

# VIRGINIA MILITARY INSTITUTE

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## ADDENDUM NO. 1

Issued: 5 February 2024

Addendum No. 1 for VIRTUAL TOUR, RFP #V211-24-046 from questions submitted by potential offerors. Please note that any questions asked where answers appear in the solicitation will not be addressed in this addendum.

Q: Page 2, Due Date: Can VMI please provide the decision timeline for this RFP?

A: **VMI is hopeful to finalize a decision as expeditiously as possible so that work can begin within 30 days post-award.**

Q: Page 4, Section III - Background: This section describes "smaller targeted tours, supporting specific recruitment goals." How many specialized tours would you be interested in?  
annual capture, seasonal capture, etc.?

A: **VMI expects to create a main overall tour accompanied by 5 smaller, targeted tours.**

Q: Page 5, Section V - Statement of Needs, Bullets 2-3: How many shoots would VMI like included? For example,

A: **At a minimum three shoots are required, one per year, for the first three years. The first shoot would be the largest, and subsequent shoots would be timed for seasonal change and cover the specific, smaller location list.**

Q: Page 5, Section V - Statement of Needs, Bullets 2-3: Is VMI capable of capturing any of their own photo, video, and/or 360-degree images?

A: **VMI will supplement the tour with additional photo and video produced in-house but does not plan to load in additional 360 imagery at this time.**

Q: Page 5, Section V - Statement of Needs, Bullet 8: How would you like to have your tour integrate with Google for SEO search? Could VMI please share more about what they envision with this?

A: **Ideally, photos captured and produced for the tour would publish directly to Google Maps and would allow for Google-constructed content to feed back into the tour (maps, styling, etc.). Tour imagery would auto-feed into the Google format for tours/searches done specifically through Google. This integration is crucial for our SEO and analytics.**

Q: Page 21, Section X - Pricing Schedule: Has VMI identified a budget for this initiative, and if so, is it possible to share? Is there a price above which proposals would not be accepted?

A: **Budget information is not available for publication. We anticipate proposals to be priced in accordance with the specifications provided in this RFP.**

**End Addendum No. 1**

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