



ADDENDUM #3
Brookhaven Convention and Visitors Bureau (BCVB)
Marketing Services RFQ 19-009

) Will the new name be Discover Brookhaven or Explore Brookhaven? If the latter, will the existing brand ID go away? *We do not own DiscoverBrookhaven.com and may not be able to purchase it from the current owner. Ideally, we would want to purchase it, but if it is not available, we will need to start with a new URL and ID.*

2) If neither in the above are to be used, will naming need to be included in the proposal? *You may make suggestions, but naming will be part of the branding process and may not be immediate.*

3) Please elaborate on how many "multiple versions of experiences" of the logo you envision. Will these be sub-brands of the main identity? *If we create events that are destination-centric, we would want to expand the brand of Brookhaven through these events. At this time, I anticipate no more than 3-5.*

4) Please elaborate on why the tourism brand, which is a separate audience from the city and its residents, will need to maintain the city's branding standards? *For branding consistency. The city is new and the CVB is newer. We will collaborate on product development and well and branding.*

5) Would the client be amenable to visitor research to better determine what would resonate with target audiences? *Absolutely.*

Website:

1) Have the proposed URL's been purchased? *No*

2) When will the CRM be chosen? Please elaborate as to why the CRM is being contracted prior to a website CMS being developed so as to ensure the two will integrate with each other? *We have reduced the selection to Simpleview and IDSS. If your organization has experience or preference with either, you may state that in your proposal. Nothing will be purchased prior to January 9.*

3) Is the agency responsible for writing all website content? Will the client provide any base content? *This will be collaborative*

4) How long will reporting need to be provided by the agency post-launch? Will the client prefer a website monthly maintenance agreement be included? *Reporting will be on-going and a monthly maintenance proposal is expected.*

SEO:

1) Will the client want an on-going SEO package included in addition to the launch package for the website? *Yes*

Digital Ads/PPC:

1) Will agency be responsible for developing ad placement calendar, procuring ads & deploying to the vendor? *It will be collaborative, with the agency making recommendations.*

2) What is anticipated annual ad budget? *Based on proposals.*

Social Media:

1) Will agency be responsible for creating all social channels deemed necessary in research? *Yes.*

2) Is agency responsible for maintenance of the channels post creation? If not, how much content creation & asset procurement will need to be provided by agency? (one month worth of posts? three months? etc) *At least 6 months. This can be a separate monthly proposal.*

3) Are there any existing photo assets for Brookhaven tourism? *No.*

Collateral Material:

1) Will a photo shoot need to be included for the magazine? *Yes.*

2) How many pages will the magazine include? Will all content need to be provided by the agency? *The magazine will be as large as needed. If you would like to include estimated printing costs based on length of publication, you may do so. Otherwise, you may propose a length that you will provide services for.*

3) Where will it be distributed? *In hotels, visitor centers, by mail.*