Yes.
7. Was the current contract with the Charles Ryan and Associates extended to the full time period allowed by the contract? Yes.
8. Is there a “not to exceed” cost for vendor services associated with this RFP? No.
9. Can you provide a line item detail of the fees charged by Charles Ryan and Associates in 2008 broken out by the “Specified Activities Estimated” in the

RFP Bid Schedule along with add-ons for sub-contracted purchases and media buying? What was the total amount paid to Charles Ryan and Associates in 2008 for services related to the servicing of the West Virginia Division of Tourism advertising and public relations services? The Division of Tourism tracks advertising costs in a manner that is different from the layout of the RFP. Total amount paid to Charles Ryan Associates by the Division of Tourism for 2008 was approximately \$3.5 million.

10. Is Charles Ryan and Associates the primary vendor for the public relations services to the West Virginia Department of Tourism? No. The division also uses the Commerce/Communication office within the Department of Commerce.
11. In order to submit, does the agency have to have a physical office in West Virginia? No.
12. In order to submit, does the vendor have to be a traditional full service agency, or can the vendors be unbundled, yet led by one registered entity (i.e. a media buying agency partnering with an advertising/marketing and public relations company). See Part 1.2 of the RFP.
13. Can firms bidding on this RFP receive copies of all market research conducted on behalf of the West Virginia Division of Tourism over the past 3 years? Yes. Visit <http://www.callwvanews.com/rfp/rfp.html>
14. Does the West Virginia Division of Tourism have a lead generation report/analysis that is available for review including cost per lead by source? Lead reports are run each month for the magazine and call center leads received. The report lists the various magazines, internet, newspaper and TV sources with the corresponding number of leads generated from each.
15. Does the West Virginia Division of Tourism have a lead “cleansing” process in place to qualify leads? At present the division does not have any means of eliminating duplicates (unless received on the same day together) from our magazine leads. Our mail room is able to verify and correct addresses before shipping to help cut down on any returned mail.
16. Does the West Virginia Division of Tourism conduct conversion studies of leads generated? If yes, are these study results available? Yes. A conversion study was done in 2001 and a magazine conversion study was completed in 2003. Visit <http://www.callwvanews.com/rfp/rfp.html>
17. Is information available relative to website visits to the West Virginia Division of Tourism main website as well as the mini-sites? Website visits

are tracked for both the main website and the mini-sites. While we track visitor sessions, we can also look at total hits and unique visitors.

18. Why is the West Virginia Division of Tourism requesting a new tourism logo using the existing tag? We are interested in reviewing new creative concepts that include the existing tagline.
19. In regard to the question in 4.1 Section 11 "How do you propose to package and sell...Wildlife." What comprises Wildlife? Is it just Hunting and Fishing, or does it include DNR's diversity program and/or its publications/broadcast productions? The marketing goal for wildlife is to sell hunting and fishing licenses.
20. How do you currently measure the success of your marketing efforts? The division tracks marketing efforts through calls to our 800 number, hits to our websites and mini-sites, welcome center visits, economic impact and visitor profiles.
21. In regard to Part 3.2.10, what is the average amount of pass-through billing per month (or annually)? While the Division of Tourism does not track pass-thru billings specifically, we would estimate non-media pass through amount to be approximately \$150,000 annually.
22. What is the difference between sub-contracted purchases and pass-through? A sub-contract purchase is where the agency must go to a third party to provide a service requested by the division. A pass through is specific marketing or promotional effort sponsored by the division.
23. Billing services as described in sections 3.2.10 and part B of the bid schedule? See the response to question 22.
24. What are your current target markets and demographics for Tourism? See the marketing plan at <http://www.callwvanews.com/rfp/rfp.html>
25. What research led you to choose those markets/demographics and will you share that research with us? We use Visitor Profile to determine most demographics. We also look at National trends from various sources (USTA, AAA, Peter Yesawich, etc). See Facts, Figures & Trends at <http://www.callwvanews.com/rfp/rfp.html>
26. What are the target markets and demographics for Wildlife? The target market and demographics for Wildlife is both in-state and surrounding states....men and women.
27. Who is on the evaluation committee? See the response to question 3.

28. Does a business relationships with a member (or members) of the state's Tourism Commission constitute a Conflict of Interest? Only if the member or members are part of the evaluation team. No Commissioner who has a professional relationship with a vendor bidding on this contract will participate as either a voting member or serve as an advisor to the evaluation committee.
29. What portion of the three million dollar tourism budget is currently devoted to the cooperative advertising plan? Cooperative Advertising plan is \$658,000.
30. The RFP asks for ideas on a logo for Tourism incorporating Wild & Wonderful. What objectives does Tourism hope to meet with a new of different logo design? See the response to question 18.
31. Please explain how the \$3million budget percentage has been allocated over the past 3-years. Media vs. fee vs. PR research vs. etc.

	FY 2007	FY 2008	FY2009
Media	65%	66%	59%
PR	2%	2%	2%
Research	2%	2%	2%
Production	16%	19%	22%
Other	15%	11%	15%

32. Is there a separate co-operative program in place? If so, is that budget included in the \$3million budget? Yes.
33. After reviewing 3.3 "Scope of Work" it does not include the agency being responsible for development and execution of research. It states in section 3.1.1 that "The successful vendor shall be capable of providing...research analysis" only. It does not state if the agency is responsible for annual, bi-annual of program (pre-post) testing. Would the agency be responsible for planning, executing, and analyzing research programs? Are out of pocket research costs part of the \$3million budget? This can be accomplished by the agency or a sub-contractor and is part of the \$3,000,000.
34. How does the State of West Virginia currently view program/campaign success? What measurements are used to gauge success are required? See response to questions 13, 16 and 20.
35. What type of customer data base and profile information is available to incorporate into marketing programs? A database is kept of our callers and leads as well as popular keywords and search terms, all of which we are able to run reports.

36. How has the web been utilized beyond an information source for the State of West Virginia? It has become an information source for industry members, convention and visitors bureaus and individual businesses.
37. Outside of West Virginia, what does the West Virginia Department of Tourism believe is, or has been the most effective state tourism campaign and why? WV is calling. This campaign was the beginning of our strongest online activity including a video submission by visitors who were competing to win a new automobile.
38. Besides co-op dollars, has the state considered non-financial partnerships for its marketing efforts? Yes.
39. How often do you expect face-to-face meetings with the agency? Daily contact is necessary. Face to face is to be determined.
40. Page 17, 3.2.13, "If the Secretary of Commerce is the primary client, who will be the day-to-day operations client and what is their background"? Day to day operations will be handled by the Commissioner of the Division of Tourism.
41. Section 4.1 of the RFP (Section II) states that we should include, as part of the Tourism's budget, a complete and separate cooperative advertising plan. Should this be considered a fully-recoverable plan with zero net, or are expenses part of the \$3,000,000 budget and recoverable funds excluded? Budget is approximately \$3,000,000 which includes everything.
42. In section 4.5 – Bid Schedule – are the 5,080 hours based on current scope, expected 2010 scope, a stake in the ground to derive and hourly rate? In other words, will the winning contract be bound by these hours, or will there be an opportunity to create a scope of work based on the work that will be performed? The hours are not binding but used as a basis to derive costs. The winning contract will have an opportunity to create an effective scope of work based on the work that will be performed.
43. In section 4.5C – this section gives the impression that \$3,000,000 will be dedicated to the media. Is this true? Please clarify the full anticipated budget break down. Based on the RFP and pre-bid meeting, our understanding is that the overall budget is \$3,300,000 including WV Tourism, State Parks and Wildlife. Out of that overall budget, \$200,000 must be spent on State Parks for media placement, production and direct mail and \$100,000 must be spent on Wildlife for media placement and production. How do you anticipate the remaining \$3,000,000 breaking down and is agency fee included in or addition to the \$3,000,000? These numbers are only a total budget to enable the bidders to demonstrate their creative abilities and maximize return on investment to the State. In other words given \$3,000,000 to promote tourism,

how would you as an advertising agency best promote West Virginia.... same for the \$200,000 for State Parks and the \$100,000 for Wildlife. The actual budget may be more or less. Also see response to question 31.