



CITY OF WACO

Purchasing Services
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Date: 04/25/2023
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: 2

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: _____

ATTACHMENT 1

1.) **Question:** What is the ideal in-state vs out-of-state visitor ratio?

Answer: No specific ratio. We have over 14 million Texans within 150 miles of Waco.

2.) **Question:** What excites you most about your tourism opportunity and your future?

Answer: Positive community attitudes and direction.

3.) **Question:** We noticed there is a \$500,000 budget minimum for this scope. What is the budget maximum to consider as we provide our suggested approach?

Answer: \$500,000 is the budget.

4.) **Question:** In-state audience.

Answer: Top five market areas providing visitors to Waco are Dallas, Houston, Austin, San Antonio and Los Angeles.

5.) **Question:** Have you conducted any research on these target audiences?

Answer: Yes

6.) **Question:** What are your current abilities / approaches to measuring your marketing and tourism success? (I.e. quantitative/qualitative, google analytics, control panels, etc)

Answer: Research firms, Google Analytics, STR, etc.

7.) **Question:** Evaluation criteria states “The proposed budget will be up to \$500,000.” Whereas the Detailed Scope of Services states “The budget for this campaign is no less than \$500,00.” We presume it’s the latter.

Answer: No presumptions. It’s up to \$500,000.

8.) **Question:** The Detailed Scope of Services first states “The goal of the advertising/marketing and promotion is to stimulate **leisure travel** to the Waco area, resulting in overnight stays in hotels” and specifically requests “Submit three (3) creative approaches or ideas for a campaign to promote Waco as a destination **to leisure travelers**” and the Addendum states we would not be responsible for trade budget but page 16’s marketing plan deliverables includes tactics for convention audiences as well. Can you confirm our proposed creative/tactics/budget should not include convention/business travel?

Answer: Stick to leisure. Convention may be added later.

9.) **Question:** Are day-trip visitors of interest or only overnight?

Answer: Overnight is the main priority.

10.) **Question:** The marketing plan should include plans for PR. As far as pricing, can you confirm we would not be executing the PR recommendations?

Answer: Yes

11.) **Question:** Do you have specific target audiences or personas identified?

Answer: Normal 24-55 age groups are primary.

12.) **Question:** The Addendum lists states that have traditionally brought in visitors. Are these high levels and the feeder markets provided the key markets? Should over the border efforts be included?

Answer: Over the border to us is usually Oklahoma and Louisiana. We are currently a big Texas draw.

13.) **Question:** Do you have any current research on urban versus rural tourism?

Answer: Strong urban – DFW, Houston, Austin.

14.) **Question:** V.A.1.c. requests “A short narrative of the proposer's approach to the project and a **statement of understanding targeting the specific nature of this project.**” By that do you mean how we target audiences? Or our understanding of this type of project?

Answer: Project

15.) **Question:** The Detailed Scope of Services requests DEI information not laid out in the Requirements section V.A.1. Is there a specific section where we should include that so you can confirm it's all there, or just throughout where applicable?

Answer: Throughout should be fine.

Question: Are hard costs for hosting journalists (transportation, lodging, etc.) included
16.) in the agency budget or allocated from a separate budget?

Answer: Separate

Question: Do you expect agency representation for media marketplace representation (i.e.
17.) IMM, IPW)? If so, do you have a list of anticipated shows?

Answer: No

Question: If possible, please provide a copy of your current media reports and/or most relevant KPI's.

Answer: We are more interested in your thoughts.

19.) Question: Please provide a breakdown of expected number of media to be hosted in-destination and the breakdown percentage of influencers to traditional media.

Answer: 85-90% leisure

20.) Question: Would TikTok be a permitted option for running advertising campaigns? Are there any channels that would not be permitted? Is there any previously committed media the chosen agency would need to adopt?

Answer: Currently, there are no unpermitted advertising channels. We have some things we have arranged previously by ourselves that may require agency creative.

21.) Question: Do you have an incumbent ad agency

Answer: Yes

22.) Question: If yes, can you tell us who they are? And if you are happy with their performance?

Answer: Not appropriate

23.) Question: Are you accepting out of state ad agency proposals? If yes, do you have any additional required parameters?

Answer: We are accepting out of state with no additional parameters. If successful, an out of state business would be required to register with the Texas Secretary of State.