



DISCOVER PALM BEACH COUNTY, INC.
DBA, Discover The Palm Beaches
2195 SOUTHERN BLVD., SUITE #400 WEST PALM BEACH, FL 33406

REQUEST FOR PROPOSALS
MARKETING MIX MODEL

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

I. REQUEST FOR PROPOSAL AND COMPANY OVERVIEW

A. Purpose

Discover The Palm Beaches (DTPB) seeks a qualified vendor to design and deliver a comprehensive Marketing Mix Model (MMM) to enhance both the effectiveness and efficiency of our marketing efforts across both leisure marketing and sales audiences. The model should combine data-driven insights, creative strategy, relevant external market factors, and technological capabilities to optimize media planning, execution, and evaluation. This project aligns with our mission to position The Palm Beaches as Florida's premier vacation destination and maximize return on investment in marketing initiatives. The purpose of this Request for Proposals (RFP) is to enter an agreement ("Agreement or Contract") with a qualified firm for a MMM. The selected company will be responsible for crafting a Mixed Media Model/Attribution Model based on the enclosed Scope of Work (SOW).

B. Discover The Palm Beaches Overview

Discover Palm Beach County, Inc., d/b/a Discover The Palm Beaches ("DPBC" "DTPB") a 501(c)6, private, not-for-profit corporation that provides destination marketing services to Palm Beach County, Florida (the "County"), as an independent contractor to assist the County in branding, marketing, promoting and advertising Palm Beach County tourism from its national and international target markets, under a contract between DTPB and Palm Beach County (the "DTPB/County Contract").

Tourism is among the large economic drivers in Palm Beach County. Tourism within the county generates a direct annual economic impact of \$10.3 billion in the local economy and supports 85,000+ jobs.

Discover The Palm Beaches is the official tourism marketing corporation that promotes the collection of 39 cities and towns spanning more than 2,300 square miles and 47 miles of pristine beaches from Jupiter to Boca Raton, commonly referred to as "The Palm Beaches."

The Palm Beaches are home to more than 19,000 hotel rooms, and feature more than 100 family-friendly attractions, an abundance of world-class luxury, award-winning restaurants, and 125 miles of peaceful waterways for on- or in-the-water activities, including 160 artificial reefs that line the Atlantic Ocean's Gulf Stream current. 145 golf courses have earned it the moniker of Florida's Golf Capital®, as well as The Cultural Capital of Florida® due to its thriving entertainment scene of more than 200 art and culture organizations.

For more information about The Palm Beaches, visit www.ThePalmBeaches.com and connect on social media via [Facebook](#), [Twitter](#) and [Instagram](#) @PalmBeachesFL, YouTube at [Discover The Palm Beaches](#) and the hashtag #ThePalmBeaches.

OUR MISSION: *Grow the tourism economy (of Palm Beach County)*

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.*

- To view our 2025 Marketing Plan, please [click here](#).
- To view our website, please [click here](#).
- To view our online press room, please [click here](#).
- To view our blog, please [click here](#).

Target Market, Audience and Stakeholders

Discover The Palm Beaches' North American primary target markets include:

- New York
- Boston
- Philadelphia
- Washington, D.C.
- Atlanta
- Chicago
- Dallas/Houston
- Drive market in Florida: Miami, Fort Lauderdale, Naples, Orlando, Tampa, Jacksonville
- International: Canada, UK, Germany, Colombia, Brazil

Some demographic groups within our North American target markets include:

- Millennials with children
- Mature couples
- Diverse segments including LGBTQIA+, Black, Hispanic, Accessible
- Annual household income \$100,000+

The North American audience and stakeholders of Discover The Palm Beaches include:

- Tourism businesses within Palm Beach County
- Partners of Discover The Palm Beaches
- Leisure travelers from our target markets
- Meetings professionals
- Tour operators and travel agents
- Residents of Palm Beach County
- Municipalities within The Palm Beaches
- Elected officials and dignitaries at the local and state level

C. Expectations/Statement of Needs

The purpose of the MMM is to provide Discover The Palm Beaches (DTPB) with a data-driven framework to optimize marketing investments, maximize return on investment (ROI) and communicate efficacy of marketing efforts to key stakeholders. The model shall evaluate the effectiveness and efficiency of various marketing channels and strategies by analyzing historical and current data, enabling DTPB to:

1. Allocate Resources Effectively

2. Inform Strategic Decision-Making
3. Enhance Campaign Effectiveness
4. Support Stakeholder Transparency
5. Drive Sustainable Growth
6. Increase bed tax collections from county accommodations to fund future marketing efforts

Discover The Palm Beaches has access to an extensive source of market information related to tourism and marketing performance. Key sources include:

- Hotel and alternative lodging performance
- Bed tax collections
- Visitation
- Spending
- Brand and campaign performance
- Website and digital marketing metrics

Additionally, there is a lack of direct sales data as Discover The Palm Beaches only promotes visitation to The Palm Beaches and handles no sales transactions. Many businesses within the industry do promote themselves, partner with DTPB to enhance their reach.

The development of a comprehensive MMM that includes all marketing channels deployed in core markets, where investment levels make sense. This model would provide Discover The Palm Beaches with:

- Key performance insights
- A breakdown of channel effectiveness
- An analysis of return on marketing and media investments
- Guidelines for budget optimization and campaign strategies
- Scenario planning tools for future budget allocations
- Plan for ongoing support and future model enhancements

D. Contact Email

The contact email at DTPB for this RFP is RFPaor@ThePalmBeaches.com.

E. Scope of Work

Refer to the attached Scope of Work, Exhibit B, as a basis for your proposal response.

II. SUBMITTING A PROPOSAL

A. Timeline

RFP Released: January 30, 2025

CONE OF SILENCE STARTS: January 30, 2025

Question Clarifications Deadline: February 5, 2025

Clarification Response: February 7, 2025 at 4 p.m.

Submission Deadline: February 19, 2025

DTPB Selection Committee Meeting First Round: February 21, 2025

DTPB First Round Notification: February 24, 2025

RFP Selection Committee Virtual Presentations: February 27-28, 2025

Final Selection Notification: March 7, 2025

DTPB Board of Directors Approval: March 11, 2025

Contract Start Date: April 1, 2025

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

B. Proposal Format

The successful proposer will provide a response to address the Scope of Work outlined in Exhibit B, as well as the following information in response to this RFP. The proposed strategy should be designed to drive destination awareness, engagement, and conversion among target audiences.

- I. **Authorization Letter and Signature Page (See Exhibit A)**
- II. **Executive Summary**
- III. **Company Overview & Capabilities**
- IV. **References**

Executive Summary

Provide an Executive Summary that includes an introduction, which outlines a brief overview of the company, location of the office where work will be performed, certification/documentation of satisfaction of minimum qualifications, contact person for contract negotiations, as well as any other information that will assist in our selection process.

Company Overview & Capabilities

Provide a description of your expertise in these areas:

- Provide a company overview and relevant experience
- Describe your methodology
- Provide a detailed project approach
- Describe your capabilities, inclusive of any media/analysis tools used
- Contract Manager
- Qualifications of the Account Team
- Budget breakdown for model, including costs for development, implementation and ongoing support, as well as billing practices
- Provide proposed timeline and milestones

- Provide the average contract period and options for model refresh/renewal
- Please provide at least two (2) examples of similar projects completed for DMO, tourism, travel, hospitality and/or organizations with similar promotions levels/marketing budgets
- Do you plan to outsource any of your work? If so, provide detail on what portions will be outsourced.
- Please provide a list of current clients
- Note any conflict of interest (See II-E2)
- Include SBE documentation (See II-E7 and Exhibit C)

References

- Please include at least three (3) past or current clients to serve as references for your company's work on their account. The reference must be the day-to-day contact.

C. RFP Terms and Conditions

1) Preparing a Response

This RFP contains instructions governing the proposals to be submitted and a description of the mandatory requirements. To be eligible for consideration, a proposer must meet all mandatory requirements. Compliance with the intent of all requirements will be solely determined by the DTPB Selection 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.

2) 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 Selection 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:

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

3) Development Costs

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

4) Materials Ownership

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

5) Contract Period

A contract will be issued by DTPB based on the initial agreed upon term, with the option to be renewed 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.

6) Termination Clause

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

7) 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 company. The successful proposer is expected to understand the inner workings of a tourism/service-oriented bureau and have the ability to provide a high level of quality account service and on-brand work no matter what timelines or deadlines are imposed.

8) Rights to Intellectual Property; Confidentiality

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

9) Public Entity Crimes

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

10) Change of Ownership/Management

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

D. Minimum Qualification of Bidders

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

E. Proposal Documents/Requirements

1. Proposal Response Documents

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

Proposals should be addressed to Milton Segarra, contain a completed signature page (electronic copies will be accepted), and should be signed by a person authorized to bind the proposer to the terms of the proposal.

2. 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 website (www.thepalmbeaches.com) or available from the Contact Person referenced in Section II-F1. Each proposer shall disclose any 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.

3. 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 has), as well as for principals, key staff, and other employees who will be directly and indirectly involved in performing the work, and identify projects of a similar nature in which the staff member has been involved. The proposer should also describe the role of each staff member who will be responsible for handling and monitoring the contract.

4. Submission Requirements

Provide a narrative addressing all points listed in the Scope of Work, noted in Exhibit B.

5. Budget

Discover The Palm Beaches has an annual marketing and promotions budget of approximately \$19.7 million, and this is expected to increase 3-5% annually.. Of that spend, approximately 65% is spent on marketing-related activities, 22% on sales activities, and 3% of the total budget is spent on event sponsorships. Of the marketing expenses, nearly \$10 Million is spent on media, including traditional and digital channels.

This budget does not include this company contract. The actual contracted budget will be based on the agreed-upon Scope of Work and budgetary limitations imposed on DTPB as part of its budget approval process with the County. Con

6. Financial Statement

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

7. Small Business Enterprise

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

8. Additional Information

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

9. 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 II-F1) 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.

10. Rules, Regulations and Licensing Requirements

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

11. 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 II-D, above. DTPB is under NO obligation to accept any proposed exceptions or alternatives.

12. Commencement of Work

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

13. Insurance Requirements

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

F. Proposal Procedures

1. Contact Person

The Contact Person at DTPB for this RFP can be reached via email at RFPaor@ThePalmBeaches.com.

2. Clarifications

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

3. Proposal Submission

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

Proposer may submit a modified proposal to replace all or any portion of a previously submitted proposal until the Deadline for receipt of proposals. 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 by written email notification to RFPaor@ThePalmBeaches.com.

Proposals and/or modifications to proposals received after the Deadline for receipt of proposals specified in the RFP timeline (section II-A) are late and shall not be considered.

4. Cone of Silence

Proposers are advised that from the date of release of this RFP until the award of the contract, NO contact with DTPB 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 II-F1. Any unauthorized contact may disqualify the proposer from further consideration at the sole and absolute discretion of DTPB.

5. Contract

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

6. Evaluation Process and Award Criteria

a. **DTPB Internal Committee – Round One:** Proposals are received, opened, read, and scored by the DTPB Internal Committee. Details about scoring are elaborated in Section II-G. The top three (3) proposing agencies from the first round will be contacted to move on to the second round of scoring.

b. **RFP Final Selection Committee – Round Two:** The top proposals from 6a will present their proposal to the DTPB Selection Committee via video as outlined in the timeline above. Each company will be granted 40 minutes for the presentation, followed by 10 minutes for Q&A. This is a fact-finding session only and does not include negotiation.

Presentations to the Final Selection Committee should include an overview of the company, methodology, approach to the Scope of Work, proposed fee structure for the agreement and proposed project timeline in line with the Scope of Work.

c. The RFP Final Selection Committee is made up of the following personnel ("Selection Committee"):

- i. DTPB President
- ii. DTPB Chair or designee Board Member
- iii. DTPB Staff Members
- iv. Executive Director of TDC or Designee
- v. TDC Board Member

The Selection Committee will score the proposers according to the established Evaluation Criteria per Section II-G and will recommend that the proposer with the highest score be approved by DTPB's Board of Directors. All final presentations are recorded for public records.

These presentations provide an opportunity for the proposers to clarify or elaborate on the proposal, but in no way change the original proposal. Oral presentations are an option of DTPB and may or may not be conducted.

G. Scoring:

1. **RFP Scoring – Round One and Round Two:** Proposals will be evaluated according to numerical scores with respect to the following criteria:

a. **Methodology & Project Timeline (Max. 25 Points)**

The proposal will be evaluated based on proposed methodology and approach to building a Mixed Media Model for clarity, feasibility and alignment with DTPB's objectives, along with Project Timeline proposed for milestones and delivery of final outputs within a reasonable timeframe.

b. **Understanding the Needs and Goals of DTPB (Maximum 25 Points)**

The proposal will be evaluated based on the Proposer's understanding of the needs and goals of a DMO as demonstrated in the strategies, approaches, and resources to be applied to DTPB's Mixed Media Model project as described in the proposal. Additionally, the proposal will be evaluated based on the Proposer's understanding of the tourism marketing, travel and/or hospitality industry.

c. **Strength of Firm and Account Team (Maximum 20 Points)**

The proposal will be evaluated based on the strength of the Proposer Firm and Account Team including demonstrated expertise in media modeling and analytics. Additionally, the quality and relevance of past work, as well as references from previous clients will be evaluated. DTPB may make such reasonable investigations as deemed proper and necessary to determine the ability of the proposer to perform the services, and the proposer shall furnish DTPB all such information and data for this purpose as may be requested.

d. **Cost-Effectiveness & Value for Investment (Maximum 20 points)**

DTPB is seeking a proposal that offers significant value and maximum user impact. While competitive pricing will be a factor in scoring these criteria, it may not be the determining component. The proposer with the lowest price is not assured of winning the contract. Proposers in response to this RFP may be required to give a presentation of their proposal to the Selection Committee. This provides an opportunity for the proposers to clarify or elaborate on the proposal but in no way change the original proposal. This is a fact-finding session only and does not include negotiation. Presentations are an option of DTPB and may or may not be conducted. Therefore, the proposal must be complete.

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

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

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

H. Award of Contract

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

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

The apparent successful proposer will be notified of the recommendation for award. A contract must be negotiated, completed, and executed by the successful proposer and DTPB for approval by the Board of County Commissioners before it becomes valid and effective. If this condition is not met promptly 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. This process may continue until 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.

To obtain current posting of Notices of Intent to Award, please visit the DTPB website at <https://www.thepalmbeaches.com/requestforproposal>.

III. EXHIBITS

- A. Signature Page
- B. Scope of Work
- C. SBE Schedules

EXHIBIT A
SIGNATURE PAGE

One Signature Page must be signed by an individual authorized to legally bind the business submitting the Proposal--and attached to the submitted Proposal.

NAME OF FIRM: _____

CONTACT NAME: _____

TITLE: _____

SIGNATURE: _____ DATE: _____

ADDRESS:

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

EMAIL ADDRESS: _____

FAX: (_____) _____

CORPORATION organized under the state of _____ ID NUMBER _____

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

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

Social Security Number: _____ if Individual

EXHIBIT B SCOPE OF WORK

Objectives for the Marketing Mix Model (MMM)

Below is a list of objectives to be considered when drafting a response and developing an approach. All factors may not be necessary and proposals will be evaluated based on the company's full approach in how to best address the overall purpose and expectations.

1. Develop a MMM to analyze and optimize marketing and media performance.
2. Integrate diverse data sources, including historical media spend, audience insights, relevant external market factors, and campaign performance metrics.
3. Provide actionable recommendations for media allocation across various channels, including digital, traditional, and emerging media.
4. Enable real-time or near-real-time adjustments to campaigns based on performance.
5. Enhance understanding of audience behavior and engagement across platforms.

Discovery

- Work with key stakeholders to ensure understanding of business needs
- Understand current data environment and available resources
- Audit existing media plans, campaign reports, and analytics tools
- Identify consumer behavior signals in order to structure model
- Determine any data gaps and identify solutions to fill gaps
- Identify and understand the impact of any extraneous variables that may impact the model
- Determine the appropriate methodology to meet goals and expectations

Gather data and resources

Compile relevant data sources, including but not limited to:

- Data available to DTPB
- Data available to proponent
- Develop process for any primary or secondary research that may be needed
- Historical media spend and performance data
- Website analytics and social media insights
- Audience segmentation and behavioral data
- Industry benchmarks and competitive analysis

Data analysis

- Work with DTPB in the development of the model by testing variables and KPIs determined in previous steps

Development of model and optimization tool

- Work with DTPB in the development of the model by defining variables and KPIs
- Design a robust mixed media model that incorporates key variables, including:
 - Media channels (e.g., digital, TV, print, out-of-home, social media).
 - Audience demographics and psychographics.
 - Seasonal and geographic considerations.
 - Conversion and engagement metrics

- Sales Tactics, Tradeshow Attendance
- Event Sponsorship and Partnership
- Use advanced analytics techniques, such as regression analysis, machine learning, or predictive modeling, to establish media impact relationships
- Validate the model using historical data and refine based on findings

Implementation and Testing:

- Collaborate with DTPB’s marketing team to integrate the model into existing workflows and tools
- Conduct pilot testing with sample campaigns to assess model accuracy and usability
- Provide training sessions for DTPB team members on how to use and interpret the model

Reporting and Optimization:

- Develop a dashboard or reporting system to visualize model outputs and insights
- Deliver monthly or quarterly reports detailing media performance and optimization recommendations
- Offer support for model refinement based on evolving marketing needs and data availability

Project deliverables:

- Comprehensive MMM tailored to DTPB’s objectives
- Full detailed report analyzing past performance with recommendations
- Periodic status calls, which may be virtual, with key project leaders
- User-friendly dashboard for monitoring media performance
- Training materials and sessions for DTPB staff
- Documentation detailing model methodology and assumptions
- Development of tool that can be used to optimize future campaigns and evaluate the value of hypothetical future investments
- A defined partnership/process or ability to access/independently modify underlying model and/or tools subsequent to delivery for DTPB to conduct future enhancements
- At least 2 in-person or virtual presentations (at DTPB’s discretion) to DTPB Board (1) and TDC Board (1)
- Provide any additional support and consultation that may be required after delivery of report
- A plan with recommendations on future model enhancements

Expected Timeline:

- 3 to 6 months from contract date

EXHIBIT C
Small Business Enterprise

A. Policy

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

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

B. SBE Goals

The County has established a minimum goal of 15% SBE participation for all County solicitations, inclusive of all alternates and change orders. This goal is a minimum, and no rounding will be accepted. It will be the responsibility of the firm submitting a proposal to furnish all the necessary information to the County in order to receive points for SBE participation. Points will not be cumulative. Points shall be assigned based on the level of SBE participation as outlined below:

Table 1 - SBE Point System (Non-CCNA)

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

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

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

C. Proposal Submission Documentation

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

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

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

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

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

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

D. SBE Certification

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

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

1. Once a firm is determined to be an eligible SBE according to the Palm Beach County certification procedures, the Prime may count toward its SBE goals only that portion of the total dollar value of a contract performed by the SBE.
2. The Prime may count toward its SBE goal a portion of the total dollar value of a contract with a joint venture, eligible under the standards for certification, equal to the percentage of the ownership and control of the SBE partner in the joint venture.
3. The Prime may count toward its SBE goal the entire expenditures for materials and equipment purchased by an SBE subcontractor, provided that the SBE subcontractor has the responsibility for the installation of the purchased materials and equipment.

4. Prime may count the entire expenditure to an SBE manufacturer (i.e., a supplier/distributor that produces goods from raw materials or substantially alters the goods before resale).
5. The Prime may count sixty percent (60%) of its expenditure to SBE suppliers/distributors that are not manufacturers.
6. The Prime may count toward its SBE goal second and third tiered SBE subcontractors; provided that the Prime submits a completed Schedule 2 form for each SBE subcontractor.
7. The Prime may only count towards its SBE goal the goods and services in which the SBE is certified.

F. Responsibilities after Contract Award
Schedule 3(A) – Professional Services Activity Report

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

Schedule 4 – SBE-M/WBE Payment Certification

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

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

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

G. SBE Substitutions

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

Go to: www.pbcgov.com, Business (Drop Down Menu), Small Business Assistance, Programs, Compliance Programs, [Bid Schedules](#) as follows:

SCHEDULE 1: LIST OF PROPOSED SBE-M/WBE PRIME AND/OR SUBCONTRACTOR PARTICIPATION

SCHEDULE 2: LETTER OF INTENT TO PERFORM AS AN SBE-M/WBE SUBCONTRACTOR

SCHEDULE 3(A): PROFESSIONAL SERVICES ACTIVITY REPORT

SCHEDULE 3: SBE-M/WBE ACTIVITY FORM

SCHEDULE 4: SBE-M/WBE PAYMENT CERTIFICATION