



QUESTIONS / CLARIFICATIONS
Agency of Record | Brand Development & Paid Media

RFP 2024-MKT01

1. I was wondering if firms located outside of Nevada will be considered and also what's the budget for the project?

All respondents will be considered on their merits, regardless of location. Budget estimates can be found on Page 15 of the RFP.

2. Can you confirm there is no creative assignment you wish to be completed as part of the RFP, and that you are only looking for an overview of our recommended strategy (as noted in Preliminary Analysis on pg 15 of RFP)?

Confirmed, there is no hypothetical creative assignment to be completed as part of this response.

On Pages 13-15 of the RFP, there are details related to the requirements of a prospective agency. A preferred response should include information encapsulating the Project Requirements, and addressing the sections: Description of Proposer, Additional Information Requested and Preliminary Analysis, in a manner that does not leave the selection committee with questions related to those topics.

3. Should we assume the budget referenced is to cover only agency fees for the work, or does this need to include OOP budgets for any news-driving creative campaigns/activations recommended?

The Budget Estimate on Page 15 of the RFP is to cover agency fees for the work. If a respondent foresees additional costs to campaigns recommended in its response, those additional cost estimates should be clearly defined.

4. Can you confirm a designed deck, with attached addendums and signed sections will suffice for submission? Or do you prefer a word document?

The submission format outlined in this question would be considered, assuming all requirements are met.

5. How important is it to you to have a team based near Reno? We are a hybrid agency with presence in San Francisco, New York, Miami and Greenville, SC.

All respondents will be considered on their merits, regardless of location. "Proximity," as noted in the Evaluation of Proposals, can also be read as "accessibility" or "availability."

6. Can you share an example of media coverage within the last year that was impactful to the brand?

It is the expectation of Reno Tahoe, and the Reno-Sparks Convention and Visitors Authority, that awarded agencies will have the tools, experience and expertise to discern successful/impactful media coverage based on relevance of placements, both demographically and statistically, as well as Reno Tahoe brand recognition, message penetration, and tone.

7. Is there an example of coverage that drove traffic to the website that sticks out to you?

This is a good question and an example of possibilities to be explored.

8. Do you have an example of a successful influencer partnership that you felt was impactful?

This month, Reno Tahoe worked with David Nguyen to feature AAPI dining in Reno Tahoe.

https://www.instagram.com/reel/C6t6jn-pFQ6/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==

9. Does the provided budget include hard costs for media visits and influencers?

No.

10. Do you view influencers as part of this PR RFP, or do influencers fall under social/marketing?

The influencer/social media allocation does not fall under the purview of this specific budget. However, it is expected that the awarded agency(ies) would recommend relevant social media strategies and/or partnerships when needed or as opportunities arise.

11. If influencers are handled by the marketing team, would the PR team be able to suggest influencers based on research/FAM requests?

Yes.

12. Can you provide examples of third-party partners you work with frequently? How often are they involved in press/media efforts?

BVK – Marketing Agency of Record, Paid Media

KPS3 – Web Development/SEO

Future Partners – Research/Visitor Profile Studies

The goal is to work with all marketing partners at the level of basic communication of goals and activities to ensure that opportunities and efforts can be maximized to the benefit of Reno Tahoe and the destination. Communication of goals, activities and achievements is much more frequent than coordinating efforts amongst third parties.

13. Is there a trip with a journalist to the Reno-Tahoe area your team viewed as a success? What made it successful?

There are many examples of multiple placements, across various digital outlets, featuring individual bylines. Most of those examples are the result of in-market media visits, which are still the most effective initiatives generating positive (and repeat) coverage.

14. In section 10 of the RFP, under references, it says: References must be companies or associations contracted within the last three years for executive level searches. Does this mean references need to be clients that have started working with us in the last three years?

Please provide references which are relevant to your agency's recent work. The references do not need to be new to your business within the last three years.

15. How much do you prioritize promoting individual venues? What level of PR support is your team expecting for events at your owned venues?

Reno Tahoe-owned and/or managed venues are very important to the organization's efforts. Each venue is unique and, therefore, the audiences for each venue are unique. In addition, events and attractions held at individual venues can also be diverse, from concerts and trade shows to livestock and motorsports.

PR support for venues, and events at those venues, will vary greatly depending on need and audience. Support may include, but is not necessarily limited to, writing press releases, pitching stories/live shots, organizing interviews and media availability, and client relations.

16. What is the evaluation criteria?

Specifics related to the evaluation criteria fall under the topics listed in the Evaluation of Proposals section on Page 6 of the RFP.

17. Can you please share your latest web and SEO performance reports, so we can understand what keywords and content are naturally driving visitors to your website? We will use this to inform our SEO-driven PR strategy.

We prefer not to do so during this process.

18. Are there specific existing community organizations that RSCVA has ongoing partnerships with that the selected agency should plan to coordinate with on community engagement initiatives?

Reno Tahoe works regularly with lodging operators housing a substantial bed base. Reno-Tahoe Airport Authority, EDawn and the Reno-Sparks Chamber of Commerce are also examples of community partners.

19. Can you share an example of previously successful community engagement activities that RSCVA has executed?

Within the last six months, Reno Tahoe has executed multiple venue activation and community engagement projects at the National Bowling Stadium, inviting the community to bowl on the championship lanes while benefiting local non-profit organizations.

20. Will the PR agency be tasked with getting awareness of individual events that are held at the four properties owned/managed by the RSCVA? If yes, is the focus raising awareness among locals in target markets?

Yes. Focus will vary and can include raising awareness in local/regional/national markets, driving attendance and more.

21. What does success look like for the agency or agencies hired to provide PR services? Do you have existing KPIs established?

The awarded agency(ies) will be tasked with generating and reporting traditional PR metrics, including impressions, reach and a certain number of positive placements with preferred messaging, as well as organizing a number of successful media FAMs and individual visits. Reno Tahoe will work with awarded agency(ies) to determine goals and metrics relevant to the contracted services.

22. On that note, what are the pain points with your current PR program?

Assessments on past and future performance will be discussed with awarded agency(ies).

23. Is there an internal preference between working with one agency or two, with one handling in-state and one handling national?

No.



24. Are there any other Nevada-based or regional CVBs that you consider working with to be conflicts of interest?

Yes.

25. Of other destinations across the US, are there any that do an exceptional job in PR that you would like to model your program after?

The Reno Tahoe destination is unique and must be promoted as such.