

REQUEST FOR PROPOSAL

Social Media Agency of Record for New Orleans Tourism

About New Orleans Tourism

New Orleans Tourism (in this context) is comprised of the New Orleans Convention and Visitors Bureau and the New Orleans Tourism Marketing Corporation.

The New Orleans Convention and Visitors Bureau (NOCVB) is a nationally accredited, 1,100-member destination marketing organization. The NOCVB and its members influence thousands of decision-makers and millions of visitors to choose New Orleans through direct sales, marketing, public relations, branding and visitor services at our New Orleans headquarters and offices in Chicago, Washington, D.C. and four foreign countries.

The New Orleans Tourism Marketing Corporation (NOTMC) is the City of New Orleans' official leisure travel promotion agency created to foster jobs and economic growth by developing the tourism industry in New Orleans. Annually, NOTMC's marketing campaigns bring millions of visitors to New Orleans through a mix of strategic broadcast and digital advertising, partnerships and sponsored content, and public relations. Creative assets for NOTMC's current campaign, Follow Your NOLA, can be found here - <http://www.neworleansonline.com/share/>

Marketing Objectives:

NOCVB and NOTMC are soliciting proposals for a social media agency or professional to design and execute a comprehensive social media campaign that will drive awareness, engagement, and channel growth and deliver a measurable return on investment to each organization.

The social media campaign will play an integral role in NOCVB's and NOTMC's entire tourism marketing efforts which consist of television and display advertising, sponsored content and media partnerships, as well as social media, email marketing and public relations. The plan should fully complement and support these initiatives toward NOCVB's and NOTMC's overarching objectives to:

- continue to increase annual visitation to New Orleans
- generate a total visitor spend of more than \$7 billion annually by 2018
- add 33,000 more jobs in the hospitality industry as a result of this growth by 2018

Proposals should take into account the current marketing efforts and robust coordination and collaboration between NOCVB, NOTMC and its current agencies of record, Deveney Communications, FSC Interactive, Communify, Dentsu America/360i and Spears Consulting, ensuring consistency and maximization of resources. Post-award, the selected agency will review and analyze NOCVB's and NOTMC's existing social media programs and make recommendations to consistently improve performance over the course of 2015.

NOCVB's and NOTMC's social media efforts will run year-round, with heavy emphasis on the cyclical low occupancy periods (typically summer, early winter and mid-week year round) while positioning New Orleans as the world's most unique and compelling destination.

Target audiences:

- Leisure visitors, and specifically, *experiential discoverers*, as identified by NOTMC's advertising agencies of record, throughout the continental United States, with specific focus on regional and key national flight markets.

Additionally, many audiences also consider New Orleans from different perspectives, which also need to be addressed in our messaging. These are:

- Meeting professionals (including planners and attendees)
- Corporate business travelers
- Travel professionals (travel agents, cruise industry, bus tour operators)
- Group leisure (weddings, reunions, etc.)
- CVB members

International travelers will be reached via social through the CVB's international offices; however, our messaging should not conflict with efforts to position New Orleans as a great destination for all visitors, including international travelers.

Services required:

- Planning - design a comprehensive, holistic annual social media plan that meets the overall marketing objectives for the tourism industry, eliminates duplication of messaging between the NOCVB and NOTMC's Twitter and Instagram channels, and addresses the core needs of both organizations' target audiences.
- Creative - write, design, capture, and produce all social content, including frequent (often daily) on-the-ground live coverage of special events in New Orleans.
- Optimization – consistent, results-focused testing and calibration of all social media messaging and advertising.
- Reporting – agency will deliver monthly reports to NOTMC and NOCVB to review campaign performance to date and easily export reports based on mutually determined KPIs. Agency will also provide weekly summary reports to NOTMC and NOCVB on all initiatives along with optimization recommendations via regular phone calls or in-person meetings as needed.
- Coordination – agency will work closely with NOTMC and NOCVB and their industry partners to provide creative support in all social media efforts for branded partner programs (ex. Christmas New Orleans Style, Be at Tourist in Your Own Hometown, etc.).
- Crisis monitoring - agency will provide in-depth social media monitoring, as well as proactive and reactive strategies and messaging in the event of a citywide crisis or emergency (including, but not limited to natural disasters, a major crime event or greater issues of public health and safety). Further crisis-specific initiatives may occur, and will be considered on a case-by-case

basis between agency and client.

Existing Social Media Assets:

- Facebook - Facebook.com/NewOrleans
- Pinterest - Pinterest.com/visitneworleans

- Twitter -
 - Twitter.com/NewOrleans
 - Twitter.com/VisitNewOrleans

- Instagram -
 - Instagram.com/NewOrleansCVB
 - Instagram.com/VisitNewOrleans

Budget:

Proposals should take into consideration a planned annual social media budget of approx. \$300,000, including all agency fees for creative, account service, strategy, implementation, optimization and reporting. Any social media ad placement will be on a net basis (no commission). Agency fees should be on a monthly or quarterly retainer and clearly separated from ad purchases. All proposals should specifically outline hourly rates and services, as well as the billing process.

Proposal Elements:

All proposals will be judged on the following:

- Approach to program and primary program elements, evaluation criteria, and benchmarks for success – 35 points
- Brief case histories that demonstrate direct experience in social media (tourism experience a plus) – 30 points
- Explanation of agency’s billing procedures including rates and mark-ups – 10 points
- Infrastructure currently in place with list of team members to be assigned to the project, including specific social media roles identified, bios and client history – 10 points
- Plans to include participation by a qualified DBE, including level of participation - 10 points
- List of client references with contact information - 5 points

RFP Guidelines:

All proposals shall clearly demonstrate the applicant’s qualifications to perform the responsibilities outlined in the “Services Required” section of this RFP. Proposals shall further contain substantive

sections addressing the “Proposal Elements” factors in this RFP. Additionally, all proposals shall address all factors applicable in a professional relationship between Agency and NOTMC/NOCVB.

All proposals and all documentation submitted in response to this RFP are NOTMC and NOCVB property for all purposes. Applicants will clearly mark documents or information claimed exempt from public records disclosure and specifically justify the exemption. NOTMC and NOCVB will not credit any blanket exemption claims lacking specific justification. NOTMC and NOCVB do not guarantee the confidentiality of submissions.

This Request for Proposal, any Proposals submitted in reference thereto, and any related discussions or evaluations by anyone create no rights or obligations whatsoever. NOTMC and NOCVB may cancel or modify this solicitation at any time at will, with or without notice.

Questions regarding the RFP should be addressed to Jeremy Cooker via email at jeremy@notmc.com and Lauren Cason at LCason@NewOrleansCVB.com. Please submit all questions no later than 5 PM CT, August 27, 2014.

All proposals (6 copies) should be mailed or hand delivered no later than end of business on September 4, 2014 to New Orleans Tourism Marketing Corporation, Attn: Social Media RFP, 2020 St. Charles Avenue, 4th Floor, New Orleans, LA 70130.

Following the submission of Proposals and their initial review by NOTMC and NOCVB, those agencies submitting Proposals may be contacted for the purposes of, without limitation, scheduling presentations, attending meetings, or addressing additional questions related to their Proposals, as applicable. NOTMC and NOCVB anticipate this process to occur during the month of September 2014.

Final review and notifications of up to but no more than three finalists is anticipated to occur on or about September 26, 2014. Finalists will be asked to make a presentation (format of presentation to be announced) to NOTMC and NOCVB on or about October 8, 2014. NOTMC and NOCVB will then consider each presentation and the respective Proposals in order to select the winning agency. The winning agency will be expected to become a member of the NOCVB and begin performing services on January 1, 2015.

<u>Questions</u>	<u>Answers</u>
How important is it for you to have local firm?	It's important to have a local presence here. There will be many events that the winning agency will need to cover so a local presence is important. We have over 100 festivals a year in New Orleans and the contract will require regular coverage.
Historically what percentage of the overall social media budget has been allocated to media buys?	Approximately 15% of the overall social media budget.
Will the awarded contract be for one year or multiple years?	One year, with the option to extend the agreement upon mutual agreement of both parties on terms and conditions that are mutually acceptable.
Can you give me an honest assessment if an out of town firm would be realistically considered for this RFP and/or if an out of town firm would be at a distinct disadvantage for being awarded?	There will be many events that the winning agency will need to cover, in person, so a local presence is important. We have over 100 festivals a year in New Orleans and the contract will require regular, on-the-ground coverage.
Roughly how many case studies are you looking for?	Whatever you believe best demonstrates your experience. how many you think you need.
Does \$300,000 include social media ad budget or just the media placement fees?	\$300,000 does not include any ad budget. Ad budget has not been determined, but would be handled on a net commission basis.
Is there a media budget in addition that we should stick to?	Not at this time - you are welcome to recommend something.
How many people are in the judging process and it is possible to know who so we can address/customize each presentation?	Representatives from the CVB and NOTMC and a neutral third-party communications professional. we're not releasing names.
If there are special projects or events or crisis communication or work out of scope, how is this to be billed?	These will be considered on a case-by-case basis between agency and client.
What would you like to see from an agency that you're not getting currently? What do you want to start doing, or do differently?	N/A
What does success look like? Is there someone out there right now that is setting the bar in your minds?	N/A
How do you see social working with your other marketing and communications channels?	N/A
Are you flexible on platforms and deliverables (e.g. putting a major emphasis on 1-2 channels with the most potential)?	Yes.
Is there an opportunity for incremental production costs to develop high quality social content (e.g. for photography or Vines), or is this budget meant to be inclusive of all content development and production needs?	Inclusive.
Is there incremental support for management of paid social?	No.
Beyond the core marketing team, do we need to issue the monthly reporting to anyone else?	No. the report will be issued to NOTMC and NOCVB.
What are the primary measurement goals/KPIs for social?	Overall page growth, including engagement, reach, social shares to help us hit the primary objectives identified in the RFP. How would you measure success?
Is there an opportunity to leverage on-site (NOLA-based) production resources or creative assets (photography, event background sheets, sample copy, etc.) that are shared with Agency-staff and community managers outside NOLA?	Yes.

How flexible are you with the staff that needs to be based in NOLA? If we are able to capture and curate live content without this, is this acceptable?	There will be many events that the winning agency will need to cover so a local presence is important. We have over 100 festivals a year in New Orleans and the contract will require regular coverage. It's important that the winning agency demonstrate the ability to service the account sufficiently.
Is there an expectation of off-hours content creation or social management?	Absolutely. New Orleans is an experiential city for discoverers This is not a 9-5 city.
What other agencies would we have to work with and in what capacity? (For example, would Niche/LGBT/PR/GONOLA agencies want to post content as well?)	You may have to work with any of our agencies at any time, depending on the situation.
Who will provide legal review/approval for posts?	We provide content guidelines and expect the agency to follow those. There's no legal review in our process at this time. Any sensitive issues should be run by the client before responding.
How often do you foresee the need for crisis management?	we conduct regular crisis monitoring throughout the year. it's part of the job.
Why did NOTMC/NOCVB make the decision to RFP this now? What's driving the timing?	We're going into a new calendar year and collaborating on a number of initiatives together. This move will enable us to continue speaking with one voice more efficiently.
Is there a preferred format for the proposal and is there the opportunity to present it before finalists are selected?	No.
Are you seeking a simple document with written responses to each of the criteria and service areas, with details on how we'd address them?	Yes.
When would NOTMC/NOCVB want to start working with an agency?	Jan 1, 2015
How soon would you be looking to start strategy, planning and creative development?	Jan 1, 2015
Is the "program" referred to under the first bullet of "Proposed Elements" the same as the "plan" referred to under the first bullet of "Services Required"?	Yes.
Please define the role of each of the agencies listed and if the scope for any of them changes for 2015. If so, how?	We don't anticipate any roles changing, unless the social media contract is awarded to another firm. We're not defining the role of each agency.
Who handles the creative at NOCVB? Does the CVB have an in-house designer or is all creative outsourced?	CVB has an in-house designer who works closely with NOTMC to create a single unified look for the consumer.
Does the CVB have an in-house designer who creates social media specific creative content and/or advertising?	No.
Will the agency who receives the contract will be responsible for developing social creative?	yes, to some extent, under the direction of both organizations, following brand guidelines set by our lead agency of record, 360i.
Is there a preferred RFP format?	6 printed copies.
Do you have a preference with how the RFP is ordered with regards to content?	follow the RFP.
Who currently places digital media and social media, and how are they compensated?	Our agency of record, 360i places digital media. FSC Interactive, our social agency places social media ads on a net commission basis and they bill us for the ad placement.
Do social media recommendations need to imitate other coinciding marketing efforts?	Yes.

Does NOCVB have a dedicated in-house social media employee? If so, please define the division of responsibilities between that personnel and the social agency – specifically with posting content and developing daily content.	NOTMC and NOCVB take a team approach to managing our social media agency.
What is the approval process for social content?	Our social agency is provided content guidelines and is expected to following messaging.
What have been the goals for social for 2014 and have objectives been met? If so, how? If not, why?	We believe we are achieving our stated objectives, however, research is not complete. and we're still evaluating.
How does designating a qualified DBE to participate in the work help or hinder applicants?	We believe it's important to be as inclusive as possible and representative of our very diverse city. Please check the City of New Orleans for DBE guidelines.
Would New Orleans Tourism be open to our organization working with a non-profit to assist in generating unique content? Would this be rewarded similarly to working with a DBE, even if they're not given that exact designation?	We're open to you working with whoever you want, but the RFP awards points to agencies that are qualified DBEs or that partner with qualified DBEs.
How general of a guideline is social media for the sites we interact with? Would we be creating content similar to Follow Your NOLA's BuzzFeed articles, or does that fall under a different agencies' responsibilities? How about purchasing display ads on other websites (for example, through Google's Display Network?)	We would expect you to follow/collaborate with our agency of record, 360i, who sets that direction for us.
Is there an estimate on the additional social media ad placement budget, on top of the \$300,000 budgeted for agency fees? Any sort of range would be extremely helpful!	no estimate at this time.
Is the \$300,000 budget inclusive of media buys or is there a separate budget for social media buys?	separate
How much do you anticipate to be spent on paid media across all social channels in 2015?	TBD
How do you measure the ROI of your non-social marketing efforts and what KPIs do you use for that?	The University of New Orleans provides an annual visitation report that tracks the number of visitors to the city and visitor spending each year, from which another key metric - the number of active jobs in the tourism industry - can be estimated. We also look at campaign impressions and website metrics (visits, page views, time on site, guidebook and newsletter sign-ups, etc.)
The RFP does not specify the need to submit any campaign ideas or concepts. Are you looking for agencies to submit specific campaign ideas as part of the RFP?	not required.
Are you offering any co-op programs to partners at the moment? If so which ones and do any of the co-op programs offered involve social media?	We're not running co-ops at this point, but may in 2015.
How are you currently handing social media for international markets?	This is handled through the CVB's international offices in the UK/Ireland, France/Belgium, Germany and Canada. Those offices manage tourism sales, PR and social media and the marketing/advertising budget is handled by the CVB's tourism department, who we work closely with.
How is social media currently managed - in-house, through an agency or in a partnership? If in a partnership - how are the responsibilities split?	In partnership. NOTMC and NOCVB provide direction and the agency does the day-to-day account management.
What do you think is working and what is not working in your current set-up for managing social media?	N/A
Are there any plans to merge Twitter and Instagram accounts? If not, how would you say is each of the channels positioned (e.g. @NewOrleansCVB vs.@VisitNewOrleans)?	TBD

Are there any plans to add other social media channels in 2015?	TBD
What tools and platforms are you currently using to manage content workflows (e.g. Hootsuite)?	Our current social media agency handles content workflows for us.
Are you currently using any sentiment analysis tools? If so, who pays for those tools?	Yes. Our current social media agency handles this, but we cover the costs as part of the retainer.
Are you currently working with any social influencers? If so, how do those programs work and what are the results so far?	Yes. We have a very aggressive social influencer program and we expect to continue that in 2015.
Do social media ads need to be included in the \$300,000 budget? If not, what portion of the current ad budget is dedicated to social ads?	No. The social media ad budget is separate. Historically, 15% of the overall social media budget has been allocated for social ads, but this has not been determined for 2015.
Are there any current social media ads running? If so, which social networks?	Not at this time.
Do the social media ads need to be separate for NOTMC and NOCVB?	This would depend on the messaging.
The RFP references New Orleans' regional and key national flight markets, what are these markets?	These have not yet been finalized for 2015.
Can you provide a formal definition of "experimental discoverers" and any supporting materials that led to the creation of that title?	You can find a good description of experiential discoverers here - http://www.offbeat.com/2013/05/15/follow-your-nola/
Regarding international outreach strategies, are you able to provide or share insights of these outreach initiatives?	The CVB's international offices in the UK/Ireland, France/Belgium, Germany and Canada handle tourism sales, PR and social media. Their marketing/advertising budget is funded by the CVB's tourism department here in New Orleans, who Lauren and I work closely with.
Can you clarify the mention of eliminating duplication between the NOTMC and NOCVB Twitter and Instagram channels?	While we continuously strive to speak with one voice as an industry, it's important that our messaging in those channels is efficient and not duplicative or redundant.
Who do you list as your primary and secondary competitors?	Lots of cities compete with New Orleans for visitors and convention and meeting business.
Are you able to share what services each current agency of record is providing to NOT?	360i is our lead agency of record and they provide overall creative direction and media planning and buying. Our other agencies play specific roles but work in tandem with us, 360i, and each other whenever possible.
Are any of your listed current agency partners competing for this social media work?	Yes. FSC Interactive is our current agency of record for social media and they have indicated that they will respond to the RFP.
It is a requirement that the social media agency itself be or partner with a DBE in order to be considered for this work?	Not a requirement, but the RFP awards points to agencies that are qualified DBEs or that partner with qualified DBEs.
Please clarify whether the social media ad placements are also expected to come from the stated \$300,000 budget or if there is a separate amount allocated and available for that spend. If so, can you share that amount?	These would be separate. The social ad budget for 2015 hasn't been determined yet.
Are there any other stakeholders/partners who will be contributing content, creating posts or managing community for the social media channels? If so, how many and what are their roles in the program?	We take input from and work to support industry partners on events, openings, deals and promotions, etc., but typically NOTMC and NOCVB provide clear direction to our social agency and they create posts and manage the channels for us.

<p>do you think it's worth our time to submit an RFP from [company name omitted] when we don't have very many social media case studies to submit? Or do we stand a remote chance on our pre-[company name] social media experience?</p>	<p>I wouldn't discourage you from responding to the RFP simply because you have limited case studies to share. It is important that your response clearly demonstrate an ability to service the account, however, and that the case history (or histories) you are able to share shows direct experience in social media.</p>
<p>We came across news of New Orleans' RFP for a social agency – is the process invitation-only, or are you accepting submissions from agencies that were not directly solicited? If you are open to other submissions, is there an official notification of interest required or other pre-requisites?</p>	<p>We are accepting submissions from agencies not directly solicited. No official notification of interest is required in order to respond to the RFP.</p>
<p>A handful of your current agencies of record appear to offer social media services, will they be participating in the RFP process?</p>	<p>Two of our current agencies have expressed an interest in responding to our RFP for social media.</p>
<p>The RFP states “deliver a measurable return on investment to each organization.” What would that expected return be? Community growth? Social engagement? Driving sales and call-to-action by integrating with existing campaign components? Other?</p>	<p>Our primary measurement goals/KPIs for social are overall page growth, including engagement, reach, social shares to help us hit the primary objectives identified in the RFP. How would you measure success?</p>
<p>Beyond the overarching objectives listed in the RFP for NOCVB and NOTMC, what are the specific business goals/KPIs for social media specific to driving annual visits? Visitor spend? Or hospitality/career awareness growth? Or other? Could we please review the past six-months of measurement & analytics reports from each social channel to see monthly growth in fans/followers, engagement, etc.</p>	<p>See above for specific business goals and KPIs. We cannot share analytics reports for this RFP.</p>
<p>How is NOCVB and NOTMC currently staffed for managing the existing social media platforms? What is the current process? How would the approval and review process work between the two organizations?</p>	<p>NOTMC and NOCVB take a team approach to managing our social media agency. We provide our social agency with content guidelines and is expected to following messaging.</p>
<p>How would you prioritize, list in order, the additional 5 target audiences on page 2 relative to social media success? Separate from the leisure visitors and experiential discoverers, which are noted as the main targets.</p>	<p>I will ask Lauren [Cason from the NOCVB] to weigh in here if she has more to add, as those are primarily CVB audiences, but from my perspective, they are equally important. from Lauren Cason - Jeremy was correct that all audiences are equally important.</p>
<p>For crisis monitoring, does either (or both) organizations currently subscribe to a social listening software like Brandwatch? Or other? Please describe current monitoring tools and process.</p>	<p>In the event of an incident or emergency, we instruct our agency to begin monitoring. Our social media agency uses a subscription-based monitoring service and provides reports to both organizations.</p>
<p>Was there a business reason for establishing separate Facebook, Pinterest, Twitter and Instagram social profiles for “NewOrleans” and “VisitNewOrleans?” For maximum reach, would the organizations be opposed to a strategy that brings the two together as customers really only view it as one New Orleans?</p>	<p>We share a Facebook and Pinterest profile: Facebook - Facebook.com/NewOrleans Pinterest - Pinterest.com/VisitNewOrleans and we have separate Twitter and Instagram profiles. We are not opposed to hearing a strategy that would unify those channels.</p>
<p>Search marketing and social media marketing are nowadays joined at the hip. Search+social+mobile are all personalized to the individual user thanks for ever-changing search algorithms. What keyword research has been done? Could we please review the past year of data from the site www.neworleasonline.com(as we see Google Analytics is installed)?</p>	<p>Our search marketing agency conducts keyword research on a regular basis for us. We cannot provide that data for this RFP.</p>
<p>Have mobile customer profiles/personas been created?</p>	<p>We use customer profiles and personas, but have not created separate ones for mobile.</p>
<p>Who currently manages all travel social media site and location-based site content and profiles? Trip Advisor? Yelp? Findery? Others?</p>	<p>We share that responsibility with our social agency.</p>

are you looking for an agency with a local presence in New Orleans or are you ok with working with an agency that has multiple offices throughout the U.S.?	as stated in the RFP frequent (often daily) on-the-ground live coverage of special events in New Orleans is a required service, so the ability to have a local presence would be important.
Can you give us more detail on your "experiential discoverer" persona? We are familiar with the terms as it is seen here. Any additional insights would be helpful to ensure sure we respond articulately to this key persona.	The link you reference provides a good description of our experiential discoverer target.
How will success be measured? how [is] the incumbent agency is showing success? [what are] your intended KPI's? Are there other actionable metrics that will be used to measure ROI for New Orleans Tourism? (i.e. foot traffic, revenue, vendor referral, etc.)	Our primary measurement goals/KPIs for social are overall page growth, including engagement, reach, social shares to help us hit the primary objectives identified in the RFP. How would you measure success?
How do you currently quantify annual visitation to New Orleans?	The University of New Orleans provides an annual visitation report that tracks the number of visitors to the city and visitor spending each year.
What social media platforms (i.e. community management, listening, reporting, etc.) do you and your agencies currently use?	Our current social media agency handles this.
Can you tell us what you are doing from a social/digital listening perspective? (Both image/reputation management and awareness/lead generation). What listening platform are you currently using?	Our current social media agency handles this.
What are your expectations for night/weekend response times?	It varies, depending on the nature of the question/post and the time it's posted. Ideally, we'd like to see a response time of under an hour, but realize this may not always be practical.
It appears a significant amount of social content is focused on the French Quarter, are you looking to expand your focus to include other parts/attractions in New Orleans?	Not sure we agree. While we do feature the French Quarter in some posts, our social content currently and frequently includes other neighborhoods, events and attractions outside of the Quarter.
How open are your partners/vendors in supporting your social strategy? (i.e. Will local restaurants and tourism groups promote events, etc.)? Do you have celebrities who are willing to participate in conversations (Emeril Lagasse, etc.)?	We have good relationships with numerous industry partners and celebrities and have found them to be open to supporting different initiatives.
Do you have social crisis management plan developed or should we anticipate developing this upon kickoff? Will we have access to collaborate with your existing PR agency?	There's an overall crisis management plan that social plays a role in. We would expect the winning agency to participate and contribute to this plan. The winning agency would work closely with our existing PR agency.
Can you clarify what a DBE is and who we can use?	This link provide more information on DBEs: http://www.nola.gov/economic-development/supplier-diversity/
Will partial points be given if we have boots on the ground in New Orleans but they aren't DBE qualified?	No, these are two separate elements that will be evaluated in the proposals.
If we do provide someone that is qualified DBE, will the level or participation have any effect on the number of points given out of the 10?	We would expect them to play an active role throughout the length of the contract.
Please provide current analytics and current objectives for these KPIs (Drive Awareness, engagement, channel growth and measurable ROI)	we're not providing this
Please provide referenced research on current annual visitation and forecasted growth	we're not providing this
Please provide referenced research on total visitor spend and forecasted growth. Please provide the categories that qualify as visitor spend.	we're not providing this
Please provide referenced research on jobs in hospitality and forecasted growth. Please provide metrics used for measuring job growth.	we're not providing this
Please provide current "Follow Your NOLA" campaign strategy document.	we're not providing this

Please provide a list of current Operational Support Systems (OSS); Business Support Systems (BSS) including digital media & collaboration tools, software, Customer Relationship Management (CRM) , Content Management System (CMS), social media monitoring, email, advertising & marketing automation or other IT solutions in support of this collaboration.	we're not providing this
Please provide target market demographics for leisure, experiential visitors.	You can find a good description of experiential discoverers here - http://www.offbeat.com/2013/05/15/follow-your-nola/
Please provide links to current campaign content & strategy for each of your target audiences	here's how the CVB currently speaks to Meeting Planners online - http://www.neworleanscvb.com/meeting-planners/
A comprehensive, holistic social media plan requires an NDA. Are you willing to sign an NDA for consulting & intellectual property that is marked exempt? Otherwise, we can address our ability to produce this plan but not details of the plan itself.	no. we are not signing an NDA with any agency for this RFP.
What current software platforms are used for Optimization? Is the SEM, Marketing Automation and the design of unique landing pages for social media marketing in scope or will this be coordinated with another agency of record?	coordinated with other agencies of record
Please provide a copy of the annual performance report for current marketing and promotion campaigns.	we're not providing this
Please provide a scope of work for each of your current agencies of record.	we're not providing this
Are the Go Nola social media assets out of scope? Are additional social media assets allowed to brought into scope?	GoNOLA is managed separately. It is not part of scope and will not be brought into scope.
Are ad purchases included or incremental to the \$300,000 budget? What is the budgeted amount for ad purchases? Do you currently have a retargeting campaign for social media?	incremental. Budget has not yet been determined. We use retargeting.
Are you requesting mark-ups on labor & overhead? Is this information protected under the exempt, confidentiality agreement?	If there are markups on the services we're purchasing we want to know what they are. There is no confidentiality agreement.
Who is on the review board? Are current agencies of record part of the review board?	TBD
Is "WBENC certification qualified & applied for" sufficient for the DBE requirement, assuming the approval is final prior to Jan 1, 2015? Do you accept DBE partnerships? Must DBE partnerships be located in New Orleans?	we follow the City's guidelines for DBE designation - http://www.nola.gov/economic-development/supplier-diversity/ . Points will be given to agencies who demonstrate active DBE participation in the account.
Do you want individual credentials or those of the company?	you should provide the information that you think best demonstrates your ability to service the account.
Please clarify how documents or information claimed exempt from public records disclosure will protect our ideas and intellectual property.	You may mark items that you consider exempt from public records, however, the reason for exemption must meet the requirements of Louisiana Public Records Law - http://www.ag.state.la.us/Shared/ViewDoc.aspx?Type=3&Doc=284 . Note that there is no guarantee that any document or information you share with us will be exempt from public records disclosure.
Please clarify this does not include documents claimed exempt. See line 10 above for our NDA request.	any document you submit may be subject to public information requests.
Will the review board also consider multi-media presentations? Are there any gift limits to consider in packaging our presentation? Is an extension available to deliver the proposal on September 11, 2014?	initial responses should be in the format requested - 6 copies via mail or hand-delivery. By end of business on Sept 4, 2014. No gifts should be part of this proposal. No extensions are currently in place.

What do you consider to be the biggest challenge that New Orleans faces as a destination and as a brand?	New Orleans faces the same challenges of many large cities across the United States, with crime being a newsworthy one of late for many destination. New Orleans also has many unique and inspiring experiences to off that other destinations do not.
Is there a specific part of the city's image that you would like to change?	Our overall messaging showcases neighborhoods across the city and introduces visitors to new experiences. The French Quarter is one of our most prized assets but we are also working to introduce visitors to other things to see when visiting New Orleans.
What tourism boards or destinations would you consider as your competition? And/or most want to emulate?	From a leisure and individual traveler perspective we ultimately compete with every city in the United States. Cities that we compete with for meetings and events business include Denver, Atlanta, San Francisco, Chicago, Orlando, Las Vegas, Austin and Nashville.
Why is your social media agency contract being reviewed? Is this a standard review (by law or charter) or a desire to see what other agencies have to offer?	Because we combined our contract (NOTMC and CVB), we felt it was prudent to go to bid.
How would you evaluate your satisfaction with your current agency?	We have been very satisfied with their work.
How many agencies responded to the last RFP?	We have never issued a joint RFP like this one before.
How many agencies do you plan to invite to present as finalists?	Up to but no more than three.
Can you please provide additional information on the "Experiential Discoverers" target such as a persona or pertinent demographic and psychographic data (Age, HHI, life stage, etc.)	You can find a good description of experiential discoverers here - http://www.offbeat.com/2013/05/15/follow-your-nola/
Does the NOCVB or NOTMC have internal research that indicates on average how far in advance travel plans to New Orleans are booked for fly markets? Drive markets? How spontaneous are bookings made to New Orleans?	We contract with the University of New Orleans to conduct visitor research for us, and also use other tools to collect this data. We are not in a position to share it during the RFP process however.
To what extent will the new social media AOR be allowed to extend and/or build upon the current Follow Nola campaign?	We would expect our social media agency to stay on message with the campaign brand and messaging, as well as contribute ideas on how to evolve it.
what's up with this Social Media RFP I just got wind of? Interesting that it says "agency or professional" — can you shed some light on what led to the issue? Y'all unhappy with [your current agency]? Or are y'all looking to augment [your current agency] with a bit more strategic firepower?	Because we combined our contract (NOTMC and CVB), we felt it was prudent to go to bid. Not unhappy. Important to go out in the market. Individual professionals can bid, but we're going to be looking for everyone to demonstrate the ability to service the account sufficiently.