



## **NEW YORK STATE EDA TOURISM TRAVEL TRADE CONSULTANT RFP Request for Proposals**

Release Date: May 27, 2022

The following is a list of responses to questions submitted by prospective respondents New York State EDA Tourism Travel Trade RFP. A copy of the RFP is available at:

<https://esd.ny.gov/nys-eda-tourism-travel-trade-consultant-rfp>

### **NEW YORK STATE EDA TOURISM TRAVEL TRADE CONSULTANT Responses to Questions**

No.	Question	Answer
1	<p>Regarding Page 4:</p> <p>Please clarify the target markets for this RFP and the rationale for each. For example: When you refer to MICE, do you mean international, or would you be incorporating DMCs domestically?</p>	<p>The target markets discussed in the RFP are:</p> <ul style="list-style-type: none"><li>• MICE - Meetings, Events, Conventions and Exhibitions</li><li>• Amateur Sporting - events, tournaments, meets, and the like</li><li>• Group Travel – group tour, motorcoach and other organized group travel</li></ul> <p>The awarded vendor’s work within these segments will be primarily in the domestic marketplace.</p> <p>International work is primarily focused on travel trade efforts targeted at individual leisure travel, through work like supporting I LOVE NY’s activities around international trade shows held in the United States, familiarization tours for tour operators and journalists, etc.</p>

No.	Question	Answer
2	<p>Regarding Page 4:</p> <p>Will the creation of a database for buyer/booker contacts be housed on an existing ESD platform or does the consultant provide the platform as part of the proposal?</p>	<p>This referenced database will be housed in an existing ESD platform.</p>
3	<p>Regarding Page 5:</p> <p>Please explain the rationale for the requirement of \$5million in economic resources to prepay hard costs. Is this the highest limit anticipated for hard costs? Is this per year or the total budget for the project? What is a typical payment cycle with NYS? Do you anticipate extra delays in producing payments due to the requirements of the Federal grant?</p>	<p>The awarded vendor will be expected to conduct the scope of work and pay for all associated hard costs on a reimbursement basis. The hard costs budget for the life of the award will not exceed \$5,000,000.00 (five million dollars) total. The amount of hard costs the awarded vendor should expect to cover prior to reimbursement will vary, depending on the current work being performed, i.e. tradeshow registration for multiple representatives, booth registration and design, FAM tour costs, for example.</p> <p>With meticulous vendor communication, record keeping, and reporting, we do not anticipate additional delays. The payment process and timeline with Empire State Development varies based on amount of reimbursement request and scope.</p>



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4	<p>Regarding Page 5:</p> <p>Will you consider a lower amount of required economic resources if we can show a process that includes working within budgets, managing cash flow and leveraging lines of credits as needed?</p>	<p>The amount of hard costs the awarded vendor should expect to cover prior to reimbursement will vary, depending on the current work being performed, i.e. tradeshow registration for multiple representatives, booth registration and design, FAM tour costs, for example. The awarded vendor will be required to pay the upfront costs of several scope activities at any given time, amounts of which will vary. Mechanisms like leveraging lines of credit and managing cash flow can be included and described in the proposal to demonstrate that the vendor can cover any and all necessary costs up front as they are incurred.</p>
5	<p>Regarding Page 5:</p> <p>Please clarify what is meant by “ESD has the right to conduct programmatic and financial review of any grant recipients.” Is the bidder considered the grant recipient? What specifically would a review cover? Programmatic and financial details as it relates to this contract or of the whole business?</p>	<p>For purposes of this RFP, the awarded vendor shall be considered a grant recipient. A possible review would be limited to vendors activities as they pertain to the RFP scope of work and stated criteria and requirements. The review could include, but is not limited to, financial documents related to scope of work, subcontractor award details as applicable, staffing levels and program assignments and other programmatic and financial reviews as the Department deems necessary.</p>



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6	<p>Regarding Page 6:</p> <p>What is the approximate budget for this program including hard costs, agency fees and administration? Is there an anticipated budget per year or is it one budget for the whole contract?</p>	<p>The total budget for the hard costs associated with the scope of work is \$5,000,000.00 (five million dollars) total, to be used over the life of the grant.</p> <p>Vendors fees, labor or administration costs are not included in the \$5,000,000.00 budget and should be bid separately.</p>
7	<p>Regarding Page 6:</p> <p>Please clarify what is meant by allow-ability, allot-ability and reasonableness. Are there specific expenses that are not covered by the grant that we should know about?</p>	<p>All proposed budget costs must be allowed under all Federal Economic Development Administration and New York State Empire State Development /New York State Department of Economic Development rules, procedures and guidelines, be adequately funded by the funds allocated for this RFP and associated scope of work and be within reasonable market rate range for the service or product proposed.</p>
8	<p>Regarding Page 8:</p> <p>Please clarify if proposals need to be submitted in a bound hard copy format in addition to the electronic submission. Page 8 requires proposals to be bound and organized with dividers and page 11 requests electronic submissions.</p>	<p>As stipulated on page 11 both the administrative and the technical proposals must be submitted electronically via the designated email.</p> <p><a href="mailto:TourismTradeTravelCS@esd.ny.gov">TourismTradeTravelCS@esd.ny.gov</a></p>

No.	Question	Answer
9	<p>Regarding Page 8:</p> <p>Does the term MICE refer more specifically to the meetings and events market versus a travel trade target such as international MICE tour operators and domestic DMC's?</p>	<p>The term MICE is referring to the Meetings, Events, Conventions and Exhibitions market. The awarded vendor's work within the MICE segment will be primarily in the domestic marketplace.</p> <p>International work is primarily focused on travel trade efforts targeted at individual leisure travel, through work like supporting I LOVE NY's activities around trade shows held in the United States, familiarization tours for tour operators and journalists, etc.</p>