

Google AMP Story Management Network & Creator Services 2023

QUESTIONS & ANSWERS

- Q.** In the Budget form, there is a section for Staffing Budget. The cost of the proposed budget includes all the operating costs for AMP stories and creators. Is the staffing budget required if there are staffing requirements outside of our normal operating costs?
- A.** Yes, we request your staffing budget be completed to understand the general staffing group (does not need to be specific names), that will be working on our account and what the typical bill rate they will be charged.
- Q.** For the IAS compliant YOY comparative financial statements, how many years do we need to provide?
- A.** One year.
- Q.** Should the current and past client list include all customers or is it just for customers with AMP and creator content? Some customers do not wish to have names published, do you want names or just the total number of customers?
- A.** The current and past client list should include customers most relevant to the work described in the RFP: AMP and/or Creator Services clients. Please specify the number of clients for each service and include a list of clients. You may omit the names of those who do not wish to have their names published, but please note that RFPs are kept highly confidential. For those names that are confidential, please list their country/state and business sector (e.g., Tourism, CPG, etc.).

- Q.** Can you please confirm if this includes sub-contractors that help run our core business? Would this also include creators that we work with for the creator content?
- A.** Please only include the proposed sub-contractors if the company is planning to use them for work that the proposer is not already equipped to execute. Visit California does not need the proposer to include sub-contractors that help run the core business. Visit California does not view Creators as sub-contractors, and therefore, Creators do not need to be included. However, please share any pertinent information in your proposal about existing Creator relationships or plans for sourcing and onboarding new Creators.
- Q.** The RFP mentions that we “must include the transition of over 2,000 existing stories”. Can you clarify what this request refers to?
- A.** Visit California is currently contracted for AMP Stories services with another vendor. Proceeding with a new vendor would potentially involve bulk transitioning 2,000+ existing destination AMP stories to the new platform. Please include information on how this could be achieved through your platform so that Visit California can maintain the AMP stories their partners have already published.
- Q.** For the shared analytics, will our existing analytics report that we currently share with Visit California suffice, or are there additional analytics that need to be added?
- A.** The current analytics report will suffice.
- Q.** Is the contract template from the RFP site (MSA WS1 Template Non-International Vendors_v10.11.2022) the one we have to adhere to?
- A.** The template on our website is an example of our contract.