

RFP Questions

- Q1. Please confirm the number of copies of the proposal that are required.
A1. On page 4 of the RFP: "1 original and 5 copies"
- Q2. Can you provide a budget figure that we should take into account?
A2. Between \$30,000 to \$50,000 for a year
- Q3. What is the status of the existing Strategic Marketing Plan (Aug 2009-2014)?
A3. We are currently on track with the strategic plan
- Q4. Were detailed action plans prepared and if so, can we get copies?
A4. No action plans were prepared
- Q5. The action plan indicates that "SBVEZ has enlisted Desmond McLeish, Inc to help carry out its marketing plan and reach its objectives." Is this firm still under contract? If so, what are their responsibilities?
A5. Desmond & McLeish prepared the report in 2009. Desmond & McLeish is no longer under contract with the SBVEZ.
- Q6. The RFP asks for "a detail(ed) plan of activities".Of course most importantly, can they give us a budget and more specific scope for this proposal? For example, should the proposal include all graphic design and production costs? Mailing costs? Travel (meet with legislators, etc)? trade show registrations and related costs? Trade association membership costs? Chamber and local business association membership costs? Seminar related costs? Other sponsorship opportunity costs? Website design/Upgrade? Event coordination and related costs? Advertising design and placement costs? Media training?
A6. The proposal shall include costs for the Media/Public Relations and Marketing activities only. The SBVEZ currently has a graphic designer and web design person on staff. The SBVEZ pays for all sponsorship, registrations and memberships separate from the contract.
- Q7. Do they have an annual report or other form of progress report (e.g. staff report) that has been prepared in the past/currently for oversight agency(s)? Can we get copy(s)?
A7. The SBVEZ currently publishes a quarterly newsletter. We are in the process of putting together a yearly report. The newsletter can be found at: <http://sbvez.com/online-newsletter.php>
- Q7. Item C. 5.1. seems to be an error - I would just confirm that there is nothing there directed at us ("3 separate components"?)
A7. Under Item IV, Section C, Letter l, please disregard

- Q8. I don't see a contract term period - do you? I see where it would begin with agreement execution....Is it for a year?
- A8. Yes, the contract is for one year
- Q9. The RFP says that "expensive promotion materials, etc are neither necessary nor desired" I read that they do not want ANY sample materials - you might just confirm.
- A9. The SBVEZ currently has its own marketing materials and are not interested in designing any new materials at this time.