



# RESPONSE TO QUESTIONS

## PROFESSIONAL MARKETING SERVICES 2023

OCTOBER 5, 2022

CAMARILLO HOTEL AND TOURISM ASSOCIATION  
4001 Mission Oaks Blvd. Suite R Camarillo, CA 93012

## INTRODUCTION

The following questions were received by the deadline of September 28, 2022. Please use the following answers to assist with the formation of your proposal to the Camarillo Hotel and Tourism Association (CHTA/Visit Camarillo) Request for Proposal Marketing Services 2023.

- 1) Do you already have a Visitor Intelligence Platform, for example Zartico?
  - *We don't have a visitor intelligence platform. We currently get most of our data from the Ventura County Coast Research Program*
- 2) You mention content creation for your E-Newsletter - will you also need your new agency to manage those send outs?
  - *The content creation will be copywriting the articles and blogs that will be going in the newsletter. Our in-house team will put it together and distribute.*
- 3) Is Verdin your current agency, and are they intending to bid? (What lead to this RFP?)
  - *Verdin is our current agency, and they are intending to bid. We are looking for an agency partner to catapult our brand to the next level.*
- 4) Do you have any current or recent market research on target markets you can share?
  - *We can share VCLA's data dashboard which includes some Camarillo visitor information:  
[https://public.tableau.com/app/profile/dean.runyan.associates.admin/viz/barometer\\_VCLA/VCLADashboard](https://public.tableau.com/app/profile/dean.runyan.associates.admin/viz/barometer_VCLA/VCLADashboard)*
- 5) Do you participate in any Co-Ops, whether with VCLA, Visit California, Brand USA, etc.?
  - *Yes, we participate in multiple co-ops throughout the year with VCLA and when budget allows with VCA and Brand USA.*
- 6) Are OTAs a part of your digital strategy?
  - *Our member hotels prefer direct bookings, but we have seen some success with platforms like Expedia.*
- 7) What software or process do you use to track hotel bookings based on advertising efforts?
  - *We track the STR Report and referrals through our Direct Bookings Program.*
- 8) On average, how many photo and/or video shoots do you do per year, or would you like to?

- *We average around 4 per year (one each quarter).*
- 9) Do you have different campaigns for your shoulder season or is there one overarching brand campaign for the year?
- *We have an overarching campaign for the year (paused during the summer) but would like to layer on campaigns during shoulder seasons.*
- 10) How much of the budget do you typically spend on direct advertising?
- *We typically spend 60-65% of the budget on buyouts. Open to adjustments based on proposal recommendations.*
- 11) In the RFP, you describe the contract period of January 1, 2023 - December 31, 2023, with option for two one-year extensions. Can you confirm or clarify that the maximum length of time that Visit Camarillo can work with one agency is three years?
- *We can definitely work with an agency past the three-year contract if approved by our Board of Directors and the agency. Typically, we have worked with agencies for the entirety of the initial contract (year one + 2 extensions). At that time, we decide whether to extend the contract or initiate RFP process.*
- 12) Did your previous agency meet the maximum contract term? If not, how long did you work with them? Are they bidding on this RFP?
- *Yes, the previous agency did meet the maximum contract term and they will be bidding on this RFP.*
- 13) How much does Visit Camarillo do in partnership with Visit California? Do you submit content on an ongoing basis? Buy into sponsorships/advertising features?
- *We participate in various opportunities presented by VCA including advertising, reactive PR pitching and stories development through the CrowdRiff network.*
- 14) Has Visit Camarillo targeted a Spanish-speaking audience? If yes, can you provide any insights? If no, has this ever been considered or discussed?
- *We have not targeted nor discussed targeting a Spanish-speaking audience and this is due to budget limits.*
- 15) Does Visit Camarillo work with a separate agency/vendor for Public Relations and/or social media services? If so, what type of collaboration exists between this agency and the advertising agency? If not, is PR/social handled internally?
- *Our PR approach has been reactive PR pitching internally, but we are hoping to change that in the near future and will receive additional*

*support from our county tourism partners. All social media is handled internally by VCAM staff.*

16) Are there any limitations or parameters we should be aware of with regard to the in-house video and photo support? Is that individual based in/near Camarillo and available on a weekly basis? How large is the current media library?

- *We have 28,000+ files in our media library. Yes, our video/photo team is based locally but one minor limitation would be scheduling and availability. If that's a challenge, we have a couple other contacts that can fill in. Not opposed to agency support.*

17) On Page 7 of the RFP, several requirements are listed for the proposal. Are responders allowed to include additional information, or should we **only** include the 10 items listed?

- *You may include additional information but please keep the proposal to less than 30 pages.*

18) Are there any formatting requirements or page count limitations that we should be aware of in our RFP response?

- *Please try to keep the proposal to less than 30 pages.*

19) In the "Selection Criteria" listed on pg 8, can you confirm whether the criteria are weighted evenly or if there are certain factors of greater importance?

- *The selection criteria will be weighted evenly during the review process.*

20) The scope mentions "additional out of scope projects," can you please clarify if these additional out of scope projects are to be considered within the \$240,000 and need to be considered or if they will have separate ad hoc budgets as well?

- *They will have separate ad hoc budgets not included in the RFP budget.*