How many photo/video deliverables are expected? Or will this be based on agency recommendations and media placement? This will be based on the agency’s recommendation.

Will the video deliverables be used for broadcast, social media, or both? If videos are used for broadcast, approximately how long will the spots run for? We do plan to use video deliverables for both broadcast and social media. Normally, our broadcast spots are thirty (30) seconds.

The RFP mentions more than 650 historic properties—will the agency be expected to photograph or film all 650+, or will the Columbus CVB provide a curated list of properties? And will there be touchstone images provided for reference or direction? Columbus does have 650+ historic properties; however, we do not expect to use all. The agency will be given a list of properties along with exact locations to be photographed/ filmed.

Once the non-paid social media strategy and creative assets are produced, is there an expectation that the agency will post them on behalf of the Columbus CVB or moderate any channel discussions? Visit Columbus will post agency produced creative assets and moderate discussions on social media.

Will the media buy be included in the proposal budget or is that a separate cost that we should not factor in yet? Yes. The media buy will be included.

What are the most common mistakes businesses make when submitting a bid for Columbus-Lowndes County tourism-related contracts, and how can these be avoided? We have not held a bid process in over ten years in a prior administration.

Can the Columbus-Lowndes County tourism agency provide examples of winning bids for tourism contracts, and what set them apart from other submissions? Since we have not held a bid process in over ten years, we do not have examples to post.

What specific criteria does the agency use to evaluate bids for tourism projects, and how is each criterion weighted? The criteria can be found on page 7 of the Request for Proposals. It is as follows:

* Tourism industry experience [15%]
* Qualifications to execute the plan of work, including costs of services [60%]
* References from past clients [10%]
* Evaluation of prior work [15%]

Are there any upcoming changes to the bid process for tourism contracts that businesses should be aware of? All of the funding is provided by the American Rescue Plan.