

Town of Surfside

Request for Proposals RFP No. 2019-02

Public Relations Consultant for the Town of Surfside Tourist Bureau

Addendum No. 2

Date Issued: October 23, 2019

To All Proposers:

Proposers for the above-referenced RFP shall take note of the following changes, additions, deletions, clarifications or questions and answers to RFP No. 2019-02, which in accordance with the RFP Documents shall become a part of and have precedence over anything shown or described otherwise in the RFP.

1. *Question:* We understand that per item 2.1., the initial term for an agreement made pursuant to this RFP will be one (1) year; and that the agreement may be renewed thereafter at the Town's discretion for up to three (3) additional one (1) year periods. Can you please advise how many years the Town's incumbent PR agency, Pinzur Communications, held the contract? In addition, will the incumbent agency participate in this RFP and why is the Town of Surfside seeking new representation?

Answer: Anything But Advertising (ABA) is presently the Tourist Bureau's public relations firm. They have held a one-year contract for public relations services and are in an extension period through January 2020. The Town has no information on whether the existing firm will propose in response to this RFP. It is in the best interest of the Town to periodically solicit services through a competitive RFP process to evaluate firms, ideas and proposals.

2. *Question:* As it is required for the winning bidder to "work hand-in-hand" with the Town's advertising agency, per item 3.3.4 of this RFP, can you please provide details of your 2020 (and beyond) advertising campaign so that we may take this information into consideration when providing examples of how we propose to develop and align our PR strategies?

Answer: Information on the Tourist Bureau's advertising and marketing campaigns including the Marketing Plan can be found on the Tourism page of the Town's website at www.townofsurfsidefl.gov/departments-services/tourism, and under the 'Surfside Strategic Plan' at <https://www.townofsurfsidefl.gov/departments-services/tourism/documents-and-forms>. Current examples of Visit Surfside campaigns are available at www.visitsurfsidefl.com.

3. *Question:* What percentage of the Town's tourism revenue is generated by (1) Regional (2) National and (3) International visitors? Please provide as many details as possible.

Answer: The Tourist Bureau does not have a breakdown of the Town's tourism revenue by visitor market and demographic.

4. *Question:* Similarly, what percentage of the PR services contracted as a result of this RFP should be dedicated to (1) Regional (2) National and (3) International markets?

Answer: Contracted PR services will cover regional, domestic and international markets. Market focus will vary depending on the opportunity; there is no percentage breakdown.

5. *Question:* We understand that Pursuant to Section 70-122 of the Town's Code, a minimum of 34% of the Tourist Resort Tax Fund is used for the promotion of the tourist industry under the annual tourist bureau budget. What was the budget allotment in 2018 and 2019 for those PR services and related expenses outlined in this RFP? What do foresee as a feasible annual PR budget for 2020 through 2022?

Answer: In FY 2018/19, the budget allotment for PR retainer was \$36,000 annually, and \$22,000 for PR related expenses. The 2019/20 annual budget for PR retainer is \$42,000, and \$24,000 for PR related expenses.

6. *Question:* Should the proposed budget included in our RFP submittal include both fees and estimated program expenses?

Answer: Yes, the submittal should include fees and estimated program expenses.

7. *Question:* Is there a calendar of 2020 events/festivals taking place in or around Surfside that require PR support and should be included within our proposal?

Answer: Yes, information on Town events (subject to change) is available on the Tourism page of the Town's website at www.townofsurfsidefl.gov/departments-services/tourism, and under the 'Surfside Strategic Plan' at <https://www.townofsurfsidefl.gov/departments-services/tourism/documents-and-forms>.

7. *Question:* Do you anticipate requiring oral presentations of proposal submissions prior to awarding the contract? If so, is there a date slated for this?

Answer: The Evaluation Committee may request oral presentations at its meeting currently scheduled for December 9, 2019 at 10:00 am, as well as the Tourist Bureau ay its selection meeting scheduled for January 6, 2020 at 5:30 pm. Scheduled meeting dates may be subject to change.

All other documents, requirements, terms and conditions of the RFP remain the same. All proposers must acknowledge receipt of this Addendum No. 2 and submit a signed copy of this form with their proposal.

Proposer:

Name: _____

Title: _____

Date: _____