ADDENDUM NUMBER TWO

FOR THE

CONTENT MANAGEMENT SERVICES/CLIENT RELATIONS MANAGEMENT

FOR EXPERIENCE PRESCOTT WEBSITE & DIGITAL ASSETS

DATE OF ADDENDUM: April 16, 2025

TO ALL BIDDERS BIDDING ON THE ABOVE PROJECT:

The following addendum shall be made part of the Scope of Work and Specifications and Contract Documents. All other provisions of the Contract Documents remain unchanged. <u>The Bidder shall acknowledge receipt of this Addendum on page 24 on the Solicitation Response and page 26 on the Bid Certification form, in addition to signing below and returning this form with the bid package.</u> The contents of this Addendum shall be given full consideration in the preparation of the Bid.

Request for Information

Question: The RFP calls for website hosting, design, and management of digital assets. Can you clarify the scope of content migration? For example, what types of content (text, images, videos, historical archives) must be migrated from the existing system. Are there preferred data mapping or archival requirements during the transition?

Response: Text, Images, Video, Historical Archives, Pages, and over 300 Business Listings must be migrated from the existing system. Staff does not have a preference on the data mapping or archival requirements during the transition.

Question: The solicitation lists a number of optional integrations (e.g., economic impact calculators, lead attraction software, and "Book Direct" functionality). In the context of deploying a new CMS, could you specify which integrations are mandatory at launch versus those that can be phased in later? Are there predefined APIs or third-party vendors that the City currently uses or prefers to maintain compatibility with?

Response: City staff is open to alternative but comparable programs. The following programs/ APIs and third-party vendors are currently in place; PlayEasy, CVENT, Book Direct, CrowdRiff, Bandwango, Destinations International Economic Impact Calculator. If not implemented at launch, staff would like to see a specific roll out plan that includes the same or comparable functionalities to be phased in within a maximum of 12 months from launch.

Question: Given that the RFP emphasizes client relationships and CRM capabilities alongside the CMS, should the new CMS include an integrated CRM module, or do you envision it as a platform that interfaces with an existing CRM system? Additionally, what are the expectations around data sharing between these systems (e.g., synchronization frequency, data security requirements)?

Response: Yes, the new CMS should include an integrated CRM module. We would like to see a synchronization frequency of 24 hours. Additionally, data security requirements should meet all federal, state, local and internal policies.

Question: Could you elaborate on any specific standards (e.g., hosting uptime guarantees, encryption protocols, compliance with local/state data regulations) that the new CMS and its associated hosting environment must adhere to?

Response: Upon successful awarding of the bid, the City of Prescott will clarify the standards and requirements of city owned digital assets.

Question: The RFP calls for "Branding Assistance & Management" as well as "Design Assistance." With the new CMS in mind, can you provide more detailed guidance on the City's branding and design requirements? For instance, are there particular style guides, responsive design mandates, or customizable templates you require as part of the CMS implementation?

Response: There is a brand guide for Experience Prescott which will be shared upon award of contract. The expectation is a fully responsive, mobile friendly, and customizable CMS.

Question: Understanding that the new CMS will represent a significant change for daily operations, what are the City's expectations regarding training and ongoing support? Specifically, would you prefer a one-time intensive training during rollout or a phased approach with periodic refresher sessions, and are there any key performance metrics or service level agreements (SLAs) that should guide the support structure?
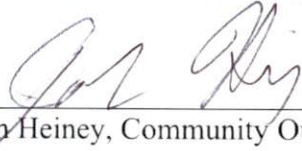
Response: City staff would like to see intensive training during rollout, a phased approach and periodic refresher sessions as needed. There are no SLAs at this time.

Question: The RFP mentions report development and integration with visitor outreach tracking. Could you clarify what specific analytics capabilities you envision for the new CMS—such as real-time reporting dashboards, SEO metrics, engagement tracking, or integration with advertising platforms—and to what extent should the solution be scalable to accommodate future digital marketing or tourism-related functionalities.

Response: City staff would like to see seamless integration with Google Analytics. In addition to real time reporting dashboards, SEO metrics, engagement tracking and integration with all advertising platforms that require tracing pixels. The CMS should be fully scalable and adaptable to the ever-changing needs of digital marketing.

- END -

City of Prescott Tourism Department

(signature)

John Heiney, Community Outreach Director

Date 4/16/25

Acknowledgement: (must be signed and turned in with the bid documents)

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Company Name

_____   _____

Signature of Company Official   Date