

## Renton Community Marketing Campaign (RCMC) RFP

### Questions and Answers

1	What is your annual budget for this project?	The annual budget for the campaign has been between \$100,000 and \$200,000. That does not mean, however, that the partners are unwilling to consider proposals outside of this range. We do not have a particular not-to-exceed budget amount at this time. We are looking for competitive budgets from the proposers based on the requirements described in the RFP.
2	Are all costs for purchasing media included in the budget?	Yes.
3	Can you share what RCMC's advertising and marketing budget has been in previous years?	See Q1
4	How will potential respondents get the answers to questions asked in this process?	We will accept questions via email as noted in the RFP, and then post our answers in a Frequently-Asked Questions (FAQs) section of the RFP webpage so that all interested parties have the same information on which to base their response submittals.
5	Can our firm meet with you in person prior to our submittal?	Unfortunately, due to time and staff constraints, we will not be able to meet with interested parties prior to the submittal deadline.
6	Can you please confirm the websites related to this RFP?	The RCMC supports the following three website: <a href="http://VisitRentonWA.com">VisitRentonWA.com</a> , <a href="http://RentonDowntown.com">RentonDowntown.com</a> and <a href="http://whyrenton.com">whyrenton.com</a>
7	Do you want resumes for the proposed team members?	You are welcome to include the resumes for your team members. These pages will not be counted toward the 20-page limit.
8	Where do most of your travelers come from? What is your visitor profile?	These questions are important to the RCMC's efforts to develop a refreshed vision and marketing strategy, and best left to be considered as part of the scope of work included in the contract of the selected consultant.
9	We have a number of photo, video and PR firms that we would work with but we feel that this is a choice best mutually decided with the client later in the process. Is it acceptable to list these partnerships as a placeholder in our proposal?	Responses need to cover the entire scope of the RFP. However, a response could incorporate a partnership with other companies.

10	What KPIs are important to RCMC, city and partners?	We would like the proposers to make those recommendations.
11	In recent years, have you spent more marketing dollars on tourist attraction or investment/business attraction?	We view tourism and business investment as part of an integrated overall economic development strategy.
12	Can you share the annual breakdown in marketing budget as far as Tourism/Visitor attraction vs. Investment/Business attraction?	The marketing budget has been fluid to be able to bolster platforms and respond to opportunities. In recent years, we have increased our investment in visitor attraction to support our growing lodging industry.
13	Are you looking for a firm in the Renton area or are you open to firms across the country?	Any interested firm that believes it is qualified is invited to submit a response to the RFP.
14	We would like to understand the relative size of this project by the number of results you hope to see. Are we talking about thousands or millions of clicks or other measures of digital engagement?	We value tactics and strategies that lead to achieving the goals of the campaign. While digital marketing will be a key component of our efforts, the overall campaign should go far beyond counting clicks or impressions.
15	Do the key funding sources such as Valley Medical and RTC have expectations of their individual visibility within the campaign because they are directly investing? If so, what would be the nature of those expectations? (e.g. do they want to see their logo larger, their brand promoted distinctly-but-within the broader campaign?)	The campaign is represented by unique branding that is used to promote the partners collectively, but there is expectation from the partners that their logos are present and pointed to on websites and in digital marketing efforts, but realize the goal of the campaign is promote Renton as a place to live, work and play and not to specifically advertise the services of the partners. It is through the celebration of the partners contributions to the city and the quality of life in Renton that has been the focus in the past.
16	Who do you consider your competitor cities (for both business/resident attraction and visitors)?	See Q8
17	What is the makeup of your local business community outside of the major manufacturing, finance and healthcare sectors?	Please visit <a href="http://whyrenton.com">whyrenton.com</a> for a list of Renton's top 50 employers.
18	What do you see as sectors of potential growth?	A target industry analysis to identify potential growth areas should be considered as part of the scope of work included in the contract of the selected consultant.

19	In regards to the 20 page limit for the proposal; does that mean the entire proposal we submit must be only 20 pages or less, or, does it mean the proposal we submit must be 20 pages or less <i>only specifically in regards to requirements 1-5</i> , but we could also then have an appendix with as many additional pages of supplementary info as we feel is needed?	Supplemental materials, outside of the response to the outlined requirements, are not included in the 20-page limit.
20	Do you have any measurable goals to define success in each of the priority audiences (businesses, tourists, residents)?	Success will be determined by the RCMC's satisfaction with the work, and evidence that the RCMC is expanding its reach by creating more accessible and high quality content.
21	What criteria will you be using to evaluate proposals? What criteria would you rate as most important?	Proposals will be evaluated based on experience, project approach, completeness of the response proposal, qualifications and proposed timeline and schedule.
22	Is there an incumbent agency for this work?	Yes
23	What is the overall project budget for services (i.e., excluding media planning and buying)?	See Q1
24	What is your current media spend (online and traditional)?	\$25,000 +/-
25	What do you anticipate spending during the project period?	To be determined with the selected consultant.
26	What mix do you anticipate between earned and paid marketing?	To be determined with the selected consultant.
27	Are you comfortable with mobile ad technologies like geo-targeting and geofencing?	Yes
28	Do you have photo and video assets you like and want to keep in service, or should we include new photo/video assets?	The selected firm will have access to existing photo and video content but the RCMC partners would like to see the creation of new assets.
29	Is City of Renton PD in scope, or do they do their own social media marketing for community relations?	The Renton PD have their own social media marketing and are included in the RCMC scope of work.

30	How does unincorporated King County factor into this effort?	N/A
31	Is Renton FD in scope?	No
32	How do Issaquah schools factor in to this effort?	N/A
33	The RFP says this project will build on the current plan but will also “be tasked with re-imagining the messaging and tactics.” Can you share the current plan (or a URL to it)?	We are not able to share these at this time, but will be an integrated part of our working with the selected firm.
34	The RFP press release goals include tourism, recreation, residential amenities, business opportunities and investment opportunities. Can you provide these in priority order and give us a sense of allocation of effort across these goals?	Each of these components is critical to our efforts. Asset allocation should be based on improving each goal and responding to opportunities as they arise.
35	From an audience standpoint, can you prioritize visitors, residents and businesses in terms of percent of budget/effort allocation?	<ol style="list-style-type: none"> <li>1) Business</li> <li>2) Visitors</li> <li>3) Residents/others</li> </ol>
36	If we were to ask you to divide 10 points between “refresh the campaign” and “re-imagine the approach,” how many points would you put on each?	We are open to innovation, but do not feel it is necessary to re-invent the wheel. We would hope the selected firm would help us critically evaluate our efforts and re-tool accordingly.
37	Do you feel you have an established brand identity? If so, would you be willing to provide your most recent style and campaign guide? If not, should we include establishing a style guide and system?	Yes, you would have access to existing guidelines but RCMC is open to further development and refinement
38	Are there specific attributes you have already identified that, in a perfect world, Renton would be known for (and if so, would you share them)?	Excellent schools, healthcare and community amenities. Natural beauty and recreation (Lake Washington, Cedar River, trails, parks, etc). Strong business climate and investment opportunities.
39	What is the brand relationship between the Seattle Seahawks and the City’s brand? Is the Seahawks relationship something we could potentially leverage?	The Seahawks are an important partner and their media bylines generate media interest in Renton. We have successfully worked together in the past and will continue to do so.

40	What market and demographic data will you be able to make available to your selected partner?	We have a variety of data from multiple sources that can be shared as needed.
41	Can you tell us more about your in-house marketing team (e.g., what resources do you have in house, what level of technical skill do they have)?	The RCMC works independently from the marketing efforts of the campaign partners. Responses need to cover the entire scope of the RFP. However, a response could incorporate a partnership with other companies.
42	Do you have in-house videographers/photographers?	Not specifically assigned to support the RCMC, but each partner has internal resources to contribute.
43	How do you anticipate your selected partner working with your internal marketing team?	Participation in RCMC quarterly meetings, in person or via conference, regularly scheduled meetings with appropriate staff multiple times monthly.
44	How do you anticipate your selected partner would work with other marketing vendors you currently contract with?	As needed.
45	Your RFP includes Public Relations support. Do you have a house PR agency? If not, may we assume the RFP does not envision your agency supporting crisis communications?	While each RCMC partner has an internal communications team, PR and earned media strategies should be contemplated by the selected firm. No crisis communication is expected.
46	Under “other stuff,” you mention submitting businesses for awards, local business relationship building, market research. What percentage of our budget would you recommend allocating to this “other stuff”?	<b>5%</b>
47	Would you please provide URLs for all social channels the City of Renton currently uses?	RCMC supports social channels independent from the City of Renton. <a href="https://www.facebook.com/VisitRenton/">https://www.facebook.com/VisitRenton/</a> <a href="https://www.youtube.com/channel/UCDV8nprCoY7msX0ybyIIYNw">https://www.youtube.com/channel/UCDV8nprCoY7msX0ybyIIYNw</a> <a href="https://twitter.com/VisitRenton">https://twitter.com/VisitRenton</a> <a href="https://www.linkedin.com/company/city-of-renton/">https://www.linkedin.com/company/city-of-renton/</a>
48	What awards has the City of Renton received in the last 3-5 years that have delivered the kind of recognition you believe the City deserves?	While we have appeared in a number of “top cities” lists, we have not sought specific awards or commendations.
49	Are there other specific awards you have in mind that would be meaningful to you?	See Q48

50	What events (like Renton River Days) do you sponsor on an annual basis?	RCMC assists in the promotion of events sponsored and hosted by the campaign partners, but has not historically provided sponsorships of annual events.
51	What place brands do you admire?	We welcome comparable place brands to consider and review in order offer constructive feedback and help define the partner's likes and aversions.
52	Are there cities you admire that have gone from a position similar to Renton's to a position you admire/would like to emulate?	We would enjoy seeing examples presented and learn why the responding firms think it was successful and applicable to Renton.
53	Are there lessons we should learn in this effort from their progress?	See Q52
54	What have the City's most important accomplishments been in the past 3-5 years?	Billions of dollars in new commercial development, a triple A rating based on our fiscal strength as a city and robust economy, significant downtown revitalization.
55	What are your most significant reputation challenges today?	Lack of awareness outside the Puget Sound region. Within the region, perceptions still exist which do not reflect our community today.
56	Have you tried to market Renton's reverse commute? What have the results been?	No.
57	Will the selected firm be developing a new brand for Renton or will the existing brand be used?	See Q34
58	What research is available, if any?	See Q33
59	Define target visitors?	See Q7
60	Define who you are targeting from an ED perspective? Who is a good fit and who is not?	We are in the heart of a market rapidly diversifying from manufacturing to healthcare and technology. We are a mature market with limited green field development potential, but multiple redevelopment opportunities.
61	How will success be measured? By whom? How often?	See Q20
62	On a scale of 1-5 (5 being most aggressive), rate your willingness to be pushed creatively? Rate your openness to tackling this challenge a little differently?	We are looking for a strong creative firm able to deliver state of the art strategies. However, we seek evolution and not revolution.

63	Are local firms given preference?	See Q12
64	Can you give some type for your budget so we can understand the scale of your "ask" to ensure we are a good for you?	See Q1