

## **RFP Questions & Answers**

### **Questions**

1. Brand Implementation: Is GRDA or WOKA considering a rebrand or any updates to their current branding? If so, we'd be happy to provide an estimate for services such as logo design. Alternatively, should we leave this section out of the price proposal?
2. Broadcast/Video, Google/Bing Ads, SEO/SEM: We are not currently managing any projects related to broadcast, video, Google/Bing Ads, or SEO for GRDA or WOKA. Could you confirm whether these services are being considered for future initiatives? We can provide estimates, but since these services are not mentioned in the RFP, we wanted to check if this section should remain blank.
3. Print Services: Our print estimates are usually provided on a per-project basis, as the scope can vary greatly depending on the project details. We have managed several print projects for both GRDA and WOKA, but these have always been handled individually. Could you provide any additional details or guidance on this?

### **Answers**

1. No
2. Currently no, however we are always open to entertaining additional resources and tools in our marketing efforts. We would proactively seek an estimate on any of those types of services if and when we need to engage.
3. We have no definitive plans in terms of parent services, however, if and when we have a project that requires print services, we would request an estimate.

### **Questions**

- Please describe your audiences for this RFP.
- Is there a current social media strategy in place for each of the platforms listed?
- Could you provide some examples of past or upcoming events that you would need help with as listed under the "public relations" section?
- How many in-person meetings do you anticipate per month, and at which of your locations?
- What does success look like for the services requested in this RFP?
- What PR and marketing capabilities, if any, would be provided in-house? (Examples: videography, photography, web development, etc.)
- Please describe any immediate needs you foresee in the first 60 days of starting this contract.
- What are your current pain points and challenges?

- The project scope mentions needing social media, public relations, graphic design, branding strategies and campaigns for both WOKA and GRDA, but in the more in-depth service descriptions, WOKA is only listed under public relations. Can you clarify if the other service areas will be for both entities as well?
  - And if so, can you please clarify what percentage of time should be spent on GRDA vs. WOKA?
- Can you clarify GRDA's role in marketing WOKA vs. the City of Siloam Springs?

### **Answers**

1. Our general audience is everyone. We have specific audiences in government relations and community relations space based on the initiative.
2. We utilize our social media channels for general promotion of GRDA, specifically, environmental stewardship, public safety and economic development.
3. Significant investment and physical resources, such as the recent groundbreaking of Unit 4 for generation, general public safety campaigns and community affairs events that we sponsor/partner.
4. None. We do the vast majority of our engagement via phone or video conferencing.
5. Measurable impact/results.
6. We have a limited amount of in-house support in video and audio. Additionally, we handle the vast majority of our internal communications. We also handle exclusively all media engagement.
7. We are looking for support in the general promotion of WOKA, primarily with the focus of utilizing our social media channels. The vast majority of our support and engagement by the PR firm will be focused on GRDA.
8. See above response.

## **Pre-Bid Meeting Questions & Questions Summary**

### **Question**

We just wanted to clarify there were some items listed on the RFP, or the price proposal line items that weren't mentioned on RFP specifically, specifically branding, broadcast, print, video production. Google Bing Ads SEMS, EO. You mentioned that they would be estimated for separately and kind of on a as needed basis. Are you wanting us to leave those line items just blank on that price sheet, or would you rather just remove them?

### **Answer**

For purpose of whoever is awarded this contract on those unique moments, we're going to work with that firm on what additional cost and resources that would be necessary. The challenge is we don't have any set things through the course of the year and certainly as you can appreciate, we never can anticipate the weather. Those type of situations, we will engage in independently to what else we would need.

### **Question**

In terms of assessment for whichever is winner of the bid. Are there any KPIs that we need to know about by which the bid winners contract success will be judged or evaluated? Any specific goals for engagement or awareness, that maybe wasn't out specifically in the RFP.

### **Answer**

No bid will look exactly alike. These will be assessed in an objective way on what we believe is the best criteria that fits our needs.

### **Question**

WOKA, social media, and just based on some other projects that we've been working on, I'm trying to understand the dynamics between you all and the city of Siloam Springs, is this something that would need to be approved by both entities where you'd be working with both entities of all of that flow through you all. Can you just maybe give a little more clarity there?

### **Answer**

We don't have to get any approval through the city of Siloam Springs. Walton Foundation partnered with GRDA to create WOKA's Whitewater Park. On occasion we may do small promotions with the local media and enhance awareness. We try to tell the story as efficiently and manageably each month to do some highlighted things about WOKA, but no big marketing campaign.

### **Question**

RFP mentions the need for support on media relations with press releases and media outreach, but in one of my questions that I had submitted earlier, it says that you all handle exclusively all media engagement. So, can you clarify what you would need from the agency versus what you would be doing internally?

### **Answer**

Working with what outlets are either on a very local level, broader level regional level and on rare occasion, national level on just driving that through. With the means to drive the creation of a news release. That news release on distribution and measuring and any of the outcomes on what that looks like. But in terms of the spokesperson role. We have a day-to-day person that handles the vast majority of that for us. It would be exclusively the mechanism of helping and creation of any kind of the content and driving it out to whatever media. We're looking to do that with and measuring it.