RFP CTA 1920-101 - CCCTA Creative Content/Development & Public Relations/External Communications

Addendum No. 1

Please make the following additions/changes/clarifications to the above referenced project due to questions received.

1. Are you disclosing a budget for the services within this RFP? If not, could you share a not to exceed budget for the scope items within the RFP?

Listed below are actual costs for fiscal years 17 and 18 based on past services rendered.

2. If we provided a budget of $100,000 for creative development services over the course of a 12 month period would this be accepted?

Listed below are actual costs for fiscal years 17 and 18 based on past services rendered.

3. If you are not releasing the budget thresholds at this time, could you please share the amount of money the CCCTA has invested in marketing initiatives for FY 2018 and FY 2017?

Listed below are actual costs for fiscal years 17 and 18 based on past services rendered.

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4. Does CCCTA have any existing creative assets like photography or videography that can be leveraged for the creative development portion of the RFP?

Yes.
5. **It is notable that there is not mention of a paid media budget in this RFP. It is an assumption the creative agency would produce advertising units as part of the creative services production. Is Paid Media Management expected to be an aspect of the scope, if so what is the paid media budget and desired channels?**

Yes, creative ad units for print and digital use should be considered as a part of the scope of work. Paid media management is not a part of the scope of work.

6. **There is no mention of the CCCTA website in the RFP. Is there going to be an additional RFP that addresses the website and other related digital efforts including SEO?**

A separate RFP will be released in February with regard to web development and SEO.

7. **It is stated in the RFP that the agency doesn’t have to bid on all items included in the scope of the RFP. Should we want to only go after one portion of the RFP, how would you like us to denote that in our submission?**

You may simply denote this at the front of your technical proposal, indicating which element you are bidding on.

8. **What is the current geo of your target audience? How well is that currently performing? What other markets would you like to target?**

Areas the CTA currently targets are mostly in our drive markets: LA, San Francisco, Sacramento, Denver, Las Vegas, Phoenix, Boise, and parts of Utah. Currently, the CTA targets adults 22 and older. The largest demo is 25-44 and skewed slightly male. Ideally, the CTA would like to have scalable growth internationally and capture more of the markets listed above.

9. **What other agencies/partners will the selected RFP winner work directly with? (e.g. media agency, brand agency, web development, freelance, etc.)**

At this time, there are no other contracted vendors in place. A web/digital development and e-marketing/CRM RFP will release later this month.

10. **What internal staff/skillsets will be available to the chosen agency? (e.g. do you have an internal web developer, social content writer, etc. that we would work with?)**

Agency/vendor will be working directly with the CTA’s marketing manager. The duties the marketing manager currently handles that are most beneficial to the vendor are; manages all social media outlets, writes social content, manages/builds email campaigns, directs the ad creative, and manages/updates content on the website. The marketing manager will work in collaboration with the vendor on campaigns and projects and aid where ever necessary. The City of Carson City IT department currently manages the backend of the website and can work in collaboration with vendor to complete any campaigns, if necessary.
11. Can you share the KPIs/metrics/etc the marketing committee uses to show success from previous campaigns?

The CTA’s most utilized KPIs and metrics change per marketing outlet:

- Digital Marketing: Utilizing either the vendor’s analytics or through Google Analytics CTR, page views and bounce rates are used to measure success of the campaign.
- Social Media: Paid social campaigns through Facebook & Instagram KPI’s: follower increases, engagement rate, paid and organic reach and impressions served. Some of those KPIs are deemed more important than other depending on the content being promoted. The CTA has not done any paid media through Twitter or Pinterest.
- Any kind of print advertisement is gauged on demographics and circulation of the publication.

12. Is there an incumbent?

Nevada Momentum and Computer Artistry currently provide the services included within the RFP.

13. What is your anticipated professional services budget for this scope?
   a. If none provided, is it safe to assume that the $130k professional services budget last year will be leveraged for this?

It is expected that prospective bidders use the attached Excel file with FYTD19, FY18 and FY17 actual costs to provide their respective cost proposals.

14. Section 11.4 requests each person to fill out a completed resume form. Where can we find this form?

The reference to a “resume form” should not have been included in the RFP. Please submit resumes in a format that works for your company and staff.

15. Would you like the Cost Proposal physically separated from the original RFP response? Or can this be attached in the same response?

It can be attached in the same response as its own PDF.

16. We also wanted to confirm you only needed one physical copy of the RFP, along with a digital copy. Is this correct?

This is correct, although prospective bidders are welcome to submit up to four additional hard copies, to assist with the evaluation committee’s needs.

17. Can you elaborate on 11.5.1 Questionnaire, question 4 b & c. How are these questions different? They seem very similar in how they could be answered.

Question 4 a. is more in the general knowledge arena, whereas 4 b. is related to public and governmental agencies, which is what the CCCTA falls into.
18. What is the budget for this project?

It is expected that prospective bidders use the actual costs for FY17 and FY18, listed below, to provide their respective cost proposals.

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19. If there is a subcontractor, what info would be needed from the subcontractor?

The name of the subcontractor to be used along with what components of the scope of work the subcontractor would be handling should be noted in the technical response.

20. Is there a minimum of case studies/work samples that need to be provided?

Three.

21. Are the resume forms referenced in 11.4 provided or do they need to be generated?

The reference to a “resume form” should not have been included in the RFP. Please submit resumes in a format that works for your company and staff.

22. Is there specific information that needs to be provided on the title page for the cost proposal?

The title page should reference the RFP subject, the firm's name, address, telephone number and email address of a contact person.

23. What are the key target markets you hope to reach through this campaign? We are aware the target will be multi-generational, but any additional detail would be helpful (demographics, psychographics)

Areas the CTA currently targets are mostly in our drive markets: LA, San Francisco, Sacramento, Denver, Las Vegas, Phoenix, Boise, and parts of Utah. Currently, the CTA targets adults 22 and older. The largest demo is 25-44 and skewed slightly male. Ideally, the CTA would like to have scalable growth internationally and capture more of the markets listed above.
24. Please provide additional clarity on the KPI’s that will be used to measure success. We are surmising that performance in the following categories will be considered; please confirm:
   a. Occupancy rate
   b. Hotel bookings
   c. Sales tax expenditures
   d. Restaurant covers
   e. Ticket sales for local attractions/events

The categories above are definitely measures of performance for the CTA. In addition, the CTA’s most utilized KPIs and metrics change per marketing outlet:

- Digital Marketing: Utilizing either the vendor’s analytics or through Google Analytics CTR, page views and bounce rates are used to measure success of the campaign.
- Social Media: Paid social campaigns through Facebook & Instagram KPI’s: follower increases, engagement rate, paid and organic reach and impressions served. Some of those KPIs are deemed more important than other depending on the content being promoted. The CTA has not done any paid media through Twitter or Pinterest.
- Any kind of print advertisement is gauged on demographics and circulation of the publication.

25. What have been the successes/challenges from 2017 to present? (both with marketing and agency/consultative partnerships, respectively)

Successes: The ease of collaboration with current agency. They are easily accessible, come by the office for quick or long meetings, if necessary, or to get approval on changes very quickly and easily. Their communication and turnaround time on projects and last minute ideas has been impressive. The CTA hopes to continue a relationship similar to this. Because of this ease of collaboration and in-person communication the CTA has been able to work in a creative environment to produce great materials and campaigns in a short time frame.

Challenges: Formulating a truly structured marketing plan. Timely invoices are extremely important for us to get approval and plan for future grants and funding, especially since the CTA operates on a fiscal year.

26. What is the breakdown of production spend vs. media spend/working budget for this contract’s duration?

Media buying is not a part of this RFP. Actual costs for FY17 and FY18 for those elements included in the scope of this RFP are listed below.

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27. As per the language in the RFP, Client is requesting to be kept abreast of new technologies via Agency relations; please provide an example of how an Agency has successfully delivered upon this in the past.

The CTA needs to ensure it is not using dated technology that would pigeonhole them into dated marketing practices. The CTA would like to have open communication with the contracted vendor so that if a new program, website, or tool they believe would be beneficial, is brought to the CTA’s attention. It is the expectation that the vendor keeps up with trends in travel and tourism and any updated tools/programs. The CTA is trying to avoid being a “Myspace in a Facebook world.”

28. In regard to “Content Creation”: please confirm that Client would be open to the potential for considering slightly different strategies for different social platforms (and therefore, slightly different creative iterations) to strategically execute agreed-upon messaging platform.

The CTA is open to different strategies.