

Grand County Colorado - RFP Questions

Questions due Sept. 9 by 5 PM via email

- ADA Compliance – Is the agency responsible for the hard costs of outsourcing ADA compliance for all DMO communications, such as board packets and marketing decks and materials?

Yes, this is the responsibility of the agency.

- Mindtrip – The current cost of mindtrip is not included in this RFP, is the agency responsible for paying this?

Yes.

- Hosting and maintenance – While the RFP requires updates to the website, it does not including hosting and maintenance of the site. Does the contractor need to include that in their overall costs.

Yes, the agency should include in the overall costs.

- Email marketing – Is the agency expected to run the consumer email marketing program or just create the assets to support those efforts.

The agency is expected to run and create the email marketing program.

- Business objectives: Should length of stay, shoulder-season visitation, county-wide dispersal or sustainable visitation be split up into a primary business objective hierarchy or be treated as balanced objectives?

Treated as balanced objectives.

- Visitor – Does GCCTB have an established definition of a “sustainable visitor” and the outcomes associated with attracting one, or should respondents propose that definition?

Respondents should propose that definition.

- Strategy Building – Should the three-year strategy focus on scaling the brand direction and campaign entering the market in 2026, or should respondents also recommend how that platform could evolve over the contract term even more than it has today?

Recommend how the platform could evolve over the contract term.

- Is there a target date for the first campaign to go live, or an expected timeline between contract start (Jan 1) and initial strategy approval by the Board?

The contract starts January 1, 2027.

- Understanding the amount of time available for strategy development, creative production, and sign-off before execution begins would help us scope the onboarding phase appropriately.
The selected agency will work alongside GCCTB's existing contractors and partners. This is not intended to restructure the current marketing program. GCCTB holds monthly contractor meetings to encourage collaboration, coordinate initiatives, and ensure all marketing, public relations, social media, and community outreach efforts support a cohesive brand strategy and consistent messaging. The selected agency will be expected to actively participate in this collaborative approach.
- Who currently owns and maintains the tourism website platform, since the scope includes maintaining performance, accuracy, and ADA compliance?

The GCCTB owns the website; the agency maintains, hosts, and performs all other required functions.

- Is there an existing brand guide or style guide for Grand County and the Do Grand Right campaign, or would developing and refining that fall within this contract's scope?

Yes, to both.

- The RFP mentions developing newsletters and email blast assets, but doesn't mention sending, reporting, or creating automations. Are those handled in-house, or should they be included in this scope?

The selected agency will manage GCCTB's visitor newsletters and email marketing efforts. This includes maintaining and managing GCCTB's subscriber list, as well as newsletter design, content development, scheduling, distribution, and performance reporting. Include these services in the proposed scope of work.

- For the visitor customer satisfaction survey, does GCCTB utilize an existing research tool/vendor, or should survey software/distribution costs be factored into the proposal budget?

For 2027 we will use an outside agency.