

Addendum #1 (Final)



Project Information

Project Name:	Image Campaign
RFP Number:	F22-11-102
Date:	November 22, 2022
Project Manager:	Cheryl Kohl

Addendum Questions

Question #1	What is the budget for this campaign phase?
Answer	The campaign development and execution is what we are requesting vendors to provide bids for.
Question #2	Will pay media noted in the section "Additional Option" be included in the overall budget or will there be additional budget for that? If additional, can you share your media budget?
Answer	The pay media noted in the section "Additional Option" will not be included in the overall budget. The project management of media buys needs to be presented in the RFP quote as a separate line item. The 2023 media/advertising budget for media placement is \$200,000.
Question #3	What is the next campaign milestone or stage gate of execution for this campaign?
Answer	The next campaign milestone is to strengthen the campaign awareness with residents and visitors. Prior we were targeting only residents, the next milestone is to expand that to visitors.
Question #4	Is there an incumbent agency participating?
Answer	Yes.
Question #5	What is driving the search for a new agency at this time?
Answer	To fulfill organizational requirements and best practices in obtaining a competitive quote.
Question #6	What is the primary goal of the city's branding effort e.g. to grow tourism, attract businesses to the area, or to retain or increase residency, etc.?
Answer	The primary goal is to enhance or elevate the city's reputation and resident perceptions as well as attract visitors.
Question #7	In terms of engaging the community in marketing efforts, which audience segment is your top priority?
Answer	Visitors and current residents

Question #8	Have you previously supported marketing efforts with paid media? If so, what were the results and outcome?
Answer	Yes. Overall outcomes are positive.
Question #9	Of the current efforts behind MyGreeley, what is working the best?
Answer	Currently, the campaign includes billboards, bus ads, OTT, digital advertising, radio ads, traditional print media ads, event activation/representation, and expansion of marketing content and media pitching content. It is difficult to state what is working best when placements are seeing positive results in all areas. We have not targeted visitors yet in this campaign.
Question #10	What metrics can be shared for marketing efforts behind MyGreeley to date?
Answer	View https://mccmeetingspublic.blob.core.usgovcloudapi.net/greeley-meet-9c359d4ef866416e98d368603458d678/ITEM-Attachment-002-d2dfe4cf679445aa8f670afd6a898239.pdf My Image Campaign.pdf and https://mccmeetingspublic.blob.core.usgovcloudapi.net/greeley-meet-9c359d4ef866416e98d368603458d678/ITEM-Attachment-001-85fb955a173c4f3891f5220d9f3b6edc.pdf
Question #11	Does the city do ongoing insight research or surveying of visitors, residents or business owners that is for marketing purposes? Can that research be made available to us?
Answer	Yes, recently the community survey was launched November 2022, which will capture a baseline for the current campaign.
Question #12	Is there a community that you view as a beacon or ideal model for what you are trying to accomplish in Greeley?
Answer	No
Question #13	Of the following community growth outcomes, what would you consider most important to your city: 1) attract and grow residency 2) attract and grow business / employers 3) attract visitors and grow tourism 4) retain current residents and businesses with little to no attrition?
Answer	Attract visitors and grow tourism, attract and grow business/employers, and enhance civic pride
Question #14	What was the range of marketing budgets in the previous 2-3 years?
Answer	\$200,000 - \$230,000
Question #15	What are you anticipating to be the budget for this new effort and how will it be funded?
Answer	The 2023 media/advertising budget for this campaign is \$200,000 and is primarily funded by the lodger's tax.
Question #16	What metrics will be used to measure success of this campaign and future marketing and branding efforts?
Answer	Engagement (social media, website, stories shared, tags used), awareness (perception and growth), VCR

Question #17	How is traffic currently being driven to MyGreeley.com?
Answer	In order: Organic social, direct search, display/digital ads, followed by organic search and referral.
Question #18	It appears the emphasis of City marketing/image campaign is shifting from an internal focus (current residents) to an external focus (regional economic growth targets including prospective businesses, residents and visitors). Is that the case? Why? And, why is economic growth now a key driver?
Answer	The emphasis of the image campaign is shifting from an internal to an external focus. The campaign launched during the pandemic when our efforts needed to focus on our residents and build awareness internally so our residents become familiar with the campaign. Greeley is one of the fastest-growing cities in Colorado and looking at the future of our city we need to include economic growth in our efforts. Our Economic Development department is actively looking for inclusion of the image campaign in their efforts.
Question #19	Can you clarify as well as prioritize the target audiences for the image campaign?
Answer	Residents and visitors. Our residents have ben the priority, however, moving into 2023 we will be shifting the priority to visitors.
Question #20	Related, please provide additional description of the prospective business (e.g., industry sectors, size of business, etc.), prospective visitor (e.g., demographics, locations, interests/motivations, etc.) and prospective resident (e.g., demographics, household income, job location, etc.) target audiences.
Answer	For business sectors, visit https://greeleycodevo.com/ . For prospective visitors, we are currently working with Colorado Tourism Office in collecting data that shows demographics, location, interests, etc. We do not have information on prospective residents.
Question #21	What are the key goals (metrics/measurements) for each audience and/or marketing effort component—resident, visitor, student and new businesses?
Answer	The primary audiences are residents and visitors. Metrics should include engagement KPIs and awareness KPIs.
Question #22	For many years, Greeley has had a separate visitor (destination marketing/tourism) campaign managed by a distinct entity/agency. If the desire is to merge the City image campaign with the visitation (tourism) campaign, how will the visitor component be managed by the City?
Answer	The City of Greeley owns the annual Visit Greeley contract. It is expected Visit Greeley is a champion of the image campaign and must implement the messaging and campaign in their efforts. Visit Greeley components are managed by the city. The selected agency for the image campaign will have access to Visit Greeley's goals and ad placement so there is no overlap of efforts.
Question #23	What is the planned paid media budget/budget range for the image campaign on an annualized basis?
Answer	The 2023 media/advertising budget for media placement is \$200,000.
Question #24	During the past few years, what have been the most effective and least effective media channels/types? Why?
Answer	This is difficult to answer as our campaign is seeing success with a multi-faceted approach so there is integration and multiple audiences being targeted.
Question #25	Is there a cap or do not exceed limit on proposed agency fees?

Answer	Currently, there is no cap on proposed agency fees.
Question #26	What current or recent visitor (tourism) campaigns do you most like? Why?
Answer	A few campaigns we've explored are Wyoming, Northwest Arkansas, Kansas City, and Tulsa. Targeting locals and visitors in a creative way to inform people about the location to visit, explore, and possibly live or relocate your business here. It encourages visitors and residents to interact and share their experiences, spreading the word of mouth about the location. They have themes that people can select their interests and relate to them.
Question #27	What elements/components of the My Greeley campaign are you most proud? Why?
Answer	We are proud of the evolution of the campaign from when it was first launched. We redefined the campaign so our residents and visitors could relate and experience the campaign in one way or another. The tagline "Greeley, a story best lived in." is resonating with our residents and is being adopted.
Question #28	Do you have specific expectations around budget and/or time commitment? For example, will the selected agency need to have a staff member employed full-time on this project?
Answer	The expectations of the selected agency are to be responsive, reasonably accessible and able to deliver on promises, honest, and respectful as the agency should act as an extension of our City of Greeley team, working independently on our behalf to meet marketing goals and objectives while caring about our image and treat it like it's their own, working within the budget while producing quality work and maximizing efforts within the budget, remain creative and view Greeley from a fresh perspective, and set goals and deliver on expectations. We are hiring an agency to do this work as we do not have the staff capacity in-house to develop and implement. A successful vendor relationship includes meeting on a weekly basis to discuss campaign strategies and working initiatives. The vendor remains responsive, replying to questions and requests in a timely manner, with at least a 24-48 hour turnaround time for response. The vendor is honest and respectful, acting as an extension of our city of Greeley team, working independently on our behalf to meet marketing goals and objectives, but caring about our image and treating it like it's their own. Working within the budget and producing quality work, as mediocrity is not acceptable. Maximizing the city of Greeley's spend. The vendor must show creativity in business innovation, bridging the gap between where we are known as the city and where we are going with purpose. The vendor will develop ideas that have a realistic goal to reach, keeping in mind the limited staff capacity and limited budget of the city. The vendor is expected to deliver on the scope of work and set goals. They will be held accountable to deliver on work and serve in the city's best interest when developing the image campaign.
Question #29	What have been some of the success of the image/branding campaign so far? What about disappointments?
Answer	Successful points of the campaign include social media growth, enhanced website design for better user experience, and increased awareness. Disappointments would be that we do not have the staff capacity to dedicate on the campaign.
Question #30	Are you currently engaging residents to participate in the campaign?
Answer	Yes.

Question #31	Can you currently identify any gaps in your existing branding pieces?
Answer	The current gaps would be media placement and strategy. Currently we are doing this in-house, however, we do not have the staff capacity to maximize the efforts within the budget.
Question #32	Will the ability to provide media buying services increase the likelihood of an agency being selected for the image work?
Answer	Yes.
Question #33	The RFP asks for a specific timeline or schedule of work. How closely will that be expected to be adhered to throughout the process?
Answer	We understand in marketing you have to pivot based on initiative results. We would like to have a timeline built and it can be flexible as long as there is clear communication that expectations and goals are being met.
Question #34	Does the City have an existing agency for making changes and updates to the MyGreeley.com website?
Answer	All website updates are done in-house.
Question #35	What were the digital outlets that provided the most organic engagement? a. What was the City looking for previously in terms of engagement? b. How has the use of influencers affected the campaign's direction?
Answer	Marketing content (blog), social media, and referral sites are where we see the most organic engagement. The use of influencers has not affected the campaign's direction.
Question #36	Will the City or the contractor be responsible for gathering further stories and assets for the campaign to keep the content fresh?
Answer	Both the city and the contractor will be responsible for gathering stories and assets to keep the content fresh. Currently, it is a mix between the city and the contractor. This model has worked well. The contractor will be responsible for the top stories and media pitching and the city as provided general evergreen stories from internal staff as it relates to their current city operational projects.
Question #37	Does the City anticipate the need for trans created or translated materials to reach those with limited English proficiency?
Answer	Yes. Our website has Google Translate plug-in for web content. We continue to provide Spanish materials in-house and have a contracted company we work with for translations.
Question #38	What does a successful vendor relationship look like to the City?

Answer	<p>A successful vendor relationship includes meeting on a weekly basis to discuss campaign strategies and working initiatives. The vendor remains responsive, replying to questions and requests in a timely manner, with at least a 24-48 hour turnaround time for response. The vendor is honest and respectful, acting as an extension of our city of Greeley team, working independently on our behalf to meet marketing goals and objectives, but caring about our image and treating it like it's their own. Working within the budget and producing quality work, as mediocrity is not acceptable. Maximizing the city of Greeley's spend. The vendor must show creativity in business innovation, bridging the gap between where we are known as the city and where we are going with purpose. The vendor will develop ideas that have a realistic goal to reach, keeping in mind the limited staff capacity and limited budget of the city. The vendor is expected to deliver on the scope of work and set goals. They will be held accountable to deliver on work and serve in the city's best interest when developing the image campaign.</p>
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