

Addendum # 1

City of Kirkland Tourism Digital Marketing and Promotion Consultant (Job# 43-22-CMO) Answers to Questions

Q: Does the City have a budget earmarked for this work? What is the amount?

A: *The City has a not to exceed budget of \$95,000 for this project including all media buy and other related spending in support of the campaigns. The City will evaluate proposals according to the criteria listed in the RFP, including costs.*

The City expects consultants to propose media buy according to their expertise, and expects media buy to be integrated into the proposal.

Q: Is this contract already funded or dependent on additional funding?

A: *Funds for this contract are presently available.*

Q: Are there an incumbent for this work? If so, who?

A: *No. The City has worked with project-based consultants on small-scope campaigns for tourism only.*

Q: How do we get photos? Is there an album or a sharing platform for photos? or are we expected to do/get photos?

A: *The City can provide access to selected images in its archive depending on what is required by the consultant. The same goes for B-roll video footage. The City expects the consultant to create content as it sees fit but will collaborate within reason to provide relevant archival image and video content if it has it available. The City will rely on the consultant to establish the most efficient way to transfer or provide access to shared images/videos.*

Q: Are you looking for growth of the account? what are the specifics you are focusing on with that?

A: *The City is seeking measurable outcomes and positive impacts on conversions, CTA, leads, and website traffic as a direct result of campaigns.*

Q: How many posts are you wanting a week?

A: *The City will rely on the consultant to advise the frequency and nature of digital marketing and promotion posts and other activities to deliver the most successful outcomes within budget*

Q: What types of videos are you looking for? Length? quality? Do you want them on the stories/feed?

A: *The City will rely on the expertise of the consultant to advise on the nature of videos and video advertising campaigns, their length, quality, and nature.*

Q: What platforms do you work with?

A: *The City has a government website as well as social media platforms on Instagram, Facebook, Twitter, and a separate Facebook page for Explore Kirkland. The City has the ExploreKirkland.com website, the ShopLocalKirkland.com website (currently being migrated to share a platform with ExploreKirkland.com, and the KirklandCash.com website.*

Q: Do you have a ballpark budget in mind for the overall project?

A: *The City has a not to exceed budget of \$95,000 for this project including all media buy and other related spending in support of the campaigns. The City will evaluate proposals according to the criteria listed in the RFP, including costs. The City expects consultants to propose media buy according to their expertise, and expects media buy to be integrated into the proposal.*

Q: Do you have a budget in mind for the media buy?

A: *The City expects consultants to propose media buy according to their expertise, and expects media buy to be integrated into the proposal.*

Q: Are city staff available for implementation activities such as website content management, social media scheduling, etc.?

A: *City staff are available for assistance with the City's websites and platforms. The City expects the consultant to provide direction and campaign management and capacity as needed.*

Q: Does the city have a consultant or agency handling tourism promotion right now?

A: *The City does not have a consultant or agency handling tourism promotion right now.*

Q: Is there an opportunity for the selected partner to continue working with the city in 2023?

A: *The City views this digital marketing effort as a pilot to inform and form part of a long-term digital marketing and promotion strategy. Applicants will have the ability to apply for longer term roles and expects that a longer-term strategy will be part of the tourism program.*

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

A: *The City has a not to exceed budget of \$95,000 for this project including all media buy and other related spending in support of the campaigns. The City will evaluate proposals according to the criteria listed in the RFP, including costs.*

The City expects consultants to propose media buy according to their expertise, and expects media buy to be integrated into the proposal.

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

A: *At this time the City will be accepting applications only through the posted deadline.*

Q: 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 North America?

A: *The City welcomes proposals from consultants regardless of their location.*