

‘Explore Wilsonville’
Tourism Promotion and Destination Marketing Services RFP
Responses to questions received by February 18, 2025

February 25, 2025

Question: In regard to the first bullet point under "Website Services", does Explore Wilsonville want help changing their hosting services (to something other than WP and Cloudflare) or simply for the new agency to take on access and management to the existing account?

Answer: The successful agency will be responsible for managing all elements of the existing account. There is not a desire at the time to change hosting services unless there is a clear benefit to doing so.

Question: What is a typical annual budget for paid media? Is there a ratio of print vs digital you are hoping for or is this up for debate?

Answer: In the past, it has varied on the year but in recent years we have spent more on digital media. There is not a current interest in eliminating print media.

Question: Does the \$200,000 budget include advertising costs (hard costs) and media spend?

Answer: Yes, the \$200,000 budget is all-inclusive of all services and expenses, includes advertising and media spend costs.

Question: Does Explore Wilsonville have a sufficient list of regional/national press contacts, or would this need to be developed as part of PR work?

Answer: The program does not have a specific list of press contacts.

Question: How much content (image/video) does Explore Wilsonville have available to use for marketing purposes? How many photoshoots, or # of images/videos do you think would be expected in year 1?

Answer: The Explore Wilsonville program recently updated video content and images and would not expect additional photoshoots to be required in year one.

Question: What KPIs are most important to you when it comes to quarterly marketing reports?

Answer: There are a number of indicators that have been tracked, the 2024 Explore Wilsonville Annual report is a good example of the KPIs we have been tracking.

Question: How will success be measured for the winning agency?

Answer: The proposals will be scored by the Tourism Promotion Committee based on the evaluation criteria in second 4.B. on page 10 of the RFP.

Question: Do you have an incumbent and would they be participating in this RFP?

Answer: We do have an existing consultant, and we do anticipate that they will respond to the RFP.

Question: Could we request an extension to the submission deadline?

Answer: Unfortunately, we cannot grant an extension. All responses are due March 3 at 2pm.

Question: Could we request an electronic submission in light of the lifting of all delivery guarantees from all the courier companies?

Answer: Unfortunately, electronically mailed or faxed Proposals will not be accepted.
(Section 3.A. on page 9 of the RFP.)

Question: Could you let us know if you have a local preference or are you open to a Canadian agency that has done similar work with clients across the United States?

Answer: A Canadian company can submit a response to the RFP as long your company is also registered to do business in a U.S. state.