

# REQUEST FOR QUALIFICATIONS

## MARKETING – ADVERTISING - PUBLIC RELATIONS WEB SITE & RESEARCH



**RFQ #: TDC 47-12**

**PROPOSAL DUE: AUGUST 17, 2012 @ 4:00 P.M.**

**REQUEST FOR PROPOSAL/QUALIFICATIONS  
FOR  
MARKETING/ADVERTISING/PUBLIC RELATIONS/WEB SITE/RESEARCH  
SERVICES FOR OKALOOSA COUNTY  
TOURIST DEVELOPMENT COUNCIL,  
EMERALD COAST CONVENTION & VISITORS BUREAU, INC.,  
OKALOOSA FILM COMMISSION &  
EMERALD COAST CONFERENCE CENTER**

The Okaloosa County Board of County Commissioners under the provisions of Section 287.055, Florida Statutes and county policy, request qualifications from professional firms to provide Marketing/Advertising/Public Relations/Web Site/Research services for the Okaloosa County Tourist Development Council, Emerald Coast Convention & Visitors Bureau, Inc., Okaloosa Film Commission & Emerald Coast Conference Center.

It is the intent of the Board to enter into contract negotiations with one or more firms to accomplish the stated objective.

Firms desiring consideration should provide an **original** and ~~eight (8)~~ **twelve (12)** copies of their statement of qualifications/proposal. Guidelines detailing form and content requirements for the statement of qualification/proposal are available by contacting Richard L Brannon, Purchasing Director, 602-C North Pearl St., Crestview, FL 32536 or 850-689-5960.

Proposals must be delivered to the Okaloosa County Purchasing Department at the address below no later than **4:00 p.m., (CST), August 17, 2012** in order to be considered.

All proposals must be in sealed envelopes reflecting on the outside thereof **“Proposal for Marketing/Advertising/Public Relations/Web Site/Research Services for Okaloosa County Tourist Development Council, Emerald Coast Convention & Visitors Bureau, Inc., Okaloosa Film Commission & Emerald Coast Conference Center, Proposal #TDC 47-12 to be opened at 4:00 p.m., (CST), on August 17, 2012.”**

All proposals should be addressed as follows:

Okaloosa County Purchasing Department  
Richard L Brannon  
602-C North Pearl St.  
Crestview, FL 32536

//Signed//  
Richard L Brannon  
Purchasing Director

07/23/2012  
Date

BOARD OF COUNTY COMMISSIONERS  
OKALOOSA COUNTY

Don Amunds  
Chairman

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**Okaloosa County Tourist Development Council,  
Emerald Coast Convention & Visitors Bureau, Inc.  
Promotion/Marketing/Advertising/Web site/Research Agency –  
Request for Proposals**

**SECTION ONE**

**INTRODUCTION**

**1. REQUEST**

- 1.1 This document is a request for proposals from individuals and/or organization(s) that possess **in-house** any combination of the General Scope of Work below.
- 1.2 For ease of use, this document is divided into the following sections:

Section One	Introduction - Background - General Scope of Work
Section Two	Proposal Instructions
Section Three	Contractual Requirements
Section Four	Special Conditions

**2. BACKGROUND**

- 2.1 The mission of the Okaloosa County Tourist Development Council (O.C.T.D.C.), Emerald Coast Convention & Visitors Bureau, Inc. (Emerald Coast CVB, Inc.), Okaloosa TDC Film Commission, Visitors Welcome Center and the Emerald Coast Convention Center (ECCC) is to promote the special taxing district represented in Okaloosa County as Destin, Fort Walton Beach, Okaloosa Island, Mary Esther and Cinco Bayou, Florida as the ideal vacation destination for new and returning visitors throughout the United states and the world. To achieve this goal, the selected agency/agencies/individuals must work in conjunction with the Executive Director/President & CEO; the TDC/CVB, Inc.; the TDC Film Commission; the Visitors Welcome Center; the Emerald Coast Convention Center; The Okaloosa County, Board of County Commissioners Florida; the Florida Tourism Commission FLA/USA; FLA/USA Visitors Center Services; and the FLA/USA Office of Marketing Research; and applicable agencies to accomplish the marketing goals.

The TDC/CVB, Inc. wishes to promote and advertise primarily to adults and families with discretionary travel dollars (The leisure market) and to travel industry professionals such as group meeting planners (SMERF/Association/Corporate markets), travel agents/tour operators and film producers. The primary goal of the TDC/CVB, Inc. is to increase the lodging occupancy of the taxing district for the continual economic benefit of the community and all tourism stakeholders.

### 3. GENERAL SCOPE OF WORK

3.1 The O.C.T.D.C./CVB, Inc. is seeking either one or a combination of marketing/advertising/public relations/web site/research/social media marketing/social networking agency/agencies/individuals/companies with extensive experience in various media within regional, national and international markets. The TDC/CVB is seeking proposals to assist, recommend, develop, manage and be responsible for any combination of the following bullet points:

1. Social media marketing and social networking
2. Web site
3. Public relations
4. Branding, strategic advertising and marketing plans, innovative strategies, creative design, cooperative advertising programs, media placement, measurements, tracking, reports, ROI, research, assist in TDC marketing presentations, participate in TDC meetings, expertise in; television, magazine, newspaper, radio, direct mail, outdoor, digital, viral marketing, Internet, and etc.

3.2 The period of this contract shall be for (1) three year period (**October 1, 2012 – September 30, 2015**). This contract may be renewed for up to an additional three year term if in written agreement by both parties. Either party may cancel this contract by 60-day written notification. The current (FY 2012) total advertising budget is approximately \$2.1 million dollars per year. Additional funding may be received as part of the Oil Spill Settlement.

3.2.1 This budget is subject to the availability of funds.

3.3 There are a number of state statues and County policies, including but not limited to the County's Contract, Leases & Non-Grant Agreements, Policies & Procedures and the County Purchasing Manual, (on line on the County Website) pertaining to the selected advertising agency/agencies/individuals/company. It is important that each potential service provider be familiar with them:

1. The agency shall not hold or acquire an account of any competing county, city, region or organization representing other tourism destinations (i.e.: Tourist Development Councils, Convention & Visitors Bureaus, Chambers of Commerce, etc., or like entities) within the Northwest Florida area (Escambia County, Santa Rosa County, Okaloosa County, Walton County and Bay County).
2. With regard to the matter of branch or subsidiary offices of an agency, it should be clear that all such offices are considered a part of the total corporate entity of the agency.
3. The O.C.T.D.C./CVB, Inc. is to be advised of all new business solicitations by the agency which could be perceived to constitute a conflict of interest.
4. As an agency of the State of Florida, we must abide by state regulations that prohibit advance payment of goods and services. Therefore, an agency handling the account must be **financially able** to pay media and production bills with a full understanding that it will not be reimbursed until such time as the service has been performed and/or the promotion/advertisement has appeared. Bills are paid promptly upon receipt of proof of performance (within thirty (30) days or less if applicable).
5. The agency must agree to permit complete audits of its records relating to the Tourist Development Department's account by an authorized representative of the County Financial Office, the Auditor General's Office and/or any other organization that may be authorized.

6. The Board reserves the right to subcontract a portion of the budget with other agencies.

Specifications of general interest to submitting agencies:

All work performed above by successful contractor(s) will be owned by the Board.

## SECTION TWO

### PROPOSAL INSTRUCTIONS

#### 1. SPECIAL INSTRUCTIONS

- 1.1 The selection process involves two steps. (1) All interested applicants shall submit written answers to the enclosed questionnaire, as well as any additional material they may wish to submit. The replies should be as accurate as possible. The O.C.T.D.C./CVB, Inc. reserves the right to reject any and all proposals received. (2) A screening committee will then review all responses and other submitted materials in order to determine a list of semi-finalists. These semi-finalists may be invited to make a formal presentation at a specific time and place. Those semi-finalists invited to appear for a presentation will be asked to present samples of existing work, ideas and attitudes towards the handling of this account, and specific concepts to achieve the maximum return possible within the O.C.T.D.C./CVB, Inc. promotion/marketing/advertising/web site/ research budget. Any presentations including travel cost, etc., will be at the expense of the advertising agency; speculative work, while not required, will, by consensus, select a number of finalists if appropriate. This evaluation will consist of, but may not be restricted to the following points:
- ◆ The ideas, thoughts and comments given by the agency/individual during its presentation, if one is given;
  - ◆ Experience of the agency/individual recommended to be assigned to the account;
  - ◆ Extensive knowledge of the travel and tourism industry and the submitted scope of work;
  - ◆ Financial strength and sufficient credit; **(Audited Financial Statements Required)**.
  - ◆ Innovative abilities;
  - ◆ Overall knowledge of the submitted scope of work;
  - ◆ Account mix and billing history of the agency;
  - ◆ In-house agency services, i.e.: creative services, photo library, production, etc.;
  - ◆ Cost negotiation;
  - ◆ Group business development;
  - ◆ Adequate accounting capability to handle O.C.T.D.C./CVB, Inc. requirements for documentation;
  - ◆ Discussion of conflict of interest accounts, if selected;
  - ◆ Very high inclination to use research in the development of strategic platforms for the basis of any and/or all campaigns;
  - ◆ The ability to communicate effectively with the client through one dedicated associate.
- 1.2 The selected finalists will be recommended by the O.C.T.D.C./CVB, Inc. board and then to the Okaloosa Board of County Commissioners for final approval. (This process will take several weeks to complete.)

- 1.3 Eight (8) completed copies of the questionnaire and all attachments (excluding any video/audio recordings the agency may choose to submit) must be in sealed envelopes reflecting on the outside thereof "Proposals for Marketing/Advertising/Promotion/Web Site/Research Agency O.C.T.D.C./CVB, Inc. to be opened at **4:00 p.m., August 17, 2012**" and sent to:

Okaloosa County Purchasing Department  
Richard L Brannon  
602-C North Pearl St.  
Crestview, FL 32536

**Proposals received after this date and time will not be considered. Proposals will be OPENED at 4:00 p.m., August 17, 2012. NOTE:** Crestview, Florida is "not a next day guaranteed delivery location" by delivery services.

- 1.4 In order for a proposal to be evaluated and considered for award, a potential service provider must respond to this request for proposal by submitting all data required herein. Failure to submit such data may be deemed sufficient cause for disqualification of the proposal from further consideration for award.

**NOTE: ALL WRITTEN PROPOSALS SHALL BE SUBMITTED ON 8 1/2" x 11" PAPER.**



## SECTION THREE

### CONTRACTUAL REQUIREMENTS

#### 1. SPECIFIC

Those interested in handling this account will please answer all the questions in sequence as stated on the enclosed questionnaire. Because the questionnaire will be reviewed by a number of people, the applicant is requested to submit ~~eight (8)~~ **twelve (12) copies** of the application and included materials. Questions below might be applicable or not to your specific interest in the Scope of Work.

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#### **MARKETING / ADVERTISING/ PUBLIC RELATIONS/ WEB SITE/ RESEARCH ACCOUNT PROPOSAL QUESTIONNAIRE**

1. When was your agency/organization established?
2. Please explain your agency's/organization's status; fully independent, a branch office, subsidiary, member of affiliate network, etc. If your agency is a subsidiary, list your parent firm and your agency's relation to it.
3. If you have more than one office, which office would serve the account? (Note: All subsequent responses should relate to this office.)
4. Please provide a brief business background and experience summary of each of your key officers and/or department heads.
5. Please list the total number of full-time personnel on your staff, identifying them by department and by professional/support status who would be involved or handling this account. (Do not include consultants, freelance, part time or contract-service staff.)
6. If you acquire our business, will there be a need to hire any new employees? If so, in what discipline would they be employed to accommodate this account? **Note: No contractor paid employees will be allowed to work permanently on site in the County owned facilities.**
7. Please outline the tourism-related experience of your staff members who would work on this account. (Include experience outside your agency and outside the advertising field.) As a result of their experience, what opinion do your staff members hold about the way an organization such as the O.C.T.D.C./CVB, Inc. should develop marketing/advertising/public relations/web site/research within the tourism field?
8. Exactly who in your agency's management would work on the O.C.T.D.C.'s/CVB, Inc.'s 3-5 year marketing plans, and how much of their time would be spent on the account? Who, within the agency, would take prime responsibility for, and have final authority on, the account? How much time would each of the individuals assigned to the account give to pertinent problems, if any?
9. Describe the role of the available research personnel within your account service, creative, promotional and media departments. How are these personnel used to solve a client's business problems and how do you plan to increase the promotional aspect of our marketing/advertising/public relations/web site/research funds?

10. What are your "in-house" capabilities for art production, copy production, promotional items, media purchasing, photography, and media placement? Will these be in-house or farmed out for further costs?
11. Would your agency be averse to having local advertising/printing companies supply part of the needed materials? Why or why not?
12. How many clients have you added or lost in the past three years? If lost, was the contract terminated for cause or failure to perform?
13. How many of your clients have media, public relations, web site, research billings falling in the following brackets: Between \$1 million - \$3 million?
14. Please give us a brief and concise statement of your marketing/advertising/public relations/web site/research philosophy, taking into consideration the following points and any others you feel are appropriate:
  - a. How do you currently measure the effectiveness of your marketing/advertising/public relations/web site/research efforts?
  - b. What is the method you use for developing marketing/advertising/public relations/web site/research goals?
15. Include a brief discussion of your media and creative departments' organization/ operational structure. What is your marketing philosophy and current use of technology?
16. What procedures do you follow in selecting and developing basic creative promotional strategies, objectives, appeals?
17. How does your firm use qualitative research, and how heavily do you rely on the findings of this research? Please list examples of research use.
18. How does your firm use quantitative research, and when is this research preferable to qualitative research?
19. What are your agency's methods for pre- and post-exposure testing? What is your preferred mode to pre-test? Is it done in concept stage, through story boards or animatics, final commercial format, public round table forum?
20. What role do you think your agency could play in the development of new product ideas? In new markets? New logos?
21. Do you have a specific system for product idea generation? If so, please describe it.
22. What are some of the major contributions you have made to the development of new products for your clients?
23. Do you make adjustments during a campaign? If so, cite specific examples.
24. Please list your agency's bank affiliations, and include an **audited financial statement**. (All financial information is confidential under the CVB, Inc.)
25. How do you charge for your services?

26. What percentage of your billings is fee-structured? Commission-structured? Do you have a size "break" or other qualification for one method or the other? Do you now contract, or have you ever contracted for a commission below 15 percent? If so, under what circumstances? Net pricing?
27. Please give examples of innovative advertising approaches used recently. (Please give an example of an innovative Public Relations approach.)
28. What is your current experience with developing cooperative advertising programs?
29. If you would like to make any comments indicating how you feel you could contribute to the growth of the O.C.T.D.C./CVB, Inc., please do so.
30. Please identify any accounts you are handling which may be perceived to be in competition with the O.C.T.D.C./CVB, Inc. or which may pose a conflict of interest.
31. Please list a minimum of three current clients, phone numbers and contact name for us to contact regarding your capabilities and services.
32. Please describe your experience relative to marketing/advertising/public relations/web site/research in foreign markets, and which foreign markets does their experience apply?
33. Please describe your current experience with marketing/advertising/public relations/web site/research in Canadian and European markets.
34. What are your experiences in working with affiliate agencies to handle foreign marketing/advertising/public relations?
35. You are requested to identify your credit sufficiency. You may include a statement from your certified public accountant or bank.

**State law prohibits advance payment for services rendered. It is imperative to know if your agency has sufficient credit to maintain our account, or if it would be necessary to arrange for additional financing. Please submit a financial statement.**

36. Explain in detail how you would bill the Okaloosa County TDC for work. Include samples to show how invoices will be presented.
37. Please prepare a proposal based upon your interest in the following scope of work:
  - Social media marketing and social networking (Please include how much funds you would require/request for this endeavor from a total annual marketing budget of \$1,000,090.00.
  - Web site (Please include how much funds you would require/request on a yearly basis from a total annual marketing budget of \$1,000,090.00. Web site design, enhancements, hosting, monitoring, search engine optimization, content strategy, etc.
  - Public Relations (The yearly budget for public relations shall be no more than \$125,000).
  - All initiatives written in the fourth bullet point in section 3.1 above. (The yearly budget will not exceed \$1,000,090.00 million dollars for FY 2012.) All media is purchased on a net basis.
  - Funding for Media Marketing for the Okaloosa County Convention Center is budgeted at \$1.2 million annually.

- Public Relations (the Yearly Budget) for the Convention Center if \$300,000.00.
- The successful firm(s) will establish a Not to Exceed per diem rate for its employees when traveling on a County Project.

## SECTION FOUR

### SPECIAL CONDITIONS

1. The Board, in its absolute discretion, may reject any proposal of a proposer that has failed, in the opinion of the Board, to complete or perform an Okaloosa County contracted project in a timely fashion or has failed in any other way, in the opinion of the Board, to perform a prior contract in a satisfactory manner, and has directed the Okaloosa County Purchasing Department to emphasize this condition to potential bidders.
2. There is no obligation on the part of the County to award the proposal to the lowest proposer, and the County reserves the right to award the proposal to proposer submitting a responsive proposal with a resulting negotiated agreement which is most advantageous and in the best interest of Okaloosa County, and to reject any and all proposals or to waive any irregularity or technicality in proposals received. Okaloosa County shall be the sole judge of the proposal and the resulting negotiated agreement that is in its best interest and its decision shall be final.
3. The Board of County Commissioners reserves the right to waive any informalities or reject any and all proposals, in whole or part, to utilize any applicable state contracts in lieu of or in addition to this proposal and to accept the proposal that in its judgment will best serve the interest of the County.
4. The Board of County Commissioners specifically reserves the right to reject any conditional proposal and will normally reject those that made it impossible to determine the true amount of the proposal. Each item must be proposed separately and no attempt is to be made to tie any item or items to any other item or items.
5. The contractor shall be responsible to the owner for all acts and omissions of his employees or sub-contractors while performing any work related directly or indirectly with the project covered by the contract documents or related instruction and documents.
6. The owner, without invalidating the contract, may order changes in the work consisting of additions, modifications or deletions to the contract. The contract price and time of completion will be adjusted accordingly. All such changes in the work shall be authorized in writing and signed by the O.C.T.D.C./CVB, Inc. Executive Director.
7. The contractor shall indemnify and save harmless the owner, its elected officials, representatives, employees, etc., from all suits, actions or claims of any character brought about because of any injuries or damages received or sustained by any person or persons on account of the operation of the said contract in the work involved in this contract.
8. For technical information relative to this bid, contact Greg Donovan, Interim Executive Director, O.C.T.D.C./CVB, Inc.; phone number (850) 651-7131, FAX (850) 651-7149, e-mail: [gdonovan@co.okaloosa.fl.us](mailto:gdonovan@co.okaloosa.fl.us) from 8:00 am – 5:00 pm, Monday – Friday.
9. For information on bid specifications **only**, contact Richard Brannon, Purchasing Director, Okaloosa County Purchasing Department, Phone Number (850) 689-5960, FAX Number (850) 689-5970, from 8:00 am – 5:00 pm, Monday – Friday. Any changes by the County to specifications

shall be in writing in the form of an addendum and furnished to all bidders. Verbal information obtained otherwise will not be considered in awarding of bid.

10. Bids will not be considered from vendors who are currently involved in financial reorganization or bankruptcy proceedings.

11. **PUBLIC ENTITY CRIME INFORMATION:**

A person or affiliate who has been placed on the convicted vendor list following a conviction for a public entity crime may not submit a bid on a contract to provide any goods or services to a public entity, may not submit a bid on a contract with a public entity for the construction or repair of a public entity, may not submit bids on leases of real property to a public entity, may not be awarded or perform work as a contractor, supplier, subcontractor, or consultant 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.

12. **CONFLICT OF INTEREST:**

The award hereunder is subject to the provisions of Chapter 112, Florida Statutes. All respondents must disclose with their proposal the name of any officer, director, or agent who is also a public offer or an employee of the Okaloosa County Board of County Commissioners, or any of its' agencies.

Furthermore, all respondents must disclose the name of any County officer or employee who owns, directly or indirectly, an interest of five percent (5%) or more in the firm or any of its branches.

Furthermore, the official, prior to or at the time of submission of the proposal, must file a statement with the Clerk of Circuit Court of Okaloosa County if he is an officer or employee of the County, disclosing his or her spouses or child's interest and the nature of the intended business.

**NOTE:** For bidder's convenience, this certification form is enclosed and is made a part of the bid package.

13. **IDENTICAL TIE PROPOSALS:**

Preference shall be given to businesses with drug-free workplace programs. Whenever two or more proposals that are equal with respect to price, quality and service are received by the County for the procurement of commodities or contractual services, a proposal received from a business that certifies that it has implemented a drug-free workplace program shall be given preference in the award process (see attached certification form).

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

**NOTE:** For bidder's convenience, this certification form is enclosed and is made a part of the bid package.

14. **DISCRIMINATION:**

An entity or affiliate who has been placed on the discriminatory vendor list may not submit a bid on a contract to provide goods or service to a public entity, may not submit a bid on a contract with a public entity for the construction or repair of a public building or public work, may not submit bids on leases of real property to a public entity, may not award or perform work as a

contractor, supplier, subcontractor, or consultant under contract with any public entity, and may not transact business with any public entity.

15. **DISQUALIFICATION OF BIDDERS:**

Any of the following reasons may be considered as sufficient for the disqualification of a bid and the rejection of his bid or bids:

- A. More than one bid for the same work from an individual, firm or corporation under the same or different name.
- B. Evidence that the bidder has a financial interest in the firm of another bidder for the same work.
- C. Evidence of collusion among bidders. Participants in such collusion will receive no recognition as bidders for any future work of the County until such participant shall have been reinstated as a qualified bidder.
- D. Uncompleted work that in the judgment of the County might hinder or prevent the prompt completion of additional work if awarded.
- E. Failure to pay or satisfactorily settle all bills due for labor and material on former contracts in force at the time of advertisement of bids.
- F. Default under previous contract.
- G. The Board, in its absolute discretion, may reject any bid of a bidder that has failed, in the opinion of the Board, to complete or perform an Okaloosa County contracted project in a timely fashion or has failed in any other way, in the opinion of the Board, to perform a prior contract in a satisfactory manner, and has directed the Okaloosa County Purchasing Director to emphasize this condition to potential bidders.
- H. These previously noted conditions will be part of the final contract with the selected agency.

16. **BID OPENING:**

Bid opening shall be public on the date and time specified on the bid form. It is the bidder's responsibility to assure that his bid is delivered at the proper time and place. Offers by telegram, facsimile, or telephone are **NOT ACCEPTABLE**. **NOTE:** Crestview, Florida is "**not a next day guaranteed delivery location**" by delivery services.

17. **INSURANCE:**

**Contractor's Insurance**

- A. The **CONTRACTOR** shall not commence any work in connection with this Agreement until he has obtained all required insurance and such insurance has been approved by the Okaloosa County Risk Management Director.
- B. All insurance policies shall be with insurers licensed to do business in the State of Florida, and any insuring company is required to have a minimum rating of A, Class X in the Best Key Rating Guide published A. M. Best & Co., Inc.
- C. All insurance shall include the interest of all entities names in and its respective agents, consultants, servants and employees of each and all other interests as may be reasonably required by Okaloosa County as Additional Insured. The coverage afforded the Additional Insured under this policy shall be primary insurance. If the Additional Insured have other insurance that is applicable to the loss, such other insurance shall be on an excess or contingent basis. The amount of the company's liability under this policy shall not be reduced by the existence of such other insurance.
- D. The County of Okaloosa shall be listed as Additional Insured by policy endorsement on all insurance contracts applicable to this Agreement except Workers' Compensation and Professional Liability.
- E. The County of Okaloosa shall be furnished proof of coverage by certificates of insurance (COI) and endorsements for every applicable insurance contract required by this Agreement. The COI's and policy endorsements must be delivered to the County Representative not less than ten (10) days prior to the commencement of any and all contractual agreements between the County of Okaloosa and the **CONTRACTOR**.
- F. The County shall retain the right to reject all insurance contracts that do not meet the requirement of this Agreement. Further, the County reserves the right to change these insurance requirements with 60-day notice to the **CONTRACTOR**.
- G. The insurance definition of Insured or Additional Insured shall include Subcontractor, Sub-subcontractor, and any associated or subsidiary companies of the **CONTRACTOR**, which are involved, and which is a part of the contract.
- H. The County reserves the right at any time to require the **CONTRACTOR** to provide certified copies of any insurance policies to document the insurance coverage specified in this Agreement.
- I. The designation of **CONTRACTOR** shall include any associated or subsidiary company which is involved and is a part of the contract and such, if any associated or subsidiary company involved in the project must be named in the Workers' Compensation coverage.
- J. All policies shall be written so that the County will be notified of cancellation or restrictive amendments at least thirty (30) days prior to the effective date of such cancellation or amendment. Such notice shall be given directly to the County Representative.

**Workers' Compensation Insurance**

- 1. The **CONTRACTOR** shall secure and maintain during the life of this agreement Workers' Compensation insurance for all of his employees employed for the project or any site



connected with the work, including supervision, administration or management, of this project and in case any work is sublet, with the approval of the County of Okaloosa, the **CONTRACTOR** shall require the Subcontractor similarly to provide Workers' Compensation insurance for all employees employed at the site of the project, and such evidence of insurance shall be furnished the County of Okaloosa not less than ten (10) days prior to the commencement of any and all subcontractual agreements which have been approved by the County of Okaloosa.

2. Such insurance shall comply with the Florida Workers' Compensation Law.
3. No class of employee, including the **CONTRACTOR** himself, shall be excluded from the Workers' Compensation insurance coverage. The Workers' Compensation insurance shall also include Employer's Liability coverage.

### **Business Automobile and Commercial General Liability Insurance**

1. The **CONTRACTOR** shall maintain Business Automobile Liability insurance coverage throughout the life of this Agreement. The insurance shall include Owned, Non-owned & Hired Motor Vehicle coverage.
2. The **CONTRACTOR** shall carry other Commercial General Liability insurance against all other Bodily Injury, Property Damage and Personal and Advertising Injury exposures. The coverage shall include both On-and Off-Premises Operations, Contractual Liability, Board Form Property Damage, and Professional Liability.
3. All liability insurance (other than Professional Liability) shall be written on an occurrence basis and shall not be written on a claim-made basis. If the insurance is issued with an aggregate limit of liability, the aggregate limit of liability shall apply only to the locations included in this Agreement. If, as the result of any claims or other reasons, the available limits of insurance reduce to less than those stated in the Limits of Liability, the **CONTRACTOR** shall notify the County representative in writing. The **CONTRACTOR** shall purchase additional liability insurance to maintain the requirements established in this Agreement. Umbrella or Excess Liability insurance can be purchased to meet the Limits of Liability specified in this Agreement.
4. Commercial General Liability coverage shall be endorsed to include the following:
  - 1.) Premises – Operation Liability
  - 2.) Occurrence Bodily Injury and Property Damage Liability
  - 3.) Independent Contractor's Liability
  - 4.) Completed Operations and Products Liability
5. **CONTRACTOR** shall agree to keep in continuous force Commercial General Liability coverage including Completed Operations and Products Liability for two (2) years beyond acceptance of project.

### **Limits of Liability**

The insurance required shall be written for not less than the following, or greater if required by law and shall include Employer's liability with limits as prescribed in this contract:

- |                          |                     |
|--------------------------|---------------------|
| A. Worker's Compensation | <b><u>LIMIT</u></b> |
|--------------------------|---------------------|



1.)	State	Statutory
2.)	Employer's Liability	\$1,000,000 each accident
B.	Business Automobile & Commercial General Liability Insurance	\$1,000,000 each occurrence (A combined single limit)
C.	Personal and Advertising Injury	\$250,000

### **Notice of Claims or Litigation**

The **CONTRACTOR** agrees to report any incident or claim that results from performance of this Agreement. The County representative shall receive written notice in the form of a detailed written report describing the incident or claim within ten (10) days of the **CONTRACTOR's** knowledge. In the event such incident or claim involves injury and/or property damage to a third party, verbal notification shall be given the same day the **CONTRACTOR** becomes aware of the incident or claim followed by a written detailed report within ten (10) days of verbal notification.

### **Indemnification & Hold Harmless**

To the fullest extent permitted by law, **CONTRACTOR** shall indemnify and hold harmless COUNTY, its officers and employees from liabilities, damages, losses, and costs including but not limited to reasonable attorney fees, to the extent caused by the negligence, recklessness, or intentional wrongful conduct of the **CONTRACTOR** and other persons employed or utilized by the **CONTRACTOR** in the performance of this contract.

### **Certificate of Insurance**

- A. Certificates of insurance, in duplicate, indicating the job site and evidencing all required coverage must be submitted to and approved by Okaloosa County prior to the commencement of any of the work. The certificate holder(s) shall be as follows:

Okaloosa County  
602-C North Pearl Street  
Crestview, Florida 32536

- B. All policies shall expressly require 30 days written notice to Okaloosa County at the address set out above, or the cancellations of material alterations of such policies, and the Certificates of Insurance, shall so provide.
- C. All certificates shall be subject to Okaloosa County's approval of adequacy of protection and the satisfactory character of the Insurer.
- D. The Certificates of Insurance shall disclose any and all deductibles or self-insured retentions (SIRs). Deductibles or SIRs in excess of \$10,000 will not be accepted unless specifically approved in writing by Okaloosa County. All deductibles or SIRs, whether approved by Okaloosa County or not, shall be the **CONTRACTOR's** full responsibility. In particular, the **CONTRACTOR** shall afford full coverage as specified herein to entities listed as Additional Insured.
5. In no way will the entities listed as Additional Insured be responsible for, pay for, be damaged by, or limited to coverage required by this schedule due to the existence of a deductible or SIR. Specific written approval from Okaloosa County will only be provided upon demonstration that the **CONTRACTOR** has the financial capability and funds necessary to cover the responsibilities incurred as a result of the deductible or SIR.

- F. In the event of failure of the **CONTRACTOR** to furnish and maintain said insurance and to furnish satisfactory evidence thereof, Okaloosa County shall have the right (but not the obligation) to take out and maintain insurance on the project. All costs for the coverage will be paid by **CONTRACTOR** upon presentation of a bill.

### **General Terms**

Any type of insurance or increase of limits of liability not described above which the **CONTRACTOR** required for its own protection or on account of statute shall be its own responsibility and at its own expense.

The carrying of the insurance described shall in no way be interpreted as relieving the **CONTRACTOR** of any responsibility under this contract.

Should the **CONTRACTOR** engage a subcontractor or sub-subcontractor, the same conditions will apply under this agreement to each subcontractor and sub-subcontractor.

The **CONTRACTOR** hereby waives all rights of subrogation against Okaloosa County and its consultants and other indemnities of the **CONTRACTOR** under all the foregoing policies of insurance.

### **Umbrella Insurance**

The **CONTRACTOR** shall have the right to meet the liability insurance requirements with the purchase of an umbrella insurance policy. In all instances, the combination of primary and umbrella liability coverage must equal or exceed the minimum liability insurance limits stated in this agreement.

# “NO CONTACT CLAUSE”

The Okaloosa County Board of County Commissioners have established a solicitation silence policy (**No Contact Clause**) that prohibits oral and written communication regarding all formal solicitations for goods and services (formal bids, Request for Proposals, Requests for Qualifications) issued by the Board through the County Purchasing Department.

The period commences when the procurement document is advertised and terminates when the Board of County Commissioners approves an award.

When the solicitation silence period is in effect, no oral or written communication is allowed regarding the solicitation between prospective bidders/proposers and members of the Board of County Commissioners, the County Administrator or members of the Board Approved Review Committee. All questions or requests for information regarding the solicitation **must** be directed to the designated Purchasing Representative listed in the solicitation.

Any information thought to affect the committee or staff recommendation submitted after bids are due, should be directed to the Purchasing Director or his appointed representative. It shall be the Purchasing Director's decision whether to consider this information in the decision process.

Any attempt by a vendor/proposer to influence a member or members of the aforementioned shall be grounds to disqualify the proposer from consideration during the selection process.

All proposers must agree to comply with this policy by signing the following statement and including it with their submittal.

I \_\_\_\_\_ representing \_\_\_\_\_  
**Signature** **Company Name**

Hereby agree to abide by the County's “**No Contact Clause**” and understand violation of this policy shall result in disqualification of my proposal/submittal.

**NOTE: For purposes of this Request for Proposals, no contact shall be initiated between proposers and members of the Okaloosa County Tourist Development Council or their members.**

# NOTICE OF AWARD

TO:

**PROJECT  
DESCRIPTION:**

The **OWNER** has considered the **BID** submitted by you for the above-described **WORK in** response to its Advertisement for Bids dated \_\_\_\_\_ and Information for Bidders.

You are hereby notified that your **BID** has been accepted for items in the amounts of \$\_\_\_\_\_.

You are required by the Instructions to Bidders to execute the Agreement and furnish the required **CONTRACTOR'S** Performance Bond, Payment Bond, and Certificates of Insurance within fifteen (15) calendar days from the date of this notice to you.

If you fail to execute said Agreement and to furnish said bonds within fifteen (15) calendar days from the date of this notice, said **OWNER** will be entitled to consider all your rights arising out of the **OWNER's** acceptance of your **BID** as abandoned and as a forfeiture of your **BID Bond**. The **OWNER** will be entitled to such other rights as may be granted by law.

You are required to return an acknowledged copy of this **NOTICE OF AWARD** to the **OWNER**. If you have any questions, please call Jack Allen at 850-689-5960.

Dated this \_\_\_\_ day of \_\_\_\_\_, 2012.

**OWNER – OKALOOSA COUNTY BOARD OF COUNTY COMMISSIONERS**

BY: \_\_\_\_\_ TITLE \_\_\_\_\_ Purchasing Director  
Richard L Brannon

(i) ACCEPTANCE OF NOTICE

Receipt of the above **NOTICE OF AWARD** is hereby acknowledged.

BY: \_\_\_\_\_

This the \_\_\_\_\_ day of \_\_\_\_\_, 20 \_\_\_\_.

BY: \_\_\_\_\_

Title: \_\_\_\_\_

# NOTICE TO PROCEED

DATE: \_\_\_\_\_

TO:

PROJECT: \_\_\_\_\_

You are hereby notified to commence WORK in accordance with the Agreement dated \_\_\_\_\_, 20\_\_\_\_, on or before \_\_\_\_\_, and you are to complete the WORK within \_\_\_\_\_. The date of completion of all WORK is therefore \_\_\_\_\_.

In case of failure on the part of the CONTRACTOR to complete the work within the time(s) specified in the contract, or within such additional time(s) as may be granted by Okaloosa County, the County will suffer damage, the amount of which is difficult, if not impossible, to ascertain. Therefore the CONTRACTOR shall pay to the COUNTY, as liquidated damages, the sum of \$\_\_\_\_\_ for each calendar day of delay that actual completion extends beyond the time limit specified until such reasonable time as may be required for final completion of the work. In no way shall costs for liquidated damages be construed as penalty on the CONTRACTOR.

You are required to return an acknowledged copy of this NOTICE TO PROCEED to the OWNER.

OKALOOSA COUNTY BOARD OF COUNTY COMMISSIONERS  
OWNER

BY: \_\_\_\_\_

TITLE: \_\_\_\_\_

## ACCEPTANCE OF NOTICE

Receipt of the above NOTICE TO PROCEED is hereby acknowledged.

\_\_\_\_\_  
Company Name

This the \_\_\_\_\_ day of \_\_\_\_\_, 20 \_\_\_\_\_

\_\_\_\_\_  
Signature

By: \_\_\_\_\_  
Type or Print Name

Title: \_\_\_\_\_

Please provide the following information at the end of your proposal:

AGENCY: \_\_\_\_\_

AGENCY PRINCIPLE: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

---

TELEPHONE: \_\_\_\_\_

FAX NUMBER: \_\_\_\_\_

E-MAIL ADDRESS: \_\_\_\_\_

U.S. HEADQUARTERS CITY: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

---

OTHER OFFICES IN THE U.S. AND OUTSIDE THE U.S.: \_\_\_\_\_

---

SIGNATURE: \_\_\_\_\_

TITLE: \_\_\_\_\_

DATE: \_\_\_\_\_

# CONFLICT OF INTEREST DISCLOSURE FORM

For purposes of determining any possible conflict of interest, all bidders/proposers, must disclose if any Okaloosa Board of County Commissioner, employee(s), elected official(s), of if any of its agencies is also an owner, corporate officer, agency, employee, etc., of their business.

Indicate either "yes" (a county employee, elected official, or agency is also associated with your business), or "no". If yes, give person(s) name(s) and position(s) with your business.

YES \_\_\_\_\_

NO \_\_\_\_\_

**NAME(S)**

**POSITION(S)**

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FIRM NAME: \_\_\_\_\_

BY (PRINTED): \_\_\_\_\_

BY (SIGNATURE): \_\_\_\_\_

TITLE: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

\_\_\_\_\_

PHONE NO.: \_\_\_\_\_

# DRUG-FREE WORKPLACE CERTIFICATION

THE BELOW SIGNED BIDDER CERTIFIES that it has implemented a drug-free workplace program. In order to have a drug-free workplace 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 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 quote 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 n the commodities or contractual services that are under quote, 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 occurring n the workplace no later than five (5) days after such conviction.
5. Impose a sanction on, or require the satisfactory participation in, drug abuse assistance or rehabilitation program if such is available in employee's community, by any employee who is 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 this statement, I certify that this firm complies fully with the above requirements.

DATE: \_\_\_\_\_

SIGNATURE: \_\_\_\_\_

COMPANY: \_\_\_\_\_

NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

TITLE: \_\_\_\_\_

\_\_\_\_\_

PHONE NO.: \_\_\_\_\_



# INDEMNIFICATION AND HOLD HARMLESS

To the fullest extent permitted by law, CONTRACTOR shall indemnify and hold harmless COUNTY, its officers and employees from liabilities, damages, losses, and costs including but not limited to reasonable attorney fees, to the extent caused by the negligence, recklessness, or intentional wrongful conduct of the CONTRACTOR and other persons employed or utilized by the CONTRACTOR in the performance of this Agreement.

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

\_\_\_\_\_  
Authorized Signature – Manual

\_\_\_\_\_  
Physical Address

\_\_\_\_\_  
Authorized Signature – Typed

\_\_\_\_\_  
Mailing Address

\_\_\_\_\_  
Title

\_\_\_\_\_  
Phone Number

\_\_\_\_\_  
FAX Number

\_\_\_\_\_  
Cellular Number

\_\_\_\_\_  
After-Hours Number(s)

\_\_\_\_\_  
DATE

**(REVISED: JANUARY 12, 2001)**

# MARKETING – ADVERTISING – PUBLIC RELATIONS WEB SITE & RESEARCH RFQ FOR TDC

Experience (30 pts)						
Ability to Manage Website (20 pts)						
Knowledge of local travel & tourism industry (25 pts)						
Proposed Task Order Payment System (20 pts)						
Financial Strength (15 pts)						
Ability for Branding the Destination (15 pts)						
Ability to Measure results (15 pts)						
Creativity (20 pts)						
Ability to Manage Public Relations & Social Media (20 pts)						
TOTAL POINTS SCORED OUT OF 180						

PERSON DOING EVALUATION (PRINT) \_\_\_\_\_

DEPARTMENT OR REPRESENTATIVE \_\_\_\_\_

DATE \_\_\_\_\_

**REQUEST FOR PROPOSAL/QUALIFICATIONS  
FOR  
MARKETING/ADVERTISING/PUBLIC RELATIONS/WEB SITE/RESEARCH  
SERVICES FOR OKALOOSA COUNTY  
TOURIST DEVELOPMENT COUNCIL,  
EMERALD COAST CONVENTION & VISITORS BUREAU, INC.,  
OKALOOSA FILM COMMISSION &  
EMERALD COAST CONFERENCE CENTER**

**ADDENDUM #1**

The Okaloosa County Board of County Commissioners under the provisions of Section 287.055, Florida Statutes and county policy, request qualifications from professional firms to provide Marketing/Advertising/Public Relations/Web Site/Research services for the Okaloosa County Tourist Development Council, Emerald Coast Convention & Visitors Bureau, Inc., Okaloosa Film Commission & Emerald Coast Conference Center.

It is the intent of the Board to enter into contract negotiations with one or more firms to accomplish the stated objective.

Firms desiring consideration should provide an **original** and ~~eight (8)~~ **twelve (12)** copies of their statement of qualifications/proposal. Guidelines detailing form and content requirements for the statement of qualification/proposal are available by contacting Richard L Brannon, Purchasing Director, 602-C North Pearl St., Crestview, FL 32536 or 850-689-5960.

Proposals must be delivered to the Okaloosa County Purchasing Department at the address below no later than **4:00 p.m., (CST), August 17, 2012** in order to be considered.

All proposals must be in sealed envelopes reflecting on the outside thereof **"Proposal for Marketing/Advertising/Public Relations/Web Site/Research Services for Okaloosa County Tourist Development Council, Emerald Coast Convention & Visitors Bureau, Inc., Okaloosa Film Commission & Emerald Coast Conference Center, Proposal #TDC 47-12 to be opened at 4:00 p.m., (CST), on August 17, 2012."**

All proposals should be addressed as follows:

Okaloosa County Purchasing Department  
Richard L Brannon  
602-C North Pearl St.  
Crestview, FL 32536

//Signed//  
Richard L Brannon  
Purchasing Director

07/23/2012  
Date

BOARD OF COUNTY COMMISSIONERS  
OKALOOSA COUNTY

Don Amunds  
Chairman

**From:** TDC Director  
**Sent:** Thursday, August 02, 2012 5:29 PM  
**To:** Richard Brannon  
**Subject:** RE: RFQ # TDC 47-12

Richard:

I would recommend that all perspective firms take a look at the TDC budget located on the website. Keeping in mind that the council and BCC reserve the option of transferring additional funds from reserves as needed. What will dictate the actual spending and provide detailed specifics is the Marketing Plan. The new director will be responsible for preparing this plan and presenting it for approval.

Greg Donovan  
Interim Executive Director  
Tourist Development

**From:** Richard Brannon  
**Sent:** Thursday, August 02, 2012 2:09 PM  
**To:** TDC Director  
**Subject:** FW: RFQ # TDC 47-12

Second request for clarification.

Richard Brannon CPPB FCCM  
Purchasing Director  
Okaloosa County Board of County Commissioners  
602 C North Pearl Street  
Crestview, Florida 32536  
850-689-5960  
[rbrannon@co.okaloosa.fl.us](mailto:rbrannon@co.okaloosa.fl.us)

"Please note: Due to Florida's very broad public records laws, most written communications to or from County employees regarding County business are public records, available to the public and media upon request. Therefore, this written e-mail communication, including your e-mail address, may be subject to public disclosure."

**From:** Jaime Zoller [mailto:[jzoller@zimmerman.com](mailto:jzoller@zimmerman.com)]  
**Sent:** Thursday, August 02, 2012 1:16 PM  
**To:** Richard Brannon  
**Subject:** Re: RFQ # TDC 47-12

Hello Richard.

I would like to follow-up on the budget clarification request. Can you confirm that you have received my email question as I want to make sure I am not sending the incorrect email address?

All the best,  
Jaime

--

jaime zoller  
the / zimmerman / agency  
850.668.2222  
[jzoller@zimmerman.com](mailto:jzoller@zimmerman.com)

On Jul 31, 2012, at 2:46 PM, Jaime Zoller wrote:

Hello Richard.

It was a pleasure to meet your acquaintance as I called for clarification regarding RFQ # TDC 47-12.

On page 4 of the RFP, a total advertising budget is shown at approximately \$2.1 million per year. Later on page 10, question #37 asked for a price proposal based upon the interest in the following scope of work:

- Social media marketing and social networking (Please include how much funds you would require/request for this endeavor from a total annual marketing budget of \$1,000,090.00.

- Web site (Please include how much funds you would require/request on a yearly basis from a total annual marketing budget of \$1,000,090.00. Web site design, enhancements, hosting, monitoring, search engine optimization, content strategy, etc.
- Public Relations (The yearly budget for public relations shall be no more than \$125,000).
- All initiatives written in the fourth bullet point in section 3.1 above. (The yearly budget will not exceed \$1,000,090.00 million dollars for FY 2012.) All media is purchased on a net basis.
- Funding for Media Marketing for the Okaloosa County Convention Center is budgeted at \$1.2 million annually.
- Public Relations (the Yearly Budget) for the Convention Center if \$300,000.00.
- The successful firm(s) will establish a Not to Exceed per diem rate for its employees when traveling on a County Project.

As I prepare the response, can you provide clarity on the ask for question #37 as the numbers revealed on each bulleted item does not equal \$2.1 mm?

I appreciate your time and thank you in advance for your response.

All the best,  
Jaime Zoller

--

jaime zoller  
vp, director of business development  
the / zimmerman / agency  
850.668.2222  
[jzoller@zimmerman.com](mailto:jzoller@zimmerman.com)

**From:** TDC Director  
**Sent:** Tuesday, July 31, 2012 11:53 AM  
**To:** Richard Brannon; 'Dean'  
**Cc:** Jack Allen  
**Subject:** RE: RFQ #: TDC 47-12 Marketing, Advertising, Public Relations

Mr. Lukehart / Mr. Brannon:

From my standpoint, I would think the more appropriate time to provide details of speculative work would be at the presentation level rather than the initial response. Based upon the predetermined criteria, the review committee should be able to narrow the proposals to a set number and then ask for a face-to-face presentation before making a final selection.

The reference to technology is for all types of social media, email blasts, You Tube, or smart codes. Mobile phone applications and abilities to widely disseminate information are also included. From an account management standpoint, use of FTP sites or electronic reporting of statistical and financial data are all areas for improvement that the TDC is interested in.

Your last question is asking for a rate schedule. You are welcome to elaborate with additional detail towards strategy or approach.

As for your request for research on usage patterns, I will ask our marketing people for any data that would be appropriate and will forward with a separate follow up email.

Thank you for your interest in providing services to the TDC.

Greg Donovan  
Interim Executive Director  
Tourist Development

**From:** Richard Brannon  
**Sent:** Tuesday, July 31, 2012 10:59 AM  
**To:** 'Dean'  
**Cc:** TDC Director  
**Subject:** RE: RFQ #: TDC 47-12 Marketing, Advertising, Public Relations

I will forward to the interim Director for response.

Richard Brannon CPPB FCCM  
Purchasing Director  
Okaloosa County Board of County Commissioners  
602 C North Pearl Street  
Crestview, Florida 32536  
850-689-5960  
[rbrannon@co.okaloosa.fl.us](mailto:rbrannon@co.okaloosa.fl.us)

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**From:** Dean [mailto:Dean@frederickswanston.com]  
**Sent:** Tuesday, July 31, 2012 8:05 AM  
**To:** Richard Brannon  
**Subject:** FW: RFQ #: TDC 47-12 Marketing, Advertising, Public Relations

Hi Richard,

One other question, please: Is there any current research on perceptions or usage patterns of visitors to the Emerald Coast that you would be willing to share with us now? There could be insights in the research that would guide us in our recommendations, which could also affect pricing.

Thanks very much!

Dean

**From:** Dean  
**Sent:** Friday, July 27, 2012 12:44 PM

**To:** 'rbrannon@co.okaloosa.fl.us'

**Subject:** RFQ #: TDC 47-12 Marketing, Advertising, Public Relations

Richard,

This summarizes the questions we discussed a few minutes ago:

### Section Two

- 1.1 Will you please clarify the language in the last sentence regarding speculative work? Is speculative work, while not required, something that would be presented at the presentation stage if our agency is selected as a finalist, or would you be looking for it at the RFQ stage?

### Section Three

15. Will you please amplify on what is meant by "current use of technology?" Is this question asking our internet and digital marketing capabilities, or some other use of technology in managing your account?
37. Is this question requesting only a cost proposal for the various services, or is it requesting an actual plan with strategies, tactics, etc?

Also, would you be able to send me the RFQ in a Word doc, please?

Thanks very much!

Dean

Dean Lukehart

**Frederick Swanston**

[FrederickSwanston.com](http://FrederickSwanston.com)

770-642-7900 - main

678-527-1144 - direct

770-598-2259 - mobile



**From:** TDC Director  
**Sent:** Monday, August 13, 2012 7:28 AM  
**To:** Jack Allen  
**Cc:** Richard Brannon; Bill Leaman; Sherri Williams  
**Subject:** RE: Peter Mayer Questions on RFQ: TDC 47-12

Responses to RFQ questions:

1. Verify all site names.

[Emeraldcoastfl.com](http://Emeraldcoastfl.com)

[Emeraldcoastconventioncenter.com](http://Emeraldcoastconventioncenter.com)

[myemeraldcoast.com](http://myemeraldcoast.com)

2. Yes

3. No geographic requirements where to be located.

4. PR services can be broken down into categories or inclusive for the entire TDC.

5. Just on agreement with the entire TDC as a county department.

Greg Donovan

Director, Tourist Development Council

President & CEO, Emerald Coast Convention & Visitors Bureau, Inc

850.651.7131 - 800.322.3319

[mbellinger@co.okaloosa.fl.us](mailto:mbellinger@co.okaloosa.fl.us)

Please note: Due to Florida's very broad public records laws, most written communications to or from County employees regarding County business are public records, available to the public and media upon request. Therefore, this written e-mail communication, including your e-mail address, may be subject to public disclosure.

**From:** Nicole Chopin [mailto:ChopinN@peteramayer.com]

**Sent:** Friday, August 10, 2012 3:52 PM

**To:** Jack Allen

**Subject:** Peter Mayer Questions on RFQ: TDC 47-12

Hey Jack,

Thank you for your assistance this afternoon. Please see Peter Mayer's questions for RFQ: TDC 47-12 below. Typically, how long does it take to receive a response? I was unable to locate any other Q&As on this RQF. As we discussed, please send any we may have missed.

1. Please provide confirmation of your website domains to be included in RFQ: TDC 47-12
2. Please confirm that the word "proposal" in question #37 of RFQ: TDC 47-12 refers to a rough scope of services, deliverables and a budget allocation. If not, please clarify.
3. Are there any geographic requirements for the agency selected on RFQ: TDC 47-12?
4. Are you looking for two separate PR proposals with separate budgets for (a.) the destination at \$125K and (b.) the convention center at \$300K?
5. Are there separate agreements between the agency and the TDC, and the agency and the CVB? Or is all work covered by an agreement with the TDC? If there are separate agreements, may we see the agreement between the former agency and the CVB?

Thank you,

Nicole

**NICOLE CHOPIN • BUSINESS DEVELOPMENT**

**PETER A MAYER ADVERTISING**

**318 CAMP ST • NEW ORLEANS, LA 70130**

**TEL 504.378.6642 • FAX 504.566.1046**

**[CHOPINN@PETERAMAYER.COM](mailto:CHOPINN@PETERAMAYER.COM) • [WWW.PETERAMAYER.COM](http://WWW.PETERAMAYER.COM)**



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**PETER MAYER ADVERTISING CONFIDENTIALITY NOTICE:**

**Confidentially, we loathe confidentiality notices. Still, our lawyers tell us they are essential in today's world. That said, please consider yourself confidentially notified that this email and any attachments may contain confidential and privileged information. If you are not the intended recipient, please notify the sender with a reply email-confidentially, of course-and destroy all copies. And, just between you and us, any**



dissemination by a person other than the intended recipient is unauthorized and may be illegal.

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