

1. Reference: Section I – Additional Summary
  - a. Who is the current agency of record?  
Currently the Helena Tourism Business Improvement District (TIBD) doesn't have an agency of record.
2. Reference: Section III – Proposal Preparation – Written Responses Distributed
  - a. Are there specific requirements for the written proposal submission such as font size, font type, etc.?  
No there are no specific requirements for the written proposal.
3. Reference: Section V – Scope of Work – Research & Analytics
  - a. What type of information will be shared with the winning agency to help track ROI? IE historical occupancy percentages for Helena, etc.

Any relevant research will be shared with the winning agency, including occupancy rates, website statistics, etc.

The Helena TBID utilizes the Institute for Tourism & Recreation Research (ITRR) to refine its target audiences, including why visitors are attracted to Montana. ITRR conducts travel and recreation research in Montana, with a primary focus on the nonresident travel survey conducted throughout the state. ITRR is perhaps best known for producing the widely used statewide estimates of total nonresident visitation and travel expenditures, as well as visitor characteristics, in the state each year, along with the annual estimate of the economic contribution of nonresident travel to Montana's economy.

In addition, research provided by Destination Analysis about Montana's potential high value visitors and strategic messaging to create targets and messaging is utilized.

- b. Are there baseline KPIs that are already established? IE Occupancy growth expectations, specific targets for increase in phone calls to the Visit Helena office and/or website visits, etc.

Yes, there are baseline KPIs for # of hotel rooms sold/occupancy growth; website visits; as well as visitors to the Visitor Information Center and online requests.

4. Reference: Section V – Scope of Work – Scope of Work 5.2.2
  - a. Are all Visit Helena social channels currently physically being updated by staff at Visit Helena or are changes being requested by Visit Helena to a vendor to make updates? Or both?

Yes, Visit Helena social channels are currently being updated by staff.

5. Reference: Section V – Scope of Work – Scope of Work 5.3
  - a. Are the HelenaMT.com and BikeHelena.com website changes currently physically being updated by staff at Visit Helena or are changes being requested by Visit Helena to a vendor to make updates? Or both?

Website changes are being updated by both staff and the website designer Edge Marketing.

- Can we see your annual marketing plans?

Yes, marketing plans are attached.

- Can we see examples of previous materials that have been created?

Yes. I have attached one item each for Visit Helena and Bike Helena.

- Can we see previous media plans?

Yes. Media plans are attached.

- Does the annual budget include media buying/placement?

Yes, the total marketing budget is \$125, 000.

- What does success look like for this ongoing campaign?

#### GOALS

1) Increase arrivals, length of stay, and expenditures of Helena visitors by raising their overall level of awareness of Helena as a must stop destination within Montana due to its recreational, cultural, and historical attractions and activities.

2) Increase awareness of Helena as a destination and encourage visitors to Glacier and Yellowstone National Parks to take advantage of Helena as a travel destination due to its convenient geographical location.

3) Increase awareness of Helena's historic, cultural, and recreational attractions among meeting and convention planners, helping them view Helena as a "see and do" destination.

4) Promote Montana to target groups/events.

- Success will be measured by increasing inquiries to websites and increasing overnight stays increase in occupied room nights (from July 2019 - June 2020) over the previous year (from July 2018 - June 2019).
- Conducting research annually to measure results of advertising, web marketing, and improvements in ROI.
- Defining marketing strategies and methods for measuring ROI.
- Increasing the number of user sessions by 10% per year on the CVB/TBID/Chamber website.
- Increase productivity of the Helena TBID administration, project development, and overall marketing efforts.
- Develop a cohesive, effective marketing plan.
- Enhance tracking/reporting and ROI from Helena TBID advertising.

Can you give us a breakdown of your budget in the following areas?

- a. Agency Services (Was the amount in the RFP of up to \$125,000 for agency services only?).

Total Marketing Budget is \$125, 000.

- b. Media/Ad Buys

Total Marketing Budget is \$125, 000.

- c. Are there differences between [www.helenamt.com](http://www.helenamt.com) and [www.bikehelena.com](http://www.bikehelena.com) in terms of budgeting?

Yes, 85% of the budget is dedicated to Visit Helena.

- d. Any other marketing/advertising budget items?

- It looks like we can prepare hard copies of the RFP or email and electronic version. Which is your preference?

Hard copies please.

- Scope of work:
  - Price quote for each project. Are you hoping all these items will fit into your first-year budget of \$125,000?

Yes, Total Marketing Budget is \$125, 000.

- 5.1.1.1 through 5.3, are you wanting costs outlined for each item? If so, can a range be provided?

Yes. A range can be provided.

- Evaluation Criteria and Score Sheet
  - Customizing the plan and method of providing services – can you outline which sections the scoring team will be referencing when providing these scores?

SECTION V- SCOPE OF WORK and SECTION VI -QUALIFICATIONS

(Looking closest at the following sections: 5.1; 5.1.1; 5.1.1.1; 5.1.1.2; 5.1.2; 5.1.2.1; 5.1.2.2; 5.1.2.3; 5.1.2.4; 5.1.3; 5.2; 5.2.2; 6.3.3; 6.3.6; 6.3.7)

- Cost for services – also what section will be used for scoring? Wondering if you're looking for a rate sheet and outline of commissions as well?

SECTION V-SCOPE OF WORK