



**DISCOVER PALM BEACH COUNTY, INC.**  
**2195 SOUTHERN BLVD., SUITE #400 WEST PALM BEACH, FL 33406**

**REQUEST FOR PROPOSALS**  
**PUBLIC RELATIONS AGENCY OF RECORD**

**RFP# RFP2018-600-1018**

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## I. REQUEST FOR PROPOSAL AND COMPANY OVERVIEW

### A. Purpose

The purpose of this Request for Proposals (RFP) is to enter an agreement (“Agreement or Contract”) with a qualified firm for the provision Public Relations Agency of Record under DTPB/County Contract. The selected agency will be responsible for crafting a comprehensive strategic public relations plan for North America (USA and Canada) and daily management of the agreed upon Scope of Work (SOW).

### B. Discover The Palm Beaches Overview

Discover Palm Beach County, Inc., d/b/a Discover The Palm Beaches (“DPBC” or “DTPB”) a 501(c)6, private, not-for-profit corporation provides destination marketing services to Palm Beach County, Florida (the “County”), as an independent contractor to assist the County in branding, marketing, promoting and advertising Palm Beach County tourism from its national and international target markets, under a contract between DTPB and Palm Beach County (the “DTPB/County Contract”).

Discover The Palm Beaches, formerly the Palm Beach County Convention and Visitors Bureau, is the official tourism marketing corporation that promotes the collection of 39 cities and towns spanning more than 2,300 square-miles and 47 miles of pristine beaches from Boca Raton to Jupiter and Tequesta, commonly referred to as “The Palm Beaches.”

The Palm Beaches are home to nearly 17,000 hotel rooms, ranging from historic resorts to boutique inns. The destination features more than 100 family-friendly attractions, world-class luxury and antique shopping experiences, 125 miles of peaceful waterways for on- or in-the-water activities, more than 150 artificial reefs that line the Atlantic Ocean’s Gulf Stream current, 160 golf courses, award-winning restaurants and a thriving entertainment scene boasting more than 200 art and culture organizations.

Situated along I-95, The Palm Beaches are also home to [Palm Beach International Airport](#) (PBI), with more than 200 daily direct flights to 27 domestic and international destinations in the United States and Canada. The Palm Beaches are also conveniently located next to Fort Lauderdale-Hollywood and Miami International airports. In addition, with the new Brightline train, transportation into The Palm Beaches from Fort Lauderdale is even faster and more convenient – with connections to Miami and Orlando coming soon.

For more information about The Palm Beaches, visit [www.ThePalmBeaches.com](http://www.ThePalmBeaches.com) and connect on social media via [Facebook](#), [Twitter](#) and [Instagram](#) @PalmBeachesFL, YouTube at [Discover The Palm Beaches](#) and the hashtag #ThePalmBeaches.

**Tourism** is the second largest economic driver in Palm Beach County, following agriculture. Tourism within the county generates a direct annual economic impact of \$7.5 billion in the local economy, produces \$43 million in bed-tax revenue and supports 70,000 jobs.

**OUR MISSION:** *Grow the tourism economy (of Palm Beach County)*

**OUR VISION:** *To position The Palm Beaches as Florida's premier tourism destination.*

**OUR PROMISE:** *Palm Beach County is the best way to experience Florida; the community where genuine hospitality is a way of life and breathtaking beauty occurs naturally. It is the place to enjoy the time of your life.*

- To view our three-year Strategic Plan, please [click here](#).
- To view our 2018 Marketing Plan, please [click here](#).
- To view our website, please [click here](#).
- To view our online press room, please [click here](#).
- To view guidelines to our brand voice, please [click here](#).

### **Target Market, Audience and Stakeholders**

Discover The Palm Beaches' North American primary target markets include:

- New York
- Boston
- Philadelphia
- Washington, D.C.
- Atlanta
- Chicago
- Toronto
- Montreal
- Drive Market: Miami, Fort Lauderdale, Naples, Orlando, Tampa, Jacksonville

Top two demographic groups within our North American target markets include:

- Millennials with children
- Mature couples

The North American audience and stakeholders of Discover The Palm Beaches include:

- Tourism businesses within Palm Beach County
- Partners of Discover The Palm Beaches
- Leisure travelers from our target markets
- Meetings professionals
- Tour operators and travel agents
- Residents of Palm Beach County
- Municipalities within The Palm Beaches
- Elected officials and dignitaries at the local and state level

### **C. Expectations/Statement of Needs**

Discover The Palm Beaches is seeking a Public Relations Agency that will successfully implement a North American public relations plan designed to creatively secure earned media impressions that inevitably support the destination's position as "The Best Way To Experience Florida." The

initiatives should support Discover The Palm Beaches' 2018 Marketing Plan and work towards achieving the following goals:

1. Increase awareness to grow visitation from domestic key feeder markets
2. Grow international room nights through comprehensive marketing and sales programs
3. Increase awareness of local assets to harness the power of a personal invitation
4. Increase awareness of diverse county offerings through event underwriting
5. Educate the Travel Trade through an extensive educational program
6. Content development, management and distribution at the core of all communication
7. Secure appropriate brand partnerships to help increase awareness
8. Leverage DTPB and other influential governance forums to advocate for tourism-related initiatives

Objectives of the Public Relations Department include:

- Strengthen The Palm Beaches' brand awareness amongst its target audience and stakeholders.
- Establish the ideal target media list – inclusive of leisure, meetings and trade outlets – and grow the list's percentage of its contribution to the overall media impressions, annually.
- Conduct quality media relations initiatives with key journalists through various activities, including but not limited to media networking events, deskside appointments and familiarization tours.
- Prepare strategic, proactive pitches and press materials.
- Initiate and create buzz-worthy PR campaigns and partnerships.
- Implementation of the crisis communication program, when necessary.
- Engage digital influencers.
- Deliver performance reports that adhere to Destinations International's reporting standards.

The successful proposer will keep abreast of the issues facing both the domestic and international travel markets, and will provide innovative and insightful recommendations on how DTPB should take advantage of newsworthy trends or adapt to overcome any challenges.

#### **D. Contact Person**

The Contact Person at DTPB for this RFP is Cecilie Kemp. She can be reached via email at [RFPpr@thepalmbeaches.com](mailto:RFPpr@thepalmbeaches.com).

#### **E. Scope of Work**

See Exhibit B.

## II. SUBMITTING A PROPOSAL

### A. Timeline

RFP Released: March 2, 2018

**CONE OF SILENCE STARTS: March 2, 2018 – see Section II-F4**

Question Clarifications Deadline: March 16, 2018 at 4:00 p.m.

Clarification Response: March 27, 2018 at 4:00 p.m.

Proposal Deadline: April 12, 2018 at 4:00 p.m. (“Deadline”)

DTPB Selection Committee Meeting – Round 1: May 1, 2018

DTPB Selection Committee Meeting – Round 2: May 17, 2018

Public Comment (clarification questions regarding proposal - no new questions may be asked): June 1, 2018

Final Selection Committee Meeting: June 1, 2018 (in person)

DTPB Board of Directors approval of Contract: June 5, 2018

TDC Board of Directors approval of Contract: July 12, 2018

Board of County Commissioners’ approval of Contract: August 8, 2018

Contract Start Date: October 1, 2018

*Note: This timeline may be altered at any time at the discretion of DTPB and/or the RFP Selection Committee. Written notice will be issued upon any changes in schedule.*

### B. Proposal Format

Bidders are encouraged to customize their proposals with creative and strategic recommendations showcasing their understanding of DTPB, the destination of Palm Beach County, the market’s strengths, opportunities and challenges, and the Agency’s professional expertise.

When completing this RFP, we strongly recommend reviewing and understanding our three-year [Strategic Plan](#), the [2018 Marketing Plan](#), [brand voice](#), and our website – specifically the online [press room](#) and [blog](#).

In addition to the items listed in Exhibit B of the RFP, the successful proposer will at a minimum provide the following information in response to this RFP. The proposed strategy should be designed to drive destination awareness, engagement and conversion among target audiences.

- I. **Authorization Letter and Signature Page (See Exhibit A)**
- II. **Table of Contents**
- III. **Executive Summary**
- IV. **Agency Overview**
- V. **Agency Capabilities**
- VI. **References**

## Table of Contents

The Table of Contents should outline, in sequential order, all of the areas of the proposal allowing for clarity and ease of review. When building your bid book, please follow the exact order of requested materials as listed, below.

## Executive Summary

Provide an Executive Summary that includes an introduction of the proposer's organization, which outlines a brief history of the agency, 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 our selection process.

## Agency Overview

Provide a brief description (one page maximum per item, not including creative examples) of your expertise in these areas:

### Overview

- Briefly describe your agency philosophy
- Briefly describe your capabilities, inclusive of any media ratings/analysis tools used
- Organizational chart showing key personnel, their tenure with this agency and their experience in the destination marketing and/or tourism space
- Contract Manager/Team and resume (See II-E3)
- Do you plan to outsource any of your work? If so, how do you keep outsourced work in touch with the account?
- Please provide billing and expense practices, including a rate card that outlines what is/isn't billable
- Please provide DMO, Tourism, Travel, and/or Hospitality experience
- Please provide a list of current clients
- Note any conflict of interest (See II-E2)
- Include SBE documentation (See II-E7 and Exhibit C)

### Successful Destination Press

- Based on your knowledge of destination marketing organizations such as Discover The Palm Beaches, identify at least one (1) destination marketing organization that you think has been successful in securing quality press and has been proficient in positioning its destination in the travel marketplace. Explain your rationale in selecting this destination marketing organization.

### Competitive Destinations

- Based on your knowledge of travel and tourism, identify up to three (3) other destinations that you believe Palm Beach County competes with in terms of attracting and influencing visitors. Explain your rationale in selecting these destinations.

## Agency Capabilities

*\*All examples and samples provided should be products from within the last five (5) years. And, travel and tourism examples are preferred. Any samples included should be addressed on one page, each. Introduction pages to each section is permitted.*

### Scope of Work Narrative

- Provide a narrative addressing all points listed in the Scope of Work, noted in Exhibit B.

### Research/Planning Capabilities

- Provide a description of the agency's use of marketing research to develop strategic press materials and campaigns. Provide cases in which research (primary, secondary or tertiary) was used in the development of strategies and tactics. Examples should include, but not be limited to, the following areas: SWOT, Personas, Campaign/Account Planning, Messaging, Strategies, Creative Briefs, etc.

### Annual Calendar Development

- Demonstrate the agency's ability to create strategic, research-based plans targeting leisure travelers, meeting planners and travel trade opportunities. Provide a sample annual calendar of media initiatives with components that include pitching concepts, press materials, media receptions, deskside media missions, broadcast opportunities, proposed FAMs, etc.

### Press Kit Development

- Provide a sample press kit designed to exist in an online press room.

### Campaign/Project Development and Execution

- Provide between three (3) and five (5) samples of public relations campaigns executed within the past five (5) years that are pertinent to this proposal. Provide a detailed case study that explains what the campaign or project was designed to accomplish, budget information and measurable outcomes of the campaign. For the samples provided, identify the personnel responsible for executing the campaign, and, if possible, identify if and how the personnel noted will be utilized for any DTPB campaign.

### Outreach to Meeting and Travel Trade Audiences

- Demonstrate your variety of press outreach initiatives to secure the attention of meeting planners and travel trade writers.

### Niche/Target Market Campaigns

- Provide at least three (3) examples of a niche/target market campaign (LGBT, Eco, Golf, Culture, Luxury, Family, Culinary, Weddings/Romance, Meetings/MICE, etc.) executed by your agency; detailing key elements as well as results of the campaign.

### Digital Influencer Campaign Performance

- Provide at least two (2) examples of digital influencer campaigns executed by your agency; including samples of agreements and key performance metrics such as impressions/reach, click through rate and actual posts from the influencer(s).



#### On-Trend Performance

- Provide at least two (2) examples of on-trend, newsworthy initiatives executed by your agency; including samples of press materials and other key elements, as well as results of the campaign.

#### In-Market Event Activation

- Provide at least one (1) example of either a consumer facing or media facing event activation. Include an overview of the initiative, details as to how it was implemented, budgeting and any performance metrics/results that followed.

#### FAM Tour Development and Individual Press Visit Facilitation

- Provide at least one (1) sample FAM itinerary. Include the workflow guidelines the agency utilizes for hosting journalists, as well as the resulting coverage.

#### Media Pass Development

- Provide a sample media pass to be used and distributed for qualified media. Elaborate on the implementation process.

#### Procurement of Televised Broadcast Opportunities

- Provide at least one (1) sample televised clip featuring a client. Include the workflow guidelines the agency utilizes for prepping interviewees / location prep. Please include a digital link for this televised clip to be viewed. Attached USB drives or discs are not permitted.

#### Execution of Deskside Media Missions

- Provide at least one (1) example overview/brief book from a recent deskside media mission.

#### Event Production of Media Reception

- Provide at least three (3) examples of the agency's ability to implement a variety of media receptions. Include an overview of the initiative, invitations, outreach protocol, design of the experience, budgeting and other details as to how it was implemented, as well as any performance metrics/results that followed.

#### Corporate Partner Campaign

- Provide at least one (1) example of the agency's ability to develop a corporate partner campaign. Include an overview of the initiative and pertinent details as to how it was implemented, as well as any performance metrics/results that followed.

#### Media Preparation for Executives

- Provide at least three (3) samples that showcase the method in which the client is prepared for media opportunities by the agency. Include example clips following such preparation.

#### Management of Crisis Communications

- Provide at least two (2) case studies that highlight the agency's ability to manage a crisis communications plan. Include example press materials, plan of action, clips, resulting coverage, etc.

#### Social Media

- Provide examples of specific PR opportunities that included social media and/or a digital influencer. What was the goal? What was expected? Include results achieved from the effort.

#### Secured Media Clippings

- Provide portfolio of the agency's most notable news clippings, secured on behalf of a client. Include impression figures and dates. Must be as recent as two years or less. (No more than 10 clips.)

#### Reporting

- Describe the methodology to measure PR success. Describe how ROI is established and measured. How is this ROI reported/submitted to clients on a weekly, monthly and yearly basis? How do you report Social Media coverage? Please provide at least one sample report we would expect to see. Administrative support must be provided for handling accounting and monthly reporting tasks.

#### Awards

- Provide at least two (2) award entry samples that demonstrate the agency's ability to pitch PR efforts for notable industry awards and recognitions. Include awards received as a result of the agency's submission.

#### References

- Please include at least three (3) past or current clients to serve as references for your agency's work on their account. At least one reference should be from the tourism, hospitality and/or tourism industry. The reference must be the day-to-day contact.

### C. RFP 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 DTPB Selection Committee. Responses that do not meet the full intent of all requirements listed in this RFP may be subject to point reductions during the evaluation process, or may be deemed non-responsive.

## 2) Rights Reserved

While DTPB 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 DTPB to award a contract. DTPB, in its sole and absolute discretion, and for any reason or no reason, reserves the right to:

- Postpone, cancel or terminate this RFP at any time;
- Re-advertise this RFP;
- Reject any or all proposals, or parts of any and all proposals, received in response to this document;
- Waive any undesirable, inconsequential, or inconsistent provisions of this document, which would not have significant impact on any proposal;
- Waive any minor irregularities in this RFP or any proposals received in response to this RFP; or
- Not award any contract, or, if awarded, terminate any contract.

## 3) Development Costs

Neither DTPB 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 DTPB, or any work performed in connection therewith, shall be borne by the proposer.

## 4) Materials Ownership

All materials submitted in response to this RFP become the property of DTPB. 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 DTPB and successful proposer, or at DTPB's expense, shall be and remain DTPB's property and may be reproduced, copied, published, distributed and reused at the discretion of DTPB, TDC or County.

## 5) Contract Period

A contract will be issued by DTPB for an initial term ending September 30, 2021, with the option to be renewed up to two one-year terms upon mutual agreement of the parties or discretion of DTPB based on the agreed Terms & Conditions as identified in the approved contract. Any renewals will be subject to appropriation of funds and renewal of DTPB/County Contract by the Board of County Commissioners (BCC). Upon confirmation of DTPB/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 DTPB/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 DTPB's satisfaction through the date of termination.

7) Working Relationship

It is important to note that due to circumstances beyond DTPB's control, the need may arise for immediate action or response from the contracted agency. The successful proposer is expected to understand the inner workings of a tourism/service-oriented bureau and have the ability to provide a high level of quality account service and on-brand work 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 "Palm Beach County", "Discover The Palm Beaches" nor the name "Palm Beach County Convention & Visitors Bureau," nor 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/Management

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

11) Protest Process

Any actual or prospective bidder/proposer who is aggrieved in connection with a pending award of an IFB or an RFP may submit a written protest to the Purchasing Director within five

(5) business days of the posting of the award recommendation. The procurement in dispute is stayed and no award will be made until the Protest is resolved. The Purchasing Director shall review the written protest and will either uphold or deny the protest. OSBA will be involved in the protest when the protestor is a certified SBE. If the protest is denied by the Purchasing Director, the protestor may request a hearing before a Special Master. The Special Master shall make a final determination. If the protestor does not accept the decision of the Special Master, the protestor may appeal the decision to the 15th Judicial Circuit Court.

#### **D. Minimum Qualification of Bidders**

1. Must be licensed to do business within the State of Florida and hold the appropriate insurance coverage as evidenced by proof from the Florida Department of State, Division of Corporations.
2. Must have a minimum of five (5) years prior experience as a functioning public relations agency.
3. Must provide a minimum of three (3) references of clients who have utilized services as identified in this RFP.

#### **E. Proposal Documents/Requirements**

1. Proposal Response Documents

Proposals should be prepared simply and economically with emphasis on completeness and clarity of content and submitted in a straightforward format that describes the capabilities to satisfy the requirements of the RFP. Images are welcome; however, they should be included within the pages of the proposal and not as an added attachment. Links to video content is welcome.

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

2. Conflict of Interest

A list of the current members of the Board of Directors along with its officers and staff is published on DTPB website ([www.thepalmbeaches.com](http://www.thepalmbeaches.com)) or available from the Contact Person referenced in Section II-F1. 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, officers and / or staff of DTPB.

3. Contract Manager/Team

Provide the name and resume of the person who will be the account manager for the contract (if not assigned, what level of experience the account manager has), as well as for principals, key staff and other employees who will be directly and indirectly involved in performing the work, and identify projects of a similar nature in which the staff member has been involved.

The proposer should also provide a description of the role of each staff member who will be responsible for handling and monitoring the contract.

#### 4. Scope of Work

Provide a narrative addressing all points listed in the Scope of Work, noted in Exhibit B.

#### 5. Budget

The Public Relations department at Discover The Palm Beaches has a budget of approximately \$200,000 for North American PR activities. This does not include the agency contract.

The actual contracted budget will be based on the agreed upon Scope of Work and budgetary limitations imposed on DTPB as part of its budget approval process with the County.

#### 6. Financial Statement

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

#### 7. Small Business Enterprise

Refer to Exhibit C for all information related to Small Business Enterprise Policies, procedures, and related schedules.

#### 8. Additional Information

Information considered by the proposer to be pertinent to this project or relevant to your 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.

#### 9. Amendments to RFP

It is the proposer's responsibility to assure receipt of all amendments. The proposer shall verify with Cecilie Kemp 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.

#### 10. Rules, Regulations and Licensing Requirements

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.

#### 11. Exceptions to the RFP

All exceptions taken must be specific, and the proposer must indicate clearly what alternative is being offered to allow DTPB 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 II-D, above. DTPB is under NO obligation to accept any proposed exceptions or alternatives.

#### 12. Commencement of Work

This RFP does not, by itself, obligate DTPB. DTPB'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. DTPB 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. DTPB 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 DTPB.

#### 13. 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 DTPB. Failure to maintain the required insurance shall be considered default of the 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.

### **F. Proposal Procedures**

#### 1. Contact Person

The Contact Person at DTPB for this RFP is Cecilie Kemp. She can be reached via email at [RFPpr@thepalmbeaches.com](mailto:RFPpr@thepalmbeaches.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 [RFPprClarifications@thepalmbeaches.com](mailto:RFPprClarifications@thepalmbeaches.com), by the Question Clarifications Deadline on March 16, 2018. Written responses will be shared with all proposers via email by the Clarification Response date on March 27, 2018.

### 3. Proposal Submission

One (1) unbound original and ten (10) copies of the complete proposal must be received by the Proposal Due Deadline of April 12, 2018 at 4:00 p.m. local time (timeline in section II-A). The submissions must be in the format and order as directed in section II-B. The original and all copies must be submitted in a sealed envelope or container. The envelope or container should be addressed to DTPB Contract Monitor as follows:

Rich Basen  
**RFP# DPBC 2018-600-1018**  
Discover The Palm Beaches  
2195 Southern Blvd., Suite 400  
West Palm Beach, FL 33406

Hand-carried proposals may be delivered to the above address ONLY between the hours of 9:00 a.m. and 5:00 p.m., Monday through Friday, excluding holidays. It shall be the proposer's sole risk to assure delivery at DTPB at the designated office at the designated time. The submission of a signed proposal by a proposer will be considered by DTPB 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. DTPB will only consider the latest proposal submitted. Failure to submit a complete and responsive proposal shall result in automatic rejection of the proposal.

A proposal may be withdrawn only by written notification. Letters of withdrawal received after the Deadline for receipt of proposals will not be accepted unless the contract has been awarded to another vendor or no award has been made within forty-five (45) days after the deadline for receipt of proposals. Unless withdrawn, as provided in this subsection, a proposal shall be irrevocable until the time that a contract is awarded.

Proposals and/or modifications to proposals received after the Deadline for receipt of proposals specified in the RFP timeline (section II-A) are late and shall not be considered.

Proposers requesting clarification or interpretation of any section or sections contained in this RFP shall make a written request via email to [RFPprClarifications@ThePalmBeaches.com](mailto:RFPprClarifications@ThePalmBeaches.com), by 4:00 p.m. on March 16, 2018. Written answers will be shared with all proposers via email by 4:00 p.m. on March 27, 2018.

### 4. Cone of Silence

Proposers are advised that from the date of release of this RFP until award of the contract, NO contact with DTPB or TDC board members, staff and/or designated Selection Committee members concerning this RFP is permitted, except the contact person designated herein and those referenced in Section II-F1. Any unauthorized contact may disqualify the proposer from further consideration in the sole and absolute discretion of DTPB.



## 5. Contract

The selected proposer will be recommended to DTPB's Board of Directors, the TDC Board of Directors and the Board of County Commissioners (BCC) for engagement via a contract for performance of the services utilized in the Scope of Work (Exhibit B.). Upon approval by such entity, the selected proposer will be engaged via a contract conforming to the terms of DTPB Contract.

## 6. Evaluation Process and Award Criteria

- a. **DTPB Selection Committee – Round One:** Proposals are received, opened, read and scored by DTPB Selection Committee. Details about scoring are elaborated in Section II-G. A maximum of the top six (6) proposing agencies from the first round will be contacted to move on to the second round of scoring.

Those top six (6) (maximum) proposing agencies will be contacted on May 2, 2018 for additional scope of work information, and given a project exercise to be evaluated as part of the second round of scoring by the DTPB Selection Committee.

The project exercise will consist of a campaign designed to secure earned media, generate social buzz and influence increased visitation to The Palm Beaches during the summer months (May – September). Further details will be provided if contacted to proceed to Round Two.

The deadline for the project exercise, if selected, will be due on Thursday, May 10 at 2 p.m.

- b. **DTPB Selection Committee – Round Two:** The top proposals from 6a will present their proposal to the DTPB Selection Committee via Skype on Thursday, May 17 (exact time TBD). Each agency will be granted 40 minutes for the presentation, followed by 10 minutes for Q&A. This is a fact-finding session only and does not include negotiation.
- c. **Final Selection Committee Meeting:** The top three (3) proposals from 6b will be notified on Friday, May 11 and forwarded to the Final Selection Committee for in-person presentations. Each agency will be granted 30 minutes for the presentation, followed by 15 minutes for Q&A. This is a fact-finding session only and does not include negotiation.

Presentations to the Final Selection Committee should include an overview of the agency, key personnel, the project exercise that was presented in Round Two and proposed fee structure for the annual agreement in line with the Scope of Work, and a recommended plan for how to budget the \$200,000 in available project funds.

As per the Procurement Policy of DTPB, the RFP Final Selection Committee is made up of the following personnel ("Selection Committee"):

- i. DTPB President
- ii. DTPB Chair or designee Board Member

- iii. DTPB Staff Member
- iv. County Administrator or Designee
- v. Executive Director of TDC
- vi. TDC Member

The Selection Committee will score the proposers according to the established Evaluation Criteria per Section II-G and will recommend that the proposer with the highest score be approved by DTPB's Executive Committee and Board of Directors, the Tourist Development Council Board of Directors and final contract approval by the Palm Beach County Board of Commissioners. All final presentations are recorded for public records.

These presentations provide an opportunity for the proposers to clarify or elaborate on the proposal, but in no way change the original proposal. Oral presentations are an option of DTPB and may or may not be conducted.

## **G. Scoring:**

1. **DTPB Selection Committee Scoring – Round One:** Proposals will be evaluated according to numerical scores with respect to the following criteria for the initial DTPB Selection Committee – Round One).

- a. **Experience and Qualifications of Professional Personnel (Max. 25 Points)**

The proposal will be evaluated based on the strength of the Proposer Firm (and any approved subcontractors); 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:

- Demonstrated record of ability to provide the specific services to the specifications set forth in the Scope of Services;
- Years of experience of firm and personnel and number and quality of previous and present tourism marketing clients;
- Recommendations from previous and present tourism marketing, travel and/or hospitality clients regarding the quality of work performed on their behalf.

- b. **Understanding the Needs and Goals of DTPB (Maximum 25 Points)**

The proposal will be evaluated based on the Proposer's understanding of the needs and goals of a DMO as demonstrated in the strategies, approaches and resources to be applied to DTPB's account as described in the proposal. Additionally, the proposal will be evaluated based on the Proposer's understanding of the tourism marketing, travel and/or hospitality industry, their past and current experience within the industry, breadth of relationships within the tourism marketing, travel and/or hospitality industry and case studies showcasing success of previous and/or current clients in the tourism marketing, travel and/or hospitality industry.

**c. Strength of Firm (Maximum 20 Points)**

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. DTPB 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 DTPB all such information and data for this purpose as may be requested. DTPB reserves the right to inspect the proposer's physical facilities prior to award to satisfy questions regarding the proposer's capabilities.

**d. Total Contract Price (Maximum 20 points)**

DTPB is seeking a proposal that offers significant value and maximum user impact. While competitive pricing will be a factor in scoring these criteria, it may not be the determining component. The proposer with the lowest price is not assured of winning the contract. 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 DTPB and may or may not be conducted. Therefore, the proposal must be complete.

**e. Participation by Small Business Enterprise (SBE) (Maximum 10 points)**

The proposal will be evaluated based on the Proposer's status as a Palm Beach County-certified SBE, or the extent of SBE participation documented in the proposal.

A 5% Local Preference is given to proposers having a permanent place of business in Palm Beach County. If a proposer is eligible to receive a Local Preference, the proposer will receive five (5) points, unless the proposer qualifies to receive SBE points as specified above, in which case they will receive 10 points. A proposer may only receive either Local Preference points or SBE points, not both, with SBE taking precedence.

**2. DTPB Selection Committee Scoring – Round Two and Final Selection Committee:** Proposals will be evaluated according to numerical scores with respect to the following criteria for the second round of the DTPB Selection Committee and the Final Selection Committee.

**a. Project Exercise (Maximum 30 Points)**

Proposers will be evaluated based on their project exercise. The evaluation will consider the insights into the county, ability to differentiate The Palm Beaches, use of current DTPB Brand Voice, as well as the quality of the overall presentation.

The project exercise will consist of a campaign designed to secure earned media, generate social buzz and influence increased visitation to The Palm Beaches during the summer months (May – September). Further details will be provided if contacted to proceed to Round Two.

**b. Experience and Qualifications of Professional Personnel (Max. 20 Points)**

The proposal will be evaluated based on the strength of the Proposer Firm (and any approved subcontractors); 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 record of 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 marketing clients;
- iii. Recommendations from previous and present tourism marketing clients regarding the quality of work performed on their behalf.

**c. Understanding the Needs and Goals of DTPB (Maximum 15 Points)**

Additionally, the proposal will be evaluated based on the Proposer's understanding of the tourism industry, their past and current experience within the industry, breadth of relationships within the tourism industry and case studies showcasing success of previous and/or current clients in the tourism industry.

**d. Total Contract Price (Maximum 15 points)**

DTPB is seeking a proposal that offers significant value and maximum user impact. While competitive pricing will be a factor in scoring this criterion, it may not be the determining component. The proposer with the lowest price is not assured of winning the contract.

**e. Strength of Firm (Maximum 10 Points)**

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. DTPB 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 DTPB all such information and data for this purpose as may be requested. DTPB reserves the right to inspect the proposer's physical facilities prior to award to satisfy questions regarding the proposer's capabilities.

**f. Participation by Small Business Enterprise (SBE) (Maximum 10 points)**

The proposal will be evaluated based on the Proposer's status as a Palm Beach County-certified SBE, or the extent of SBE participation documented in the proposal.

A 5% Local Preference is given to proposers having a permanent place of business in Palm Beach County. If a proposer is eligible to receive a Local Preference, the proposer will receive five (5) points, unless the proposer qualifies to receive SBE points as specified above, in which

case they will receive 10 points. A proposer may only receive either Local Preference points or SBE points, not both, with SBE taking precedence.

## **H. Award of Contract**

The award, if any, will be made to the proposer whose proposal is considered to be the most advantageous to DTPB in the best interest of the County's tourism promotion and development program based on the Review 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 DTPB Board, the TDC Board, and/or the Board of County Commissioners. DTPB 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. DTPB 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 DTPB 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 DTPB, DTPB, 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 DTPB 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.

To obtain current posting of Notices of Intent to Award, please visit DTPB web site at <https://www.thepalmbeaches.com/list-open-request-proposals>.

## **III. EXHIBITS**

- A. Signature Page
- B. Scope of Work
- C. SBE Schedules

**EXHIBIT A**  
**SIGNATURE PAGE**

*One original Signature Page must be signed in ink-- by an individual authorized to legally bind the business submitting the Proposal--and affixed to the original Proposal. A copy of the completed and signed Signature Page must also be affixed to each Proposal copy.*

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

## EXHIBIT B SCOPE OF WORK

The selected agency will have the responsibility to support the following PR tactics in collaboration with the Senior Director of Public Relations & Communications and the internal Public Relations & Communications team, as well as Discover The Palm Beaches' executive staff members.

In collaboration with DTPB's internal PR department and its other agencies, the awarded agency will create a comprehensive 14-month plan designed to be implemented at the beginning of each fiscal year, which starts October 1. The plan is to be presented 90 days prior to its recommended implementation. The plan is to include strategic measures that attract leisure and business travelers, as well as meetings planners, and include goals, objectives, strategies and tactics for the organization's PR initiatives for each fiscal year.

It will be the responsibility of the selected PR agency to support the following strategies:

1. Development of an annual calendar of all proposed PR initiatives, inclusive of methods designed to best inspire destination awareness from leisure travelers, business travelers and meeting planners
2. Plan and execute public relations campaigns targeting specific audience segments
3. Integrate PR activities into DTPB marketing and group sales initiatives
4. Develop and maintain an evergreen press kit, to be updated as needed
5. Prepare press releases and proactively, as well as reactively, pitch topics and story ideas that align with the directed content calendar to garner earned media impressions in both traditional and non-traditional media outlets
6. Filter day-to-day journalist requests and provide recommended action
7. Coordinate a minimum of 12 individual media visits (known as "Destination Reviews" or "Site Visits") and four group FAMs composed of top-tier travel writers and digital influencers to visit The Palm Beaches throughout the year. Work with airlines to negotiate complimentary or highly reduced airfares for the writers. The contracted agency must be willing and able to send one representation to travel to The Palm Beaches to escort group FAMs, as needed.
  - a. Develop theme
  - b. Pitch and secure targeted journalists
  - c. Work with destination partners to execute
  - d. Follow up with resulting coverage
8. Coordinate satellite media tours and/or televised broadcast opportunities
9. Pitch, schedule and attend media desk-side missions
10. Schedule, coordinate and implement media reception(s)
11. Conduct press conferences, as needed

12. Develop speaking points
13. Prepare written statements
14. Identify and recommend to DTPB select domestic tradeshow for a PR representative to attend and conduct on-site interviews
15. Submit award entries on behalf of client
16. Play-back articles to destination partners
17. Participate in regularly-scheduled status calls, as well as ad hoc calls, with the PR department
18. Develop relationships with key journalists in key markets (USA and Canada)
19. Identify and build a shared media list of recommended key editorial decision makers and social influencers to spread awareness of The Palm Beaches across traditional, digital and social media channels
  - a. Build and/or maintain a database of in-market leisure and trade journalists, and facilitate introductions between the journalists and DTPB PR staff via email, phone calls and/or desk-side appointments. Agency will be expected to set up interviews with in-market media and select members of DTPB leadership team. In-market destinations include New York, Boston, Philadelphia, Washington, D.C., Atlanta, Toronto, Montreal, Miami, Fort Lauderdale, Naples, Orlando, Tampa and Jacksonville. (Listed markets are subject to be updated.)
20. Coordinate partnerships with organizations and events located within target markets that provide positive visibility and exposure for The Palm Beaches
21. Identify, plan and execute at least one turn-key experiential consumer activation that is in-line with the goals and objectives of Discover The Palm Beaches, complete from start to finish
22. Serve as a spokesperson on behalf of DTPB, as directed
23. Participate in imperative company meetings, as requested (About two to four times per year.)
24. Participate in quarterly collaboration strategy calls with all DTPB marketing agencies
25. Ad hoc copywriting, as needed, such as advertorials and community and government memoranda.
26. Deliver a detailed report, monthly, which includes key performance metrics including earned media impressions, number of publicity hits, fulfillment of projects identified in SOW, and other determined benchmarks. Recap of efforts throughout the month covering public relations activities. The report should also include recap of earned media results with copies of clips generated during the month and be loaded into DTPB's digital CRM system. The report should also include feedback and advice on strategies to capitalize on any new opportunities.
27. Utilize DTPB's real-time status sheet of all on-going projects, known as the "Run List."



## EXHIBIT C Small Business Enterprise

### A. 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 3-81.43 (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.

### B. 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 County 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 (Non-CCNA)**

<b>Scenario</b>		<b>Points</b>
<b>A</b>	Proposer is a Palm Beach County certified SBE who will be providing 51% of the work with their own workforce.	<b>10 points (or 10% if total evaluation points exceed 100)</b>
<b>B</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.	<b>5-8 points (or 5%-8% if total evaluation points exceed 100)</b>

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 on Schedule 1 and Schedule 2.

Points awarded for SBE participation shall not exceed ten percent (10%) of the total amount of possible points awarded.

#### C. Proposal Submission Documentation

SBE proposers proposing as prime contractors are advised that they must complete Schedule 1 listing the work to be performed by their own workforce as well as the work to be performed by any SBE or M/WBE subcontractor. Failure to include this information on Schedule 1 will result in the participation by the SBE prime proposers own workforce NOT being counted towards meeting the SBE goal. This requirement applies even if the SBE contractor intends to perform 100% of the work with their own workforce.

Proposers are required to submit with their proposal the appropriate SBE-M/WBE schedules in order to be deemed responsive to the SBE requirements. SBE-M/WBE documentation to be submitted is as follows:

##### Schedule 1 - List of Proposed SBE and M/WBE Participation

This list shall contain the names of all SBE and M/WBE prime and subcontractors intended to be used in performance of the contract, if awarded. This schedule shall also be used if an SBE prime proposer is utilizing ANY subcontractors.

##### Schedule(s) 2 - Letter(s) of Intent to Perform as an SBE or M/WBE Subcontractor

A Schedule 2 for each SBE and/or M/WBE Subcontractor listed on Schedule 1 shall be completed and signed by the proposed SBE and/or M/WBE Subcontractor. Subcontractors shall specify the type of work to be performed, the cost or percentage shall also be specified. Additional sheets may be used as needed.

#### D. SBE Certification

Only those firms certified by Palm Beach County at the time of proposal opening shall be counted toward the established SBE goals. Upon receipt of a complete application, **IT TAKES UP TO NINETY (90) DAYS TO BECOME CERTIFIED AS AN SBE WITH PALM BEACH COUNTY.** It is the responsibility of the proposer to confirm the certification of any proposed SBE; therefore, it is recommended that proposers visit the on-line Vendor Directory at [www.pbcgov.org/osba](http://www.pbcgov.org/osba) to verify SBE certification.

#### E. Counting SBE Participation (and M/WBE Participation for Tracking Purposes)

1. Once a firm is determined to be an eligible SBE according to the Palm Beach County certification procedures, the Prime may count toward its SBE goals only that portion of the total dollar value of a contract performed by the SBE.
2. The Prime may count toward its SBE goal a portion of the total dollar value of a contract with a joint venture, eligible under the standards for certification, equal to the percentage of the ownership and control of the SBE partner in the joint venture.

3. The Prime may count toward its SBE goal the entire expenditures for materials and equipment purchased by an SBE subcontractor, provided that the SBE subcontractor has the responsibility for the installation of the purchased materials and equipment.
4. Prime may count the entire expenditure to an SBE manufacturer (i.e., a supplier/distributor that produces goods from raw materials or substantially alters the goods before resale).
5. The Prime may count sixty percent (60%) of its expenditure to SBE suppliers/distributors that are not manufacturers.
6. The Prime may count toward its SBE goal second and third tiered SBE subcontractors; provided that the Prime submits a completed Schedule 2 form for each SBE subcontractor.
7. The Prime may only count towards its SBE goal the goods and services in which the SBE is certified.

#### F. Responsibilities after Contract Award

##### Schedule 3(A) – Professional Services Activity Report

This form shall be submitted by the prime consultants with each payment application when SBE and/or M/WBE sub-consultants are utilized in the performance of the contract. This form shall contain the names of all SBE and M/WBE sub-consultants, specify the subcontracted dollar amount for each sub consultant and show amount drawn and payments to date issued to sub-consultants. This form is intended to be utilized on all professional services contracts.

##### Schedule 4 – SBE-M/WBE Payment Certification

A Schedule 4 for each SBE and/or M/WBE sub shall be completed and signed by the proposed SBE and/or M/WBE after receipt of payment from the prime. When applicable, the prime shall submit this form with each application submitted to the county for payment to document payment issued to a sub in the performance of the contract.

All proposers hereby assure that they will meet the SBE participation percentages submitted in their respective proposals with the subcontractors contained on Schedules 1 and 2 and at the dollar values or percentages specified. Proposers agree to provide any additional information requested by DTPB to substantiate participation.

The successful proposer shall submit an SBE-M/WBE Activity Form (Schedule 3(A)) and SBE-M/WBE Payment Certification Forms (Schedule 4) with each payment application. Failure to provide these forms may result in a delay in processing payment or disapproval of the invoice until they are submitted. The SBE-M/WBE Activity Form is to be filled out by the Prime Contractor and the SBE-M/WBE Payment Certification Forms are to be executed by the SBE or M/WBE firm to verify receipt of payment.

#### G. SBE Substitutions

After contract award, the successful proposer will only be permitted to replace a certified SBE subcontractor who is unwilling or unable to perform. Such substitution must be done with other certified SBE's in order to maintain the SBE percentages submitted with the bid. Requests for substitutions must be submitted to the user Department and OSBA.

**Go to: [www.pbcgov.com](http://www.pbcgov.com), Business (Drop Down Menu), Small Business Assistance, Programs, Compliance Programs, [Bid Schedules](#) as follows:**

SCHEDULE 1: LIST OF PROPOSED SBE-M/WBE PRIME AND/OR SUBCONTRACTOR PARTICIPATION

SCHEDULE 2: LETTER OF INTENT TO PERFORM AS AN SBE-M/WBE SUBCONTRACTOR

SCHEDULE 3(A): PROFESSIONAL SERVICES ACTIVITY REPORT

SCHEDULE 3: SBE-M/WBE ACTIVITY FORM

SCHEDULE4: SBE-M/WBE PAYMENT CERTIFICATION