

RFP 2020-BB
Strategic Marketing Plan and Rebrand

Addendum 2
Q&A

1. In an effort to be a good steward of our planet, will you accept electronic submissions.
 - a. No
2. Why is the county going through a rebrand now?
 - a. Due to the growth our destination has experienced the past few years and product development initiatives currently underway, the organization would like a professional defined brand and marketing plan in place moving forward. We currently market as a county.
3. Once the brand is developed, who is responsible for the actual execution of the brand and plan?
 - a. 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.
4. Tell us more about the functions of the staff that will manage this project? What are their roles?
 - a. Paula Vann, Executive Director
 - b. Kim Goldsmith, Marketing Manager
5. Do you envision a new website build or will the selected partner only be updating graphics? Who is responsible for copy?
 - a. Updating to align with branding.
 - b. Agency is responsible for the copy.
6. What CMS/platform is the current site built on? Will this change? Who is hosting the site?
 - a. Currently we have a custom CMS. We prefer a custom CMS.
 - b. Bitbucket/GIT
7. Please provide a copy of your existing PR/social media strategy?
 - a. Currently, we do not have a PR/Social Media strategy. Connect managed our social media the past several years, and the contract ended November 2020.
8. Please provide a copy of your existing multi-segment marketing plan. Who is responsible for executing this new plan? What creative assets (photos/video/etc..) exists?
 - a. Multi-Segment Marketing Plan: All plans available attached.

- b. The agency is responsible for executing the deliverables outlined in the bid packet.
- 9. Please provide a copy of your crisis management plan.
 - a. Does not exist.
- 10. Please provide a copy of your media plan and sample reports?
 - a. All plans available attached.
- 11. What type of research exists regarding your brand?
 - a. None.
- 12. What type of research exists on your target audience(s)? Who is your primary and secondary target audience?
 - a. Some research is outlined in the 2017 strategic plan attached.
 - b. A visitor profile study was completed in 2019. This information will be shared with the awarded bidder.
- 13. How will success be measured (please be specific)? By whom and how often?
 - a. On a macro-level success will be measured by TDT revenue, website traffic, and future economic impact studies. More specific goals will be set in collaboration with the awarded agency regarding social media, public relations, media, etc.
 - b. The agency will be required to supply monthly reporting regarding project specific performance. Columbia County TDC analyzes web data and revenue data weekly.
- 14. Please provide your current plan and budget allocation?
 - a. Due to COVID the 2021 plan is fluid and has not been adopted. I have attached the 2019 outline and budget allocation for reference.
- 15. Who is the incumbent?
 - a. We do not have an agency of record at this time.
- 16. Why are you looking for a new agency?
 - a. Currently, we do not have an agency of record or specified brand. We presently market as a county. Due to the growth our destination has experienced the past few years and product development initiatives currently underway, the organization would like a professional defined brand and marketing plan in place moving forward.
- 17. Are your incumbent agencies submitting?
 - a. Agencies that we utilize for advertising and website management have expressed interest in submitting a bid.

18. Are you looking for a big or small agency?
- There is not a preference for a big or small agency.
19. How do you geographically define a "local" agency"?
- A local business shall mean an individual entity whose primary residence is within Columbia County; a partnership entity where at least one of its principals is a resident of Columbia County; and Florida corporation entity or other business entity whose principal place of business is within Columbia County, or which maintains a full-time business office open to the public within Columbia County, Florida, and at least one of its officers or directors or shareholders is a resident of Columbia County, Florida. (Section 304.6.3(c) of the Columbia County Purchasing Policies and Procedures)
20. Do you plan on selecting one agency or splitting the bid to multiple agency partners?
- One agency.
21. How many agencies will be selected to the short list?
- Three or four.
22. How many TDC Meetings annually will the agency representatives be required to attend in person?
- The agency will be required to attend the year-end meeting that takes place in November/December, and the budget meeting that takes place in July. If the TDC requests the agency attend additional meetings, the agency would be given notice to coordinate schedules.
23. What is your expected start date for the contract?
- February 2021
24. Page 3, Number 13..... "... bid bonds will not be accepted if bond is not enclosed." Question, since we are bidding on a marketing/advertising, rebranding opportunity, is a Bid Bond required?
- No
25. Page 4, Number 24..... "...Unless otherwise specified by the Purchasing Department all materials, supplies, or equipment quoted herein must be delivered within thirty (30) days from the day of notification or exceptions noted on bid sheets." Question.... When will drafts of the marketing/advertising or rebranding materials be due for review and/or approval?
- July 2021
26. Page 6, Number 3.... " ,,,,Public Relations and Social Media Strategy - Develop Public Relations and Social Media strategy and implementation (e.g., Advocacy Plan Assistance, Public Relations Strategy, Promotions Planning, PR/Event Planning, Media FAM Tours,

Media Events/Blogger/OTA's Dinners, Integrated Marketing Synergies) Question Can you clarify what will be the requirement of the Media FAM Tours. Will this requirement be planning for tours or will the winning organization need to plan tour routes and hire staff to give the tours? Can you please clarify the Media Events/ the OTA's Dinners in specific?

- a. Required to plan/schedule tours. If the tour requires the agency's assistance to plan tour routes and additional staff, it will be determined and considered a separate service outlined in this bid, and a quote will be requested.

27. Page 6, Number 5... "...Crisis Management Communications - Assist Visit Columbia with crisis management and communications (e.g., Crisis Management Planning, Rapid Hurricane Response). Question.... What will be the role of the winning organization in Crisis Management and Rapid Hurricane Response? Will this be a marketing effort in handling the social media around crisis events?

- a. The role is to create the Crisis Management Communication Plan and assist with social media during a crisis. The agency would not be solely responsible for social media during a crisis.

28. Page 7, Number 8, Section H... "Attend Columbia County Tourist Development Council and Columbia Board of County Commission meetings as requested." Question, how often does the Tourist Development Council meet and would the winning organization be able to attend the Columbia Board of County Commission meetings via Zoom, Skype, or another type of virtual medium?

- a. TDC meetings are held bimonthly.
- b. Currently, we do NOT have virtual meeting capabilities; however, the new TDC office space currently under construction will have these capabilities. This space will be completed March 2021.

29. Page 21, Certificate of Insurance... Question, since this is a marketing/advertising, rebranding bid, will there be an insurance requirement?

- a. The successful bidder shall provide a valid certificate prior to commencement.