

**AMENDMENT NO. 2
TO RFP FOR TOURISM PROMOTION SERVICES**

Currently, a social listening tool is used to measure the brand across all channels.

The incumbent agency is the Newport News-Times. The city is issuing a RFP because contracting rules require it from time to time.

The existing brand can continue or change; there is no preference at this time.

Typically, 25% of the tourism marketing budget is spent on agency services.

At this time, a committee makes recommendations to the city on creativity and new ideas. They are as open as can be reasonably expected of a group of volunteers who have experience in advertising for their own businesses. The committee approves the work as well.

The target audience is tourists in the shoulder season.