

CLARIFY

1. Can you please clarify the proposal deliverables under “Technical Approach”? Agencies must address each aspect of the Scope of Work as well items mentioned under Section 5 “Submissions” including Past Campaigns (Budget maximization, advertising success, creative ability and samples)? **Bidders must provide their approach to accomplishing the tasks outlined in the RFP. Bidders are recommended to demonstrate how their approach would include budget maximization, advertising success and creative ability. This can be done by showing past campaigns.**
2. With regard to the number of past campaigns requested, are the three best advertising campaigns specified in Section 5 *in addition to or inclusive of* the case studies noted in Section 6? **They can be the same.**
3. Additionally, are you looking for strategic insights/POV for the oral presentation? Please clarify what is meant by “strategic approach” on page 12, 7.D. **The goal here is to understand how you approach setting strategy in coordination with the VisitNC team.**
4. When will agencies be notified of their advancement to orals given the short time-frame between submission due date and oral presentations. **We recognize the amount of work that goes into these presentations and will give consideration for timeline changes but at this time it remains the same.**
5. Do we have the opportunity to ask follow up questions before the 2/23 submission date as we proceed with the RFP? **There will not be an additional question and answer period prior to the due date.**
6. What other state CVB/Destination do you admire most? Why? **We typically don't look at other DMO's but rather specific programs and campaigns. We recognize ESTO's Mercury awards as an opportunity to see leadership in destination marketing.**
7. Will you be the main contact moving forward? If we have additional questions throughout the process, can we reach out to directly? **Mark Shore, Director of Tourism Marketing will be the primary contact as the process moves forward and he acts as the facilitator for the process on behalf of Wit Tuttle the V.P. of Tourism for the EDPNC.**
 - i. Who are the decision makers? Who are the board members and funders of the group that oversees this? **The names of decision makers, committee members board members and funding partners are not divulged in order to protect the integrity of the process from unfair influence. Attempts to contact and influence decision makers will negatively impact your inclusion in the process.**
8. Would we be able to meet any of the key decision makers before the oral presentations? **No. (see answer to #7)**
9. How long has the current agency, Luquire, George and Andrews had the account? Who had it before them? **LGA has held the account since July 1, 2011. Loeffler, Ketchum and Mountjoy of Charlotte held the contract prior to that.**
10. Since EDPNC and Visit NC are public-private, would the private funders influence the agency selection or the eventual direction of the campaign? **No, we may include key DMO partners in the process for advice but ultimately the decision is made by the leadership and staff of VisitNC.**

11. If this was not a state mandated timeline for a RFP, would Visit North Carolina be engaging in this process at this time? **The RFP is not mandated by the state. However, since the EDPNC is a 501(c)3 under contract with the NC Department of Commerce and the majority of VisitNC's funding is made up of taxpayer dollars, we feel it is our duty to ensure that dollars are spent in the most efficient and effective manner and that opportunity should exist for agencies to compete for VisitNC's business.**

KPIs

12. What results and key performance indicators (KPIs) can you share from previous campaigns? **Website visitation and downstream clicks are primary KPIs for the website and advertising that drives traffic to the site. Visit NC's main KPIs are annual visitor spending in the state, number of consumer inquiries generated by our efforts and number of Tier 1 and Tier 2 partners who engage in our co-op programs. For information on previous campaign performance, go to our annual report (<https://annualreport.visitnc.com>).**
13. How would you see a new strategy and creative improve on those KPIs? **That is what we want to hear from you. Tell us how you can help us to better reach and exceed our KPIs.**
14. Do you have existing data that we can analyze – such as those that agencies will be measured against (visitor engagement, partner engagement, traveler inquiries, etc.). **Data is either on the partner site in the research section, in our weekly NewsLink reports (<https://partners.visitnc.com/newslink>) or in our previous annual reports (<https://annualreport.visitnc.com>).**
15. Over the past 12 months, can you provide one tactic(s) that was particularly successful and one tactic(s) that was not and should not be repeated? **We would prefer to focus on future tactics. For information on how our previous programming has fared, go to our annual reports (<https://annualreport.visitnc.com>).**
16. Do you have a specific philosophy on creative testing? **We look to the agency to implement creative testing when needed but are conservative in the resources allocated. And/or will creative testing be an on-going requirement? We engage in some A/B testing during campaigns to optimize performance. That decision will be made in tandem with our AOR.**
17. Of the current measures of success, what is the top priority and order of importance? **Visit NC's main KPIs are annual visitor spending in the state, number of consumer inquiries generated by our efforts and number of Tier 1 and Tier 2 partners who engage in our co-op programs. They are listed in order of priority.**
18. How do you currently measure Partner engagement—what metrics or KPIs are associated with that objective? **Partner engagement is measured both by the dollar volume invested in the programs of VisitNC as well as the number of partners engaging in our programs each year. We also seek to design programs that are participated in by DMO's and other partners from [Tier 1 & 2 counties](#) across North Carolina.**
19. What's the best/most effective media initiative you have done in the last 12-18 months and why? **Successful media initiatives are ones that reach our KPIs. Several have contributed to those. For information on previous campaign performance, go to our annual report (<https://annualreport.visitnc.com>).**
20. What are your current CPL and CPA goals? **Goals are flexible depending on the outlet and corresponding program. For information on previous campaign performance, go to our annual report (<https://annualreport.visitnc.com>).**

21. What are the current lead goals to hit? **We don't have specific 'lead' goals. Different programs are aimed at generating interest and attention from different sources. Visit NC's main KPIs are annual visitor spending in the state (2017 goal: \$23.78 billion), number of consumer inquiries generated by our efforts (2017 goal: 7.45 million) and number of Tier 1 and Tier 2 partners who engage in our co-op programs (2017 goal: 98).**
22. What percent of leads comes from each media channel currently? **That varies by season and by campaign. For information on previous campaign performance, go to our annual report (<https://annualreport.visitnc.com>).**
23. What percent of leads specifically come from mobile? **That varies by season and by campaign. For information on previous campaign performance, go to our annual report (<https://annualreport.visitnc.com>).**
24. What is the current conversion rate from lead to booking? **For information on previous campaign performance, go to our annual report (<https://annualreport.visitnc.com>).**

STRATEGY

25. What are the most important challenges and opportunities that you would like to tackle with this new AOR contract? **Finding potential new visitors with a high affinity to become repeat visitors.**
26. What are the three most important challenges for Visit North Carolina in the next three years? **Maximizing economic impact with limited resources, engagement and investment by tourism partners in the work of VisitNC and moving past the headwinds of 2016.**
27. How is the current advertising campaign viewed? Has it been successful? Are you happy with the results it has generated and did it meet the criteria noted in the RFP for success? **Current campaigns are viewed as successful, meeting the targeted KPI's and meeting the criteria outlined with the current AOR.**
 - ii. Can Visit NC share their existing media plan, or 2016 media budget and markets? **For information on the current strategic plan, go to (<https://partners.visitnc.com>). For information on previous campaign performance, go to our annual report (<https://annualreport.visitnc.com>).**
28. Related to the above, can you confirm approximately how many campaigns and content elements therein have been developed annually for Visit NC in the past? **With print we are primarily focused on Spring and Fall. In digital we look at Spring, Fall, Winter and Holiday campaign timelines. Do you expect this to remain consistent barring any significant change in strategy and approach? We are open to suggestions based on research and identified opportunities.**
29. What are you looking for in a new agency partner? **VisitNC operates with a lean staff of 12 people which was a reduction from the 18-22 personnel when it was housed within the Department of Commerce up until 2014. The agency is, and must be, a vital extension of our staff with multiple contact points daily.**
30. Your RFP states that your agency is to "Develop a 3 to 5-year strategic plan for VisitNC" – can you provide your current plan or point to where it can be downloaded? **An overview of our mission, vision and strategies can be found here: <https://partners.visitnc.com/mission-objectives-strategies>**
31. What do you feel is your biggest barrier to growth? **Limited funding.**

32. What does your current marketing calendar look like (we are trying to understand planning season seasonal support, any dark periods or production mandates with timing, etc.) PR schedules and calendars are aligned each year with monthly goals and targets as are social media campaigns. In print we are primarily focused on Spring and Fall. In digital we look at Spring, Fall, Winter and Holiday campaign timelines. Our strategic plan is located at <https://partners.visitnc.com>.

ADMINISTRATION

33. How often do you currently meet in person with your agency? How often would you like to meet in person in this new contract? There is a weekly status call with our current agency and in-person meetings vary but occur on average every two to three weeks and as need arises. Communication by email and phone is daily. This level of communication has worked well.
34. Is there a need for VisitNC staff to access and send emails from your email platform or do you prefer your agency partner manage all aspects of usage? VisitNC staff currently manage their own email. A vendor portal CRM is in place through the current agency to allow VisitNC staff to see inquiries and submissions in real time with the knowledge that the agency has the responsibility to respond.

SPONSORSHIPS

35. What sponsorships do you currently participate in? VisitNC currently has sponsorships with the NC Broadcasters Association, UNC-TV and the NC Press Association. Since VisitNC does not spend advertising dollars within the state these sponsorships allow us to support these NC media industries and also leverage 'remnant space' for promotion of the state within the state.

CULTURE

36. Describe the culture of EDPNC/VisitNC. What are the values and behaviors that are rewarded? The EDPNC places a high value on KPI's and measures of success while providing a high level of customer service.

RESEARCH

37. Does Visit NC Does Visit NC engage a third party audit firm to measure the results of the AOR agency's work to report to the State Legislature? Visit NC works with a third-party vendor every four to five years on an advertising effectiveness/ROI study that measures the lift in visitation as a result of the specific campaign. The organization also performs a variety of other research to track trends in visitation, spending, attitudes, awareness and other indicators.
38. You have a stated goal to grow market share – what is it currently, and how has it trended over the past five years?
Overnight Market Share – 2015 3.9%; 2014 4.3%; 2013 4.4%; 2012 4.3%; 2011 4.2%
Total Market Share - 2015 3.8%; 2014 4.1%; 2013 4.3%; 2012 4.0%; 2011 3.8%
39. What states/travel entities are your key competitors? Are the major competitors when it comes to state travel destinations the same 6 states they have been in past years (South Carolina, Tennessee, Georgia, Florida, Virginia, West Virginia) or has this list changed? The above states are the primary competitors. Possibly add PA as an additional one.

40. What marketing research has Visit North Carolina done in the past three years and is it available to review? What portions/tasks/types of research does your staff do internally vs. what you expect the agency to handle a part of this RFP?
Much of Visit NC's research can be found at www.partners.visitnc.com and is either performed internally or vendor managed internally. A variety of research, either on-going research or one-time projects, is also contracted through the agency, but managed by both the agency and Visit NC with input from both partners. There is one internal VisitNC staff member whose primary duty is research oversight.
41. What do you typically use for a consumer decision timeline (number of days) from planning to booking?
This varies by season, type of visit and by market. Closer (geographically) markets tend to have a shorter planning to booking time frame, as do weekend visitors and in-state visitors. Out-of-state visitors and/or summer visitors tend to have a longer planning to booking window.
42. What are your primary feeder markets in order of importance?
The top ten states of origin for overnight visitors are NC (39%), VA (8.4%), GA (8.2%), SC (5.3%), FL (3.9%), PA (3.6%), NY (3.3%), MD (3.2%), OH (2.7%) and TN (2.6%).
43. Is the research that's available through the partner site the only research that will be made available to us throughout this process? **Yes**
44. Is it also the only research available (i.e. have you done studies that are more qualitative in nature with NC travelers/rejecters, travel trends explorations, travel decision journeys, etc.).
Visit NC has performed research with qualitative aspects to it, and has performed focus groups from time to time on various topics. There is a recent research project done by Bellomy Research which is currently being reviewed as raw data currently but has not been formulated for release at this time.
45. Similarly, do you have NC visitor psychographic profiles beyond demographics?
Visit NC has data on travel-related attitudes, behaviors, preferences, social values, lifestyles and media habits of leisure travelers who have identified themselves as interested in visiting NC, but not current psychographic profiles per say.
46. Stated measures of success are visitor spend, partner engagement and traveler inquiries. While traveler inquiries are likely easy to track via online conversions, how are you currently attributing visitor spend and partner engagement back to VisitNC campaigns?
Through regular ROI studies, Visit NC is able to determine the incremental visitation and spend as a result of specific campaigns.
47. Is there any more current research that your marketing team has conducted on NC Tourism – like a 2016 version of the Longwoods International 2014 Image and Accountability Research – that could be shared with our team?
The most recent Longwoods study was the 2014 study.
48. Is there a key target group – defined either by age, geography, or hobby/interest – that your team would like to prioritize in a new strategic vision?
Recent research provided information on target travelers with medium affinity for NC, but some established emotional connection with the state, that will likely become the next target market for NC. They are mid-40s, 39% have children in the household and 94% would consider a visit to NC. They are equally within short, medium and long distance from NC, and primarily travel with spouse/partner and family. Purpose of trip is largely outdoor/scenic, family, friends, historic, romantic and event related.

49. How are your targets weighted, consumer tourism vs. conference/corporate travel including C-suite decisions makers and event planners?
Visit NC primarily markets to leisure travelers. We support local CVB partners, when justified, as they market to business/convention travelers.
50. Is there a geographic radius for visitors that you typically target?
The primary target markets are the contiguous states of VA, SC, GA and TN as well as FL, PA, NY, NJ, MD, OH.
51. What tool/methodology do you use to capture visitor spending, partner engagement and traveler inquiries, and what is your baseline?
Economic impact/visitor spending model used is the TEIM model of the U.S. Travel Association.

CALL CENTER

52. What software is currently in use for managing in-bound telemarketing services? The NC Department of Commerce manages the in-bound calls. They do not have software associated with the process.
53. What services are utilized for current training/scripting/reporting needs? The NC Department of Commerce manages training and oversight of the call center workers.
54. What platform is currently used to operate/manage the call-center database? A proprietary system had been used, but we are in transition is to Magento.

BUDGET

55. Can you please provide any specific research requirements that may be requested by the VisitNC research team, and identify of that research what should be included as a cost proposal against the budget allocated in the RFP? Research is viewed as the first step in marketing and is therefore a specific line item within the agency contract and part of the budget mentioned in the RFP currently between \$200,000 and \$300,000 annually.
56. On page 7, it states that the estimated budget is not to exceed \$9,750,000. Is that an "all-in" budget including media, agency fee and production costs? Yes. If this is an agency fee budget only, please provide media and production budgets. The media buy alone averages \$4million to \$6million annually.
57. Does the \$9,750,000 budget provided include media? Yes
58. Is this campaign taxpayer funded or funded through industry related groups? The EDPNC operates under contract with the Department of Commerce. The majority of our funds are state funds however partner investment in our co-op/partner program averages around \$700,000 which is reinvested directly into the advertising buy. Our current partner programs can be found here: <https://partners.visitnc.com/partner-programs>
59. Can you confirm the budget - \$9.750MM total for the 5-year term or \$9.750MM per year for five years? \$9.75million is our total annual budget for the agency for FY 2016/2017. We are subject to funding allocation by the legislature on an annual basis. The agency should be aware that this amount can change by 10-20% or more, in either direction, each year based on legislative appropriation. Agency contracts are also contingent upon annual funding of VisitNC.

PR

60. How would the agency PR team partner with your internal PR team on deliverables? **The two teams are expected to work together regularly on deliverables. The agency PR team would focus primarily on generating new opportunities while the internal team focuses heavily on the pipeline of requests from media.**
61. What is the breakdown between consumer-centric PR vs. crisis communications? **Crisis communication is only needed when there is a crisis relevant to visitors to the state. The majority of PR work is not crisis related, but it depends on the year.**
62. For Public Relations, do you have any pre-determined goals or expectations for the number of media you would like to visit the destination (individually or as part of a group press tour) during the contract period? **Yes. Those goals are outlined at the beginning of each fiscal year. For information on previous years, go to our annual report (<https://annualreport.visitnc.com>).**
63. Should we consider costs associated with press trips (accommodations, meals, attractions, etc.) as part of our recommended budget or are those costs typically covered by industry partners? **Yes. Many aspects of press trips are covered by industry partners (mainly limited to attractions and meal costs and sometimes accommodations), but budgets should reflect that flights, transportation, lodging and other travel needs are often covered by Visit NC's contractor.**
64. Additionally, should we include transportation costs for media within our budget recommendation or will that fall within a separate budget? **Yes, include transportation costs for media in your PR budget, particularly flights and ground transportation.**
65. Will you consider an agency that does not have internal PR if they have an identified PR partner? **We are willing to consider an agency without internal PR, but they must sub-contract with their identified PR partner.**

TRADE

66. What industry trade shows do you typically attend and will you require media relations support from the agency at those events? **Travel South USA and the Ultimate Ad Challenge (\$50,000 to \$75,000 budget allocation), ESTO and TTRA. The agency is also significantly involved with, and tasked with presentation assistance for, the annual VisitNC365 conference which VisitNC puts on each year. (formerly Governors Conference on Tourism)**

CAMPAIGNS

67. Can you give us a sense of volume of deliverables you've historically created to help us scope production? **For information on previous campaigns, go to our annual report (<https://annualreport.visitnc.com>).**

WEB

68. For VisitNC.com and Project543.com, do you have any specific requirements regarding the platform or content management systems that these two sites utilize moving forward? **It is important to note that the database that drives VisitNC.com serves as the repository for information used by our travel guide vendor.**
69. On what platforms are you currently hosting/managing www.visitnc.com and www.project543.com? **LAMP stack for the entire visitnc.com family of sites.**
70. What historic analytics information is available for both www.visitnc.com and www.project543.com? **For information on previous campaign performance, go to our annual report (<https://annualreport.visitnc.com>).**
71. What UX/UI studies have been done on the current www.visitnc.com and www.project543.com sites? **We optimize against observations from analytics and trends in user behavior, and have previously conducted usability studies when we felt it was necessary.**

EMAIL

72. How many sweepstakes does VisitNC typically activate annually? **10 home page sweepstakes.**
73. What platform(s) is used to manage email subscription lists, email blasting, and newsletter email database? **We currently use Constant Contact in-house for various newsletters and the AOR uses MailChimp for all consumer facing email campaigns.**
74. Regarding your email database, can you please provide detail on your:
 - b. current email platform?
 - c. total contacts?
 - d. current sources for contacts?
 - e. any segmentation or modeling?

We regularly schedule reengagement campaigns to keep the lists tight and responsive. The Visit NC master database has 72,416 subscribers segmented by email type and/or traveler persona. Website forms from the visitnc.com family of sites, sweepstakes entries, surveys, interactive content partnerships, social media and Welcome Centers are the typical sources utilized.

CREATIVE

75. Are you opposed to seeing creative work in the oral presentation? **The general consensus is that we would prefer to see creative work that you have done for others and not speculative work for VisitNC. Why is that? We believe we are giving you enough background to bid on the work but insufficient research and background to pitch an effective campaign for VisitNC and doing so may actually be detrimental to your selection.**
76. Has Visit NC been pleased with its “Inspiring More” brand platform (as detailed on the Visit NC Partners website)? **Yes.** Are there any results of this platform that you can share? **For information on previous campaign performance, go to our annual report (<https://annualreport.visitnc.com>).**

MEDIA

77. Can we see a past recent sample of a media schedule? **Media schedule is included in the partner program website:**
<https://partners.visitnc.com/print-media>
78. How has your media mix evolved over the years and why? **The program evolves over time to maximize performance. For information on previous campaign performance, go to our annual report (<https://annualreport.visitnc.com>). You can find annual reports for several years at that link.**
79. Is there a channel you believe is critical for success but you have struggled to master? **We believe technology is changing the critical channels every year. Being able to consistently manage change and work on new channels is critical.**

INTERNATIONAL

80. How are domestic vs. international traveler targets weighted?
It is estimated that 98% of NC visitors are domestic and 2% are international. However, there is increased interest in growing the international market as budget allows. International markets are handled primarily through our contracted international representatives.

CO-OP / PARTNERSHIPS

81. Page 5, #27 implies that the agency of record will be responsible for recruiting and fundraising from partners. Can you expand on the scope of this responsibility so that it can be accurately accounted for in the staffing plan? **We expect the agency to create a number of opportunities for our tourism partners that allow them to expand their reach, often at reduced costs, while using those dollars to grow the media buying power of the AOR on behalf of VisitNC. We also expect the agency to dedicate staff to promoting and managing those opportunities to partners. Currently partner investments are in the \$600,000 to \$700,000 range for the programs outlined here:**
<https://partners.visitnc.com/partner-programs>
82. Can you expand on the current partner & co-op program? **Visit North Carolina develops and offers North Carolina travel destinations and organizations affordable co-op advertising and marketing programs. These cooperative programs are evaluated and selected based on their ability to effectively and efficiently reach North Carolina's target consumer. These programs include paid media placement in a variety of platforms relevant to North Carolina's core audience. Examples of cooperative programs include: Print opportunities in national and regional consumer and retiree-focused publications, Digital packages such as analytics capabilities and influencer programs, Programs on VisitNC.com, including display advertising and featured events and Public Relations opportunities.**
83. What are specific goals behind the program? **Expand the reach and buying power of both VisitNC and the tourism industry partners.**
84. Who facilitates the partner program negotiations, execution and post campaign wrap up? **The agency of record. Partners understand there is no agency markup and the investment they make in these programs yield opportunities for them and support the endeavors of VisitNC's media buy.**
85. Are they multi-year relationships or do they change Y-O-Y based on successes? **Both, we always seek to find a few new programs each year.**

86. Are “Partner and Co-Op Programs” similar to affiliate programs? **Most likely.** If not, please elaborate on what types of partnerships these entail. **The partner website should give you a good understanding of the partnership opportunities.**
87. What are current pain points to success? **None that we are aware of. Some partner education may be necessary when new programs are included.**
88. What percent of revenue is derived from it? **10-20% of the media buy. (excludes Travel Guide which is handled by Meredith Travel Marketing but relies on partner investment)**

BRANDS

89. Can you elaborate on the type of support needed as referenced in the Brand Family Management area? **RetireNC, SportsNC and FilmNC are part of the brand family.** Creative assets for each? **On occasion.**
90. What are the typical resource allocations designated to Brand Family Management? **Likely less than 2-3% of the overall agency budget.**
91. Are there a few “hero” brands we should prioritize? **RetireNC, SportsNC and FilmNC**
92. Are each of the “brand families” (Retire, Film, Beer, etc) treated as distinct and separate campaigns, inclusive of specific creative and media plans? **Yes. Beer Month is a partnership between VisitNC and the NC Beer Guild and is in a hand-off mode but the agency’s support is still a part.**

FILM

93. Would it be possible to explain a bit more about bringing film production to North Carolina? How central should this effort be in the grand scheme of the Visit NC brand? **Film is promoted as a means of bringing economic impact to the state (crews in the state spending money doing filming) and as a way of generating visitor interest (visitors wanted to see where production took place). Film is an integral part of marketing North Carolina. The agency helps our film commission market the state as a destination for production (approximate budget \$50,000) and markets previous productions to potential visitors (budget varies). Agency will work with Film Office staff in developing marketing materials and marketing plan (to be executed by film office staff) in attracting productions to the state. Materials may include, but are not limited to: print ads, brochures, digital ads, targeted email campaigns, website, tradeshow booth design, special events. Agency should also be able to use the assets of having a production to capitalize on possible tourism opportunities for visitors.**

POLITICAL

94. Based on recent media coverage, does the Tourism Board believe there is a hurdle to overcome tied to the recent HB2 policy decisions/wide-spread media coverage? **Yes.**
95. Are there any sacred cows and/or mandated creative elements we should be aware of? **We are required to represent the entire state and make our co-op marketing efforts available to partners of all sizes from all different regions of the state.**

96. What are the specific states or cities that Visit North Carolina considers conflicts of interest? Does the process only allow for North Carolina-based agencies? Is it preferred to have an agency based in North Carolina or the most experienced and proven tourism agency? Are out of state agencies eligible? Are you open to working with Agencies with HQ out of the State of North Carolina? Is it preferred to have an agency based in North Carolina?

VisitNC recognizes that agencies under contract with other tourism related clients may present potential conflict of interest for VisitNC. Of greatest concern would be representation of and in contiguous states. Representation of clients within North Carolina would create both challenges and opportunities and those would need to be fully outlined and assessed in the RFP response. VisitNC recognizes that there may also be strengths and benefits to contracting with an agency that has tourism related experience through certain past and current clients. Consideration will be given on a case by case basis. Location of the agency's offices and staff is not a weighted component of the evaluation. We genuinely seek the best agency for the work we do regardless of location.

The terminology in the RFP is intended to give some flexibility to the final review panel in determining if a direct conflict of interest would exist for VisitNC. Any and all potential conflicts of interest should be fully disclosed in the RFP response with some level of detail regarding the contractual relationship.

97. How satisfied are you with the performance and relationship with the current agency (LGA) on a scale of 1 to 5 – 5 being very satisfied? We don't feel it is appropriate or relevant to rate our current agency here. Is this a mandatory/regulated review? The RFP process is not mandatory but part of our effort to be transparent with state funds and ensure that we are engaging the work of the agency which will help us best reach our often complex goals and objectives. Is the incumbent defending? We are unaware of their intent at this time. Is the incumbent in good standing? We neither confirm nor deny. However, contracts do have a clause allowing us to cancel the contract at any time (with 90-day notice) if the agency is not meeting the requirements of the contract or if legislative funding from the state is not continued.
98. How many agencies received an RFP directly via email? The email list contained approximately 45 names, some agencies had more than one name on the list, some names on the list only handle one element like PR or Digital. All the names on the list have been collected over the past 2.5 years of people either expressing interest or names that were given to us by industry partners who had positive experiences with the vendor. How many proposal respondents are you anticipating? We have no way of knowing at this time. How many finalists is Visit NC choosing? We anticipate 3-5 but that may vary.