



**Purchasing Division**  
Finance Department  
Room 120  
411 West First Street  
Duluth, Minnesota 55802

218-730-5340  
purchasing@duluthmn.gov

**Addendum 1**  
**Solicitation 24-AA07 (REBID)**  
**RFP for Tourism Marketing Services**

This addendum serves to notify all bidders of the following changes to the solicitation documents:

The following questions asked are answered below in *italics*.

- 1. Given the size and scope of this project, if awarded the project we plan to hire 1-2 local contractors to help service this account and to be boots on the ground when needed - we would also set up a small local satellite location in Duluth for them to work from - would this satisfy the local business preference laid out in the RFP? *Evaluators will be subjectively scoring proposals with qualifying proposals being scored based on the agency's location (10 pts for Duluth area, and 5 pts for Minnesota-based). Evaluators are free to score any number between 1 and 10. This criterion is 10% of the total weighted score.***
- 2. The City has two socials, <https://www.instagram.com/cityofduluthmn/> and [https://www.instagram.com/visit\\_duluth/](https://www.instagram.com/visit_duluth/) along with two websites. Are you needing both the socials and the websites serviced if awarded the contract? *Visit Duluth is our tourism marketing platform. The awarded proposer will support the website and related social media channels. The City of Duluth socials and website are for government business and are maintained by our communication team. They are not part of this RFP as no external support is needed.***
- 3. The City received several questions asking why the solicitation was rebid, and if we're looking for something different from what was received. *The primary reason the proposals were rejected is because nearly all of them were based on an inaccurate \$3 million budget. Rather than assume how proposers would change their services when faced with the significantly lower budget of \$1.8 million, the City determined it was in its best interests to reject all proposals, make clarifications, and readvertise the solicitation. The City made other changes, including but not limited to, clarifying account management and submission method, informing proposers that an increase in budget for 2026 should not be expected, and updating links. The City recommends proposers review the RFP in its entirety.***
- 4. The City received several questions regarding how the allocated funds are budgeted,**

**and how the incumbent allocated funds.** *As specifically requested, the incumbent's budgeting strategy is available at <https://duluthmn.gov/media/Oxoncqa4/bellmont-partners.pdf> under slides 29 and 30. However, it's important to note that the City does not determine how the allocated funds are to be budgeted and is not recommending any guideline. Rather it is up to the successful proposer to determine how to allocate funds to best meet their marketing plan and the City's objectives.*

5. **The City received several questions about brand strategy and audience mapping.** *Audience mapping and current brand strategy will be shared with the successful proposer during onboarding and discovery.*
6. **The RFP states that the work will be performed "under the oversight of a transition team in conjunction with Visit Duluth." Is there a person or team selected or envisioned to whom the successful RFP respondent will report for the duration of the two-year contract?** *City administration will select a transition team that will have contract oversight in conjunction with Visit Duluth. The relationship with the contract awardee will be clarified after the transition team is formed.*
7. **The City received several questions regarding responsibilities for the Visitors' Guide.** *Currently, Visit Duluth is responsible for the design, printing and distribution of the Visitors' Guide, including an online version hosted on ISSUU. That practice may change if recommended by the transition team. The City is interested in proposers identifying their approach should these services be required by the successful proposer.*
8. **Does the City expect that the transition team will remain in place throughout the two-year period of the contract, or will another person or entity assume oversight at some point? Can you please describe the expected duties and responsibilities of the transition team?** *City administration will determine the role of the transition team at the appropriate time. The relationship with the successful proposer will be clarified after the transition team is formed. The transition team will remain in place until its mission, as defined by City administration, is complete.*
9. **Will the successful respondent be responsible for producing content (text, images, video, etc.) in addition to designing the 2025 and 2026 visitors' guide?** *The scope of work outlined in the RFP includes the development of modern and alluring creative campaign assets to increase target audience engagement across traditional, digital, and social media channels that builds on existing creative work currently in the market. Regarding the visitors' guide, please see question #7.*
10. **In the period of the tourism marketing contract, does the City envision a separate budget and responsibilities for Visit Duluth, beyond the marketing budget and responsibilities outlined in the RFP? If so, how much is Visit Duluth's budget expected to be, and what will Visit Duluth's responsibilities be in relation to the successful RFP respondent?** *Visit Duluth is contracted separately with the City of Duluth to provide a*

*range of services. Their budget allotment is separate from the contract contemplated through this RFP process.*

- 11. Are the 2025 marketing goals the same as outlined in the 2024 quarterly marketing reports?** *Yes.*
- 12. What do you plan to do with all the physical submissions from the first deadline?** *All but one copy of the rejected proposals will be destroyed. Per Minnesota records retention requirements, one copy will be retained for six years then destroyed.*
- 13. The RFP states that 40% of the selection criteria is related to the “proposed plan and budget allocation related to the 9 scope of work areas.” Can you elaborate on what you mean by “proposed plan?” Are you looking for specific creative concepts and strategies, or just our Qualifications and Approach to creating such concepts and strategies?** *Proposers should suggest concepts and strategies that align with the estimated budget allocation for the contract and the scope of work summarized in the RFP.*
- 14. What materials will be expected for the interview portion of the bid? Will we be asked to provide specific campaign concepts and strategies at the interview portion?** *Selected proposers will be instructed what to prepare for during the interview portion of the process.*
- 15. Should we provide printed hard copies of all creative examples? Or would links on the document and files on the flash drive work?** *Per the RFP responders should submit one paper copy of their proposal along with an electronic copy in Microsoft-office compatible or .pdf format. And we invite creative and professional liberty in how you prepare and present your proposal.*
- 16. Are there specific areas within the marketing plan that the City wants to prioritize given the budget change?** *The budget has always been \$1.8 million, but was not made clear to proposers. The RFP lists Key Focus Areas and Other Priorities.*
- 17. Are there any changes in their competitive landscape that influenced this decision?** *No.*
- 18. Is there any reason you don’t stay with the incumbent agency?** *The incumbent’s contract expires at the end of the year. As part of our due diligence as stewards of the taxpayers’ dollars, we are competitively soliciting these services.*
- 19. What do you consider shoulder season for Duluth? Between fall colors and Bentleyville? January through Spring? Or something different?** *Between fall colors and Bentleyville and March to early June (post-ski-season and pre-summer vacation).*
- 20. How do you collect your “compelling stories to share” and who is the keeper of those stories (and contacts)? Is that someone in the City or is this something the agency will**

do? *That content has been curated by the Agency.*

**21. What is the current successful model for coordination and cohesion between marketing efforts (led by Belmont Partners) and sales initiative (handled by Visit Duluth)? Are we assuming correctly you want to replicate that and build on it? If so, we would like to understand what's working well now. The RFP asks proposers to outline their approach to account management and client onboarding.**

**22. Will the agency be responsible for leading *and* developing the Destination Development Plan? Will the new DMO Director inherit that plan, or will they be hired input on that plan? *The Destination Development Plan is a separate project from the tourism marketing contract.***

To be deemed fully responsive, proposers must acknowledge receipt of this Addendum. The preferred method of acknowledgement is by including a copy of it with your proposal. The pages included will not count toward any page limitation, if any, identified in the RFP.

Posted: **October 16, 2024**