



## **RFP Non-Mandatory Meeting**

Tuesday, January 10, 2023

Norfolk International Airport Conference Room B

### In attendance:

Mary Fugere – Hampton

Charlie Braden – Norfolk Airport

Susan Sheaffer – Norfolk Airport

Rudy Heinatz, Partner – Consociate Media

Sheryl Brown, Media Director – Meridian Group

Bill Brunelle, VP – Meridian Group

Jedea Harvey, Account Manager – Meridian Group

Jeff White, Creative Director/Partner – Second Sight Creative

Carol Norris, Partner – Brite

### By phone:

Jim Reagan and Jim Starr – Media One Digital

### Inquired about RFP:

Christina Miller, Business Development Manager – Seven Outsource

Ann Marie Maher, Tourism Industry Strategist – Phoenix Advantage, LLC

Adam Pitzen, Media Director – Sway Creative Labs

Chairman Mary Fugere called the meeting to order at 11:00AM.

Mary welcomed those in attendance. She presented an overview of Coastal Virginia Tourism Alliance:

- DMO partners
- CVTA a 501c6 organization
- monthly meetings virtually or in person
- past marketing campaigns have focused on advocacy and destination marketing with a limited budget
- dues have covered past marketing activities

Information about the RFP:

- First time CVTA will be able to fund a full marketing campaign
- A dedicated bank account will be set up to house funds for this initiative
- Budget of \$225K is the sum of 5% contributions from ARPA grant funds received by DMOs
- Goal is to market the Coastal Virginia lifestyle to visitors at least 50 miles away from the region
- Proposals will be reviewed by a special committee
- Finalists will be interviewed in person/virtually by the committee
- General membership will vote on committee's recommendation
- CVTA marketing committee will be point(s) of contact with selected agency

RFP guidelines:

- Submit proposals - one hard copy, one thumb drive by January 30, 2023
- Interested agencies, questions and answers and ARPA guidelines will be posted on VisitCoVa.com

Scope of contract:

- Engage visitors with a campaign targeted to transportation arrival points, i.e., cruise terminal, CBBT, state welcome centers, AMTRAK station, etc. (currently there is no Coastal Virginia regional signage)
- Funds will cover media placement, creative concepting/production and agency fees – media relations and social media is not included
- Agency will provide flat retainer and/or hourly fees/expenses
- Billing will occur monthly; payment will be made after placement with tear sheets/proof of run attached to invoice is received
- Agency must provide media placement measurements/results for review by CVTA
- Plans must be flexible and will be reevaluated for effectiveness as needed
- CVTA will retain ownership of all creative
- Agency representative will report on activities at monthly CVTA meetings (virtual or in person)

Q&A

Q: Are resumes or biographies preferred?

A: Biographies with overview of the individuals on the team handling the account are fine.

Q: Regarding innovative solutions, are these to be included the proposal?

A: Not necessarily. The proposal should include qualifications, examples of relationships with like organizations/industries.

Q: Regarding social media, will the agency selected will not be responsible for social media posts?

A: No, this is currently handled by CVTA, but the agency can offer direction on social media strategies.

Q: Will CVTA provide research on targets?

A: Research available is provided by Virginia Tourism Commission and includes geo targeting and cross visitation information. The agency can use other resources if needed.

Q: Can companies outside the USA apply?

A: Yes, however preference is to work with a firm familiar with the region due to unique characteristics of each DMO.

Q: Do we have to come for meetings?

A: Yes, presence is required at monthly membership meetings (virtual or in person as needed)

Q: Can we perform the tasks related to the RFP outside the USA?

A: Yes.

Q: Can we submit the proposals via email?

A: No.

Q: Does the budget include agency fees?

A: Yes.

Mary thanked all those in attendance and advised that notes from this meeting along with any additional questions/answers for information would be posted on [www.VisitCova.com](http://www.VisitCova.com)

Adjourned at 11:25AM

Recorded by Susan Sheaffer, Secretary