



**STATE OF NEW HAMPSHIRE
DEPARTMENT OF BUSINESS AND ECONOMIC AFFAIRS
Destination Development Marketing Services RFP
RFP DBEA 2025-01**

Clarifying Questions and Answers

- Q1.** Is there a preference for a Destination Marketing Agency located in New Hampshire?
A1. No, the RFP is looking for the best qualified vendor to provide services for the requirements in Section 2: Scope of Work.
- Q2.** Can proposals be submitted for a portion of the required services – that is, only for Workforce/Talent Attraction, or only Regional Destination Development?
A2. Ideally, the Department is looking for one agency that can provide all services but if multiple contracts are needed to complete the Scope of Work then the Department would move in that direction.
- Q3.** Is there an incumbent agency involved in tourism also bidding on this RFP?
A3. The RFP is open for any agency to submit proposals.
- Q4.** Is there opportunity for an extended partnership between BEA and the selected vendor beyond the timeline provided?
A4. There maybe but it would only be for a couple of months, max end of August.
- Q5.** Have there been any campaigns focused solely on hospitality/tourism workforce talent attraction done in the past?
A5. The Department did a workforce campaign that incorporated 5 sectors, including hospitality.
- Q6.** Are there specific goals/systems in place to measure what success looks like?
A6. No, those will be set during the kick-off meeting with the Selected Vendor.
- Q7.** At the bottom of page 5, section 2 under “Regional Destination Development,” there is a reference to development of digital marketing tools such as “itinerary builder apps.” Does this mean that you are looking for such an app to be custom developed for this purpose, does one already exist specifically for this purpose, or would utilizing one or more that are already commercially available and in use be acceptable?
A7. An app has been identified; the Selected Vendor will help in development of content.
- Q8.** Is there a goal launch date for each of the workstreams?

A8. Not at this time, but they will be determined during project meetings.

Q9. Is the ambition to build upon existing campaigns for each workstream or create net new concepts?

A9. There are not existing campaigns.

Q10. Does the \$2M budget include media spend and production?

A10. Yes.

Q11. Has there been research conducted by BEA or industry partners to determine the salaries offered by neighboring states for similar jobs offered in NH? And, has there been research conducted to determine the lifestyle benefits of working/living in NH that may be appealing to prospects within the Hospitality/Tourism sector?

A11. There has been no direct research comparing tourism and hospitality salaries with neighboring states. Industry partners typically rely on national surveys or peer connections for information. While no formal studies on lifestyle benefits have been conducted, New Hampshire's "Advantage" is well-known. It includes no income or sales tax, competitive wages, abundant outdoor activities, lower crime rates, and a generally lower cost of living compared to nearby metropolitan areas, despite some regions having higher costs.

Q12. Is there a priority season that requires more attention in attracting a workforce? Or, is the need equal across all four seasons?

A12. The need is equal but also, to promote year-round careers.

Q13. Could you please share an estimate of how many different types of jobs/careers need to be included in the collection of assets?

A13. Approximately two to three dozen with careers spanning multiple sectors, such as lodging, restaurants, ski areas, attractions, outdoor rec, breweries, and retail etc.

Q14. Could you elaborate on the KPIs and success metrics that will be used to evaluate the effectiveness of the campaigns, assets, and overall project deliverables?

A14. See A6.

Q15. Are there specific targets, dates, or benchmarks the selected agency should aim for?

A15. No, there are none set at this time, but they will be determined during project meetings.

Q16. Following up on the above question, are there any internal milestones, phase deadlines, or specific project deliverables within the November 15, 2024, to

August 30, 2025, timeline that the agency should be aware of to ensure timely progress and completion?

A16. See A15.

Q17. Could you please provide additional insights into the agencies you typically collaborate with, and outline the key attributes you are seeking in a successful agency partner?

A17. See A1.

Q18. Are there any essential requirements or non-negotiable criteria that would impact the selection of the agency?

A18. See A1.

Q19. Is there an incumbent agency currently providing marketing services for the BEA? If so, could you share additional context on why the BEA is looking to change agencies?

A19. This is a separate contract/project from BEA's tourism campaign and therefore, an RFP was issued.

Q20. Could you provide more details on the budget structure and allocation for this project?

A20. The budget allocation has yet to be determined, that will be determined through the kick-off/discovery phase.

Q21. Are you looking to invest a certain portion of the budget into media buying outside the creative and strategic services?

A21. See A20.