



Request for Proposals – Addendum: Vendor Q&A

Advertising Planning, Trafficking, and Media Buying Services

Center City District, Philadelphia PA

January 8, 2026

[RFP Issued: December 12, 2025 | Proposals Due: January 16, 2026]

The following questions were submitted by prospective vendors in response to the Media Buying Services RFP. Similar and redundant questions have been consolidated to streamline responses.

BUDGET & AGENCY FEES

Q: Are the budgets inclusive of agency fees, or are they working media dollars only? How should fees be structured?

- Program spends listed in RFP are NOT inclusive of agency fees.
- Annual agency fee is currently budgeted separately at \$37,500 for the year.

Q: Does CCD anticipate budget flexibility, or should we consider allocations fixed?

- Individual program spends could fluctuate based on performance and other developments, but the overall budget is fixed.

Q: Do you have a percentage breakdown for how budget should be allocated across channels (broadcast, print, digital, OOH, social)?

- Exact spends will be dependent on agency recommendations.

SUCCESS METRICS & MEASUREMENT

Q: How does CCD define success for paid media? Are there specific KPIs or benchmarks?

- CCD expects to work with the chosen agency to determine KPI metrics. Benchmarks will be campaign-dependent but primarily focused on encouraging in-person action: awareness, visitation, ice rink ticket sales, restaurant sales, event attendance, increased foot traffic.

Q: What level of measurement and reporting does CCD expect? What tools are currently in use?

- CCD currently receives monthly reports but is open to discussing report cadence. CCD currently uses the following tools and will make them available to the agency chosen:
 - o Google Analytics (website traffic)

- o Meltwater (media monitoring only)
- o Sprout Social (social media monitoring & analytics)
- o HighTrek (rink ticket sales)
- o Placer.ai and pedestrian counters (footfall measurement for Center City and CCD parks)

Q: Are KPIs consistent year-over-year or customized per initiative?

- They are customized per initiative but tend to look at similar success metrics as noted above.

AGENCY COLLABORATION & WORKING RELATIONSHIP

Q: How will the selected media agency work with internal staff and existing partners? What level of CCD involvement should we expect?

- Day-to-day interaction and project management will be handled by a single point of contact from the communications team.
- Agency will meet on an agreed-upon schedule with a core team of no more than five CCD representatives, which includes communications staff and program leads.

MEDIA CHANNELS & STRATEGY

Q: Are there specific media channels CCD considers core, or should respondents recommend channel mix?

- Respondents should provide recommendations.
- Social, digital, OOH, and newsletters have historically taken the lead.
- CCD can also offer restaurant gift cards as trade.

Q: Have similar campaigns been run previously? What tactics worked best?

- Broadly, our most successful tactics have tended to include a mix of targeted social media advertising and email newsletter ads. The winning firm will receive performance reports from past campaigns with more information.

CREATIVE DEVELOPMENT

Q: Will creative assets be provided by CCD, or should the agency support creative development?

- CCD will create all visual assets, but the agency will provide recommendations on format and strategy.

Q: How much of previous content needs to be leveraged?

- CCD has a design team who will provide new or updated creative content in line with firm recommendations on formatting and best practices.

AUDIENCE & GEOGRAPHIC TARGETING

Q: Do you have specific audience descriptions? (Leisure travelers, locals, meeting planners, etc.)

- Varies by program.

Q: What geographic targeting? County, state, or national level?

- Mostly the Philadelphia region, including:
 - Core Center City
 - Surrounding counties and suburbs
 - South Jersey
 - Delaware

INCUMBENT & PROCUREMENT

Q: Is there an incumbent? Will they be responding to this RFP?

- Incumbent is LevLane.
- They will not be responding to this RFP.

Q: What is the driver for finding a new vendor?

- Need for media buying services.

Q: Is CCD intending to sole-source or potentially award to multiple vendors?

- Sole-source.

Q: Is there an expectation of using the same past vendors or identifying new ones?

- Open to using past vendors or exploring new ones.

EVENT & CAMPAIGN DETAILS

Q: Is CCD seeking a single annual media plan or distinct plans for each campaign?

- CCD is looking for plans for each campaign, but we are aware that tactics may be repeated across campaigns.

Q: Where can we find the list of seasonal events to properly plan the proposal?

- The selected agency will receive the full calendar of park events.
- Refer to the Budget section in the RFP for the breakdown of programming.

Q: Can you provide the number of events throughout the year per category?

- Seasonal park events: approximately 15 distinct event **series** are planned for Dilworth and Sister Cities parks. The number of days and the duration of each event series will vary
- Restaurant Week, Sips, Let's do Lunch, Open Streets: each is a distinct event series taking place over multiple weeks.
- General CCD promotions: TBD

Q: What is the intended launch date of the first media campaign?

- The first campaign will launch around March 23.

Q: The budget lists "Restaurant Week, early 2027" (\$10,000). Should we assume no media spend for Restaurant Week in 2026?

- 2026's Restaurant Week campaign is already running and will be completed before February 1. But depending on the partner firm's recommendations, ad flights for 2027's Restaurant Week may begin in December.

TOOLS, SYSTEMS & PARTNERSHIPS

Q: What licenses and agreements are already in place with media outlets and broadcast channels?

- We have signed no long-term licenses or agreements with media outlets and broadcast channels outside of ad flights that are running for Restaurant Week and Winter at Dilworth Park.

Q: Is there a relationship between CCD and Visit Philly? Do budgets operate independently?

- They are separate entities.

OTHER REQUIREMENTS

Q: Does the team need to be local or can they be remote?

- Whether local or remote, the team must be knowledgeable about Center City District and the events and initiatives that will be part of the ad planning and media buys.

Q: Does event planning need to be included in the proposal?

- No.

Q: Is there an expectation of team representation during events?

- No.

Q: What size advertising liability insurance policy is required?

- We request advertising liability of \$1 million per occurrence, \$2 million aggregate.

Q: What should be included in "Overview of Philadelphia market opportunities"?

- Proposal should show an understanding of paid media opportunities in Greater Philadelphia.

Next Steps

These responses should be considered preliminary. Final clarifications and detailed requirements will be provided during the finalist interview process.