



Dear Offerors:

Below, please find the responses to the verbatim questions submitted to Visit Billings regarding the 2018 RFP for Creative Services.

Responses to Visit Billings RFP for Creative Services Questions:

Q: What Content Management System (CMS) do you use for your website?

A: The website contains thousands of events, attractions, and destinations for interested visitors. Additional site functionality includes a contest engine, document management, multilingual capabilities, integrated Google mapping, and a variety of form/database interactions. All of this is managed through a MySQL database and accessed through a custom-built, PHP content management system. Applicants should be proficient in web/database integration using PHP/MySQL technology. Visit Billings' current marketing agency assists staff with the Content Management System. Select Visit Billings staff have access to certain parts of the site i.e. blogs, hosted on a WordPress install.

Q: Can you share any general website traffic numbers or data with us? Monthly visitors, etc.

A: The Visit Billings website records anywhere from 15,000 sessions to 22,000 sessions per month. Web sessions can be found monthly under the Board Materials packet located at www.visitbillings.com/tbid, located in the PACE report on each board packet.

Q: Does Visit Billings use any marketing platforms in their current efforts? (E.g., email marketing platforms, marketing automation, etc.)

A: Currently, Visit Billings uses Boingo Mail as the email marketing platform to send emails to consumers as well as local stakeholders.

Q: The RFP states that (8) copies of the written proposal are required, but also provides an email address. Can we submit a PDF of the response via email without supporting hard copies? Do you have file size limitations that your email can receive? If so, can we provide a link to download the final submission file?

A: Email responses will be accepted. There is no limit on file size, however we recommend including a link to download materials if sending via email as well as a 'read receipt' to ensure delivery.