

TO: All Interested Parties
RE: Request for Information
TITLE: Montana Tourism and Business Promotion Research

The Montana Department of Commerce (Department) is requesting information to conduct state-of-the-art research as it relates to the effective promotion of Montana as a tourist destination and business location. The Department spends in excess of \$10,000,000 each year to promote Montana. This Request for Information (RFI) is designed to obtain information about research that would direct these expenditures to obtain the maximum return on this investment (ROI).

This RFI is being sought strictly for the purpose of gaining knowledge of services available with an estimate of their corresponding costs and should not be construed as intent, commitment, or promise to acquire the services or solutions offered. No contract will result from any response to this RFI.

The State of Montana invites all interested parties to submit a written response to this RFI. Respondents should understand that all information submitted in response to this RFI will become the property of the State of Montana.

The State of Montana will not pay for any information herein requested nor is it liable for any cost incurred by the vendor.

RFI responses must be received by 2:00pm, local time, Friday, April 24, 2015 at the following address:

Procurement Officer: Teri Juneau
Montana Department of Commerce
301 S. Park Avenue, Room 207
Helena, Montana 59601

Telephone Number: 406.841.2712
Email: tjuneau@mt.gov

Procedural, administrative, or technical questions may be directed to Ms. Juneau.

The Department appreciates your response to this RFI and encourages your questions in order to enable your reply to be as informed and complete as possible.

1.0 Purpose and Objectives

1.1 The purpose of this process is to determine what current industry options and best practices are available for engaging in a thorough research project to educate the Department's work promoting Montana as a tourist destination and business location.

1.2 The objectives of this project include:

1.2.1 The provision and analysis of polling and focus group information in numerous target markets (including selected international markets) regarding the Montana brand, and the effectiveness of Montana's current focus on the "geotraveler" as a target tourism constituent.

1.2.2 The provision and analysis of research related to the following questions:

1.2.2.1 Who are Montana's key competitors for tourist visitation and business location?

1.2.2.2 Who are these competitors targeting?

1.2.2.3 How are those competitors marketing to these targets?

1.2.2.4 Who is Montana's target audience? Is it still the "geotraveler"?

1.2.2.5 How do we best persuade that target audience to choose Montana?

1.2.3 The provision and analysis of polling and focus group information in numerous target markets (including international markets) regarding Montana as a location for business location, relocation and/or expansion.

1.2.4 The provision and analysis of research related to the following questions:

1.2.4.1 Who are Montana's key competitors for business location, relocation and/or expansion?

1.2.4.2 Who are these competitors targeting?

1.2.4.3 How are those competitors marketing to these targets?

1.2.5 The production of robust reporting materials for dissemination to the Department's stakeholders including presentations in Montana of the research results.

1.2.6 The implementation of a follow-up research project after 24 months to determine progress in the implementation of the Department's promotion activities as directed by the research results.

2.0 Project Description and Qualifications

2.1 This project is a follow-up on a significant research project conducted roughly a decade ago that resulted in the Department's focus on the "geotraveler" as the focus of the Department's tourism related promotion activities. This RFI seeks to obtain information about a project that would both update that research and expand it to include business location information and international markets.

2.2 Candidates interested in this project will have significant experience in research related to promotional activities associated with the tourism economy and business location decisions. The ability to provide services in a number of cities and selected international communities in a timely and efficient manner will be a significant asset to a candidate interested in this project.

3.0 RFI Response Instructions

3.1 The State is asking all interested parties to submit a response containing the following information:

3.1.1 Your interest in providing these services.

3.1.2 Brief description of past experience providing similar services.

3.1.3 From your past experience has the Department identified all the major components necessary to complete this project? If not, please provide recommendations for other necessary components.

3.1.4 Your best estimate of a price range for completing the services as stated in this RFI. Please provide aggregate pricing information for the completion of the various phases of the services described. For example, a response for the objective related to polling and focus groups might look something like this:

Polling and Focus Groups - Tourism (Objective 1.2.1)

National Polling	One 800 Person Sample	\$ 35,000
Six Domestic Market Polls	600 Person Samples	\$180,000
Twelve Domestic Focus Groups		\$240,000
Two International Focus Groups		\$ 50,000
Travel		\$ 20,000
<u>Analysis and Reporting</u>		<u>\$ 40,000</u>
Total		\$565,000

3.1.5 Your best estimate of a time frame for completing the project described in this RFI.