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## Solicitation Addendum

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Addendum No.: 1  
Solicitation No.: 22-TA004237BLS  
Solicitation Title: Public Relations Services – North American Media Markets  
Addendum Date: July 22, 2022  
Procurement Contact: Bonnie Sietman

**Request for Offer (RFO) No. 22-TA004237BLS is amended as set forth herein. Responses to questions posed by prospective offerors are provided below. This Addendum is hereby incorporated in and made a part of RFO No. 22-TA004237BLS.**

**The deadline to submit all inquiries concerning interpretation, clarification or additional information pertaining to this RFO was Thursday, July 21, 2022 at 3:00 PM ET.**

### QUESTIONS AND RESPONSES:

- Q1. Exhibit 2, Offer Response Requirements, Item G, Tab 6 – Offeror and Team’s Experience: 8. Total dollar value of contract: LHG is unable to disclose proprietary contract terms and/or financial information of its current clients, however, can share general fee ranges for reference. Would that approach be accepted?**
- R1.** Offeror shall provide the requested information as identified in Exhibit 2, Offer Response Requirements, Item G, Tab 6. If the Offeror believes this information meets the definition of “trade secret” as defined by Chapter 812, Florida Statutes; Offeror shall refer to A.24 – Trade Secrets and Exhibit 2 - Offer Response Requirements; 2.02 – Offer Format; E. Tab 4 – Trade Secrets for submittal instructions.
- Q2. Exhibit 2, Offer Response Requirements, Item H, Tab 7 – Capacity: 7. Provide a statement on company letterhead and signed by a company official authorizing a county auditor and/or financial analysts access to your financial records, including all records prepared by an independent firm, or the financial records of other entities for which you have ownership interest. Such access will occur at the primary location of the Offeror, or such other location as may be agreed, for the purposes of verifying financial representations, and/or to review and assess the historical and current financial capacity of Offeror’s business entity and its expected ability to meet ongoing financial obligations related to the required services, if awarded a contract. If an audit is conducted, the County’s audit and/or financial analysts will report their findings in a summary report**

- to the Purchasing Official, which will be placed in the Offer files for subsequent use, review, and discussions during evaluations. Would corresponding letters from firm's CPA and/or Bank suffice to prove solvency?
- R2. Yes.
- Q3. What current budget does BACVB have allocated and contracted for PR services, and what range is BACVB seeking for this new annual contract? What is the preferred percentage breakdown of costs allocated to hosting FAMs, meetings/conferences, media events, etc.?**
- R3. The current allocated budget is \$150,000.00. That covers services provided by the PR agency as well as hosting opportunities in-market as well as media activations and any deskside travel. Breakdown can be determined based on the Exhibit 3 - Fee Rate Schedule provided.
- Q4. Please explain how BACVB is handling in-destination expenses for FAMs, group and individual press trips (i.e., are lodging, restaurant and attractions partners providing comp or discounted goods/services? Is there a per diem given?) and what expenses are to be covered by the contracted PR agency?**
- R4. Currently, BACVB uses the agency of record to cover expenses that are acquired from FAM and media hosting. That is what is part of the budget break down provided in the pricing sheet. That is then billed back to BACVB in a monthly breakdown. The destination does work closely with industry partners to get in-kinds as well as offset costs for FAM opportunities. BACVB does work with partners for comped or discounted services on dining, lodging and attractions. Any expenses related to these services would come out of the FAM portion of the overall agency budget, so the agency would not be directly responsible for any expenses. For flights, the current agency has reimbursed an incoming journalist from the FAM budget as part of the overall budget with BACVB. BACVB does not have per diem that is given for visiting media but would be open to discussion.
- Q5. What media KPIs are most important to BACVB?**
- R5. BACVB is most interested in amplifying leisure visitor knowledge in key emerging markets that offer direct flights into SRQ (Sarasota Bradenton International Airport SRQ). These markets have been identified and will be provided to the agency once the bid is awarded. BACVB is more concerned with market impression rather than quantity of hosted journalists. The BACVB seeks to host journalists who can expand market penetration through earned media as well as further expand our messaging outside of our beaches, promoting our mainland activities, culinary scene and rich arts and culture in Manatee County.
- Q6. Please provide an example of a monthly report/scorecard used for current PR activities.**
- R6. This information is not readily available. This is something the BACVB wants to see from the new agency as it has been an issue in the past. Any kind of dashboard that can be provided to support monthly reporting would be welcomed.

**Q7. Does BACVB have a goal/benchmark for the number of writers to secure for an in-destination trip annually?**

R7. There isn't a set number that the BACVB aims to host. To support the answer in R5, the BACVB is more concerned with increasing market awareness rather than how many journalists are hosted. The BACVB will be setting more strategic KPIs on how our earned media can support our paid media opportunities.

**NOTE:**

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

**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