

May 15, 2019

To: All Interested Respondents

Re: Proposal for **PUBLIC RELATIONS MARKETING AGENCY**

Addendum 2

This Addendum sets forth the Q&A for questions received by the CRDA website pursuant to section 1.5 of the RFP documents before the Q&A deadline of May 2, 2019 at 12:00 pm. Any questions received after the deadline will not be entertained.

Q1. The RFP seems at odds with itself in respect to pricing the responsibilities and Scope of Work therein: it is presented that the agency/agencies will work on an as-needed basis and asks how the agency bills staff and other costs; yet, Submittal 10 (FEE SCHEDULE) asks the bidder to provide:

Please provide monthly retainer pricing for year one and year two.

LUMP SUM FEE

1ST YEAR \$_____ MONTHLY

2ND YEAR \$_____ MONTHLY

For clarification, is the CRDA proposing that bidders provide a monthly retainer fee to month in and month out perform any or all of items contained within the Scope of Services as needed?

A1. Yes

Q2 .Relates to "THE PARTNERSHIP"

The RFP states that the CRDA has in place a highly skilled and capable communications team. The agency would work in concert with that team to develop and execute a multifaceted

media relations and communications program to generate awareness of, and promote

Atlantic City tourism. The program should maximize internet opportunities; include

extensive print and electronic media support; create and maintain marketing

partnerships. These goals should be achieved within the framework of a disciplined,

campaign-based strategy. The question is do the internet opportunities and extensive print and electronic media support mentioned relate strictly to the realm of public relations?

A2. Public relations and overall marketing of the destination

Q.3. Relates to the section within the RFP which states, "The agency should describe its measurement protocols. We are strong proponents of the adage 'you can't manage what you can't measure'". What measurement protocols has the CRDA utilized in the past and which does it prefer to use?

A3. CRDA has never engaged a PR Agency. The former ACCVA had some measurement tools used by their destination marketing agency, however, the CRDA will defer to the new agency to provide the most up-to-date tools and best practices for measurement.

Q4. Are all four of the evaluation criteria ranked equally? If not, please ascribe an order to the rankings.

A4. 1 Experience
2 Fee Schedule
3 Past experience with CRDA or other state agencies
4 Exception to the Service Agreement

Q5. The RFP states, "Prioritization of both core and secondary functions will be ongoing on a bi-weekly basis at the discretion of the client." Does this entail telephonic, in-person meetings or a combination of both? If so, how often will in-person meetings take place?

A5. Weekly conference calls shall take place at the beginning of the contract. That may change to bi-weekly if necessary. In-person meeting will take place quarterly at either the client or agency offices.

Q6. The RFP states, "Compensation for general consulting services, meetings and court appearances shall be invoiced separately on a monthly basis at the hourly rates proposed by the consultant on the Fee Schedule." Do the meetings referenced in this sentence include the bi-weekly prioritization meetings, if any, and all other meetings relating to items contained within to perform the Scope of Work?

A6. These are to be included in the monthly retainer and scope of work.

Q7. The RFP states, "For each assignment, the Consultant may be asked to submit a "not-to-exceed" total price proposal (excluding the cost of copies of drawings and other documents as requested by the CRDA, which items will be reimbursed at cost without markup)." To confirm, are these assignments outside of the Scope of Work contained within the RFP and, if not, how do they integrate with responsibilities for which the agency is compensated via the lump sum, monthly payments outlined at the top of Submittal 10 (FEE SCHEDULE)?

A7. Any assignment should be included in the scope of services

Q8. How long is the evaluation process and is there a deadline date for awarding of the contract(s)?

A8. The evaluation process will take 3-5 days. The awarding of the contract is a three-step process. Presented to CRDA board committee on the first Tuesday of the month, then presented to full board on the third Tuesday of month. Once approved by the full board, the action item is under review by the Governor's office which can be 10-30 days depending on when is submitted.

Q9. The relationship should be collaborative, leveraging the respective strategic and tactical strengths and resources of the agency and client. "Certain core functions should be mutually agreed upon by both parties in advance that will help form the foundation of the relationship." The question is what comprises the "core functions."

A9. Out of market media events, media fam trips coordination and broadcast opportunities.

Q10.

The RFP indicates that the agency may engage one or more consulting firms. Presently, how many consulting firms does the CRDA engage and can you share the names and responsibilities of these firms?

A10. None

Q11.

Does a formalized public relations and/or communications plan exist and, if so, can it be shared?

A11. Yes, however we are expecting the selected agency to continually identified new opportunities and leverage media partner relationships.

Q12. The RFP alludes to the fact that the public relations and communications efforts will work to support paid media advertising initiatives. Does a formalized advertising/marketing plan exist and, if so, can it be shared?

A12. No formalized marketing plan exists at this time as the CRDA has been recently assigned the destination's leisure marketing responsibility.

Q13. What is the current CRDA marketing budget for marketing and advertising efforts for the DoAC advertising campaign, including digital marketing, data warehousing and email marketing?

A13. Budget will be disclosed

Q14 In section 1.0/paragraph 1.2 it states: Services shall include, but are not limited to, inspection, reporting, abatement oversight, and post-abatement compliance inspections in Atlantic City, New Jersey.....It would seem to me that this is a mistake for this RFP. Can you say what the services are supposed to include?

A14 This will be removed from the RFP

Q15 How do you define your target demographics or consumer profiles, and how are they prioritized? What can you tell us about your core demographic – how often do they visit, how long do they stay, etc?

A15. The current demographics for Atlantic City are women 35-54, visit the destination 6-12 times per year staying 1.5 nights. A new Visitor Profile Study will be conducted over the summer of 2019 so we can determine if these have changed since the last study conducted in 2008.

Q16. Do you have geographic priorities for this campaign? Does Atlantic City see the same level of interest and support from regions in Canada as the Jersey Shore does broadly?

A16. We emphasize this is not a campaign. We have identified our feeder markets as Pennsylvania, Metro New York as well as Baltimore/Washington DC. Canada has become more interested in Atlantic City as more destination along the Jersey Shore are marketing to that segment.

Q17 How do you think about Atlantic City's location as part of the Jersey Shore – do you go to market as Jersey Shore "plus" – meaning all the things the shore has to offer plus fine dining, luxury accommodations, etc or do you think of Atlantic City as more of an independent destination.

A17. Independent destination

Q18. Do you work in conjunction with the Chamber of Commerce, or any other entity partner to market Atlantic City and its properties?

A18. The CRDA works closely with all marketing partners including the Chamber of Commerce to promote city wide events.

Q19. What other entertainment property or destination do you view as your biggest competition? Is there another destination tourism marketing campaign that you admire and would like to emulate? (ie, Nashville, Tennessee? Austin, Texas?) How do you view the seasonality of Atlantic City's business?

A19. Ocean City, Maryland would be a good comparison/competitor. As far as seasonality, Atlantic City is a year-round destination.

Q20. What do you think is most misunderstood about Atlantic City as a destination? What do people not know about Atlantic City that you think is most important?

A20. That Atlantic City is not as clean and safe as any other major tourist destination.

Q21. We know from our work on the Harrah's Waterfront Conference Center that the meeting business draws primarily from the Eastern seaboard – Boston to Washington DC. How does this differ (or not) from Atlantic City in general?

A21. CRDA is responsibility for leisure marketing only and we provided a list of our feeder markets in a previous question.

Q22. What is the balance of individual consumer tourism business vs. group travel, meetings and conferences?

A22. Consumer tourism is 100%

Q23. Atlantic City has so much to offer in addition to gaming – spas, shopping, dining, boating and water sports – which of these areas have been the most successful in your marketing to date? Where are the newest opportunities?

A23. Actually entertainment is now one of the successful motivators for travel to destination after gaming.

Q24. What role will the individual properties in Atlantic City play in this campaign?

A24. Again, this is not a campaign, however, our partners will be encouraged to participate in media opportunities identified by our agency when applicable.

Q25. Are there any priority timeframes we should consider – ie, increasing mid-week visits, shoulder season, etc?

A25. No

Q26. You reference a need for support in executive speaking engagements. Can you share who will be available to conduct speaking engagements? How would you define the primary audience for speaking opportunities? What do you perceive to be your top communications assets (e.g. facilities, experts, events, community programs, upcoming activities)?

Q26. All speaking engagement will be conducted by the CRDA Executive Director and/or the Director of Communications and Marketing. The primary audience for speaking opportunities would be through desk side visits, broadcast opportunities and media reception in out of market. Our top communications assets are events, new development, entertainment, attractions and casino expansions.

Q27. What is your approach to issues and crisis management? Does CRDA lead this effort, or do individual properties lead when an issue emerges? How do you coordinate response with the properties? What kind of support are you envisioning in this area? Do you have a strategic crisis response plan in place? If so, do you want that plan to be analyzed and updated?

A27 CRDA in partnership with the city will lead the crisis management efforts. Communications with key leaders and stakeholders will be on-going. We would be looking for the selected agency to guide us with best practices and industry standards for crisis communication.

Q28 Who currently manages the CRDA social channels (Twitter, Facebook, YouTube)? Is it managed in-house or through another agency? Have you ever run a paid social media campaign through these channels—if so, what was it for?

A28. In-house social media staff person

Q29 Is paid media managed through another agency/vendor, or in house? What are your priority channels for paid media?

A29 Currently being handled in-house, however a future RFP is forthcoming to secure a qualified advertising and creative agency.

Q30 Have you ever run an influencer marketing campaign? If so, what did the campaign support? If not, would you be open to having the agency run an ROI-focused influencer marketing program to support CRDA initiatives? Can the agency tie this campaign to FAM trips?

A30 No and yes would take that suggestion under advisement.

Q31 What do you see as the required amount of time that a representative from the winning bidder would spend on site - in your offices or in other meetings - within Atlantic City? (not including special events, which is anticipated to require on-site planning and coordination)?

A31. This has been previously answered

Q32. What is the marketing or economic goal of engaging an agency (e.g. increase visits or spending in Atlantic City by xx percent, or increase positive awareness for existing Atlantic City attractions or community programs by xx percent, or increase business expansion or attendance at destination events by xx percent)? What does success look like for CRDA?

A32 Increased visitation and positive awareness for the destination

Q33 What type of business or category would you consider a conflict (e.g. online betting entity, existing casino, destination client in NJ)?

A33 Another tourism and hospitality entity in Atlantic City

Q34 Rank in order of effectiveness, what is driving current tourism success to Atlantic City (Concerts, sporting events, social occasions such as bachelor/birthday trips, gambling at casinos, shopping, spa experiences, eating at restaurants, the beach and boardwalk, other)?

A34 Gaming
Entertainment
Beach and Boardwalk

Q35. Are there any planned or upcoming community development milestones or new local initiatives to be aware of for campaign planning?

A35. No

Q36. What is currently the most frequented location for tourism to Atlantic City? What event is the most popular in attracting tourism?

A36 Casinos are still the most frequented entities in the destination. The Atlantic City Airshow still draws the most visitors to a single event.

Q37. What are the budget parameters for agency fee and total budget for this assignment?

Budgets will not be disclosed.

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