



ADDENDUM NO. 1

DATE: July 10, 2017
FROM: City of Grand Junction Purchasing Division
TO: All Interested Parties
RE: Advertising, Website Marketing, Public Relations RFP-4378-17-SH

Firms responding to the above referenced solicitation are hereby instructed that the requirements have been clarified, modified, superseded and supplemented as to this date as hereinafter described.

Please make note of the following clarifications:

Question #1: "Could you please help me with whether companies from Outside USA can apply for this? (like, from India or Canada)"

Answer: All vendors are welcome to respond.

Question #2: "Could you please help me with whether we need to come over there for meetings?"

Answer: Please read the solicitation document. Yes, on site meetings are required.

Question #3: "Can we perform the tasks (related to the RFP) outside USA? (like, from India or Canada)"

Answer: You will need to determine for yourself what tasks are to be completed where.

Question #4: "Can we submit the proposals via email?"

Answer: Please read the solicitation document. Proposals are to be submitted electronically per instructions noted in the RFP.

Question#5: "What agency/agencies are you working with currently?"

Answer: Advertising is currently contracted with Hill Aevium, Website/Marketing is contracted with Miles Media and Public Relations is contracted with Orr Communications.

Question #6: "What is the current budget for a. advertising, website/online marketing b. public relations?"

Answer: Please read the RFP document, this information is included in each section.

Question #7: "What are the top three challenges Grand Junction Visitor and Convention Bureau has identified as barriers to visiting the area?"

Answer: Please attend the Pre-Solicitation Conference scheduled for June 14, 2017 5, 2017 at 10:00 A.M. local time.

Question #8: “Is previous work in Colorado or Colorado residency a prerequisite to winning this bid?”

Answer: No, there is no requirement for any type of local or state preference.

Question #9: “How important is it for agency representatives to attend the Pre-Solicitation Conference in person vs. via phone?”

Answer: There is no difference between attending in person or via conference line.

Question #10: “What existing research exists that can be shared with selected agency regarding target audiences, net promoter scores, visitation trends over past 5 years?”

Answer: All relevant research will be provided to the selected agency

Question #11: “Does the GJVCB feel that Grand Junction has an established brand story/ brand position/value proposition or is that something they are interested in having their agency define and articulate?”

Answer: The “Colorado’s Wine Country” brand has been used since 1998. A brand update will be considered. Related documents will be shared with the selected finalists in the process.

Question #12: “Is there a preference for hiring one consolidated team that includes all sought after services?”

Answer: There is no preference. It has been experienced, though, that one firm cannot concentrate equally well in all three areas.

Question #13: “Who will be the primary point of contact on the client side for the agency? How are decisions and approval made for creative and media strategy recommendations?”

Answer: The Marketing Coordinator will be the primary point of contact. Decisions and approvals are made in collaboration with the VCB staff and agency.

Question #14: “Does the budget of \$340K for advertising assume that all paid media will come out of this budget?”

Answer: Yes.

Question #15: “Is there an assumption that the agency will/must create collateral materials and that printing for those materials come out of the \$340K ad budget?”

Answer: Printing does not come out of the \$340K budget. Creative does come out of this amount.

Question #16: “Is there a preference or expectation that the suggested campaign will include television and/or broadcast?”

Answer: That is to be determined based on the recommendation of the agency.

Question #17: “Are there any existing creative assets or creative campaigns that the GJVCB is interested in preserving and using?”

Answer: Creative assets exist, such as video and photography, and GJVCB will continue to maintain. Campaigns are the recommendation of the retained agency.

Question #18: “What kind of financial data will be provided by individual businesses impacted by the advertising campaign and what kind of reporting in terms of visitation is available from GJVCB to inform the ROI analysis required in section K7 of Advertising portion of RFP?”

Answer: Financial data is not available from individual businesses. GJVCB currently reports on visits to the visitor center, visitor guide requests and web analytics. Additional research will be provided to the selected finalists. GJVCB will be looking to the selected agency for assistance in ROI analysis going forward.

Question #19: “Is there an expectation that digital media costs will be absorbed by the \$170K website/online marketing budget or would digital media dollars also be absorbed by the \$19K advertising and marketing budget?”

Answer: The web contract includes SEO and SEM costs. The advertising contract includes all digital display marketing.

Question #20: “What does a highly successful RFP look like/include for GJVCB apart from the basic agency background specified in the RFP? Are you looking for speculative planning or creative work that demonstrates our thinking? If so, what marketing plans, research or other materials will be provided to intelligently inform a strategic approach to those recommendations?”

Answer: The first two questions are covered in the RFP document. Please review it as it documents the expectations. All relevant research, data and assets that the VCB has will be shared with the finalists that are invited to present.

Question #21: “Question B6 asks for financial documentation and references for the agency. Please be specific about what kind of documentation would satisfy this request? What do “financial references” include?”

Answer: Vendors need to provide sufficient evidence their business is stable (i.e. P&L/balance sheet) and has the capacity to handle an account of this size. You can provide a letter from an auditor or tax support person and references from other accounts/clients that all financial obligations were met. Financial information is confidential and does not become public. Please mark the pages in your response appropriately as confidential.

Question #22: “Is media spend part of the \$340K advertising/marketing budget or is it inclusive of agency fees, campaign development and planning/reporting only with media spend being separate and billed at net?”

Answer: It is all inclusive.

Question #23: “Why are you open to a new vendor?”

Answer: The current contract expires at the end of 2017. GJVCB is required to solicit a replacement formally.

Question #24: “What do you mean by creativity?”

Answer: The definition of creativity is the quality of being creative. Creative means marked by the ability or power to create or having the quality of something created rather than imitated. Created means to produce through imaginative skill.

Question #25: “What criteria are important to you in selecting a firm? How would you rank the criteria?”

Answer: Criteria are listed in Sections V.B, IX.B and XIII.B.

Question #26: “Are there any special circumstances or “hot buttons” of which you are aware?”

Answer: This information will be shared with the selected finalists.

Question #27: “How many other firms are competing?”

Answer: There is no way to determine how many firms have downloaded the document. It is posted on two different websites.

Question #28: “What top PR opportunity do you see for yourselves that hasn’t been accomplished yet?”

Answer: PR trends and the current environment changes constantly and GJVCB looks to the PR agency to help build successful plans of action.

Question #29: “Any new business or attractions coming out of the gate in 2018?”

Answer: New attractions include Cameo Shooting Complex, Banana’s Water Park, development at Las Colonias amphitheater and business park. There are no new hotels scheduled to open in 2018. Refer to the GJVCB’s visitor guide which outlines the attractions and assets of the community that will be marketed in 2018.

Question #30: “Have you ever worked with an agency from the front range before?”

Answer: Yes.

Question #31: “Are you replacing internal staff or supplementing them? Was there another agency or consultant before? If so, why didn’t it work out? How long were they at it?”

Answer: No internal staff is changing. The current contracts are expiring. The GJVCB is required to solicit replacement agencies formally. Typically, a contract is awarded for one year, with the option to extend for three additional years, for a total of four years maximum. At that time, a new solicitation will be issued.

Question #32: “Tell me about your marketing staff now.”

Answer: Please review the marketing plan at <http://bit.ly/2tNCryt>.

Question #33: “What does success look like to the program?”

Answer: Anything that meets the mission of the project.

Question #34: “What qualities and behaviors do you want to see in your agency team?”

Answer: Please see the solicitation document. It details what GJVCB desires in an agency.

Question #35: “What qualities and behaviors do you not want to see?”

Answer: Inexperienced and non-collaborative agencies. Basically, anything opposite of what is detailed in the solicitation document.

Question #36: “Can you elaborate on things you have tried in the past? What worked well and why do you think it succeeded? What didn’t work and why do you think it failed?”

Answer: Please review the marketing plan at <http://bit.ly/2tNCryt>. The awarded agency will have access to further detailed information.

Question #37: “To date, how have you measured the efficacy of your campaigns across various target audiences? What is the frequency of measurement?”

Answer: Monthly analytics and annual lodging tax collections.

Question #38: “The RFP asks only for a campaign marketing Grand Junction as a tourist destination. Are you considering a meeting & events campaign, distinct from the tourism work?”

Answer: Meetings marketing is also included in the \$340K contract. Please see the 2017 marketing plan at <http://bit.ly/2tNCryt>.

Question #39: “May we review current media plans?”

Answer: Please review the marketing plan at <http://bit.ly/2tNCryt>.

Question #40: “May we review current creative brief?”

Answer: Not at this time. Each agency is to develop their own creative brief for this proposal. The selected agency will have access to all historic creative briefs.

Question #41: “How are digital data points currently incorporated in to strategic communications planning?”

Answer: The selected agency will have access to all digital data points after award.

Question #42: “Are we able to review digital behavior reports/analytics?”

Answer: The selected agency will have access to this information. It will not be available during the solicitation process.

Question #43: “What channel specific metrics and benchmarks has media been optimized to historically?”

Answer: Please review the marketing plan at <http://bit.ly/2tNCryt>.

Question #44: “What attribution models are in place to track impact? Can we see examples of past reports?”

Answer: Please see the performance dashboard posted at <http://bit.ly/2tNCryt>.

Question #45: “In the pre-solicitation conference you mentioned 2-years of research on “Colorado’s Wine Country”. Does that research include any Awareness and Understanding data related to the branding line? May we have access to this research?”

Answer: Research will be provided to the selected finalists.

Question #46: “What CVB’s do you admire? Who’s doing it right?”

Answer: This is not relative to the solicitation process.

Question #47: “How are you using YouTube?”

Answer: Please see our YouTube channel. Pre-roll advertising has also been utilized.

Question #48: “In your shift toward the Millennial as a primary audience in 2017, what advertising tactics have been most successful? Can you share any current results from this audience shift?”

Answer: Please see the 2017 marketing plan at <http://bit.ly/2tNCryt>.

Question #49: “What online advertising channels are providing the most conversions in the aRes platform?”

Answer: This information will be shared with the selected finalists.

Question #50: “What KPIs are you using to define success in your shift toward a higher quality online audience?”

Answer: Please see the performance dashboard plan at <http://bit.ly/2tNCryt>. Further information will be shared with the selected finalists.

Question #51: “Is the advertising/promotion of your e-zines a component of the paid media budget, and contract, or outside of it?”

Answer: It is part of the website marketing contract of \$170K

Question #52: “What percent of your advertising budget has been allocated to in-state, national and/or international audiences?”

Answer: Please review the marketing plan at <http://bit.ly/2tNCryt>.

Question #53: “Specifically, what are you looking for in an agency? What would your current agency say is the best thing about working with you? The most difficult?”

Answer: Please read the RFP document, the information is included in each section.

Question #54: “How would you define what is most important to you in the process—creative, strategy, cultural fit, category experience, overall experience?”

Answer: The selected finalists will be given further information on this.

Question #55: “When will the answers to the submitted questions be available? With the deadline from question submission to RFP response being so tight, a number of our questions will help inform our submission and we would like the time to be responsive based on the answers to our questions.”

Answer: The Addendum will be issued no later than July 10, 2017.

Question #56: “Who will be on the RFP evaluation committee? Will the evaluation committee for the oral interviews be comprised of the same people?”

Answer: Representatives from the City of Grand Junction, GJVCB staff, and the Board of Directors will review the RFP responses and the oral presentations.

Question #57: “Will anyone with a current relationship with another agency participating in this process be on the evaluation panel?”

Answer: No.

Question #58: “What type of financial statement and references are you looking for to demonstrate financial capacity and stability? And, will this information be public record along with the rest of the proposal?”

Answer: Please see Question 21.

Question #59: “The \$45,000 budget for public relations - does that include media expenses for visiting Grand Junction (i.e. airfare, lodging, meals, etc. travel for bringing journalists to Grand Junction)?”

Answer: The hard costs for traveling with journalists is typically outside of contract. Each opportunity is evaluated individually depending upon the current state of the budget. GJVCB will further solidify this during the finalists’ interviews

Question #60: “Which agency is the incumbent agency for the advertising portion of the RFP? Which agency is the incumbent agency for the website/online marketing portion of the RFP?”

Answer: Please see Question 5.

Question #61: “Are proposals ranked higher if their able to encompass all requests: Advertising, Website/Online Marketing, and PR?”

Answer: Please see Question 12.

Question #62: “What is the paid media budget for digital? Is the budget outside of the \$170K?”

Answer: Please see Question 19.

Question #63: “Does the website integrate with a CRM? Or is all the stakeholder data listed within the website?”

Answer: Yes, there is a CRM.

Question #64: “Is there an incumbent who is participating in this process, specific to Website/ Online Marketing?”

Answer: Please see Question 57.

Question #65: “Our agency has extensive travel expertise, but not specific to Colorado. Will our agency be disqualified or penalized because of this since you’d like a list of current clients in Colorado tourism?”

Answer: The request to list other Colorado clients is for informational purposes. It is not a requirement for award.

Question #66: “What version of Drupal is the site on? Our understanding is that we’d support and maintain the current site. This does not include a site redesign/redevelopment. Is that correct?”

Answer: It is version 7. There will not be a site redesign.

Question #67: “To get clarification, how many in-person meetings your anticipating with the board over the year?”

Answer: Please see Section II.K.20, VI.K.15 and X.I.20 in the original RFP document.

Question #68: “How much traffic (sessions) does the website get on an annual basis?”

Answer: Please see the December 2016 dashboard at <http://bit.ly/2tNCryt>.

Question #69: “Who is the booking widget vendor? And what Email Service Platform do you use?”

Answer: The booking widget vendor is not part of this contract and will not be utilized in 2018.

Question #70: “What does the approval process look like to have the strategic digital marketing plan approved?”

Answer: This is not relevant during the initial RFP process.

Question #71: “Do you have internal content creators? Or is all content expected to come from agency partners?”

Answer: Content is created by both internal and contracted agency partners.

Question #72: “Would you be able to provide a list of the top ten keywords that you’d like to rank for, as well as top three competitors?”

Answer: This information is proprietary. The top three competitors will be provided after this process.

Question #73: “Is a Colorado-based firm preferred?”

Answer: Please see Question 8.

Question #74: “Section III(B)6 What do you want exactly as far as the 3 financial references?”

Answer: Please see Question 21.

Question #75: “If couples are your number 1 visitor demographic right now, what are your 5 year goals? Would you want to change your demographics?”

Answer: Please refer to the marketing plan and research at <http://bit.ly/2tNCryt>. All strategic planning will be shared with the awarded agency.

Question #76: “For 2018, which of the new event/activities are slated to land?”

Answer: Please see Question 29.

Question #77: “Are you open to the idea of having paid premium listings for lodging/events?”

Answer: This is not relevant at this time.

Question #78: “Regarding Google Analytics, how many people approach your website on a mobile device?”

Answer: Over 50%.

Question #79: “Does your website use an event plugin? If so, which one? How are you managing the events?”

Answer: No. Internal staff manages events.

Question #80: “If you were to stay with your current company for hosting, how much do you pay currently?”

Answer: Please refer to the marketing plan at <http://bit.ly/2tNCryt> for the website budget.

Question #81: “How would we measure the ROI if we are not booking services through the website?”

Answer: The awarded contractor is expected to measure ROI.

Question #82: “If we intend to compete for all three of the RFP elements (advertising services, website/online marketing, and PR), do we need to submit a separate proposal for each or can they be combined into a single response that addresses all three?”

Answer: Section I.B states “three separate proposals shall be submitted” if you want to submit for all three areas.

Question #83: “What are key marketing goals for the Grand Junction Visitor and Convention Bureau in 2017 and 2018?”

Answer: Please refer to the marketing plan at <http://bit.ly/2tNCryt>.

Question #84: “Are you satisfied with recent (2015 and 2016) visitation, occupancy, visitor spending and lodging tax metrics?” Why or why not?”

Answer: The mission is to increase visitation year over year using the resources available for that year.

Question #85: “What major marketing initiatives are planned for 2017 and 2018?”

Answer: Please see Question 29.

Question #86: “What destinations do you include in your competitive set?”

Answer: Refer to the research at <http://bit.ly/2tNCryt>.

Question #87: “What is the relative importance of various visitor segments (e.g. Leisure, group, conference/convention, etc.)?”

Answer: Please refer to the marketing plan at <http://bit.ly/2tNCryt> for the relative importance for each segment.

Question #88: “During the past five years, what have been your most effective marketing or campaign efforts? Why?”

Answer: This is proprietary and will be shared with the awarded contractor.

Question #89: “What are the strengths of your advertising program and what are areas of opportunity?”

Answer: Please refer to the highlights section of the marketing plan at <http://bit.ly/2tNCryt>.

Question #90: “What are the strengths of your public relations program and what are areas of opportunity?”

Answer: Please refer to the highlights section of the marketing plan at <http://bit.ly/2tNCryt>.

Question #91: “What are the strengths of your website/online marketing program and what are areas of opportunity?”

Answer: Please refer to the highlights section of the marketing plan at <http://bit.ly/2tNCryt>.

Question #92: “What does the \$340,000 budget included (e.g. Paid media, owned media, production, agency fees, etc.)?”

Answer: Please see Questions 14, 15, 22 and 38.

Question #93: “Is this RFP due to contractual/pro forma requirements or are you looking for fresh thinking?”

Answer: Please see Question 23.

Question #94: “What has been your biggest challenge in the past 2-3 years?”

Answer: The biggest challenge has been economic recovery from the recession.

Question #95: “Are your current agency partners participating in the pitch process?”

Answer: Please see Question 57.

Question #96: “What are your annual goals/KPIs?”

Answer: Please see Question 50.

Question #97: “How are you tracking toward these goals?”

Answer: Please refer to the marketing plan at <http://bit.ly/2tNCryt>.

Question #98: “How big the current email database?”

Answer: The current database contains approximately 40,000 email addresses.

Question #99: “Is it possible to review the 2017 Marketing Plan and/or Media Plan or any relevant research that has recently been completed?”

Answer: Please see <http://bit.ly/2tNCryt>.

Question #100: “Your last Board meeting minutes report that your PR hits are valued at \$120,000 for the year. How was that value determined?”

Answer: This is determined by the current contractor. Further discussion will be held with the awarded contractor.

Question #101: “Are you prescriptive about the recommended advertising medium(s)?”

Answer: Further explanation of this question is required to effectively answer this question.

Question #102: “Is there seasonality to your business? Are there times of year you want to promote more than others?”

Answer: Yes, however, GJVCB markets as a year-round destination. Marketing and promotions are based on current research and analytics.

The original solicitation for the project noted above is amended as noted.

All other conditions of subject remain the same.

Respectfully,

Susan Hyatt
City of Grand Junction, Colorado