

Mexico Beach Community Development Council, INC.

Request for Qualifications (RFQ)

FOR: Advertising Agency with specific expertise in marketing and digital marketing resources, creative services, and media buys.

ISSUE DATE: April 23, 2018

The Mexico Beach Community Development Council, Inc. ("MBCDC") is seeking submissions from advertising agencies with expertise in marketing, creative services in advertising and marketing, and media buying to promote the tourism industry of Mexico Beach, Florida. The agency should possess strengths in all areas of marketing, including digital marketing with the promotional knowledge of social media and internet based companies.

CLOSING DATE: May 31, 2018

RESPONDENTS MUST FILE THEIR RESPONSES AS INSTRUCTED BY THIS RFQ ON OR BEFORE THE CLOSING DEADLINE, INCLUDING SECTION A2 BELOW COMPLETED AND SIGNED.

SUBMIT RFQ RESPONSES TO: MEXICO BEACH COMMUNITY DEVELOPMENT
COUNCIL, INC.
102 CANAL PARKWAY
MEXICO BEACH, FLORIDA 32456

(Instructions to Respondents begin on next page.)

If you do not intend to offer your services pursuant to this RFQ, then please see Section C. Special Provisions.

A1. INSTRUCTIONS TO RESPONDENTS

- A1.1 Each Respondent shall furnish the information required in the format requested and must sign and return Section A2 below. Responses submitted in any other format may be rejected in the sole discretion of the Mexico Beach Community Development Council, Inc. ("MBCDC").
- A1.2 All responses must be submitted in a sealed box, plainly marked on the outside "Agency RFQ."
- A1.3 All responses must be submitted with one (1) original and ten (10) copies. This includes specifically the Response Signature section (A2), a statement of explaining any section or requirement of this RFQ which you cannot fully comply with or respond to, all required documentation, and any other supporting documentation or literature being submitted with the response.
- A1.4 It is Respondent's responsibility to assure that responses are received in the Administrative Office of the MBCDC, 102 Canal Parkway, Mexico Beach, FL 32456, no later than the Closing Deadline stated on Page 1. Any responses received after the Closing Deadline will not be accepted or considered, and will be returned unopened to Respondents. No emailed, telegraphic or facsimile responses will be considered. No responses will be accepted or received in any other location.
- A1.5 Questions pertaining to the RFQ process or interpretation of the RFQ shall be addressed to Kimberly Shoaf, President, Mexico Beach Community Development Council Inc., Mexico Beach, Florida, kimberly@mexicobeach.com, in writing, within five (5) business days of the date of the RFQ. Any interpretations, clarifications or changes made will be in the sole discretion of the MBCDC and shall be in the form of written addenda issued by the MBCDC. Oral answers will not be authoritative or binding upon the MBCDC.
- A1.6 Any Respondent who protests the reasonableness, necessity or competitiveness of the terms and/or conditions of the RFQ ranking recommendation shall file and deliver such protest in writing to the MBCDC President within three (3) business days after the recommendation. Unresolved protest shall be determined by the MBCDC Board of Directors in its sole discretion without right of objection or appeal.
- A1.7 It will be the responsibility of Respondent to ascertain if any addenda have been issued, to obtain all such addenda, and to return executed addenda with their response.

[Remainder of page intentionally blank.]

A2. RESPONSE SIGNATURE SECTION

- A2.1 The Mexico Beach Community Development Council, Inc. (the “MBCDC”) reserves the right to reject any or all responses, without recourse, to waive technicalities or to accept the response which in its judgment best serves the interest of the MBCDC. Cost of submittal of responses is considered a cost of Respondent’s business and shall not be passed on to the MBCDC.
- A2.2 Respondents shall not contact the MBCDC or its agents or contractors after the responses are opened unless selected for negotiations or pursuant to Section A1.6.
- A2.3 Additional Information: The MBCDC reserves the right to request any additional information needed for clarification from any Respondents during the evaluation period of the responses or thereafter.
- A2.4 Assignment: The successful Respondent shall not be allowed to assign any contract with the MBCDC without the prior written approval of the MBCDC.

FAILURE TO COMPLY WITH THESE INSTRUCTIONS MAY BE CAUSE OF DISQUALIFICATION OF YOUR RESPONSE.

Firm Name

Date

Authorized Signature (Manual)

Name and Title (Please Print Clearly)

Questions regarding this Request for Qualifications must be addressed in writing to Kimberly Shoaf, President, Mexico Beach Community Development Council, Inc., Mexico Beach, Florida, kimberly@mexicobeach.com.

[Remainder of page intentionally blank.]

B. GENERAL PROVISIONS

- B1. Contract Form: The form of the contract is attached (the "Contract"). The terms and conditions provided therein are not negotiable except for Exhibit 1 to the Contract, which will govern compensation and reimbursable expense. By choosing to submit a response to this RFQ, you are certifying that you understand this paragraph and that the MBCDC is under no obligation to change any term or condition provided in the Contract.
- B2. Fund Availability: Any contract that may result from this RFQ will obligate the MBCDC only to the extent of funds annually appropriated and contracted to the MBCDC by the Board of County Commissioners of Bay County, Florida.
- B3. Governmental Approval: Any permits, licenses or fees required by any governmental authority and necessary or convenient to perform the subject services will be the responsibility of Respondent, and no separate payment will be made for same.
- B4. Independent Response: By submission of this response, Respondent certifies, and in the case of a joint response each party thereof certifies as to its own organization, that:
 - a. This response has been submitted independently, without consultation, communication, or agreement for the purpose of restricting competition, with any other Respondent or with any competitor.
 - b. No attempt has been made or will be made by Respondent to induce any other person or firm to submit or not to submit a response for the purpose of restricting competition.
- B5. Conflict of Interest: All Respondents must disclose with their response the name of any officer, director, employee, agent, contractor or immediate family member of Respondent or its subsidiary, parent, affiliate or partner who is also an officer or employee of Bay County, Florida, or the MBCDC.
- B6. Response as Public Domain: All documents and other materials made or received in conjunction with this project will be subject to the public records disclosure requirements of Chapter 119, Florida Statutes, unless exempted therein. Responses will become part of the public domain upon opening, and Respondents shall not submit information or pages either marked "proprietary" or otherwise restricted in any way.
- B7. Public Entities Crimes: A person or affiliate who has been placed on the convicted vendor list following a conviction for a public entity crime may not submit a response to provide any goods or services to a public entity or to provide construction or repair services to a public building or public work, may not lease real property to a public entity, may not perform work as a contractor, supplier, subcontractor, or consultant under a contract with any public entity, and may not transact business with any public entity in excess of the threshold amount provided in Section 287.017, for Category Two, for a period of 36 months from the date of being placed on the convicted vendor list. By signature on this response, Respondent certifies that Respondent is qualified to respond to this RFQ under this paragraph.

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C. SPECIAL PROVISIONS

If you do not intend to offer your services for this RFQ the MBCDC would appreciate you taking the time to complete and return the “No Response” attachment.

D. CONSIDERATION OF RESPONSES AND EVALUATION

- D1. The selection process involves four steps: ranking, presentation, negotiation and contract.
- D2. Based on the responses to the criteria listed in the RFQ, the MBCDC Board of Directors will rank Respondents for further consideration. Short-listing will be conducted should there be more than five responses to the criteria listed in the RFQ. Short-list will consist of no more than five Respondents for further consideration.
- D3. The ranked Respondents may be invited to make a formal presentation to the MBCDC Board of Directors, including samples of existing work, ideas and attitudes towards the handling of this account, and specific concepts to achieve the maximum return possible. Primary evaluation criteria will include, in general importance which the MBCDC Board of Directors may vary in its sole discretion, but not be limited to:
 - a. The perceived ability of the Respondent to best meet the MBCDC's needs based on the understanding of the engagement demonstrated in the Respondent's response.
 - b. Extent of relevant experience and/or expertise.
 - c. Creativity displayed in response.
 - d. Degree to which response addresses RFQ objectives and requirements.
 - e. Respondent's ability to meet timelines.
 - f. Compensation methodology. You are not being requested to provide prices or fee schedules, but the MBCDC is fee sensitive and your compensation methodologies may be relevant to the MBCDC's goals. The consideration of compensation methodologies may entail consideration of other factors such as Representative's proposed level of service, professionalism, and/or proactivity.
 - g. Feedback from references.
- D4. The highest ranked firm will be requested to enter into contract negotiations with MBCDC Staff for all or a portion of the Work. If a tentative agreement cannot be reached between the MBCDC staff and the highest ranked firm, negotiations will cease and discussions will begin with the next highest ranked firm.
- D5. A negotiated contract or contracts will be presented by MBCDC Staff to the MBCDC Board of Directors separately or collectively for final approval. The Board of Directors may reject the contract(s) and instruct Staff to return to negotiations with the same or a lower ranked firm or re-advertise all or any portion of the request.
- D6. The MBCDC Staff reserves the right to negotiate simultaneously with different businesses

for different portions of the Work, and to determine, and change from time to time, in its sole discretion during or after negotiations, to contract with more than one Respondent or other business to perform the Work.

- D7. Rejection of Response: The MBCDC reserve the right to reject any or all responses with or without cause when such rejection is its best interest. The MBCDC also reserves the right to reject the response of a Respondent who has previously failed to properly perform or timely complete services of a similar nature, or to be not in a position to fully perform as desired.
- D8. Response Results: The ranking of the RFQ responses, and any presentations, will occur in public meetings of the Board of Directors, the dates of which shall be advertised in the local media. You may call the MBCDC Office for those dates at (850) 648-8196.

E. SCOPE OF SERVICE AND RESPONSE FORMAT

- E1. Background: The mission of the MBCDC is to promote a positive image for Mexico Beach, increase tourism, and coordinate the marketing and public relations efforts of the total tourism community. To achieve this goal, the MBCDC's marketing/creative, media buying and public relations agency or agencies must work in conjunction with the President, and designated Staff to accomplish the marketing goals.
- E2. Market and Budget: Advertising and promotional efforts are targeted to, but not limited to, major domestic markets throughout North America, with a potential desire to develop a marketing program that could be directed towards selected international markets. The MBCDC's current advertising budget (FY 2017-2018, October 1, 2017-September 30, 2018) inclusive of creative development and production is approximately \$320,000.
- E3. Purpose of this RFQ: The MBCDC is seeking an advertising agency with experience in marketing, creative services in advertising and marketing, and media buying to promote the tourism industry of Mexico Beach, Florida. The advertising agency must have extensive experience in destination marketing.
- E4. General Responsibilities: the selected agency shall be the principle provider and/or advisor to the MBCDC for the following related services, each as more particularly determined by the MBCDC Staff during the term of the Contract:
 - a. Creation and development of creative advertising strategy and overall advertising campaign.
 - b. Production and execution of advertising campaign.
 - c. Evaluation of advertising (creative) campaign.
 - d. Provide strategic recommendations/input to MBCDC annual media plan.
 - e. Other related advertising/marketing activities as directed.
 - f. Media planning and buying.

E5. Client Expectations.

- a. The MBCDC will require unique, innovative concepts and strategies that will produce quantifiable results. The MBCDC expects to be assigned a permanent team that will take ownership of Mexico Beach's brand. Frequently changing or *ad hoc* assignment of personnel will not be acceptable.
- b. The selected agency, in consultation with MBCDC Staff, will be expected to suggest strategies to expand the impact of the MBCDC's branding and marketing campaign while allowing for the broadest possible exposure. Such strategies may include maximizing the usage of Cooperative advertising as well as identifying promotional and marketing opportunities, with an emphasis on digital and/or online partnerships.
- c. The selected agency must have experience and expertise in targeting primarily travel consumers as well as travel industry professionals such as, but not limited to, travel agents, tour operators and meeting planners.
- d. The selected agency should be able to develop intra-state, inter-state and international campaigns in their respective disciplines.
- e. It is the MBCDC's intention to have the selected agency or agencies explore joint-advertising programs which would pair the MBCDC with travel-related advertisers and other hospitality-related ventures, etc.
- f. Media planning and buying.

F. RESPONSE FORMAT AND REQUIRED SUBMITTALS

- F1. The response must be submitted on 8.5" x 11" paper, numbered, typewritten, with headings, sections and sub-sections identified appropriately in this RFQ.
- F2. Required Submittals: All Respondents shall submit all required information at the time of submission of responses. Failure to provide the required information will negatively affect the evaluation of the response.
 - a. Type of Business: Respondent shall identify the type of business entity involved (e.g. sole proprietorship, partnership, corporation, joint venture, etc.). Respondents shall identify whether the business entity is incorporated in Florida, another state, or a foreign country.
 - b. FEIN: Provide the Federal Employer Identification Number of Respondent, or state that if selected for negotiation you will be able to exhibit and verify credit reports from two nationally recognized credit reporting agencies.
 - c. SSN: Only if you are a Sole Proprietorship or Partnership, provide Social Security numbers for all partners, or state that if selected for negotiation you will be able to exhibit and verify for each credit reports from two nationally recognized credit reporting agencies.
 - d. Principals: The response must name all persons or entities serving, or intending to serve as principals in Respondent's firm, including any businesses you intend to

subcontract with or otherwise use to use for any aspect of the Work.

- e. Corporate Information: If a Respondent is a corporation, a copy of the certification from the Florida Secretary of State verifying Respondent's corporate status and good standing must be provided; and in the case of out-of-state corporation, evidence of authority to do business in the State of Florida.
- f. Profile of key associates, department heads and those who would be assigned initially to the MBCDC account.
- g. The date that the agency was established and a brief history of the agency.
- h. Qualifications and Experience:
 - 1. Provide a Written explanation of why the agency feels it is qualified to service the MBCDC account.
 - 2. Mexico Beach is located in the central time zone and would require the firm(s) be available during the hours of 8AM to 5PM CT. Emergency access to the primary team members will be require on a 24 hour, 7 day a week basis.
 - 3. Please explain your agency's status; fully independent, a branch office, subsidiary, member of affiliate network, etc. If your agency is a subsidiary, list your parent firm and your agency's relation to it.
 - 4. If you have more than one (1) office, which primarily would service the account (Note: all subsequent responses should relate to this office), and which other offices would you expect to contribute to the Work.
 - 5. Please list the total number of full-time personnel on your staff, identifying them by department and by professional/support status. Provide Organizational Chart. Provide a list of consultants, freelance, part-time or contract-service who would be assigned to the account along with length and type of relationship.
 - 6. What aspects of the Work will you not be able to fulfill "in-house" at your primary office?
 - 7. Please identify any accounts you are handling which may be perceived to be in competition with the MBCDC, or which may pose a conflict of interest.
 - 8. Would your agency be averse to having local advertising/printing companies supply part of the needed materials? Why or why not?
 - 9. Provide a profile of your firm's billings for 2017 by medium, average account billing, smallest billing, largest billing, and where the MBCDC's budget would be ranked with all other accounts.

10. Please outline the Tourism-Related experience of your agency and/or current staff members who would work on this account (include experience outside your agency and outside the marketing field). As a result of their experience, what opinions do your staff members hold about the way an organization such as the "Mexico Beach Community Development Council, Inc." should develop promotional, marketing, and media opportunities within the tourism filed?
 11. If you acquire the MBCDC's business, will there be a need to hire any new employees? If so, what type of employees do you think you might hire?
 12. Provide a profile of the creative team who would be assigned to our account.
 13. Provide samples of work developed by your creative team in each medium: social media, print (magazines and newspapers), television, radio, and collateral. This information should include stated objectives, target audience, strategy and results for each medium.
 14. If you would like to make any comments indicating how you feel you could contribute to the growth of Mexico Beach, or help the MBCDC accomplish its stated mission, please do so.
 15. Please describe your experience relative to promotion/marketing/advertising in international markets.
 16. What are your experiences in working with affiliate agencies to handle other areas of business on the same account? Also, what is your experience in working with foreign agency counterparts?
 17. What experience do you have in working with an airline, if any?
 18. Within the past five years, have you or any principal of your firm been involved in any litigation or asserted or received any claim for damages or any other legal remedy? If so, please describe.
 19. Are you aware of any circumstances that could lead from the basis of a claim for damages or any other legal remedy either by or against you or any principal of your firm? If so, please explain.
- i. References: at least three, but no more than five client references, including business name, address, nature of business, and name and telephone number of contact person. In addition, include at least one financial institution or a specific reference that can attest to the agency's financial capacity.
 - j. Insurance: Copies of certificates of automobile liability, general public liability, errors and omissions and intellectual property infringement insurance, if any. State whether within the past five years respondent has had any insurance cancelled, not renewed or an application for insurance denied, including first party coverage (property and casualty). Actual types and limits of liability insurance that will be required will be

negotiated.

- k. Client list: Provide a list of clients, past and present for the past five years, including contact names, addresses, and phone numbers.
 - l. Marketing samples: Provide a campaign case study demonstrating the agency's creative/marketing product. Also, provide one creative execution other than interactive/online utilizing "The Unforgettable Coast" which is the branded positioning for the destination.
 - m. Media buying sample: Provide at least one case study, preferably related to a destination market, demonstrating the agency's strategic media buying and the resulting measured impact.
 - n. Additional Information: Any additional information that Respondent considers pertinent for consideration should be included in a separate section of the response.
- F3. Compensation Methodology: Please describe your methodology and options for pricing the Work or any other similar projects that may be assigned through the contract term, separately stating methodologies and options for advertising/creative and media buying (e.g. hourly pricing, unit pricing, flat fee, percentage, etc. -- but do not include rates or fees, as dollar amounts will be the subject of negotiation). Separately state all types of expenses you expect the MBCDC to reimburse and whether any markup would apply for each type of expense.

End of RFQ

STATEMENT OF “NO RESPONSE”

We appreciate the opportunity to serve but respectfully hereby decline to respond to the Request for Qualifications for the Mexico Beach Community Development Council, Inc.

REASON (Optional):

- 1. _____ Scope of work is too extensive for our firm.
- 2. _____ Deadline for response is too short.
- 3. _____ Detail required to respond to Request for Qualifications.
- 4. _____ Terms contained within Request for Qualifications.
- 5. _____ Mexico Beach Community Development Council, INC. and the
County Insurance Requirements.
- 6. _____ Location of Mexico Beach Community Development Council, Inc.
- 7. _____ Other:

Firm Name: _____

Address: _____

City/State: _____

Telephone: _____

WE APPRECIATE YOUR FEEDBACK.