

- Do references have to be from current clients?
  - We do ask for a full list of current clients, however, references can be both past and present clients.
  
- Are agency retainer amounts expected to come from the noted \$1M production budget? Or is there separate budget from media spend and production for agency fees?
  - No, agency retainer amounts are budgeted separately, the \$1M in production covers strictly hard production expense costs including photography, video, printing and event activation build outs.
  
- Under section G, number 6: What are the “key feeder markets” for TPB? Are they:
  1. Primary: Northeast US, Southeast US, Midwest US, Georgia (Atlanta), Florida, Canada, Latin America, UK
  2. Secondary: Asia-Pacific, Mexico, Germany, US (areas not included in primary)
    - Yes, correct. More specifically our top domestic markets are New York, Boston, Philadelphia, Chicago and Washington DC in the October-April time frame and Miami, Ft. Lauderdale, Orlando, Tampa and Jacksonville May-September.
    - International Markets are Toronto, Montreal, United Kingdom, Mexico, Colombia, Brazil and Germany.
    - There are other opportunistic markets that arise throughout the year based on airlift.
  
- For the new brand identity assignment: what emotions and feelings do you want the logo / identity to evoke?
  - The new logo should set apart The Palm Beaches as a distinctive destination. It should align with the new brand campaign and play on The Palm Beaches history of hospitality, reminiscent of the golden age of travel.
  - The Palm Beaches have been an iconic warm-weather playground for more than 125 years with a rich history of hospitality. The logo should reflect The Palm Beaches status as Florida’s finest vacation experience.
  - Mandatories include:
    - Must use “The Palm Beaches” as the name of the destination
    - Must clearly align with the brand campaign concept
    - Must be clearly legible in a variety of settings, i.e. display ads, out of home, social channels
  
- Will the current brand voice (within the guidelines linked (<https://palmbeachfl.sharefile.com/share/view/s16da8a3fac794a7cafffc08fb3c522ac>) be maintained / still applicable under the new brand identity? Or should we expect to refine or redevelop this under the new scope / contract, if awarded?

- The recently launched brand campaign will be maintained, which utilizes the following taglines:
  - The Original. The One. The Only.
  - The Golden Age of Travel is Back
  - America's First Resort Destination
- Brand Voice may be refined under the new logo direction and creative continually evolved to stay fresh.
  1. As a follow up: For the identity exercise assignment, should the new identity concept fit with the current brand voice? Or could we approach it differently, especially if the voice is expected to change under the new contract / full identity development process?
- Yes, we would be open to reviewing refreshed brand voice as part of the new identity.

Scope of Services - Palm Beach Visitors' Guide: will we be picking up an existing document / book to revise and refine? Or will this be a completely new, starting from scratch piece?

- This document was completely reimagined and finalized this year, we'll be picking up the existing version and refreshing for subsequent years.

Scope of Services - Brand Identity: Can you please elaborate on the efforts and expectations for the item "Logo roll-out across TDC agencies and PBC partners"?

- Consider logo extensions to TDC sister agencies, specifically the Palm Beach County Sports Commission, Palm Beach County Film Commission, Palm Beach International Airport, Palm Beach County Convention Center and Tourism Development Council to create a consistent look and feel across all agencies

Scope of Services - Support for existing Leisure Brand Campaign – "Social Media Content Strategy": Is this referring to paid or organic strategy? Or both?

- We do all our media buying and handle all social platforms in house, however, should consider social media video assets for paid strategy or willingness to provide ideas in order to enhance the brand campaign across our paid social strategies

Scope of Services - Support for existing Groups & Meetings Brand Campaign – 2023 Meeting Planner Guide: Is there an existing guide that will be picked up and revised / refreshed? Or will this be brand new? Approximately how many pages will this piece be?

- We have an existing version that is handled by Passport publications. We'd like to bring this book in house but would need a new, refreshed format, also potentially a smaller version that is not as comprehensive and directs planners instead to more online resources.

- You can view the current version at the following link:  
[http://passportpublications.com/Meeting\\_Planners\\_Guide.html](http://passportpublications.com/Meeting_Planners_Guide.html)

Scope of Services - Events & Partnerships – “Agency to assist with the creative development of campaign assets or refreshed creative for the following slated projects/partnerships: The Palm Beaches Restaurant Month, etc.”: What kind of campaign assets may be requested or required for these campaigns? Paid media? General marketing? Could you please provide a range of number of final deliverables expected?

- We handle all of our paid media buying in house
- Assets would include refreshed digital display ads, :30s and :15s video assets for use on broadcast TV advertising and paid social media, out of home creative, potential to shoot new image or video assets in the future to refresh assets.
- Potential to evolve the creative look and feel from what has been done in the past to keep the events fresh, but still maintain the brand equity built in the event specific logos.
- See more at PalmBeachesDining.com and Spatober.com