



## Marketing Services RFP Questions and Answers from June 12, 2019 Session

### The following questions were submitted for discussion:

#### Members/Properties

1. GW85 currently has 550 owners/members. What is the potential membership number? **Potentially 560 additional property owners could be added.** What percentage of commercial property owners are in the district (meaning owner-occupied) **Do not have info,** and what percentage belong to the CID? **35 – 40%**
2. How often is the current list of owners vetted? **Periodically**
3. Do the owners take an annual survey to self-correct information? **No**
4. Do you conduct a member satisfaction survey annually? **No**
5. Do you incent current members to recruit new members? **No**
6. How many are you looking to attract to the district in 2019-2020? **20% of the 560 potentials or approximately 100.**
7. How have you previously approached prospective property owners? Meetings, direct mail, brochure, webinars? Yes. **Face-to-face: last time was 2009. Direct mail: yearly.**
8. What has been the most effective marketing technique for attracting new members? **No answer**
9. On average, how many new members are acquired annually? **7**
10. How many businesses are in the Opportunity Zone? **Approximately 75% of properties in our district fall within an incentive zone.** Are there any property owners in the OZ who are not members? **Yes.**
11. Are you looking to attract any specific types of industries or businesses? **No specific types. We are open for any and all types of businesses, especially those looking for last mile connectivity.**
12. How do you currently track members (database)? **Through an excel database provided by the County and the Cities.** Where does the Contact Form currently go? And where does the Join Gateway85 form go? **All online forms go to Communications Director.**

13. How quickly are prospects contacted? **Within 48 hours of receiving the contact form.**
14. Is the list segmented, and if so, how? **The property owner list is not segmented.**
15. What email system do you use, and how often do mailings go? **Campaign Monitor.**  
Are they segmented? Yes, other mailing lists are segmented. **Property owner list is not segmented, and we have few email addresses for property owners.**
16. Have you tried a pop-up on the website to collect information? **No**
17. Does Partnership Gwinnett provide you with a list of new businesses in your district?  
**Yes, upon request.**
18. Does the newsletter content live on the site somewhere (it doesn't look like there is a newsletter sign up form)? **There is a newsletter sign-up form at the bottom of the homepage and on several pages within the website. Adding the newsletter to the website is on the list of agency deliverables in the 3<sup>rd</sup> quarter of this year.**

## **General Questions**

1. How many hotels are in the district? **Approximately 11 hotels excluding extended stays.**
2. What's the use of mass transit in the district? **No official stats, but heavy use of bus system.**
3. What is the demographic make-up of the district?
  - **Along Jimmy Carter Boulevard you'll find people who represent every continent and more than 70 countries.**
  - **The Top 10 countries of origin for people in this area are:**
    - **Mexico**
    - **Vietnam**
    - **Guatemala**
    - **El Salvador**
    - **Honduras**
    - **China**
    - **Nicaragua**
    - **Ethiopia**
    - **Dominican Republic**
    - **Afghanistan**
  - **Please note the demographic make-up of the district does not necessarily reflect the demographic make-up of property owners.**
4. Are their restaurants, retail (like Furniture Row), etc., or primarily logistics, warehousing and manufacturing? **200+ restaurants, but primarily warehousing and manufacturing.**

5. How are you performing against your goals? **Meeting all goals.** Where do you need to improve? **Always room for improvement in all areas. Specifically, working on improving mobility by adding more sidewalks and mid-block crossings.**
  - a. Enhancing public safety
  - b. Developing community identity (how is that being accomplished?)
  - c. How are you improving mobility?
  - d. What redevelopments are happening or planned?
6. What impact does being located in unincorporated Gwinnett have, if any? **No negative impact, as we have a positive relationship with representatives from Gwinnett County government.**

### **Marketing/Communications**

1. Do you currently conduct traditional direct mail? If so, how often? **Yes, quarterly newsletter.**
2. How often are emails sent (monthly newsletter, eblasts for events, etc.), anything else? **Monthly newsletter, periodic eblasts for board meetings, traffic alerts, events, etc. – 20 during 2019 calendar year**
3. What are your average open rates and click throughs? **Average open rate is 15.5, 13% click rate for newsletters, general click is 1.8%**
4. Social media
  - a. FB=1,143 likes; 1,223 follows
  - b. IG = 371 followers
  - c. Twitter = 1,899 followers
  - d. LI = 91 followers
  - e. Have GW85 ever tried a blog? **Yes, but past leadership wanted to focus on specific topics, mostly technical in nature, and there was inconsistency due to her schedule and ability to dedicate time to writing.**
5. How do you currently manage social media? Do you use a content calendar? **I work with an agency that has assigned someone to manage our social media efforts. Yes, we have a content calendar. Schedule through Loomly. Track through Meltwater.**
6. What does business relations consist of? **Nothing currently, this was not a focus for past leadership.**
  - a. Do you do member mixers – **not in past, will in future**
  - b. Events for property owners – **not in past, will in future**
  - c. What else?
7. What advertising do you do? Is it print and digital? How large or what percentage of the budget is dedicated to ads? **Advertising is less than 15% of total communications budget and includes print and digital.**
  - a. Where do you advertise? **Atlanta Business Chronicle, Georgia Trend. In the coming months we will advertise in Gwinnett Daily Post and Atlanta Journal Constitution.**
  - b. Are you looking to evaluate the benefit of ads? **No**

8. How many events do you sponsor annually? **In 2018 we sponsored approximately 35 events. Will sponsor fewer in 2019 but will focus on property owner events versus events for the general community.**
  - a. Do you have a relationship with Bisnow for articles or speaking engagements? **Yes, we participated in 2018 and have already contracted to participate in the August 22 event.**
9. What are your media relations goals? **Stronger relationships, more coverage.**
10. Where would you like to see increased media coverage? **Gwinnett Daily Post, AJC**
11. How many articles per month or year? **No specific stats as this was not a focus area for past leadership.**
12. Website
  - a. Who manages and updates the website? **Communications Director and agency**
  - b. Do you measure monthly analytics? **Yes**
  - c. What are your monthly page views and bounce rate?
    - i. **Approximately 2,100 page-views per month;**
    - ii. **Bounce rate – high at 66% - could be they are quickly finding info they need but agency is researching for details/reasons**
    - iii. **30% of our users are between 25 and 34**
13. What collateral support to you need, if any? **None in general but will need support for this effort.**
14. How will the agency be measured against the expected outcomes? **With input from selected agency we will come up with a method to realistically measure the outcomes that will be tied directly to customized messages/marketing to targeted market.**
15. Will the KPIs be set by GW85 or by the agency and GW85? **Key performance indicators will be set, with input from both, but ultimately by GW85.**

## **Budget**

16. Is the budget range inclusive of expenses? For example, are website updates included, out of pockets for recruiting materials design, annual reports, printing, etc. If so, what portion of the budget should be designated to expenses?
  - a. **Website expenses will not be included in this budget.**
  - b. **Expenses for collateral design will be included.**
  - c. **Expenses for collateral printing will not be included.**
  - d. **Video expenses are to be included in the budget.**