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REQUEST FOR PROPOSAL
No. 2021-003-USVIEDA
Vision 2040
Global Marketing Campaign Consultant

Request for Clarification
Questions and Answers

**VIRGIN ISLANDS ECONOMIC DEVELOPMENT
AUTHORITY**

Released: July 19, 2021

Vision 2040 Global Marketing Campaign Consultant RFP - Questions and Responses:

1. **Question:** Do you have a local preference or are you open to a Canadian agency that has previously worked in a variety of economic development initiatives across North America and the Caribbean?

Response: The RFP is open to all, including local and non-local agencies.

2. **Question:** Could you let us know what the budget is for this work?

Response: A budget will not be provided. USVIEDA is interested in receiving Proposer's estimation of appropriate costs for the scope of services specified in the RFP.

3. **Question:** Is there a registry for M/WBE firms where potential bidders can find interested and qualified M/WBE partners?

Response: Yes, certified M/WBE firms can be found at http://pro-net.sba.gov/dsbs/search/dsp_dsbs.cfm.

4. **Question:** Do you currently have an Agency of Record or are your marketing capabilities managed in-house? Have you used an agency before?

Response: Marketing is currently managed in-house. Yes, an external marketing agency has been used before.

5. **Question:** What led you to set out this RFP?

Response: USVIEDA identified the need to develop a new global brand and strategy to increase brand awareness, global engagement, business attraction and retention.

6. **Question:** Do you consider an agency that works for a state's tourism board to be a conflict?

Response: No.

7. **Question:** In the event of oral presentations, can these be conducted virtually?

Response: Yes, oral presentations can be conducted virtually.

8. **Question:** Are there specific business or media KPIs you all traditionally have used to measure success?



Response: KPIs include, but are not limited to new applications for economic development tax incentives, site visits by companies exploring establishment of operations in the U.S. Virgin Islands, number of global engagements conducted, number of impressions on social platforms, and number of visits to USVIEDA website(s).

9. **Question:** Any established parameters for the preferred commission structure of paid media?

Response: Commissions on paid media are not allowed.

10. **Question:** Given that the core objective of the RFP is to develop and deliver a global marketing strategy during the first 6 months, can you confirm that implementation components (some of the deliverables listed in the RFP) will occur during Phase 2 and the extension of work beyond the 6-month period?

Response: As of this writing, USVIEDA does not foresee extending work beyond the 6-month period. Therefore, all deliverables must be completed by the specified timeline.

11. **Question:** If the expectation of the engagement is for planning AND implementation during the 6-month period have you considered how much \$ and time you'd like to spend on research and planning vs. implementation?

Response: A budget will not be provided. USVIEDA is interested in receiving Proposer's estimation of appropriate costs for the scope of services specified in the RFP.

12. **Question:** Should the marketing strategy plan account for just 6 months of activities, or 12 months or 24 months of activities?

Response: The marketing strategy should include recommended activities that extend beyond six (6) months. However, the deliverables as stated in Section C1 of the RFP must be completed in accordance with the timeline specified in the RFP.

13. **Question:** If the deliverable is solely to develop a marketing campaign plan over the first 6 months do you envision the implementation of the campaign to take place over a 1- or 2-year period or more?

Response: The marketing strategy should include recommended activities that extend beyond six (6) months. However, the deliverables stated in Section C1 of the RFP must be completed in accordance with the timeline specified in the RFP.



14. **Question:** Does the Territory have any legislation in place for cryptocurrency activities – rules & regulations, incentives?

Response: No.

15. **Question:** What preference if any do you have for a local agency to complete the work?

Response: There is no preference for local agencies to complete the work.

16. **Question:** Can you clarify the estimated budget for Year 1 and 2 once the plan has been developed? Or will you be getting funds approved for implementation once estimated numbers/budget are shared as part of Global Marketing Campaign plan deliverable.

Response: A budget will not be provided. USVIEDA is interested in receiving Proposer's estimation of appropriate costs for the scope of services specified in the RFP. Recommended promotional and marketing activities should extend beyond six (6) months.

17. **Question:** What investment promotion marketing, research or software tools/assets do you have available to support the project (ie, subscription to FDI markets, Conway Analytics, Hubspot Marketing Automation Tool, recent target industry analysis etc.)

Response: Vision 2040, the 20-year economic development plan for the Territory includes a target industry analysis that was released on March 30, 2021, that can be found at <https://www.usvi2040.com/theplan>. VIEDA utilizes a Customer Relationship Management (CRM) program, an SMS platform, an email blast subscription, online video and audio-conferencing platform, and digital analytics.

18. **Question:** Do the deliverables all need to be completed by the end of the contract (i.e.: 6 months)?

Response: Yes.

19. **Question:** Who are the main groups of stakeholders pertinent to the marketing program and to what degree will they be involved in decisions, strategy direction, and approval? For example, how often if at all will the selected partner need to present to the board of directors or project leadership team?

Response: The main group of stakeholders making decisions, providing strategic direction and approvals are primarily internal, including USVIEDA's Executive leadership team, the management team, and the Marketing/Vision 2040 team. Within the contract period, presentations may be required to the Board of Directors as needed.



20. **Question:** Can you share what you liked or disliked from your previous marketing programs? Is there a change that you would like to see?

Response: This question is not relevant to the procurement process.

21. **Question:** Would you be open to adding an investment Event Forum or Summit as part of our recommended global marketing campaign actions where we would recruit corporates and speakers to learn more about the business investment climate in the Territory?

Response: Yes.

22. **Question:** What are some of the Investment Promotion campaigns programs that you admire?

Response: This question is not relevant to the procurement process.

23. **Question:** At the end of the contract, how will you judge it a success?

Response: Success will be based on the selected consultant completing all the deliverables in the proposal in compliance with the contract.

24. **Question:** What is the budget for the listed scope of services?

Response: A budget will not be provided. USVIEDA is interested in receiving Proposer's estimation of appropriate costs for the scope of services specified in the RFP.

25. **Question:** Of the scope of services listed, which items are immediate priorities (within the first three to six months)?

Response: All deliverables must be completed within six (6) months.

26. **Question:** What is the total length of this contract? Page 8 only mentions the first six months.

Response: As stated in the RFP under Section H, any contract awarded pursuant to the RFP will commence upon the effective date of said contract for a term of six (6) months, which may be extended at the discretion of VIEDA.

27. **Question:** What is the timeline for award of this contract once RFP responses have been submitted?

Response: To be determined.



28. **Question:** Is there an incumbent marketing firm or person in place?

Response: USVIEDA's Managing Director of Marketing and Vision 2040 is responsible for marketing.

29. **Question:** Does USVIEDA want its account team in the market? Or just have the ability to travel there?

Response: Question is unclear.

30. **Question:** Can a group or consortium of agencies respond to this RFP together?

Response: Yes.

31. **Question:** Does the prime contractor need to be a small, woman-owned or minority business?

Response: No.

32. **Question:** What is driving the partner search?

Response: USVIEDA identified the need to develop a new global brand and strategy to increase brand awareness, global engagement, business attraction and retention.

33. **Question:** Is there an incumbent partner?

Response: No.

34. **Question:** Are you planning to award the entire scope to one partner?

Response: Yes.

35. **Question:** What internal resources exist to implement requested deliverables?

Response: The current human resources include the Marketing/Vision 2040 team consisting of a Managing Director, Program Manager, Marketing and PR Specialist, and two (2) Vision Managers on each district. In addition, technical resources include, but are not limited to a Customer Relationship Management (CRM) program, an SMS platform, an email subscription, online video and audio-conferencing platform, and digital analytics.

36. **Question:** Please provide budget parameters.

Response: A budget will not be provided. USVIEDA is interested in receiving Proposer's estimation of appropriate costs for the scope of services specified in the RFP. The bid sheet is included in Attachment A of the RFP.



37. **Question:** Do you have priority businesses within the 8 targeted industries?

Response: See Vision 2040 for key targeted industries, including types of businesses at <https://www.usvi2040.com/targetindustries>.

38. **Question:** Is it essential for potential partners to have island experience?

Response: The selection of the chosen bid will be determined as outlined in Section U in the RFP.

39. **Question:** Is it essential for agency to use subcontractors and production partners with the US Virgin Islands?

Response: No.

40. **Question:** How many agencies were issued the RFP?

Response: The RFP was released to the public on Monday, June 28, 2021.

41. **Question:** What are the next steps post-RFP?

Response: Please refer to Section U on page 11 of the RFP for next steps post-RFP.

42. **Question:** It is our standard practice to include a list of references along with contact information. We typically don't include "written authorization" from the included references. Can USVIEDA waive this requirement?

Response: Yes, USVIEDA will waive written consent from the authorized representative.

