



## RFP 2023-MKT02 Questions and Responses

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

#	Question	Response
1	The RFP states that proposals should be segmented and scoped for two scenarios: (1) a combined contract for both brand identity/strategy and paid media, and 2) brand identity/strategy and paid media as two separate and distinct contracts. Please confirm we can provide information for these two scenarios within the pricing section of our proposal.	Yes, that is acceptable.
2	What destinations do you consider your primary competitors? [The visitor profile report outlines other destinations that visitors consider, so acknowledging there may be overlap with those but didn't want to make assumptions.]	The VPS is an excellent resource as we collaborated and provided input related to our primary competitors.
3	Can you share your current brand guidelines and ad campaign samples for both B2B and B2C audiences?	Ad campaign examples are not necessary for the completion of the proposal. Current brand guidelines can be found here. <a href="https://drive.google.com/file/d/1W_A6p-msKUbydxm9BSiUouYHZtmKD_Ib/view?usp=sharing">https://drive.google.com/file/d/1W_A6p-msKUbydxm9BSiUouYHZtmKD_Ib/view?usp=sharing</a>
4	Can you share a recent media plan and reporting?	Not necessary to respond to this RFP.
5	Do you anticipate the new agency will work with you on a full rebranding effort or evolving/refreshing your current brand?	We would expect a strong collaborative effort, with our AOR taking the lead as the contracted experts.
6	Do you anticipate the need for new creative assets to be produced?	Yes
7	How much have you spent historically on agency fees and creative services?	Not necessary to respond to this RFP.
8	What is your existing agency mix? Is your current agency of record responding to this RFP?	We currently have an AOR responsible for brand development and all aspects of paid media (including the majority of all production work). We also have an agency responsible for SEO and Website development, and a final agency partner responsible for PR. All other services are handled internally or through contractual services.
9	Are you looking for the strategy to include audio most specifically both over the air traditional radio as well as digital audio / podcasting?	We look forward to hearing your recommendations in your proposal and are open to any ideas that align with the vision and goals of the RSCVA.
10	Is multicultural important to you? Should there be a dedicated multicultural element included?	The RSCVA values diversity, equity, and inclusion and works actively to embrace and encourage inclusivity in all of our efforts.
11	Are you looking for focus to be in specific feeder states or are you wanting a national approach?	We would expect a data-informed recommendation and strategy that aligns with our vision and goals. Historically, there has been more emphasis on states/cities in the West with spot markets scattered throughout the rest of the U.S..
12	Are there any other primary or secondary tools you subscribe to, to gain insights on leisure or business travelers?	The primary research tools have been owned/used by our agency partners. Internally, we currently have access to SEMRush, Datafy, and Zartico as platforms we pay for (subscribe).
13	How is the success of marketing investment currently defined?	All marketing efforts should help support our strategic and annual plans. Please review the linked documents. <a href="https://www.rscva.com/wp-content/uploads/2022/09/RenoTahoeStrategicPlanFINAL-July2022.pdf">https://www.rscva.com/wp-content/uploads/2022/09/RenoTahoeStrategicPlanFINAL-July2022.pdf</a> (Fiscal year 22/23 - 24/25 Strategic Plan) <a href="https://www.rscva.com/wp-content/uploads/2022/09/FY22-23AnnualPlan-FINAL.pdf">https://www.rscva.com/wp-content/uploads/2022/09/FY22-23AnnualPlan-FINAL.pdf</a> (Fiscal Year 22/23 Annual Plan)
14	The RFP calls out the value in "A deep understanding of 1st party data and ways in which it can be collected and used for full-funnel integrated campaigns". What 1st party assets will RSCVA be able to provide to the named AOR?	We look forward to hearing your recommendations in your proposal and are interested to know what you think is possible and where we can go in the future. The RSCVA has common sources, like a website and email platform, but is interested in new perspectives, tools, and ways to leverage data to improve the user experience and marketing efficiency.
15	Can you share RSCVA's FY22-23 Taxable Room Revenue targets across each market segment?	Taxable room revenue information can be found at <a href="http://www.rscva.com">www.rscva.com</a> .
16	Why are you issuing an RFP at this time?	We are doing an organizational review of all of our major contracts.
17	Will your incumbent agency be bidding to retain this work?	Bidding opportunities are open to any/all.
18	Has the COVID 19 pandemic led you to change your core brand strategy? If so, how?	Brand strategy evolves as necessary.
19	Can you provide additional information regarding key competitors?	We feel that relevant information can be found in the 2022 VPS (link found in RFP)
20	Are you happy with your current brand? Are their specific elements of your brand you are wanting to change or evolve?	We helped develop and have embraced the current brand. It has helped us meet our organizational goals. We are always open to change and are constantly evolving. There is nothing specific we feel we should share.

21	Are you able to provide a comprehensive annual report or an overview of key program KPIs vs. performance?	All marketing efforts should help support our strategic and annual plans. High level goals are found within those documents. From those, relevant KPIs are monitored. Please review the linked documents, paying special attention to the Sale and Marketing goals in the annual plan. As for performance, we can share that we are on pace to hit all of our annual marketing goals.  <a href="https://www.rscva.com/wp-content/uploads/2022/09/RenoTahoeStrategicPlanFINAL-July2022.pdf">https://www.rscva.com/wp-content/uploads/2022/09/RenoTahoeStrategicPlanFINAL-July2022.pdf</a> (Fiscal year 22/23 - 24/25 Strategic Plan) <a href="https://www.rscva.com/wp-content/uploads/2022/09/FY22-23AnnualPlan-FINAL.pdf">https://www.rscva.com/wp-content/uploads/2022/09/FY22-23AnnualPlan-FINAL.pdf</a> (Fiscal Year 22/23 Annual Plan)
22	Could you please help us understand the current picture of your agencies as indicated in the diagram on page 16? Could you share the names of your SEO Agency and PR Agency, along with an understanding of how long those partnerships have been in place? What roles/responsibilities do you see the AOR taking to oversee/engage with your other partners?	We feel page 16 outlines the vision for the AOR as a leader working with both the RSCVA staff and our agency partners. Various channel efforts should work synergistically to help improve efficiency and the AOR should play a lead role in that effort. Our current SEO agency is Noble Studios (more than 5 years) and PR is The Decker Royal Agency (more than 5 years).
23	For the leisure paid media, are you able to provide key geographic targets?	We are always open to change should data and insights point us in a different direction, but historically most of our leisure paid media has been focused on the west coast.
24	For the meetings/conventions target, are there specific audiences/industries that the RSCVA focuses efforts toward?	The target has been historically defined by role (meeting planners, for example) rather than by specific industries.
25	Regarding section 8. EVALUATION OF PROPOSALS on page 6, are "a-i" listed in weighted order?	Those are not listed in weighted order, but rather work together to help rank proposals holistically.
26	Regarding proximity of staff resources to Reno, NV, can you expand what "staff resources" means?	Staff resources means the people working directly on the RSCVA account.
27	Could you please expand on the preference for "proximity of staff resources to Reno, NV. Will national partners be considered?	Yes, National partners will be considered. Our current AOR is based out of Milwaukee. When in-person meetings are desired or necessary, proximity to Reno, NV becomes an advantage, which makes it a variable.
28	Is there budget or scope for ongoing traveler research?	The Marketing Department has a specific line item in the budget for research which is independent of the scope of this RFP, which we share with our partners. If you feel that specific research is important, please let us know your ideas and vision within your proposal. We want to hear your ideas.
29	What other state tourism campaigns do you admire? Why do you admire them?	There is nothing we feel would be beneficial to share.
30	What have been your biggest pain points with past/existing partners?	Not necessary to respond to this RFP.
31	You reference proximity to Lake Tahoe in the RFP, what would you consider unacceptable proximity?	We do not understand this question. We reference proximity to Reno, NV, but cannot find a reference to "proximity to Lake Tahoe."
32	What is the reason for the RFP? (regulated process/issue with incumbent) 3. Is the incumbent responding? If so are you able to share the name of the agency?	We are doing an organizational review of all of our major contracts. The RFP is open to any/all who wish to submit a proposal.
33	Would you consider a consortium of agencies, or are you seeking a single point of contact?	For services defined within this RFP, we are looking for a single agency.
34	Are there any destinations you see as inspiration for the work you want to do?	There is nothing we feel would be beneficial to share.
35	Would the RSCVA be open to using the selected agency's tech stack for communication (joint Slack channels, ClickUp task management, etc)? Or how does the RSCVA prefer to manage agency communication?	Yes, we would be willing to adapt and adopt a new tech stack.
36	Do you have an overview of the media spend from last year? We hope to see B2B and a B2C allocation by region/market.	We do not have that information in an easily accessible format that we can share.
37	Regarding Social Media, do you have any contractual agreements that will continue into this contract, and if so, can you share what kind of content they are responsible for?	At this time, we do not have any contractual agreements that will continue into this contract.
38	It looks like there was a strong push for influencers. We are assuming content creation was a part of these contractors' deliverables. How do you separate the two or do you consider them one and the same?	We look at influencer initiatives as a way to gather new content. They are related, as influencers help expand our reach to a new audience and provide content that can be repurposed for other campaigns, even potentially on channels other than social.
39	In your 22/23 annual plan, under Marketing KPIs you list a 70:1 Revenue to Ad Spend Ratio. Can you clarify how this number is calculated/decided?	That is a KPI for our tourism sales team and not something to consider for this RFP.
40	In your 22/23 annual plan, you list 500,000,000 paid media impressions. Can you share any further breakdowns of this number?	That is inclusive of all paid media campaigns (leisure, meetings and conventions, etc.).
41	What tech tools are in place with the RSCVA and expected to stay? Sprout Social, Dam, Marketo, ClearBit, etc?	Sprout Social, Campaign Monitor, Simpleview, Act-on, Wordpress, SEMRush, GA/GSC, Monday.com are the tools we manage. This does not include tools used by our current agency partners. These are subject to change at any time.

42	You mention "limited inbound marketing efforts and strategic funnel-based lead gen." Do you have any lead-to-close tools or tracking in place for these efforts? If so, could you share what is currently being attributed?	The sales team tracks their activities for all of their efforts through the Simpleview CRM. Marketing does not currently track lead gen efforts.
43	While the agency of record must be adept at a broad range of services, are there any in particular that you would emphasize as needing the most help with	Outside of the scope of the RFP, our organization focuses a significant amount of effort on organic social, SEO, public relations, and email marketing. While we have partners for some of those channels, a strong understanding from our AOR would likely be beneficial. Content development is something we might pursue as a separate contract in the future, as is data analysis, so both of those could provide a benefit as well at some point.
44	Why is RSCVA pursuing a new agency partner?	We are doing an organizational review of all of our major contracts.
45	Reno appears to be experiencing a shift from a gaming-dominated economy to a more diversified one. One recent example of this can be seen with multiple downtown properties transitioning to mixed-use and non-gaming hotels. How does this transition align with the RSCVA vision?	Gaming is an important aspect of the local economy and visitor experience. While we are seeing an evolution of gaming, we can see from our VPS that it is an important attribute. The Vision Statement of the RSCVA is: to be the preferred outdoor, gaming, and event destination.
46	Can you further elaborate on how the AOR would support the RSCVA-owned venues?	As related to this RFP, brand development and paid media could fall under the purview of our AOR.
47	Are there additional audience considerations for the Sparks region that we should be aware of?	No, there are no specific audience considerations for Sparks.
48	Can you provide any insight into how this RFP will be scored, in terms of the prioritization of the decision criteria outlined in Section 8, Evaluation of Proposals?	Section 8 outlines the basic criteria to be used by the team. We have nothing to share beyond that.
49	Is there an expectation the new website (design, content, development) will be part of the AOR's scope of work?	As our lead agency, there will likely be some involvement, especially as the brand is represented visually on the new site. But there is nothing specific related to wireframes/template design or content development expected under the scope of this RFP.
50	Can you provide additional context around why RSCVA prefers separate partner contracts for services such as PR, SEO, etc. versus keeping them all under the purview of one agency?	There is no preference. We seek to find the best partner for each RFP. If one agency was best suited to fulfill the requirements of our various contracts, there is nothing that would keep us from awarding them to one agency.
51	Can you provide additional clarity around how you would like the budget proposal formatted? Are you looking for proposed retainers to cover the AOR scope and discrete project fees assigned to ad-hoc services?	We hope for a budget proposal that includes cost/fees for all services necessary to execute the vision outlined in the proposal, which should plan for the management of the paid media hard costs outlined on page 17. Beyond that, we would like a list of common/related ad-hoc services/fees so we have an understanding of what we might expect to pay should we need additional services in the future that are outside the scope of the proposal and potential contract.
52	RSCVA also has an RFP out for a Tourism Master plan. How do you view the relationship between that effort and the scope outlined here?	These RFPs are separate and not related; other than to say the master plan may eventually affect high-level goals, which could cause a need for the brand strategy and channel tactics to evolve.
53	How old is the current brand strategy?	The current brand strategy was launched in 2017, with subtle pivots/updates along the way, and the most recent update Fall of 2022.
54	What are some of your current pain points with the existing strategy or messaging? Are there things that you want to get across that you feel like don't resonate? Are there parts of the existing strategy that are working really well and must stay intact?	We don't have any specific pain points to share, nor are we too attached to anything to say we wouldn't change if warranted/justified.
55	Can you provide examples of DMOs/CVBs that you admire and think are doing a good job in the space?	There is nothing we feel would be beneficial to share.
56	Can you provide a breakdown of how your media dollars are currently allocated, by medium or by amount?	We feel that this data is not needed to complete the proposal. We are most interested in knowing where your organization thinks we should be going. Additionally, our current YTD spend is significantly different from where we are planning to go in the near future. OOO for example, was not activated at all in the current fiscal year so far, but on the radar for the future.
57	Can you please elaborate more on the current cost structure for media placement (commission %) and brand strategy (hourly fees, etc) and how these are reflected in the overall budget.	We hope for a budget proposal that includes cost/fees for all services necessary to execute the vision outlined in the proposal, which should plan for the management of the paid media hard costs outlined on page 17. Beyond that, we would like a list of common/related ad-hoc services/fees so we have an understanding of what we might expect to pay should we need additional services in the future that are outside the scope of the proposal and potential contract. We are not currently paying a percentage of media hard cost for the placement/management of the media, but have operated like that in the past.
58	Assuming the breakout of the budget between leisure/meetings is at our discretion?	The RSCVA will align budget spend by business unit with organizational goals and objectives. The 7.5 million dollar estimated budget is to help you estimate the fees/costs for management, creative, analysis and all other necessary requirements to fulfill the vision within the proposal, but the RSCVA will ultimately decide on the weighted distribution. For reference, nearly 95% of our current media hard cost budget is for leisure marketing.

59	Is the goal for meetings to recruit for any venue in the market or specifically for Reno Events Center, Reno-Sparks Convention, National Bowling Stadium and Reno Sparks Livestock Events Center	The primary goal is to promote overnight visitation by way of meetings and conventions at any venue in the market.
60	Do you plan to continue using the primary audience/segments noted below (from visitor report) in the future? <ul style="list-style-type: none"> <li>•Primary Audience – Reno Tahoe’s target audience; psychographics include at least one active, ambitious, and activity progressive statement; interests include at least one outdoor</li> <li>•Digital Junkie – Reno Tahoe’s audience segment, including those who watch online content, listen to streaming audio, and use social media daily</li> <li>•Intellectual Junkie – Reno Tahoe’s audience segment, including preferences for new experiences, cultures, sustainability, and minority-owned businesses; must have college degree or higher</li> <li>•Mindful Mom – Reno Tahoe’s audience segment, including females with children under 18 who travel to build stronger connections with family</li> <li>•Adrenaline Junkie – Reno Tahoe’s audience segment, including preferences for being outside, being active, and exciting experiences; must be interested in at least one outdoor adventure activity</li> </ul>	Audience segments will likely continue to evolve.
61	Is this full year seasonality or just in shoulder seasons?	The marketing efforts of the RSCVA operate continuously throughout the year.
62	You stated the paid media budget in the RFP. What are the budget amounts assigned to other areas of marketing for which the agency is responsible? <ul style="list-style-type: none"> <li>•Creative Campaign</li> <li>•Production</li> <li>•Account Management</li> <li>•Other?</li> </ul>	We look forward to seeing your proposal. We specifically did not include a budget for those services as we want to see what you propose based on the unique needs of our various business units and the media hard cost defined in the RFP.
63	Why are you issuing this RFP?	We are doing an organizational review of all of our major contracts.
64	Is it a preference to having one full-service agency to provide SEO, PR, Web, Content Development, Data/Biz Intel services as outlined on Page 16 of the RFP? Please explain.	We feel page 16 outlines the vision for the AOR as a leader working with both the RSCVA staff and our agency partners. Various channel efforts should work synergistically to help improve efficiency and the AOR should play a lead role in that effort. We seek to find the best partner for each service line. If one agency was best suited to fulfill the requirements of our various contracts, there is nothing that would keep us from awarding them to one agency. As it is now, we have multiple partners fulfilling the various roles within our marketing program.
65	What is the standard commission you prefer on the media buy?	We look forward to seeing your proposal.
66	Who is RSCVA’s current or past advertising agency or PR firm incumbent (if there is one)?	The RSCVA is currently working with BVK and The Decker Royal Agency
67	Can you share their past campaigns? If so, please provide.	Not necessary to respond to this RFP.
68	How many staff do they provide on the account? How many media buyers? How many agency personnel are typically dedicated to the RSCVA?	Not necessary to respond to this RFP.
69	How many years have they represented RSCVA?	Our current AOR has been contracted since 2017.
70	Who were/are the incumbent’s subcontractors, if any?	Not necessary to respond to this RFP.
71	Can the proposer serve as a main contractor and include sub-contractors to help execute a campaign on behalf of RSCVA?	Yes, with full transparency.
72	What is the goal you hope to achieve from a new RSCVA advertising campaign? A.What are the measurables/key performance indicators that will deem the campaign effective? B.Quantitative? C.Qualitative?	All marketing efforts should help support our strategic and annual plans. High level goals are found within those documents. From those, relevant KPIs are monitored. Please review the linked documents, paying special attention to the Sale and Marketing goals in the annual plan. As for performance, we can share that we are on pace to hit all of our annual marketing goals.  <a href="https://www.rscva.com/wp-content/uploads/2022/09/RenoTahoeStrategicPlanFINAL-July2022.pdf">https://www.rscva.com/wp-content/uploads/2022/09/RenoTahoeStrategicPlanFINAL-July2022.pdf</a> (Fiscal year 22/23 - 24/25 Strategic Plan) <a href="https://www.rscva.com/wp-content/uploads/2022/09/FY22-23AnnualPlan-FINAL.pdf">https://www.rscva.com/wp-content/uploads/2022/09/FY22-23AnnualPlan-FINAL.pdf</a> (Fiscal Year 22/23 Annual Plan)
73	What television or connected TV spots have you or are you currently running? Connected TV?	Not necessary to respond to this RFP.
74	Who produced the spot?	Not necessary to respond to this RFP.
75	What was the cost of the spot?	Not necessary to respond to this RFP.
76	Is there a preference in having a Northern Nevada-based business/agency service the RSCVA?	It should be noted that Section 8 Item H identifies the "Proximity of the staff to Reno, NV" as a criterion for the evaluation of a proposal. Historically, service providers have been required to come to our office in Reno, NV periodically for various reasons related to the scope of work.
77	Do you provide a preference for minority-owned businesses?	Not necessary to respond to this RFP.
78	How many meetings per month does RSCVA hold with its agency?	The number of meetings vary.

79	Has the current campaign met RSCVA's goals/objectives?	The RSCVA marketing department is currently on pace to hit all goals for the fiscal year.
80	What is wrong/right with the current campaign?	Not necessary to respond to this RFP.
81	What is the extent of message testing you'd like conduct? Please be specific	To be determined by the AOR and staff. We look forward to seeing your suggestions.
82	What has been past year media spends for RSCVA?	Not necessary to respond to this RFP. Please base your proposal on the estimated budget found on page 17 of the RFP.
83	What is current split between digital and traditional?	As related to the services outlined in this RFP, nearly all efforts in the current fiscal year were devoted to digital campaigns.
84	What is the current budget split between traditional channels? OOH? TV? Radio?	Not necessary to respond to this RFP.
85	What is the current budget split between digital channels?	Not necessary to respond to this RFP.
86	Is RSCVA's looking to increase their digital spend percentage?	Not necessary to respond to this RFP. Please base your proposal on the estimated budget found on page 17 of the RFP.
87	Are there specific digital or traditional channels that have proven to be most successful in the past for RSCVA?	Not necessary to respond to this RFP. We look forward to hearing your ideas and vision in your proposal.
88	Are there any channels RSCVA used in the past that were not successful?	Not necessary to respond to this RFP. We look forward to hearing your ideas and vision in your proposal.
89	You mention "campaigns" in the RFP? How many campaigns do you envision per year?	It depends on how the campaigns are structured. We look forward to seeing your proposal.
90	Please better define a time-line for campaign launch? Do you have event's already calendared? Or, there a timeline specific to the time the agency will need to research, create, execute and measure a campaign? Please explain.	Timelines will be dependent on the vision identified within the proposal and the resulting contract. We look forward to hearing your thoughts.

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