



**Financial Management
Procurement Division
1112 Manatee Ave W., Suite 803
Bradenton, FL 34205
Phone: (941) 749-3014
www.mymanatee.org**

June 1, 2017

TO: All Interested Proposers

SUBJECT:

**Request for Proposal (RFP) #17-1254MS
Professional Consulting Advertising and Public Relations Agency Services**

ADDENDUM No. 2

The following items are issued to add to, modify and clarify the Request for Proposal document. Proposals are to be submitted on **June 5, 2017 at 2:00 P.M.**, in conformance with the additions and revision listed herein.

The deadline to submit all inquiries concerning interpretation, clarification or additional information pertaining to this RFP is May 31, 2017 at 3:00 P.M.

Question 1: What is the budget the county is looking to spend for the level of support requested in the RFP?

Response: \$450,000

Question 2: Where will the "In person" review, outlined in D.02 of the RFP be held?

**Response: Manatee County Government, 1112 Manatee Ave W Bradenton, Florida
Procurement Division**

Question 3: Will in-person attendance at the meetings outlined in the RFP be required? If so, where will the meetings be held? "Weekly," "Department Head Meetings," and "Stake holder meetings"

Response: Weekly meetings will in most cases be in-person. Department Head Meetings although rare but would be in person the same as Stakeholder meetings those would be on as needed basis, in-person.

Question 4: Your RFP describes "The objective is to maintain a consistent influx of visitation on a year-round basis". Can you specify the number of incremental room nights increase desired?

Response: Visitation year-round is gauged by tax revenues.

Question 5: Can you provide a list of third-party vendors with whom the winning bidder would work?

Response: Klages Research Firm, Falgren/Mortine our website provider, Netweave – Social Media, GOSH PR – UK PR Firm, Vera Sommer Touristik Marketing – German PR, ITI Marketing – Digital Advertising, PhaseV – Fulfillment Company,

Question 6: Would you be willing to supply Google Analytics access to RFP submitters (read only) in order to best develop our recommendations?

Response: Yes, but please keep in mind that we are building a new website.

Question 7: Please supply your current media buying philosophy and a list of vendors with whom you are working.

Response: We currently handle all media outsource digital buys to certain third-party vendors. Please refer to Question No. 5 for the list of vendors.

Question 8: What percentage of your current marketing budget is direct mail?

Response: We are at 70% digital media and 30% traditional.

Question 9: Pertaining to item B.03.I, is a weekly in person meeting a requirement, or are virtual (teleconference, skype, etc.) meetings available to your chosen firm?

Response: Meetings will be 75% in person and 25% skype/virtual.

Question 10: How much weight will you put on having an office on the West Coast?

Response: This will be strongly considered since communication ease is a strong measure and the Proposer should be knowledgeable of our community, have a pulse on the mindset and be present and available.

Question 11: Page 16, I. 1. You reference weekly meetings at the BACVB office. Are you open to participation via conference call, web conference, Skype?

Response: Please refer to Questions No. 9.

Question 12: Is travel to/from the BACVB reimbursable under this agreement?

Response: No

Question 13: Can you share what the BACVB paid the current vendor in the most recent fiscal year?

Response: We paid Aqua Advertising Agency during FY2016 \$492,858 (full 12 month of services).

Question 14: Can you share what the BACVB spent on paid media in the last fiscal year?

Response: Total paid media/advertising in FY2016 which includes online/digital, magazine/newspapers/print etc. was \$1,276,507.

Question 15: Are you able to share more information on the length of your partnership with your current advertising/PR partner?

Response: The length of the contract was for five (5) years.

Question 16: Why are you issuing this RFP?

Response: The length of the contract with our current provider has expired and the County requires an RFP be issued.

Question 17: Can you please provide more information on specific destinations you consider conflicts of interest?

Response: Visit Sarasota website, Sarasota, and Pinellas County

Question 18: In the case of conflicts of interest, are you amenable to working with an agency that holds a conflict relationship if all files are password protected/separate and teams are distinct?

Response: No, will not work with an agency that has a direct conflict.

Question 19: Could you share a copy of your current strategic plan? Current marketing plan?

Response: Here is a list of feeder markets that are used to create brand awareness.

Tampa/St. Petersburg, Orlando, New York, Chicago, Pittsburgh, Boston, Indianapolis, Philadelphia, Detroit, Cleveland, and Atlanta.

Question 20: Are you able to provide an organization chart for the CVB, including key contacts for various areas of the RFP?

Response: Attached

Question 21: Who will serve as key client-side contact(s) for the PR portion of the work?

Response: Director of Communications Kelly Clark

Proposals are to be prepared as instructed in this Request for Proposal and shall be received at Manatee County Purchasing Division, Suite 803, 1112 Manatee Avenue West, Bradenton, FL 34205 on or before **2:00 P.M. on June 5, 2017.**

Regards,



Monica Sell
Contracts Negotiator

Attachments: CVB Organization Chart

Convention & Visitors Bureau

Organization Chart – All Divisions
May 16, 2017

