

REQUEST FOR PROPOSALS #2017-22  
Tourism Marketing Agency of Record  
RESPONSE TO CLARIFYING QUESTIONS  
May 4, 2017

Note that these are questions submitted by interested firms to the above referenced solicitation. The below answers are for clarification purposes only and in no way alter or amend the RFP as published.

1. We noticed in the May 1 addendum that proposal presentation dates are now scheduled for June 26-28. Is there any flexibility with regard to those dates, as we have some critical account staff who will be traveling and unavailable to attend during those dates?

Answer: At this point, the schedule has June 26-29 as the week we will be conducting the oral presentation date. Only one day of the week will actually be scheduled for conducting all oral presentations – date TBD. This date will be delayed only in the event the May 25<sup>th</sup> for written review evaluations or the May 31 date for the briefing session with the finalists gets delayed for any unforeseen reason.

2. Do you intend to compensate agencies for their time invested in strategic planning and conceptual development of materials for the in-person presentations, specifically the creative brief and initial creative designs?

Answer: No, we are not intending to compensate agencies for their time invested, since this is seen as the cost of doing business and can potentially earn a 5-year contract valued at over \$5 Million. If we compensate agencies for their time invested, then we would potentially own the rights to all creative designs presented.

3. If you do not intend to compensate agencies for the creative brief and creative designs, is it your understanding that the agency will retain the intellectual rights to these materials?

Answer: Yes, agencies will retain the intellectual rights to the conceptual materials and creative design presentations.

4. Is there a current agency of record for CCTCA and/or is there an incumbent agency in this review process?

Answer: The current agency of record is Borders Perrin Norrande (BPN) who has held the past 5-year contract.

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End of Clarifying Questions