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AMENDMENT TO SOLICITATION

AMENDMENT NO. 1

ISSUE DATE: 4/18/2024

SOLICITATION NO. SP2024-04-01

DATED: 05/01/2024

PROJECT: Member Acquisition Campaign

Questions to Answers

This addendum includes answers to questions.

QUESTIONS & ANSWERS:

All questions received by companies through April 26, 2024, have been combined and answered in red below.

QUESTION 1): What is the expected start date for this work? Would work begin in 2024 and if so, what month?

ANSWER 1): In order to plan for the fall membership campaign, work would begin no later than July 1, 2024 (Mid June)

QUESTION 2): What is the budget for agency services?

ANSWER 2): Not available at this time

QUESTION 3): Separate from the budget for agency staff time, what is the budget for advertising purchases/media buys/paid media placements?

ANSWER 3): Not available at this time

QUESTION 4): What is the specific scope of work for this contract? For example, is the scope of this contract limited to printed direct mail tactics, or is there an expectation that the campaign will include digital marketing (including tactics such as paid social media and paid digital advertising)? Any other expected tactics, such as paid traditional advertising?

ANSWER 4): Direct mail is the primary component of this scope of work. Additional tactics as proposed by the offeror are welcome.

QUESTION 5): What are your numeric, timebound objectives for increasing membership, compared with membership numbers from the last 3 years?

ANSWER 5): Our objective is to increase membership by 10% over the next 3 years in anticipation of initial project completion in Phase Two of Bridge to the Wild.

QUESTION 6): If you cannot provide these stats, can you give any sense of the size and scale of this project in terms of expected results?

ANSWER 6): See Question 5

QUESTION 7): How many current members do you have?

ANSWER 7): approximately 47,500

QUESTION 8): What is the average length of years that members stay active?

ANSWER 8): 4 years

QUESTION 9): How many members do you acquire/lose annually?

ANSWER 9): roughly 2,500 + or -

QUESTION 10): Can you provide a rough overview of the membership mix (ie. Individual, student, family, corporate)?

ANSWER 10): Individual, Family, Conservation Circle

QUESTION 11): Can you provide a response rate for previous acquisition campaigns performed?

ANSWER 11): Last 5 years of direct mail responses have ranged from .8% to 1.42%

QUESTION 12): Is there a budget for the campaign?

ANSWER 12): Yes

QUESTION 13): Do you advertise (general attendance, special events, etc.) within the market and outer markets? If so, what mediums do you currently use?

ANSWER 13): Riverbanks Zoo and Garden advertises within market and to outer markets via digital, out of home, print, TV/video and social.

QUESTION 14): Are there any current or previous market challenges?

ANSWER 14): No

QUESTION 15): Is there an incumbent?

ANSWER 15): Yes

QUESTION 16): Can you provide creative and messaging from your most recent membership acquisition campaign?

ANSWER 16): No

QUESTION 17): Have your previous campaigns included personalized mailing to John Doe, or have they been to “resident” or “occupant”?

ANSWER 17): Personalized

QUESTION 18): Have your previous campaign included personalized messaging other than the address-to information? For example, “Dear Noelle” in the salutation or your name elsewhere in the body of the letter or remit slip?

ANSWER 18): No

Offerors must acknowledge receipt of this amendment by one of the following methods: (a) By signing and returning one copy of this amendment with your bid; (b) By acknowledging receipt of this amendment on each copy of the bid submitted; or separate letter which includes a reference to the solicitation and amendment numbers. Failure of your acknowledgment to be received at the Purchasing Office prior to the hour and date of the opening may result in rejection of your offer. If by virtue of this amendment, you desire to change an offer already submitted, such change may be made by letter, provided such letter makes reference to the solicitation and this amendment and is received prior to the opening hour and date specified.

COMPANY NAME: _____

NAME & TITLE OF AUTHORIZED REPRESENTATIVE _____

AUTHORIZED SIGNATURE _____

Noelle Kelley

Noelle Kelley
Procurement Manager