

Answers to RFP bidder questions: **Comms/PR**

6/30/23

1. Would the cover page, cover letter, table of contents, and brief CVs of each team member count in the 20-page limit?
 - a. **Yes.**
2. Are there any other local communication firms you would want us to consider subcontracting?
 - a. **No.**
3. Have stakeholders already been assigned this initiative?
 - a. **There are a wide variety of stakeholders in Maine's outdoor industry - from entrepreneurs, gear builders, guides, land managers, designers, engineers, educators, and more. The roadmap and the communications/PR around it should be reflective of the diversity of our industry.**
4. Would steering committee members/stakeholders be available as spokespeople (after media training)?
 - a. **Yes.**
5. Has a prioritization of media coverage (local / regional / national and print vs digital, broadcast etc.) been determined?
 - a. **No.**
6. Is the press office expected to be a full-time role outsourced to the PR agency?
 - a. **Yes.**
7. Could you provide details of individuals on the 15-20 person steering committee?
 - a. **The Steering Committee is intended to be a mix of individuals representing the manufacturing, retail, and service sectors of the outdoor recreation industry, as well as individuals from tribal nations, industry associations, nonprofit organizations, conservation agencies and organizations, land trusts, large landowners, economic and business development entities, and educational institutions.**
8. Can you provide background information on your desired target audience(s) and ultimately the type of visitors you would aim to attract to these outdoor spaces? Do you have targets for domestic vs international visitation?
 - a. **This RFP is for communication and public relations about the Roadmap process and Maine's outdoor recreation economy as a whole.**
9. Are other states using ARPA funds in this way or is this unique to Maine?
 - a. **Other states may be using these funds to support similar long-term strategic planning initiatives.**

10. Would we be able to share initial research findings with the press when they come out in the winter of 2023 - 2024?
- a. **We expect the Communications/PR consultant will periodically share research findings with the press as they become available throughout the project, but the timeline may vary from that described in the RFP.**
11. At times, the RFP states the scope of work should include PR during the development of a strategic roadmap and outdoor recreation economy, yet it mentions managing the rollout campaign in others. Is it accurate to say that each phase of the project is equally important to the organization's goals?
- a. **Yes.**
12. Communication assets: Can you clarify what you envision this will encompass?
- a. **The Communications/PR consultant will be expected to collaborate with the core team, other consultants, and working groups to identify and develop the right assets. We anticipate this including, but not limited to, press releases, pitches, and talking points, but we welcome proposals that articulate potential options.**
13. Do you have an idea of how many events there will be for promotion?
- a. **To be determined.**
14. For social media content, will we be provided with any assets like photo, video or graphics? Will all social media duties (monitoring, content creation, posting and reporting) be the responsibility of the vendor who is awarded this contract?
- a. **Yes. We have some existing photo and video assets that will be available.**
15. We noticed that the RFP states "Work in coordination with the roadmap's project management consultant and marketing and branding consultant." Has the marketing and branding consultant been hired already? Can you explain their role and how it may (or may not) overlap the responsibilities of this contract, such as asset development?
- a. **No, a marketing and branding RFP has not yet been issued. We anticipate this happening in 2024. Refer to Priority A in the RFP: Strengthen and leverage Maine's outdoor brand to increase the value of Maine outdoor products and experiences.**
16. In terms of a social media content calendar (page 3 1F), are you looking for the selected agency to plan and draft all roadmap-specific posts, or for the selected agency to plan and draft *all* Maine Outdoor Brands posts?
- a. **The selected agency will focus on roadmap-specific content.**
17. Are there any specific communications assets (page 3 1G) you are interested in? Are you primarily interested in press releases, pitches, talking points, etc., or are you also interested in more visual elements (infographics, photos, video, etc.)?
- a. **See Question 12.**

18. In terms of web content (page 3 1H), are you looking for development of a brand new roadmap-specific website or the addition of a roadmap-specific webpage?
- a. **At a minimum we anticipate needing a simple roadmap-specific website to post updates, share information about the project, etc. We welcome input from the bidder on the best approach to take.**
19. Who are the primary audiences for the Comms and PR plan in order of priority?
- a. **Audiences include, but not limited to, stakeholders in Maine’s outdoor industry, local/state government leaders, and economic developers. The Communications/PR consultant will be expected to work with the Core Team to further refine and prioritize target audiences.**
20. Section III (F) reads “develop and implement a plan for event promotion and social media”. Development of the plan is hours, but implementation would be OOP costs. Are those costs for execution of the plan above and beyond RFP budget?
- a. **Consultant would be expected to cover their own OOP travel costs.**
21. Build of Website/Webpage: need more clarity here. Are you looking for a website to be built for this project (page) or is this more of a page to direct Press/Comms inquiries. If building a page, would these costs be above and beyond the RFP budget?
- a. **See Question 18. Creation of a simple website would need to come from the Communications/PR RFP budget.**
22. Do any of the current partners/Core Team have access to platforms for monitoring sentiment and/or media relations database/monitoring that could be utilized without adding an additional expense?
- a. **No.**
23. Section III, F. there is an item for media training. Could we please get clarification on:
- a. How many people do we anticipate will need training? **To be determined, up to 15.**
 - b. Will different locations be needed for training? **Not more than 2 different locations.**
 - c. Do we anticipate these trainings being during “working hours” (weekday 9-5) or outside of these hours? **During working hours.**
 - d. Is the budget for OOP costs related to this portion to come from the RFP Budget? **Yes.**
24. In section III (1d) there is the mention of providing “media training and coaching for roadmap and outdoor recreation economy spokespeople.” Can you provide any additional information on these spokespeople? Will it be the individuals that make up the “15-20 person steering committee” mentioned in the proposal? Or some other list of individuals?

- a. **To be determined. Spokespeople may include individuals from the Core Team, the Steering Committee, working groups, or others.**