



MANATEE COUNTY FLORIDA

email

September 4, 2013

TO: All Interested Proposers

SUBJECT: Request for Proposal (RFP) #13-2582DC
Marketing Research Services for BACVB

ADDENDUM #2

Proposers are hereby notified that this Addendum shall be made a part of the above named solicitation document. The following item is issued to add to, modify, and clarify the proposed requirements. Proposals to be submitted on the specified bid date shall conform to the additions and revisions listed herein.

1. Please clarify what is desired in the hotel tracking study. From the RFP it is unclear if this is intended to be an ongoing compilation of information provided by a sample of properties or a vehicle for identifying visitors for survey purposes. There are a number of valid research applications that hotel partners can provide. What in particular is expected with respect to this study?

RESPONSE: The awarded proposer to recommend the best model that can provide a good portrait of tourism numbers.

2. It looks like you have conducted research with hotels in the past - is this the case? Can we expect the same hotels to participate in the future?

RESPONSE: It would be the responsibility of the awarded proposer to confirm a hotel's continued participation.

3. In the travel industry conversion studies typically are conducted with leads the bureau has captured – for example, requests for a guide or more information. Advertising and marketing efforts are generally much broader in scope. Thus, the approach we use for advertising effectiveness is broader – conducted among audiences in target markets to measure the impact of advertising in terms of incremental travel attributable to marketing efforts. Is this sort of approach suitable for your needs?

RESPONSE: Yes. Also a combination of the methods may be reviewed.

4. How much leisure advertising do you do? Can we see a media plan?

RESPONSE: Budget is approximately 1.5 million for advertising. No media plan.

Financial Management Department - Purchasing Division
1112 Manatee Avenue West, Suite 803, Bradenton, FL 34205
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5. What markets and or consumer groups do the Bradenton Area Convention and Visitors Bureau target in their marketing efforts?

RESPONSE: Primarily the target markets that Florida DMO's and the state pursue.

6. The best research builds upon past efforts to track and trend changes. As such, prior research often is used as a starting point to serve as a basis for such trending. What prior research has been conducted that would be used as such a foundation?

RESPONSE: All prior research will be made available to the awarded proposer.

7. Do you have a budget for these research efforts?

RESPONSE: Budget to be reviewed with the awarded proposer.

Proposals will be received at Manatee County Purchasing, 1112 Manatee Avenue West, Suite 803, Bradenton, Florida 34205 until **September 9, 2013 at 3:00 P.M.** If you have submitted a proposal prior to receiving this Addendum, you may request in writing that your sealed proposal be returned to your firm.

Sincerely,

A handwritten signature in cursive script, appearing to read "Deborah Carey-Reed".

Deborah Carey-Reed, CPPB
Contract Negotiator