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Solicitation Addendum

Addendum No.: 1
Solicitation No.: 25-R086073ED
Solicitation Title: Professional Marketing and Research Services
Addendum Date: January 27, 2025
Procurement Contact: Emily Diaz

Invitation to Quote (ITQ) No. 25-R086073ED is amended as set forth herein. Responses to questions posed by prospective bidders are provided below. This Addendum is hereby incorporated in and made a part of ITQ No. 25-R086073ED.

The deadline to submit all inquiries concerning interpretation, clarification or additional information pertaining to this ITQ was January 23, 2025.

QUESTIONS AND RESPONSES:

Q1. I see the Fee Schedule and the Invitation to Quote but I don't see Exhibit 1 as mentioned in the Fee Schedule that would have details of the tasks. Can you please let me know where to find this?

R1. Refer to page 35, Exhibit 1, Scope of Services.

Q2. Can you provide more details about the visitor profile reporting? For instance, what specific metrics or data points should be included in the monthly, quarterly, and annual reports?

R2. Yes, see below.

Domestic

Leisure

Air and Drive Visitor Snapshot

Comparison table of domestic visitors by season and air/drive.

Seasonal Visitor Profiles

Profiles of Florida's visitors during each season (Spring, Summer, Fall, and Winter) includes

visitor insights, trip insights, and competitor insights.

Super Six DMA Visitor Profiles

Visitor profiles of Florida's top DMAs includes information about the trip, visitor insights, and competition. DMAs included in this set are Atlanta, Boston, Chicago, New York City, Philadelphia, and Washington D.C.

Super Six Snapshot

Comparison table of the top DMAs to Florida, including Atlanta, Boston, Chicago, New York City, Philadelphia, and Washington D.C.

Secondary DMA Visitor Profiles

Visitor profiles of Florida's secondary DMAs includes information about the trip, visitor insights, and competition. DMAs included in this set are Dallas-Fort Worth, Houston, Nashville, Detroit, and Los Angeles.

Activity Profiles

Visitor profiles by activity in the state include visitor insights, trip insights and competitor insights. Activity profiles in this set include: Beach/Waterfront, Culinary/Dining, Theme/Amusement/Water Parks, Biking, Parks (National, State, etc.), Golf, Professionals Sports, and Amateur Sports.

African American Visitor Profile

Visitor profile includes information about Florida's African American visitors, including visitor demographics, trip characteristics, and top origins.

Hispanic Visitor Profile

Profile of Hispanic travelers who visit Florida includes visitor insights, trip insights, and competitor insights.

LGBT Visitor Profile

Combined visitor profile of lesbian, gay, bisexual, and transgender travelers includes information about their trip, demographic characteristics, and the top origins of these visitors.

Family Visitor Profile

Visitor profile includes information about Florida's Family visitors, including visitor insights, trip insights, and competitor insights.

Business

Business Traveler Profiles

Profiles provide information on travelers who visit Florida for business purposes, transient business (consulting/client services, inspection/audit, etc.) and business group meetings

(convention, seminar/training, etc.), including visitor insights, trip insights, and competitor insights.

Business Traveler Snapshot

Comparison table of domestic business travelers.

International

Canadian Visitor Profiles

Profile of Florida's Canadian visitors provide demographic information on these visitors and characteristics of their trip. Additional profiles for geographic and demographic segments are expected to be available in July 2019, including Canada, Ontario, Quebec, Matures, Ontario Matures, Quebec Matures, Families, Ontario Families, and Quebec Families.

Latin America Visitor Profiles

Profiles of Florida's visitors from areas within Latin America include insights into who these visitors are, characteristics of their trip, and competition. Profiles included within this set are Brazil, Colombia, and Mexico (air).

European Visitor Profiles

Profiles of Florida's visitors traveling from areas within Europe include insights into who these visitors are, characteristics of their trip, and competition. Profiles included within this set are: United Kingdom, Germany, and France.

Asia/Oceania Visitor Profiles

Profiles of Florida's visitors traveling from areas within Asia/Oceania include insights into who these visitors are, characteristics of their trip, and competition. Profiles included within this set are China, Japan, and India.

Q3. Are there existing templates or formats for reports such as visitor profiles, economic impact studies, or day-tripper analyses that the selected consultant should adhere to?

R3. No.

Q4. For each type of study (e.g., conversion studies, image and use study), how many participants or data points are expected to be gathered to meet the County's requirements?

R4. Viable Quantitative Samples are required.

Q5. Do you have details on the specs of the participants we would be targeting?

R5. Yes.

Q6. Regarding visitor profile reporting, what are the County's expectations for the longitudinal tracking database, and are there specific software tools or platforms required for data analysis?

R6. No.

Q7. For focus groups, can you clarify whether participant recruitment and venue costs should be included in the proposed pricing, or if these will be handled separately by the County?

R7. Must be included in the proposed pricing.

Q8. Is the sample size decided for the various types of studies to be conducted throughout the year? If they have been done in the past, what sample size was used for the various studies?

R8. Viable Quantitative Samples are required.

Q9. Regarding the Zartico data analytics for Arts & Culture Visitors and Sporting Groups: Are there specific analytics goals or KPIs for interpreting Zartico data?

R9. Yes.

Q10. Regarding the Zartico data analytics for Arts & Culture Visitors and Sporting Groups: Will training or onboarding on the Zartico platform be provided?

R10. Yes.

Q11. For "Meetings Marketing Analysis," what level of granularity is expected for the post-event profiles, and is there a preferred format for these analyses?

R11. Yes, but specific to each event and subject to change over time.

Q12. Can you elaborate on the "Special Projects" that may be requested by the BACVB? Are there examples of similar work performed in the past?

R12. Special Projects are one-time projects that may be needed to determine viability of programs. No current examples are available.

Q13. Will the County provide any historical data or reference materials (e.g., previous economic impact reports or visitor profiles) to maintain the continuity requested for the past five years of reporting?

R13. Yes, where available.

Q14. For quarterly hospitality meetings and presentations to various groups, will virtual participation be an acceptable alternative, or must the consultant attend in person?

R14. Predominantly in person.

Q15. What is the anticipated timeline for the completion of the initial deliverables, such as visitor profiles and economic impact studies?

R15. Quarterly and annually.

Q16. Is the \$100,000 budget for the initial term of one year inclusive of all travel, lodging, and related expenses, or will those be reimbursed separately?

R16. Expenses are included in the budget.

Q17. Do you have budgets for the various projects from previous iterations that you can share so that we can use that as a guide for pricing?

R17. No.

Q18. How detailed should the breakdown of costs in the Fee Schedule be? Pricing depends on when we conduct the research and availability of facilities for groups as well as recruitment specs. Are ranges for items such as facility rentals, recruitment, etc. acceptable?

R18. Refer to Attachment H, Fee Schedule.

Q19. Are there specific guidelines or restrictions regarding indirect costs (e.g., overhead)?

R19. Refer to Exhibit 1, Scope of Services, Section 1.02 Scope.

Q20. Should the Fee Schedule include pricing for optional services not explicitly listed in the Scope of Services?

R20. No.

Q21. Regarding collaboration with BACVB staff and other marketing vendors, can you specify the expected frequency and format of communications (e.g., weekly check-ins, project status reports)?

R21. Monthly.

Q22. What specific demographic or psychographic insights are prioritized in the visitor profile and day-tripper research?

R22. Standard demographic or psychographic insights are designed as well as specific data that the Consultant finds valuable to understanding visitor profiles.

Q23. For the economic impact study, are there particular models or methodologies (e.g., IMPLAN) that the County prefers or requires?

R23. Yes. Business Impact Estimate, Transparency, Data Accuracy, Impact Fee Calculations and State Budget Impact.

Q24. Could you provide more detail on how you would like stratified sampling to be structured for various studies?

R24. Yes.

Q25. For "Sports and Niche Marketing Analysis," are there specific sports or niche markets the County is currently targeting, or is this open for the consultant to propose?

R25. Yes, both.

NOTE:

Deleted items will be ~~struck through~~, added or modified items will be underlined. All other terms and conditions remain as stated in the ITQ.

INSTRUCTIONS:

Receipt of this Addendum must be acknowledged as instructed in the solicitation document. Failure to acknowledge receipt of this Addendum may result in the response being deemed non-responsive.

END OF ADDENDUM

AUTHORIZED FOR RELEASE