

# Request for Proposals to Provide Strategic and Creative Marketing Services for Visit Fort Bragg

## Response to Questions

1. What is the attribute you value most in a communications partner?

We value responsiveness in a communications partner.

2. Who is the incumbent for Visit Fort Bragg marketing?

The Idea Cooperative

3. How long was the last marketing contract, and was it renewed?

It has been renewed yearly for the last 4 years.

4. Is the Visit Fort Bragg team comfortable working with a remote agency?

We are open to collaborating with a remote agency, as we are committed to leveraging diverse talent and understand that agencies are likely to be located out of the area.

5. Is the direct advertising spend separate from this budget?

There is no separate budget for direct advertising.

6. Do you have an estimated breakout of the budget going toward each scope of work?

Typically the consultant would develop this budget with the allotted amount of the contract.

7. In the advertising section, there's a mention of "utilizing past research" – what research do they have available?

See attached research report.

8. Do you have any current data or metrics partners (ie. Arrivalist, Adara, Datafy, Zartico, Tourism Economics, etc.) to measure the success of these efforts?

We currently do not.

9. Do you have an existing relationship with Visit California to leverage media dollars and/or research?

We have only just begun a partnership with Visit California through the North of Ordinary region campaign.

10. Are you open to multiple agencies partnering together to achieve all elements of the scope (for example, a creative agency partnered with a PR agency)?

We are open to collaborating and making partnerships with multiple agencies.

11. In the scope, there's a mention of in-person meetings? Does this mean you're looking for a local/regional agency? Or, would you be open to a national agency with quarterly in person meetings (if we use Zoom and phone calls for monthly meetings and other discussions, as needed).

We are open to collaborating with a remote agency, as we are committed to leveraging diverse talent and understand that agencies are likely to be located out of the area.

12. What has Visit Fort Bragg decided to issue the RFP?

It is the City's due diligence to make sure we are appropriately spending tax payers funding and to continue doing RFP's for all project and consultants.

13. Who is your current incumbent agency(ies) or record? Are they participating in the RFP process?

Their incumbent is The Idea Cooperative and no they are not participating in the RFP process.

14. What are the top "pain points" you are trying to address?

Managing the impact of seasonal variations, we have tourists here during the summer months but we also need them during the winter and spring and getting a younger audience to engage with social media.

15. Are you open to working with an out-of-state agency?

We are open to collaborating with a remote agency, as we are committed to leveraging diverse talent and understand that agencies are likely to be located out of the area.

16. What are the top 3 qualities you look for in a marketing agency partner?

We value responsiveness in communications, an ability to be nimble and reactive to our feedback.

17. Do you subscribe to any research, data, or analytics platforms (such as AirDNA, Datafy, STR, Arrivalist, Zartico)? If so, please list them for us. If not, are those of interest to you?

None at the moment but those would interest us.

18. What specific tools and methodologies are you currently using to measure your tourism KPIs?

Google Analytics

19. Tell us about your working relationship with Visit NC? Is it working well? Any specific areas for improvement?

We do not work with Visit NC as we are in California.

20. Under advertising objectives, utilizing past research was listed. Can you provide any details on who the target audiences and markets have been in the past?

See attached research report.

21. Does an asset library of photography/videography exist that can be used for creative ad development?

There will be an asset library of photography/videography.

22. Does the specified budget include photography and video production costs?

The specified budget encompasses all the agency's costs for photography and video productions.

23. Regarding public relations, does the specified budget include paying for the FAM tours (media familiarization tours) expenses?

The specified budget encompasses all the agency's costs for media familiarization tours.

24. Are FAM tours conducted by client staff, or would an agency representative be required to conduct the FAM tours?

The agency would determine how the FAM tours would be conducted, staff would not be conducting the tours.

25. Is organic social media management handled by client staff? Or would the agency be required to manage organic social media as part of the contract?

The agency would manage all social media platforms for VFB and it would be a part of the contract.

26. Are all meetings required to be conducted in-person? Or would a mix of virtual and in-person meetings be allowed?

Meetings can be done virtually and/or in person.

27. Is preference given to agencies based in California?

We are open to collaborating with a remote agency, as we are committed to leveraging diverse talent and understand that agencies are likely to be located out of the area.

28. The project budget is listed at \$180,000. Does this budget include the media costs associated with ad buys? Or is this budget specifically for agency services such as creative development, public relations, website services, etc.?

The specified budget encompasses all the agencies costs, including media cost and ad buys.

29. Are all key presentation meetings to be in-person or are virtual presentations an option?

Meetings can be in person or done virtually.

30. Where can we find responses to all submitted questions from all vendors?

All the responses will consolidated and added as a PDF to the RFP page and an email with a link to the submitted questions will also be sent out by COB on 6/14/24.

31. Who is the incumbent for this project? How long have they been engaged with the City of Fort Bragg?

The Idea Cooperative has been working with the City for over 4 years.

32. What is the City's paid media placement budget?

The specified budget encompasses all the agency costs including media placement

33. Is the project budget of 180k +/-20% meant to be an annual budget or just for the off-session?

The budget of 180k is the annual budget.

34. Does the budget include or exclude ad spend?

There is no separate budget for advertising.

35. Can travel expenses for in-person updates be billed separately or must they be included in the 180k budget?

The budget will cover all travel-related expenses for the agency.