

Boise Centre / RFP for Marketing & Creative Services

Answers to questions submitted on or before September 19, 2025

Published: September 23, 2025

1. **Could you clarify how detailed these projections should be? Should agencies provide exact percentages for each year, tie adjustments to inflation indices (such as CPI), or present a general framework? Will Boise Centre confirm budgets for each successive year prior to the start of that fiscal year, or should agencies build multi-year projections into the initial proposal?**

When presenting your current rate structure, please estimate how your agency costs could or would increase from year to year. A statement of an estimated annual year-over-year increase by percentage is acceptable. A multi-year projection is not needed.

Boise Centre will provide details on future year's budget as there may be special projects that will be included. (Projects that do not happen on an annual basis.)

2. **Should agencies include media strategy and pricing for digital media buys starting in 2027, or is that out of scope for this submission? If included, will agencies be expected to handle vendor placement directly at that time, or will placement continue through Boise Centre staff?**

Please provide your digital media markup starting January 2027. We seek the support of our agency (Jan 2027) to assist in placing and monitoring our digital media campaigns. Traditional print will be handled in-house and supported by the agency by providing the creative assets to the publications based on their specs.

3. **Will Boise Centre share the anticipated budget range for the upcoming website redesign project, or should agencies propose based on past experience and best practices? Does the \$125,000–\$150,000 agency budget include creative deliverables (design, collateral, video, etc.), or is it limited to account management and strategic support?**

We currently have a placeholder of \$125,000 in our 2026 budget for the website redesign. This figure may increase as our budgets are currently being drafted.

Yes, the agency budget is for agency work. Time, account management, design, copy writing, photography, videography, etc.

Media buys are a separate budget item and are paid directly to the publications/media companies.

4. Are appendices, exhibits, or work samples included in the 40-page maximum, or may they be submitted separately?

The 40-page maximum has been expanded to allow for up to 50 pages to include creative, samples, examples, etc.

5. Should agencies provide a full website strategy and cost estimate in this proposal, or simply demonstrate past experience and approach?

Please highlight your agencies' experience and websites that you have designed/created for clients.

Please define your approach to website strategy and design. A full strategy is not needed as more information will become available in the discovery phase.

6. Ongoing Campaigns or Clean Slate / Not specified in RFP The RFP outlines goals and deliverables but does not indicate whether current campaigns or initiatives are active. Are there any ongoing campaigns, creative platforms, or contracted initiatives that the selected agency will inherit or coordinate with, or will this engagement begin from a clean slate?

The selected agency will inherit current creative. However, we are seeking innovative ideas, refreshed approaches and new strategies moving forward.

7. Do you currently have reporting systems and analytics platforms in place (e.g., GA4, dashboards, CRM integration), or should agencies plan to implement and manage these tools as part of the contract?

Currently we have GA4 and GTM. We are interested in website dashboards as an option in the future.

8. **Can you clarify whether ongoing website hosting, management, and content updates fall under the annual agency budget, or will they be budgeted separately like redesign projects?**

Website hosting and management are budgeted separately.

9. **Ownership of Work Product / Section II – Proposal Submissions (Page 7) states: “All creative elements or ideas submitted in response to this RFP shall become property of the Boise Centre without compensation.” Can you clarify whether this clause applies only to proposal materials, or also to concepts presented during the interview stage?**

Both proposal materials and/or concepts presented during the interview become property of Boise Centre.

10. **Will agencies have the opportunity to clarify or supplement proposal materials between the written submission and the finalist interview stage?**

Yes, our timeline is tight and aimed at helping us identify our new agency partner as soon as possible. If the review committee has specific questions or would like clarification we will reach out and most likely have you address these during the interview.

11. **Media Budget Split / Section VII – Budget (Page 11) The budget split is described as 60% traditional and 40% digital, but “traditional” is also noted as including digital content. Can you clarify how you define “traditional” vs. “digital” in the budget allocation?**

Traditional and digital content include web ads, leaderboard, banners, and e-blasts on trade/industry websites, print ads in trade/industry magazines, and print ads in local publications/event programs.

Owned digital campaigns and media mix: SEM, Display, Native, YouTube.

12. **Discovery & Diagnosis / Not specified in RFP The RFP requests specific ideas and approaches but does not identify the current marketing challenges Boise Centre is facing. Are you open to beginning the engagement with an agency-driven discovery process to identify key opportunities and challenges before finalizing the marketing approach?**

Yes, we expect our new agency partner to do work with us in conducting a full review as a part of the discovery process. Each year we do a SWOT analysis to highlight the challenges and opportunities we work with. Please see our 2025 Marketing, Sales & Communications/PR Plan pages 70-74

13. Please share the Boise Centre’s top marketing and communications goals over the next 2–3 years?

Our goal is to continue to create awareness for Boise Centre which become event bookings. To continue to educate potential clients about our facility, city and variety of offerings that make Boise a compelling destination for convention groups.

Goals and Action plans are outlined in the 2025 Marketing, Sales & Communications Plan

Marketing: Pages 11,14-22
Sales: Pages 33-38
Communications/PR: Pages 44-46

14. How do you define success for creative advertising efforts (awareness, event bookings, economic impact, community engagement)? We see that you identified audiences as Idaho and Regional/National. Within these broad targets which are your highest-priority audiences (event planners, associations, corporate clients, attendees, community)?

Our KPI’s are to increase awareness, generate website traffic, and drive conversions to get contracted events in our facility.

We track the number of inquiries (leads) through our website, leads received by our sales managers and tracking the number of calls and e-mails received by our Event Mangers. Google Analytics allow us to see which creative messages are being responded to.

We target several types of organizations (Associations, Government, Education and Corporate) within key market segments and industries. Target audience information is outlined in the 2025 Marketing, Sales & Communications Plan.

Marketing: Page 12
Sales: Pages 35-36
Communications/PR: Page 43

15. Which channels have historically been most effective for reaching your target audiences? And are there emerging channels (social, influencer, experiential activations) you would like to explore?

Our most effective channels for building awareness and conversions/bookings are digital display, native and YouTube.

Media packages with our trade/industry publications – from print ads to digital ads, inclusion in newsletters, social media posts, e-blasts to their subscriber lists, etc. Meeting and event planners rely on the tools to secure information and stay current with industry news.

Owned digital media campaigns (See answer to question #11)

We also participate with various media opportunities with the meetings and convention associations such as PCMA (Professional Convention Management Association), MPI (Meeting Planners International) and others.

We are interested in AIEO as an emerging digital opportunity.

16. What are the core brand attributes or messages Boise Centre wants consistently communicated?

Boise Centre is the premier convention and meeting facility in Idaho.

Please see the 2025 Marketing, Sales, and Communications/PR Plan pages 42 & 43.

17. Do you have existing research or positioning work we should align with that you can share?

We will share analytics and proprietary information with the chosen agency.

18. How does Boise Centre differentiate itself from competing mid-size venues in the region, like the Spokane Convention Center, Greater Tacoma Convention Center, and Reno-Sparks Convention Center?

Please see the 2025 Marketing, Sales, and Communications/PR Plan pages 42 & 43.

19. What types of creative services are most critical to you right now (campaign development, digital, video, print, event creative, experiential)?

Boise Centre seeks a new campaign and brand development for print and digital.

Website strategy and design are priorities.

New video work is needed for a promotional sales piece (:15, :30 and :60)

20. We understand public relations is NOT included in this scope. Is that handled in-house or separately with another agency? If not, would that be something you would also consider as part of an integrated marketing approach?

We are currently working with Red Sky PR on a couple of projects related to the Greater Boise Auditorium District. They provide consultation services as needed.

PR services may be considered as a component in the future. To be discussed and negotiated separately from this RFP.

21. Who is your incumbent creative agency of record?

Warren Lassen Communications 2019 to present.
Drake Cooper provided services from 2019 to 2023.

22. How many campaigns or major creative projects do you anticipate annually?

In addition to the website redesign there are usually two campaign efforts each year.

One for the national/regional campaign (to those who are not familiar with Boise Centre, have never been to Boise, those who are looking for new/unique/different places to hold their events) and the other for a more local audience (those who know about the facility and are familiar with the services offered, and serves as a reminder of places where they can host receptions, holiday parties, banquets, team building events, education sessions, etc.)

The selected agency will also assist with other projects (safety & security guide, employee handbook, client services guide, audio visual and event production services guide, etc.) that are periodically redesigned and updated.

23. How many photo and video projects do typically do each year?

We take event photos throughout the year, especially those that have gone above-and-beyond to transform our spaces, to show other planners what can be done at Boise Centre.

New video work is needed in early 2026 for a promotional sales piece (:15, :30 and :60)

There will also be opportunities to have video work completed that will run on our in-house video wall and monitors.

24. Can you clarify the need of “website design”? Would you need a new website, or is it only an update of the current version?

Design and development (Please see RFP pages 6, 8, and 10)

25. Who are your target audiences?

Please see answer to question #14.

26. Can you clarify what brand development encompasses?

We would like to have our new agency review our current and past marketing/advertising and sales efforts to make sure we are branding ourselves effectively and efficiently. Are there other avenues to reach our target audiences that we may not have factored into our current plans? Are there other opportunities that should be considered? How can we position ourselves better when competing against other facilities for business?

Boise Centre is celebrating 35 years of business in 2025. We want to make sure our marketing messages continue to help us book meetings and conventions for years to come.

27. Are we hosting the website, or will that be on the Boise Centre’s IT team?

Thrive Web Design currently hosts the Boise Centre website. Hosting will be a discussion topic with our selected agency.

28. Do you own email systems for inbound marketing, or do we need to provide them?

We do not own or subscribe to any e-mail systems.

29. What is your current media mix? Can you clarify what is the % split between Digital, Traditional, Paid Search and Paid Social?

Please see answer to question #11.

30. Do you require any billing affidavits and reconciliation packages?

Yes, we require back up on any purchase(s) coordinated by our agency partner.