



COMMUNICATION SERVICES
GVB RFP 2021-003

GVB RESPONSE TO QUESTIONS

March 17, 2021

GVB OFFICIAL RESPONSE TO QUESTIONS POSED BY 5:00 P.M. ON FRIDAY, MARCH 12, 2021:

Question 1. Who will the contractor report to - specific departments or points of contact?

GVB RESPONSE: The contractor shall report to the lead for this project, who is the Cultural Heritage Officer in the Destination Development Division.

Question 2. Please expand on the expectation for the contractor to integrate with GVB's existing CRM platform to accomplish this point in the RFP: *Page 9, Section H-2. Manage all daily activities through GVB's customer relationship management system. Draft monthly reports that include any and all success in product development, product placement, industry outreach, media and public relations, and other activities.*

GVB RESPONSE: The primary function will be to efficiently and effectively collect email addresses from the consumer global websites in order to regularly update and populate (vendor's) third-party mass email application/service. Adequate training will be provided on the Bureau's CRM consumer module relative to data collection and reporting functions.

CARL T. C. GUTIERREZ
President and CEO