Addendum 1: Request for Proposals for Digital Marketing Services for the Lookout Mountain Incline Railway

Please see below for responses to questions from potential proposers:

1. What is the approximate annual (or monthly) paid media budget for the Incline, separate from agency fees, so proposers can size the retainer appropriately? $97,500 annual.
2. Is paid media billed by the agency and reimbursed at cost, or paid by CARTA directly on its own ad accounts? Paid media is billed by the incumbent and reimbursed at cost.
3. Will the selected firm inherit the existing Google Ads, Meta and analytics accounts and their history, or are any accounts owned by the incumbent vendor? The selected firm will inherit.
4. Section III includes production of ad creative assets. Will CARTA supply photography and video of the Incline, or should the retainer include original photo and video production? This will need to be discussed with the awarded proposer. CARTA can initially supply photos and videos.
5. Please confirm that the insurance certificates in the contract provisions are required only from the selected firm before work begins, not with the proposal. Confirmed.
6. Apart from the proposal contents in Section IV, are there any certifications (for example the lobbying certification or DBE forms) required with the proposal? It is preferred that all certifications are returned signed with proposals.

Annie Powell

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Annie Powell, Director of Grants & Procurement, 11.9.26