



DIGITAL MEDIA STRATEGIST & EXECUTION SERVICES
GVB RFP 2020-008
GVB RESPONSE TO QUESTIONS
AUGUST 13, 2020

GVB OFFICIAL RESPONSE TO QUESTIONS POSED BY 5:00 P.M. ON MONDAY, AUGUST 10, 2020:

Question 1. Can a current or former GVB personnel complete this questionnaire referencing the works of our company?

GVB Response: GVB uses Past Performance Questionnaire's much like how the Federal Government uses them when performing reference checks. The PPQ is used as an indicator of the offeror's ability to perform the Scope of Work and the questions are broad with the intent to determine an offeror's work experience, reliability and dependability. While it may be obvious in the proposal that an offeror may have experience in working with the Bureau; and, in the interest of fair competition to all participants, it is not prudent to solicit a PPQ from GVB as the solicitor of this contract. Refer to the RFP, Section 2: Evaluation and Criteria for further guidance on how GVB expects an offeror to describe the works of their company.

Question 2. Does the questionnaire need to be submitted by the reference contact directly?

GVB Response: Please refer to APPENDIX B of the RFP, which clearly provides instructions to forward the PPQ to those on your Project Reference list for them to complete and send directly to GVB on or before the submission deadline.

Question 3. Can you elaborate on the role(s) and expectations for the selected vendor in regards to email and website programs?

GVB Response: The Digital Media Strategist shall work with approved vendors, contractors, and/or freelancers to increase awareness through email marketing and increasing traffic on the Bureau's websites. Furthermore, the Digital Media Strategist shall recommend and help implement search engine marketing and optimization strategies to improve the Bureau's website visibility.

Question 4. How do you define success across the destination and social media a year from now??

GVB Response: Please refer to the RFP, Section 1, 1.1. Scope of Work, which provides information on measurements of success.

Question 5. Who do you consider your direct and aspirational competitors?

GVB Response: Please refer to the RFP, Section 1.0 (GVB Objectives).

Question 6. What is the biggest challenge you are looking to solve through this partnership?

GVB Response: Please refer to the RFP, Section 1.0 (GVB Objectives).

Question 7. What digital media channels are included?

GVB Response: Digital media channels include, but not limited to, search engine optimization, search engine marketing, content marketing, social media marketing, pay-per-click advertising and email marketing.

Question 8. Is SEM included?

GVB Response: Yes, the Digital Media Strategist shall work with the Bureau and its contractor who manages the company website to provide consultation to improve the Bureau's search engine marketing strategies and deliver results.



CARL T. C. GUTIERREZ
President and CEO