



**ADDENDUM #5
Brookhaven Convention and Visitors Bureau (BCVB)
Marketing Services RFQ 19-009**

1. Will social media be handled in-house once the site and campaigns are launched? Or do you expect ongoing support from the agency for social media content maintenance?

Our intent is to have staff in place to assume Social Media Management by July 1. Support from the agency will be expected throughout the year to create Content Plans to support staff moving forward.

2. What internal capabilities does Brookhaven currently have for social media management?

Internal capabilities will be on-boarded within the first six months of 2019.

3. In the following sentence, All content should be from the visitor's voice and no listings will be allowed on website, social media or collateral. What do you mean by ***no listings***? Please describe

Website should be engaging content. Restaurants and hotels should be included in descriptive copy, not listed.

4. In section 4.5 with regards to payment terms, is that a Net 30?

Agreed to retainer will be paid monthly. Payments for placed media will be paid once run and with documentation of such run.

5. What existing CVBs or Tourism related websites, collateral, and social media accounts resemble the direction you would like to see taken for Brookhaven?

With no history, we are looking for best practices and professional recommendations on the best trends and creative for the new website and brand.

6. What does success look like for The City of Brookhaven with the launch of the website, social media, and collateral?

With no history, we are looking for engagement growth in the first year. Staff will work with the agency to tweak all SEM and placements to ensure positive traction.