



**STATE OF NEW HAMPSHIRE
DEPARTMENT OF BUSINESS AND ECONOMIC AFFAIRS
Research Services
RFP DBEA 2026-02**

Clarifying Questions and Answers

- Q1.** Could you share any additional insight into why it's being reissued now or if there are other changes or priorities driving this update?
A1. The Agency has revised the contract duration and deliverables.
- Q2.** For the Advertising Effectiveness & ROI Study, are you able to provide the list of DMAs in which BEA advertises for the Advertising Effectiveness & ROI study?
A2. DMAs fluctuate depending on seasonal campaign, main markets are New England, eastern New York/New Jersey, eastern Pennsylvania and Montreal.
- Q3.** P-37, Section 8.2.1 states that a cure period may be less than 30 days. Would the State agree to provide a minimum cure period, as set forth in the contract resulting from DHHS-RFP-2019-043, of 30 days?
A3. The Agency would negotiate with the Selected Vendor.
- Q4.** With regards to P-37, Section 8.1.1., would the State agree to change this provision, as previously agreed to by the State in the contract resulting from DHHS-RFP-2019-043, to the more objective "failure to perform the Services in accordance with the Agreement satisfactorily or on schedule;"?
A4. See A3.
- Q5.** With regard to P-37, Section 13, would the State consider adding the following to this section, as similarly included in DHHS-2021-068, Contract Amendment #1?

Subject to applicable laws and regulations, in no event shall the Contractor be liable for any consequential, special, indirect, incidental, punitive or exemplary damages and the Contractor's liability to the State for any claims, liabilities, or expenses relating to this Contract shall not exceed two times (2X) the total Contract price set forth in Contract Agreement - P-37, General Provisions, Block 1.8. Notwithstanding the foregoing, this limitation of liability shall not apply to any third-party claims for bodily injury, death, or damage to real or tangible personal property to the extent caused by the Contractor's negligence or willful misconduct. Notwithstanding the monetary limitation contained in this paragraph, in the event a claim or action is brought against the State in which infringement, and/or any third party claims for bodily injury, death, or damage to real or tangible personal property to the extent caused by the Contractor's negligence or willful misconduct are alleged, the Contractor, at its own expense, shall defend, indemnify and hold harmless the State against all such claims or actions for any expenses, costs or damages, including legal fees and expenses, incurred by the State in connection with such claims or actions.

- A5.** See A3.
- Q6.** Would the State agree to extend the Vendor Inquiry Period until August 5, 2025, in order to permit vendors a reasonable opportunity to propose questions regarding the RFP?

- A6.** The Agency will retain Section 1B. Schedule as currently written.
- Q7.** Section 1, B. Schedule notes the Proposal Due on 8/8/2025. Would the Agency consider extending the proposal submission deadline by 2 weeks to allow for the highest quality proposal?
A7. See A6.
- Q8.** Section 1, C. Description of Agency or Program issuing the Request for Proposals notes inclusion of two websites: www.nheconomy.com and www.choosenh.com. Will www.VisitNH.com or any other state tourism marketing website also require tracking? What is the full list of the Agency Marketing Programs and campaigns that exist and that should be tracked as a part of our response?
A8. Web tracking is not a deliverable within Section 2 – Requirements and Scope of Work.
- Q9.** Related to Section 2 – Requirements and Scope of Work, are measurement systems in place or is the state looking for recommendations to be included in part of the strategy? If any are in place, what tools and providers are currently being used for research and to track advertising effectiveness, return on investment, and economic impact? And are these tools preferred to be used moving forward?
A9. The Agency is looking for recommendations for the deliverables in Section 2 – Requirements and Scope of Work.
- Q10.** Related to Section 2 – Requirements and Scope of Work, what market research has been performed to date and will it be made available?
A10. Research that has been performed, can be found in the [Industry Section](#).
- Q11.** Related to Section 2 – Requirements and Scope of Work, Has BEA measured current awareness levels for the Agency's marketing programs?
A11. See A10.
- Q12.** Related to Section 6, A. Criteria for Evaluation and Scoring, what is BEA budgeting for this initiative? What has been the historical budget for services being procured?
A12. The Agency seeks the most qualified vendor for this project. The previous contract for these services was \$250,000 annually.
- Q13.** Does BEA currently have an incumbent for these services, and if so, would BEA be willing to share the name(s) of the vendor(s)?
A13. The Agency is currently without a research contract.
- Q14.** What type of audience would we be expected to present at New Hampshire Tourism events, and what type of content?
A14. The audience will vary based on the event and topic but will most likely include members of New Hampshire's tourism industry.
- Q15.** What participant program data will we have access to in order to evaluate ROI?
A15. The previous vendor had full access to the data necessary to evaluate ROI.