

RFP #2026 – Full Service Advertising Agency

Questions & Answers

1. You mention an annual budget of \$60,000 - \$120,000. Does this include the agency commission percentage or is the agency commission incremental to this budget?

Answer: Yes, this includes commission.

2. Can you provide a list of average monthly quantities for each of the services listed in the RFP?

- Digital Advertising Creation and Placement-including Google AdWords, Facebook, Instagram, YouTube and Retargeting Ads
- Print Advertising Creation and Placement
- Brochure/Rack Card Creation
- Website Design/SEO
- Email Campaign Creation and Implementation
- Videography and Photography
- Facilitate Social Media Influencers and Travel Writers

Answer: Items such as Brochure/Rack Card Creation, Website Design, Videography and Photography, Print Advertising Creation and Placement and, Facilitate Social Media Influencers and Travel Writers would not have an average monthly quantity as it may be an once a year activity or may not even be done on an annual basis.

For Digital Advertising Creation and Placement-including Google AdWords, Facebook, Instagram, YouTube and Retargeting Ads, SEO and Email Campaign Creation and Implementation activities would be conducted monthly, but the quantity would drop from December to March. We must spend the funds, so at a minimum, we would spend an average of \$5,000 a month but understand that it may be \$0 in December and \$10,000 in June.

3. Are you able to provide the name of the previous incumbent?

Answer: The County has never contracted with an agency in this manner, i.e. on a commission basis. In the last five years, the County has worked with IMEG, Design Sensory, Citizen Agency and Bingham Group to conduct specific projects.

4. Section 3 appears to state the contract is to be paid on a commission basis however I want to inquiry to see if this was commission-based (paid for performance) or flat percentage for services rendered in that of a management fee structure?

Example of Management Fee:

Google Ads & Google Display Ads - X Percent of Allocated Budget for Creation, Management, Monitoring, and Reporting.

If it is commission-based and not that of a percentage fee structure for services rendered please provide us Key Performance Indicators (KPIs) to which commission would ultimately be calculated.

Answer: The commission is not based on performance. It is a flat percentage for services rendered.

5. AdventureAnderson.com, Will the agency ultimately be using current digital assets by the Tourism Council to drive digital traffic and brand awareness to and if so will we have access to make modifications, tweaks, etc. to the AdventureAnderson.com website or would these have to go through that of the original developers of Justin Jones and Internet Marketing Expert Group (IMEG)?

Answer: The Tourism council has digital assets and the agency will have access to make modification, tweaks, etc.

6. Social Media, We see that Social Media Ad placements as well as gaining influencers, etc. are included in the RFP however does the Tourism Council have a Social Media Manager or Social Media Management Team (internal or outsourced)? If yes, does the agency have any direction on Social Media Calendar to help that with advertising objectives, brand awareness, etc.?
If there is not a Social Media Manager or Social Media Management Team is this service desired as part of this RFP?

Answer: The Tourism council has an internal social media manager. The agency would place social media advertisements and would have input on the social media calendar.

7. Email Campaigns, Will the Tourism Council be providing Email Campaign software or is this being provided by the agency?

Answer: The Tourism Council uses MailChimp. The agency would have user access and the tourism council would pay for the subscription.

8. Do you allow for hourly rates for services? For example, website design/SEO is internal hours by our staff members, not necessarily a pass-through cost that a commission is added to. We can absolutely price out media with a commission, but would like to be able to list an hourly rate for services.

Answer: Please see Amendment #1. This is now an option.

9. Is the budget of \$60-120k inclusive of the total budget (agency services as well as paid media)?

Answer: Yes.

10. There are many services (video, facilitate travel writers, web design, etc) that don't involve direct spending. How should we factor that into commission?

Answer: Please see the answer to question #8.

11. Confirming there is a total possible points of 80 across sections 1, 2, 3, 4 and the vendor presentations.

Answer: Yes that is correct.

12. Can you provide historical overnight visitation metrics, as well as your future overnight visitation goals in order to benchmark and measure future campaign success?

Answer: Yes, once the vendor has been chosen, the agency will have access to all metrics.

13. Target Geos/Audience

- Can you provide a list of your primary feeder markets?
- How would you describe your current visitors?
- How would you describe your “ideal” visitors?
- What lures do you have in place to attract your ideal visitors?

Answer: A target audience profile will be provided to the chosen agency.

14. Will the below be the primary URL/landing page you will drive traffic to?

<https://www.tnvacation.com/local/clinton-anderson-county-tourism-council>

Answer: No, our website is www.adventureanderson.com and landing pages can be created from that utl based on the campaign if necessary.

15. Are you seeking for both capturing of video and photo assets as well as post production?

Answer: We have an extensive library of video and photography that the agency would have access to but the agency would need to gather new assets if needed in the future. We would also need an agency to use the images/video to develop advertisements.

16. RFP states "only fees that the Council will pay is commission." We will package creative development work to be covered by media placement commission. Please advise if your expectations are for creative pricing to be covered differently.

Answer: Yes, the agency can include an hourly rate for creative.