



# Reno RFP 2025-MKT01 Questions and Responses

#	Question	Response
1	<p>Problem is that we are not local or have local representation. Also since 2022, our travel work is represented in media work for [redacted].</p> <p>As you know RFP responses are a real commitment so before making that commitment I would prefer to know if those limitations from [redacted] would disqualify us from being selected.</p>	<p>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.</p>
2	<p>Can you be more specific about the breakdown of your overall budget? The RFP states roughly \$6.5M is dedicated to paid media budget, not including agency fees. Just for clarity, are the other costs associated with the overall marketing effort to be added as additional line items above the \$6.5M?</p>	<p>The \$6.5M includes only costs specifically for media placement and excludes any agency fees associated with media buying, media management, creative services, project management, data analytics, etc. Typically, more than \$5M is allocated towards leisure paid media. Additional costs should be estimated and outlined as unique line items above the \$6.5M.</p>
3	<p>We understand PR, Social Media and Influencer marketing are not specifically mentioned as part of this RFP. Are you open to those programs being included in our proposal as well?</p>	<p>While these channels are currently managed internally by the RSCVA team, we are open to recommendations made by the AOR.</p>
4	<p>Is the Reno Airport marketing program and budget considered part of the \$6.5M paid media budget?</p>	<p>Costs associated with placing air service paid media should be included in this RFP. The majority of this budget is currently allocated towards leisure paid media.</p>
5	<p>Do you have any recent market research you can share about visitor profiles, geography, propensity to travel, etc.?</p>	<p>The most recent research projects, including the Visitor Profile Study and Ad Effectiveness, can be found on RSCVA.com: <a href="https://www.rscva.com/impact/research/">https://www.rscva.com/impact/research/</a></p>
6	<p>What current platforms do you use for success measurement?</p>	<p>Success metrics are compiled across a variety of platforms, currently including Google Analytics, Sprout Social, and Meta Insights.</p>
7	<p>Are there any current media or other relationships/contracts in place that you require to continue? If so, should these be considered as part of the \$6.5M budget?</p>	<p>We are in the process of finalizing our FY26 Paid Media plan. While some existing media relationships and contracts will remain in place, others may offer flexibility. We can provide further details, after the contract is awarded, as the planning process evolves.</p>

<b>8</b>	What earned or paid media campaign has most excited the RSCVA team and stakeholders?	We are interested in hearing your ideas and look forward to reading your recommendations in your proposal.
<b>9</b>	What do you feel are the biggest opportunities to improve upon in your paid media strategy?	We are seeking an agency with a successful track record of developing and executing highly innovative brand, creative and media buying strategies. This agency must demonstrate expertise in strategic account planning and strategy development, developing innovative, cross-channel marketing and advertising programs that drive visitation, understanding and using the latest technology, platforms and trends. We'd like our lead agency to have a track record of proactively seeking, building and maintaining relationships with reputable media partners to maximize added-value opportunities and ROI for clients, and making performance-driven decisions, using media research and data analytics.
<b>10</b>	Is there a specific brand value or message you want the Reno Tahoe brand to amplify that you feel like it's not currently doing?	We helped develop and have embraced the current brand. It has helped us meet our organizational goals. We are always open to change, recommendations, and are constantly evolving.
<b>11</b>	How does RSCVA envision the Reno Tahoe brand evolving over the next 3 years?	We are in the process of developing our three-year strategic plan, which could shape the evolution of the Reno Tahoe brand. Our agency partner will play a key role in this process, helping to refine and enhance our brand strategy to drive long-term growth and engagement.
<b>12</b>	Do you consider working with Carson City or other area entities a conflict of interest?	If the existing client and/or personal relationships would compromise the RSCVA or prevent the objective and effective implementation of the assigned scope of work, we ask that the organization must disclose such relationship(s) to the RSCVA during the qualifications submission phase of this RFP. Additionally, if the organization takes on a client that would compromise the RSCVA or prevent the objective and effective implementation of the assigned scope of work, the RSCVA must be notified immediately. This includes, but is not limited to, disclosure of any existing or future engagements by the organization with any property or organization located in Washoe County required to collect and remit transient lodging tax to RSCVA.

<b>13</b>	What is driving this RFP process? A contract expiration? A mandatory review process per the DMO charter? A change of DMO leadership? A desire for fresh thinking or relationships?	The current contract for AOR and Media Buying ends at the end of June. While it is not a mandated review, we believe in regularly assessing our approach to ensure we remain innovative, strategic, and aligned with our evolving goals.
<b>14</b>	We see that RSCVA has a longstanding relationship with the incumbent agency. Will the incumbent be included in this RFP process?	The incumbent agency is welcome and invited to submit for RFP if they choose to do so.
<b>15</b>	Can you confirm if future research initiatives i.e. Brand Health, Ad Awareness, Visit Profile etc will be led by your agency of record or do you have an in-house team that oversees research and insights initiatives? A number of our clients have existing relationships with SMARI, Datafy, Tourism Economics, Arrivalist, etc. Each DMO is slightly different and how destinations implement their research initiatives may vary.	We expect our AOR to be a leader with research initiatives in close collaboration with internal team members. Current research/data partners include Tourism Economics, Zartico and Future Partners. Roles and responsibilities will vary by project.
<b>16</b>	RFP indicates the website was redesigned in 2024. What was the goal of that re-design? Do they feel the site is delivering on current advertising efforts, and vice versa?	Yes, the AOR, Media Buying and Web Agency are expected to work closely together and evaluate results.
<b>17</b>	What led to dual-purposing the Convention Center as a state-of-the-art track facility? A particular event? Why track vs. other potential higher revenue sports?	This facility builds on the success of the destination's development as a leader in sports tourism, providing additional indoor opportunities throughout the winter season, December through March.
<b>18</b>	As it relates to a desire for Brand Strategy, Identity and Voice: Is RSCVA happy with current Brand identity and platform or is there a desire for a re-imagining of the brand and its expression?	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.
<b>19</b>	At the link provided it appears RSCVA conducts yearly Visitor Profile Studies and Brand Health Studies. Will AOR be tasked with conducting these studies/reports on a yearly basis?	We currently partner with a variety of research partners, including Future Partners currently for projects such as the Visitor Profile Study. We expect our AOR to be a leader in future research initiatives in close collaboration with internal team members. Roles and responsibilities will vary by project.
<b>20</b>	2023 Visitor Profile Study indicates a vision to become a preferred destination for events and festivals via influencer partnerships to increase awareness. Can you share current influencer partnerships and their level of success so far?	In 2024, we implemented a strategic initiative focused on hosting content creators at key events to generate high-quality content, enhance destination awareness, and drive audience engagement.

<b>21</b>	Per RSCVA social channels, some new creative work was introduced just three weeks ago with a "No Limits" theme. Is this a campaign intended to continue beyond this RFP?	In late 2023, the new brand platform "NO LIMITS" launched with a fully integrated marketing plan spanning across Paid and Earned Media, and owned channels driving both Leisure, Air Service and Meetings and Conventions. We are always open to change, recommendations, and are constantly evolving.
<b>22</b>	Beyond regular scheduled reporting to RSCVA marketing staff, is there an expected cadence for in-person program performance reporting at the Board Level or the larger collective RSCVA membership?	The AOR presents updates and initiatives to the RSCVA Board of Directors typically at least once a year. Additionally, in-person workshops, stakeholder meetings, and planning sessions may occur on an as-needed basis.
<b>23</b>	You describe the destination as having a "refreshing nonconformity." Can you clarify how bold you're willing to go with that positioning in terms of tone and campaign?	We are interested in hearing your ideas and look forward to reading your recommendations in your proposal.
<b>24</b>	Of the data platforms listed (Zartico, Future Partners, Tourism Economics), which are currently the most relied upon for decision-making?	All data is considered holistically when making marketing decisions.
<b>25</b>	Do you currently have a CDP in place or a centralized analytics/visualization platform like DOMO or Tableau?	We utilize a number of analytics/visualization tools.
<b>26</b>	Do you have an active CRM or first-party data strategy in place currently?	The sales team tracks their activities for all of their efforts through the Simpleview CRM.
<b>27</b>	The scoring rubric or weighted evaluation categories are not clearly outlined.	Evaluation of proposals is outlined in section 8.
<b>28</b>	Please provide clarity on the weighting of creativity vs. media execution vs. cost/value?	All will be taken into consideration. Evaluation of proposals is outlined in section 8.
<b>29</b>	What is the brand work expectation for the new agency? Does the RSCVA plan to keep their current brand, or are they looking for a brand refresh/evolution?	We helped develop and have embraced the current brand. It has helped us meet our organizational goals. We are always open to change, recommendations, and are constantly evolving.
<b>30</b>	To what extent is cooperative marketing a priority for the RSCVA?	Cooperative marketing is currently executed by the Tourism Sales team.
<b>31</b>	Your research shows 52% of your visitors come from California and the majority from within drivable distances. Are you looking to grow your California visitors and double down in this area, or expand into attracting visitors from other states? Or a combination of both?	Marketing efforts should focus on a combination of drive and fly markets. We will rely on our AOR/Media agency to provide meaningful recommendations regarding targeting and audience balance.

<b>32</b>	Is the biggest little city in the world still a strong part of the brand that draws people to the area, or is it more of an enduring relic of the past? Do people know what it means and represents?	The Biggest Little City in the World is associated with Reno. Our brand includes Reno but additionally encompasses all of Washoe County. We look to our AOR to provide data-driven recommendations to develop and enhance our brand.
<b>33</b>	Gaming and visiting Lake Tahoe are the two primary reasons for visiting the area. Is it the same person doing both these activities or are they separate audiences? For example, is an ambitious adventurer visiting for the gambling as well as the activities around Lake Tahoe equally?	More insights can be found in our Research and Visitor Profile Study found here: <a href="https://www.rscva.com/impact/research/">https://www.rscva.com/impact/research/</a>
<b>34</b>	70% of people say they would recommend visiting Reno Tahoe. We also see friends and family recommending via direct contact being 2nd in inspiration to travel to the area. Do you currently do anything specifically to encourage visitors to recommend Reno Tahoe to others after their visit?	Currently there is not a dedicated campaign towards this specific initiative.
<b>35</b>	When looking at your segment definitions of Mindful Moms, Cultured Creatives and Ambitious Adventurers, none of them prioritize gaming (page 5 of Future-Partners-Reno-Tahoe-Brand-Health-Ad-Effectiveness-Report-2023). Yet, gaming is equal in popularity to visiting the lake and one of the main reasons people visit. Does this mean you tend to not lead with a gaming message to attract people? How should we think about gaming in our communications and the role it plays in attracting visitors?	Gaming is important for our destination and is currently included in our strategies and audience targeting.
<b>36</b>	Outdoor activities and water activities are where we see a competitive advantage over other destinations. Do people think of Reno as having outdoor activities on par with the Incline Village and Sand Harbor areas, or is Reno seen more as where you go to gamble and the lake as the place to do your outdoor activities?	More insights can be found in our Research and Visitor Profile Study found here: <a href="https://www.rscva.com/impact/research/">https://www.rscva.com/impact/research/</a>
<b>37</b>	Can you share some more details on what the current media mix looks like? % of digital display, Paid Social, OOH, etc.	We are interested in hearing your ideas and look forward to reading your recommendations in your proposal.
<b>38</b>	Are influencers currently being utilized? If so, can you share some existing examples?	Yes. We can provide further details after the contract is awarded.

<b>39</b>	Can you share any context around why this is being re-issued so soon after the 2023 award? I would like to understand the landscape better and what may have changed.	While it is not a mandated review, we believe in regularly assessing our approach to ensure we remain innovative, strategic, and aligned with our evolving goals.
<b>40</b>	Who is doing content capture right now and how do you see it fitting in with creative?	We engage with a diverse range of content teams, including local contractors, influencers, and internal staff, to support our content capture efforts at various scales. This approach ensures flexibility and allows us to produce high-quality content that aligns with our strategic objectives and brand vision.
<b>41</b>	What is the extension of the identity development ask? Is there a brand guide in existence? Are we building off that or starting net new?	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.
<b>42</b>	Is a preliminary, developed media plan expected for RFP submission?	The checklist can be found in section 7 of the RFP. We look forward to hearing your recommendations in your proposal and are interested to hear your ideas.
<b>43</b>	Understanding sports are the primary driver of meetings & convention business, are weddings and family-associated events also promoted within the SMERF sector?	Currently there is not a dedicated campaign towards weddings and family-associated events specifically.
<b>44</b>	The RFP lists Audience Identification, Profiles and Key Demographics among the elements you are looking for from your new agency. Are you looking to build upon the three existing visitor segments in a more nuanced way, or is this an opportunity for a ground-up reevaluation of your audience strategy?	We look forward to collaborating with our agency partner to define or refine our audience strategy through a data-driven and innovative approach, whether that involves building upon existing visitor segments or exploring new opportunities.
<b>45</b>	Similar to the above, how set vs malleable is the definition of RSCVA's leisure audience featured in Attachment A of the RFP?	We look forward to collaborating with our agency partner to define or refine our audience strategy through a data-driven and innovative approach, whether that involves building upon existing visitor segments or exploring new opportunities.
<b>46</b>	What three qualities matter most to you in an agency partner that will help RSCVA drive impact and innovation?	Evaluation of proposals is outlined in section 8.
<b>47</b>	Do you have specific visitation, activity or spending goals that you aim to achieve as a result of the work requested in the RFP?	We look forward to working collaboratively with our agency partner to define our goals.
<b>48</b>	In the past 6-12 months, which markets have demonstrated the greatest momentum or growth potential for RSCVA?	More insights can be found in our Research and Visitor Profile Study found here: <a href="https://www.rscva.com/impact/research/">https://www.rscva.com/impact/research/</a>

<b>49</b>	Are there key regional or national markets you view as underleveraged or untapped for tourism development?	We look forward to collaborating with our agency partner to define or refine our audience strategy through a data-driven and innovative approach, whether that involves building upon existing visitor segments or exploring new opportunities.
<b>50</b>	Who are your main competitors for leisure travel as well as meeting and conventions? And has this changed or shifted in the last 6-12 months?	We look forward to collaborating with our agency partner to identify.
<b>51</b>	What tourism work does your team currently admire most from other entities and why? And what brands does your team admire, even beyond DMO?	We look forward to collaborating with our agency partner to identify.
<b>52</b>	What role does cooperative advertising play in your strategy, and how do you define success for those initiatives?	Cooperative marketing is currently executed by the Tourism Sales team.
<b>53</b>	Have any recent studies been conducted to evaluate campaign effectiveness or creative performance? If available, could you share any findings?	We conduct an annual Brand Health & Ad Effectiveness Study. You can refer to past studies here: <a href="https://www.rscva.com/impact/research/">https://www.rscva.com/impact/research/</a>
<b>54</b>	From a marketing perspective, what are the top three challenges your team is currently facing?	We look forward to collaborating with our agency partner to identify. Additionally, we are currently in the middle of completing a new 3-year strategic plan that is expected to be complete at the end of this fiscal year.
<b>55</b>	What factors affect tourism – either positively or negatively – in Reno/Tahoe?	More insights can be found in our Research and Visitor Profile Study found here: <a href="https://www.rscva.com/impact/research/">https://www.rscva.com/impact/research/</a>
<b>56</b>	Are there any new attractions on the horizon (state parks, events, stadiums/teams, amusement parks, etc.)?	We continuously assess tourism trends and new developments in Reno Tahoe and welcome strategic insights on how to leverage new attractions for future growth.
<b>57</b>	How has tourism in Reno/Tahoe changed over the past 10 years?	More insights can be found in our Research and Visitor Profile Study found here: <a href="https://www.rscva.com/impact/research/">https://www.rscva.com/impact/research/</a>
<b>58</b>	What systems or platforms do you use to keep your agency partners informed of updates from your CVBs, such as new travel products or events?	Currently communications include but aren't limited to email and Monday.com.
<b>59</b>	What types of data, research, or insights from RSCVA and your partners will be available to support campaign strategy and performance tracking?	We gather data and research from a variety of sources, including but not limited to, Google Analytics, Meta Insights, Tourism Economics, Zartico and Future Partners.

<b>60</b>	Could you share examples of past brand partnerships that have worked well? What drove their success from your perspective?	We look forward to collaborating with our agency partner to identify.
<b>61</b>	How do you envision the AOR collaborating with your other agency partners, such as SEO/web and Nation PR agency PR firms? What does successful integration look like to you?	We take a highly collaborative approach with all our agency partners, ensuring alignment across SEO, web, PR, and other marketing efforts. Successful integration involves open communication, shared strategic goals, and seamless coordination to maximize the impact of our campaigns and brand messaging.
<b>62</b>	On average, what is your annual production budget?	A specific budget range is being purposefully omitted to encourage creativity and a focus on the value of the proposed services.
<b>63</b>	Is there any requirement or strong desire to work with in-state production companies for broadcast/content development or photography?	We are open to working with production companies based outside of the area and also strive to support local companies.
<b>64</b>	When developing your target audience for your paid social ads, do you plan to address specialized demographics (like age) all within one creative style or are you open to exploring different content based on consumers?	We look forward to collaborating with our agency partner to define or refine our creative strategy through a data-driven and innovative approach, whether that involves building upon existing segments or exploring new opportunities.
<b>65</b>	Can you share existing brand guidelines?	Not necessary to respond to this RFP.
<b>66</b>	What media planning tools or research resources (e.g., Adara Impact, Sojern, Arrivalist, Longwoods, Google Analytics) are currently informing your strategies?	We gather data and research from a variety of sources, including but not limited to, Google Analytics, Meta Insights, Tourism Economics, Zartico and Future Partners.
<b>67</b>	What tools/technology are you currently using as it relates to digital media and analytics (DSP, CRM, analytics, etc.)?	We gather data and research from a variety of sources, including but not limited to, Google Analytics, Meta Insights, Tourism Economics, Zartico and Future Partners.
<b>68</b>	Does RSCVA have a user/customer database? How large is it currently?	Yes. We can provide further details after the contract is awarded.
<b>69</b>	How are you leveraging 1PD to impact/grow audiences? Are you using a CRM platform?	The sales team tracks their activities for all of their efforts through the Simpleview CRM.
<b>70</b>	In the past 6-12 months, what media channels have been most effective in driving business objectives and KPIs?	Recent research studies can be found here: <a href="https://www.rscva.com/impact/research/">https://www.rscva.com/impact/research/</a>
<b>71</b>	What are the desired KPIs and outcomes of the campaign/advertising efforts? How are you currently evaluating your traditional and digital media?	We look forward to collaborating with our agency partner to define or refine our goals and evaluation process.



<b>72</b>	Do you have performance data on your target audiences from historical efforts? Do any trends emerge?	Recent research studies can be found here: <a href="https://www.rscva.com/impact/research/">https://www.rscva.com/impact/research/</a>
<b>73</b>	Are there Reno/Tahoe-based influencers your team sees as highly effective in driving engagement or visitation? What resonates about their content?	Not necessary to respond to this RFP.
<b>74</b>	On average, how many events do you activate each year? Can you share your holistic marketing calendar? Are events typically supported with Paid Media?	The Special Event Funding Program awarded funding to 46 events in the 24/25 funding cycle. Events are a key part of our mission statement and marketing strategy.
<b>75</b>	Are you able to share additional details regarding your support of and/or partnerships with specific airlines?	We work closely with RTAA to maintain and expand year-round air service so that visiting and holding meetings in Reno Tahoe are easy and convenient. This includes but is not limited to maintaining and expanding air services through sales, tourism and media promotions.
<b>76</b>	When new airlift routes are introduced, how does your team approach awareness-building and demand generation—particularly through paid media and partnerships?	We collaborate with key stakeholders, including airlines, destination partners, and media outlets, to maximize reach and impact. We look forward to collaborating with our agency partner to enhance this process.
<b>77</b>	Have you leveraged QR codes as part of your marketing for lead generating, event activation, or otherwise? If so, what results have you seen?	Yes, we have seen engagement from using QR Codes.
<b>78</b>	Have you explored custom content opportunities to promote/amplify the destinations key USPs/attributes, support events, impact diverse audiences, etc.? Any examples of executions and/or partners that have worked well?	Yes. We can provide further details after the contract is awarded.

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