

RFQ Candidate Questions

1. *What holiday programs and attractions are planned for the season that can be promoted through the campaign?*

The Santa Paula Chamber of Commerce is currently developing a series of downtown activities for the weekends between Thanksgiving and Christmas. Current plans include Friday evening outdoor music, Saturday sidewalk sales and shopping-focused activities, and Sunday arts-related programming. Additional activities and specific details are still being developed.

The PBID is also investing in an expanded holiday presence downtown, including enhanced decorations and other elements intended to create a more festive and inviting holiday atmosphere.

Because programming is still evolving, the selected agency will receive updated information, schedules, and promotional opportunities as they are confirmed. The PBID expects the campaign to be flexible enough to incorporate these activities as well as additional opportunities that may emerge during the planning process.

2. *What existing marketing assets, channels, partnerships, and resources will be available to support the campaign?*

The selected agency will be provided with existing PBID materials, including available logos, the PBID vision and priorities, information about the downtown district and its footprint, and other relevant background materials.

The agency will also be invited, as appropriate, to participate in PBID meetings and Chamber holiday marketing discussions so that the campaign can be coordinated with related downtown activities.

The PBID and Chamber will help facilitate connections with downtown businesses, community organizations, event partners, and other stakeholders who may be able to support or amplify the campaign.

It is important to note that the PBID has not previously operated a comprehensive, professionally developed marketing campaign. Consequently, bidders should anticipate that a significant portion of the campaign's creative assets, messaging, content, and marketing infrastructure will need to be developed as part of this engagement. The PBID sees this as an opportunity not only to market the 2026 holiday season, but also to begin establishing reusable assets and a stronger foundation for future downtown marketing.

3. *What perception or experience would the PBID like visitors and residents to have of downtown as a result of the campaign?*

The PBID would like residents and visitors to experience downtown Santa Paula as welcoming, lively, distinctive, and worth spending time in—not simply as a place to pass through.

For the holiday season in particular, we would like downtown to feel festive, warm, walkable, and community-centered: a place where people can shop locally, eat, gather, discover something unexpected, enjoy activities, and spend time with family and friends.

More broadly, the campaign should help reinforce the idea that downtown Santa Paula has its own character and identity. We want people to leave thinking, *"That was fun. There was more to see and do than I expected, and I want to come back."*

The PBID is especially interested in a campaign that can appeal both to Santa Paula residents and to visitors from surrounding communities while remaining authentic to Santa Paula rather than attempting to make downtown feel like somewhere else.

4. *Who are members of the PBID review committee making final evaluation?*

Proposals will be reviewed in accordance with the PBID's established selection process by the Ad hoc committee made up of three members of the Board. The final evaluation will be conducted by the PBID Board.

Final selection and approval will be made in accordance with the PBID's applicable meeting, contracting, and approval requirements.

5. *Will the Santa Paula Chamber of Commerce be able to expedite access to local chamber partners such as the Rotary Club and similar organizations to serve as promo partners?*

Yes. The Chamber and PBID intend for this effort to be highly collaborative and will assist the selected agency in making appropriate connections with community organizations, businesses, service clubs, event partners, and other local stakeholders that may be able to help amplify the campaign.

The level and form of participation will, of course, depend upon the interest and availability of each organization, so participation by individual partners cannot be guaranteed. However, the PBID and Chamber will actively support introductions and coordination where appropriate.

6. *Is there any opportunity for public acknowledgement/credit to the winning agency, before/during/after campaign is delivered?*

Yes. The PBID is open to providing appropriate professional acknowledgement of the selected agency's work, particularly in connection with the completed campaign and its creative development.

Any public acknowledgement would need to be consistent with PBID and City policies and appropriate to the particular communication or marketing material. The primary focus of consumer-facing campaign materials should remain on downtown Santa Paula and the campaign itself, but the PBID is happy to discuss appropriate opportunities for agency credit with the selected firm.