



**ADDENDUM #1**  
**CITY OF SALEM RFP 23-29-PLAN**  
**DESTINATION MARKETING**  
**DECEMBER 15, 2022**

Please see the following bidder questions and the City's answers. **All other terms and conditions remain unchanged.**

- Q. The RFP references to create or maintain the current strategy? Can you share the current strategy document? Who will decide to create or maintain? Will research drive this? Is research part of the scope? Do you have existing research? How old is it? Where are the gaps in the current research?
- A. The current strategy was created and has been carried out by the current vendor, which is a 501(c)6 organization that partners with the City for destination marketing. Any new strategy will be created and maintained by the successful vendor.
- Q. Will the existing brand be used? Do you have a brand strategy? Can you share this documentation?
- A. The existing brand was created and continues to be managed by the current vendor. The organization's brand strategy is property of the organization, and the city is not able to share documentation.
- Q. What research and data do you have on your target audiences (regional, national, and international)? Is audience research/segmentation/identification part of this scope? Provide your current budget breakout by audience (media dollars invested to talk to each segment)? Do you have an existing marketing plan? Can you share this? Is it working?
- A. The current vendor has conducted market research and has tailored its marketing efforts to draw in various population segments. The organization has tailored its budget as needed to accomplish its identified goals to target the desired audiences. The current vendor develops and maintains its marketing plan and is the property of the organization; the city is not able to share the document.
- Q. Please provide more info on expectations to "respond to calls for information..." How many hours should be allocated for this each month based on your current partner/agency?
- A. The City declines to answer.
- Q. Do you have a co-op ad program now? Can you share? Is it working?
- A. The current vendor runs a co-op ad program which accounts for a significant portion of the organization's budget.
- Q. How many social accounts do you have? How many hours should be allocated to maintain social accounts and website per month?
- A. The city does not own any social media accounts for marketing purposes. The current marketing socials and the marketing website are owned and maintained by the current vendor.
- Q. What is the size of your marketing staff (how many people)?
- A. The City does not have a marketing staff.
- Q. What is the budget for strategic/creative and media services?
- A. There is no budget provided for these services. For the past five years the City has allocated \$250,000 from the hotel/motel and meals tax to the destination marketing organization; however, this is not a contractual arrangement and it is not a given that the current and/or future vendors would receive this funding.



- Q. What are the specific goals for the organization? Heads in beds? Tax revenue, etc. Please be specific. How is success measured? By whom and how often?
- A. The City does not mandate quantitative goals for the selected vendor and is more focused on qualitative goals centered around improving the quality of life for Salem residents, providing the greatest economic benefit to taxpayers, and promotion of year-round tourism. While not setting specific performance goals, the City will annually evaluate revenues generated by hotel/motel and meals taxes and also visitor numbers.
- Q. Do you have a content strategy for social and web?
- A. No, the current vendor has handled content strategy.
- Q. Do you have a messaging strategy that will drive engagement/visitors?
- A. No.
- Q. Do you have a media strategy?
- A. No.
- Q. What specifically are you looking to get pricing for? What are the specific deliverables? Or maybe you are looking for an hourly rate?
- A. The City refers vendors to the RFP and the price proposal form. Submit an annual fee, not an hourly one.
- Q. Is there an identified budget range for this project that you can share?
- A. The City declines to answer.
- Q. Are the expected services and budget expected to include a media buy?
- A. The services and budget should include a media buy if that is part of your organization's marketing strategy.
- Q. Would you consider, or do you anticipate, hiring more than one vendor for this RFP?
- A. No, only one vendor will be selected.
- Q. The following duties seem to fall under the responsibilities of a Visitor's Center, would the awarded vendor be working with Salem's town personnel to provide them with materials to meet these needs? The RFP states: "Respond to calls for information requests, directions, press inquiries, etc."
- A. The City does not consider these duties to be under the purview of a visitor's center, but the successful vendor would work with the City to respond to press inquiries.
- Q. This project scope falls under Event Planning. Are there tour experts in place that we would be working with to achieve this goal? The RFP states: "Organize and implement familiarization trips for press and tour operators."
- A. The successful vendor would be expected to procure tour experts for such an operation if they deemed it necessary.
- Q. Is there a website in place that we would be refreshing, or will we be designing and developing a new website? The RFP states: "Maintain social media accounts and a website with a calendar of events..."
- A. The successful vendor would design and develop a new website.