

# Joint Committee on Performance Evaluation and Expenditure Review

## PEER Committee

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### **Questions and Answers Re: Request for Proposals Review of the Mississippi Development Authority Tourism Advertising Fund**

1. Is a potential bidder an eligible respondent if they contracted with Mississippi Development Authority to produce a report for 2020-2021?

Answer: The potential bidder is ineligible per RFP Section 4.1 stating, "No vendor shall be eligible to submit a proposal for the work described in this RFP if such vendor has:

- Failed to receive a contract in the last five years;
- A current contract; and,
- Provided any services to Mississippi Development Authority in the last five years."

2. Is the report expected to be a quantitative survey or a review of tax data?

Answer: The report is expected to be broadly focused on the effectiveness of the Mississippi Development Authority's use of the funds provided in the Tourism Advertising Fund.

3. Is a potential bidder eligible if they have a current contract with the Mississippi Development Authority and have provided reports to the Mississippi Development Authority within the last five years?

Answer: The potential bidder is ineligible per RFP Section 4.1 stating, "No vendor shall be eligible to submit a proposal for the work described in this RFP if such vendor has:

- Failed to receive a contract in the last five years;
- A current contract; and,
- Provided any services to Mississippi Development Authority in the last five years."

4. Is a potential bidder ineligible if they have not worked with MDA in the last five years?

Answer: Per RFP Section 4.1, the potential bidder is ineligible if they have sought and not received a contract with the Mississippi Development Authority within the last five years. If the potential bidder has not sought and failed to receive a contract with the Mississippi Development Authority within the last five years, has not provided services to the Mississippi Development Authority within the last five years, and is not currently contracted with the Mississippi Development Authority, then the potential bidder is eligible.

5. A potential bidder asks for an elaboration regarding "no vendor-specific evidence" in the copy submission. Does this mean only the company name needs to be redacted? Or are additional removals required, such as redacting client organization names from references and personnel names?

Answer: A respondent must submit two copies of its response as stated in RFP Section 1.1, "One (1) original and one (1) copy must be received by the closing date set out in this proposal.

The original shall contain Vendor-specific evidence, and the copy shall include no Vendor-specific evidence." A respondent submits a copy version of its response so that response judges may be impartial when judging responses. The copy version should have vendor-specific information redacted while the information remains un-redacted in the original version. The vendor name should be redacted in the copy version; however, client names are acceptable.

6. Is the target audience domestic or both domestic and international? Does the Mississippi Development Authority conduct marketing only domestically or do they also include international markets?

Answer: The Mississippi Development Authority will provide data regarding its market exposure.

7. Will the required data be provided to the selected vendor, or is there an expectation that the vendor will collect any data via surveys or other methods?

Answer: Data will be provided by the Mississippi Development Authority.

8. What are the expectations are for in-person meetings/presence?

Answer: Video teleconference meetings (e.g., Zoom) will be allowed for entrance and midpoint meetings. However, the selected vendor will be expected in-person to present its final report to the PEER Committee.

9. Are vendors allowed to include external links in their PDF proposal submission?

Answer: An external link may be included provided that the link in the copy version of the submission keeps vendor-specific evidence redacted as required by RFP Section 1.1.

10. Is it sufficient to provide costs by task, or does the PEER Committee require a more specific breakout of costs?

Answer: A respondent may provide costs by task.

11. Is the PEER Committee expecting a draft report on October 18, 2024, and the final report near the end of November 2024? If the Committee is anticipating the final report by October 18, 2024, for what is the remainder of the contract period designated?

Answer: The contract is designed for the final report draft to be submitted to the PEER Committee by October 18, 2024. This allows the Committee to review the work submitted by the vendor and, if necessary, work with the vendor to update the report as necessary before the end of the contract period.