



NEGOTIATED REQUEST FOR PROPOSAL ADDENDUM #1

NRFP DC-2022-CD-08 Media Agency Service Audit

Close Date/Time:

June 1, 2022
14:00 hours
Pacific Time

Issue Date: May 20, 2022

From: CTC Procurement

To: All Vendors

E-mail: procurement@destinationcanada.com

Below are the answers to question(s) submitted in regards to the above noted NRFP as of May 13, 2022.

Q1. I notice that you also have a NRFP for a media agency. How does this tie to the service audit? Are you expecting the agency service audit to close out the current agency relationship or are you looking for the service audit to help set parameters for a new engagement?

Answer: Destination Canada is seeking an organization to support the NRFP pricing evaluation as well as future audit services as noted in the NRFP Section C.3.

Q2. Are you planning to engage an organization to help with the agency search?

Answer: No Destination Canada is completing its own search. The Contractor will support the NRFP pricing evaluation. Other services that may be required in relation to the competitive process will be discussed with the winning proponent.

Q3. Do you currently have a media auditor and have you conducted recent audits?

Answer: No Destination Canada has no media auditor and no audits have been completed.

Q4. Could you give us a ballpark figure on media spend by territory?

Answer: The information will be shared with the successful proponent. For further information please visit <https://www.destinationcanada.com/en/about-us#howeare> to review Destination Canada's Annual Report 2021.