



Addendum No.1 – Questions and Answers

Request for Proposals: Public Relations and Strategic Communications Services

The following questions were received by the Franklin County Convention Facilities Authority (“FCCFA”) in response to the May 30, 2025, Request for Proposals for Public Relations and Strategic Communications Services. Questions and answers are listed in the order in which they were received by the FCCFA.

Q1: Do you have primary, secondary, and tertiary audiences in mind with your stakeholder outreach?

A1: The relative importance of the FCCFA’s audiences is fluid and varies based upon the situation and type of communication. As the entity responsible for the maintenance and operation of several prominent venues, as well as being one of several entities responsible for growing and improving the local convention and meeting industry, it is important that the FCCFA’s messaging be uniquely tailored to the situation and intended audience.

The FCCFA categorizes its stakeholders as either internal or external. Internal stakeholders may include the Board of Directors and facility management companies such as ASM, Levy, Hilton, and Columbus Arena Management. External stakeholders include the City of Columbus, Franklin County, Experience Columbus, Greater Columbus Sports Commission, the hotel and lodging industry, and facility clients and guests.

For each instance of outreach, the selected firm will provide strategic guidance to assist in identifying the relevant audiences and the importance of the messaging to the FCCFA’s ongoing initiatives and long-term goals.

Q2: Is there one point of contact that the selected firm will be working with at the Greater Columbus Convention Center and if so, who?

A2: The selected firm will work through the FCCFA’s Executive Director and staff. This will transition to the FCCFA’s Communications Manager once that position is filled.

Each of the FCCFA’s facility management partners employ their own communications professionals. Periodic collaboration with these teams will be necessary.

Q3: What is the approval process for any content creation? How many people have to approve the e-newsletter, social media, and earned media content?

A3: The FCCFA team consists of 5 full-time employees which necessitates that staff assume various responsibilities which may be outside of traditional job descriptions. Generally, content is reviewed by the Executive Director, Chief Financial Officer, and In-House

Counsel with the Executive Director providing final approval. The Communications Manager will be included in this group once hired.

Q4: Do you have specific strategic support needs as you expand your internal communication capacity?

A4: Initial support in developing a social media strategy and overhaul of the FCCFA's website may be required. General support in helping to define the duties and responsibilities of the internal communications team may also be required. This is a new hire for the FCCFA, and the position will likely evolve throughout the term.

In addition to the expansion of the internal communications team, the FCCFA will require strategic support to enhance communications services related to ongoing initiatives. These include the renovation and modernization of Nationwide Arena, the maintenance and upkeep of the Greater Columbus Convention Center as capital funding rebounds to pre-pandemic levels, and a master planning exercise focused on identifying options for facility growth and development. The FCCFA is also working closely with Experience Columbus to better align the two organizations.

Q5: Will the chosen vendor be required to work/coordinate media relations on behalf of events being hosted at your facilities? If so, approximately how many events would GCCC be needing support for?

A5: While event coordination and associated media relations will be part of the selected firm's scope of services, it will not be a primary focus. The selected firm will instead work to improve FCCFA's public visibility and support the FCCFA's strategic initiatives.

Primary media relations relating to event activities are overseen by the respective facility management teams - ASM for the Greater Columbus Convention Center, Columbus Arena Management at Nationwide Arena, and Hilton. Experience Columbus may also provide marketing support for select events. The selected firm may be asked to collaborate with these service providers for select events to amplify messaging and manage media inquiries.

While the FCCFA's contracted partners take the lead on event related communications, the FCCFA's core purpose is to develop and maintain the underlying facilities and infrastructure which support the convention, travel, and tourism economy.

Q6: Has a budget been identified for this project? If so, please clarify whether it includes media spend or only agency fees.

A6: Estimated budget for year 1 is \$150,000. The budget does not include media spend which will be reimbursed/paid separately by the FCCFA.

Q7: Should we include estimated production and third-party costs (e.g., print, video, translation services) in our pricing submission?

A7: Estimated production and other third-party costs should not be included in the pricing submission. Additional third-party costs will be subject to prior approval by the FCCFA and shall be reimbursed at-cost.

Q8: Is there a current or incumbent agency supporting FCCFA communications? Will the incumbent firm be invited to rebid or offered a contract extension?

A8: Paul Werth Associates, Inc., (“Werth”) is the FCCFA’s current service provider. The FCCFA has exhausted all available contract extensions and has invited Werth to participate in this Request for Proposals process.

Q9: Can you provide any specific milestones or timelines the FCCFA envisions for rollout of communications work under this scope?

A9: While ongoing communications support will be immediately required, the FCCFA envisions that the first quarter of the term will be utilized for review and familiarization with current initiatives and programs. The selected firm will then shift into a development and implementation phase for the remainder of the term. The selected firm will assist the FCCFA in developing a schedule for development and rollout of the strategic communications plan.

Q10: Are any parts of the project scope a priority over others?

A10: Generally, scope items listed under the headers “Strategic Communications” and “Mission, Purpose and Brand Alignment” should be prioritized during the initial contract term.

The FCCFA is particularly interested in raising the FCCFA’s public profile through community and stakeholder engagement to clearly convey the FCCFA’s role, impact and operations. This will include identifying opportunities to improve strategic alignment with external partners such as Experience Columbus and better synergize messaging related to economic development, tourism, and community benefit.

Q11: Are there any immediate priorities for this contract’s first 3-6 months (e.g., event support, annual reports, capital project communications)?

A11: The initial development of an enhanced strategic communications plan is an immediate need.

Additional near-term priorities include communications support related to conceptual planning for the modernization and renovation of Nationwide Arena which the FCCFA hopes to debut in the second half of this year. The Arena will celebrate its 25th anniversary in September, which presents an ideal opportunity for messaging around the renovation project.

Recently, the FCCFA completed a comprehensive facility condition assessment of the Greater Columbus Convention Center (“GCCC”). While the assessment made several

Addendum No.1 – PR Services RFP

recommendations, the overall conclusion was that the GCCC is well maintained and well positioned to continue operating at the first-class level expected by the FCCFA. The assessment will be utilized as a springboard into a larger master planning exercise. Messaging around FCCFA's stewardship of the GCCC will be crucial to developing public support for continued investment in the FCCFA's facilities.

Q12: Can you provide any specific milestones or communication campaigns you expect to occur during the first contract year?

A12: Celebration of Nationwide Arena's 25th year and the associated rollout of the strategic vision for the Arena's renovation and modernization will occur during the first contract year.

Depending upon timing of the brand refresh exercise, a campaign around the FCCFA's updated mission, vision, and brand identity may also be required.

Q13: Are there any proposal scoring considerations for WBE firms?

A13: While WMBE status is not directly scored, the FCCFA's Disadvantaged Business Enterprise Plan includes an aspirational goal of awarding prime contracts to WMBE firms equal to 15% of the total dollars being expended.

Q14: Is there any award scoring consideration for firms within Ohio vs. firms with a national footprint?

A14: Only the scoring criteria published in the Request for Proposals will be considered.

Q15: Can you confirm that the proposing firms and individuals who will work on the project can be located outside of the state of Ohio?

A15: To the extent the firm has a demonstrated ability to satisfy the requirements of the Request for Proposals, individuals located outside of Ohio may be included on the project team.

Q16: Can you clarify if FCCFA has an existing strategic communications plan that the selected agency will be building upon or if the agency will be developing this from scratch?

A16: The FCCFA does have an existing strategic communications plan which the FCCFA desires to update and enhance. The breadth of this update will be determined based upon consultation with the selected firm.

Q17: Will the agency be responsible for facilitating stakeholder interviews or focus groups to inform message development?

A17: Should stakeholder interviews or focus groups be required, the selected firm will be responsible for facilitation.

Q18: Will the agency be the lead point of contact for media inquiries, or will FCCFA staff maintain direct relationships with press contacts?

A18: The lead contact for media inquiries will vary based upon the type and scope of inquiry.

Q19: Can you share examples of recent media opportunities or crisis communications situations the agency would support?

A19: Fortunately, the FCCFA has not required recent crisis communications support.

Media opportunities may be found on the FCCFA's website – www.meetusin columbus.com under the "News" header. The FCCFA's Facebook account is another source for examples.

Q20: How frequently will the agency be expected to engage with the Board of Directors or its Sales, Marketing and Public Relations Committee?

A20: While the board calendar changes year to year, recent schedules include 8 meetings per year. The selected firm shall provide a written monthly report for each meeting and will be expected to present at least quarterly. Committee meetings are scheduled as needed but traditionally not more than once per calendar quarter.

Q21: Will board attendance be in person, virtual, or both?

A21: In-person attendance is preferred.

Q22: Will the brand strategy facilitator already be selected and engaged by the time this contract begins? Will there be opportunities for collaboration during workshops or strategy sessions?

A22: The brand strategist will be selected following the contract start date. It is anticipated that the selected firm will participate in brand identity development.

Q23: Is the agency expected to lead development of visual brand assets (e.g., updated templates or style guides), or will that be the responsibility of the branding consultant?

A23: The selected firm may be asked to provide near-term updates to the style guides and branding templates, but the bulk of this work will be performed by the branding consultant.

Q24: Is FCCFA's website managed internally or by an external development firm? What CMS platform is currently in use?

A24: The FCCFA's current public relations contractor manages the website, however, this responsibility will be transitioned in-house once the FCCFA fills its vacant Communications Manager position. Website design and content creation will continue to be supported by the selected firm.

Addendum No.1 – PR Services RFP

Q25: Are there specific KPIs or benchmarks you'd like to achieve relative to digital engagement or website improvements?

A25: KPIs related to digital engagement and website improvements will be developed during the term of the agreement. Initial work will be dedicated to updating and enhancing the FCCFA's digital presence.

Q26: For Section IV – Resumes of Key Individuals, are full resumes for individual team members required or would a brief bio including education, qualifications, and relevant experience suffice?

A26: A bio including the information requested in Section IV is sufficient in lieu of a formal resume.

Information contained within this Addendum No.1 modifies the original request for Proposals Document. The original due date of June 16, 2025, remains unchanged.



Jordan Edmonds
In-House Counsel, FCCFA