

ADDENDUM
The Kentucky Wildlands PR Partner

Can you please provide your target markets?

The Kentucky Wildlands targets are tiered as such:

1. Leadership, tourism stakeholders and residents within the 41-county region of The Kentucky Wildlands.
2. Adjoining key markets near our region: Louisville, Lexington, Frankfort and Cincinnati.
3. The rest of Kentucky.

Can you please provide a budget range for this RFP?

We have a total PR budget of \$68,000. This includes agency fees, travel expenses and travel writer recruitment.

Can you please provide estimated agency fees for this RFP?

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Is there additional budget for creative idea execution and programming? If so, please provide.

No, we have a creative services team.

Do you pay influencers? If so, can you please provide a budget range to execute a campaign?

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Should the agency budget for expenses associated with press trips (group and individual)?

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How many journalist visits do you expect annually?

We've never had journalists visit before so this is new. We do understand our budget will limit this amount but hope to build on it year by year as we grow.

Do you currently have any brand partnerships?

Yes a few. Ale-8 soft drink. Master Musicians Festival (in July). SOAR.

What are your top 3 talking points you would like to see in media coverage?

The three brand message points for The Kentucky Wildlands are: Cultural...Adventure and Relaxation.

Can you please provide a detailed description (age, HHI, demographic) of your current visitor to the region and your desired target audience?

The visitors to The Kentucky Wildlands vary depending on interest. In broad media terms they are: Adventure Travelers / Outdoor Enthusiasts • Affinity for: outdoor activities, unique cultural experiences, arts and music, etc. • Ages: 30-55 • May be traveling with friends or family • HHI:

\$50k+. Of course they can be segmented into interests such as: hiking, biking, whitewater rafting, camping, or fishing.

Your press release from August 07, 2020 lists the goals of driving economic development with the components of the initial training. Can you please clarify what percentage (if any) should the PR campaign be devoted to each of these?

0. This is an internal benefit of the brand. We will provide the PR for these things. We want the PR partner to focus on travelers from outside the region.

Can you provide information on your relationships with local hotels, attractions, tourism providers and will the agency be tasked with helping to further develop these relationships?

We are a new brand so we are working to develop the relationships. This RFP does not include this as a Scope of Work.

Will preference be given to in-state agencies?

We will review all proposals and choose the one most fitted to The Kentucky Wildlands.

What is the budget for this project – or is there a range for the budget? How will this be billed for the awardee? Monthly retainer? Hourly? Project fee?

Project Fee. We have a total PR budget of \$68,000. This includes agency fees, travel expenses and travel writer recruitment.

- **Is there a separate budget for advertising/media buying?**
We have partnered with Miles Media for this service.
- **Is there a separate budget for social media management?**
Social Media is not included in this RFP.
- **Is there a separate budget for photography and/or videography?**
We will provide all video and photography.

Is there a separate budget for paying influencers/writers and/or their accommodations should they visit the area to write about it?

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- **Will the recipient of the contract be expected to manage social media channels for Kentucky Wildlands? Which channels?**
No
- **Who would be the client contact, and how many internal people would be supporting this?**
Tammie Nazario, President/CEO would be the client contact. Steve Chandler, Chandlerthinks will be involved in all communication as well. Our Media Director, Farrah Dobbs, will also be brought in when necessary.
- **How far do you see your audience expanding geographically? Where do you envision tourists coming from? (This will help determine relationships with media outlets and reporters.)**

- Primary: The Wildlands Region • 41-county area Secondary
- Secondary: In-State / Regional DMAs • Lexington • Louisville • Bowling Green • Paducah • Knoxville • Cincinnati • Dayton • Indianapolis • Charleston / Huntington • Tri-State area (TN, VA, KY)

How would you describe the ideal tourists/audience for this campaign? For example: Adventure tourists? Outdoors enthusiasts? Music fans? Singles? Families? What age?

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- **Do you have an interest in promoting the musical history and culture of the area?**
Yes
- **What are the key sites, experiences and venues you are aiming to promote with this campaign?**
Our goal is to create a regional approach to tourism so we don't have key sites or specific venues in mind. The experiences we plan to target are outdoor, cultural and relaxation.
- **What would you consider a travel and tourism conflict of interest?**
Potential conflicts of interest may be; PR agency relationship within the state of Kentucky tourism; neighboring regions or states.
- **Do you anticipate having visitors (such as travel writers) on-site? If so, are there specific partners or businesses you'd want them to stay at, specific things you'd like them to do?**
We do expect travel writers but no plans have been made or discussed on arrangements.

Is there a time of year or season that is most lucrative for tourism?

We are focused on Spring through Fall. But new ideas for expanding tourism season are welcomed.

How important are fishing and hunting to tourism in the area?

Very much. Please visit our website at explorekywildlands.com to see some of our most targeted categories.