

**Visit Oxford Request for Proposal
Strategic Planning & Visitor Profile Study
Questions & Answers
Tourism Industry Recovery, II**



The below questions were submitted to Visit Oxford by the published deadline of April 3, 2023 at 5:00 p.m. CDT. No further questions will be accepted in reference to the RFP for Strategic Planning and Visitor Profile Study.

- 1. In reference to the Strategic Plan and Visitor Profile Study, would it be possible to see a copy of the 2016-2017 Visitor Travel Profile Study?**

Yes, you can find a copy of that study [here](#).

- 2. Is there a budget or budget range for this project and are you able to share it with us?**

There is a budget range of \$25,000-\$35,000 for this project.

- 3. Is there a page limit for the proposals?**

There is not a page limit for the proposals.

- 4. Is project experience in Mississippi a requirement? We operate nationally but have not worked in Mississippi.**

While we would like to work with a company that has experience working in Mississippi, it is not a requirement. All proposals will be considered equally and fairly.

- 5. On page 4, Line I. Budget, the RFP refers to "strategy execution, account management" which are terms normally associated with an advertising agency RFP. Is this wording intentional?**

This wording was intended only for the duration of the project. Once the project is complete, Visit Oxford will work with our agency of record to implement the findings.

- 6. To better understand how much money we can direct to consumer research, what is the total budget available for this project?**

There is a budget range of \$25,000-\$35,000 for this project.