

Visit Longmont RFP Questions & Answers

Q: For the Advertising Program scope of work, could you let us know what the length of that work would be, as in how long are we expected to do that work within the budget identified?

A: This RFP outlines work for the calendar year 2024. We seek a long-term partner, so budget permitting, the work will continue past 2024.

Q: Would you need any content migration services?

A: Please include content insertion and formatting for the website portion. Visit Longmont will provide the content files as PDG/JPG format for images and Word doc or Excel doc format for text content. Video content will be provided in whatever format is need for the website.

Q: Would you need any original or stock videography or photography?

A: If your budget allows, please include estimates on gathering new original or stock videography and photography.

Q: Would you require hosting, DNS or SSL services?

A: Yes, please include these services.

Q: Is there a CMS that you have a preference for over the other?

A: No, we are open to CMS recommendations.

Q: What CMS platform do you use currently?

A: We currently use Simpleview CMS.

Q: How much content do you currently have on your website?

A: We currently have approximately 123 pages generated both statically and dynamically. We expect the page count of the new website to be based on optimal user experience design. So this number may change.

Q: Could you let us know if you have a local preference or are you open to a Canadian agency that has done similar work with clients across the United States, with some currently being the States of California, Colorado and Wyoming?

A: Visit Longmont encourages local vendors and partners. However, we are open to all potential bidders' proposals and ideas.

Q: We work with other destination organizations in the State of Colorado. Can you provide more context or criteria for what would be considered a conflict of interest in our interactions with those other organizations? Are there specific scopes of services provided to other destinations that would be considered conflicts of interest?

A: We would consider conflict of interest on a case-by-case basis. A specific conflict might be a similar advertising campaign; or, if an agency representative had a conflicting relationship and would benefit financially. We encourage all proposal ideas at this time and also do consider regional and DMO industry knowledge helpful.

Q: Is there a target launch date for the new website, and if so, what is driving those timelines?

A: There is no specific date driving website launch, though we want to proceed as quickly as is thoughtful, strategic and reasonable. We seek to launch within the 2024 calendar year.

Q: How old is the current Visit Longmont branding, and are there any plans for a rebrand in the coming year(s).

A: Visit Longmont incorporated minimal branding updates within the last couple of years. We are open to suggestions for improvement and enhancement.

Q: Is there a specific breakdown in the budget for the website versus the digital marketing components?

A: No – we are looking for recommendations for the most effective budget breakout to drive maximum campaign performance.

Q: Can you provide us with a recent rate card for your guide ad sales?

A: We will provide this to the contract recipient.

Q: Can you please provide details on your annual visitor guide requirements, including circulation and specs?

A: Our visitor guide print circulation is roughly 7,000

Please see the online visitor guide at: <https://www.visitlongmont.org/plan/visitors-guide/digital-visitors-guide/>

Q: Do you have an existing email marketing platform (e.g. Contact Contact) the vendor will manage your e-newsletter in or do you prefer that the vendor to provide one?

A: We currently use Constant Contact. We are open to suggestions for a new email marketing platform and templates. We anticipate we will manage the e-newsletter internally, however we are open to budget recommendations.

Q: Do you have any existing data or customer insights that can inform our email marketing strategy?

A: Outside of what is provided in this RFP, we will provide detailed data as part of the planning stage of this campaign to assist with strategy development.

Q: What level of personalization and automation are you looking to incorporate into your email campaigns?

A: We seek our partner to work with us and provide recommendations in this area.

Q: Can you provide details on the metrics/data you have access to in your Zartico dashboard?

A: Visit Longmont, through our Zartico dashboard, reviews these top level data points, including but not limited to:

- Visitor to Resident Ratios, Visitor “hot spots”
- Origin Markets
- Average Visitor Spending, daily, by category, by Point of Interests (POI)
- Demographic data
- Website Core KPIs
- Social Media metrics