



## RFP — Marketing & Communications Services

### Responses to Vendor Questions | June 2026

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*Thank you to all agencies who submitted questions. We have compiled responses below and distributed them to all known prospective proposers. Where questions address similar themes, we have cross-referenced prior answers to keep this document concise and easy to navigate. Questions have been lightly edited for clarity.*

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**Q1 — Can you provide a high-level breakdown of the FY25/26 marketing budget by category (e.g. paid media, public relations, social media, creative/content production, research/analytics, and other key investments)?**

Please refer to our response to Question 33, which addresses our overall budget structure and our approach to category-level budget disclosure in detail.

**Q2 — As CVVA evolves the Land of Legends brand, what do you see as the greatest opportunities for improvement, and what outcomes are you hoping a new agency partner will help achieve?**

The Land of Legends campaign platform is well-established and will remain the foundation for all work under this agreement — this is not a reinvention effort. Our focus is on thoughtful, incremental evolution: refreshing copy and messaging to stay current, optimizing our channel mix as audience behavior shifts, and tightening the connection between campaign activity and measurable outcomes like lodging referrals and TOT revenue. We're looking for a partner — whether new to Carson Valley or already familiar with it — who can sharpen and extend what's working, bringing both creative energy and a genuine accountability mindset.

**Q3 — Can you provide additional context around your media relations and FAM program?**

**Journalist and influencer visits:** Through our own discretionary budget, we typically host 2-3 content creators annually. FY27 includes \$5,000 dedicated to FAM activity, supporting approximately 2 visits. Beyond that, we actively pursue co-investment through Travel Nevada's Rural Marketing Grant Program and our regional tourism partnership with Reno-Tahoe Territory (RTT). A meaningful portion of our FAM activity is opportunity-driven — we rely on our agency partner to identify and surface the right opportunities, at which point we collaborate to determine the appropriate funding source.

We have also secured grant support for a dedicated hosted Media FAM Tour — a multi-day immersive experience bringing 5-6 qualified journalists, photographers, and digital storytellers directly into Carson Valley. With a \$10,000 investment, the program targets media from our core feeder markets (Sacramento, Bay Area, Los Angeles, Seattle, and others) and is built around our destination story pillars: outdoor recreation, history and heritage, culinary, and authentic community connection. Expected outcomes include feature stories, digital articles, high-engagement social content, and media relationships that extend well beyond the grant period.

We are also currently implementing a Culinary Content Creator Program — a Travel Nevada grant-funded initiative designed to establish Carson Valley as a food-motivated travel destination within the Reno-Tahoe region and key Western drive markets. The program hosts select food content creators for curated itineraries that pair culinary experiences with complementary destination assets. A recent example connected the Eddy Street Vintage Market with a dining experience at Overland Restaurant alongside Chef Mark Estee — weaving food, events, and local culture into a single compelling narrative. All content is produced with usage rights secured, allowing CVVA to repurpose assets across owned channels throughout the year. This program will continue into FY27 through grant funding.

**Group size:** Group size varies considerably. Discretionary visits are typically 1-2 individuals. RTT and Travel Nevada-supported programs can range from small groups to 20 or more. We have hosted up to 50 travel trade professionals during

events such as ABA Marketplace.

**Destination-specific FAMs:** Yes — in addition to participating in Travel Nevada and RTT group programs, CVVA pursues destination-specific FAMs funded through our discretionary budget and competitive grant applications, as described above.

**Agency role:** We expect the agency to take a lead role in opportunity identification and itinerary planning. Hosting and on-site management is a true collaboration — CVVA staff are actively engaged throughout.

**Q4 — How are hosting costs for FAM participants typically funded, and should these be incorporated into agency hard-cost estimates?**

Hosting costs — lodging, meals, activities, and transportation — are budgeted and managed separately from agency fees. CVVA maintains dedicated budget for these expenses and works collaboratively with local business partners to secure discounted or complimentary hosting wherever possible. Agency proposals should reflect planning, coordination, and management time only — FAM hosting costs should not be included in hard-cost estimates.

**Q5 — What are CVVA's expectations regarding agency travel and on-site presence for FAMs, media events, stakeholder meetings, and destination activations?**

Expectations here are flexible. Agency presence is not required at routine operational meetings. However, we do expect agency representatives to present to our Board of Directors when requested. For FAMs and media events — particularly those outside Carson Valley — we have historically found ways to support agency participation when the opportunity warranted it, and we genuinely value partners who are invested enough to want to be there. Agencies should factor travel and on-site engagement into their approach and price accordingly.

**Q6 — Can you provide insight into CVVA's current influencer marketing efforts, including creator volume, partnership structure, content deliverables, and usage rights?**

*Please refer to our response to Question 3 for context on creator volume and FAM program structure.*

Our Culinary Content Creator Program is a current example of how we structure influencer partnerships — food-focused creators, curated destination experiences, and usage rights secured upfront so CVVA retains lasting asset value from each visit. We expect our agency partner to take the lead on creator identification, vetting, and contract negotiation, bringing us agreements that reflect favorable costs and usage rights before finalization. Active collaboration with Travel Nevada and Reno-Tahoe Territory to leverage co-investment opportunities is also expected. CVVA will remain engaged throughout, but we look to the agency to drive the process.

**Q7 — Can you provide details on CVVA's current technology stack, attribution tools, tracking infrastructure, and reporting methodologies?**

CVVA's analytics infrastructure is anchored by an advanced attribution partnership with Datafy, which provides destination-level economic impact and visitation data that directly informs our strategic decisions. We have a data strategist on staff, and data drives how we allocate and evaluate every marketing dollar. As a smaller DMO with a finite budget, attribution is not optional — it is a core requirement. We have deliberately moved away from tactics that cannot demonstrate measurable return.

We recognize that platform-level attribution has inherent limitations — Meta and Google do not allow direct attribution in the traditional sense — and we are genuinely interested in how prospective partners approach this challenge. We expect agencies to bring a clear, well-reasoned attribution methodology and demonstrate how they will connect campaign activity to real-world outcomes within our Datafy-anchored environment.

Agencies proposing digital marketing services should speak specifically to their attribution approach, the tools and models they use, and how those integrate with or complement our existing infrastructure.

**Q8 — Should the selected agency anticipate regular on-site content capture in Carson Valley, or primarily leverage existing assets, partner content, and UGC?**

On-site content capture is not an expectation of the agency. The selected partner should plan to work from CVVA-provided assets, partner-supplied content, and user-generated content. Asset development is an ongoing and active function of CVVA's own work — when the agency identifies specific content needs that existing assets cannot address, they should communicate

those needs to us and we will coordinate capture on our end. Agencies should build their social media approach around this model.

**Q9 — What level of in-market agency presence do you envision, and how do you anticipate balancing on-site and virtual collaboration?**

*Please refer to our response to Question 5 regarding on-site presence expectations.*

Day-to-day collaboration will be managed virtually. We are a small, lean organization and are well-practiced at working effectively with remote partners. Responsiveness, clear communication, and proactive project management are what we value most. Agencies should propose a workflow and communication cadence that keeps programs moving efficiently without creating unnecessary management burden on our end.

**Q10 — How does CVVA define 'third-party platforms' for reporting purposes, and should Google-owned properties be included?**

Third-party platforms refers to any external tools or platforms the agency uses to manage, schedule, or execute work on CVVA's behalf. If media is being placed on a platform — Google-owned properties included — we expect full reporting on it. The standard is straightforward: if dollars are being invested, we expect data in return.

**Q11 — Can you share examples of recent earned media placements you consider particularly successful?**

**KOLO 8 (Reno/Sparks broadcast coverage):** Regional television placement that puts Carson Valley directly in front of a highly relevant drive-market audience. For a destination of our size, that kind of regional broadcast visibility delivers meaningful, efficient reach.

**Aliza Freeman via Reno-Tahoe Territory:** A standout example of the RTT partnership delivering strong results. Her content on Genoa was beautifully executed and captured the authentic character of the destination in a way that truly resonated with her audience.

**Karla Ibarra-Sanchez via Travel Nevada:** A strong example of how our statewide partnership opens doors to qualified writers we may not be able to reach independently.

What makes these placements valuable is not just reach — it is authentic storytelling that reflects our brand personality and moves the needle on awareness in our target markets. We look for coverage that tells a genuine Carson Valley story, not simply a passing mention.

**Q12 — What publications would CVVA consider 'dream' earned media placements?**

We have already achieved placements in USA Today and Conde Nast Traveler — which speaks to what is possible for Carson Valley at a national level. Looking ahead, Outside magazine is at the top of the list. It speaks directly to the outdoor adventure audience we are built for and carries significant credibility with the travelers we most want to reach. More broadly, we are interested in publications that authentically serve the active outdoor, heritage travel, and experiential travel space at both national and regional levels.

**Q13 — Does CVVA have priority stories, attractions, events, or tourism development initiatives it would like to elevate through earned media over the next 12-24 months?**

**Minden-Tahoe SkyFest:** A signature event with strong visual storytelling potential and broad regional appeal.

**Ferris 50 Endurance Run:** A growing event that speaks directly to the active outdoor audience and reinforces Carson Valley's positioning as a legitimate adventure sports destination.

**'Close to the Slopes, Far from the Crowds':** A strategic positioning initiative that differentiates Carson Valley from congested Tahoe-area markets and targets winter travelers seeking a more authentic, less crowded alternative.

**Agritourism and Culinary Tourism:** An increasingly important story for Carson Valley that aligns directly with Travel Nevada's statewide priorities. We are actively investing in this space through our Culinary Content Creator Program — pairing food-

focused creators with locally owned restaurants and food artisans to generate authentic, digital-first content for key drive markets. As traveler interest in farm-to-table experiences, working ranch culture, and culinary storytelling continues to grow, we see significant earned media potential here.

We welcome agency partners who can help us develop compelling, well-targeted pitches around each of these priorities.

**Q14 — Does CVVA have an anticipated annual cadence or expectation for FAM tours, individual journalist visits, desksides, or media activations?**

*Please refer to our responses to Questions 3 and 4 for detail on FAM structure and funding.*

We do not operate on a fixed annual schedule — media hosting activity is largely opportunity-driven and budget-dependent. That said, we generally anticipate 2-3 individual creator or journalist visits annually through our discretionary budget, with additional activity layered in through Travel Nevada and RTT partnerships and competitive grant funding as opportunities arise. CVVA communicates available budget resources clearly to our agency partner at the start of each fiscal year to support proactive planning. We expect the agency to identify and recommend opportunities throughout the year rather than waiting for direction from us.

**Q15 — What level of support can CVVA provide for media hosting, including lodging, attractions, photography assets, and spokesperson access?**

*Please refer to our responses to Questions 3, 4, and 14 regarding budget and hosting structure.*

CVVA is an active, hands-on partner in all media and influencer visits — we are deeply involved in planning, coordination, and on-site execution. We maintain discretionary budget for hosting expenses and work collaboratively with local partners to secure additional support. Photography and content assets are available upon request, and CVVA coordinates spokesperson access as needed. Agencies should expect a genuinely collaborative relationship, not a passive client.

**Q16 — What would 'success' look like in this partnership within the first six to twelve months?**

Success in the first 6-12 months is grounded in execution and relationship-building, not results alone. We are looking for a smooth, well-managed transition with minimal disruption to active programs — a clear transition plan should be included in any winning proposal. From there, success looks like a fully implemented social media and communications program running on schedule, a collaborative working rhythm with regular touchpoints established, and an agency that genuinely functions as an extension of our team. Metrics matter, but the foundation has to come first — and for an incumbent partner, elements of that foundation may already be in place. What we are evaluating is the quality of the plan and the strength of the relationship going forward.

**Q17 — Can you clarify how CVVA has previously measured conversion actions, including lodging referrals?**

*Please refer to our response to Question 7 regarding our analytics infrastructure and attribution approach.*

Conversion measurement has primarily been tracked through two methods: referral traffic driven from our digital platforms to lodging partner websites, and advanced destination-level attribution through our Datafy partnership. It is worth noting that CVVA does not currently offer a bookable option through our website, so conversion measurement relies on referral and attribution data rather than direct transaction tracking. We welcome agency partners who can bring thoughtful methodology and tool recommendations that work effectively within our existing infrastructure.

**Q18 — What are some of the specific promotional challenges and opportunities you face with each individual town/region represented?**

Carson Valley's four communities each bring distinct character to the destination, and that diversity is ultimately a strength — though it requires deliberate, cohesive storytelling to hold together as a unified narrative.

**Topaz Lake:** Presents the greatest integration challenge. Its geographic separation from the core valley communities makes it harder to weave naturally into the broader Carson Valley story. The opportunity lies in positioning it as a compelling extension of the destination — one that adds recreational and scenic depth — rather than a standalone outlier.

**Gardnerville, Minden, and Genoa:** Geographically close but experientially distinct. The challenge is maintaining a cohesive core story across three communities with different personalities, without flattening what makes each one interesting. Genoa in particular — as Nevada's oldest permanent settlement — carries significant heritage storytelling potential that can anchor the broader destination narrative.

The through-line for all four communities is the Land of Legends platform, which provides a framework broad enough to hold the full destination while keeping us grounded in what makes Carson Valley genuinely different. We have been intentional about not falling into the sea of sameness that characterizes so many rural destinations, and we expect our agency partners to share that commitment to authentic, differentiated storytelling.

**Q19 — What does the ideal agency partner relationship look like for CVVA?**

The ideal partnership is collaborative and forward-looking from day one — not transactional. We are not looking for an agency that simply waits for direction and executes. We want a partner who is actively scanning for opportunities, bringing ideas to the table, and helping us anticipate what is coming before we get there.

In practice, that means both parties are continuously asking: what is working, what could work better, and what opportunities ahead align with our vision and budget? We want ambition that is grounded in reality — not proposals we cannot act on.

The most productive agency relationships we have experienced feel like a genuine extension of our team — people who understand Carson Valley, care about the outcomes, and show up invested in the work. If you are proactive, communicative, and genuinely excited about what we are building here, we would love to hear from you.

**Q20 — What marketing technology platforms has CVVA used, and are there any preferred or disliked platforms?**

Our current technology ecosystem includes: Loomly for social media calendar management and scheduling; Datafy for advanced destination attribution; Mindtrip for AI-powered visitor engagement on our website; BandWango for digital passes and curated tour experiences; and Expedia for paid co-op advertising through Travel Nevada's program.

We do not have strong platform aversions, but we do have a clear preference for tools that integrate cleanly with our existing stack and provide transparent, actionable data. Agencies should be comfortable working within our current platforms and should present any recommended additions or changes — with clear rationale — as part of their proposal.

**Q21 — What are the biggest challenges and opportunities with the Land of Legends campaign, and are there previous extensions we should be mindful of?**

*Please refer to our response to Question 2 regarding overall campaign evolution philosophy.*

The most practical challenge is the cost of change. Significant investment has been made in building the Land of Legends platform, and modifying core campaign elements is not something we approach lightly. That said, A/B testing and performance data consistently show the campaign performing above benchmark, which validates our approach of evolution over reinvention.

The greatest opportunity we see is in developing seasonal micro-campaigns — extensions that connect to the Land of Legends platform while speaking to specific activities, audiences, and travel moments throughout the year. This allows us to remain fresh and targeted without disrupting the brand equity we have built.

Agencies should come prepared to work creatively within an established framework. The opportunity here is not to reimagine the campaign, but to extend it intelligently and with purpose.

**Q22 — What are the key skills and past experiences most important to CVVA when evaluating proposers?**

DMO experience is at the top of our list. Destination marketing is fundamentally different from product or brand marketing — we do not own what we are promoting, and that requires a distinct strategic mindset, stakeholder sensibility, and comfort working within a collaborative ecosystem of partners. Agencies without that background often underestimate the complexity of the work.

References carry significant weight in our evaluation. We have close relationships with other DMOs in our region and with Travel Nevada, and the tourism marketing community in Nevada is well-connected. We will draw on those relationships as part of our process.

Finally — and perhaps most importantly — fit matters. Shortlisted firms will have the opportunity to present directly to our evaluation committee, and we are firm believers in the importance of genuine human connection. The strongest proposal still has to translate into a working relationship that performs in practice. We are looking for partners we trust, enjoy collaborating with, and can build something meaningful alongside over the long term.

**Q23 — Do you have plans to expand the Land of Legends campaign, and would this fall under Creative Design Services?**

We are always looking for opportunities to identify, develop, and refresh the legends that anchor our campaign — whether that means adding new stories, revitalizing existing ones, or finding new ways to bring them to life. This type of work falls under Project-Based Creative Design Services and would be scoped and budgeted on a project-by-project basis as opportunities and budget allow. Agencies with strong conceptual and storytelling capabilities are encouraged to speak to this in their creative proposals.

**Q24 — What brand, marketing, and creative assets will be available to the selected vendor?**

The selected agency partner will have full access to CVVA's existing asset library, including our brand standards guide, messaging framework, photography, videography, social media content library, templates, and other marketing materials. Assets are maintained and shared through Dropbox. We expect agency partners to work within our established brand standards and leverage existing assets before requesting new content development.

**Q25 — What is CVVA's appetite for the selected vendor to create new photography and video content?**

*Please refer to our response to Question 8 regarding content capture expectations.*

We are always interested in expanding our asset library when budget allows. New photography and video development would be scoped and funded on a project basis rather than built into a standing retainer. Agencies are welcome to bring forward content development recommendations — with clear creative rationale and cost estimates — and we will evaluate them against available budget and strategic priority.

**Q26 — For social content, is CVVA expecting the partner to create/source original content remotely, coordinate local contributors, conduct in-market capture, or use a mix of existing assets?**

*Please refer to our response to Question 8, which addresses this directly.*

To add one point of clarification: where the agency identifies content gaps that cannot be filled through existing assets, partner-supplied content, or UGC, we ask that they communicate those needs to us clearly. We will coordinate capture on our end to address the gap.

**Q27 — What are the top goals for CVVA's social media presence over the next 6-12 months?**

All of the above — with some important nuance. Increasing awareness among target travel audiences is the top priority, as it most directly supports overnight visitation and TOT revenue growth. At the same time, we are mindful of our responsibility to the communities we represent. Social media is a meaningful channel for helping residents understand the economic value of tourism, and community engagement is something we actively cultivate.

Our Culinary Content Creator Program is a good example of this balance in action — it elevates locally owned restaurants and food artisans while generating content that reaches travelers in our target markets. Website traffic, brand loyalty, and conversion support follow naturally from getting awareness and community engagement right.

**Q28 — For PR hard costs, should proposers include FAM hosting, media monitoring, travel, and distribution costs, or will CVVA provide or pass through some of those directly?**

*Please refer to our responses to Questions 4 and 15 regarding FAM hosting costs.*

FAM hosting and agency travel costs will be provided or passed through CVVA directly and should not be included in agency hard-cost estimates. Media monitoring should be included and clearly itemized in your proposal. For distribution, proposals should explicitly state whether curated media contact lists are included in the quoted price or priced separately. Please note

that CVVA already maintains an active Constant Contact subscription — email distribution costs should not be duplicated in proposals.

**Q29 — Please confirm CVVA's access to key platforms for partner/manager access.**

Current platform access status is as follows:

Platform	Status
Google Ads	Access confirmed.
Google Analytics	Access confirmed.
Google Tag Manager	Access confirmed.
Campaign Manager 360	Currently managed through incumbent partner — transition access to be coordinated.
Google Search Console	Currently managed through incumbent partner — transition access to be coordinated.
Meta Business Manager	Partial — there is a known historical ownership issue that will need to be resolved during transition.
Meta Ads	Currently managed through incumbent partner — new account will need to be established under CVVA's Business Suite.
Email/CRM (Constant Contact)	Access confirmed.

Shortlisted finalists should be prepared to discuss platform transition and access as part of the contracting and onboarding process. CVVA is committed to ensuring all accounts are properly transferred and that the selected partner has full working access by the service start date.

**Q30 — Should the \$150,000 media budget be assumed for October 2026 – September 2027, or is there a different timeframe?**

The \$150,000 minimum media budget is aligned with CVVA's fiscal year: July 1, 2026 through June 30, 2027. With a service start date of October 1, 2026, a portion of the FY27 media budget will have been deployed prior to the selected agency assuming management. The remaining available balance as of October 1 will be confirmed and communicated to shortlisted finalists. Agencies should plan and price with this in mind — the \$150,000 floor applies to the full fiscal year, not exclusively to the period of agency management.

**Q31 — How many agencies have received the RFP?**

The RFP was distributed directly to seven agencies. In addition, it was shared with all Reno-Tahoe Territory DMOs with a request to distribute to agency partners they felt might be a strong fit. The RFP was also promoted publicly through CVVA's social media channels. We are not disclosing the names of agencies that received direct distributions.

**Q32 — Are you currently doing SEO and content creation based on SEO research, and would you consider adding these to the RFP?**

CVVA works with a separate provider for website management and SEO — those services are outside the scope of this RFP and should not be included in proposals. Content calendar creation, however, is already an expected deliverable within the Social Media scope and should be incorporated into any social media proposal without needing to be specified separately.

**Q33 — Does the estimated \$875,000 budget include operations, or is it dedicated to outreach and creative?**

The \$875,000 figure referenced in the RFP was an estimate at the time of drafting. To provide greater clarity: CVVA's approved FY27 operating budget reflects total projected expenses of \$962,267. Of that, approximately \$401,837 covers organizational operating costs, with the remaining \$560,330 dedicated to marketing activities. That marketing budget encompasses print

advertising, multimedia advertising, print collateral, internet and web marketing, leisure and group sales, events, public relations, and destination engagement. The \$150,000 minimum media spend falls within the marketing budget and should be treated as a distinct line item, separate from agency service fees.

**Q34 — Is there any consideration of media beyond digital?**

*Please refer to our response to Question 7 regarding our attribution philosophy.*

Yes — we are open to non-digital media recommendations when the right opportunity presents itself. The consistent requirement across any media investment is measurability. If we cannot attribute results to the spend in a meaningful way, it is difficult to justify within our budget framework. Agencies are encouraged to bring forward non-digital ideas where a credible attribution component exists.

**Q35 — How do you currently handle content capture for social channels, and should photography/drone costs be incorporated into the social media proposal?**

*Please refer to our responses to Questions 8 and 25 regarding content capture expectations.*

CVVA maintains a dedicated budget line item for asset development, so photography and content capture costs should not be built into social media management proposals. We also ensure that content creator and influencer visits include a fully licensed UGC component as a standard expectation. Additionally, CVVA owns a drone and actively looks for opportunities to expand our aerial asset library — agencies are welcome to identify and recommend those opportunities as part of our ongoing content strategy.

**Q36 — Are partners able to provide comps during non-peak times, and are media rates feasible for lodging partners?**

*Please refer to our responses to Questions 4 and 15 regarding hosting cost structure.*

Partner accommodation support varies by situation and depends largely on visit timing and the anticipated value of the visit for the property. While complimentary rooms are not always available, our lodging partners are genuinely supportive and regularly provide discounted rates for media and creator visits. CVVA also maintains discretionary budget to supplement when partner support is limited. Our goal is always to deliver a quality experience for visiting media while being thoughtful about cost.

**Q37 — What time of year do lodging partners need the most support to increase occupancy?**

Late October through April represents our shoulder season, when lodging partners benefit most from targeted marketing support. Agencies should incorporate this into strategic planning across all service areas — from paid media flight timing and social content calendars to earned media pitching and influencer visit scheduling. Driving visitation during the shoulder season is a clear priority and should be reflected in proposed approaches.

**Q38 — Can you share high-level context on how CVVA's digital marketing program has performed over the past 12-18 months?**

We appreciate this question — grounding proposals in real performance data rather than assumptions reflects exactly the kind of analytical mindset we value. Here is an honest overview:

Website traffic is down approximately 15% year over year, driven primarily by declines in both paid and organic search. The paid search decrease was intentional. Our updated strategy made a deliberate shift away from high-impression, low-intention keywords toward lower-volume, higher-intention traffic — a trade-off we are confident in. Total paid impressions also decreased by roughly 6% year over year as a direct result of that same strategic redesign. We are focused on quality over volume.

Agencies who interpret a traffic decline without understanding the strategic context behind it may not be the right fit for how we operate. We will provide shortlisted finalists with access to full performance dashboards and program context as part of the finalist briefing process. We do not feel it is appropriate to distribute detailed performance data broadly at this stage of the procurement.

Q39 — Has the \$150,000 media floor been consistently deployed in prior fiscal years, or has actual platform spend come in below or above that threshold?

The \$150,000 minimum has been consistently and fully deployed. The primary evolution in our media program has been a strategic shift of the majority of our programmatic spend to Datafy, reflecting our commitment to advanced attribution and accountable media investment. Agencies should plan with full confidence that the media budget will be activated each year.

Q40 — What is CVVA's current methodology for attributing digital media exposure to actual overnight stays and visitation, and are you utilizing geolocation or device-graph tracking partners?

*Please refer to our response to Question 7 regarding our attribution infrastructure.*

CVVA has an established history with destination intelligence platforms — we previously utilized Zartico and have since transitioned to Datafy as our primary attribution and visitation measurement partner. Our media planning is data-driven at every stage, with Datafy informing audience targeting, origin market strategy, and campaign performance evaluation. Agencies proposing digital marketing services should be familiar with destination intelligence platforms and prepared to work within and alongside our existing Datafy environment.

Q41 — Can you share historical occupancy trends and seasonal fluctuations, and is there a strategic priority to drive midweek or shoulder-season visitation?

*Please refer to our response to Question 37 regarding shoulder season priorities.*

Our strategic focus has been on seasonal demand generation rather than midweek activation. Meaningfully influencing midweek travel typically requires direct lodging partner participation — rate incentives, packages, and property-level promotions — which fall outside CVVA's direct control. Our investment is better directed toward shoulder season demand generation, where destination-level marketing can have a measurable and demonstrable impact. Agencies should build media and content strategies that reflect this priority.

Q42 — Does CVVA have data indicating which target markets yield the highest length of stay or average daily spend, and should long-haul fly markets be prioritized over high-volume drive markets?

Yes — we have market-level data that informs how we weight and approach each target geography, and our strategy reflects a deliberate balance between core and opportunity markets. Sacramento is our highest-volume drive market and generates strong visitation numbers, but tends toward shorter stays and day-trip behavior. San Francisco and Los Angeles consistently deliver higher average daily spend and longer length of stay, making them priority markets for lodging-generated economic impact. Our media plan is structured to maintain volume from core drive markets while investing strategically in higher-yield opportunity markets. Proposed media approaches should reflect an understanding of this balance.

Q43 — How is CVVA currently capturing first-party data, what CRM/email platform is in use, and is the database integrated into digital ad platforms for lookalike modeling and audience targeting?

CVVA captures first-party data through several channels: newsletter signups and visitor guide requests through our own website, visitor guide requests through the Reno-Tahoe Territory website, tour and pass signups through BandWango, and itinerary engagement through both our static itinerary pages and our Mindtrip AI-powered itinerary tool.

*Please refer to our response to Question 20 regarding our current technology stack.*

Our current email marketing platform is Constant Contact, though we are actively evaluating alternatives following a recent rate increase. Agencies with relevant recommendations are welcome to include them in their proposals, accompanied by clear rationale and cost comparisons.

We do not currently utilize first-party data for lookalike modeling, customer match lists, or exclusion targeting. We are open to agency recommendations in this area, provided they are grounded in our existing data infrastructure and privacy best practices.

**Q44 — Can you describe the current state of CVVA's web analytics and conversion tracking infrastructure?**

*Please refer to our responses to Questions 7 and 29 regarding our analytics infrastructure and platform access.*

GA4 is fully implemented with custom event tracking in place for key conversion actions, including visitor guide downloads, lodging referrals, newsletter signups, and outbound partner clicks. Google Tag Manager is actively in use, and platform pixels — including Meta Pixel and programmatic DSP tags — are currently firing correctly and consistently across the site. The selected agency will be inheriting a clean, well-structured tracking foundation.

**Q45 — What is the strategic thinking behind the 70/30 Search/PMAX allocation, and is CVVA open to adjusting this ratio based on performance data?**

The 70/30 allocation reflects a deliberate preference for maintaining tighter control over keyword targeting and protecting brand search terms from cannibalization by PMAX's automated bidding. This approach is consistent with our broader paid search philosophy — referenced in Question 38 — which has intentionally moved away from high-impression, low-intention traffic in favor of lower-volume, higher-intention engagement.

That said, we are not rigidly committed to this ratio. We are open to agency recommendations to adjust the split based on real-time performance data and evolving campaign objectives. Agencies should be prepared to articulate how they would manage the balance between control and automation, and how they would use data to support any recommended adjustments.

**Q46 — Can you confirm the current ownership structure of active ad accounts and the anticipated timeline for granting access to the incoming agency?**

*Please refer to our response to Question 29 regarding platform access and transition.*

To provide additional clarity: Meta Business Suite is held directly in CVVA's name and ownership. The current Meta Ads account is owned by the incumbent agency — a new agency partner would need to establish a new account under CVVA's Business Suite. Google Ads access and programmatic DSP seats are currently managed through the incumbent agency, with DSP access typically structured per agency or through the agency's own platform relationships.

The General Conditions of this RFP are clear — all accounts must be established in CVVA's name and transferable upon request or contract termination. The incoming agency should plan for a managed transition period and factor any new account setup and tracking reestablishment into their transition plan. Timeline for access will be coordinated during the contract negotiation and transition period outlined in the RFP.

**Q47 — Are there any known issues with the current tracking setup, and is the incoming agency expected to inherit the existing infrastructure or rebuild if gaps are identified?**

*Please refer to our responses to Questions 29 and 44 regarding platform access and tracking infrastructure.*

There are no known issues with the current tracking setup — GA4, Google Tag Manager, Meta Pixel, and DSP tags are all functioning correctly. The incoming agency is expected to conduct a full audit as part of onboarding and should plan to work within the existing infrastructure where it is sound. If the audit reveals gaps or improvement opportunities, we are fully open to a rebuild or expansion. We expect a clear recommendation with supporting rationale rather than a default to wholesale replacement or passive inheritance.

**Q48 — Does CVVA view representation of other Northern Nevada or Reno-Tahoe regional tourism entities as a conflict of interest?**

Representation of other regional tourism entities is not considered a disqualifying conflict of interest, and agencies will not be penalized for existing regional client relationships. We do ask that all proposers disclose current tourism industry clients as part of their submission. This is a transparency expectation, not an evaluative penalty. Regional tourism experience is often an asset, and agencies with established familiarity with the Northern Nevada and Reno-Tahoe landscape may bring valuable context to our account.

That said, we have one clear expectation: Carson Valley's brand must remain distinct and unique throughout our partnership. Agencies representing multiple destinations should be prepared to demonstrate how they maintain clear creative and strategic

separation between clients. We expect that same discipline to be applied to our account, and it will be an important consideration in both our selection process and our ongoing partnership.

**Q49 — What success metrics are currently being provided to CVVA, and would you be willing to share a recent report?**

*Please refer to our responses to Questions 7, 17, and 40 regarding our measurement infrastructure and attribution methodology.*

Current reporting encompasses platform performance metrics across paid search, paid social, and programmatic channels, as well as destination-level visitation and attribution data through our Datafy partnership. We will make recent reporting available to shortlisted finalists as part of the finalist briefing process — consistent with our approach described in Question 38. This ensures that agencies preparing for oral presentations are working from a fully informed baseline.

**Q50 — Does CVVA have an established budget for FAM tour hosting, and who coordinates logistics with lodging and experience partners?**

*Please refer to our responses to Questions 4, 15, and 36, which address FAM hosting costs and partner coordination in detail.*

We want to be clear on one important point: CVVA is not a passive partner. We bring deep, long-standing relationships with our local lodging, attraction, and experience partners — relationships that carry real value in securing access, preferred rates, and hosting support. We fully expect our agency partner to develop and maintain their own working relationships with the partner community, and we support that effort. At the same time, CVVA staff are actively engaged in logistics coordination and will draw on our own relationships where they benefit the program. You are gaining a hands-on, invested partner — not a client who delegates and steps back.

**Q51 — How frequently does CVVA typically host FAM tours or media visits annually?**

*Please refer to our responses to Questions 3, 14, and 36, which address FAM frequency, hosting structure, and partner support in detail.*

**Q52 — How frequently is onsite PR support and media coordination needed for events, announcements, and special opportunities?**

Onsite PR support is not a frequent need — this is not a high-demand component of the program. Agencies should price this capability as an available resource rather than a regularly recurring commitment. We would expect it to be deployed selectively around signature events and high-impact opportunities as they arise.

**Q53 — Are you seeking executional support for the existing Land of Legends platform, or are you open to strategic evolution and expansion of the campaign narrative over time?**

*Please refer to our responses to Questions 2, 21, and 23, which address campaign evolution philosophy and expansion opportunities in detail.*

The answer is both. We are looking for a partner who can execute with excellence within the established framework while also contributing strategic thinking about how the campaign can grow and evolve over time. Incremental, data-informed evolution is welcome. Wholesale reinvention is not.

**Q54 — Should proposers assume CVVA will provide photo/video assets, or should proposals include recommendations for original content production?**

*Please refer to our responses to Questions 8, 24, 25, and 35, which address asset availability and content capture expectations in detail.*

Proposers should assume CVVA will provide assets. Original content production recommendations are welcome on a project basis but should not be incorporated into standing retainer proposals.