

DATE: November 10, 2016
SUBJECT: Letter of Clarification
RE: New Attraction Market Analysis & Feasibility Study (RFQ)
TO: All Prospective Respondents

This Letter of Clarification is issued as part of the referenced solicitation for the purpose of answering material questions timely received in response to this Request for Qualifications:

1. **Question:** When do you anticipate starting this Project?
Answer: The respondent selected is expected to begin work promptly upon signature of an agreement with Houston First.
2. **Question:** What are Houston's competitive cities for purposes of this project?
Answer: Project-specific information, such as competitive cities, will be discussed with the respondent selected.
3. **Question:** Do you have a sign-in sheet or other list of companies that have expressed an interest in this Project?
Answer: No.
4. **Question:** Can respondents exceed the page limits in their SOQ?
Answer: We respectfully request that all respondents abide by the page limits set forth in the RFQ.
5. **Question:** Has the stakeholder group been identified?
Answer: Project-specific information, such as a stakeholder group, will be discussed with the respondent selected.
6. **Question:** Is any prior research available to help the consultant determine if the Project is viable?
Answer: Potential respondents are advised that the Market Analysis and Feasibility Study is expected to be an original work.

7. **Question:** What is the budget?

Answer: No budget information is available at this preliminary stage of the Project.

8. **Question:** Will Houston First create the project working group or assign staff to work with the consultant?

Answer: Houston First will identify the appropriate team, including staff, who will work with the respondent selected.

9. **Question:** How will our work plan and methodology factor into the selection process?

Answer: Selection criteria are as stated in the RFQ.

10. **Question:** Will this Project require an economic impact analysis, or recommendations on funding or governance?

Answer: At this preliminary stage, we ask only for Statements of Qualification. Any refinement of the scope of services outlined in the RFQ will be discussed with the respondent selected.

When issued, Letters of Clarification automatically become a part of the solicitation and supersede any previous specifications and/or provisions in conflict therewith. By submitting their SOQ, respondents shall be deemed to have received all Letters of Clarification and to have incorporated them into their SOQ.