



Congratulation to our three finalists. We want to express our appreciation to your commitment to this exciting process for Visit Billings. Outlined below are the details of the Finalist Presentations Including date, timeframes, and questions.

### **Finalist Presentations**

December 1<sup>st</sup>, 2020

Zoom Meetings

Meeting Agenda

Each offeror will be allotted one hour to present to the selection committee. The committee is requesting that the presentation, which includes answering the questions on page two of this document, last no longer than 40 minutes to allow 20 minutes of question and answer time. The presentations will take place via Zoom, and as we have three finalists our committee has requested to split up the presentations throughout the day. Please note these are public meetings. Please plan on joining your presentation time early to allow yourselves to get set up so that our meeting is able to start on time.

### **Presentation times are as follows:**

8:00 a.m. to 9:00 a.m. – Sunshine & Bourbon

12:00 p.m. to 1:00 p.m. – Charrette

3:00 p.m. to 4:00 p.m. – Miles Partnership

Each agency will be a sent a Zoom Meeting invitation. For questions on meetings please contact [alyson@visitbillings.com](mailto:alyson@visitbillings.com).

1. Imagine the Visit Billings leadership and team have decided to move forward with a clean slate of marketing ideals and strategies. What is your first national leisure strategy or campaign suggestion for Visit Billings?
2. Post-pandemic will be a competitive time for destinations. How do you see Visit Billings standing out?
3. Each of you represents multiple destinations. How do you see yourselves ensuring that Visit Billings has a unique presence in the marketplace?
4. What does your day to day look like with your team? Are you all in one location? If not, how do you work through day to day projects effectively?
5. Please give us more details on your cost structures. If we have a retainer, what would that include and what would the suggested cost be? Do your costs include all concepting for the year or is it on a project to project basis?
6. What else should we know about you and the agency you represent?