



Public Relations Agency of Record - Request for Proposal  
RFP# RFP2018-600-1018  
Clarification Responses

All questions that were submitted by the deadline of Friday, March 16, 2018 at 4 p.m. have been collected into this one document and answered in red. The next deadline as part of this RFP is the proposal deadline – April 12, 2018 at 4 p.m. Please refer to the RFP for instructions on how to submit the proposal.

1. Moving Forward: Is there anything else you need from us in order to move forward? We weren't sure if you needed to approve us or not before putting together the proposal.

No, agencies do not need to be pre-approved to submit a proposal.

2. Budget: The \$200,000 budget. Is that the annual budget for PR outside of the retainer? We believe it is but wanted to just triple check.

The \$200,000 budget is to cover any USA or Canadian project that is not included as part of the agency retainer fee.

3. Do we need this license to pursue your business? We have worked on numerous accounts in Florida (and have proof/examples), but do we need this license from the Florida Department of State, Division of Corporations to move forward? "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."

The license will only be required should the agency receive the contract.

4. The RFP requires an extensive amount of sample, example and background material to be provided. In some cases, this information is either proprietary or highly sensitive. For example, annual plans, monthly reports, crisis programs, etc. Protecting the intellectual property and privacy of our clients (past and present) is of the utmost importance and it is unusual for the agency to share such detailed client information. Will the DTPB accept examples with redacted details? And, will all information be kept completely confidential, not to be shared beyond the review committee?

DTPB respects proprietary information that belongs to other clients. Yes, we will accept examples with redacted details. In fact, we expect that.

Should someone wish to review proposal details beyond the selection committees, all submissions are available to be reviewed upon formal request due to Sunshine Law. The requestor would be required to schedule a time to visit the DTPB office to view the proposal in person.

5. On page 9 under the header "Media Pass", the RFP notes, "Provide a sample media pass to be used and distributed for qualified media. Elaborate on the implementation process." Can you please clarify what is meant by "Media Pass"? More information is needed in order to provide an appropriate, accurate response.

DTPB's Public Relations department currently has a Media Pass program for select journalists to utilize when not qualified and/or not requiring a formal scheduled itinerary. A link to our current VIP Media Pass program is accessible within our [Media Visit Request page](#) in the online press room. If the bidding agency does not have an example to share, it doesn't disqualify the agency. It's simply an example we're looking for, if the agency has a program in place.

6. On page 9, in the "Corporate Partner Campaign" section, can the DTPB clarify what is meant by corporate partner? More info is needed to accurately answer the section. (E.g., Is this referring to a paid marketing partnership, or an in-market local partner, etc.?)

We are looking for programs that include mutually beneficial partnerships; there are no defined parameters regarding the example corporate partner campaign. It is up to the bidding agency to determine their most successful and relevant corporate partnership they wish to share and present it as a case-study. This can include a paid marketing partnership or an in-kind agreement with corporations such as clothing brands, airlines, sports teams, hotel brands, charitable organizations, etc.

7. On page 14, numeral 5 in the Budget section notes that DTPB has a \$200,000 budget\* which does not include the agency contract. However, on page 17, it is noted that final presentations will include recommendations for how DTPB should spend \$200,000 in "available project funds". Can you please clarify the following:

\*Clarification: The \$200,000 budget is to cover any USA or Canadian project that is not included as part of the agency retainer fee.

7a. What is the budget range for the annual PR contract?

The FY 2019 budget has not been confirmed as of yet. Additionally, Discover's preference is not to provide current pricing and costs to allow for full display of bidders' thought process on the destinations investment needs and overall scope. However, billing and expense practices, including a rate card that outlines what is/isn't billable is to be included in the proposal.

7b. Is it expected that Round 1 proposals provide approximate PR budget recommendations?

This is not needed during Round 1. A budget recommendation for the \$200,000 is not needed until the Final Selection Committee.

7c. Does the \$200,000 in "available project funds" allow for agency fee plus PR activations/events/out-of-pocket expenses?

Yes, it does.

8. Can you please clarify what's included in the \$200K budget? Is this just production costs and not the agency fee? What do you mean by "This does not include the agency contract"?

The agency contract is the retainer and all that the agency determines falls within their agency fee. For example, if it is standard for the bidding PR agency to not charge travel expenses for in-destination meetings, then state that in the agency overview section of the submitted proposal.

The \$200,000 budget is proposed dollar amount in FY 2019 allotted to cover the costs of special projects, such as hosting journalists in destination, conducting media missions, broadcast opportunities, media receptions, etc. And, items that require an out-of-pocket expense.

9. Can you please further clarify the top priorities within the primary target markets?

The top priorities are noted in the three-year strategic plan – strengthen brand awareness and marketing; expand meetings and events, energize destination development and ensure organization sustainability.

The culture at DTPB reinforces that all departments, including PR and Social Media, have a responsibility to support these top priorities.

As far as KPIs in FY 2019, PR will be responsible for securing more than 200 million earned media impressions and Social Media will be responsible for 500,000 engagements across all social channels. (The exact numbers have yet to be confirmed with the TDC.)

10. Can you please share the order of importance between leisure, meetings and trade outlets? Is this more of a B2B or B2C objective?

80% B2C, 20% B2B. Of the 4.6 million room nights sold in 2017, 1 million of those were business travel.

11. Can you please clarify what you mean by "Secure appropriate brand partnerships" on page 5?

One method we have established as a goal towards broadening The Palm Beaches' brand awareness is to leverage the audience/customer base of another corporate brand. We are looking to establish programs that include mutually beneficial partnerships.

12. Do you have existing relationships with influencers you want to see included in the plan?

Although DTPB has established relationships with influencers, we want to understand the bidding agency's stance on working with digital influencers and if there are existing policies/reporting processes in place.

13. Please clarify what is a "media pass" you mention on Page 9?

DTPB's Public Relations department currently has a Media Pass program for select journalists to utilize when not qualified and/or not requiring a formal scheduled itinerary. A link to our current VIP Media Pass program is accessible within our [Media Visit Request page](#) in the online press room.

14. Please clarify what do you have mind for the “corporate partner campaign” you mention on Page 9?

One method we have established as a goal towards broadening The Palm Beaches’ brand awareness is to leverage the audience/customer base of another corporate brand. We are looking to establish programs that include mutually beneficial partnerships; there are no defined parameters regarding the example corporate partner campaign. In regard to the example requested on page 9, it is up to the bidding agency to determine their most successful corporate partnership they wish to share and present it as a case-study. This can include a paid marketing partnership or an in-kind agreement with corporations such as clothing brands, sports teams, hotel brands, charitable organizations, etc.

15. We are often implementing parts of communications campaigns in Florida but can you clarify what official proofs of license to do business in Florida you want to see?

If awarded the contract, Palm Beach County requires proof of license through Florida’s [Division of Corporations](#).

16. Can you please confirm that “audience segment” refers to the two demographic groups listed on Page 4 (millennials with children and mature couples)? *Plan and execute public relations campaigns targeting specific audience segments.*

For the purpose of this RFP, those are the two audience segments that take top priority. The DTPB team meets regularly to review research and trends, both domestically and internationally, to determine how the research findings impact the destination.

17. Can you list some examples of the type of marketing and group sales initiatives you’re referring to? *Integrate PR activities into DTPB marketing and group sales initiatives*

Marketing example: When DTPB’s Marketing team launched its last campaign, how could PR best support the initiative?

Group Sales example: What tradeshow or events currently occur in the Group Sales industry, and how can PR best expand the destination’s message at these events?

18. Are you referring to journalist requests to visit the destination or requests for information? If it is for visits to the destination, do you already have partnerships with hotels, restaurants and tour operators that are willing to provide complimentary accommodations, meals and tours, respectively? Does the destination have an out-of-pocket budget to cover these requests in case the destination doesn’t have partnerships with local establishments to provide complimentary accommodations, meals and tours? *Filter day-to-day journalist requests and provide recommended action*

We’re looking for an agency who can vet media inquiries – interview requests, requests to visit the destination, broadcast requests, etc. We want an agency who will advise on how certain media inquiries should be handled.

As for hosting journalists, yes, we have built trusted relationships with our destination partners – hotels, restaurants, attractions, tour operators. Depending on the opportunity, some partners will comp an entire experience. Other times, we compromise on a media rate. DTPB does have budget for hosting journalists. We also have budget to cover flights. This media hosting budget is within the \$200,000 budget.

19. How many people per group trip? *Coordinate a minimum of 12 individual media visits (known as “Destination Reviews” or “Site Visits”) and four group FAMs composed of top-tier travel writers and digital influencers to visit The Palm Beaches throughout the year.*

Between 3 to 5 journalists per group FAM trip

20. Is the destination willing to work with freelancers since most top-tier media outlet’s don’t accept press trip invitations?

Yes, we are open to hosting freelancers and contributors.

21. Does the destination have relationships already? *Work with airlines to negotiate complimentary or highly reduced airfares for the writers.*

DTPB has relationships with some airlines, primarily through our Leisure Sales team.

22. Please confirm all expenses (travel, meals, hotels, excursions, etc) for the escort and media attending these FAM trips will be covered as out-of-pocket cost. *The contracted agency must be willing and able to send one representation to travel to The Palm Beaches to escort group FAMs, as needed.*

Yes, the listed expenses would be covered.

23. Does the destination have an out-of-pocket budget to cover broadcast opportunities? If so, how much?

Yes, it does. However, the total amount has not been confirmed for FY 2019. Depending on the opportunities available, the internal PR team would consider shifting dollars around to accommodate the PR initiatives that drive the most potential ROI.

24. Is the destination interested in broadcast giveaways to be negotiated with partners? *Coordinate satellite media tours and/or televised broadcast opportunities*

If the selected agency believes it would be an efficient strategy, then yes.

25. How many desk-side missions and with how many media each desk-side mission? Do these desk-side missions need to be staffed? Please confirm all expenses (travel, meals, hotels, excursions, etc) for the escort staffing will be covered as out-of-pocket cost. *Pitch, schedule and attend media desk-side missions*

The number of desk side media missions is up to the recommendation of the bidding agency. Yes, all expenses would be covered.

26. How many receptions are you considering for the term of the contract? Would it be the agency's role to develop plan, logistics, coordination and all communication support or will the agency be required to provide communication support to already programmed receptions? *Schedule, coordinate and implement media reception(s)*

The number of media receptions is up to the recommendation of the bidding agency. Though DTPB would look to collaborate with its agency before plans are locked in, we will expect for the agency to present a proposed concept.

27. Does the destination have a messaging platform or does it need the agency to propose the development of master narrative and message platform? *Develop speaking points*

Yes, we are looking for the agency to propose the development of a master narrative and message platform.

28. Does the destination require an escort to be present during the interviews? Please confirm all expenses (travel, meals, hotels, excursions, etc) for the escort staffing will be covered as out-of-pocket cost. *Identify and recommend to DTPB select domestic tradeshows for a PR representative to attend and conduct on-site interviews*

It depends on the agency's allotment of hours; however, we do prefer to have an escort from the agency present. Should that be the case, yes, all pre-approved expenses are reimbursable by DTPB.

29. Does the destination have an out-of-pocket budget for award submission? *Submit award entries on behalf of client*

Yes, we do.

30. How do you measure success in the coordination of partnerships? *Coordinate partnerships with organizations and events located within target markets that provide positive visibility and exposure for The Palm Beaches*

The PR department is responsible for securing a certain amount of earned media impressions and social media engagement, which can be found in the 3-Year Strategy Plan.

31. What is your out-of-pocket budget for an experiential consumer activation? *Identify, plan and execute at least one turn-key experiential consumer activation that is in-line with the goals and objectives of Discover The Palm Beaches, complete from start to finish*

The total budget for North American projects is \$200,000 to cover all of the items noted in the Scope of Work. DTPB will collaborate with the selected agency to determine the best use of this budget and properly allocate the necessary amount to conduct a consumer activation. The FY 2019 budget has not been confirmed as of yet, so there is not a number to provide at this time.

32. Does the destination have an existing crisis communication protocol or should the agency develop one? *Crisis preparedness and management*

DTPB currently has an existing crisis communications plan in place; however, we'd expect to review it with the selected agency and make any necessary updates and discuss suggestions in protocol.

33. Will DTPB need a crisis training for executives? Does DTBPB have an additional budget for crisis work should it be needed?

Yes, crisis training for executives is necessary. Yes, there are funds within the \$200,000 allocated for such training.

34. Page 14 5. Budget You mentioned that DTPB has a budget of approximately for \$200K for North American PR activities and that this does not include the agency contract. Does this mean that \$200K are an out-of-pocket budget for PR activities? What is the budget available for the PR agency fee for the 14-month term?

Yes, the \$200,000 is allotted for out-of-pocket North American PR activities.

The FY 2019 budget has yet to be confirmed; therefore, we do not have an available budget to share at this time. That is why it is important for all bidding agencies to provide all billing and expense practices, including a rate card that outlines what is/isn't billable in the "Overview" section of the RFP.

35. Why are you issuing an RFP at this time?

Our goal in issuing this RFP is to establish a partnership with an agency that can help to elevate DTPB's initiatives as the PR industry continues to evolve.

36. Who is your incumbent? Have you been satisfied with their performance? Will they be participating in this review?

Information about our current agency of record can be found in our online press room. Out of respect for our current PR agency, we prefer not to discuss the current status of our workings with the account team. Until the submission deadline, we do not know who will be participating in this review.

37. How are you currently receiving social media reports? Is this satisfactory?

Social media is handled in-house. However, when a PR initiative involves digital influencers and the PR agency is point on the project, we look to the agency to provide a proper report. If the bidding agencies have examples of such reports, we recommend including in the proposal.

38. What does the \$200,000 you noted under budget specifically cover if it is not intended to cover the agency contract? How much has the agency contract been for this scope over the past few years?

The agency contract is the retainer and all that the agency determines falls within their agency fee. For example, if it is standard for the bidding PR agency to not charge travel expenses for in-destination meetings, then state that. The \$200,000 budget is the dollar amount allotted to cover

the costs associated with the Scope of Work, such as hosting journalists in destination, conducting media missions, broadcast opportunities, media receptions, etc. And, items that require an out-of-pocket expense.

39. Is the \$200,000 budget annual or over the entire duration of the contract?

The \$200,000 is the approximate amount to be used for projects during the single fiscal year of 2019, which runs October 1, 2018 to September 30, 2019.

40. Who will be the day-to-day agency contact?

Ashley Svarney, senior director of public relations and communications, and Veronica Arrieta, manager of international public relations and communications (Canada)

41. May respondents submit an electronic copy, either via USB or by emailing a PDF or Dropbox link in order to link to sample work throughout our response?

Sample work should be included within the design of the final proposal. Only video will be accepted as a digital link, which should be clearly provided in the RFP. (i.e., Video: [bit.ly/\\_\\_\\_\\_\\_](http://bit.ly/_____))

42. How are you evaluating cost proposals? What information do you need respondents to include in a cost proposal? Do cost proposals need to be submitted separately, or can they be contained in the RFP response document?

Rate cards are to be included in the RFP response document, as noted per the sixth bullet point under "Overview" on page 7. The total contract price / cost proposal should be based on all services outlined in Exhibit B Scope of Work. The cost proposal should be part of the RFP response.

43. On page 17, you note a maximum of six firms will participate in an exercise with a deadline of May 10. How many firms advance from 6a to 6b (Skype presentations)? If the exercise content is due May 10, and Skype presentations are May 17, when will firms be notified of a need to participate in the Skype presentations?

Of all the proposals received as part of 6a, no more than six will be invited to advance to 6b.

The agencies invited to partake in the special exercise, which will be presented during the Skype session, will be notified on May 2.

44. The RFP states that the contract starts October 1. It also states that plans must be presented 90 days prior to implementation. It also states that the plan must be ready to be implemented at the beginning of your fiscal year, which starts October 1. Is the PR contract supposed to start earlier than October 1, so the firm has time to develop the plan and seek approval for an October 1 start date?

Depending on who is awarded the contract, there could be a transitional time period that will be required.

45. Does the proposer have to be licensed to do business in the State of Florida upon submission, or can we obtain this if we are awarded the work?

This can be obtained after the work is awarded.

46. Do you have a budget range or budget limitations for agency services for the proposed scope of work?

The 2019 FY budget has yet to be confirmed. Additionally, Discover's preference is not to provide current pricing and costs to allow for full display of bidders thought process on the destinations investment needs and overall scope.

47. Why is this contract out for bid (i.e., must rebid every few years, unhappy with current agency partner, etc.)?

Our goal in issuing this RFP is to establish a partnership with an agency that can help to elevate DTPB's initiatives, as the PR industry is continuously evolving.

48. Who is the current agency fulfilling this contract? Are they eligible to re-bid for the work?

DCI. And, yes, they are eligible to re-bid.

49. What do you like and dislike about your current agency partner?

Out of respect for our current PR agency, we prefer not to discuss the current status of our workings with the account team.

50. Under Exhibit B, scope of work: will the selected agency be required to staff the minimum of 12 individual media visits in person (similar to the requirement for the four FAMs)?

No, we typically do not have an escort join individual journalists. The in-house PR team will meet the journalist at certain times to check-in on their visit.

51. Can you tell us about the makeup of the key individuals, stakeholders, working group(s), partners and organizations that would be involved in decision making, meetings/communications and throughout the process?

This agency will work closely with the internal PR and Social Media team. The internal team works amongst its colleagues in the Marketing Department. Discover The Palm Beaches is a sister agency under the Tourist Development Council, which is part of Palm Beach County. DTPB is contracted by the TDC as the official tourism marketing corporation for Palm Beach County. More information about DTPB can be read, here: <https://www.thepalmbeaches.com/about-discover-palm-beaches>.

52. Understanding there is a local preference given to proposers having a permanent place of business in Palm Beach County, could you kindly clarify if having a Florida-based agency is required to participate, and what exactly is meant by being licensed to do business within the State

of Florida/hold the appropriate insurance coverage? If our flagship office is located in New York, will that disqualify us for participation?

No, having a Florida-based agency is not required to participate.

After the selected agency is awarded the contract, the agency will need to contact their own insurance agency to add DTPB as an additional insured.

Having a flagship office in New York does not disqualify you from participating.

53. Knowing there should be a balance of print, online and social coverage in consumer & trade outlets, are you able to let us know the breakdown percentage-wise, of the importance of each of these, along with influencers?

DTPB is excited to be working on an updated consumer profile, which includes information on media consumption. When this is complete, we will share with the awarded agency. Until then, our goal is to be efficient with our efforts in securing earned media impressions; we do not have a quota for digital, print or social coverage.

54. Have there been any great PR wins coverage-wise (or other) recently that really moved the needle for the destination?

Forbes Travel Guide: 18 Places to Travel in 2018 (where “The Palm Beaches” was included)

NY Post: Palm Beach is Actually Cool

Tasting Table: 6 Can't Miss Places to Eat & Drink in The Palm Beaches

USA Today -- A Girls' Weekend Vacation in Florida

Toronto Star - Sharing the beach with Florida's sea turtles

Smart Meetings -- South Florida has come a long way as a destination

55. Is there anything your previous PR representation has not achieved that you see as a goal for a new agency?

Out of respect for our current PR agency, we prefer not to discuss the current status of our workings with the account team.

56. To clarify regarding Press Kit Development – are you asking to see a sample from a current/past client that we have created or asking us to develop a full sample press kit for Palm Beach specifically for this initial proposal submission round?

A sample press kit from a current/past client would be sufficient.

57. Similarly, regarding sample FAM itineraries – can we submit one we have put together in the past for a client or are you asking us to create one for Palm Beach specifically?

A sample itinerary from a current/past client would be sufficient.

58. Can you clarify what is meant by a ‘sample media pass’?

DTPB's Public Relations department currently has a Media Pass program for select journalists to utilize when not qualified and/or not requiring a formal scheduled itinerary. A link to our current VIP Media Pass program is accessible within our [Media Visit Request page](#) in the online press room.

59. Secured media clippings – would you like that portfolio embedded in the presentation or submitted as a separate document?

Embedded within the presentation

60. Regarding Budget, is the \$200,000 budget allocation for North American PR activities (not including the agency contract) for the duration of the 3-year contract, or \$200,000 per year?

\$200,000 per year

61. Can you clarify the Amendments to the RFP section? Does this pertain to changes DTPB might make to the RFP between now and the deadline for submission?

The only amendments to the RFP will be any changes that occur between now and the deadline for submission.

62. Should we make it to the Final Section, assuming in-person presentations will be scheduled Palm Beach? If so, is there a maximum number of attendees per agency that you will allow?

No more than six people.

63. Approximately how many press releases annually will the agency be required to write and would the selected agency also be preparing releases for individual hotels within Palm Beach or just for DTPB?

DTPB does not have a quota for press releases. DTPB's stance is to only issue a press release when something newsworthy is to be shared. Although we can not predict a number, historically the winning agency should be prepared to write about eight press releases during the year.

No, the selected agency will not be writing press releases for individual hotels.

64. Are you seeking the agency PR partner to also manage social media channels on behalf of DTPB, and if so, would this be to create content, or be the day-to-day responder, or both?

No, social media is handled in house by the senior manager of social media.

65. Are you able to share with us how many other agencies will be bidding or how many you have personally invited to bid? Of those, can you share how many are Florida-based?

We will not know how many or who the agencies are until the submissions are due on April 12.

66. Does this new request/RFP represent a change in the scope of work and/or PR services requested?

No.

67. Although the current budget has not been disclosed, can you share the budget for this program/PR services for 2017?

Approximately \$200,000

68. What is the length/term of the AOR engagement you are seeking?

Three years (beginning October 1, 2017 and ending September 30, 2021), with the option to be renewed without having to go to RFP through two one-year terms. This is noted on Page 11 of the RFP under RFP Terms and Conditions. See below.

#### 5) Contract Period

A contract will be issued by DTPB for an initial term ending September 30, 2021, with the option to be renewed up to two one-year terms upon mutual agreement of the parties or discretion of DTPB based on the agreed Terms & Conditions as identified in the approved contract. Any renewals will be subject to appropriation of funds and renewal of DTPB/County Contract by the Board of County Commissioners (BCC). Upon confirmation of DTPB/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 DTPB/County Contract.

69. Is there an incumbent agency (DCI?) and has the incumbent been invited to re-bid?

Yes and yes.

70. Is there a preference/desire for a NY vs. Florida-based agency?

No, there is no preference of location, so long as the agency is able to perform the work, produce the results and maintain timely communication with DTPB.

71. Including the incumbent – if applicable – how many agencies are participating in this review/bid?

DTPB is unable to determine how many agencies are participating until the submission deadline of April 12, 2018.

72. There was no mention of social media/influencers in the RFP – is that a need as well and should it be addressed in the response as part of the scope of work?

If the bidding agency believes there is value in working with influencers and to a certain capacity, we encourage the agency to include such information in the proposal. However, day-to-day management of DTPB's social channels is handled internally by the Sr. Manager of Social Media, under the direction of the Sr. Director of Public Relations and Communications.

73. Are there any additional advertising-related needs other than the preparation of advertorials?

No.

74. Will an official RFP and/or request for credentials be provided? If not, what information is required at this time by interested agencies wishing to participate, that will be due on April 12?

The information required as part of the proposal can be found on page 6 of the RFP, under the section titled "Submitting a Proposal."

75. What are the greatest needs/challenges currently that PR can help to address/overcome on behalf of Discover The Palm Beaches?

As a destination that encompasses 39 cities and towns, we face a challenge amongst travelers and journalists being able to identify our location; "The Palm Beaches" is not a singular geographical location noted on a map. It is vital that the bidding agency is confident in their approach to cut through the global clutter of travel options through creative PR methods that can help to raise the brand awareness of the destination.

76. What are the top three opportunities on the horizon within the destination that PR will have the ability to leverage over the next 12 months?

Attached are all pertinent documents. We're looking for the bidding agencies to provide a roadmap for the future regarding the top three opportunities that best resonate with our target markets.

77. What internal communications infrastructure/team is in place to guide and liaise with the PR agency?

Ashley Svarney – Senior Director, Public Relations and Communications. Manages the day-to-day domestic media relations, and oversees all PR and Social Media activities and initiatives for Discover The Palm Beaches.

Angela Ledford – Manager, Public Relations and Communications. Primarily focuses on media relations in our drive markets (Miami, Fort Lauderdale, Orlando, Tampa and Atlanta).

Veronica Arrieta - Manager, International Public Relations and Communications. Manages the media relations for our international markets (proactively in Canada, UK and Brazil).

Gerry Marcelo – Senior Manager, Social Media. Manages DTPB's company channels (Facebook, Instagram, Twitter, LinkedIn, Pinterest, YouTube) at @PalmBeachesFL and #ThePalmBeaches.

78. Will we be able to receive/see all questions/answers submitted by interested agencies?

Yes

79. page 12 of the 2018 Budget Book, Section II-VII, Marketing & Promotion Expense is detailed for FY'18. Are we correct in assuming that agency partner fees are funded from the "Contracted Marketing Services" line item of \$827,622? What has been allocated for the scope of this RFP for PR agency fees?

Yes, you are correct in assuming the agency retainer fee is one of the contracts that falls within the line item Contracted Services.

Rate cards are to be included in the RFP response document, as noted per the sixth bullet point under "Overview" on page 7. The total contract price / cost proposal should be based on all services outlined in Exhibit B Scope of Work. The cost proposal should be part of the RFP response.

The FY 2019 budget has yet to be confirmed; therefore, we are unable to provide an allocated number for the agency who will be awarded the contract in FY 2019 through this RFP.

80. Which line items from the 2018 Budget Book are aligned with this RFP?

PR expenditures are noted under the following sections of Marketing & Promotional: Trade Show Participation, Destination Reviews, Sales / Media Missions, Event Hosting within PBC; Contracted Sales / Marketing Services: Promotional Items.

81. What percentage of the budget is allocated to North America vs. international? And of the domestic budget, how is that allocated across county, state and feeder markets?

The percentage of the PR budget that is allocated to North America and our international markets mirrors the percentage of visitors the destination welcomes each year. 90% is North America, the remaining 10% is international.

82. Was the incumbent, DCI ([www.aboutdci.com](http://www.aboutdci.com)), invited to participate? Are they participating?

Yes, DCI has been invited to participate. We will not know for certain if they will be participating until after submissions are due on April 12.

83. How long was DCI on board? What was their fee?

DCI began the PR AOR contract in October 2014.

Discover's preference is not to provide current pricing and costs to allow for full display of bidders thought process on the destinations investment needs and overall scope.

84. What are current levels of brand awareness and affinity as well as rooms sold among Millennials with Children vs Mature Couples, the top two demographic groups in North America? What are the corresponding growth targets (awareness, affinity and rooms sold) for these audiences for FYs '18 - 21?

Relevant research has been attached to this email.

85. Are hotel clients in the Palm Beaches considered a disqualifying conflict of interest?

Agencies who currently represent hotel clients in The Palm Beaches are not disqualified.

86. Are we correct that we only need to submit capabilities and not creative ideation in round one? It says a "minimum" - So should agencies submit creative ideas during round one?

Correct, only samples that show capabilities are to be provided in round one. The exercise as part of round 2 will be dedicated to creative ideation. However, the samples provided as part of round 1 should highlight the bidding agencies creativity and ability to produce results.

87. Is your current agency re-bidding? Are you happy with their work and is this RFP just standard practice?

We cannot confirm who is bidding until after the submission deadline of April 12. Though the RFP process is standard practice for finding an AOR, the contract in place with the current agency was originally set to end as of September 30, 2019.

88. What is the likely agency retainer? Is there a range?

The allotted agency retainer amount for FY 2019 has yet to be confirmed. Additionally, Discover's preference is not to provide current pricing and costs to allow for full display of bidders thought process on the destinations investment needs and overall scope.

89. Would you like your PR agency to have influencer and celebrity capabilities too?

If it comes at the benefit of DTPB, of course. However, it is not required.

90. What are some of the significant projects completed that will be a focus for the county as part of this program?

The most significant project we aim to achieve is our mission: to grow the tourism economy of Palm Beach County. DTPB's president and CEO has a vision towards "the endless season."

91. What projects in development do you anticipate to have a positive impact on tourism visitation?

New direct flights into Palm Beach International Airport, Brightline's connection to Miami and Orlando, and new hotel developments such as the Mandarin Oriental in Boca Raton.

92. For your PR efforts, what is the distribution of focus between MICE, Business and Leisure segments for DTPB?

80% Leisure, 20% Business. Of the 4.6 million room night sold in 2017, 1 million of those were business travel.

93. Do presently have a formal Tourism Marketing Council with participating members? Can you share who is part of the council?

Discover The Palm Beaches is a sister agency to the Cultural Council, Sports Commission, TV & Film Commission under the Tourist Development Council. Members to the TDC Board can be

found on the TDC homepage. Members of the DTPB Board can be found in our [About Us](#) section of the website.

94. Would you be able to provide a range of what DTPB has been invested in agency contracts outside your in-house PR activities budget?

Discover's preference is not to provide current pricing and costs to allow for full display of bidders thought process on the destinations investment needs and overall scope.

95. Can you share how you've typically spent the North American PR activities budget and what proportion of this covers expenses vs. key activations/desk-side missions, etc.?

Within the past 2 ½ years, the budget for North American PR activities has been broken down to the following approximations:

- FAMs/Destination Reviews: 40%
- Agency Fees: 21%
- Media Deskside Missions: 12%
- Media Receptions: 12%
- Trade Shows (Media Marketplaces): 6%
- Broadcast: 4%
- Promotional Items: 4%
- Award Submissions: 1%

96. Can you share the number of media missions will need to be executed and what key markets you typically visit? Would you require travel trade support as well?

The proposed FY 2019 currently can support media missions to four North American cities. However, some adjustments can be made to the proposed FY 2019 budget. We look to the agency to provide recommendations on the most appropriate destinations to conduct such media missions.

97. Can you share the number of press trips/digital influencers you host per year and the split between individual visits and group visits as appropriate?

Since 2015, DTPB tends to host between 90 – 110 total journalists per year (domestic, international, regional). We typically plan to host four group FAMs consisting of 4 – 5 journalists and/or influencers.

98. How many media missions do you execute per year and what key markets you typically visit?

The proposed FY 2019 currently can support media missions to four North American cities. However, some adjustments can be made to the proposed FY 2019 budget. We look to the agency to provide recommendations on the most appropriate destinations to conduct such media missions.

99. How will the team managing this contract be structured and what are their roles?

Manager of the Contract: Ashley Svarney – Senior Director, Public Relations and Communications. Manages the day-to-day domestic media relations, and oversees all PR and Social Media activities and initiatives for Discover The Palm Beaches.

Supporting team:

Veronica Arrieta - Manager, International Public Relations and Communications. Manages the media relations for our international markets (proactively in Canada, UK and Brazil).

Angela Ledford – Manager, Public Relations and Communications. Primarily focuses on media relations in our drive markets (Miami, Fort Lauderdale, Orlando, Tampa and Atlanta).

Gerry Marcelo – Senior Manager, Social Media. Manages DTPB's company channels (Facebook, Instagram, Twitter, LinkedIn, Pinterest, YouTube) at @PalmBeachesFL and #ThePalmBeaches.

100. How many signature events do you anticipate putting PR hours behind? Which ones are they?

Aside from two to four imperative company meetings per year, there are not any current signature "events" that require PR assistance.

101. During the past five years, what have been your most effective marketing and/or campaign efforts? Why?

The most impactful marketing campaign within the last five years has been the Friends Trust Friends initiative.

102. Why are you conducting the RFP at this time?

Out of respect for our current PR agency, we prefer not to discuss the current status of our workings with the account team.

103. Who (or what segments) do you want to visit DTPB but have not been able to attract, yet?

For this RFP process, DTPB has attached the relevant support materials. Additional information should be garnered on your own.

104. What is your biggest business challenge when it comes to tourism promotion?

As a destination that encompasses 39 cities and towns, we face a challenge of travelers and journalists being able to identify our location; "The Palm Beaches" is not a singular geographical location noted on a map. When already trying to "cut through the clutter" of marketing messaging, we need to establish a method to best stand part from our competition.

105. Please clarify "Provide a narrative addressing all points listed in the Scope of Work." Is DTPB looking for a full communications plan, complete with creative ideas?

No, we are not looking for a full communications plan as part of the RFP process. We are looking for a high-level overview (with or without bullet points) of how the bidding agency plans would philosophically incorporate the items listed in the Scope of Work.

106. Per the case study request for “Deskside Media Missions,” is there a specific market the agency should highlight (i.e. New York, Chicago, Los Angeles, etc.)?

No, there is no specific market the agency needs to highlight; so long as the capability to conduct a media mission is addressed. We’re looking to learn about each agency’s process to conducting a media mission – ideation to follow-up.

107. Please provide more detail on what the \$200,000 covers and for how long?

The \$200,000 budget is the proposed FY 2019 dollar amount allotted to cover the costs associated with the Scope of Work, such as hosting journalists in destination, conducting media missions, broadcast opportunities, media receptions, etc. And, items that require an out-of-pocket expense.

108. How long has DTPB been represented by DCI?

The DCI contract began in October 2014.

109. Per the line about negotiating airfare, does DTPB currently have any relationships with airline partners?

Yes, DTPB does have various levels of relationships with different airlines. For the purposes of this RFP, assumption should not be made that comp airfare will always be provided.

110. Per the line about the annual calendar development, is DTPB looking for the agency to create a calendar for DTPB, or provide an example of a calendar the agency has created for other clients?

For the proposal, we are looking for the bidding agencies to provide sample calendar plans for past clients.

111. What partnerships are currently in place?

This is a relatively new initiative for DTPB; we’re still in the infancy stage of developing such partnerships.

We are looking for programs that include mutually beneficial partnerships; there are no defined parameters regarding the example corporate partner campaign. It is up to the bidding agency to determine their most successful and relevant corporate partnership they wish to share and present it as a case-study. This can include a paid marketing partnership or an in-kind agreement with corporations such as clothing brands, airlines, sports teams, hotel brands, charitable organizations, etc.

112. Is the agency required to submit a proposed fee by April 12?

All agencies are required to submit a proposed fee and rate card by April 12. As noted in the Agency Overview section of what is to be included in the bid, please provide billing and expense practices, including a rate card that outlines what is/isn’t billable.

113. Would you mind clarifying the budget?

The \$200,000 budget is the proposed FY 2019 dollar amount allotted to cover the costs associated with the Scope of Work, such as hosting journalists in destination, conducting media missions, broadcast opportunities, media receptions, etc. And, items that require an out-of-pocket expense.

114. How much is the budget for agency contract?

The FY 2019 budget has yet to be confirmed; therefore, we do not have a number to share at this time. However, Discover's preference is not to provide current pricing and costs to allow for full display of bidders thought process on the destinations investment needs and overall scope.

115. Is the winning agency expected to supply a budget for press trip travel, media reception events, etc?

Once an agency has been awarded the contract, yes, the internal PR team will meet with the agency to develop a full strategic plan for October 1, 2018 – September 30, 2019, along with a properly allocated budget to support the determined initiatives.

116. What expenses are expected to be included in agency fees?

It depends on each agency's internal process; however, DTPB assumes any out-of-pocket expenses such as travel, meetings with journalists that classify as "entertainment," etc. would classify as agency fees.

117. Do you expect to have a member of the winning agency based locally? If not, how many times per year is the agency expected to be in Palm Beaches?

It is not necessary for a member of the awarded agency to be based locally. As noted in the Scope of Work, item #23, "participate in imperative company meetings, as requested (about two to four times per year.)" Depending on the agency's ability to escort group FAMs, this might be more.

118. Who do you consider to be the most competitive destinations for the Palm Beaches within Florida and outside of Florida?

Given the research, DTPB expects to hear from bidders who they feel qualifies as our competition.

119. What is the reason for the agency review at this time? Is it a mandatory review and if so, will the incumbent be participating?

We cannot confirm who is bidding until after the submission deadline of April 12. Though the RFP process is standard practice for finding an AOR, the contract in place with the current agency was originally set to end as of September 30, 2019. Out of respect for our current PR agency, we prefer not to discuss the current status of our workings with the account team.

120. Is there specific reason why you are conducting this RFP at this time. (i.e.: launching new brand campaign, brand awareness is not where you want it to be, new direct flights are being offered so you wish to specifically target new destinations, etc.)

The purpose of the RFP at this time is to establish a partnership with an agency that can help to elevate DTPB's initiatives in the ever-changing world of PR.

121. What have been the biggest successes and challenges with PR in the past?

Our hope is that the bidding agencies will conduct their own research to determine what past successes have been achieved. With this RFP, we are focused on the potential successes of the future.

Challenges include the destination's unclear location, which is our name "The Palm Beaches" and how to properly denote its geographical location to travelers and journalists. Another challenge has been the perception of the destination, due to a highly prominent, headlining name frequently visiting this destination.

122. Are you able to share with us a budget or budget range for agency fees?

The proposed FY 2019 budget has not been confirmed as of yet.

123. Are your teams available for desk sides in key markets and who are the key spokespeople?

Yes, we tend to schedule desk sides in key markets when a member of our PR team can attend. Senior Director of PR & Communications Ashley Svarney is almost always the spokesperson for desk sides; however, Veronica Arrieta, manager of international PR & Communications, can also serve as the spokesperson when in Canada.

124. How many events do you typically hold in one year and what are they?

DTPB does not currently own any events such as music festivals, red carpets or festivals. DTPB's Community Engagement department leads the production of events for the tourism community, such as Travel Rally Day in May.

125. How many agencies are competing/will you be meeting with?

We cannot know how many agencies are submitting proposals until the deadline of April 12. The number of agencies we will be meeting with and when can be found on page 17 of the RFP, under the section titled "Evaluation Process and Award Criteria."

126. International support is referenced in the RFP. Can you elaborate on the scope and/or market focus here?

Select cities in Canada are within our top feeder markets, which is why this RFP is for North American representation – not just domestic.

127. Which tradeshows have they attended in the past and needed PR representation onsite

Select members of DTPB have traditionally attended the following North American trade shows: IPW, FSAE, IMEX, IAEE, PCMA, CVENT, among others. If target journalists are expected to be in attendance, DTPB does send a PR rep to be onsite.

128. Page 9, FAM Tour Development – Do you want an itinerary that has been executed for another destination client, or would you prefer a sample itinerary of what we'd do in Palm Beach County?

The bidding agency is welcome to share a sample itinerary from another destination client or a sample itinerary for The Palm Beaches. There is no preference.

129. Page 13 – Can you confirm that Rich Basen is the correct contact to receive the proposal submission? Cecilie Kemp is listed in other locations as the contact person.

Yes, Rich Basen is the correct person to receive the proposals. Cecilie Kemp is the day-to-day contact of the management of this RFP process.

130. Page 14, Budget – What are the expenses you anticipate being covered by your designated \$200,000 for North American PR activities? Will it include outside costs to execute FAM trips (including agency and media travel), media missions or other PR initiatives?

The \$200,000 budget is the proposed FY 2019 dollar amount allotted to cover the costs associated with the Scope of Work, such as hosting journalists in destination, conducting media missions, broadcast opportunities, media receptions, etc. And, items that require an out-of-pocket expense.

131. Page 24, #16 – Can you clarify this item? Play-back articles to destination partners – does this mean to share earned coverage with destination partners, as applicable?

Yes, it means to share earned media coverage with destination partners.

132. Who is your current agency of record? On page 106 of the 2018 Destination Marketing Plan, it lists DCI and The Buzz Agency as DPBC's contracted PR agencies. Can you clarify the roles of each and how work is divvied up?

DCI subcontracts The Buzz Agency to support with select tasks within the Scope of Work.

133. What are you most and least satisfied with in the work from your current agency and your current marketing efforts?

Out of respect for our current PR agency, we prefer not to discuss the current status of our workings with the account team.

134. What prompted this search?

Out of respect for our current PR agency, we prefer not to discuss the current status of our workings with the account team.

135. Who is currently handling your social media?

Social media is managed internally; it is overseen by Ashley Svarney, senior director of public relations & communications, and the day-to-day management is handled by Gerry Marcelo, senior manager of social media.

136. Who is currently handling your website?

The technical aspects of the website are overseen by Brett Laiken, Associate Vice President of Integrated Marketing. Content on the website is overseen by Heather Andrews, Associate Vice President of Content and Community Engagement; however, blog content is overseen by Ashley Svarney, senior director of public relations & communications. The agency responsible for handling the website is Miles Partnership.

137. Who is currently handling your media planning/buying?

DTPB's internal Manager, Advertising and Promotions works in tandem with &barr.

138. How will the selected agency work with your other agencies (social media, website, creative, media planning, research & strategy, translation services, etc.)?

DTPB's marketing department plans to conduct quarterly meetings for the internal team and its respective agencies.

139. What does success look like for your organization outside of media coverage? Visitation numbers, other measurable objectives?

The ultimate figure of success is growth in the tourism economy. Contributors to that include visitation numbers, room nights sold, increased direct flights into Palm Beach International due to demand, and increased hotel development. Our collective work at DTPB is designed to support these measures of success.

140. What are end results, outcomes and dream placements that you would consider a "homerun?"

"Homerun" results are initiatives that support the Strategic Plan goals for DTPB.

141. What marketing initiatives have worked well in the past, and are there any that have not?

The most successful marketing initiatives are those that are collectively supported from an integrated approach – public relations, social media, advertising, website, e-marketing, video, etc.

142. What are your primary challenges as a destination?

As a destination that encompasses 39 cities and towns, we face a challenge of travelers and journalists being able to identify our location; "The Palm Beaches" is not a singular geographical location noted on a map. It is vital that the bidding agency is confident in their approach to cut through the global clutter of travel options through *creative* PR methods that can help to raise the brand awareness of the destination. Another challenge has been a certain perception of the destination, due to a highly prominent, polarizing name frequently visiting The Palm Beaches.

143. What, if any, aspects of your current AOR's work haven't achieved your desired outcomes?

Out of respect for our current PR agency, we prefer not to discuss the current status of our workings with the account team.

144. What results has your current AOR delivered that offered the greatest ROI?

DTPB's current AOR has produced many quality results to promote The Palm Beaches. However, out of respect for our current PR agency, we prefer not to discuss the current status of our workings with the account team.

145. Is your current agency eligible to respond to this RFP?

Yes

146. How likely are you to hire your current agency again?

We will not know if our current agency will submit a proposal until the submission deadline.

147. Is this RFP a governmental requirement?

Though the RFP process is standard practice for finding an AOR, the contract in place with the current agency was originally set to end as of September 30, 2019.

148. Are there any additional reasons you distributed the RFP, and if so, what are they?

Out of respect for our current PR agency, we prefer not to discuss the current status of our workings with the account team.

149. How many media placements and impressions did you achieve in 2017? 2016?

DTPB's PR team changed its formula for impressions from 2016 to 2017. Therefore, the 2016 number is inflated compared to the 2017 number.

2017: 175,192,175 earned media impressions

2016: 407,601,034 earned media impressions (old formula)

150. What research do you gather and commission through the year? Would you share some representative samples? What research do you gather and commission on your target audiences?

Relevant research has been attached to this email.

151. What is the approval process for projects?

All PR and Social Media projects are reviewed with Senior Director of Public Relations & Communications. Depending on the size and/or sensitivity of the project, the Senior Director may review the project with the Senior Vice President of Marketing and maybe DTPB's President and CEO.

152. What are the names of the members of the evaluation committee?

The selection committee is comprised of three DTPB team members and three members of the tourism community.

Rich Basen, Senior Vice President - Marketing, Leisure Sales & Community Engagement  
Ashley Svarney, Senior Director – Public Relations & Communications  
Veronica Arrieta, Manager – International Public Relations & Communications  
Jennifer Sullivan, Chief Marketing Officer – Cultural Council of Palm Beach County  
*The remaining two positions have yet to be confirmed.*

153. What are the noteworthy milestones, anniversaries, events, announcements or showcases for the next three to five years?

At this time, upcoming noteworthy developments for DTPB are in tandem with new hotel developments.

154. Has your leadership been media trained? If not, is that something you would like us to include in our written response?

Our leadership could use a refresher course on media training. Should the proposing agency have that capability, yes, please include it in your written response.

155. In what industries would you like DPB to have a more recognized/elevated voice and recognition?

The travel and tourism industry

156. What dates and periods constitute your shoulder season?

Shoulder season is typically from October through December

157. Please share a copy of DTPB's real-time status sheet of all on-going projects, known as the "Run List."

DTPB leverages several internal documents to project plan various initiatives. For this RFP process, DTPB attached all relevant support materials.

158. It says the budget is 200,000 not including the agency contract. We need to know the budget for the agency's monthly retainer. Can you kindly let us know? I am assuming we will get a clarification March 27<sup>th</sup>?

Discover's preference is not to provide current pricing and costs to allow for full display of bidders thought process on the destinations investment needs and overall scope.

159. Do you have a minimum agency size criteria?

No, so long as the agency is able to confidently handle the workload and produce results.

160. I know the RFP was sent out widely, so I was curious if you knew how many agencies were submitting.

We will not know how many agencies submit until after the submission deadline.

161. It looks like you currently work with DCI here in the States. Would you be open to a firm that is not headquartered on the East Coast?

No, there is no preference of location, so long as the agency is able to perform the work, produce the results and maintain timely communication with DTPB.