

## WV PARKWAYS AUTHORITY

RFP: Advertising Services for Tamarack, the Best of West Virginia

02/13/15

### QUESTIONS/RESPONSES

1. What notable changes are planned or anticipated to the product pricing and merchandising strategy for the retail center?

**Both are works in progress. Internally and with specific events and groups, value added discounts will be offered.**

2. What notable changes are planned or anticipated for event and Conference Center offerings?

**None of note for the near future. Our focus is to enhance paid usage of the existing space.**

3. Is it assumed that the Culture Center's gift shop is to be marketed as part of this RFP?

**No**

4. What is the West Virginia Parkways Authority's annual marketing budget for the Tamarack?

**An estimate may be derived by reviewing the budget portion of the RFP. The budget may not be less than \$100,000.00 or more than \$350,000.00.**

5. Tamarack last issued an advertising services RFP in 2011, and it included public relations. What is the reasoning for not including public relations services in this RFP? Who is handling your public relations initiatives?

**Our Public Relations initiatives are currently under review and future strategies and objectives are not finalized. Accountability and direct involvement from prospective advertising agencies are not a consideration.**

6. Who is your ideal target audience for group visits?

**We have experience working with motor coach and group tour operators representing all types, interests and ages. Obviously, high-end, well-educated, well-traveled audiences older than 18 would be primary target audience.**

7. From which geographic markets have you had the most success attaining visitors?

**Our ten years of zip code data for sales show the same top ten states every month of every year in this order: WV, OH, VA, NC, FL, PA, MI, KY, SC, and GA. We attract one percent of the Turnpike traffic annually, and have high expectations of the selected agency to enhance those figures.**

8. Can you please further explain your fourth objective listed within Section 3.2 - Scope of Work? Do you mean increase attendance at special events? Or do you mean attract more special event bookings (such as weddings, private parties, etc.)?

**Our number one priority is to increase the number of visitors to Tamarack, so that retail and food sales will increase exponentially. Attendance at special events, bookings for the conference center, etc., are important, but not the primary objective of the RFP.**

9. What are your plans for special events in 2015 and beyond? Are their new events being added to the lineup? Annual events you will discontinue?

**We will certainly continue to improve and expand our event offerings. Events and the planning of such are not part of the RFP scope of work. Although we recognize the inherent connection between popular events and attendance, events may or may not result in increased retail and/or food sales, which is the primary focus. Our ability to enhance events will be influenced by increased operating revenue; therefore, increasing traffic is the priority.**