



STATE OF TENNESSEE
DEPARTMENT OF TOURIST DEVELOPMENT

**REQUEST FOR PROPOSALS # 32601-26002
AMENDMENT # 1
FOR TENNESSEE VACATION GUIDE-
DEVELOPMENT, PRODUCTION, AND REVENUE
GENERATING ADVERTISING SALES**

DATE: August 31, 2026

RFP # 32601-26002 IS AMENDED AS FOLLOWS:

1. This RFP Schedule of Events updates and confirms scheduled RFP dates. Any event, time, or date containing revised or new text is highlighted.

EVENT	TIME (central time zone)	DATE
1. RFP Issued		August 3, 2026
2. Disability Accommodation Request Deadline	2:00 p.m.	August 6, 2026
3. Pre-response Conference	10:00 a.m.	August 7, 2026
4. Notice of Intent to Respond Deadline	2:00 p.m.	August 10, 2026
5. Written "Questions & Comments" Deadline	2:00 p.m.	August 13, 2026
6. State Response to Written "Questions & Comments"		August 31, 2026
7. Response Deadline	2:00 p.m.	September 15, 2026
8. State Schedules Respondent Oral Presentation		October 9, 2026
9. Respondent Oral Presentation	9:00 a.m. to 4:30 p.m.	October 20-21, 2026
10. State Completion of Technical Response Evaluations		October 26, 2026
11. State Opening & Scoring of Revenue Proposals	8:00 a.m.	October 27, 2026
12. Negotiations		October 27, 2026 – November 6, 2026
13. State Notice of Intent to Award Released <u>and</u> RFP Files Opened for Public Inspection	2:00 p.m.	November 9, 2026

14. End of Protest Period		November 16, 2026
15. State sends contract to Contractor for signature		November 18, 2026
16. Contractor Signature Deadline	2:00 p.m.	November 20, 2026

2. State responses to questions and comments in the table below amend and clarify this RFP.

Any restatement of RFP text in the Question/Comment column shall NOT be construed as a change in the actual wording of the RFP document.

RFP SECTION	PAGE #	QUESTION / COMMENT	STATE RESPONSE
		1. RFP Section 1.1.2 notes the previous contract term yielded approximately \$300,000 in average annual gross revenue to the State. For the Revenue Proposal (RFP Attachment 6.3), should Respondents structure the proposed revenue as a guaranteed fixed annual payment to the State, a percentage of gross advertising sales, or another structure at the Respondent's discretion?	Respondents must use the cost model RFP Attachment 6.3. See also RFP Section 3.6. "...Respondent must not propose any additional cost or revenue amounts or rates for additional goods or services ... If a Respondent fails to submit a Revenue Proposal exactly as required, the State may deem the response non-responsive and reject it."
		2. To support revenue and production planning, can the State share recent historical data for the current Guide, including annual print quantity, distribution volume by channel, page count, advertiser count, gross advertising sales, and the current rate card?	Annual print QTY: 500k under contract. In 2026, an additional reprint of 100k was printed. Distribution volume by channel: Over half are to Welcome Centers, the rest is split between bulk and individuals. However, note, the main shipment will go to the warehouse. The State handles the distribution. Reprints are shipped at the discretion of the State. The 2026 guide is 160 pages + map + special insert (Playcation). There are 141 advertisers listed on page 153 of the 2026 guide. The gross advertising sales and current rate card are contained within the media kit link: https://jnlcom.com/wp-content/uploads/2026/06/TVG_2027v10_MK-1-1.pdf.
		3. Will any materials from the incumbent contractor transfer to or be made	There are 141 advertisers listed on page 153 of the 2026 guide.

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		available to the awarded Contractor, including advertiser lists, design assets, photography rights, and the digital publication platform currently hosted at mydigitalpublication.com ?	The State will provide the awarded contractor access to necessary tools to facilitate the contract. The awarded contractor shall be responsible for providing a digital version of the guide to enable the State to publish through its chosen platform. See pro forma Contract A.4.s. The Contractor shall ensure use of a digital publication platform and pay at the contractor's expense.
		4. Does the State require a minimum annual print quantity, page count, or specific distribution channels (for example, Welcome Centers, consumer fulfillment requests, travel shows), or are these determined by the Contractor subject to State approval?	See pro forma Contract A.4.c and x. for specifications for print quantity and page count. The State manages distribution internally, including Welcome Centers, consumer fulfillment requests, and travel shows, with each channel determined and overseen by the State.
		5. Are Respondents permitted to use subcontractors for functions such as advertising sales, printing, and distribution? If so, must subcontractors be identified in the Technical Response, and is there a diversity participation component to the evaluation?	Yes, Respondents may subcontract. Within a Respondent's proposal, Respondents must identify any subcontractors in accordance with RFP Section 4.4 and pro forma Contract Section D.7. The RFP does not include a diversity participation requirement.
		6. Regarding the reference in Section 1.1 to advertising "in any other related travel-focused media," what channels does this include beyond the printed and digital Guide, and does the Contractor's advertising sales right extend to State-owned channels such as tnvacation.com or Department newsletters?	See pro forma Contract A.7.
		7. Contract Section A.4(h): "Annual shoots, as conducted under subsection A.4(i), are works for hire..." Does this refer to a different	Yes. See pro forma Contract Release #2.

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		section? A.4(i) appears to be about sourced photography, not the annual shoots. Should that be section A.4(h)?	
		8. Contract Section A.4(h,i) Can TDTD provide a copy of its typical photography work-for-hire contract terms that this Contractor would be asked to abide by?	"Work for Hire" is now defined in pro forma Contract A.2.i. Also see amended pro forma Contract A.4.h. for clarity.
		9. Contract Section A.4(t) "The Contractor shall provide reprints of the Vacation Guide upon the State's written request. If the State requires reprints, the Contractor shall identify in writing the effect of the change. The Contractor may propose an adjustment to the advertising rates." Who would be responsible for the cost of the reprints? If the decision to reprint were made after the first copies were printed, advertising sales would be complete.	Contractor will be responsible for the cost of the reprint. Contractor will be able to adjust the revenue advertising rate before reprints occur within pro forma C.2. framework. The State anticipates notifying the Contractor within the first three months after initial printing whether a reprint is needed.
		10. Section 1.4.5 says respondents are encouraged to submit bids digitally but Section 3.2 says that the response should be delivered in paper format some of which should be in sealed separate envelopes. Please clarify.	The State encourages bids to be submitted digitally when available. However, for this RFP 3.2. Delivery is in paper format.
		11. Section A.11.a of the contract - Will you share this financial record from the published 2025 and 2026 Vacation Guide?	Financial records in A.11.a encompasses a complete list of advertisers, advertising rates, and revenue generated from each advertiser. See media kit link containing these items: https://jnlcom.com/wp-content/uploads/2026/06/TVG_2027v10_MK-1-1.pdf .
		12. Section A.11.d of the contract - Who currently owns the listings database - the state or	Yes, the State will provide the awarded Contractor an existing list. During the Term, the Contractor is responsible for updating the

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		the current contractor? Will the most recent listings database be shared with the new contractor as a starting point?	list. Pro forma Contract A.11. refers to the end of the contract term for the Contractor to provide an updated listing database.
		13. Can we get a complete media kit (including advertising rates) for the 2026 edition?	See media kit link: https://jnlcom.com/wp-content/uploads/2026/06/TVG_2027v10_MK-1-1.pdf .
		14. What is your definition of "distributing the guide"?	"Distributing the guide" is not a defined term within the pro forma Contract. Sections of the Contract that provide distribution outcomes: 1) A.3. Contractor is responsible for shipping the Vacation Guide; and 2) A.4.w. Contractor shall not ship any copies of the Vacation Guide to any entity other than the State or its designee(s).
		15. After completion of the printing is the vendors responsibility complete once guides are Bulk Truck delivered to the designated state destination(s)?	The Contractor must continue to support pro forma Contract A.7. additional advertising, contract reporting, advertising services, database maintenance, warranty corrections, financial reconciliation, and end of contract windup obligations.
		16. Are we responsible for delivering a predetermined quantity to each state welcome center or just the Bulk Trucks to the state's warehouse?	The contract requires the Contractor to deliver the printed Vacation Guides in bulk to the State's designated warehouse or chosen facility. Historically, all primary deliveries have been sent to the warehouse, with any reprints shipped on an as-needed basis. We have not previously delivered directly to all individual Welcome Centers, as the warehouse manages all distribution to those locations.
		17. Can the number of locations and quantity for each location for the delivery of the 2026 guide be provided? That would allow us to base our information on accurate data.	For the 2026 guide, the State printed an initial print of 500,000 guides shipped to the warehouse. Subsequently, we completed an additional print run of 100,000 units. Of this supplemental quantity, 50,000 units were shipped directly to <i>Chicago Magazine</i> , and the remaining 50,000 units were transported to our warehouse for ongoing fulfillment.
		18. Is the contractor responsible for any fulfillment for bulk or bundle orders of the guide of individual inquiries for the guide?	No. The State's warehouse and its subcontractor manage both bulk and individual inquiries.
		19. We don't see a reader service card in the current guide. Is the only	The current edition of the Vacation Guide does not include a printed reader service

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		method of leads the QR codes that lead you to the website?	card. The State transitioned this component to a fully digital format to modernize lead collection. See reference page 5 of 2026 guide and link online at https://classic.tnvacation.com/reader/
		20. Can the number of leads generated for advertisers in the 2026 and 2025 vacation guides be provided?	See media kit link: https://jnlcom.com/wp-content/uploads/2026/06/TVG_2027v10_MK-1-1.pdf .
		21. What do the numbers on the advertiser's reader service listing on the website stand for? Are they supposed to correspond with the page where the advertiser's ad appears in the vacation guide?	This is an index where the advertising can be found within the guide. Please note the number is PDF page number not actual page number of the printed guide.
		22. Are leads collected and sent to advertisers weekly or is the website listing with link to advertisers' website the only lead source?	Leads are pushed directly to the visitor website.
		23. Has the state sent someone to a press okay in the last 5 years?	The State has not visually checked the print press during the process. The Contractor shall be responsible for this process. The State reserves the ability to send someone from the State as requested.
		24. Does the state pay all expenses if they send a state employee on a press ok?	Yes.
		25. Does the state have and maintain a digital asset management system for state owned photography? Would the vacation guide contractor have access for sourcing images?	A. Yes. B. Yes, after State approval for use of the requested image.
		26. Who is responsible for the cost of reprints of the vacation guide if they are needed?	See response to #9.

3. **Delete RFP # pro forma Contract, in its entirety, and replace it with RFP # pro forma Contract, Release # 2, attached to this amendment.** Revisions of the original RFP document are emphasized within the new release. **Any sentence or paragraph containing revised or new text is highlighted.**

4. **RFP Amendment Effective Date.** The revisions set forth herein shall be effective upon release. All other terms and conditions of this RFP not expressly amended herein shall remain in full force and effect.