



**STATE OF NEW HAMPSHIRE
DEPARTMENT OF BUSINESS AND ECONOMIC AFFAIRS
Outdoor Recreation Marketing & Communication Services RFP
RFP DBEA 2024-04**

Clarifying Questions and Answers

- Q1.** If it is known, could you provide more details about how many agencies and organizations that will be included in the survey of safety and sustainability messaging for NH outdoor recreation?
A1. The Agency is working with partner organizations to better identify them, the number is likely over 25.
- Q2.** Is there anything else that would be helpful to know about this opportunity before submitting a proposal- e.g., whether there are preferred vendors you are already considering or any other insights about this opportunity?
A2. This RFP is to see the best qualified vendor to provide services for the requirements in Section 2: Scope of Work.
- Q3.** Does this contract include both media strategy and buying and implementation?
A3. Yes, if media is part of the overall strategy.
- Q4.** It's our understanding that any video/photography production would be estimated separately outside of this total budget, is that correct?
A4. Video/photography will be part of this budget.
- Q5.** It's our understanding any website design or development necessary by a Vendor would be estimated separately outside of this total budget, is that correct?
A5. If website design or development is part of the plan, that would be part of this budget.
- Q6.** Is there appetite to make the Outdoor Recreation efforts a more standalone marketing campaign from the existing Live Free work?
A6. Any campaign should be aligned with [New Hampshire's brand](#).
- Q7.** Should the "Don't Take New Hampshire for Granite" campaign platform be revisited and possibly re-concepted?
 - Do you think "Don't Take New Hampshire for Granite" applies strongly enough to the safety efforts?
 - In your opinion, what is the biggest opportunity to improve the preparedness efforts of visitors to New Hampshire parks?
A7. Recommendations should be part of the Strategic Plan developed by the Selected Vendor.

- Q8.** How do you think the “Leave No Trace” organizational partnership can be leveraged more? Has it been leveraged enough? What has been the best part of working with them? Have there been any shortfalls?
A8. This RFP is about communicating the Leave No Trace messaging, not the partnership.
- Q9.** Will the agency provide a complete list of all the safety and sustainability educational offerings that should be assessed?
A9. Yes, the Agency will provide to the Selected Vendor.
- Q10.** How many educational marketing programs related to outdoor recreational activities exist? We’re hoping to clarify whether the scope is for the development of one integrated marketing and communications strategy that encompasses the various programs, or one strategy per program that may be executed independently.
A10. Locally and Nationally, there are multiple educational marketing programs that are utilized in New Hampshire. See A1.
- Q11.** How are you currently measuring the success of the existing safety and sustainability efforts? How often are these KPI monitored?
A11. There are KPIs for marketing campaigns but the Agency has no other KPIs in place to measure safety and sustainability efforts.
- Q12.** To confirm, does this contract and stated budget include all execution of the strategy, including purchased media placements? Or are media placements expected to occur through partners utilizing the toolkit to buy all the media?
A12. See A3.
- Q13.** Does the Agency have expectations for the media to be utilized – are you thinking of this as primarily digital, OOH, video, etc; or is that for the Vendor to determine?
A13. The Agency expects that the most effective and efficient way to achieve the goals and objectives of the strategy will be used.
- Q15.** Who are seen as the most important audiences to reach? Does the Agency have demographic and consumer research on these audiences that can be used to inform the strategy; or is the Vendor expected to perform all necessary research as part of the project?
A15. Agency research is available on visitnh.gov.
- Q16.** Roughly, how many agencies were invited to participate in this RFP?
A16. This is a public solicitation, open for any qualified vendor.
- Q17.** Is the current agency partner/any previous partners participating in the RFP, and if so, do you feel there is a fair advantage to the bidding process... please

be honest. If so, can you name who it is/they are?

A17. See A2.

Q18. Beyond enhancing safety and sustainability educational offerings -- and attracting visitors to the state -- are there more specific goals you're aiming to achieve with this campaign?

A18. Refer to [RFP Section 2: Scope of Work](#).

Q19. Could you provide more details on the specific objectives you aim to achieve through this marketing and communications strategy?

A19. See A6

Q20. How do you envision measuring the success of this initiative? Are there any key performance indicators (KPIs) or benchmarks the BEA has in mind that we should be aware of?

A20. The KPIs/benchmarks should be identified within the strategic plan.

Q21. Can you please list out the following being targeted under this marketing effort:

- All the varying safety and sustainability issues across New Hampshire's outdoor activities being targeted under this effort
- All the activity specific education offerings being targeted under this effort

A21. The above should come from the first bullet in the RFP Section 2: Scope of Work. New Hampshire's issues are not unique to the state, and most states are dealing with a lot of the same.

Q22. Are there any particular aspects of these existing initiatives that have been particularly successful or challenging that we should take into consideration?

A22. All initiatives should be reviewed to determine how they are considered.

Q23. Can you explain the methods for how the "safety and sustainability messaging directed toward people seeking to enjoy the state's many outdoor opportunities" have been previously used (ex: ads, pamphlets, signage, etc.) and how effective/ineffective they were?

A23. There have been different messages through social, email and website but not a trackable campaign.

Q24. Can you provide more information on the current level of collaboration with Leave No Trace for this effort?

A24. New Hampshire is a state tourism partner with [Leave No Trace](#).

Q25. Can you outline the informational programs Leave No Trace helped implement as part of this collaboration?

A25. New Hampshire has two efforts, [consumer](#) and [industry resources](#).

Q26. Would the selected agency have access to the Leave No Trace team to continue leveraging this collaboration in future campaigns?

A26. See A8.

Q27. Can you provide more details on the target audiences? Are there particular demographics or visitor segments you're especially interested in reaching?

A29. See A15.

Q28. Are there specific activities that do not need promotion, over others?

A28. See A22.

Q29. Could you outline the key stakeholders involved in outdoor recreational activities in New Hampshire, and their respective roles in this initiative?

A29. The Selected Vendor will receive this information as part of onboarding.

Q30. It is mentioned in the RFP that there will be access to assets already created, which can be used or we would have access too. Is there any usable b-reel or other video assets that have been created in which we would have access to?

A30. The assets currently available are [here](#) and the start of a new video [series](#). For video/b-roll, the Selected Vendor will be able to utilize the Division of Travel and Tourism asset library.

Q31. Is there an existing digital presence, website or other, you envision this initiative living on? If yes, would we have access to that platform? If not, would you be open to our agency creating a unique digital property that would allow full control over campaign related information, assets, KPI's, and more?

A31. The Selected Vendor will utilize the Agency's existing platforms.

Q32. Can you provide more details on how the \$1,750,000 budget is structured - are there specific BEA allocations for media buying, creative development, other categories - or, is this at the discretion of the selected vendor?

A32. The funding should effectively and successfully cover the deliverables in the RFP Section 2: Scope of Work.

Q33. Are there any unknown budgetary constraints or limitations we should be aware of, outside of the assigned budget, when developing the proposed strategy?

A33. Not at this time.

Q34. How do you envision collaboration between our team and BEA staff throughout the project duration?

A34. The Agency is the account management, lead and final decision on all aspects of the contract/program/spending.

- Q35.** Are there any other agencies or organizations we should coordinate with to ensure alignment and effectiveness of the strategy?
A35. See A29.
- Q36.** If chosen, would the BEA be open to us exploring possible partnership collaborations with other NH based organizations and/or businesses with similar alignments to the outdoor recreation sector to help support this initiative?
A36. This could be discussed during the onboarding process with the Agency and the Selected Vendor.
- Q37.** Understanding that the approximate term of the procurement is June 1, 2024 – June 30, 2025, are there any specific deadlines or considerations (e.g. seasonality) for when messaging would need to be in the market that the BEA already expects - or would this be up to the discretion of the agency?
A37. All activities and media needs to be completed by June 30, 2025.
- Q38.** Does the beginning of this timeline allow for an initial period to further develop and refine a strategy and implement planning for implementation?
A38. Vendors can include a timeline for the proposed program.
- Q39.** Can you clarify any specific milestones or deadlines we should adhere to during the engagement timeline?
A39. See A37.
- Q40.** Are there any particular deliverables or outcomes expected at different stages of the engagement that would better align with your overarching objectives and goals that we can forecast and work into our plan?
A40. That is not determined at this time.
- Q41.** Are there any anticipated or unknown changes/developments that could impact the scope or objectives of this initiative during the project duration?
A41. The Agency doesn't know of any at this time.
- Q42.** How flexible is the agency in adjusting the strategy based on emerging trends or unforeseen circumstances?
A42. The Agency is open to adjusting.
- Q43.** Of the \$1.75M budget, is any of that earmarked or committed to activities or organizations (e.g. LNT) in the contract time period?
A43. No, none of these funds are earmarked or committed.
- Q44.** Is there existing video (b-roll, etc.) from tourism or other efforts that we'd be able to leverage?
A44. See A30.

Q45. How does the Agency anticipate measuring the success of the campaign in the short term? Are there specific KPIs you are wanting or able to track?

A45. See A11.

Q46. How does the Agency anticipate measuring the success of the campaign in the long term (e.g. PSAR)? What does success look like?

A46. The Agency would look to the Selected Agency to help determine.

Q47. Is New Hampshire unique in how it approaches safety and sustainability educational offerings as opposed to other New England states? Are there specific outdoor recreation areas or activities where you feel the current marketing and communication resources are lacking or need significant improvement?

A47. See A21.