



REQUEST FOR PROPOSAL

BASTROP COUNTY BRANDING AND TOURISM MARKETING

RFP 24BCP07A

July 24, 2024

ADDENDUM #1

Notice to Respondents:

This addendum will be considered a part of Bastrop County's Request for Proposals for Bastrop County Branding and Tourism Marketing. Where provisions of this addendum differ from those of the original Request for Proposals, this addendum will govern.

ACKNOWLEDGED

Printed Name of Respondent

Authorized Signature

Date

RETURN ONE COPY SIGNED COPY OF THIS ADDENDUM TO THE PURCHASING OFFICE WITH YOUR SEALED PROPOSAL. FAILURE TO DO SO, MAY AUTOMATICALLY DISQUALIFY YOUR RESPONSE FROM CONSIDERATION FOR AWARD.

ITEMS FOR ADDENDUM #1:

Q: Do you have any inquiry/visitors database that would be available for research? This could include your newsletter database? What size is it/or them?

A: We do have social media data for June – FaceBook (21,775) - Instagram (4,767) and X (1,144).

Our Mail Chimp enrollment is 7,264. Bastrop County does not have any third-party data research beyond basic social media.

Q: It appears there may be some leadership transition (according to your website). Has a Director been hired as of this RFP? If so, is the name public and can you share?

A: The current Bastrop County Tourism & Economic Development staff have been consistent for the last 12 years. Perhaps there is confusion with the City of Bastrop contractor Visit Bastrop. Our website is www.ExploreBastropCounty.com. The current Bastrop County Tourism & Economic Development staff manage the Bastrop County HOT funds with a total annual budget of \$400,524 (\$150,000 for marketing and \$60,000 for professional services). The City of Bastrop has a contract with Visit Bastrop and is supported through the City of Bastrop Hot funds.