



CITY OF O'FALLON, MISSOURI

PURCHASING DEPARTMENT
100 NORTH MAIN STREET
O'FALLON, MO 63366
(636) 379-5527

October 14, 2026

ADDENDUM #2

RFP NUMBER: 26-052
RFP DESCRIPTION: O'Fallon Convention & Visitors Bureau Marketing Audit
RFP RELEASE DATE: 09/30/2026
PROPOSAL SUBMISSION DEADLINE: 10/22/2026, at 12:00 P.M. CDT

The purpose of this addendum is to provide answers to the questions asked during the proposed timeframe of September 30, 2026-October 7, 2026 at 12 P.M. CDT.

RFP 26-052 Questions:

- Budget: Has the OCVB established a budget or anticipated range for this engagement, and the number of marketing vendors and channels involved?
 - a) **In 2026, the T&F marketing expense was \$65,335. This funded projects with six different companies, including print, digital, television and radio. HFF, COL, and Fall into the Arts are the only three events we invest 2026 marketing dollars into.**
- Mobility data sources: Does the OCVB or the City currently subscribe to a mobility data platform (such as Placer.ai, Datafy, or Zartico)? If so, will the selected firm be given access? Is the cost of acquiring geolocation/mobility data expected to be included in the fixed fee, or may it be proposed as a separate line item or optional service? If not, is the firm expected to procure the data independently?
 - a) **No, the City does not have a current subscription to a mobile data platform. The successful firm is expected to procure the data independently and the cost to acquire the data should**

be included as a separate line item.

- Event timing: Could the City confirm the 2026 dates, locations, geofence boundaries, mobility data for all four events? Several appear to have already taken place, and Celebration of Lights may run into late December. Should the firm plan on retrospective analysis for completed events, and how should the 90–120 day timeline account for an event that may still be underway after kickoff? Should the analysis cover the full event season or a defined portion of it?
 - a) **The kickoff of the 90-120 day timeline will commence after the beginning of the calendar year. This will allow the successful firm to collect and analyze mobile data for all four 2026 events.**
 - **Whiskers & Wags: May 2, 2026**
 - **Heritage & Freedom Fest: July 1, 2026-July 4, 2026**
 - **Rail District Festival: September 12, 2026**
 - **Celebration of Lights: November 30, 2026-December 30, 2026**
 - **Dec 6-8th-Old Fashioned Holiday Stroll**
 - **Nov 30th & Dec 14th-Train Rides**
 - **Nov 30th, Dec 1-3, 9-10, 14-17, 21-23, 28-30-Sleigh Hayrides**
 - **Nov 27th-29th, Dec 3-5, 10-13, 17-23, 26-27- Trolley Rides**
- Scope of the audit period and spend: What time period should the audit cover (for example, the most recent fiscal year or calendar year 2026)? Can the City share the approximate annual marketing budget being audited and the number of channels and outside vendors involved?
 - a) **The audit should cover calendar year 2026. Budget for 2026 was \$65,335. Channels provided in Response #1.**
 - b) **Columbia Missourian, DDI Media, Fox2, KMOV, Missouri Life Magazine, Hubbard Radio**
- Data access: What performance data will be available to the selected firm, such as Google Analytics, social media platform analytics, vendor campaign reports, invoices, media buy records, lodging tax receipts, hotel occupancy data, and prior visitor research? Will current marketing vendors be directed to cooperate and provide data directly to the auditor? What time period should the audit cover (for example, the last one, two or three fiscal years)?
 - a) **We can provide social media and website analytics.**
 - b) **We currently do not ask our vendors to provide a profit and loss of the type of sales they acquired during the events.**
 - c) **Audit to cover calendar year 2026. We can provide lodging tax receipts, hotel occupancy data, and some Google analytic and social media data.**
- Existing audience definitions: Can the City share or describe the OCVB's current target audience definitions and any existing marketing or strategic plan documents? Is historical visitor data available for the "historical patterns" comparison in the mobility analysis? (not looking for specific data at this point, just the types such as ticket sales, website clicks, audience information, survey responses with demographic information, things like that)?
 - a) **We have record of estimated attendance for over 5 years but there are no concrete counts. It may be based more on how quickly parking fills or how much of a hillside is covered with people and latterly doing a count in an area and visually replicating the size throughout the**

venue where people are sitting. This is one of the prime reasons we are looking for attendance numbers.

- b) We could provide ticket sales where applicable, website analytics, and social media analytics.
- c) The OCVB will provide current target audience definitions.

- Page limit and appendices: Do resumes, case studies, references, and required affidavits count toward the 25-page limit, or may they be placed in appendices?

a) Please place these items into an appendix.

- Current spends and vendors: Can OCVB share the approximate annual marketing budget being audited

a) In 2026, the Tourism & Festivals marketing expense was \$65,335.

- Bonding: The Terms and Conditions state that firms must be "licensed, insured, and bonded." Could the City clarify the type and amount of bond required for this professional-services engagement, and whether it must be in place at the time of submission or only upon award?

a) We are asking if the marketing audit firm is bonded, and to provide documentation validating that.

- Presentation and kickoff: Who are the "OCVB members" who will receive the presentation of findings, and is an in-person or virtual presentation expected? Or should the proposed fee include travel to O'Fallon? What is the anticipated award and kickoff date?

a) The OCVB is comprised of six volunteers with connections to O'Fallon in the following categories: two commercial business owners; two representatives from the hospitality industry; and two citizens-at-large. In addition to these six members, the OCVB includes the City's finance analyst and economic development director along with a member of the City Council. The preference would be an in-person presentation of findings but the OCVB is willing to consider a virtual or hybrid format.

- Do you have estimated attendance numbers for each event that you could provide?

EVENT	2025	2024	2023
Whiskers & Wags	500+	500+	1000
Fall into the Arts	1500	1000	1000+
Food Truck Frenzy (2)	2300	3100	2400
Jammin'	10,300	7,250	12,750
O'Day events (2-4 events)	600	n/a	2400
Tree Lighting	500	750	500
Celebration of Lights	25,750	25,645	27,651

- The evaluation section mentions overall weighting for each criterion, but no weights are listed. Will the City publish the weighting?

a) Proposals will be evaluated on the following weighted criteria:

- i. Demonstrated expertise conducting marketing audits (20%)
- i. Strength and clarity of proposed methodology (15%)
- ii. Ability to evaluate audience reach and geographic penetration (35%)
- iii. Quality of past work and evidence of measurable impact (10%)

iv. Cost and value (20%)

i. Ability to collaborate effectively with OCVB members and City staff (5%)

- Will the awarded agency for this audit be eligible to compete for future OCVB marketing or advertising contracts?
a) Yes.
- Does OCVB currently have an agency of record or other marketing vendors, and will those vendors be required to cooperate with the audit and provide their performance information?
a) The OCVB does not have an agency of record. Staff will work with existing vendors on cooperating with the audit and provide what information is available.

Reminder:

This is to remind all bidders that sealed RFP's for #26-052 O'Fallon Convention & Visitors Bureau Marketing Audit must be submitted by 12:00 P.M. CDT, October 22, 2026, to:

Garrett O'Mara, Purchasing Agent
City of O'Fallon, Missouri
100 North Main Street
O'Fallon, Missouri 63366

Addendum information will be available over the Internet at www.ofallonmo.gov. Adobe Acrobat® Reader may be required to view this document. We strongly suggest that you check for any addenda a minimum forty-eight hours (48) in advance of the bid deadline. Due to revisions, the bidders must acknowledge the Addendum(s) on the bid form.



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100 NORTH MAIN STREET
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October 9, 2026

ADDENDUM #1

RFP NUMBER: 26-052
RFP DESCRIPTION: RFP O'Fallon Convention & Visitors Bureau Marketing Audit
RFP RELEASE DATE: 09/30/2026
PROPOSAL SUBMISSION DEADLINE: 10/22/2026, at 12 P.M. CDT

The purpose of this addendum is to extend the response time of questions to allow City staff more time to review. Questions will be answered by end of day on October 14, 2026.

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