

**BOARD OF COUNTY COMMISSIONERS,
WALTON COUNTY, FLORIDA
REQUEST FOR PROPOSAL
For
*Public Relations for the Walton County
Tourist Development Council***

RFP NO: 019-042

The Board of County Commissioners through the Walton County Tourist Development Council (the “County”) is seeking qualified public relations firms to develop and execute a national public relations strategy that would support the marketing of South Walton in northwest Florida to the consumer and travel trade in key markets throughout the United States.

RFP DEADLINE: September 09, 2019 no later than 3:00PM 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 DESIGNATED OVERNIGHT FED EX DELIVERY. OUR OFFICE IS CLOSED ON FRIDAY AND WILL BE CLOSED ON SEPTEMBER 2, 2019 IN OBSERVANCE OF LABOR DAY. BIDDER IS RESPONSIBLE FOR THE DELIVERY OF ITS BID.

To be considered, Firm/Team must submit an original and eight (8) copies of RFP in a sealed envelope or package, clearly marked with the Firm/Team’s name and address, and the words” **Public Relations for TDC**” addressed to:

Office of Central Purchasing
176 Montgomery Circle
DeFuniak Springs, Florida 32435
850-892-8176

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SECTION 1 – INTRODUCTION

1.1 Background:

Located along Northwest Florida’s Gulf Coast, South Walton is renowned for its sugar-white-sand beaches and turquoise green waters. The destination is comprised of 16 beach neighborhoods stretching over 26 miles of pristine coastline. The communities included in this scenic setting are: Seascape, Miramar, Sandestin, Dune Allen, Gulf Place, Santa Rosa, 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 Campaign Parameters:

Services: The Walton County Tourist Development Council (TDC) is looking for a firm to develop a strategy that utilizes public relations tactics to secure earned media in appropriate print, broadcast, and interactive outlets. This strategy should not cover advertising, direct marketing, or other forms of direct-to-consumer outreach mechanisms including social campaigns. (The TDC) has a national advertising campaign; this national PR campaign should complement that effort, and focus heavily on promoting non-peak-seasons (September – February) visitation.)

Focus: During the next year, the public relations missions 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 A)

Compensation Structure:

Monthly service hours are expected to be at a minimum of 80 hours. Compensation will be negotiated by advance agreement at a flat monthly amount provided that sufficient, approved service hours are documented. Some allowances can be made for out of pocket expenses and limited travel expenses if an inclusive amount is not agreed upon. An existing contingency budget of approximately 160 hours is planned beyond the monthly service hours and is subject to TDC Executive Director discretion.

Timeframe: The contract for this initial campaign will be for October 2019 – September 2020 with the option to be extended for up to two additional years, through one-year renewals at the discretion of the County and based on the performance of the firm selected.

1.1.2 Target Audiences:

The target market for South Walton is predominantly upscale households with an average annual HHI of \$175K; and age 35-64 and age 65%+ with net worth exceeding \$1MM. Efforts will relate to households in these demographics groups who currently live outside the tri-county region centered around Walton County in Florida.

Other targets are comprised of niche audiences including culinary, weddings/anniversaries, families, eco-tourism, girlfriend getaways, cultural events and entertainment and travel trade (incentive travel, meeting planners, travel agents and AAA).

1.1.3 Media:

Proposals should be presented for securing earned media in outlets that include (but should not be limited to) travel, eco-adventure, lifestyle, culinary, architectural, golf and other leisure publications serving national markets. Qualification and previous experience that utilize broadcast and online outlets should also be included in response.

SECTION 2 – SCOPE OF WORK

2.1 Primary Objective:

The Walton County Tourist Development Council (TDC) has established the following objectives for its public relations campaign. All applicants are asked to provide a detailed

outline including strategies and tactics as to how these goals will be accomplished. Strategies must be based on public relations principles and practices and should NOT include advertising and other paid promotions. (See Attachment C)

- Position South Walton as a premier brand for this tourist destination with consumer audiences both nationally and in our top markets.
- Heighten awareness for South Walton's amenities with niche audiences including bridal, couples, culinary, eco-tourists, families, business travel and art enthusiasts.
- Heighten general consumer awareness of South Walton as a premier location for leisure trips.
- Heighten general travel trade appreciation of South Walton as a collection of choice locations for signature meetings, groups and incentives.
- Position South Walton as an ideal vacation destination for non-peak travel times leading to increased visitation during shoulder season months (September-February).
- Reinforce the brand of South Walton and its 16 neighborhoods in Northwest Florida.
- Specifically accomplish phone outreach and pitching, distribute releases and secure coverage by targeted media.
- Directly contribute to the TDC Communication, Emergency, Stakeholder and Strategic plans, as requested.
- Support the TDC 24/7 with counsel and assistance. Produce regular reports to document and measure success including Advertising Value Equivalency for key coverage.

2.2 Requirements:

All applicants must meet the following requirements and criteria in order to submit a proposal.

- Firms must be recognized by an independent source as a firm specializing in public relations, especially the travel and tourism sector. There are numerous independent sources, including O’Dwyers, PR Week, World Travel & Tourism Council, and Hospitality Sales among others that rate/recognize PR firms for their expertise.
- Firms must be a full-service public relations company with experience representing national destinations, hotels & resorts, amenities and/or attractions.
- Firms must have strong media relationships with travel writers and editors.
- Firms must have experience working with a variety of media including broadcast, print, online and social media. TDC is not looking for media lists but would like interested firms to outline some of their media relationships. TDC also asks that interested firm’s highlight any articles generated that resulted in increased visitation for the destination as well as any experience in using social media to build loyalty and visitation.
- Firms must have experience collaborating and creating synergized campaigns with other marketing partners including research firms, ad agencies and internet firms.
- Firms must have experience in the following areas: crisis communications and branding.
- Firms will be evaluated based on the overall quality of the submitted proposal and how well it addresses the scope of services.
- Firm must demonstrate and document accomplishments through past and current efforts, to include case studies, current campaigns, media equivalences, and crisis messaging.
- Firms must include experience levels and abilities of individuals that will compromise the team responsible for scope and account service.
- Firms demonstrating familiarity with/ success in earning coverage for South Walton and/or South Walton based businesses will be given preference. Please highlight any familiarity that team members who will be assigned to the South Walton account have with the area.

2.3 **Proposal Format:**

Firms who meet the above requirements and are interested in pursuing this work are asked to present their recommended plan in a single 3-ring binder. In order to ensure sufficient and comparable information on the four criteria that will be used to select a firm, the Walton County TDC requires that all proposals adhere to the following format:

Part I. General description of the firm: The description of the firm shall include each of the requirements outlined above and how the firm meets/exceeds these standards.

Part II. Strategic Overview: The firm shall present the general methods and tactics it would implement to accomplish the objectives of this campaign.

Part III. Creative Approach: The firm shall present specific ideas on how it would approach the following PR challenges that would be part of the South Walton campaign: (1) maintain visibility of South Walton as a premier tourist destination within targeted markets; (2) promote the shoulder season program to increase visitation from September through May; (3) introduce South Walton as premier beach vacation destination to new market, fast-growing markets, and audiences that may not be familiar with this region of Florida, such as locations with new air service. This presentation is meant to illustrate the submitting firm's capacity to generate strategy and creative ideas to promote the area's collection of 16 beach neighborhoods as one premier destination. It will not be viewed as a specific binding tactical approach.

Part IV. Costs and Anticipated Results: The firm shall propose an annual budget and describe its approach to account serving. Firms shall outline how they will evaluate ROI and the specific results they anticipate will be achieved under all budgets. Firms are encouraged to propose a fee arrangement that is tied to meeting or exceeding goals. Reference Attachment B "*Consultant Reimbursement Guidelines*" for relative information.

Part V. Account Team: The firm shall present information on the background of the proposed account team members for South Walton, including a list of similar accounts that each team member services currently and relevant past clients. This will include a breakdown of the estimated hours each team member would dedicate to South Walton. The proposal shall include information about only those individuals who will be directly responsible for servicing South Walton account; do not include individuals who will be involved only slightly (if at all) on the account.

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 technical questions regarding this Request should be directed in writing; preferably by email to the Purchasing Agent **no later than August 29, 2019 by 12:00 noon local time. DIRECTING QUESTIONS TO ANY OTHER COUNTY STAFF, PROJECT ENGINEER, OR ANY OTHER PERSON IS PROHIBITED AND WILL RESULT IN SUBMITTAL BEING DISQUALIFIED.** Questions submitted after that date and time will not be answered. Written requirements in the Request or its amendments are binding, but any oral communications between potential applicants and the County 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, it will be accomplished by addendum. All listed times are local time in DeFuniak Springs, Florida.

<u>DATE/TIME</u>	<u>ACTION</u>
September 09, 2019 no later than 3:00PM local time and will open immediately thereafter	Close date
August 20, 2019 no later than 12:00Noon	Questions Due
On or around September 2019	Evaluations

3.3 Insurance Requirements:

VENDOR shall purchase and maintain through the Contract period workers compensation, comprehensive general liability (occurrence form), comprehensive automobile liability, and other insurance as is appropriate for the Project being performed hereunder by VENDOR, its employees, subcontractors or agents. The amounts and types of workers compensation, comprehensive general liability (occurrence form), and

comprehensive automobile liability 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. 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 endorsed to provide the COUNTY with thirty (30) days' written notice of cancellation and/or restriction.
2. Comprehensive General Liability Coverage must include:
 - a. \$1,000,000 combined limit per occurrence for bodily injury, personal injury and property damage. If contract is less than \$100,000.00, then general liability insurance requirement is \$300,000.00.
 - b. Contractual coverage applicable to this specific contract, including any hold harmless and/or indemnification agreement.
 - c. Notice of Cancellation and/or Restriction. The policy must be endorsed to provide the 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. Notice of Cancellation and/or Restriction. The policy must be endorsed to provide the COUNTY with thirty (30) days' written notice of cancellation and/or restriction.

3.4 Cost of Preparing RFP:

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

3.5 Disposal of RFP:

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

3.6 Rules for Withdrawal:

Proposal 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 Proposals are to be submitted at any time prior to the opening of the RFP.

3.7 Rejection of Request for Proposal:

The County reserves the right to accept or reject any Request for Proposal for any reason as may be deemed necessary by the County. The County further reserves the right to waive any and all informalities, and reserves the right to reject all nonconforming, unresponsive, Request for Proposal. The County reserves the right to reject the Request for Proposal of any firm or individual if the County believes that it would not be in the best interest of the Project to make an award to that firm or individual, because the Request for Proposal is not responsive or responsible, or the firm or individual is unqualified or of doubtful financial ability or fails to meet any other pertinent standard or criteria established by the County.

3.8 Verbal Instructions;

No negotiations, decisions, or actions shall be initiated or executed by the proposer as a result of any discussion with any county employee. Only those communications from proposers, which are signed, and in writing will be recognized by the County, as duly authorized expressions on behalf of the Proposer. Oral and other interpretations or clarifications will be without legal effect. *Any and all communication with County Commissioners or county staff other than the Office of Central Purchasing is prohibited during the time of the RFP advertising.*

3.9 Public Entity Crime:

The PROPOSER 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.

3.10 Drug Free Workplace:

The PROPOSER must complete the County's Drug Free Workplace Certification form, attached and made a part of the proposal. 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.

3.11 Addendum:

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 mailed to all vendors receiving this RFP. The Addendum Acknowledgement Form, which is included with each mail out, shall be signed by an authorized company representative, dated, and returned with proposal.

3.12 Notices:

Any notices to be given under this RFP shall be given by United States Mail, addressed to PROPOSER at its address stated herein, and to the COUNTY at its address stated herein. Additional notice may also be given by facsimile in which case it shall be deemed that notice was provided on the date said facsimile was received. The party providing notice by facsimile shall confirm that the facsimile was received by the other party.

3.13 Representation:

The FIRM represents to the COUNTY that:

- A. The FIRM is properly certified and licensed; is solvent financially; is experienced in and competent to complete the Project.
- B. The FIRM is familiar with all Federal, State, Local or other regulatory laws, ordinances and regulations, which in any manner whatsoever, may affect the Project.

3.14 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.

3.15 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 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.

3.16 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.

3.17 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.

SECTION 4 – EVALUATION OF STATEMENTS:

4.1 Evaluation Criteria:

The Walton County Tourist Development Council will select a firm to execute its PR campaign based on the following factors:

1. Practice Group that specializes in travel & tourism – 25 Pts

Strategic thinking & concepts to service the organization and achieve stated scope (includes how well the proposal was produced and how well it addresses the scope)

2. Recent Experience – 20 Pts

Demonstrated and documented accomplishments through past and current efforts (includes case studies, current campaigns, media equivalencies, crisis messaging)

3. Capacity and Capability – 20 Pts

Experience levels and abilities of individuals that will compromise the team responsible for scope and account service, past accomplishment.

4. Familiarity and Value – 35 Pts

Resources with established relevance to this tourism product (15 pts)
(considers direct connections to Florida, coastal destinations, South Walton, national tourism, etc.)

Creative and added value approaches proposed (10 Pts)
(considers dynamic, new, unpaid, proven and collaborative efforts)

Potential return on investment based on general proposal and stated fees (10Pts)
(considers overall value, feasibility of proposal and affordability of charges)

Selected firms will be notified if interviews are required. If interviews are required, selected firms will be invited to an interview before an appointed review committee. The committee will then present their recommendation to the Walton County Tourist Development Council. Once approved by the TDC Council, a recommendation will be made to the Walton County Board of County Commissioners.

SECTION 5 - AWARD OF CONTRACT:

The Board will award this RFP to the MOST responsible responsive PROPOSER with the best cumulative price that meets the County’s needs. In the event the best cumulative PROPOSER is found to be non-responsive, the County may proceed to the next best cumulative responsive PROPOSER and continue the award process.

SECTION 6 – TERM OF CONTRACT

6.1 Terms:

The term of this contract shall be for one (1) year-beginning on the date of its complete execution with an option to renew for two (2) additional terms of one (1) year each at the sole discretion of the County, unless earlier terminated by the Board of the County Commissioners.

6.2 Termination of Contract:

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

ATTACHMENT

A

South Walton's top markets

Atlanta, GA

Birmingham, AL

Mobile, AL & Surrounding Gulf Coast

New Orleans, LA

Nashville, TN

Dallas, 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

And domestic markets with valued outlets seeking information on South Walton, Florida.

The list of top markets maybe revised annually

ATTACHMENT "B"

WALTON COUNTY TOURIST DEVELOPMENT COUNCIL CONSULTANT REIMBURSEMENT GUIDELINES

1. Air Travel Standards. Consultants representing the 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 TDC should secure accommodations in business class hotels. If doing business on behalf of TDC, lodging shall be in a hotel under contract by TDC where direct billing to TDC has been arranged. Please see #12, below, for more specific information concerning South Walton County lodging.
3. Vehicle Rentals. TDC will reimburse rental of full-size vehicle, van or SUV, but not luxury-class vehicles.
4. Computer Research. 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. 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. TDC will reimburse for reasonable meal expense while doing business on behalf of TDC as outlined in Walton County TDC Purchasing Card Guidelines. Reimbursement for meals must include an itemized receipt from the establishment as back-up documentation.
9. Miscellaneous. 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. TDC will not pay for hourly time worked by consultants for preparing invoices, gathering receipts or documentation, or researching questions regarding invoices sent to TDC.
12. The following hotels (and their respective rates – subject to change) will be used for Consultant and Vendor lodging when doing business on behalf of Walton County TDC:

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

King	\$99	King	\$149	King	\$89
Double/Double	\$99	Double/Double	\$149	Double/Double	\$89

Sandestin Golf & Beach Resort

Validity Dates for Suite	Rate
January 1 – March 4	\$99-109
March 5 – August 15	119-149
August 16 – December 30	99-109

Notes to Consultant/Vendor:

1. Visiting PR reps not hosting a journalist fam trip should reserve accommodations at one of the above pre-negotiated rates, or other accommodations pre-approved by the TDC. 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. 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 TDC
PO Box 25777
Santa Rosa Beach, FL 32459
Phone: 850-267-1216
Fax: 850-267-3943

ATTACHMENT

C

Proposed dates 10/1/19 to 9/30/20

Public Relations Services for the Walton County Tourist Development Council

Scope of Services

The account team will target identified key markets and identified regional and national media. There shall be regular media pitches, news release development and distribution, industry news monitoring, hosted in-destination journalist fam trips and journalist deskside visits. Crisis communication support and council will be provided as needed. Regular reporting shall be accomplished including earned media and the related Advertising Value Equivalency.

The scope of work shall support positive awareness and favorably position the South Walton area as an upscale destination, through:

Media Pitching Program

- Targeted media pitching, exploiting brand-centric appeal and newsworthy topics.
- Direct effort in select (core and emerging) markets to connect with representative media members and outlets (including, but not limited to, deskside visits);
 - Approximately three markets a year with 9+ direct engagements with qualifying outlets (level A, B or C);
- Trophy media placement pursuit;
 - Two nationally significant outlets will be agreed upon and targeted for major brand awareness coverage.
- Coordination of media for two to three group FAMs and multiple individual media tours annually;

Media Outreach & Maintenance

- Any media contacted on behalf of TDC must be included in regular reporting to the TDC. Including pitched, converted, qualified and even declined contacts.
- Manage media clippings to include AVE tracking, tagging the featured local businesses and preparing for distribution to those local partners.
- Correcting editorial for brand awareness, locational accuracy, factual statements, etc.

Qualifying Media

- Timely third-party evaluation and vetting of all editorial inquiries and related offers:

- A. Trophy media – Maximum effort provided to accommodate national reach;
 - B. High value media - Consider for full effort to include custom/FAM media visit;
 - C. Core and emerging market value – Facilitate local hosts potentially;
 - D. Not currently budgeted for mission – Update information. Potential notify local partners, no internal involvement;
- Other: Doesn't Align with currently approved strategic plan – Graciously decline

Crisis Communication, as Needed

- Review and update a Visit South Walton's comprehensive crisis communication plan to ensure Visit South Walton is prepared for, and responds effectively to, any emerging crisis.
- Act as contingency, out-of-market satellite response team should local activities be significantly limited.
- Public relations crisis contingency support to include messaging, in-market personnel, media relations and media training for county or local industry staff;
 - Expenses related to any lasting crisis would be covered under special budget, outside basic scope.

Expectations and Strategy

- Proficiently demonstrate that firm resources can be effective in key markets (core and emerging) to include, but not limited to:

- Atlanta	- Chicago
- Dallas/Ft. Worth	- Montgomery
- Nashville	- St. Louis
- Birmingham	- Jackson
- Houston	- Baltimore/D.C.
- New Orleans	- New York City
- Memphis	- Louisville
- Cincinnati	- Indianapolis
- Provide competencies and experiences successfully conveying lifestyles including culinary, ecotourism, family, beach and special events.
- Align efforts with tactical demographic goals currently including:
 - Primary:
 - Household Income: \$175K+

- Age: 35 to 64 years of age
- Secondary:
 - Household Net worth: \$1M+
 - Age: 65+
- Spring/Summer: Families
- Remainder of the Year: Couples and Escapes
- Scope to include successes in niche markets including wedding and group/meeting markets.
- Compliment official brand activations for maximum public reach and additional media involvement.
- In-person South Walton orientation each year for staff with scope responsibilities.
- Compose releases and contribute to TDC, in-house produced communications and messaging.
- Support TDC community relations and initiatives through collaborative work and support of TDC staff.

Reporting

- Contribute to weekly agencies call with status updates.
- Comprehensive report with monthly invoices to include detailed service hours, expenses and activities.
- After-action ROI reports for special media events and strategies.
- Detailed monthly and annual activity reports.
- Annual strategic planning to include possible attendance but at minimum recommendation of goals and opportunities for short-term and long-term strategies to further the brand and economy of South Walton.

PROPOSAL FEE

FIRM: _____

ADDRESS: _____

CITY: _____

PHONE NUMBER: _____

EMAIL: _____

AUTHORIZED SIGNATURE:

FEE \$ _____

**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,**

(Please circle one)

Is this a Florida Corporation: Yes or No
If not a Florida Corporation,

In what state 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, Contract shall be signed by the President or Vice-President. 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)

Title of the individual named above who will sign on behalf of the company: (Spelled exactly as it would appear on the instrument)

CONTACT FOR CONTRACT ADMINISTRATION

Designate one person authorized to conduct contract administration.

NAME: _____

TITLE: _____

COMPANY NAME: _____

ADDRESS: _____

TELEPHONE NUMBER: _____

FAX NUMBER: _____

SIGNATURE: _____

EMAIL: _____

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(l)((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(l)(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(l)(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(l)(e), Florida Statutes, means any natural person or entity organized under the laws of any state or have the United States with the legal power to enter into 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 this ___ day of _____, 20__.
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

**WALTON COUNTY
LOCAL PREFERENCE APPLICATION**

PROJECT NAME:	Public Relations for TDC
RFP NO:	

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: PP017.

- My business maintains its principal place of business within Walton County; OR
- 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: _____