



County of El Paso Purchasing Department
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ADDENDUM 2

To: All Interested Proposers
From: Lucy Balderama, Inventory Bid Technician
Date: February 26, 2010
Subject: RFP # 10-004, RFP- General Promotion, and Tourist Advertising

- **Bid opening has been extended for March 10, 2010 at 2:00 p.m.**

The Purchasing Department received questions relating to the above referenced RFP; the response to the following questions:

1. Is this only for Marketing within El Paso or Outside cities as well?

This is marketing for areas outside of El Paso County **ONLY**.

2. Is there a media buying budget for TV, Radio etc.? This would be helpful in presenting research that will show which media "gives you more bang for your buck" given a target budget amount.

The County has allocated **up to** \$90,000 for this project.

3. Can the county receive sponsorship money for events? Budweiser and others very often give sponsorship money for local events.

This is a marketing campaign for the Mission Trail. The County is not contemplating sponsoring specific events.

4. Are they specifically seeking marketing ideas **ONLY** for out of town distribution?

Yes.

5. Can any marketing ideas be done locally?

No.

6. Do we get penalized for having a proposal over 12 pages?

No. This was a suggested page limitation but keep in mind that more is not always better.

7. Can we submit our proposal with our own format, font, images or does it need to follow the suggested "12pt Ariel or Times New Roman with standard indentation and pagination"?

Yes.

8. The first portion of the proposal is asking for us to highlight/describe current tourism promotions, right?

Yes.

9. How long is the contract for? ie 6 months, a year?

One year **with the potential for several one-year options to renew.**

10. How long would they like the marketing plan to cover? ie 6 months, a year?

The marketing plan should develop basic concepts that can be carried forward from year to year as funds are available. There can be unique elements to the initial effort but the long term plan should focus on fundamental ideas that can be expanded upon on an annual basis.

11. Are there any website you recommend us looking at to help with this bid?

No.

12. Is there a current marketing plan? If so, may we receive a copy?

There is no current marketing plan.

13. What have been the successes and areas of improvement for the current marketing?

There has been no specific effort that focuses solely on the Mission Trail. The Mission Trail is featured as part of various marketing efforts.

14. What is the budget range for the project?

Up to \$90,000

15. Should we include all hard cost (such as brochure, printing, advertising, etc.)?

Yes if that is part of your proposal.

16. Do you have a project start and end date?

Our target date is the fall but we have no hard and fast dates.

17. "The proposal should include a survey of existing tourism promotion that high light or support tourism along the Mission Trail."
In regards to the above specification, is a survey of existing advertising efforts and current efforts being made to promote the Mission Valley available and if so, may we request this information?

We want a proposer that has done his/her homework and we request the survey to demonstrate knowledge of the area and efforts to marketing or advertise the area.

17. What is the time frame/duration of the proposal advertising/promotion schedule and when does it begin?

The initial period is one year and the proposal should speak to how the marking plan rolls out over that time. We request some way to measure results so the Court can determine if this is an effort that merits future consideration.