

RFP-CASE-320673 FY 2022 State of Michigan Travel Guide Production Services Q & A:

1. Contractor will provide fact checking and proofing for all travel and tourism claims. However, will the state provide legal counsel for economic and business-related facts and claims?

As the state is involved in the proofing process, we can be consulted as to the accuracy of economic and travel-industry business trends and research as it pertains to travel guide content.

2. Contractor will provide TOS and agency fees related to the program and the knowns outlined in the RFP. However, editorial content such as photography, videos and/or audio are difficult to estimate. Can the contractor bill out-of-pocket expenses that may arise during the program?

The contractor may submit an invoice for pre-production services once the service has been completed. However, please be advised that these expenditures will be subtracted from the final pre-approved project fee for the seasonal guide referenced in the invoice.

3. The RFP does not mention producing a BRC as previous guides have done. Is there a need for a reader service BRC in each guide or are you no longer offering leads to your partners?

It is expected that the contractor will address reader service and leads as part of the advertising strategy. In the past, leads were provided to Travel Michigan via the BRC mailer. The contractor may continue to supply a BRC mailer, or recommend an alternative method for providing advertiser leads to participating organizations and businesses. If an alternative to the standard BRC mailer is selected, the contractor agrees to provide an electronic copy of such leads to the state.

4. Section IV(A)(2):

-If the contract executes on August 1, 2021, what is the first issue and proposed delivery date?

-When will notice be given for the 1-year extension?

The first guide for the new this contract will be the spring/summer issue, with a proposed delivery date of January 28, 2022.

The state will notify the contractor of the year-one extension by February 1, 2022.

5. Section I(C)(15) - Can you give an example of the type of podcast that accompanies the articles?

The podcast could include any aspect of the featured article selected. It should incorporate rich media elements, providing the reader with a deeper dive into the selected destination or topic via interviews, demonstrations, itinerary highlights, etc.

6. Section I(C)(16) - Minimum content considerations - The last bullet states, formatted advertising pages. Does this mean the contractor must create/design all partner advertising? If not, please explain.

Advertisers will electronically supply camera ready artwork to the contractor. The contractor will be responsible for producing formatted ad pages for both for display and banner ads. The pages should be complimentary to the Pure Michigan brand.

7. Section I(C)(14) states, must provide advertisers an opportunity to showcase their product via a rich media application. Can you clarify what this means? Is this referring to a digital edition where any links included would be "live"?

This section refers to the digital edition, where live links would provide the advertiser the ability to feature video. Be advised that all videos must be reviewed and approved by Travel Michigan before posting.

8. Section I(C)(1) The State will provide Contractor with certain materials that the State owns, such as artwork and maps.

-Is the State or Contractor responsible for creating the in-book map?

-Is the State or Contractor responsible for providing the state highway map referred to in Section I, C, Advertising, #13

The contractor must either create or purchase a suitable state map.

Travel Michigan does not have up-to-date state highway maps. Therefore, the contractor will be responsible to securing the map from entities like the Michigan Department of Transportation, Rand McNally, etc.

9. Section I(C) Distribution: The RFP states up to 100,000 copies of the guide shall be bulk shipped, at cost, to Travel Michigan's warehouse. Additionally, 50,000 copies (taken from the bulk quantity) shall be bulk shipped directly to Travel Michigan's fulfillment center, Michigan CVBs and other Michigan entities as determined by Travel Michigan:

-Do the additional 100,000 copies apply to both seasonal guides?

-Please clarify this is correct: Of the 100,000 copies, 50,000 bulk ship to warehouse + 50,000 ship to fulfillment center, CVBs, and other locations. If not, please explain.

The number of bulk copies may vary each season depending on the final number of available database names for polybag distribution. The numbers included in the RFP are an estimate for annual totals for bulk shipments. For example, for the spring/summer issue, the quantity will be between 100,000 and 150,000 copies bulk shipped to the state's warehouse and up to 50,000 copies (taken from the bulk quantity) shipped to other locations as determined by Travel Michigan.

For the fall/winter issue, between 50,000 and 60,000 copies shall be bulk shipped to the state's warehouse, and approximately half the total number of copies (taken from the bulk quantity) shall be bulk shipped to other locations as determined by Travel Michigan.

10. Section I(C)(1) states: must provide a complete list of available databases and/or all mailing lists. This is proprietary information. Can other accommodations be made?

We understand the sensitivity of the database information. However, we must evaluate the origin of the database records to ensure the intended recipients meet our database requirements. In this case, the contractor is not asked to provide the names that comprise the database files, only the origin of the files will be required.

**11. Section II(B) states: Bidders please note: rates quoted in response to this RFP are firm for the duration of the Contract no price increase will be permitted;
Section IV(A)(2) states: contract term is one year, from August 1, 2021 through July 31, 2022, with up to four, one-year extensions:
-Does the "no price increase" extend to the four, one-year extensions?**

The expectation is that the rates quoted will remain firm for the base year and all extensions. However, enhancements to the services beyond the scope in this RFP in any given year may be negotiated. Additionally, ad revenue may fluctuate from year to year.