



**REQUEST FOR SUPPLIER QUALIFICATION ADDENDUM #1**

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**RFSQ #DC-2021-CD-06 Strategic Marketing Consultant Services**

**Close Date/Time:**

August 16, 2021  
14:00 hours  
Pacific Time

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<b><u>Issue Date:</u></b>	August 10, 2021	<b><u>From:</u></b>	CTC Procurement
<b><u>To:</u></b>	All Vendors	<b><u>E-mail:</u></b>	procurement@destinationcanada.com

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**Below are answers to questions submitted in regards to the above noted RFSQ as of July 30, 2021.**

Q1. Regarding the current procurement activity - Strategic Marketing Consultant Services (DC-2021-CD 06) – is this a replacement for the “Global Strategic Marketing Agency” which was last competed in 2016 (<https://buyandsell.gc.ca/procurement-data/tender-notice/PW-16-00738497>)?

OR will there be a separate process for the Global Strategic Marketing Agency?

Answer: No this is not a competitive process to replace Destination Canada’s Global Strategic Marketing Agency services.

Q2. Why are copies of financial statements required for the section E.1.1? If they are not provided, will the company lose marks?

Answer: This is to establish financial stability of the proponent. If the proponent does not intend to provide financial statements or another means of proving they are financially stable, it is possible that the proponent may lose marks.

Q3. Section C.7 Service/Resource Categories: We have worked on several projects for DC related that we would call Technology Strategy: this includes assessing requirements, understanding user needs, the technology landscape and then helping the client with the technology selection process. Would you consider this as categorized under "Data collection, data analytics, data technology systems"?

Answer: Yes.

Q4. Section C.7 Service/Resource Categories: Can you explain what you mean by expertise in this area: "content partner"?

Answer: It is preferred that the proponent respond using case studies from projects with other organizations they have worked with, however the proponent may include one (1) case study of work completed for Destination Canada.