

## CVTA Advertising & Marketing RFP Questions & Answers

Updated 1-27-23

Can you please tell us more about the Platform/Software used/needed for the Kiosk and the winning firm's role in updating that/creating that/uploading new content to the actual kiosks?

There are no existing kiosks. A series of self-service CVTA branded kiosks is one possibility suggested by CVTA members. An example of the role of the agency, if kiosks are determined to be the solution to our regional marketing, will be to identify kiosk possibilities, pricing, and locations kiosks should be placed. Also coordinating information, images, placement with each CVTA partner.

Are there already kiosks in place that are being utilized? No.

More info on the Digital Passport –This was an example of a possible regional campaign. Many members use the platform Bandwango, which could be utilized for a regional attraction combo ticket or “passport.”

Is there a brand new website needed/web dev added to this project, or are we updating the current one to be more “visitor friendly” with new landing pages to direct visitors and orient them to the region? We may need to transition the site from a static one to a dynamic one with changing content. The current site content is slanted toward advocacy rather than visitation. We are not, however, looking for a new web site to be developed.

Press Tour: Are we designing Media Kits, or are we executing full media tours? Press tours are an example of an element that could be included in a campaign. If it is decided that media tours are a strategic tactic for generating regional awareness, we would look to the agency to assist CVTA members in coordinating the media tour.

Can you please specify what kiosk means?

Kiosk refers to a self-service visitor information station, with information usually presented in electronic/digital format.

Is this an existing structure that would take video?

Kiosks are presently not in use. We would look to the agency to guide us regarding available options. If video capability is an option with one of the kiosk options, CVTA will consider its use.

Strictly digital images?

Many kiosks have the option to showcase attractions, cities with digital images. We will want to take advantage of the showcase opportunities available through the selected style of kiosk, if it is determined that purchasing kiosks make the most sense for this opportunity.

Is it a duratrans? Not specifically. We look to the agency for their recommendations.

Is it something that needs to be fabricated?

Yes we will look to the agency to present kiosk options and guide CVTA on their placement.

Quantity please?

Quantity is to be determined based on the cost of kiosks and the overall strategy adopted by CVTA once agency is selected.

The RFP states no PR but the Specific Requirements mention Media Missions and Press Tours. Could you please be more specific? Is this referring to responding only to VTC requests or creating new media missions and press tours?

Both are options. Most CVTA members have public relations staff, so pitching the media on behalf of CVTA is not necessary; however, we wish to consider opportunities to showcase Coastal Virginia to travel journalists and influencers. We may look to the agency to work with the regional team to help plan a PR mission with deskside visits in an area that traditionally brings large quantities of visitors to Coastal Virginia or is a large media hub. While our staff have the ability to execute media missions and press tours, we may look to the agency to provide support, i.e. invitations, thank you letters on behalf of CVTA, coordination of gifts. It may also involve inviting the writers to Coastal Virginia to experience the region firsthand.

Regional Signage – does this include design and fabrication. A Guesstimate on quantity?

If signage is determined to be the best use of funds, locations will need to be agreed upon before quantity can be identified. It does include design and fabrication. We look to the agency for recommendations.

Will the meeting notes from the January 10 meeting be posted as an addendum on the CVTA website? Meeting notes of the January 10 meeting will be posted on the web site, but a recording is not available.

Could you let us know what the budget is for this work including agency fees and media buys? The budget ranges between \$200,000 and \$245,000 inclusive of agency fees and media buys.

Could you let us know what the length of the contract would be?

The final ad placement must be committed by 12/31/23 and funds spent by 6/30/24, with all tear sheets and invoices submitted immediately thereafter for inclusion in any necessary reports which are due by 12/31/24. The contract length is estimated to begin approximately March 1, 2023 and end approximately August 2024, at which time all invoices should be received and paid.

Could we request an electronic submission in light of the lifting of all delivery guarantees from all the courier companies? Digital submissions will not be accepted.

Are we able to receive a recording of the conference call for our review as we were unable to join the call that reviewed the project goals and objectives?

A recording is unavailable. If there are questions regarding the Scope of Work, please submit them and answers will be provided on the web site. Meeting notes from the 1/10/23 meeting will be posted on the web site.

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 North America?

We wish to work with an agency that has familiarity with Coastal Virginia cities and counties. All proposals will be reviewed and evaluated according to RFP evaluation criteria.

Whether companies from Outside USA can apply for this?

If possible, we prefer to work with a domestic organization and with one that is familiar with the Coastal Virginia region. If bids are received from outside the US, we will evaluate them according to the RFP.

Whether we need to come over there for meetings?

We anticipate most meetings will be held via zoom based on the number of involved organizations. Communication will take place via email, phone, zoom, and in person on occasion.

Can we perform the tasks (related to RFP) outside USA? (like, from India or Canada)

That is a question that you may need to internally evaluate based on the scope of work and your ability to deliver it from outside the US.

Can we submit the proposals via email?

No, all proposals must be received via delivery service, USPS or hand-delivered. Emailed proposals will not be considered.

#### **UPDATES:**

#### **RFP DUE DATE HAS BEEN EXTENDED UNTIL FEBRUARY 13**

Coastal Virginia Tourism Alliance has provided the list of examples (II.J.1), i.e. kiosks, signage, sales missions, etc. as opportunities that would potentially help us achieve our objective to reach visitors arriving to our region in our transportation centers, as shared in the Background section (I.B) of the RFP (“for a regional marketing program to reach visitors by targeting travelers arriving through regional transportation hubs, such as airports, AMTRAK, Virginia Welcome Centers, Half Moon Cruise Terminal, among others.”) We ask that your proposals show your capability, experience, creativity, and passion for Coastal Virginia. We are seeking an agency that can work with CVTA to develop a dynamic, effective plan that maximizes the budget. The resulting strategy that we develop in collaboration with the agency should elevate the entire region as a destination, for the betterment of each of our cities.