

## Shop Local Campaign – Request of Proposals – Chico, CA

### Addendum – March 17, 2023

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The following are questions received via email pertaining to the Shop Local Campaign RFP.

**Q1. The Scope of Services details a list of key deliverables for consideration. Is it mandatory to provide each of these deliverables within the stated budget, or, do you wish to see prioritization and recommendations against the goals within budget?**

A1. Per the *Scope of Services* section on page 4 of the RFP, the deliverables listed are for “consideration”. The respondent will develop a detailed scope that they believe will create the most impactful “Shop Local” campaign within the budget provided.

**Q2. In regards to video and photography, can we partner with other organizations to repurpose existing assets in fresh and creative ways?**

A2. If there are assets that are available for reproduction from another source that the respondent is interested in including, and has access to, they may be utilized. If the respondent’s proposal includes repurposed material, it should be noted in their proposal.

**Q3. While success is defined by growth in the local economy, is there a specific numeric goal or goals to define that success? For instance, a specific dollar amount, tax revenue growth, number of transactions, breakdown of retail vs. commercial, etc?**

A3. The City is not requiring specific numeric goals to define success. Rather, the *Measurement and Evaluation* section on page 5 of the RFP states that the respondent shall clearly state how **they will define success**.

**Q4. Has the City discovered any additional barriers to success beyond the changes that occurred from the pandemic? If so, can you illuminate them?**

A4. Per the *City of Chico Sales Tax Update* provided in the *Resource* section on page 9 of the RFP, receipts from sales were 5.9% higher than the same period in 2022. However, our concern remains that individuals have modified their shopping behaviors as a result of the pandemic. As is stated in the *Overview* section on page 2 of the RFP, the City is interested in changing the mindset of the consumer back to a “Shop Local” mentality.

**Q5. In evaluation of the proposals, is priority or additional points provided to a Chico based agency?**

A5. In the *Evaluation of Proposals* section on page 7 of the RFP it states that when scoring proposals based on “Approach”, “Understanding how to approach campaign given knowledge of the Chico community” will be an area of consideration. This does not mean that the respondent needs be a Chico based agency.

**Q6. Does the City of Chico work with another agency, or agencies, on ongoing marketing initiatives?**

A6. The City does not currently have any active marketing initiatives. The City is in the process of developing a “Travel Chico” initiative that will be rolled out in June 2023. See the *Resource* section on page 9 of the RFP for a link to information on “Travel Chico” .

**Q7. As a sustainability-conscious organization, we typically submit our RFPs digitally to reduce paper waste. Is there any flexibility in the printed submission requirement?**

A7. When reviewing proposals that may involve graphics, providing hardcopies ensures that the materials are printed in such a way as to adequately reflect the quality of the respondent's work. Please submit proposals per the *Submittal Requirements* section located on page 6 of the RFP. You are welcome to provide links in your response to other content that may not be a requirement of the RFP.

**Q8. Are there limitations/restrictions on how we could partner with local businesses on this campaign that we should be aware of?**

A8. No

**Q9. Are there any current city brand guidelines we should be aware of?**

A.9. The City does not have current City of Chico brand guidelines. We have recently developed a brand for travel and tourism, "Travel Chico". See the *Resource* section on page 9 of the RFP for a link to information on "Travel Chico".

**Q10. Has Chico ever run any similar campaigns/initiatives to encourage "Shop Local"? If so, what worked well? What didn't?**

A 10. No

**Q11. Curious if SHOP is your only focus or are you open to EAT PLAY SIP and Stroll?**

A11. Please see the *Objectives* section of the RFP on page 4 for information on the focus of the campaign. The campaign does not need to be called "Shop Local", but it does need to meet the objectives.

**Q12. Is there a key DMA other than Chico, say Sacramento or Bay Area you are interested in targeting?**

A12. Please see the *Objective* section of the RFP on page 4.

**Q13. What is your key target demographic/s?**

A13. The key population to target is listed in the *Objective* section of the RFP on page 4.

**Q14. Do you know if the retailers are open to donating gift certificates to use for "enter to win Give-a-ways?"**

A14. Per the *Scope of Services* section of the RFP on page 4, the respondent is responsible to "develop and carry out strategy, branding, and marketing", this would include working with retailers on any proposed promotions/giveaways.

**Q15. Is there an incumbent on this contract, or is this a new project?**

A15. This is a new project.

**Q16. Is the intent to deliver this campaign in multiple languages (*Spanish*) or only in English?**

A16. The RFP does not list any requirements related to providing materials in multiple languages.

**Q17. The RFP seems to imply that the awarded vendor is responsible for defining parameters to measure a successful campaign. If the city has run this (or similar) campaign(s) previously, were there any existing parameters to measure a successful campaign? If so, were they met? If not, what does the city envision for these parameters?**

A17. Please see Q3 regarding metrics. Please see Q10 regarding previous campaigns.

**Q18. Could we request an electronic submission in light of the lifting of all delivery guarantees from all the courier companies?**

A18. Please see Q7 regarding submittal requirements

**Q19. Could you let us know if you have a local preference or are you open to a Canadian agency that has done similar work with clients across the United States, with some currently being the States of California, Colorado and Wyoming?**

A19. Please see Q5 regarding scoring criteria.