

**Town of Surfside
Request for Proposals RFP No. 2018-04
Marketing Services for Tourist Bureau
Addendum No. 4**

Date Issued: May 29, 2018

To All Proposers:

Proposers for the above-referenced RFP shall take note of the following changes, additions, deletions or clarifications to RFP No. 2018-04, which in accordance with the RFP Documents shall become a part of and have precedence over anything shown or described otherwise in the RFP.

TOWN RESPONSE TO PROPOSER QUESTIONS:

1. **Question:** Considering the recent launch of your new campaign, what is the rationale for releasing an RFP at this time?

Response: The Uptown Beachtown Campaign was originally launched in 2016, since then every year it's evolved but not changed completely. The rationale of releasing an RFP at this time is due to the fact that we're at the end of the 5-Year Tourism Strategic plan. The hope is that the new strategic plan moving forward will be provided by the awarded proposer.

2. **Question:** What is the breakdown of the current budget? What amount has been budgeted to agency fees? To media buys? To events?

Response: The breakdown of the current budget can be found in the 2017/2018 Marketing Plan on the Town's website here: https://www.townofsurfsidefl.gov/docs/default-source/default-document-library/tourism-documents/fy-2017-2018-marketing-plan-final.pdf?sfvrsn=cd824b94_2

3. **Question:** What is the media mix?

Response: Please see the response to question #2, the media mix is also provided within the 2017/2018 Marketing Plan for the year.

4. **Question:** Do you have a library of visual assets to use or would you expect agency to develop new visuals?

Response: We do own some visual and video assets, however there are select assets that will expire in 2 years due to the usage rights negotiated with the talent.

5. What are you specifically requiring for "financial state of the business, annual revenue for past two years" and can this portion be excluded from public records?

Response: All information provided in response to this, or any, RFP is a public record, unless specifically exempted by Section 119.071, Florida Statutes. Only "financial statements"

submitted by a proposer for qualification may be exempt from public disclosure pursuant to section 119.071(1)(c), Florida Statutes.

6. **Question:** What are your expectations on the response to the Scope of Services and tasks section?

Response: The scope of services and task section should outline the proposed 3-year strategy and how that strategy would be implemented, including the situational analysis - industry trends and current challenges and opportunities of the Town (Tasks 1 & 2), how the proposer can facilitate (Task 3), the proposed implementation plan (Task 4), and finally the interim and regular on-going reporting in order to gauge key performance metrics and make educated shifts in any plans based on results.

7. **Question:** On Cost Proposal section, would you agree that a retainer should include a specific maximum number of hours?

Response: It is possible to have this level of detail in the final contract, so yes it can be included in the Cost Proposal section.

8. **Question:** Is the negotiated monthly retainer valid for the length of the agreement or will it be reviewed and adjusted annually?

Response: This is to be determined during the agreement process. However, it should be noted that a significant increase in retainer cost would be subject to the budget process and perhaps be cost prohibitive and would work against the goal of a three-year contract with intention of continuity.

9. **Question:** We do not offer standard PR services; however, we work in conjunction with a PR firm will we be able to provide you a collaborative proposal?

Response: Yes, collaborative proposals are welcome.

10. **Question:** On page 41 of the RFP document, 2017 accomplishments are listed, and among them is that Surfside secured a marketing firm. However, in 2018, the need to securing a marketing firm is listed as a priority (hence, this request itself.) Can you provide insight into the activity that caused your 2017 awardee to part ways with your organization?

Response: There has been no “parting of ways with the organization”, the insight is that we’re currently in the 5th year of the 5-year strategic plan. The hope is that the new strategic plan moving forward will be provided by the awarded proposer.

11. **Question:** You stated in the meeting that one of the main goals was measuring resort tax through hotel occupancy. Is there a tracking pixel on the VisitSurfsideFL.com website or your Jackrabbit booking engine to track viewers going from that site to a hotels site or someone booking through the VisitSurfsideFL.com site directly?

Response: Yes.

12: **Question:** If the answer is Yes to the above, can you share the analytics with us?

Response: The information will not be provided at this time.

13. **Question:** You stated in the meeting that one of the main goals was to increase visits to social media and to the website. Do you have reporting other than what is in your 2017-18 marketing plan that delves deeper into what social medium is garnering what interaction?

Response: The key performance metrics that we examine month-to-month, are included in our quarterly "check-ups", which can be found here:

https://www.townofsurfsidefl.gov/docs/default-source/default-document-library/tourism-documents/fy-1718-q1-review---oct-nov-dec-2017.pdf?sfvrsn=834b94_4

and here:

https://www.townofsurfsidefl.gov/docs/default-source/default-document-library/tourism-documents/fy-2017-2018-q2-review---jan-feb-mar.pdf?sfvrsn=69ec5294_2

14. **Question:** How are you distributing the Surfside visitors guide? To what locations?

Response: We distribute the Visitor Guides to local hotels, businesses, Tourist Bureau, Town Hall as well as the trade shows that our hotel partners participate in conjunction with the GMCVB. In addition, an electronic version of the Visitor Guide is available on our website.

15. **Question:** On p. 7 of the RFP, is letter (E) "Compliance with Applicable Laws" the same as roman numeral (v) on p. 12, "Conflict of Interest?"

Response: No. (E) on page 7 requires that a proposer comply with all applicable laws in performing the services. Page 12 (v) refers to disclosure of any potential conflicts of interest a proposer may have in performing services or submitting the proposal.

16. **Question:** On pgs 7-8, there are 5 "letters" to be addressed for the Scope of Services. However, on p. 12, item #5 "Scope of Services" you state that there are 6 tasks. Is a task missing on p. 8 or should p. 12 say tasks 1-5?

Response: There are a total of 5 tasks to complete, so page 12 should say "tasks 1-5".

17. **Question:** What type of co-promotions, pre-arrival or post-arrival tactics do you currently have in progress with the hotels and/or restaurants to increase the 4% and 2% resort tax respectively?

Response: To clarify, the 4% and 2% respective collection percentages will not increase or change. Perhaps the question is what's in progress to increase the collections of the taxes? Which the answer is as follows: initiatives with the hotels and/or restaurants are mostly centered about public relations opportunities, as the various businesses don't typically have marketing funds set aside to participate in such tactics.

18. **Question:** Are you currently engaged with or have any programs on any level with top travel agencies/agents/tour operators to encourage or promote traveler visits from the top visiting countries to the US?

Response: We partially fund the hotel partners to attend GMCVB sponsored tradeshow throughout the world to represent the Town of Surfside along with their own brand. In addition, any trade emails garnered at these shows are added to our database and communicated to on a monthly basis.

19. **Question:** How many events per year are part of this contract?

Response: We currently host 9 events per year. Four Third Thursdays events, a Paddle boarding event, and four First Fridays events.

20. **Question:** What is the average cost per event?

Response: The event cost varies between \$20,000 and \$12,000 per event.

21. **Question:** Are the cost of producing and promoting ongoing events such as First Fridays and Third Thursdays also part of this budget?

Response: Yes.

22. **Question:** Are there any competitive exclusions we should be aware of? (For example, businesses within Surfside or neighboring destinations?)

Response: Pursuant to Section 3-6 of the Town's Purchasing Code, there is a 5% local preference given to local businesses located within the Town holding a current BTR and who assert such preference in their proposal, and a 3% preference given to businesses within a 10-mile radius. Please refer to Section 3-6 of the Town Code for the local preference and requirements for such.

23. **Question:** Are there pre-existing media contracts that the winning agency will be "taking over"?

Response: No.

24. **Question:** What are the reasons you are issuing an RFP at this time?

Response: The rationale of releasing an RFP at this time, is due to the fact that we're at the end of the 5-Year Tourism Strategic plan. The hope is that the new strategic plan moving forward will be provided by the awarded proposer.

25. **Question:** How satisfied are you with the incumbent's performance?

Response: Very satisfied.

26. **Question:** Is there anything your current agency has not achieved that you see as a goal for this assignment?

Response: Not at this time.

27. **Question:** On page 7, letter (E) of the RFP, the second paragraph only references attachments A and B. However, I am assuming you also want attachments C and D formally executed and returned as part of the RFP as well, no?

Response: Yes, Attachments A, B, C and D should all be returned as part of the RFP.

28. **Question:** Is there a size or format that proposals should incorporate?

Response: Standard 8.5 x 11 would be most convenient, however if you have a different format or size in mind it will absolutely be accepted.

29. **Question:** For Item “C: Project Team Resumes and Experience,” do you require a Resume/CV on everyone on the team, or a summarized resume in Bio format?

Response: The request is for a resume of every key individual and any individual who will potentially be providing services to the Town.