

**Town of Silver City
Addendum #1**

**RFP 17/18-5P
Marketing Services**

/s/

Approval:
Alex C. Brown, Town Manager/Finance Director

/s/

Erika Martinez, Purchasing Agent

QUESTIONS AND ANSWERS

QUESTION 1: Is there a current contractor or vendor providing a service related to the development of a brand identity and coordination of tourism related efforts to stimulate tourism to Grant County? Please identify said contractor and its current budget.

ANSWER: Yes, the Town currently has a Tourism Coordinator. SkyWest media has been surveying all the events that the Town has awarded Lodgers Tax funding to. This is to identify what the Tourists think of the events, how we can make their visit better, and how to make the events work better together. SkyWest Media has been doing testing on social media to identify what potential tourist think of the area in order to identify what we need to work on to change their perception of the area. The budget established for the Tourism Coordinator is \$50, 000.

QUESTION 2: What efforts has the Town of Silver City pursued related to development and implementation of “a branding strategy and a tourism marketing strategy”?

ANSWER: As part of Sky West Media’s contract they will make recommendations as to the branding and marketing strategy we should pursue based on the information they have been gathering for the last year.

QUESTION 3: Please provide current branding and tourism marketing strategy.

ANSWER: Currently there is no branding and tourism marketing strategy.

QUESTION 4: Please identify the “Lodger’s Tax recipients, and a variety of local organizations” referenced in the RFP.

ANSWER: The current Lodger’s Tax recipients include; Ft. Bayard Historic Preservation Society, Gila Conservation Coalition, Grant County Rolling stones, Mimbres Regions Arts Council, Silver City Art Association, Silver City Arts & Cultural District, Silver City Main Street, Southwest Festival of the Written Word, and the Tour of the Gila. Other local organizations include the Chamber of Commerce, the County of Grant, Western New Mexico University, and potentially other community organizations.

QUESTION 5: Related to the Lodger’s Tax recipients, please identify the previous levels of funding and general scope that was submitted in order to receive the funding.

ANSWER: The current Lodger’s Tax recipients received a combined total of \$180,000. The recipients must promote the Town of Silver City in its effort to establish tourism leading to overnight stays at motels, hotels and other lodging facilities in Silver City, New Mexico.

QUESTION 6: Please identify any “owned” social media (i.e. Facebook, Twitter, Instagram, TripAdvisor) website addresses for the Town of Silver City tourism/visitor industry.

ANSWER: The only social media outlet that the Town currently owns is the Silver City Arts and Cultural District web site <http://www.silvercityacd.org>.

QUESTION 7: Is there a page limit for the proposal?

ANSWER: No, there is no page limit for the proposal.

QUESTION 8: What does success look like in year 1 and in year 2?

ANSWER: Success in year one would include taking the information gathered by Sky West media and developing a branding strategy that can be measured for both events and destination marketing. Success in year two would include increasing tourism dollars brought into the community.

QUESTION 9: What is the annual budget and/or range for this initiative (inclusive of professional services and advertising buying by the firm selected)?

ANSWER: Currently the budget is \$130,000 but it is negotiable based on the services that can be provided.

QUESTION 10: Are items identified in the RFP that are currently being provided by staff or contractors? If so: what is currently being provided? Is the contractor being invited to participate as a part of this RFP?

ANSWER: No, items identified in the RFP are not currently being provided by staff or contractors.