



**STATE OF NEW HAMPSHIRE
DEPARTMENT OF BUSINESS AND ECONOMIC AFFAIRS
Convention & Visitor Bureau Feasibility Analysis RFP
RFP DBEA 2025-05**

Clarifying Questions and Answers

- Q1.** Does the BEA have a preference for in-person or virtual meetings for the immersion session, interviews, or presentation of the report?
A1. Virtual meetings are acceptable, budget should include travel to the State for at least immersion or final presentation. Further discussion on how best to proceed with interviews will be with Selected Vendor.
- Q2.** Is there a budget allocated for this work?
A2. The final budget for this contract has not been set, the Department is looking for the best solution for the Scope of Work.
- Q3.** Does BEA have a preference for in-person 1:1 interviews with BEA staff and stakeholders, or would online interviews be acceptable to better accommodate costs and schedules?
A3. See A1.
- Q4.** BEA is asking for a minimum of 10 1:1 interviews, do you prefer to receive cost options on a per interview basis for each additional interview?
A4. Yes, if charging on a per interview basis. BEA is also willing to take into consideration, other recommendations for obtaining information that will assist in the development of the study.
- Q5.** Has BEA already prepared a potential list of stakeholders to include for the immersion session and 1:1 interviews, or does your vendor need to make their own recommendations of who to include?
A5. BEA does not have a list of stakeholders identified for this project yet.
- Q6.** What previous research has BEA conducted about the feasibility of a statewide CVB? For example, has a SWOT analysis been completed? Further, will any previous research be shared with interested vendors before proposals are due?
A6. This is the first study done on the feasibility of a statewide CVB.
- Q7.** Currently the BEA shares the dual responsibility of promoting the economic vitality of New Hampshire and promoting it as a destination to domestic and international visitors. Is the potential incorporation of a statewide CVB meant to split these responsibilities between the BEA and the new CVB, or is this question also meant to be researched as part of the ultimate Vendor recommendation?
A7. That is not the focus of this RFP. The focus is to determine if a statewide CVB is feasible in the state, New Hampshire has no CVBs.

- Q8.** What is the impetus for New Hampshire exploring the feasibility of a CVB now?
A8. The funding source is enabling the study. The topic of CVB has been ongoing for over a decade.
- Q9.** Is BEA open to commissioning primary research across US travelers, business executives, meeting planners, etc. in order to benchmark New Hampshire's strengths and weaknesses as a destination against your competitor set?
A9. Yes, BEA would be open to recommendations that help determine the feasibility of a CVB.
- Q10.** How much has BEA budgeted for this potential project?
A10. See A2.
- Q11.** For vendors outside of New Hampshire, can the potential oral interviews as part of the proposal review process be done online?
A11. See A1.