

November 30, 2018

RPF Questions:

- 1. What is the expected budget for the scope of work described in the RFP? What amount has been budgeted specifically for agency services – advertising vs. PR? What amount for media only?**

In past years, marketing initiatives have been created and implemented by the Director of Community Service. The District has not utilized the assistance of a third party marketing agency in past years. We feel that by hiring an agency we can better organize marketing campaigns and keep messaging and initiatives consistent. The District currently has \$50,000 in the marketing budget. This amount is a part of the SNL 2018-2019 fiscal year budget approved by the Board of Supervisors and is reviewed on an annual basis. We will rely on the assistance of the agency to allocate the funds for advertising, PR, media, etc.

- 2. What is your target demographic?**

Please see the research reports conducted by Global Golf Advisors regarding market review.

- 3. How well have your recent marketing efforts performed?**

The District does not have metrics or measurements of past marketing efforts. We feel that there is room for improvement, which is why we are requesting the help of a third party agency.

- 4. What is the current media mix?**

Most of the current media mix for the District consists of print advertising. In the past, digital marketing was also used. At this time, we have placed a hold on renewing the current print advertising until their relevance can be reviewed by the selected agency.

- 5. How do you measure the success of the campaign?**

The success of the marketing campaigns and agency will be based on membership increases – golf and recreation – as well as the movement of vacant lots and property listings.

- 6. How is your social media handled? How often are you posting?**

The District is present/active on Facebook, posting 1-2 times a week. Currently, he posts and content are handled in-house. Once the bid is awarded, the District will rely on social media assistance from the agency.

- 7. Is there research to be provided?**

Please review the research conducted by Global Golf Advisors. The following documents are available for review: Marketing & Communications Plan and Market/Operational Review.

- 8. What is the name of the current agency? Are the invited to bid?**

The District is not currently using a third party marketing agency.

9. What are the expectations for the length of time each phase will take? What is the expected campaign launch time once the contract has been awarded?

When the bid has been awarded, the District and the agency should collectively complete and agree on a timeline for each phase of the project. Once the bid is awarded, the District would like to have an executed contract with the agency within 30 days. One of the first priorities of the District is the launch of an updated and integrated website. We would like to go live with the new site within 120 days after the contract with an agency has commenced.

10. Who is the committee reviewing the responses?

Members of the Sun 'n Lake Management team will be reviewing the bids.

11. The RFP indicates awareness and increased demand for SNL being an objective.

How would you measure demand and awareness today? Has it waned, plateaued, or remained about the same since last year?

We feel SNL awareness and demand has remained steady in the last year.

12. Once the plan is developed, what percent of the plan's execution and management will be the agency's responsibility as opposed to that managed internally by the District?

Media buys/placement, graphic design, photography and videography, and marketing campaigns/initiatives will be the responsibility of the agency. The District is flexible with the management of the website. The aesthetics of the site should be managed by the agency, but document management can be managed by their respective departments – i.e. restaurant menu updates, recreation calendars, Board meeting minutes and audio, and golf club calendars can all be managed by their respective staff member(s).