

CITY OF NEWPORT
169 SW COAST HWY
NEWPORT, OREGON 97365

COAST GUARD CITY, USA



phone: 541.574.0613

Email:
e.glover@newportoregon.gov

mombetsu, japan, sister city

REQUEST FOR PROPOSALS TOURISM PROMOTION SERVICES

RESPONSE TO CLARIFYING QUESTIONS

April 30, 2024

Note that these are questions submitted by interested firms to the above referenced solicitation. The below answers are for clarification purposes only and in no way alter or amend the RFP as published.

Q: Does DN have a preference for the allocation of marketing services in the budget, or would DN like to see our allocation suggestions? For example, should we shoot for a percentage of the total budget allocation for advertising spend? *The advertising spend is handled by the chamber/DMO this contract is for services only.*

Q: Does the not-to-exceed budget amount of \$125K include advertising hard costs? *Advertising cost is not included in the \$125k*

Q: What has DN's annual media spend been over the past few years (advertising cost)? *This contract does not handle this aspect, that is handled by the DMO. This question is not relevant to services requested. With that in mind, it is not planned to spend more than previous years. Successful performance will not be based on ad spend but on how the content performs.*

Q: Is DN interested in advertising only during the shoulder season (September-May) or outside of this timeframe as well? *This is not an advertising contract. This is a contract for services. Discover Newport efforts handle year round promotion, but a special emphasis is placed on targeting the shoulder season in general.*

Q: What metrics are most important to DN when measuring the effectiveness of a campaign? *This is not a campaign-based contract. This is a contract for services related to social media content, website management and PR related content.*

Ex: Percent change in City's Transient Room Tax or increased number of overnight reservations

Q: What actions do you want users to take once directed to your website? Ex: Outbound clicks to lodging properties, email subscription, X pages viewed- *Increased time on site would be wonderful.*

Q: What is DN's preferred source for website analytics and tracking? *Google Analytics is the preferred tool, but that will be managed by the DMO*

Q: Does the DN website have the ability to track actions/conversions with Google Analytics? Our research indicated that Google Analytics is not set up, and since the website is built on WIX, a premium account may be needed. *This will be managed and set up by the DMO and is not necessary to the contract as this contract relates to mostly content creation*

Q: If not through Google Analytics, how will DN want the agency to track digital performance and goals?

Q: What Wix plan (subscription or tier) is the current DN website using? *. At present, Business tier. This will be managed and set up by the DMO.*

Q: Has any Wix-based custom development occurred on the current DN website? *. No*

If so, what feature/functionality?

Q: Will there be a single point of contact at DN for the agency to work with? *Yes the contract will be managed by the DMO with oversight of the Discover Newport Committee*

Q: Does DN have a robust image/video asset library that the agency can use for social media and other content-related work, like creating ads and commercials for broadcast? *Some assets, exist but it is expected this is something that will be required of the company that is awarded this contract*

Additionally, on Page 3, under Content/Creative, you require the agency to:

“Produce recurring, and independent video assets” - how many video assets on average do you require annually, and is the budget for creating those assets included in the \$125,000? *There is not a set number established, but it will be enough to grow our social media and website. This budget for creating these is included in the \$125k estimated for services.*

Q: Regarding the statement on page 7, part 4:

“If applicable, identify other sources of revenue that can be matched or leveraged to provide a greater promotion of Newport.” Is this outlining an opportunity to propose “special projects” outside the project scope? *There is not any extra revenue sources to match or leverage for this project.*

Q. Outside of Portland, what are DN’s largest target audiences? *This is something that we are hoping is included in the proposal so we are not answering at this point.*

Q. Will the chosen agency be responsible for all website management and maintenance responsibilities, including hosting, domain, and SSL certificates? *No hosting, domain or ssl – all maintenance is related to content and newsletters*

Q. Should services relating to the website’s maintenance be included in the proposed fee structure? *Not at this time*

Q. Regarding the statement on page 3, item 1 under Brand Management: Establish and maintain the Discovery Newport Brand. Can you further elaborate on what “establish” means here as part of the scope? Do “new” brand assets need to be created? *There are limited existing assets, so largely they need to be created and need to be on brand. It is expected that the how will be outlined in your proposal.*

Q. Regarding the statement on page 3, item 2 under Integrated Marketing:

Post 50% original curated content to DN social media channels.

Where will the other 50% of content come from? Is it the agency’s responsibility? *All content will be created by the agency this is a contract for services related to content creation. What is not desired, is a large use of stock imagery, or items that is not related to Newport.*

Q. On page 3 under Creative/Content, under “Broadcast the Newport story and facilitate demand,” you ask that your agency “Regularly update the blog section of the DN website to support other marketing channels.” How often do you require the blog be updated? *It is expected that this will be outlined in your proposal concerning how often you are going to update the blog posts. A fixed number has not been established.*

Q. On page 4 under Creative/Content, you request, “Develop a monthly newsletter that highlights timely content and works with local stakeholders and businesses.” Would that content be wholly conceptualized and written by your agency or would content and assets be provided by DN? *This is all on the agency of this contract to produce, assume no assets will be provided.*

Q. How important is it to your committee to select a marketing agency based in or close to Lincoln County? During the March 26 Discover Newport Committee meeting, several committee members voiced concerns over the current contractor’s recent move out of the area. Are you open to a scenario where the agency is based out of the area but

contracts with local creatives to gather content and attends in-person meetings on a day-to-day basis, with the main team coming to town bi-monthly or quarterly? *It is expected that 50% is original curated content, the use of local creatives is supported.*

We suggest that you review the scoring criteria in the RFP, so that you understand the basis for how contracts are evaluated and awarded. Attendance by representatives of the successful proposer at monthly Discover Newport meetings is expected, participation in general meetings as needed with DMO staff is expected.

Q. The February Analytics Report, which I accessed through your Committee Meeting agenda, shared some snapshots of social media analytics over the past month. Are these monthly shared analytics and data connected to long-term strategy or marketing goals? Is there currently a comprehensive and data-driven approach to your marketing? *This is something that you should be included in your proposal*

Q. What are the existing avenues for local tourism-based businesses to partner with the Discover Newport brand? (i.e. Are there easy ways for them to submit events, collaborate on campaigns, or partner with the Discover Newport brand?) *This is something that you should include in your proposal if you think it is important to develop for the success of Newport*

Q. On the bottom of your website, the Greater Newport Chamber of Commerce is listed as the address and contact for the website. Can you describe the relationship between the City's tourism committee and the chamber of commerce? For example, does the Discover Newport brand prioritize promoting chamber businesses? Is there shared responsibility on any tourism-based marketing? *The Greater Newport Chamber of Commerce is the current DMO for the City of Newport and is responsible for overseeing this contract along with the Discover Newport Committee*

Q. What is the city's relationship with the Confederated Tribes of Siletz Indians? Do you have existing partnerships to collaborate or cross-promote and add recognition of their ancestral land to your tourism marketing messaging? If not, is this a priority for the city? *This contract is for marketing/creative content creation for the City of Newport, specifically Discover Newport brand. We are not requiring/requesting content creation or marketing for groups, or events outside of the Newport area. If this is important to you, or a successful proposal then please add to your proposal but it will be added work at your expense.*

Q. How often do you currently partner with state/regional tourism brands such as Travel Oregon and Oregon Coast Visitors Association or travel-based media such as influencers or travel magazines? Is this an area of marketing strategy you'd like to increase? *These relationships are handled by the DMO.*

Q. We are based in Eureka, California, which is similar to Newport in many ways. We're a coastal rural community located on the 101. We have a variety of blue-collar industries as well as a growing demand for tourism. One important aspect of our tourism marketing is also working on "internal marketing"--promoting and uplifting the perception of our town to locals. Increasing pride and positive messaging with residents helps increase the draw of Eureka as a tourist destination. Do you see this as a priority or a need for Newport as well? *If you think that this is important to the success of Newport, and the Discover Newport brand then we would encourage you to include that in your proposal.*

End of Clarifying Questions

