



ADDENDUM #1

To: All Companies Interested in Submitting a Proposal
From: Heather Mell, Purchasing Agent
Proposal: Marketing Services (Proposal #PUR0519-239); Dated: May 10, 2019
Subject: Addendum #1 (2 pages)
Date: May 17, 2019

The following questions and/or clarifications were asked relative to the above-listed Request for Proposal. This memo is sent for clarification to all companies to whom the bid was sent.

Question: Does the \$12,000 budget include advertising spend for the two campaigns? Or is it just agency fees for consulting, strategy, planning, etc.?

Answer: The \$12,000 is just for agency fees, there are additional funds for the advertising spend.

Question: Are we executing on the campaigns or just providing strategy and assets?

Answer: The agency will be executing the campaigns.

Question: Can you clarify what you want on the flash drive versus what you want as physical copy for Tab 4?

Answer: Copy of your full proposal on the flash drive and samples of your work. Under Tab 4 provide a summary/description of the samples you are providing on the flash drive.

Question: What do you consider "driving distance" from Cedar Rapids?

Answer: Driving distance is considered a 4-5 hour radius from Cedar Rapids.

Question: There is wording on page 10 that implies you might receive estimates \$50k and above that need to be approved by council? Is this just general policy statement or is there an expectation that campaign costs for this might be at that level?

Answer: This is a general policy statement. City council requires approval for spend over \$50,000.

Question: Are you open to providing additional budget?

Answer: It is possible.

Question: What email marketing platform do you currently use?

Answer: Constant Contact

Question: Do you have a Google Ads account set up?

Answer: A new account would be needed

Question: Do you have Google Tag Manager on your website?

Answer: No

Question: Do you have the Facebook pixel on you website?

Answer: Yes

Question: What system is your blog maintained through?

Answer: The blog is maintained through the admin side of the website. Cedar Rapids Tourism Office staff has a high level of access/control to make updates to the website and blogs.

Question: Do you have Google Analytics on your website?

Answer: Yes

Question: Do the 6-week and 4-week time frames include both prep time / setup and run time?

Answer: The 6-week and 4-week timeframes are the run times of the campaigns.

Question: Do you use a social media monitoring platform (Sprout Social, Hootsuite, etc.) to manage your social pages?

Answer: No

Question: What marketing channels do you plan on using? E.g. social media, email marketing, PPC/SEM, YouTube, TV, Radio, etc.

Answer: We anticipate social media, email marketing, digital ads, YouTube pre-roll, etc., however, we are seeking guidance for the best way to use our ad dollars.

Question: How much of the \$12,000 budget shall be allocated for digital ad spend?

Answer: The \$12,000 is for agency fees and creative, there is a separate ad spend budget.

Question: How do you plan on splitting the \$12,000 between the six-week summer and four-week winter advertising campaigns?

Answer: Heavier focus on the summer campaign, we will work with the selected agency to determine best course of action.

Question: Will there be a single point of contact with whom we will work with at the Cedar Rapids Tourism Office?

Answer: Yes, the Director of Communications & Marketing.

Question: What does a successful campaign look like? How are you measuring the success for the campaign?

Answer: Noticeable increases in website traffic and social media engagement from targeted cities. Increases in visitor guide requests from target cities. We are interested in ways to collect email addresses for continued efforts. We will follow up with hotels and any featured businesses to inquire about increased traffic.

Question: Is any additional co-op funding being provided by local restaurants, shops, events or attractions?

Answer: That is not part of the budget, but is possible-more likely for the winter campaign.

Question: Our offices are located outside of Cedar Rapids, do you require or prefer in-person meetings during the campaign?

Answer: In-person is preferred, we are open to phone and video calls.

All addenda that you receive shall become a part of the contract documents and shall be acknowledged and dated on the bottom of the Signature Page (page 23). The deadline for proposals submittal is Friday, May 31, 2019 at 3:00pm CDT.