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. Section IV.7 states that pricing is firm for the full term and that all increases must be included. Will CARTA accept a fixed monthly retainer for Year 1 with a stated percentage escalation for each option year? Will price be evaluated on the Year 1 rate or the five-year total? CARTA prefers to have a fixed monthly price for each year. Escalation between years is acceptable. CARTA will evaluate price based on the five-year total.
2. Is there a required price form, or may proposers present pricing in their own format? Proposers may present pricing in their own format as long as either a monthly retainer or hourly rate with estimated hours are included for each of the five years of the contract.
3. Please confirm the incumbent vendor, the end date of the currently agreement, and the anticipated contract start date. Partnership Marketing Group is the incumbent vendor with a contract end date of January 31, 2027. The anticipated contract start date is February 1, 2027.
4. Are the Google Ads, Meta Business Manager, Google Analytics, Google Tag Manager, and native advertising accounts owned by CARTA? Yes. Will historical campaign data and account history transfer to the selected firm? Yes.
5. Which native content-prospecting platform and which dashboard are currently used, and is the dashboard owned by CARTA? The native content-prospecting platform and dashboard currently used are proprietary and are not owned by CARTA.
6. Could CARTA share the full July 2026 report referred in Section II, or a 12-month performance summary, so proposers can recommend realistic goals? Attached are September's performance reports.
7. Does CARTA have specific goals for 2027? Ticket revenue, ridership, return on ad spend, and new feeder markets.
8. Which ticketing or booking system is used on ridetheincline.com, and does it run on the same domain? How is purchase tracking currently configured? Fareharbor is the ticketing system used on ridetheincline.com.
9. Who implements landing page and tracking-code changes on ridetheincline.com (CARTA staff or another vendor), and what is the typical turnaround? Jon Reinert of the Reinert Group, LLC implements landing page and tracking-code changes.
10. Are brand guidelines and a photo/video library of the Incline available for ad creative? Yes. Would CARTA permit the selected firm to photograph or film on site? Yes.
11. Are there priority seasons, events, or campaigns for 2027 and any required coordination with Southern Highlands Attractions or Lookout Mountain Attractions?

There are campaigns planned for 2027 but no coordination with SHA or LMA required.

12. Section VI lists December 2, 2026 as the due date. Is there a specific time of day? Is there a file size limit for the emailed proposal? Proposals are due by 2 pm. CARTA will confirm receipt via email. Proposals should not exceed 10 MB.
13. Besides Attachment 14 (Addenda Acknowledgement) and the Federal Certifications (lobbying, debarment and suspension), are there any other forms that must be signed and returned with the proposal? No.
14. Does the three-page limit in Section IV.5 apply only to that section? Yes. Are there any other page or format limits? No.
15. Does CARTA plan to hold interviews or presentations, and what is the anticipated award date? CARTA will hold interviews or presentations if required to complete evaluation of proposals. CARTA intends to bring a recommended award to either the December 17 or January 21 Board meeting.
16. As an out-of-state firm, may we arrange a virtual walkthrough with Mr. Higgins in place of an in-person tour, or schedule an in-person tour before the due date? Yes.

Annie Powell

_____

Annie Powell, Director of Grants & Procurement, 11.13.26

Ride The INCLINE RAILWAY Up Lookout Mountain

Monthly Performance Report



MediaOne

Key Takeaways

01

Revenue Performance
- Revenue Performance: September generated $145,286 in tracked revenue, increasing 30% from August.
- This represents an additional $33,555 in revenue, marking a rebound from the prior month.

02

Traffic & Quality
- The website generated 56,094 sessions, up 45.3% year over year.
- Google Organic remained the largest traffic source with 29,883 sessions.
- The homepage remained the leading landing page with 34,365 sessions, followed by Take a Ride with 8,802 and the First-Time Visitor Guide with 2,629.
- These pages also generated 9,999, 2,406, and 886 one-minute sessions, respectively, making them important entry points for both traffic and continued on-site engagement.

03

Meta Performance
- Meta generated 1,870 tracked clicks, up 6.5% from August, along with 591 one-minute sessions, 1,671 outbound clicks, and 2,330 post engagements.
- The tactic recorded a 0.43% CTR and $1,825.56 in attributed revenue.

04

Geo Performance
- Atlanta led the geographic report with 4,869 sessions, up 14.8% year over year, followed by Nashville with 2,671, up 66.5%, and Chattanooga with 2,027, up 44.0%.
- Additional regional growth included Charlotte, up 98.1% to 428 sessions.

Campaign IO Pacing

Tracked Clicks From Search

23,474

159.7% of 14,700 Click Goal



Facebook Ads Delivered Impressions

2,343,564

80.8% of 2,900,000 Impression Goal



Tracked Clicks From Native Prospecting

15,449

175.8% of 8,786 Click Goal

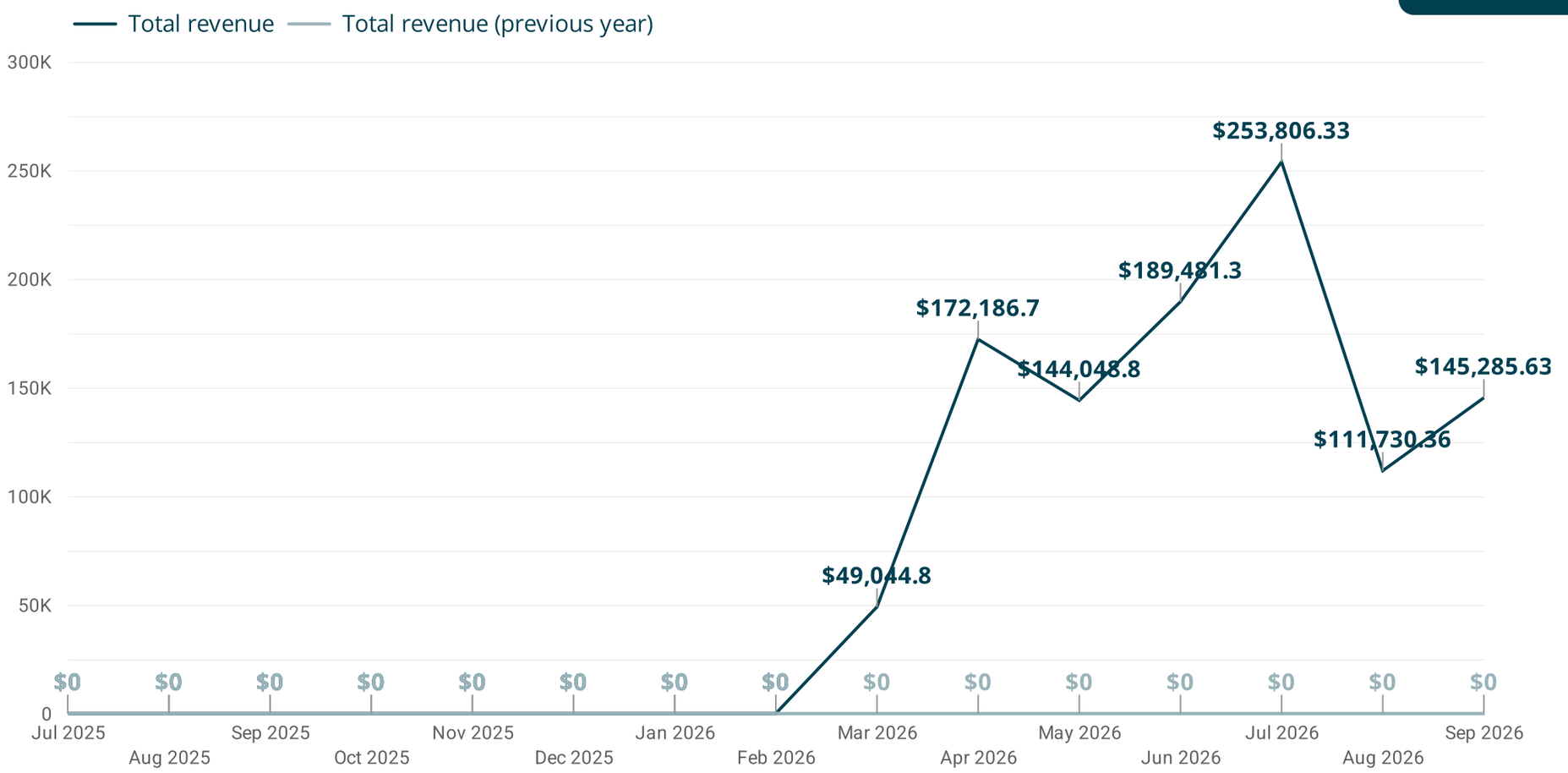


Goals Overview

Sep 1, 2026 - Sep 30, 2026

Total Revenue

Last Month Revenue
$145,285.63




Media
Performance

Paid Search Tactic

Sep 1, 2026 - Sep 30, 2026

Insights:

Paid Search generated 2,994 tracked clicks, 137 purchases, and $9,069.55 in attributed revenue, with a 13.36% CTR. Purchases increased 20.2%, and revenue improved 12.5% month-over-month. The Take a Ride landing page led with 2,294 sessions and 103 purchases, accounting for 75.2% of Paid Search purchases. Branded and ticket-focused searches continued to attract strong click engagement: "incline railway" generated 396 clicks at a 20.3% CTR, while "lookout mountain incline railway tickets" achieved the highest CTR among the displayed keywords at 27.2%.

Tracked Clicks	Purchases	CTR
2,994	137	13.36%

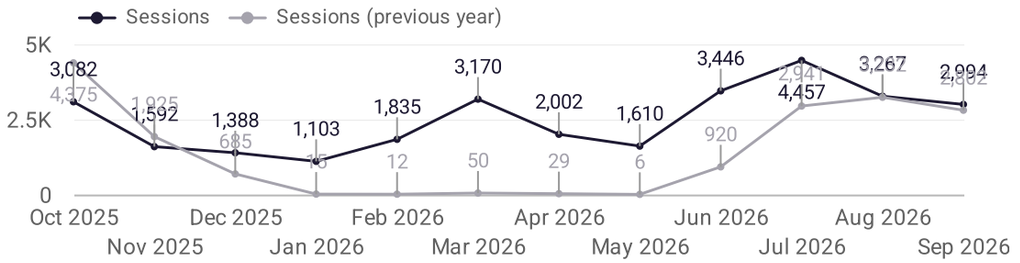
Landing Page Performance

Landing Page	Sessions	Pages Per Session	Purchases
/take-a-ride	2,294	2.57	103
/	246	2.85	11
/embeds/book/inclinerailway/items	136	5.09	9
Grand total	**2,994**	**2.61**	**137**

Year & Month Performance

	Year & month	Sessions	1-Minute Sessions	1-Minute Conv. Rate	Purchases	Revenue
1.	Sep 2026	2,994	739	32.03%	137	9,069.55
2.	Aug 2026	3,267	943	36.91%	114	8,063.57
3.	Jul 2026	4,457	1,264	35.56%	236	18,055.56
4.	Jun 2026	3,446	1,056	38.6%	175	12,557.73

Monthly Tracked Clicks



Keyword Performance

Search keyword	Impressions	Clicks	CTR
incline railway	1,947	396	20.3%
lookout mountain incline railway	1,317	305	23.2%
scenic train ride	1,272	92	7.2%
lookout mountain	1,235	191	15.5%
chattanooga train ride	1,122	149	13.3%
activities in chattanooga tn	969	75	7.7%
visit chattanooga	957	73	7.6%
things to do in chattanooga	880	56	6.4%
incline railway chattanooga	783	178	22.7%
chattanooga attractions	554	47	8.5%
lookout mountain incline railway tickets	530	144	27.2%
rock city chattanooga tn	482	39	8.1%
chattanooga tn attractions	464	46	9.9%

Native Prospecting Tactic

Sep 1, 2026 - Sep 30, 2026

Insights:

Native Prospecting generated 2,347 sessions, up 1.8% from August. Average session duration more than doubled, increasing from 1 minute, 35 seconds to 3 minutes, 31 seconds, while pages per session improved from 1.50 to 1.56. Traffic volume grew modestly, but visitors spent substantially more time on the site. The First-Time Visitor Guide remained the primary Native landing page with 2,038 sessions, approximately 86.8% of the tactic's reported sessions, and an average session duration of 4 minutes, 24 seconds. The displayed train creative delivered 418,469 impressions and 2,343 platform clicks, producing a 0.56% CTR. Practical visitor-planning content remained the main entry point for Native traffic.

Landing Page Performance

Landing Page	Sessions	Average session duration	Pages Per Session
/incline-railway-a-first-time-visitor-guide/	2,038	00:04:24	1.46
/	286	00:02:26	1.71
/things-to-do-in-chattanooga-today/	5	00:00:58	1

Top Creatives

	Creative	Impressions	Clicks	CTR
1.		418,469	2,343	0.56%

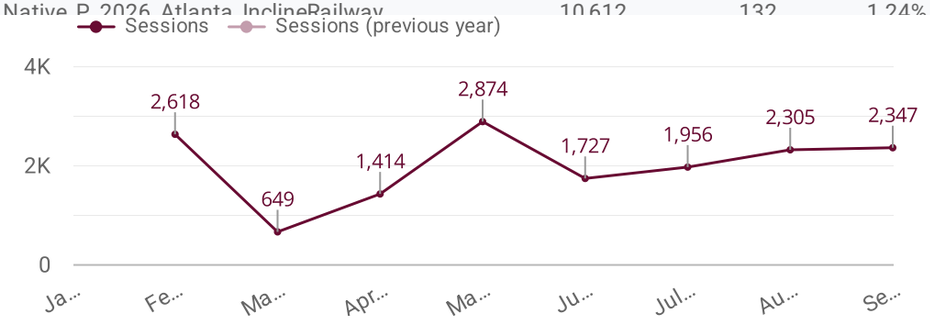
Campaign Breakdown

campaign_name	Impressi...	Clicks	CTR
Native_P_2026_Atlanta_InclineRailway	16,350	194	1.19%
Native_P_2026_Atlanta_InclineRailway	10,538	172	1.63%
Native_P_2026_Atlanta_InclineRailway	13,813	156	1.13%
Native_P_2026_Atlanta_InclineRailway	10,612	132	1.24%

Year and Month Performance

	Year & Month	Sessions	Pages Per Session	Average session duration
1.	Sep 2026	2,347	1.56	00:03:31
2.	Aug 2026	2,305	1.5	00:01:35
3.	Jul 2026	1,956	1.83	00:02:27
4.	Jun 2026	1,727	1.83	00:02:21
5.	May 2026	2,874	1.71	00:01:36
6.	Apr 2026	1,414	1.71	00:01:52

Monthly Tracked Clicks



Facebook/Instagram Tactic

Sep 1, 2026 - Sep 30, 2026

Insights:

Southeast Retargeting led attributed revenue with $1,444.46. The Train creative led with 1,214 link clicks and $1,372.56 in attributed revenue. The Guide creative generated fewer clicks but a higher CTR, 0.67% versus 0.38%, demonstrating stronger click engagement relative to its impression volume. The Take a Ride page remained the leading Meta landing page with 1,262 tracked clicks, followed by the First-Time Visitor Guide with 515.

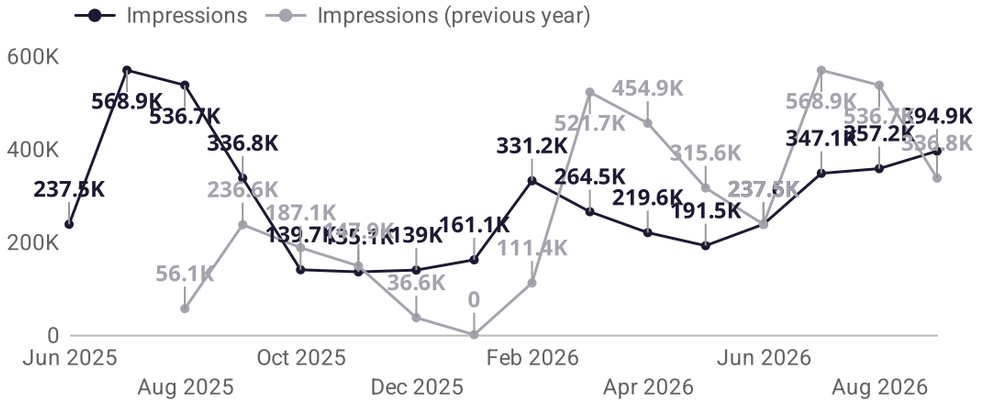
Tracked Clicks	1-Minute Sessions	Revenue
1,870	591	$1,825.56

Outbound Clicks	Post Engagements	CTR
1,671	2,330	0.43%

Landing Page Performance

Landing Page	Tracked Clicks	Pages Per Session	1-Minute Sessions
/take-a-ride	1,262	1.59	325
/incline-railway-a-first-time-visitor...	515	1.57	235
/	132	2.71	44
/why-the-incline-railway-is-one-of-...	32	1.97	5
/embeds/book/inclinerailway/ite...	10	3.30	0

Monthly Delivered Impressions



Campaign Performance

	Campaigns	Impressions	Link clicks	CTR	Revenue
1.	SE Prospecting	288,728	1,009	0.35%	$381.10
2.	SE Retargeting	59,887	411	0.69%	$1,444.46
3.	Chat Prospecting	39,695	190	0.48%	$0.00
4.	Chat Retargeting	6,629	85	1.28%	$0.00

Ad Performance

	Ad name	Impressions	Link clicks	CTR	Revenue
1.	Meta_Train_Image	320,389	1,214	0.38%	$1,372.56
2.	Meta_Guide_Image	69,075	464	0.67%	$453.00
3.	Meta_AnnualPass_Image	3,016	6	0.2%	$0.00
4.	Meta_FallFoliage_Image	2,459	11	0.45%	$0.00

Year and Month Performance

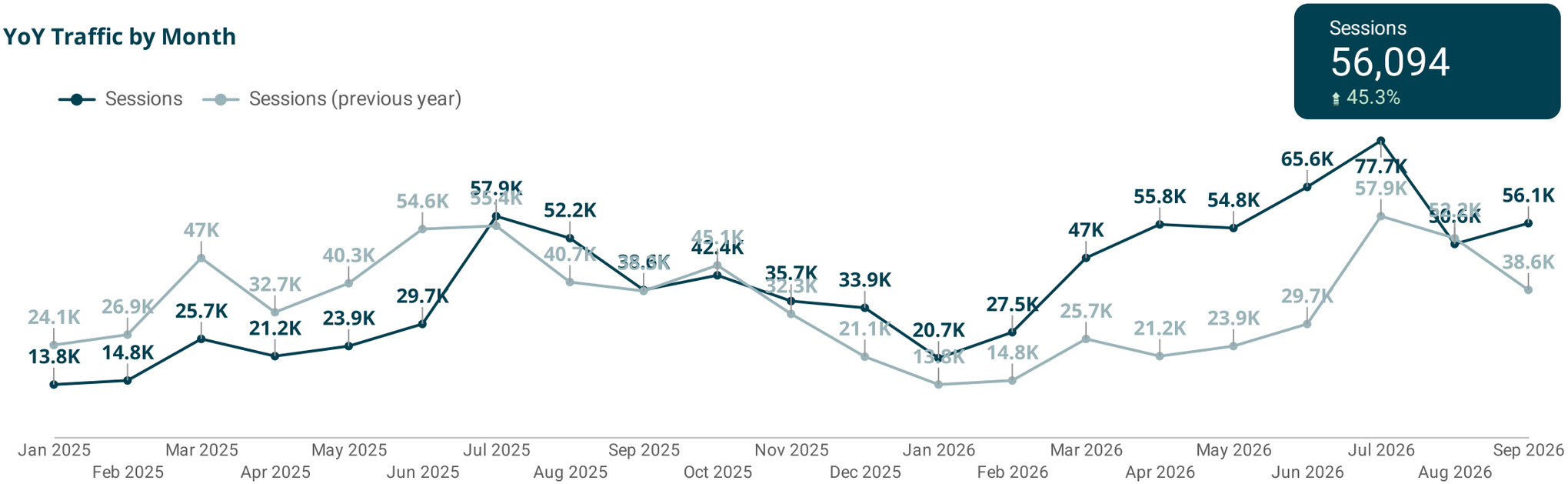
	Year & Month	Tracked Clicks
1.	Sep 2026	1,870
2.	Aug 2026	1,756
3.	Jul 2026	1,888
4.	Jun 2026	1,344


Overall Web
Analytics

Overall Website Analytics

Sep 1, 2026 - Sep 30, 2026

YoY Traffic by Month



YoY Landing Page Performance

Landing Page	Sessions ▾	1-Minute Sessions
/	34,365	9,999
/take-a-ride	8,802	2,406
/incline-railway-a-first-time-visitor-guide	2,629	886
/embeds/book/inclinerailway/items	1,948	18
/faq	1,039	486
/packages	932	284
/history	630	204
/embeds/book/inclinerailway/items/7071...	504	2
/what-is-a-funicular-railway	433	142
/more-to-explore	357	138

YoY Source/Medium Performance

Session Source/Medium	Sessions ▾	conversions
google / organic	29,883	11,682
(direct) / (none)	15,797	4,432
google / cpc	3,067	1,121
MediaOne / Native	2,465	1,008
MediaOne / Facebook	1,870	722
bing / organic	954	907
visitchattanooga.com / referral	772	469
chatgpt.com / ai-assistant	481	182
yahoo / organic	452	276
duckduckgo / organic	351	172
chattanoogapackages.com / referral	229	87

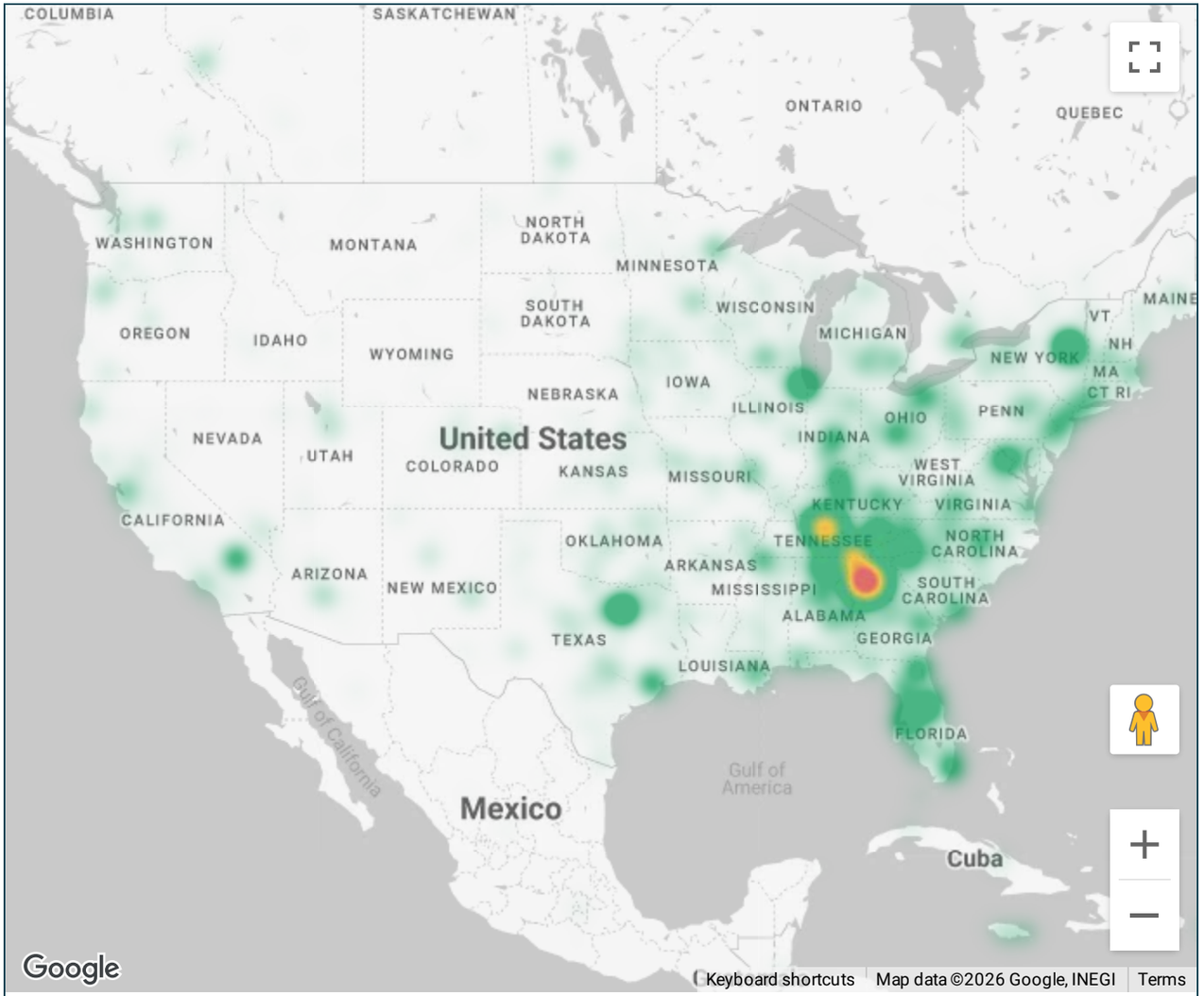
Website Traffic by Geo

Sep 1, 2026 - Sep 30, 2026

YoY Traffic by City (Excludes Mac & iOS)

City	Sessions	% Δ
Atlanta	4,869	14.8%
Nashville	2,671	66.5%
Chattanooga	2,027	44.0%
New York	831	39.9%
Birmingham	556	-66.1%
Chicago	478	-35.1%
Charlotte	428	98.1%
Dallas	415	0.7%
Marietta	358	203.4%
Hendersonville	320	137.0%
Franklin	314	136.1%
San Francisco	297	440.0%
Los Angeles	288	61.8%
Knoxville	284	4.0%
San Diego	281	497.9%
Orlando	261	87.8%
Louisville	250	76.1%
Jacksonville	241	41.8%
Murfreesboro	240	18.8%
Cumming	228	93.2%

Traffic Volume Heatmap



Sessions 0 4,869

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Digital Strategy for Experience Experts

Incline Railway SEO Report

Sep 1, 2026 - Sep 30, 2026

Yearly Summary

Tasks Completed

- October Socials
- Blog: "Why the Incline Railway Is a Low-Impact Adventure for All Ages"
- Update Main Nav

Traffic Highlights

- Total traffic increased 8.3% month-over-month to 32,153 users (+3.2% YoY) with new user acquisition at 40,159 (+36.7% YoY), indicating strong current momentum despite softer annual comparison. Organic search contributed 15,444 users with -19.5% year-over-year decline while showing +7.7% growth in the monthly comparison, reflecting continued seasonal strength into early fall. Conversion tracking restored at 33,926 total conversions (+43.4% month-over-month), with organic conversions reaching 21,038 (+47% YoY).

Overall Traffic & Conversions vs Previous Year

Total users	New users	Buy Tickets BTN
32,153	40,159	33,926
↑ 3.2%	↑ 36.7%	No data

Overall Traffic & Conversions vs Previous Month

Total users	New users	Buy Tickets BTN
32,153	40,159	33,926
↑ 8.3%	↑ 7.9%	↑ 43.4%

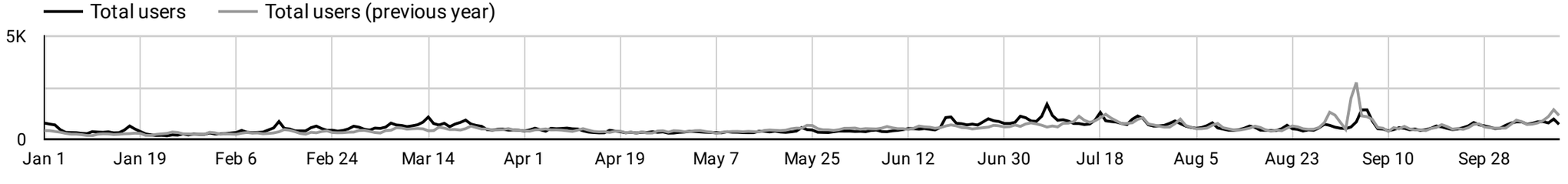
Organic Traffic (Year to Date) vs Previous Year

Total users	New users	Buy Tickets BTN
127,358	147,295	88,224
↓ -20%	↓ -5%	No data

Organic Traffic & Conversions (Last Month) vs Previous Year

Total users	New users	Buy Tickets BTN
15,444	20,226	21,038
↑ 7.7%	↑ 8.7%	↑ 47%

Organic Traffic (Year to Date) vs Previous Year



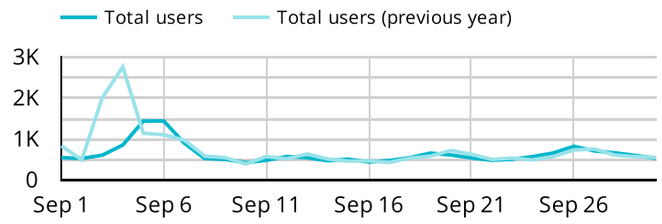
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Incline Railway SEO Performance

Sep 1, 2026 - Sep 30, 2026

Organic Website Traffic vs Previous Year

Total users	New users	Buy Tickets BTN
15,444	20,226	21,038
-19.5%	13.2%	No data

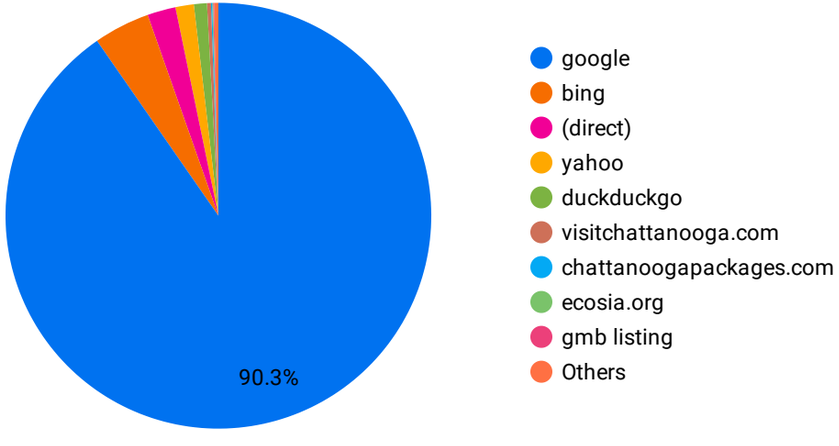


Top Keywords by Position on Google

	Keyword	Position	Search Volume	Traffic %
1.	chattanooga incline railway	1	4,400	6.79
2.	incline railway chattanooga	1	3,600	5.56
3.	lookout mountain incline railway chattanooga	1	2,400	3.7
4.	lookout mountain railway	1	1,900	2.93
5.	incline mountain chattanooga	1	1,600	2.47
6.	chattanooga incline railway lookout mountain	1	1,600	2.47
7.	railway fire	1	210	0.05

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Top Sources for Organic Traffic



Top States for Organic Conversions vs Previous Year

	State	Buy Tickets BTN	% Δ
1.	Georgia	4,117	-
2.	Tennessee	3,795	-
3.	Florida	1,361	-
4.	Alabama	1,094	-
5.	Texas	909	-
6.	North Carolina	852	-
7.	Indiana	670	-

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Incline Railway Overall Web Traffic

Sep 1, 2026 - Sep 30, 2026

Total Website Traffic vs Previous Year

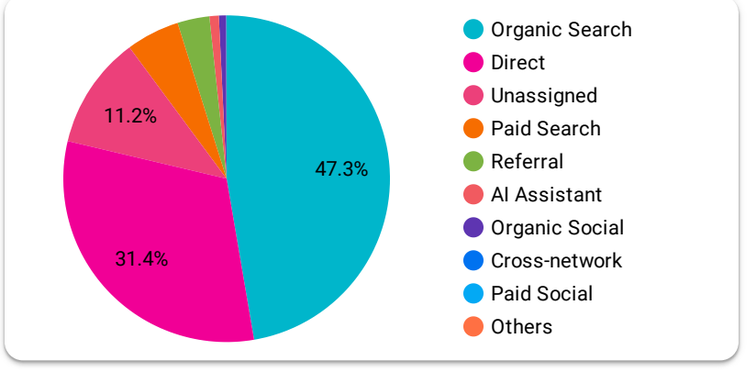
Total visits	Total users	New users	Engagement rate	Average visit duration	Buy Tickets BTN
46,451	32,153	40,159	71.85%	00:11:47	33,926
↑ 16.2%	↑ 3.2%	↑ 36.7%	↓ -2.1%	↑ 241.6%	No data

Top Landing Pages vs Previous Year

	Landing Page	Total users ▾	% Δ	keyEvents...	% Δ
1.	/	19,820	18.0% ↑	0	-
2.	/take-a-ride	5,927	-14.1% ↓	0	-100...
3.	/incline-railway-a-first-time-visitor-guide	2,186	-	0	-
4.	/embeds/book/inclinerailway/items	1,795	-	0	-
5.	(not set)	1,412	8.0% ↑	0	-

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Top Channels for Website Traffic



Top Channels vs Previous Year

	Channel	Total users	% Δ	New users ▾	% Δ
1.	Organic Search	15,455	-19.5% ↓	20,237	13.2% ↑
2.	Direct	10,254	78.1% ↑	12,448	125.5% ↑
3.	Unassigned	3,645	42.3% ↑	3,585	54.1% ↑
4.	Paid Search	1,726	-26.7% ↓	1,938	-7.6% ↓
5.	Referral	1,034	-23.0% ↓	1,226	2.9% ↑
6.	AI Assistant	303	-	389	-
7.	Organic Social	229	16.8% ↑	315	78.0% ↑
8.	Cross-network	14	-	14	-
9.	Paid Social	3	-	3	-
10	Display	2	-99.0% ↓	2	-98.9% ↓

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Social Media Analytics (Last Month Compared to Previous Month)

Facebook











Instagram





