



CITY OF WACO

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Date: 12/28/2020
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: 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 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

Question: Who are you currently using to distribute press releases, reaching out to writers? IE - Meltwater, Cision, etc. Or do you have staff of a local PR agency?

Answer: Currently we use Google Alerts for monitoring mentions of Waco, our brand, and so on. For press releases, we issue them through the City of Waco's Municipal Information Office. For travel writers, we ourselves reach out when we see one we would like to invite for a visit. Additionally, we are frequently contacted by travel writers asking for comps in return for coverage.

Question: Do you have current creative elements (library of images and videos) available for review?

Answer: Yes, however some may need to be updated, we'll share what we have with the selected firm, however there is not a lot of budget at this time for new photography. You can see a public gallery at wacoheartoftexas.com/photo-gallery/

Question: As the evaluation is based on integration of brand, will brand information be available for review? Can we see examples of current advertising?

Answer: Brand review can be done by what we have is on the website and yes, we'll share with the selected firm.

Question: Do you have past visitor profile studies available?

Answer: Our profiles are not recent.

Question: Do you have copies of past media plans for reference?

Answer: We're really looking forward – Forward facing, meaning we're looking to you to guide us on these

Question: What is your target market (demo, geographic, etc..) focus?

Answer: Leisure travelers from inside the state of Texas. 2) the potential Magnolia traveler from across the country, especially Illinois, Florida, California; 3) meeting and convention planners from across the State

Question: Have you identified your primary & secondary markets or are you looking to the agency to create audience profiles?

Answer: We would look to you to provide

Question: Is there a seasonality to the plan or specific times of year to focus on?

Answer: Next 12 -15 mos as we recover from the pandemic. December-January tend to see lower visitation.

Question: Do you have a specific budget allocation for leisure vs convention sales in mind?

Answer: No, need you to advise

Question: Is Google Analytics used to measure and track the website and how have you measured results in the past?

Answer: Yes, we watch GA carefully. We watch page views and unique visitors, watch trending pages, etc. We do look at how many visitors are driven to the website by pixeling ads where possible.

Question: What specific results do you want measured?

Answer: We look to you to provide results and reports that can be shared with our commission, leadership, and the public.

Question: Do you have a preference on commission or fee-based compensation for media?

Answer: That's your call, remember, the budget is the budget and how you approach budget use will be graded

Question: Has your media budget been predominantly digital in the past with the exception of some print for convention sales?

Answer: No, it has been predominantly print for leisure and convention sales, with digital components added over the years. It is only now that we have been able to carve out a significant budget that can be used more for digital.

Question: Is the focus mostly for awareness or does the plan need to market/promote certain events and reach specific goals?

Answer: Largely for awareness and a call to action to visit Waco overnight – this is intended to be a visitor and room night generating campaign. Drive markets of Austin, Fort Worth, Dallas, San Antonio could be a good source of visitors.

Question: Who are your stakeholders: lodging properties, events, restaurants and arts and culture centers?

Answer: We'll need you to do your homework and understand this related to your proposal, remember this is one of the scoring categories. Certainly all of those are our stakeholders, and more.

Question: How often would you require in-person meetings and presentations throughout the year?

Answer: This is really to be determined by the firm selected and staff. Videoconferences may be adequate during this time of COVID and possibly beyond.

Question: As the evaluation is based on integration of brand, will brand information be available for review? Can we see examples of current advertising?

Answer: Our website is a good reflection of what our brand is. A video on our homepage reflects the current vision of our brand.

Question: Do you have a current brand platform or are you looking for the agency to develop one as part of the \$300k budget?

Answer: A brand revamp is not part of this budget. However, an organic growth and perhaps expansion of our brand might be a natural part of a new campaign.

Question: Regarding working within the local community: Will there need to be a local "tourist" campaign as well as an outreach campaign? Have you had local support of past campaigns? What is the general feeling or perception of the local community regarding city-wide marketing? Have lodging partners agreed to participate in city-wide general promotions in the past?

Answer: Yours to guide us. We do want and need to speak to our locals. Yes. Favorable; however, there is an ambiguity toward the tourist in Waco, due to issues such as parking, traffic, and the feeling that the tourist does not see the "real" Waco when they visit only Magnolia. Yes.

Question: If presentations are requested, will they be in-person?

Answer: Given the current nature of the pandemic, likely not, but to be determined. Zoom conferences are generally fine.

Question: Please confirm the main objective of the leisure plan (i.e., heads in beds, awareness, day trippers, etc.) and the conference plan (i.e. bookings, seasonal push, heads in beds, awareness, etc.)?

Answer: See previous answer. All of these items you mention are important. We are funded by Hotel Occupancy Tax, so heads in beds are crucial.

Question: Is the Scope of Work (page 13) outlining what is expected after the vendor is selected or for the RFP? For example:

- On Page 13: "Submit three (3) creative approaches or ideas for a campaign to promote Waco as a destination to leisure travelers. These can be just a paragraph of description, up to and including a fully executed video and/or example(s) of an advertising campaign. The response will be judged for creativity and suitability for promoting Waco as a destination."

Is this expected after a vendor is selected or are you looking for suggested creative in the RFP?

Answer: We'd like to see a "Creative Approach" in the RFP, so we are not starting from scratch once awarded

Question: Do translation services need to be included in the \$300,000? –

Answer: No, we will provide translation services as needed

Question: Does the marketing budget include public relations or is that separate from the \$300,000? Do you have a public relations agency, or do you want the selected agency to handle public relations as well?

Answer: PR will be addressed separately as needed – we only want to know your capabilities

Question: Will the call to action be using <https://wacoheartoftexas.com/> for both leisure and convention?

Answer: Yes. However, we have separate sections of this website for meeting planners, group tours, sports, film, etc

Question: Will ROI be based on lodging occupancy tax results?

Answer: You'll need to help establish the KPI's for the programs and track and present.

Question: As COVID has directly impacted the group business sectors, what are the expectations for this market over the course of the year?

Answer: We're looking to recover like everyone else in that sector, we'll need your guidance as to how best to compete and attract events during a sensitive time

Question: Will the website revisions be made through you or will the agency be handling any website adjustments needed for the campaign, such as a landing page or integrating campaign promotions?

Answer: Any changes to the Websites will be handle through CVB staff.

Question: Will the selected agency do the creative for any website changes and is that included in the \$300,000?

Answer: If you are recommending website changes, you'll have to clearly build any budget \$\$ into your proposal. The agency is being asked to do all creative. However, CVB staff will implement any website changes that are agreed upon.

Question: What is the greatest marketing challenge for Waco at the moment?

Answer: COVID Pandemic

Question: How do you plan to measure the success of this marketing program?

Answer: We will rely on you to provide KPI's for your various initiatives

Question: What is the current split of paid marketing between search, display, social and non-digital? Are you happy with the current split or would you like to change it? If so - how?

Answer: We conducted a \$50,000 campaign this past summer that focused on display and social. We have a separate set of non-digital spends that include several billboards, and print placements in Texas State Travel Guide, several convention market placements, and so on. We have severely scaled back all our marketing during the COVID pandemic.

Question: Is Waco CVB using a CRM tool (e.g. Simpleview)?

Answer: Yes, we are on-boarding Ungerboeck, we do not use Simpleview

Question: Is Waco CVB using third party data from vendors like Adara, Sojourn, Entrada, or UberMedia?

Answer: Not at present. We have used Adara in the past.

Question: Has Waco CVB worked with OTAs in the past? Should this be part of the marketing strategy?

Answer: No, - you tell us. Although TripAdvisor is not technically an OTA, we wanted to note that we have had a Waco destination page on TripAdvisor in the past, but let it go during the pandemic.

Question: Are there any plans to upgrade the website? When was the current website built?

Answer: The website has used WordPress for some time. We revamp the theme from time to time. We are satisfied with the functions of the website, and the number of page views and unique visitors. We monitor Google Analytics regularly.

Question: What is the funding mechanism for the CVB? Will funding increase with more hotel rooms coming online?

Answer: Funding for CVB is predominately via Hotel Occupancy Tax and ancillary sales revenues. HOT will increase as the pandemic subsides and overnight stays increase, in addition to new inventory in the markets, so long as occupancies remain robust.

Question: Can you clarify what Google advertisements you would like to be included in the media plan? I.e. search, display, etc

Answer: This is for you to guide us on

Question: What are the priorities in the mix between leisure and the meetings market? How much of the marketing budget should be allocated to meetings?

Answer: This for you to guide us. We are the primary marketers for the Waco Convention Center, where the state association market is one of our biggest customers.

Question: The RFP mentions the need for public relations plans. Do you have internal PR resources that can be leveraged to execute the plan or are you expecting the execution also to be done by the selected agency within the given budget?

Answer: This is definitely a lower level expectation and yes, separate resources would be utilized. However it is important to keep PR as a low priority, we're simply interested in capabilities related to PR. We would enjoy seeing your recommendations in this area.

Question: Does the 1295 disclosure form need to be submitted ahead of the proposal submittal date or only if the bidder is awarded the business?

Answer: The 1295 disclosure form only needs to be submitted from the winning proposal.

Question: Can you share how many agencies have expressed interest in this RFP.

Answer: We cannot share this information at this time.

Question: Will you provide any historical information on past media campaigns (successes and/or "failures") along with creative examples?

Answer: We are happy to share the results of our recent summer campaign with the chosen firm. The summer campaign used the video on the home page of our website, wacoheartoftexas.com.

Question: What KPIs will be used to determine campaign success?

Answer: We look to you to suggest KPIs that you believe will tell the story of the success of your campaign.

Question: What is the annual budget/financial maximum cap already determined for the media buying portion of this Scope? If not determined, what was the total advertising spend in the last fiscal year

Answer: We look to you to determine how to spend the \$300,000. There has been no predetermined cap for any portion of this scope. Last year, pre-Covid, our budget was \$700,000 for all forms of advertising and marketing, including outdoor, print, website, research, etc.

Question: Has the identified scope of services been handled until now under one contract agreement by an outside agency? Or in-house?

Answer: We have worked with several agencies over the past year, depending on the project.

Question: What format have the creative assets been in the past (visual, rich media, video, etc.)?

Answer: All of the above.

Question: Will any information or reports from past campaigns be available for review?

Answer: Yes, but to the chosen firm. As stated before, the video on our home page will show you our past creative approach.

Question: Are there any preferences on any digital solutions?

Answer: No, we are open to suggestions.

Question: What sort of first party data might be available?

Answer: By this we assume you are referring to website analytics, and our own internal statistics. We are happy to share this with the chosen firm.

Question: Beyond general brand safe restrictions, are there additional restrictions?

Answer: It is important to consider how Waco's history, both recent and earlier, might impact Wacoans' perceptions of any creative approaches.

Question: Are there existing black/white listed sites?

Answer: Not really. We are generally conservative in our approach. We look to the agency to guide and recommend.

