

**Cultural Council of Palm Beach County
Request for Proposal
RFP 2015PR
2015 Request for Proposal Public Relations Firm**





SIGNATURE PAGE

One original signature page must be signed in ink by an individual authorized to legally bind the business submitting the proposal and included as page 1 with the original proposal and all copies.

NAME OF FIRM: _____

CONTACT NAME: _____ TITLE: _____

SIGNATURE: _____ DATE: _____

ADDRESS: _____

TELEPHONE: MAIN: () _____ CELL: () _____

EMAIL ADDRESS: () _____ FAX: () _____

CORPORATION organized under the state of: _____ ID NUMBER: _____

authorized to do business in Florida provided for in any resultant contract.

FIN of FEI Number: _____ if Company, Corporation or Partnership

Social Security Number: _____ if Individual

TIMELINE:

RFP Released:	July 2, 2015
CONE OF SILENCE STARTS:	July 6, 2015
Deadline for clarification response:	August 10, 2015
Proposal deadline:	August 31, 2015
Selection committee meeting:	Week of September 14, 2015
TDC executive director approval:	Week of September 14, 2015
Cultural Council Board of Directors approval:	Week of September 21, 2015
TDC Board of Directors approval of contract:	October 8, 2015
Contract start date:	

Note: This timeline may be altered at any time, at the discretion of the Cultural Council and/or the Selection Committee.

CONTACT: Marilyn Bauer, director of marketing and government affairs, at (561) 687-8727 or mbauer@palmbeachculture.com

Cultural Council of Palm Beach County
RFP2015PR

2015 Request for Public Relations Firm

<i>Table of Contents</i>	<i>Page Number</i>
Signature Page	2
A. Background and Mission	4
B. Purpose	5
C. Expectations	6
D. Terms and Conditions	6
1. Preparing a response	6
2. Rights reserved	7
3. Development costs	7
4. Materials ownership	7
5. Contract period	8
6. Termination clause	8
7. Working relationship	8
8. Rights to intellectual property/confidentiality	9
9. Public entity crimes	9
10. Change of ownership	9
E. Minimum Qualifications	9
F. Proposal Documents/Requirements	11
1. Authorized signed cover	11
2. Executive summary	11
3. Company philosophy	12
4. Creative conception	12
5. Scope of work and deliverables	12
a. Advanced strategic planning	12
b. Placement/earned media	12
c. Event marketing	13
d. Trade shows and industry events	13
e. Social media campaigns	13
f. FAM trips	13
g. Influencers	13
h. Metrics/research	13
i. Account stewardship	14
j. Miscellaneous	14
6. Conflict of interest	14
7. Contract manager/account team	14
8. Financial statements	14
9. Small Business Enterprise	15
10. Additional information	15

11. Amendments to the RFP	15
12. Rules, regulations and licensing	15
13. Exceptions to the RFP	15
14. Commencement of work	16
15. Insurance requirements	16
G. Proposal Procedures	16
1. Contact person	16
2. Clarifications	17
3. Proposal submission	17
4. Cone of silence	18
5. Contract	18
6. Evaluation process	18
7. Evaluation criteria	19
a. Experience/qualifications of professional personnel	19
b. Strength of the firm	19
c. Creativity	20
d. Strategy	20
e. Contract cost and fee	20
8. Award of contract	21
Exhibit A – Proposal Evaluation Sheet	23
Exhibit B – Small Business Enterprise	25

A. Background and Mission

The Cultural Council is the official support agency for arts and culture for Palm Beach County serving non-profit organizations, individual artists and arts districts. The Council promotes the county's cultural experiences through an integrated program of advertising, public relations and marketing activities to both visitors and residents. Each year, the Council administers more than \$3.5 million in grants, supports arts and cultural education, provides capacity building training and advocates for funding and arts-friendly policies. Located in the historic Robert M. Montgomery Jr. building in downtown Lake Worth, the Council mounts a series of group and solo exhibitions featuring Palm Beach County artists and provides other programming. For additional information, please visit palmbeachculture.com.

Our mission states that the Cultural Council of Palm Beach County, a not-for-profit donor-supported organization, enhances the quality of life and economic growth of the community by creating a cultural destination through support, education and promotion of arts and culture.

The Cultural Council is an agency contracted by the Tourist Development Council of Palm Beach County for the administration of grants funded by Tourist Development taxes and execution of a destination marketing plan for the cultural tourist.

B. Purpose

The Tourism Development Council (TDC) contracts with the Cultural Council of Palm Beach County to create a viable cultural tourism program targeting affluent, well-educated travelers (baby boomers) for the Northeast, Florida drive market and beyond. This fully integrated marketing program depends on advertising, public relations, event marketing and promotion for its success. The Cultural Council's goals are ambitious: to be one of a handful of premier U.S. tourism destinations based on the attractiveness of its arts and culture.

Cultural tourism is a niche industry that is defined as travel directed toward experiencing the traditional and contemporary culture, arts and special character of a destination. This includes the performing, visual and literary arts, museums, science/nature/history-based sites, heritage, crafts, architecture, design and film.

The effectiveness of the cultural tourism program is measured through bed nights generated and other metrics including earned media impressions, earned media value, paid advertising impressions, website visits, leads and conversions, social media engagement, visits to the Cultural Council's Visitors Information Center, and economic factors such as increased spending and increased attendance at cultural organizations.

The success of this program depends on the awareness by cultural tourists (affluent, well-educated, luxury travelers) of the abundance, sophistication and variety of art and culture in Palm Beach County – and a willingness to act on this knowledge.

Therefore the Council is seeking a full-service public relations agency with capabilities that include strategic planning, established national press contacts in all media, proven track record of placement, story idea generation, special events production, social media campaigns, trade shows, FAM trips, press conferences, creation of media materials including video production and ability to write articles for crowd-sourcing and community journalism sites.

Results are reported to the TDC on a monthly basis.

C. Expectations

The Cultural Council has done an excellent job building relationships with local media and, in the last year, has enjoyed record levels of media placement and other attention. The Council has received Bernays awards and Stevie awards for public relations events produced by the current staff.

With additional funding and influence, the Council requires assistance in national media placement in target markets (New York, Boston, etc.), organization of large events in those markets, connection to influencers in the travel and cultural industries and in execution of added value promotions tied to advertising campaigns. In addition, the successful proposer will have the ability to create metrics to track the success of these programs and provide insightful recommendations to the Council and other participating cultural organizations.

D. Terms and Conditions

1. Preparing a response

This RFP contains instructions governing the proposals to be submitted and a description of the mandatory requirements. To be eligible for consideration, a proposer must meet all mandatory requirements. Compliance with the intent of all requirements will be solely determined by the Cultural Council Selection Committee. Responses that do not meet the full intent of all requirements listed in this RFP may be subjected to point reductions during the evaluation process, or may be deemed non-responsive.

2. Rights reserved

While the Cultural Council has every intention to award a contract as a result of this RFP, issuance of the RFP, evaluation of the proposals and even the selection of a successful proposer by the Selection Committee in no way constitutes a commitment by the Cultural Council to award a contract. The Cultural Council, in its sole and absolute discretion, and for any reason or no reason, reserves the right to:

- a.** Postpone, cancel or terminate this RFP at any time
- b.** Re-advertise this RFP
- c.** Reject any or all proposals, or parts of any and all proposals, received in response to this document
- d.** Waive any undesirable, inconsequential or inconsistent provisions of this document, which would not have significant impact on any proposal
- e.** Waive any minor irregularities in this RFP or any proposals received in response to this RFP

- f. Not award any contract, or, if awarded, terminate any contract

3. Development costs

Neither the Cultural Council nor Palm Beach County, Florida shall be liable for any expenses incurred in connection with work performed, travel or any and all other expenses incurred in the preparation or submission of a proposal or other participation in this proposal process. All expenses incurred with the preparation and submission of proposals to the Cultural Council or any work performed in connection therewith, shall be the responsibility of the proposer.

4. Materials ownership

All materials submitted in response to this RFP become the property of the Cultural Council. All drawings, maps, sketches, programs, databases, reports, plans, strategies, marks, logos, ad language, pictures and other data developed or acquired pursuant to any proposal submitted in response to this RFP or provided during a presentation by a proposer or under a contract entered into between the Cultural Council and successful proposer, or at the Cultural Council's expense, shall be and remain the Cultural Council's property and may be reproduced, copied, published, distributed and reused at the discretion of the Cultural Council, TDC or county.

5. Contract period

A contract will be issued by the Cultural Council for an initial term ending September 30, 2016, with the option to be renewed up to two (2) two-year terms upon mutual agreement of the parties, based on the agreed Terms & Conditions as identified in the approved contract. No contract will extend beyond the expiration or earlier termination of the contract between the Cultural Council and Palm Beach County. Any renewals will be subject to appropriation of funds and renewal of the Cultural Council/County Contract by the Board of County Commissioners (BCC). Upon confirmation of the Cultural Council /County Contract renewal, no RFP will be required for additional terms. Notwithstanding the foregoing, no contract shall extend beyond the expiration or earlier termination of the Cultural Council/County Contract.

6. Termination clause

The contract may be terminated in its entirety without cause by either party by giving a 60-day written notice. Unless the successful proposer is in breach of the contract, the successful proposer shall be paid for services rendered to the Cultural Council's satisfaction through the date of termination.

7. Working relationship

It is important to note that due to circumstances beyond the Cultural Council's control, the need may arise for immediate action or response from the contracted agency. The successful proposer is expected to understand the media role of the Cultural Council, the cultural industry and have the ability to provide a high level of quality response and service no matter what timelines or deadlines are imposed.

8. Rights to intellectual property/confidentiality

The proposer shall not acquire any interest in or rights to the name "Cultural Council of Palm Beach County" or the name "Palm Beach County," or in any of the materials provided by or created for the County. Proposers are hereby notified that all information submitted as part of, or in support of, proposals will be available for public inspection after opening of proposals, in compliance with Chapters 119 and 286, Florida Statutes, popularly known as the "Public Records Law" and the "Government in the Sunshine Law" respectively.

9. Public entity crimes

As provided in Section 287.132-133, Florida Statutes, by entering into a contract or performing any work in furtherance hereof, the proposer certifies that it, its affiliates, suppliers, subcontractors and consultants who will perform work hereunder, have not been placed on the convicted vendor list maintained by the State of Florida Department of Management Services within the thirty six (36) months immediately preceding the date hereof. This notice is required by F.S. 287.133(3)(a).

10. Change of ownership

Should any of the following occur: merger, changes in ownership, receivership, bankruptcy, etc., it will be the obligation of the proposer to notify the Cultural Council of such changes and the Cultural Council may, in its sole and absolute discretion, elect to immediately discontinue negotiations with said proposer.

E. Minimum Qualifications

The Cultural Council requests that firms submit a proposal that expresses their interest and ability to successfully perform the requested scope of work (as previously stated). Up to three finalists chosen by the selection committee will be asked to provide in-person presentations. All individuals who would be assigned to the account will be required to attend.

Public relations agencies submitting notice of intent to bid will be sent a non-disclosure agreement to sign, and once returned they will be provided with additional brand positioning information to assist with the development of the proposal.

The Cultural Council is seeking a public relations agency to secure national coverage in travel, lifestyle, arts and culture, business and other areas in print, online, broadcast and social media. Strategic planning and story pitching is also required. The agency will be responsible for producing high profile events in target markets such as New York and Boston and develop metrics to measure the success of all efforts, events and initiatives. All efforts will be focused on positioning Palm Beach County as "Florida's Cultural Capital – the premier destination for sophisticated arts and culture" and on increasing visitation to the county.

Specifically, the successful proposer must:

- Have 10 years' experience in national public relations with current contacts and event marketing experience
- Demonstrate strategic planning and target marketing
- Have the ability to add public relations expertise into a fully integrated cultural tourism marketing plan
- Be able to mine the Cultural Council and its members for stories and tie those stories into relevant "news of the day"
- Be able to connect the Cultural Council with influencers in tourism/travel and the arts
- Possess experience in promoting the arts and in destination marketing
- Be able to present at least three client case studies demonstrating strong experience in strategy, pitching, placement and producing brand enhancing events

- Demonstrate the vision and creativity to put forth and implement innovative plans within budgetary guidelines
- Ability to promote the Council's advocacy work on the state and national level for arts-friendly legislation and funding
- Be able to create KPIs and metrics to measure results of all efforts and campaigns and report these to the Council on a monthly basis
- Have proven experience in working with ethnic and multicultural markets
- Be authorized to do business within the State of Florida as evidenced by proof from the Florida Department of State, Division of Corporations
- Hold the appropriate insurance coverage

F. Proposal Documents/Requirements

The proposal should contain the following components:

1. Authorized signed cover

Proposals should contain a completed signature page, and should be signed by a person authorized to bind proposer to the terms of the proposal.

2. Executive summary

An introduction of the proposer's organization, including a brief history, location of the office where work will be performed, certification/ documentation of satisfaction of minimum qualifications, contact person for contract negotiations, as well as any other information that will assist in the selection process including:

- Bio/CV/Résumé, including recent applicable work
- Examples of similar work in arts, tourism and luxury goods
- References from leaders of similar projects
- List of current clients

3. Company philosophy

Provide your company's philosophy on public relations and obtaining media attention, placement and creating a relationship where the Council is the go-to expert for arts and tourism commentary on various stories.

4. Creative conception

Create, in concept, two public relations campaigns that rely on strategic planning, national deployment in various sectors and a related event.

5. Scope of work and deliverables

Following these guidelines, propose how your team would accomplish the work products and services.

a. Advanced strategic planning

Develop recommendations for a public relations plan/pitch plan that takes into consideration approved markets in the Northeast and Florida drive market and the greater goals of the Cultural Council. This includes detailed story pitches for various segments over the course of the FY 2016. Strategies and pitches should support the more than \$1 million in advertising dollars deployed and be seasonal in focus. In addition, all public relations efforts should strive to position the Council as a leader in arts agencies, as well as tourism across the nation.

b. Placement/Earned media

Placement in travel, art, lifestyle and other publications (including print, online, broadcast, social media) that not only supports the Council's marketing objectives, but shows a marked increase over the previous year.

c. Event marketing

We are producing three events – two in NYC and one in Boston – in conjunction with an advertising schedule in the WSJ, NY Times and Boston Globe. Each of these events is part of a negotiated, added value package. The goal of these events is to garner press, and secondarily to bring awareness to the sophistication and variety of arts and culture in Palm Beach County.

d. Trade shows and industry events

Advise and assist in the Council's participation in major events in tourism and the arts. This includes strategic planning of high-profile activities that will not only garner press but elevate the Council's standing in the tourism and arts industries.

e. Social media campaigns

Aimed at the press – or a specific market the press is interested in covering – and consisting of contests, and other interactive programs.

f. FAM trips

Create a program where certain journalists are targeted for a FAM trip to cover cultural tourism. This should be a small, but selective group. Interfacing with the destination marketing organization here (Discover the Palm Beaches) and coordinating the cultural component to other planned trips.

g. Influencers

Connect the Cultural Council with influencers (bloggers, etc.) in the tourism and arts sectors. And conversely, work with Council experts to place them in speaking engagements and identify other opportunities for them to comment on the arts and tourism.

h. Metrics/research

The Council currently uses Cision to not only measure coverage, but to create lists. Other KPIs must be created and reported to the TDC (on a monthly basis) that shows success and increased activity over time.

i. Account stewardship

The agency will be required to attend a monthly meeting to discuss current projects and brainstorm new initiatives. In addition, there will be a quarterly strategic meeting to review placements, influence and other performance objectives and any gaps that exist between strategy and output.

j. Miscellaneous

The agency will traffic all projects including press placement, identification and securing of promotional partners, media requests, etc., and provide a written weekly summary of work status.

6. Conflict of interest

Each proposer shall disclose any and all business affiliations, or any other associations that could potentially be considered a conflict of interest, with any member of the Board of Directors of the Cultural Council. A current Board of Directors list is located on the Cultural Council's website.

7. Contract manager/account team

Provide the name and résumés of the persons who will work on the account including the administrator of the contract, the account manager and team, event team and strategic planning team, as well as principals, key staff and other employees who will be directly and indirectly involved in performing the work. The proposer should also provide a description of the role of each staff member who will be responsible for handling and monitoring the contract.

8. Financial statements

Statements may be requested by the Cultural Council at its discretion. The Cultural Council reserves the right to request additional information to be used for evaluating responses received from any or all proposers. Further, the Cultural Council retains the right to disqualify from further consideration any proposer who fails to demonstrate sufficient financial stability to perform the pending contract.

9. Small Business Enterprise

Refer to Exhibit A (below) for all information related to Small Business Enterprise Policies, procedures, and related schedules.

10. Additional information

Any information considered by the proposer to be pertinent to this project or relevant to the proposer's ability to service this account and which has not been specifically solicited in any of the aforementioned sections, may be placed in a separate appendix section. Proposers are cautioned, however, that this does not constitute an invitation to submit large amounts of extraneous materials. Appendices should be relevant and brief.

11. Amendments to the RFP

It is the proposer's responsibility to assure receipt of all amendments. The proposer shall verify with the designated contact person (See Section H.1) prior to submitting a proposal, the number of amendments that have been received. Each amendment to the RFP shall be signed by an authorized person and shall be submitted with the proposal or the proposal shall be deemed non-responsive

12. Rules, regulations and licensing

The proposer shall comply with all laws, ordinances and regulations applicable to the services contemplated herein, to include those applicable to conflict of interest and collusion. Proposers are presumed to be familiar with all federal, state and local laws, ordinances, codes and regulations that may in any way affect the services offered, to include Executive Order No. 11246 entitled "Equal Employment Opportunity" as amended by Executive Order No. 11375, and as supplemented by the Department of Labor Regulations (41 CFR, Part 60).

13. Exceptions to the RFP

All exceptions taken must be specific, and the proposer must indicate clearly what alternative is being offered to allow the Cultural Council a meaningful opportunity to evaluate the proposal. Proposers are cautioned that submitting an alternative proposal does not relieve the proposer from submitting the minimum requirements as stated in Section E. The Cultural Council is under NO obligation to accept any proposed exceptions or alternatives.

14. Commencement of work

This RFP does not, by itself, obligate the Cultural Council. The Cultural Council's obligation will commence when the contract is approved by the Board of County Commissioners or their designee and upon written notice to the proposer. The Cultural Council may set a different starting date for the contract or propose terms, provisions and conditions different than what is contained in this RFP or in the successful proposer's proposal. The Cultural Council will not be responsible for any work done by the proposer, even work done in good faith, if it occurs prior to the contract start date set by the Cultural Council.

15. Insurance Requirements

The successful proposer shall, on a primary basis and at its sole expense, maintain in full force and effect, at all times during the life of this Contract, insurance coverages and limits (including endorsements) as required by the Cultural Council. Failure to maintain the required insurance shall be considered

default of this contract. The requirements contained herein, as well as the County's review or acceptance of insurance maintained by the successful proposer, are not intended to and shall not in any manner limit or qualify the liabilities and obligations assumed by the successful proposer under the Contract.

G. Proposal Procedures

1. Contact person

The proposer's contact at the Cultural Council for this RFP is Marilyn Bauer, director of marketing and government affairs. She can be reached at (561) 687-8727 or mbauer@palmbeachculture.com.

2. Clarifications

Proposers requesting clarification or interpretation of any section or sections contained in this RFP shall make a written request via email to Marilyn Bauer at mbauer@palmbeachculture.com by the question clarifications deadline on page 2. Written responses will be shared with all proposers via email by the clarification response date on page 2.

3. Proposal submission

One (1) unbound original and nine (9) copies of the complete proposal must be received by the Proposal Deadline date on Page 2. The original and all copies must be submitted in a sealed envelope or container. The envelope or container should be addressed to the Cultural Council as follows:

Marilyn Bauer, director of marketing and government affairs
RFP2015
Cultural Council of Palm Beach County
601 Lake Avenue
Lake Worth, FL 33460

Hand-carried proposals may be delivered to the above address ONLY between the hours of 9:00AM and 5:00PM, Monday through Friday, excluding holidays. It shall be the proposer's sole risk to assure delivery at the Cultural Council at the designated office at the designated time. The submission of a signed proposal by a proposer will be considered by the Cultural Council as constituting a legal offer by the proposer to perform the required services at the proposed price identified therein. Proposer may submit a modified proposal to replace all or any portion of a previously submitted proposal until the Deadline for receipt of proposals. The

Cultural Council will only consider the latest proposal submitted. Failure to submit a complete and responsive proposal shall result in automatic rejection of the proposal. Proposals and/or modifications to proposals received after the Deadline for receipt of proposals specified in the RFP timeline (Page 2) are late and shall not be considered.

4. Cone of silence

Proposers are advised that from the date of release of this RFP until award of the contract, NO contact with Cultural Council or TDC board members, staff and/or designated Selection Committee members concerning this RFP is permitted, except the contact person designated herein and referenced in Section G. Any unauthorized contact may disqualify the proposer from further consideration in the sole and absolute discretion of Cultural Council.

5. Contract

The selected proposer will be recommended to the Cultural Council's Board of Directors and the Tourist Development Council (TDC) Board of Directors for engagement via a contract for performance of the services utilized in Scope of Work. Upon approval by such entity, the selected proposer will be engaged via a contract conforming to the terms of the Cultural Council contract.

6. Evaluation process

- a.** Proposals are read and scored by the Cultural Council RFP Review Committee. Then passed to the RFP Selection Committee.
- b.** The RFP Selection Committee is made up of the following personnel:
 - i.** Cultural Council president
 - ii.** Cultural Council marketing director
 - iii.** Tourist Development Council executive director
 - iv.** County administrator or their designee
 - v.** TDC board member
 - vi.** Two (2) cultural executives with a focus in marketing

Proposers in response to this RFP may be required to give an oral presentation of their proposal to the selection committee. This provides an opportunity for the proposers to clarify or elaborate on the proposal but in no way change the

original proposal. This is a fact finding session only and does not include negotiation. Oral presentations are an option of the Cultural Council and may or may not be conducted. The selection committee will score the proposers according to the established evaluation criteria and will recommend that the proposer with the highest score be approved by the Cultural Council's Board of Directors, the Tourist Development Council's Board of Directors and final contract approval by the Board of County Commissioners.

7. Evaluation criteria

Proposals will be evaluated according to numerical scores with respect to Proposal Evaluation Sheet, Exhibit A (below).

a. Experience/qualifications of professional personnel

The proposal will be evaluated based on the strength of the proposer including the experience and qualifications of managerial and professional personnel assigned to the project (the duties of each individual will be stated by the proposer). This evaluation will include, but not be limited to:

- i.** Demonstrated ability to provide the specific services to the specifications set forth in the scope of services
- ii.** Years of experience of firm and personnel and number and quality of previous and present tourism and arts clients
- iii.** Record of increasing press coverage (earned media value) and influence of current clients
- iv.** Relationships with national media outlets in travel and arts
- v.** Recommendations from previous and present tourism and arts clients regarding the quality of work performed on their behalf.

b. Strength of firm

The proposal will be evaluated based on the strength of the proposer firm including organizational depth, arrangements for facilities and

support staff, and financial stability. The Cultural Council may make such reasonable investigations as deemed proper and necessary to determine the ability of the proposer to perform the services and the proposer shall furnish the Cultural Council all such information and data for this purpose as may be requested. The Cultural Council reserves the right to inspect the proposer's physical facilities prior to award to satisfy questions regarding the proposer's capabilities.

c. Creativity

The Cultural Council values creativity and the proposal will be evaluated on the intelligent originality of approaches and themes. This will include:

- i. Inventive story ideas that reach across platforms and subject matter
- ii. Well written releases and supplied story content
- iii. Understanding of and the ability to synergistically integrate public relations into a full marketing plan
- iv. Original event ideas

d. Strategy

Strategic thinking is at the core of a fully integrated marketing plan that takes into consideration advertising, public relations, social media, events and promotions. The proposer will be scored on the thinking behind placement, event ideas and other promotions as it relates to the bigger picture and goals of the Cultural Council

e. Contract cost and fee

The Cultural Council is seeking a proposal that offers significant value and maximum impact. While competitive pricing will be a factor in scoring, it may not be the determining factor. The proposed contract cost and any fee structure must be reasonable and appropriate with an approach to compensation that is balanced and structured to maximize investment.

The maximum budget for this project is \$50,000 for the first year. This includes press placement across all platforms and supplied content, event production, promotions, video content and other.

The finalist presentations to the selection committee will provide an opportunity for the proposers to clarify or elaborate on the proposal but in no way change the original proposal. This is a fact finding session only and does not include negotiation. Therefore, the proposal must be complete prior to presentation.

8. Award of contract

The award, if any, will be made to the proposer whose proposal is considered to be the most advantageous to the Cultural Council in the best interest of the county's tourism promotion and development program based on the review team and selection committee's opinion after review of every responsive proposal including, but not limited to, price.

Furthermore, the recommendation of the selection committee may be rejected by the Cultural Council Board, the TDC Board, and/or the Board of County Commissioners. The Cultural Council reserves the right, at its sole discretion, not to make an award and to rebid this RFP in part or in its entirety regardless of circumstance. The Cultural Council also reserves the right to reject the proposal from any contractor who has previously failed in proper performance of an award or to deliver on-time services under contracts of a similar nature or who is not in a position to perform properly under this award.

The apparent successful proposer will be notified of the recommendation for award. A contract must be negotiated, completed and executed by the successful proposer and the Cultural Council for approval by the Board of County Commissioners before it becomes valid and effective. If this condition is not met in a timely manner through no fault of the Cultural Council, the Cultural Council, at its sole discretion, may elect to cancel the recommended award to that proposer and make the award recommendation to the next most advantageous proposer. This process may continue until such time as the Cultural Council has finalized a contract or determined to cancel the procurement in its entirety.

The award document will be a contract incorporating by reference the terms and conditions of the solicitation and the Contractor's proposal as negotiated.

Exhibit A



PROPOSAL EVALUATION SHEET
RFP2015PR
Public Relations Firm

Proposer's Name: _____

RATING CRITERIA	SCORE RANGE	SCORE AWARDED
<p>Experience and qualifications of professional personnel The proposal will be evaluated based on the strength of the proposer including the experience and qualifications of managerial and professional personnel assigned to the project.</p>	20	
<p>Strength of the proposer firm The proposal will be evaluated based on the strength of the proposer firm including organizational depth, arrangements for facilities and support staff, and financial stability.</p>	20	
<p>Creativity The proposal will be evaluated on the intelligent originality of approaches and themes.</p>	20	
<p>Strategy The proposal will be scored on the thinking behind placement, event ideas and other promotions as it relates to the bigger picture and goals of the Cultural Council. An understanding of the Council, its work and performance objectives will be demonstrated.</p>	20	
<p>Total Contract Price The proposal offers significant value and maximum impact. The proposed contract cost and any fee structure is reasonable and appropriate with an approach to compensation that is balanced and structured to maximize investment. Proposal will be evaluated based on a comparison of the total prices presented by all other proposing firms.</p>	10	
<p>Participation by Small Business Enterprise (SBE):* Proposer's status as a Palm Beach County certified SBE or extent of SBE participation.</p>	5	
<p>Local Business Preference:* Proposer has a permanent place of business in Palm Beach County.</p>	5	
<p>Total Points</p>	100	

Comments:

Evaluator' Signature: _____

Date: _____

Exhibit B

Small Business Enterprise

1. Policy - It is the policy of the Board of County Commissioners of Palm Beach County, Florida, that SBE(s) have the maximum practical opportunity to participate in the competitive process of supplying goods, services and construction to the County. To that end, the Board of County Commissioners adopted a Small Business Ordinance which is codified in Sections 2-80.21 through 2-80.34 (as amended) of the Palm Beach County Code, which sets forth the County's requirements for the SBE program, and is incorporated in this RFP. Compliance with the requirements contained in this section shall result in a proposer being deemed responsive to SBE requirements. The provisions

of the Code are applicable to this solicitation, and shall have precedence over the provisions of this solicitation in the event of a conflict. Although preferences will not be extended to certify M/WBEs, unless otherwise provided by law, businesses eligible for certification as an M/WBE are encouraged to maintain their certification in order to assist in the tracking of M/WBE availability and awards of contracts to M/WBEs. This information is vital to determining whether race and gender neutral programs assist M/WBE firms or whether race and gender preferences are necessary in order to address any continued discrimination in the market.

2. SBE Goals - The County has established a minimum goal of 15% SBE participation for all County solicitations, inclusive of all alternates and change orders. This goal is a minimum, and no rounding will be accepted. It will be the responsibility of the firm submitting a proposal to furnish all the necessary information to the Council in order to receive points for SBE participation. Points will not be cumulative. Points shall be assigned based on the level of SBE participation as outlined below:

Table 1 -SBE Point System

NOTE: Final SBE points will be contingent upon a percentage of the total evaluation. Upon initiation of the RFP solicitation process, all potential and interested professional service firms or consultants shall be required to list all SBE and M/WBE sub-consultants' selected portion of work to be performed, and dollar amount or percentage for each.

	Scenario	Points
A	Proposer is a Palm Beach County certified SBE who will be providing 51% of the work with their own workforce.	5-10 points
B	Proposer has submitted proper documentation verifying that the County's Professional Services Goal of 15% has been met, utilizing Palm Beach County certified SBE subcontractors. One-half point will be awarded for each increment of five (5) percent by which said amount exceeds the established goal.	5-8 points (or 5%-8% if total evaluation points exceed 100)