

DEPARTMENT OF FINANCE

**Tourism Data Gathering, Analysis, Marketing Research,
and Reporting Services and Software**

Addenda # 2

URFP # 00124

To: All Potential Offerors
Date: May 16, 2024
Subject: Addendum #2 to RFP #00124 dated May 7, 2024
Title: Tourism Data Gathering, Analysis, Marketing Research, and Reporting Services and Software

TO ALL POTENTIAL OFFERORS:

The following information is being provided for purposes of clarification, correction, or in response to questions received from potential offerors. This addendum is being posted on the eVA website and City website at the following links:

- **eVA website:** <https://m.vendor.epro.cgipdc.com/Vendor/public/AllOpportunities>
- **City website:** <https://www.ci.staunton.va.us/departments/finance/procurement>

This Addendum consists of a compilation of Questions and Answers asked and answered concerning this URFP.

Questions & Answers

1) We are a Spanish based company. Are we eligible to send a proposal for this URFP?

Yes, all companies in good standing with the Virginia SCC are eligible to submit.

2) Are you looking for an intelligence platform with all the data you request or a consultancy service or a report for the year?

We are looking for an intelligence platform.

3) Is there a minimum and maximum budget for the URFP?

We do not have a min/max budget limit.

- 4) **Is there a formal “Q&A” session at the end of May 15, where my company can see all other questions asked by other vendors?**

We anticipate releasing an amendment on Thursday the 16th that will contain all questions and answers that were presented.

- 5) **The contract is stated for a year length, but in other similar projects we have completed the study specifications within a 6-week time period, for example. Does the Staunton team anticipate this being an ad-hoc study, or a tracking study? If it is to be a tracking study, is reporting expected annually or quarterly?**

We are looking for ongoing and evolving visitor analytics. A tracking study would better align with our needs with monthly or quarterly reporting.

- 6) **What, approximately, is the expected base size that the Staunton team is envisioning?**

Staunton anticipates approximately 150,000 visitors annually.

- 7) **Generally speaking, where are Staunton’s visitors coming from? Ex: locally, statewide, local states, nationwide?**

Staunton’s top 3 feeder markets are within Virginia, followed by NY, PA, NC, and MD.

- 8) **In order to customize this project to your specifications, we are curious to know if you are willing to share a general budget amount with us? We do not want to price outside of your range, if at all possible.**

At this time, we do not have a max/min budget for this project.

- 9) **Is there a page limit on the proposal?**

We do not have a proposal page limit.

- 10) **Other than addressing the aspects of your award criteria, are there any other response requirements?**

The award criteria outlines the project’s main points of focus. However, we are always interested in learning additional or alternative opportunities that align with the project needs.

- 11) **How many people would require “education, training & support?”**

Our office would require training and ongoing support for 2 representatives (myself, as director, and our marketing manager).

- 12) **What is your anticipated budget range?**

We have not set a min/max budget for proposals.

- 13) **Do you have any existing stats or tourism data? If so, from when? What tools/resources do you currently use or have access to?**

We currently utilize monthly STR reports (2022-current) as well as information from our most recent visitor analysis platform (2023-current).

- 14) Are you simply looking for a product/software recommendation to answer questions 1-6 in section B or the support/services of a marketing firm to provide insights that will help inform the development of tourism-based marketing campaigns?**

For purposes of this proposal, we are just looking for a product/software provider. However, we certainly welcome separate proposal submissions for marketing capabilities for us to have for future considerations

- 15) In the URFP, grading criteria are specifically labeled and given weight. Does the Staunton team expect that the proposal clearly mirrors that format? For example, Data Gathering and Analytics Services and Market Research and Reporting Services are very similar and often overlap during explanation.**

No, the proposal does not need to mirror the exact layout of criteria listed. We are interested in the overall response and solutions offered for each criteria need.

- 16) Does the Staunton team have an incumbent vendor that we should expect to receive prior data from, or any other past work that may be shared with us upon award?**

We are currently using Zartico in addition to STR Report. We will be able to provide archived lodging and visitor profile data to assist with onboarding.

- 17) In the “Education, Training, and Support” section, does that imply that the vendor will be educating, training, and supporting the Staunton team, or are there other parties involved that we will expect to support?**

We only expect the vendor to train and support the designated *Visit Staunton* staff. Our office would require training and ongoing support for 2 representatives (myself, as director, and our marketing manager).

- 18) Has the City of Staunton Tourism Department engaged in this process before or is the first project of its kind to be undertaken by them?**

We have engaged in a Tourism Data Gathering, Analysis, Marketing Research, and Reporting projects of this kind.

- 19) Is there any existing tourist data available and if so, what type?**

We will be able to provide archived lodging and visitor profile data to assist with onboarding.

- 20) Is the vendor expected to collect information from visitors and 3rd parties (e.g., event or recreational venues, retailers) or will this be provided?**

Data and information collection is expected from selected vendor

- 21) Is there currently a method of collecting visitor information and if so, what software is being used?**

Yes, Visit Staunton is currently utilizing Smith Travel Research and Zartico.

- 22) Is the vendor expected to design and deploy surveys for visitor feedback or are these already in place?**

If surveys are integral in the vendor’s data processing, it is expected to be published by the vendor.

23) Is the vendor expected to do field research such as visitor or retailer interviews?

If field research is integral in the vendor's process for collecting trends, behavior, and additional data, it is expected to be curated by the vendor.

24) Does the City have access to databases that have this information? (E.g., scanner data at point-of-sale kiosks)

N/A

25) Is there any existing software that will need to be integrated with the new data collection system?

Yes

26) Can part of the vendor team be offshore?

Yes, all companies in good standings with the Virginia SCC are eligible to submit.

27) The Delivery clause (C) states "Contract will be awarded in early June of 2024 with software/platform up and running no later than July 1st." Can you specify to which software this refers?

Staunton hopes to have a user-friendly platform to access evolving data and visitor profiles to best support our outreach and mission.

28) Do you plan to discontinue using Smith Travel Research and Zartico and if so, is there a particular reason?

All contracts are reevaluated annually to determine if the information and results progressively support our mission.

29) Is there a defined budget for this project and if so, can you please share it?

This project does not have a predetermined min/max budget.

30) Are you anticipating the vendor to come in and implement a tourism specific market research software platform that addresses your statement of needs? And if yes, do you have a preferred platform?

Yes, we anticipate the vendor to provide or suggest a platform for Visit Staunton to access and review data reports and information.