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Addendum #2
Request for Proposals (RFP) for
WEBSITE REDESIGN AND PROFESSIONAL MARKETING SERVICES
December 1, 2023

The purpose of this addendum is to notify proposers of RFP changes and responses to questions submitted regarding this RFP.

Proposer Question #1:

What is the budget for this contract annually, Year 1, renewal years?

DMO Response: After reviewing all proposals, the DMO will evaluate and establish a budget that is considered fair and reasonable, taking into account competitive market pricing. There is not a specific amount of funds appropriated for this project. Proposals will be evaluated to determine the one that offers the best value to the DMO.

Proposer Question #2:

When would the contract awarded this project start? Calendar year or Fiscal year?

DMO Response: The DMO aims to award the contract by the end of January 2024 and begin the project in the beginning of February 2024. These dates are subject to change at the DMO's discretion.

Proposer Question #3:

If invited to make the oral interview, do you have dates set aside for this?

DMO Response: Oral presentations are optional, therefore there are no pre-determined dates. The DMO will work with the vendor finalists to accommodate schedules to the best of our ability.

Proposer Question #4:

Subcontractors – [REDACTED] plans to utilize subcontractors for some of these deliverables. Confirming this is permitted?

DMO Response: Yes, please refer to Section 10.6.3 of the RFP regarding subcontractors.

Proposer Question #5:

Delivery of proposals – Can we add an addendum to show work examples for the marketing/positioning meeting and website design? Is there a page limit for the proposal?

DMO Response: Yes, you may add an addendum. There is no page limit.

Proposer Question #6:

Positioning Meeting: Are you hiring a separate agency for ad work? (Ad creative, ad buys)

DMO Response: No.

Proposer Question #7:

Positioning Meeting: Will you be staying with current logos, color palettes? Do you have brand guidelines you can share?

DMO Response: Yes, the DMO will stay with the current brand. [CLICK HERE](#) to download the Brand Book.

Proposer Question #8:

Positioning Meeting: Do you have any current audience research? If so, can you share?

DMO Response: No.

Proposer Question #9:

Positioning Meeting: Do you have any existing audience personas or positioning statements you can share?

DMO Response: Yes. [CLICK HERE](#) to review.

Proposer Question #10:

Photography: Are you open to our photographer recommendations? Must the photographer be local to Santa Clara?

DMO Response: The selected contractor will be responsible for selecting the photographer. The photographer does not need to be local to Santa Clara.

Proposer Question #11:

Photography: Will Santa Clara help identify photo assets needed?

DMO Response: The DMO and selected contractor will identify photo assets needed in a collaborative manner.

Proposer Question #12:

Photography: Can we see your current image library so we can determine what's usable for print, mobile, desktop, collateral?

DMO Response: The DMO will review the current image library with the selected contractor.

Proposer Question #13:

Photography: Does Santa Clara want to own all images from these photo shoots, or 50 only?

DMO Response: Please refer to Attachment A, Section 2 of the RFP. The bank of images will belong to the DMO to use in perpetuity. An expected deliverable is a minimum of 50 print-worthy images representative of the destination, from the bank of images.

Proposer Question #14:

Visitor Magazine: 4.1 – Market Research – will Santa Clara sponsor/host a FAM for our team to experience and get to know the community over a couple days?

DMO Response: The DMO will not sponsor/host FAM tours. Please refer to Section 10.8 of the RFP regarding cost/fee proposals.

Proposer Question #15:

Visitor Magazine – Is Santa Clara a member-based organization? If so, how many members?

DMO Response: No.

Proposer Question #16:

Visitor Magazine – How is your organization funded? Do businesses pay into a membership, or are you funded strictly through TBID/TOT funds?

DMO Response: The DMO is fully funded by TBID funds from the Santa Clara Tourism Improvement District (SCTID).

Proposer Question #17:

Visitor Magazine – 4.2 – you mention creating detailed content for attractions, hotels and restaurants: If you are member funded, what are the expectations of members? Are they expecting guaranteed member listings on the website and in the magazine, and if so how substantial?

DMO Response: The DMO is not member-funded.

Proposer Question #18:

Visitor Magazine – Should the magazine be shipped directly to your office from the printer, or do you have a storage facility?

DMO Response: The magazine would be shipped directly to the DMO office.

Proposer Question #19:

Visitor Magazine – Is Santa Clara OK with a 9x10” trim size?

DMO Response: For the purposes of providing a quote, 9x10” trim size is fine.

Proposer Question #20:

Website: 3.1.3 – this is only a feed linking to your existing IG, correct? Or are you asking for the Contractor to provide content for your social media, too?

DMO Response: The Social Media feed would include select posts / reels from the DMO’s IG. While the DMO does not expect the contractor to provide any content for social media, contractors should be aware that content created for website and visitors guide may be shared on social media.

Proposer Question #20:

Website: 3.1.6 – is Contractor responsible for blog content, or will Santa Clara be providing blog content?

DMO Response: The DMO will provide blog content.

Proposer Question #20:

Website: Auto-Populating Event Calendar: What is the source for auto-populating events? Is there an existing database or platform that should be integrated?

DMO Response: There is no existing database or platform to auto-populate events. The contractor or its subcontractor will be responsible for sourcing a 3rd party plug-in that will automatically populate the events calendar. The DMO also expects that a capability be put into place for local businesses to submit their own events for consideration.

Proposer Question #20:

Website: Meeting Planner Portal: Is this intended as a secure, login-required section for meeting planners to access specific information or request quotes?

DMO Response: No. The portal will be available to the public.

Proposer Question #20:

Website: Listings for Restaurants, Hotels, and Attractions: Will listing information be pulled from a CRM or another internal source? What is the desired process for updating these listings? Will there be an editing solution for the owners of the listings?

DMO Response: This information is not currently in the DMO's CRM. The contractor will be expected to recommend the best path forward for compiling this data for Y1 including an option for listing owners to update as necessary.

Proposer Question #22:

Transition of Website Hosting:

- Who is the current website host and what CMS is being used?
- Will any data need to be migrated?
- Is there a preference to stay on the same CMS or migrate to a new platform?
- Which agency is it we will be working with on the transition?

DMO Response: The current website host is GoDaddy. The CMS currently used is Vizergy. The selected contractor will work with Vizergy on the transition.

It is anticipated that there will be data that would need to be transferred over. This may include, but is not limited to, website content, any uploaded attachments and documents and information submitted through the website RFP portal.

The DMO would like to migrate to a new platform.

Proposer Question #26:

Should the budget estimate include the hard costs for print, paper and freight for visitors guide production?

DMO Response: Yes. Please refer to Section 10.8 of the RFP regarding Cost/Fee Proposal.

Proposer Question #27:

Should the photography budget estimate include costs for talent?

DMO Response: Yes. Please refer to Section 10.8 of the RFP regarding Cost/Fee Proposal.