



CITY OF GRAND JUNCTION, COLORADO

PROFESSIONAL SERVICES CONTRACT

This CONTRACT made and entered into this **21st** day of **May, 2021** by and between the **City of Grand Junction, Colorado**, a government entity in the County of Mesa, State of Colorado, hereinafter in the Contract Documents referred to as the "Owner" and **Foursquare Labs, Inc. of New York, New York**, hereinafter in the Contract Documents referred to as the "Contractor."

The Contractor shall perform the work set forth and described by the Solicitation Documents and known as **RFP-4855-21-SH Advertising and Media Measurement Services.**

The total amount of the Contract shall not exceed **\$1,522,000.00** paid by the Owner. The Contractor shall be paid in accordance with the work done based on each individual campaign, or season, or key performance indicator (KPI) being driven by Visit Grand Junction (Visit GJ). **There is no guarantee that any work will be done, nor is there a guaranteed amount of work, or a minimum cost of work. There is no minimum or maximum guarantee as a result of this contract.**

Seven (7) firms were chosen as finalists and all seven (7) may or may not have the opportunity to participate in the advertising and media measurement needs of Visit GJ. The six (6) firms are divided into three categories as follows:

Advertising: Centro, Epsilon/Conversant, Foursquare Labs, Adtheorent
Measurement: PlacelQ, Foursquare Labs
Verification: Lucidity

This contract signifies approval that Visit GJ may work with each individual firm as needed, if needed. Foursquare Labs will require a standard measurement order form for measurement campaigns, and to the extent executed by the parties, are incorporated by reference herein.

To receive payment, Contractor must **submit invoices to Elizabeth Fogarty, Visit Grand Junction Director at elizabethf@gjcity.org** for work completed.

Contract Administrator for the Owner is **Elizabeth Fogarty, Visit GJ Director, 970-256-4052, elizabethf@gjcity.org**

Contract Administrator for the Contractor is **Tennley Noble, Associate Demand Manager, 425-495-4654, tennley@foursquare.com.**

The term of this Contract shall be from **May 21, 2021** to **May 21, 2022**, with the option for up to three (3) annual renewals at the same rates noted above.

Firms shall provide the insurance bonds and indemnities required in the Solicitation Documents.

Contract Documents: The clauses provided in the Solicitation apply to the terms used in the Contract and all the Contract Documents. It is agreed by the parties hereto that the following list of instruments, drawings, and documents which are attached hereto, bound herewith, or incorporated herein by reference constitute and shall be referred to either as the "Contract Documents" or the Contract, and all of said instruments, drawings, and documents together as a whole constitute the Contract between the parties hereto, and they are fully a part of this agreement as if they were set out verbatim and in full herein. The order of contract document governance shall be as follows:

- a. The body of this contract agreement
- b. Solicitation Documents for the Project and all Addenda; **IFB-4855-21-SH**;
- c. Contractors Response to the Solicitation
- d. Change Orders.

CITY OF GRAND JUNCTION, COLORADO

DocuSigned by:
By: Elizabeth Fogarty 6/17/2021 | 23:13 EDT
Elizabeth Fogarty, Visit Grand Junction Director Date

FOURSQUARE LABS, INC.

DocuSigned by:
By: Rory Parness 6/9/2021 | 11:59 PDT
Rory Parness, Chief Financial Officer Date



**Request for Proposal
RFP-4855-21-SH**

**ADVERTISING AND MEDIA
MEASUREMENT SERVICES**

RESPONSES DUE:

January 27, 2021 prior to 2:30 P.M.

Accepting Electronic Responses Only

**Responses Only Submitted Through the Rocky Mountain E-Purchasing
System (RMEPS)**

www.bidnetdirect.com/colorado

**(Purchasing Representative does not have access or control of the vendor side of RMEPS.
If website or other problems arise during response submission, vendor MUST contact
RMEPS to resolve issue prior to the response deadline. 800-835-4603)**

Due to recent developments with increased COVID-19 cases in Mesa County, public in-person bid openings are temporarily being suspended until further notice. Bid openings will take place on their designated date and time virtually, and bid tabulations will be posted for public view/access. The virtual link is noted below to attend the bid opening. Public may attend via video or via phone for audio only.

**Please join Advertising & Media Measurement Svcs RFP-4855-21-SH on GoToConnect from your computer using the Chrome browser.
<https://my.jive.com/meet/929354797>**

**You can also dial in using your phone.
US: (571) 317-3129**

Access Code: 929-354-797

PURCHASING REPRESENTATIVE:

Susan Hyatt
susanh@gjcity.org
970-244-1513

This solicitation has been developed specifically for a Request for Proposal intended to solicit competitive responses for this solicitation and may not be the same as previous City of Grand Junction solicitations. All offerors are urged to thoroughly review this solicitation prior to submitting. Submittal by **FAX, EMAIL or HARD COPY IS NOT ACCEPTABLE** for this solicitation.

REQUEST FOR PROPOSAL

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REQUEST FOR PROPOSAL

SECTION 1.0: ADMINISTRATIVE INFORMATION & CONDITIONS FOR SUBMITTAL

- 1.1 Issuing Office:** This Request for Proposal (RFP) is issued by the City of Grand Junction. All contact regarding this RFP shall be directed to:

RFP Questions:

Susan Hyatt

susanh@gjcity.org

The City would like to remind all Contractors, Sub-Contractors, Vendors, Suppliers, Manufacturers, Service Providers, etc. that (with the exception of Pre-Bid or Site Visit Meetings) all questions, inquiries, comments, or communication pertaining to any formal solicitation (whether process, specifications, scope, etc.) must be directed (in writing) to the Purchasing Agent assigned to the project, or Purchasing Division. Direct communication with the City assigned Project Managers/Engineers is not appropriate for public procurement prior to award and may result in disqualification.

- 1.2 Purpose:** The purpose of this RFP is to obtain proposals from qualified professional firms to provide paid advertising and media measurement services for the Grand Junction, CO, area as described in Section 4.0.
- 1.3 Compliance:** All participating Offerors, by their signature hereunder, shall agree to comply with all conditions, requirements, and instructions of this RFP as stated or implied herein. Should the City omit anything from this packet which is necessary to the clear understanding of the requirements, or should it appear that various instructions are in conflict, the Offeror(s) shall secure instructions from the Purchasing Division prior to the date and time of the submittal deadline shown in this RFP.
- 1.4 Procurement Process:** Procurement processes shall be governed by the most current version of the City of Grand Junction [Purchasing Policy and Procedure Manual](#).
- 1.5 Submission:** Please refer to section 5.0 for what is to be included. **Each proposal shall be submitted in electronic format only, and only through the Rocky Mountain E-Purchasing website, www.bidnetdirect.com/colorado.** **The uploaded response shall be a single PDF document with all required information included.** **This site offers both “free” and “paying” registration options that allow for full access of the City’s documents and for electronic submission of proposals.** (Note: “free” registration may take up to 24 hours to process. Please Plan accordingly.) For proper comparison and evaluation, the City requests that proposals be formatted as directed in Section 5.0 “Preparation and Submittal of Proposals.” Submittals received that fail to follow this format may be ruled non-responsive. (Purchasing Representative does not have access or control of the vendor side of RMEPS. If website or other problems arise during response submission, vendor **MUST** contact RMEPS to resolve issue prior to the response deadline. **800-835-4603**)
- 1.6 Altering Proposals:** Any alterations made prior to opening date and time must be initialed by the signer of the proposal, guaranteeing authenticity. Proposals cannot be altered or amended after submission deadline.

- 1.7 Withdrawal of Proposal:** A proposal must be firm and valid for award and may not be withdrawn or canceled by the Offeror for sixty (60) days following the submittal deadline date, and only prior to award. The Offeror so agrees upon submittal of their proposal. After award this statement is not applicable.
- 1.8 Addenda:** All Questions shall be submitted in writing to the appropriate person as shown in Section 1.1. Any interpretations, corrections and changes to this RFP or extensions to the opening/receipt date shall be made by a written Addendum to the RFP by the City. Sole authority to authorize addenda shall be vested in the City of Grand Junction Purchasing Representative. Addenda will be issued electronically through the Rocky Mountain E-Purchasing website at www.bidnetdirect.com/colorado. Offerors shall acknowledge receipt of all addenda in their proposal. Addenda and solicitations are posted on the City's website, www.gjcity.org/business-and-economic-development/bids, for informational purposes.
- 1.9 Confidential Material:** All materials submitted in response to this RFP shall ultimately become public record and shall be subject to inspection after contract award. **"Proprietary or Confidential Information"** is defined as any information that is not generally known to competitors and which provides a competitive advantage. Unrestricted disclosure of proprietary information places it in the public domain. Only submittal information clearly identified with the words **"Confidential Disclosure"** and uploaded as a separate document shall establish a confidential, proprietary relationship. Any material to be treated as confidential or proprietary in nature must include a justification for the request. The request shall be reviewed and either approved or denied by the City. If denied, the proposer shall have the opportunity to withdraw its entire proposal, or to remove the confidential or proprietary restrictions. Neither cost nor pricing information nor the total proposal shall be considered confidential or proprietary
- 1.10 Response Material Ownership:** All proposals become the property of the City upon receipt and shall only be returned to the proposer at the City's option. Selection or rejection of the proposal shall not affect this right. The City shall have the right to use all ideas or adaptations of the ideas contained in any proposal received in response to this RFP, subject to limitations outlined in the section titled "Confidential Material". Disqualification of a proposal does not eliminate this right.
- 1.11 Minimal Standards for Responsible Prospective Offerors:** A prospective Offeror must affirmably demonstrate their responsibility. A prospective Offeror must meet the following requirements:
- Have adequate financial resources, or the ability to obtain such resources as required.
 - Be able to comply with the required or proposed completion schedule.
 - Have a satisfactory record of performance.
 - Have a satisfactory record of integrity and ethics.
 - Be otherwise qualified and eligible to receive an award and enter into a contract with the City.
- 1.12 Nonconforming Terms and Conditions:** A proposal that includes terms and conditions that do not conform to the terms and conditions of this Request for Proposal is subject to rejection as non-responsive. The City reserves the right to permit the Offeror to withdraw nonconforming terms and conditions from its proposal prior to a determination by the City of non-responsiveness based on the submission of nonconforming terms and conditions

- 1.13 Open Records:** All proposals shall be open for public inspection after the contract is awarded. Trade secrets and confidential information contained in the proposal so identified by offer as such shall be treated as confidential by the City to the extent allowable in the Open Records Act.
- 1.14 Sales Tax:** City of Grand Junction is, by statute, exempt from the State Sales Tax and Federal Excise Tax; therefore, all fees shall not include taxes.
- 1.15 Public Opening:** Proposals shall be opened in the City Hall Auditorium, 250 North 5th Street, Grand Junction, CO 81501, immediately following the proposal deadline. Offerors, their representatives and interested persons may be present. Only the names and locations on the proposing firms will be disclosed.

Due to recent developments with increased COVID-19 cases in Mesa County, public in-person bid openings are temporarily being suspended until further notice. Bid openings will take place on their designated date and time virtually, and bid tabulations will be posted for public view/access. The virtual link is noted below to attend the bid opening. Public may attend via video or via phone for audio only.

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You can also dial in using your phone.
US: (571) 317-3129

Access Code: 929-354-797

SECTION 2.0: GENERAL CONTRACT TERMS AND CONDITIONS

- 2.1. Acceptance of RFP Terms:** A proposal submitted in response to this RFP shall constitute a binding offer. Acknowledgment of this condition shall be indicated on the Cover Letter by the Offeror or an officer of the Offeror legally authorized to execute contractual obligations. A submission in response to the RFP acknowledges acceptance by the Offeror of all terms and conditions, as set forth herein. An Offeror shall identify clearly and thoroughly any variations between its proposal and the City's RFP requirements. Failure to do so shall be deemed a waiver of any rights to subsequently modify the terms of performance, except as outlined or specified in the RFP.
- 2.2. Execution, Correlation, Intent, and Interpretations:** The Contract Documents shall be signed by the City and Contractor. By executing the contract, the Contractor represents that they have familiarized themselves with the local conditions under which the Work is to be performed, and correlated their observations with the requirements of the Contract Documents. The Contract Documents are complementary, and what is required by any one, shall be as binding as if required by all. The intention of the documents is to include all labor, materials, equipment, services and other items necessary for the proper execution and completion of the scope of work as defined in the technical specifications and drawings

contained herein. All drawings, specifications and copies furnished by the City are, and shall remain, City property. They are not to be used on any other project.

- 2.3. Acceptance Not Waiver:** The City's acceptance or approval of any work furnished hereunder shall not in any way relieve the proposer of their present responsibility to maintain the high quality, integrity and timeliness of his work. The City's approval or acceptance of, or payment for, any services shall not be construed as a future waiver of any rights under this Contract, or of any cause of action arising out of performance under this Contract.
- 2.4. Change Order/Amendment:** No oral statement of any person shall modify or otherwise change, or affect the terms, conditions or specifications stated in the resulting contract. All change orders/amendments to the contract shall be made in writing by the City Purchasing Division.
- 2.5. Assignment:** The Offeror shall not sell, assign, transfer or convey any contract resulting from this RFP, in whole or in part, without the prior written approval from the City.
- 2.6. Compliance with Laws:** Proposals must comply with all Federal, State, County and local laws governing or covering this type of service and the fulfillment of all ADA (Americans with Disabilities Act) requirements. Contractor hereby warrants that it is qualified to assume the responsibilities and render the services described herein and has all requisite corporate authority and professional licenses in good standing, required by law.
- 2.7. Debarment/Suspension:** The Contractor hereby certifies that the Contractor is not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from covered transactions by any Governmental department or agency.
- 2.8. Confidentiality:** All information disclosed by the City to the Contractor for the purpose of the work to be done or information that comes to the attention of the Contractor during the course of performing such work is to be kept strictly confidential.
- 2.9. Conflict of Interest:** No public official and/or City employee shall have interest in any contract resulting from this RFP.
- 2.10. Contract:** This Request for Proposal, submitted documents, and any negotiations, when properly accepted by the City, shall constitute a contract equally binding between the City and Offeror. The contract represents the entire and integrated agreement between the parties hereto and supersedes all prior negotiations, representations, or agreements, either written or oral, including the Proposal documents. The contract may be amended or modified with Change Orders, Field Orders, or Amendment.
- 2.11. Cancellation of Solicitation:** Any solicitation may be canceled by the City or any solicitation response by a vendor may be rejected in whole or in part when it is in the best interest of the City.
- 2.12. Project Manager/Administrator:** The Project Manager, on behalf of the City, shall render decisions in a timely manner pertaining to the work proposed or performed by the Offeror. The Project Manager shall be responsible for approval and/or acceptance of any related performance of the Scope of Work.

- 2.13. Contract Termination:** This contract shall remain in effect until any of the following occurs: (1) contract expires; (2) completion of services; (3) acceptance of services or, (4) for convenience terminated by either party with a written *Notice of Cancellation* stating therein the reasons for such cancellation and the effective date of cancellation at least thirty days past notification.
- 2.14. Employment Discrimination:** During the performance of any services per agreement with the City, the Offeror, by submitting a Proposal, agrees to the following conditions:
- 2.14.1.** The Offeror shall not discriminate against any employee or applicant for employment because of race, religion, color, sex, age, disability, citizenship status, marital status, veteran status, sexual orientation, national origin, or any legally protected status except when such condition is a legitimate occupational qualification reasonably necessary for the normal operations of the Offeror. The Offeror agrees to post in conspicuous places, visible to employees and applicants for employment, notices setting forth the provisions of this nondiscrimination clause.
 - 2.14.2.** The Offeror, in all solicitations or advertisements for employees placed by or on behalf of the Offeror, shall state that such Offeror is an Equal Opportunity Employer.
 - 2.14.3.** Notices, advertisements, and solicitations placed in accordance with federal law, rule, or regulation shall be deemed sufficient for the purpose of meeting the requirements of this section.
- 2.15. Immigration Reform and Control Act of 1986 and Immigration Compliance:** The Offeror certifies that it does not and will not during the performance of the contract employ illegal alien workers or otherwise violate the provisions of the Federal Immigration Reform and Control Act of 1986 and/or the immigration compliance requirements of State of Colorado C.R.S. § 8-17.5-101, *et. seq.* (House Bill 06-1343).
- 2.16. Ethics:** The Offeror shall not accept or offer gifts or anything of value nor enter into any business arrangement with any employee, official, or agent of the City.
- 2.17. Failure to Deliver:** In the event of failure of the Offeror to deliver services in accordance with the contract terms and conditions, the City, after due oral or written notice, may procure the services from other sources and hold the Offeror responsible for any costs resulting in additional purchase and administrative services. This remedy shall be in addition to any other remedies that the City may have.
- 2.18. Failure to Enforce:** Failure by the City at any time to enforce the provisions of the contract shall not be construed as a waiver of any such provisions. Such failure to enforce shall not affect the validity of the contract or any part thereof or the right of the City to enforce any provision at any time in accordance with its terms.
- 2.19. Force Majeure:** The Offeror shall not be held responsible for failure to perform the duties and responsibilities imposed by the contract due to legal strikes, fires, riots, rebellions, and acts of God beyond the control of the Offeror, unless otherwise specified in the contract.
- 2.20. Indemnification:** Offeror shall defend, indemnify and save harmless the City and all its officers, employees, insurers, and self-insurance pool, from and against all liability, suits,

actions, or other claims of any character, name and description brought for or on account of any injuries or damages received or sustained by any person, persons, or property on account of any negligent act or fault of the Offeror, or of any Offeror's agent, employee, subcontractor or supplier in the execution of, or performance under, any contract which may result from proposal award. Offeror shall pay any judgment with cost which may be obtained against the City growing out of such injury or damages.

- 2.21. Independent Firm:** The Offeror shall be legally considered an Independent Firm and neither the Firm nor its employees shall, under any circumstances, be considered servants or agents of the City. The City shall be at no time legally responsible for any negligence or other wrongdoing by the Firm, its servants, or agents. The City shall not withhold from the contract payments to the Firm any federal or state unemployment taxes, federal or state income taxes, Social Security Tax or any other amounts for benefits to the Firm. Further, the City shall not provide to the Firm any insurance coverage or other benefits, including Workers' Compensation, normally provided by the City for its employees.
- 2.22. Ownership:** All plans, prints, designs, concepts, etc. shall become the property of the City.
- 2.23. Oral Statements:** No oral statement of any person shall modify or otherwise affect the terms, conditions, or specifications stated in this document and/or resulting agreement. All modifications to this request and any agreement must be made in writing by the City.
- 2.24. Patents/Copyrights:** The Offeror agrees to protect the City from any claims involving infringements of patents and/or copyrights. In no event shall the City be liable to the Offeror for any/all suits arising on the grounds of patent(s)/copyright(s) infringement. Patent/copyright infringement shall null and void any agreement resulting from response to this RFP.
- 2.25. Remedies:** The Offeror and City agree that both parties have all rights, duties, and remedies available as stated in the Uniform Commercial Code.
- 2.26. Venue:** Any agreement as a result of this RFP shall be deemed to have been made in, and shall be construed and interpreted in accordance with, the laws of the City of Grand Junction, Mesa County, Colorado.
- 2.27. Expenses:** Expenses incurred in preparation, submission and presentation of this RFP are the responsibility of the company and cannot be charged to the City.
- 2.28. Sovereign Immunity:** The City specifically reserves the right to sovereign immunity pursuant to Colorado State Law as a defense to any action arising in conjunction to this agreement.
- 2.29. Public Funds/Non-Appropriation of Funds:** Funds for payment have been provided through the City's budget approved by the City Council/Board of County Commissioners for the stated fiscal year only. State of Colorado statutes prohibit the obligation and expenditure of public funds beyond the fiscal year for which a budget has been approved. Therefore, anticipated orders or other obligations that may arise past the end of the stated City's fiscal year shall be subject to budget approval. Any contract will be subject to and must contain a governmental non-appropriation of funds clause.

- 2.30. Collusion Clause:** Each Offeror by submitting a proposal certifies that it is not party to any collusive action or any action that may be in violation of the Sherman Antitrust Act. Any and all proposals shall be rejected if there is evidence or reason for believing that collusion exists among the proposers. The City may or may not, at the discretion of the City Purchasing Representative, accept future proposals for the same service or commodities for participants in such collusion.
- 2.31. Gratuities:** The Contractor certifies and agrees that no gratuities or kickbacks were paid in connection with this contract, nor were any fees, commissions, gifts or other considerations made contingent upon the award of this contract. If the Contractor breaches or violates this warranty, the City may, at their discretion, terminate this contract without liability to the City.
- 2.32. OSHA Standards:** All Offerors agree and warrant that services performed in response to this invitation shall conform to the standards declared by the US Department of Labor under the Occupational Safety and Health Act of 1970 (OSHA). In the event the services do not conform to OSHA Standards, the City may require the services to be redone at no additional expense to the City.
- 2.33. Performance of the Contract:** The City reserves the right to enforce the performance of the contract in any manner prescribed by law or deemed to be in the best interest of the City in the event of breach or default of resulting contract award.
- 2.34. Benefit Claims:** The City shall not provide the awarded Firm/s any insurance coverage or other benefits, including Worker's Compensation, normally provided by the City for its employees.
- 2.35. Default:** The City reserves the right to terminate the contract immediately in the event the Contractor fails to meet delivery or completion schedules, or otherwise perform in accordance with the accepted proposal. Breach of contract or default authorizes the City to purchase like services elsewhere and charge the full increase in cost to the defaulting Contractor.
- 2.36. Cooperative Purchasing:** Purchases as a result of this solicitation are primarily for the City. Other governmental entities may be extended the opportunity to utilize the resultant contract award with the agreement of the successful provider and the participating agencies. All participating entities will be required to abide by the specifications, terms, conditions and pricings established in this Proposal. The quantities furnished in this proposal document are for only the City. It does not include quantities for any other jurisdiction. The City will be responsible only for the award for our jurisdiction. Other participating entities will place their own awards on their respective Purchase Orders through their purchasing office or use their purchasing card for purchase/payment as authorized or agreed upon between the provider and the individual entity. The City accepts no liability for payment of orders placed by other participating jurisdictions that choose to piggy-back on our solicitation. Orders placed by participating jurisdictions under the terms of this solicitation will indicate their specific delivery and invoicing instructions.
- 2.37. Public Disclosure Record:** If the Proposer has knowledge of their employee(s) or sub-proposers having an immediate family relationship with a City employee or elected official, the proposer must provide the Purchasing Representative with the name(s) of these individuals. These individuals are required to file an acceptable "Public Disclosure Record", a statement of financial interest, before conducting business with the City.

2.38. Keep Jobs in Colorado Act: Contractor shall be responsible for ensuring compliance with Article 17 of Title 8, Colorado Revised Statutes requiring 80% Colorado labor to be employed on public works projects. Contractor shall, upon reasonable notice provided by the City, permit the City to inspect documentation of identification and residency required by C.R.S. §8-17-101(2)(a). If Contractor claims it is entitled to a waiver pursuant to C.R.S. §8-17-101(1), Contractor shall state that there is insufficient Colorado labor to perform the work such that compliance with Article 17 would create an undue burden that would substantially prevent a project from proceeding to completion, and shall include evidence demonstrating the insufficiency and undue burden in its response.

Unless expressly granted a waiver by the City pursuant to C.R.S. §8-17-101(1), Contractor shall be responsible for ensuring compliance with Article 17 of Title 8, Colorado Revised Statutes requiring 80% Colorado labor to be employed on public works projects. Contractor shall, upon reasonable notice provided by the City, permit the City to inspect documentation of identification and residency required by C.R.S. §8-17-101(2)(a).

2.38.1. "Public Works project" is defined as:

- (a) any construction, alteration, repair, demolition, or improvement of any land, building, structure, facility, road, highway, bridge, or other public improvement suitable for and intended for use in the promotion of the public health, welfare, or safety and any maintenance programs for the upkeep of such projects
- (b) for which appropriate or expenditure of moneys may be reasonably expected to be \$500,000.00 or more in the aggregate for any fiscal year
- (c) except any project that receives federal moneys.

SECTION 3.0: INSURANCE REQUIREMENTS

Insurance Requirements: The selected Contractor agrees to procure and maintain, at its own cost, policy(s) of insurance sufficient to insure against all liability, claims, demands, and other obligations assumed by the Contractor pursuant to this Section. Such insurance shall be in addition to any other insurance requirements imposed by this Contract or by law. The Contractor shall not be relieved of any liability, claims, demands, or other obligations assumed pursuant to this Section by reason of its failure to procure or maintain insurance in sufficient amounts, durations, or types. Contractor shall procure and maintain and, if applicable, shall cause any Subcontractor of the Contractor to procure and maintain insurance coverage listed below. Such coverage shall be procured and maintained with forms and insurers acceptable to the City. In the case of any claims-made policy, the necessary retroactive dates and extended reporting periods shall be procured to maintain such continuous coverage. Minimum coverage limits shall be as indicated below unless specified otherwise:

(a) **Worker Compensation:** Contractor shall comply with all State of Colorado Regulations concerning Workers' Compensation insurance coverage.

(b) **General Liability insurance with minimum limits of:**

ONE MILLION DOLLARS (\$1,000,000) each occurrence and
TWO MILLION DOLLARS (\$2,000,000) per job aggregate.

The policy shall be applicable to all premises and operations. The policy shall include coverage for bodily injury, broad form property damage (including completed operations), personal injury (including coverage for contractual and employee acts), blanket contractual, products, and completed operations. The policy shall include coverage for explosion, collapse, and underground hazards. The policy shall contain a severability of interests provision.

(c) Comprehensive Automobile Liability insurance with minimum limits for bodily injury and property damage of not less than:

ONE MILLION DOLLARS (\$1,000,000) each occurrence and
TWO MILLION DOLLARS (\$2,000,000) aggregate

(d) Professional Liability & Errors and Omissions Insurance policy with a minimum of:

ONE MILLION DOLLARS (\$1,000,000) per claim

This policy shall provide coverage to protect the contractor against liability incurred as a result of the professional services performed as a result of responding to this Solicitation.

With respect to each of Contractors owned, hired, or non-owned vehicles assigned to be used in performance of the Work. The policy shall contain a severability of interests provision. The policies required by paragraph (b) above shall be endorsed to include the City, and the City's officers and employees as additional insureds. Every policy required above shall be primary insurance, and any insurance carried by the City, its officers, or its employees, or carried by or provided through any insurance pool of the City, shall be excess and not contributory insurance to that provided by Bidder. No additional insured endorsement to any required policy shall contain any exclusion for bodily injury or property damage arising from completed operations. The Bidder shall be solely responsible for any deductible losses under any policy required above.

SECTION 4.0: SPECIFICATIONS/SCOPE OF SERVICES

- 4.1 General:** The City of Grand Junction, Colorado (City) is seeking proposals from qualified firms with the experience, resources, and expertise to provide paid advertising and ad measurement services. Ad measurement includes both media attribution for conversions and ad impression quality (e.g., waste and bot traffic/click fraud).

Visit Grand Junction (Visit GJ), a Department of the City, deploys paid media to promote the area as a destination to attract year-round travel and tourism, thereby providing for a sustainable and consistent economy and enhanced quality of life for residents. Visitor spending accounts for about 30 percent of the City's sales tax revenue and helps to diversify the local economic base. Visit GJ measures the results of advertising through a variety of indicators depending on the nature of the campaign (e.g., long-term brand awareness/inspiration vs. short-term arrivals/conversions). However, the two primary Visit GJ outcome measures (i.e., conversions) are: (1) in-person visitor arrivals in the destination that can be attributed to Visit GJ marketing & advertising exposure, and (2) visitor spending in the destination. Visit GJ also measures ad results based on media metrics, including click-through-rate (CTR), cost-per-click (CPC), quality of impressions (e.g., lack of waste or bot traffic/click fraud), and average website landing page duration, among others.

Visit GJ operates the official destination marketing website: VisitGrandJunction.com. In addition, Visit GJ operates a walk-in Visitor Center staffed by volunteer Tourism Ambassadors year-round, seven days a week. The Official Visitor Guide is published by Visit GJ and is distributed to all 50 states and internationally.

The City of Grand Junction is located along the I-70 corridor, halfway between Denver and Salt Lake City. Community partnerships and collaboration are vital to the success of destination marketing in Grand Junction. The City partners with a private management company to operate the Grand Junction Convention Center and Avalon Theatre located in the downtown Main Street area. Main Street is a well-preserved business and leisure district with award-winning public art sculptures in the area. The Grand Junction airport is the fourth largest airport in Colorado with numerous non-stop flights, including Denver, Salt Lake City, Dallas, Phoenix, Los Angeles, and Las Vegas. The City is facilitating the redevelopment of the Colorado riverfront area as a mixed-use, outdoor-friendly business and recreation area connected to downtown. The Grand Junction Sports Commission recruits and facilitates sporting events & tournaments in the local area.

- 4.2 Scope of Work:** The City is soliciting proposals to develop a travel destination advertising solution with results that can be attributed to the ad campaigns. Components include the following: (1) digital paid advertising campaigns (both managed-service and self-service will be considered), including search-engine marketing, display (both prospecting and retargeting), and other digital advertising formats (e.g., digital audio & video, native ads, and digital out-of-home), and (2) ad-measurement solutions relevant to destination marketing and tourism. Ad measurement includes both media attribution for conversions and ad impression quality (e.g., waste and bot traffic/click fraud). Proposers could provide some or all these components. If offering some components but not all, proposers should state which of these components the proposer wishes to provide.

The City reserves the right to select more than one company under this solicitation to provide the full array of advertising and performance measurement services needed. More than one

contract may be executed under this solicitation. There could be overlap among tasks within each component that could require collaboration with other agencies. The award of a contract for a component does not guarantee the agency exclusivity to perform the tasks under that component.

Visit GJ places a high value on its ad agency partnerships. The contracted agencies should demonstrate a high level of expertise in the following areas: (1) media planning & buying (i.e., ad deployment), (2) account services, (3) data-driven marketing & advertising strategy, (4) channel & media mix planning, (5) target markets & segmentation, (6) behavioral audience profiling, (7) campaign monitoring & optimization, (8) collaboration, and (9) data-driven measurement, return on investment, and reporting of results. The current estimated ad deployment budget is \$1-1.6 million per 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.

Specific elements to address in a proposal include the following:

- Integrated (one view) people-based, cross-device, omni-channel (online and offline) vs. fragmented (multiple views) cookie-based, online only, and browser-based marketing approach.
- Mass & general segments vs. one-to-one, personalized messaging.
- Visitor arrival attribution methodology and reporting, including last click vs. multi-touch attribution.
- Arrival-lift methodology and reporting, including incremental arrivals (i.e., visitors who can be attributed to the incremental effect of the ads vs. those who would have visited anyway) and sample/panel-based arrival methodology vs. population/one-to-one arrival methodology.
 - On incremental visitors exposed to ads, including control group reporting, and how the solution addresses potential contamination of the control group.
 - Describe how the proposed solution is deterministic or probabilistic modeling.
- Visitor economic yield and return on investment reporting.
- Segmenting and tracking of business vs. leisure travelers to target leisure travelers who are more addressable through marketing.
- Segmenting and tracking of leisure travelers by origin market, behavioral, and demographic profiles.
- Segmenting and tracking of leisure travelers by fly market vs. drive market.
- Key performance indicators, including a discussion of ad-media metrics, ROI & ROAS, and economic/visitor-revenue metrics by consumer category.
- State the actual number of individual, unique consumers (i.e., real people) within reach of the proposer's ad-tech solution.
 - State percentage of unique consumer reach by mobile operating system (Android, Apple).
- Describe how the proposer's solution would be affected by Apple iOS 14 and what the proposer intends to do to maintain its ability to deliver personalized, relevant ads after iOS 14 implementation.
- How will the proposer reach those who opt out on iOS devices?
- How will the proposer maintain reporting attribution at the individual level with deterministic and granular insights into mobile marketing return on ad spending after iOS 14 implementation?

- Explain how your solution uses first-party vs. third-party audience identity data to gain insights, predict future patterns, personalize content, and deliver ads.
- Include what percentage of your clients are Destination Marketing Organizations.
- What does the proposer's solution do that other solutions cannot do (to the best of your understanding)?
- State how your solution protects brand safety, and prevents ad waste, bot traffic, and click fraud.
- State how your solution ensures consumer protection, privacy, and compliance protocols.
- Include any ad campaign spending thresholds that need to be met to obtain higher levels of campaign performance reporting.
- Share if you provide mid-campaign reporting and how often.
- Indicate how you approach inspirational campaigns compared to arrival/conversion campaigns.
- Describe your methodology for measuring length-of-stay in a destination.
- State how you can determine that a visitor is not just passing through *en route* to a different place. Include a description of your ability to measure visitors staying more than four hours.
- Do you have an online performance dashboard that we can access in real time? If so, please describe.

Visit GJ's ad campaigns are multi-faceted and coordinated. The total advertising amount could be subdivided and allocated among the agencies selected under this solicitation.

The ad agencies selected under this solicitation would create advertising solutions to market the new Grand Junction area brand to visitors. Proposers should describe their experience with tourism-related accounts. However, agencies with more general experience are also encouraged to apply for an award under this RFP.

It is critical that proposals come from solutions that allow for performance data to be exported to Visit GJ for use within a Tableau software environment. Visit Grand Junction has an in-house data analytics platform, brand named Tourismo, to support data-driven destination marketing. Visit GJ uses various data sources, including social listening, website analytics, real-time consumer surveys, and location intelligence, which are integrated using Tableau-based visualizations to provide the department actionable insights and strategic direction. Proposers should state how data analytics and reporting from ad campaigns will integrate with the Tourismo data platform.

Visit GJ has access to robust visitor profile data through a marketing research contract with Longwoods International. This visitor profile information would be made available to the selected agencies.

Please include if your agency offers any value-added services, such as campaign creative services and, if so, if there is a cost for these additional services.

4.3 RFP Tentative Time Schedule:

- | | |
|--|-------------------|
| • Request for Proposal available on or about | December 22, 2020 |
| • Inquiry deadline at noon, no questions after this date | January 12, 2021 |
| • Addendum issued, if needed | January 18, 2021 |

- | | |
|--|---------------------------|
| • Submittal deadline for proposals prior to 2:30 PM | January 27, 2021 |
| • Evaluation of proposals | Jan 28 – Feb 5, 2021 |
| • Invitations to Interview (video conferencing possible) | February 8 – 9, 2021 |
| • Interviews expected | February 10 – 12, 2021 |
| • Selection of agency(ies) | week of February 15, 2021 |
| • City Council Approval | March 3, 2021 |

4.4 Questions Regarding Scope of Services:

Susan Hyatt

susanh@gjcity.org

- 4.5 Contract:** The initial contract period shall be for one (1) year from **March 4, 2021 through March 3, 2022**. The awarded Firm(s) and the City agree the contract may, upon mutual agreement of the Firm(s) and the City, be extended under the terms and conditions of the contract for three (3) additional one (1) year contract periods, contingent upon the applicable fiscal year funding.

SECTION 5.0: PREPARATION AND SUBMITTAL OF PROPOSALS

Submission: Each proposal shall be submitted in electronic format only, and only through the BidNet website, www.bidnetdirect.com/colorado. This site offers both “free” and “paying” registration options that allow for full access of the City’s documents and for electronic submission of proposals. (Note: “free” registration may take up to 24 hours to process. Please Plan accordingly.) (Purchasing Representative does not have access or control of the vendor side of RMEPS. If website or other problems arise during response submission, vendor **MUST** contact RMEPS to resolve issue prior to the response deadline; **800-835-4603**). For proper comparison and evaluation, the City requests that proposals be formatted as directed. The uploaded response to this RFP shall be a single PDF document with all required information included. Offerors are required to indicate their interest in this Project, show their specific experience and address their capability to perform the Scope of Services in the Time Schedule as set forth herein. For proper comparison and evaluation, the City requires that proposals be formatted **A to E**.

- A. Cover Letter:** Cover letter shall be provided which explains the firm’s interest in the project. The letter shall contain the name/address/phone number/email of the person who will serve as the firm’s principal contact with City’s Contract Administrator and shall identify individual(s) who will be authorized to make presentations on behalf of the firm. The statement shall bear the signature of the person having proper authority to make formal commitments on behalf of the firm. By submitting a response to this solicitation the Contractor agrees to all requirements herein.
- B. Qualifications/Experience/Credentials:** Proposers shall supply their qualifications for consideration as a contract provider to the City of Grand Junction, including any prior research conducted in the State of Colorado. Include experience designing and conducting economic impact studies; as well as capabilities for data collection, analysis and technology. Staff profiles are necessary for those assigned to this project.
- C. References:** A minimum of three (3) **references** with name, address, telephone number, and email address that can attest to your experience in projects of similar scope and size. Include a brief narrative of the relationship.
- D. Fee Proposal:** Provide total cost using Solicitation Response Form found in Section 7.
- E. Additional Data (optional):** Provide any value-added products or services/modules in addition to the RFP scope of work.

Due to recent developments with increased COVID-19 cases in Mesa County, public in-person bid openings are temporarily being suspended until further notice. Bid openings will take place on their designated date and time virtually, and bid tabulations will be posted for public view/access. The virtual link is noted below to attend the bid opening. Public may attend via video or via phone for audio only.

Please join Advertising & Media Measurement Svcs RFP-4855-21-SH on GoToConnect from your computer using the Chrome browser.
<https://my.jive.com/meet/929354797>

You can also dial in using your phone.
US: (571) 317-3129

Access Code: 929-354-797

SECTION 6.0: EVALUATION CRITERIA AND FACTORS

- 6.1 Evaluation:** An evaluation team shall review all responses and select the proposal or proposals that best demonstrate the capability in all aspects to perform the scope of services and possess the integrity and reliability that will ensure good faith performance.
- 6.2 Intent:** Only respondents who meet the qualification criteria will be considered. Therefore, it is imperative that the submitted proposal clearly indicate the firm's ability to provide the services described herein.

Submittal evaluations will be done in accordance with the criteria and procedure defined herein. The City reserves the right to reject any and all portions of proposals and take into consideration past performance, if available. The following parameters will be used to evaluate the submittals (in no particular order of priority):

- **Responsiveness of submittal to the RFP (12%)**
(Contractor has submitted a proposal that is fully comprehensive, inclusive, and conforms in all respects to the Request for Proposals (RFP) and all of its requirements, including all forms and substance.)
- **Understanding of the project and the objectives (15%)**
(Contractor's ability to demonstrate a thorough understanding of the City's goals pertaining to this specific project.)
- **Experience, necessary resources and skills (21%)**
(Firm's proven proficiency in the successful completion of similar projects.)
- **Data collection, analysis and technology capabilities (21%)**
(Firm has proven their capability in each field.)
- **References (8%)**
(Proof of performance in projects of similar scope and size from previous clients. See Section 5 Item C – References.)
- **Fees (15%)**
(All fees associated with the project are provided and are complete and comprehensive. Most competitive fees will be ranked the highest.)
- **Additional value-added products and services/modules (8%)**
(Firm has addressed other areas of expertise.)

- 6.3 Oral Interviews:** The City may invite the most qualified rated proposers to participate in oral interviews. Video conferencing will be considered.
- 6.3 Award:** Firms shall be ranked or disqualified based on the criteria listed in Section 6.2. The City reserves the right to consider all of the information submitted and/or oral presentations, if required, in selecting the firm.

SECTION 7.0: SOLICITATION RESPONSE FORM
RFP-4855-21-SH

Offeror must submit entire Form completed, dated and signed.

Total cost to provide services as described: \$ _____

WRITTEN: _____ dollars.

The City reserves the right to accept any portion of the work to be performed at its discretion

The undersigned has thoroughly examined the entire Request for Proposals and therefore submits the proposal and schedule of fees and services attached hereto.

This offer is firm and irrevocable for sixty (60) days after the time and date set for receipt of proposals.

The undersigned Offeror agrees to provide services and products in accordance with the terms and conditions contained in this Request for Proposal and as described in the Offeror's proposal attached hereto; as accepted by the City.

Prices in the proposal have not knowingly been disclosed with another provider and will not be prior to award.

- Prices in this proposal have been arrived at independently, without consultation, communication or agreement for the purpose of restricting competition.
- No attempt has been made nor will be to induce any other person or firm to submit a proposal for the purpose of restricting competition.
- The individual signing this proposal certifies they are a legal agent of the offeror, authorized to represent the offeror and is legally responsible for the offer with regard to supporting documentation and prices provided.
- Direct purchases by the City of Grand Junction are tax exempt from Colorado Sales or Use Tax. Tax exempt No. 98-903544. The undersigned certifies that no Federal, State, County or Municipal tax will be added to the above quoted prices.
- City of Grand Junction payment terms shall be Net 30 days.
- Prompt payment discount of _____ percent of the net dollar will be offered to the City if the invoice is paid within _____ days after the receipt of the invoice.

RECEIPT OF ADDENDA: the undersigned Contractor acknowledges receipt of Addenda to the Solicitation, Specifications, and other Contract Documents.

State number of Addenda received: _____.

It is the responsibility of the Proposer to ensure all Addenda have been received and acknowledged.

Company Name – (Typed or Printed)

Authorized Agent – (Typed or Printed)

Authorized Agent Signature

Phone Number

Address of Offeror

E-mail Address of Agent

City, State, and Zip Code

Date



Purchasing Division

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 Turismo the same platform or are they separate systems and would need Basis (Centro's platform) data to flow into both separately?

Answer: Turismo is an internal brand name for the data platform. Turismo 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 & Turismo?

Answer: Tableau is used to integrate all data sources into one platform for visualization, analytics, and communication. Turismo is only an internal brand name for the data platform. Turismo 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.

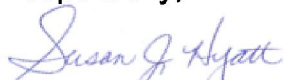
- 16. Question:** Bullet #2 of section 4.2: can you please elaborate on what you are looking for? Are you asking about our how and or who approach to general segments vs one-to-one messaging?
Answer: VGJ is looking for information about how a vendor approaches targeting consumers. Please explain if your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



Jennifer Mitkowski
Client Partner, Managed Service Media (West)
FOURSQUARE
50 W 23rd St, New York, NY 10010

City of Grand Junction,

Thank you for considering Foursquare for GJ City's 2021 Ad Tech RFP. We're thrilled to have the opportunity to submit our ideas. Our PDF showcases a holistic overview of our solutions from custom GJ City tourism insights & audience recommendations, creative opportunities, media channel & formats, measurement capabilities and more. Please take your time to review and let us know if you have any questions.

A few notes below:

- This proposal includes ideas that can be applied to a scalable \$1MM-\$1.6MM annual program.
- We're open to revision requests and feedback so please let us know if you'd like us to make adjustments and we'd be happy to do so.
- At a \$1MM+ overall commitment level, Foursquare is offering a comprehensive media program inclusive of an attribution study & a custom analytics report (both offered as added value). If you're interested in running measurement across your entire partner list, please contact Tennley Noble at Tennley@foursquare.com.

We look forward to potentially partnering with you and will stay tuned for feedback.

Best,
Jenn & The Foursquare Team

SECTION 7.0: SOLICITATION RESPONSE FORM
RFP-4855-21-SH

Offeror must submit entire Form completed, dated and signed.

Total cost to provide services as described: \$ 1,600,000

WRITTEN: One million six hundred thousand dollars.

The City reserves the right to accept any portion of the work to be performed at its discretion

The undersigned has thoroughly examined the entire Request for Proposals and therefore submits the proposal and schedule of fees and services attached hereto.

This offer is firm and irrevocable for sixty (60) days after the time and date set for receipt of proposals.

The undersigned Offeror agrees to provide services and products in accordance with the terms and conditions contained in this Request for Proposal and as described in the Offeror's proposal attached hereto; as accepted by the City.

Prices in the proposal have not knowingly been disclosed with another provider and will not be prior to award.

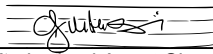
- Prices in this proposal have been arrived at independently, without consultation, communication or agreement for the purpose of restricting competition.
- No attempt has been made nor will be to induce any other person or firm to submit a proposal for the purpose of restricting competition.
- The individual signing this proposal certifies they are a legal agent of the offeror, authorized to represent the offeror and is legally responsible for the offer with regard to supporting documentation and prices provided.
- Direct purchases by the City of Grand Junction are tax exempt from Colorado Sales or Use Tax. Tax exempt No. 98-903544. The undersigned certifies that no Federal, State, County or Municipal tax will be added to the above quoted prices.
- City of Grand Junction payment terms shall be Net 30 days.
- Prompt payment discount of _____ percent of the net dollar will be offered to the City if the invoice is paid within _____ days after the receipt of the invoice.

RECEIPT OF ADDENDA: the undersigned Contractor acknowledges receipt of Addenda to the Solicitation, Specifications, and other Contract Documents.

State number of Addenda received: 1 - RFP-4855-21-SH

It is the responsibility of the Proposer to ensure all Addenda have been received and acknowledged.

FOURSQUARE LABS

Company Name – (Typed or Printed)


Authorized Agent Signature

50 W 23rd St

Address of Offeror

NY, NY, 10010

City, State, and Zip Code

Jennifer Mitkowski

Authorized Agent – (Typed or Printed)
917-816-2777

Phone Number

JMitkowski@Foursquare.com

E-mail Address of Agent

2/2/2021

Date

Agenda

The Foursquare Evolution

FSQ Custom Grand Junction Tourism Insights

FSQ Audiences

FSQ Media Formats

FSQ Custom Creative Opportunities

FSQ Added Value Opportunities

FSQ Measurement

FSQ iOS14 Updates

The Evolution Of **FOURSQUARE**

2009 - 2014



Invention of the “check-in” for consumer utility of location

BUILD PRODUCTS

FOURSQUARE
PLACES API

FOURSQUARE
PINPOINT

FOURSQUARE
PILGRIM SDK

FOURSQUARE
ATTRIBUTION

FOURSQUARE
ANALYTICS

Launch of B2B solutions leveraging 1st party data & tech

GROW SCALE



Trusted and relied on by leading teams in technology

2019 & 2020



Consolidation to become clear market leader in location

**7 AM
ELEMENTARY
SCHOOL**
• here 5x a week


Elementary
School

Home

**7PM
HOME RESIDENCE**
MOMENT MESSAGING
Reach families during
their wind-down time
when they're most
receptive

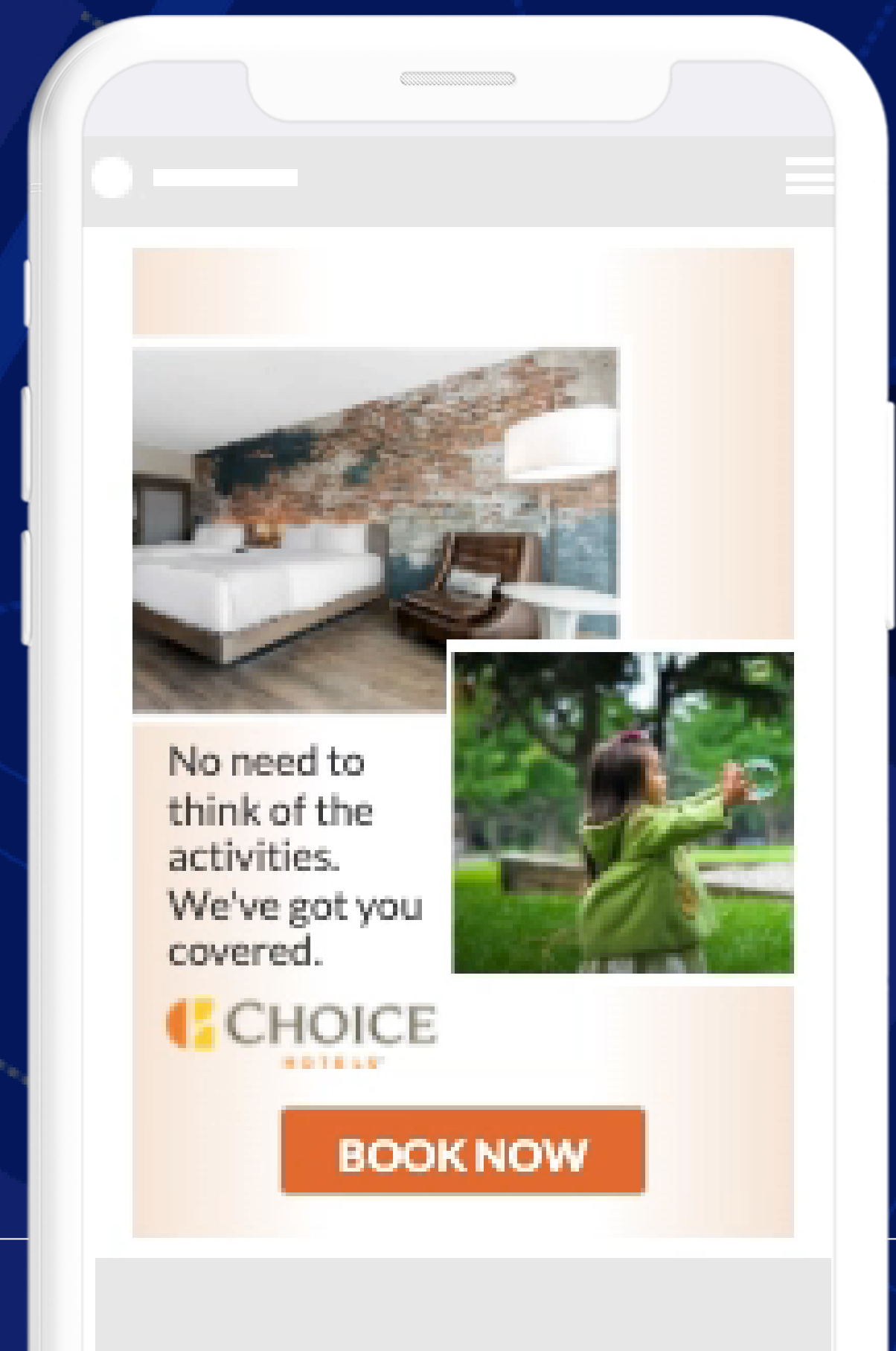
**4PM
PLAYGROUND**
• Takes kids to the
playground 3x a week

Playground

12PM

• here: 2x before
KNOWN FOR
Cold brew, almond milk
lattes

Starbucks

We understand the
MOMENTS along the
consumption journey.



Location Data-Driven Platform

FOURSQUARE ANALYTICS

Shedding light on key
business challenges

Understanding trends &
patterns



FOURSQUARE PINPOINT

Reaching qualified audiences with
personalized, dynamic creative to
drive foot traffic & sales

Placed
powered by FOURSQUARE

Measure & Optimize Online
to Offline Media Impact

FOURSQUARE **INSIGHTS**

Foursquare Knows Grand Junction Visitors

Grand Junction visitors are adventurous travelers who enjoy the great outdoors, casual dining at local restaurants, and wineries. You can also find them at national parks, RV parks, ski trails and bed & breakfasts.

67% more likely to visit
SCENIC LOOKOUTS

42% more likely to visit
HOTELS

Wine Connoisseurs • Outdoor Enthusiasts • Pet Lovers



Grand Junction Visitors

WHERE THEY GO

National Parks, Papa Murphy's, Bed & Breakfasts, Safeway, New American Restaurants

A Tourists' Itinerary In Grand Junction

Compared to locals, Grand Junction tourists are more likely to visit...

WHERE THEY SHOP

MAVERIK INC. **12.7X**
CORNER STORE **8.0X**
BUTCHERS **7.9X**
CABELA'S **6.8X**
SAFEWAY **3.5X**
ORGANIC GROCERIES **2.4X**
LIQUOR STORES **2.0X**
THRIFT/VINTAGE STORES **1.7X**
ACE HARDWARE **1.7X**

WHERE THEY GO

VINEYARDS **14.1X**
GOLD'S GYM **10.4X**
NATIONAL PARKS **8.9X**
ANIMAL SHELTERS **8.7X**
CONOCO **7.5X**
RV PARKS **6.5X**
HOSTELS **6.1X**
SUMMER CAMPS **5.3X**
WINE BARS **4.3X**

WHERE THEY DINE

PAPA MURPHY'S **7.1X**
FREDDY'S FROZEN CUSTARD &
STEAKBURGERS **5.7X**
DENNY'S **2.9X**
OUTBACK **1.5X**
BUFFALO WILD WINGS **1.4X**
OLIVE GARDEN **1.4X**
TEXAS ROADHOUSE **1.4X**
POPEYE'S **1.3X**

TRAVEL TRENDS

Grand Junction Is For...

PET LOVERS

Tourists are more likely to visit animal shelters and pet stores than locals

DRINKING WINE

Tourists are more likely to visit vineyards, wineries, and wine bars than locals

ENJOYING NATURE

Tourists are more likely to go to national parks, trails, campgrounds, and scenic lookouts than locals

BUSINESS MATTERS

Tourists are more likely to be seen at conference rooms, meeting rooms, hotels, and convention centers than locals



TRAVEL TRENDS

Top Attractions For Grand Junction Visitors

1. COLORADO NATIONAL MONUMENT
2. CANYONVIEW PARK
3. BLACK CANYON OF THE GUNNISON NATIONAL PARK
4. COLORADO RIVER
5. TIARA RADO GOLF COURSE
6. CHIPETA GOLF COURSE
7. GRAND JUNCTION KOA HOLIDAY
8. EAGLE RIM PARK
9. BALDRIDGE PARK
10. MATCHETT PARK

Leverage Location To Reach Post-Pandemic **Travelers**



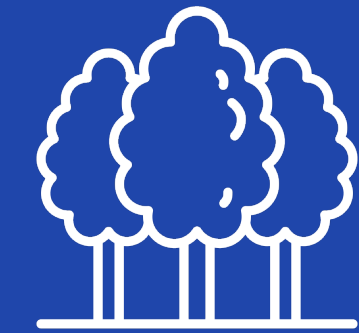
Travelers Are Hitting
The Road & Staying
Somewhat Local



Travelers Are Prioritizing
Family Trips & Reunions



Travelers Are Staying In
Hotels, Likely Budget-
Friendly & Within Driving
Distance



Travelers Are Heading For
The Great Outdoors

OPPORTUNITIES

Influence summer travelers while they're planning a road trip within their region, or connect with them in real-time once they're on the road.

Dynamically align creative & messaging to reach consumers traveling to reconnect with family, highlighting family-friendly activities.

Influence summer travelers while they're planning a hotel staycation, or connect with them in real-time once they've checked in.

Help travelers find the best outdoor activities nearby, whether they're at home or on the road

FOURSQUARE **AUDIENCES**

Reach The Most Relevant Target Audience Segments

Leverage the power of location to reach custom behavioral audiences, made possible via our unique first-party foot traffic data & insights: understanding where they've been historically, as well as where they currently are in real-time .



Business Travelers

WHERE THEY GO

Convention Centers, Airports, Coffee Shops,
Beer Bars, Delis/Bodegas, Newsstands, Trains



Leisure Travelers

WHERE THEY GO

Music Festivals, Comedy Clubs, Ski Areas,
National Parks, Museums, Theme Parks



Outdoor Enthusiasts

WHERE THEY GO

Ski Lodges, Hiking Trails, Lakes, Mountains,
Outdoor Supply Stores, Rock Climbing Spots



Whiskey/Spirits Drinkers

WHERE THEY GO

Cocktail Bars, Jazz Clubs, Whiskey Bars,
Distilleries, Art Galleries, Speakeasies

Reach The Most Relevant Target Audience Segments

Leverage the power of location to reach custom behavioral audiences, made possible via our unique first-party foot traffic data & insights: understanding where they've been historically, as well as where they currently are in real-time .



Culture Vultures

WHERE THEY GO

Art Museums, Music Venues, Art Galleries,
Indie Movie Theaters, Street Art



Road Trippers

WHERE THEY GO

Gas Stations, Rest Areas, Tolls Plazas,
Convenience Stores, Fast Food, Outdoor Supplies



Family Travelers

WHERE THEY GO

Airports, Car Rental Offices, Train Stations,
Hotels, Parks, Tourist Centers



Online Interest

WHERE THEY GO

We Will Target Consumers Who Are Searching For Air Travel,
Tourist Destinations, Travel Agencies, Travel Guides, Etc.

Business Travelers

You'll find them catching up on emails in the airport lounge, getting a caffeine or sugar fix & newspaper en route to the train, mingling at a conference, or unwinding at the hotel bar. These busy professionals value convenience and rely on familiar, trusted brand names. For instance, they're:

33% more likely to choose **WALGREENS** over other drug stores while traveling

18% more likely to visit **STARBUCKS** over other coffee shops while traveling

Transportation Hubs • Creatures of Habit • Snacks To Go



Business Travelers - 13.5MM

WHERE THEY GO

Convention Centers, Airports, Coffee Shops, Beer Bars, Delis/Bodegas, Newsstands, Trains

**Pick 3-5 Audiences as part of Pinpoint offering*

Leisure Travelers

You'll find them savoring the local flavor, enjoying diverse cuisines & attending events based on their varied interests. These weekend adventurers value experiences over things, visiting ski lodges, golf driving ranges, cooking schools & comedy clubs. They're particularly into music, frequenting festivals, clubs & concerts.

5x

more likely to visit
HOTEL POOLS

2x

more likely to enjoy
SCENIC LOOKOUTS

Fun-Loving Jetsetters • Value Unique Experiences

**Pick 3-5 Audiences as part of Pinpoint offering*



Leisure Travelers - 13.6MM

WHERE THEY GO

Music Festivals, Comedy Clubs, Ski Areas,
National Parks, Museums, Theme Parks

Outdoor Enthusiasts

This adventurous crowd loves scenic lookouts and trails. You'll find them horseback riding, hiking, surfing and fishing. They live life to the fullest and value quality time outside with their family & friends. When they're not outdoors, you'll find them staying fit at cycle studios like SoulCycle, gyms & yoga studios and eating healthy at salad places like Chop't & sweetgreen. They like to travel, frequenting airports & train stations.

1.2x more likely to visit
ROCK CLIMBING SPOTS

1.2x more likely to visit
SKI AREAS

Value Health & Wellness • Jet-setters • Fitness Fans •



Outdoor Enthusiasts - 72MM

WHERE THEY GO

Ski Lodges, Hiking Trails, Lakes, Mountains,
Outdoor Supply Stores, Rock Climbing Spots

**Pick 3-5 Audiences as part of Pinpoint offering*

Whiskey/Spirits Drinkers

These liquor drinkers love their old fashioned and manhattans. You'll find them at whisky bars, distilleries, cocktail bars, gastropubs, jazz clubs & speakeasies. When they're not drinking, they like to spend time outdoors, visiting rock climbing spots and shopping at outdoor supply stores. They're cultured, going to art galleries and jazz clubs.

1.9x more likely to visit
DISTILLERIES

2.0x more likely to visit
WHISKY BARS

Outdoors Enthusiasts • Culture Vultures • Specialty Nightlife•

**Pick 3-5 Audiences as part of Pinpoint offering*



Whiskey/Spirits Drinkers - 56.5MM

WHERE THEY GO

Cocktail Bars, Jazz Clubs, Whiskey Bars,
Distilleries, Art Galleries, Speakeasies

Culture Vultures

This diverse bunch has a broad range of interests, from cooking classes to musical theater. You'll find them hunting down the city's best street art, standing in line for a hot jazz club, or wandering around a history museum. Target these adventurous eaters while they're dining out, enjoying everything from Udon & dumplings to Lebanese or Ukrainian food. They also enjoy sampling new cuisines at street food gatherings.

3.5x more likely to visit
ART MUSEUMS

6.8x more likely to visit
INDIE THEATERS

Thirst for Knowledge • Adventurous Eaters • Art & Music



Culture Vultures - 78.6MM

WHERE THEY GO

Art Museums, Music Venues, Art Galleries,
Indie Movie Theaters, Street Art

**Pick 3-5 Audiences as part of Pinpoint offering*

Road Trippers

This on-the-go bunch frequents gas stations, rest areas, and toll plazas. They also make stops at convenience stores like GetGo and Sheetz, or fast food spots like Krystal, Bojangles and Whataburger. When it comes to shopping they tend to be price-conscious, preferring big box stores and discount stores. When they're not on the road they enjoy camping, fishing and other outdoor activities, stocking up on supplies at Academy Sports + Outdoors, Bass Pro Shops and Cabela's.

4% more likely to visit
FAST FOOD RESTAURANTS

7% more likely to visit
GAS STATIONS

On-The-Go • Value Convenience • Fast Food Fans



Road Trippers - 62.8MM

WHERE THEY GO

Gas Stations, Rest Areas, Tolls Plazas,
Convenience Stores, Fast Food, Outdoor Supplies

**Pick 3-5 Audiences as part of Pinpoint offering*

Family Travelers

Reach consumers whose historical location & online interest data indicate they are family travelers. These consumers can be seen at airports, car rental offices, train stations, hotels, daycares and preschools, amusement & theme parks, etc. In the past year, they have also been to family tourist destinations such as Disney World, Six Flags, Sea World, etc.

By using our Online Interests feature, we will identify consumers whose online interests indicate they are family travelers through their search, sharing, and content viewing.



Family Travelers - 37.7MM

WHERE THEY GO

Airports, Car Rental Offices, Train Stations, Hotels, Parks, Tourist Centers

**Pick 3-5 Audiences as part of Pinpoint offering*

Online Interest

Combine location behaviors and online interest categories to reach an even more nuanced target with even more scale...

- **More Granularity** - Unlock new types of audiences and phases of the buyer journey previously hard to reach with location alone
- **Increased Scale** - Reach even more consumers with additional online attributes
- **Improved Performance** - Exceed your KPIs with a more refined target based on both location and online attributes, using highly-flexible “and/or” logic



Online Interest - 93.1MM

WHERE THEY GO

We Will Target Consumers Who Are Searching For Air Travel, Tourist Destinations, Travel Agencies, Travel Guides, Etc.

**Pick 3-5 Audiences as part of Pinpoint offering*

How We Identify & Reach the GJ Tourist

We can hone in on tourists (not residents) in the city of Grand Junction through the following first-party behavioral qualifiers, and reach them based on their real-time location signals within the GJ corridors:



Grand Junction
Tourists

- 1

TOURISTS, NOT RESIDENTS
We'll first qualify that they are tourists and not residents of Grand Junction, based on their historical & real-time location signals.
- 2

CONSUMER AFFINITY:
These audiences show behavioral insights and affinities that are aligned with the GJ Tourist; leisure travelers, outdoor enthusiasts, wine enthusiasts, etc.



REAL-TIME LOCATION

Reach and engage them based on **where** they are within GJ City based on recency: when they arrive at GJT, based on corridor, visiting competitors, etc.

Captivate Tourists And Travelers



SEGMENT AUDIENCES

Identify types of travelers based on where they go in the real world. Leverage promotions to entice tourists & use rewards to inspire loyalty from frequent travelers.



MOMENT-BASED MESSAGING

Reach consumers right when they're starting to plan a trip, or target them in real-time while they're out and about exploring a new city.



MEASURE & OPTIMIZE

Monitor campaign performance in real-time across all digital partners, creative & DMAs. Validate the impact of your digital media investments on real visits to locations.

FOURSQUARE **MEDIA FORMATS**

How Pinpoint Works

STEP 1

Identify Audience
Personas to target using
our real world insights



Ex. Business Travelers
Where they go: convention
centers, airports, coffee shops

STEP 2

Using our preferred DSPs,
our traders will identify
when we see these users on
the open exchange using a
number of key indicators



- Unique ID
- Lat-Long
- Timestamp
- IP address
- Publisher

STEP 3

Leveraging our proprietary
location intelligence data, we
will bid on these users at the
right time, place, and moment

Bid



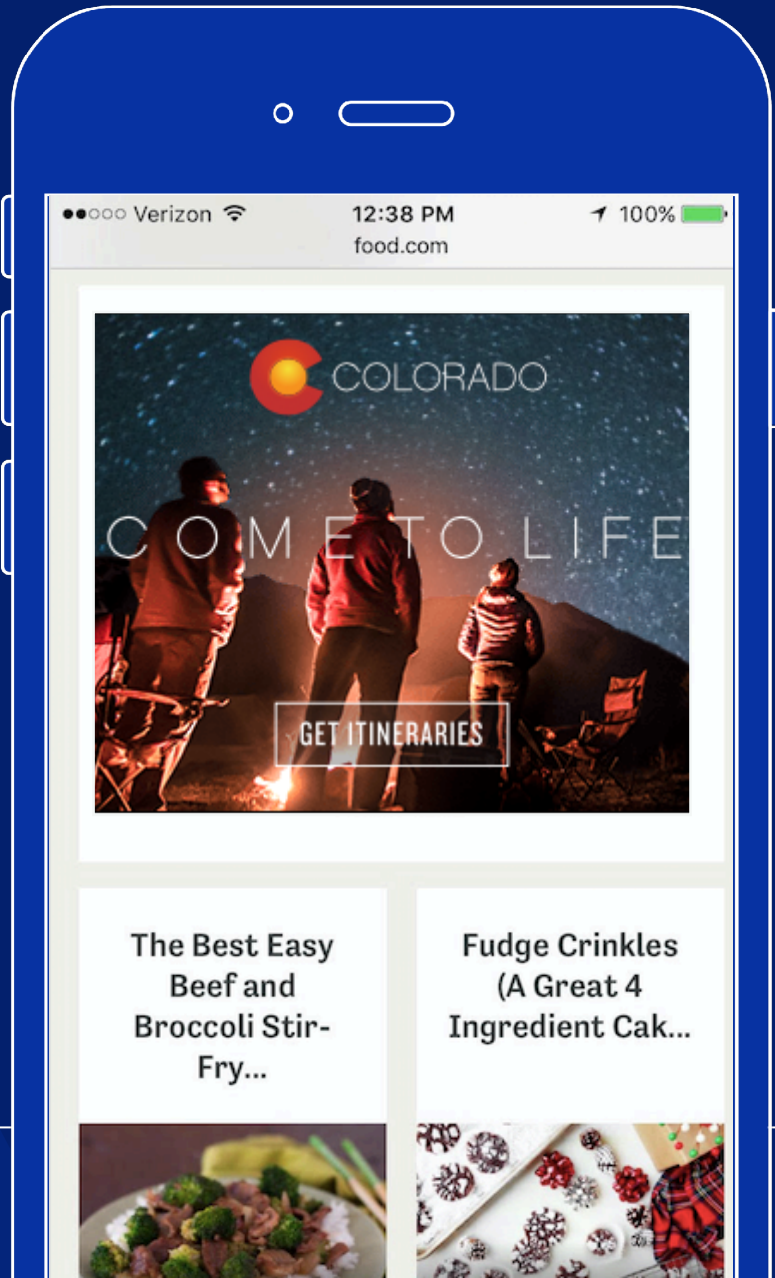
Right Audience



Right Time

STEP 4

User will be displayed with a
relevant, engaging ad across
viewable, brand safe content
through the open exchange

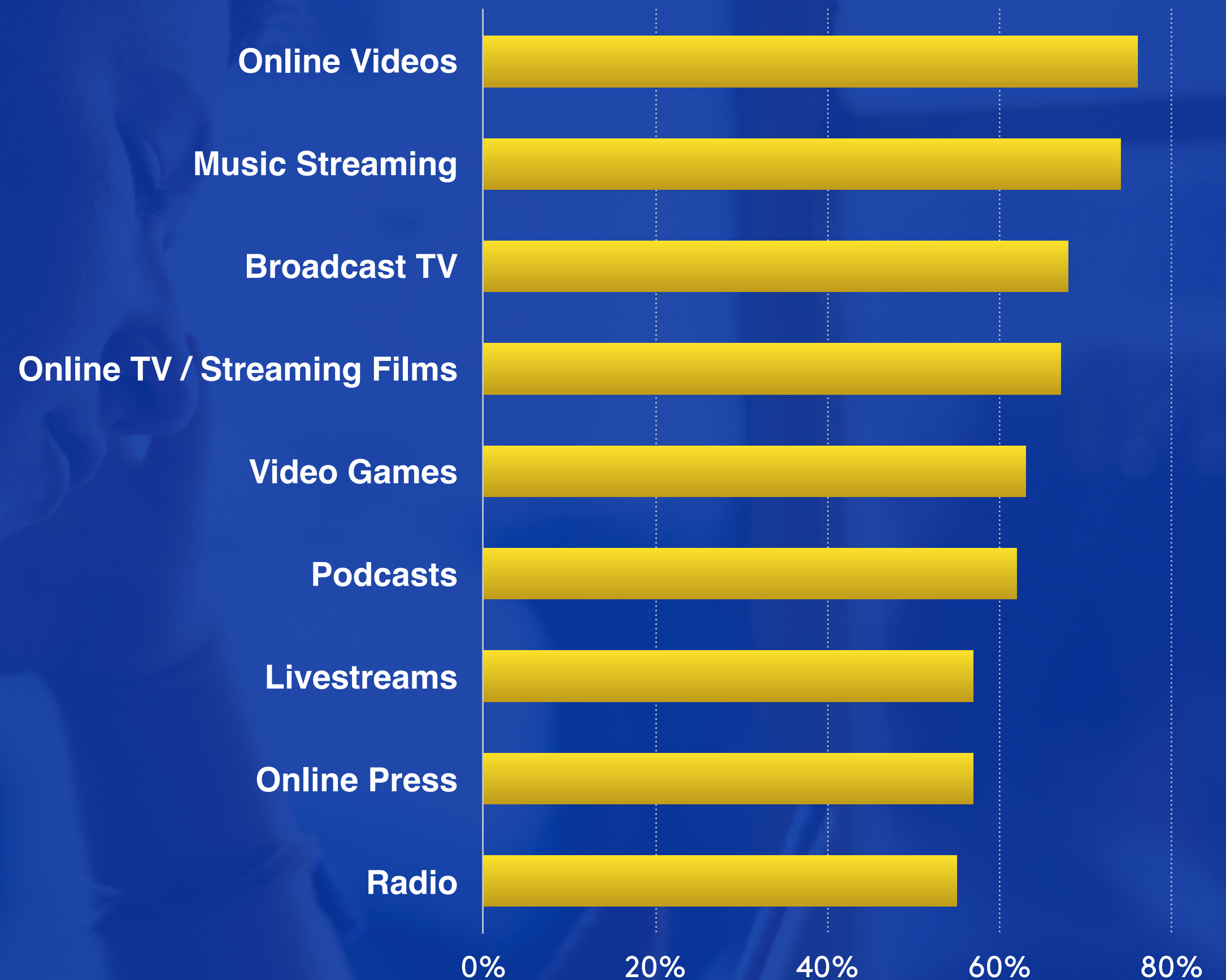


COVID Has Impacted Your Audience's Media Consumption Behaviors

According to a recent study by IAB, online video & music streaming are likely to have the greatest staying power (compared to other forms of media consumption) after the pandemic ends.

OPPORTUNITY: Adjust media buying to reach targeted consumers across all platforms where they consume media.

% Who Say They're Currently Consuming More, And Plan to Continue Doing So After the Outbreak



Synergize Cross-Platform Media Investment With Location Intelligence, Tying Targeted CTV To Visitation



IN MOMENTS OF DOWNTIME



WHEN ON-THE-GO



AT YOUR LOCATION

CTV/OTT

DISPLAY

RICH MEDIA

MOBILE

Premium ATV Partners
AmazonFireTV, Roku, Hulu, Vudu,
Sling, DirectTV, PlutoTV, FuboTV, Tubi

Premium App/Web Partners
Cross Platform premium inventory

Drive Awareness With Premium & High Impact Video

STRATEGY

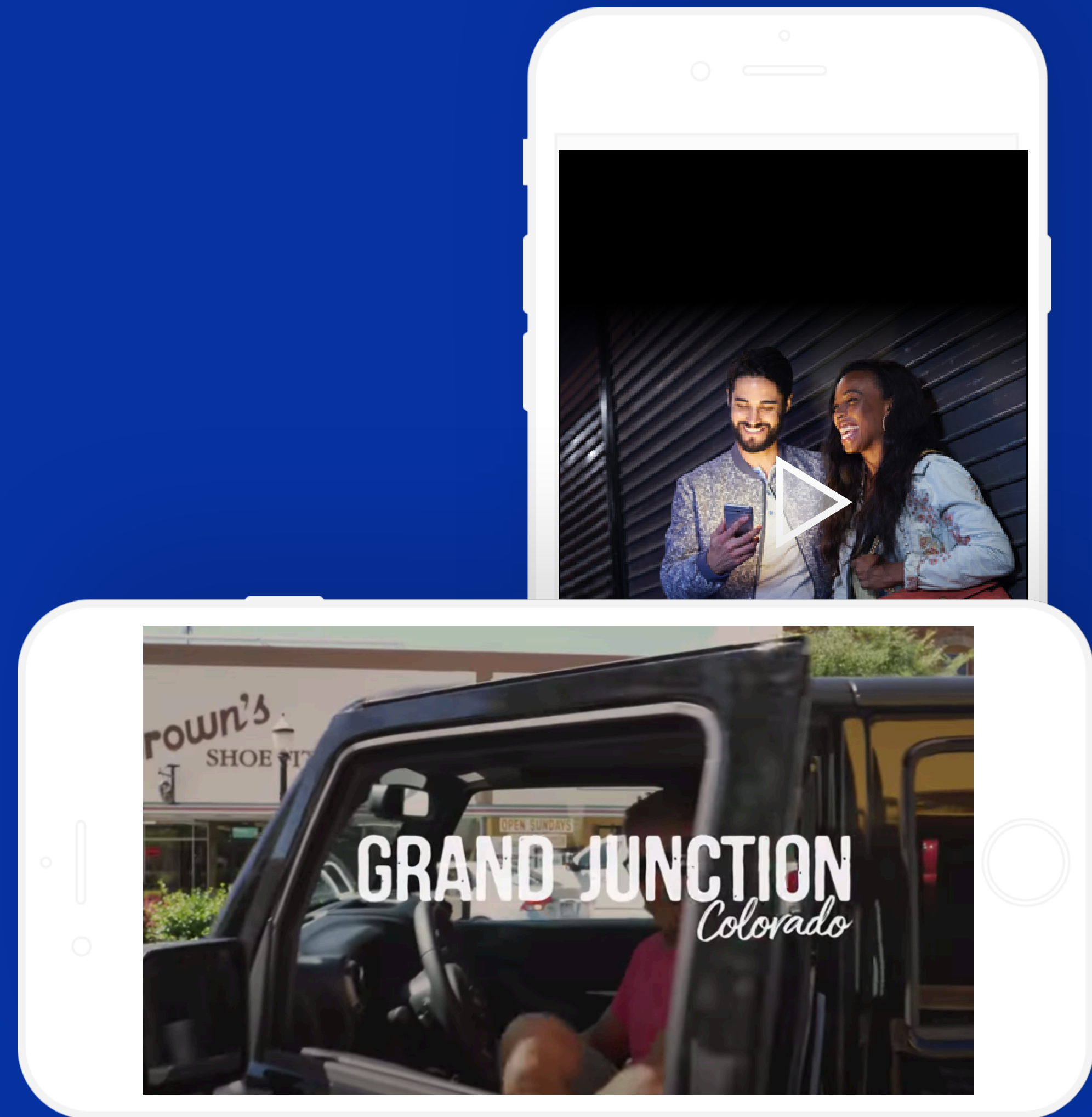
Reach your audiences at precision and at scale with large-format, in-stream pre-roll video across mobiles devices.

PLACEMENTS

In-Stream Pre-Roll Video

PRICING

CPM



\$200K MIN

Expand Your Reach With Foursquare Connected TV

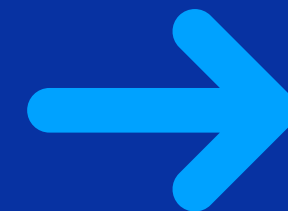
Drive awareness by targeting households and relevant content based on your audiences' real-world visit behaviors using Foursquare's 1st party custom audience segments

Video Inventory

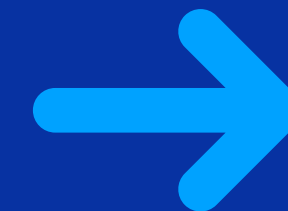
Non Skippable, Short Form, 100% Viewable



REAL WORLD
BEHAVIOR



DOWNTIME
TARGETING



Foursquare First Party Targeting
Family Travelers frequently airports,
car rental offices, and amusement
parks

Premium Partners
AmazonFireTV, Roku, Hulu, Vudu,
Sling, DirectTV, PlutoTV, FuboTV,
Tubi

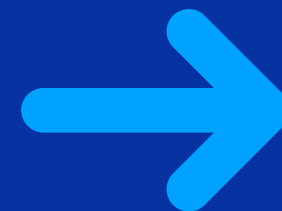
\$250K MIN

Expand Your Reach With Foursquare Audio

Drive awareness by targeting podcasts and premium audio partners based on your audiences' real-world visit behaviors using Foursquare's 1st party custom audience segments



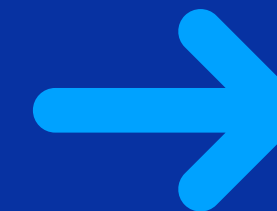
REAL WORLD
BEHAVIOR



REAL-TIME
TARGETING



DOWNTIME
TARGETING



MOMENT BASED
TARGETING

Audio Inventory
:15 sec, :30 sec



Foursquare First Party Targeting
Business travelers frequently visiting
convention centers, airports, and
coffee shops

Premium Partners
Spotify, iHeart Radio, AdsWizz

Expand Your Reach: Digital Out-Of-Home With Foursquare

IDENTIFY BEST DOOH MEDIA WITH FOURSQUARE INSIGHTS

Leverage Foursquare's insight into changing foot traffic trends & consumer behavior to identify:

Top markets for investment

Average distance traveled to top accounts

Average dwell time at typical DOOH locations (bus stations, transit hubs, airports etc)

ACTIVATE INSIGHTS: DOOH + PINPOINT MOBILE MEDIA

Incorporate Foursquare insights for DOOH activation and reinforce messaging by reaching consumers across Pinpoint mobile media when they are in proximity to DOOH placements and top accounts

*Opportunity to tailor creative messaging based on platform, city, weather, time of day

MEASURE CROSS PLATFORM IMPACT: FOOT TRAFFIC UPLIFT TO ACCOUNTS

Monitor and analyze **incremental visit lift to key retailers** across platforms - DOOH and Pinpoint mobile media.

FOURSQUARE **CUSTOM CREATIVE OPPORTUNITIES**

Target-tailored Banner Suite

3-5 standard banner suites with copy and creative specifically aligned to a behavioral targeting tactic or real-time targeting tactic.

WHY IT WORKS

Targeting-specific creative and copy consistently drives high success metrics. Gearing creative to your audiences' affinities, makes them more likely to engage with your brand's content.

MIN ENTRY COST

\$50K

MIN TURNAROUND TIME

2 weeks to launch

OPTIMIZATIONS

Optimizations made to: best performing inventory, audience, demographic, and visit category or brand

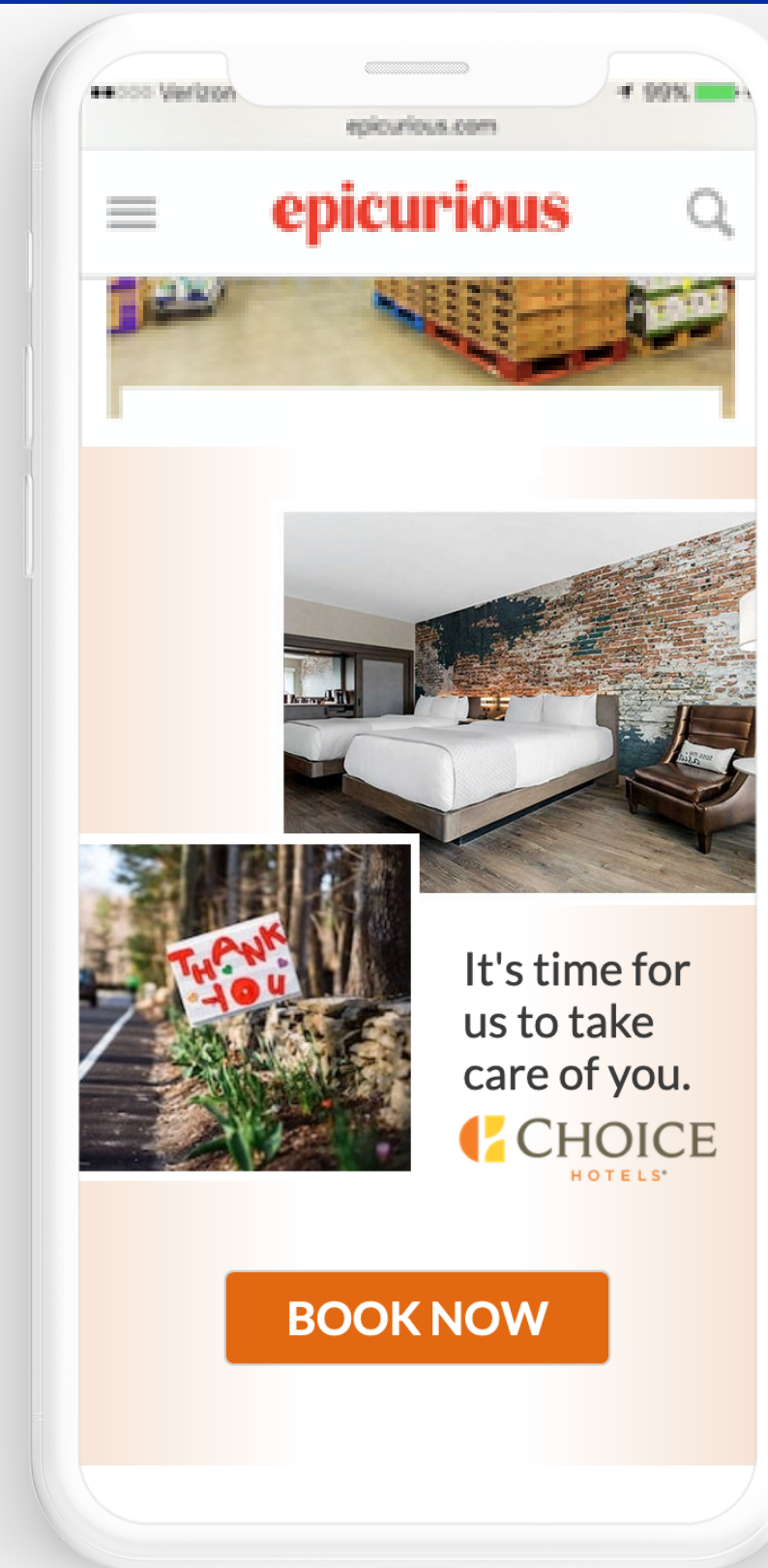
REPORTING CAPABILITIES

Same reporting capabilities as traditional standard banners

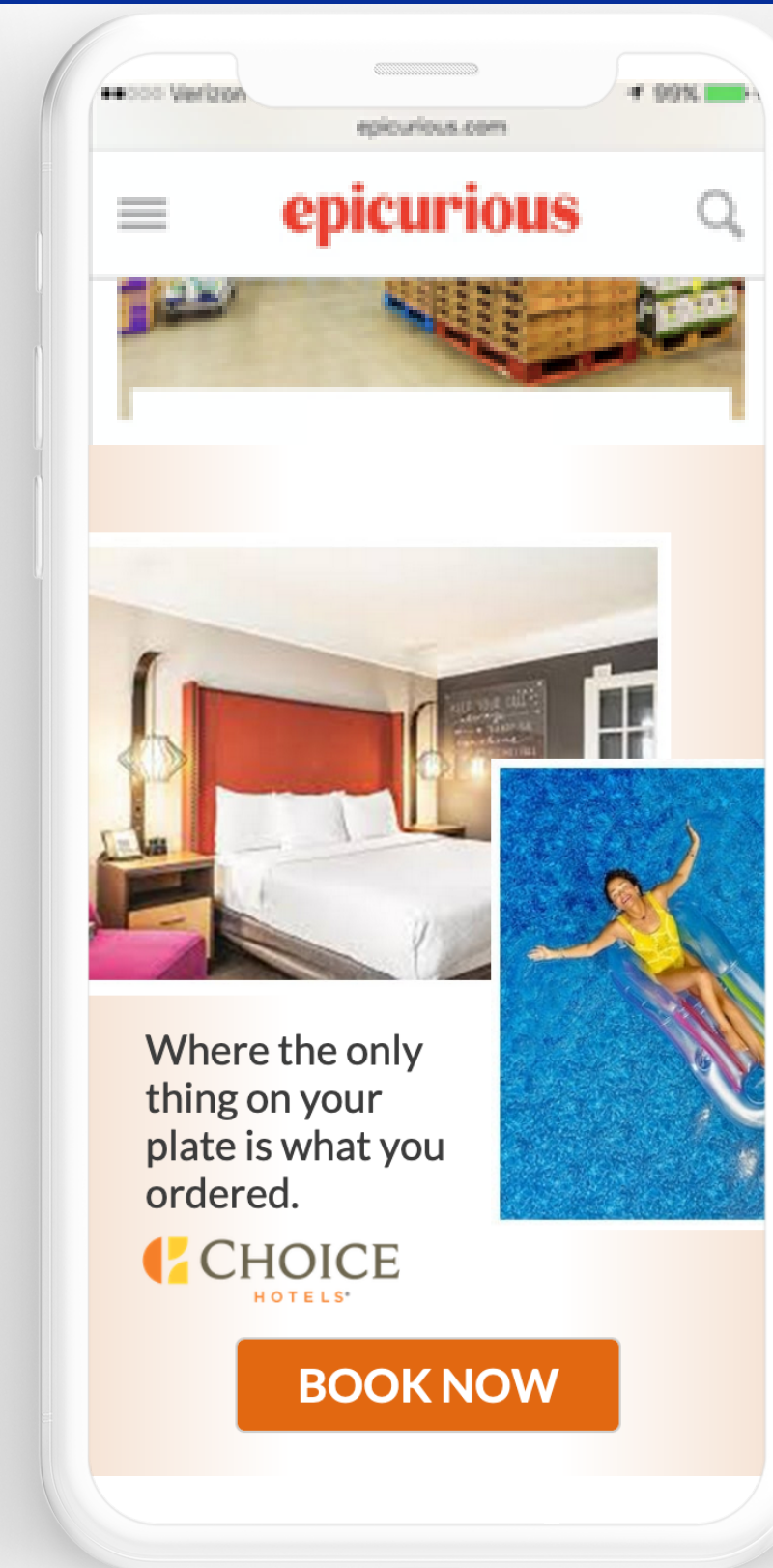
TAG REQUIREMENTS

1x1 tags, one per unit

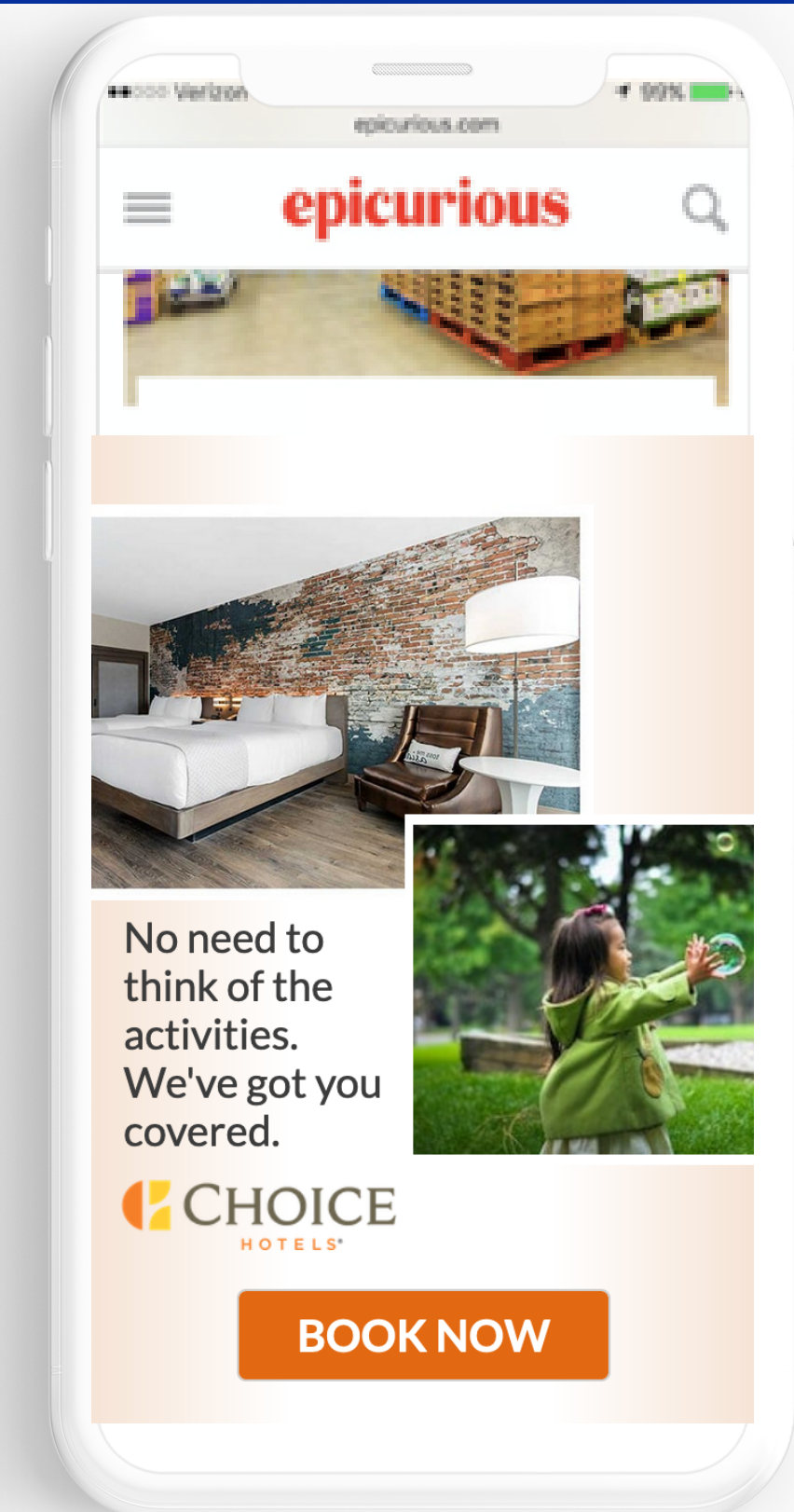
[Demo Link](#)



ESSENTIAL WORKERS

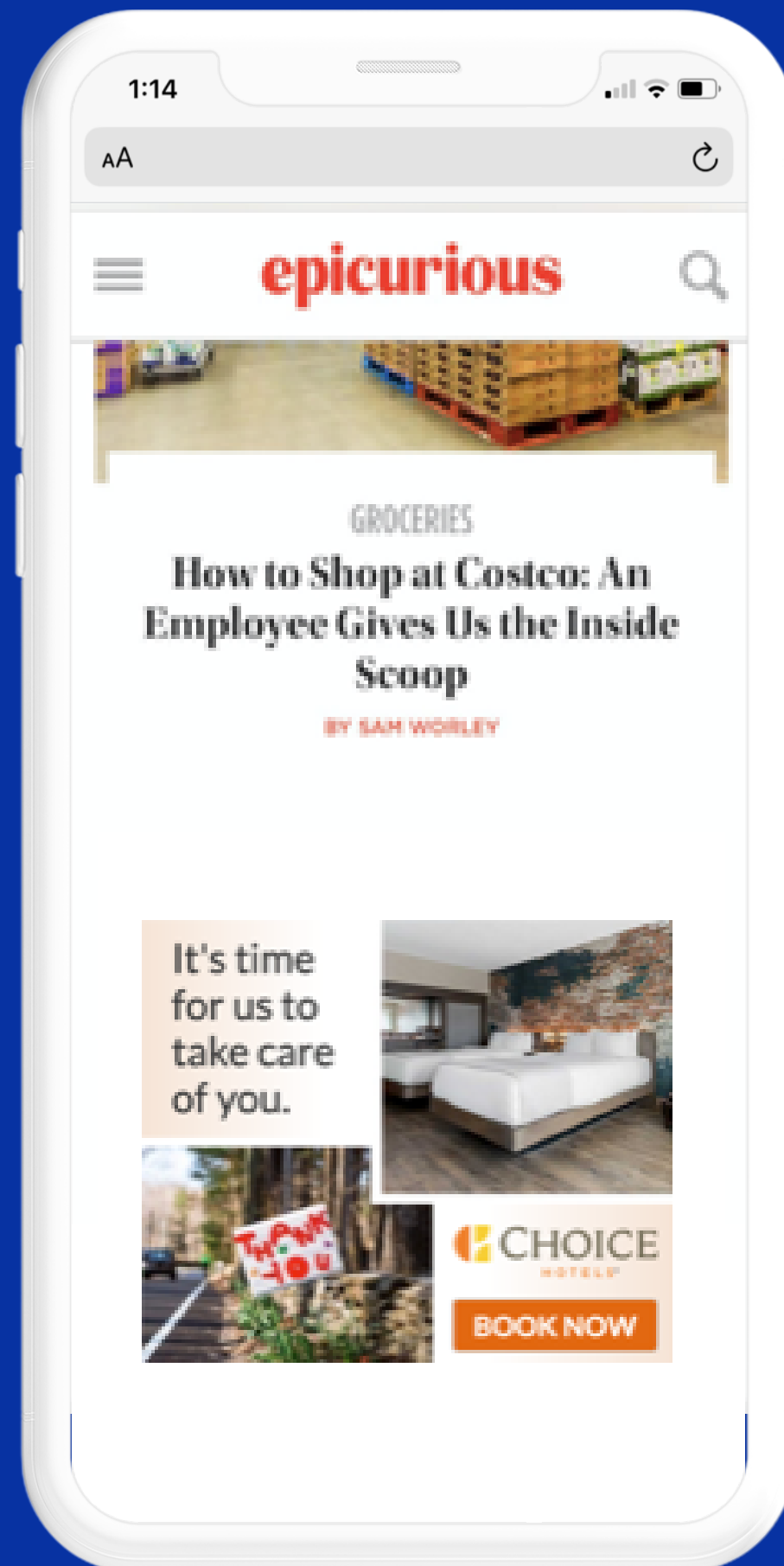


LEISURE TRAVELERS



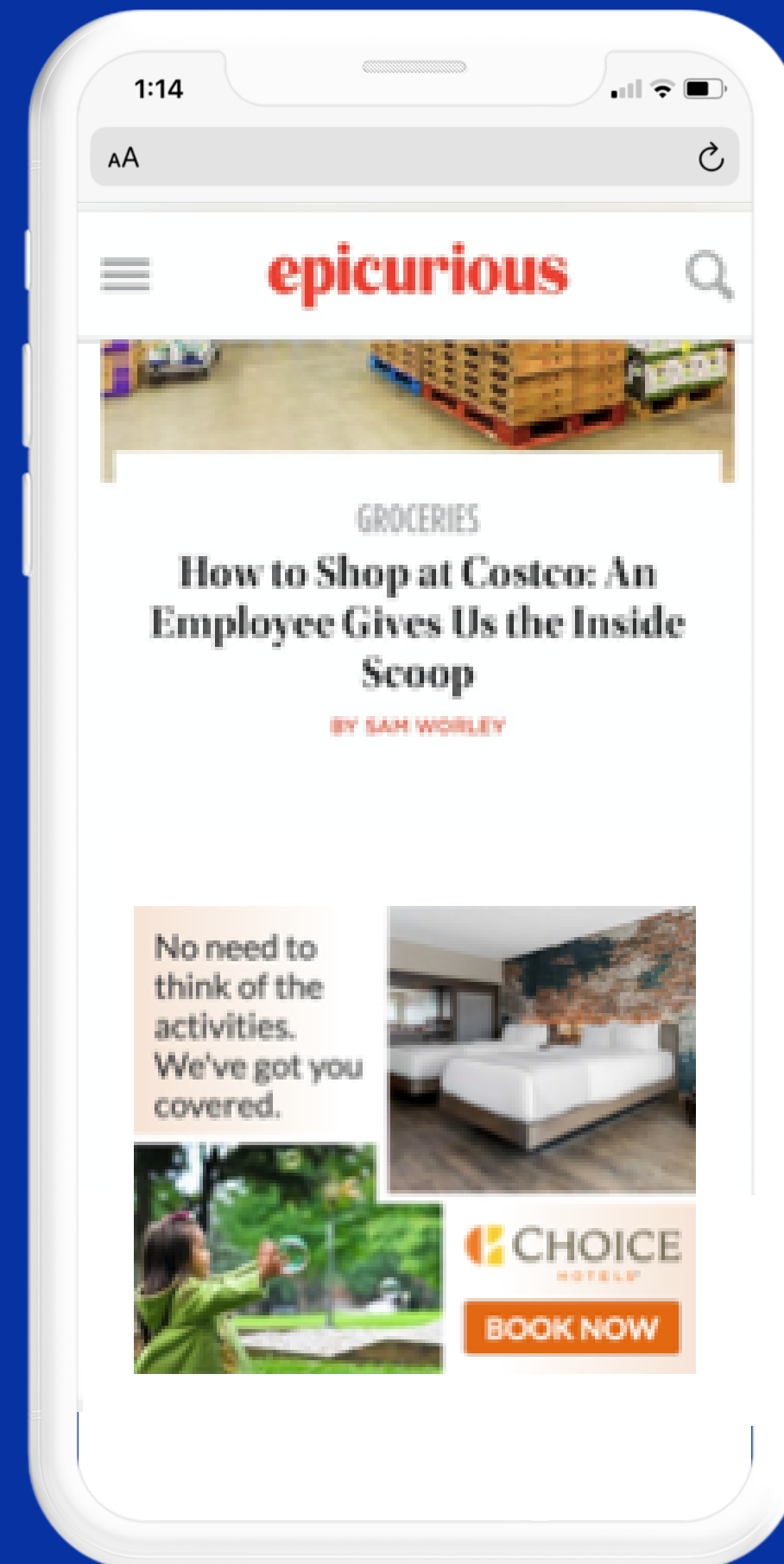
FAMILIES

Target-tailored Banner Suite



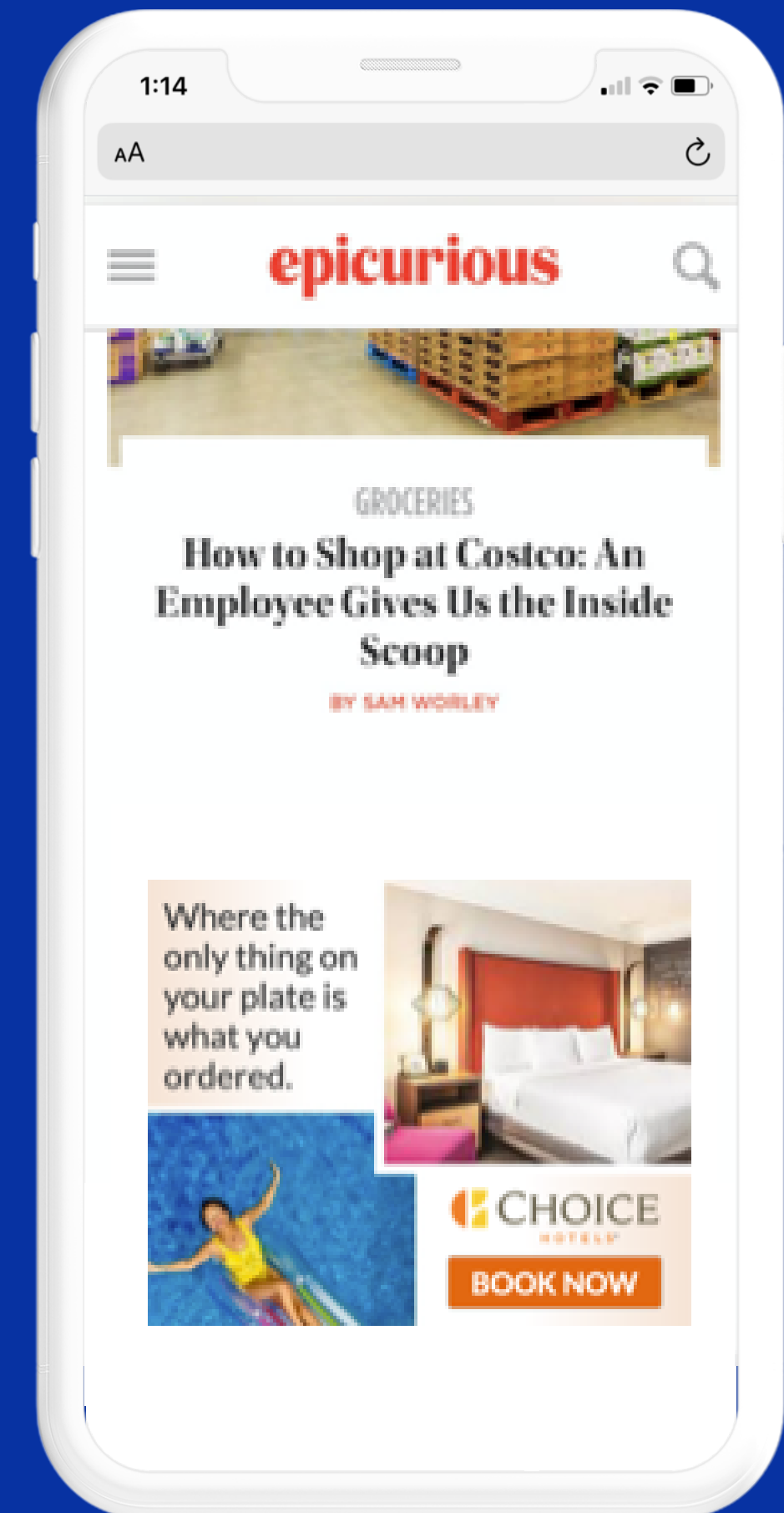
ESSENTIAL WORKERS

Increase visitation among Essential Workers with messaging that speaks to them. [Demo Link](#)



LEISURE TRAVELERS

Reach Leisure Travelers throughout their consumer journey. [Demo Link](#)



FAMILIES

Increase bookings among families who are looking to get away. [Demo Link](#)

User Flow: Target-tailored Banner Suite

STEP 1

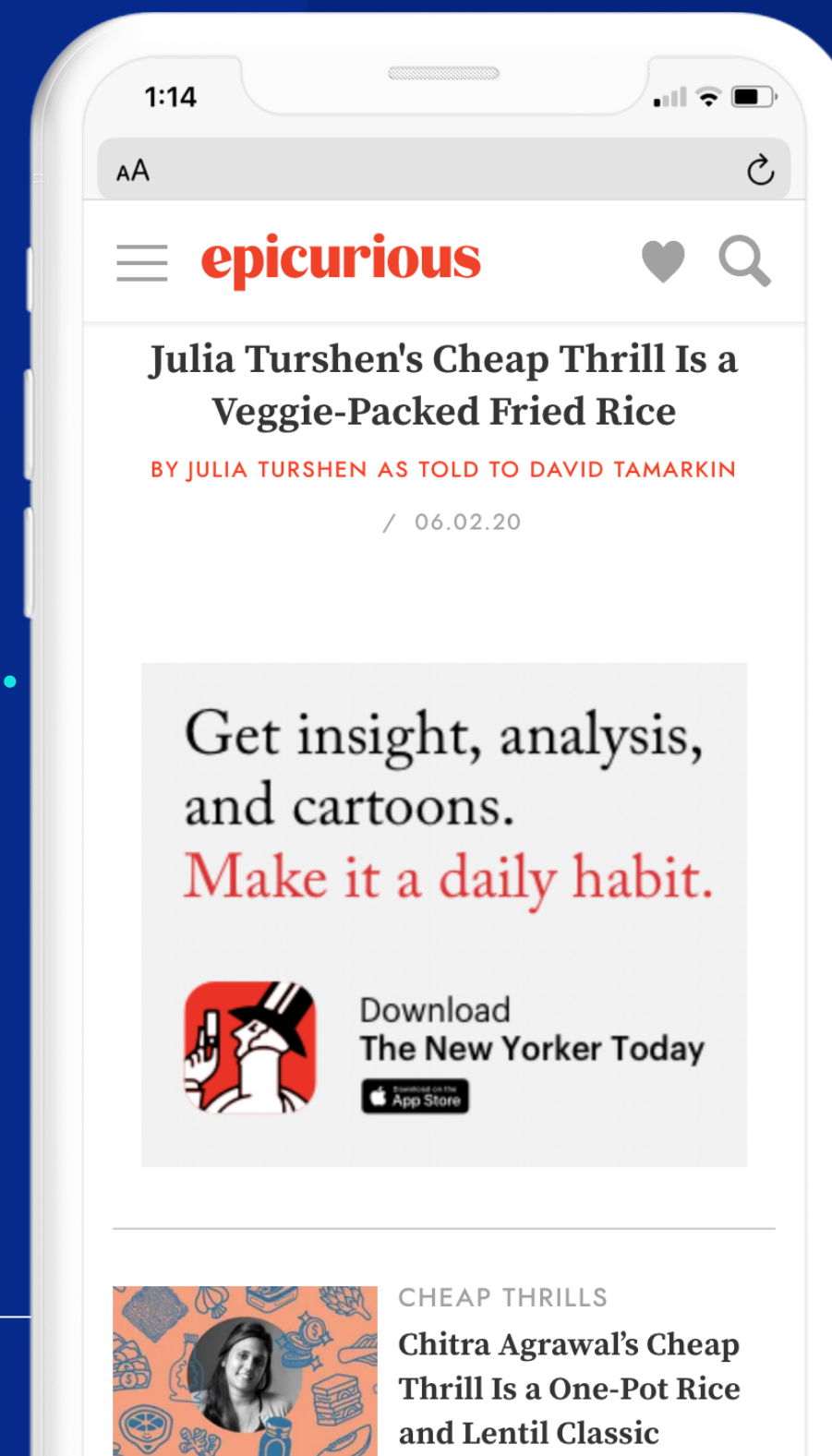
We'll identify the exact target audience that matches the specific creative message using Foursquare first party data.



[Demo Link](#)

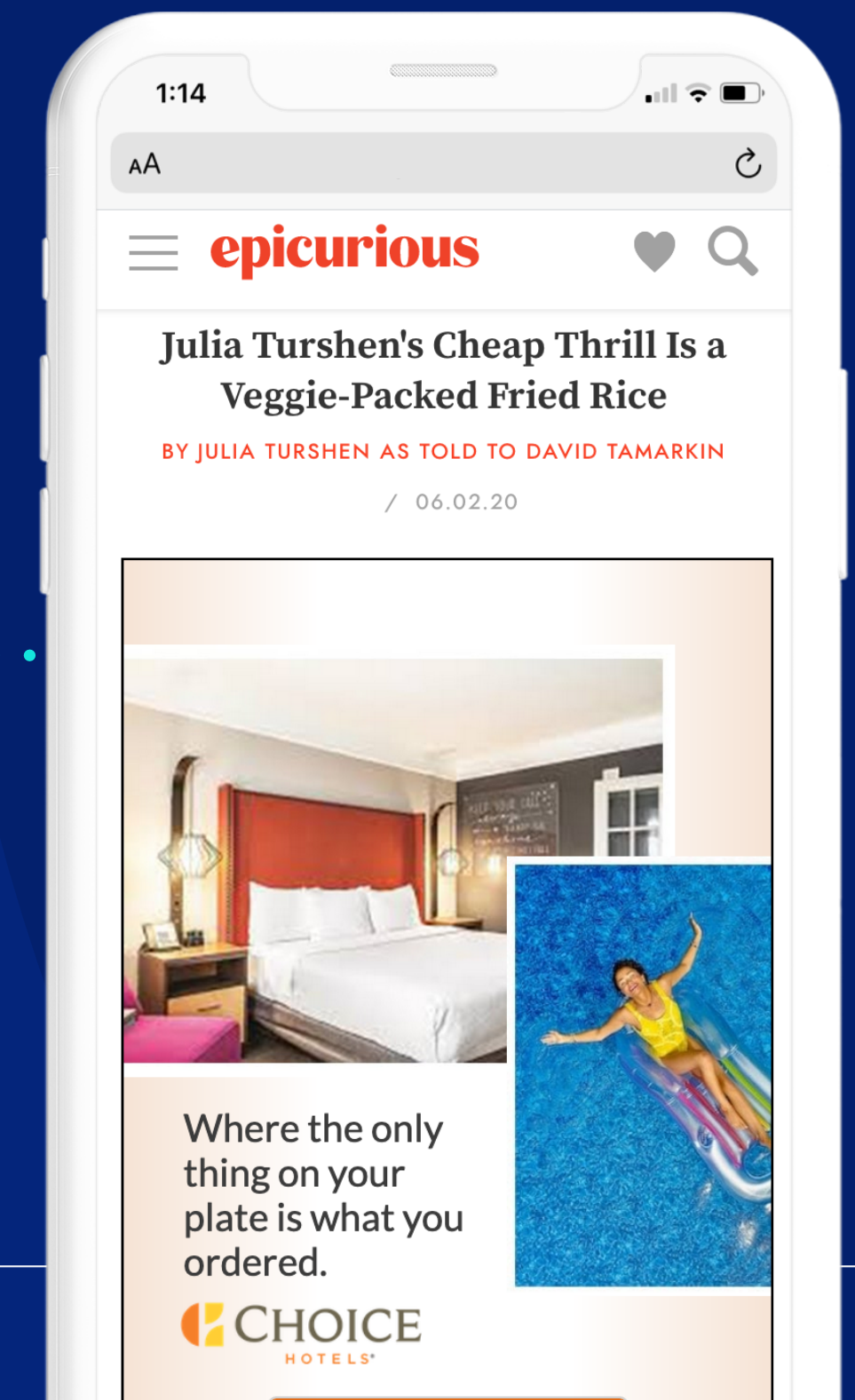
STEP 2

We'll understand when this audience checks their phone, ie: **the epicurious site**, in critical buying moments.



STEP 3

We'll serve them an ad tailored to their **audience group or real-time location**.



FOURSQUARE **ADDED VALUE**

Added Value: Learn More With A Tourism Insights Package

Whether you're a travel destination looking to draw more visitors, or a brand hoping to better understand tourists in a given location, Foursquare is uniquely positioned to provide:

AUDIENCE INSIGHTS

Understand the patterns, preferences & affinities of travelers going to a given destination

DESTINATION ITINERARIES

Identify where tourists in a given destination are most likely to visit when they're in town, compared to locals

DISTANCE & ORIGIN

Uncover how far visitors travel to reach a given destination, and the top places they're coming from

TRAVEL
WISCONSIN
— .COM —

FOURSQUARE
TOURISM ANALYSIS
JUNE 2019

Added Value: Understand Tourists In Top Destinations

Foursquare's first-party always-on panel helps leading brands understand consumer behavior and competitive dynamics, driving better decision-making and real world outcomes.

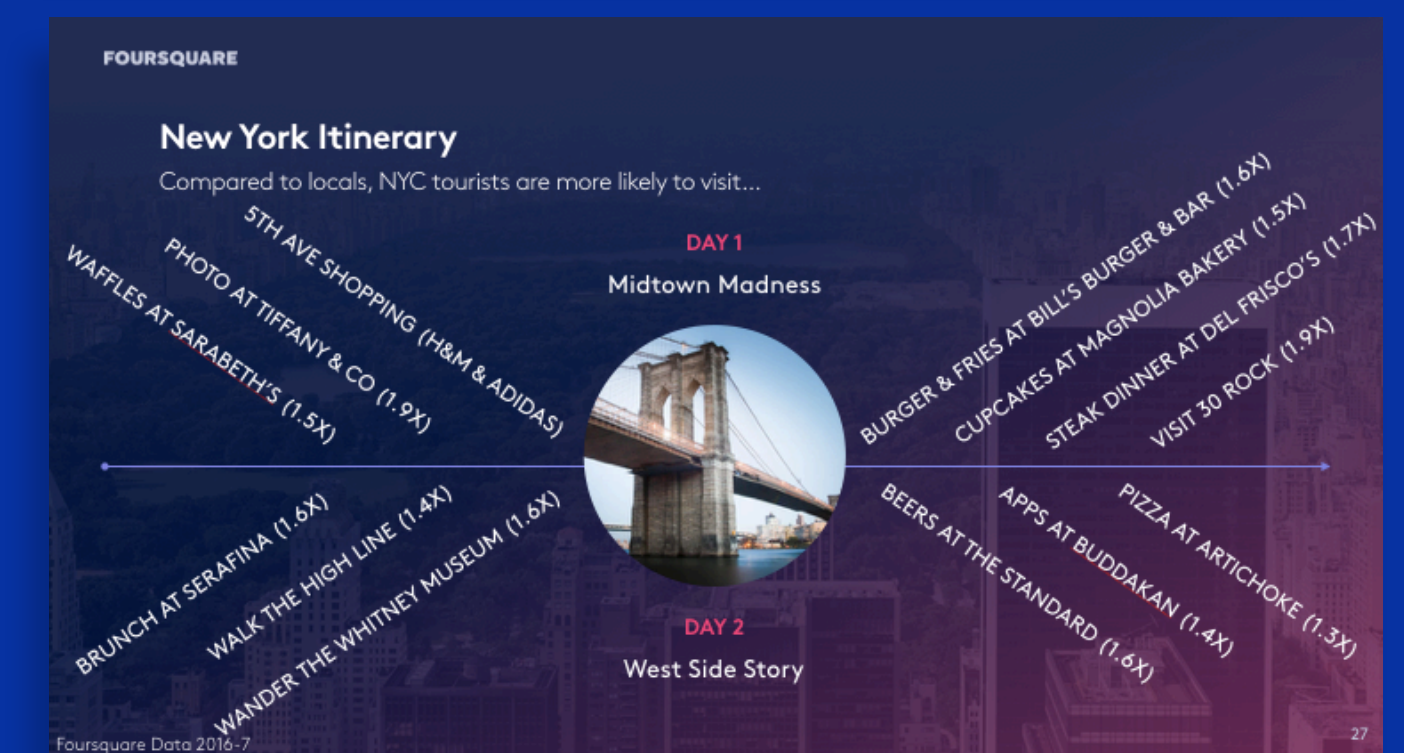
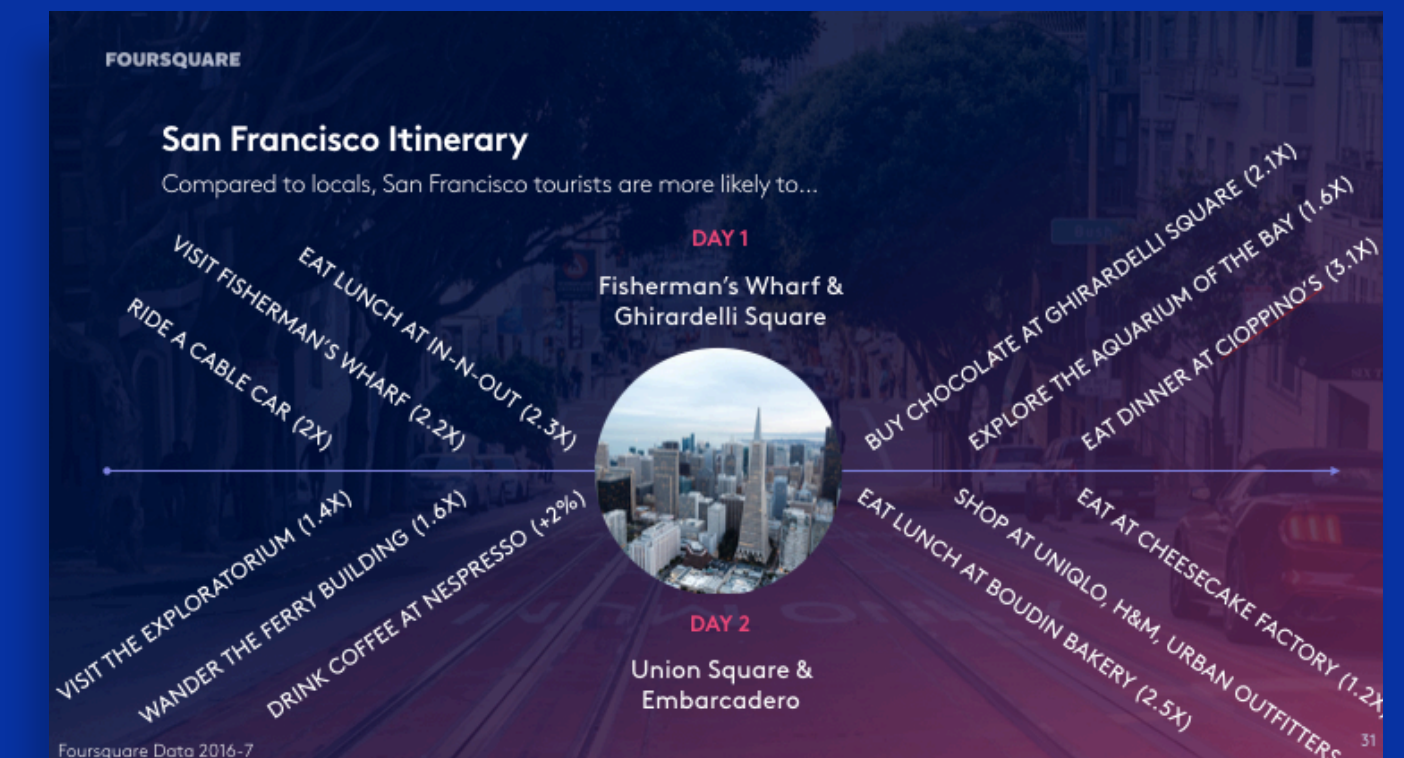
OPPORTUNITY:

A **Tourism Insights Report** answers key questions such as:

- What types of audiences are traveling to a given destination, both in terms of demographics & psychographics?
- Where do tourists tend to spend their time when visiting a given destination, as compared to locals?
- What specific venues are trending in a given destination?

EXAMPLE INSIGHTS:

Tourists in Chicago are **2X** more likely to visit a piano bar while visiting town



FOURSQUARE **MEASUREMENT**

Learnings from Winter '19/'20 VGJ x FSQ Attribution Campaign (1 of 2)

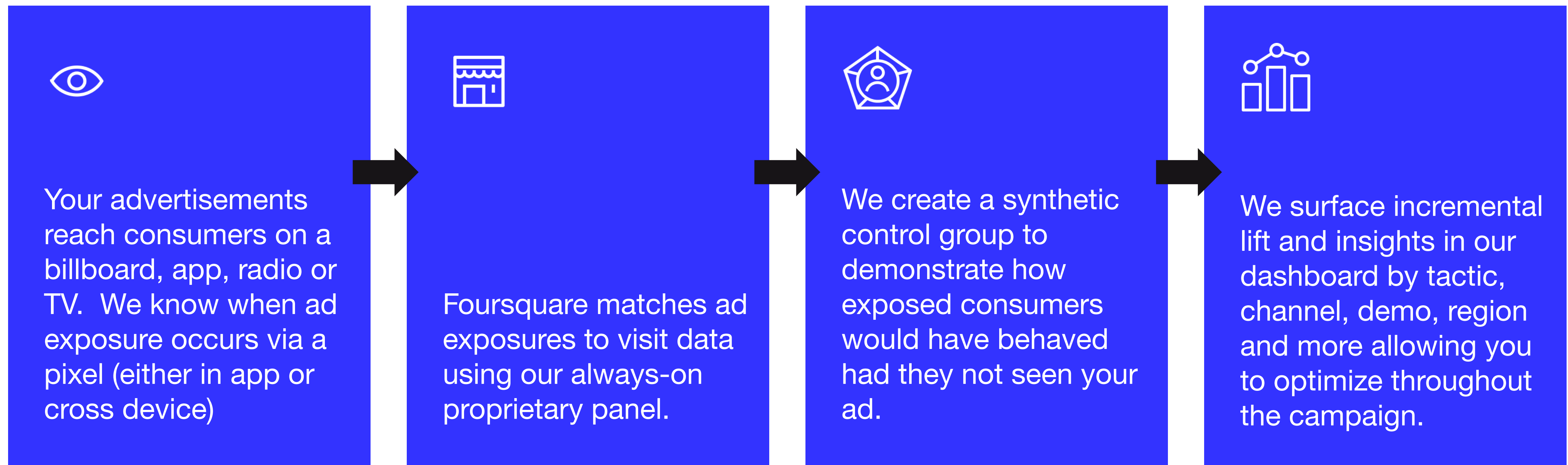
- Over **105,174** exposed visitors were tracked to the greater Grand Junction area.
 - Over 42,000 visitors measured for the city of Grand Junction, and 5,000 visits measured for Palisades.
 - **5,170** visitors were recognized as incremental based on lift methodology.
- Over 76,000 of the visits to Grand Junction resulted from feeder markets.
 - Not surprising, **Denver** was the top feeder market. Here are the next ranked top feeder origins:
 - 2) Salt Lake City, UT
 - 3) Colorado Springs-Pueblo, CO
 - 4) Albuquerque-Santa Fe, NM
 - 5) Phoenix, AZ
 - 6) Los Angeles, CA

Learnings from Winter '19/'20 VGJ x FSQ Attribution Campaign (2 of 2)

- Overall median length of stay was **2 days**.
 - The audience exposed from Blis, when looking at the median length of stay, visited Grand Junction the longest.
 - We chose to look at median length of stay, rather than average which creates noise within the metrics.
- The businesses observed with the highest lift in visitation included TGI Friday's, Marshalls, Jack in the Box, Chase, and Marriott hotels.

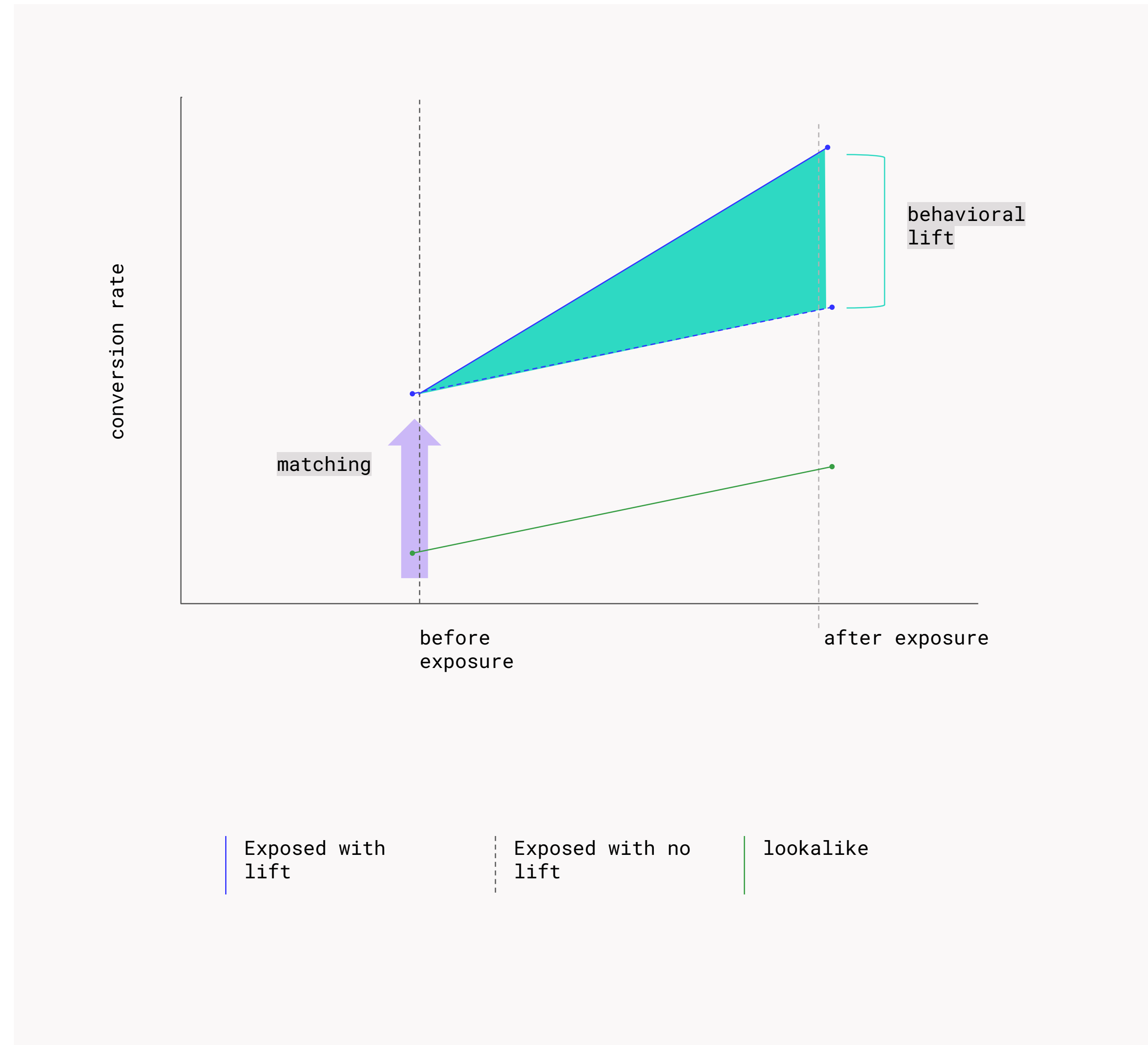
How it works

Foursquare clients will unlock a clear view of lift, providing you with an understanding of how your ad drove incremental visits to your location.



How do we correct for past visits?

For each campaign, we train a model with unexposed users to compare to store visitation before and during the campaign.



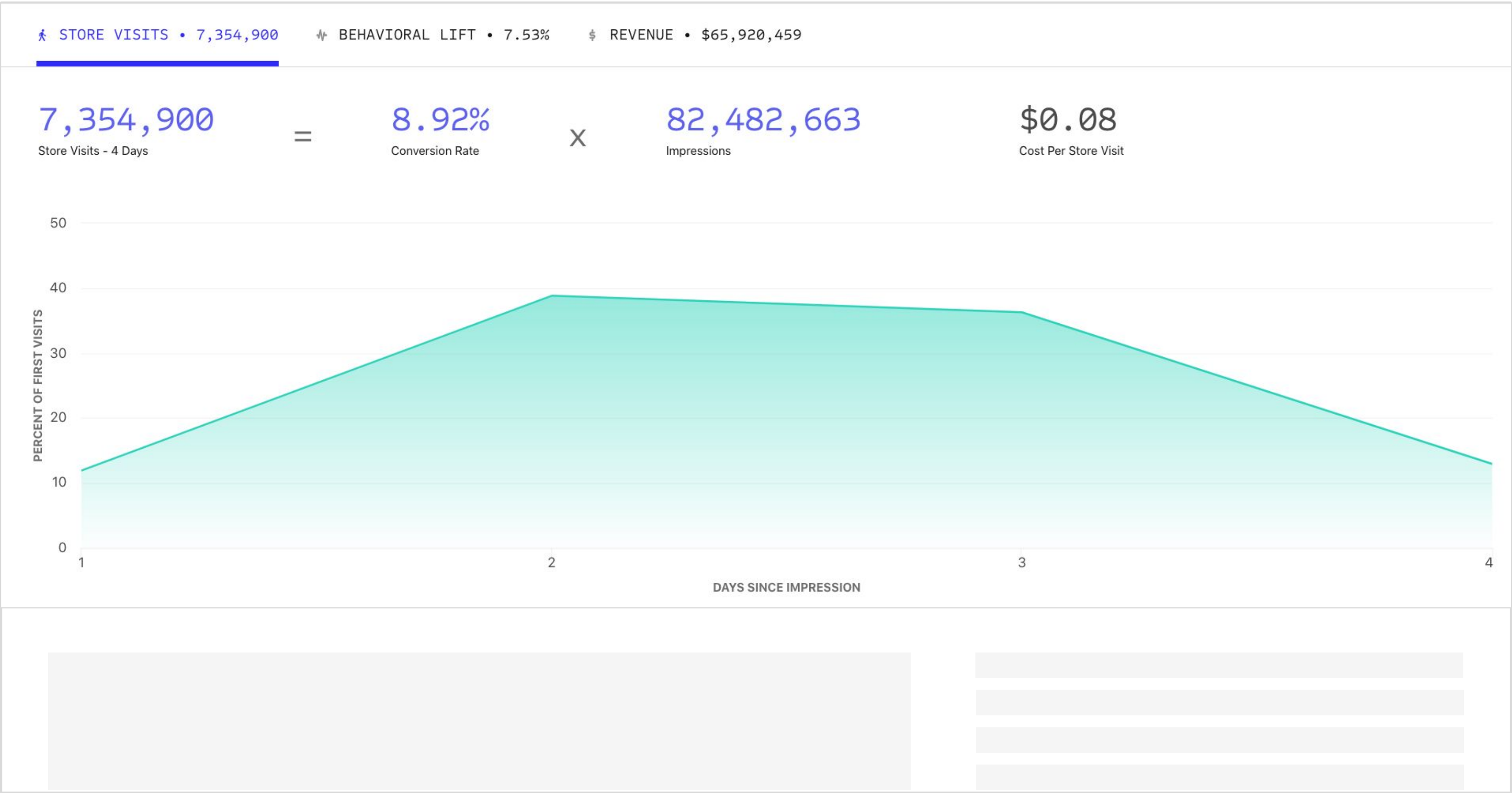
Custom Attribution Reporting for VGJ

Foursquare Attribution has the ability to report on:

- Overall visits and unique visitors
- Visits to broader Grand Junction area, while isolating visitors to specific cities and attractions within Grand Junction
- Local visitation, as well as omitting locally defined residents
- Reporting back on changes in visitation to specific sub venues, including Colorado Monument, and specific businesses of interest (restaurants, breweries, etc.)
- True lift in visitation by understanding previous visitation behaviors for the exposed audience

Understand how long it takes a message to resonate and drive visits

In this example, traffic starts to slow after day 3. This would indicate a good opportunity to swap creative back to branding or awareness since a promotional offer has been exhausted.





Get more insights from your customers

Brand Awareness

Have your messages made an impression that lasted and invoked a positive perception?

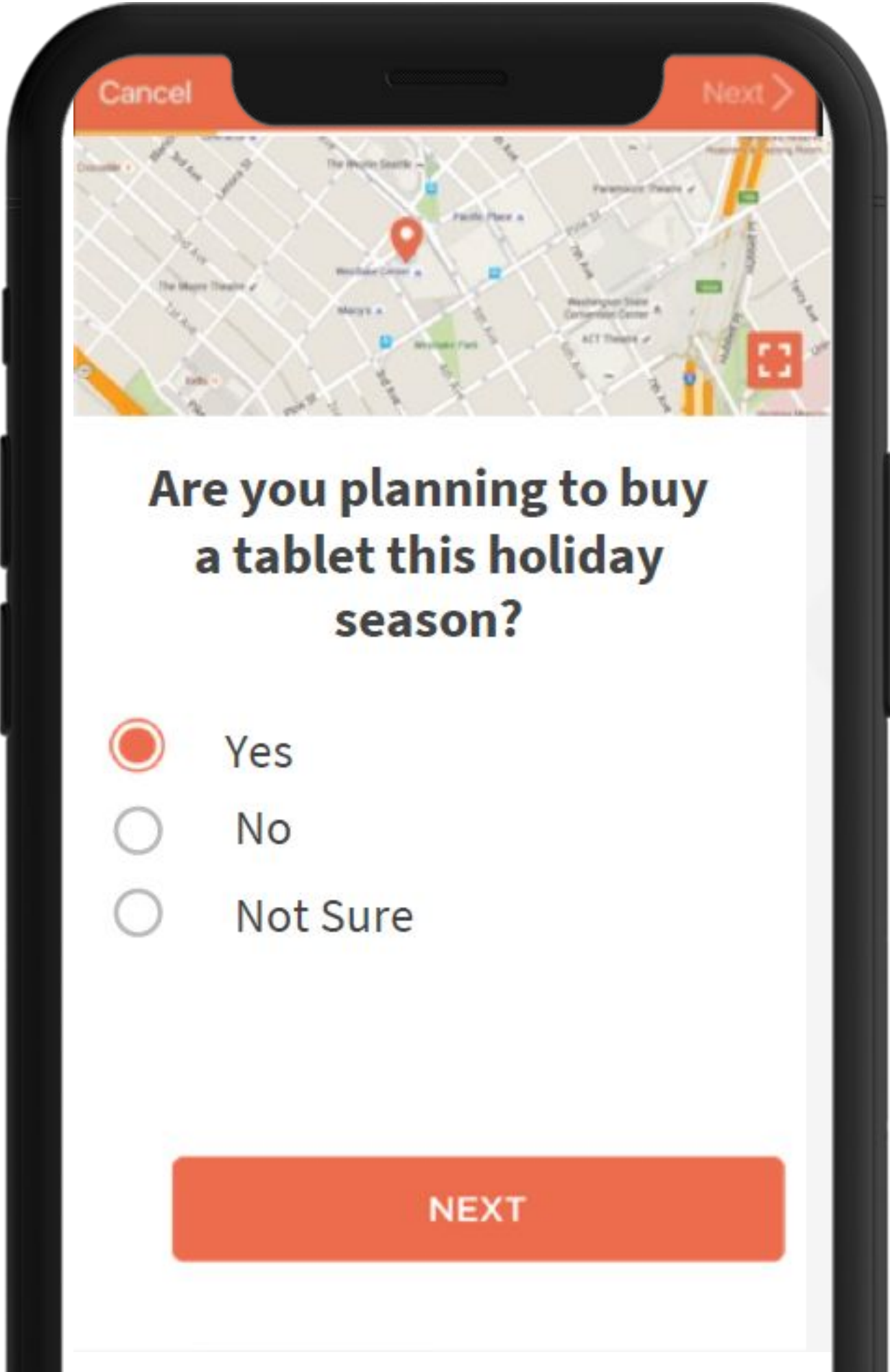
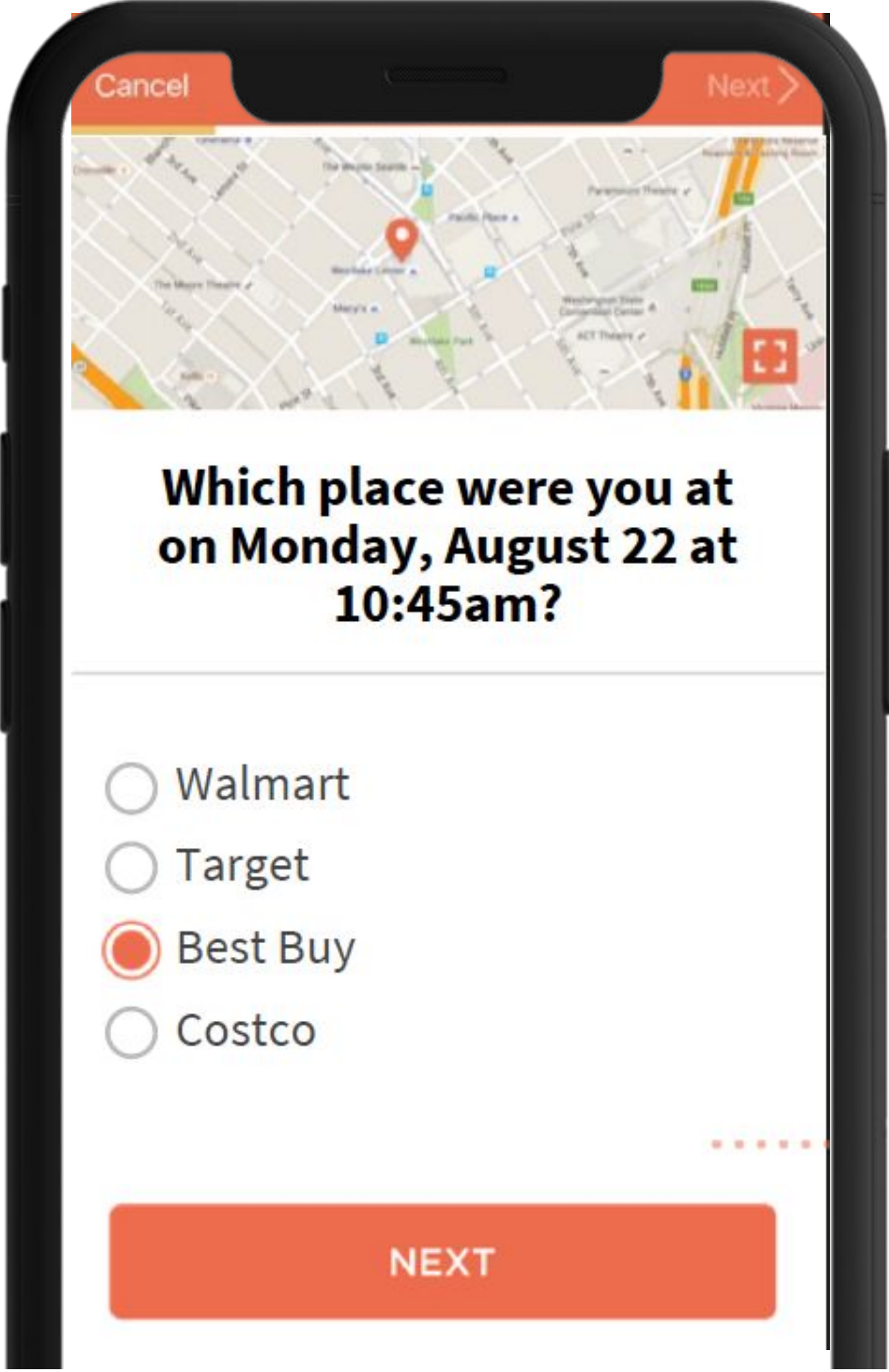
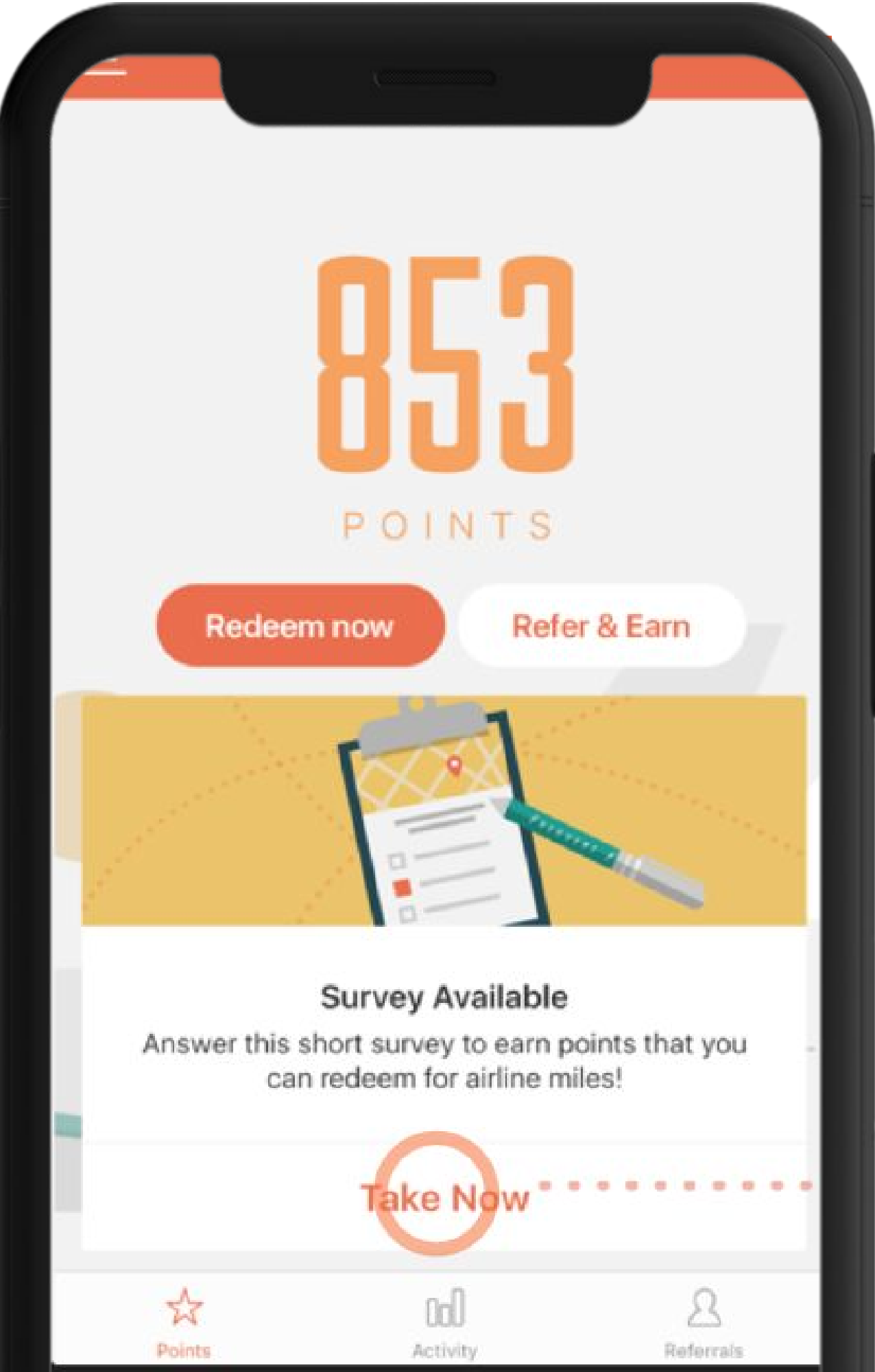
Consideration

Have your consumers gathered enough information to consider whether your brand is the preferred choice?

Purchase Behavior

Have they selected your brand at your given location? What did they choose and/or how much did they spend?

See it in action!



Sample Questions - Visit Grand Junction

[survey delivered post-visit or based on exposure]

1) **Q: *What activities drove you to visit Grand Junction?***

- a) Hiking
- b) Skiing
- c) Museums
- d) [etc.]

2) **Q: *How much did you spend on lodging and dining while in Grand Junction?***

- a) <\$1k
- b) \$1k - \$2k
- c) [etc.]

3) **Q: *Do you plan to visit Grand Junction again in the next 6 months?***

- a) Yes
- b) No

Measurement Capabilities for GJ City

Evaluate performance, optimize media, and gain valuable insight into the audiences responding to your campaign and their offline behaviors.

Deep Dive Analysis

Includes but is not limited to insights around:

CONSUMER AFFINITIES

- Demographics (Age/Gender)
- Lifestyle & Taste Affinities
- Dining, Shopping, Entertainment & Travel Preferences

AD PERFORMANCE

- Audience (up to 3 buckets)
- Creative & Media Type

VISIT SUCCESS*

- Total Visits
- Incremental Behavioral Visit Lift
- In-Store Exposed Visitor Insights
- Exposed Visitor Segment Breakdown

*Metrics dependent on statistical significance

Frequency Analysis

This custom analysis will uncover which campaign frequency led to the highest incremental visit lift.

Overlap Analysis

This custom analysis will identify trends in visit lift based on what **combination of media types** a consumer has been exposed to determine how that combination drove incremental visitation.

Exclusion Analysis

This custom analysis will identify trends in visit lift based on consumer exposure to **individual media types**.

FOURSQUARE **IOS UPDATES**

Responsible Data Collection

FOURSQUARE



We'll be ready with you

We have short and long-term plans to prevent any interruptions to your services.

- **Our approach is ID agnostic.** Our products work with multiple forms of identity and have transitioned beyond MAIDS.
- **Our integrations run deep.** Our network of partnerships allow us to shape the future together.
- **Consumer control is key.** We believe in transparency that allows consumers to access ad-supported products and services they love.



Impact to targeting

- **There will be no material impact to product quality**
- Expected drops in the targeting device pool, causing some contraction in segment scale, Audience remains a powerful targeting solution
- Our panel is substantial, with plenty of buffer and still able to grow



Impact to Attribution

- **Impact to campaign feasibility will be negligible**
- Less than 15% of iOS impressions are matched via MAID
 - Even losing 90% of them would only impact feasibility by 1 to 2%
- Analysis reveals that changes to conversion rate and lift, if any, will be within acceptable ranges



Thinking beyond MAIDs



New identity solutions rely on **secure handling of emails**.

Our user profiles, able to accommodate multiple forms of identity, will be matched to **hashed emails**.



We are progressing towards adopting **TTD's Unified ID 2.0**, an open, decentralized identity solution to enable an accountable and addressable future for the Open Internet.



We are preparing to further utilize **LiveRamp's** Identity Link solution.



We participate in industry standards that will shape the future of privacy and identity, including the **Partnership for Responsible Addressable Media**.

First-party advantage

Our first-party panel is data that we will continue to value and protect.

- Our first-party assets offer **logged-in experiences**
- The users have **direct relationship** with us
- We deliver **value** in exchange for their location
 - Our opt-in rates will exceed industry averages, potentially upwards of 40%
- We have a 2021 strategy for our O&O apps and SDK that will increase **adoption, engagement, and ultimately, increased value for you**

FOURSQUARE
CITY GUIDE



Panel App

FOURSQUARE
Swarm

What's next

Maximizing our scale. We added online interest data last year and will continue to incorporate other types of data.

Leaning into quality sources. We are dedicated to vetting, evaluating, and auditing third-party sources. They will start working harder for us.

Investing in a private cloud. Results from last year's research on a private cloud offering affirms the additional investment we made to fund an alpha launch this year.

Modeling with science. Our ability to experiment, deploy, and refine with an in-house team of experts is what got us here today and what will get us places tomorrow.



THANK YOU
FOURSQUARE

JENNIFER MITKOWSKI

CLIENT PARTNER, MANAGED SERVICE

[JMITKOWSKI@FOURSQUARE.COM](mailto:jmitkowski@foursquare.com)

CAIO RODRIGUES

CLIENT SOLUTIONS STRATEGIST

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