



CITY OF WACO

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Date: 12/22/2020
RFB No: **2020-073**
Commodity: **Agency of Record**
Buyer: **Mr. Victor Venegas**

Closing Time: 2:00 P.M. CST, Friday, January 15, 2021
Opening Time: 2:01 P.M. CST, Friday, January 15, 2021

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 12/18/20 Pre-bid Meeting, or that have been submitted by potential bidders.**

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:** On a scale of 1-10, how important is it to you that your agency of record have a complete understanding of and love for Waco?

Answer: **These proposals will be scored by a committee, so we cannot speak for them. Speaking for ourselves, this is very important; however, if we are allowed to participate in the scoring, we would consider the proposal in its entirety. Certainly it would affect the quality of the proposal if the agency has a complete understanding of, and love for Waco.**

2. **Question:** On a scale of 1-10, how important is it to you that your agency of record executes all of the scope of work in-house and doesn't outsource to unknown contractors?

Answer: **These proposals will be scored by a committee, so we cannot speak for them. Speaking for or ourselves, we are not opposed to an agency using outside contractors as long as this is seamless to us and attention to the budget is considered.**

3. **Question:** What level of concern do you have that your agency of record outsourcing work to contractors who don't know Waco will result in lower quality of work and diminished results?

Answer: **These proposals will be scored by a committee, so we cannot speak for them. Speaking for or ourselves, we will look at the proposals and one of the items we judge will be how well they seem to understand Waco.**

4. **Question:** What are the key metrics Waco CVB will use to determine success of this partnership?

Answer: **Certainly on the digital side, placing pixels in specific ads will allow us to measure the efficacy of these placements. However, much of marketing is not digital, so there is a subjective factor in measuring the success of the agency. Additionally, we will look to the agency to provide KPIs and be able to share them with us regularly to the success of the programs**

5. **Question:** Is the budget of \$300,000 the total annual budget for the Waco CVB for all marketing activities?

Answer: **No, the total annual marketing budget is more than double this amount.**

6. **Question:** Will submissions that do not include new Waco specific creative concepts be accepted?

Answer: **These proposals will be scored by a committee, so we cannot speak for them. Speaking for ourselves, we would find it difficult to score a proposal that did not make an attempt at including Waco specific creative concepts.**

7. **Question:** How important is it to Waco CVB that the agency of record be a travel/tourism specialist agency?

Answer: **These proposals will be scored by a committee, so we cannot speak for them. Speaking for ourselves, we think that an agency that has specific experience and/or specializes in DMOs would have an advantage over those who do marketing for a variety of industries. Having destination marketing experience and based on that having the ability to help guide us out the pandemic will be considered as well.**

8. **Question:** What is the catalyst for this RFP?

Answer: **There are a couple of impetuses behind this move. We know that a strategic, well-funded Destination Marketing campaign will be critical as we begin recovering from the pandemic. We want to have an ongoing relationship with an agency that gets to know us, to provide continuity.**

As a city department, each purchase over \$50,000 must be approved in a Council meeting, which can slow the process of approving campaigns one by one. This way, we have a pre-approved amount that allows us to keep campaigns going seamlessly.

9. Question: Do you currently have an agency of record? If so, what has worked well and what hasn't? If you do not, what are the qualities you are looking for in an agency partner?

Answer: We do not currently have an agency of record. The qualities we are looking for are typical: someone who understands Waco and what we want, someone who can even reveal something to us about ourselves that maybe we don't yet know. Someone who has a depth of understanding of marketing DMOs and a track record of success with other DMOs. Someone who is responsive, who is proactive about our needs. Someone who doesn't put our needs at the bottom of the stack because of our size. You get the picture!

10. Question: What is the one thing you want to tell travelers about Waco?

Answer: Waco is more than Magnolia Market.

11. Question: Can you share the history or research that led to development of the current campaign and tagline - in the heart of Texas. How long has that been in use?

Answer: A quick search of newspapers.com will show that Waco has claimed "the Heart of Texas" since about 1880. There can be many variations on this basic theme or motif.

12. Question: Who, historically, has been the target audience for leisure travel?

Answer: Since the inception of Magnolia Market in 2015, the actual visitor to Waco has skewed toward the Magnolia demographic. There are two main personas to this visitor. Once is the do-it-yourselfer, who comes to Waco as part of her journey to make a beautiful home for her family. She is budget conscious but loves beauty. The other is a wealthier client who comes to Waco because she is drawn by the Magnolia aesthetic. She is not price conscious. Both are heavily female. Our audience, the one we court, has tended to be broader than this. We want to invite more than just the Magnolia visitor to visit Waco.

13. Question: What are the reassessed goals for the CVB in light of COVID?

Answer: We want to invite people to visit, but to respect local sentiments and the need for safety by wearing a mask and taking precautions. Our campaigns have striven to reflect this.

14. Question: What role has Magnolia Market played in your current marketing strategy?

Answer: We certainly acknowledge the importance of Magnolia Market, but they are just one of the attractions we market. Additionally, it is important for us to market the Waco Convention Center and other large venues, to the convention and meeting market.

15. Question: What role has Baylor played in your current marketing strategy?

Answer: We market the attractions that are housed at Baylor, such as Mayborn Museum, Armstrong Browning Library, Martin Museum of Art and so on. Baylor is one of the two major tourism drivers in the market. The other one being Magnolia Market. We market Baylor events heavily and work with them in many aspects. In addition, we look to increase our work with Baylor's diverse course specialty professors, educators and faculty to attract meetings/conventions that are in line with these core specialties -- Baylor is very important to us.

16. **Question:** Does this proposal include services such as replying to social media comments and messages?

Answer: No, any questions or comments would be forwarded to CVB Dir. Of Marketing to be addressed by CVB Social Media Coordinator.

17. **Question:** When you say "print advertisement" can you specify what you are referring to exactly? Billboards?

Answer: print - appropriate state, regional, national publications as directed by you, possible out of market billboards may be considered if it is part of a larger strategic plan that your firm has developed.