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**Discover Palm Beach County, Inc.**

**(DBA, Discover The Palm Beaches)**

**2195 Southern Blvd., Suite #400 West Palm Beach, FL 33406**

**REQUEST FOR PROPOSALS**

**2024 Request for Proposals for International Agency of Record - COLOMBIA**

**TIMELINE**

RFP Released: May 16, 2024

**CONE OF SILENCE STARTS: May 16, 2024 – see Section J (2)**

Question Clarifications Deadline: June 3, 2024, 5:00 p.m. EDT

Clarification Response: June 10, 2024, 5:00 p.m. EDT

Proposal Deadline: June 17, 2024, 11:59 p.m. EDT (“Deadline”)

Final Selection Notification: August 21, 2024

Target Contract Start Date: October 2024

*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**

Any inquiries should be sent to [rfp@thepalmbeaches.com](mailto:rfp@thepalmbeaches.com).

***A. Background:***

Discover Palm Beach County Inc., d/b/a Discover The Palm Beaches (“DTPB”) 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 as tourism destination for national and international markets, under a contract between DTPB and Palm Beach County. DTPB desires to enter into an agreement for the provision of Representation Services in **COLOMBIA** under the DTPB/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 $80 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 RFP is to seek and retain a qualified firm to function as DTPB’s representative in the **COLOMBIA** market, promoting Palm Beach County as a premier travel destination. Contracted services will include the development and execution of a comprehensive, targeted, creative and brand-aligned, destination-focused sales & public relations program that speaks to the “Discover The Palm Beaches Tourism Identity” and works in tandem with DTPB’s advertising and marketing initiatives.

### ***C. Expectations***

The successful proposer will execute the desired Scope of Work in a timely, professional, and cost-effective manner; be fully knowledgeable about the Palm Beach County tourism product and highly knowledgeable about travel trends and industry contacts in **COLOMBIA.**

DTPB is seeking for the selected organization’s support to be Leisure Sales & Public Relations focused. A successful proposal will demonstrate this time management breakdown within the bid.

1. **Scope of Services**

Refer to the Scope of Work of this document, Exhibit “A,” as a basis for your proposal response.

1. **Term of Agreement**

A contract will be issued by DTPB for a term of thirty-six (36) months – three years (3). The contract can be renewed at Discover The Palm Beaches’ discretion on a yearly basis for up to a total of no more than five (5) years.

### **Compensation**

Compensation is based on the agreed upon scope of services. A maximum yearly amount for professional fees associated with the agreement is not to exceed $55,000 with historical amounts ranging from $30,000 to $55,000, based on the agreed scope of services. The contract can be renewed for a maximum of five (5) additional one (1) year renewals for a total of five (5) years.

#### **G. RFP Terms and Conditions**

1. Preparing a Response

This RFP contains instructions governing the proposals submission and a description of the mandatory requirements. To be eligible for consideration, a proposer must meet all minimum qualifications. Compliance with all requirements listed will be solely determined by DTPB’s Review Committee. 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.

1. Rights Reserved

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

1. Postpone, cancel or terminate this RFP at any time;
2. Re-advertise this RFP;
3. Reject any or all proposals, or parts of all proposals received in response to this document;
4. Waive any undesirable, inconsequential, or inconsistent provisions of this document, which would not have significant impact on any proposal;
5. Waive any minor irregularities in this RFP or in any proposals received in response to this RFP; or
6. Select only one service, either sales or public relations, but not select both services; or
7. Not award any contract, or, if awarded, terminate any contract.
8. Development Costs

Neither DTPB nor Palm Beach County, Florida shall be liable for any expenses incurred in connection with work performed, travel, or 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 DTPB, or any work performed in connection therewith, shall be borne by the proposer.

1. Materials Ownership

All materials submitted in response to this RFP, except proprietary brand elements owned by proposer, become the property of DTPB. All drawings, maps, sketches, programs, data bases, 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 DTPB and successful proposer; shall be and remain DTPB’s property and may be reproduced, copied, published, distributed and reused at the discretion of the DTPB, TDC or County. For example, the future marketing strategy of DTPB or the County may include ideas and strategies presented by proposers during bid process or the successful proposer while under contract.

1. 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.

1. Working Relationship

It is important to note that due to circumstances beyond DTPB’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 expected to provide a high-level quality of account service no matter what timelines or deadlines are imposed.

1. Rights to Intellectual Property; Confidentiality

The proposer shall not acquire any interest in or rights to the name “Palm Beach County” nor the name “Discover The Palm Beaches,” nor in any of the materials, trademarked or otherwise, provided by or created by Discover The Palm Beaches for the County. Proposers are hereby notified that all information submitted as part of, or in support of, proposals will be available for public inspection after opening of proposals, in compliance with Chapters 119 and 286, Florida Statutes, popularly known as the “Public Records Law” and the “Government in the Sunshine Law” respectively.

1. Change of Ownership/Management

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

#### **H. Minimum Qualification of Bidders**

1. Must be licensed to do business in **United States of America and within the State of Florida** and hold the appropriate insurance coverage as evidenced by proof from the proposer’s local jurisdiction.

1. Must have a minimum of five (5) years prior experience executing the required services described in the Scope of Work, Exhibit “A” for a comparable North American destination or hotel company.
2. Must provide a minimum of three (3) references of clients who have utilized services as identified in this RFP that DTPB can contact for a reference. For each reference, indicate the following:

Contact Name and Title

Contact Company Name

Contact Phone Number and email address

Industry of Client

Service Description (one-two sentences)

Length of Relationship

1. Experienced in operating a sales and marketing organization particularly related to representation services for a U.S. destination or hotel company. Please list past/current US destinations that you have represented.

Provide specific date ranges of the organizations represented both current and past.

1. Reasonable knowledge of Palm Beach County tourism landscape is required.

1. Must have an office or operate from a major metropolitan area.

#### I. Proposal Documents/Requirements

1. Proposal Content

Provide an Executive Summary of the proposer’s organization, including a brief history, list of current and past clients, location of the office where work will be performed, certification or documentation to satisfy minimum qualifications, contact person for contract negotiations, as well as any other information that will assist in our selection process. Please provide specifics regarding the number of key organizations your company will maintain regular contact with, based on the scope of work. Proposals should contain a Table of Contents. The Table of Contents should outline, in sequential order, all the areas of the proposal allowing for clarity and ease of review.

Table of Contents (example)

[Discover The Palm Beaches](#_Toc532826654)

[2024 Discover The Palm Beaches Request for Quote](#_Toc532826655)

[SIGNATURE PAGE](#_Toc532826656)

[Timeline](#_Toc532826657)

[Proposer to provide the following items](#_Toc532826658)

[A. Executive Summary](#_Toc532826659)

[B. Conflict of Interest](#_Toc532826660)

[C. Contract Manager/Team](#_Toc532826661)

[D. Sample Execution Plan](#_Toc532826662)

[E. Case Studies](#_Toc532826663)

[F. Budget](#_Toc532826664)

G. Additional Information

1. Conflict of Interest

A list of the current members of the Board of Directors along with its officers and staff is published on the DTPB websit[e http://www.thepalmbeaches.com/about-discover-palm-beaches](http://www.thepalmbeaches.com/about-discover-palm-beaches) . Each proposer shall disclose 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 DTPB. Additionally, any destination clients that may be in direct competition with The Palm Beaches should be disclosed for consideration.

1. Contract Manager/Team

Provide the name and resume of the person who will be the account manager for the contract (if not assigned, what level of experience the account manager will have), 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. Please define the roles of staff as it relates to sales activities.

1. Scope of Work
   1. Develop a “Sample Execution Plan” based on the Scope of Work (Exhibit A). The “Sample Execution Plan” should contain key areas which your organization will impact in support of The Palm Beaches Tourism Sales and Public Relations efforts within the **COLOMBIA** market. This plan should be no more than 15 pages for the Leisure Sales “Sample Execution Plan” and 15 pages for the Public Relations “Sample Execution Plan.” with appropriate high level and intermediate detail to illustrate a proposed plan of action. Additionally, within the “Sample Execution Plan,” please indicate the accompanying budget (cost) of each activity to illustrate how the budgeted dollars will be broken up to meet the maximum amount noted in Section F of the RFP.

* 1. In addition, the proposer should address the following key areas within their response as part of the Scope of Work, or as separate statements. **Submit one-three pages maximum for each item below**:

* + **COLOMBIA** travel market overview and marketplace conditions impacting sales and public relations initiatives relative to South Florida;
  + Competitive brief outlining Palm Beach County’s opportunities in relation to Fort Lauderdale/Miami, Naples/Fort Myers, Orlando and Tampa/Clearwater/St. Petersburg destinations or any other International destinations;
  + Any strategic alliances the Proposer currently maintains which may augment the program by providing possible cooperative funding for promotions
  + Include any “Next Big Ideas” that would support the DTPB’s sales, public relations and brand awareness efforts in **COLOMBIA.**

1. Samples

Provide a maximum of two (2) case study samples, supporting the proposer’s ability to satisfactorily perform the requirements listed in the Scope of Work (Exhibit A). Samples provided must be for work performed within the past five (5) years. The proposer will ensure the samples can relate back to personnel which are still employed by the organization.

1. Budget and Compensation/Fees

Provide a recommended Budget based on the “Sample Execution Plan” components which correspond to the Scope of Work found in “Exhibit A.” The actual contracted budget will be based on the agreed upon the Scope of Work and budgetary limitations imposed on DTPB as part of its budget approval process with the County.

**Provide budget breakdown in the following format:**

1. Monthly base fee for professional services
2. Estimated annual out of pocket expenses including travel, entertainment, miscellaneous, etc. Pre-approved by DTPB.
3. Estimated annual pass-thru leisure sales and public relation expenses related to destination reviews/FAMs, sales and public relations activations and in-market events, advertising, collateral, distribution, tradeshow space/booth participation, and related miscellaneous pre-approved by DTPB.
4. Additional Information

Information considered by the proposer to be pertinent to this project or relevant to its ability to service this account and which has not been specifically solicited in any of the 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 (not exceeding five (5) pages double spaced).

1. 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 I (3)) 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.

1. Exceptions to the RFP

All exceptions taken must be specific, and the proposer must indicate clearly what alternative is being offered to allow DTPB 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. DTPB is under NO obligation to accept any proposed exceptions or alternatives.

1. Commencement of Work

This RFP does not, by itself, obligate DTPB. DTPB’s obligation will commence based on contract term and upon written notice to the proposer. DTPB may set a different starting date for the contract or proposed terms, provisions, and conditions different than what is contained in this RFP or in the successful proposer’s proposal. DTPB 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 DTPB.

1. Insurance Requirements

The successor of this proposal on a primary basis and at its sole expense must maintain with full effectiveness during the life of this contract, insurance coverages and limits (including endorsements) as required by DTPB. Evidence of such insurance requirement must be presented prior to contract commencement.

Failure to maintain the required insurance shall be considered default of the contract.

#### **J. Proposal Procedures**

Proposal must be sent via email to the following address: rfp@thepalmbeaches.com **by June 17, 2024.** Submission should have the following subject line in the email header, ATTN: RFP SUBMISSION. Please submit all related submission documents in PDF format.

1. Submission

The submission of a signed proposal by a proposer will be considered by DTPB as constituting an offer by the proposer to perform the required services at the proposed priceidentified therein.

Proposer may submit a modified proposal to replace all or any portion of a previously submitted proposal until the deadline for receipt of proposals. DTPB 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 only by written notification.

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.

1. 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.

3. Evaluation Criteria

* 1. Proposals are reviewed and evaluated by members of the DTPB Review Committee and up to two (2) proposals will be moved forward in the selection process.
  2. The top two (2) proposals, from 3a, will orally present their proposal to the RFP Selection Committee.

Proposals will be evaluated by the DTPB’s Review Committee according to numerical scores with respect to the following criteria:

### **a) Experience and Qualifications of Professional Personnel (Max. 20 Points)**

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

This evaluation will include, but not be limited to:

* Demonstrated record of ability to provide the services to the specifications set forth in the Scope of Services, including both Leisure Sales and Public Relations;
* Years of experience of firm and personnel and number and quality of previous and present tourism marketing clients;
* Recommendations from previous and present tourism marketing clients regarding the quality of work performed on their behalf;
* Organization depth, facilities and support staff.
* Financial stability and years of operation.

**b) Understanding the Needs and Goals of DTPB (Maximum 20 Points)**

The proposal will be evaluated based on the proposers understanding of the needs and goals of DTPB as demonstrated in the strategies, approaches and resources to be applied to DTPB’s account as described in the sample execution plan in the proposal.

### **c) Value of Service Within Total Contract Price (Maximum 20 points)**

DTPB is seeking a proposal that offers significant value and maximum 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 or the most components within the “Sample Execution Plan” is not assured of winning the contract.

### **d) Sample Execution Plan for Leisure Sales (Maximum 20 points)**

The “Sample Execution Plan” should contain key areas which your organization will impact in support of The Palm Beaches Tourism Sales and Public Relations efforts based on the Scope of Work (Exhibit A).

1. **Sample Execution Plan for Public Relations (Maximum 20 points)**

The “Sample Execution Plan” should contain key areas which your organization will impact in support of The Palm Beaches Tourism Sales and Public Relations efforts based on the Scope of Work (Exhibit A).

4.Award of Contract

The award, if any, will be presented to the proposer whose proposal is the most advantageous to DTPB. The proposer will demonstrate their ability to serve interest of the County’s tourism promotion and development program as determined by the Review Committee. DTPB reserves the right, at its sole discretion, not to offer an award and to rebid this RFP in part or in its entirety regardless of circumstances. DTPB also reserves the right to reject the proposal from any contractor who has previously been unable to carry out actions of an award, has not delivered on-time services under contracts of a similar nature or who is not able 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 DTPB before it becomes valid and effective. If this condition is not met in a timely manner through no fault of DTPB; DTPB, 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 or start the process again. This process may continue until such time as DTPB 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.

# EXHIBIT A Scope of Work

**RFP for Discover The Palm Beaches (DTPB)**

**Colombian Representation**

Listed below are key “Scope of Work” components which DTPB considers important to the Representation Program in **COLOMBIA**. Those organizations providing bids should make recommendations for an appropriate plan of services which align to the maximum budget provided. Those recommendations should be illustrated in the “Sample Execution Plan” as noted in section 4. DTPB understands the “Scope of Work” provided below is a representative list of key opportunities and that it may be a challenge to provide a full-scale plan, which fully addresses each item within the assigned maximum budget. Your organization’s proposed “Sample Execution Plan” should be aligned to 100% sales support related activities.

## Scope of Work

\*Note, costs associated with the following activities are considered pass-through/out-of-pocket expenses and not part of the maximum professional service retainer fee. Pass through budget will be determined based on presented strategic plan.

The client’s requested Scope of Work includes the following deliverables:

### **Sales**

1. Assist in identifying/provide recommendations for travel trade joint marketing placements and other marketing opportunities. Facilitate placement/approvals, graphics, and tracking as needed.

Note: Joint marketing with tour operators’ or travel agencies will be paid by the representation firm and DTPB will reimburse accordingly according to yearly agreed sales & marketing plan.

1. Provide sales services, not limited to selected travel related organizations: tour operators, travel agencies, airlines, key incentive planners, consumer events, car rental companies.

* + 1. Maintain regular contact with current and new selected tour operators, travel agencies, consortia’s which feature, or could potentially feature, DPBC, utilizing regular sales calls, destination training, collateral, presentations, regular electronic updates and/or newsletters.
    2. Maintain and make available to DPBC an updated tour operator and travel trade database with full contact details. This information should be shared with DPBC monthly.
    3. Maintain and distribute DPBC, hotel and attraction’s collateral as needed.
    4. Facilitate the sourcing of services related to local printing, promotional flyers, or other collateral to be billed separately from this agreement as pass through expenses.
    5. Provide enough storage for adequate amounts of DPBC client literature and conduct regular stock checks and audits of courier material.

1. Assist in coordinating and planning one to two travel agent and/or tour operator destination reviews (educational familiarization trips) to Palm Beach County during each annual contract period. Make best effort to obtain airline participation (i.e., seats) and to qualify participating agents. DPBC staff will organize in-destination itinerary and assist in other miscellaneous arrangements/planning for destination reviews. If deemed necessary, provide one of the firm’s staff members to accompany the group.

Qualify all potential participants and carefully select product managers and key decision makers. Strategically invite product managers/key decision makers who can influence business to The Palm Beaches.

1. Fulfillment of communication services on behalf of DPBC:

* + 1. Give informative and knowledgeable advice to travel trade and consumers, supply ideas regarding the destinations’ tourism product and airline/access options.
    2. Respond to consumer and trade inquiries within 24hrs-48hrs.

1. Provide content support to tour operators and travel agencies, etc. Continuously consult DPBC with regards to content support on an ongoing basis, to ensure deliverables are met with clients.
2. Participate in a monthly conference call to discuss key initiatives and actions that will be taken during the upcoming months.

1. Participate in a mutually agreed upon set of tradeshows and events in market. Facilitate booth setup, pre-scheduling appointments, staffing and ensure all follow up actions are implemented and responded to in a timely manner. Trade event related expenses to be billed separately as a pass-through expense.

1. Submit a monthly report and annual recap report. Annual recap report will summarize the year’s activities, accomplishments and plans projected for the following years. Monthly report will cover all key deliverable items listed in the scope of work. Monthly and annual reports shall include, but not be limited to, the following items:

* 1. Summary of monthly conference call with DPBC to discuss actions on key initiatives, plans and other important issues
  2. Market overview: brief highlights for market trends and demographic statistics
  3. Key account solicitations, calls, email campaigns, statistics, and data
  4. Number of staff trained or exposed to The Palm Beaches from each segment of the travel trade (i.e., tour operators, group tour operators, travel agencies, airline and rental car companies)
  5. Database contacts: actual contacts received, in excel format with name, title, company name, address, phone number, and email address
  6. Tracking / reporting metrics as follows:
     1. Tracking room night production for top 20 (Twenty) tour operators or travel agencies
     2. Number of Palm Beach County hotels added to existing to operator’s list or programs
     3. The Palm Beaches destination added as featured tour program offered
     4. Database growth in real numbers month over month
     5. Reported metrics concerning market trends within travel trade sector and increase yearly visitation from **COLOMBIA** into The Palm Beaches

**Public Relations**

1. Strategic Counsel & Planning for client: Serve as the on-ground experts for the respective market, including but not limited to strong knowledge and understanding of the respective media market and display a strong understanding of market nuances, market media, travel trends and behaviors.
2. Develop a 12-month PR plan with actionable strategies and tactics (releases, pitches, media visits, media missions, media events, tradeshows, etc.) to highlight destination offerings and KPIs with secured editorial impressions as the overall goal.

# Media Relations

1. Create a tailored media list inclusive of travel trade, MICE, consumer travel and lifestyle outlets for client. This list should prioritize traditional print, digital and broadcast, although bloggers with appropriate audiences/reach can also be included. Note, content creators and influencers are not part of this SOW.
2. Develop, maintain and enhance relationships with in-market media representatives, editors and journalists within the travel trade, MICE, consumer and lifestyle segments to keep The Palm Beaches top of mind.
3. Review, update and assemble market-specific press releases and written editorial content for in-country opportunities, journalists, travel writers and other media correspondents, to ensure language, tone and cultural references are relevant to the respective international market. Must be able to research, write and distribute a maximum of two press releases per year on behalf of the client. Client will provide a maximum of four press releases for in-market use to be translated or updated for in-market distribution by agency. Include two examples of tourism client-focused press releases crafted by agency
4. Review and vet proactive and reactive earned editorial opportunities for DTPB’s internal PR team, as needed. Stay abreast of editorial calendars and media opportunities for client inclusion, targeted pitches and identify relevant earned editorial opportunities to capture media interest and secure editorial impressions within the respective market. Securing earned editorial coverage in targeted media list is the goal.
5. Participate in planning meetings and calls with DTPB’s internal PR team and appointed agencies of record, as needed.
6. Serve as in-market contact for media engagements, inquiries, interview opportunities, pitching and crisis communications as needed by client.
7. Coordinate Discover The Palm Beaches’ PR Team participation in select media events sponsored by global, national and state travel organizations such as Brand/Visit USA, Discover America, U.S. Travel Association, VISIT FLORIDA or other related and respected agencies in the respective market.
8. Plan, organize and attend in-market desk side appointments and/or host in-market media event on client’s behalf. Supply two current examples of in-market media and trade activations and/or media and trade events
9. Secure, negotiate, and book respective media itineraries for a minimum of two individual press trips to The Palm Beaches annually, as out of pocket budget allows. Client to provide itinerary draft and contacts for agency to solidify itinerary details. Media to be secured a minimum of three months out from expected visit date. Itineraries to be completed and shared with client a minimum of two weeks prior to media visit start date for final review. Work with airlines and car rental companies to negotiate complimentary or reduced airfares for the visiting journalists and editors to maximize budget. Media representatives are required to complete DTPB’s media visit request form and justification form in advance of all media visits and flight bookings. Provide three agency-crafted media FAM itineraries with related resulting coverage samples (mix of group and individual)

# Reporting

1. Schedule and coordinate monthly calls to discuss contract-related projects, deliverables, and achievements. Call agendas should be sent to the client no less than 24 hours ahead of each call and call recap notes should be completed for each no later than 48 hours after each call.
2. Complete monthly reports summarizing activities and secured coverage for client by assigned deadlines. The monthly reports should, at a minimum, include the month’s secured media coverage/clips, inclusive of date, media outlet name, headline/title, journalist’s name, link to digital clip and/or scanned PDF copy of print clips or clips behind a paywall, and corresponding circulation for print, unique monthly visitors to website for digital clips or viewership/listener figures for broadcast coverage. Discover The Palm Beaches to provide report templates for Excel clip report and PR Activity Report.
3. Provide in-market media monitoring services. Client will supplement with Critical Mention media monitoring services as needed.
4. Provide in-market translation as needed for PR purposes.

- End of document –

