

**BOARD OF COUNTY COMMISSIONERS,
WALTON COUNTY, FLORIDA**

REQUEST FOR PROPOSAL

For

***Public Relations Campaign for the Walton County
Tourist Development Council***

RFP NO: 010-006

The Board of County Commissioners through the Walton County Tourist Development Council (the“County”) is seeking qualified public relations firms to develop and execute a national public relations strategy that would support the marketing of Beaches of South Walton in northwest Florida to the consumer and travel trade in key markets throughout the United States.

RFP DEADLINE: December 1, 2009 no later than 4:00PM local time and will open immediately thereafter.

LATE SUBMITTALS RECEIVED AFTER THE FOREMENTIONED DEADLINE DATE, EITHER BY MAIL, OR OTHERWISE, WILL NOT BE CONSIDERED AND RETURNED UNOPENED. THE TIME OF RECEIPT WILL BE DETERMINED BY THE TIME RECEIVED IN THE PURCHASING AGENT'S OFFICE. IT IS THE SOLE RESPONSIBILITY OF THE FIRM FOR ASSURING THAT THE RFP IS RECEIVED IN THE PURCHASING OFFICE BY THE DESIGNATED DATE AND TIME. NO FAXED, ELECTRONIC OR ORAL RFP WILL BE ACCEPTED.

To be considered, Firm/Team must submit an original and five (5) copies of RFP in a sealed envelope or package, clearly marked with the Firm/Team's name and address, and the words” **Public Relations Campaign**” addressed to:

Office of Central Purchasing
176 Montgomery Circle
DeFuniak Springs, Florida 32435
850-892-8176

TABLE OF CONTENTS

SECTION 1 – INTRODUCTION.....	4
SECTION 2 – SCOPE OF WORK.....	5
2.1 Primary Objective.....	5
2.2 Requirements.....	6
2.3 Proposal Format.....	7
SECTION 3 – PROCUREMENT RULES AND INFORMATION.....	8
3.1 Contact Person.....	8
3.2 Calendar Events.....	9
3.3 Submission of Statement.....	9
3.4 RFP Opening.....	9
3.5 Cost of Preparing RFP.....	10
3.6 Disposal of RFP.....	10
3.7 Rules for Withdrawal.....	10
3.8 Rejection of RFP.....	10
3.9 Verbal Instructions.....	11
3.10 Indemnification.....	11
3.11 Notices.....	12
3.12 Public Entity Crimes.....	12
3.13 Drug Free Work Place.....	12
3.14 Insurance Requirements.....	12
3.15 Local Vendor Preference.....	14
SECTION 4 – CONTENTS OF RFP.....	14
4.1 Contact for Contract Administration.....	14
4.2 Forms	14
SECTION 5 – EVALUATION OF STATEMENTS.....	14
5.1 Evaluation Criteria.....	14
SECTION 6 – Terms and Conditions.....	15
6.1 Termination of contract.....	15
<i>Attachment: Information Sheet.....</i>	<i>16</i>
<i>Attachment: Contact for Contract Administration.....</i>	<i>17</i>
<i>Attachment: Public Entity Crime Form.....</i>	<i>18</i>
<i>Attachment: Drug Free WorkPlace Certification.....</i>	<i>21</i>

<i>Attachment: Addendum Sample.....</i>	22
<i>Attachment: A.....</i>	23
<i>Attachment: B.....</i>	24
<i>Proposal Fee Schedule.....</i>	27
<i>Local Vendor Preference.....</i>	28

SECTION 1 – INTRODUCTION

1.1 Background:

Located along Northwest Florida's Gulf Coast, Beaches of South Walton is renowned for its sugar-white sand beaches emerald green waters. The destination is comprised of 15 beach communities stretching over 26 miles of pristine coastline. The communities included in this scenic setting are: Seascape, Miramar, Sandestin, Dune Allen, Santa Rosa, Blue Mountain, Grayton Beach, WaterColor, Seaside, Seagrove, WaterSound, Alys Beach, Seacrest, Rosemary Beach, and Inlet Beach.

More than 40 percent of Beaches of South Walton is preserved through four state parks and Point Washington State Forest. The area is also home to the largest concentration of rare coastal dune lakes in the world. Hiking, biking, kayaking and fishing are popular pastimes. Visitors to the area enjoy world-class accommodations, challenging golf, eclectic shops, funky art galleries, and award-winning dining.

Beaches of South Walton's Brand Promise:

Beaches of South Walton provide visitors with a relaxing escape: an upscale yet casual, place to unwind and rejuvenate. Charm and scenic beauty define our stretch of Northwest Florida's Gulf Coast, and our white sand beaches and emerald green waters offer a natural setting, where visitors feel comfortable. We deliver an unforgettable experience, filled with lasting memories.

For more information on Beaches of South Walton, visit our website:

www.beachesofsouthwalton.com

1.1.1 Campaign Parameters:

Services: The Walton County Tourist Development Council (TDC) is looking for firms to develop a strategy that utilizes public relations tactics to secure earned media in appropriate print, broadcast, and interactive outlets. This strategy should not cover advertising, direct marketing, or other forms of direct-to-consumer outreach mechanisms. (The TDC has a national advertising campaign; this national PR campaign should complement that effort, and focus heavily on promoting shoulder season (September – November) visitation.)

Focus: During the next year, the public relations campaign should promote Beaches of South Walton as a premier tourist destination within its target markets, nationally as well as emerging markets in preparation for the opening of the Northwest Florida-Panama City International Airport in May 2010. Important emerging markets include Baltimore/D.C. and Chicago.

Budget: Walton County Tourist Development Council will work with recommended firm to negotiate a budget that is fair, competitive and reasonable for this campaign. Firms are asked to provide the cost of their recommended program, which should include the services outlined above. Additional projects that may exceed contracted amount may include beach nourishment, crisis communications, and community relations.

Timeframe: The contract for this initial campaign will be for January 2010 – September 2010 with the option to be extended for up to three years, through additional one-year contracts, based on the performance of the firm selected.

1.1.2 Target Audiences:

The target market for Beaches of South Walton is predominantly households with an average annual HHI of \$144,615; and age 35-64. This campaign will target households in these demographics groups who currently live outside the Northwest Florida region.

Other targets include niche audiences including culinary, weddings/anniversaries, families, eco-tourism, girlfriend getaways, and travel trade (tour operators, incentive travel, meeting planners, travel agents and AAA).

1.1.3 Media:

Qualifications should be presented for securing earned media in outlets that include (but should not be limited to) travel, lifestyle, architectural, golf, nature and other leisure publications serving national markets. Qualification and previous experience that utilize broadcast and online outlets should also be included in response.

SECTION 2 – SCOPE OF WORK

2.1 Primary Objective:

The Walton County Tourist Development Council has established the following objectives for its public relations campaign. All applicants are asked to provide a detailed outline including strategies and tactics as to how these goals will be accomplished. Tactics must be based on public relations principles and practices and should NOT include advertising and other paid promotions.

- Position Beaches of South Walton as a premier tourist destination with consumer audiences both nationally and in our top 30 markets.
- Heighten awareness for Beaches of South Walton's amenities with

niche audiences including bridal, girlfriends, culinary, eco-tourists, families, golfers and art enthusiasts.

- Heighten general consumer awareness of Beaches of South Walton as premier location for leisure trips.
- Heighten general travel trade appreciation of Beaches of South Walton as a choice location for signature meetings, groups and incentives.
- Position Beaches of South Walton as an ideal vacation destination for fall travel to increase visitation during shoulder season months (September-December).
- Highlight the transformation of Beaches of South Walton and Northwest Florida and position Beaches of South Walton as a driving force behind it.
- Highlight the transformation of Beaches of South Walton and Northwest Florida and position Beaches of South Walton as a driving force behind it.
- Extend reach by utilizing existing placements via reciprocal links on Web sites and with social media strategies.

2.2 Requirements:

All applicants must meet the following requirements and criteria in order to submit a proposal.

- Firms must have a dedicated practice group that focuses on the tourism industry. The TDC is seeking a firm with a dedicated group that specializes in travel and tourism clients. The group should include one or more individuals that currently represent tourism clients, maintain strong relationships with travel and tourism reporters, have extensive knowledge of the tourism industry and current trends, and strong track record of ROI for tourism clients.
- Firms must be recognized by an independent source as a firm specializing in public relations, especially the travel and tourism sector. There are numerous independent sources, including O'Dwyers, PR Week, World Travel and Tourism Council, and Hospitality Sales and Marketing Association among others that rate/recognize PR firms for their expertise.
- Firms must operate as an independent agency. Therefore, interested firms may not be part of a strategic holding company that manages a portfolio of

companies that operate in the disciplines of advertising, marketing services, specialty communications, interactive/digital media and media buying services.

- Firms must be a full-service public relations company with experience representing national and international destinations, hotels & resorts, golf and/or attractions.
- Firms must have strong media relationships with travel writers and editors.
- Firms must have experience working with a variety of media including broadcast, print, online and social media. The TDC is not looking for media lists but would like interested firms to outline some of their media relationships. The TDC also asks that interested firm's highlight any articles generated that resulted increased visitation for the destination as well as any experience in using social media to build loyalty and visitation.
- Firms must have experience collaborating and creating synergized campaigns with other marketing partners including research firms, ad agencies and internet firms.
- Firms must have experience in the following areas: crisis communications, beach nourishment, branding, public affairs and media event planning is preferred.

2.3. Proposal Format:

Firms who meet the above requirements and are interested in pursuing this work are asked to present their recommended plan. In order to ensure sufficient and comparable information on the four criteria that will be used to select a firm, The Walton County TDC requires that all proposals follow the following format:

Part I. General description of the firm: The description of the firm should include each of the requirements outlined above and how the firm meets/exceeds these standards.

Part II. Strategic Overview: The firm should present the general methods and tactics it would implement to accomplish the objectives of this campaign.

Part III. Creative Approach: The firm should present specific ideas on how it would approach the following PR challenges that would be part of the Beaches of South Walton campaign: (1) maintain visibility of Beaches of South Walton as a premier tourist destination with in the top 30 core markets; (2) promote the Autumn Tides program to increase shoulder season tourism; (3) introduce

Beaches of South Walton as premier beach vacation destination to new markets and audiences that may not be familiar with this region of Florida. This presentation is meant to illustrate the submitting firm's capacity to generate strategy and creative ideas to promote the area's collection of 15 beach communities as one premier destination. It will not be viewed as a specific binding tactical approach.

Part IV. Costs and Anticipated Results: The firm should propose a budget(s) for the first nine-months of this PR campaign. This may include a tiered approach with varying costs for PR services and tactics to reach above goals. Firms should outline how they will evaluate ROI and the specific results they anticipate will be achieved under all budgets. Firms are encouraged to propose a fee arrangement that would be tied to meeting or exceeding specified goals. (See consultant expense guidelines attached)

Part V. Account Team: The firm should present information on the background of the proposed account team members for the Beaches of South Walton campaign, including a list of similar accounts that each team member services currently and relevant past clients. This will include a breakdown of the estimated hours each team member would dedicate to the Beaches of South Walton project. The proposal should include information about only those individuals who will be directly responsible for servicing the Beaches of South Walton account; do not include individuals who will be involved only slightly (if at all) on the account.

Part VI. References: The firm should provide four references.

Part VII. Copies. The firm should include an original and (5) five copies of the Proposal for the review committee.

SECTION 3 PROCUREMENT RULES AND INFORMATION:

3.1 Contact Person:

Glyndol Johnson
Purchasing Agent
176 Montgomery Circle
DeFuniak Springs, FL 32435
850-892-8176 ext. 242
email:johglyndol@co.walton.fl.us

or Lesley Sword, Buyer
Kim Jones, Buyer

All technical questions regarding this Request should be directed in writing; preferably by email to the Purchasing Agent. **Questions shall be submitted no later than 12:00 Noon local time on November 23, 2009.** Questions submitted after that date and time will not be answered. The Purchasing agent and TDC Executive Director will review and answer. If applicable, answers citing the question asked but not identifying the questioner will be distributed to all known prospective vendors. Failure to submit requests in writing by the specified time shall not be grounds for a protest. Note: Written requirements in the Request or its amendments are binding, but any oral communications between you and us are not.

3.2 Calendar of Events:

Listed below are the important actions and dates/times by which the actions must be taken or completed. If the County finds it necessary to change any of these dates/times, it will be accomplished by addendum. All listed times are local time in DeFuniak Springs, Florida.

<u>DATE/TIME</u>	<u>ACTION</u>
December 1, 2009 no later than 4:00PM Local time and will open immediately thereafter	Close date
December	Evaluations

3.3 Submission of Statement:

Each Proposal should be prepared simply and economically, providing straightforward, concise delineations of firm's capabilities to satisfy the requirements of this Request for Proposals. Fancy bindings, colored displays, and promotional material are not desired. Emphasis is on completeness and clarity of content. In order to expedite the process, it is essential that firms follow the format and instructions herein.

3.4 RFP Opening:

Statement of Qualifications is due at the time and date specified in the paragraph entitled "Calendar of Events". The name of all firms submitting their qualifications shall be posted in the RFP package at the Office of Central Purchasing. Proposals received late will not be considered.

3.5 Cost of Preparing RFP:

The County is not liable for any costs incurred by a firm in responding to this RFP, including those for oral presentations.

3.6 Disposals of RFP:

All RFP's become the property of the County and will be a matter of record.

3.7 Rules for Withdrawal:

Proposals may be modified or withdrawn by an appropriate document duly executed (in the manner that a RFP must be executed) and delivered to the place where Proposals are to be submitted at any time prior to the opening of RFP.

Any submitted Proposal shall remain open and subject to acceptance for a period of thirty (30) calendar days after the date of the opening, but the County at its sole discretion may release any RFP.

3.8 Rejection of RFP:

The County reserves the right to accept or reject any all proposals as may be deemed necessary by the County to be in its best interest. The County further reserves the right to waive any and all informalities, and reserves the right to reject all nonconforming, unresponsive, unbalanced or conditional Proposals. The County reserves the right to reject the Proposal of any Proposer if the County believes that it would not be in the best interest of the Project to make an award to that Proposer, because the Proposal is not responsive or responsible, or the Proposer is unqualified or of doubtful financial ability or fails to meet any other pertinent standard or criteria established by the County. The County also reserves the right to enter into contract negotiations with a qualified, responsible, and responsive Proposer who submits the best ranked proposal. If the County and the best Proposer cannot negotiate a successful contract the County may terminate such negotiations and begin negotiations with the qualified, responsible, and responsive Proposer who submits the next best ranked proposal. No Proposer shall have any rights against the County arising from such negotiations. Discrepancies in the multiplication of units of work and unit prices will be resolved in favor of the unit prices. Discrepancies between the indicated sum of any column of figures and the correct sum thereof will be resolved in favor of the correct sum. Where numeric data is given both in Arabic numerals and in written language, and where there exists a discrepancy between an Arabic numeral and written language, the written language shall be presumed to be correct and the Arabic numeral presumed incorrect.

The County reserves the right to delete any Proposal items and the total Proposal shall be determined as the sum of the Proposal items awarded. In evaluating Proposals, the county will consider the qualifications of the proposers, whether or not the Proposals comply with the prescribed requirements, time of completion and other data, as may be requested in the Proposal form or prior to the Notice of Award. The County may conduct such investigations as the County deems necessary to assist in the evaluation of any Proposal and to establish the responsibility, qualifications and financial ability of Proposers, proposed Subcontractors, Suppliers and other persons and organizations to perform and complete the Project in accordance with the Contract Documents to the County's satisfaction within the prescribed time. The County may consider the operating costs, maintenance requirements, performance data and guarantees of major items of materials and equipment proposed for incorporation in the Project when such data is required to be submitted prior to Notice of Award.

3.9 Verbal Instructions:

No negotiations, decisions, or actions shall be initiated or executed by the firm as a result of any discussions with any county employee. Only those communications from firms, which are signed, and in writing will be recognized by the County as duly, authorized expressions on behalf of the firm.

3.10 Indemnification:

Firm shall indemnify and save harmless the COUNTY, its officers, agents and employees, from all claims, suits or actions at law or equity, damages, losses, and expenses, whether direct or indirect, or consequential, including but not limited to charges of engineers, attorneys, and other professionals and costs of both defense and appeal, in a court of law or other tribunal, for any reason whatsoever, including but not limited to bodily injury, sickness, disease or death of any person, including employees of Firm or any subcontractor, or injury to or destruction of property, including loss of use, which claims are arising out of, related to, connected with, or caused by (a) Firm, or any subcontractor or supplier of Firm, negligent performance or non-performance of the Project. The provisions of this indemnification agreement shall include all accidents, injuries and claims made, whether or not caused in part, by any act or omission of the COUNTY, its respective officers, agents, or employees, provided Firm shall not be required to indemnify the COUNTY for the County's own negligence.

3.11 Notices:

Any notices to be given under a Contract shall be given by United States Mail, addressed to Firm at its address stated herein, and to the COUNTY at its address stated herein. Additional notice may also be given by facsimile in which case it shall be deemed that notice was provided on the date said facsimile was received. The party providing notice by facsimile shall confirm that the facsimile was received by the other party.

3.12 Public Entity:

The firm must sign and complete a Public Entity Crime Sworn Statement as defined under Section 287.133(3) (a), F.S. A person or affiliate who has been placed on the convicted vendor list following a conviction of a public entity crime may not submit a proposal on a contract to provide any goods or services to a public entity, may not submit a proposal on a contract with a public entity for the construction or repair of a public building or public work, may not submit proposals on leases of real property to a public entity, may not be awarded or perform work as a consultant, supplier, or subcontractor, 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.

3.13 Drug Free Workplace:

The firm must complete the County's Drug Free Workplace Certification form, attached and made a part of the RFQ. According to Walton County policy, preference shall be given to businesses with drug-free work place programs. Whenever two or more proposals, which are equal with respect price, quality, and service, are received by the state or by any political subdivision for the procurement of commodities or contractual services, a proposal received from a business that certified that it has implemented a drug-free work place program shall be given preference in the award process. Established procedures for processing tie proposals will be followed if none of the tied vendors have a drug-free work place program.

3.14 Insurance Requirements:

Firm shall purchase and maintain through the Contract period workers compensation, comprehensive general liability (occurrence form), comprehensive automobile liability, builder's risk, and other insurance as is appropriate for the Project being performed hereunder by firm, its employees, subcontractors or agents. The amounts and types of workers compensation, comprehensive general

liability (occurrence form), and comprehensive automobile liability insurance shall conform to the following minimum requirements:

1. Worker's Compensation Coverage must apply for all employees and statutory limits in compliance with the applicable state and federal laws. In addition, the policy must include the following:
 - a. Employer's Liability with a minimum limit per accident in accordance with statutory requirements.
 - b. Notice of Cancellation and/or Restriction. The policy must be endorsed to provide the COUNTY with thirty (30) days' written notice of cancellation and/or restriction.
2. Comprehensive General Liability Coverage must include:
 - a. \$1,000,000 combined limit per occurrence for bodily injury, personal injury and property damage. If contract is less than \$100,000.00, then general liability insurance requirement is \$300,000.00.
 - b. Contractual coverage applicable to this specific contract, including any hold harmless and/or indemnification agreement.
 - c. Notice of Cancellation and/or Restriction. The policy must be endorsed to provide the COUNTY with thirty (30) days' written notice of cancellation and/or restriction.
3. Comprehensive Automobile Liability Coverage must be afforded on a form no more restricted than the latest edition of the Comprehensive Automobile Liability Policy filed by the Insurance Services Office and must include:
 - a. \$300,000 combined single limit per accident for bodily injury and property damage.
 - b. Owned Vehicles.
 - c. Hired and Non-Owned Vehicles.
 - d. Employee Non-Ownership.
 - e. Notice of Cancellation and/or Restriction. The policy must be endorsed to provide the COUNTY with thirty (30) days' written notice of cancellation and/or restriction.

Certificates of Insurance evidencing the insurance coverage specified in this Article shall be submitted to the COUNTY with the executed Contract. The Certificates of Insurance shall be filed with the COUNTY before this Contract is deemed approved by the COUNTY. The required Certificates of Insurance not only shall name types of policies provided, but also shall refer specifically to this Contract. All the policies of insurance so required of VENDOR shall be endorsed to include as additional insured the COUNTY, its officers, employees, and agents, except for Worker's Compensation. If the initial insurance policy expires prior to completion of the Project, renewal Certificates of Insurance shall be furnished thirty (30) days prior to the date of the policy expiration.

The purchase of any of the above-referenced insurance policies shall not release the VENDOR or any Surety created by this Contract from any obligation, warranty or guarantee provided in this Contract.

The Insurance Company(ies) shall be authorized to conduct business in the State. Any risk of loss of completed work on the Project, or work in progress on the Project, equipment and material stored on or off the Project Site, or in transit, shall be borne by the Firm through the date of final completion for the Project.

3.15 Local Vendor Preference:

Award of the contract for this project shall be subject to local preference in accordance with the Walton County Purchasing Policies and Procedures (PP017). Application for Local Preference is attached to this Request for Proposal.

SECTION 4 – CONTENTS OF RFP

This section contains instruction regarding the format of the RFP that are to be submitted.

4.1 Contact for Contract Administration:

Firms shall return the Contact for Contract Administration Form. This shall be the firm's representative from the day-to-day activities of this contract.

4.2 Forms:

It is Mandatory that firms return the Drug Free Workplace Certification Form along with the Public Entity Crime Form.

SECTION 5 – EVALUATION OF STATEMENTS:

5.1 Evaluation Criteria:

The Walton County Tourist Development Council will select a firm to execute its PR campaign based on the following factors:

1. **Approach (25%):** The Walton County Tourist Development Council will evaluate the strategic thinking and creative concepts each firm proposes to achieve the objectives outlined above.

2. **Results (40%):** The Walton County Tourist Development Council will evaluate the specific goals (in terms of media placements, consumer recognition, etc.) that each firm indicates will constitute tactical success for the approach they propose.
3. **Team (20%):** The Walton County Tourist Development Council will evaluate the specific individuals who will comprise the team that will be directly responsible for servicing this account.
4. **Use of Resources (15%):** The Walton County Tourist Development Council will evaluate the firm's use of internal and external resources to create added value for the client, including satellite offices, industry organizations and associations to enhance the TDC's return on investment.

Selected firms will be notified if interviews are required. If interviews are required, selected firms will be invited to an interview before an appointed review committee. The committee will then present their recommendation to the Walton County Tourist Development Council. Once approved by the TDC Council, a recommendation will be made to the Walton County Board of County Commissioners.

SECTION 6 – TERMS AND CONDITIONS:

6.1 TERMINATION OF CONTRACT:

The County may terminate this Agreement at any time with or without cause, or with or without prior notice when it is in the best interest of the County.

**Information Sheet
For Transactions and Conveyances
Corporate Identification**

The following information will be provided to the Walton County Legal Services for incorporation in legal documents. It is, therefore, vital all information is accurate and complete. Please be certain all spelling, capitalization, etc. is exactly as registered with the state or federal government,

(Please circle one)

Is this a Florida Corporation:

Yes or No

If not a Florida Corporation,

In what state was it created? _____

Name as spelled in that State: _____

What Kind of corporation is it:

“For Profit” or

“Not for Profit”

Is it in good standing:

Yes or No

Authorized to transact business

In Florida: Yes or No

State of Florida Department of State of Certificate of Authority Document No: _____

Does it use a registered fictitious name: Yes or No

Name of Officers:

President: _____

Secretary: _____

Vice President: _____

Treasurer: _____

Director: _____

Director: _____

Other: _____

Other: _____

Name of Corporation (As used in Florida):

(spelled exactly as it is registered with the state or federal government)

Corporate Address:

Post Office Box: _____

City, State, Zip _____

Street Address: _____

City, State, Zip: _____

(Please provide post office box and street address for mail and/or express delivery; also for recorded instruments involving land)

Federal Identification Number: _____

(For all instruments to be recorded, taxpayer's identification is needed)

Name of individual who will sign the instrument on behalf of the company:

(Upon Certification of Award, the President or Vice-President shall sign Contract. Any other officer shall have permission to sign via a resolution approved by the Board of Directors on behalf of the company. Awarded contractor shall submit a copy of the resolution together with the executed contract to the Office of Purchasing)

(Spelled exactly as it would appear on the instrument)

Title of the individual named above who will sign on behalf of the company:

CONTACT FOR CONTRACT ADMINISTRATION

Designate one person authorized to conduct contract administration.

NAME: _____

TITLE: _____

COMPANY NAME: _____

ADDRESS: _____

TELEPHONE NO: _____

FAX NO: _____

SIGNATURE: _____

PUBLIC ENTITY CRIMES

**Sworn Statement Under Section 287.133(3)(a),
Florida Statutes, on Public Entity Crimes**

This form must be signed in the presence of a Notary Public or other officer authorized to administer oaths:

This sworn statement is submitted to The Board of County Commissioners,
Walton County, Florida by _____
(print individual's name and title)

for _____
(print name of entity submitting sworn statement)

Whose business address is _____

and (if applicable) its Federal Employer Identification Number (FEIN) is
_____; (if the entity has no FEIN, include the Social Security Number
of individual signing this sworn statement: _____).

I understand that a "public entity crime" as defined in Paragraph 287.133(l)(g), Florida Statutes, means a violation of any state or federal law by a person with respect to an directly related to the transaction of business with any public entity or with an agency or political; subdivision of any other state or of the United States, including, but not limited to, any bid or contract for good or services to be provided to any public entity or an agency or political subdivision of any other state or of the United States and involving antitrust, fraud, theft, bribery, collusion, racketeering, conspiracy, or material misrepresentation.

I understand that "convicted" or "conviction" as defined in Paragraph 287.133(l)(b), Florida Statutes, means a finding of guilt or a conviction of a public entity crime, with or without an adjudication of guilt, in any federal or state trial court of record relating to charges brought by indictment or information after July 1, 1989, as a result of a jury verdict, non-jury trial, or entry of a plea of guilty or nolo contendere.

I understand that an "affiliate" as defined in Paragraph 287.133(l)(a)

Florida Statutes, means:

A predecessor or successor of a person convicted of a public crime;

or;

an entity under the control of any natural person who is active in the management of the entity and who has been convicted of a public entity crime. The term “affiliate” includes those officers, directors, executives, partners, shareholders, employees, members, and agents who are active in the management of an affiliate. The ownership by one person of shares constituting a controlling interest in another person, or a pooling of equipment or income among persons when not for fair market value under an arm’s length agreement, shall be a prima facie case that one person controls another person. A person who knowingly enters into a joint venture with a person who has been convicted of a public entity crime in Florida during the preceding 36 months shall be considered an affiliate.

I understand that “person” as defined in Paragraph 287.133(l)(e), Florida Statutes, means any natural person or entity organized under the laws of any state or of the United States with the legal power to enter into a binding contract and which bids or applies to bid on contracts for the provision of goods or services let by a public entity, or which otherwise transacts or applies to transact business with a public entity. The term “person” includes those officers, directors, executives, partners, shareholders, employees, members, and agents who are active in management of an entity.

Based on information and belief, the statement which I have marked below is true in relation to the entity submitting this sworn statement. [Indicate which statement applies.]

_____ **Neither the entity submitting this sworn statement, nor any of its officers, directors, executives, partners, shareholders, employees, members, or agents who are active in the management of the entity, nor any affiliate of the entity has been charged with and convicted of a public entity crime subsequent to July 1, 1989.**

_____ **The entity submitting this sworn statement, or one or more of its officers, directors, executives, partners, shareholders, employees, members, or agents who are active in the management of the entity, or an affiliate of the entity has been charged with and convicted of a public entity crime subsequent to July 1, 1989.**

_____ **The entity submitting this sworn statement, or one or more of its officers, directors, executives, partners, shareholders, employees, members,**

or agents who are active in the management of the entity, or an affiliate of the entity has been charged with and convicted of a public entity crime subsequent to July 1, 1989. However, there has been a subsequent proceeding before a Hearing Officer of the State of Florida, Division of Administration Hearings and the Final Order entered by the Hearing Officer determined that it was not in the public interest to place the entity Submitting this sworn statement on the convicted vendor list. [Attach a copy of the final order.]

I understand that the submission of this form to the contracting officer for the Public Entity identified in Paragraph ONE (#1) above is for that Public Entity only, and that this form is valid through December 31 of the calendar year in which it is filed. I also understand that I am required to inform the Public Entity prior to entering into a contract in excess of the threshold amount provided in Section 287.017, Florida Statutes, for category two of any change in the information contained in this form.

Name of Bidder

By: _____

Title: _____

STATE OF _____
COUNTY OF _____

Sworn to and subscribed before me this ____ day of _____, 200__.
Personally known to me____, or produced the following identification as proof of identity._____.

My Commission Expires:

Notary Public

Printed Notary Name
Commission Expires:_____

DRUG FREE WORKPLACE CERTIFICATION
(This form must be completed and attached to proposal)

Identical tie bids: preference shall be given to businesses with drug-free work place programs. Whenever two or more bids which are equal with respect price, quality, and service are received by the state or by any political subdivision for the procurement of commodities or contractual services, a bid received from a business that certified that it has implemented a drug-free work place program shall be given preference in the award process. Established procedures for processing tie bids will be followed in none of the tied vendors have a drug-free work place program. In order to have a drug-free work place program, a business shall:

1. **Publish a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession or use of a controlled substance is prohibited in the work place specifying the actions that will be taken against employees for violations of such prohibition.**
2. **Inform employees about the dangers of drug abuse in the work place, the business's policy of maintaining a drug-free work place, available drug counseling, rehabilitation providing employee assistance programs, and the penalties that may be imposed upon employees for drug abuse violations.**
3. **Give each employee engaged in providing the commodities of contractual services that are under bid a copy of the statement specified in paragraph #1.**
4. **In the statement specified in paragraph #1, notify the employees that, as a condition of working on the commodities or contractual services that are under bid, the employee will abide by the terms of the statement and will notify the employer of any conviction of or pleas of guilty or no contest to, and violation of Chapter 893 or of any controlled substance law of the United States or any state, for a violation occurring in the work place no later than five (5) days after such conviction.**
5. **Impose a sanction on, or require the satisfactory participation in a drug abuse assistance or rehabilitation program if such is available in the employee's community, by any employee who is so convicted.**
6. **Make a good faith effort to continue to maintain a drug-free work place through implementation of this section.**

As the person authorized to sign this statement, I certify that this firm complies fully with the above requirements.

Company Name

Authorized Signature

Federal I.D. Number or SSN

Printed Name

ADDENDUM ACKNOWLEDGEMENT FORM
(SAMPLE)

RFP
ADDENDUM

Board of County Commissioners
Office of Central Purchasing
176 Montgomery Circle
DeFuniak Springs, Fl 32433

RFP NO:

RFP TITLE:

OPENING DATE:

ADDENDUM NO:

DATE:

PLEASE BE ADVISED THAT THE FOLLOWING CHANGES ARE APPLICABLE
TO THE ORIGINAL SPECIFICATIONS OF THE ABOVE REFERENCED RFP

THIS ADDENDUM NOW BECOMES A PART OF THE ORIGINAL RFP.
ACKNOWLEDGE RECEIPT OF THIS ADDENDUM IN THE SPACE PROVIDED
ON THE RFP FORM. FAILURE TO DO SO MAY SUBJECT THE PROPOSER TO
DISQUALIFICATION.

PROPOSER: _____ BY: _____

ADDRESS: _____ PHONE: _____

CITY, STATE: _____ DATE: _____

**ATTACHMENT
A**

Beaches of South Walton's top 30 markets

- (1) Atlanta
- (2) Birmingham
- (3) Mobile, AL
- (4) New Orleans, LA
- (5) Nashville
- (6) Dallas, TX
- (7) Tallahassee, FL
- (8) Memphis, TN
- (9) Houston, TX
- (10) Jackson, MS
- (11) Montgomery, AL
- (12) Huntsville, AL
- (13) Baton Rouge, LA
- (14) Panama City, FL
- (15) St. Louis, MO
- (16) Columbus, GA
- (17) Dothan, AL
- (18) Tampa-St. Pete, FL
- (19) Biloxi-Gulfport, MS
- (20) Chattanooga, TN
- (21) Orlando, FL
- (22) Jacksonville, FL
- (23) Chicago, IL
- (24) Little Rock, AR
- (25) Lafayette, LA
- (26) Louisville, KY
- (27) New York, NY
- (28) Knoxville, TN
- (29) Indianapolis, IN
- (30) Cincinnati, OH

ATTACHMENT “B”

WALTON COUNTY TOURIST DEVELOPMENT COUNCIL CONSULTANT REIMBURSEMENT GUIDELINES

1. Air Travel Standards. Consultants representing Walton County Tourist Development Council (TDC) should travel economy/tourist or full fare coach class when engaged in work-related travel on behalf of the TDC. In order to keep reimbursement reasonable, air travel should be booked within two days of being notified by TDC of the need to travel to the destination.
2. Lodging. Consultants representing the TDC should secure accommodations in business class hotels. If doing business on behalf of the TDC in South Walton County, lodging shall be in a hotel under contract by the TDC where direct billing to the TDC has been arranged. Please see #12, below, for more specific information concerning South Walton County lodging.
3. Vehicle Rentals. The TDC will reimburse rental of full-size or premium vehicles but not full-size SUV or luxury-class vehicles.
4. Computer Research. The TDC will reimburse for actual cost.
5. Billed Hours. All invoices for work shall state the specific number of hours spent and the hourly rate of consultants and the task performed in sufficient detail to permit review of the time charged.
6. Incidental Charges. The TDC will reimburse for actual cost of reasonable incidental charges exclusive of markup for delivery charges, fax, reproduction, long distance telephone calls, postage and similar charges. However, backup documentation must be provided. A disbursement for regular intra-office copying is not considered compensable.
7. Travel to and from Beaches of South Walton. There will be no reimbursement for the consultant's local travel if consultant's offices are located in or within 50 miles of the TDC office. Auto travel will be reimbursed at Walton County prevailing reimbursement rate at the time of travel.
8. Meals. The TDC will reimburse for reasonable meal expense while doing business on behalf of the TDC. If a meal involves a TDC staff member, that staff member has been instructed to pay for its own meal under guidelines established for staff. Alcoholic beverage is not considered compensable. There will be no reimbursement for the consultant's meal if consultant's offices are located in or within 50 miles of the TDC office.
9. Miscellaneous. The TDC will not reimburse for charges listed as miscellaneous. All expenses must be identified and backup documentation must be provided.

10. Invoices. Invoices for services rendered shall include all backup documentation in sufficient detail to permit review. Expenses exceeding these guidelines will not be considered compensable. Invoices are to be addressed as follows:

Walton County TDC
Attn: Finance
Department
PO Box 1248
Santa Rosa Beach, FL 32459

11. Billing Time. The TDC will not pay for hourly time worked by consultants for preparing invoices, gathering receipts or documentation, or researching questions regarding invoices sent to the TDC.
12. The following hotels (and their respective rates) will be used for Consultant and Vendor lodging when doing business on behalf of the Walton County Tourist Development Council:

Courtyard Sandestin at Grand Boulevard
100 Grand Boulevard
Destin, FL 32550
Telephone: 850-650-7411
www.marriott.com/vpscy

5/18/2007-8/15/2007		8/16/2007-3/15/2008		3/16/2008-8/15/2008	
King	\$149	King	\$99	King	\$149
Double/Double	\$149	Double/Double	\$99	Double/Double	\$149

Embassy Suites Hotel
570 Scenic Gulf Drive
Destin, FL 32550
850-337-7000
www.destin.embassysuites.com

Validity Dates for Suite	Rate
January 1 – March 8	\$89
March 9 – May 24	\$129
May 25 – August 5	\$199
August 8 – October 31	\$129
November 1 – December 31	\$89

Notes to Consultant/Vendor:

1. The Administrative Assistant to the Executive Director, Stacey Infinger, will secure the reservation at one of the following hotels and furnish a confirmation number for the reservation. We have negotiated the above rates, direct billing, and an exemption of Florida Sales Tax. Please coordinate with Stacey your need for lodging (sinfinger@beachesofsouthwalton.com).

2. You may specify your preference for one of the hotels. However, there are blackout dates, and rooms are on a space available basis.
3. You may wish to make your own reservation at another hotel of your choice in the area and pay the bill, plus applicable taxes. The TDC will only reimburse the maximum room rate and respective occupancy tax for one of the above hotels for the date(s) of TDC business. State sales tax will not be reimbursed.
4. Payment for incidental charges is the responsibility of the consultant/vendor.
5. TDC will not reimburse long-distance calls made from hotel system.
6. Penalties may be incurred for not following hotel's Cancellation/No Show Policy, and Early Departure Fee Policy (if applicable), and will not be reimbursed.

If you have questions concerning these Guidelines, please contact:

Sonny Mares
Director of Administration
Walton County Tourist Development Council
PO Box 1248
Santa Rosa Beach, FL 32459
Phone: 850-267-1216
Fax: 850-267-3943
smares@beachesofsouthwalton.com
(Effective 6/01/2007)

PROPOSAL FEE SCHEDULE

FIRM: _____

ADDRESS: _____

TELEPHONE NUMBER: _____

FAX NUMBER: _____

SIGNATURE: _____

FEE: \$ _____

**WALTON COUNTY
LOCAL PREFERENCE APPLICATION**

PROJECT NAME: Public Relations Campaign
RFP NO: 010-006

Name of Business: _____

Address: _____

City, State: _____ Zip code: _____

I hereby certify under penalty of perjury that my business qualifies as a local vendor/contractor in accordance with Walton County Purchasing Policies and Procedures, Procedure No: PP017.

☐ My business maintains its principal place of business within Walton County; OR

☐ My business has maintained a permanent place or places of business within Walton County and has employed people who live in Walton County on a regular and continuing basis for at least six (6) months prior to the advertising of this Request for Proposal

Signature

Date: _____