

## REQUEST FOR PROPOSAL #11-1070FL PROFESSIONAL ADVERTISING AGENCY SERVICES

Manatee County, a political subdivision of the State of Florida (hereinafter "Manatee County" or the "County") will receive proposals from individuals, corporations, partnerships, and other legal entities authorized to do business in the State of Florida, for the purpose of providing Professional Advertising Agency Services.

**DEADLINE FOR CLARIFICATION REQUESTS:** **January 30, 2012 at 5:00 PM** shall be the deadline to submit all inquiries, suggestions, or requests concerning interpretation, clarification or additional information pertaining to this Request For Proposals to the Manatee County Purchasing Office. This deadline has been established to maintain fair treatment for all potential bidders or proposers, while ensuring an expeditious transition to a final agreement.

**TIME AND DATE DUE:** Proposals will be received until **February 13, 2012 at 4:00 P.M.** at which time they will be **publicly opened**. All interested parties are invited to attend this opening.

### **CONTENTS OF THIS REQUEST FOR PROPOSAL:**

Section A: Information to Proposers	pages 2-6
Section B: Form of Proposal	pages 7-9
Section C: Selection	page 10
Section D: Negotiation of the Agreement	page 11
Section E: Scope of Services	pages 12-15
Proposal Signature Form	page 16
Public Contracting /Environmental Crimes Certification	Attachment A

**NOTE: A prohibition of Lobbying is in place. Please review Section A item A.16 carefully to avoid violation and possible sanctions.**

### FOR INFORMATION CONTACT:

Frank G. Lambertson, Purchasing Division Contracts Negotiator at (941) 749-3042, FAX (941)749-3034, Manatee County, Financial Management Department, Purchasing Division

AUTHORIZED FOR RELEASE: 

## **SECTION A: INFORMATION TO PROPOSERS**

### **A.01 OPENING LOCATION**

These proposals will be publicly opened at Manatee County Purchasing, 1112 Manatee Avenue West, 8th Floor, Suite 803, Bradenton, Florida 34205, in the presence of County officials at the time and date stated on the cover sheet. All proposers or their representatives are invited to attend.

### **A.02 PROPOSAL INFORMATION AND PROPOSAL DOCUMENTS**

**Bids and Proposals** on <http://www.mymanatee.org>

Bid or Proposal documents and the Notices of Source Selection related to those Bids or Proposals are available for download in a portable document format (.PDF) file on the Manatee County web page on the Purchasing tab under "Bids and Proposals". You may view and print these files using Adobe Acrobat software. You may download a free copy of this software (Adobe) from the County's web page if you do not have it.

**Manatee County collaborates with the Manatee Chamber of Commerce** on distributing solicitations using the RFP Tool web page on the Chambers website: <http://www.Manateechamber.com> to post Bid and Proposal documents in a portable document format (.PDF) file and made available to the its' members. This step is in addition to the posting on Manatee County Government web pages.

Manatee County may also use an internet service provider to distribute Bids and Proposals. A link to that service <http://www.DemandStar.com>, is provided on this website under the Tab "DemandStar". Participation in the DemandStar system is not a requirement for doing business with Manatee County.

Note: The County posts the **Notice of Source Selection** seven (7) calendar days prior to COMMENCING NEGOTIATIONS with the selected firms.

IT IS THE RESPONSIBILITY OF EACH PROPOSER, PRIOR TO SUBMITTING THEIR PROPOSAL, TO CONTACT THE MANATEE COUNTY PURCHASING OFFICE (see contact information on page one of this document) TO DETERMINE IF ADDENDA WERE ISSUED AND TO MAKE SUCH ADDENDA A PART OF THEIR PROPOSAL.

### **A.03 PROPOSAL FORM DELIVERY REQUIREMENTS**

Any proposals received after the stated time and date will not be considered. It shall be the sole responsibility of the proposer to have their proposal delivered to the Manatee County Purchasing office for receipt on or before the stated time and date. If a proposal is sent by U.S. Mail, the proposer shall be responsible for its timely delivery to the Purchasing Office. Proposals delayed by mail shall not be considered, shall not be opened at the public opening, and arrangements shall be made for their return at the proposer's request and expense.

Proposals must be submitted in the format specified in Section B hereof. The contents of each proposal shall be **separated and arranged with tabs in the same order as listed**

**in the Subsections within Section B** identifying the response to each specific item thereby facilitating expedient review of all responses.

**A.04 CLARIFICATION & ADDENDA**

Each proposer shall examine all Request for Proposal documents and shall judge all matters relating to the adequacy and accuracy of such documents. Any inquiries, suggestions or requests concerning interpretation, clarification or additional information pertaining to the Request For Proposal shall be made in writing through the Manatee County Purchasing Office. The County shall not be responsible for oral interpretations given by any County employee, representative, or agent.

The issuance of a written addendum by the Purchasing Official's Office is the only official method whereby interpretation, clarification or additional information can be given.

Addenda shall be posted on <http://www.mymanatee.org>

It shall be the responsibility of each proposer, prior to submitting their proposal, to contact the Manatee County Purchasing Office at (941)748-4501, ext. 3053 to determine if addenda were issued and to make such addenda a part of the proposal.

**DEADLINE FOR CLARIFICATION REQUESTS**

**January 30, 2012 at 5:00 PM** shall be the deadline to submit all inquiries, suggestions, or requests concerning interpretation, clarification or additional information pertaining to this Request For Proposals to the Manatee County Purchasing Office.

This deadline has been established to maintain fair treatment for all potential bidders or proposers, while ensuring an expeditious transition to a final agreement.

**A.05 SEALED & MARKED**

**One (1) signed Original (marked Original) and Four (4) Copies (marked Copy)** of your proposal shall be submitted in one sealed package, clearly marked on the outside "**Sealed Proposal #11-1070FL**" and addressed to:

Manatee County Purchasing  
1112 Manatee Avenue West, Suite 803  
Bradenton, FL 34205

**A.06 LEGAL NAME**

Proposals shall clearly indicate the legal name, address and telephone number of the proposer (company, firm, partnership, individual, joint venture). Proposals shall be signed above the typed or printed name and title of the signer. The signer shall have the authority to bind the proposer to the submitted proposal.

**A.07 PROPOSAL EXPENSES**

All expenses for making proposals to the County are to be borne by the proposer.

**A.08 EXAMINATION OF OFFER**

The examination of the proposal and the proposer generally requires a period of not less than ninety (90) calendar days from the date of the opening of the proposals.

**A.09 DISCLOSURE**

Upon receipt all inquiries and responses to inquiries related to this Request For Proposal become "Public Records" and are subject to public disclosure consistent with Chapter 119, Florida Statutes.

Bids/Proposals become subject to disclosure 30 days after the Opening or if a notice of intended award decision is made earlier than this time as provided by Florida Statute 119.071(1)(b). No announcement or review of the offer shall be conducted at the public opening. If the County rejects all offers and concurrently notices its intent to reissue the solicitation, initial offers are exempt until the County provide notice of its intended decision or, or 30 days after the opening of the new offers.

**A.10 ERRORS OR OMISSIONS**

Once a proposal is submitted, the County shall not accept any request by any proposer to correct errors or omissions in the proposal.

**A.11 RESERVED RIGHTS**

The County reserves the right to accept or reject any and/or all proposals, to waive irregularities and technicalities, and to request resubmission. Any sole response received by the first submission date may or may not be rejected by the County, depending on available competition and timely needs of the County. The County reserves the right to award the contract to a responsible proposer submitting a responsive proposal, with a resulting negotiated agreement which is most advantageous and in the best interests of the County. The 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.

Also, the County reserves the right to make such investigation as it deems necessary to determine the ability of any proposer to perform the work or service requested. Information the County deems necessary to make this determination shall be provided by the proposer. Such information may include, but shall not be limited to: current financial statements prepared by an independent CPA; verification of availability of equipment and personnel; and past performance records.

**A.12 APPLICABLE LAWS**

Proposer must be authorized to transact business in the State of Florida. All applicable laws and regulations of the State of Florida and ordinances and regulations of Manatee County will apply to any resulting agreement. Any involvement with any Manatee County procurement shall be in accordance with Manatee County Code of Laws 2-26, as amended.

Procedures and deadlines concerning protests related to this Request For Proposals shall be those which are set forth in §2-26-61 of the County Code.

**A.13 CODE OF ETHICS**

With respect to this proposal, if any proposer violates or is a party to a violation of the Code of Ethics of Manatee County per Manatee County Code of Laws, Article III, Ethics in Public Contracting, and/or Florida criminal or civil laws related to public procurement including but not limited to Florida Statutes Chapter 112, Part II, Code of Ethics for Public Officers and Employees, such proposer may be disqualified from performing the work described in this proposal or from furnishing the goods or services for which the proposal is submitted and shall be further disqualified from submitting any future proposals for work or for goods or services for Manatee County.

The County presumes that all statements made and materials submitted in a proposal will be truthful. If a proposer is determined to be untruthful in its proposal or any related presentation, such proposer may be disqualified from further consideration regarding this Request for Proposals.

**A.14 COLLUSION**

By offering a submission to this Request For Proposal the proposer certifies the proposer has not divulged to, discussed or compared his proposal with other proposers and has not colluded with any other proposer or parties to this proposal whatsoever. Also, the proposer certifies, and in the case of a joint proposal, each party thereto certifies, as to their own organization that in connection with this proposal:

- a. any prices and/or data submitted have been arrived at independently, without consultation, communication or agreement, for the purpose of restricting competition, as to any matter relating to such prices and/or cost data, with any other proposer or with any competitor;
- b. any prices and/or cost data quoted for this proposal have not been knowingly disclosed by the proposer prior to the scheduled opening directly or indirectly to any competitor;
- c. no attempt has been made or will be made by the proposer to induce any other person or firm to submit or not to submit a proposal for the purpose of restricting competition;
- d. the only person or persons interested in this proposal as principal or principals is/are named therein and that no person other than therein mentioned has any interest in this proposal or in the contract to be entered into; and
- e. no person or agency has been employed or retained to solicit or secure this contract upon an agreement or understanding for a commission, percentage, brokerage, or contingent fee, excepting bona fide employees.

**A.15 PUBLIC ENTITY CRIMES**

In accordance with Section 287.133, Florida Statutes, 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 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 or 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.

In addition, Manatee Code of Laws Chapter 2-26 Article V prohibits the award of County contracts to any person or entity who/which has, within the past 5 years, been convicted of, or admitted to in court or sworn to under oath, a public entity crime or of any environmental law that, in the reasonable opinion of the purchasing official, establishes reasonable grounds to believe the person or business entity will not conduct business in a reasonable manner.

To ensure compliance with the foregoing, the Code requires all persons or entities desiring to contract with the County to execute and file with the purchasing official an affidavit, executed under the pain and penalties of perjury, confirming that person, entity, and any person(s) affiliated with the entity, does not have such a record and is therefore eligible to seek and be awarded business with the County. **Proposer is to complete Attachment "A"**

#### **A.16 LOBBYING**

After the issuance of any Request For Proposals, prospective proposers or any agent, representative or person acting at the request of such proposer shall not contact, communicate with or discuss any matter relating in any way to the Request For Proposals with any officer, agent or employee of Manatee County other than the Purchasing Official or as directed in the Request For Proposals. This prohibition begins with the issuance of any Request For Proposals and ends upon an award of the final contract, when all solicitations have been rejected, or when the request has been canceled. Violators of this prohibition shall be subject to sanctions as provided in the Manatee County Code of Law Chapter 2-26.

#### **A.17 EQUAL EMPLOYMENT OPPORTUNITY**

In accordance with the provisions of Title VI of the Civil Rights Act of 1964 and Title 15, Part 8 of the Code of Federal Regulations, Manatee County hereby notifies all prospective offerors that they will affirmatively ensure minority business enterprises will be afforded full opportunity to participate in response to this advertisement and will not be discriminated against on the grounds of race, color or national origin in consideration for an award of contract.

#### **A.18 AMERICANS WITH DISABILITIES ACT**

The Board of County Commissioners of Manatee County, Florida, does not discriminate upon the basis of any individual's disability status. This non-discrimination policy involves every aspect of the County's functions including one's access to, participation, employment, or treatment in its programs or activities. Anyone requiring reasonable accommodation for the public meetings specified herein (i.e. Information Conference or Proposal Opening), should contact the person named on the first page of this document at least twenty four (24) hours in advance of the activity to request accommodations.

**END SECTION A**

## **SECTION B: FORM OF PROPOSAL**

This section identifies specific information which must be contained within each proposal. The contents of each proposal shall be **separated** and **arranged with tabs** in the same order as listed in **Sections B.01, through B.04**, identifying the response to each specific item.

The information that you provide shall be used to determine those Proposers with perceived ability to perform the Scope of Services as stated in this Request for Proposal which may overall best meet the needs of Manatee County. A review with those Proposers reasonably susceptible of being selected for award may be conducted for the purposes of clarification of both ability and benefit to Manatee County. See Section C Selection.

### **B.01 MINIMUM QUALIFICATIONS TO BE CONSIDERED:**

Proposals may be presented by a single business entity, a joint venture, or partnership.

Prior to any consideration of the responses to the criteria in this Request For Proposals, Proposers are to document in their Proposals they have provided Professional Advertising Agency Services that are similar in complexity and nature for the last the last year.

To validate experience, expertise and capabilities, Proposers shall provide:

- a. copy of proposer's license;
- b. The state, county or city where the services were rendered;
- c. Name of the entity who issued the contracts;
- d. Contract Administrator for the named contracts. Include telephone and email address information.

After Manatee County staff validates the Minimum Qualifications have been met, those Proposals found to be in compliance will be considered.

### **B.02 ADMINISTRATIVE SUBMITTAL**

- a. Proposal Signature Form.
- b. Public Contracting and Environmental Crimes Certification (Attachment A).

### **B.03 INFORMATION TO BE SUBMITTED REGARDING YOUR BUSINESS ENTITTY**

Tabs are required to identify each item defined in this Section.

**B.03.1.** Provide a description of the proposer's **background and size**. Provide a general statement of qualifications that includes your firm's professional credentials, the legal status of your organization, and experience in providing the service enumerated in this Request For Proposal.

**B.03.2.** Provide an **explanation of the business entity which you represent**. Specify the business entity which would be bound by a contract, should your firm be selected: company or corporation; subcontractor roles; and if a joint venture, include the specific experience that the joint venture partners have working together on similar projects.

If the proposer is a joint venture, or partnership, the details of the

responsibilities for provision of the required services must be clearly disclosed. Provide a narrative on how you anticipate the partnerships to manage the work and any prior experience that the individual entities may have had in working together on other projects. Disclose the lead firm of a joint venture.

**B.03.3.** Provide a list, with **references, of your business entity's advertising agency experience.** Specify which key personnel were responsible for the contracted services. References given must specify employees in senior level management positions with knowledge of the operations to confirm the claimed details. Include the name of the entity the work was completed for, a description of the services provided, the dates of service and the name(s) and telephone number(s) of the contact persons. This list shall be for both Governmental and Private clients for at least the past three (3) years.

**B.03.4.** Identify each **principal of the firm and other "key personnel"** who will be professionally associated with the County. Do not include personnel that will not have a key role in providing services. Describe their respective areas of expertise.

For each identified person, list:

- Full Name
- Professional credentials; Title;
- Area of expertise, individual's roles and duties in providing services
- Office address
- Email address
- Telephone number
- Personalized resumes which identify the qualifications, training and experience of each key personnel.

**B.03.5.** **Specify the office location of the business entity** explained in response to item B.03.2. which is to be the primary location of the principal and key personnel. List the key personnel at that location. For the remaining key personnel detail at what location(s) they will work from and how they will provide management or service or supply support from the locations that they will work from.

**B.03.6.** Disclose **any ownership interest in other entities** involved in advertising agency services which may be a potential participant in this Request For Proposals. This ownership disclosure shall be included, whether such ownership occurs by the proposer through a parent, subsidiary or holding company or any other form of business entity. Submit entity names and the percent of ownership for each.

**B.03.7.** Submit a narrative **explaining the direct economic benefit to Manatee County to be realized by selecting your firm.** During the term of this engagement detail the revenue maximizing activities, employment, subcontracting, and support services contracting as economic stimulus that your entity may generate that would directly benefit Manatee County.



- B.03.8.** Submit a **manning level statement** for these proposed services, detailing how many total employees work for your firm at any one time, including temporary, seasonal and part-time employees. List the ratios of full-time employees to part-time, temporary and seasonal employees. The County will reserve the right to set minimum requirements concerning criminal records of employees which may work with children.
- B.03.9.** Identify any operational areas you intend to use **subcontractors**. Identify the services and roles that each subcontractor would assume in providing services.
- B.03.12.** **Marketing and Advertising** Detail your proposed marketing and advertising plans, including methodologies, media to be used, and schedules. The costs of the proposed marketing and advertising are to be shown separately in the projected budget.
- B.03.13.** Submit a detailed **Quality Assurance Statement** to demonstrate the level of quality that is being proposed will either meet or exceed current quality standards for the work outlined in this Request For Proposal.
- B.03.14.** Provide your firm's years of experience related to professional advertising agency services as described in this Request For Proposal.
- B.03.16.** Provide three (3) examples that demonstrate your firm's ability to create a successful advertising plan.
- B.03.21.** Provide a complete cost proposal for the required services. Include proposed labor hours, labor rates and anticipated direct cost
- B.03.22.** Provide a **project plan** detailing how your firm would perform and meet the requirements of the Scope of Services and any additional services that may be offered as part of your proposal submission. Provide a transition plan to show a timetable of the activity required prior to any commencement date.
- B.03.23.** Provide a list of the **contracts your firm has obtained** within the past three (3) years, indicating the type of services provided and the locations. Provide a list of the contracts your firm has lost in the past three (3) years and state the reason for the loss and the location.

**B.04 SUPPLEMENTAL INFORMATION**

Submit any other additional information which would assist the County in the evaluation of your proposal.

The County reserves the right to make such investigation and solicit additional information or request additional submission of information as it deems necessary to determine the ability of any proposer to perform the Scope of Services stated in this Request for Proposal.

## **SECTION C: SELECTION**

### **C.01 EVALUATION FACTORS**

Evaluation factors are price and perceived ability of the Proposer to perform the Scope of Services as stated in this Request for Proposal in the most efficient manner. These evaluation factors shall determine the proposal which will overall best meet the needs of Manatee County as determined from the responses to this Request for Proposal and subsequent investigation by the County.

### **C.02 RELATIVE IMPORTANCE OF EVALUATION FACTORS**

No weight has been assigned to the Evaluation Factors stated above.

### **C.03 PRELIMINARY RANKING**

A Selection Committee shall determine from the responses to this Request For Proposals and subsequent investigation as necessary, the proposer(s) most susceptible of being selected for award.

### **C.04 REVIEW OF PROPOSERS AND PROPOSALS**

In-person reviews may be conducted with responsible proposers who are deemed reasonably susceptible of being selected for award, for the purposes of assuring full understanding of (a) conformance to the solicitation requirements, (b) the abilities of the proposer, and (c) the proposal submitted.

Proposers shall be available for presentations to and interviews with the Selection Committee, upon notification from the Purchasing Office. The date(s) and time(s) of any such presentations / interviews shall be determined solely by the County.

### **C.05 SELECTION FOR NEGOTIATION**

The Proposer whose ability and proposal is determined to be the most advantageous to the County, taking into consideration the evaluation factors set forth in this Request for Proposal, shall be selected to negotiate an agreement for the stated Scope of Services.

### **C.06 AWARD**

Award of an agreement is subject to the successful negotiations and authorization of the appropriate approval authority to execute an agreement.

**END SECTION C**

## **SECTION D: NEGOTIATION OF THE AGREEMENT**

### **D.01 GENERAL**

The following general terms and conditions apply to the proposal submitted for consideration and the subsequent negotiations:

- a. The proposal will serve as a basis for negotiating an agreement, but not compel adherence to its terms or conditions.
- b. Upon submission, all proposals become the property of the County which has the right to use any or all ideas presented in any proposal submitted in response to this Request for Proposal whether or not the proposal is accepted.
- c. All products and papers produced in the course of this engagement become the property of the County upon termination or completion of the engagement.

### **D.02 AGREEMENT**

The selected proposer shall be required to negotiate an agreement, in a form and with provisions acceptable to Manatee County.

Negotiated Agreements may or may not include all elements of this RFP or the resulting successful proposal where alternative terms or conditions become more desirable to the County, and the parties agree to such terms.

Negotiated Agreements may or may not include all elements of this RFP or the resulting successful proposal where alternative terms or conditions become more desirable to the County, and the parties agree to such terms.

The Manatee County Board of County Commissioners will be presented the negotiated agreement(s) as the best and final offer for consideration of award and execution. The Board of County Commissioners shall determine if award of the agreement is to be: considered; rejected and direct further negotiations; rejected and terminate negotiations; or accepted, authorizing the County Administrator or his designee to execute the agreement.

### **D.03 Duration**

It is the intent of the County to enter into a three (3) year initial term contract, with two (2) additional one (1) year term. The anticipated start date is April 1, 2012.

**END SECTION D**

## **SECTION E: SCOPE OF SERVICES**

### **E.01 PURPOSE**

The Bradenton Area Convention & Visitors Bureau (BACVB), known as Anna Maria Island & Longboat Key, Florida's Gulf Islands, requires Professional Advertising, Marketing, and Public Relations services.

The BACVB wishes to create a truly unique and distinctive destination brand that resonates with visitors and the community. To stand apart in a highly competitive tourism industry, BACVB is soliciting qualified firms to submit proposals to provide their expertise in developing and implementing a results-oriented strategy for tourism.

The BACVB is seeking a professional firm with specific expertise in the strategic development of tourism positioning for destinations. The quality and content of the Anna Maria Island & Longboat Key marketing plan must accurately reflect the area and provide compelling reasons for consumers to visit the market.

The objective is to increase tourism in Manatee County by providing potential visitors with a content rich, engaging marketing plan with easy to use travel planning tools that will encourage visitation and longer stays.

The successful Proposer shall be able to work collaboratively with both the BACVB and its web site developer and other vendors. The current website is [www.AnnaMariaIsland-LongboatKey.com](http://www.AnnaMariaIsland-LongboatKey.com).

BACVB reserves the right to make multiple awards.

### **E.02 SPECIFIC SERVICES FOR ADVERTISING AND MARKETING**

The primary objectives of this advertising and marketing initiative are threefold:

Develop a strategy that anchors Bradenton Area in delivering the greatest short and long term return on investment for community stakeholders while reflecting the community's values and culture.

Create a strategy for effectively communicating this message to our target markets, stakeholders, and visitors.

Developing systems for measuring and tracking results. Monthly and yearly reports will be required to show ROI on media that has run during that time span. This can be coupled with the creative Brief and expanded to show the designated ROI.

The successful Proposer shall provide the following specific services:

#### **E.02.1. Creative**

- All creative executions of print, collateral, broadcast, online, other alternative media.
- Presentation of creative new concepts and ideas.
- Pre-press production of art (preparing disks for printing, materials).
- Creating renderings/comps for external and internal review of advertising/promotions/partnership/PR opportunities.

E.02.2. Media

- Provide pricing option should BACVB wish to work and plan the media schedule and have the proposer design creative and deliver final layout to media vendor.
- Managing all media inquiries from media representatives. BACVB may correspond with media representatives on occasion.
- Development of methodology for identifying appropriate target audiences (consumer and B2B) and choosing media that best reaches each target group.
- Execution of all domestic, Canadian, Central European, German and other countries of interest media buys (Online, TV, Radio, and Print) includes any transactions required.
- Identifying and evaluating new media opportunities.
- Provide a strategic plan for BACVB.
- Creating media plans and media analysis reports.
- Post advertising/promotion/partnership program measurement and analysis.

E.02.3. Production

- Responsible for all trafficking of all materials to media outlets, printers (print, broadcast, and web).
- Providing dubs of broadcast materials.
- Providing DVDs of finished materials to BACVB including purposes (mounting and scanning).
- Preparing advertising materials for presentation purposes (mounting, and scanning)
- Pricing Addendums required for hourly rates or pricing per dub, beta, or special requests.
- Provide a list of Agencies "preferred" vendors.

E.02.4. Interactive

- Provide assistance and/or input on BACVB's consumer website, as well as other BACVB websites.
- Purchasing of internet media as requested.
- Identifications and negotiation of internet partnerships.
- Evaluate approaches to add relevant content or improve site visitation.
- Assist in strategy and marketing of consumer website including development of online advertising creative and social networking opportunities.
- Post, Tweet and upload to BACVB on a regular basis.

E.02.5. Direct Marketing

- Provide advice/input and develop concepts for direct marketing programs.
- Analysis of consumer and in-house meeting planner databases.
- Assist in the analysis, selection and purchase of mailing lists for use in meetings and convention direct mail campaigns.
- Implementation of creative/production on direct marketing elements for travel trade industry market.
- Develop leisure travel collateral materials designed specifically for the travel professional (tour operators, wholesalers and travel agents). Materials include, but are not limited to: poster designs, promotional items, direct mail pieces, e-newsletter templates, and event invitations.

- Develop leisure travel ad materials for appropriate travel trade publications.
- Maintain knowledge of industry trends as they pertain to the trade aspect of the domestic leisure business, i.e. travel intermediaries such as tour operators, wholesalers, retail travel agents, and online agencies.
- Maintain knowledge of BACVB's key international markets (UK, Canada, and Germany) and trends as they pertain to the aspects of potential business.

E.02.6. Meetings, Conventions, Incentive and Trade Show Marketing

- Assist in developing branding strategies.
- Identify new value-added marketing opportunities that can extend the reach of meetings marketing, but can be financially supported by cooperative funding.
- Develop inquiry-driving advertising and marketing programs that generate net incremental leads for meetings.
- Assist in development of BACVB's meeting market initiatives, trade shows, and sales mission mailings, joint satellite office initiatives, targeted newsletters, and meeting or incentive planner guides and brochures.

E.02.7. Research (Primary and Secondary)

- Interfacing with BACVB's research firm to create research programs including brand awareness/development studies, and analysis of all advertising programs.
- Assist in ROI analysis of marketing initiatives that target specific tradeshow and meetings.
- Work with research and BACVB Marketing director to evaluate creative advertising programs via appropriate audience segment input.

E.02.8. Miscellaneous Services

- Search Engine Optimization and Search Engine Marketing.
- Website analytics and research.
- Database profiling.
- Destination branding.

E.02.9. Strategic Planning

- Contributing and assisting with the development of the strategic marketing plans, development of brand strategy, and creative strategies for all segments.
- Development of creative strategies and creation of production of all meeting planner and incentive advertising/marketing/sales support programs with consideration given to the professional associations, public relations and promotions.
- Development of creative strategies, and creation and production of all consumer advertising including domestic and international markets with consideration given to full integrations and comprehensive marketing programs including travel trade, public relations and promotions.

E.02.10. Meetings

- Attending internal meetings on marketing programs, weekly department head meetings, and meetings with partners and stakeholders.

E.02.11. Presentations

- Assisting with development of presentations regarding marketing programs, giving presentations as appropriate, providing content and electronic materials to incorporate into presentations.

E.02.12. Budgeting

- Providing input and ongoing tracking of the marketing budget, developing program budgets, ensuring agency budgets remain in sync with BACVB's budgets, budget status reports.

E.02.13. Daily Account Services

- Ongoing communication, development of conference reports, status reports, contributing to program summaries, trafficking of materials between BACVB's and appropriate agency departments, presentation of creative, other reporting as necessary as necessary interfacing with all other areas of the agency on BACVB's behalf, analysis of campaign inquiries/fulfillment.

E.02.14. BACVB's Liaison with other Agencies and Stakeholders

- Interfacing with all BACVB's vendors to ensure deadlines on print and web are met.
- Identify best practices with other departments or other clients and share those throughout the organization to maximize efficiency.
- Assist in developing methodology for measuring impact and success of all marketing/advertising programs, provide analysis of such measures.
- Develop and provide sales support information/materials, and implement an extensive cooperative advertising program including management and production of all media placements.
- Develop and implement advertising/marketing programs for strategic alliance partners and for other private sector alliances, such as Chamber of Commerce, Arts & Culture, and Agri-Tourism.
- Notify BACVB of all new business solicitations that could be perceived as a conflict of interest with growing tourism to Manatee County.
- Handle all request for "media value" for ads or equivalents of value add, if asked by partners or BACVB.

**END OF SECTION E**

**PROPOSAL SIGNATURE FORM**  
**RFP #11-1070FL**

\_\_\_\_\_  
Firm Name

Mailing Address:

\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_  
City, State, Zip Code

( ) \_\_\_\_\_  
Telephone Number

The undersigned attests to his (her, their) authority to submit this and to bind the firm herein named to perform as per the Agreement. If the firm is selected by the County the undersigned certifies that he/she will negotiate in good faith to establish an agreement to provide **Professional Advertising Agency Services** for Manatee County, according to the requirements of this **RFP #11-1070FL**.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Witness Signature

\_\_\_\_\_  
Name and Title of Above Signer

\_\_\_\_\_  
Name and Title of Above Signer

Date: \_\_\_\_\_

Date: \_\_\_\_\_

\_\_\_\_\_  
Telephone Number

\_\_\_\_\_  
Email Address





**ATTACHMENT "A"**

**PUBLIC CONTRACTING AND ENVIRONMENTAL CRIMES CERTIFICATION**

SWORN STATEMENT PURSUANT TO  
MANATEE COUNTY CODE OF LAW

THIS FORM MUST BE SIGNED AND SWORN TO IN THE PRESENCE OF A NOTARY PUBLIC OR OTHER OFFICIAL AUTHORIZED TO ADMINISTER OATHS.

This sworn statement is submitted to the Manatee County Board of County Commissioners 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 the individual signing this sworn statement: \_\_\_\_\_

I understand that no person or entity shall be awarded or receive a county contract for public improvements, procurement of goods or services (including professional services) or a county lease, franchise, concession or management agreement, or shall receive a grant of county monies unless such person or entity has submitted a written certification to the County that it has not:

(1) been convicted of bribery or attempting to bribe a public officer or employee of Manatee County, the State of Florida, or any other public entity, including, but not limited to the Government of the United States, any state, or any local government authority in the United States, in that officer's or employee's official capacity; or

(2) been convicted of an agreement or collusion among bidders or prospective bidders in restraint of freedom of competition, by agreement to bid a fixed price, or otherwise; or

(3) been convicted of a violation of an environmental law that, in the sole opinion of the County's Purchasing Director, reflects negatively upon the ability of the person or entity to conduct business in a responsible manner; or

(4) made an admission of guilt of such conduct described in items (1), (2) or (3) above, which is a matter of record, but has not been prosecuted for such conduct, or has made an admission of guilt of such conduct, which is a matter of record, pursuant to formal prosecution. An admission of guilt shall be construed to include a plea of nolo contendere; or

(5) where an officer, official, agent or employee of a business entity has been convicted of or has admitted guilt to any of the crimes set forth above on behalf of such and entity and pursuant to the direction or authorization of an official thereof (including the person committing the offense, if he is an official of the business entity), the business shall be chargeable with the conduct herein above set forth. A business entity shall be chargeable with the conduct of an affiliated entity, whether wholly owned, partially owned, or one which has common ownership or a common Board of Directors. For purposes of this Form, business entities are affiliated if, directly or indirectly, one business entity controls or has the power to control another business entity, or if an individual or group of individuals controls or has the power to control both entities. Indicia of control shall include, without limitation, interlocking management or ownership, identity of interests among family members, shared organization of a business entity following the ineligibility of a business entity under this Article, or using substantially the same management, ownership or principles as the ineligible entity.

Any person or entity who claims that this Article is inapplicable to him/her/it because a conviction or judgment has been reversed by a court of competent jurisdiction, shall prove the same with documentation satisfactory to the County's Purchasing Director. Upon presentation of such satisfactory proof, the person or entity shall be allowed to contract with the County.

I UNDERSTAND THAT THE SUBMISSION OF THIS FORM TO THE CONTRACTING OFFICER FOR MANATEE COUNTY IS VALID THROUGH DECEMBER 31 OF THE CALENDAR YEAR IN WHICH IT IS FILED. I ALSO UNDERSTAND THAT ANY CONTRACT OR BUSINESS TRANSACTION SHALL PROVIDE FOR SUSPENSION OF PAYMENTS, OR TERMINATION, OR BOTH, IF THE CONTRACTING OFFICER OR THE COUNTY ADMINISTRATOR DETERMINES THAT **SUCH PERSON OR ENTITY HAS MADE FALSE CERTIFICATION.**

\_\_\_\_\_  
[Signature]

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

Sworn to and subscribed before me this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_ by \_\_\_\_\_.

Personally known \_\_\_\_\_ OR Produced identification \_\_\_\_\_  
[Type of identification]

\_\_\_\_\_  
Notary Public Signature My commission expires \_\_\_\_\_

\_\_\_\_\_  
[Print, type or stamp Commissioned name of Notary Public]

**Signatory Requirement** - In the case of a business entity other than a partnership or a corporation, this affidavit shall be executed by an authorized agent of the entity. In the case of a partnership, this affidavit shall be executed by the general partner(s). In the case of a corporation, this affidavit shall be executed by the corporate president.