

AMENDMENT NO. 3 TO RFP FOR TOURISM PROMOTION SERVICES

Since the City would need to negotiate the ownership of discovernewport.com, the deadline for hosting discovernewport.com in the scope of services of July 1, 2019, has been deleted. How much of the website that would need to be rebuilt or redesigned would depend on the negotiations.

The current media buys last a year and would need to be honored until they expire. Most contracts will expire by 2020.

Areas the Destination Newport Committee has targeted for marketing include Portland, Seattle, and Eugene.

Media buys have included online, social, TV, radio, billboards, print, and sport team sponsorship. The buys are not purchased based on a percentage of the budget.

The weekly newsletter or e-newsletter is optional and a subscriber list would need to be built.

The Chamber of Commerce posts content to social media and the website.

The Destination Newport Committee would need help creating a content calendar.

The request for a library of Newport, Oregon, content means refraining from using stock images and using local images, whether photo or video.

The shoulder season is defined as October through May.

The Chamber of Commerce handles public relations.

The budget for media buys is not expected to change next year.

Success is measured by increased visitor stays in Newport as well as online and social media traffic measurements.

New content is posted to Facebook and Instagram two to four times a week and developed on a quarterly basis.

A representative of the contractor is expected to call in, video conference, or attend the Destination Newport Committee meetings, which are once a month.

Any further questions should be directed to Gloria Tucker, g.tucker@newportoregon.gov or 541-574-0649.

Following is an example of a media buy often considered by the Destination Newport Committee.

AAA Journey Promotion



We've put together a powerful package to reach our members in Washington and Northern Idaho.
Did you know Journey is mailed to over 690,000 households?
That's A LOT more distribution than most magazines!

PACKAGE INCLUDES:	EST. VALUE
1/2 page print ad in Journey (Distribution 690,000)	\$8,169
Email marketing custom ad (100,000)	\$3,299
Facebook event listings (18,000+)	\$250

Total Estimated Value \$11,718

ACTUAL TOTAL INVESTMENT \$6,995