

RFP 2020-BB
Strategic Marketing Plan and Rebrand

Addendum 1
Q&A

1. Do you have a style guide or a brand guide?
 - a. **No.**
2. Do you have a budget you are able to share?
 - a. **\$175,000.**
3. Does the budget include tech support and hosting?
 - a. **Yes, first year.**
4. What was the investment in the previous website?
 - a. **\$15,000.**
5. Does the County have a CMS? Preference? Open source? Drupal/WordPress?
 - a. **Currently, we have a custom CMS. We prefer a custom CMS.**
6. Who are your primary and secondary users?
 - a. **The Columbia County TDC Marketing Manager is the primary user. Secondary users include advertising agencies and our SEO company.**
7. Would you like detailed research in terms of your audience in the form of an audience needs assessment?
 - a. **This is not a requirement but can be an added component if the firm wishes to provide this service.**
8. Do you have a desired launch date? Is there a specific event driving the launch date?
 - a. **The marketing plan and website deliverables must be complete by September 30, 2021. The implementation and management of the media buys, PR and social media strategy must be completed one year from the signed contract date.**
9. What is the current hosting environment?
 - a. **Cloud-based .**
10. How many visitors does the current website receive on a monthly basis?
 - a. **This varies by season. Overall average is 5,386 visitors a month.**

11. How many pages of content do you anticipate transferring to the new site?
 - a. **We currently have 83 pages of content.**
12. What are your current pain points with the existing website?
 - a. **N/A.**
13. What are the current technical challenges (if any)?
 - a. **N/A.**
14. How many site administrators will you have?
 - a. **Two.**
15. Will you require different levels of admin permissions?
 - a. **Yes.**
16. Overall: Is the county seeking an agency to act as a contracted Agency of Record to provide the scope of work on an ongoing basis?
 - a. **Yes, the selected agency will provide services for a one (1) year period with an option to renew for three (3) additional one (1) year periods.**
17. Budget: What is the anticipated budget that the selected agency will work with?
 - a. **\$175,000 for the services portion (i.e., branding, marketing strategy, and web development) in this bid. The advertising budget is fluid due to COVID but is currently set at \$150,000.**
18. Tourism website: does the county intend to keep the current url name "springsrus" or will that potentially change depending on the rebrand/rename?
 - a. **Open to changing based on rebrand/rename recommendations.**
19. STR: does the county currently subscribe to STR reporting?
 - a. **Yes, we receive the weekly and monthly STR report.**
 - b. **Additional data we have on hand:**
 - i. **2018 and 2019 Visa Vues (Domestic and International)**
 - ii. **2019 visitor profile study**
20. Growth: What are the segments the county would like to concentrate on for tourism growth?
 - a. **Youth sports and outdoor adventure**
21. Current agency: What agency or firm is the county currently working with for tourism marketing?
 - a. **Madden Media**
 - b. **Socratik SEO Agency**
 - c. **ITI Digital**

22. Website development and hosting: In the Scope of Work, it states the agency will “develop or make design changes as needed” to the tourism website “springsrus”.
- a. For this fee proposal should we anticipate a site redesign only? There will be a significant difference in budget between a redesign and a brand-new site.
 - i. **Redesign to align with the new branding concepts is preferred.**
 - b. Or should this be a monthly retainer to update and maintain the site throughout the year?
 - i. **We prefer a one-time redesign and utilize maintenance as needed.**
 - c. What is the platform that the current site “springsrus” is built on?
 - i. **Bitbucket/GIT**
 - d. Should the included hosting price be for a one-year term?
 - i. **Yes.**
 - e. Does the county have a desired budget for this component?
 - i. **No.**

23. Public relations and social media strategy:

- a. Is the agency to provide pricing only for developing and delivering a strategic plan for these two services, or provide pricing for both strategic planning and one year of implementation and management?
 - i. **Provide pricing for both strategic planning and one year of implementation and management.**
- b. Does the county have a desired budget for this service?
 - i. **This is part of the \$175,000 project budget and \$150,000 advertising budget.**

24. Destination multi-segment marketing plan:

- a. Does the county intend for the selected agency to develop, implement, manage, and report on the plan as an ongoing assignment?
 - i. **Yes.**
- b. Typically, the agency will charge a percentage of the total media budget to both develop and manage the plan throughout the year, so this cost would ordinarily be based on that dollar amount and would be a reflection of the size, scope, and complexity of the plan. Does the county have a budget figure the agency should anticipate for this component? That will have a bearing on the complexity of the plan and how long it will take to develop a detailed plan. Without knowing the budget it’s difficult to provide an accurate estimate.
 - i. **Yes, the budget is broken down into two separate buckets, \$175,000 for the overall project services, and \$150,000 for the advertising (media buy) budget.**