



Discover Palm Beach County, Inc.
(DBA, Discover The Palm Beaches)
2195 Southern Blvd. Suite 400, West Palm Beach, FL 33406
Request for Submittal: Mobile Application Development

TIMELINE

RFP Released: January 20, 2025

CONE OF SILENCE STARTS: January 20, 2025 – see Section I(3)

Question Clarifications Deadline: February 6, 2025, 5:00 p.m. EST

Clarification Response: February 13, 2024

Proposal Deadline: February 28, 2025, 11:59 p.m. EDT (“Deadline”)

First Round Selection Notification: March 5, 2025

Clarification Conversation: March 6-7, 2025

Oral Presentations (remote): Mar 18-20, 2025

Final Selection Notification: March 21, 2025

Target Contract Start Date: April 2025

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

A. Organization Background

Discover Palm Beach County, Inc., DBA, 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 tourism for national and international markets, under a contract between DTPB and Palm Beach County (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 Request for Submittal (RFS) is to enter into an agreement with a qualified firm for the design and development of DTPB's mobile application.

C. Scope of Services

Please refer to the attached Scope of Work, Exhibit A, as a basis for your proposal response.

D. Term of Agreement

A contract will be issued by DTPB for the initial development of the mobile application and immediate post-launch support and maintenance.

E. Compensation

Compensation is based on the agreed upon scope of services and shall not exceed \$99,999 for the initial development.

F. RFS Terms and Conditions

1. Preparing a Response

This RFS 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 DTPB. Responses that do not meet the full intent of all requirements listed in this RFS 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 because of this RFS, issuance of the RFS, evaluation of the proposals, and the selection of a successful proposer by DTPB 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:

- a) Postpone, cancel or terminate this RFS at any time;
- b) Re-advertise this RFS;
- c) Reject any or all proposals, or parts of any and all proposals, received in response to this document;
- d) Waive any undesirable, inconsequential, or inconsistent provisions of this document, which would not have significant impact on any proposal;
- e) Waive any minor irregularities in this RFS or any proposals received in response to this RFS; or
- f) 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 RFS become the property of "County" and 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 RFS 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 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.

5. Termination Clause

The contract may be terminated in its entirety without cause by either party by giving a 30-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.

6. 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 have the ability to provide a high level of quality account service no matter what timelines or deadlines are imposed.

7. 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.

8. 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).

9. 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.

G. Minimum Qualification of Bidders

1. Must be licensed to do business in United States of America and hold the appropriate insurance coverage as evidenced by proof from the proposer's local jurisdiction.
2. Must have a minimum of five (5) years prior experience executing the required services described in the Scope of Work, Exhibit "A".
3. Must provide a minimum of three (3) references of clients who have utilized services as identified in this RFS 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

H. 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 RFS.

Proposal Submission Requirements

Vendors must include the following in their proposals:

- Executive summary
- Company background, relevant experience, and portfolio of similar projects
- Proposed approach and methodology
- Detailed project timeline with milestones
- Budget breakdown, including development, testing, deployment, and maintenance costs
- Key personnel profiles
- References from at least three previous clients

2. Conflict of Interest

A list of the current members of the Board of Directors along with its officers and staff is published on DTPB website: (<https://www.thepalmbeaches.com/about-discover-palm-beaches>). Each proposer shall disclose any and all business affiliations or any other associations that could potentially be considered a conflict of interest with any member of the Board of Directors, officers and/or staff of DTPB.

3. Supporting Team

Provide the name, background, and level of experience of the person who will be the main point of contact (account director or manager) for the contract, 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.

4. Scope of Work

Provide a presentation addressing all points listed in the Scope of Work attached as Exhibit A.

5. Samples

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

6. Budget

An estimated budget for the to meet the needs outlines in Exhibit A, should be included. The actual contracted budget will be revised based on the agreed upon Scope of Work and budgetary limitations imposed on DTPB as part of its budget approval process with the County. The budget cannot exceed \$99,999 for the initial development

7. 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.

8. Rules, Regulations and Licensing Requirements

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

9. Exceptions to the RFS

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.

10. Commencement of Work

This RFS 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 RFQ 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.

11. Insurance Requirements

The successful proposer shall, on a primary basis and at its sole expense, maintain in full force and effect, at all times during the life of this Contract, insurance coverages and limits (including endorsements) as required by DTPB. Failure to maintain the required insurance shall be considered default of the contract. The requirements

contained herein, as well as the County's review or acceptance of insurance maintained by the successful proposer, are not intended to and shall not in any manner limit or qualify the liabilities and obligations assumed by the successful proposer under the Contract.

I. Proposal Procedures

1. Contact Person

The Contact Person at DTPB for this RFS is Bryan Glynn, Associate Vice President, Digital & MarTech. He can be reached via email: bglynn@thepalmbeaches.com.

2. Proposal Submission

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

Proposer may submit a modified proposal to replace the previously submitted proposal until the Deadline for receipt of proposals (see page 1). 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.

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

3. 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.

4. Contract

The selected proposer will be recommended for engagement via a contract for performance of the services utilized in Exhibit A, Scope of Work. Upon approval by such entity, the selected proposer will be engaged via a contract conforming to the terms of DTPB Contract.

5. Evaluation Process and Award Criteria

- a. All submitted proposals are reviewed and evaluated by members of the DTPB Review Committee and up to three (3) proposals will be moved forward to the 2nd round of the selection process.
- b. The top three (3) proposals will orally present their proposal to the RFS Final 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;
- Years of experience of firm and personnel and number and quality of previous and present tourism clients;
- Recommendations from previous and present clients regarding the quality of work performed on their behalf;
- Organization depth and support staff.
- Financial stability and years of operation.

b) Understanding the Needs and Goals of DTPB (Maximum 15 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 project as described in the scope of work in the proposal.

c) Proposed Solutions for Mobile App Development (Maximum 25 points)

Proposer should identify solution for the mobile app to positively impact the user experience based on the goals outlined in the Scope of Work (Exhibit A). Solution should include innovation and creativity in design and functionality.

d) Sample Project Management Plan for Mobile App Development (Maximum 20 points)

The Sample Project Management Plan should contain key areas which your organization will impact in support of The Palm Beaches mobile app development based on the Scope of Work (Exhibit A), including timeline, key milestones, project lead(s), communication plan and resource allocation.

e) Value of Service Within Total Contract Price (Maximum 20 points)

DTPB is seeking a proposal that offers significant value and maximum impact, with response outlining transparency and detail in cost breakdown. 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.

6. 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 scoring after review of every responsive proposal including, but not limited to, price.

DTPB reserves the right, at its sole discretion, not to make an award and to rebid this RFS 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 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 Executive Director of the Tourist Development Council 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. 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.

a) *Schedule of Exhibits*

Scope of Work

EXHIBIT A SCOPE OF WORK

Project Overview:

This project is aimed at creating a mobile application for Discover The Palm Beaches aimed at enhancing visitor engagement that will serve as a dynamic and personalized guide for visitors. The application will offer real-time destination information, local event listings, real-time ticketing, comprehensive travel planning tools and exclusive offers to showcase the unique offerings of The Palm Beaches, while gathering actionable data to inform and enhance marketing strategies. The application should consider diverse traveler segments, whether visiting for leisure, business or groups & meetings.

Objectives:

- Provide an engaging, user-friendly mobile experience that appeals to diverse traveler segments. Consider leisure visitors, as well as international, business/groups & meetings travelers.
- Offer real-time access to information about attractions, accommodations, events, dining, and activities.
- Enable personalization, sharing and itinerary creation.
- Consider integration with DTPB's existing platforms, including CRM, CMS, and social media.
- Support data collection and analytics for visitor insights and app optimization.

Project Phases

The project is divided into key phases to ensure a structured and systematic approach:

1. Discovery, Project Planning and Kickoff
2. Solution Architecture and Technology Selection
3. UI/UX Design
4. Application Development
5. Backend and Data Integration
6. Admin Portal Development
7. Testing and Quality Assurance

8. Deployment and Go-Live Support
9. Post-Launch Support and Maintenance
10. Analytics and Reporting

Detailed Tasks and Deliverables

- a. Discovery, Project Planning and Kickoff (**all items necessary for MVP**)
 - i. Objective: establish a mutual understanding of project goals, expectations, and resources, aligning with stakeholders on scope and timeline.
 - ii. Tasks:
 1. Conduct a kickoff meeting with Discover The Palm Beaches stakeholders.
 2. ~~Analyze user needs based on target audience research.~~
 - a. DTPB will provide
 3. Develop a project plan, timeline, milestones and task assignments.
 4. Define communication protocols and reporting structure.
 5. Confirm key milestones and deadlines.
 - iii. Deliverables:
 1. Approved project plan with schedule.
 2. Communication and reporting plan.
- b. Solution Architecture and Technology Selection (**all items necessary for MVP**)
 - i. Objective: define technical architecture, frameworks, and technology stack to support application features and integrations.
 - ii. Tasks:
 - Analyze application requirements and discuss technical options with stakeholders.
 - Define application architecture, including front-end, back-end, and cloud infrastructure.
 - Select preferred database solution (Snowflake integration or separate backend).
 - Determine API requirements for data integration, chatbot support, and third-party services.
 - Document technical requirements, compliance needs, and system dependencies.
 - iii. Deliverables:
 - Architecture Document outlining technology stack, frameworks, and data flows.
 - API Specification Document detailing endpoint requirements and data exchange formats.
 - Approval of architecture by Discover The Palm Beaches stakeholders.
- c. UI/UX Design (**all items necessary for MVP**)
 - i. Objective: create a visually appealing, intuitive, and responsive interface that aligns with Discover The Palm Beaches' brand guidelines.
 - ii. Tasks:
 1. ~~Conduct user research to identify design preferences and usability requirements.~~
 - a. DTPB will provide
 2. Develop wireframes for key application screens.
 3. Present wireframes to stakeholders for feedback.
 4. Design high-fidelity mockups, incorporating feedback from wireframe review.
 5. Conduct iterative design reviews with stakeholders to finalize the UI/UX.
 - iii. Deliverables:
 1. Wireframe Designs of core screens and functionalities.

2. Finalized mockups, including UI components, navigation flows, and accessibility considerations.
3. UI/UX Approval Sign-off from stakeholders.

d. Application Development

- i. Objective: build a cross-platform mobile application compatible with iOS and Android, implementing all core features and integrating third-party services.

ii. Tasks:

1. Frontend Development

- a. Code front-end components in React Native, implementing responsive designs. **(MVP)**
- b. Integrate real-time event listings and ticketing, local offers, and user preferences. **(MVP)**
- c. Develop search functionality and navigation based on finalized designs. **(MVP)**
- d. Integrate push notifications for events, deals and personalized recommendations.
- e. Consider multi-lingual support for international visitors.
- f. Ensure accessibility compliance. **(MVP)**
- g. Consider functionalities such as maps, weather and ticketing.

2. Backend Development:

- a. Set up backend infrastructure to support data storage, user management, and event ticketing. **(MVP except "event ticketing")**
- b. Create API endpoints to interface with the frontend, ensuring performance and security. **(MVP)**
- c. Integrate directly or with appropriate replications into the Snowflake database environment for data storage and analytics. **(MVP)**

3. Chatbot Integration (REVISED):

- a. **The chatbot has already been built. The mobile application must connect to the chatbot API for users to engage with the chatbot. The current chatbot can be viewed on our website: thepalmbeaches.com**
- b. **Configure **prebuilt** chatbot integration for user interaction.**
- c. ~~Define AI and NLP-driven responses to support user inquiries.~~

4. Data Management: (data management is covered in section "e" below.)

- a. ~~Set up data collection and analytics components to capture user interactions and behavior for personalization and remarketing.~~

iii. Deliverables:

1. Frontend and Backend Code Repository (GitHub or equivalent). **(MVP)**
2. Working Prototype showcasing basic features. **(MVP)**
3. API Documentation for data access and integration. **(MVP)**
4. Chatbot integrated and functional within the app. **(MVP)**

e. Backend and Data Integration

- i. Objective: ensure robust data management and analytics capabilities that integrate with Discover the Palm Beaches' Snowflake environment, Wordpress CMS, and Simpleview CRM.

ii. Tasks:

1. Implement data pipelines to synchronize user interaction data with Snowflake, flow of content from Wordpress CMS, and listings/coupons/events from Simpleview CRM. **(MVP)**
2. Develop data retention and privacy protocols to comply with data protection standards.

3. Monitor application performance during the initial launch period. **(MVP)**
4. Address any post-launch issues reported by users or detected through monitoring. **(MVP)**
- iii. Deliverables:
 1. Deployed Application on iOS and Android platforms. **(MVP)**
 2. Launch Report detailing any issues and solutions during the deployment phase. **(MVP)**
 3. Post-launch support for up to 30 days after deployment. **(MVP)**
- i. Post-Launch Support and Maintenance **(not part of initial development budget)**
 - i. Objective: provide ongoing support and maintenance to ensure the application remains functional, secure, and up-to-date.
 - ii. Tasks:
 1. Conduct monthly maintenance checks and address bug fixes as needed.
 2. Roll out periodic updates based on user feedback and new requirements.
 3. Monitor application for performance and security to ensure stability.
 4. Provide technical support to address any user-reported issues.
 5. Provide timeline of recommended/anticipated maintenance and information on estimated budget and project management proposal to address ongoing maintenance.
 - iii. Deliverables:
 1. Monthly Maintenance Reports.
 2. Regular Software Updates with release notes.
 3. Continuous technical support documentation.
- j. Analytics and Reporting
 - i. Objective: Integrate analytics tools to track user engagement, app performance and key metrics.
 - ii. Tasks:
 1. Develop reporting mechanism to track key metrics including downloads, engagement, performance, bug tracking, etc.
 - iii. Deliverables:
 1. Provide reporting on app usage and recommendations for enhancements.