

Creative Services

Pace Communications

- Does not submitting for the website impact the CVB's decision on who will be awarded the creative services rfp? **No**
- Clarify request to provide information about technical capacities of respondent's firm to meet the scope of services for the firm's other major travel/tourism/hospitality clients – **Tell us what experience you have working with other travel/tourism/hospitality clients**
- Of the \$180k budget, how much are you allocating for a complete buy-out of all photography/images including modeling fees, production fees? **We do not have a specific budget in mind. That is for you to determine when researching the details for your proposal.**

Daniels+Roberts

- Is this RFP for Creative Services a mandatory initiative? **We follow County government procurement protocol and go out to RFP every three years for creative services.**
- Why are you looking to change your current Creative Services agency? **Following Sarasota County procurement protocol we are due to request bids for Creative Services**
- Has the incumbent agency that handles Creative Services (Miles) been invited to participate in the RFP? Have they acknowledged affirmatively? **They are aware of the process. We do not seek confirmation by incumbent agencies as to whether they will bid on services.**
- Have the other agencies that handle the digital advertising services, media buying and market research been invited to participate in the RFP? Have they acknowledged affirmatively? **We issue a legal notice so that anyone who wishes to bid can bid. Until we receive the proposals, we have no idea who all the respondents will be.**
- Will you be establishing a short list and then assigning a project to make your final decision or will you be making your final decision based on initial evaluations? **Please review section F of the RFP for a detailed explanation of the RFP process and deadlines.**
- If establishing a short list, will you share the short-listed agencies numerical scores per criteria? **Please review section F of the RFP for a detailed explanation of the RFP process and deadlines.**
- Are you willing to share established/prioritized KPIs for 2018? **We look at signals of intent to travel: Visitor Guide requests, Visitor Guide downloads, E-newsletter signups.**
- If selected, will you supply primary research related to visitors to Sarasota County in 2017 and 2018, a breakdown by percentage for leisure, group, travel trade as well as top feeder markets for each? If you have sub-segment information for niche markets, will you provide that information as well to support new message development based on niche profiles? If not, will you consider additional research to determine and validate appropriate messaging/offerings? **We will make the research that we have on hand available to the selected firm.**
- What are the top hurdles you are facing in the current communications environment? **We must continue to develop creative that resonates with consumers and inspires them to travel to Sarasota County. This same creative must also garner buy in from diverse industry partners who all desire to see their business niche included.**
- Can you provide us with direct marketing initiatives that have been used in the past year. **We can provide you with samples of print ad creative and TV spots.**