

## QUESTIONS & RESPONSES – Posted September 12, 2025

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QUESTION: Whether companies from Outside USA can apply for this? (like from India or Canada)

RESPONSE: Yes

QUESTION: Whether we need to come over there for meetings?

RESPONSE: Yes, we envision a need for there to be some in-person meetings and for the selected consultant to travel to Ridgway at times to become acquainted with the Town, depending on the task or initiative.

QUESTION: Can we perform the tasks (related to RFP) outside USA?

RESPONSE: Yes.

QUESTION: Can we submit the proposals via email?

RESPONSE: Yes, you are welcome to submit the proposal via email provided that the proposal is also submitted in the manner that is described within the RFP.

QUESTION: Is the \$60,000 budget including labor, creative materials, and advertising purchases?

RESPONSE: Keep in mind that the \$60,000 budget identified in the RFP is an approximate amount. Yes, all of that would be included in the budgeted amount.

QUESTION: Would you consider CTV and broadcast TV as part of the plan for regional marketing?

RESPONSE: Yes, we are open to finding new or different ways to conduct outreach.

QUESTION: The RFP stated to mail two print copies of the proposal and one electronic copy. Where do you send the electronic copy?

RESPONSE: I would suggest placing a USB flash drive (i.e., thumb drive) containing the electronic version of the proposal, in the sealed envelope.

QUESTION: Does the Town of Ridgway have creative concepts developed for the promotional campaigns? We see the reference to 'Do Ridgway Right' and aligning with the statewide campaign but assume that is just a portion of the project.

RESPONSE: Staff has some ideas but nothing formal developed. Yes, the "Do Ridgway Right" reference is just a portion.

QUESTION: Is the expense of the local outsourced support part of the \$60k budget?

RESPONSE: Yes.

QUESTION: Is any media spend also part of the \$60k budget or would that be on top of the services?

RESPONSE: Media spend is included in the estimated \$60K budget.

QUESTION: Is the [ridgwaycolorado.com](http://ridgwaycolorado.com) URL not owned by the Town or Ridgway?

RESPONSE: No, it's not currently owned by the Town of Ridgway.

QUESTION: Are you willing to consider and out-of-state firm to work with you in this effort?

RESPONSE: Yes.

QUESTION: Regarding the request to work with local creators: "Work with content creators (writers, photographers, designers, videographers), locally based when practical..." Does the City of Ridgway have vendors that they would like the winning bidder to work with, or would the bidder be responsible for discovering and vetting local vendors?

RESPONSE: The Town of Ridgway does not have pre-selected vendors for this work. However, we strongly encourage the use of local creatives when practical and are happy to help facilitate introductions. The Town maintains a Creatives Directory through our FUSE Creative Main Street program and can help connect the contractor with artists, writers, and other professionals in the community to support project needs.

QUESTION: Does the \$60,000 budget include the third-party costs associated with advertising and subcontracting vendors?

RESPONSE: Yes. The \$60,000 budget is intended to cover all project costs, including third-party expenses.

QUESTION: Should the proposal be written all-inclusive of third-party expenses such as digital and print ads, subcontracting photography etc. or is there a separate budget for the third-party vendors?

RESPONSE: Proposals should be written as all-inclusive. The \$60,000 budget is not supplemented by a separate fund for third-party vendors.

QUESTION: Regarding website updating - It looks like it was made with Joomla CMS. Is there any proprietary software included that makes it difficult to update the site?

RESPONSE: The Town's tourism website runs on Joomla, an open-source content management system with no proprietary restrictions. Any qualified Joomla developer can update it. As the RFP notes, transfer of website ownership and hosting may be required; ownership currently rests with the Ridgway Area Chamber of Commerce, and the Town would negotiate any needed transfer as part of implementation to ensure continuity.

QUESTION: Could you share any recent community branding work, tourism plans, or strategy documents (e.g., Main Street or Creative District planning efforts) that would help us align with Ridgway's current vision, messaging, or priorities?

RESPONSE: Documents related to what you are asking for can be found on the Town's website at <https://townofridgway.colorado.gov/resources/plans-documents-and-studies>.

QUESTION: Can you provide more detail on the types of marketing and tourism promotion efforts previously led by the Ridgway Area Chamber of Commerce (RACC)? Are there specific areas the Town is seeking to evolve or improve upon through this new contract?

RESPONSE: The Town is really looking for a consultant committed to inclusive, comprehensive promotion, proactively educating visitors and locals about the wide range of activities in our

community. The Town is seeking implementation of a digital-first, place-based marketing strategy that reflects Ridgway's values, aligns with Creative District and Main Street goals, and leverages regional tourism activity.

QUESTION: Will the selected consultant be responsible for technical maintenance or development of [ridgwaycolorado.com](http://ridgwaycolorado.com), or will those services be managed separately by the Town or another contractor?

RESPONSE: Yes, we envision the selected consultant having some level of responsibility to maintain or further develop the website.

QUESTION: Are there specific metrics, reporting formats, or tools the Town currently uses—or would prefer to use—to evaluate campaign success and ROI?

RESPONSE: The Town currently has performance metrics/criteria for success in our current agreement with RACC, as well as specific reporting requirements. The Town will be flexible in how we pinpoint what the performance metrics, criteria for success, and reporting requirements are as we move forward.

QUESTION: Is the \$60,000 annual budget intended to be inclusive of all costs (creative production, media spend, etc.), or will media buys and third-party content creation be managed or funded separately? Additionally, is this envisioned as a one-year contract or potentially renewable for multiple years?

RESPONSE: Yes, the \$60,000 budget is all inclusive. Yes, it's envisioned as a one-year contract and there's potential for renewal provisions.

QUESTION: Are there any particular qualities or experiences the Town is prioritizing in this selection—such as regional knowledge, Colorado-based projects, or partnerships with small communities?

RESPONSE: Regional knowledge, Colorado-based projects and partnerships with small communities would certainly be a plus but are not fully necessary. The evaluation criteria is laid out in the RFP.

QUESTION: Is the 60k purely a consulting fee or is there an expectation of paying operating expenses and various subcontractors from this amount? I.e. social media manager, website editor, creative/content development, paid ads (print and digital) and so on. Will the "consultant" be active in managing all of the detailed operating items or just the strategy/planning then the Town of Ridgway executes these items?

RESPONSE: The \$60,000 budget is all inclusive.

QUESTION: Is the Town of Ridgway willing to partner with a group such as RACC and spread out execution of the SOW and strategic objectives? Put another way, is the town planning on a more hands on approach with the DMO designation and management thereof or will it be purely on the one who wins the RFP? I believe there is an opportunity for a productive collaboration between the Town and RACC with a clear org chart of ownership of duties and tracking the execution of the plan.

RESPONSE: The Town is planning to select one consultant to take on the specific scope of work laid out in the RFP, and the Town plans to take a more hands on approach with the selected consultant.

QUESTION: The RFP notes that the Town anticipates an annual budget of approximately \$60,000 for contracted marketing services. Could you please confirm whether this figure represents the total and final budget available for the contract? Additionally, should proposers assume that this amount is inclusive of all expenses (e.g., subcontractor fees, paid media placements, travel, production costs), or will there be separate budget allocations for such expenses?

RESPONSE: The estimated \$60K budget is all inclusive.