County of Cheshire and Greater Keene & Peterborough Chamber
Request for Proposals – QUESTIONS & ANSWERS

MARKETING FIRM for the
MONADNOCK REGION COVID-19 RECOVERY MARKETING CAMPAIGN

The following are a set of questions received and their responses with regards to the County of Cheshire request for a detailed proposal from qualified contractors or consultants to create a comprehensive branding and marketing strategy to attract people to the Monadnock Region of Southwestern New Hampshire, released 7/7/21.

How recent is the research regarding Massachusetts and New Hampshire residents' awareness and perception of the Monadnock Region, and are you able to share this study as we develop the proposal?

The most recent research was completed December 2020 and is made available with this FAQ and posted on the County's website: https://www.co.cheshire.nh.us/about/bid-opportunities/

Can firms submit an all-inclusive price for the project with all but travel since travel expenses are variable costs? If so, would you like an estimate for travel costs that are billed only as pass-through expenses as incurred?

County of Cheshire and Greater Keene & Peterborough Chamber expects the winning bidder to conduct one or more meetings with the public in-person and to make a final presentation in-person as well. Administrative and other meetings can likely be conducted virtually. The all-inclusive fixed firm price should include travel.