

**GADSDEN COUNTY BOARD OF COUNTY COMMISSIONERS  
REQUEST FOR PROPOSAL (RFP) NO. 22-05  
Graphic Design Services**

**INTRODUCTION**

The Tourist Development Council (TDC), acting through the Gadsden County Board of County Commissioners (BOCC) has issued a Request for Proposals for marketing services.

**I. GENERAL INSTRUCTIONS:**

- A. **Response Address:** The response to the proposal should be submitted in a sealed addressed envelope or box to:

Tourist Development Council  
C/O Management Services Department  
ATTN: Omesha S. James  
5-B E. Jefferson Street  
Room 204  
Quincy, Florida 32351

Please include Proposal Number RFP No. 22-05 on the transmittal letter.

Please provide five original sealed copies

- B. **Submittal Process:** To provide a proposal to perform these services, you must offer a performance guarantee. If a deliverable listed within the contract is not met within 15 days of the due date of that deliverable item, it is at the discretion of the TDC to cancel the remainder of the contract. The contract can also be canceled at the discretion of the BOCC.
- C. **Contact:** Leslie D. Steele, Tourist Development Council Director  
[lsteel@gadsdencountyfl.gov](mailto:lsteel@gadsdencountyfl.gov) for additional information and questions.
- D. **Proposal Deadline,** Sealed RFP No 22-05 will be received **until 5 p.m. (EST) on Wednesday, August 31, 2022**, at the Gadsden County Management Services Department, Room 204, 5B East Jefferson Street, Quincy, Florida 32351 All late arriving Proposals will NOT be considered.
- E. **Proposal Opening,** Sealed RFP No 22-05 will be opened and read aloud **Thursday, September 1, 2022, at 3 p.m. (EST)** at the County Administrator's Conference Room at 9B East Jefferson Street, Quincy, Florida 32351.

**II. GENERAL STATEMENT OF WORK:**

**Provider Requirements.** The Goal of this proposal is to hire a marketing firm to serve as the Gadsden County Tourist Development Council (TDC) expert advisor for the development and implementation of destination marketing strategies and to promote and increase tourism within Gadsden County by identifying and marketing key attractions, events, activities, and natural resources and promoting such to tourist outside the region.

Also, should possess experience with minority rural counties and can discover and highlight historical aspects that will lead to tourism events and attractions.

**A. Advertising/Marketing**

- i. Strategic research and plan development.
- ii. Coordinated advertising campaigns (print, broadcast, digital, online, email, etc.). to include written plan, including objectives, audience description, strategies, tactics, and budgets.
- iii. Creative strategy and design (collaterals, reports, advertising and visual display, broadcast, and social media materials).
- iv. Concept development, including quality graphic design.
- v. Develop original copy (text), copywriting and editing. This may also include Spanish marketing collateral.
- vi. Media planning and buying; media negotiations, client meetings, phone calls and correspondence related to specific media plans/buys.

**B. Public Relations**

- i. Build messaging that can be used in various channels including earned media, social media and paid traditional media to geo-target key audiences through timely/relevant channels to increase awareness and drive traffic to the website.
- ii. Develop a concrete social media strategy using Facebook, Twitter, Instagram, and other social media platforms.
- iii. Develop and pitch storylines and press releases, fact sheets and industry highlights to the media, coordinate media interviews and press conference.
- iv. Support communication efforts (i.e., blog posts, monthly eNewsletter, etc.) as needed.
- v. Develop original copy (text), copywriting and editing. This may also include Spanish marketing collateral.
- vi. Develop and maintain targeted media lists) local, trade, national and international).
- vii. Travel to trade shows and meetings.
- viii. Host frequent and seasonal Familiarization (FAM) Tours.
- ix. Assist with the submission of grant funding request.

**C. Website Development and Maintenance**

- i. Maintain the website for Gadsden County Tourism to include enhancements and modifications.
- ii. Confirm audiences, objectives, graphic look and feel, navigation, site marketing, technology issues and assumptions required functionality.
- iii. Reporting capabilities – site visitor interaction and engagement.
- iv. Support internal staff in use of web-based content management system (CMS) to update content using tools and templates.
- v. Provide site log reports to help measure and understand visitor behavior to improve web site performance and availability; including, but not limited to:
  - o Web traffic analysis
  - o Path analysis
  - o Visitor trends
  - o Page views

**D. Account Management and Reporting**

- i. Meet with TDC Staff as needed for the purposes of carrying out initiatives and attend all TDC meetings to present status reports.
- ii. Prepare cost schedules and project sheets for advertising expenditures and other related costs.
- iii. Provide monthly status reports or as otherwise requested.

**III. PROPOSAL CONTENT**

The selected firm must provide creative briefs before each campaign or individual project outlining the goal(s), objectives, audience, strategies, budget and measurement. The selected Firm must demonstrate ability to strategically plan, integrate, manage and execute an assortment of marketing project directly related to destination marketing.

- A. Proposal response sheets including Drug Free Workplace Certification, Statement of No Bid (if applicable), and Signature Form fully completed with manual signature and addendum acknowledgment.
- B. Cover Letter.
- C. **Background and credentials specifications with relevant experience /Qualifications of the Graphic Design Professional:**
  - i. Experience/Work Samples, provide previous work examples that demonstrate the ability to perform the services listed in this RFP.

- ii. For each example attach relevant work samples or a visual representation of work.
- iii. Provide three case studies that are similar in scope, not exceeding five pages total

#### **IV. TERMS AND CONDITIONS**

The following terms and conditions apply to all Proposals:  
Responding companies or individuals must agree to keep their proposed project budget and the other terms of their engagement open for a period of at least 60 days past the submission deadline

Once a company or individual is selected, the BOCC and the selected respondent or company will enter a written contract for marketing services for TDC. Each respondent shall assume all fees and costs (including but not limited to legal fees) incurred in responding to this RFP and negotiating a contract with the BOCC. The BOCC shall bear no liability to any respondent for any costs, fees, or liability incurred in connection with this RFP or any response thereto.

#### **V. QUESTIONS**

Questions about this RFP should be directed by email to Leslie D. Steele, Tourist Development Council Director, at [lsteele@gadsdencountyfl.gov](mailto:lsteele@gadsdencountyfl.gov). Please note that phone calls will not be accepted. All questions and the TDC's answers will be made available to all potential RFP respondents upon request.

#### **VI. IMPORTANT**

The selected individual or organization will perform the duties requested as an independent contractor and not as an employee of the TDC or BOCC.

#### **VII. SELECTION PROCESS**

All applicants will go through a selection committee. Interviews with the selection committee may take place the week of September 5, 2022, if deemed necessary. A candidate will be selected on a date to be announced by Leslie D. Steele, Tourist Development Director.

#### **VIII. EVALUATION CRITERIA**

- Past and current experience with one or more Tourist Development Councils. (30 Points)
- The capability of the applicant, in terms of professional qualifications and certifications, to fulfill the technical requirements of this request. (10 points)
- Demonstration of relevant work in rural and diverse communities. (10 points)

- Prior experience working with tourism experts and VISIT FLORIDA, and have experience in media buying, while offering complete public relations firm in house. (30 points)
- Demonstration of creative and innovative ideas to create and implement a Gadsden County TDC Strategic Plan. (10 points)

## **DRUG-FREE WORKPLACE CERTIFICATION**

The undersigned vendor, in accordance with Florida Statute 287.087 hereby certifies that \_\_\_\_\_ does:

Name of Business

1. Publish a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession, or use of a controlled substance is prohibited in the workplace and 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 workplace, the business's policy of maintaining a drug-free workplace, any available drug counseling, rehabilitation, and 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 or contractual services that are under bid a copy of the statement specified in subsection (1).
4. In the statement specified in subsection (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 plea of guilty or nolo contendere to, any violation of Chapter 893 or of any controlled substance law of the United States or any state, for a violation occurring in the workplace 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 workplace through implementation of this section.

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

Company's Name \_\_\_\_\_

Vendor's Signature \_\_\_\_\_

Date \_\_\_\_\_

**Must be executed and returned with attached RFP at time of RFP opening to be considered**

## PUBLIC ENTITY CRIME AFFIDAVIT

- a. 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 and directly related to the transaction of business with any entity or with an agency or political subdivision of any other state or with the United States, including, but not limited to, any bid or contract for goods 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.
- b. I understand that “convicted” or “conviction” as defined in Paragraph 287.1 33(1)(b), Florida Statutes means a finding of guilt or a conviction of a public entity crime, with or without an adjudication of guilt, in any federal or state trial court of record relating to charges brought by indictment or information after July 1989, as a result of a jury verdict, non-jury trial, or entry of a plea of guilty or nolo contendere.
- c. I understand that an “affiliate” as defined in Paragraph 287.1C3(a)(a), Florida Statutes means:
- A predecessor or successor of a person convicted of a public entity 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 public entity crime. The term “affiliate” includes those officers, directors, executives, partners, shareholders, employees, members, and agents who are active in the management of affiliate.
  - The ownership by one person of shares constituting a controlling interest in another person or pooling of equipment of 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.
- d. I understand that a “person” as defined in Paragraph 287.1330) (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 bids 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.
- e. Based on information and belief, the statement which I have marked below is true in relation to the entity submitting this sworn statement. (Please indicate which statement applies).
- f. Neither the entity submitting this sworn statement, nor any officers, directors, executives, partners, shareholders, employees, members, or agents who are active in management of the entity, nor any affiliate of the entity have been charged with and convicted of a public entity crime subsequent to July 1, 1989.
- g. The entity submitting this sworn statement, or one or more of the officers, directors, executives, partners, shareholders, employees, members, or agents who are active in 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, AND (Please indicate which additional statement applies).

- h. There has been proceeding concerning the conviction before a hearing officer of the state of Florida, Division of Administrative Hearings. The final order entered by the hearing officer did not place the person or affiliate on the convicted vendor list. (Please attach a copy of the final order).
- i. The person or affiliate was placed on the convicted vendor list. There has been a subsequent proceeding before a hearing officer of the State of Florida, Division of Administrative Hearings. The final order entered by the hearing officer determined that it was in the public interest to remove the person or affiliate from the convicted vendor list. (Please attach a copy of the final order).
- j. The person or affiliate has not been placed on the convicted vendor list. (Please describe any action taken by or pending with the Department of General Services).

**VENDOR NAME AND ADDRESS:**

---



---



---

**NOTE: AS EVIDENCED BY MY SIGNATURE BELOW, I UNDERSTAND AND WILL COMPLY WITH ALL TERMS AND CONDITIONS STATED HEREIN:**

<hr/> <p>Type Authorized Official's Name</p> <hr/> <p>Type Authorized Official's Signature</p>	<hr/> <p>Authorized Official's Title</p> <hr/> <p>Date</p>
--	--

**FOR NOTARY PUBLIC (OFFICIAL USE ONLY)**

STATE OF \_\_\_\_\_ COUNTY OF \_\_\_\_\_

**PERSONALLY APPEARED BEFORE ME**, the undersigned authority, \_\_\_\_\_ who, after first being sworn by me, affixed his/her \_\_\_\_\_ (name of individual signing) signature in the space provided above on the day of \_\_\_\_\_, 2\_\_\_\_.

\_\_\_\_\_  
**NOTARY PUBLIC**

My commission expires



**STATEMENT OF NO BID**  
**RFP NO 22-05**

We, the undersigned, have declined to respond to your bid for the following reasons:

- \_\_\_\_\_ We do not offer this service
- \_\_\_\_\_ Our schedule would not permit us to perform
- \_\_\_\_\_ Unable to meet specifications.
- \_\_\_\_\_ Others (Please Explain)

We understand that if the no-bid letter is not executed and returned, our name may be deleted from the County's list of qualified bidders.

Organizations Name \_\_\_\_\_

Signature \_\_\_\_\_

Name (Print/Type) \_\_\_\_\_

Address \_\_\_\_\_

Telephone No. \_\_\_\_\_

FAX No. \_\_\_\_\_

E-mail address. \_\_\_\_\_

**SIGNATURE FORM**

Name of Company

---

Mailing Address

---

City    State    Zip Code

---

Name (Typed or Printed)

---

Phone Number (Including Area Code)

---

Fax Number (Including Area Code)

---

Website/Email Address

---

Date