



Date: August 4, 2022

Phoenix Convention Center

Solicitation No: RFP 20-005

Title: Advertising and Marketing Services

Addendum No. 2

Proposal Submittal Deadline: August 18, 2022, at 10 A.M. Phoenix Local Time

Phoenix Convention Center Department

Attn: Doug Hayes, Procurement Officer

100 North 3rd Street, Level 2A

Phoenix, Arizona 85004-2231

Questions and Answers start on page 2.

Proposers must acknowledge receipt and acceptance of this addendum by signing and returning this page with their proposal submittal.

Company Name: _____

Company Address: _____

Authorized Signature: _____

Print Name and Title: _____

Q1. Is there a budget or budget range or historical budget information that can be shared?

A1. Budgeted amounts for the 5-yr term:

Service -	\$ 394,664
Media placement -	\$ 1,129,458
Expenses -	\$ 655,000

Q2. Is there a current incumbent vendor?

A2. Owens Harkey & Associates LLC

Q3. Section VI paragraph 5. the marketing and advertising scope for this solicitation does not require a contractor's license. How does one go about successfully completing the proposal without a contractor's license?

A3. If that paragraph is not required, then you do not need to submit those items.

Q4. How many agencies are invited to participate?

A4. The RFP is open to all agencies that meet the minimum qualifications.

Q5. Who are the key decision-makers involved in selecting an advertising & marketing partner (board members, committee, marketing executives, etc.)?

A5. Evaluation Panel.

Q6. Do you have a current agency partner providing these services? If so, who?

A6. Owens Harkey & Associates LLC

Q7. Is this RFP time or issue based (meaning is it mandated every two or three years or is there a specific issue or problem that needs to be solved)? If it's the later, what is the biggest issue we can help solve?

A7. Time based. Current contract term is 5 years.

Q8. What's the available budget for the services listed in the scope of work?

A8. The budget is determined in part by the pricing submitted in your proposal.

Q9. Regarding the background check requirements, is there a particular company that City of Phoenix recommends?

A9. We cannot recommend specific vendors, it is the proposer's responsibility to complete background checks.

Q10. Is the Phoenix Convention Center & Venues team looking to work with one agency for all items listed in the Scope of Work, or are you also considering multiple specialized vendors?

A10. We intend to work with one agency. Specialized vendors may be considered as sub-contractors to the agency as needed.

Q11. Is there an incumbent agency? If so, do they handle all of the components listed? What is the name of the incumbent?

A11. Yes. Yes. Owens Harkey & Associates LLC.

Q12. In the submittal format – you mentioned different PDFs for all 6 tabs. Confirming if you prefer each section as its own PDF or as a single submission document?

A 12. One file in PDF format with all sections listed as tabs in the submittal section.

Q13. Will past audience insights and marketing/advertising campaign data be available to the winning bidder? To include performance data per audience, per channel.

A13. Yes.

Q14. Are the key challenges or growth opportunities you are looking to address over the next 5 years?

A14. We are looking to grow brand awareness for our convention space, theaters (for promoters and guests), and downtown Phoenix as a destination.

Q15. In Section 5.4 in the Scope of Work, it states all ad placements shall be "Net" of agency fee and will be presented for reimbursement. Can you please clarify if this means there are no advertising commissions from the ad campaign even if provided by the vendor? What is the fiscal year paid ad budget for the Convention Center?

A15. No commissions, \$234,458 was the FY 21/22 media budget which included Convention Center and theaters.

Q16. On page 46 Section 2.3, will the vendor be handling all social media efforts on behalf of the Phoenix Convention Center & Venues or are there in-house resources as well?

A16. While the agency will be asked to design and develop campaigns as needed, managing, and facilitating of communication on social media accounts will be handled in-house by PCC staff.

Q17. Can you provide more specifics and details regarding the Scope of Work so we can better judge the amount of time to provide a quote for Services on page 52?

A17. All details regarding the Scope of Work are in the RFP.

Q18. On Page 52, B under Paid Media Placement, is this the cost for placing the media with vendors or are you asking us to provide the annual media budget?

A18. This is the cost for placing the media.

Q19. Can you please provide us the location for which to find the current PCCV contract?

A19. The current contract can be found at: <https://apps-secure.phoenix.gov/PublicRecordsSearch/Home/AdvancedSearchOut>, search contract 146175.

Q20. Can you tell us the incumbent and is the incumbent involved in this new RFP?

A20. Owens Harkey & Associates LLC. The posted RFP is open to any and all organizations that meet the minimum qualifications.

Q21. Please clarify, If my company does not have 100 employees, that will automatically disqualify us?

A21. Offeror must have been in operation a minimum of five years, and/or employ a full-time staff of over 100 employees.

Q22. On Page 46 Section 2.3 you talk about social media efforts. Will social media be handled by the bidder or will it be handled in house?

A22. We will have this conversation with the awarded proposer. The city employees' staff to manage social media. The city has strict standards for managing social media.

Q23. In section 6 of the submittals you ask for a paid media budget, are you asking us to come up with the budget in advance for this? Or you know the annual costs you are expecting?

A23. The submittals section is not seeking the budget amount. We are seeking the annual cost for said service to help us determine the contract value and future budget requests. We do have a set a side amount in the annual budget set a side each year for this spending.

Q24. Is there recommended set amount for Media Advertising?

A24. If you are referring to the annual Paid Media, no we do not have a set amount, that would be determined by the selected vendors proposal.

Q25. What is the round about budget for advertising?

A25. That will be determined based on the selected vendors submittal and the annual budgeting process.

Q26. Can you please confirm you need one plan for the Theatrical and Concert Hall Venues, or one plan each for the two venues of Orpheum Theatre and Symphony Hall?

A26. Preferrably we would require one plan each given the variety of activity between the two venues.

Q27. Can you please provide any statistics around traffic to your website?

A27. . FY22 vs FY21 website comparison (note, FY21 numbers were impacted by the COVID-19 pandemic):

- Sessions: +548%
- Pageviews: +386%
- Avg. session duration: -29%
- Bounce rate: -3%

Top pages by session

- home
- events
- plan
- parking
- health and safety

States by session

- Arizona
- Virginia
- California
- Texas
- New York

Q28. Do you have any paid media statistics you can share to give us an understanding of what you've done to date?

A28. Previous media performance reports will be shared with the awarded proposer. We've done paid search, display, paid social, print to date.

Q29. Do you have any audience personas that will provide us with more insights into your key audience targets?

A29. Our audience personas vary.

Q30. What are your key states you want to target for inter-state?

A30. For city-wide convention business, our feeder markets tend to be in Illinois and Washington DC. But oftentimes we target other cities based on need periods.

Q31. Do you have a desired budget range?

A31. This will be determined based on the selected vendors proposal and budgeting processes.

Q32. Is there a preference for a local or in-state vendor?

A32. There is no preference.

Q33. What is your yearly budget?

A33. This will be determined based on the selected vendors proposal and budgeting processes.

Q34. What existing research and resources will be provided as a baseline for creating the venue marketing plans (see p. 46, 2.1)?

A34. No additional research or resources will be provided.

Q35. Is the expectation that the chosen vendor will perform PR functions, or is the expectation that the chosen vendor will create the plan for PR functions that PCC&V will implement (see p. 47, 2.6)?

A35. Public Relations will be managed by our in-house Marketing & Communications team.

Q36. What is the CMS your website currently uses?

A36. SharePoint.

Q37. What is the established all-in annual budget?

A37. This will be determined based on the selected vendors proposal and budgeting processes.

Q38. Is there a percentage breakdown for how the budget should be split across Phoenix Convention Center, Orpheum Theatre, and Symphony Hall? If yes, can you please share?

A38. Depends on needs at the time.

Q39. Is there a percentage breakdown for how the budget should be split between ticket sales and rental revenues?

A39. No.

Q40. Is there a budget requirement between traditional versus digital?

A40. No.

Q41. What is your gross media budget?

A41. This will be determined based on the selected vendors proposal and budgeting processes.

Q42. Can you please explain the difference in information needed for Section VI 2. Offer Submittal Format Tab 3 – Pricing versus 4. Bid Schedule?

A42. Section VI, (2). Offer Submittal Format Tab 3 – Pricing details the FORMAT in which the submittal should be made, the Bid Price Schedule in Section VI, (4) is the actual document you will complete and submit.

Q43. What is your preferred pricing model (i.e., percentage, hourly, service line)

A43. Will be discussed in detail with the awarded proposer.

Q44. What would you describe as your largest pain point in attracting event bookings across the three venues?

A44. Will be discussed in detail with awarded proposer.

Q45. What CMS are you currently using?

A45. SharePoint.

Q46. Are there any microsites we should be aware of?

A46. pccticketing.com

Q47. Do you have a CRM?

A47. Currently we do not.

Q48. Are you leveraging this same platform for email marketing efforts?

A48. No, our email communications are managed in a different platform and content is predominately theatrical venues focused.

Q49. Phoenix Convention Center: To inform our approach, can the details of the CV9 marketing program be shared?

A48. Any information regarding any CVB Marketing plan will be shared with the awarded proposer.

Q50. Is there shared funding that should be considered?

A50. No.

Q51. Are your target audiences venue specific or would there be any overlap?

A51. They are mostly venues specific with occasional opportunities for overlap.

Q52. Are there certain tactics or messages that you have employed that have been successful in the past? Ones that have not?

A52. Question is too vague to answer with any detail.

Q53. Is there a need for standardization in co-branding across venues whether it is primary or secondary?

A53. Standardization is our preference.

Q54. Where are you at right now, from a revenue standpoint?

A54. Question is too vague to answer with any detail.

Q55. What is your target revenue amount for each year of the contract?

A55. The PCC has a target delegate count as opposed to revenue.

Q56. Are you willing to share your total marketing budget (including agency fees and working dollars for paid media and production)?

A56. This will be determined based on the selected vendors proposal and budgeting processes.

Q57. How well do you feel you understand your target audiences? Is there research available for the selected agency to leverage?

A57. We have a strong understanding of our target audience. Research will be available to the awarded proposer.

Q58. Would you like your selected partner to conduct additional research on your target audiences?

A58. Any additional information on our target audience would be welcomed.

Q59. What are three of the biggest pain points PCC&V currently experiences related to your marketing/marketing partner?

A59. We have no pain points to reference.

Q60. Can you talk a little bit about your anticipated transition plan from your current marketing partner to the newly selected partner? Will there be a period of overlap for onboarding?

A60. There will be a two-month gap between the end of the current contract to the beginning of the new contract, there will be no period of overlap.

Q61. The scope of work mentioned creation of a brand identity – to what degree is PCC&V open to/hoping to refresh the look and feel of the brand? On a scale of 1-10, 1 = not very different from our current brand, 10 = totally different from our current brand

A61. We are open to new ideas; however, we do not see a refresh to our current look and feel as a priority.