ADDENDUM TO Request for Proposal:

Kentucky Bourbon Trail® Brand Refresh

Kentucky Distillers' Association

RFP ISSUE DATE: November 29, 2022
QUESTIONS & ANSWERS ISSUE DATE: December 15, 2022
PROPOSALS DUE: January 10, 2023

As detailed in the Kentucky Bourbon Trail@ Brand Refresh RFP, we have aggregated the submitted questions and are distributing the answers for review. If you have any further questions about the RFP or this project, please include them in your proposal.

If you need to view the original RFP, click here. Please note that some assets have been added to the Resource Key.

All proposals are due by EOD January 10, 2023. No late submissions will be accepted.

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General Questions

Budget

- What is the anticipated budget for this project?

    - We do not have a budget range in place yet, particularly since we haven't done this in 13 years AND the "digital platform" is such a nebulous concept to us at the moment. We are hoping to lean on creative professionals to tell us what the landscape looks like these days.

        We put this question first for a reason - It's prudent to keep in mind that while we work with global brands, at the end of the day, we are a 501(c)6 not-for-profit trade association. Please note that our TOTAL annual revenue is less than $3 million according to the last Form 990 filed with the IRS.

- Do you anticipate any paid media as part of the budget?

    - Media spend is not included in this budget.

- For the digital platform, is there any more detail you can go into on the budget or scope for this section?

    - We are looking for guidance. For example, can this platform integrate into our website or will there be separate recurring costs associated with it (hosting, maintenance, etc.) Simple and easy to maintain is paramount. We are a 501(c)6 not-for-profit trade association. Please note that the KDA's TOTAL annual revenue is less than $3 million according to the last Form 990 filed with the IRS.

Submission

- Would you be open to a call or meeting prior to receiving proposals?

    - We've had a lot of "let's meet for drinks!" emails. But, to ensure fairness and equal treatment, our team isn't having individual conversations before submissions.

- Is there an issue submitting a proposal in the form of a website as opposed to an email attachment? We understand that there might be a need to print out proposals for sake of reviewing with multiple stakeholders, so wanted to double check on this.

    - You are welcome to submit your proposal in the best way you see fit. Just no "messages in a bottle." Please. That's been done before and it took forever to

get that thing out of the bottle.

- Can Kentucky Bourbon Trail® confirm that there are no size limitations or file type limitations? Or, can KBT accept file transfer links if necessary?

  - There are no size limitations to submitting an RFP response, however if your email provider has transfer imitations please use Google Drive or other compatible transfer service providers.

- For the questions that bidders must answer to be considered – would you like to see these questions called out/addressed separately from our proposal document? Or is it acceptable if these are addressed within the overall document?

  - They may be addressed in the overall document.

- One of your bullet points lists a criteria that bidders would be evaluated on was "client support and technical expertise." Could you please expand on what you mean by this criteria?

  - Sure! Show us how you work with clients - before, during and after the process. And we'd like some evidence and examples of your technical expertise.

Selection Process

- Would you prefer to work with a larger agency, or a group of individuals with the requisite skillset?

  - We don't have a preference, we're just looking for quality, creativity, and folks that we can build a great relationship with and share a drink.

- Will there be preference given to a single agency that can perform the entire scope (brand refresh & digital platform), or will you consider a joint application from partnered agencies?

  - We'd prefer one, but would accept either.

- Will you accept a proposal for just the Brand Refresh?

  - Yes.

- How many entities are you accepting proposals from, and how many have expressed interest in submitting?

  - There is no limit on the number of proposals. We have heard from 40+ entities that have expressed interest in submitting.

- Do you have a current or incumbent agency? If so, are they participating in this RFP process?

    - We have extended invitations to all agencies/persons that we have prior relationships with, as well as many new ones. We do not currently have an AOR. Based on needs for marketing, PR and creative services the KDA engages in professional services relationships to create and execute initiatives.

- Are you open to partnering with a firm based outside of Kentucky?

    - Yes, as long as they agree that only Kentucky makes the best Bourbon.

- How would you describe the ideal agency partner to collaborate with for this branding and digital work? What qualities/characteristics are you looking for in your next agency partner?

    - We want you to tell us why your firm is the best, but please know that we like fun people who can put up with our humor and level of crazy.

Workflow & Approval Process

- How would you describe your internal marketing/branding/digital capabilities, and what is the expected division of labor between your internal teams and the selected agency partner?

    - The KDA does not have dedicated personnel for marketing, branding, and digital media initiatives. The Director of Kentucky Bourbon Trail® Experiences (Mandy Ryan) has vast experience and expertise in managing creative service relations, creative initiatives and facilitating all aspects of workflow efforts.

- Describe the approval process and who is involved in approving creative concepts as it pertains to the Board and Advisory Groups - who are the key decision makers? What is the make-up of the Advisory Groups? Are there key points in the project these groups can provide feedback and approval on, and leave a smaller group to other decisions? Who will ultimately have the final say in the approval process?

    - The Director of Kentucky Bourbon Trail® Experiences (Mandy Ryan) will be the KDA point-of-contact for managing all aspects of the creative relationship with the selected creative agency. KDA staff will bring ideas to the appropriate Advisory Groups who will make recommendations to the Board of Directors for final approval. Consensus will be required by the KDA Board, Advisory Groups, Director of Kentucky Bourbon Trail® Experiences and other KDA staff personnel. Both the Board and Advisory Groups agree the brand should be refreshed. Advisory Groups are made of select personnel from KDA member distilleries

who are experts in their field (marketing, visitor center managers, etc).

- How much time should be dedicated to routing/receiving sign off/feedback from stakeholders?

  - We will schedule regular meetings to keep all stakeholders informed of progress throughout the process. We will try to be as efficient as possible.

- Does your team anticipate in-person meetings? If so, how often?

  - In-person or virtual options could be determined by the workflow.

- Are there any legal approvals needed for this project?

  - We will work with our IP attorney to file trademarks, work for hire contracts and any other necessary protections.

Success Metrics

- What key performance indicators (KPIs) will be measured to determine the success of this brand refresh and digital passport? How will it be measured by the stakeholders involved? What does success look like for this effort?

  - Winning looks like developing a brand that our members embrace (and cross-promote) and that our visitors recognize and engage with.

- Describe the aspirational visitor to the KY Bourbon Trail® following this rebrand?

  - Diverse. And not just in a demographic sense, while that alone *is* a great goal. We want connoisseurs but also newbies to the category of Bourbon. We want more international visitors. We want young (21+) and old and everything in between. We want Kentucky to be a destination for Bourbon culture akin to Napa Valley for wine or Scotland for Scotch.

Other

- What spurred the need for this RFP process? Why is now the time?

  - Bourbon culture and tourism has changed over the past 13 years. The brand needs to change with the times. With our 25th anniversary on the horizon, it felt like the right time.

Brand Refresh Questions

Branding

- What are the challenges or perceptions you are looking to overcome?

  - We would like our branding to be welcoming to folks from all walks of life and overcome the perception that Bourbon is your grandfather's drink and doesn't reflect the stereotypical image of our beloved Commonwealth.

- Is the hope that the KDA and Kentucky Bourbon brand identities would stay the same as they are currently?

  - Yes. The Kentucky Bourbon Trail® is a stand alone brand that ties in with the KDA house of brands. KDA and KY Bourbon brand standards will be provided to the selected agency.

- You mentioned potentially a new tagline and messaging samples. Can you go into more detail about the scope of language work or fresh copy that might be needed outside of the tagline?

  - Logo and tagline are the main items. We have updated our voice and copy on the website, social platforms and in the Field Guide over the last couple of years. We could further define our voice, but we don't anticipate an overhaul of web copy.

- Option to or interest in making the style & brand guidelines online, living documents rather than PDFs?

  - Yes!

- We understand the new brand identity must extend/flex across key touchpoints like brochures, sponsorship deck/media kit, signage, digital marketing, merchandise, etc. Is the expectation for the selected partner to demonstrate how this works conceptually, or do you want help formally executing/bringing to life these brand assets in the market?

  - Conceptual applications are required for this phase of the project. If we need help developing the above listed assets after the brand refresh project, we will address it with the agency as a separate proposal.

- Is there a hard divide between the KBT and KBTCT that must remain? Any other content specifics we should be aware of?

  - Visually, there is not a hard divide. We have found that most consumers assume that the "Kentucky Bourbon Trail®" includes all distilleries and don't necessarily

differentiate between a "heritage" destination and a craft-size operation. We do, however, need to be sure we set visitor expectations in regards to what type of distillery they will visit (e.g. a small, 4-person craft operation vs. an iconic brand destination). As mentioned in the RFP, we will be utilizing IQS research results to help with this issue.

- Are there any other tourism organizations or brands (outside of your category) that you admire from a branding/digital perspective?

  - Great question. We often refer to Napa Valley as a target destination. One reporter called us the "Sonoma of the South." We liked that.

- What other brands/tourism attractions do you compete against?

  - Kentucky makes 95% of the global supply of Bourbon, so Bourbon tourism is an asset distinct to Kentucky. It is difficult to identify direct competitors. However, other states are directly targeting Kentucky's position in Bourbon tourism, and alcohol tourism initiatives outside of Kentucky would be considered competition for us (i.e. Napa Valley, Tennessee Whiskey Trail, Missouri, Colorado, Texas tourism, etc.).

Assets & Brand Positioning/Equity

- Can you elaborate further on the "create assets package" deliverable? What are you specifically looking for here? What type of specific assets should be considered as part of this RFP process?

  - New logos in all file formats, style guide and brand guidelines, option to create art for social media posts that members can share.

- Are you currently using a Digital Asset Management tool for branded asset distribution? If so, could you share access so we could see the breadth of your brand assets?

  - No.

- In scope of work you mentioned auditing assets across all mediums and creating appropriate updated assets. As we don't currently know the exact list of assets and number off we will give a ballpark cost for this based on X number of assets. Is that OK?

  - Yes. Please refer to the Scope of Work and Resource Key in the RFP for existing KBT assets.

- Do you have a positioning statement, brand characteristics/attributes, and brand voice guidelines that are currently in place?

- ○ We only have the Kentucky Bourbon Trail® Brand Standards, which are included in the RFP. The current KBT brand assets are dated and somewhat one-dimensional with limited applications.

- Have you already developed strategic positioning, or will that be a necessary aspect of this exercise as well? Does a holistic brand strategy already exist that we can leverage, extend, and re-interpret a refreshed brand? Or are you expecting your partner to define that foundation?

  - ○ We need a defined brand foundation. We do have the data and research to support and inform this process.

- What existing equity do you want to ensure is maintained? Understanding the parameters of what can and cannot be affected will be helpful.

  - ○ The photography and voice in our Bourbon Trail™ Passport and Field Guide is the most updated piece of marketing. We must ensure that responsible use of alcohol remains an integral part of Kentucky Bourbon culture and tourism.

Research & Demographics

- How would you describe and prioritize your "contemporary Bourbon consumer" audiences for this work? (e.g., demographics, psychographics, etc.). Please provide a breakdown of all key internal/external audiences to be mindful of.

- What kind of research are you currently doing? Qualitative? Quantitative? Are you doing surveys/interviews/focus groups?

- Will the research that you are currently conducting strictly be used to guide the direction of these projects (brand refresh and digital platform)? Or will it be used to inform other strategies? What data points are you expecting from the study?

- What insight and data do you have regarding your existing brand equity? Have you conducted research in the past and, if so, would we have access to it?

  - ○ We target the Bourbon curious, people of diverse backgrounds, culture fans, tourist/travel lovers, influencers, Bourbon-adjacent segment (wine, culinary enthusiasts, etc.), all individuals of legal drinking age. Remember - we're currently working with IQS Research on a comprehensive, year-long survey of KBT/KBTCT visitors. That will help drive this initiative.

  - ○ We conducted our first KBT Visitor Profile Study with IQS Research in 2016. There is an extremely lengthy report that will be made available to the chosen agency upon signing a confidentiality agreement. The publicly available 2-pager

may be viewed here. And see answer above.

- Can the Kentucky Bourbon Trail® confirm that preliminary IQS data will be made available prior to submission?

    - No, any current findings will only be made available to the awarded agency upon signing a confidentiality agreement.

- Is there an opportunity to partner with IQS once the Visitor Profile Study is complete to help draw conclusions, strategy and insight from the data?

    - Yes.

- Why is the Visitor Profile Study considered a barrier to success?

    - The study is not a barrier to success, but it will not be finished until summer. It will be happening concurrent with the brand refresh. However, six months worth of statistically significant data from the year-long study will be available in January. We will not have the full report until the fall. We do not anticipate this to be an issue.

Website & Software

- In regards to updating kybourbontrail.com with these new branded assets. Are you assuming visual, logo, and aesthetic changes only? Confirm you are not expecting enhanced CX, UX, IA changes and updated copy.

    - At this time we are looking for aesthetic changes only.

- Is the website at https://kybourbontrail.com/ the only property or are there other sites that will need updating? You reference kybourbon.com so we want to be sure it is excluded.

    - Correct. The kybourbontrail.com website is the only site that needs updating. The kybourbon.com website will need the KBT logo updated on a few pages, and we can do that in house.

- How do you currently drive traffic to the existing website(s)?

    - We use a mix of digital and social advertising (SEO, Adwords, digital ads, social ads, boosted posts, digital and social campaigns), printed materials (brochures, passports) with very little traditional advertising.

- Where is the current site hosted? Are you happy with the existing hosting solution?

- ○ WP Engine (Wordpress). Yes.

- Is there an existing agency who manages your current site who could potentially do the dev & build if we give the design, or do you need a new digital agency to manage the current site and new elements of it?

  - ○ General maintenance and updates of our website is done in-house. Advanced web management is handled by an outside agency. The awarded agency will work with our website team to rollout updates.

- Will we be assuming ongoing SEO or ad management? If so please provide detail on platforms, budgets, etc.

  - ○ We have an agency we currently work with for these services.

- Where does the data from all the current forms on the site go once completed by a user? Is the mailing list form data on the current site something we could leverage for personalization?

  - ○ Forms are delivered to a dedicated email account and subscribers are added to our database. We are open to all ideas.

- Would you like our team to include a quote for a new website to reflect the new brand?

  - ○ We are open to your proposal.

Media

- Has there historically been any paid media initiatives for the Kentucky Bourbon Trail®?

  - ○ We've done print ads in strategic outlets, paid digital ads, and paid social ads. Recently, we have stopped all paid advertising except for social as our distilleries became overwhelmed with visitors once the pandemic abated. We are open to future advertising to new markets.

- The provided info includes existing ads – is a campaign part of the project?

  - ○ No. The ads are for reference only.

- Photography and video will play a large role in generating emotion & connection with new and existing consumers. Do you currently have photography, video, or other assets (beyond what we can see on the existing website(s)) that can be leveraged for this project, and/or are you open to shooting new content as part of the rebrand?

  - ○ We have recently updated our photography, and we are open to shooting new

content to go with it.

- Is this a refresh across existing platforms or should we include asset considerations for future platforms and uses (for example, brand sound, animated logo, virtual experiences)?

    - Existing platforms only. We will consider ideas for the future.

Rollout

- For the rollout plan, are you looking for a creative campaign, a splashy moment that drives PR buzz, a physical event, or open to all of the above? What does a successful rollout look like — launch goals or KPIs?

    - We would like professional guidance on the rollout plan.

- Expectation is to 'Develop' a rollout plan as part of scope. What about the execution of that plan, is that part of the scope that needs estimating at this time?

    - Establishing the plan (campaign, scope, methods, timeline, cost) is within the scope of this project. Execution will be a separate project.

- Are there any events/efforts currently in place for the 25th anniversary of the KBT to be aware of when considering the roll out plan of the new look?

    - No, but there will be events and they will be fun. Responsibly.

- Will the awarded agency be working with other PR, advertising or marketing entities on the rollout plan, or is the agency expected to handle all of those services?

    - This depends on the agency's capabilities. We have agencies that handle those areas whose services we employ when needed.

- Please confirm that an October 2023 completion date provides enough time for your print vendors to have materials ready for the January 2024 launch.

    - Historically - yes. But we will work with our merchandiser Upper Right Marketing (merchandise, Field Guide) to ensure that the deadline is met.

- What do you expect as far as implementing new branding on social media? New designs? New ads, campaigns and messaging? Do we need to include this or is it separate from this estimate?

    - We intend to apply the new logo, tagline/messaging to our social media landing pages. We anticipate that any new campaigns or ads would be part of the rollout plan.

- Will you be looking for ongoing support post-launch, including media placements, targeting recommendations, PR Support, etc?

  - We do not anticipate that at this time, but will address it if needed.

Other

- In addition to those listed in the RFP, does Kentucky Bourbon Trail® anticipate using additional social media platforms in 2023 and beyond?

  - TikTok has been discussed, but poses some challenges. We have specific demographic parameters for alcohol advertising/promotion. See the DISCUS

- Are there existing agreements between KBT and the 42 brands within the program that dictate how each brand can be marketed, and/or how KBT must leverage and promote those brands?

  - KBT has co-branding agreements in place with each KBT member distillery that allows us to produce merchandise with our branding and theirs. Our members provide KBT with the assets they approve for our use in promoting their destination and the Kentucky Bourbon Trail®.

- Will the agency be tasked with developing merchandise designs, or will that be managed by another partner?

  - We need brand assets that are versatile enough for merchandise applications. Our merchandiser will produce designs based on the new style guide and brand guidelines. We are open to merchandise designs by the chosen agency.

Digital Platform Questions

Vision & Functionality

- What is your ideal outcome/s for this experience?

  - Currently, consumers can purchase the Bourbon Trail™ Passport & Field Guide as a hard copy only. This book gives information about Kentucky, Bourbon, the KBT® and each participating KBT distillery and Craft Tour distillery. Visitors can get their pages stamped at each location they visit (passport-style). How can we translate this information and tracking process into digital form rather than a physical book that has to be updated every time a new destination is added to

the KBT? Is there a way visitors can track their visits online - perhaps scan a QR code at each location in place of a physical stamp? And, there are often situations that cause distilleries to change hours, events, etc.

- Are there any brands that you feel offer a digital platform that is in-line with what you are trying to offer?

  - Not that we've found.

- Would you consider a planning phase to define and refine specific phase 1 deliverables?

  - Yes.

- Outside of returning users, who are you looking to attract through this new digital experience? Please be as specific as possible.

  - Anyone interested in Bourbon tourism or visiting Kentucky for other reasons, especially repeat visitors.

- Is it meant to drive purchases of the guide or to promote more use and visits?

  - Mainly to promote engagement and visits, but we'd like to sell more guides, too.

- Will you charge for the online field guide? If yes, do we need to allow for certain discounts or promotions?

  - We would like to charge for the online guide since we already charge for the hard copy. We would like the ability to run promotions.

- Are there any requirements, such as the ability to geo-locate the visitor or send notifications - or is it more important to be simple and easy to maintain?

  - Simple and easy to maintain is paramount. The KDA has a relatively small staff to manage the user experience.

- Aside from managing user 'passports' and providing information (maps, itineraries, distillery profiles, etc.), are there any other primary functions of the app that would be envisioned?

  - Not at this time, but the KDA is known for "raising the cool factor" with Bourbon. So we'd like it to be cool.

- There are 4 distillery regions outlined in your Passport Field Guide: Northern, Central, Bluegrass and Western. Will these be categories within a single pass, or do you want to develop passports that are focused within each of these regions?

  - We would like to maintain one single passport program for the KBTCT,

> not an individual passport per region.

- Does KY Bourbon Trail® want their transportation partner discounts featured within the passport, or will the passport(s) only contain the distillery locations along the trail?

  - We have a few priority Sponsors that we would like to feature.

- What is your goal for purchases/downloads in the first year? What about longer term? What long term enhancements/goals should we consider for future phases?

  - We have not defined goals since this is a brand new process.

- What are some additional key metrics (KPIs) that you are considering for the digital passport experience?

  - We would like to be able to run reports on visit behaviors (how many distilleries, which distilleries are most frequented, etc.)

- Would it be possible for someone to "gift" a digital copy to someone else in the first phase?

  - That would be ideal.

- Is there an opportunity to add NFC / QR code / beacon based signage or equipment in participating locations to allow users to check-in, or would you have a preference that this was, for example, location/GPS based only?

  - The QR code may be the simplest way to check in. We are open to other ideas.

Scope

- Are you looking for an agency to facilitate a platform selection for this effort, or are you looking for an agency to recommend what we are comfortable with?

  - We certainly want recommendations. Whether the facilitation is done by the chosen agency or another third party agency doesn't matter to us.

Mobile or Web Application

- Can the Digital Passport and Field Program be a standalone app, or do you prefer to have it integrated within the website?

  - This is where we are really seeking the advice of creative professionals. About 10 years ago, we had an iPhone app developed for the passport program that

worked with geofencing. It worked well enough, but everytime the iOS changed, we had to basically have the app rebuilt. It became too expensive to maintain and the company we were working with changed their business model to exclude app development. That being said, we want to learn what's out there at what price points, and we would like for the maintenance of whatever is developed to be minimal as our staff is small.

- If we chose to propose a mobile app as your digital platform, is it going to be cross-platform (android, iOS)?

    ○ We would love to be accessible to all, but seek your advice.

Current Bourbon Trail™ Passport Program

- How often do you update the Digital Passport and Field Program?

    ○ We only have a physical book. We update information on our website and print an updated edition of the book once per year with printing ready in time for holiday sales.

- How does your team establish and maintain communications with your audiences? Any pain points with the current system? (Potential to integrate or apply new system)

    ○ We have a newsletter signup on our website, and anyone who registers their passport is also added into our Constant Contact database. We send periodic newsletters and e-blasts that are focused mainly around our sponsors.

- Do you need assistance with the strategy of the experience or is that already defined? (ie. research & insights of audience, defining the best user journey, wireframe outlines, information architecture, feature requirements, etc)

    ○ No.

- Will the map https://kybourbontrail.com/map/ and other planning sections remain or will they be replaced by the online Field Guide?

    ○ They will remain.

- The current field guide is 160 pages. Do you want to recreate all of this or is it primarily the distillery information?

    ○ Primarily distillery information but the guide also is a resource to educate folks about why Kentucky is the one, true and authentic home for Bourbon. We like that.

- Is the digital project meant to enhance or replace the current physical book? If you plan

to keep the physical book, should we include a physical refresh within the proposal?

- ○ Enhance. We just feel like we need a digital option for folks who don't want to carry the book around. Yes, we would need the new logo/branding incorporated.

- What is the current rationale for the cost of the field guide ($14.95)? Is this price to offset the cost of the program or to generate revenue?

  - ○ Our merchandise partner works with clients and outlets to set the price. We think it's undervalued considering the content and value. We'd like to make some more dough, but that guide is pretty expensive to print.

Visitor Portal & Database

- Do bidders need to include database/IT considerations re: visitor information in bid?

  - ○ Yes.

- Do you have a wishlist for the Smart visitor completion database? Programs you'd like to emulate? Is there a Smart Visitor system currently in place to provide visitor analytics?

  - ○ Currently, we have a QR code in the front of the Field Guide that visitors scan to register their passports. We capture name, address, and email. There is another QR code they scan upon completion of the KBT and another upon completion of the Craft Tour. We must manually compare those spreadsheets and tell our merchandiser who to send KBT and double completion gifts to. So no, there is no "smart" system in place yet.

- The brief mentioned wanting to build a "Smart visitor completion database." Would that be a select list of super users? Meaning, a subset of people who have completed the mailing list form, have gone on to visit all the distilleries, and it would be helpful to know who those users are for improved targeting?

  - ○ Yes, we would like to know who has registered, who has completed the KBT and/or Craft Tour, and both. Ideally, we would know where they haven't been, too.

- Can you clarify 'User Portal' for visitors? Does it currently exist, what does it do? Any specific requirements around this? Is this just a unique sign-in for each user of the app to manage and track their progress?

  - ○ None currently exists. We want the user/visitor to be able to track which distilleries they've visited along the KBT®.

- How many visitors does your participant database currently contain and do you want them migrated to the new system?

  - The current database since we launched the Field Guide in 2020 has thousands of people in it. We could talk about whether they need to be migrated or not - we'd like their completion process to be more automated either way.

- Should users who have already completed some of the Bourbon Trail offline in the current program be able to update their own status in the new online portal?

  - If possible.

- What database is used to collect, analyze, or export data? Any pain points with the current system?

  - The current system is manual and quite cumbersome. It relies on a KDA staff member to compare spreadsheets and send completion gifts monthly. We would love a system that would communicate directly with our fulfillment house. Hence why we want the system to be "smarter."

- Are you looking to personalize marketing based on where they are in their journey?

  - YES! That's part of the dream.

- Will Kentucky Bourbon Trail® host the database?

  - Yes.

Completion Gifting

- Are you able to offer special discounts or other incentives, or is that at the distilleries'/partner vendors' discretion?

  - Our members have typically been averse to "discounts/deals" because of the perception that it cheapens the experience/value. But this is at their discretion on site.

- Are there any repeat/returning visitor perks or recognition? Is that something you are interested in?

  - None yet, but we're interested in that idea.

- Are you also looking for digital reward ideations in addition to or in place of the current physical rewards?

  - Good idea, so yes!

- The physical passport currently incorporates rewards. Would the rewards change for the digital experience? If yes, please elaborate.

    - We are open to discussing a new rewards system.

- Will prizes for the Bourbon Trail be distributed through the KDA, or would you like the awarded agency to handle distribution and fulfillment of prizes?

    - Distribution and fulfillment will continue to be handled by the KDA and Upper Right Marketing.

Build, Integration & Website

- Do you need UI and copywriting support here as well as development?

    - Maybe, but the copy is pretty fresh.

- Do you have a preference for what platform we use for development?

    - No.

- Is English the only language in the first phase? If yes, do you envision any translations in the future?

    - We would love translation options as we get visitors from around the world.

- What level of ADA/GDPR compliance needs to be considered? Will you be working with an audit agency? Do we need to take into account any security or privacy requirements?

    - Accessibility to all is important to us. We look to you for advice/guidance.

- What information will be included on a specific distillery page? (please be as specific as possible or provide an example).

    - Name, address, logo, blurb, icons (distillery size, cocktails, food, online booking, other spirits), passport stamp, images, map link? We'd like to make it as interactive and educational as possible.

- For the public interfacing digital/online platforms is there an expectation for public testing and prototyping?

    - We need your feedback on that.

- Will there be any non-agency development teams involved? If the agency is meant to do the build, please advise if you have any in house dev/engineering resources we should take into consideration.

- ○ The agency (or a third party identified by the agency) will do the build. We have no in-house resources.

- You've mentioned integrating with the current site, can you expand on what exactly you are looking for? Is there a legacy infrastructure we need to work on for the new app/site that we should be aware of?

- Are there any existing third-party platforms or tools that the new Passport will need to integrate with?

  - ○ No to our knowledge.

- Are you open to social integrations with the potential to reward users for sharing the best posts?

  - ○ Good idea, so yes!

- What can you tell us about the existing KBT platform and technology stack that should guide or constrain how we approach that work? Is there an existing system we need to integrate with when creating a digital passport and field guide?

- Will any additions to the current website require integration with the existing framework or be developed separately and deployed to a subdomain (i.e. passport.kybourbontrail.com)?

  - ○ We would prefer an addition and/or integration to the current site.

- Do we need to tie into any systems that are distillery specific or will that be limited to links like on the current website?

  - ○ No.

- What platform are you using for kybourbontrail.com and can we leverage it to extend for Passport & Field Guide?

  - ○ WP Engine (Wordpress). Yes.

- The Passport and Field Guide program is listed as being digital or online, but that it is to integrate with the existing Ky Bourbon Trail® at https://kybourbontrail.com/ If an online solution is chosen, it would be in addition to this site, or could/would it be an extension or replacement of the existing site and CMS?

  - ○ We would prefer an addition and/or integration to the current site.

- Does Kentucky Bourbon Trail® have an expectation beyond the website design/refresh/ development where customized app development is also expected?

  - ○ We are looking for guidance on the type of digital solution; we do not

necessarily expect the solution to be an app.

- Will the chosen agency be expected to directly execute website content, navigation or other edits?

    ○ We expect the chosen agency to set up and integrate the platform.

Maintenance

- Is there a Digital support team in-house to maintain this solution? Do we need to be sensitive to skill-sets, type of technology, etc?

    ○ KDA staff will be maintaining all programs. We would have to use an outside agency (either the development agency or other) for regular maintenance, changes, additions, etc.

- Would individual distilleries be responsible for managing their own content in the CMS, or would this be centrally maintained? Would there be any issue with distilleries being able to access each other's content in the CMS?

    ○ No, the KDA would manage all content which will be submitted by the distilleries. One distillery should never have access to edit another's content.