

May 15, 2019

To: All Interested Respondents

Re: WEBSITE DESIGN, DEVELOPMENT AND MANAGEMENT  
PROPOSAL

### **Addendum 3**

This Addendum sets forth the Q&A for questions received by the CRDA website pursuant to section 1.5 of the Bid documents before the Q&A deadline of April 12, 2019 at 12:00 pm. Extended to May 8, 2019 @ 12:00pm Any questions received after the deadline will not be entertained.

**Note: Highlighted questions will be answered at a later date.**

Q1. In various sections of the RFP outline, a "limited spending criteria" and "tight budget" is referenced. What is the total budget for the services requested on the RFP?

A1. We are not disclosing any budget at this time.

Q2. If possible, could you provide an outline detailing how much of that total budget is allocated for each service under section 2.0 (Marketing and Website)?

A2. This was previously answered

Q3. Could you please provide more details on big box retail consumer marketing as referenced in section 1.13 Minimum Requirements: "the agency should demonstrate experience in big box retail consumer marketing"?

A3. Having processes in place for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.

Q4. In section 3.2 under Proposal Content, tabs are requested on the submitted proposal. Do the tabs need to be physical or can the tabs be visually indicated on each page?

A4. Physical tabs are preferable.

Q5. Are you currently using Simpleview as a CMS platform for your websites? If so, are all the websites built on Simpleview?

A5. No, Simpleview is our sales and marketing database software only on atlanticcitynj.com.

Q6. Are you willing to change platforms? If not, what CMS platform are you currently using?

A6. Yes, we are open to other platforms. The atlanticcitynj.com site is a proprietary CMS and the CRDA corporate site was built in WordPress.

Q7. Besides Mudshare, what other platforms are integrated into your current sites, or do you currently use?

A7. Simpleview, Live Person,

Q8. Are you using Hubspot?

A8. No

“Extranet capabilities to meet the needs of the CRDA Marketing Partners.”

Q9. Do you mean you need a site/portal that your CRDA Marketing Partners can access separately? If so, what type of content, functionalities and goals are needed?

A9. Yes, our partners need to be able to access to update their listings, receive important information and download documents from the CRDA.

“Integration of third-party partners, such as CRM integration and booking engine.”

Q10. What CRM and booking engines do you currently have?

A10. We currently use Simpleview as our CRM and we do not have a booking engine on the site at this time.

“Tracking and reporting; provide advanced website metrics tracking and detailed reporting for both the tourism and restaurant week sites. Must include a dynamic dashboard that will allow the CRDA to easily monitor performance daily.”

Q11. We use Google Analytics. Would you have someone on staff we can share permissions to or are you looking for something simpler?

A11. Yes, we would have someone on staff that you can share permissions with.

“With a small staff, we will need to focus on automation. Please include information about lead retrieval and auto-landing page generation with including e-commerce.”

Q12. Booking engines and purchasing gift cards are forms of e-comm. What/how many items are you planning to sell online?

A12. Atlantic City Restaurant Week Gift Cards Approximately 1,200  
We do not currently have a booking engine so therefore we have no benchmark

Q13. What shopping cart system do you currently use?

A13. Proprietary with our current CMS.

Q14. What payment portal do you currently use?

A14. Authorize.net

“Atlantic City CRDA does not require a membership software application, membership billing, or membership software licensing package. Please provide experience integrating with SimpleView.”

Q15. Do you currently have a SimpleView account?

A15. Yes, Simpleview is our sales and marketing database software.

Q16. We have experience integrating countless apps, mods, plugins, coding, software, etc. to websites. How imperative is it that we have experience integrating with SimpleView?

A16. It is absolutely imperative the site integrates with Simpleview at this time. This could change in the future depending on whether or not Simpleview is awarded the contract during the next bid cycle.

“The firm should have legacy knowledge of integrating multiple chat, analytic, AI, and tagging systems.”

Q17. NJCRDA.com currently has a tagging system installed because it was built in WordPress. Do you currently use the tagging system. If not, please explain why?

A17. We do not use any type of tagging on atlanticcitynj.com

“Marketing Automation is a requirement, not a luxury.”

Q18. What current software/apps do you use for marketing automation?

A18. Distribution for email marketing automation  
Hootsuite for social media automation

“To build, market, host and backup a compelling, persuasive website among our competitive set of destination marketing organizations in the U.S.”

Q19. Who are you currently hosting the websites with?

A19. We currently have atlanticcitynj.com hosted with Medium Cube and njcrda.com hosted with Dynamic Advertising.

Q20. What type of hosting packages are you hosting with? Shared? Dedicated? Etc.?

A20 Dedicated

“Can you show AI data integration examples that provide personalization?”

Q21. Can you tell us specifically what you are looking for in this area? We utilize AI, modeling and validation and need more details? Computer algorithms can create a unique personal identifier. We need to know what you are trying to accomplish to properly address this issue?

A21. We are looking to capture a snapshot of users to our sites and how they are interacting with information on making informed decisions.

“Specifically, CRDA is requesting proposals to redesign, market, host and backup the primary leisure site, (atlanticcitynj.com) the Restaurant Week microsite and the Agency (njcrda.com) website.” However, throughout the RFP there are frequent mentions of marketing services and a specific request to: “Please propose a strategy for AC CRDA using these channels that will help it achieve its goals.”

Q22. In that the Proposal Contents do not reference marketing or a marketing section, was marketing services a separate RFP and its contents are just included to help inform about the WEBSITE DESIGN, DEVELOPMENT AND MANAGEMENT PROPOSAL?

A22. Yes, marketing services such as SEO, campaigns, etc. are to be part of the proposal.

Q23. If not, what specifically needs to be contained in in terms of providing a marketing strategy/proposal and how in-depth does that proposal need to be?

A23. Answered above

Q24. In Section 3.2 under Organizational Qualifications and Experience, a list of state agencies and the projects we have worked on during the last 3 years is requested. We have worked on hundreds of projects over the last 3 years, is there a minimum amount required to submit?

A24. 3-5

Q25. What are the expected start and end dates for the project?

A25. We anticipate awarding the contract in the beginning of July and expect the entire project to be completed within one-year.

- Q26. Are there expected launch dates for the sites
- Primary site - atlanticcitynj.com August 2020
  - Atlantic City Restaurant Week - First week of March 2020? This will now be a microsite within atlanticcitynj.com.
  - Agency site - njcrda.com January 2020
  - Connectac.corg January 2020

A26.

- Q27. Are any sites with top domains different from the three listed above included in the scope? For example:
- Meetac.com (this site seems integrally connected to the primary site including creative style)
  - Touratlanticcity.com (this site seems integrally connected to the primary site including creative style)
  - Package deals sites (e.g., acguysgetaway.com, atlanticcitybachelorette.com, or bachelorpartyatlanticcity.com)

A27. None of these are currently included in the scope of work.

- Q28. Is management of the social sites for the three sites included in the scope? Including User Generated content?
- Facebook
  - Twitter
  - Instagram
  - YouTube
  - LinkedIn

A28. No

- Q29. A limited spending budget is indicated in the RFP related to marketing. What is the annual marketing cross channel marketing budget? Can you provide the budget by channel (e.g., paid search, social marketing, etc.)?

A29. No

- Q30. In the marketing section on page 9 it states “cohesive message between the CRDA, Do AC and Restaurant Week digital and printing marketing suite”. What is meant by “print marketing suite?” Is the development of print assets part of the scope?

A30. The overall look and feel of all sites should be de consistent in nature to create a family of online publications. There are no print assets is the scope of work.

- Q31. What other Marketing Tools, if any, are you using presently? Do you anticipate the continuation of using these or are you looking for options?

A31. We are open to options from the selected vendor.

- Q32. Are there specific success and conversion goals?
- By channel (e.g., paid search, SEO, email)? Conversion goals will be discussed with the selected vendor.
  - Can bookings be made through the site? Or are they link referrals to hotel, resort, and other lodging occupancies on other sites? Booking will be made directly through the site utilizing a third-party booking engine.
  - Increase in the following from the site?
    - Visitor's guide requests Yes
    - eNews signups Yes
  - Social media mentions/likes? Yes
- A32. See above
- Q33. How will an increase in the following be measured?
- Economic impact including bookings (if not done on site)
  - Brand awareness
  - Positive image of Atlantic City
- A33. Through Google Analytics and additional analytics from third-party partners.
- Q34. Please describe the project team we will be working with on a day-to-day basis (key roles and the number of people? Who will be the project owner?
- A34. Digital Content Manager      Project Owner  
Director of Communications and Marketing  
Communications Manager  
Marketing Partnership Manager
- Q35. Outside of the project team, what stakeholders will be involved in the project and what will their involvement be (e.g., executive reviews)?
- A35. None, just the CRDA projects team that will consist of the Digital Content Manager, Director of Communications and Marketing, Communications Manager and the Marketing Partnership Manager. Once approved by the project team, the sites will be reviewed with the CRDA Executive Director.
- Q36. Describe the review and approval process for site updates (not of an editorial nature), including any legal or compliance reviews.
- A36. Through weekly conference calls, the review and site updates with regard to compliancy will be mutually discussed by the CRDA and the selected vendor.
- Q37. Do you currently use tools for project management (e.g., Jira, Basecamp) that you would like us to use?
- A37. Yes, we currently use Basecamp but are open to other options.

Q38 Is there a requirement for a single launch or interest in iterative launches via an agile sprint approach?

A38. This was previously answered.

Q39. Does the site provide any API's? If so, please describe them.

A39. Website will interact with Simpleview, Live Person, room reservations system, weather application and any other API that may be added in the future.

Q40. What services or software does the site currently use? Are there issues or concerns with continuing to use them? For example: CRM, CMS, marketing automation systems, live chat, etc.

A40. Simpleview  
Live Person  
atlanticcitynj.com is a proprietary CMS  
njcrda.com is a WordPress site

Q41. Can you explain what functionality of Simple View are you currently using?

A41. Simpleview is our sales and marketing database software that populates our partner listings, images, etc on the atlanticcitynj.com site.

Q42. Can you provide the current site schema? We are interested in understanding the interactions/integrations among the various AC sites.

A42. There are no integrations between the sites, however they may interact through hyperlinks.

Q43. Can you provide the current customer data schema? We are interested in learning of the visitor data that is available for marketing automation.

A43. We will share this data once the vendor has been selected.

Q44. The proposal doesn't mention changing from your current hosting service yet the fees section requests a budget estimate for website hosting and backup. Are you dissatisfied with your current host and backup provider? What company is currently being used?

A44. We are requesting a separate line item for hosting. We are not unhappy with our current host but would like to have the option. Medium Cube is our current hosting company.

Q45. What kind of uptime SLA is being sought? (with regard to hosting, e.g. 99.1%

A45 An SLA of 99.5% is being sought

Q46. How content migration is going to be handled?

A46. Content migration will be handled and coordinated by the Digital Content Manager of the CRDA.

Q47. How many screen resolutions, browsers, and devices we need to ensure that the site works on – if this may be too broad – can we suggest an industry standard?

A47. Yes, you may suggest industry standards. The sites need to be responsive for viewing on desktop as well as mobile devices.

Q48. Can we have more specifics on the integrations and how many of those integrations are currently in place on the existing website? The ones that are currently in place will be fairly easy to reverse engineer so that we can do the same integration.

A48 This has previously been answered

Q49. What types of testing and training are expected? Usability testing? User Acceptance Testing?

A49. Usability testing done in-house by staff

Q50. When they talk about A/B testing of digital media, are they referring to online A/B testing or testing from a focus group?

A50. Online

Q51 What is the current analytics, tag management, A/B testing programs being used and can you share read-only access so we can reference as we prepare our response? Include any custom dashboards

A51. Google Analytics and there are no custom dashboards.

Q52 How many agencies have you invited to respond to this RFP?

A52. As a state agency, we post all RFP's on the corporate website and advertise in several newspapers. We do not invite agencies to respond.

Q53. If a budget range has been allocated to this project, can you share it?

A53.

MSA

Q54 Can we propose a request for a non-solicitation clause?



A54

Q55 Professional Services Agreement Notes (request for changes)

Section 5(d) (i)

Edit to read as follows:

*execution of this Agreement and performance of the Services will not knowingly violate any obligation to or rights of others including but not limited to, intellectual property rights such as patent, trademark, trade secret and copyright, under agreement or otherwise, and*

|

A55

Q56 Section 8

Edit to read as follows:

*The Consultant shall maintain a thorough and complete record of its performance of the Services hereunder, including, without limitation, hours worked under this Agreement and the reasonable business expenses incurred in connection with the Services (the "Records"). Consultant shall maintain and make available for inspection the Records during the term of the Agreement and for three (3) years from and after the Termination Date. The CRDA or its designee shall have the right, upon reasonable notice, during normal business hours to audit, inspect and copy the Records at the expense of the CDRA. For purposes of this Section 8, "Consultant" shall include the Consultant and its sub-consultants, contractors and subcontractors.*

A56

Q57 Section 11 (c ) to be stricken entirely.

We do not anticipate driving to the client site on a regular basis for this engagement, and as such, the requirement is superfluous.

A57 This will be removed from the document. With the exception of perhaps one client site visit, subsequent conference calls are sufficient to complete the project.

Q58 Are there any high-level timing goals for the launch of new websites?

A58 This was previously answered

Q59 In what areas did the current agency come up short?

A59. None. As a state agency we are required to publicly bid any project over \$40,000.00

Q60. In terms of evaluation criteria, what do you feel is the most important for the agency to be awarded the work?

A60 Experience in building robust leisure website for tourism and hospitality organizations

Q 61. How would you prioritize?

Make navigation easy

Content should be relevant

Let appearance be appealing

Make it SEO friendly

Connect with social media

Include calls to action

Q62 For the rebrand, it sounds like the strategy is being defined outside of this engagement and the scope of this work is to help execute. Is this a correct assumption or is part of the scope of this work to help establish and define the rebrand strategy?

A63 There is no rebrand at this time.

Marketing

Q63Do you have a sense for how many emails templates and frequency?

A63. That will be determined with the agency once contracted.

Q64. It's clear that UGC campaigns will be an important part of future campaigns. Should we include UGC campaigns in our proposal? Do you have a sense for how many for budgeting purposes?

A64. Yes, these should be considered in the proposal. We do not have a sense of how many at this time. This will be discussed when preparing a strategic plan with the selected agency.

Website

Q65 Our assumption is that the scope of our proposal should include the following (3) websites. Can you confirm this is correct?

- <http://www.atlanticcitynj.com/>
- <https://www.acrestaurantweek.com/>
- <https://njcrda.com>

A65 Correct, there will be three websites, but they are:

<http://www.atlanticcitynj.com>  
<http://www.njcrda.com>  
<http://www.connectac.org>

Note: acrestaurantweek will become a microsite on the main leisure site atlanticcitynj.com

Q66 Should the redesign and development for the extranet be a part of this scope of work. If so, can you provide more high-level requirements?

A66 Extranet should allow business partners to update their listing, add special deals and packages, add new contacts, photos, social media handles, download PDF documents uploaded by the CRDA.

Q67 Are there specific SimpleView services that you are planning on leveraging?

A67 The site needs to integrate with Simpleview features to populate the content.

#### Minimum Requirements

Q68 The RFP mentions a proposed strategy. Can you provide more detail on what the expectation is for us to include in the proposal?

A68 Selected vendor should provide the CRDA with a specific strategy for the build, launch and maintenance of all three sites.

Q69 There is a mention that the strategy should focus on 3 channels but not clear which ones. Can you specific?

A69 Increase Visitation  
Increase pageviews  
SEO

Q70 When it comes to items 1-5 (see list below), can you confirm how much of this is being provided for us to work with vs how much should be a part of the scope of this proposal?

- Marketing Automation Include in scope
- Leveraging Big Data Include in scope
- Paid Advertising Include in scope
- Visual Media Provided by CRDA
- Conversion Optimization Include in scope

A70 See above

Q71 What is the expectation of the agency as it relates to Paid Media?

A71 Keywords, Google Ad Words for SEO and other digital opportunities for brand awareness and increase room bookings

Q72 Will website hosting services be contracted directly through the CRDA under a separate contract?

A72 No, website hosting is part of the technical specifications in the RFP.

Q73 Or will the website vendor be contracting for the services directly on behalf of the CRDA?

A73 Yes

Q74 Since the CRDA contract is only for one year and possibly one additional year, will hosting be a separate agreement that goes beyond 12 months?

A74 Yes

Q75 If the website vendor is contracting directly on behalf of the CRDA, is the hosting provider considered a sub-contractor?

A75 Yes

Q76 Or, is that to be determined after the negotiations begin with the potential awardee?

A76. Yes

Q77 Does the ConnectAC.org website share any events or other data with the other three sites that the website vendor is designing?

A77 No

Q78 Why was the RFP extended to May 22nd?

A78 To give sufficient time to answer 16 pages of questions.

Q79 It is clear in the proposal that marketing efforts need to be across the board for:

- 1) Primary leisure site atlanticcitynj.com
- 2) Microsite acrestaurantweek.com
- 3) Agency website njcrda.com

To double-check, is the website redesign portion of the proposal for all three websites [1-3] also?

A79 Yes, but acrestaurantweek is now going to be a microsite on atlanticcitynj.com and the third site is now connectac.org as outlined in the amendment.

Q80 For Addendum 2, there is a fourth website mentioned 4. ConnectAC.org for a website design. Does the marketing proposal extend to [4] as well?

A80 This has been previously answered

Q81 For the Submittal 2 form in section E, what should be placed in the blanks for the following:

*"and in accordance with CRDA Resolution 19-\_\_\_\_\_ adopted \_\_\_\_\_, the CRDA has selected the Consultant to provide services to the CRDA as described in the RFP (the "Services")."*

A81 Will be completed by CRDA when the resolution is passed

Q82. *"The initial term of this Agreement shall commence \_\_\_\_\_ and shall expire \_\_\_\_\_ year(s) from said date,"*

A82 1 year

Q83 We are interested in clarity on this point or an example that demonstrates the type of personalization CRDA is interested in, from section 2.4:

*Firms should show AI data integration examples that provide personalization.*

A83. Take into consideration for example voice recognition and chatbots.

Q 84 Section 1.13 Crucial partners Mudshare: Please share any partners or agencies that are not referenced that Oxford should take into consideration working or integrating with, if possible.

A84 The only other partner at this time is Simpleview

Q 85 Section 1.2 Please elaborate on "abatement oversight and post abatement compliance inspections.

A85 This should be removed from the RFP

Section 2.1

Q86 Is there a preferred Content Management System?

A86 No

Q87 Engagement - Are there any specific requirements/requests/ideas of creative elements that website should account for? Otherwise, Oxford will give an overview of interactive elements we have worked with in the past

A87 There are no specific requirements

Q88 Press Room - Is there a press room portal?

A88 Yes

Q89 You reference "sign in," our impression is that there is a press room portal or portal for the press is that correct? Does one currently exist that we are to inherit?

A89 There is a press room on the current atlanticcitynj.com site

Q90 Social platform integrations (Yelp, TripAdvisor, and others) –would these be embeds or API driven requests?

A90 Most likely API driven requests but the CRDA will defer to the selected vendor for best practices.

Q91 Area business mappings - Where are the business listings coming from, would we build in, is there a separate resource/database we would tap into to pull these business listings?

A91 Business listings are being populated through our database management software, Simpleview.

Q92 Extranet capabilities/CRDA Marketing partners - Does this exist?

A92 Yes, this was previously answered

Q93 If so, can we gain access to assess? If not, would the partner be expected to build?

A93 This was previously answered

Q94 What capabilities/needs do the CRDA marketing partners require?

A95 This was previously answered

Q95 Is this portal the same as the press portal?

A95 No

Q96 Integration of third-party/booking - Oxford works with many CRMs, do you have a particular CRM in mind? We most frequently work with Salesforce, Eloqua, and many email marketing platforms

A96 The CRDA will be required to publicly bid for a third-party booking engine. The selected vendor simply need to be aware that the CRDA will contract one and it needs to be figured into the site design or added in the near future.

Q97 Could you provide some of the booking engines that you would like to integrate with?

A97 This will go through a publicly bid process so none have been identified at this time.

Q98 Do you foresee wanting an embed of certain platforms or custom development through API integration?

A98 Yes, this will be discussed in more detail with the selected vendor.

Q99 Section 2.4 Please explain the following statement: CRDA does not want bids for standard banner ads on site.

A99 We do not need an area for third-party advertising on the site, only an area for special notifications by the CRDA with regard to weather, special bulletins, etc.

Q100 Event marketing - Technologically speaking, what are the requirements? Would CRDA be running events through these sites?

A100 The selected vendor should have experience with event marketing but no events will be running through the sites.

Q101 What Simpleview products & services does CRDA use? (CMS, DMS, CRM, Digital Marketing, etc.).

A101 CMS, DMS, CRM

Q102 Does CRDA have access to Simpleview API?

A102 No

Q103 Legacy knowledge of multi chat, analytic, AI, and tagging systems - There are a wide array of chat bot experiences that we can develop which vary in both time and development. To help us provide a more accurate estimate range can you provide some more details on the type of chat experience you are looking for?

A103 Knowledge based FAQ's, virtual tours, etc. will be considered.

Q104 Are you interested in AI chatbots?

A104 Yes

Q105 AI website/data personalization- Is this pertinent to tailored messaging via UTM parameters and cookies?

A105 Yes

Q106 We can develop multiple personalization processes through data driven analytics or through AI. Would you like us to include estimates for both?

A106 Yes

Q107 Addendum 2:connectAC.org - What do you foresee the site being used for?

A107 This site will be used by the City of Atlantic City for the purpose community events and bulletins within the six wards of the city.

Q108 What messaging/content will be most prevalent?

A108 That Atlantic City is a great vacation destination and a place "You'll Never Want To Leave".

Q109 Are there any other needs or functionalities not listed that we should consider?

A109 Not at this time.

Q110. On average, how many visitors does each website get in a month?

A110 atlanticcitynj.com received approximately 87,000 visitors a month. Analytics for njcrda.com is unknown.

Q111. Can you add our Gmail address to your current Google analytics account?

A111 No, access will be given to the selected vendor only.

Q112. What is the hosting company for each of the current websites?

A112 atlanticcitynj.com and acrestaurantweek.com is hosted by Medium Cube. Njcrda.com is hosted by Dynamic Advertising.

Q113. Does the company selected need to maintain the extranet? If so, can we have access to assist in providing the bid for the proposal?

A113 No, the selected vendor will be assist in providing the bid for the extranet proposal once the current contract expires.

The bidder is responsible to ensure that all changes necessitated by Addenda are accounted for and incorporated into the bidder's response to the Solicitation. All instructions, terms and conditions of the Contract Documents shall remain unchanged, unless expressly modified by the Authority.