RFP #2025-RFP-25 Marketing Agency of Record for Joplin Bike Park

Addendum 2: Sept. 16, 2025

Questions and Answers

1. Please clarify if the $50,000 budget is expected to include ad placement, printing and merchandise.
   Yes, the $50,000 budget for the first year will need to cover agency fees, creative development, ad placements, printing, merchandise and all marketing campaign costs for the Bike Park in Fiscal Year 2026. You may propose a higher marketing budget in FY2026, but increases to the amount allotted for marketing of the bike park would have to be approved by budget amendment, which requires approval of the City Council. We understand that the first-year budget amount may not allow for as much ad placement or as high of volumes of merchandise as may be ideal. This is why we expect for the agency selected to assist us in developing a more appropriate marketing plan and budget for FY2027 and beyond.
2. On page 6, section 2.2.4 - The last sentence “We would like to see a portfolio of” cuts off. Could you provide the rest of that information?
   Apologies for the error in the RFP document. Yes, we would like to review a portfolio of prior advertising creative developed by your firm, including digital, print, photography, and video ads. We also want to understand the methods and metrics you propose to use to track the performance and ROI of ad campaigns you have managed. We are especially interested in seeing your creative for prior campaigns related to bike parks or other related outdoor recreation and destination marketing.