

1. How many total rooms are in the County?

There are approximately 946 hotel rooms in Lake County not including STRs, which range from 100-200 across jurisdictions (County and Cities (2) are separate). County is working on updating STRS data.

2. Can you send me an occupancy report for the last 24 months?

Tracking our occupancy rate is a deficiency we have identified as an Industry; consequently we do not have this type of report available at this time. The TID was formed to begin compiling relevant data needed to begin building and enhancing our visitor industry.

3. Love the goal of increasing occupancy by 10%, but what is the starting point?

We identified a 10% increase in occupancy as an aspirational goal. However, we must acknowledge that currently we do not have all the data needed to establish the baseline for this analysis. We are in the process of establishing the baseline.

4. Does any research or data exist on current visitors?

Please Find our [2018 Visitor Analysis Survey](#) on our TID website.

5. You outlined target markets in the RFP. How did you identify those?

Please refer to [Visitor Survey](#)

6. Would you have any transactional data available to your selected partner to be able to conduct a customer segmentation study (which will build look-alike audiences to tell us exactly where to target down to the household level)?

Not available

7. The RFP states that a new website will be developed. Is this also part of the scope?

Website is not included in this rfp.

8. It appears the TID was cut in half from 3% to 1.5%, thus, reducing your total budget. Does the \$127k allocated marketing budget include media (to drive tourism)?

The assessment was reduced to garner the support of the lodging industry. The total estimated assessments include a percentage for marketing.

9. Having done this for a while, I wanted to throw out a question and a comment. I am wondering if the group sees a distinction between branding and marketing. For example, I agree you need to develop a brand and a messaging platform/system to drive tourism but a logo and many of the deliverables you need won't solve the problem. You also need marketing strategy, execution. Measurement, etc. Usually, destinations understand year 1 will be a heavy investment in the brand (building the system for the brand) and in year 2 and beyond the (budget) scale transitions from developing the brand/assets/etc. to actual marketing deliverables (media plan, execution, etc.).

We do see this as an incremental process and would like to hear the respondent's thoughts on the sequential approach to these two elements of the branding/marketing process.

10. Does your 127k marketing budget also include website dev?

Yes. We are also looking to build contribution-partnerships with local casinos that have lodging. The County of Lake will also be contributing to the TID and our hope is that the two Cities do as well.

11. What can visitors do in Lake County that they can't do anywhere else in California?

We know that all rural communities in our area struggle with the same question – how are we distinct? We have a big beautiful lake, dormant volcano, outstanding recreational opportunities, world-class wines in an approachable and authentic environment and we are two hours away – we think that's key.

12. On a scale of 1-5 (5 being the most aggressive), rate your group's comfort of being pushed strategically and creatively.

Go big or go home – so a definite 5. We're tired of having a 'brand' that's all over the place – i.e. no brand. We think we offer raw, real, authentic value/experience that isn't replicated.

13. Are you guys hiring a marketing director? Will the TID group be approving creative along the way or will one person be given authority?

The TID will likely hire an ED at some point; and will recruit for a marketing strategy through contractor. The ED would then oversee the overall operation. The Communications Committee will vet and determine the finalists and then present that/those finalists to the TID Board for approval. The TID board would then approve all of the creative with recommendations from the Communications Committee.

14. What is our budget?

Lake County's TID was given a grant from Visit California of \$25,000 to build it's brand and develop a strategic marketing plan which is the budget for this RFP.