



Addenda #2 to RFP-SJR-04-2021

Q: What is the annual media budget for this initiative?

A: Our preference is for submissions to provide pricing for the services we are requesting along with what level of services the particular rate estimate would provide us.

Q: What are your key business drivers, KPIs and growth metrics in order of priority?

A: The introduction (Section 1.0) of our RFP provides an overview of our business functions and drivers.

Q: What does your customer or members look like today? *Age, Household Income, gender, interests, family, any lifestyle triggers, etc. What is your desired target customer if different from existing profile?*

A: See Attached Demographic Sheet

Q: What is the geographical footprint for your business?

A: See Attached Demographic Sheet. This Demographic Sheet provides a breakdown of our top zip codes in Northeast Florida and regional area. However, we have had attendees drive as from as far as Atlanta, Tampa and Miami for our shows.

Q: What media is currently being used currently?

A: Radio, TV, print, direct mail, social media, Google Ads, Online groups. The mix of the media we use is driven by the type of event based on our historical data.

Q: What is your media mix allocation?

A: Same answer as above.

Q: Do you have data/campaign tracking mechanisms, such as Google Tag Manager, Google Analytics, and Facebook Pixel, implemented on the site or any other web properties that will be associated with the campaign?

A: We use Google Analytics, and Facebook Pixel as well as our own internal tracking Salesforce.

Q: Are you currently working with an external agency?

A: Yes

Q: Could you let us know if you are open to a Canadian agency to do this work for you as we have for clients across the US or do you have a local preference?

A: We absolutely encourage fair and open competition in our RFP process. All proposals are welcome and will be evaluated on the criteria listed. If you do not currently have a business license in Florida, please ensure you note that in your proposal. If our team finds your proposal to be the best for the College, a license will have to be provided before an agreement can be signed.

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

A: No, we do not foresee any need to extend the deadline.

Q: As the work is vague in the amount of hours required per year, would you like us to provide a rate card for our services that identifies the various talents required or would a retainer rate be preferable with blended rates based on the hours purchased?

A: Our preference is for submissions to provide pricing for the services we are requesting along with what level of services the particular rate estimate would provide us.

Q: Could you let us know what the budget is for this work?

A: Same answer for all inquiries about budget.

Q: Could you let us know what the term of the contract is to be?

A: The contract term is defined in Section 3.1 of our RFP.

Q: As all courier companies have removed all delivery guarantees, could we request an email submission only?

A: No.

Q: Do you have a set budget for the site build vs. what the ongoing budget is for content, SEO, paid, hosting, maintenance and design/dev enhancements?

A: As outlined in our RFP section 1.2, we recently conducted and completed a total redesign/implementation of our website, so we do not anticipate any need for a site built. As

for budget, our preference is for submissions to provide pricing for the services we are requesting, along with what level of services the particular rate estimate would provide us.

WEBSITE

Q: Do you expect to have specific requests for new features or other things that need to be designed/developed for the website—and if so, how consistently will we need to be designing/developing new elements for the website? This can be factored into our estimates for maintenance or dealt with on a case-by-case basis if frequent updates aren't expected.

A: As outlined in our RFP section 1.2, we recently conducted and completed a total redesign/implementation of our website, so we do not anticipate any new features or new elements to our website. At times driven based our event functions and shows, we do have an occasional page creation need but we anticipate more of a maintenance aspect.

Q: Would you like us to include proactive measures as part of our maintenance scope—such as testing for performance, sweeping the website for bugs, etc.— or, just focus on updating the WordPress environment and plugins?

A: Yes, we would expect proactive measures as listed in your question as well as routine maintenance measures.

SEO

Q: What are your main goals for the SEI campaign? What do you hope to achieve? What are the most important Key-Performance-Indicators you wish to measure?

A: The introduction (Section 1.0) of our RFP provides an overview of our business functions and drivers.

Q: Who do you consider to be your main competitors?

A: With our multi-functional perspective, our main competitors differ within each business element. For the mainstage and our shows, other venues in the Jacksonville DMA area are our main competitors. For our Conference Center rentals and events, other meeting venues in Clay County and West to Northwest Jacksonville are our main competitors. For our mainstage rentals, our competitors are driven by the type of event, based on this perspective, our competitors range from Jacksonville area, Northeast Florida, and Georgia-Florida state wide.

Q: Any brand guidelines or specific writing style?

A: Yes, we do have branding guidelines in place.

Q: Have you done SEO in the past? If so, would they be willing to share old documents relating to keyword research, performance reports, strategy briefs, etc.

A: Yes, we have completed SEO in the past as well as presently do. Most of these SEO strategies were completed in conjunction with a Third Party contractor, so we are not at liberty to share these documents.

Q: Would you be looking to us to write any of the content, or would that largely be on your team to provide? Or, will content creation be a collaboration of both parties?

A: Our content management expectations are outlined in the RFP within specifications (Section 5.0).

Q: From a Conversion Rate Optimization standpoint, how much support will we have from the dev team to help with backend changes?

A: This is also outlined in our RFP within specifications (Section 5.0).

Q: Are there specific goals you are trying to achieve with a digital marketing campaign? Ex. Increase ticket sales by ## or increase venue bookings by ##.

A: The introduction (Section 1.0) of our RFP provides an overview of our business functions and drivers

Q: Is there a budget range established for digital marketing?

A: Our preference is for submissions to provide pricing for the services we are requesting along with what level of services the particular rate estimate would provide us.

Q: Regarding 5.1.1 and 5.1.2, is the expectation to keep the current WordPress site and have the selected partner maintain core modules and plugin updates?

A: Yes.

Q: Could you please clarify item 5.1.3? Is the request to keep and maintain the blog functionality of the site?

A: Yes, also see RFP section 5.2.5 and 5.2.7.

Q: What is your ideal target geography?

A: See Attached Demographic Sheet.

Q: What percentage do you currently spend the overall budget between agency fees (labor) and advertising spend?

A: Our preference is for submissions to provide pricing for the services we are requesting along with what level of services the particular rate estimate would provide us.

Q: How do you measure success per each media channel?

A: The introduction (Section 1.0) of our RFP provides an overview of our business functions and drivers.

Q: When was the last time you conducted market research?

A: We conduct ongoing basic market research by sending out surveys to our customers. The last major market research study was done in 2017.

Q: When was the last time you conducted a survey and who did it go out to?

A: We conduct surveys after each event we have to attendees of the event. Last survey was sent out April 11.

Q: What content management system is your website built on?

A: Word Press

Q: How often is the website being maintained today?

A: On a regular weekly basis

Q: Who currently hosts your website and performs website maintenance?

A: Immaterial.

Q: What website development work will you need from us?

A: See RFP Sections 5.1.1-5.1.4 for requirements.

Q: How many hours do you foresee that we will be needing to provide content, maintenance, design and development of the current website?

A: Our preference is for submissions to provide pricing for the services we are requesting along with what level of services the particular rate estimate would provide us.

Q: How many visitors does your website get per month to date?

A: Over the last 3 years website visitors have averaged 1,600-4,000 depending on events we have going on.

Q: Do you expect us to also answer inquiries or questions on each platform?

A: If you mean on website/google vs. Facebook, no. On Google Ads and Analytics, YES.

Q: Last year or in the past, how much did you spend on PPC advertising per month to drive more reach and awareness?

A: Same answer for all inquiries about budget.

Q: Are you currently running any PPC campaigns?

A: Yes.

Q: Who has managed and ran PPC campaigns in the past for the organization?

A: Immaterial.

Q: For PPC advertising, would Thrasher-Horne consider social media advertisements, Google and Bing advertisements or both?

A: Not Sure of the question. PPC advertising needs are for Google Ads

Q: How much content per month is needed to be created and developed for the organization?

A: See RFP Section 5.2.5-5.2.7

Q: What content is most important to be developed for the organization (i.e. blog posts, long form article, videos, short form copy?)

A: See RFP 1.2 for description of Thrasher-Horne Center for content information

Q: How many hours per week or month will you need graphic design and creative development work done?

A: See RFP 5.15 and 5.21.

Q: Does the organization need any traditional advertising services? (Radio, TV, Billboard)-

A: We have a marketing department that handles that.

Q: As we engage, do you need us to develop a full blown marketing plan or do you currently have one in place already and just need us to review and enhance?

A: See RFP 5.0 for Specifications

Q: Can you share with us your marketing plan from the year before?

A: Immaterial.

Q: What type of reporting do you expect from the agency? (weekly, monthly, etc.)

A: See RFP 5.1.5; 5.2.5; 5.2.8; 5.2.9

Q: How often did you meet with your previous agency (weekly, bi-weekly, monthly)?

A: Immaterial.

Q: Who is the current agency you are working with today? Are they local?

A: Immaterial.

Q: What other digital channels are you currently utilizing today to increase the organization's awareness?

A: Google Ads, Facebook, Instagram, Linked In, YouTube and our email software

Q: Are you currently advertising in other languages? (Spanish or Portuguese?)

A No.

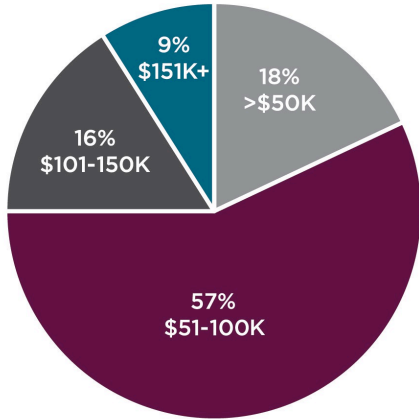
Q: Is there a specific spokesperson within the organization who tends to speak to media outlets? (voice of the organization)

A: Marketing Manager

2019 DEMOGRAPHICS

HOUSEHOLD INCOME

■ >\$50K ■ \$51-100K ■ \$101-150K ■ \$151K+

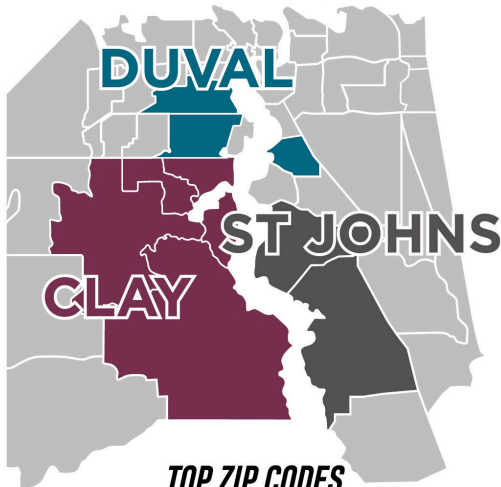


EVENTS



71,000+ PATRONS
WALK THROUGH THE DOORS OF
THRASHER-HORNE CENTER EACH YEAR.

WHERE OUR AUDIENCE LIVES



TOP ZIP CODES

- 1) 32003 3) 32073 5) 32043 7) 32244 9) 32092
- 2) 32068 4) 32065 6) 32259 8) 32210 10) 32257



AGE

89% OF OUR AUDIENCE AGE RANGES 36-75

