

# ***City of Eureka***



## **ADDENDUM 1 TO THE REQUEST FOR PROPOSAL**

**FOR**

***CITY OF EUREKA MARKETING SERVICES***

**Submission Deadline February 22, 2019**

## **ADDENDUM 1: RFP City of Eureka Marketing Services**

**This addendum is issued as supplemental information to the RFP City of Eureka Marketing Services. Not all questions received by the City of Eureka will be answered in the addendum due to the following reasons:**

- 1. The question was not relevant to the RFP.**
- 2. The question requested information that cannot be disclosed.**
- 3. The question lacked clarity and/or a concise answer could not be developed.**

**Please see below for additional information regarding the RFP:**

1. **Can companies from Outside USA can apply for this?**
  - a. **Whether companies from Outside USA can apply for this?**

Yes.

- b. **Whether we need to come over there for meetings?**

Yes.

- c. **Can we perform the tasks (related to RFP) outside USA?**

Yes.

- d. **Can we submit the proposals via email?**

Please see page 15 of the RFP under the title "Delivery".

2. **Can you provide the last 5-year trend analysis TOT in Eureka?**

Fiscal Year	Q1	Q2	Q3	Q4	Total
2013-14	\$ 732,217	\$ 434,577	\$ 381,995	\$ 576,680	<b>\$ 2,125,469</b>
2014-15	857,821	454,651	419,635	687,393	<b>2,419,500</b>
2015-16	1,055,624	573,669	478,241	763,862	<b>2,871,396</b>
2016-17	1,074,465	611,201	496,056	796,297	<b>2,978,019</b>
2017-18	1,153,458	575,189	483,837	767,856	<b>2,980,340</b>

3. **Can you please advise if there is any existing incumbent?**

Eureka-Humboldt Visitors Bureau

322 1st St, Eureka, CA 95501

(800) 346-3482 / info@VisitRedwoods.com

4. **Has it been contemplated or, perhaps already determined to partner the marketing effort and resources with the County, and/or with any of the adjacent Cities; can you share current thoughts on doing so and reveal the entities?**

We will support and encourage marketing collaborations with all jurisdiction within Humboldt County.

5. **Has there been any growth in the City's marketing funds over the past few years and is any growth anticipated in the future?**

There has been no growth in marketing funds over the past few years. Increasing the level of funding can be explored and will likely depend of the quality of the service/product being provided.

6. **Can the City provide Consultant a copy of the current Marketing Plan?**

Yes, see the attachment titled, "Eureka-Humboldt Visitors Bureau Marketing Plan".

**7. Does the City have a preferred or required method the Consultant must utilize in local citizen communications or marketing programs?**

No.

**8. Has there been discussion by those involved of examples of other cities marketing campaigns that are appealing or possess similar components to what is envisioned for the City of Eureka? What cities have been so noted?**

Yes, see the attachment titled, "From City Marketing to City Branding".

**9. Does the City have current knowledge, or the intent to acquire knowledge as to whether or not the Netflix documentary series will be continued beyond this first season, under the name Murder Mountain or otherwise?**

No.

**10. Is a Public Relations firm used by the City, if so who? Or, is there an in-house individual/department that is used? In either case would the selected consultant be able to coordinate efforts with the source for public relations effort and strategy?**

There is no PR firm representing the City of Eureka. There are representatives within departments that engage with the public, not a single individual or department. The consultant would be able to coordinate and/or advise public relations strategies and efforts.

**11. What kind of Market Research is available to be shared?**

There are not products available at this time.

**12. Are there any positioning terms, or slogans the City wants to steer away from, e.g. *Eureka I have found it! Or The Eureka Moment.***

No.

**13. Please clarify the required number of bound and unbound response submittals; page two, critical dates states 7 bound and 1 unbound copy yet on the bottom of that same page and stated on other pages, the requirement is for 9 bound and 1 unbound copy.**

9 bound and 1 unbound copy.

**14. Are you keen to hire a local agency?**

No.

**15. Budget:**

**a) How intertwined do you want to be with the other entities — zoo, botanical garden, etc.?**

The Sequoia Park Zoo is owned and operated by the City of Eureka. The Humboldt Botanical Garden is an independent agency.

**b) Can we assume the \$370k budget excludes ad buying, OOH, print production, etc.?**

No, that is the total budget for all marketing expenses.

**16. Need clarity on "primarily responsible" in CATEGORY 1: Directly Relevant Goals**

***CATEGORY 1: Directly Relevant Goals (Consultant will be either primarily responsible for these or will be the City's key partner in the planning and implementation of these goals)...***

**1. ...Evaluate the market for commercial cruise ship visitation and assess in relation to the anticipated cost of required infrastructure improvements**

"Primarily responsible" indicates that the agency would take the lead role in the analysis, planning, and coordination of such efforts.

**17. Would it be a possibility to pitch the branding/research portion of this project and not the day to day marketing portion of this project?**

Please see page 11 for guidance on the structure of the proposal.

**18. Is there an existing calendar of events or a 'wish list' of events that you could provide, with budgets would be most helpful?**

For a calendar of events please visit the following websites:

- [www.visiteureka.com](http://www.visiteureka.com)
- [www.visitredwoods.com](http://www.visitredwoods.com)

**19. Will the public be able to see the proposals before or after the selection?**

After the selection, yes.

**20. What work, if any, has the City done to date re: audience research and identification? Does the City expect that the research portion of this project would build from that work or take more of a "clean slate" approach?**

There has been no audience research and identification.

**21. Where in the RFP would we address the creative development in the creation of aspects that would be needed to execute the strategy and plan that we lay out?**

Section 4 as stated on page 11.

**22. Will the organization be held accountable for the trends and changes in the economy?**

No.

# ***City of Eureka***



## **ADDENDUM 2 TO THE REQUEST FOR PROPOSAL**

**FOR**

***CITY OF EUREKA MARKETING SERVICES***

**Submission Deadline February 22, 2019**

## **ADDENDUM 2: RFP City of Eureka Marketing Services**

This addendum is issued as supplemental information to the **RFP City of Eureka Marketing Services**.

*To whom this may concern,*

*Thank you for participating in the City of Eureka's Marketing Services RFP. Due to scheduling issues, the Interviews (if necessary) originally scheduled for Wednesday, 4/24/19, will now take place on Wednesday, 5/1/2019. If you have any questions or concerns please contact Development Services at 707-441-4160 or [DevelopmentServices@ci.eureka.ca.gov](mailto:DevelopmentServices@ci.eureka.ca.gov).*

*We apologize for any inconvenience,*

*Lane Millar*

*City of Eureka*

*Deputy Director of Development Services*

*707-441-4379*