RFP #2025-RFP-25 Bike Park Marketing

Addendum 4: Oct. 2, 2025

Questions and Answers

1. Q: Does the scope of work include the creation of the Bike Park's branding and logo, or will those assets be provided? A: The brand identity, logos and standards for the bike park have been provided. We just got those delivered and are now posted along with the addenda.
2. Q: Will we have access to any existing brand guidelines (from the City or Parks & Rec)? A: Yes, I have also just posted the City (& parks department) brand standards along with the addenda.
3. Q: Will the selected agency have access to tourism data or insights gathered by VisitJoplin or the City? (e.g. visitor demographics, travel trends)? A: Yes, the agency will be able to access data and insights from VisitJoplin and the City.
4. Q: What platform or tools are currently in use or preferred for email marketing? A: The City Marketing & Communications Department uses tools built into our website for sending email notifications to subscriber lists, as well as Constant Contact for email marketing campaigns such as our monthly community e-newsletter. VisitJoplin may also be using additional tools.
5. Q: Are there any recent or past outdoor recreation campaigns (local or national) that you consider good inspiration or benchmarks? A: I have not conducted any such research at this point.
6. Q: Can the agency suggest vendors for print and merchandise or are there preferred providers we should work with? A: Agency may suggest vendors for print and merch. We may also discuss local options.