

MANATEE COUNTY GOVERNMENT

REQUEST FOR PROPOSAL #11-3323DC INTERNATIONAL MARKETING AND PUBLIC RELATIONS REPRESENTATION

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 marketing and public relations representation abroad (in the United Kingdom, Germany, and Canada) for the Bradenton Area Convention and Visitors Bureau (BACVB).

DEADLINE FOR CLARIFICATION REQUESTS: May 10, 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 May 22, 2012 at 3:00 P.M. at which time they will be publicly opened. All interested parties are invited to attend this opening.

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Important note: A prohibition of Lobbying is in place. Please review paragraph A.16 carefully to avoid violation and possible sanctions.

FOR INFORMATION CONTACT:

Deborah Carey-Reed, CPPB
Purchasing Division Contract Negotiator
PHONE (941) 749-3074, FAX (941)749-3034
Email: deborah.carey-reed@mymanatee.org
Manatee County Financial Management Department

AUTHORIZED FOR RELEASE: SWW

SECTION A: INFORMATION TO PROPOSERS

PROPOSERS MUST COMPLY WITH THE FOLLOWING INSTRUCTIONS TO BE CONSIDERED FOR SELECTION.

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. 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 DIVISION (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 REQUIREMENTS FOR FORMAT AND DELIVERY OF PROPOSALS

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 Division 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 Division. 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 C hereof. The contents of each proposal shall be **separated and arranged with tabs in the same order as listed in the Subsections within Section C** 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 Division. 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 Division 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. 3014 to determine if addenda were issued and to make such addenda a part of the proposal.

DEADLINE FOR CLARIFICATION REQUESTS: **May 10, 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 Division.

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 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 #11-3323DC International Marketing And Public Relations Representation**" and addressed to:

Manatee County Purchasing Division
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). 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.

Proposals become subject to disclosure thirty (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 of 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 provides notice of its intended decision or, thirty (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 Chapter 2-26. 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, directly or indirectly, the ethics provisions of the Manatee County Purchasing Code 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 will be disqualified from eligibility to perform the work described in this Request for Proposal, and may also be disqualified from furnishing future goods or services to, and from submitting any future bids or proposals to supply goods or services to, Manatee County.

By submitting a proposal, the Proposer represents to the County that all statements made and materials submitted are truthful, with no relevant facts withheld. If a Proposer is determined to have been untruthful in its proposal or any related presentation, such Proposer will be disqualified from eligibility to perform the work described in this Request for Proposal, and may also be disqualified from furnishing future goods or services to, and from submitting any future bids or proposals to supply goods or services to, Manatee County.

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" and submit with your proposal.**

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 Proposers 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: SCOPE OF SERVICES

B.01 BACKGROUND AND INTRODUCTION

Manatee County is a mid-size Florida county located on the southwest coast and consists of 150 miles of coastline on the Gulf of Mexico, 741 square miles of land, 311,000 residents, and attracts more than 2 million visitors every year.

The Bradenton Area Convention & Visitors Bureau (BACVB), known as Anna Maria Island-Longboat Key on Florida's Gulf Islands, requires International Marketing and Public Relations Representation Services in the countries of: the United Kingdom, Germany, and Canada.

The BACVB, which is funded by the tourism tax levied on overnight stays, also known as the "Bed Tax," plays a vital role in growing the delicate but resilient tourism base in the destination, Manatee County. BACVB works with all partners in the destination, Manatee County, who interact with visitors on a daily level. BACVB is in daily contact with hotels and area attractions to make Manatee County alluring to the visitor to spend their vacation time in County with the ultimate goal of making a positive economic impact.

BACVB is committed to maintaining a premiere tourism destination. The objective shall be to increase tourism in Manatee County by providing potential visitors with content rich, reliable information with easy to use travel planning tools that will encourage visitation and longer stays.

The successful Proposer(s) shall provide an overall international public relations strategy to develop and implement a marketing and public relations representation plan for the BACVB. The plan shall combine a number of specific tools and activities designed to secure positive media exposure for Manatee County. Depending on specific goals established in the plan, target audiences, and applicable geographic regions, the successful Proposer(s) shall employ public relations tools to effectively extend the BACVB marketing messages.

The successful Proposer(s) shall be able to work collaboratively with both the BACVB and its' advertising agency.

Manatee County expects that this Request for Proposal will result in an award to perform International Marketing and Public Relations Services on an annual basis for a period of four (4) years.

The successful Proposer(s) shall perform the following work to assist the BACVB in achieving its primary public relations goals, including, but not limited to:

B.02 SCOPE OF SERVICES – UNITED KINGDOM (UK)

B.02.1 Marketing and public relations representation on behalf of the BACVB in the UK/Scandinavian markets. Monthly services to include:

1. Creating (with photos) and distribute to key media contacts, i.e., tour operators, receptive and media targeted print and on-line outlets, airlines, travel agents, etc., a minimum of one (1) press release per month. Provide an aggressive follow-up to secure editorial coverage for Manatee County. BACVB may provide, during the month, multiple press releases to be executed depending on events occurring in the destination.
2. Facebook daily postings and conducting conversations; Twitter postings twice a week and responding to followers.
3. Secure individual writer visits monthly, including confirming story ideas and publication dates with writers. Representative will work with BACVB to develop a detailed itinerary confirming all accommodations, meals, and activities.
4. Offer strategic messaging on a variety of Manatee County topics that suit the current economic climate, and necessary social media outreach.
5. Assist BACVB with any media questions or suggestions on other related issues in the European market as the need arises.
6. Continually feed story ideas to print publications (consumer magazines, daily newspapers in-flight and trade publications), broadcast and on-line media outlets, as well as free-lance writers on an ongoing basis to create opportunities to host writers in Manatee County. NOTE: BACVB will determine a budget and schedule for travel writer familiarization trips.
7. Monthly Activity Report outlining public relations activities.

B.02.2 TRADE RETAINER

1. Monthly service for trade work with tour operators, airlines, and travel agents to include:
 - i. developing a marketing plan that includes organizing sales missions or monthly correspondence with operators and agents;
 - ii. communicating the properties of the BACVB.

B.02.3 PUBLIC RELATIONS

1. Social Media:
 - i. Facebook postings of happenings and news daily and conducting on-going conversations (Monday thru Friday) with fans/visitors about Manatee County.
 - ii. Tweet twice per week with the latest news and events and respond to postings throughout the day (Monday thru Friday) with followers.
 - iii. Conduct quarterly promotion to enhance the conversation about Manatee County to increase fan and follower base. BACVB will provide details to mirror current campaigns in print and social media platforms.

2. Provide assistance in the development of the European Visitor's Bureau sites and provide recommendations.
3. Weekly conference calls; communication via email as necessary.
4. Monthly Activity Report shall include copies of recent articles, a listing for the publication in which they appeared, and the resulting exposure, including reader impressions and advertising equivalent in dollars. Provide a "State of the Union report for the European Market".
5. Deliver comprehensive monthly reports by mail to demonstrate concrete, predetermined, measurable deliverables regarding return on investment.

B.02.4 PUBLIC RELATIONS REPRESENTATION

1. Pitch the properties and attributes of Manatee County to operators, agents, and media in attendance:
 - i. European market.
 - ii. International POW WOW. United States: Los Angeles, California in May.
 - iii. Florida Huddle. United States: Ft. Lauderdale, Florida in January.
2. Visit Florida Europe – maximize BACVB partner benefits to host travel writers and respond to all media leads. Representative will provide Manatee County news to public relations staff and work closely on exposure and representing at media receptions.
3. Visit USA – maximize BACVB exposure through Visit USA communication committee's media events. Representative will provide Manatee County news to all communication staff for use in speaking with travel writers.
4. Hand out press releases or visitor information as requested.
5. Ship (mail) BACVB approved documents. i.e., visitor guides. Does not include monthly invoice billing.

B.03 SCOPE OF SERVICES – GERMANY

- B.03.1 Marketing and public relations representation on behalf of the BACVB in the German market. Monthly services to include:
1. Creating (with photos) and distribute to key media contacts, i.e., tour operators, receptive and media targeted print and on-line outlets, airlines, travel agents, etc., a minimum of one (1) press release per month. Provide an aggressive follow-up to secure editorial coverage for Manatee County. BACVB may provide, during the month, multiple press releases to be executed depending on events occurring in the destination.
 2. Facebook daily postings and conducting conversations; Twitter postings twice a week and responding to followers.
 3. Secure individual writer visits monthly, including confirming story ideas and publication dates with writers. Representative will work with BACVB to develop a detailed itinerary confirming all accommodations, meals, and activities.

4. Offer strategic messaging on a variety of Manatee County topics that suit the current economic climate, and necessary social media outreach.
5. Assist BACVB with any media questions or suggestions on other related issues in the European market as the need arises.
6. Continually feed story ideas to print publications (consumer magazines, daily newspapers in-flight and trade publications), broadcast and on-line media outlets, as well as free-lance writers on an ongoing basis to create opportunities to host writers in Manatee County. NOTE: BACVB will determine a budget and schedule for travel writer familiarization trips.
7. Monthly Activity Report outlining public relations activities.

B.03.2 TRADE RETAINER

1. Monthly service for trade work with tour operators, airlines, and travel agents to include:
 - i. developing a marketing plan that includes organizing sales missions or monthly correspondence with operators and agents;
 - ii. communicating the properties of the BACVB.

B.03.3 PUBLIC RELATIONS

1. Social Media:
 - i. Facebook postings of happenings and news daily and conducting on-going conversations (Monday thru Friday) with fans/visitors about Manatee County.
 - ii. Tweet twice per week with the latest news and events and respond to postings throughout the day (Monday thru Friday) with followers.
 - iii. Conduct quarterly promotion to enhance the conversation about Manatee County to increase fan and follower base. BACVB will provide details to mirror current campaigns in print and social media platforms.
2. Provide assistance in the development of the German Convention Visitor's Bureau sites and provide recommendations.
3. Weekly conference calls; communication via email as necessary.
4. Monthly Activity Report shall include copies of recent articles, a listing for the publication in which they appeared, and the resulting exposure, including reader impressions and advertising equivalent in dollars. Provide a "State of the Union report for the German Market".
5. Deliver comprehensive monthly reports by mail to demonstrate concrete, predetermined, measurable deliverables regarding return on investment.

B.03.4 PUBLIC RELATIONS REPRESENTATION

1. Pitch the properties and attributes of Manatee County to operators, agents, and media in attendance:
 - i. International Tourisms Börse (ITB). Germany: Berlin in March.

- ii. International POW WOW. United States: Los Angeles, California in May.
- iii. Florida Huddle. United States: Ft. Lauderdale, Florida in January.
- 2. Visit Florida Germany – maximize BACVB partner benefits to host travel writers and respond to all media leads. Representative will provide Manatee County news to public relations staff and work closely on exposure and representing at ITB media reception.
- 3. Visit USA – maximize BACVB exposure through Visit USA communication committee's media events. Representative will provide Manatee County news to all communication staff for use in speaking with travel writers.
- 4. Hand out press releases or visitor information as requested.
- 5. Ship (mail) BACVB approved documents. i.e., visitor guides. Does not include monthly invoice billing.

B.04 SCOPE OF SERVICES – CANADIAN

B.04.1 Marketing and public relations representation on behalf of the BACVB in the European market. Monthly services to include:

- 1. Creating (with photos) and distribute to key media contacts, i.e., tour operators, receptive and media targeted print and on-line outlets, airlines, travel agents, etc., a minimum of one (1) press release per month. Provide an aggressive follow-up to secure editorial coverage for Manatee County. BACVB may provide, during the month, multiple press releases to be executed depending on events occurring in the destination.
- 2. Facebook daily postings and conducting conversations; Twitter postings twice a week and responding to followers.
- 3. Secure individual writer visits monthly, including confirming story ideas and publication dates with writers. Representative will work with BACVB to develop a detailed itinerary confirming all accommodations, meals, and activities.
- 4. Offer strategic messaging on a variety of Manatee County topics that suit the current economic climate, and necessary social media outreach.
- 5. Assist BACVB with any media questions or suggestions on other related issues in the European market as the need arises.
- 6. Continually feed story ideas to print publications (consumer magazines, daily newspapers in-flight and trade publications), broadcast and on-line media outlets, as well as free-lance writers on an ongoing basis to create opportunities to host writers in Manatee County. NOTE: BACVB will determine a budget and schedule for travel writer familiarization trips.
- 7. Monthly Activity Report outlining public relations activities.

B.04.2 TRADE RETAINER

- 1. Monthly service for trade work with tour operators, airlines, and travel agents to include:

- i. developing a marketing plan that includes organizing sales missions or monthly correspondence with operators and agents;
- ii. communicating the properties of the BACVB.

B.04.3 PUBLIC RELATIONS

1. Social Media:
 - i. Facebook postings of happenings and news daily and conducting on-going conversations (Monday thru Friday) with fans/visitors about Manatee County.
 - ii. Tweet twice per week with the latest news and events and respond to postings throughout the day (Monday thru Friday) with followers.
 - iii. Conduct quarterly promotion to enhance the conversation about Manatee County to increase fan and follower base. BACVB will provide details to mirror current campaigns in print and social media platforms.
2. Provide assistance in the development of the Canadian Convention Visitor's Bureau sites and provide recommendations.
3. Weekly conference calls; communication via email as necessary.
4. Monthly Activity Report shall include copies of recent articles, a listing for the publication in which they appeared, and the resulting exposure, including reader impressions and advertising equivalent in dollars. Provide a "State of the Union report for the Canadian Market".
5. Deliver comprehensive monthly reports by mail to demonstrate concrete, predetermined, measurable deliverables regarding return on investment.

B.04.4 PUBLIC RELATIONS REPRESENTATION

1. Pitch the properties and attributes of Manatee County to operators, agents, and media in attendance:
 - i. Canadian market.
 - ii. International POW WOW. United States: Los Angeles, California in May.
 - iii. Florida Huddle. United States: Ft. Lauderdale, Florida in January.
2. Visit Florida Canada – maximize BACVB partner benefits to host travel writers and respond to all media leads. Representative will provide Manatee County news to public relations staff and work closely on exposure and representing at media receptions.
3. Visit USA – maximize BACVB exposure through Visit USA communication committee's media events. Representative will provide Manatee County news to all communication staff for use in speaking with travel writers.
4. Hand out press releases or visitor information as requested.
5. Ship (mail) BACVB approved documents. i.e., visitor guides. Does not include monthly invoice billing.

END OF SECTION B

SECTION C: FORM OF PROPOSAL

This section identifies specific information which must be contained within each proposal for each country. The contents of each proposal shall be **separated** and **arranged with tabs** in the same order as listed in **Sections C.01, through C.04**, identifying the response to each specific item for each country. Proposer can respond in their proposal to one or more of the countries described within the Scope of the Services.

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 D Selection.

C.01 MINIMUM QUALIFICATIONS (Licensing) TO BE CONSIDERED: To qualify for any consideration, the Proposer(s) must present proof of any licensing or certification which will be required by law to perform the services set out in the scope of services required in this RFP.

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 the following experience:

MINIMUM EXPERIENCE TO BE CONSIDERED:

Proposer shall have verifiable experience with a Florida Convention & Visitors Bureau performing similar type services described within the scope of services set forth herein.

Proposers shall have substantial, current and verifiable experience in performing or overseeing the performance of the services described within the scope of services set forth herein. In the event more than one entity is joining in making this proposal, each entity shall set forth its respective experience and qualifications for those areas the entity intends to perform.

If subcontractors are to be used in your proposal given to meet the minimum qualifications detail the business entities, description of the service provided, and responses in the same level of detail and tabbed order as instructed in this Request for Proposal for the Proposer.

For each of the Proposer(s)' relevant past performance of similar projects and to validate experience, expertise and capabilities, Proposers shall provide the following details:

- a. Name and location of the Client and the project, the year of performance and the date the project was fully operational and accepted. The specific details of the project including the components and subcontractors utilized. Specify the name, title and telephone number for the Clients contract manager for the project; and
- b. Provide the names of your firm's staff and their direct involvement in the project.
- c. The name and telephone numbers of the persons representing the individual agencies with which the identified key staff directly worked; and
- d. Governmental agency, if any, which verified compliance with its requirements or standards, and the names and telephone numbers of the key persons with direct knowledge of this process to achieve compliance.

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

C.02 ADMINISTRATIVE SUBMITTAL

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

C.03 INFORMATION TO BE SUBMITTED REGARDING PROPOSER(S)

Note: Tabs are required to identify each item defined in this Section

- C.03.1. Provide a description of each Proposers' **background and size**. Provide a general statement of qualifications to include Proposers' professional credentials, legal status, and experience in providing the service enumerated in this Request for Proposal.
- C.03.2 Submit a narrative **explaining the direct economic benefit to Manatee County to be realized by selecting Proposer(s)**. Please include a discussion of the employment, subcontracting, and support services contracting which would be procured within Manatee County.
- C.03.3. Provide an **explanation of the Proposers' legal capacity** to perform all parts of the scope of services. Include a description of corporate or other structure and governance, and detail the legal, financial, and technical capabilities of Proposer(s) relevant to performing the scope of services. If more than one Proposer is teaming up to file a proposal, any prior work any two or more joint proposers have done before should be detailed.

- C.03.4. Provide a list, with **references, of Proposer's public relations 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 the past five (5) years.
- C.03.5. 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. Note: The proprietor of the agency/firm shall be the principle point person in communicating with the BACVB.
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.
- C.03.6. Disclose **any ownership interest in other entities** involved in public relation services which might reasonably be selected to perform work under the scope of services set forth 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.
- C.03.7 Submit an **organizational chart** of your firm or organization, stating the names of the firm or organization's management and supervisory personnel to be assigned to this contract undertaking. Please include any major changes in the firm's senior management positions within the last three (3) years.
- C.03.8 Submit a **staffing level** statement for your organization, detailing how many total employees work for your firm or organization at any one time.
- C.03.9 Provide three (3) external **corporate references** from clients who received similar services to those described herein. The minimum information that must be provided about each reference shall include:
- a. Name of individual/company for whom services were provided
 - b. Address of individual or company
 - c. Name, e-mail address, and telephone(s) of contact person
 - d. Type of services provided and dates services were provided.

- C.03.10 Provide one (1) external client reference for each proposed staff member. The minimum information that must be provided about each reference shall include:
- Name of individual/company for whom services were provided
 - Address of individual or company
 - Name, e-mail address, and telephone(s) of contact person
 - Type of services provided and dates services were provided

C.04 INFORMATION TO BE SUBMITTED REGARDING MARKETING AND PUBLIC RELATION REPRESENTATION EXPERIENCE

- C.04.1 Identify any operational areas you intend to use **subcontractors**. Identify the services and roles that each subcontractor would assume in providing services. Provide a client reference list for the subcontractor(s).
- C.04.2 Demonstrate your firm's **experience** of a minimum of three (3) years of documented, successful experience in public relation services as described in this Request for Proposal.
- C.04.3 Provide three (3) **samples** of collateral press releases which demonstrate strong writing techniques based on media outlet, social media campaigns, and other travel or destination related material.
- C.04.4 Describe your firm's business philosophy on public relations as it pertains to the frequent **changes in the media industry** while demonstrating the strength of your firm's media connections.
- C.04.5 Explain how your firm will maintain strategic direction and manage an aggressive, proactive media outreach in order to sustain visibility on clearly defined subjects and to clearly defined audiences for greatest success.
- C.04.6 Explain your firm's ability to enhance **branding efforts** of Manatee County through strategic media outreach in such a way that the County's unique heritage, culture, and landscape stand out.
- C.04.7 Demonstrate short and long term goals for guiding Manatee County through the current economic climate, creating a stronger position when travel increases worldwide.
- C.04.8 Demonstrate your firm's ability to handle **crisis communication** and organize special events.
- C.04.9 Briefly describe your firm's knowledge and **understanding** of Manatee County's existing assets as they relate to the mission of the County as described in Section "B," Scope of Services." Cite examples of destinations in Manatee County that have great equity or potential for public relations.

C.04.10 Provide (i) a proposed project time line to include the time required, prior to the commencement date, to coordinate the administrative issues with the County and (ii) a detailed transition and implementation plan. Demonstrate your firm's ability to meet the **projected timelines**.

C.04.11 Proposers shall submit a firm fixed hourly **fee** rate for all work to be performed as described in the Scope of Services. Fee should include anticipated out-of-pocket expenses associated with this contract.

In addition, Proposers shall submit an approximate budget for the following work to be performed:

- a) Administration
- b) Travel
- c) Production
- d) Equipment

The proposed fee paid to the County shall be all-inclusive, unless otherwise directed herein, and shall include, but not be limited to, any and all of the costs associated with labor, personnel, supervision, and administration necessary to perform the work, and any and all of the costs necessary to perform the work in a professional and efficient manner as described in the Scope of Services.

C05 SUPPLEMENTAL INFORMATION

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

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

END SECTION C

SECTION D: SELECTION

D.01 EVALUATION FACTORS

Evaluation of proposals will be conducted by a evaluation committee. The committee's goal will be to identify the proposal which will overall best meet the needs of Manatee County as determined from the proposals received and subsequent investigation by the County. Evaluation factors are price and demonstrated ability of the Proposer(s) to perform the Scope of Services as generally outlined in Section B of this Request for Proposal in the most timely and efficient manner and the proposal(s) which will provide the best solution to meet the needs of Manatee county as determined from the responses to this Request for Proposal and subsequent investigation.

Evaluation of each country proposed will be conducted independently of any other country proposed on by the Proposer.

D.02 RELATIVE IMPORTANCE OF EVALUATION FACTORS

Unless noted, no weight will be assigned to the Evaluation Factors stated above.

D.03 PRELIMINARY RANKING

An evaluation committee shall determine from the responses to this Request for Proposals and subsequent investigation as necessary, the Proposer(s) most qualified to be selected to negotiate an agreement.

D.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 screening committee, upon reasonable notification from the Purchasing Division. The date(s) and time(s) of any such presentations / interviews shall be determined solely by the County, and may be closed to the public in the discretion of the Purchasing Official, and to the extent permitted by law.

D.05 SELECTION FOR NEGOTIATION

The evaluation committee will make a recommendation to the County Administrator as to the proposer the County should enter negotiations with. The County Administrator will act upon that recommendation and, if accepted, the successful Proposer(s) will be invited to enter negotiations led by the Purchasing Division.

D.06 AWARD

This RFP consists of three countries (the United Kingdom, Germany, and Canada) for performance of the services as described in the Scope of Services herein. Proposer can propose on one or more of the countries in their proposal. Each country evaluation for award shall be independent of each other. The County reserves the right to make multiple awards.

Each country being proposed must be clearly identified, as stated in Section C, identified by tabbing each section identifying specific information which must be contained within each proposal. The contents of each country shall be **separated** and **arranged with tabs** in the same order as listed in **Sections C.01, through C.04**, identifying the response to each specific item for each country.

Each country shall be an independent agreement. Award of an agreement is subject to the successful negotiations and the approval of either the County Administrator or the Board of County Commissioners (as provided for in the current Purchasing Code and Procurement Procedures).

END SECTION D

SECTION E: NEGOTIATION OF THE AGREEMENT

E.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.

E.02 AGREEMENT

The selected Proposer(s) 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.

The parties will negotiate the term of the agreement, and the circumstances in which it may be renewed, assigned or terminated.

The parties will negotiate matters of insurance, liability, record-keeping, auditing, and all other relevant contractual matters.

END SECTION E

ATTACHMENT A: PROPOSAL SIGNATURE FORM

For: RFP #11-3323DC INTERNATIONAL MARKETING
AND PUBLIC RELATIONS REPRESENTATION

Firm Name: _____

Mailing Address: _____

City, State, Zip Code

FL Dept of Business Regulation License #: _____ if applicable

Federal Employer Identification Number (FEIN): _____

Telephone No: () _____ Fax: () _____

Email address: _____

The undersigned attests to his (her, their) authority to submit this proposal and to bind the firm herein named to perform as per 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 consulting services according to the requirements of this Request for Proposal.

Date: _____

Signature

Name and Title of Above Signer

Address of branch office proposed to service Manatee County if other than above

Name and Title of Firm's Representative for Manatee County

Telephone Number and Email Address of Firm's Representative for Manatee County

ATTACHMENT B

MANATEE COUNTY LOCAL PREFERENCE LAW AND VENDOR REGISTRATION**Vendor Registration**

All vendors are encouraged to register with Manatee County using the on-line "Vendor Registration" web page on www.mymanatee.org.

Enclosed is a copy of the current Manatee County law that details the County's Local Preference and definition of a Local Business.

If you assert that your firm meets the stated definition of a Local Business, we ask that in addition to registering on the County's Web page, you fill out the attached "**Affidavit As To Local Business Form**" that is the **last page** in this section of the proposal, have the completed document notarized, and mail the original to the following address: Manatee County Administration Center, 1112 Manatee Avenue West, Suite 803, Bradenton, FL 34205.

Your cooperation in registering your business with Manatee County will enhance our opportunities to identify sources for goods and services, plus identify Local Businesses. This information is used for soliciting quotations up to \$250,000.00 and for competitive solicitations of larger purchases.

You will note that Manatee County collaborates with the Manatee Chamber of Commerce, posting bids on www.manateechamber.com as well as using the same vendor categories for registration. Our staff can assist you with your registration as needed. Our office hours are 8:00 A.M. to 5:00 P.M., Monday through Friday on regular business days. Please call (941) 749-3014 if you wish to have a purchasing staff member assist you.

Quick steps to on line registration:**www.mymanatee.org**

A link to "Purchasing" is listed under the "Quick Links" on page one of this County Web Site. On the left hand side of the Purchasing Web page, click on "Vendor Registration."

This will bring up the Vendor Registration form for on-line input. Please note "local business" is defined in the Purchasing Code.

Thank you for reviewing this information and considering registering your business with Manatee County. Registration is not mandatory; however, by taking the time to register, you are helping the County to provide timely notifications of quotation, bid, and proposal opportunities to your business.

MANATEE COUNTY LOCAL PREFERENCE LAW AND VENDOR REGISTRATION

Section 2-26-6. Local preference, tie bids, local business defined.

(a) Whenever a responsible local business bidder and a responsible non-local business bidder are found, upon the opening of bids, to have both submitted the lowest responsive bid, the bid of the local bidder shall be awarded the contract. Should more than one responsible local business bidder match the responsible non-local business bidder's lowest responsive bid, or should no responsible local business bidder match the lowest responsive bid but two or more responsible non-local business bidders submit lowest responsive bids for equal amounts, then the award of the contract shall be determined by a chance drawing, coin toss, or similar tie-breaking method conducted by the purchasing office and open to the public. Any bidders seeking to be recognized as local businesses for purposes of this local business preference provision may be required by the terms of the bid announcement to certify they meet the definition of local business set forth in this section, and to register as a local business with the county in the manner prescribed by the county to facilitate the county's ability to track the award of contracts to local businesses and to allow the county to provide future notifications to its local businesses concerning other bidding opportunities.

(b) Nothing herein shall be deemed to prohibit the inclusion of requirements with respect to operating and maintaining a local place of business in any invitation for bids when the bidder's location materially affects the provisions of the services or supplies that are required by the invitation.

(c) Local business is defined as a business legally authorized to engage in the sale of the goods and/or services to be procured, and which certifies within its bid that for at least six (6) months prior to the announcement of the solicitation of bids it has maintained a physical place of business in Manatee, Desoto, Hardee, Hillsborough, Pinellas or Sarasota County with at least one full-time employees at that location.

(d) Each solicitation for bids made by the county shall contain terms expressly describing the local business preference policies of the county, and shall provide that by electing to submit a bid pursuant to a request for bids, all bidders are deemed to understand and agree to those policies.

(e) For all contracts for architecture, professional engineering, or other professional services governed by Florida Statute § 287.055, the Consultants' Competitive Negotiation Act, the county shall include the local business status of a firm among the factors considered when selecting which firms are "most highly qualified." In determining which firm is the "most qualified" for purposes of negotiating a satisfactory contract, preference shall be given to a local business where all other relevant factors are equal.

(f) Local preference shall not apply to the following categories of contracts:

1. Goods or services provided under a cooperative purchasing agreement or similar "piggyback" contract;
2. Contracts for professional services subject to Florida Statute § 287.055, the Consultants' Competitive Negotiation Act, except as provided for in subsection (e) above;

Section 2-26-6. Local preference, (CONTINUED)

(f) Local preference shall not apply to the following categories of contracts continued)

3. Purchases or contracts which are funded, in whole or in part, by a governmental or other funding entity, where the terms and conditions of receipt of the funds prohibit the preference;
4. Purchases or contracts made pursuant to a non-competitive award process, unless otherwise provided by this section;
5. Any bid announcement which specifically provides that the general local preference policies set forth in this section are suspended due to the unique nature of the goods or services sought, the existence of an emergency as found by either the county commission or county administrator, or where such suspension is, in the opinion of the county attorney, required by law.

(g) To qualify for local preference under this section, **a local business must certify to the County that it:**

1. Has not within the five years prior to the bid announcement admitted guilt or been found guilty by any court or state or federal regulatory enforcement agency of violation of any criminal law, or a law or administrative regulation regarding fraud;
2. Is not currently subject to an unresolved citation or notice of violation of any Manatee County Code provision, except citations or notices which are the subject of a current legal appeal, as of the date of the bid announcement;
3. Is not delinquent in the payment of any fines, liens, assessments, fees or taxes to any governmental unit or taxing authority within Manatee County, except any such sums which are the subject of a current legal appeal.

Ref: Manatee County Purchasing Code § 2-26-6.

MANATEE COUNTY GOVERNMENT AFFIDAVIT AS TO LOCAL BUSINESS**(Complete and Initial Items B-F)****A. Authorized Representative**

I, [name] _____, am the [title] _____

and the duly authorized representative of: [name of business] _____
 _____, and that I possess direct personal knowledge to make informed responses to these certifications and the legal authority to make this Affidavit on behalf of myself and the business for which I am acting; and by electing to submit a **proposal** pursuant to this **Request For Proposals**, shall be deemed to understand and agree to the local business preference policies of Manatee County; and that I have the direct knowledge to state that this firm complies with all of the following conditions to be considered to be a Local Business as required by the Manatee County Code § 2-26-6.

B. Place of Business: I certify that the above business is legally authorized to engage in the sale of goods and/or services and has a physical place of business in Manatee, DeSoto, Hardee, Hillsborough, Pinellas or Sarasota County with at least one (1) fulltime employee at that location. The physical address of the location which meets the above criteria is: _____ [Initial] _____

C. Business History: I certify that business operations began at the above physical address with at least one fulltime employee on [date] _____ [Initial] _____

D. Criminal Violations: I certify that within the past five years of the date of this **proposal** announcement, this business has not admitted guilt nor been found guilty by any court or local, state or federal regulatory enforcement agency of violation of any criminal law or administrative regulation regarding fraud. [Initial] _____

E. Citations or Code Violations: I certify that this business is not currently subject to any unresolved citation or notice of violation of any Manatee County Code provision, with the exception of citations or notices which are the subject of a legal current appeal within the date of this **proposal** announcement. [Initial] _____

F. Fees and Taxes: I certify that within this business is not delinquent in the payment of fines, liens, assessments, fees or taxes to any governmental unit or taxing authority within Manatee County, with the exception of those which are the subject of a legal current appeal. [Initial] _____

Each of the above certifications is required to meet the qualification of "Local Business" under Manatee County Code § 2-26-6.

Signature of Affiant _____

STATE OF FLORIDA
 COUNTY OF _____

Sworn to (or affirmed) and subscribed before me this _____ day of _____, 20____, by (name of person making statement).

(Notary Seal) Signature of Notary: _____

Name of Notary (Typed or Printed) _____

Personally Known ____ OR Produced Identification ____ Type of Identification Produced _____

Submit executed copy to Manatee County Purchasing, Suite 803, 1112 Manatee Avenue W., Bradenton, FL 34205

Attachment "C"**PUBLIC CONTRACTING AND ENVIRONMENTAL CRIMES CERTIFICATION****SWORN STATEMENT PURSUANT TO ARTICLE 6,
MANATEE COUNTY PURCHASING CODE**

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 _____

_____ for _____
[print individual's name and title] [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.

ATTACHMENT "C" (cont'd.)

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.