



DATE: July 20, 2018
SUBJECT: Letter of Clarification
RE: Tourism Advertising Agency and Consultant RFP
TO: All Prospective Proposers

Houston First Corporation (“HFC”) issues this Letter of Clarification regarding the referenced Tourism Advertising Agency and Consultant RFP to answer questions timely received in the manner set forth below:

Question 1: Is there a not-to-exceed amount or historical budget for these services?

Answer: No.

Question 2: Will HFC consider pricing proposed as a monthly retainer plus expenses?

Answer: Yes.

Question 3: Do you have to be in Houston to propose?

Answer: No.

Question 4: Do any of the components have predetermined budgets that proposals must be designed to support?

Answer: No.

Question 5: Can you provide detailed information on the TIP, such as investment tiers, campaign types, participation levels, reports, co-op offerings, market research, etc.?

Answer: Detailed information will be provided to the Proposer selected.

Question 6: Are all of the items in the Overview section to be included in the proposed services?

Answer: The Overview represents a broad statement of HFC’s expectations with regard to the end result of the RFP, and should be considered in preparing a responsive proposal to the individual components in the Scope.

Question 7: What destinations do you see as your main competition?

Answer: Information regarding competitive markets will be provided to the Proposer selected.

Question 8: On what platform is the existing Houston Experience Marketplace website built?

Answer: The platform is outside of the scope of services requested under this RFP. A separate contractor assists HFC in managing the Houston Experience Marketplace website.

Question 9: Will the selected Proposer be responsible for website development within the Scope?

Answer: The Proposer selected will be responsible for providing strategy and content development for existing websites, as outlined in the RFP.

Question 10: What marketing efforts are in place for driving traffic to the Houston Experience Marketplace?

Answer: Efforts have included content marketing, digital display, pay-per-click, and social media.

Question 11: Is HFC looking to re-brand the look and feel of experience.visithouston.com or develop a campaign to drive consumers to the Houston Experience Marketplace?

Answer: HFC is looking to validate and enhance branding of the existing Houston Experience Marketplace and develop a campaign to drive consumers to purchase.

Question 12: Can you provide an overview of the existing brand architecture for the Houston Experience Marketplace?

Answer: Detailed information will be provided to the Proposer selected.

Question 13: Historically, what are the best sellers in the Houston Experience Marketplace?

Answer: To date, the best-selling experiences include: Houston Museum Pass, Houston Brew Pass, Houston Museum of Natural Science Value Access Pass, Typhoon Texas passes and Space Center Houston general admission.

Letters of Clarification become a part of the RFP automatically upon issuance and supersede any previous specifications and/or provisions in conflict therewith. By submitting their Proposal, Proposers are deemed to have received all Letters of Clarification and to have incorporated them into their Proposal.