



October 10, 2022

ADDENDUM NO: ONE

TO ALL BIDDERS:

REFERENCE: RFQ No: 2023-RFQ-4101710 Commodity:
Discover Black Charlottesville
RFQ Closing On: October 17, 2022

1. Please see attached questions and answers.
2. All other terms and conditions of the solicitation remain unchanged. Quotes must be received in accordance with the solicitation requirements by **10:00 a.m. ET, October 17, 2022**. Late quotes will not be considered.
3. A signed acknowledgement of this addendum must be attached to your quote. Signature on this addendum does not constitute your signature on the original quote document. The original quote document must be signed also.

Sincerely,

Lisa Thomas

Lisa Thomas, VCO
Buyer
Phone: (434) 296-5854

Name of Firm

Signature/Title

Date

Printed Name

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2023-RFQ-4101710/Discover Black Charlottesville
October 10, 2022

Question 1: The STATEMENT OF NEEDS [V] calls for the successful contractor to conduct research as part of its solution in response to the subject solicitation. Does the County have in mind (and requirement for) a specific research type or approach? For instance, is there a requirement for qualitative and / or quantitative research specifically? Further, has the County identified (or otherwise have available) a cohort of subjects for this research?

Answer 1: The CACVB has not defined the research approach or a cohort. The CACVB is looking to the vendor to make recommendations about the best way to proceed with research to meet the goals outlined in the RFQ.

Question 2: Page 1 of 12 requires that offerors identify their status as SWM-certified and / or Service-Disabled Veteran-Owned businesses. However, the Basis for Contract Award [VII(B)] does not seem to give consideration to firms' SWaM / SDVO status. Are firms granted any credit for SWaM / SDVO status?

Answer 2: There are no special considerations in the Albemarle County procurement process.

Question 3: Copies of source documentation which led to the creation of the initiative, "Discover Black Cville." For instance, are there strategy or guidance documents which gave rise to the approach that is "Discover Black Cville?"

Answer 3: See Exhibit 1.

Question 4: Copies of or results from any research -- qualitative (*i.e.* interviews or focus groups) or quantitative (*i.e.* surveys)-- that was conducted in the development of this initiative

Answer 4: The CACVB has recordings of several of the focus groups. Due to individuals' privacy, these will be shared with the selected vendor once the contract is signed.

Question 5: Any summaries from the national launch of the initiative at Vibe Fest

Answer 5: See Exhibit 1.

Question 6: As the initiative is a program led by your organization, could you please provide a copy of the CACVB Strategic and Marketing Plans as well as the Discover Black Cville Steering Committee Charter?

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Answer 6: The strategic documents for the CACVB can be found here: <https://www.dropbox.com/home/CACVB%20Board%20Orientation%20Documents>. There is no steering committee charter for Discover Black Cville. To date, it's been an informal advisory group.

Question 7: Did your organization conduct or commission communications with the Charlottesville community of color regarding the initiative? If so, could you please provide a copy of any summaries?

Answer 7: We had a survey that we conducted but I cannot find the results unfortunately. However, the nine months of initial meetings were solely with Black residents in Charlottesville and Albemarle County, with only CACVB staff and a consultant (Talia Salem) appearing in later meetings as the initiative progressed. For the first three meetings, the Executive Director was the only white person in the conversation to build trust and listen. Some of these conversations are recorded on Zoom but will only be shared with the winning vendor to protect the privacy of the individuals involved.

Question 8: During the Board's August 2022 meeting, there was mention of website "data." Is the Board in position to make that data available, as we would like to understand the trends behind the outreach efforts.

Answer 8: Yes, when the vendor is selected, the vendor will have full access to the data the CACVB possesses.

2022 ESTO Awards (2022 ESTO Awards)

Community Building

Discover Black Cville



GjPjWGJl

Entry details

Primary Phone Number | +14349620342

Are you an agency submitting on behalf of a state or destination? | No

Destination Marketing Organization | Charlottesville Albemarle Convention and Visitors Bureau

Is the destination marketing organization or state tourism office associated with this entry a U.S. Travel Association member? | Yes

TELL YOUR STORY (description of campaign)

On March 26, 2022, the Charlottesville Albemarle Convention & Visitors Bureau (CACVB) celebrated the national launch of Discover Black Cville, a community-led initiative that tells modern, historically accurate, and inclusive Black stories in Charlottesville and Albemarle County, to attract black visitors, while also promoting Black-owned businesses and attractions. The kick-off included a mural unveiling at Ix Art Park and a new digital passport to bring travelers to local, Black-owned businesses. With a clear goal to highlight Black stories told by Black people, instead of about Black people, now visitors and locals alike can learn, explore and connect online at Discover Black Cville's website.

As an organization we recognized the need for a more open dialogue and we have taken great strides to listen and collaborate with our Black residents. The tragic events that took place in August 2017 sparked necessary dialogues about systemic racism and propelled our community to take action to support all residents and visitors. The CACVB is working toward more equitable representation in the tourism economy by putting underrepresented voices and businesses first in the narrative. We're hopeful this work will help visitors of all backgrounds feel more welcome in Charlottesville and Albemarle County. We are extremely proud of what we have been able to achieve in a short time while recognizing that there is certainly more work to be done.

The idea for Discover Black Cville was born in 2020 and started with a series of collaborative listening sessions in the community. The CACVB collaborated with dozens of local Black residents throughout the process to ensure wide acceptance and input from the community. The ongoing efforts are guided and informed by a steering committee, with members representing different sectors of the local tourism economy.

The CACVB held a soft launch of Discover Black Cville's landing page and social media channels in spring 2021, which was met with resounding positivity. On the day of the mural unveiling, national media, travel influencers and visitors experienced Ix Art Park's inaugural Black Makers Market, followed by Vibe Fest, an annual celebration of Black music and culture from local and regional performers.

Time Frame of Campaign (Start Date) | 2021-05-01

For the best results and to maximize the impact of your tactics and outcomes, please enter these pieces of information in a narrative format.

TACTICS

The first step was identifying local black residents in the tourism space and interviewing them individually in order to identify a champion. Once we identified a champion for the effort, we brought everyone together via Zoom to discuss how we wanted to create impact for black residents and visitors in the tourism space while confronting the issues of systemic racism highlighted by the United the Right rally in 2017. After several listening sessions, we decided to build a brand with more than 40 local black tourism professionals representing politicians, heritage centers, Monticello, musicians, event planners, accommodations, restaurants, stores and more.

We worked to create the brand Discover Black Cville and the logo was created by a local black artist who had participated in the process. We identified a local black social media professional to run the new Facebook and Instagram pages and started to create content in Spring 2021. We also established a steering committee of black professionals ranging in age, gender and interest to guide the ongoing efforts.

It was vital that we gain community buy in and generate excitement so we worked events, spoke at community meetings and populated the landing page and social media channels for nearly a year prior to launching nationally. By the time we hosted our launch event, the community was so excited about our work and felt like a part of it that it was a coming out party that involved dozens of partners over the weekend (wineries, artists, musicians, historians, museums, etc.)

We did all of this with a nine-person total staffed DMO and without an agency. For the launch, we had seven national black travel writers and influencers who we hosted for the weekend creating content and writing stories about their individual experiences and pointed visitors in the direction of our Discover Black Cville trail that we created through Bandwango. This trail includes all locally owned black businesses that are of interest to visitors, even if they are online, to be as inclusive as possible.

OUTCOME

The results have been astounding. Our reputation within the community as a leading organization in supporting Diversity, Equity and Inclusion has skyrocketed, and we're now sought out as experts. Our local community, especially local black residents, come to us with ideas for partnership and support. We have even been approached by the University of Virginia and the United Way to partner in support of black residents and businesses.

We've also successfully adjusted visitor perceptions of our destination, especially among black travelers. The eight media placements found in the media files showcase that impact.

We achieved all of this work within a budget of \$30,000, including the media familiarization tour, the social media consultant for Discover Black Cville, a portion of our Bandwango subscription and the community building project.

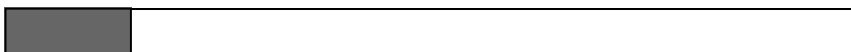
This effort has informed our DEI efforts to include a Tourism for All workshop series where we train underrepresented business owners on how to access the tourism economy and well established businesses on how to be more inclusive and welcoming.

The Discover Black Cville Trail is growing, and we will continue to add businesses and track completions of five visits to black-owned businesses, which include the prize of a Discover Black Cville hat that is fulfilled at the Jefferson School African American Heritage Center.

The George Washington University's Master of Science in Tourism, Hospitality and Event Management (MSTHEM) program (formerly known as the Master of Tourism Administration, or MTA) presented Courtney Cacatian, the Executive Director of the the Charlottesville Albemarle Convention & Visitors Bureau (CACVB), with the Outstanding Alumni Award in recognition of her contributions to society. This award specifically recognized the Discover Black Cville tourism community effort, which has received significant national media attention. The official announcement came during an alumni event at George Washington University on April 26.

The Discover Black Cville Instagram page has 2,620 follower with solid engagement, and partners in Charlottesville are seeking out the brand to add credibility to their events and efforts toward racial justice. Our community feels a sense of achievement through this work, as well as sending a strong welcoming message to visitors.

Attachment 1 (image, document/PDF, video, etc.)



Attachment 2 (image, document/PDF, video, etc.)



Discover Black Cville!

We celebrate Black Culture, Black Stories and Black Joy. And our community is thriving. Hosting exciting events, making wine at local wineries and taking the arts scene by storm. With the Discover Black Cville Digital Passport, you can discover new culinary creations, grab a one-of-a-kind gift, and explore the art creations of our talented local creators and artisans. When you check in at five of the Black-owned and -operated locations on the passport, you'll receive instructions on how to redeem a special prize – a Discover Black Cville hat!

[Click here to see what's included!](#)



Discover Black Cville

[🔒 experience.visitcharlottesville.org](https://experience.visitcharlottesville.org)

Attachment 3 (image, document/PDF, video, etc.)



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Discover Black Cville

[🔒 experience.visitcharlottesville.org](https://experience.visitcharlottesville.org)

Attachment 4 (image, document/PDF, video, etc.)



Attachment 5 (image, document/PDF, video, etc.)



Attachment 6 (image, document/PDF, video, etc.)



Log in to esto.awardsplatform.com to see complete entry attachments.



[Black Cville press...](#) 2.6 MiB



[DBC mural.jpeg](#) 2.3 MiB

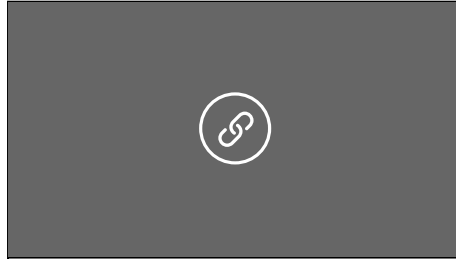


[Discover Black C...](#) 2.6 MiB



Attachment name
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<https://vimeo.com/7013...>



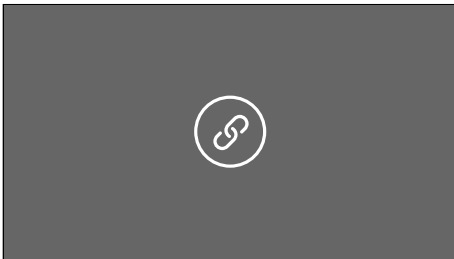
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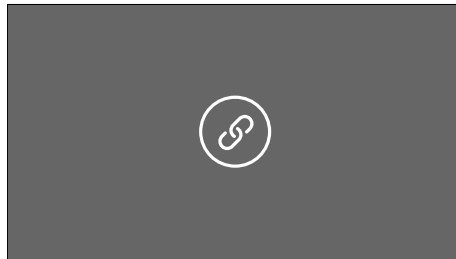
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<https://www.visitcharlott...>



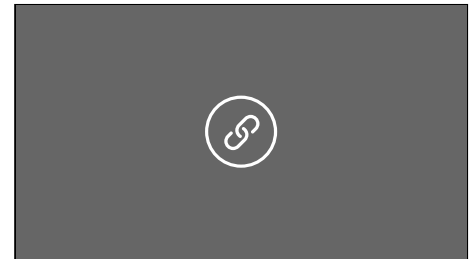
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Hello Beautiful - writer fr...

<https://hellobeautiful.co...>



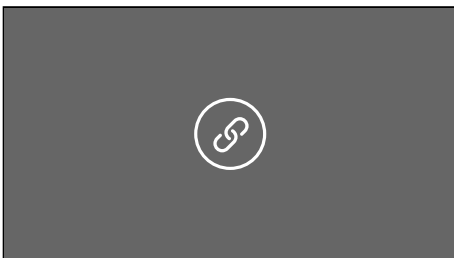
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Travel Noire

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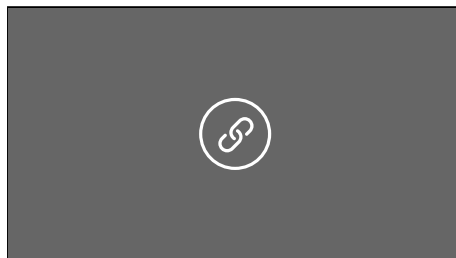
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Global Traveler

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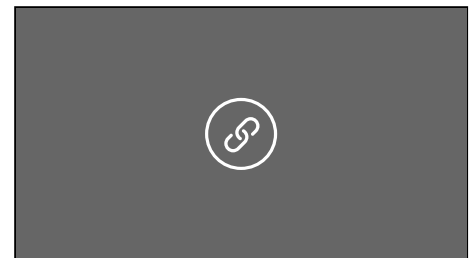
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Content from launch eve...

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Attachment name
How to Use Travel as a T...

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