



ADDENDUM #4
Brookhaven Convention and Visitors Bureau (BCVB)
Marketing Services RFQ 19-009

- Can you provide more detail on your objectives, for instance, are you looking to attract visitors, residents, business development and/or planners? Primary goal is to attract overnight visitors, however since this is a new branding opportunity, we would need to engage residents and business owners, too. We have limited meeting space in Brookhaven, so meetings are not our first priority. We will want to add a meetings component moving forward.
- What role do meetings and meeting planners play in your efforts? Not first priority. We will do a needs assessment with the hotels and STR prior to engaging meeting and group planners.