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Solicitation Addendum

Addendum No.: 1
Solicitation No.: 23-TA004673SB
Solicitation Title: Creative Agency Services
Addendum Date: May 17, 2023
Procurement Contact: Stacia Branco

Request for Proposal (RFP) No. 23-TA004673SB is amended as set forth herein. Responses to questions posed by prospective proposers are provided below. This Addendum is hereby incorporated in and made a part of RFP No. 23-TA004673SB.

The deadline to submit all inquiries concerning interpretation, clarification or additional information pertaining to this RFP was May 12, 2023 by 4:00 PM.

QUESTIONS AND RESPONSES:

Q1. I am having a hard time understanding what you would like included in the proposal-can you clarify?

R1. Refer to Exhibit 2, Proposal Response Requirements.

Q2. We are submitting as the primary agency, with a subcontractor based in FL for some boots on the ground assistance. This will not be a 50/50 split so I wasn't sure if we still needed to file with the state as a joint venture?

R2. Refer to Section A, Instructions to Proposers, A.12 Joint Ventures.

Q3. Are you able to identify a budget range for this year or what spend has traditionally been in the last couple years?

R3. The estimated annual budget is \$500,000 not to exceed \$650,000.

Q4. Are you able to identify the incumbent agency?

R4. Aqua Marketing and Communications, Inc.

Q5. Who do you view as your top competitors?

R5. Competitors to our destination include St. Pete/Clearwater, Sarasota, but there is an opportunity to reassess this with the new agency.

Q6. For fee structure are you looking for hourly rates and retainer vs project based models or a full-fledged price proposal with overall anticipated budget broken out with hours?

R6. We want a full-fledged price proposal with the overall anticipated budget with break outs of hours.

Q7. You indicate that the scope of work includes a brand evaluation assessment - are you looking to rebrand from an identity standpoint? If so, what is driving the rebrand?

R7. We are not looking to rebrand at this time, with the exception of the stated evolution of the current logo for better use across multiple media sources. The brand assessment is intended to be done two years into the agreement with the awarded contractor to assess the market health of the brand and to make any evolutions to the brand based off of that assessment.

Q8. Does the \$155 rate also apply to regular work covered in the scope of this RFP or is the agency able to provide a recommended hourly rate?

R8. The \$155 rate is meant to be applied to special projects. We are unable to provide a recommended hourly rate as that should come from the bidding vendor.

Q9. The RFP states that the selected agency will work with BACVB's other contracted vendors who manage the destination's website, public relations, and social media. Should we assume web, PR and social media are not part of this scope of work?

R9. That is correct. Website, PR and Social Media content management are not part of the scope. However, the agency may be called upon to assist with ad buying and paid social media strategy. The agency may also be called upon to assist with copy help for website content as well.

Q10. Who is the current research firm for BACVB?

R10. Research Data Services.

Q11. Have budgets been established for this work? If not, can you advise budgets from previous years?

R11. Refer to R3.

Q12. Who is the current agency of record or incumbent?

R12. Refer to R4.

Q13. What is the length of the contract?

R13. Refer to Section C, Negotiation of the Agreement, C.04 Agreement.

Q14. You have asked that we provide a fee structure for the creative fee structure for the creative agency services. Are you simply looking for how we propose to bill for our services i.e., retainer versus project or production budgets? Or are you looking for firm pricing at this time such as rates?

R14. Refer to R6.

Q15. Regarding the references section, you have asked for a fax number along with a phone number for the references. Many of our clients no longer use fax. Is it ok to omit the fax number?

R15. Yes.

Q16. Please confirm if a Bid Bond is required for this rfp?

R16. No Bond is required.

Q17. Do you have an existing strategy?

R17. Yes

Q18. How are current results tracked? How do you want them tracked?

R18. We want to see better tracking of marketing results as that is primarily done in house at this time.

Q19. Is Zoom acceptable?

R19. No.

Q20. Who is your research partner?

R20. Refer to R10.

Q21. What type of research exists?

R21. Refer to R10.

Q22. Who are your key stakeholders?

R22. Tourist Development Council members, Board of County Commission members, hospitality industry partners.

Q23. Who is your last creative partner?

R23. Refer to R4.

Q24. When was this last done?

R24. Last solicitation was in 2012.

Q25. Can you provide current strategic plan to allow us to better understand your expectations, not all entities use the same deliverable under the term "strategic plan"?

R25. Refer to Exhibit 1, Scope of Service.

Q26. Who is your target audience (primary and secondary)? What research do you have on them? Where do you think the gaps in the research/data are?

R26. Refer to Exhibit 1, Scope of Service.

Q27. Define your international markets?

R27. We have international in market agencies who will handle the planning and execution of those media strategies.

Q28. Will the agency be bale to bill for time associated with planning media buys? Can you share your current media plan? What has worked? What hasn't worked?

R28. No, we are unable to share our current media plan. Once the bid is awarded, we can discuss the current media plan and the successes as well as short comings we have seen. The new agency will be able to have input in the media buys done for BACVB but will NOT be executing any of the buys on our behalf. That will remain an internal action by BACVB staff. The assumption is that the billing would be for planning purposes only.

Q29. What types of events are a good fit for the convention center? Who re you targeting?

R29. We are still doing market research on what segment of meetings work best for the new expansion but are leaning toward small-mid size corporate and association events as well as state conventions.

Q30. What types of sporting events are you targeting?

R30. Lacrosse, soccer, gymnastics, field sports in general, indoor mat sports, rowing, among others.

Q31. Do you have a current co-op advertising program? Can you share information on this? Does the online partner portal already exists or is the development of this portal part of the scope?

R31. Our co-op program is currently dormant due to it needing to be revamped to best meet the needs of our industry stakeholders. We do currently have a portal for this and will not need to be developed.

Q32. How do you measure success? By whom and how often?

R32. We like to see an ROI on paid and earned media efforts as well as the overall satisfaction of the executive director. This is done on a quarterly basis and annual basis.

Q33. Who is the incumbent to this account?

R33. Refer to R4.

Q34. On a scale of 1-5 (5 being most aggressive), rate your desire to be pushed strategically and creatively?

R34. 3-4. We have a strong brand in place, we would like for a new agency to direct us in how we can further expand our creative strategy moving forward.

Q35. Have you done any type of audience segmentation study?

R35. No.

Q36. Are local companies given performance? If so, how will the scores be impacted?

R36. Refer to Section B, Evaluation of Proposals.

Q37. What counties in FL do you consider to be a conflict of interest?

R37. In accordance with Florida Statute, no employee acting in his or her official capacity as a purchasing agent, or public officer acting in his or her official capacity, shall either directly or indirectly purchase, rent, or lease any realty, goods, or services from any business entity of which the officer or employee or the officer's or employee's spouse or child is an officer, partner, director, or proprietor or in which such officer or employee or the officer's or employee's spouse or child, or any combination of them, has a material interest. Nor shall a County officer or employee, acting in a private capacity, rent, lease, or sell any realty, goods, or services to the County.

Q38. Are you looking for hourly rates, retainer, annual budgets, do you want to see this inclusive of media, production, photography, etc.?

R38. Refer to R6.

Q39. Please share your current marketing spend including agency spend, media and outside production and other hard costs?

R39. Refer to R3.

Q40. Can you confirm that a bid bond is not required for this submission?

R40. Refer to R16.

Q41. Which beach destinations in Florida do you consider to be your primary competition? And what differentiates Manatee County as more "real authentic Florida" than those destinations?

R41. St. Pete/Clearwater, Naples, Sarasota. Manatee County is known for its laid-back atmosphere and its local hospitality making it a real authentic Florida destination. Visitors experience mom and pop restaurants and get to experience a piece of Florida not often recognized in today's overall development across the state.

Q42. RFP states the Consultant will be expected to present all creative and new concept ideas before execution. Can you share more regarding the anticipated review and approval process for the deliverables?

R42. We anticipate after a discovery period, for the new agency to formally present new creative concepts to the marketing/comms team of BACVB. Once that is presented and reviewed by BACVB, formal approval will be granted upon any changes that need to be addressed.

Q43. Is it acceptable to have clearly defined section break pages instead of physical tabs for our response?

R43. Refer to Exhibit 2, Proposal Response Requirements.

Q44. Our response format is not an 8.5 x 11, so is it acceptable to include scanned copies of Forms 1-9 in our response and then include the original signed forms delivered with our physical copy?

R44. Refer to Exhibit 2, Proposal Response Requirements

Q45. Can you clarify whether the agency would be planning and buying both traditional and digital media?

R45. The agency will be buying no media on our behalf outside of possibly assisting with social media ads.

Q46. Will the agency be expected to develop media plans and buy for these programs?

R46. The expectation is for the agency to provide strategic direction of the media buying which BACVB staff will execute.

Q47. Can you provide an example of previous cooperative advertising programs?

R47. Social media, digital, etc. A full review of what has been done in the past will be take place during onboarding.

Q48. Is the agency expected to create and maintain the online portal or is there one in place to utilize?

R48. There is one in existence that was designed by current agency. We may need to develop a new one. Maintenance may be done by either the agency or BACVB staff or both at times.

Q49. Is the agency expected to solicit and sell advertising co-op to potential partners? How many partners typically participate in the program?

R49. No, but the agency may need to assist based on staffing of BACVB. We want input on putting together the plan first and foremost.

Q50. Can you provide any direction on the annual media spend?

R50. No. This will be disclosed upon award of contract.

Q51. Is there a budget or budget range you can share for this contract?

R51. Refer to R3.

Q52. Who are your currently identified competition?

R52. Refer to R5 and R41.

Q53. Is there an incumbent agency?

R53. Refer to R4.

Q54. Who are the “other contracted vendors” we may work with?

R54. That will be discussed upon award of contract.

Q55. What is the budget and length of contract?

R55. Refer to R3 and R13.

Q56. Is there a local preference for the agency to be considered?

R56. Refer to R36.

Q57. Are the Powel Crosley Estate, Premier Sports Campus, and Bradenton Area Convention Center the only assets you need incorporated into your creative assets, or are there others and those 3 are the core content priorities?

R57. Those three (3) as well as the destination overall. There may be times the agency will need to develop content for Manatee County Government.

Q58. What assets do you currently have in relation to your strategic communications to target markets, stakeholders, and industry partners (e.g. pitch decks for listing membership sales, etc.)?

R58. This will be part of the onboarding process once contract is awarded.

Q59. Do you require in-person attendance of select meetings with/on behalf of the BACVB, or is virtual attendance considered acceptable?

R59. There may be times that it is requested/required for a representative of the agency to attend a council or board meeting among other BACVB events. Otherwise, day to day can be done virtually.

Q60. What research/data does the BACVB currently have and how is it being leveraged in digital and other marketing methods?

R60. Refer to R21.

Q61. What is the normal expected turnaround time for requests, review, and approval for presented creative assets?

R61. That is dependent on the project and creative request.

Q62. What is the overall budget range allocated to cover the scope of work outlined in this RFP?

R62. Refer to R3.

Q63. Is the expectation of this proposal to include media buying costs, or to inform strategic direction of media buying?

R63. The expectation is for the agency to provide strategic direction of the media buying which BACVB staff will execute.

NOTE:

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

INSTRUCTIONS:

Receipt of this Addendum must be acknowledged as instructed in the solicitation document. Failure to acknowledge receipt of this Addendum may result in the response being deemed non-responsive.

END OF ADDENDUM

AUTHORIZED FOR RELEASE