



August 30, 2010

Dear Public Relations Professional,

This letter is to advise you the Greater Miami Convention & Visitors Bureau (GMCVB) is initiating a public relations agency review process for the U.S. and Canadian markets. Attached you will find a Request for Qualification (RFQ) document for your review and consideration.

The criteria for selecting the PR agency include having full-service capabilities. Other requirements are identified in detail in the attachment.

The following are some of the key dates in this process (*subject to change*):

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| September 17, 2010 | Response to RFQ due |
| September 29, 2010 | Agencies selected for presentation notified with requirements |
| October 18-19, 2010 | Agency Presentations in Miami / Recommendation made |

In order for us to properly manage this process, we will require all interested parties to respond to the attached RFQ by **September 17, 2010**. Questions re: RFQ requirements may be directed IN WRITING ONLY to PRAgencyRFQ@gmcvb.com.



REQUEST FOR QUALIFICATIONS U.S./CANADIAN MARKETS PUBLIC RELATIONS AGENCY SERVICES

SERVICES DESIRED

The Greater Miami Convention & Visitors Bureau (GMCVB), is a not for profit Florida corporation, with its principal office at 701 Brickell Avenue, Suite 2700 Miami, Florida 33131. GMCVB hereby solicits Letters of Interest and Qualification Statements from responsible and qualified professional public relations agency service providers (hereafter referred to as the agency or agencies) based in the New York area.

BACKGROUND

The GMCVB is a sales and marketing organization. Its mission is to attract, encourage and induce all persons and organizations to visit Greater Miami and the Beaches for conventions, business and pleasure. Acting on behalf of its members, its government partners and the citizens of Miami-Dade County, the GMCVB markets and promotes all segments of the community as a preferred destination. In furtherance of this mission, the GMCVB will support and encourage actions and programs that enhance the desirability and attractiveness of Greater Miami and the Beaches for its visitors.

The GMCVB and its contracted agencies must work together in creating public relations strategies and programs that are integrated with GMCVB's marketing efforts and focused on accomplishing the stated mission.

The current agency of record for the GMCVB is Development Counselors International, Inc, based in New York, New York. The current contract with the GMCVB expires on September 30th, 2010. This Request for Qualifications is a periodic review of our PR program and PR agency services and does not reflect in any way dissatisfaction with the current agency relationship.

USE AND DISCLOSURE

GMCVB reserves the right to use information submitted in response to this document in any manner it may deem appropriate in evaluating the fitness of the services proposed. Materials that are submitted by the Agency that should be considered highly confidential should be marked as such. If confidentiality is requested but cannot be afforded, the Agency will be notified and will be permitted to withdraw its proposal.

Additionally and at its discretion, the GMCVB agrees to maintain confidentiality of any product information developed by and offered by the Agency. Conversely, all information provided in this RFQ shall be deemed confidential and shall not be shared outside your Agency.

PUBLIC RELATIONS OVERVIEW

GMCVB develops and implements a year-round, targeted US and Canadian consumer and travel trade-based public relations program that effectively:

- Builds awareness of the Miami brand as a uniquely tropical and cosmopolitan destination.

- Generates and maintains awareness of the Greater Miami & the Beaches area and the emotional and rational benefits of vacationing or conducting meetings here
- Communicates the diversity of the Greater Miami & the Beaches travel experience
- Brands the CVB as the primary/official information source and the industry leader
- Maximizes PR efforts with Miami visitor industry and government partners
- Ensures integration of all PR efforts with marketing/brand campaigns
- Emphasizes Greater Miami & the Beaches' diversity including unique niche markets such as Boutique Hotels, Gay & Lesbian Travel, Film/Fashion/Entertainment, Arts & Culture, Special Events, Cuisine, Heritage, Family Travel, Nightlife, African-American, U.S. Hispanic, Business Travel and Groups & Meetings.
- Additional areas of focus include efforts to not only build and implement a unified, coordinated PR program with Miami industry and government partners, but also to identify new industry or corporate partners to further leverage resources and expand Miami brand awareness.
- Although efforts are year-round, GMCVB expects Agency to put special emphasis on boosting shoulder/summer business via targeted media publicity.

GENERAL SCOPE OF MONTHLY SERVICES

The Agency shall be the principal advisor and provider to GMCVB for proactive, Miami brand-supporting public relations efforts to a variety of target audiences including travel trade media and consumer media—such as appropriate television outlets, radio stations, internet magazines, printed magazines and newspapers (national and regional). Agency shall also be responsible for advising GMCVB and major industry/government partners on issues management efforts which would impact the mission accomplishment of the GMCVB.

During the term of this agreement, the Agency will provide the following PR services for the U.S. (national, regional and in-state) and Canadian markets that include but are not limited to:

- Develop and implement a **strategic PR plan** that supports the Miami brand
- Consult with GMCVB regularly regarding **PR strategies and ongoing PR issues**
- **Ongoing communication** (e-mail, fax, phone calls, snail mail) to all relevant media throughout U.S. and Canada to pitch them on Miami developments (news and features), utilizing news releases, tip sheets, fact sheets, etc.
- Securing appropriate **major individual media visits** throughout the year (consumer contest promotions can be included) in niche markets. Agency to be responsible (with assistance from GMCVB where appropriate) for: suggesting itineraries, soliciting participation of high quality consumer and trade media representatives to ensure desired media productivity; and managing tour functions to assure success. GMCVB to secure hotel accommodations and develop final itinerary – and in special cases GMCVB may secure restaurant partners and provide ground transportation. Visits will not automatically require an Agency representative to accompany the journalist.
- Secure **high-profile, targeted television broadcasts** (live remotes or taped segments) and TV consumer promotions for Miami (accompanied by Agency rep if needed). Agency to approach producers and suggest itineraries. GMCVB to consider hosting appropriate costs (see media visits

above). GMCVB expects Agency to secure a minimum of 5-8 major television opportunities per year (i.e. national, regional) to be outlined in mutually developed TV wish list.

- **Develop radio promotions** for targeted radio stations (with consumer contest promotions), encouraging live remote(s) in Greater Miami and the Beaches without media buy (trade only). Emphasis will be on promoting Miami's Summer, including Miami Spice Restaurant and Miami Spa Month. Agency to secure targeted radio stations and GMCVB will fund appropriate crew expenses in Miami. Visits will not require an Agency representative to accompany the media.
- **Develop and support in-market Media Missions** (i.e. New York and Toronto in the Fall 2010) and other key markets to be identified with Agency to introduce key journalists to GMCVB representatives, setting up radio, print and television interviews and editorial meetings to generate positive articles and future media visits to Greater Miami and the Beaches. Agency to be responsible for: soliciting high-quality, consumer and trade media participants to ensure maximum media productivity; arranging radio, TV and print interviews for GMCVB staff and industry participants.
- Assist GMCVB with **solicitation of media for Miami familiarization tours** (GMCVB covers air, hotel, ground transportation and meals). Agency rep would whenever possible attend these tours to assist with media and expand product knowledge)
- Develop and support **national and regional promotions** (print and broadcast)
- Develop **customized news releases/tip sheets** and advise GMCVB on updating of press kit materials
- Develop and implement ideas for **event publicity** (in-market missions as well major Miami events that may be used as a news hook)
- Develop creative strategies for **cost-effective, out-of-the box PR stunts or PR opportunities on a national and regional scale**, leveraging creative sponsors/partnerships.
- **Demonstrate creative use of technology and social media** to implement PR programs.
- **Report of political/economical development** in the U.S. and Canada and news of the U.S. and Canadian tourism industries as requested.
- Develop and implement a **Crisis Communications PR plan** that supports the Miami brand.
- Provide a **24 hours/ 365 days per year availability service for issues and crisis management and crisis PR**. This includes advising GMCVB of potentially negative issues in the media and suggesting appropriate strategy, working with GMCVB on appropriate action to respond to the issue and media training session(s) as appropriate.
- **Media monitoring and clipping service** (paid for by GMCVB) on Agency generated stories.
- Develop and keep **current a list of media contacts in U.S. and Canada** consumer and trade media outlets. Said list will be made available to the GMCVB.
- **Maintain stock of media kits** with selected materials, GMCVB- and Agency-generated releases, fact sheets and photography for distribution to media for Agency pitching
- **Provide regular reports on all secured publicity**, including measurements such as circulation, viewership and advertising value.
- Agency should be prepared to **make at least one in-person presentation of program status** during the term of the contract to GMCVB's Marketing and/or PR Committee (if requested)

The GMCVB requires a public relations agency team with extensive experience in various domestic U.S. and Canadian media and markets. The Agency must have demonstrated results in strategic placement of positive, brand-supporting stories on destinations in television, magazines, newspapers, radio, and internet magazines that target the GMCVB targeted audiences. The Agency should be able to use all the tactics above to create communications that define the breadth and depth of the destination to the target audiences for the purpose of extending the length of stay or creating repeat visitation. The Agency should also have the ability and experience to develop creative PR campaigns or stunts for implementation on a national scale, as well as regional and in-state. The Agency should also have significant experience in destination issues management.

The Agency should be able to lead a comprehensive discussion on the “Brand Essence” of Greater Miami & the Beaches and its further development and promotion as it relates to positioning within a campaign. This would address established brands such as MIAMI, MIAMI BEACH, SOUTH BEACH, EVERGLADES as well as others that showcase our unique assets and competitive advantage.

The Agency should be able to suggest strategies to expand the impact of advertising/marketing campaigns, leveraging them for enhanced editorial/advertorial coverage. GMCVB requires Agency to explore possible joint PR programs with appropriate industry and corporate partners, helping GMCVB to identify new partners.

CONFLICT OF INTEREST

The Agency, if selected, must submit an agreement to not represent and/or terminate all conflict of interest accounts. The GMCVB will make a final decision if it is a conflict of interest. This may include, but not be limited to, a state, county, city, nation or region representing another sun/tourist destination during the term of the agreement. The GMCVB is to be advised of all new business solicitations by the Agency that could be perceived to constitute a conflict of interest. With regards to the matter of branch or subsidiary offices of an agency, it should be clear that all such offices are considered as part of the total corporate entity of the agency.

USE OF MATERIALS

All creative ideas and campaign elements produced by the selected Agency for the GMCVB during the contract period shall become the property of the GMCVB, as will all materials.

OTHER RELEVANT FACTORS

The agency should demonstrate a high inclination to use research (from GMCVB and other sources) in the development of strategic platforms for the basis of PR campaigns and have a strong methodology for measuring the effectiveness of PR programs and integrated marketing efforts. The agency should also demonstrate the ability to communicate professionally and effectively with the GMCVB and partners.

ACQUISITION OF GOODS AND SERVICES/OFFICE EXPENSES

Any goods and services or monthly expenses over \$500 acquired by the agency on behalf of the GMCVB, must receive staffs' advance approval. For major purchases, actual specifications used to obtain bids/quotes should be provided as well. Sole service purchases, or selection or recommendation of a vendor that is not the lowest bidder should be supported in writing as to the basis for such a recommendation. Also, repetitive purchase of the same goods or services may be supported by only periodic bidding.

STATE LICENSING REQUIREMENTS

All corporations seeking to do business with GMCVB shall, at the time of submitting a proposal, be on file with their respective State corporate licensing division as an active corporation in good standing in accordance with applicable Statutes. A statement shall be required indicating that the agency is a corporation or other legal entity. If subcontractors are used, a statement shall also be required, prior to entering into an agreement with that subcontractor, indicating that the subcontractor is registered with their State in accordance with applicable statutes and provide their corporate charter numbers.

QUESTIONS, REQUESTS FOR CHANGES AND CONCERNS

From the date this RFQ is issued until a determination is made, **no contact related to this RFQ will be allowed** between any Agency employee and any employee of GMCVB or the Agency Review Task Force with the exception of the RFQ Manager. Any contact with GMCVB may only be directed to the **RFQ Manager** in writing (via email) only. Any unauthorized contact may disqualify the respondent from further consideration. All questions must be submitted to the RFQ Manager in writing (via email). Questions will be answered on an individual basis (not shared with other parties unless it's a question asked by multiple parties). Consistency will be maintained in the answers provided to all agencies.

CONTRACT TERM

GMCVB seeks to contract with the selected agency effective Fall of 2010 and continuing through September 30, 2013, subject to an annual review of Agency's performance. The terms of the contract will be set forth in a definitive agreement to be signed by GMCVB and the selected Agency, which will contain usual and customary terms for transactions of this type, including standard representations, warranties and termination provisions; and any contract terms set forth in this RFQ will be merged into and superceded by the terms of such definitive agreement. Upon GMCVB's determination that the agency is performing in an exemplary fashion, GMCVB may negotiate an extension of the contract for a period not to exceed one (1) year. If an extension or renewal occurs, any changes in contract terms must be agreed upon by both parties at least 60 days prior to the beginning of the new contract or extension. The agreement may be terminated with or without cause by either party delivering (by certified or registered mail) written notice of such intention to the other party not less than sixty (60) days in advance of the specified termination date. This agreement shall automatically terminate upon the insolvency of Agency or Client's reasonable determination that Agency may not be able to pay its debts as they become due.

BUDGET

Please provide your Agency's proposed fee structure (i.e. minimum monthly retainer and monthly expense estimates) for managing a high-profile destination account requiring full service. This must be provided or RFQ will not be considered.

RFQ PROCESS

A PR Agency Screening Committee will review the RFQs and make recommendations on which firms to pursue with RFPs and presentations. GMCVB will notify selected Agencies with a Request for Proposal by September 29, 2010. Selected Agencies will be required to conduct comprehensive presentations in Miami October 18-10, 2010.

SPECIAL INSTRUCTIONS

All interested parties must return the RFQ Package by **5 p.m. on September 17, 2010**. Agencies should submit answers to the questions contained within the RFQ, as well as any additional materials they may wish to submit, to be received at the GMCVB offices. The replies should be as brief as possible. **The interested agency should submit 20 copies of their qualification package.** A PR Agency Screening Committee comprised of GMCVB staff and industry partners will then review these responses and other submitted materials for sufficiency and ability to perform in order to develop a list of finalists.

Please submit 20 copies of your qualifications to the following address:

**PR Agency RFQ Manager
Greater Miami Convention & Visitors Bureau
701 Brickell Avenue, Suite 2700
Miami, Florida 33131**

Please send questions to:

PRAgencyRFQ@GMCVB.com

STATEMENT OF QUALIFICATIONS

Responses submitted must contain, at a minimum, the following information. The evaluation of the proposals and presentation will consist of, but not be restricted to, these points. Please respond to each numbered section in order. The Agency should number the responses in the same sequence as below to make the review process easier.

1. CORPORATE BACKGROUND

Details on the corporation background and each known subcontractor, its size, and resources.

Date established.

The firm's Federal Employer's Identification Number (FEIN) or, for any individual, your Social Security Number (SSN).

Name(s) and Type of Ownership (public company, partnership, subsidiary, etc.).

Primary business.

Total number of full-time employees including ethnic/race/gender breakdown

Number of full-time employees in Miami (if applicable)

List and provide bios for the key individuals in the agency (not necessarily those that would work on this account).

Physical locations including addresses of all branches.

2. CORPORATE EXPERIENCE

Listing of major accounts including current tourism/leisure/hospitality accounts.

Details of corporate client experiences within the last three (3) years relevant to the services requested in this RFQ.

List any other relevant experience of the agency (including knowledge of the travel, tourism and meeting industry).

List experience in brand marketing and experience in developing and implementing PR programs regionally, nationally and in Canada.

All clients added and lost in the past five years.

3. FINANCIAL BACKGROUND

Financial statements for the applicable legal entity(ies) (prime bidder and known subcontractors) sufficient to demonstrate the capability to perform this contract shall be provided for each of the last three (3) years. These should include:

- Balance sheet
- Statement of income
- Statement of changes in financial position
- Notes to financial statements
- Auditor's reports

Financial information required:

1. Dun & Bradstreet Credit Reports
2. Most recent Annual Report

The agency must agree to permit complete audits of its records relating to the GMCVB's account by any authorized representative of the GMCVB at the CVB's discretion.

4. AGENCY BILLINGS

The total gross billing of the agency in each of the previous five (5) years.

The average billing of the agency accounts.

5. CREATIVE ABILITY

The agency shall submit examples of past publicity results and indicate the approach taken for the development of those examples. The work should show the breadth of capabilities for the Agency, including not only samples that highlight work for the leisure travel market, meetings/convention market, travel trade market, as well as niche markets such as Boutique Hotels, Gay & Lesbian Travel, Film/Fashion/Entertainment, Arts & Culture, Special Events, Cuisine, Family Travel, Heritage, and Nightlife would also be desired. Also may provide examples for creative for other industries and clients. Agency should include any demonstrated use of creative technology to implement PR programs.

6. STRATEGIC THINKING

In order to provide an insight into the strategic capabilities of your Agency, please provide one appropriate example for each of the following (this does not necessarily require creative, but samples are welcome):

- Domestic and Canadian Consumer Media Placements and Promotions
- Travel Trade/Meeting Industry Placements
- Issues Management Examples

- Please state what research affiliates or internal research resources the Agency has available
- Please state how the Agency approaches identifying the key target audiences for its clients and how it then determines the appropriate media to best communicate with those audiences
- Please share what the agency's experience is with web-based and social media PR
- State what experience the agency has with the development of creative or non-traditional strategic alliances/sponsorships (i.e. industries outside of the travel business) to implement PR programs. State what experience the agency has with measurement of PR results

- State what experience the agency has in developing strategic PR and issues management plans. (Examples may be shared and results may also be included)

7. MEDIA KNOWLEDGE

The Agency must indicate its overall experience in various media, demonstrating its solid media relationships and innovative abilities, particularly to negotiate and develop cooperative PR programs and non-traditional PR plans. Brand-supporting PR is particularly important.

8. RESOURCES

The agency must provide a full-time Account Supervisor to handle all day-to-day contact with GMCVB, with appropriate support and resources to handle a demanding and diverse destination account.

State any services the Agency would need to subcontract on GMCVB's behalf.

The Agency should detail the account team and include the number of experienced staff in all departments that will be working on this account. Experience and training relevant to this RFQ should be specific.

10. FEES

State all services that the Agency would be willing to perform as part of the retainer, and list any services that would not be included. State what routine expenses would need to be covered monthly by GMCVB (on average).

11. CONFLICT OF INTEREST

The agency must disclose any accounts that it currently services which may be perceived to be a conflict of interest (see Conflict of Interest section in Section A). The agency must submit an agreement to terminate all conflict of interest accounts, if selected. List any accounts the agency would perceive as a potential conflict.

12. REFERENCES

The agency shall furnish at least three (3) corporate references with the proposal. The references shall include the company name, contact person and their telephone number. The reference shall describe where services similar in magnitude and scope to that requested in this RFQ are currently provided and have been provided for at least six (6) months. Employees of GMCVB may not be used as corporate references. The GMCVB reserves the right to contact references or clients not listed in the RFQ.

All the categories above should be answered completely and the PR Agency Screening Committee will evaluate the responses from each section. Responses for the sections on Strategic Thinking, Resources and Fees will be given particular attention and weight.