

Discover Palm Beach County, Inc.
(DBA, The Palm Beaches)
2195 Southern Blvd., Suite #400 West Palm Beach, FL 33406
REQUEST FOR PROPOSALS
2022 Request for Proposals for a Creative Agency of Record

In accordance with the provisions of ADA, this document may be requested in an alternate format.

SIGNATURE PAGE

This Signature Page must be signed by an individual authorized to legally bind the business submitting the Proposal.

NAME OF FIRM: _____

CONTACT NAME: _____ TITLE: _____

SIGNATURE: _____ DATE: _____

ADDRESS: _____

TELEPHONE: MAIN :(_____) _____ CELL: (_____) _____

EMAIL ADDRESS: _____ FAX: (_____) _____

CORPORATION organized under the state of _____ ID NUMBER _____

authorized to do business in Florida provided for in any resultant contract.

FIN of FEI Number: _____ if Company, Corporation or Partnership

Social Security Number: _____ if Individual

TIMELINE

RFP Released: May 9, 2022

CONE OF SILENCE STARTS: May 9, 2022 – see Section H (4)

Question Clarifications Deadline: May 23, 2022, 5:00 p.m. EDT

Clarification Response: May 24, 2022, 5:00 p.m. EDT

Proposal Deadline: June 22, 2022, 11:59 p.m. EDT (“Deadline”)

The Palm Beaches (Hereafter “TPB”) First Round Selection Notification: July 6, 2022, 5:00 p.m. EDT

RFP Selection Committee Oral Presentation: Between July 11, 2022 and July 29, 2022

TDC Board of Directors approval of Contract: August 9, 2022

Board of County Commissioners’ approval of Contract: August 23, 2022

Target Contract Start Date: September 2022

Note: This timeline may be altered at any time at the discretion of TPB and/or the RFP Selection Committee.

Written notice will be issued upon any changes in schedule.

CONTACT PERSON

The Contact Person at TPB for this RFP is Erika Constantine, Director of Brand Marketing. Any inquiries should be sent to econstantine@thepalmbeaches.com.

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A. Organization Background

Discover Palm Beach County, Inc., d/b/a The Palm Beaches (“TPB”) a 501(c)6, private, not-for-profit corporation provides destination marketing services to Palm Beach County, Florida (the “County”) to assist the County in branding, marketing, promoting and advertising Palm Beach County tourism for national and international markets, under a contract between TPB and Palm Beach County (the “TPB/County Contract”).

Tourism: is among Palm Beach County’s major industries generating a direct annual economic impact of \$11 billion in the local economy, producing \$43 million in bed-tax revenue.

OUR MISSION: *Grow the tourism economy.*

OUR VISION: *To position The Palm Beaches as Florida’s premier tourism destination.*

OUR PROMISE: *The Palm Beaches are America’s First Resort Destination. The community where genuine hospitality is a way of life, and the diversity of travel experiences is matched by the warmth of its coastal communities. It is Florida’s finest travel experience.*

BRAND POSITIONING STATEMENT: *America’s First Resort Destination – The Palm Beaches are renowned as the warm-weather getaway by discerning guests for over 125 years. Genuine hospitality is a way of life. Our vibrant blend of people, cultures and coastal towns welcomes everyone. Enjoy fewer crowds, a healthier beach experience, exceptional cultural offerings and the warm Atlantic Gulf Stream water that creates the finest Florida travel experience.*

B. Purpose

The purpose of this Request for Proposals (RFP) is to enter an agreement (“Agreement or Contract”) with a qualified firm for the provision Creative Agency of Record for The Palm Beaches under the TPB/County Contract.

C. Expectations/Statement of Needs

The success of the destination of Palm Beach County’s marketing is dependent on the ability to quickly react to evolving situations by continually assessing marketing and promotional decisions. The successful proposer will keep abreast of the issues facing both the domestic and international travel markets, and will provide innovative and insightful recommendations on how TPB should adapt to overcome these challenges.

D. Scope of Services

The Palm Beaches is deploying an RFP for a creative agency of record. Refer to the attached Submission Requirements, Exhibit A, as a basis for your proposal response.

E. RFP Terms and Conditions

1) Preparing a Response

This RFP contains instructions governing the proposals to be submitted and a description of the mandatory requirements. To be eligible for consideration, a proposer must meet all mandatory requirements. Compliance with the intent of all requirements will be solely determined by TPB. Responses that do not meet the full intent of all requirements listed in this RFP may be subject to point reductions during the evaluation process, or may be deemed non-responsive.

2) Rights Reserved

While TPB has every intention to award a contract as a result of this RFP, issuance of the RFP, evaluation of the proposals, and the selection of a successful proposer by the Selection Committee in no way constitutes a commitment by TPB to award a contract. TPB, in its sole and absolute discretion, and for any reason or no reason, reserves the right to:

- a. Postpone, cancel or terminate this RFP at any time;
- b. Re-advertise this RFP;
- c. Reject any or all proposals, or parts of any and all proposals, received in response to this document;
- d. Waive any undesirable, inconsequential, or inconsistent provisions of this document, which would not have significant impact on any proposal;
- e. Waive any minor irregularities in this RFP or any proposals received in response to this RFP; or
- f. Not award any contract, or, if awarded, terminate any contract.

3) Development Costs

Neither TPB nor Palm Beach County, Florida shall be liable for any expenses incurred in connection with work performed, travel, or any and all other expenses incurred in the preparation or submission of a proposal or other participation in this proposal process. All expenses incurred with the preparation and submission of proposals to TPB, or any work performed in connection therewith, shall be borne by the proposer.

4) Materials Ownership

All materials submitted in response to this RFP become the property of TPB. All drawings, maps, sketches, programs, databases, reports, plans, strategies, marks, logos, ad language, pictures and other data developed or acquired pursuant to any proposal submitted in response to this RFP or provided during a presentation by a proposer or under a contract entered into between TPB and successful proposer, or at TPB's expense, shall be and remain TPB's property and may be reproduced, copied, published, distributed and reused at the discretion of TPB, TDC or County.

5) Contract Period

A contract will be issued by TPB for an initial term ending September 30, 2023, with the option to be renewed up to two (2) one-year terms upon mutual agreement of the parties or discretion of TPB based on the agreed Terms & Conditions as identified in the approved contract. Any renewals will be subject to appropriation of funds and renewal of TPB/County Contract by the Board of County Commissioners (BCC). Upon confirmation of TPB/County Contract renewal, no RFP will be required for additional terms. Notwithstanding the foregoing, no contract shall extend beyond the expiration or earlier termination of TPB/County Contract.

6) Termination Clause

The contract may be terminated in its entirety without cause by either party by giving a 60-day written notice. Unless the successful proposer is in breach of the contract, the successful proposer shall be paid for services rendered to TPB's satisfaction through the date of termination.

7) Working Relationship

It is important to note that due to circumstances beyond TPB's control, the need may arise for immediate action or response from the contracted agency. The successful proposer is expected to understand the inner workings of a tourism/service-oriented bureau, and have the ability to provide a high level of quality account service and creative work no matter what timelines or deadlines are imposed.

8) Rights to Intellectual Property; Confidentiality

The proposer shall not acquire any interest in or rights to the name "Palm Beach County," "Palm Beach County Convention & Visitors Bureau," "Discover The Palm Beaches," "The Palm Beaches," nor in any of the materials provided by or created for the County.

9) Public Entity Crimes

As provided in Section 287.132-133, Florida Statutes, by entering into a contract or performing any work in furtherance hereof, the proposer certifies that it, its affiliates, suppliers, subcontractors and consultants who will perform work hereunder, have not been placed on the convicted vendor list maintained by the State of Florida Department of Management Services within the thirty six (36) months immediately preceding the date hereof. This notice is required by F.S. 287.133(3)(a).

10) Change of Ownership/Management

Should any of the following occur: merger, changes in ownership, receivership, bankruptcy, etc., it will be the obligation of the proposer to notify TPB of such change and TPB may, in its sole and absolute discretion, elect to immediately discontinue negotiations with said proposer.

F. Minimum Qualification of Bidders

1. Must be licensed to do business within the State of Florida and hold the appropriate insurance coverage as evidenced by proof from the Florida Department of State, Division of Corporations.
2. Must have a minimum of five (5) years prior experience in marketing/advertising.
3. Must provide a minimum of three (3) references of clients who have utilized services as identified in this RFP.

G. Proposal Documents/Requirements

1. Proposal Response Documents

Proposals should be prepared simply and economically with emphasis on completeness and clarity of content and submitted in a straightforward format that describes the capabilities to satisfy the requirements of the RFP.

Proposals should be addressed to Nick Parks (See Section H below), contain a completed signature page (electronic copies will be accepted), and should be signed by a person authorized to bind proposer to the terms of the proposal.

Provide an Executive Summary giving an introduction of the proposer's organization, including a brief history, location of the office where work will be performed, certification/documentation of satisfaction of minimum qualifications, contact person for contract negotiations, as well as any other information that will assist in our selection process. Proposals should contain a Table of Contents. The Table of Contents should outline, in sequential order, all of the areas of the proposal allowing for clarity and ease of review.

2. Conflict of Interest

A list of the current members of the Board of Directors along with its officers and staff is published on TPB website (www.thepalmbeaches.com) or available from the Contact Person referenced in Section H (1). Each proposer shall disclose any and all business affiliations or any other associations that could potentially be considered a conflict of interest with any member of the Board of Directors, officers and/or staff of TPB.

3. Contract Manager/Supporting Team

Provide the name, background and level of experience for the person who will be the main point of contact (account director or manager) for the contract (if not assigned, what level of experience the account manager has), as well as for principals, key staff and other employees who will be directly and indirectly involved in performing the work, and identify projects of a similar nature in which the staff member has been involved. The proposer should also provide a description of the role of each staff member who will be responsible for handling and monitoring the contract.

4. Submission Requirements

Provide a narrative addressing all points listed in the Submission Requirements attached as Exhibit A.

5. Samples

Provide a maximum of three (3) samples supporting the proposer's ability to satisfactorily perform the requirements listed in the Submission Requirements, attached as Exhibit A. Samples provided must be within the past five (5) years.

6. Budget

The Palm Beaches have an annual paid media budget of approximately \$10,000,000 and \$1,000,000 in production budget. This is split throughout the year to support seasons and key feeder markets. With this knowledge, proposers should provide an overview of their compensation structure covering creative services outlined under Exhibit B, Scope of Work.

Historically our agency retainer amounts have ranged from \$300,000 to \$1,000,000 annually. An estimated budget for annual creative services retainer should be provided based on the Scope of Work outlined in Exhibit B. The actual contracted budget will be revised based on the agreed upon Scope of Work and budgetary limitations imposed on TPB as part of its budget approval process with the County.

7. Financial Statement

Financial statements may be requested by TPB at its discretion. TPB reserves the right to request additional information to be used for evaluating responses received from any or all proposers. Further, TPB retains the right to disqualify from further consideration any proposer who fails to demonstrate sufficient financial stability to perform the pending contract.

8. Small Business Enterprise

Refer to Exhibit C for all information related to Small Business Enterprise Policies, procedures, and related schedules.

9. Additional Information

Information considered by the proposer to be pertinent to this project or relevant to your ability to service this account and which has not been specifically solicited in any of the aforementioned sections may be placed in a separate appendix section. Proposers are cautioned, however, that this does not constitute an invitation to submit large amounts of extraneous materials. Appendices should be relevant and brief.

10. Amendments to RFP

It is the proposer's responsibility to assure receipt of all amendments. The proposer shall verify with the designated contact person (See Section H (1)) prior to submitting a proposal, the number of amendments that have been received. Each amendment to the RFP shall be signed by an authorized person and shall be submitted with the proposal or the proposal shall be deemed non-responsive.

11. Rules, Regulations and Licensing Requirements

The proposer shall comply with all laws, ordinances, and regulations applicable to the services contemplated herein, to include those applicable to conflict of interest and collusion. Proposers are presumed to be familiar with all federal, state, and local laws, ordinances, codes, and regulations that may in any way affect the services offered, to include Executive Order No. 11246 entitled "Equal Employment Opportunity" as amended by Executive Order No. 11375, and as supplemented by the Department of Labor Regulations (41 CFR, Part 60).

12. Exceptions to the RFP

All exceptions taken must be specific, and the proposer must indicate clearly what alternative is being offered to allow TPB a meaningful opportunity to evaluate the proposal. Proposers are cautioned that submitting an alternative proposal does not relieve the proposer from submitting the "Minimum Requirements" as stated in Section G above. TPB is under NO obligation to accept any proposed exceptions or alternatives.

13. Commencement of Work

This RFP does not, by itself, obligate TPB. TPB's obligation will commence when the contract is approved by the Board of County Commissioners or their designee and upon written notice to the proposer. TPB may set a different starting date for the contract or propose terms, provisions and conditions different than what is contained in this RFP or in the successful proposer's proposal. TPB will not be responsible for any work done by the proposer, even work done in good faith, if it occurs prior to the contract start date set by TPB.

14. Insurance Requirements

The successful proposer shall, on a primary basis and at its sole expense, maintain in full force and effect, at all times during the life of this Contract, insurance coverages and limits (including endorsements) as required by TPB. Failure to maintain the required insurance shall be considered default of the contract. The requirements contained herein, as well as the County's review or acceptance of insurance maintained by the successful proposer, are not intended to and shall not in any manner limit or qualify the liabilities and obligations assumed by the successful proposer under the Contract.

H. *Proposal Procedures*

1. Contact Person

The Contact Person at TPB for this RFP is Erika Constantine, Director of Brand Marketing. She can be reached at econstantine@thepalmbeaches.com.

2. Clarifications

Proposers requesting clarification or interpretation of any section or sections contained in this RFP shall make written request via email to RFPAOR@thepalmbeaches.com by the Questions Clarifications Deadline on Page 1. Written responses will be shared with all proposers via email by the Clarification Response date on Page 1.

3. Proposal Submission

An electronic version of the completed proposal must be emailed to RFPAOR@thepalmbeaches.com by the proposal deadline date.

Proposer may submit a modified proposal to replace all or any portion of a previously submitted proposal until the Deadline for receipt of proposals. TPB will only consider the latest proposal submitted. Failure to submit a complete and responsive proposal shall result in automatic rejection of the proposal.

A proposal may be withdrawn by written email notification to RFPAOR@thepalmbeaches.com.

Proposals and/or modifications to proposals received after the Deadline for receipt of proposals specified in the RFP Timetable (Page 1) are late and shall not be considered.

4. Cone of Silence

Proposers are advised that from the date of release of this RFP until award of the contract, NO contact with TPB or TDC board members, staff and/or designated Selection Committee members concerning this RFP is permitted, except the contact person designated herein and those referenced in Section H(1) above. Any unauthorized contact may disqualify the proposer from further consideration in the sole and absolute discretion of TPB.

5. Contract

The selected proposer will be recommended to the TDC Board of Directors and the Board of County Commissioners (BCC) for engagement via a contract for performance of the services utilized in Exhibit B, Scope of Work. Upon approval by such entity, the selected proposer will be engaged via a contract conforming to the terms of TPB Contract.

6. Evaluation Process and Award Criteria

- a. Proposals are reviewed and evaluated by members of the TPB Marketing Team and up to three (3) proposals will be moved forward in the selection process.
- b. The top proposals, from 6a, will orally present their proposal to the RFP Selection Committee.
- c. As per the Procurement Policy of TPB, the RFP Final Selection Committee is made up of the following personnel ("Selection Committee"):
 - i. TPB President & CEO
 - ii. TPB Board Chair or designee Board Member
 - iii. TPB Staff Member
 - iv. County Administrator or Designee
 - v. Executive Director of TDC or Designee
 - vi. TDC Board Member

Proposers in response to this RFP will give an oral presentation of their proposal to the Final Selection Committee (30-minute presentation followed by 15-minute Q&A). This provides an opportunity for the proposers to clarify or elaborate on the proposal but in no way change the original proposal. Presentations should include an overview of the agency, key personnel, the brand identity assignment and proposed fee structure for the annual agreement. This is a fact-finding session only and does not include negotiation. Oral presentations are an option of TPB and may or may not be conducted. All final presentations are recorded for public records.

- d. The Selection Committee will score the proposers according to the established Evaluation Criteria per Section H and will recommend that the proposer with the highest score be approved by the Tourist Development Council Board of Directors and final contract approval by the Palm Beach County Board of Commissioners.
7. Proposals will be evaluated according to numerical scores with respect to the following criteria for the initial TPB Selection Committee:

a. Experience and Qualifications of Professional Personnel (Maximum 25 Points)

The proposal will be evaluated based on the strength of the Proposer Team (and any approved subcontractors); including the experience and qualifications of managerial and professional personnel assigned to the project (the duties of each individual will be stated by the Proposer).

This evaluation will include, but not be limited to:

- Demonstrated record of ability to provide the specific services to the specifications set forth in the Scope of Services;
- Years of experience of firm and personnel and number and quality of previous and present marketing clients;
- Recommendations from previous and present marketing clients regarding the quality of work performed on their behalf.

b. Strength of Firm (Maximum 15 Points)

The proposal will be evaluated based on the strength of the Proposer Firm including organizational depth, organizational reputation, and financial stability. TPB may make such reasonable investigations as deemed proper and necessary to determine the ability of the proposer to perform the services, and the proposer shall furnish TPB all such information and data for this purpose as may be requested.

c. Understanding the Category and Competitive Landscape of TPB (Maximum 15 Points)

The proposal will be evaluated based on the Proposer's understanding of the category and competitive landscape of TPB as demonstrated in the strategies, approaches and resources to be applied to TPB's account as described in the proposal.

d. Brand Identity Exercise (Maximum 20 Points)

Proposers will be evaluated based on their brand identity exercise, as outlined in Exhibit A, inclusive of new logo designs, color palettes and font treatments for The Palm Beaches. The evaluation will consider the potential impact the proposed new brand identity will have on the destination. Also, important will be the ability of the new brand identity to extend to other partners, stakeholders and agencies within Palm Beach County.

e. Participation by Small Business Enterprise (SBE) (Maximum 10 points)

The proposal will be evaluated based on the Proposer's status as a Palm Beach County-certified SBE, or the extent of SBE participation documented in the proposal.

A Local Preference is given to proposers having a permanent place of business in Palm Beach County. If a proposer is eligible to receive a Local Preference, the proposer will receive five (5) points, unless the proposer qualifies to receive SBE points as specified above, in which case they will receive 10 points. A proposer may only receive either Local Preference points or SBE points, not both, with SBE taking precedence.

f. Total Contract Price (Maximum 15 points)

TPB is seeking a proposal that offers significant value and maximum user impact. While competitive pricing will be a factor in scoring these criteria, it may not be the determining component. The proposer with the lowest price is not assured of winning the contract.

8. Second round oral presentations will be evaluated according to the same numerical scores with respect to the criteria as listed above.
9. Award of Contract

The award, if any, will be made to the proposer whose proposal is considered to be the most advantageous to TPB in the best interest of the County's tourism promotion and development program based on the Review and Selection Committee's opinion after review of every responsive proposal including, but not limited to, price.

Furthermore, the recommendation of the Selection Committee may be rejected by TPB Board, the TDC Board, and/or the Board of County Commissioners. TPB reserves the right, at its sole discretion, not to make an award and to rebid this RFP in part or in its entirety regardless of circumstance. TPB also reserves the right to reject the proposal from any contractor who has previously failed in proper performance of an award or to deliver on-time services under contracts of a similar nature or who is not in a position to perform properly under this award.

The apparent successful proposer will be notified of the recommendation for award. A contract must be negotiated, completed and executed by the successful proposer and TPB for approval by the Board of County Commissioners before it becomes valid and effective. If this condition is not met in a timely manner through no fault of TPB, TPB, at its sole discretion, may elect to cancel the recommended award to that proposer and make the award recommendation to the next most advantageous proposer. This process may continue until such time as TPB has finalized a contract or determined to cancel the procurement in its entirety.

The award document will be a contract incorporating by reference the terms and conditions of the solicitation and the Contractor's proposal as negotiated.

I. Schedule of Exhibits

- A. Submission Requirements
- B. Scope of Work
- C. SBE Schedules 11

EXHIBIT A
SUBMISSION REQUIREMENTS

Proposers are invited to customize their proposals with strategic recommendations showcasing their understanding of the TPB, the destination of Palm Beach County, the market’s challenges and opportunities, and the Agency’s professional expertise.

Support Documents:

- [Brand Book](#)
- [The Palm Beaches Leisure Campaign Assets](#)
- [The Palm Beaches Groups & Meeting Campaign Assets](#)
- [2022 Destination Marketing Plan](#)

In addition to the items listed in Section G of the RFP, the successful proposer will at a minimum provide the following information in response to this RFP.

A. MARKETING EXPERTISE

Provide a brief description (one page maximum per item, not including creative examples) of your expertise in these areas:

1. Overview
 - a. Briefly describe your agency and philosophy
 - b. Briefly describe your capabilities. Include services and capabilities you perform in-house and those you outsource. Please include reasons for outsourcing.
 - c. Organizational chart showing key personnel, their tenure with agency and their experience in the destination marketing and/or tourism space.
 - d. The day-to-day account team including account director/manager, project manager, art director and designer(s).
 - e. Provide billing and expense practices, including a rate card that outlines what is/isn’t billable
 - f. Provide tourism experience, if applicable
 - g. Provide a list of current clients (both in and outside of the tourism industry) along with three (3) references of clients we may contact who have utilized services as identified in this RFP.

2. Brand Development & Creation

Provide at least three (3) case study examples of how your agency developed and created a new brand identity and/or campaign for a customer. Examples of domestic and international tourism cases are welcome, but not required.

3. Research/Planning Capabilities

Provide a description of the agency’s use of marketing research to develop advertising and strategic campaigns. Provide cases in which research (primary, secondary or tertiary) was used in the development of strategies and tactics. Examples should include, but not be limited to, the following areas: SWOT, Personas, Campaign/Account Planning, Messaging, Strategies, Creative Briefs, etc.

4. Niche/Target Market Campaigns

Provide at least three (3) examples of a consumer niche/target market campaign (LGBT, Ecotourism, BIPOC, Golf, Arts & Culture, Luxury, Family, Millennial, etc.) executed by your agency; detailing key elements as well as results of the campaign.

5. Integrated Digital Campaign Performance

Provide at least two (2) examples of digital integrated marketing campaigns executed by your agency; including samples of creative and key performance metrics such as impressions, click through rates, database growth, social media, PR, etc.

6. Geographic Expertise

As a destination marketing organization, there are several target markets that need to be communicated with on a personal level. To that end, please demonstrate your ability to segment brand message for specific markets as outlined below.

Primary: Northeast US, Southeast US, Midwest US, Georgia (Atlanta), Florida, Canada, Latin America, UK

Secondary: Asia-Pacific, Mexico, Germany, US (areas not included in primary)

7. Successful Destination Branding/Positioning

Based on your knowledge of destination marketing organizations such as The Palm Beaches, identify at least one (1) destination marketing organization that you think has been successful in branding and positioning its destination in the travel marketplace. Explain your rationale in selecting this destination marketing organization.

8. Marketing to Consumer, Group and Meeting, and Travel Trade Audiences

- a) With regard to Consumer marketing, demonstrate your knowledge of the distinct audiences The Palm Beaches speaks to in effort to attract visitation to the county. Provide examples of work your agency has produced for each of these unique audiences. If not applicable, please provide examples of work your agency has produced for multiple audiences on behalf of one client.
- b) With regard to Groups and Meetings, demonstrate your knowledge of the distinct audiences The Palm Beaches speaks to in effort to attract visitation to the county. Provide examples of work your agency has produced for each of these unique audiences. If not applicable, please provide examples of work your agency has produced for multiple audiences on behalf of one client.
- c) With regard to Travel Trade, demonstrate your knowledge of the distinct audiences The Palm Beaches speaks to in effort to attract visitation to the county. Provide examples of work your agency has produced for each of these unique audiences. If not applicable, please provide examples of work your agency has produced for multiple audiences on behalf of one client.

9. Competitive Destination

Based on your knowledge of travel and tourism, identify up to three (3) other destinations that you believe Palm Beach County competes with in terms of attracting and influencing visitors. Explain your rationale in selecting these destinations.

10. Collateral/Print Production

Provide examples of collateral/print your agency has conceptualized and produced for a client.

11. Video/Photography

Provide portfolio of video and/or photography conducted by the agency either in-house or via partners. Should include various efforts such as TV commercials, tradeshow videos, lifestyle photography, and pre-roll, social media video/photography.

B. ASSIGNMENT

Develop a refreshed brand identity for The Palm Beaches to align with recently launched campaign concept “The Original, The One, The Only.” The campaign launched in February 2021, highlighting The Palm Beaches’ the history of hospitality as “America’s First Resort Destination.” The campaign utilized a transitional logo which dropped the word ‘Discover’ but kept the same visual elements and graphic treatment. The Palm Beaches would like to solidify the rebrand with a new brand identity including new logo, paired with new colors, fonts and graphics.

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. Tonal recommendations are: sophisticated, elevated, aspirational, relaxed. Consider treatments that really stand out and differentiate from other Florida destinations (FTL, MIA, etc.)

The proposed new brand identity must use “The Palm Beaches” as the name of the destination; it must clearly align with the brand campaign concept; and must be clearly legible in a variety of settings and channels.

Deliverables to Include in the Proposal Are:

- a) New Logo Concept
- b) Brand Color Palette
- c) Font Recommendations
- d) Optional: Logo Extensions for Sister Agencies: Palm Beach County Sports Commission, Business Development Board of Palm Beach County and Palm Beach International Airport
- e) Optional: Show examples of how the logo and brand lives in various media placements, including print, digital display, across owned social channels, and out of home

EXHIBIT B
SCOPE OF WORK

The following outlines a creative services scope of work under a proposed annual retainer for TPB for the upcoming 2023 Fiscal Year, October 1, 2022 through September 30, 2023. This is representative of the ongoing creative services the agency of record will perform as part of the contract.

CREATIVE SERVICES

- I. The Palm Beaches Visitor’s Guide

- a. Agency to concept, develop, write and produce an enhanced 2022 Visitor's Guide for The Palm Beaches, including:
 - i. Coffee Table Book Style Publication and Layout
 - ii. Content and Advertorial
 - iii. Sales Sheet and Pricing Recommendations
 - iv. Digital Guide
 - v. Printing, Paper and Freight

NOTE: Client to manage all ad sales. Client to traffic all completed ads to Agency. Client to manage all listings information.

II. Brand Identity

- a. Agency to create a new brand identity and logo, including:
 - i. Updated Logo for The Palm Beaches
 - ii. Fonts
 - iii. New color palette
 - iv. Logo roll-out across TDC agencies and PBC partners

III. Style Guide

- a. Agency to produce new Style Guide which includes detailed use of new brand logo and all other branding elements. Style Guide should include examples/templates for the following:
 - i. Exterior signage
 - ii. Stationary/Letterhead
 - iii. Business Cards
 - iv. Email Templates
 - v. Website Design Standards and Guidelines
 - vi. PowerPoint Presentations
 - vii. Approved Colors and Fonts
 - viii. Brand Voice, Tone and Examples of Approved Headlines and Body Copy
 - ix. Branded Promotional Products

IV. Support for the existing Leisure Brand Campaign to include an evolution of the creative strategy and content strategy. Areas of proposed creative support to include:

- a. New Print & Video Shoots
- b. Social Media Content Strategy
- c. Consumer Brand Activation Ideas and Execution
- d. Digital Extensions
- e. Tradeshow Activations
- f. Creation of retail branded merchandise concepts

V. Support for existing Groups & Meetings Brand Campaign to include an evolution of the creative strategy and content strategy.

- a. New Print & Video Shoots
- b. Digital and Social Media Content Strategy and Extensions
- c. Tradeshow Activations
- d. Printed Collateral and Sales Toolkits
- e. 2023 Meeting Planner Guide

- VI. Domestic Leisure Campaign Extensions
 - a. Create campaign extensions such as the following:
 - i. Multi-cultural / Diversity. Campaign to focus on BIPOC and LGBTQ+ Travelers
 - ii. Experiential extensions for Golf, Equestrian & Eco-Tourism
 - b. For each extension, creative campaign templates for each of the following potential channels:
 - i. OOH
 - ii. Print
 - iii. Email
 - iv. Digital Display
 - v. Social
 - vi. Video (:15s and :30s)

- VII. Misc. Mini Campaigns
 - a. Creation of two (2) miscellaneous niche leisure campaign extensions i.e. weddings, airport partnership, business/workforce relocation, retail partnership, DEI (BIPOC or LGBTQ Travel) etc.
 - b. For each extension, creative campaign templates for each of the following potential channels:
 - i. OOH
 - ii. Print
 - iii. Email
 - iv. Digital Display
 - v. Social
 - vi. Video (:15s and :30s)

- VIII. Events and Partnerships
 - a. Agency to assist with the creative development of campaign assets or refreshed creative for the following slated projects/partnerships:
 - i. The Palm Beaches Restaurant Month
 - ii. Spatober: The Palm Beaches Wellness Month
 - iii. Shop The Palm Beaches
 - iv. Spring Training
 - v. Brightline
 - vi. Lilly Pulitzer Partnerships
 - vii. Airlift
 - viii. Visit Florida

- IX. Production Management and Support
 - a. Agency to support production jobs and projects for all creative content needed to support scope of work outlined herein.
 - b. This support to include agency hours needed to lead and manage miscellaneous production projects, including the recommendation and selection of production vendors and partners. Note: production hard costs not included in scope of work.
 - c. Production projects may include:
 - i. Print/Photo Shoot
 - ii. Video Shoot
 - iii. Social Media Content Series

- iv. Audio and Voiceover Recordings
- v. Large Brand Activation Projects
- vi. Trade Show Activations
- vii. Management of Retail Branded Merchandise and Promotional Items

OUT OF SCOPE

Items Not Included in Scope of Work:

- I. Media Buying
- II. Digital Marketing Management
- III. Campaign Production (actual hard costs)
- IV. Consumer Research (actual vendor costs)
- V. Co-Op Programs and Sales
- VI. Promotions/Sweepstakes (actual costs)
- VII. PR and Media Relations
- VIII. SEO/SEM

EXHIBIT C
SMALL BUSINESS ENTERPRISE

A. Policy

It is the policy of the Board of County Commissioners of Palm Beach County, Florida, that SBE(s) have the maximum practical opportunity to participate in the competitive process of supplying goods, services and construction to the County. To that end, the Board of County Commissioners adopted a Small Business Ordinance which is codified in Sections 2-80.21 through 3-81.43 (as amended) of the Palm Beach County Code, which sets forth the County’s requirements for the SBE program, and is incorporated in this RFP. Compliance with the requirements contained in this section shall result in a proposer being deemed responsive to SBE requirements. The provisions of the Code are applicable to this solicitation, and shall have precedence over the provisions of this solicitation in the event of a conflict.

Although preferences will not be extended to certify M/WBEs, unless otherwise provided by law, businesses eligible for certification as an M/WBE are encouraged to maintain their certification in order to assist in the tracking of M/WBE availability and awards of contracts to M/WBEs. This information is vital to determining whether race and gender-neutral programs assist M/WBE firms or whether race and gender preferences are necessary in order to address any continued discrimination in the market.

B. SBE Goals

The County has established a minimum goal of 15% SBE participation for all County solicitations, inclusive of all alternates and change orders. This goal is a minimum, and no rounding will be accepted.

It will be the responsibility of the firm submitting a proposal to furnish all the necessary information to the County in order to receive points for SBE participation. Points will not be cumulative. Points shall be assigned based on the level of SBE participation as outlined below:

Table 1 - SBE Point System (Non-CCNA)

Scenario		Points
A	Proposer is a Palm Beach County certified SBE who will be providing 51% of the work with their own workforce.	10 points (or 10% if total evaluation points exceed 100)
B	Proposer has submitted proper documentation verifying that the County’s Professional Services Goal of 15% has been met, utilizing Palm Beach County certified SBE subcontractors. One-half point will be awarded for each increment of five (5) percent by which said amount exceeds the established goal.	5-8 points (or 5%-8% if total evaluation points exceed 100)

Upon initiation of the RFP solicitation process, all potential and interested professional service firms or consultants shall be required to list all SBE and M/WBE sub-consultants’ selected portion of work to be performed, and *dollar amount or percentage* for each on Schedule 1 and Schedule 2.

Points awarded for SBE participation shall not exceed ten percent (10%) of the total amount of possible points awarded.

C. Proposal Submission Documentation

SBE proposers proposing as prime contractors are advised that they must complete Schedule 1 listing the work to be performed by their own workforce as well as the work to be performed by any SBE or M/WBE subcontractor. Failure to include this information on Schedule 1 will result in the participation by the SBE prime proposers own workforce NOT being counted towards meeting the SBE goal. This requirement applies even if the SBE contractor intends to perform 100% of the work with their own workforce.

Proposers are required to submit with their proposal the appropriate SBE-M/WBE schedules in order to be deemed responsive to the SBE requirements. SBE-M/WBE documentation to be submitted is as follows:

Schedule 1 - List of Proposed SBE and M/WBE Participation

This list shall contain the names of all SBE and M/WBE prime and subcontractors intended to be used in performance of the contract, if awarded. This schedule shall also be used if an SBE prime proposer is utilizing ANY subcontractors.

Schedule(s) 2 - Letter(s) of Intent to Perform as an SBE or M/WBE Subcontractor

A Schedule 2 for each SBE and/or M/WBE Subcontractor listed on Schedule 1 shall be completed and signed by the proposed SBE and/or M/WBE Subcontractor. Subcontractors shall specify the type of work to be performed, the cost or percentage shall also be specified. Additional sheets may be used as needed.

D. SBE Certification

Only those firms certified by Palm Beach County at the time of proposal opening shall be counted toward the established SBE goals. Upon receipt of a complete application, **IT TAKES UP TO NINETY (90) DAYS TO BECOME CERTIFIED AS AN SBE WITH PALM BEACH COUNTY.** It is the responsibility of the proposer to confirm the certification of any proposed SBE; therefore, it is recommended that proposers visit the on-line Vendor Directory at www.pbcgov.org/osba to verify SBE certification.

E. Counting SBE Participation (and M/WBE Participation for Tracking Purposes)

1. Once a firm is determined to be an eligible SBE according to the Palm Beach County certification procedures, the Prime may count toward its SBE goals only that portion of the total dollar value of a contract performed by the SBE.
2. The Prime may count toward its SBE goal a portion of the total dollar value of a contract with a joint venture, eligible under the standards for certification, equal to the percentage of the ownership and control of the SBE partner in the joint venture.
3. The Prime may count toward its SBE goal the entire expenditures for materials and equipment purchased by an SBE subcontractor, provided that the SBE subcontractor has the responsibility for the installation of the purchased materials and equipment.
4. Prime may count the entire expenditure to an SBE manufacturer (i.e., a supplier/distributor that produces goods from raw materials or substantially alters the goods before resale).
5. The Prime may count sixty percent (60%) of its expenditure to SBE suppliers/distributors that are not manufacturers.

6. The Prime may count toward its SBE goal second and third tiered SBE subcontractors; provided that the Prime submits a completed Schedule 2 form for each SBE subcontractor.
7. The Prime may only count towards its SBE goal the goods and services in which the SBE is certified.

F. Responsibilities after Contract Award

Schedule 3(A) – Professional Services Activity Report

This form shall be submitted by the prime consultants with each payment application when SBE and/or M/WBE sub-consultants are utilized in the performance of the contract. This form shall contain the names of all SBE and M/WBE sub-consultants, specify the subcontracted dollar amount for each sub consultant and show amount drawn and payments to date issued to sub-consultants. This form is intended to be utilized on all professional services contracts.

Schedule 4 – SBE-M/WBE Payment Certification

A Schedule 4 for each SBE and/or M/WBE sub shall be completed and signed by the proposed SBE and/or M/WBE after receipt of payment from the prime. When applicable, the prime shall submit this form with each application submitted to the county for payment to document payment issued to a sub in the performance of the contract.

All proposers hereby assure that they will meet the SBE participation percentages submitted in their respective proposals with the subcontractors contained on Schedules 1 and 2 and at the dollar values or percentages specified. Proposers agree to provide any additional information requested by TPB to substantiate participation.

The successful proposer shall submit an SBE-M/WBE Activity Form (Schedule 3(A)) and SBE-M/WBE Payment Certification Forms (Schedule 4) with each payment application. Failure to provide these forms may result in a delay in processing payment or disapproval of the invoice until they are submitted. The SBE-M/WBE Activity Form is to be filled out by the Prime Contractor and the SBE-M/WBE Payment Certification Forms are to be executed by the SBE or M/WBE firm to verify receipt of payment.

G. SBE Substitutions

After contract award, the successful proposer will only be permitted to replace a certified SBE subcontractor who is unwilling or unable to perform. Such substitution must be done with other certified SBE's in order to maintain the SBE percentages submitted with the bid. Requests for substitutions must be submitted to the user Department and OSBA.

The County's website must be checked to make sure the most current SBE forms are included with the RFP. Go to: www.pbcgov.com, Business (Drop Down Menu), Small Business Assistance, Programs, Compliance Programs, Bid Schedules as follows:

- SCHEDULE 1: LIST OF PROPOSED SBE-M/WBE PRIME AND/OR SUBCONTRACTOR PARTICIPATION
- SCHEDULE 2: LETTER OF INTENT TO PERFORM AS AN SBE-M/WBE SUBCONTRACTOR
- SCHEDULE 3(A): PROFESSIONAL SERVICES ACTIVITY REPORT
- SCHEDULE 3: SBE-M/WBE ACTIVITY FORM
- SCHEDULE4: SBE-M/WBE PAYMENT CERTIFICATION