

Visit Oxford Request for Proposal
Economic Impact Study and Monitoring
Questions & Answers
ARPA



The below questions were submitted to Visit Oxford by the published deadline of January 5, 2024 at 5:00 p.m. CST. No further questions will be accepted in reference to the RFP for Public Relations services.

1. Are we able to contract with another firm to complete deliverables based on:
 - An assessment of the existing tourism product in Oxford with an analysis of strengths and future opportunities.
 - An interactive dashboard that Visit Oxford team members can access integrating all tourism economics services and digital media campaign analytics which allow Visit Oxford to gauge the effectiveness and adequacy of the current destination marketing program and recommended strategies to improve these initiatives. Particular emphasis should be provided on how Visit Oxford can enhance these efforts to ensure the overall increased visitation goal is met. This assessment should include recommended operating guidelines for the programs to achieve the desired development results.

Yes, that would be fine to work with another firm to complete additional parts of the deliverables. Based on the federal procurement guidelines, Visit Oxford could only pay the selected (procured) firm and could not pay a third-party vendor separate from the winning bid. If any part of the deliverables is contracted out by the selected firm, it would need to be paid for by the selected firm.