

**AMENDMENT NO. 1
TO RFP FOR TOURISM PROMOTION SERVICES**

The \$125,000 excludes media buys.

The previous year's media buy expense was approximately \$300,000.

There is not an example of a marketing plan for last year.

The website is discovernewport.com and the current contractor manages content.

There are not any funding stakeholders aligned with promotion services.

Hosting means providing the technology and service needed for the website to be viewed on the Internet. The City owns the domain, but does not host the site. It would be the responsibility of the contractor to host the site.

The Destination Newport Committee and the Chamber of Commerce would be expected to coordinate and collaborate with the contractor on marketing.

The contractor is responsible for defining the overall messaging platform.

There is not a separate budget to draw from for visual asset creation.

The collaborator for social media marketing is the Newport Chamber of Commerce.

Section II RFP SPECIFICATIONS(B) "...to complement the City's advertising program," on page 2 has been deleted from the RFP.

The contractor is expected to inform the creative direction of the promotional services.