

***Please note: It has been brought to our attention that there is a typo in the body of the RFP that states the deadline for submission is May 11, 2018. The actual deadline is May 18, 2018 by 5pm. Please plan accordingly. We apologize for this error. Thank you!**

Hi Liz,

We are very excited to participate in your RFP! We are currently reviewing the proposal and a couple of questions came up.

Is there currently an agency incumbent? **We do not have a current Marketing Agency of Record. Our current website manager is Echo Design.**

Is the marketing firm that developed the branding bidding on this contract? **I do not know.**

What is the approved annual budget? I have the overall approved budget for the CVB, but don't know what is specifically allocated to this contract. **The budget will be determined by TRT funds and by City Council.**

- Hi!
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- This is with regard to your requirement for LCVCB Marketing Agency of Record.
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- Could you please help me with the following questions:
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- 1. Whether companies from Outside USA can apply for this?
(like, from India or Canada)
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- 2. Whether we need to come over there for meetings?
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- 3. Can we perform the tasks (related to RFP) outside USA?
(like, from India or Canada)
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- 4. Can we submit the proposals via email?
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- Yes, you can submit responses via email to my email address.
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- As for the rest, yes we will accept international applicants and would consider working with an overseas vendor, however, being government, there would be legal issues we would run into and currency exchanges that would complicate finance. We would also prefer to have a personalized relationship with our vendors and no face to face time limits that. In conclusion, we would consider it, but it is not very likely it would be to our advantage.

Thanks Liz,

We are really excited to participate! If you could provide the answers to the questions below, it would really help us dial in our proposals.

1. Is there a current brand standards guide available? **Yes, there will be a completed guide upon execution of this project.**
2. Which logo should be used for future campaigns: "Lincoln City": Central Oregon Coast that is on the current website or the "Octopus" version that was on the RFP? **Octopus, we are implementing a new brand.**
3. What do you consider to be the Lincoln City marketing and service area? **It's in the RFP. Portland, the Willamette Valley and the Pacific NW as a region.**
4. If we provide a proposal for both the Interactive Agency and the Marketing Agency of Record can we submit them together on Monday, May 14? **Yes, Interactive Agency is due 5/14 and Marketing Agency is due 5/18.**
5. Is there a separate budget for Interactive RFP for digital media or is the budget part of the \$380,000 media spend noted in the Marketing Agency RFP? **That is part of the \$380,000 in the Marketing Agency RFP.**
6. Is there a separate budget for the website build? **Yes, budget for the website will be included in the Interactive Agency of Record RFP.**
7. What are the top three reasons visitors come to Lincoln City? **Leisure: Beach, family vacation and relaxation.**
8. What is the biggest challenge that Lincoln City faces in attracting visitors? **Off season and shoulder season visitation.**
9. Do you have any consumer/tourism research other than the stakeholder interview done in 2017? **Focus group and zip code study. Travel Oregon provides access additional regional research.**
10. What has been your most successful strategy to date? **Honestly, letting go of the past and starting over.**

Our CEO is out of the office today and has asked me to send you the following questions regarding Lincoln City's Marketing Agency and Interactive Agency RFPs.

1. Do you plan to use Jack Rabbit for all rentals on the new website? **We plan on continuing Jack Rabbit in the same capacity as we are currently using it.**
2. How many hard copies of the proposals would you like? **If you submit via email, we don't need a hard copy. If you are submitting hard copy only, we need a CD/electronic version included with the hard copy.**

In the interest of submitting a proposal in response to the Agency of Record RFP, our agency is submitting questions (below) for clarity. Please also include me in the release of any Q&A and addendums. Thank you!

1. Has the CVB previously retained an Agency of Record? If so, who is the incumbent? [We have no current agency of record.](#)
2. What is an estimated budget range for the procurement of these services? [The media spend must fall within the \\$380,000 identified for that portion of the contract. Retainer fees and rates must be proposed by applicants.](#)
3. For clarity, the agency commission from the estimated \$380,000 media planning & placement budget is in addition to the monthly retainer, correct? [Yes, it is in addition to the media planning. However, commission for media placement must be included in the \\$380,000.](#)
4. Out of the TRT dollars that the LCVCB receives, what percent of the total amount is typically allocated to marketing and advertising services? [Traditionally this has varied by budget year, but approximately 25%.](#)
5. What is typically your media mix budget allocation for print, out of home, digital, TV, radio, and social media? [The \\$380,000 media budget must encompass all of these items. We are open to redefining the specific mix.](#)
6. The RFP states that additional marketing services not covered under the contract with a marketing agency of record include public relations, non-paid social media, SEO, and website management, and that the marketing agency of record will work closely with all in-house staff and assist in integrating the marketing strategies of these aforementioned programs. Please confirm whether or not all or some of these non-covered services (i.e public relations, non-paid social media, SEO, and website management) should be included in the AOR scope of work? [The execution of these services will be provided by the VCB. The strategy for those services as it relates to marketing, should be included in the AOR scope.](#)
7. What type of research, if any, is available regarding visitor data, top travel source markets, etc? [We have research from the last few years demonstrating source markets and visitor demographics, along with coast regional data provided by the state.](#)
8. Who do you consider to be the most competitive destinations for Lincoln City? [Seaside, Cannon Beach and Newport.](#)
9. What marketing initiatives have worked well in the past, and are there any that have not? [We have suffered from fractured marketing efforts in the past and are working to build a more consistent brand.](#)
10. How many media placements and impressions did you achieve in 2017? 2016? [This is not relevant to the proposal. We will start with a clean slate and are open to recommendations regarding media planning.](#)