



ADDENDUM #2
Brookhaven Convention and Visitors Bureau (BCVB)
Marketing Services RFQ 19-009

- Do you have a defined budget for the services outlined in the RFP? **Budget will be based on proposals**
- In regard to the collateral pieces:
 - How often do you envision the general interest magazine being distributed? **Annually**
 - Would you like your agency partner to handle the content development (copy and photography) for the general interest magazine? **Yes**
 - Does printing for the collateral need to be included at this time? **With and without, please.**
 - How many rack brochure(s) and/or folder design(s) do you envision? **50,000 rack/1,000 folders to start.**

Would you be able to provide initial information on your target audience – demographics, geographies, etc.? **Upscale of the metro Atlanta audience**

What do you consider Brookhaven's primary travel markets? **TBD – I would expect greater Atlanta Metro through the Southeast US**

We note that reporting and analysis services are not line itemed in the scope of work. We often rely heavily on regular reporting to determine what is and what is not working, especially in areas like SEO, social media and digital advertising. Are you open to our including an ongoing reporting and analysis bucket to track how the efforts are trending against objectives? **Absolutely**

You indicate a heavy need for content creation, can you elaborate? Do you envision this content will be written/ongoing by the agency you award business to? **There is no current content that is Brookhaven-specific**

Do you currently have a Google Analytics account? Or any other software? **Not yet. No URL yet**
Are you planning to host internally? Or are you looking for a partner? Where is the site hosted now? **No existing site, recommendations are welcomed.**

What type of conversion are you looking for on the website? **No site yet, so recommendations are welcomed**

With regard to industry partners on the website, what role do they play? Promotion? Conversion? KPIs that have been promised and need to be delivered upon? **We anticipate the content will be engaging, not listings. Click thrus should be to the partner sites and tracked in analytics**

Is there any other special functionality related to the website that you're looking for? **No booking engine. Perhaps itinerary builder or other recommendation.**

What will drive the decision between Simpleview and IDSS? **Experience and cost**

Are you looking for a partner to recommend a CMS? Or do you prefer to keep the site with your current CMS? **We do not have a CMS at this time. We will use the CMS of the CRM or as recommended.**