

City of Macomb Marketing RFP Q&A #2

Please find answers to questions received. As a reminder from the RFP:

For this RFP, do not give us your marketing plan for Macomb, but what your experiences are for similar initiatives and how you helped others to get their story out creatively.

The City has not done a marketing initiative recently and would like to find a partner to work with to creatively put out the story of Macomb.

1. What's your vision for success? Are there any key messages or themes you want emphasized? What is your desired outcome for this project? **To showcase the good quality of Life in Macomb to local residents and the targeted areas. Civic pride (Quality of Life) and economic development.**
2. How long do you envision the campaign running? Will it be ongoing or a single-phase engagement? **One year for this initial initiative. Depending on outcomes, may be multiple years.**
3. Are there specific measurable KPI's you have in mind? This could be any combination of: **To be determined later in partnership with selected firm.**
 - Increased visitation / tourism / consumer spending
 - Relocation / population increase
 - Attracting business / industry, increasing employment opportunities
 - Increasing WIU / Spoon River student population
4. Is there anything specific about the proposed sports facility you would like us to be mindful of regarding your objectives? Any thoughts on tying in the City's current events or activations calendar to the campaign's rollout? **To be determined after firm is selected.**
5. Regarding the 250-mile radius, to what degree are you targeting larger metro areas (e.g., Chicago, Des Moines, St. Louis) vs. medium/small/rural communities? Does the city have demographic data/insights for this target region? **To be determined after firm is selected.**

6. Are there model or competitive cities you are using for benchmarking purposes?
No.

1. **Campaign Goals:** What is the primary objective of the campaign? (e.g., tourism promotion, business attraction, resident recruitment, university enrollment, etc.) **o showcase the good quality of Life in Macomb to local residents and the targeted areas. Civic pride (Quality of Life) and economic development.**
2. **Target Audience:** Within the 250-mile radius, are there specific demographics or regional groups you'd like to prioritize? **No.**
3. **CGI Collaboration:** Are the videos with CGI already in production, or will our team be helping to guide their creative direction? **The selected firm, CGI and the City will work together on those.**
4. **Marketing Channels:** Do you anticipate focusing on digital marketing (e.g., social media, email, paid ads), traditional media (e.g., radio, print, billboards), or a mix of both? **Not determined yet.**
5. **Media Spend:** Should our proposal include recommendations and management of paid media, or will media spend be handled separately? **Determined after firm is selected.**
6. **Existing Brand Assets:** Do you have current branding guidelines, logos, or messaging that we should incorporate into the campaign? **The City has logos, Mission, Vision, and Core Values.**
7. **Internal Collaboration:** Who will be our primary point of contact during the engagement, and what does the internal approval process look like? **City Administrator. City staff shall review all proposals submitted by the proposal due date. City staff shall then make a recommendation to City Council for approval of the Vendor determined to have presented the best proposal. The City reserves the right to reject all proposals and reserves the right to waive technicalities where such action best serves the interest of the City of Macomb. The City may request additional information to aid in the analyzation of a specific proposal or to take part in additional rounds of more detailed submittals before making their final selection.**
8. **Budget Guidance:** Is there a target budget range we should aim to stay within for the scope outlined in the RFP? **Total budget \$40,000 this fiscal year. We would like to spend the majority of that distributing the material.**