



# MANATEE COUNTY

August 17, 2011

TO: ALL INTERESTED PROPOSERS

REFERENCE: REQUEST FOR PROPOSAL #11-1070-DW / Professional Public Relations Services

## ADDENDUM No. 1

Proposers are hereby notified that this Addendum shall be acknowledged by them within their proposal and shall be made a part of the above named Proposal and Contract Documents.

The following items are issued to add to, modify, and clarify the Proposal and/or Contract Documents. These items shall have the same force and effect as the original Proposal and /or Contract Documents. Proposals are to be submitted on the specified date and shall conform to the additions and revisions listed herein.

- Q: What is the current budget?  
A: *Approximately between \$65,000.00 and \$85,000.00 per year based on public relations campaigns and initiatives.*
- Q: Re: Section B.03.6., "Organizational Chart," is the County requesting an organizational chart for the entire public relations agency or the team that will be working on the County's account?  
A: *Both.*
- Q: Re: Section B.03.17., "Crisis Communication," does the ability to organize events relate to crisis situations or media and/or consumer events?  
A: *Both.*
- Q: To what extent will the successful Proposer be involved in the administration of the BACVB's social media campaign?  
A: *The successful Proposer shall be expected to add to the BACVB's in-house staff efforts on a daily basis.*
- Q: How many internal staff members does the BACVB have dedicated to the facilitation of public relations efforts, press trips, and event planning?  
A: *Three (3) staff members .*
- Q: Regarding the BACVB's public relations and social media platforms, how many staff members, full and part-time, does the BACVB have dedicated to those efforts; how many hours per month?  
A: *One (1) staff member, approximately two (2) hours per day.*
- Q: What size staff does the BACVB have?  
A: *Eight (8) staff members.*

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- Q:** Will the successful Proposer be responsible for outreach to international markets beyond Canada?
- A:** *No; the services required in this Request for Proposal shall cover North America and Canada; the international market is currently handled under a separate contract.*
- Q:** As far as the events element, is the BACVB looking for a public relations agency to simply publicize events or to conduct planning of these events?
- A:** *Both.*
- Q:** What promotions has the BACVB carried out in the past and which, if any, are ongoing promotions?
- A:** *Radio promotions and magazine sweepstakes; currently launching a Mobile/Facebook getaway sweepstakes.*
- Q:** Does the BACVB have an incumbent public relations agency; if so, what is the name of the agency?
- A:** *Yes, Hayworth Creative.*
- Q:** What does the BACVB consider to be the top five selling points for the destination?
- A:** *Beaches, water activities, dining, shopping, arts and culture.*
- Q:** Section B.03.5., "Key Personnel," requires personalized resumes; will biographies suffice, or do you want a complete CV for each key personnel?
- A:** *Resumes are required for each principal of the firm and other key personnel who will be professionally associated with the County in the performance of the services described in the Request for Proposal.*
- Q:** Section B.03.12., "Samples," requests three (3) samples of collateral press releases which demonstrate strong writing techniques based on media outlet, social media campaigns, and other travel related material; is the BACVB looking for something in addition to the results generated/media earned from the press release placements?
- A:** *Yes.*
- Q:** Section B.03.20., "Fee," requires costs for production and equipment; are these items that the Proposer feels they would need to perform the various tasks, or is the BACVB specifically requiring the successful Proposer to purchase equipment and production items for the BACVB?
- A:** *Proposers shall submit a budget for all production and equipment that is necessary to perform the services described in the Request for Proposal.*
- Q:** Section E.02.a, "Scope of Services," requires the successful Proposer to provide a domestic public relations plan and social media plan to the BACVB; is it correct to assume the BACVB is not looking for a public relations and social media plan as part of this Request for Proposal?
- A:** *Please see Section E.02, Scope of Services.*
- Q:** Sections E.02.c and E.02.d, "Scope of Services," require monthly reports with ad equivalency; please clarify the difference between these two reports?
- A:** *Please see Section E.02, Scope of Services.*
- Q:** Do the subsections within Section B.03, "Information To Be Submitted Regarding Proposer(s)," (i.e., B.03.1, "Background and Size," B.03.2., "Business Entity," etc.) require separate tabs, or may this information be included under the single tab for Section B.03, "Information To Be Submitted Regarding Proposer(s)"?
- A:** *Tabs are required for each sub-section in this Section.*

- Q:** Re: Section B.03.9., "Proposed Staff References," – must all references be current clients, or could the staff references also include former clients or employers?
- A:** *Staff References shall include one (1) external client reference for each proposed staff member.*
- Q:** Should the total fee also include a proposed budget for out-of-pocket expenses associated with any public relations related activities (i.e., participation in media tradeshow, media missions, and events, etc.)? Will an activation budget be established outside of the administrative costs covered by the fee?
- A:** *There will be no activation budget established outside of the cost proposal required in Section B.03.20, "Fee."*
- Q:** Re: Section B.01, "Minimum Qualifications," – is there a minimum number of contracts that need to be shown?
- A:** *Proposers shall document in their proposals that they have provided public relations services similar in complexity and nature to those services described in the Request for Proposal.*
- Q:** Is the current public relations plan available for our review?
- A:** *No, please see Section E.02.a, "Scope of Services."*
- Q:** What is the target demographic of potential visitors to Manatee County; does this vary by season?
- A:** *Please see Section E.01, "Background and Introduction."*
- Q:** Please explain the key areas of the current public relations effort which the BACVB considers to be an area for improvement?
- A:** *Please see Section E, "Scope of Services."*
- Q:** What destination public relation efforts does the BACVB admire most and why?
- A:** *The public relations efforts that are most effective are those that get the stories out, make them interesting, and provide great coverage from state, national, and global publications.*
- Q:** Can the "Corporate References" in Section B.03.8 be used for the purposes of the "Proposed Staff References" in Section B.03.9?
- A:** *No.*
- Q:** Re: Section B.01, A, "Minimum Qualifications," what license is this referring to?
- A:** *All applicable licenses that are required to perform the services being proposed.*

All other terms and conditions of the original Request for Proposal remain unchanged.

If you have submitted a proposal prior to receiving this addendum, you may request in writing that your original, sealed proposal be returned to your firm. All sealed Proposals received will be opened on the date stated.

Sincerely,  
**MANATEE COUNTY**

  
Dennis W. Wallace  
Contract Negotiator