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Q: Under Scope of Work one of the agency's responsibilities is to secure contracts with an Online Travel Agency. Is this expense to come out of the $2.8M over three years or is it the Agency's job to negotiate the contract only and costs associated with the OTA contract would come out of a different budget?

A: This refers to media and advertising with OPTAs such as Expedia and Trip Advisor. The negotiated contracts will be for media.

Q: Would you like us to submit two separate proposals, or would you like us to compile both into one submission? Please let me know how you prefer we approach this since we're submitting for both!

A: Responses should be submitted and shipped individually and labeled accordingly as outlined in the individual RFP.

Q: I notice the budgets provided will be in phases across three years. Can you please confirm the budget allocations and timelines for each phase?

A: Tentatively, 60% of the budget will be allocated in FY23. 20% will be allocated in FY24 and 20% will be allocated in FY25.

Q: With the "development and execution of multi-city marketing co-op; and development and execution of casino, hotels and attractions marketing co-op"?... is this solely funded by TRF2 funds or is there a plan to use a portion of the bed-tax budget?

A: The minimum contract amounts outlined in the RFPs are aligned with the TRF2 budget. There is a potential for the addition or inclusion of operational funds.

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Q: Based on this RFP, it would seem that TRF r2 marketing funds will be available soon. Will these funds be available for use beginning May of this year?

A: The budget outlined in the RFP is based on TRF2 fund availability.

Q: Moving into 2023–2024, what are the most important KPIs that the destination's success should be measured on?

A: KPIs for FY24 and FY25 will be determined as the marketing plans are created. Currently, measurable KPIs include campaign driven site engagement, interaction with content, relevant performance, CTR, VCR, audience delivery, impressions, engagement, occupancy, enplanements/deplanements, leisure and hospitality jobs, and leads and bookings.

Q: Besides the top of the funnel brand campaign, what are the key areas of focus in marketing and advertising (e.g. meetings and ports, eco-tourism, DEI etc)?

A: A robust focus in the following areas is of upmost importance:

- Meetings and Conventions
- Sports Tourism
- Sustainable and eco-tourism
- DEI (Integrated)
- Accessibility and accessible tourism
- Destination celebrations
- Attractions

Q: What are the current and future plans for the Coastal MS website and how would you like your agency partner engaged?

A: The Coastal Mississippi website needs a full refresh/redesign, and the creative agency would be responsible for design and working with the vendor to implement.

Q: What keeps you up at night on the future success of Coastal Mississippi tourism?

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A: The focus of Coastal Mississippi's marketing department is to evolve the brand and showcase the unique local flare our 12 coastal communities have to offer.

Q: What kind of reporting would you find beneficial that you are currently not receiving?

A: Reporting with insight into campaigns by DMA is expected. Agencies should provide insightful, real-time data through analytics software via a dashboard(s). Reporting should be transparent and customized for Coastal Mississippi. The agency should create smart reports that track KPIs from various sources. The data should be filtered by campaign/DMA/date, and the reports should present meaningful information from which actionable recommendations can be made.

Q: What are the top 3 questions you have about marketing performance you would like to see answered in reporting deliverables each month?

A: Marketing performance should produce results that align with Coastal Mississippi's goals and objectives. The performance analysis should guide the marketing strategies and decisions. The reports should be a complete overview of an individual campaign's overall performance in specific DMAs.

Q: Are there any aspirational markets you'd like to consider targeting with media moving forward?

A: Emerging markets will be determined as the marketing plan is developed. Currently, our growth tiers are Birmingham and Memphis, and our opportunity tier includes Nashville and Huntsville.

Q: What segments of the sports events market are you most interested in reaching and why?

A: Cheer, volleyball, baseball, softball, agritourism sports, golf, and fishing are currently within the scope of our market, displaying a trending increase of interest within the region.

Q: What types of events are you most ideally suited for?

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A: With temperate seasonality, Coastal Mississippi is ideal for indoor and outdoor events including fairs, festivals, concerts, holiday, and sporting events. Currently our largest events include classic and custom car shows, sport fishing tournaments, music festivals featuring local culinary specialties, Blue Economy, and arts.

Q: What elements of your brand (ie logo, tagline) do you plan to carry forward?

A: We will move forward with the Coastal Mississippi brand with the elimination of the current tagline and the creation of a dynamic call to action.

Q: Is there anything off limits?

A: All creative ideas are welcome with the expectation that the agency researches our past brand elements and delivers dynamic creative that addresses diverse offerings of the region grounded in southern hospitality.

Q: Are there campaigns from other destinations that inspire you?

A: Coastal Mississippi is a unique destination inspiring its own abundance of creativity.

Q: Where do you see the largest growth potential in the next 3-5 years?

A: Coastal Mississippi's largest growth potential is in sports tourism, sustainable tourism, and destination celebrations.

Q: What do you see as your biggest challenges in the next 3-5 years?

A: The impact of travel costs, economic strife, political unrest, and supply chain.

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Q: When people hear "Coastal Mississippi," what do you want them to think?

A: Coastal Mississippi should be identified as a desirable destination that not only introduces a sense of community through our southern hospitality but also the thrill of discovery and wonder for family and generational experiential travelers.

Q: Does the scope of work include development of digital assets including video production?

A: No. Development of all assets will be a collaboration of the selected creative agency, photographer/videographer, and Coastal Mississippi staff.

Q: Is there a library of previously created video or other digital assets that can be used for promotion?

A: Limited digital assets are available for use.

Q: Is it required for the company to be based locally or in state? Will preference be given to an in state company?

A: This is not a requirement.

Q: What is the place of performance / location? Can work be done remotely?

A: There is no designated place of performance/location.

Q: Is there an incumbent for this project? If so, who? And how long have they been in place?

A: Yes, there is an incumbent.

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Q: "Scope of Work" section notes the selected agency would manage TRF2 funds. Can you confirm this acronym and elaborate on associated responsibilities?

A: Tourism Recovery Funds (TRF) are grants received by DMOs. The money is allocated based on a budget established by the DMO to pay for advertising. Responsibilities include accurate and timely invoicing with appropriate backup among other details.

Q: Item D. Organization's Structure and Experience requests an organizational chart "including any subcontractors" who will work with Coastal Mississippi. Can you please provide further definition for subcontractors? Does this include any and all outside sources (such as third-party vendors) or those specifically contracted with the selected agency?

A: Subcontractors equate to third party vendors that will perform work or service to the Coastal Mississippi account. Any and all proposed outside sources should be included if they will work on the Coastal Mississippi account.

Q: Item G. Budget requests a proposed budget for creative assets production, creative account management and out-of-pocket expenses. Can you provide clarification here as these elements do not align with the outlined scope of work? (seems this description is from the Creative Agency Services RFP)

A: You are correct. The proposed budget should be for a media buying, negotiation, and analytics to support the paid media plan.

Q: There is no mention of providing our agency compensation process. Is this something of value?

A: Please feel free to include this; however, the compensation process will be negotiated based on federal procurement regulations, grant guidelines, and Coastal Mississippi's billing policy. Please review the Billing section on page 3 of the RFP.

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Q: The "standard contract template" to be referenced for this proposal was not included following the RFP outline. Can you please share?

A: The sample contract can be [viewed online](). This is a very broad sample and will be customized.

Q: Has Coastal Mississippi worked with an agency for these proposed services in the past? If so, can you share the name of the provider/partner?

A: Yes, there is an incumbent.

Q: Is there a current agency of record providing these services? If so, can you share the name of the provider/partner?

A: Yes, there is an incumbent.

Q: Step 1 of the Selection Process within the "Evaluation & Selection" section notes that 15% of the scoring will be based upon "Evaluation of Prior Work." Are past media plans, budgets and supporting documentation permissible in addition to the limit of three case studies?

A: These are submissible with the case studies.

Q: Would Coastal Mississippi award multiple contracts (Creative, Media Buying and Paid Social) to one agency? Or do you prefer to have multiple agency partners?

A: Coastal Mississippi will select the best agency for each service.

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Q: The RFP mentions that small, minority and women-owned businesses respond to the RFP, but there is no mention in the scoring criteria. Will there be any preference given to MBE participation?

A: Coastal Mississippi will comply with federal procurement requirements and the enumerated requirements association with the Tourism Recovery Fund Grants.

Q: If we are responding to multiple RFP's (creative, media buying, paid social) – can we ship our responses in one package?

A: Responses should be shipped individually and labeled accordingly as outlined in the individual RFP.

Q: What are Coastal Mississippi's core fly and drive markets? Do they differ during different times of year?

A: Drive Market –
Primary Tier: Baton Rouge, Jackson, Mobile-Pensacola, New Orleans
Secondary Tier: Columbus-Tupelo, Hattiesburg-Laurel, Lafayette
Growth Tier: Birmingham, Memphis
Opportunity Tier: Nashville, Huntsville

Fly Market –
Charlotte, Atlanta, Houston, Dallas-Ft. Worth, Orlando, Minneapolis-St. Paul

Q: SEO is listed as part of the paid media scope. Since SEO is heavily content driven, what specifically are you looking for as part of the paid media contract?

A: SEO in native or sponsored content

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Q: Do you have any ongoing media contracts that need to be supported (ex. OTAs)?

A: Not at this time.

Q: What are the key performance indicators that your media and analytics agency will be judged on? Increased lodging sales, impressions , clicks, etc?

A: KPIs for FY24 and FY25 will be determined as the marketing plans are created. Currently, measurable KPIs include campaign driven site engagement, interaction with content, relevant performance, CTR, VCR, audience delivery, impressions, engagement, occupancy, enplanements/deplanements, leisure and hospitality jobs, and leads and bookings.

Q: Have you migrated to Google Analytics 4 yet? Or is that something you would need your agency partner to prioritize and execute?

A: We are in the process of GA4 migration and will not be a priority.

Q: If you have already migrated to GA4m how long have you had it collecting data? (Will you have 6 months worth of data collected in it by the time July 1, 2023 rolls around?)

A: Yes. We will have six months of data collected.