

**FLORIDA TOURISM INDUSTRY MARKETING
CORPORATION
dba VISIT FLORIDA**

Canada Public Relations

INVITATION TO NEGOTIATE

April 15, 2011

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1.0 INTRODUCTION

1.1 Invitation to Negotiate (ITN) Objective and Project Goals

The Florida Tourism Industry Marketing Corporation, d.b.a. VISIT FLORIDA (referred throughout this competitive procurement as VISIT FLORIDA) is the issuer of this ITN.

The objective of this ITN is to competitively procure and establish a contract with a qualified respondent or respondents to provide Public Relations (PR) services for the Canada market.

The PR services provided would successfully carry out the VISIT FLORIDA's strategic public relations and communications plan and ultimately achieve the following goals:

1. Facilitate and increase annual travel by Canadian leisure visitors to Florida;
2. Build positive brand awareness of VISIT FLORIDA and Florida's tourism product;
3. Increase the average length of a stay;
4. Increase repeat visitation;
5. Increase the activity level of Canadian leisure visitors once here in Florida.

Measurement of VISIT FLORIDA's return on investment (ROI) on the five goals listed above is difficult. Therefore, in addition to the goals listed above, VISIT FLORIDA is seeking a Canada-based PR representation to assist in achieving the following benchmarks in alignment with VISIT FLORIDA's strategic plan through the integrated program described in this document:

1. Achieve 50,000,000 media impressions during the 2011/12 fiscal year through proactively pitching relevant and meaningful Florida tourism related stories to media in order to support targeted demographic markets.
2. Facilitate media relations through various marketing initiatives, including but not limited to, networking events, one-on-one appointments and media-related conferences.
3. Influence and increase percentage of media that recognize VISIT FLORIDA as the trusted source for newsworthy tourism-related stories. A minimum of 120 articles to be generated during the 2011/12 fiscal year.

4. Create opportunities for Partners to connect with key Canadian media through various marketing initiatives, including but not limited to, networking events, one-on-one appointments and media-related conferences.
5. Increase visitation year-over-year by Canadian leisure travelers through marketing initiatives by VISIT FLORIDA and the tourism industry.

1.2 VISIT FLORIDA Overview

VISIT FLORIDA is Florida's official source for travel planning for the Sunshine State. It is not a government agency, but the operating company of the Florida Commission on Tourism, which is a private/public partnership, made up of top state government officials and representatives of the Florida tourism industry. VISIT FLORIDA represents the umbrella brand: the Florida vacation and meeting experience.

VISIT FLORIDA markets to domestic and international consumers, works with travel journalists, and represents Florida at travel trade and consumer shows domestically and internationally. VISIT FLORIDA has many programs to help the Florida's numerous tourism and destination businesses market themselves more effectively and affordably.

2.0 PROPOSAL INSTRUCTIONS AND ADMINISTRATION

2.1 Overview

This document was created to provide all potential respondents with the information necessary to respond completely and accurately to VISIT FLORIDA's need for a professional and efficient PR agency.

This ITN represents the best effort of VISIT FLORIDA to document its requirements for this project. VISIT FLORIDA reserves the right to adjust the specifications or scope of effort stated in this ITN. In the event that any modifications are necessary, VISIT FLORIDA will notify all respondents remaining in consideration via a written addendum to this ITN. Respondents will be notified in writing of the results of the selection process.

2.2 Liability

The issuance of this document and the receipt of the information in response to this ITN will not in any way cause VISIT FLORIDA to incur liability or obligation to you, financial or otherwise. VISIT FLORIDA

assumes no obligation to reimburse or in any way compensate you for expenses incurred in connection with your response to this ITN.

2.3 Use and Disclosure

VISIT FLORIDA 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 respondent that should be considered highly confidential should be marked as such. If confidentiality is requested but cannot be afforded, the respondent will be notified and will be permitted to withdraw its proposal.

Client relationships that could be considered a conflict of interest must be listed including all clients in the travel or tourism industry. Such a list of potential conflicts does not disqualify a proposal; however, VISIT FLORIDA reserves the right to exclude a proposal from consideration at any point in the review or negotiation process should the conflict(s) of interest be deemed as unacceptable.

2.4 Protocol

Responses must be submitted no later than close of business on the date specified in the Timetable (Section 2.7 of this ITN). VISIT FLORIDA will return any ITN responses that are received after the deadline.

Submit your response in the format that is described in Section 3.0 of this ITN. The response should be submitted to:

Tracy Vaughan
Director, International Sales and Marketing
2540 W Executive Center Circle, Suite 200
Tallahassee, FL 32301
tvaughan@visitflorida.org
Subject Line: Canada Public Relations Agency

VISIT FLORIDA will notify each applicant that their response has been received via e-mail. Please be sure to include your e-mail address with your response. It is mandatory that all questions and requirements stated in this ITN are addressed completely.

2.5 Questions from Agencies

To ensure that all respondents have accurately and completely understood the service requirements, VISIT FLORIDA will accept written

questions up until Friday, April 29, 2011. If you have questions, you should submit them via email to tvaughan@visitflorida.org. Please include the ITN section reference, if appropriate, with your questions. Be sure to include the necessary contact information – Name, Company, Title, Telephone, Fax Number and E-mail address. The VISIT FLORIDA representative will attempt to answer all questions on or before close-of-business Monday, May 9, 2011. All respondents will receive a copy of all questions and answers via e-mail. If you do not have any questions, please email tvaughan@visitflorida.org with your intent to bid in order to confirm your company will receive the questions and answers proposed by other respondents.

2.6 Evaluation Criteria and Negotiation Process

VISIT FLORIDA is looking to make a “best-value” decision during this process. Although cost is a critical part, we consider the quality of service, professionalism, pro-active/creative thinking, and project management commitment to be extremely important factors in making our decision. Our requirements are business-driven, and our decision will be based on the perceived ability to fulfill these requirements.

After the initial evaluation, VISIT FLORIDA will contact a short list of respondents. The finalists may be asked to formally give their presentation via teleconference, or they may be asked to submit additional information and/or recommendations as amendments to their initial proposal. VISIT FLORIDA may request an onsite visit to our facility.

VISIT FLORIDA is under no obligation to reveal how a respondent’s proposal was assessed or to provide specific feedback information. Further, VISIT FLORIDA is not obligated to reveal specific information about its decision-making process.

2.7 Project Timetable

The following schedule provides you with key events and their associated completion dates.

ITN Activity	Completion Dates
ITN Issued	Friday, April 15, 2011
Questions due to VISIT FLORIDA from Vendors	Friday, April 29, 2011
VISIT FLORIDA Response to Questions Due	Monday, May 09, 2011
ITN Responses Due	Monday, May 16, 2011

Clarification questions from VISIT FLORIDA to Vendor	Friday, June 03, 2011
Answers to Clarification questions from Vendor	Wednesday, June 08, 2011
Presentations/Vendor Site Visits	Week of June 13, 2011
Vendor Selection Completed	Friday, June 24, 2011

3.0 PROPOSAL FORMAT

To ensure timely and fair consideration of your response, respondents are being asked to adhere to a specific response format, which is described in the following table. VISIT FLORIDA reserves the right to ask any clarification questions and request additional information.

No.	Proposal Section	Content/Deliverables
1.	Authorization Letter and Signature	Under the signature of an authorized company representative, provide the names of individuals authorized to represent and negotiate the company's products and services.
2.	Table of Contents	No explanation required.
3.	Agency Profile	Respond to questions presented in Sections 4.1 of this ITN.
4.	Customer References	Respond to Sections 4.2 and 4.3 of this ITN.
5.	Pricing	Respond to Section 6.0

4.0 AGENCY PROFILE AND REFERENCES

4.1 General Overview

- A. Describe the expertise of the personnel to be utilized for each aspect of this project. Include Bio/resume of account executive(s) responsible for this account.
- B. Indicate the number of years and nature of your experience on related projects.
- C. Indicate the number of years and nature of the company's experience and expertise in the Canada marketplace, the tourism industry and, if applicable, the Florida tourism industry.

- D. Describe specific knowledge of Florida tourism and familiarity with Florida travel destinations.
- E. Detail company location that will be used to support the VISIT FLORIDA account, number of years in business in Canada and the business nature of the location's operation.
- F. Specify current relationships with other destination marketing organizations in the State of Florida and outside the state domestically and internationally.
- G. Describe commitment and procedures in delivering flawless service to your clients.
- H. Describe your procedures during any given emergency that will enable you to carry on the business contained in this ITN on behalf of VISIT FLORIDA.
- I. List current and past clients and the industries they represent.
- J. Explain how social media is leveraged by your agency to implement campaigns or projects.
- K. Indicate awards and accolades the company has won for work that is pertinent to this relationship.
- L. Reviewed or audited financial statements for the past three years, and Dun & Bradstreet number.

4.2 Current Customer References

Please provide contact information for at least three existing clients that VISIT FLORIDA can contact for a reference. Wherever possible, include travel industry or destination marketing clients as references. For each reference, indicate the following:

- | | |
|--------------------------|--------------------------|
| * Contact Name and Title | * Contact Company Name |
| * Contact Phone Number | * Industry of Client |
| * Service Description | * Length of Relationship |

4.3 Recent Past Customer References

Please provide contact information for at least two former clients that VISIT FLORIDA can contact for a reference and provide a brief explanation regarding the end of the business relationship. For each, please indicate the following:

- | | |
|--------------------------|--------------------------|
| * Contact Name and Title | * Contact Company Name |
| * Contact Phone Number | * Industry of Client |
| * Service Description | * Length of Relationship |

5.0 AGENCY SERVICES

The primary function of the contractor is to handle media requests within Canada, requests from VISIT FLORIDA tourism industry partners, as well as proactively pitch stories for development by media outlets. This includes following up on day-to-day inquiries in a timely manner, providing professional public relations counsel and plans to VISIT FLORIDA on how to maximize results and exposure in the media and how to mitigate potential damage to the client's reputation in any crisis situation that may arise.

Throughout the year, the VISIT FLORIDA Canada office will assist journalists interested in visiting Florida to develop niche oriented/unique stories about the destination. They will proactively seek out high-profile media and also review requests throughout the year. Contractor will be responsible for coordinating in-kind familiarization/educational trips for journalists.

The VISIT FLORIDA Canada office will produce and distribute quarterly media updates with assistance from the Tallahassee office to key outlets to keep journalists up-to-date on Florida's latest tourism news and the Sunshine state in general. Bi-monthly news releases will be produced by the contractor for release to key outlets that focus specifically on Florida experiences tailored for Canadians. The Contractor will be expected to provide all reasonable public relations assistance as requested by VISIT FLORIDA.

5.1 Administrative Services Required

- Provide VISIT FLORIDA a Canada office and address, including telephone system, fax and all other necessary office equipment including a computer. Note: must be capable of showing 2010 PowerPoint presentations with integrated high definition video files and audio.
- Provide one full-time account director with public relations and communications expertise, and strong ties to Canadian travel trade and consumer media professionals. It is preferable that the contractor demonstrates existing knowledge of Florida's tourism product and assets as well as has existing working relationships with public relations professionals representing Florida product.
- Prepare for approval by VISIT FLORIDA an annual public relations and communications plan/budget to include general overhead costs and a

list of proposed programs to be undertaken with a detailed estimate of the cost for each proposed program.

- Compile a monthly report of all activities undertaken including program evaluations and recommendations for improvement/changes, market intelligence, competition, and feedback and advice on strategies to capitalize on any opportunities. Copies of news clips, as available should also be included.
- Submit a monthly invoice to VISIT FLORIDA for the representation fee and expenses, with supporting documentation. Submit a monthly report for any expenses incurred within that month that have not been billed to VISIT FLORIDA (accruals).
- Maintain database and develop contacts with key trade and consumer travel media that will increase positive exposure for VISIT FLORIDA. Send this information to VISIT FLORIDA on a quarterly basis.
- Crisis management, as required.
- Process telephone, e-mail and written media inquiries.
- Translation services, if needed.

5.2 Program Services Required

The VISIT FLORIDA Canada office will coordinate events in order to allow Florida tourism industry partners the opportunity to network with industry in country or through FAM opportunities. Other events/programs for Florida tourism industry partners as recommended and agreed upon by Contractor and VISIT FLORIDA.

Suggested programming:

- Individual media familiarization tours – coordinate airfare and itineraries for media to tour Florida for story development.
- Group media familiarization tour – coordinate and participate in group media familiarization tour including multi-county itinerary development, negotiate all travel for participants and follow-up.
- Media receptions – coordinate events in Toronto and Montreal hosting key travel trade and consumer journalists with support from Florida industry partners.
- Associations – participate in relevant local associations for networking and brand promotion.

Additional programs agency recommends should be identified to include descriptions and pricing information.

6.0 PRICING INFORMATION

VISIT FLORIDA requests each agency to provide detailed pricing for account management and fees. Pricing must be fully comprehensive, and complete. Additional information and backup detail should be included as appropriate with your proposal.

VISIT FLORIDA will reimburse Contractor for pre-approved prorated and direct expenses incurred in VISIT FLORIDA's behalf, such as:

- Authorized travel expenses of Contractor;
- Direct and prorated entertainment on behalf of VISIT FLORIDA where approved;
- Actual expenses of lodging, food, and transportation of any Contract personnel used in conjunction with programs
- Dedicated telephone lines;
- Association memberships

7.0 CONTRACT

The contract terms shall be defined by an annual written agreement with the option for annual renewal for two years, which shall be binding when fully executed by both parties. Any responses to the ITN will be incorporated by reference in each written agreement and will become an integrated part of the final contract. Agreements will be customized through negotiations, and VISIT FLORIDA's basic terms and conditions and business requirements will be embodied in this contract.

The desired relationship is one marked with a commitment to consistent quality service and continual improvement for the contract processes and services. Therefore, any final agreement will include specific service level and performance standards requirements.