



DATE: October 25, 2019
SUBJECT: Letter of Clarification
RE: National Public Relations Firm RFP
TO: All Prospective Proposers

Houston First Corporation (“HFC”) issues this Letter of Clarification regarding the referenced Corporate Communications RFP to answer questions timely received in the manner set forth below:

Question 1: May an out-of-state firm submit a Proposal, or is a local office required?

Answer: The RFP is open to all qualified firms. A local presence is not necessary.

Question 2: Is the intent to award the entire scope of work to one firm?

Answer: HFC expects to select one firm, but reserves the right to select proposals in the manner and to the extent that they serve the best interests of HFC

Question 3: What types of events does HFC expect to be executed per year and will the Proposer need to provide a planning team to produce the events?

Answer: The selected firm will work in coordination with HFC team to assist in planning and executing events. Tasks could include identifying and pricing venue locations in market, working with venue team to understand activation opportunities, and managing logistics. The selected firm would also be responsible for pitching and managing media invites to HFC events.

Question 4: In what manner will HFC use the selected Proposer’s travel/trade databases?

Answer: HFC requires the selected firm to provide monthly reports for all earned media including articles published, audience reach and other media metrics. For that reason, the selected firm should have access to a database where they can track performance. Additionally, HFC requires the selected firm to maintain a media database of contacts. When pitching media, HFC will call upon the selected firm to assist in targeting media via their media contacts and may also request access to current media lists.

Question 5: How is success measured and what does it mean to HFC?

Answer: HFC measures success by tracking traditional performance metrics (number of articles, audience reach, etc.) and measuring against our corporate goals/KPIs, as well as

tracking sentiment and messaging to ensure editorial coverage is in line with our corporate message.

Question 6: Does HFC have specific targets to reach in designated markets and will the Proposer selected have access to HFC data on Houston tourism?

Answer: HFC is focused on leisure travel and MICE (i.e., meetings, incentives, conferencing and exhibitions). The selected firm would be responsible for targeting media within both verticals, developing out-of-the-box pitches and invites around our core messaging of Houston as the Culinary and Cultural Capital of the South, as well as capitalizing on timely events to tie in Houston (e.g., the 50th anniversary of the moon landing). The firm will have access to HFC data on Houston tourism.

Question 7: May a certified Diversity firm submit as a prime contractor and a subcontractor?

Answer: Yes.

Question 8: Has the due date been extended?

Answer: No. The Submission Deadline of 2:00 p.m. on October 30, 2019 still stands.

Letters of Clarification become a part of the RFP automatically upon issuance and supersede any previous specifications and/or provisions in conflict therewith. By submitting their Proposal, Proposers are deemed to have received all Letters of Clarification and to have incorporated them into their Proposal.