

BOARD OF COUNTY COMMISSIONERS,
WALTON COUNTY, FLORIDA
*REQUEST FOR PROPOSAL
FOR
ADVERTISING SERVICES*

RFP NO: 020-027

The Walton County Tourist Development Council, (TDC), a division of Walton County is seeking proposals and submissions from firms for the purpose of providing advertising services.

RFP closes July 27, 2020, no later than 10:00AM (local time) and will open immediately thereafter.

LATE SUBMITTALS RECEIVED AFTER THE FOREMENTIONED DEADLINE DATE, EITHER BY MAIL, OR OTHERWISE, WILL NOT BE CONSIDERED AND RETURNED UNOPENED. THE TIME OF RECEIPT WILL BE DETERMINED BY THE TIME RECEIVED IN THE PURCHASING AGENT'S OFFICE. IT IS THE SOLE RESPONSIBILITY OF THE FIRM FOR ASSURING THAT THE RFP IS RECEIVED IN THE PURCHASING OFFICE BY THE DESIGNATED DATE AND TIME. NO FAXED, ELECTRONIC OR ORAL RFP WILL BE ACCEPTED.

OUR AREA IS NOT A GUARANTEED OVERNIGHT FED EX DELIVERY DROP OFF LOCATION. OUR OFFICE IS CLOSED ON ALL FRIDAYS AND WILL BE CLOSED ON JULY 2, 2020 IN OBSERVANCE OF INDEPENDENCE DAY. IT IS THE SOLE RESPONSIBILITY OF THE VENDOR TO ENSURE SUBMITTALS ARE RECEIVED IN THE PURCHASING OFFICE ON DATE AND TIME SPECIFIED.

To be considered, Firm/Team must submit one (1) paper original and one (1) digital copy of their proposal on a USB thumb drive in a sealed envelope or package, clearly marked with the Firm/Team's name and address, and the words " Advertising Services " addressed to:

Office of Central
Purchasing 176
Montgomery Circle
DeFuniak Springs, Florida
32435

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SECTION I - INTRODUCTION:

The purpose and intent of this Request for Proposal is to enter into an annual Agreement with a qualified full service advertising company that can furnish counsel, produce market strategies and deploy multifaceted campaigns in support of the TDC tourism mission.

1.1 Background:

The South Walton Tourist Development Council (TDC) is a division of Walton County. The TDC derives its funding from a Local Option Tourist Development Tax (Florida Statute 125.0104). The TDC's mission is carefully aligned to State Statute 125.0101 spending guidelines, and the TDC formats a strategic plan according to three primary goals: *Strengthen the Position of Visit South Walton Brand* (Marketing); *maintain the Beaches as the Primary Attraction* (Beach Management); and, *Take a Leadership Role in Addressing Issues that Affect Tourism* (Leadership/Administration).

The destination is an upscale area of northwest Florida. The 26-mile coastline along the Gulf of Mexico is comprised of sugar-white beaches and 16 unique beach neighborhoods. The Florida communities included in this scenic setting are: Seascapes, Miramar, Sandestin, Dune Allen, Gulf Place, Santa Rosa Beach, Blue Mountain, Grayton Beach, Watercolor, Seaside, Seagrove, Watersound, Alys Beach, Seacrest, Rosemary Beach, and Inlet Beach.

More than 40 percent of South Walton is preserved through four state parks and the Point Washington State Forest. The area is also home to the largest concentration of rare Coastal dune lakes in the world. Hiking, biking, kayaking, paddle boarding, and fishing are popular pastimes. Visitors to the area enjoy world-class accommodations, challenging golf, eclectic shops, trendy art galleries, live music, and award-winning dining.

South Walton's Brand Promise:

South Walton provides visitors with a relaxing escape: an upscale yet casual, place to unwind and rejuvenate. Charm and scenic beauty define our stretch of Northwest Florida's Gulf coast, and our white sand beaches and turquoise waters offer a natural setting where visitors feel comfortable. We deliver an unforgettable experience, filled with lasting memories.

For more information on South Walton, visit our website: www.visitsouthwalton.com

1.1.1 Market Focus:

The market is primarily within a 500 mile drive-market destination which now has also been further served for 6 years by the Northwest Florida Beaches International Airport in neighboring Bay County. Air service has impacted arrivals and seasonality in South Walton. South Walton has experienced significant growth of its tourism economy with a majority going to the shoulder seasons of fall and winter.

The TDC's guiding principles include a detailed vision for the destination and performance indicators that are tracked on a regular basis and a commitment to research, using data to make decisions and develop strategies.

The target market for South Walton is predominantly upscale households with an average annual household income of \$175K, aged 35-64, with over 65% of that age group having a net worth exceeding \$1M. Efforts will relate to households in these demographic groups who currently live outside the tri-county region centered around Walton County in Florida.

Strategies and plans should promote South Walton as a premier tourist destination within its target markets, nationally including but not limited to Atlanta, Houston, Dallas/Ft. Worth, Mobile and Gulf Coast, Nashville, Montgomery, Jackson, Birmingham, New Orleans, and Memphis. Emerging markets also shall receive attention including Chicago, St Louis, Baltimore/D.C., and New York. (See Attachment B). Priority should also be given to improving overall brand awareness, cultivating exceptional brand value during all seasons, and increasing non-peak visitation.

SECTION 2 – SCOPE OF WORK

2.1 Services Required:

The awarded proposer will execute a successful strategic plan including media campaigns for regional and national appeal which attract visitors to Visit South Walton, Florida with emphasis on increasing overall brand value and non-peak season visitation. The awarded proposer will provide creative services, media planning, and buying, as well as digital platform functions and strategies. The selected company shall be the principal advisor and provider to the TDC for marketing/advertising the destination and applicable county owned facilities, to a variety of target audiences including leisure travel consumers (primary, secondary and emerging market), meeting planners, travel agents, local industry partners, local business leaders & community residents, regional/state partners and various other selected groups that can help accomplish the mission of the TDC.

Account service will need to be provided to a variety of TDC departments, facility staff, and contracted service vendors, as applicable, and include but not be limited to

Marketing, Communications, Group Sales, and Administration. The company will be expected to efficiently interface with other TDC vendors under contract such as research firms or public relations agencies.

The selected company must provide exceptional service in the following areas, to accomplish the TDC's current scope of services. (See Attachment A). All applicants are asked to provide a detailed outline including strategies and tactics as to how the scope of services will be accomplished.

- Overall Service
- Brand Strategy and Account Management
- Media Planning and Buying
- Co-op Management and Maintenance
- Creative Development and Production
- Content Development and Content Marketing
- Digital Platform Management
- Brand Activation
- Reporting and Analytics
- Other

2.2 Requirements:

The TDC requires the selected advertising team to have extensive experience in facilitating media in various markets. The company must have expertise in cooperative advertising programs, branding campaigns, television, magazine, newspaper, radio, direct mail, outdoor, digitals, OOH, display, and other forms of specialty deployments designed to target audiences of the TDC.

All media contracts issued by the company as agency of record, on behalf of TDC (or Agent of), will be governed by the doctrine of sequential liability unless otherwise required by the TDC or media supplier

The company must be able to arrange adequate financing in order to pay vendors, production costs, media placement, and related expenses in advance. The County's policy pays on a reimbursement basis, in accordance with the Local Government Prompt Payment Act of the State Statutes, Chapter 218-70-218.80, upon receipt of the company's invoice, proof of placement, and written approval of same by the TDC indicating that Services have been rendered in conformity with contract.

County reimbursement requires approximately 45 days from the time receipts are received by the County. Copies of original invoices tear sheets and detailed expense reports or affidavits must accompany all requests for reimbursement, or be delivered in a timely manner if not immediately available when invoice is submitted for payment. Failure to deliver such backup material may result in the amount in question being denied and removed from a subsequent billing.

The company is subject to public records request/Florida Sunshine Law and thus must administer the complete relationship with the TDC in a highly competent manner including adherence to Walton County's retention policy for both electronic and hard copy files.

2.3 Restraints:

Written briefs for projects are regularly required, seeking approval on initiatives, along with proper estimates for third party goods and services (other than net media).

The TDC shall retain ownership and all rights of use of the advertising/marketing campaign created during the contract period, by the selected company, including all creative artwork, materials, video, and photos, etc., as well as all concepts developed but not utilized.

The TDC maintains the right to use any materials generated by the agency of record, in any other TDC material generated by TDC personnel, and may do so without agency of record consent or approval. The TDC acknowledges certain legal constraints and, as such, requires universal releases for materials unless exceptional conditions exist and are approved by the TDC Executive Director, otherwise retaining sole right to use materials created for the TDC as it deems necessary. In general, existing materials or buy-out materials should be incorporated and are preferred. Rare exceptions may involve model releases, music, or iconic national distributions, etc. Rights and restrictions on contracted or licensed materials such as stock photos, voice talent, models, etc. will be provided up front with implications stated.

The selected company may be required to supply legal assistance for the copyright, trademark, and/or licensing of materials and/or products. TDC shall have the right of final review and approval for all work conceptualized, created, and/or produced by the agency of record for the TDC during the contract period.

Any third-party services the agency of record manages or contracts on behalf of the TDC should be supported by appropriate quotes with preference given to the lowest expense, most responsive and most responsible proposer meeting the specifications. Billing will be on a net basis.

TDC retains the right to hire/contract/work with other advertising/marketing/promotion agencies or vendors and/or freelance artists, etc., as deemed appropriate for auxiliary projects/activities.

The selected company shall not hold or acquire an account of any competing county, city, state, nation or region representing another sun/tourist destination i.e. Tourist Development Councils, Convention and Visitors Bureaus, Chambers of Commerce, etc. or like entities which are deemed to be competitive with Northwest Florida tourism and/or conflict of interest accounts.

TDC is advised of all new business solicitations by the selected company that could be Perceived to constitute a conflict of interest. All branch or subsidiary offices are considered as part of the total corporate entity of the selected company.

2.4 Format of Submittal:

All submittals shall clearly indicate the legal name, address, and telephone number of the company. The signer shall have the authority to bind the company to the submittal.

In addition to comprehensively addressing the ability to accomplish the scope of services (See Attachment A), proposer should submit written answers to the questions contained, herein, in addition to any additional materials they wish to submit. The replies should be generally brief.

1. Do you currently represent a TDC, Convention & Visitors Bureau, Chamber of Commerce, or other tourism related organization within the State? If yes, please name the entity (entities) and describe how you would handle that account along with the Walton County TDC.
2. Do you currently represent a company involved in the travel and tourism industry located within Walton County? (e.g. hotel, motel, resort, condominium, restaurant, attraction, car rental) If yes, please name the company/companies.
4. What expertise does your company possess that makes you the best qualified proposer to handle the Walton County TDC account and what is your company's greatest strength?
5. Why do you consider yourself a full-service advertising company?
6. What market research do you rely on, or be willing to conduct, to position your company to better serve the Walton County TDC?
7. What experience have you had in placing deployments, positioning U.S. products, or services in a variety of markets, and how would you rate your existing buying/placement power when it comes to traditional media?
8. What experience have you had in social content marketing and placement of digital over various platforms and channels?
9. Based on your existing knowledge, what is there about our destination that makes South Walton exceptional as a tourist consideration compared to other destinations in Florida?
10. Provide the history of your company, its corporate structure, and years in business. In addition, please report on the expertise of team

members that are proposed to serve the account for South Walton, including related skills, education, training, and experience. Include a description of the amount of time each team member would have available to serve the account.

11. Please provide an overview of your firm's philosophy when developing broad and multifaceted strategic marketing (TV, Radio, Print, Collateral, Web, Social, etc).
12. Does your company have any business relationships or strategic alliance partnerships with other industry entities that maybe considered a potential benefit to the TDC?
13. Is there anything you haven't already shared with us that you feel should be considered when evaluating your company?

2.5 Proposed Fee Structure:

TDC encourages responses from companies that will be willing to provide a fee-based compensation structure. A comprehensive compensation structure should be included in the response. Agreed upon compensation will be negotiated following the RFP evaluation process. Media placements are always to be purchased on a net basis.

A fixed percentage service fee applied to all net media is preferred. A media trafficking benchmark maybe considered at this time but is subject to change and approvals.

Stated service hourly rates for creative production, social content management, project coordination, etc., will be highly considered and overall shall be evaluated for feasibility of accomplishing the scope of services. Hourly rates will also be considered respective of the TDC budget, we will set budgets annually for all promotional efforts, not including net media and service fees according to our TDT collection.

2.6 References:

The company shall furnish at least three (3) corporate references with their proposal. The references shall include the company name, contact person, and their telephone number. The firm shall also describe where services similar in magnitude and scope to the requested, are currently provided and have been provided for at least six (6) months.

The company shall list total gross billings for each of the past five (5) years. List the number of clients who have billings falling in the following brackets:

1. Under \$2 M
2. Between \$2-\$4M
3. Over \$4M

SECTION 3 – PROCUREMENT RULES AND INFORMATION:

3.1 Contact Person:

Glyndol Johnson or Kim Jones
Purchasing Agent Assistant Purchasing Agent
176 Montgomery Circle
DeFuniak Springs, FL 32435
850-892-8176
Email: johglyndol@co.walton.fl.us

All questions regarding this Request shall be directed in writing; preferably by email to the Purchasing Agent. Questions shall be submitted no later than 12:00 Noon (local time) on July 14, 2020. *FIRMS DIRECTING QUESTIONS TO ANY OTHER COUNTY STAFF, OR ANY OTHER PERSON SHALL BE DISQUALIFIED FROM SUBMITTING.* Questions submitted after that date and time will not be answered. If applicable, answers citing the question asked but not identifying the questioner will be distributed to all known prospective vendors. Failure to submit requests in writing by the specified time shall not be grounds for a protest. Note: Written requirements in the Request or its amendments are binding, but any oral communications between you and us are not.

3.2 Calendar of Events:

Listed below are the important actions and dates/times by which the actions must be taken or completed. If the County finds it necessary to change any of these dates/times, itwill be accomplished by addendum. All listed times are local time in DeFuniak Springs, Florida.

<u>DATE/TIME.</u>	<u>ACTION</u>
July 14, 2020 by 12:00 Noon	Last days to submit questions
July 27, 2020 not later than 10:00AM Local time and will open immediately thereafter	Close of RFP
August 2020 (tentatively)	Review Team Meeting
August 2020	Presentations

3.3 Submission of Proposal:

Each response should be prepared simply and economically, providing straightforward, concise delineations of firm's capabilities to satisfy the requirements of this Request for

Proposal. Emphasis is on completeness and clarity of content.

3.4 RFP Opening:

Proposal is due at the time and date specified in the paragraph entitled "Calendar of Events". The name of all firms submitting their qualifications shall be posted in the RFP package at the Office of Central Purchasing. Proposals received late will not be considered

3.5 Cost of Preparing RFP:

The County is not liable for any costs incurred by a firm in responding to this RFP, including those for oral presentations.

3.6 Disposals of RFP:

All RFP's become the property of the County and will be a matter of record.

3.7 Rules for Withdrawal:

Proposals may be modified or withdrawn by an appropriate document duly executed (in the manner that a RFP must be executed) and delivered to the place where Request for Proposals are to be submitted at any time prior to the opening of RFP.

Any submitted Proposal shall remain valid for 60 days after the submission date, but the county at its sole discretion may release any proposal.

3.8 Rejection of Proposal:

The County reserves the right to accept or reject any and all proposals as may be deemed necessary by the County to be in its best interest. The County further reserves the right to waive any and all informalities, and reserves the right to reject all nonconforming, unresponsive, unbalanced, or conditional Proposals. The County reserves the right to reject the Proposal of any Proposer if the County believes that it would not be in the best interest of the Project to make an award to that Proposer, because the Proposal is not responsive or responsible, or the Proposer is unqualified or of doubtful financial ability or fails to meet any other pertinent standard or criteria established by the County. The County also reserves the right to enter into contract negotiations with a qualified, responsible, and responsive Proposer who submits the best ranked proposal. If the County and the best Proposer cannot negotiate a successful contract the County may terminate such negotiations and begin negotiations with the qualified, responsible, and responsive Proposer who submits the next best ranked proposal. No Proposer shall have any rights against the County arising from such negotiations. Discrepancies in the multiplication of units of work and unit prices will be resolved in favor of the unit prices. Discrepancies between the indicated sum of any column of figures and the correct sum thereof will be resolved in favor of the correct sum. Where numeric data is given both in Arabic numerals and in written language, and where there exists a discrepancy between an Arabic numeral and written language, the written language shall be presumed to be correct and the Arabic numeral presumed incorrect.

The County reserves the right to delete any Proposal items and the total Proposal shall be determined as the sum of the Proposal items awarded. In evaluating Proposals, the county will consider the qualifications of the proposers, whether or not the Proposals comply with the prescribed requirements, time of completion, and other data, as may be requested in the Proposal form or prior to the Notice of Award. The County may conduct such investigations as the County deems necessary to assist in the evaluation of any Proposal and to establish the responsibility, qualifications and financial ability of Proposers, proposed Subcontractors, Suppliers, and other persons and organizations to perform and complete the Project in accordance with the Contract Documents to the County's satisfaction within the prescribed time. The County may consider the operating costs, maintenance requirements, performance data, and guarantees of major items of materials and equipment proposed for incorporation in the Project when such data is required to be submitted prior to Notice of Award.

3.9 Notices:

Any notices to be given under a contract shall be given by Email, United States Mail, addressed to firm or individual at its address stated herein, and to the County at its address stated herein. Additional notice may also be given by facsimile/email in which case it shall be deemed that notice was provided on the date said facsimile/email was received. The party providing notice by facsimile/email shall confirm that the facsimile/email was received by the other party.

3.10 Addendums:

The County may issue Addendums to modify the proposal as deemed appropriate.

Addendums and clarification to this RFP along with an Addendum Acknowledgement Form will be emailed to all vendors receiving this RFP. The Addendum Acknowledgement Form shall be signed by an authorized company representative, dated, and returned with proposal.

3.11 Verbal Instructions:

No negotiations, decisions, or actions shall be initiated or executed by the firm as a result of any discussions with any county employee. Only those communications from firms, which are signed, and in writing will be recognized by the County as duly, authorized expressions on behalf of the firm. *Firms directing questions or communications to any staff other than the Office of Central Purchasing shall be disqualified from submitting.*

3.12 Public Entity:

The firm must sign and complete a Public Entity Crime Sworn Statement as defined under Section 287.133(3) (a), F.S. A person or affiliate who has been placed on the convicted vendor list following a conviction of a public entity crime may not submit a proposal on a contract to provide any goods or services to a public entity, may not submit a proposal on a contract with a public entity for the construction or repair of a

public building or public work, may not submit proposals on leases of real property to a public entity, may not be awarded or perform work as a consultant, supplier, or subcontractor, under a contract with any public entity, and may not transact business with any public entity in excess of the threshold amount provided in Section 287.017, for Category Two for a period of 36 months from the date of being placed on the convicted vendor list.

3.13 Drug Free Workplace:

The firm must complete the County's Drug Free Workplace Certification form, attached and made a part of the RFQ. According to Walton County policy, preference shall be given to businesses with drug-free work place programs. Whenever two or more proposals, which are equal with respect price, quality, and service, are received by the state or by any political subdivision for the procurement of commodities or contractual services, a proposal received from a business that certified that it has implemented a drug-free work place program shall be given preference in the award process.

Established procedures for processing tie proposals will be followed if none of the tied vendors have a drug-free work place program.

3.14 Protest:

Any person or entity whose proposal is rejected, in whole or in part, or who submits a proposal but is not awarded the contract, may protest such decision. Written notice of intent to file a proposal protest must be submitted with the Purchasing Agent or Finance Director within twenty –four (24) hours after the Board's declaration of its intention with regard to an award. Written protest must be submitted to the Purchasing Agent or Finance Director within ten (10) calendar days after filing written notice of intent.

Each written protest must be accompanied by a protest bond in the form of a certified check, cashier's check or money order made payable to the Board of County Commissioners, in an amount not less than five percent (5%) of the lowest responsible proposal received by the County.

The condition of the protest bond shall be that, should the protest be determined to be without merit and non-valid, the bond shall be forfeited to the County in its entirety.

3.15 Insurance Requirements:

VENDOR shall purchase and maintain through the Agreement such professional liability, including error and omissions coverage if applicable, workers compensation coverage, and other insurance as is appropriate for the services being performed hereunder by Consultant, its employees, or agents. The amounts and types of insurance shall conform to the following minimum requirements:

1. Worker's Compensation Coverage must apply for all employees and statutory limits in compliance with the applicable state and federal laws, unless Consultant provides a current Florida Workers Compensation exemption certificate. In addition, the policy must include the following:

- a. Employer's Liability with a minimum limit per accident in accordance with statutory requirements.
 - b. Notice of Cancellation and/or Restriction. The policy must be endorsed to provide COUNTY with thirty (30) days' written notice of cancellation and/or restriction.
2. Comprehensive General Liability. Coverage must include:
 - a. \$1,000,000.00 combined limit per claim.
 - b. Contractual coverage applicable to this specific Agreement, including any hold harmless and/or indemnification agreement.
 - c. Additional Insured. County is to be specifically included as an additional insured.
 - d. Notice of Cancellation and/or Restriction. The policy must be endorsed to provide County with thirty (30) days' written notice of cancellation and/or restriction.
 3. Comprehensive Automobile Liability Coverage must be afforded on a form no more restricted than the latest edition of the Comprehensive Automobile Liability Policy filed by the Insurance Services Office and must include:
 - a. \$300,000 combined single limit per accident for bodily injury and property damage.
 - b. Owned Vehicles.
 - c. Hired and Non-Owned Vehicles.
 - d. Employee Non-Ownership.
 - e. Additional Insured. County is to be specifically included as an additional insured.
 - f. Notice of Cancellation and/or Restriction. The policy must be endorsed to provide the COUNTY with ten (30) days' written notice of cancellation and/or restriction.
 4. Professional Liability Coverage must include:
 - a. Minimum limits of \$1,000,000 per occurrence and in the aggregate for claims of malpractice, negligence, error and omissions.
 - b. Notice of Cancellation and/or Restriction. The Policy must be endorsed to provide County with thirty (30) days' prior notice of cancellation and/or restriction of coverage by changed exclusion.

Certificates of Insurance evidencing the insurance coverage specified in this Article shall be submitted to the COUNTY with the executed Contract. The Certificates of Insurance shall be filed with the COUNTY before this Contract is deemed approved by the COUNTY. The required Certificates of Insurance not only shall name types of policies provided, but also shall refer specifically to this Contract. All the policies of insurance so required of CONSULTANT shall be endorsed to include as additional insured the COUNTY, its officers, employees, and agents, except for Worker's Compensation. If the initial insurance policy expires prior to completion of the Project, renewal Certificates of Insurance shall be furnished thirty (30) days prior to the date of the policy expiration. The purchase of any of the above-referenced insurance policies shall not release the CONSULTANT or any Surety created by this Contract from any obligation, warranty or guarantee provided in this

Contract.

The Insurance Company(ies) shall be authorized to conduct business in the State of Florida. Any risk of loss of completed work on the Project, or work in progress on the Project, equipment and material stored on or off the Project Site, or in transit, shall be borne by the Firm through the date of final completion for the Project.

3.16 Local Vendor Preference:

Award of the contract for this project shall be subject to local preference in accordance with the Walton County Purchasing Policies and Procedures (PP017). Application for Local Preference is attached to this Request for Proposal.

3.17 Unauthorized Aliens:

The County prohibits contracting with firms that knowingly utilize services of unauthorized aliens in the performance of contracts for goods or services with the County. Attached form shall be filled out and submitted.

3.18 Blackout Period:

The period between the end of the advertisement for the Request for Proposal, Request for Qualifications, Invitation to Bid, or any other competitive solicitation and the contract award, or any resulting bid protest is resolved, or the solicitation is otherwise canceled is referred to as the Blackout Period. During the Blackout Period any communication regarding the aforementioned solicitations is prohibited between the bidder (or its agents or representatives) or other entity with the potential for a financial interest in the award (or their respective agents or representatives) regarding such competitive solicitation, and any County Commissioner or County employee, selection committee member or other persons authorized to act on behalf of the Board including the County's Architect, Engineer or their subconsultants, or anyone designated to provide a recommendation to award a particular contract, other than Purchasing Division staff. Each competitive solicitation shall provide notice of the blackout period.

1. Exceptions to the Blackout Period

The blackout period shall not apply to:

- a. Communications at any public proceeding or meeting, including pre-bid conferences, selection committee presentations or pre-award meetings.
- b. Communications during contract negotiations between designated County employees and the intended contract awardee.
- c. Communication with a vendor by a Purchasing Division employee following the bid opening to clarify the vendor's bid or intended scope of services.
- d. Communication following the filing of a protest between the protesting party and the Purchasing Division, County Administrator's Office and County Attorney's Office, during the dispute resolution process.
- e. Purchases exempt from competitive selection, sole source

procurements, single source procurements, and emergency procurements, as defined in Walton County Board of County Commissioners Purchasing Policy and Procedure manual.

- f. Communications with existing vendors in the performance of existing contracts.

3.19 Bonds:

All proposals shall be accompanied by a bid security in an amount of ONE THOUSAND AND 00/100THS DOLLARS (\$1,000.00) made payable to Board of County Commissioners, Walton County, and in the form of a certified bank check or bid bond, issued by a surety authorized to conduct business in the State of Florida and having an A.M. Best rating of V-A or better and who is listed on the United States Treasury Department's T-list as acceptable to issue bonds for the applicable dollar amount.

The bid security of the Successful Proposer will be retained until such Proposer has executed the Contract, and has furnished the required Certificates of Insurance. If the Successful Proposer fails to execute and deliver the Contract, or furnish Certificate of Insurance, within five (5) business days after the Notice of Award, the County may annul the Notice of Award and the bid security of that Proposer will be forfeited. The proposal security of other proposers may be retained by the County until ten (10) calendar days after the Notice of Award, whereupon proposal security furnished by such proposers will be returned.

Failure to submit an appropriate proposal security shall result in the proposal being declared unresponsive.

3.20 Public Access:

A request to inspect or copy public records relating to this Contract must be made directly to the County. If the County does not possess the requested records, it shall immediately notify the Consultant of the request, and the Consultant must provide the records to the County or allow the records to be inspected or copied within a reasonable time (§119.0701(3)). If Consultant fails to provide the public records within a reasonable time, Consultant may be subject to penalties under §119.10, F.S.

- A. Consultant shall comply with the requirements of Florida's Public Records law. In accordance with Section 119.0701, Florida Statutes, the Consultant shall (1) Keep and maintain public records required by the public agency to perform the service; (2) Upon request from the public agency's custodian of public records, provide the public agency with a copy of the requested records or allow the records to be inspected or copied within a reasonable time at a cost that does not exceed the cost provided under Florida's Public Records law or as otherwise provided by law; (3) Ensure that public records that are exempt or confidential and exempt from public records disclosure requirements are not disclosed except as authorized by law for the duration of the contract term

and following completion of this contract if the Consultant does not transfer the records to the public agency; and (4) Upon completion of the contract, transfer, at no cost, to the public agency all public records in possession of the Consultant or keep and maintain public records required by the public agency to perform the service. If the Consultant transfers all public records to the public agency upon completion of the contract, the consultant shall destroy any duplicate public records that are exempt or confidential and exempt from public records disclosure requirements. If the Consultant keeps and maintains public records upon completion of this contract, the Consultant shall meet all applicable requirements for retaining public records. All records stored electronically must be provided to the public agency, upon request from public agency's custodian of public records, in a format that is compatible with the information technology system of the public agency.

B. IF CONSULTANT HAS QUESTIONS REGARDING THE APPLICATION OF CHAPTER 119, FLORIDA STATUTES, TO CONSULTANT'S DUTY TO PROVIDE PUBLIC RECORDS RELATING TO THIS AGREEMENT, CONSULTANT SHALL CONTACT THE CUSTODIAN OF PUBLIC RECORDS AT:

Genara Roop, Records Management Liaison Officer
161 E. Sloss Avenue
DeFuniak Springs, Florida 32433
850-892-8110
roogenara@co.walton.fl.us

3.21 Indemnification:

Contractor shall indemnify and save harmless the County, its officers, agents, and employees, from all claims, suits or actions at law or equity, damages, losses, and expenses, whether direct or indirect, or consequential, including but not limited to charges of engineers, attorneys and other professionals and costs of both defense and appeal, in a court of law or other tribunal, for any reason whatsoever, including but not limited to bodily injury, sickness, disease or death of any persons, including employees of Contractor or any subcontractor, or injury to or destruction of property, including loss of use, which claims are arising out of, related to, connected with, or caused by (a) Contractor's, or any subcontractor or supplier of contractor, negligent performance or non-performance of the Project; (b) Defective Work, whether by Contractor, or any subcontractor or supplier of Contractor; (c) the failure of contractor of any subcontractor of Contractor to provide a safe work place; (d) noncompliance with federal, state, and local laws and regulations by Contractor, or any subcontractor or supplier of Contractor; (e) the failure of Contractor, or any subcontractor, or supplier of Contractor to obtain or renew the insurance coverage's required by the Contract Documents; or (f) claims for damages to the Project itself, and claims for any other costs which any of them may incur arising from failure, neglect, or refusal of Contractor to faithfully perform the Project and other obligations under the Contract Documents. The provisions of this indemnification agreement shall include all accidents, injuries and claims made, whether or not caused in part, by any act or omission of the County, its respective officers, agents, or employees, provided Contractor

shall not be required to indemnify the County for the County's own negligence. Contractor shall, at its own cost and expense, defend such claims, actions or proceedings which are subject to this indemnification agreement, whether groundless or not, which may be commenced against the County and Contractor shall pay any and all judgments which may be recovered in any such action, claim, proceeding, or suit, excluding that proportion of any judgment for which the County may be found negligent, and defray any and all expenses including costs and attorney's fees, which may be incurred in or be reason of such action, claim, proceeding or suit. The County and Contractor agree that one percent (1%) of the total compensation to the Contractor for performance of this contract is the specific consideration from the County to the Contractor for Contractor's indemnity agreement.

Contractor shall pay all license fees and royalties and assume all costs incident to the use in the performance of the Project or the incorporation in the Project of any invention, design, process, product, or device which is the subject of patent rights or copyrights held by others. Contractor shall indemnify and hold harmless the County, its officers, Commissioners, employees, agents and other consultants of each and any of them from and against all claims, costs, losses and damages arising out of or resulting from any infringement or patent rights or copyrights incident to the use in the performance of the Project or resulting from the incorporation in the Project of any invention, design, process, product or device not specified in the Contract Documents.

SECTION 4-CONTENTS OF RFP

This section contains instructions regarding the format of the RFPs that are to be submitted.

4.1 Contact for Contract Administration:

Firms shall return the Contact for Contract Administration Form. This shall be the firm's representative from the day-to-day activities of this Agreement. The signer shall have the authority to bind the firm to the submitted proposal.

4.2 Forms:

It is Mandatory that firms return the Drug Free Workplace Certification Form along with the Public Entity Crime Form.

SECTION 5-EVALUATION OF PROPOSALS:

The selected firm will be given written notification of being selected by the County. The County will negotiate and execute a contract with the selected firm prior to the beginning of the actual services. Oral presentations may be requested, upon notification. Companies shall be ranked on the following:

<u>Criteria</u>	<u>Weight Score</u>
Demonstrates ability & experience needed to fully execute the current scope of services through responsiveness & presentation of proposal	30
Overall qualifications of the company based on existing staff, history of firm, years in business, & the education, training & accomplishments of the proposed service team	15
Direct experience of the proposer established through current & past working history with Walton County or other government agencies in marketing/advertising endeavors	15
Ability to execute progressive concepts & campaigns, ideal for the South Walton Brand, through impactful familiarity of the destination & a variety of creative talents	15
Evaluation of overall expense presented in the proposal as well as the feasibility to fully serve all obligations within the term & scope	25

Companies selected as finalist will be required to submit three (3) additional copies of their qualifications for the Review Panel, and shall be available for presentations if required on a date determined by the TDC. Sufficient notice will be given.

SECTION 6 - AWARD OF CONTRACT:

The County reserves the right to enter into contract negotiations with a qualified, responsible, and responsive Proposer who submits the lowest proposal. If the County and the low Proposer cannot negotiate a successful contract the County may terminate such negotiations and begin negotiations with the qualified, responsible, and responsive Proposer who submits the next lowest proposal. No Proposer shall have any rights against the County arising from such negotiations.

SECTION 7 - TERM OF AGREEMENT:

7.1 Term of Contract

This term shall be for two (2) years, with the option of two (2), one year extensions each at the sole discretion of the County, unless earlier terminated by the Board of the County Commissioners.

The agency of record may be assigned additional work/placements during a term, which Are consistent with the existing and agreed upon scope of services, provided Walton County budgetary approvals have been documented.

7.2 Termination of Contract:

The County may terminate this Agreement at any time with or without cause, or with or without prior notice.

Information Sheet
For Transactions and Conveyances Corporate
Identification

The following information will be provided to the Walton County Legal Services for incorporation in legal documents. It is, therefore, vital all information is accurate and complete. Please be certain all spelling, capitalization, etc. is exactly as registered with the state of federal government,

Is this a Florida Corporation: (Please circle one)
or No

If not a Florida Corporation,
In what state was it created? _____
Name as spelled in that State: _____

What Kind of corporation is it: "For Profit" or "Not for Profit"

Is it in good standing: Yes or No

Authorized to transact business
In Florida: Yes or No

State of Florida Department of State of Certificate of Authority Document No: _____

Does it use a registered fictitious name: Yes or No

Name of Officers:
President: _____ **Secretary:** _____

Vice President: _____ Treasurer: _____

Director: _____ Director: _____

Other: _____ Other: _____

Name of Corporation (As used in Florida):

(spelled exactly as it is registered with the state or federal government)

Corporate Address:
Post Office Box: _____
City, State, Zip _____
Street Address: _____
City, State, Zip: _____

(Please provide post office box and street address for mail and/or express delivery; also for recorded instruments involving land)

Federal Identification Number: _____
(For all instruments to be recorded, taxpayer's identification is needed)

Name of individual who will sign the instrument on behalf of the company:

(Upon Certification of Award, the President or Vice-President shall sign Contract. Any other officer shall have permission to sign via a resolution approved by the Board of Directors on behalf of the company. Awarded contractor shall submit a copy of the resolution together with the executed contract to the Office of Purchasing)

(Spelled exactly as it would appear on the instrument)

Title of the individual named above who will sign on behalf of the company:

CONTACT FOR CONTRACT ADMINISTRATION

Designate one person authorized to conduct contract administration.

NAME: _____

TITLE: _____

COMPANY NAME: _____

ADDRESS: _____

TELEPHONE NO: _____

FAX NO: _____

SIGNATURE: _____

E-MAIL: _____

PUBLIC ENTITY CRIMES

Sworn Statement Under Section 287.133(3)(a),
Florida Statutes, on Public Entity Crimes

This form must be signed in the presence of a Notary Public or other officer authorized to administer oaths:

This sworn statement is submitted to The Board of County Commissioners,

Walton County, Florida by _____
(print individual's name and title)

for _____
(print name of entity submitting sworn statement)

Whose business address is _____

and (if applicable) its Federal Employer Identification Number (FEIN) is _____;
(if the entity has no FEIN, include the Social Security Number

of individual signing this sworn statement: _____

I understand that a "public entity crime" as defined in Paragraph 287.133(1)(g), Florida Statutes, means a violation of any state or federal law by a person with respect to an directly related to the transaction of business with any public entity or with an agency or political; subdivision of any other state or of the United States, including, but not limited to, any bid or contract for good or services to be provided to any public entity or an agency or political subdivision of any other state or of the United States and involving antitrust, fraud, theft, bribery, collusion, racketeering, conspiracy, or material misrepresentation.

I understand that "convicted" or "conviction" as defined in Paragraph 287.133(1)(b), Florida Statutes, means a finding of guilt or a conviction of a public entity crime, with or without adjudication of guilt, in any federal or state trial court of record relating to charges brought by indictment or information after July 1, 1989,

as a result of a jury verdict, non-jury trial, or entry of a plea of guilty or nolo contendere.

I understand that an "affiliate" as defined in Paragraph 287.133(1) (a)

Florida Statutes means: A predecessor or successor of a person convicted of a public crime; or; an entity under the control of any natural person who is active in the management of the entity and who has been convicted of a public entity crime. The term "affiliate" includes those officers, directors, executives, partners, shareholders,

employees, members, and agents who are active in the management of an affiliate. The ownership by one person of shares constituting a controlling interest in another person, or a pooling of equipment or income among persons when not for fair market value under an arm's length agreement, shall be a prima facie case that one person controls another person. A person who knowingly enters into a joint venture with a person who has been convicted of a public entity crime in Florida during the preceding 36 months shall be considered an affiliate.

I understand that "person" as defined in Paragraph 287.133(1) (e), Florida Statutes, means any natural person or entity organized under the laws of any state or of the United States with the legal power to enter into a binding contract and which bids or applies to bid on contracts for the provision of goods or services let by a public entity, or which otherwise transacts or applies to transact business with a public entity. The term "person" includes those officers, directors, executives, partners, shareholders, employees, members, and agents who are active in management of an entity.

Based on information and belief, the statement which I have marked below is true in relation to the entity submitting this sworn statement. [Indicate which statement applies.]

_____ Neither the entity submitting this sworn statement, nor any of its officers, directors, executives, partners, shareholders, employees, members, or agents who are active in the management of the entity, nor any affiliate of the entity has been charged with and convicted of a public entity crime subsequent to July 1, 1989.

_____ The entity submitting this sworn statement, or one or more of its officers, directors, executives, partners, shareholders, employees, members, or agents who are active in the management of the entity, or an affiliate of

the entity has been charged with and convicted of a public entity crime subsequent to July 1, 1989.

_____ The entity submitting this sworn statement, or one or more of its officers, directors, executives, partners, shareholders, employees, members, or agents who are active in the management of the entity or an affiliate of the entity has been charged with and convicted of a public entity crime subsequent to July 1, 1989. However, there has been a subsequent proceeding before a Hearing Officer of the State of Florida, Division of Administration Hearings and the Final Order entered by the Hearing Officer determined that it was not in the public interest to place the entity Submitting this sworn statement on the convicted vendor list. [Attach a copy of the final order.]

I understand that the submission of this form to the contracting officer for the Public Entity identified in Paragraph ONE (#1) above is for that Public Entity only, and that this form is valid through December 31 of the calendar year in which it is filed. I also understand that I am required to inform the Public Entity prior to entering into a contract in excess of the threshold amount provided in Section 287.017, Florida Statutes, for category two of any change in the information contained in this form.

Name of Bidder

By: _____

Title: _____

STATE OF _____
COUNTY OF _____

Sworn to and subscribed before me by means of physical presence or online notarization, on this ___ day of _____, 2020.
Personally known to me ___, or produced the following identification as proof of

identity. _____.

My Commission Expires:

Notary Public

Printed Notary Name
Commission Expires: _____

DRUG FREE WORKPLACE CERTIFICATION
(This form must be completed and attached to
proposal)

Identical tie bids: preference shall be given to businesses with drug-free work place programs. Whenever two or more bids which are equal with respect price, quality, and service are received by the state or by any political subdivision for the procurement of commodities or contractual services, a bid received from a business that certified that it has implemented a drug-free work place program shall be given preference in the award process. Established procedures for processing tie bids will be followed in none of the tied vendors have a drug-free work place program. In order to have a drug-free work place program, a business shall:

1. Publish a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession or use of a controlled substance is prohibited in the work place specifying the actions that will be taken against employees for violations of such prohibition.
2. Inform employees about the dangers of drug abuse in the work place, the business's policy of maintaining a drug-free work place, available drug counseling, rehabilitation providing employee assistance programs, and the penalties that may be imposed upon employees for drug abuse violations.
3. Give each employee engaged in providing the commodities of contractual services that are under bid a copy of the statement specified in paragraph #1.
4. In the statement specified in paragraph #1, notify the employees that, as a condition of working on the commodities or contractual services that are under bid, the employee will abide by the terms of the statement and will notify the employer of any conviction of or pleas of guilty or no contest to, and violation of Chapter 893 or of any controlled substance law of the United States or any state, for a violation occurring in the work place no later than five (5) days after such conviction.
5. Impose a sanction on, or require the satisfactory participation in a drug abuse assistance or rehabilitation program if such is available in the employee's community, by any employee who is so convicted.
6. Make a good faith effort to continue to maintain a drug-free work place through implementation of this section.

As the person authorized to sign this statement, I certify that this firm complies fully with the above requirements.

Company Name

Authorized Signature

Federal I.D. Number or SSN

Printed Name

ALTON COUNTY
**LOCAL PREFERENCE
APPLICATION**

PROJECT NAME: RFP NO: 020-027

Advertising Services

Name of Business: _____

Address: _____

City, State: _____ Zip code: _____

I hereby certify under penalty of perjury that my business qualifies as a local vendor/contractor in accordance with Walton County Purchasing Policies and Procedures, Procedure No: PPOI 7.

- o My business maintains its principal place of business within Walton County; OR
- o My business has maintained a permanent place or places of business within Walton County and has employed people who live in Walton County on a regular and continuing basis for at least six (6) months prior to the advertising of this Request for Proposal

Signature

Date: _____

**Board of County Commissioners
Walton County, Florida
UNAUTHORIZED ALIENS**

ADVERTISING SERVICES

Inasmuch as the employment of unauthorized aliens is prohibited by §448.09, Florida Statutes. The County prohibits contracting with firms that knowingly utilize services of unauthorized aliens in the performance of contracts for goods or services with the County. Additionally such firms may not knowingly contract with sub-contractors who utilize the services of unauthorized aliens.

By signing below the bidder swears or affirms that:

His/her company does not knowingly utilize the services of unauthorized aliens in the performance of contracts. The company agrees that the County may conduct random checks of personnel records as they pertain to this issue. Violation of this requirement may result in immediate termination of the contract. Additionally violation of this requirement may result in the company being prohibited from submitting bids/proposals for County contracts for a period of five years. (See Procedure PP-022, Walton County Purchasing Policies and Procedures Manual.)

Signature

Printed Name

Title

Date

STATE OF FLORIDA;
COUNTY OF _____;

Subscribed and sworn to before me by means of physical presence or online notarization, on this _____ day of _____, 2020.

Notary Public
My commission expires _____

[SEAL]

[] Personally known

[] Produced Identification

Type of Identification: _____



ATTACHMENT A
Scope of Services
Marketing/Advertising

1. OVERALL

- a. Demonstrate extensive marketing agency experience in the tourism and hospitality industry.
- b. Able to service a multi-million dollar organizational budget.
- c. Contribute to a double-digit sustained annual growth related to a multi-billion dollar economic impact in a community where tourism is the dominant industry.
- d. Adept at relating to TDC/DMO structure with formal committees and councils, boards, community participation, and county government with adherence to Florida Sunshine law and comprehensive records retention.
- e. Financial ability to advance all media payments and hard costs (production-related expenses) as agent for the TDC's requirements for reimbursement practices.
- f. Execute contracts and legal obligations as agent for the TDC.
- g. Requires intimate knowledge of destination and frequent in-market participation and collaboration with industry members and the community.
- h. Support client initiatives through an integrated and internal depth of staff resources including: leadership, strategy and account management, project management, administration, finance and billing, research and analytics, social media, creative, broadcast production services, media planning and buying, and digital services.

2. BRAND STRATEGY AND ACCOUNT MANAGEMENT

- a. Develop brand positioning strategies and provide strategic oversight based on experience and existing available research for all brand initiatives, including: leisure, group, and niche audiences, target markets, seasonality, and brand attributes.
- b. Create tactical recommendations to benefit the brand through key knowledge of tourism trends and collaboration, aspiring to be an effective best-in-class leader in tourism.
- c. Attend key meetings and keep client informed of all active projects through frequent communication to include weekly status calls and highly responsive

email and phone communication at all times.

- d. Obtain three equitable documented quotes or bids for any expenditure exceeding the county's requirement for procurement.

- e. Ensure that the marketing and advertising activities are within budget and fulfill Florida statutory requirements with a comprehensive understanding of all processes.
- f. Complete monthly billing with all appropriate back up documents, including detailed time sheets, media proof of performance and detailed invoices, original line item receipts, and comprehensive billing recap including projections through end of fiscal year to match TDC itemized budgets.

3. MEDIA PLANNING AND BUYING

- a. Develop and execute comprehensive, multi-channel plans (including digital/social/SEM/email, print, TV, radio, and out-of-home) targeting a highly select demographic in primary and emerging markets during key time periods through an equitable evaluation process. Plans include Leisure (co-op, brand and reserve spending), Group / Sales, and Beach Safety.
- b. Manage media buys/contracts in media buying software and media flowchart.
- c. Maintain a goal of negotiated added value of at least 50% of net media buy.
- d. Optimize media buys on an ongoing basis to impact spend.
- e. Audit all media buys for accuracy and provide proof of performance - tear sheets, photo sheets, screenshots, run reports, affidavits, etc. and ensure make goods as necessary to meet set goals and objectives.

4. CO-OP MANAGEMENT AND MAINTENANCE

- a. Develop a comprehensive co-op media plan (print, digital, Visitor Guide, and sweepstakes) for bed tax collector partners with approximately 250 opportunities with goal of at least 75 percent participation.
- b. Create a digital sales program showcasing all co-op options for partners demonstrating the value of co-op participation with minimum guaranteed leads/clicks for distribution to all qualifying accommodations.
- c. Execute sales process for co-op media plan, including partner sign-up, billing, fulfillment of partnership, and reporting of leads.
 - i. Establish a system to ensure fair buying experience for partners through time stamping of co-op submissions and equitable distribution of co-op opportunities.
 - ii. Invoice and collect payment for co-op into a separate holding account for future brand reinvestment.
 - iii. Secure creative assets, approvals, and documentations from partners and ensure accuracy and brand cohesion for final ad placement.
 - iv. Develop website and email sweepstakes promotions, along with social messaging, and monitor signups, document random selection of winner, and handle fulfillment in compliance with tax procedures.
 - v. Provide accurate leads, both print and digital, to participating partners on a monthly basis meeting opt-in standards.

5. CREATIVE DEVELOPMENT AND PRODUCTION

- a. Adhere to and maintain 60+ page, rigorous brand standards to the highest possible level for all creative elements.
- b. Manage creative development process through strategic briefs and concept creation in accordance with approval process at all stages and production of multi-media creative, resulting in materials that reach Flagler Award-winning levels.
- c. Develop, write, produce, resize, package and traffic all creative assets for paid media and advertorial insertions to meet every deadline.
- d. Design, write and produce a custom, annual 70+ page visitor guide (both printed and digital), serving as the authoritative guide to the destination.

6. CONTENT DEVELOPMENT AND CONTENT MARKETING

a. *BRAND CONTENT*

1. Understand and apply the philosophy of paid-earned-owned media as it relates to content marketing.
11. Develop content marketing plan to strategically deploy throughout a variety of platforms for the purpose of organically delivering the brand attributes and increasing brand value.
111. Compose and publish at least 3 unique content articles utilizing SEO best practices to serve as the foundation for all extensions on a monthly basis.
- 1v. Create and post visual content (photos, videos, infographics, imagery, etc.) to complement the written content.

b. *SOCIAL MEDIA*

1. Create content for daily distribution on four social channels (Facebook, Twitter, Instagram, Pinterest) and YouTube regularly.
11. Monitor and respond to followers creating a highly engaged audience in accordance with social media best practices.
111. Foster organic growth on each platform that exceeds industry averages through development and implementation of opportunities and tactics.
- 1v. Collaborate with paid media efforts to support social content on an ongoing basis.

c. *EMAIL MARKETING*

1. Implement a monthly email marketing program with various deployments, including newsletters for the leisure and group sales targets to inform and maintain communication with a currently engaged audience.
11. Create and deploy emails in accordance with industry best practices, including database growth and management and A/B testing to achieve an open rate of at least 7% and a click through rate of at least 12%.

7. DIGITAL PLATFORM MANAGEMENT

- a. Manage website and social media archiving in compliance with Florida Sunshine

- laws and respond to any requests for public records in a timely manner.
- b. Conduct user testing, make optimization recommendations and execute upon approval.
 - c. Resolve website bugs and errors in a timely manner.

- d. Assist in cloud-based management of digital resources, including photos and video.
- e. Maintain mobile app making updates as necessary on multiple platforms for optimal user experience.

8. BRAND ACTIVATIONS

- a. Research and identify potential opportunities to bring the South Walton experience to a concentration of HNWI at extraordinary, out-of-market events.
- b. Develop custom concept and attendee experience, from planning to production of activations needs (i.e. negotiations, floor plans, creative needs, booth coordination, merchandise, etc.) with a presence on par with or exceeding national brands.
- c. Provide social media, paid media and on-site support before, during and after the event.

9. REPORTING & ANALYTICS

- a. Compile regular reports on organic and paid initiatives to include monthly activities, monthly statistics, comprehensive monthly analytics of up to 30+ K.PIs and annual reporting.
- b. Generate custom reports as needed regarding social listening, demographic / psychographic insights, etc.
- c. Evaluate data and make optimization recommendations for improvement of all K.PIs.
- d. Develop and present reports at TDC Council meetings, committee meetings, workshop presentations, etc. as needed.

10. OTHER

- a. Compile and submit award applications for top accredited associations in marketing and tourism.

ATTACHMENT B

WALTON COUNTY TOURIST DEVELOPMENT COUNCIL
CONSULTANT REIMBURSEMENT GUIDELINES

- .L Air Travel Standards. Consultants representing Walton County Tourist Development Council (TDC) should travel economy/tourist or full fare coach class when engaged in work-related travel on behalf of the TDC. In order to keep reimbursement reasonable, air travel should be booked within two days of being notified by TDC of the need to travel to the destination.
2. Lodging. Consultants representing the TDC should secure accommodations in business class hotels. If doing business on behalf of the TDC in Walton County, lodging shall be in a hotel under contract by the TDC where direct billing to the TDC has been arranged. Please see #12, below, for more specific information concerning South Walton County lodging.
Vehicle Rentals. The TDC will reimburse rental of full-size or premium vehicles but not full-size SUV or luxury-class vehicles.
4. Computer Research. The TDC will reimburse for actual cost.
5. Billed Hours. All invoices for work shall state the specific number of hours spent and the hourly rate of consultants and the task performed in sufficient detail to permit review of the time charged.
6. Incidental Charges. The TDC will reimburse for actual cost of reasonable incidental charges exclusive of markup for delivery charges, fax, reproduction, long distance telephone calls, postage, and similar charges. However, backup documentation must be provided. A disbursement for regular intra-office copying is not considered compensable.
7. Travel to and from South Walton. There will be no reimbursement for the consultant's local travel if consultant's offices are located in or within 50 miles of the TDC office. Auto travel will be reimbursed at Walton County prevailing reimbursement rate at the time of travel.
8. Meals. The TDC will reimburse for reasonable meal expense while doing business on behalf of the TDC. If a meal involves a TDC staff member, that staff member has been instructed to pay for its own meal under guidelines established for staff. Alcoholic beverage is not considered compensable. There will be no reimbursement for the consultant's meal if consultant's offices are located in or within 50 miles of the TDC office. Reimbursement for meals must include an itemized receipt from the establishment as back-up documentation.
9. Miscellaneous. The TDC will not reimburse for charges listed as miscellaneous. All expenses must be identified and backup documentation must be provided.

10. Invoices. Invoices for services rendered shall include all backup documentation in sufficient detail to permit review. Expenses exceeding these guidelines will not be considered compensable. Invoices are to be addressed as follows:

Walton County TDC
Attn: Finance Department

25777 U S Hwy 331 S
 Santa Rosa Beach, FL 32459

11. Billing Time. The TDC will not pay for hourly time worked by consultants for preparing invoices, gathering receipts or documentation, or researching questions regarding invoices sent to the TDC.

12. The following hotels (and their respective rates) will be used for Consultant and Vendor lodging when doing business on behalf of the Walton County Tourist Development Council:

SUBJECT TO CHANGE

Courtyard Sandestin at Grand Boulevard
 100 Grand Boulevard Destin, FL 32550
 Telephone: 850-650-7411 www.marriott.com/vpscy

Non-Peak: Subject to Change		Peak: Subject To Change	
King	\$99	King	\$149
Double/Double	\$99	Double/Double	\$149

Hilton Sandestin www.HiltonSandestinBeach.com
 Reservations: 800-559-1805

Validity Dates for Suite	Rate
Subject to Seasonal Change	Up to 169.0

Sandestin GoH & Beach Resort www.Sandestin.com
 Reservations: 800-277-0800

Validity Dates for Suite	Rate
Subject to Seasonal Change	99.00 - 149.0

Notes to Consultant/Vendor:

1. The Administrative Assistant to the Executive Director will secure the reservation at one of the following hotels and furnish a confirmation number for the reservation. We have negotiated

the above rates, direct billing, and an exemption of Florida Sales Tax.

2. You may specify your preference for one of the hotels. However, there are blackout dates, and rooms are on a space available basis.
3. You may wish to make your own reservation at another hotel of your choice in the area and

pay the bill, plus applicable taxes. The TDC will only reimburse the maximum room rate and respective occupancy tax for one of the above hotels for the date(s) of TDC business. State sales tax will not be reimbursed.

4. Payment for incidental charges is the responsibility of the consultant/vendor.
5. TDC will not reimburse long-distance calls made from hotel system.
6. Penalties may be incurred for not following hotel's Cancellation/No Show Policy, and Early Departure Fee Policy (if applicable), and will not be reimbursed.

If you have questions concerning these Guidelines, please contact:

Walton County Tourist Development Council
PO Box 25777
Santa Rosa Beach, FL 32459
Phone: 850-267-1216
Fax: 850-267-3943



ATTACHMENT C

South Walton's Top Producing
Priority Markets

Atlanta, GA

Birmingham, AL

Mobile, AL & Surrounding Gulf Coast

New Orleans, LA

Nashville, TN

Dallas/Ft. Worth, TX

Memphis, TN

Houston, TX

Jackson, MS

Montgomery, AL

Baltimore/D.C.

St. Louis, MO

Chicago, IL

Louisville, KY

New York, NY

Indianapolis, IN

Cincinnati, OH