

**MEDC Pure Michigan Store**  
**RFP-Case-365000**  
**Questions & Answers**

Q1) What are the current sales for 2019, 2018, and 2017?

A1)

2017	2018
\$85,282 (without net)	\$60,393 (without net)

Q2) Is there anyone that we can speak to in regard to the bid or is email the only way to communicate?

A2) This Q and A period was the only form of communication at this point of the process.

Q3) Why is MEDC looking for a new contractor at this time?

A3) The contract with our current vendor had expired.

Q4) In order to capture a larger part of the wholesale market, (Resorts and Shops), will new designs from the MEDC or Ad Agency be provided several months in advance of the selling season?

A4) MEDC will provide new designs when new campaigns launch, but vendors are expected to create original designs that lineup with the Pure Michigan brand's messaging.

Q5) Will the awardee of the agreement have the opportunity to supply merchandise for special events, such as Detroit Tiger promotions?

A5) Yes, if there are no licensing conflicts. Detroit Tiger promotions are not handled by MEDC.

Q6) What areas will the store be promoted other than websites for subscribers only?

A6) Please refer to the RFP under the section of 'Merchandising the Brand'.

Q7) Will the awardee be able to market the store website on social media?

A7) Separate social channels will not be created for the store but integrated within the existing Pure Michigan channels.

Q8) How many orders does the site currently fulfill per month?

A8) An average of 400 orders per month.

Q9) Does this include fulfilling wholesale orders? If so, how many retailers sell Pure Michigan products?

A9) Yes. Currently there are 275 Pure Michigan retailers.

Q10) Will this be an exclusive license?

A10) This is not an exclusive license; however, the MEDC is only selecting one vendor for the Pure Michigan Store.