



RFP 2023-MKT01 Questions and Responses

2/24/2023

Note: Questions are not modified and are presented here as delivered to the RSCVA

#	Question	Response
1	Can you specify what you mean by "collaboration plan" with the various regional entities. Are you looking to establish a governance framework for the proposed measures? Are you referring to tourism development and tourism management projects that could be co-implemented?	There are multiple agencies and organizations tasked with development and planning for the future of Washoe County. Where does the Reno Tahoe DMO fit and what is required for it to work in tandem with various agencies and local businesses to ensure a coordinated effort toward the growth of the region's visitor experience and, therefore, the visitor economy?
2	Can you specify what you mean by "Develop a sustainable, local communications plan". Is the expectation here to socialize the tourism master plan with the different partners? What type of deliverables are you expecting?	The goal of the "local communications plan" is to ensure the community is aware of the Tourism Master Plan, including the partners, goals and initiatives, as well as ongoing activities in support of the plan, including improvement projects and timelines.
3	Can you share the data you have available with regards to "meetings and conventions sales, group and tour sales, leisure and business travel, sports development, and special events." Do you have sales dashboards and an inventory of available spaces in the destination etc or is the expectation to conduct an inventory of meetings/sports/conventions facilities to benchmark against competitors.	Reno Tahoe employs seven regional sales directors who mostly focus on MICE groups. There are three sports development representatives who focus on bringing competitive sports groups to the region, with a focus on utilizing Reno Tahoe-managed facilities. There is also a director of sales tasked with growing the group bowling segment. In addition to the Reno Tahoe-managed properties, each major resort property houses significant meeting space, which is also partially sourced by Reno Tahoe sales directors. Reno Tahoe also supports special events through general marketing, and directly through a marketing sponsorship fund. Utilizing the full knowledge of staff, as well as data and lists maintained by Reno Tahoe, the awarded respondent will be expected to analyze, research, and report on how the Reno Tahoe product measures up to the competition, and make recommendations on actions and opportunities available to further improve and leverage these products to generate tourism and heighten the guest experience.

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