

**MARKETING, ADVERTISING, AND PUBLIC RELATIONS
SERVICES FOR THE NEW YORK STATE FAIR AND
FAIRGROUNDS, AND NEW YORK STATE DEPARTMENT OF
AGRICULTURE AND MARKETS**

RFP #0131

**Addendum 1
Issued December 3, 2015
Questions and Answers**

**Please note that the questions that follow are taken directly from the emails received by the Department.*

1. I'm a commercial photographer and a NY State and city certified WBE, and am interested in bidding on the photography portion of this RFP. Could you please let me know if this is possible, and if so, how I can go about doing so?

No, the Department is accepting bids only from firms that can provide all the services sought under the RFP. However, there may be opportunities for subcontracting with the chosen firm.

Per Section 1.4 of the RFP, "Any bidder authorized to conduct business in New York State that can provide comprehensive marketing, advertising, and public relations services is eligible to submit a bid. Please see section 3.3 for minimum qualifications for this engagement."

Per Section 3.3 of the RFP, to be considered: "1. The Proposer must be authorized to do business in New York State... and, 2. The Proposer must be a going concern with a minimum of five (5) years' experience in the advertising industry. The Proposer must have the ability to perform the functions of a full-service agency that can handle all marketing, advertising, and public relations duties in-house or through subcontractors. For purposes of this RFP, a full service advertising agency is defined as a company that provides the services described in Section 2.2 of this RFP including assisting with annual strategic communications planning, creation of marketing, advertising, and public relations materials, media buying, point-of-sale and public display conception and creation, social media and online media expertise, website development and design, and database acquisition and deployment. Any bidder who fails to meet any of these qualifications will be disqualified."

Moreover, per Section 5.2A of the RFP, "For purposes of this procurement, AGM hereby establishes a goal of 15% for Minority-owned Business Enterprises (MBE) participation and 15% for Women-owned Business Enterprises (WBE) participation (collectively referred to as MWBE) for a total Contract MWBE goal of 30%. The total Contract goal can be obtained by utilizing any combination of MBE and /or WBE

participation for subcontracting and supplies acquired under this Contract. The directory of New York State Certified MWBEs can be viewed at: <https://ny.newnycontracts.com/frontend/diversityusers.asp>. Questions regarding compliance with MWBE participation goals should be directed to the AGM Office for Minority and Women Owned Business Enterprises Designated Contacts identified in the MWBE/EEO Submission Documents. A Contractor must document good faith efforts to provide meaningful participation by MWBEs as subcontractors or suppliers in the performance of this Contract (see clause E below) and ensure that the MWBEs utilized under the Contract perform commercially useful functions (see clause B below). Contractor agrees that AGM may withhold payment pending receipt of the required MWBE documentation.”

2. Can you please let me know who the incumbent is for this RFP?

Pinckney Hugo Group, LLC, 760 West Genesee Street, Syracuse, NY.

3. Within the RFP, you mention the 2014 Fairgoer and Non-fairgoer survey. Can we get a copy of past survey results?

Please see 2015 Fairgoer survey.

4. Can you provide a list of the required printed materials as outlined in Section 2.2 A. (3) including estimated quantities?

The only printed product produced by our ad agency for the 2015 Fair was the annual Fair Guide, a 12 page tabloid, full color printed publication (see copy attached). They are produced for distribution via our grocery and other retail partners, and at Thruway and other highway rest stops. The Fair printed about 200,000 of them for 2015. We have printed as many as 1.1 million of these in the past, when they were also used as paid newspaper insertions. We did not do newspaper insertions for the 2015 Fair.

The Fair self-produces a simple daily schedule publication, and that will continue in 2016. The Fair also worked with an outside vendor to produce a map publication, and that will also continue in 2016. Neither product requires the assistance of the agency awarded this contract.

5. Is it possible to attain samples of printed materials?

See Fair Guide attached.

6. On page 6, Section C. second (4) it states design and development of a website. Can you elaborate further on which website needs to be designed as the previous line mentions two different programs?

The Division of Agricultural Development is responsible for promotion and marketing of New York agriculture. Consistent with that mission, the Division maintains a web presence (currently branded Pride of NY) that promotes various agricultural producers. There are needs for occasional updates of this web site. There are also occasional needs for more focused web presentations to support various initiatives.

7. We just received the MWBE notice about promoting the New York State Fair and I was wondering if you were only looking for a full service agency for the contract term? Please let us know if you are considering ala carte proposals for advertising and marketing services and we would be happy to submit by your deadline, December 10th. Thanks!

Please see response to question "1" above.

8. Can I receive more information on what you are looking for in terms of the advertising, PR and marketing requirements for bid?

Please see Section 2 of the RFP for a description of work to be performed.

9. Can you provide an example of the sponsorship materials currently being used to secure sponsorships?

All sponsorship materials and sales are created and handled in-house.

10. Is it possible to find out what % of people buy tickets during advanced general admission sale promotions vs. gate?

Overall, about 61% of admissions in 2015 were paid admissions, with the remaining 39% being non-paid admission for special days such as Senior Days, employees, vendors, etc. 27% of all admissions – about 245,000 admissions -- came from the advance general admission sale and group rate sale, when tickets are \$6, a discount from the \$10 charge during the Fair.

11. Over the years, the grandstand concerts have generated a large number of people passing through the gates. Would you be able to provide us the % of people that came through the gates using their grandstand concert tickets?

As the Grandstand is no longer in operation, this information is not relevant for future marketing programs.

12. Are there any criteria relative to the types of qualifying sponsors that can be considered for any of the programs in the RFP?

Potential sponsors for the Fair are evaluated on a case-by-case basis. There is a written policy for sponsorship sales, which covers the main types of sponsorship opportunities: Mobile tours, naming rights, trades, brand awareness/visibility, and signage. The Fair Director, or his/her designee, along with the Sales and Sponsorship Manager, decide the applicability of a given sponsor.

13. For design, are there written state brand and related design element guidelines to be considered?

Yes. New York State has a branding guide that all agencies, including the Fair, must follow. A few agencies, including the Fair, are exempt from the portion of the branding guidelines that mandate a consistent logo; the Fair is allowed to continue

to use its own logo. The requirements are not onerous and will be provided to the winning bidder.

14. Are there archived video and photos from either prior State Fairs or other state repositories that would be available to complement any new image capturing?

Many years of State Fair photos can be found on the Fair's Flickr site, flickr.com/photos/nysfair. There is video from previous years, but it is not published in a public place.

15. Is there an existing social media strategy in place?

There is, and the Fair's social media work has been held up as a model for other state agencies to follow. The Fair's Facebook page is one of the largest among all state fairs, with more than 130,000 followers. The Fair uses Facebook and Twitter for each of its announcements, for social sharing as the ramp-up to the Fair begins, and, using a special platform on Facebook, for contests to drive engagement.

16. Is there a summary of past media used for prior campaigns?

The Fair has used generally all media available to it, from traditional print to social media and search engine advertising.

17. The New York State Broadcasters Association does not qualify, by definition, to be the lead agency in the RFP, since we are not a full service advertising agency. We could, however, be a subcontractor, since we have a program that allows agencies of government to purchase both radio and television time across the State at deeply discounted prices. This would allow Agriculture & Markets to run a full an affordable State broadcast campaign, even including broadcast in New York City. May I ask if there is a way to contact those responding to the RFP in order to explain our program to them? And when will results be made public?

Per Section 1.6 of the RFP, the tentative award date is December 28, 2015. The results will be made available to the public soon thereafter upon the full execution of a contract by both parties. You can contact the winning bidder and explain your program to them.

18. Does AGM have a database (email or names and addresses) of individuals who attended the Fair? Is there an ongoing crm program?

We have several databases of Fairgoers and Fair fans. We maintain a Constant Contact newsletter system with thousands of people who subscribe to our updates (some of these are journalists, but they also receive our news via our news release system). The 2015 Fair was the first time we were able to use an e-ticketing system for direct admission sales and we have information on those buyers. And our social media sites have large numbers of subscribers.

19. Are there any benchmark research studies to better understand perceptions of the Fair and the motivations for attending?

Our annual Fairgoer survey helps us understand perceptions of the Fair from the standpoint of those who attended. We do not have data on those who do not attend.

20. How has AGM evaluated marketing efforts of the Fair? Specifically, are there specific metrics, quantitatively and/or qualitatively? Have they shifted in recent years?

This is the first contract to include very specific, data-driven evaluations.

21. Are there specific co-op programs the Fair have found successful?

The Fair has not used co-op programs in the recent past.

22. How has the Fair taken advantage of ESD's "I Love New York" program?

The Fair works closely with "I Love New York," which helps to market the Fair in the New York City media market and in some specialized markets. I Love New York also operates a tourism facility at the Fair.

23. The regions cited in the RFP total only 14% of the 2014 Fair's attendance. What other markets/regions contribute to the other 86%?

See the Fair's 2015 Fairgoer survey attached.

24. Among the attendees what is the average time spent at the Fair?

We have not asked about time spent.

25. How many days does the average visitor attend the Fair?

See the Fair's 2015 Fairgoer survey.

26. Are there specific sponsorships AGM believing are successful?

See question "9" above.

27. What were the KPI's?

See question "9" above.

28. What is the retention rate year over year of the sponsors?

See question "9" above.

29. How many days per year account for the 150 non-Fair events?

In general, most weekends of the year account for one or more of the non-Fair events. There is a blackout period prior to the Fair, to allow for unhindered Fair setup, and a quiet period around Christmas and the New Year. The 2014 list of non-Fair events is attached.

30. What is the year over year retention rate of the non-Fair events?

Extremely high. We have not computed a retention rate, but there is minimal turnover.

31. As part of this RFP, is the Public relations scope's primary role is to support of AGM's in-house press office.

No. Public relations support is needed to assist with the areas covered in this RFP. The current contractor, for example, uses its PR department to set up the Fair's annual media tour of upstate New York, and to set up radio interviews to support a concert announcement. Public relations support has been a fairly small portion of the overall effort since the reinstatement of the Fair's own press officer.

32. What areas/individuals are considered the target audience to attend? AGM indicates that they want to expand beyond New York State. Are there specific geographic areas that AGM is interested in pursuing?

The Fair's immediate goal is to expand beyond its Central New York base. See the 2015 Fairgoer survey for the percentage of admissions from the markets around Central New York. The Fair seeks to draw more people from the markets that ring Central New York, such as Rochester, Watertown, Albany, and Binghamton. Generally speaking, the Fair's target audience is a family with young to teenaged children. The Fair's long-term goal is to continually broaden its reach.

33. How does AGM interact with local CSA's? Are those who participate in local CSA's seen as part of the target to attend the Event?

The Division of Agricultural Development does not target Consumer Supported Agriculture (CSA) for Taste NY activities at the Great New York State Fair. The Fair has no specific program targeting CSAs.

34. What are in-house capabilities of AGM in terms of marketing and PR personnel and production capabilities?

AGM maintains a three-person public information office. Two of those staffers, including the department's leader, the Public Information Officer (PIO), are based at AGM offices in Albany and work primarily on information programs relating to agriculture.

The Fair: The Assistant Public Information Officer is based at the Fairgrounds and holds the title of State Fair Marketing and Public Relations Manager, and has the

day-to-day responsibility for the Fair's public information, public relations, and marketing program. A Fair employee who is not directly a part of the public information department manages the social media operation and is also the in-house graphic designer. Another Fair employee who is not part of the public information department handles signage, publishes to the website, and manages printing orders.

The Fair intends to handle as much of its public relations and marketing work as possible. The Assistant PIO writes all press releases, coordinates production of the annual map and daily schedule guides, creates (with the graphic designer) and places some Fair and some non-Fair advertising, along with other projects.

Division of Agricultural Development: The Department's Public Information Officer (PIO) is responsible for the marketing and PR responsibility of the Taste NY initiative and the Pride of New York Program. The majority of the production of materials for the Great New York State Fair is coordinated through the Department or through the marketing firm.

35. **"Pride of New York" - Are there any benchmark research studies to better understand perceptions of NYS agriculture products as compared to other States? Are these studies available to review?**

No, there are no research studies available to review.

36. **Beyond being grown/produced in New York State are there product attributes that are distinctive from other state's? If a recall, AGM had a program "Seal of Quality" that had a clear product differentiation providing a real benefit. Was there any thought of using similar standards?**

Pride of New York Program is the State's branding program for the promotion of agricultural products grown, produced or processed in New York State. The Program markets participants and informs consumers about the availability and variety of New York-Produced products. To participate in the Pride of New York program your products must be agricultural-related and grown, produced or processed in New York State. Advocacy groups or organizations may also join but must be agricultural related.

37. **From the AGM's perspective, are there specific programs that have proven successful?**

All of the programs administered by the Division of Agricultural Development have proven to be successful because they strengthen the viability and raise consumer awareness of New York's food and agricultural industry. The division focuses on three major areas to achieve this goal: promoting the agricultural community, providing education and assistance to businesses; and overseeing farmers' markets and other initiatives that bring healthy foods into local communities.

Access to Healthy Foods

These programs bring together producers and consumers.

- Farmers' Markets**
- Farmers' Market Supplemental Nutrition Assistance Program**

- **Farmers' Market Nutrition Programs**
 - **Seniors**
 - **Women, Infant and Children**
- **FreshConnect**
- **Fresh Connect Checks**
- **Women, Infant and Children Vegetables and Fruits Checks Program**
- **Farm to School**

Marketing and Promotion

The division works with the agricultural community to increase sales and exposure for New York food and beverage producers.

- **Taste NY**
- **Pride of New York**
- **Pride of New York Restaurant Pledge**
- **Cuisine Trails**
- **International Trade/Export**

Business Development

The division provides educational information and assistance on a range of programs to help protect and grow businesses.

- **Agricultural Producers Security (Farm Products Dealer Licensing)**
- **Crop Insurance/Risk Management**
- **Market Order Administration**
- **Organic Farming: Development and Information**
- **Specialty Crop Block Grants**

New York City

The Department's New York City office oversees a variety of statewide and local programs to support urban agriculture and connect upstate growers to downstate markets.

- **Urban Agriculture**
- **Community Gardens**

38. RFP Submission - What are the specific documents in the "Submission Documents PDF" that are required in the December 10 submission?

Please see Section 3.2 of the RFP, "Submission Method", for a list of specific documents that are required in the December 10 submission. See also "Submission Documents Checklist" found in the Submission Documents PDF. The "Submission Documents Checklist" should be completed and returned with the bid response. The "Submission Documents Checklist" identifies which forms and documentation shall be submitted at the time of bid submission.

39. Miscellaneous - How long has the incumbent had this contract? **Since January 1, 2010.**
40. Who is the incumbent? **Please see response to question number "2" above.**
41. May we have a list of vendors who have expressed an interest by submitting questions?

No. Please see question “105” below for our process for announcing the RFP.

42. Does the estimated budget include out-of-pocket expenses such as printing?

Yes.

43. Is AGM able to provide a budget delineation by effort for the last fiscal year?

In general, these are the broad budget lines from the current incumbent and the percentage spent in those lines:

- **Creative: 27%**
- **Production Services: 2%**
- **Media buys: 48%**
- **PR: 1.5%**
- **Agency Services: 13%**
- **Concert Creative: 1%**
- **Concert Media: 7%**
- **Concert Account Services: 1.1%**

Note that all lines associated with concerts related to the Grandstand paid admission concerts, which no longer exist.

44. How many agencies will be giving an oral presentation?

Please see question “147” below.

45. When will we be notified that we have been chosen to give an oral presentation?

You will be notified during the week of December 14, 2015.

46. Will your incumbent agency be participating in the review? If not, why not?

No. The technical and financial components of all eligible proposals will be evaluated separately. The technical evaluation of the proposals will be reviewed by a panel of at least three (3) Technical Evaluators designated by the Department with knowledge in the applicable subject matter. A staff member(s) from the Department’s Division of Fiscal Management will conduct the financial evaluation.

47. Can you provide us with your top three attributes you are looking for with your new agency?

The goals for this RFP are spelled out in Section 1.3. We are not asking for specific attributes.

48. With regards to budget, the new goals for AGM brand awareness are ambitious and we want to understand if this will receive further financial support? The \$150,000 is a conservative budget to obtain your goal of increasing branding locally, nationally and internationally, in addition to executing the tactics listed in section 2.2 C.

The 2016/2017 budget has not been finalized at this time so we are unable to answer this question.

49. Historically, what has been working net budget overall?

Per Section 3.6 of the RFP, “The Fair’s annual marketing budget has ranged in recent years from \$750,000 to \$962,000. The Department’s agricultural development division estimates its annual marketing budget will be approximately \$150,000.” The range specified is gross.

50. What has been the split in budget between production, media, PR?

See the answer to “43” above.

51. What media tactics in the past have been executed? What worked? What didn't and why?

We and our incumbent agency have executed most or all of the major types of media tactics. Given that most media is difficult to impossible to quantify in terms of how well it worked, we have shifted some spending and would like to shift more into media that provides a direct linkage to ticket sales and can be tracked. One item that we removed was the printing of nearly 1 million tabloid Fair Guides, inserted into Upstate New York newspapers. It was our single most expensive item and its removal did not appear to affect attendance rates from the nearby markets. We have also eliminated most posters, except for certain point-of-sale posters, on the same grounds.

52. With regards to brand position, will the chosen agency be refreshing the current logo(s) or creating a completely new ones?

The Fair’s logo is unlikely to change in the next few years. The Taste NY and Pride of New York logo are unlikely to change in the next few years.

53. Do you have a dedicated list of vendors we will have to choose from for various services or will we have consideration?

You will have consideration, keeping in mind the M/WBE requirements set forth in Section 5.2 of the RFP. The Department maintains an extensive M/WBE contractor list and can be consulted for assistance. Also, please see Section 5.3 of the RFP regarding subcontracting. As noted in Section 5.3 of the RFP, “Contractor shall not subcontract any work required under this procurement without first obtaining prior written approval from the Department. Any proposed subcontract under this Agreement shall be provided to the Department in writing on or before April 1st each year, and shall be approved in writing by the Department, and shall clearly describe the goods or services to be provided and the total cost of such goods or services. Subcontracts for services only shall separately state the rate of compensation on a per-hour or per-day basis. The Contractor shall promptly furnish information as requested by the Department concerning the proposed subcontractor’s ability and qualifications.”

54. What is the approval process and communication workflow like? Are communication approvals set through the Governor's Office, NYS Agriculture?

Fair: Most approvals are handled by the Fair's Marketing and Public Relations Manager, in consultation with the Fair Director and the Public Information Officer. Some elements require consultation with higher offices, which the Fair handles. The Fair's Marketing and Public Relations Manager is the contractor's sole point of contact.

Agricultural Development: Approvals are through the Director of Agricultural Development and the Public Information Officer (PIO) prior to being released to the public.

55. Will chosen agency be working with talent management and other PR groups hired by Fair participants/entertainment?

No.

56. How much will we be able to dictate the PR schedule along with any established or suggested markets, vendors and dignitaries?

The contractor's advice and counsel will be important in determining all aspects of the marketing and PR program. Final decisions rest with the Fair, Agricultural Development, or the Department.

57. What are non-Fair events considered to be and what is the percentage of time spent marketing those vs. the NYS Fair itself?

Please see the list of 2014 non-Fair events attached. Marketing for non-Fair events is handled by the event promoters. Per Section 1.3 of the RFP, one of the goals of the State Fair is to maximize the use of the Fairgrounds from show, conference and convention rentals. The selected contractor will work with the Fair to market the Fairgrounds to event and show promoters to host non-Fair events on the Fairgrounds.

58. Can you please elaborate on the second paragraph of 2.3? "The contract is non-exclusive; the Department may contract with another firm for specialized services and reserves the right to use its own in-house capabilities for advertising and promotional efforts."

The Department may choose to use its own in-house capabilities for advertising and promotional efforts and may contract with another firm for specialized services. See question "59" below.

59. If you are awarding this contract to a single full-service agency, what specialized services would you foresee contracting out? What in-house capabilities do you have? How do you see using your in-house staff?

In-house capabilities for the Fair are explained in Question “34” above. In general, the Fair intends to handle as much of its own work as is practical in order to make the greatest use of the marketing budget. In 2015, this amounted to about 10% of the overall marketing budget.

60. Section 2.2 Scope of Work/Deliverables - You state the word "assist" quite a bit in this section, what does this mean? Will we be working with an additional creative team?

Assist refers to working with the Department, which leads the effort. It is highly unusual to have to work with other creative teams, but not unheard-of. I Love NY, for example, has its own agency and on rare occasion, creative agencies have had to work together on a specific project.

61. Section A Questions 6. - Do you have a website agency or developer? As this goal states, provide advice and assistance to the Fair in the maintenance, look, and content of the Fair website, nysfair.org.

The Fair publishes to its own website but is currently using its incumbent agency for website technical issues, hosting, and app development and maintenance.

62. In the RFP document, page 12, item C, Creative Concept Pitch and Oral Presentation – It appears you require the presentation to focus entirely on The NYS Fair. Are we correct in our understanding that you do not expect to see how we would deal with AGM marketing at this point in time?

Yes.

63. To determine the scope of frequency of travel, how often or how many total annual face-to-face meetings do you anticipate in Albany?

Occasional travel may be required for establishing new work initiatives, however, the majority of the correspondence will be done via email, telephone, or teleconference.

64. Page four of the submission documents, titled: ATTACHMENT 1: BID FORM/COST PROPOSAL, should we include our budget for both the NYS Fair and AGM branding and marketing or only the budget for the NYS Fair marketing?

Yes, the budget for both the NYS Fair and AGM should be included on the Bid Form. Please refer to Section 3.6 of the RFP.

65. Page 20 of the submissions documents, titled: Minority Business Liaison and Contract Goals I do not understand if the designated liaison needs to be an individual within my organization or someone else. Can you clarify?

The designated liaison needs to be an individual within your organization.

66. On some forms you ask for a contract number. What is the contract number or do we use RFP#0131?

Please use RFP#0131 since a contract number has not been assigned yet.

67. On page 18 of the RFP Document, must both an MBE and a WBE be utilized to achieve the 30% goal, or can just a single enterprise be utilized to achieve the 30%? For example: Only a MBE be utilized to achieve the 30%?

You may utilize either a MBE or WBE to achieve the total Contract goal of 30%. Per Section 5.2 A. of the RFP, “For purposes of this procurement, AGM hereby establishes a goal of 15% for Minority-owned Business Enterprises (MBE) participation and 15% for Women-owned Business Enterprises (WBE) participation (collectively referred to as MWBE) for a total Contract MWBE goal of 30%. The total Contract goal can be obtained by utilizing any combination of MBE and /or WBE participation for subcontracting and supplies acquired under this Contract.”

68. What are the current demographics of fair attendees? Referencing the State Fair Goals in the RFP section 1.3, do you have specifics on the diversity in attendees you are looking to increase?

See the 2015 Fairgoer survey attached.

69. Who is the incumbent?

See response to question “2” above.

70. What was last year’s budget?

2015 Budget

Fair: \$750,000

Agricultural Development/AGM General: \$150,000

71. What are the biggest challenges NYSAGM has faced the last 2 years in communicating the messages?

Fair:

- **Motivating people more than 50 miles from the Fair to attend**
- **Transitioning to data-driven, highly accountable forms of marketing**

Agricultural Development:

- **Awareness of the programs administered by the Division of Agricultural Development (please refer to those listed in question #37).**

72. Is NYSAGM currently partnering with a market research company? If so, is that data available?

Yes. See the 2015 Fairgoer survey attached.

73. What is the split of activities between the Fair, Pride of NY and other promotions? How does that also break into past media-buy breakdown?

See response to question “70” above for the split by budget. See answer to question “43” for the Fair’s 2015 breakdown by broad category.

74. How much media focus (percentage) was on the NYC market?

Very little due to the high expense in the market. However, I Love New York executed media buys on the Fair’s behalf.

75. What was the percentage breakdown of print, broadcast, and outdoor last year?

For the Fair:

- **TV: 41%**
- **Radio: 17%**
- **Print: 5%**
- **Outdoor: 5%**
- **Online/Digital: 31%**

For Agricultural Development:

- **Online: 75%**
- **Print: 25%**

76. What has been the breakdown of media-buy to production services in the past 2 years?

See response to question “43” for the breakdown for 2015.

77. How is the media-buy compensated for; is that paid directly by NYS?

The agency buys and pays for the media and invoices AGM for reimbursement.

78. Is the Expo Center part of this promotion and marketing?

The Fair no longer uses the name “Expo Center” to refer to non-Fair events. See question “57” above.

79. What major sponsors has the Fair had in the past 2 years? What is the revenue generated via those sponsors?

Sponsorship revenue was \$2 million for the 2015 Fair. Major sponsors include Chevrolet, Toyota, and Tractor Supply Company.

80. What sponsor growth is expected (percentage)?

See question “9” above.

81. May added sponsor dollars go to marketing and promotion?

Unlikely.

82. The current website appears to be WordPress, does NYSAGM plan to leave that system in place?

Yes.

83. Does NYSAGM currently have a Customer Relationship Management (CRM) or software management system in use for sponsors, attendees, funds, impressions, social media, and other metrics?

No.

84. What are current photo and video assets like? Does NYSAGM have a lot of current assets? Who owns the art and assets from prior campaigns?

The Fair has a photo archive stretching back several decades and stock video from the past five years. All assets belong to the Department.

85. Will a list of companies submitting questions or interested vendors be circulated?

No. Please see response to question “105” below for our process for announcing the RFP.

86. There are a lot of requirements for this RFP. Understanding this RFP is for a government organization, can you comment on how many agencies may potentially respond to this RFP? We are very interested in submitting our proposal but we would like to know if we are one out of ten or one out of one hundred.

The Department does not know how many agencies may potentially respond to this RFP. In 2009, the Department received 10 proposals (including one “no bid”) in response to the RFP.

87. What agency did you use in the past? How long have they had the account? Is that agency allowed to present at this time?

See response to question “2” above. The incumbent agency has had the account since January 2010 to the present. The incumbent agency is permitted to present/submit a proposal.

88. What coding platform was used for the development and ongoing maintenance of the NYS Fair App?

See response to question “89” below.

89. Did the current agency of record develop this in-house or did a subcontractor develop it?

The Fair’s incumbent agency developed the app from a white-labeled app.

90. NYFAIR.ORG - Will you entertain a complete overhaul and redesign of this site, including a new Content Management System (CMS)?

Unlikely in the next year or two, but ideas are always welcome.

91. RE: SECTION 2 C 4 (DEVELOP A WEBSITE) - Would this new site replace the existing PONY and TASTE NY sites?

Not at this time.

92. What about this site: <http://www.agriculture.ny.gov/>?

No. This site is part of the State's web infrastructure and is hosted and maintained by the State.

93. How many individuals (roughly) assist with the administration of the four websites mentioned in this RFP?

<http://www.agriculture.ny.gov/>

<http://taste.ny.gov/>

<https://www.prideofny.com/PONY/consumer/viewHome.do>

<http://nysfair.org/>

Three, plus the agency.

94. Would AGM be opposed to consolidating any of the above sites, such as PONY and TASTE, to create a consistent administrative workflow?

Unlikely.

95. WEBSITE STATISTICS - Please share some general visitation numbers for the various sites in question:
Number of unique visitors (2015 year-to-date)

Nysfair.org: 597,717 from August 1 to date

Number of page views (2015 year-to-date)

Nysfair.org: 2.8 million from August 1 to date

96. Is it expected to include the creative concepts (section C, page 12) in the deliverable document due December 10 or solely at the presentation?

Only at the presentation.

97. Will the selected agency also be expected to market the amphitheater that was recently built by Onondaga County for all performances (not just Fair events) as part of this award or is that considered a separate entity?

No.

98. Is rebranding definitely part of this award? For all departments within your agency, such as the Fair, Taste NY, and Pride of NY?

Unlikely.

99. What are the fulfillment items (i.e. digital brochure, mailed collateral, etc.) and anticipated volume of fulfillment for 2016?

Fair:

The annual Fair Guide is an approx. 200,000 circulation tabloid publication. Development begins in the first quarter. In 2015, the Fair handled printing and fulfillment. Point of sale posters are developed in the first quarter, to be ready for the start of advance sales in July.

Agricultural Development:

Taste NY marketing materials are available to purchase by visiting the website <http://www.tastensupplies.com/RetailSite.asp>.

Pride of New York marketing materials are available to purchase by members of the Pride of New York Program by visiting the website <https://pridenysupplies.com/RetailSite.asp>.

Since the items are purchased we are unable to provide an anticipated volume of fulfillment.

100. Is the budget mentioned for the Department's agricultural development division (\$150,000) included in the Fair's annual marketing budget of \$750,000 - \$962,000, or is it in addition?

In addition.

101. Page 5, A.10 – please provide examples of “other marketing, advertising, and public relations duties” that may be required or expected.

We have listed as many of the common types of work and deliverables as possible. This accounts for any new possibilities that may arise.

102. Page 5, B.1 – to clarify, the agency is solely responsible for advertising to potential sponsors and concessionaires and will not be handling the contractual duties of this.

Correct.

103. Page 5, B.2 Is this simply an art production update of existing collateral or will there be additional coordination needed, like proactive sales

This is a production update of collateral. All sales are handled in-house.

104. What prompted the decision to conduct the review for a new agency?

The current contract expires on December 31, 2015.

105. How did you hear about us?

If you received an e-mail from us announcing the RFP, it is because you appeared on the state's M/WBE list as a possible ad agency/marketing contractor, or you had been contacted about the last RFP 5 years ago. The Department also conducted an internet search for potential bidders. Others may have seen the RFP announced on the state Contract Reporter or by checking our website for new RFPs.

106. Is the incumbent pitching/participating in this RFP?

The incumbent is permitted to submit a proposal.

107. With your past agency relationships, where did they exceed expectations as well as fall short?

The Department's expectations will be discussed with the winning bidder.

108. What are the characteristics you are looking for when choosing your ideal agency partner?

The Fair's goals for this RFP are laid out in Section 1.3. We are not looking for particular characteristics. Every agency is different and has its own strengths.

109. How many agencies are you considering at the moment?

Every agency that submits a proposal.

110. Would you mind sharing which ones?

We do not know which agencies will submit proposals. See response to question "105" above for our process for announcing the RFP.

111. What one thing above all else do you want from your new agency?

Increasing attendance at the Fair and awareness of Department programs.

112. Where is your greatest potential for the Fair and non-Fair events? How about your greatest opportunities?

The Fair, which is one of the nation's best fairs, needs to become a statewide attraction with a significant tourist draw. The non-Fair presents a great opportunity for year-round tourism growth and economic impact.

113. What is your biggest challenge(s) you feel you need to overcome?

Question "112" lays out the challenges as well as the opportunities.

114. What trends in your industry are important to know?

For the Fair, the most significant trend is the flow of younger people away from traditional media, and thus, of traditional ways of marketing the Fair to them.

For Agricultural Development:

- **Healthful Eating Choices**
- **Sustainability and the Environment**

- **Cultural Changes and its Influence on Cuisine Innovation**
- **Market Attractiveness**
- **Cultural Demand**
- **Consumer Attitude**
- **Media Buzz**
- **Supply Chain Assessment**

115. How do you define your target audience(s) for all three segments (Fair, non-Fair and Agriculture)?

Fair: Families with small to teenaged children

Non-fair: Mid-sized to large equestrian and public/consumer events looking for a permanent home.

Agricultural Development: Consumers who are not aware of the benefits of purchasing locally. For example, supporting businesses across the State, strengthening the economic base of their community, reducing the environmental impact, creation of new jobs, putting tax dollars to good use, etc.

116. What trends have you been experiencing with these customer segments?

See question “114” above.

117. Who is your competition?

Fair: Major county fairs, such as the Erie County and Dutchess County Fairs; consumer tourism destinations such as Darien Lake; other competition for the consumer entertainment dollar.

Non-fair: Other event venues.

Agricultural Development: Other states/countries with aggressive agricultural promotion and marketing programs.

118. What are the most successful/least successful programs you have initiated for all three initiatives?

Fair: Most successful initiative has been to expand entertainment offerings, principally by upgrading talent at Chevy Court’s free music stage, but also in all other sectors, to create a strong positive buzz about the Fair. No opinion on what has been least successful.

Non-Fair: Has achieved almost all of its growth by word of mouth, organic growth.

AGM/Agricultural Development: Successful programs are listed in question “37” above.

119. Lack of attention given to agriculture has been provided as an issue for the agricultural segment of the RFP, what issues are you facing from the Fair and non-Fair perspective? Decline in attendees, difficulty in securing certain artists, etc.

A decline of several years was reversed in 2014 with a large infusion of new entertainment in all areas and a strong marketing campaign. Agriculture is always challenging to market as people attend the Fair for fun and entertainment and the days of the agricultural fair are about over. So our largest challenge there is to find new ways to engage people about agriculture in an entertaining and informative way. We've had success with the Dairy Cow Birthing Center and the Equine Avenue horse exhibit.

120. When was your brand last updated?

The Fair's logo and the Pride of New York logos have not changed in several years. The Taste NY logo was created in 2013. The Department's logo was updated this year to reflect the State's new agency branding guidelines.

121. We see section C "Oral Presentation" is included within the written Technical Proposal. Please confirm if creative is expected to be provided by the 10th or solely presented on the 21st or 22nd.

Solely presented on the 21st or 22nd.

122. Under RFP Goals 1.3 section A, the desired reach for the Fair is notated as "throughout NYS and beyond" however Technical Proposal 3.5 section C asks for promoting the Fair to regional markets that surround the Syracuse market. Can you please confirm.

Yes. Per Section 3.5 C of the RFP, the Creative Concept Pitch should only address the elements listed in Section 3.5 C.

123. Regarding the in-person presentation, please confirm only section is C is presented.

Yes. The in-person presentation should only address what is listed in Section 3.5 C.

124. What is timing like for execution of all elements?

For the Fair, the major target is the first week of July, when the annual admission ticket presale begins. Advertising has tended to begin to roll out then, with the volume increasing as opening day nears. For AGM and the Division of Agricultural Development, the timing will vary from project to project.

125. Can we receive a copy of the 2014 Fairgoer Study report and survey? If not, can you please provide the following information:

When was the survey administered (e.g., during the fair or as a post-fair follow-up survey to fairgoers)?

What is the length of the survey/number of survey questions

What was the methodology used to collect survey responses (e.g., on-site in-person at the Fair, telephone, mail, online, etc.),

The 2015 Fairgoer survey report is attached.

126. Will NYSDAGM be able to provide a complete universe of all fairgoers of the Fair?

No. Most tickets are sold through supermarket partners who do not capture individual data on our behalf. The Fair provides many free admission events, such as Senior Day, and three days in which admission is either \$1 or \$3, paid in cash at the gate.

127. Will NYSDAGM have complete contact information (name, mailing address, email address, etc.) for all fairgoers?

See question "126" above.

128. How does NYSDAGM define a "non-fairgoer" (e.g., any specific demographic criteria such as age, etc.)?

We do not define a non-Fairgoer.

129. What geographic areas are to be targeted for "non-fairgoers" (e.g., are there select DMAs)?

There are no select DMAs for targeting the non-Fairgoer, beyond the answers in several questions above about increasing attendance from the surrounding markets.

130. How are tickets currently sold?

The largest proportion of tickets are sold via retail partners such as the supermarket chains (e.g., Wegmans, Price Chopper, and Tops). Our direct online sales effort is in its early years and is growing. We have a Group Sales function as well.

131. How are ticket sales tracked (online vs in person)?

Tickets sold online are barcoded and we can track redemption rates. Tickets sold via retail partners do not provide tracking elements such as barcodes.

132. What type of demographic information can be provided for attendees to the Fair and non-Fair events (age, gender, etc.)?

See the 2015 Fairgoer survey.

133. Can you please provide the previous marketing and media.

There is too much to provide. It fills binders.

134. What types of events draw the biggest attendees?

For the Fair, the Chevy Court free concert series is the single largest draw. We do not track attendance at non-Fair events as we are the landlord and not the promoter.

However, we know from experience that the Syracuse Nationals classic car show is the single largest event held here.

135. How do you currently target and book artists?

We engage the services of a booking agency, which offers talent ideas to a Fair committee and secures bookings.

136. How do you currently target and book exhibitors?

Our Events department works with exhibitors to rent them space for their shows. Our targeting is organic and by word of mouth. There is no specific marketing campaign for the non-Fair as yet.

137. How are the events determined for the year?

We rent space to promoters who want to host shows in our facilities.

138. How is attendance tracked?

We do not track non-Fair attendance as that is the responsibility of the vendor. Fair attendance is tracked and audited.

139. What is the current makeup of Fair attendees - how do you track this information?

See the 2015 Fairgoer survey.

140. What type of sales package has been done in the past? What are pain points or successes?

See question "9" above.

141. Please define the budget for Fair vs Fairgrounds within the \$750,000 to \$962,000 realm

The majority of the budget is used for the Fair.

142. Are there any other state fairs you admire and if so, what elements of it?

We have not studied other fairs in great enough detail to provide an answer here.

143. How visible is the revitalization to the local market? Is it visible from nearby highways or heavily traveled roads?

Nearly all of the Fairgrounds is not visible from major highways.

144. What has been the recent budget breakdown for professional services, production, and media for the fair?

See question "43" above.

145. Is the amphitheater to be included in the promotion, or is that owned by the county?

No. It is a county-owned facility.

146. How many days do most people attend the fair?

See the 2015 Fairgoer survey.

147. Are all advertising agencies that submit a proposal and meet the requirements as an eligible bidder guaranteed an hour for the Creative Concept Pitch?

Yes.

148. Can you share with us the results from your 2014 fair survey?

See the 2015 Fairgoer survey.

149. Can you provide us with slogans from the past 5 years of the fair?

For the last two years, we've used "Summer's Best in Show." Other recent slogans:

- **Summer's Hottest Ticket**
- **A Journey out of the Ordinary**
- **A Smile a Minute**
- **Sharing the Bounty and Pride of NY**

150. What are your greatest challenges in attracting fair attendees?

See question "112" above.

151. What, in the past, has been the most popular attraction at the fair?

See question "134" above.

152. What agency have you been working with, and for how long?

See question "2" and "39" above.

153. The Technical Proposal (Section 3.5) does not request details related to work for AGM and its RFP Goals (Section 1.3.b). Should those goals be addressed in the Technical Proposal? If so, are there specifics?

In providing a response to Section 3.5 A, B, and C, bidders may address the goals set forth in Section 1.3.

154. The Technical Proposal (Section 3.5.C) includes data from the 2014 Fairgoer survey. Could you provide similar data for 2015 from the Fairgoer survey?

See the 2015 Fairgoer survey.

155. For the RFP response, Section C, we want to confirm that all creative concepts and strategies are to be presented in-person only, not to be included within the RFP response document.

Correct.

156. What was the media budget for last year, and on what types of media was it spent?

See question “43”.

157. Is there an incumbent agency for this work?

See question “2”.

158. Per below section:

2. State the commission, expressed as a percentage of the cost to be charged by the bidder on media purchased by the bidder in and on newspapers, periodicals, television, radio and billboards. (12 points)

If the media that is offered is on NYS Contract and any NYS Government Entity is allowed to buy this media at the NYS Price, and there is no additional cost for commission, is the Commission line 0%?

This covers commission payable to the contractor for any purchase the contractor makes on the Department’s behalf.