



**Amendment: Update in Schedule Committee Dates**  
Public Relations Agency of Record - Request for Proposal  
RFP# RFP2018-600-1018

This amendment is to note that there has been an update in the RFP Timeline, which can be found on page 6 of the RFP. The Selection Committee meeting dates have been moved up to Friday, April 27 and Tuesday, May 15. We apologize in advance for any inconvenience this may cause.

The updates have been highlighted in the following timeline.

RFP Released: March 2, 2018

**CONE OF SILENCE STARTS: March 2, 2018 – see Section II-F4**

Question Clarifications Deadline: March 16, 2018 at 4:00 p.m.

Clarification Response: March 27, 2018 at 4:00 p.m.

Proposal Deadline: April 12, 2018 at 4:00 p.m. (“Deadline”)

**DTPB Selection Committee Meeting – Round 1: April 27, 2018**

**DTPB Selection Committee Meeting – Round 2: May 15, 2018**

Public Comment (clarification questions regarding proposal - no new questions may be asked):  
June 1, 2018

Final Selection Committee Meeting: June 1, 2018 (in person)

DTPB Board of Directors approval of Contract: June 5, 2018

TDC Board of Directors approval of Contract: July 12, 2018

Board of County Commissioners’ approval of Contract: August 8, 2018

Contract Start Date: October 1, 2018

*Note: This timeline may be altered at any time at the discretion of DTPB and/or the RFP Selection Committee. Written notice will be issued upon any changes in schedule.*

These updated dates have also been reflected on page 17, under section II-F6 “Evaluation Process and Award Criteria.”

6. Evaluation Process and Award Criteria

- a. **DTPB Selection Committee – Round One:** Proposals are received, opened, read and scored by DTPB Selection Committee **on Friday, April 27, 2018**. Details about scoring are elaborated in Section II-G. A maximum of the top six (6) proposing agencies from the first round will be contacted to move on to the second round of scoring.

Those top six (6) (maximum) proposing agencies will be contacted on **Monday, April 30, 2018** for additional scope of work information, and given a project exercise to be evaluated as part of the second round of scoring by the DTPB Selection Committee.



The project exercise will consist of a campaign designed to secure earned media, generate social buzz and influence increased visitation to The Palm Beaches during the summer months (May – September). Further details will be provided if contacted to proceed to Round Two.

The deadline for the project exercise, if selected, will be due on Thursday, May 10 at 2 p.m.

- b. **DTPB Selection Committee – Round Two:** The top proposals from 6a will present their proposal to the DTPB Selection Committee via Skype **on Tuesday, May 15, 2018** (exact time TBD). Each agency will be granted 40 minutes for the presentation, followed by 10 minutes for Q&A. This is a fact-finding session only and does not include negotiation.
- c. **Final Selection Committee Meeting:** The top three (3) proposals from 6b will be notified on **Wednesday, May 16, 2018** and forwarded to the Final Selection Committee for in-person presentations. Each agency will be granted 30 minutes for the presentation, followed by 15 minutes for Q&A. This is a fact-finding session only and does not include negotiation.

Presentations to the Final Selection Committee should include an overview of the agency, key personnel, the project exercise that was presented in Round Two and proposed fee structure for the annual agreement in line with the Scope of Work, and a recommended plan for how to budget the \$200,000 in available project funds.