ADDENDUM NO. 1

DATE: **January 15, 2021**
FROM: **City of Grand Junction Purchasing Division**
TO: **All Interested Parties**
RE: **Advertising and media Measurement Solutions RFP-4855-21-SH**

Bidders responding to the above referenced solicitation are hereby instructed that the requirements have been clarified, modified, superseded and supplemented as to this date as hereinafter described.

Please make note of the following:

1. **Question**: The current estimated deployment budget is $1-1.6 million year total, which is derived from a lodging sales tax paid by out-of-town guests and subject to annual appropriation by the Grand Junction City Council. Can you confirm the specifics?
 Answer: The ad budget is expected to fall within this range. The exact amount spent each year on ads will vary depending on actual lodging tax revenues in that year.

2. **Question:** I saw the details for a my.jive call, but did not see a date…..any specifics on a call?
 Answer: There is no call. If you are referring to the virtual bid opening, the link information can be found in the RFP document as well as the BidNet website.

3. **Question:** KPIs: The brief mentions the KPI will focus on both visitor arrivals and awareness. Should one be prioritized over the other? If yes, what media metric will performance be evaluated off of?
 Answer: Both KPIs are equally important.

4. **Question:** Budget: Can you confirm that all partners should submit proposals at a $1MM-$1.6MM spend or is there another budget in mind for Foursquare specifically?
 Answer: All Proposers should submit their responses based on the $1MM-$1.6MM budget.

5. **Question:** Timing: When will this campaign run?
 Answer: The RFP is not about a specific ad campaign. This is an RFP to select an ad tech solution(s) that Visit Grand Junction intends to use for multiple campaigns throughout the initial contract year and any subsequent renewal years. Please see Section 4.5 of the original RFP document.

6. **Question:** Audiences: Aside from leisure travelers mentioned in the brief, are there any other audiences you'd like us to target? Any other specific insights on your demo/target would be helpful.

Answer: VGJ's target market is leisure travelers. Specific leisure audience segments used in the past include the following: (1) Family, (2) Adventure Travelers, (3) Scenic Open Space, (4) Art Travelers, (5) Dog/Pet Travelers, (6) Bird Watchers, (7) Craft Beverages (primarily wine) and Agritourism.

7. **Question:** The brief mentions both measurement and media targeting. Would you like us to submit ideas for holistic measurement across your entire partner list or for Foursquare media only?
   Answer: Holistic measurement is required across all ad deployment partners.

8. **Question:** Would you like us to submit ideas for holistic measurement across your entire partner list or for Foursquare media only?
   Answer: Yes. Please see Question 7.

9. **Question:** What does "courtesy copy" of your 2021-2022 RFP mean? It's a large project to undertake, so I want to confirm that "courtesy copy" doesn't mean that you're obligated to send this to GroundTruth and that our RFP would be seriously considered.
   Answer: Please be assured that your proposal will be given full review taking all relevant factors into consideration.

10. **Question:** You mention visitation attribution and technical challenges with operating systems/browsers, as well as privacy developments impacting them. We are curious if the visitor spending primary outcome currently shows direct attribution to media investment, or is that outcome measured in arrears through aggregate life in lodging tax revenue reports?
    Answer: The goal is to find the best solutions available in the market. Both approaches are feasible, based on research.

11. **Question:** Is Tableau and Tourismo the same platform or are they separate systems and would need Basis (Centro's platform) data to flow into both separately?
    Answer: Tourismo is an internal brand name for the data platform. Tourismo was built on Tableau and runs in Tableau. Partner data would only need to flow into Tableau.

12. **Question:** Please elaborate on what data you are referring to when you say "data analytics and reporting from ad campaigns"?
    Answer: This is referring to the ad performance data and reporting provided through the selected ad vendor.

13. **Question:** How are you currently using Tableau & Tourismo?
    Answer: Tableau is used to integrate all data sources into one platform for visualization, analytics, and communication. Tourismo is only an internal brand name for the data platform. Tourismo was built on Tableau and runs in Tableau.

14. **Question:** How many companies or entities are being a part of the RFP process? Can you disclose who?
    Answer: The RFP is open to all interested parties, and all applications are considered equally. There is no way to obtain which companies have applied until the due date and time of opening.

15. **Question:** Can you share all other questions asked?

Answer: All questions and responses are included in this Addendum document.

16. **Question:** Bullet #2 of section 4.2: can you please elaborate on what you are looking for? Are you asking about our how and or who approach to general segments vs one-to-one messaging?
Answer: VGJ is looking for information about how a vendor approaches targeting consumers. Please explain if your approach is based on general market segments or individuals/one-to-one messaging.

17. **Question:** It seemed the main KPI would be Arrivals/Visits or Arrival Lift? Do you have historical benchmarks (cost per or lift %?) Do you also want to track landing page visits?
Answer: VGJ wants to track all relevant metrics that lead to an arrival in the destination and consumer spending in the destination, including landing-page visits.

18. **Question:** How are you currently measuring visitor economic yield?
Answer: There is no current ongoing solution to measure visitor economic yield tied to advertising. One of the purposes of this RFP is to select a solution that will satisfy this need.

19. **Question:** Business vs leisure travelers. Is one a priority over the other? What do these percentages currently look like?
Answer: VGJ marketing strategy is currently focused more-so on leisure travelers; however, both are important. Currently, there is not a way to determine the precise percentages of each.

20. **Question:** Do we need to provide reach for planning purposes or is this a request for reporting?
Answer: The selected vendor(s) will need to provide both planning and reporting reach data related to ad campaigns.

21. **Question:** Is this a brand new RFP or is a previous contract ending?
Answer: This is a new RFP.

22. **Question:** If there was a previous RFP is there an incumbent? If yes, who is that?
Answer: There is no incumbent. This is a new RFP.

23. **Question:** Regarding the reference to the IOS 14 update, was there an important patch for tourism in the update? Or is it in reference to opting out of location data?
Answer: The reference to iOS 14 refers to opting out of location tracking.

24. **Question:** Will you allow us to place pixels on your site for tracking purposes? Will we have access to website analytics?
Answer: Yes, the selected vendor(s) will be allowed to place pixels on our site and be given access to web analytics.

25. **Question:** Do you have current creative assets? Or are you looking for new creative as part of deliverables?
Answer: New creative assets and/or creative services are not within the scope of this RFP.

26. **Question:** What platform do you use for reservations?
    Answer: VGJ does not have a reservations platform. VGJ markets the destination and individual businesses have their own reservations platforms.

27. **Question:** Is there a visitation benchmark? If so, what is the % lift goal?
    Answer: There is no specific benchmark or lift goals at this time.

28. **Question:** What is the expectation for CRM integration into your Tourismo platform, API feeds or will you provide access?
    Answer: If there is no pre-built integration with Tableau, VGJ would need raw data in CSV or Excel format so the data can be input into Tableau.

29. **Question:** Can you provide demographic or interest based insights on your audience?
    Answer: VGJ's primary target market is primarily leisure travelers; however both leisure and business are important. Specific leisure audience segments used in the past include the following: (1) Family, (2) Adventure Travelers, (3) Scenic Open Space, (4) Art Travelers, (5) Dog/Pet Travelers, (6) Bird Watchers, and (7) Craft Beverages (primarily wine) and Agritourism.

30. **Question:** Based on the list of requested media in the RFP, what percentage of budget by tactic should be allocated to media?
    Answer: There is no fixed budget percentage by tactic.

31. **Question:** What are your KPI's for this campaign? What are you measuring lift on – paid or organic?
    Answer: The RFP is not about a specific ad campaign. This is an RFP to select an ad tech solution(s) that Visit Grand Junction intends to use for multiple campaigns throughout the initial contract year and any subsequent renewal years. VGJ would measure lift based on paid media ad deployment.

32. **Question:** Social wasn't listed as a desired tactic in the RFP. Is this medium being managed in a separate proposal, internally or by another agency?
    Answer: Social media services are not within the scope of this RFP.

33. **Question:** Happy to accommodate this RFP request, but wondering what specific information you need about DV's verification solutions? This request does not appear to be specific to an advertiser.
    Answer: This end goal of this RFP is to select one or more companies to provide advertising and media measurement solutions.

The original solicitation for the project referenced above is amended as noted.

All other conditions of subject remain the same.

Respectfully,
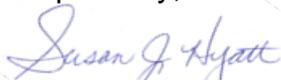
Susan Hyatt, Senior Buyer
City of Grand Junction, Colorado