



CITY OF WACO

Purchasing Services
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Date: 04/17/2023
RFP No: 2023-014
Commodity: Agency of Record
Buyer: Mr. Victor Venegas

Closing Time: 2:00 P.M. CST, Tuesday, May 23, 2023
Opening Time: 2:01 P.M. CST, Tuesday, May 23, 2023

Bid Opening Location: Operations Center, Purchasing Services Office, 1415 N. 4th St.,
Waco, TX 76707

Addendum No: 1

The above-mentioned Bid invitation has been changed in the following manner. **Sign and return addendum to the Purchasing Office by the closing time and date with your RFB response.** Returning this page signed by your authorized agent will serve to acknowledge this change. All other requirements of the invitation remain unchanged. If you have any questions, please call or stop by the Purchasing Office at the above address.

1. See Attachment 1 with questions and answers that were asked at the 4/10/23 Pre-bid Meeting, or that have been submitted by potential bidders.
2. Bid Closing/Opening has been extended to 2:00 P.M. CST, **Tuesday, May 23, 2023**
3. New Zoom Meeting Information: See attached

Firm: _____

Address _____

Signature of Person
Authorized to Sign Bid: _____

Signor's Name and Title
(print or type): _____

E-mail Address: _____

Date: _____ Telephone: _____ Fax: _____



ZOOM ACCESS INSTRUCTIONS & ADDITIONAL INFORMATION

PRE BID/ PROPOSAL	
BID NUMBER:	
DATE:	
TIME: CENTRAL	
QUICK LINK:	
MEETING ID:	
DIAL IN NUMBER:	
PASS CODE:	
ADDITONAL INFORMATION:	

BID/ PROPOSAL OPENING	
BID NUMBER:	2023-014
DATE:	05/23/23
TIME: CENTRAL	2:00 PM
QUICK LINK:	https://wacotx.zoomgov.com/j/1611116846?
MEETING ID:	161 111 6846
DIAL IN NUMBER:	
PASS CODE:	685775
ADDITONAL INFORMATION:	Close/Open

ATTACHMENT 1

- 1.) **Question:** Is it the expectation of the City of Waco that a specific portion of the budget be dedicated towards traditional advertising? If so, are you able to approximate how much of the budget should be split between traditional vs. digital?

Answer: We want the most effective campaigns for our needs. We have no specific splits between traditional and digital.

- 2.) **Question:** In lieu of submitting three creative approaches for the campaign, are we able to submit three creative examples from previous campaigns we have run?

Answer: Your choice.

- 3.) **Question:** Are you able to confirm how the budget should be broken down between FY23 and FY24 as it relates to the specific fiscal year that the City of Waco operates on?

Answer: Base the proposal on a year starting July 1. The fiscal year challenge is for the actual City Council resolution. So, out of the proposed allocation for the year starting July 1, how much would be spent and billed by September 30, 2023. The remainder would be the new fiscal year but has to be generally listed.

- 4.) **Question:** Other than major Texas markets, are there other States/Cities that have traditionally brought tourism into Waco?

Answer: Oklahoma, Louisiana, California, Illinois, Minnesota

- 5.) **Question:** How has success been tracked in previous campaigns

Answer: Zartico, Placer, Smith Travel, social chatter

- 6.) **Question:** Are there gross impression goals, CPM/CPP goals?

Answer: No. Not big on impression goals.

- 7.) **Question:** Does the City have accounts on the follow platforms: YouTube, Facebook, Instagram, TikTok?

Answer: We do not have a TikTok account but have done placements. Have accounts on others mentioned.

- 8.) **Question:** Is there interest in weekly/monthly reporting calls?

Answer: Every two weeks

- 9.) **Question:** Is the city intending to award only (1) contract or is there a possibility of more?

Answer: One agency of record.

10.) Question: Do you have metrics available from your incumbent agency?

Answer: We are interested in forward vision, which may not follow previous reporting, including ways to spend money.

11.) Question: Does the city currently work with an agency to calculate hotel stays and other visitor data or will this service be needed?

Answer: We have separate ways of getting this data. It is not an agency function.

12.) Question: In addition do we need to determine the room nights and average room rates or does the city have this information available and baselined already?

Answer: We have this.

13.) Question: What are the key performance indicators (KPIs) for this campaign?

Answer: Depends on the campaign.

14.) Question: An example would be, are you looking at a percentage increase of visitors year-over-year, length of stay, specific destinations visited within Waco?

Answer: We are looking at any changes in visitation, which we get from other reporting sources.

15.) Question: What information will be available to the successful bidder to ensure KPIs are being met?

Answer: Whatever you need. Hotel data, other research results.

16.) Question: What specific information is helpful and what are you seeking in our reporting?

Answer: Who are we reaching: location, age, gender. Again, different campaigns have different measurements, depending on the path chosen to tell our story. We will agree to the measurements prior to starting the campaign.

17.) Question: Will we be responsible for Travel Trade budget?

Answer: No

18.) Question: Could you clarify if the media slots themselves, the buys paid to the media properties is also included in the budget identified?

Answer: Yes

19.) Question: For the Mandatory Element evaluation component there is no further elaboration on the item identified. Would you like us to address the same specifically or in a manner that is reflective of the response you are looking for experience doing the same?

Answer: Based on your marketing direction, we need the breakdown on how the funds will be spent and measured. Also the ability to be nimble for changing conditions.

20.) Question: Could we request an electronic submission in light of the lifting of all delivery guarantees from all the courier companies?

Answer: No electronic submissions

21.) Question: Could you let us know if you have a local preference or are you open to a Canadian agency that has done similar work with clients across the United States, with some currently being the States of California, Colorado and Wyoming?

Answer: No restrictions

22.) Question: Can you share logo files, brand guidelines, campaign guidelines, and any other visual assets for our team to use in our development of the spec?

Answer: Items can be found from our website.

23.) Question: Which DMOs/destinations do you consider your primary competitors?

Answer: This varies by market segment.

24.) Question: What are your visitation goals for year one of the contract?

Answer: No specific goal. In 2022, we had 4.4 million visitors.

25.) Question: What are your key need periods/seasons throughout the year?

Answer: We are lowest from November-early February.

26.) Question: What media tactics do you currently include in your campaigns?

Answer: A media mix

27.) Question: Can you elaborate on the current target audience(s) for marketing efforts?

Answer: Dallas/Ft. Worth, Temple/Killeen/Ft. Hood/Brand College Station, Austin, Houston, San Antonio and Oklahoma City are our top five feeder areas for general tourism.