

Tourist Bureau

Objectives: The objectives of this part are to operate and serve as the City's premier expert on tourist attractions, activities and events, accommodations, and restaurants available to tourists who visit the City, which includes Atlantic Beach, Neptune Beach, Jacksonville Beach (collectively, the "Beaches") and the town of Baldwin and perform the services contemplated in 666.108 (b)(1). The total maximum budget available to perform this contract is \$300,000.00 per year.

Narrative: The City has a vast array of existing tourist attractions, activities, events and opportunities for visitors to enjoy, but many of these opportunities are unknown to visitors, information is poorly coordinated and disseminated, and there is not a centralized, continuously updated, comprehensive source for this information.

For Purposes of this Plan Component Visitor Center and Visitor Kiosk shall have the following meaning:

Visitor Center- A physical place where tourists, business travelers, conventioners, and other visitors can ask questions, orient themselves, meet for tours, and obtain information about the local vicinity. A Visitor Center not only contains print and electronic information such as brochures and searchable interactive databases of events, activities, points of interest and attractions, lodging and dining, tours, and maps but is also staffed with knowledgeable personnel who can answer questions, assist with reservations, and provide tips to enhance the visitor experience. A visitor center should include in-depth educational exhibits and artifact displays (for example, about natural or cultural history). Often a film or other media display is used. The Visitor Center should provide an experience and tell the story of the place it represents. The Visitor Center should serve as the location where guided tours are coordinated, and audio tours, unguided tour maps and similar information is made available to tourists. The Visitor Centers should strive to become destinations and experiences in their own right.

Visitor kiosk- a small hut, booth, or cubicle which may or may not be

*first floor
accessible from
street level*

manned, containing brochure displays, or electronic displays and interactive devices; and which provides a wide array of information to tourists on local attractions, events, accommodations, restaurants, tourist facilities as well as local points of interest, and local maps. Such kiosks should include interactive capabilities allowing visitors to make reservations, book tours, etc. and contact a live representative to answer questions.

Tourist Plan Component- Establishment of a tourist bureau

- (1) *Visitor Centers.* The establishment, operation and staffing of a visitor kiosk at the Jacksonville Airport, at least one (1) visitor center in Downtown Jacksonville, and one (1) visitor center in the Atlantic, Neptune and Jacksonville Beaches area (individually and collectively, the “Visitor Center” or “Visitor Centers”). Each Visitor Center shall be open a minimum of 50 hours per week, including both Saturday and Sunday for a minimum of 5 hours each day. The Visitor Centers shall be located so as to maximize visibility and accessibility by tourists and preference shall be given to use of City-owned property for such purpose. Supplemental unstaffed kiosks at strategic tourist attractions shall be pursued. Signage on the Interstate and main traffic arteries directing tourists to the Visitor Center(s) shall be pursued and installed. Also included shall be information and reservation services at the I-95 Welcome Station.

- (2) (ii) *Comprehensive listings.* The establishment of continually updated comprehensive and all-inclusive listings of all public and private museums including library special collections; guided tours; event listings at all City-owned facilities such as the arena, performing arts center, baseball grounds, stadium and other City-owned venues; other events and activities submitted to the website host which are open to the public; golf courses and other sports facilities open to the public; activity rentals (bicycle, kayak, power boats, etc.); charter fishing captains; manufacturing facility tours; links to Jacksonville Parks, Libraries and other public facilities offered within the City of Jacksonville; tour guide or sightseeing services; hotels, motels, bed and breakfasts and other accommodations; restaurants, bars, clubs, and similar food and entertainment establishments; and other similar listings of tourist oriented facilities and activities. Such listings may not show preference to, or otherwise emphasize, any particular event or service provider. This service shall also include a pro-active development of such listings by reaching out to a wide spectrum of community organizations and resources to ascertain the activities, facilities, and events currently

available, and such activity shall be an on-going and continuous effort to ascertain all that the City has to offer tourists. While some listings may be acquired by the purchase of prepared lists, others will require in-house research and creation; and

- (3) (iii) *Assembly of available information.* The assembly of available information on, or creation of new running routes/trails; bicycling tour routes; scenic walks; historic walking tours; tourist attraction and activity locations; public docks, boat ramps, non-motorized launches and waterfront facilities accessible to those on the water such as restaurants with docks, etc., and such other maps and guides that identify attributes of the City for which tourists commonly search. Also included shall be a hotel-motel directory including a map and food service information and information regarding package tours and information on travel agents and tour operators.

Minimum Qualifications of Bidders

- 1) Must be licensed to do business in Florida.
- 2) Must have a minimum of three (3) years prior experience **executing services similar to those described in the Scope of Work** for a comparable North American destination or hotel company, either as an entity or each of the individuals who comprise the leadership of the bidding entity.
- 3) Must provide a minimum of Three (3) references of clients who have utilized services as identified in this RFP that TDC 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
 - Length of Relationship
- 4) Must have an office in Jacksonville, or be willing to open an office in Jacksonville if awarded this contract.

- 5) Must execute the following certification: I certify that: I (or entity making application) am not liable for any unpaid federal, state, or local taxes; no lien is currently filed or claimed against me; and, I have no knowledge of any threatened or pending action, suit, proceeding, inquiry, or investigation, in equity or law, before or by any court, governmental agency, public board or body to which I am a party.

I acknowledge my understanding that the Ordinance Code of the City of Jacksonville prohibits the advance payment of City funds.

The financial statements must describe the Applicant's ability to utilize its own financial resources to fund at least two (2) months of the Services described in Tourist Bureau Operating Plan, including reliable proof of financial capacity to obtain immediate access to those resources (e.g., letter of credit; cash deposit). If an Applicant is a newly created entity or is being established solely for the purpose of performing the scope of work under this RFP, the Applicant shall provide the same financial statements previously described herein for each sole proprietor, general partner, member of a limited liability company or partnership, or the majority shareholder.

RFP Proposal Content

Each Applicant shall provide an executive summary giving an introduction of the Applicant's organization.

Each Applicant shall furnish a narrative supported by relevant data regarding past experience with similar responsibilities.

Each applicant should include the following:

1. Name and resume of the person who will be the account/project 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 identity projects of a similar nature in which the staff member has been involved. The Applicant should provide a description of the role each staff member who will be responsible for handling each aspect of the contract.

2. Discussion demonstrating Applicant's knowledge of attractions, points of interests, cultural venues and special events, local history, recreation opportunities, restaurants and accommodations in Jacksonville and the Beaches. Basic knowledge of surrounding day trip destinations is highly recommended.

3. Discussion regarding the methodology Applicant proposes to use in order to research and continuously update knowledge base of tourist facilities, attractions, points of interest, etc. in Jacksonville and the Beaches, even if such facilities or features are not currently promoted as tourist destinations. This discussion should include information on research experience of key personnel. Such experience may include backgrounds in local history, arts, culture, waterways and similar fields which may interest visitors.

4. Delivery of a **three year plan** for operation of this Tourist Bureau component of the Tourist Development Plan which should include at a minimum, discussion of goals and objectives for staffing, training, physical facilities and equipment, experiential exhibits and tracking of visitors served. Included in this section should be a discussion of how we can better serve the tourists who visit and pass through our area with a goal toward encouraging longer stays and return visits. How will Applicant become the premier expert on what our City has to offer, how will that expertise be used in our Visitor Centers, and in print and digital media to increase tourism? Discuss any "Big Ideas" applicant may have. Such plan should identify how the minimum requirements contained in the scope will be met, what additional services or facilities will be provided within the budget provided, and what additional services or facilities would be recommended if additional funding were available and the costs associated with each.

5. Discussion of **hiring policy, background checks, minimum qualifications, and selection criteria Applicant will use for selection and hiring of employees; proposed use of volunteers, if any, who would interact with the public.**

6. Discussion of **orientation program upon hiring and on-going training program, if any, that will be implemented.**

7. Provide a recommended budget based on the Scope of Work. The actual contractual budget will be based on the agreed upon scope of work and budgetary limitations imposed on the TDC as part of its budget approval process with the City. Provide budget breakdown in the following format:

- Amount of proposed annual budget allocated to travel, meal and entertainment expenses/reimbursement. Identify allocation between local travel and expenses versus out-of-county travel.
- Amount of proposed budget allocated to buildings and equipment
- Amount of proposed budget allocated to staffing and number of employees by job category
- Amount of proposed budget allocated to purchased lists, databases and research

8. Discussion regarding proposed use of subcontractors to perform services versus use of in-house personnel.

9. Conflicts of Interest. The Applicant shall provide in the Proposal the information described below.

- i. A copy of the Applicant's ethics, business integrity, and conflicts of interest policies, procedures, and/or plans.
- ii. A completed and signed Conflict of Interest Questionnaire, including any required information. The Applicant shall complete and sign the Conflicts of Interest Questionnaire attached to this RFP as EXHIBIT C and disclose any current or anticipated business or personal relationships that may create an actual or apparent conflict of interest, including but not limited to other contracts with the TDC or City of Jacksonville; contracts with competitors of the TDC described in APPENDIX 10 (Competitors); and, contracts with members of the travel and tourism industry within the City of Jacksonville and Northeast Florida.
- iii. A list of any other clients of Applicant who are engaged in the tourism industry in Northeast Florida.
- iv. A full disclosure of any partnership, investment, affiliation, contract, and/or collaboration the Applicant has entered into with any entity or company which will provide services to the TDC under the Applicant's Proposal and that also does work for a client in a competitor market as outlined in APPENDIX 10 (Competitors)

and/or with members of the travel and tourism industry within the City of Jacksonville.

- v. A list of all professional and business affiliations (i.e. memberships or board seats on different business or non-profit organizations).

Scope of Services and Deliverables:

Minimum scope requirements

1. Establish a tourist bureau, which shall operate and serve as the City's premier expert on tourist attractions, activities and events, accommodations, and restaurants available to tourists who visit the City, which includes Atlantic Beach, Neptune Beach, Jacksonville Beach (collectively, the "Beaches") and the town of Baldwin and perform the services contemplated in 666.108 (b)(1). Such bureau shall implement and execute the three year plan for Operation of the Tourist Bureau submitted as part of the RFP process. The bureau shall provide demonstrable evidence to TDC no less often than annually demonstrating the breadth, accuracy and scope of the bureau's database and depth of knowledge possessed by the bureau regarding existing tourist facilities, programs, events and points of interest. The TDC shall annually review the level of service provided hereunder, and offer suggestions and set goals for improvement, if needed.

2. Prepare a detailed line item budget, acceptable in format to the City Council auditor, setting forth how monies provided by the Tourist Development Council will be spent. Each identified task within a component of the Tourist Development Plan shall have its own identified budget line or lines and such budget shall also provide detailed comparisons regarding how the annual budget compares to each allocation identified in the proposed budget submitted in response to the RFP. Once the budget is submitted and approved by the Tourist Development Council, any deviation from the established line item amounts may not exceed ten percent (10%) of the amount of each respective line item. No deviation shall exceed ten percent (10%) unless authorized by the Chairman of the Tourist Development Council in

writing. The Proposer shall provide at each regular meeting of the Tourist Development Council an accounting for all Tourist Development Council monies held or expended during the current year through the preceding month. The Proposer shall provide for an annual financial audit of the contract and Tourist Development Council funded accounts, together with an accounting of any outside funds received and their source (i) if any of such funds are used to offset the cost of providing any of the services provided under this RFP; or (ii) if any such funds are used to provide a service in partnership or cooperation with other jurisdictions or entities.

3. Provide or cause to be provided support services and follow-up services for the Tourist Development Council with respect to events, projects or activities approved by the Tourist Development Council when requested to do so by the Tourist Development Council and which are part of the plan element identified above, provided the request does not exceed the approved budget for such services.

4. *Visitor Centers.* Establish, operate and staff a visitor kiosk at the Jacksonville Airport, at least one (1) visitor center in Downtown Jacksonville, and one (1) visitor center in the Atlantic, Neptune and Jacksonville Beaches area (individually and collectively, the “Visitor Center” or “Visitor Centers”). Each Visitor Center shall be open a minimum of 50 hours per week, including both Saturday and Sunday for a minimum of 5 hours each day. The Visitor Centers shall be located so as to maximize visibility and accessibility by tourists and preference shall be given to use of City-owned property for such purpose.

- The location of Visitor Centers shall subject to prior approval by the TDC.
- If any Visitor Center or kiosk is shared with other jurisdictions, or any specific tourist attractions or accommodations wishing to utilize space to advertise their events or facilities outside Duval County/the City, any such shared arrangements including shared costs and full operating budgets shall be pre-approved by the TDC. Any employee working in a facility shared with others shall possess comprehensive knowledge of all Jacksonville tourist attractions, events and facilities and the space within such facility shall be allocated equitable based on the shared cost arrangement.
- Provide an annual update to the TDC regarding the full range of services provided at each Visitor Kiosk and Visitor Center, number

of visitors served in what capacity, and recommendations for improvements in service.

5. Take concrete steps to place supplemental unstaffed kiosks at strategic tourist attractions. Quarterly reports to the TDC shall include a report on what efforts were made in the preceding quarter to expand the number and quality of unstaffed kiosks and what results were achieved.
6. Take concrete steps to cause to be installed signage on the Interstates and main traffic arteries directing tourists to the Visitor Center(s). Within three (3) months of the contract award, the contract recipient shall provide a timeline to the TDC regarding the necessary applications, meetings, and issues to be resolved in completion of this task. Regular progress updates shall be provided at each TDC meeting until such signage is installed.
7. Maintain tourist information and reservation services at the I-95 Welcome Station. Provide such staffing as may be allowed by Visit Florida at the Welcome center.
8. Establish a continually updated comprehensive and all-inclusive **electronic, sortable** listing of all public and private museums including library special collections; guided tours; event listings at all City-owned facilities such as the arena, performing arts center, baseball grounds, stadium and other City-owned venues; other events and activities submitted to the official City tourism website host which are open to the public; golf courses and other sports facilities open to the public; activity rentals (bicycle, kayak, power boats, etc.); charter fishing captains; manufacturing facility tours; links to Jacksonville Parks, **state and national parks within the City**, Libraries and other public facilities offered within the City of Jacksonville; tour guide or sightseeing services; hotels, motels, bed and breakfasts and other accommodations; restaurants, bars, clubs, and similar food and entertainment establishments; and other similar listings of tourist oriented facilities and activities. Such listings may not show preference to, or otherwise emphasize, any particular event or service provider and shall be **non-commissionable**. This service shall also include a pro-active development of such listings by reaching out to a wide spectrum of community organizations and resources to ascertain the activities, facilities, and events currently available, and such activity shall be an on-going and continuous effort to ascertain all that the City has to offer tourists. While some listings may be acquired by the purchase of prepared lists, others will

require in-house research and creation;

9. Assemble available information on, and identify for the TDC where new information is needed, on running routes/trails; bicycling tour routes; scenic walks; historic walking tours; tourist attraction and activity locations; public docks, boat ramps, non-motorized launches and waterfront facilities accessible to those on the water such as restaurants with docks, etc., and such other maps and guides that identify attributes of the City for which tourists commonly search.
10. Assemble and continuously update and maintain an electronic hotel-motel directory including a map
11. Assemble and continuously update and maintain an electronic food service/restaurant directory including a map
12. Assemble and continuously update and maintain an electronic directory of tours operators and travel agents.
13. Provide a staffed Tourist Bureau kiosk or booth at all TDC designated signature events
13. Fulfill Visitor magazine and brochure requests submitted by mail or email to the Tourist Bureau, or through the official tourism website, social media, or app(s).

Service enhancements

1. Visitor Center/kiosk enhancements: Applicant shall enhance the visitor experience at Visitor Centers and Visitor Kiosks through educational or cultural exhibits, films or media displays , etc.; provide increased hours; enhanced facilities, or additional kiosks within the allotted budget as described in the 3 year plan for Operation as the Tourist Bureau.
2. Signage enhancements: Applicant shall increase signage, wayfinding, and visibility of tourist attractions, venues and points of interest within the allotted budget as described in the 3 year plan for Operation as the Tourist Bureau.
3. Research and assembly of information enhancements: Applicant shall provide such additional services in the compilation of listings, assembly of available electronic and print information on existing tourist attractions, and engage in such additional pro-active activities to identify existing facilities or points of interest that could be potential attractions within the allotted budget

as described in the 3 year plan for Operation of the Tourist Bureau.

Tourist Bureau Evaluation Criteria

The following criteria will be used as a guide when evaluating proposals:

FIRST ROUND EVALUATION OF PROPOSAL	Scoring Range
<i>Evaluation Criteria</i>	<i>Total possible</i>
Understood and provided all items requested in RFP	3
<p>Experience and Qualifications of Professional Personnel Proposer qualifications, experience and demonstrated ability Prior experience of agency principals and the proposed project team</p> <p>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 each individual will be stated by the Proposer). This evaluation will include, but not be limited to:</p> <ul style="list-style-type: none"> ○ Years of experience of firm and personnel and number and quality of previous and present tourism marketing clients; ○ Recommendations from previous and present tourism marketing clients regarding the quality of work performed on their behalf; ○ Organization depth, facilities and support staff; ○ Financial stability and years of operation. ○ Longevity in business <p>Team : Management; Quality and Depth of Team; Financial Stability and Corporate Management Support; Subcontractors, partners and other relationships; Reference checks</p>	12 10

Delta

<p>Demonstrated previous experience in similar environment (DMO, CVB, etc.)</p> <p>Demonstrated Success and Expertise through Past Performance Similar scope of work</p> <ul style="list-style-type: none"> o Demonstrated record of ability to provide the specific services to the specifications set forth in the Scope of Services; 	<p>12 10</p>
<p style="text-align: center;">TDC</p> <p>Understanding the Needs and Goals of CVB (Maximum 30 Points)</p> <p>The proposal will be evaluated based on the Proposer's understanding of the needs and goals of TDC as demonstrated in the strategies, approaches and resources to be applied to TDC's account as described in the proposal and the Three year plan for Operation of the Tourist Bureau.</p> <p>Operating Plan : Visitor Center Plans, research strategy, Consistency with Tourist Development Plan and RFP goals,</p>	<p>15 25</p>
<p>Budget approach</p> <p>The TDC is seeking a proposal that offers significant value and maximum tourist impact. The proposal will be evaluated on the allocation of resources within the budget allowed and the level of service, including enhanced services, included in the proposed budget; Value</p>	<p>20</p>
<p>Cost reasonableness, appropriateness, and necessity as compared to all other proposals to provide the services proposed within the Tourist Bureau RFP Reasonableness of price.</p>	<p>3</p>
<p>Strategy for staffing and operation of visitor centers including quality and responsiveness of proposal to the Goals and Objectives and Scope of Service</p>	<p>5 10</p>
<p>Research, information gathering and assimilation strategy including quality and responsiveness of proposal to the Goals and Objectives and Scope of Service</p>	<p>5</p>
<p>Proximity</p>	<p>5</p>
<p>Proposer's ease of communication with marketing and CVB contract service providers</p>	<p>10</p>
<p>Suitability for project – current work load, staff size, references, apparent strengths and weaknesses, demonstrated effectiveness with similar projects</p>	
<p>Role in developing appropriate metrics and working with clients to regularly measure and optimize success</p>	

Delite

<p>Adequate</p>	<ul style="list-style-type: none"> • Proposal adequately meets the minimum requirements for the category and is generally capable of meeting the state's needs for specific criteria • Evaluator has confidence in the applicant's ability to perform as promised or as required 	<p>37-54</p>
<p>Good</p>	<ul style="list-style-type: none"> • Proposal more than adequately meets the minimum requirements of the specific criteria, and exceeds those requirements in some aspects • Evaluator has high confidence in the applicant's ability to perform as promised or as required 	<p>55-72</p>
<p>Excellent</p>	<ul style="list-style-type: none"> • Proposal fully meets all requirements and exceeds most requirements • Evaluator has extremely high confidence in the applicant's ability to perform as promised or as required 	<p>73-90</p>

Tourist Marketing

Objectives: The objectives of this part are to aggressively and comprehensively advertise, market, and promote existing tourist-oriented facilities, attractions, activities or events located or occurring within the City so as to attract more tourists on a state, regional, national, and international scale, strengthen awareness of the City's attributes and offerings as a **tourism** destination, and perform the services contemplated in 666.108(b)(2).

Narrative: The City has a tremendous base of tourist attractions and potential tourism opportunities. These include: the Jaxport Cruise Terminal; Jacksonville Zoo and Gardens; the stadium, arena baseball grounds and amphitheater as well as the performing arts center and many quality museums; Jacksonville Equestrian Center; downtown landmarks; historical and architecturally significant neighborhoods and buildings; a national park; the state's largest park system; the St. Johns River, its tributaries, the Intracoastal and the beaches; eco-tourism; and, other natural and man-made attractions as well as first class shopping and dining and a robust microbrewery scene. The City is also a major point of entry into the State and many tourists pass through the City without stopping to visit or to start tour packages based in the City, both of which are important factors which can be immediately developed. The City also has an undeveloped potential as the hub for water recreation opportunities and as an international tourist destination. It is the City's intent to focus on key visitor markets with a well-coordinated marketing and public relations plan that will leverage all efforts and best maximize exposure across all media platforms. It is imperative to determine the most effective use of designated public dollars while achieving these goals, that the maximum content that can be produced and purchased with available funds reach potential visitors and that this effort be coordinated and consistent with marketing and branding efforts of JAXUSA, the contract service provider(s) to the TDC for Tourist Bureau and for Convention Sales and Service services.

Tourist Plan Component: 666.108 (b)(2)

This component shall require the marketing of existing tourist-oriented facilities, attractions, activities and events identified in Plan component (1) [by the official Tourist Bureau] above through advertising and marketing campaigns conducted outside the City, regionally, nationally and internationally involving printing and mailing of brochures and other informational material; radio, television, newspaper and magazine advertisements; video production; outdoor advertisements; tour guide or sightseeing services; a hotel-motel directory including a map and food service information; an exhibit to be a part of the State of Florida exhibit; directional signage on main traffic arteries; information and reservation services at the I-95 Welcome Station; package tours and information on travel agents and tour operators; and, a market analysis to determine the areas in which tourist-oriented advertising and promotion will be most effective, and through the maintenance of a website, publication of an annual visitor magazine, and publication or production of brochures, maps, videos and similar materials for distribution at Visitor Centers and tourist facilities. Within the overall funding allocation for this component (2), adequate funding shall be set aside annually for subparts (v), (vii), (ix) and (x) to perform the activities in each such subpart of this component. The marketing services to be

provided under this component shall include, without limitation, the following advertising, tourist engagement strategies and marketing services:

- (i) *Name branding.* Branding of Jacksonville as a unique destination focusing on our waterways, beaches, and parks and opportunities for outdoor adventure; the City's extraordinary cultural and historical resources; and the City's passion for sports by showcasing the City's numerous sporting events and teams at all levels (culinary destination, ale trail, and medical tourism may be included in the branding but shall not be a primary focus area of the branding plan);
- (ii) *Market targeting.* Target markets based on study data and past tourist tracking;
- (iii) *Audience targeting.* Target audiences of the destination branding attributes identified in (i) above, with advertising and promotions, also including (a) Jacksonville Jaguars and other professional sports teams' opponents around away game cities and grow out of town visitation for home games, and local leisure tourism by targeting opponent's cities, and (b) audiences based on activities unique to the area and that attract large numbers of tourists (i.e. golf, beaches and watersports, etc.); and
- (iv) *Targeting direct flight markets.* Coordination with Jacksonville Aviation Authority to advertise in direct flight markets.
- (v) *Website.* The establishment and maintenance of a continually updated website as the official tourist website for the City. Such website shall contain comprehensive and all-inclusive listings of all existing tourist oriented facilities, attractions, activities and events identified in (1) above. While accommodations and restaurants are recognized as essential to the tourist experience, equal emphasis shall be given to things to do and see in the City. Such listings shall be all-inclusive and may not show preference to, or otherwise emphasize, any particular event or service provider. Listings shall be sortable by business type/special interest category. Individual locations, venues and activities may be featured in specific content articles and itineraries but based on consumer interest ratings, or recognized tourist attraction rating entities and not on any request or payment by the entity advertised. If out of City day trips are promoted through such website, contributions from the jurisdictions in which such facilities are located shall be negotiated and used to offset the expense of publication. In no event shall the primary focus of any local webpage be devoted to out of City activities, venues, or services unless paid for by such jurisdiction;
- (vi) *Social media sites and digital advertising.* The maintenance of social media sites which shall include links to, excerpts from, and mirror the material contained in the website above. Individual locations, venues, and activities may be featured in specific content articles and itineraries but based on consumer interest ratings, or recognized tourist attraction rating entities and not on any request or payment by the entity advertised. This subpart shall also include online digital advertising to targeted markets of the destination branding attributes identified in (i) above;

(vii) *Visitor magazine.* The publication of a Visitor Magazine no less often than annually which shall also include the comprehensive listings described above. Individual locations, venues, and activities may be featured in specific content articles and itineraries but based on consumer interest ratings, or recognized tourist attraction rating entities and not on any request or payment by the entity advertised. If out of City day trips are promoted through such Visitor magazine, contributions from the jurisdictions in which such facilities are located shall be negotiated and used to offset the expense of publication. In no event shall the primary focus of any publication be devoted to out of City activities, venues, or services unless paid for by such jurisdiction;

(viii) *Media Relations.* Promotion of the City's tourist related facilities and programs on a state, national and international level to media writers of magazines, newspapers, blogs, websites and other public relations oriented outlets;

(ix) *Maps.* The publication of maps on the website and in print identifying running routes/trails; bicycling tour routes; scenic walks; historic walking tours; tourist attraction and activity locations; public docks, boat ramps, non-motorized launches and waterfront facilities accessible to those on the water such as restaurants with docks, etc.;

(x) *Topic specific brochures and videos.* The publication of other topic specific brochures and videos, such as brochures and videos focused on water related activities and parks and outdoor adventures, area history trails and brochures or other types of businesses if expressly requested by and deemed appropriate by the Tourist Council; and

(xi) *Collection of brochures, videos, etc.* The collection and distribution of brochures, videos, and other advertising prepared by existing tourist oriented facilities, attractions, activities, and events at all visitor centers, kiosks, and such other opportunities as may arise.

Minimum Qualifications:

Minimum Qualification of Bidders

1. Must be licensed to do business in Florida.
2. Must have a minimum of three (3) years prior experience **executing services similar to those described in the Scope of Work** for a comparable North American destination or hotel company, either as an entity or within its leadership team. Must have at least three years of experience providing Advertising, **Marketing**, Communications and Public Relations Services to a Tourism Destination Marketing Organization (DMO).

3. Shall be a full-service Advertising, Communications, and Public Relations Agency of Record (AOR) or if not conducting business as an AOR, shall provide a statement and evidence of contractor and sub-contractor relationships that would operate in similar scope and nature to be considered for this solicitation;
4. Must provide a minimum of Three (3) references of clients who have utilized services as identified in this RFP that TDC 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
 - Length of
 - Relationship
5. Must be experienced in operating a marketing organization particularly related to representation services for a U.S. destination or hotel company. Please list Past/Current US Destinations that you have represente
6. Shall have experience in design, execution, hosting and content management for Adaptive/Responsive Website Design. Must possess prior experience developing and managing websites and social media to promote tourism.
7. Must possess experience writing copy and editorial content for printed and electronic media.
8. Must have been in business for minimum of 3 years.
9. Must have a minimum of three (3) past work experiences that reflect the tracking of key performance indicators to targeted results, including the measurement methodology used and provide examples.
10. Conflicts of Interest. The Applicant shall provide in the Proposal the information described below.
 - i. A copy of the Applicant's ethics, business integrity, and conflicts

of interest policies, procedures, and/or plans.

- ii. A completed and signed Conflict of Interest Questionnaire, including any required information. The Applicant shall complete and sign the Conflicts of Interest Questionnaire attached to this RFP as EXHIBIT C and disclose any current or anticipated business or personal relationships that may create an actual or apparent conflict of interest, including but not limited to other contracts with the TDC or City of Jacksonville; contracts with competitors of the TDC described in APPENDIX 10 (Competitors); and, contracts with members of the travel and tourism industry within the City of Jacksonville and Northeast Florida.
- iii. The Applicant's current client list.
- iv. A full disclosure of any partnership, investment, affiliation, contract, and/or collaboration the Applicant has entered into with any entity or company which will provide services to the TDC under the Applicant's Proposal and that also does work for a client in a competitor market as outlined in APPENDIX 10 (Competitors) and/or with members of the travel and tourism industry within the City of Jacksonville.
- v. A list of all professional and business affiliations (i.e. memberships or board seats on different business or non-profit organizations).

11) The financial statements must describe the Applicant's ability to utilize its own financial resources to fund at least two (2) months of the Marketing Services described in its Marketing Plan and Budget, including reliable proof of financial capacity to obtain immediate access to those resources (e.g., letter of credit; cash deposit).

Tourist Marketing

Objectives: The objectives of this part are to aggressively and comprehensively advertise, market, and promote existing tourist-oriented facilities, attractions, activities or events located or occurring within the City so as to attract more tourists on a state, regional, national, and international scale, strengthen awareness of the City's attributes and offerings as a **tourism** destination, and perform the services contemplated in 666.108(b)(2).

Narrative: The City has a tremendous base of tourist attractions and potential tourism opportunities. These include: the Jaxport Cruise Terminal; Jacksonville Zoo and Gardens; the stadium, arena baseball grounds and amphitheater as well as the performing arts center and many quality museums; Jacksonville Equestrian Center; downtown landmarks; historical and architecturally significant neighborhoods and buildings; a national park; the state's largest park system; the St. Johns River, its tributaries, the Intracoastal and the beaches; eco-tourism; and, other natural and man-made attractions as well as first class shopping and dining and a robust microbrewery scene. The City is also a major point of entry into the State and many tourists pass through the City without stopping to visit or to start tour packages based in the City, both of which are important factors which can be immediately developed. The City also has an undeveloped potential as the hub for water recreation opportunities and as an international tourist destination. It is the City's intent to focus on key visitor markets with a well-coordinated marketing and public relations plan that will leverage all efforts and best maximize exposure across all media platforms. It is imperative to determine the most effective use of designated public dollars while achieving these goals, that the maximum content that can be produced and purchased with available funds reach potential visitors and that this effort be coordinated and consistent with marketing and branding efforts of JAXUSA, the contract service provider(s) to the TDC for Tourist Bureau and for Convention Sales and Service services.

Tourist Plan Component: 666.108 (b)(2)

This component shall require the marketing of existing tourist-oriented facilities, attractions, activities and events identified in Plan component (1) [by the official Tourist Bureau] above through advertising and marketing campaigns conducted outside the City, regionally, nationally and internationally involving printing and mailing of brochures and other informational material; radio, television, newspaper and magazine advertisements; video production; outdoor advertisements; tour guide or sightseeing services; a hotel-motel directory including a map and food service information; an exhibit to be a part of the State of Florida exhibit; directional signage on main traffic arteries; information and reservation services at the I-95 Welcome Station; package tours and information on travel agents and tour operators; and, a market analysis to determine the areas in which tourist-oriented advertising and promotion will be most effective, and through the maintenance of a website, publication of an annual visitor magazine, and publication or production of brochures, maps, videos and similar materials for distribution at Visitor Centers and tourist facilities. Within the overall funding allocation for this component (2), adequate funding shall be set aside annually for subparts (v), (vii), (ix) and (x) to perform the activities in each such subpart of this component. The marketing services to be

provided under this component shall include, without limitation, the following advertising, tourist engagement strategies and marketing services:

- (i) *Name branding.* Branding of Jacksonville as a unique destination focusing on our waterways, beaches, and parks and opportunities for outdoor adventure; the City's extraordinary cultural and historical resources; and the City's passion for sports by showcasing the City's numerous sporting events and teams at all levels (culinary destination, ale trail, and medical tourism may be included in the branding but shall not be a primary focus area of the branding plan);
- (ii) *Market targeting.* Target markets based on study data and past tourist tracking;
- (iii) *Audience targeting.* Target audiences of the destination branding attributes identified in (i) above, with advertising and promotions, also including (a) Jacksonville Jaguars and other professional sports teams' opponents around away game cities and grow out of town visitation for home games, and local leisure tourism by targeting opponent's cities, and (b) audiences based on activities unique to the area and that attract large numbers of tourists (i.e. golf, beaches and watersports, etc.); and
- (iv) *Targeting direct flight markets.* Coordination with Jacksonville Aviation Authority to advertise in direct flight markets.
- (v) *Website.* The establishment and maintenance of a continually updated website as the official tourist website for the City. Such website shall contain comprehensive and all-inclusive listings of all existing tourist oriented facilities, attractions, activities and events identified in (1) above. While accommodations and restaurants are recognized as essential to the tourist experience, equal emphasis shall be given to things to do and see in the City. Such listings shall be all-inclusive and may not show preference to, or otherwise emphasize, any particular event or service provider. Listings shall be sortable by business type/special interest category. Individual locations, venues and activities may be featured in specific content articles and itineraries but based on consumer interest ratings, or recognized tourist attraction rating entities and not on any request or payment by the entity advertised. If out of City day trips are promoted through such website, contributions from the jurisdictions in which such facilities are located shall be negotiated and used to offset the expense of publication. In no event shall the primary focus of any local webpage be devoted to out of City activities, venues, or services unless paid for by such jurisdiction;
- (vi) *Social media sites and digital advertising.* The maintenance of social media sites which shall include links to, excerpts from, and mirror the material contained in the website above. Individual locations, venues, and activities may be featured in specific content articles and itineraries but based on consumer interest ratings, or recognized tourist attraction rating entities and not on any request or payment by the entity advertised. This subpart shall also include online digital advertising to targeted markets of the destination branding attributes identified in (i) above;

- (vii) *Visitor magazine.* The publication of a Visitor Magazine no less often than annually which shall also include the comprehensive listings described above. Individual locations, venues, and activities may be featured in specific content articles and itineraries but based on consumer interest ratings, or recognized tourist attraction rating entities and not on any request or payment by the entity advertised. If out of City day trips are promoted through such Visitor magazine, contributions from the jurisdictions in which such facilities are located shall be negotiated and used to offset the expense of publication. In no event shall the primary focus of any publication be devoted to out of City activities, venues, or services unless paid for by such jurisdiction;
- (viii) *Media Relations.* Promotion of the City's tourist related facilities and programs on a state, national and international level to media writers of magazines, newspapers, blogs, websites and other public relations oriented outlets;
- (ix) *Maps.* The publication of maps on the website and in print identifying running routes/trails; bicycling tour routes; scenic walks; historic walking tours; tourist attraction and activity locations; public docks, boat ramps, non-motorized launches and waterfront facilities accessible to those on the water such as restaurants with docks, etc.;
- (x) *Topic specific brochures and videos.* The publication of other topic specific brochures and videos, such as brochures and videos focused on water related activities and parks and outdoor adventures, area history trails and brochures or other types of businesses if expressly requested by and deemed appropriate by the Tourist Council; and
- (xi) *Collection of brochures, videos, etc.* The collection and distribution of brochures, videos, and other advertising prepared by existing tourist oriented facilities, attractions, activities, and events at all visitor centers, kiosks, and such other opportunities as may arise.

Minimum Qualifications:

Minimum Qualification of Bidders

1. Must be licensed to do business in Florida.
2. Must have a minimum of three (3) years prior experience **executing services similar to those described in the Scope of Work** for a comparable North American destination or hotel company, either as an entity or within its leadership team. Must have at least three years of experience providing Advertising, **Marketing**, Communications and Public Relations Services to a Tourism Destination Marketing Organization (DMO).

3. Shall be a full-service Advertising, Communications, and Public Relations Agency of Record (AOR) or if not conducting business as an AOR, shall provide a statement and evidence of contractor and sub-contractor relationships that would operate in similar scope and nature to be considered for this solicitation;
4. Must provide a minimum of Three (3) references of clients who have utilized services as identified in this RFP that TDC 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
 - Length of Relationship
5. Must be experienced in operating a marketing organization particularly related to representation services for a U.S. destination or hotel company. Please list Past/Current US Destinations that you have represented
6. Shall have experience in design, execution, hosting and content management for Adaptive/Responsive Website Design. Must possess prior experience developing and managing websites and social media to promote tourism.
7. Must possess experience writing copy and editorial content for printed and electronic media.
8. Must have been in business for minimum of 3 years.
9. Must have a minimum of three (3) past work experiences that reflect the tracking of key performance indicators to targeted results, including the measurement methodology used and provide examples.
10. Conflicts of Interest. The Applicant shall provide in the Proposal the information described below.
 - i. A copy of the Applicant's ethics, business integrity, and conflicts

of interest policies, procedures, and/or plans.

- ii. A completed and signed Conflict of Interest Questionnaire, including any required information. The Applicant shall complete and sign the Conflicts of Interest Questionnaire attached to this RFP as EXHIBIT C and disclose any current or anticipated business or personal relationships that may create an actual or apparent conflict of interest, including but not limited to other contracts with the TDC or City of Jacksonville; contracts with competitors of the TDC described in APPENDIX 10 (Competitors); and, contracts with members of the travel and tourism industry within the City of Jacksonville and Northeast Florida.
- iii. The Applicant's current client list.
- iv. A full disclosure of any partnership, investment, affiliation, contract, and/or collaboration the Applicant has entered into with any entity or company which will provide services to the TDC under the Applicant's Proposal and that also does work for a client in a competitor market as outlined in APPENDIX 10 (Competitors) and/or with members of the travel and tourism industry within the City of Jacksonville.
- v. A list of all professional and business affiliations (i.e. memberships or board seats on different business or non-profit organizations).

11) The financial statements must describe the Applicant's ability to utilize its own financial resources to fund at least two (2) months of the Marketing Services described in its Marketing Plan and Budget, including reliable proof of financial capacity to obtain immediate access to those resources (e.g., letter of credit; cash deposit).

RFP Proposal Content

Each Applicant shall provide an executive summary giving an introduction of the Applicant's organization.

Each Applicant shall furnish a narrative supported by relevant data regarding past experience with similar responsibilities.

Each applicant should include the following:

1. Delivery of a **five** year plan for **implementation** of this Marketing component of the Tourist Development Plan which should include at a minimum, discussion of goals and objectives for significantly increasing leisure tourism and a detailed discussion of the allocation of resources between media, and among markets, and how such allocation furthers the plan. Included in this section should be a discussion of how we can better brand Jacksonville as a tourist destination to bring new tourists to Jacksonville and serve the tourists who visit and pass through our area with a goal toward encouraging longer stays and return visits. How will Applicant use our brand identity, and aggressively and comprehensively advertise, market, and promote existing tourist-oriented facilities, attractions, activities or events located or occurring within the City so as to attract more tourists on a state, regional, national and international scale and strengthen awareness of the City's attributes and offerings as a vacation destination? **How will Applicant optimize advertising campaigns? What role will earned media play in the plan and what resources will be devoted to development of earned media? Does Applicant plan to create or adopt an official mobile app or link to others in the market?** This plan shall also describe the intended use of in-house vs. contract services and the specific function of direct employees as compared to subcontractors. Discuss any "Big Ideas" applicant may have.
2. Delivery of a detailed budget, corresponding to the above described plan, and based on the Scope of Work and available budget. Such proposed budget shall not only identify the allocation of annual resources among media types and markets, but shall clearly identify the allocation of resources between overhead, in-house staff and facilities, subcontractors, and actual media placement purchases. The actual contractual budget will be based on the agreed upon scope of work and budgetary limitations imposed on the TDC as part of its

budget approval process with the City. Provide budget breakdown that clearly reflects:

- Amount of proposed annual budget allocated to travel, meal and entertainment expenses/reimbursement. Identify allocation between local travel and expenses versus out-of-county travel.
 - Amount of proposed budget allocated to buildings, equipment, and general overhead
 - Amount of proposed budget allocated to staffing and number of employees by job category
 - Amount of proposed budget allocated to each of the ~~11~~ (10?) subparts of this Tourist Development Plan component
 - Allocation of proposed budget between media types- i.e. print, television, radio, social media, etc.
2. Name and resume of the person who will be the account/project 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 identity projects of a similar nature in which the staff member has been involved. The Applicant should provide a description of the role each staff member who will be responsible for handling each aspect of the contract.
3. Discuss whether writing, graphic design, video production and other content is to be produced in-house or describe the services or activities that will be contracted and how subcontractors will be selected. Discuss the proposed use of subcontractors to perform services versus use of in-house personnel.
4. Discussion demonstrating Applicant's knowledge of attractions, points of interests, cultural venues and special events, local history, recreation opportunities, restaurants and accommodations in Jacksonville and the Beaches. Basic knowledge of surrounding day trip destinations is highly recommended.
5. Discussion of Applicants vision for the City's Official Tourism website and for the official Visitor magazine. What content would be included and how would it be selected and prioritized? What is the purpose? What audience is each designed to serve? If an official app is to be created or adopted, please provide the same information.
6. Describe in narrative form extent of prior experience managing special events,

See tourist plan components - delete xi - collection of brochures, videos etc.

if any, and provide examples including the name of the event, event sponsor, location, number of attendees, the consultant's role and event budget.

7. Experience. The Applicant shall provide a complete disclosure of its relevant experience in tourism destination marketing described below.
 - a. Describe the Applicant's experience within both the Jacksonville MMA and Florida's tourism industry.
 - b. Describe any accreditations applicable to the Scope of Work that Applicant or its subcontractor(s) possess.
 - c. Include a description of the Applicant's experience and past performance history on destination marketing services engagements, including the experience and past performance history of the Project Manager ("key employee"), who will be exclusively assigned to perform the work described in the Proposal. The Applicant may provide information on problems encountered on the previous contract and subcontracts identified and corrective action taken. (Be specific in identifying a problem and describing its resolution.) The Applicant may submit evidence that verifies receipt of recognized quality awards or certifications, including a description of the award and documentation setting forth the rationale or criteria for the award. Applicants that do not have past performance on similar contracts shall so state and provide an explanation in the Proposal. Such Applicants shall submit references that can provide past performance information regarding predecessor companies, key personnel with relevant experience who will perform the services under this RFP, or subcontractors that will perform major or critical aspects of the requirement when such information is relevant to the RFP solicitation.
 - d. Provide at least three (3) examples of creative content prepared for clients by the Applicant. Examples must be reduced to print form.
 - e. An Applicant shall also provide no less than three (3) and no more than five (5) case studies, representing at least three in the following five (5) areas:
 - Demonstrating your familiarity with both the Jacksonville MMA and Florida's tourism industry;
 - Demonstrating your familiarity with the City of Jacksonville and its Beaches;
 - Demonstrating experience in finding and using market research conducted within the Jacksonville MMA;
 - Demonstrating experience in integrated target annual tourism marketing projects deployed within the Jacksonville MMA

(include target market identification strategy, brand strategy, supporting online and offline activities); and,

- Demonstrating the ability to adapt annual tourism marketing projects to changing market conditions.

Financial

Scope of Services and Deliverables:

- (1) Provide or cause to be provided advertising, marketing, and promotional services for existing tourist-oriented facilities, attractions, activities or events located or occurring within the City so as to attract tourists on a state, regional, national, and international scale and perform the services contemplated in 666.108(b)(2).
- (2) Develop a comprehensive marketing plan for the expenditure of funds in support of the tourism industry. The Contract recipient shall deliver a comprehensive and detailed five year master plan for the attraction of leisure tourists within 30 days following execution of the contract for review and approval by the TDC. Such plan shall be consistent in strategy and allocation of resources with the more general 5 year plan submitted with applicant's proposal. Upon adoption of the plan by the TDC, execution and implementation of this plan shall become a binding part of this contract.
- (3) The award and continuation of the contract shall be subject to the submission of an annual marketing plan to be approved by the Tourist Development Council, which plan shall be consistent with the general plan submitted by applicant with its application. The annual plan shall contain sufficient detail that marketing campaigns designed to promote particular events shall include explicit goals for increases in the number of room nights attributable to such campaign and the methodology that will be used for measurement of the same. This annual plan shall analyze the allocation of marketing funds within the plan component and suggest adjustments if appropriate. Such analysis shall be based on historical experience as well as information evidenced in nationwide industry trends, such as downturns in tourism in other parts of the state or country that could translate into tourism opportunities for Jacksonville. Part of this plan shall be a set of specific actions to be taken that will increase the number of room nights

spent in Jacksonville by out-of-town leisure visitors. Using 2016-17 as a benchmark, the Tourist Development Council will evaluate the Contract recipient's success in increasing the overall number of room nights during each year of the Term, and such successes shall be related to specific, purposeful activities of the Contract recipient.

- (4) Prepare a detailed line item budget, acceptable in format to the City Council auditor, setting forth how monies provided by the Tourist Development Council will be spent. Each identified task within a component of the Tourist Development Plan shall have its own identified budget line or lines. Furthermore, the budget shall clearly identify as to each task the allocation between direct overhead for salaries, facilities, equipment, etc; payments to subcontractors for media production, and payments for media placements. All travel and dining, parking and similar expense payments or reimbursements shall be directly disclosed and reflected in the annual budget. Once the budget is submitted and approved by the Tourist Development Council, any deviation from the established line item amounts may not exceed ten percent (10%) of the amount of each respective line item. No deviation shall exceed ten percent (10%) unless authorized by the Chairman of the Tourist Development Council in writing. The Proposer shall provide at each regular meeting of the Tourist Development Council an accounting for all Tourist Development Council monies held or expended during the current year through the preceding month. The Proposer shall provide for an annual financial audit of the contract and Tourist Development Council funded accounts.
- (5) Provide or cause to be provided support services and follow-up services for the Tourist Development Council with respect to events, projects or activities approved by the Tourist Development Council when requested to do so by the Tourist Development Council and which are part of the plan element identified above, provided the request does not exceed the approved budget for such services.
- (6) The Contract recipient shall coordinate marketing efforts with the City's Office of Economic Development, the City's Office of Sports and Entertainment, The City's Department of Parks and Recreation, the local governments of each of the Beach communities, the Downtown Investment Authority, JAXUSA, and any parties performing services under other contracts with the TDC. On no less often than an annual basis,

the Contract recipient shall provide the TDC with a written report on the status of coordination efforts with each of the above, any obstacles or challenges encountered, and offer suggestions for better coordination in the future.

- (7) Maintain a pro-active on-going relationship with appropriate consumer and trade media to develop business for the City's business and recreational offerings. This activity shall be separately identified in the annual budget.
- (8) Coordinate promotional and public relations efforts for other marketing activities including signature special events that have a high ROI for bringing visitors to the City of Jacksonville.
- (9) Direct the creative process for the development of a new tourism website for the City of Jacksonville. Such website shall contain searchable databases of all existing tourist facilities, events and attractions. The website shall be regularly maintained and content on the tourism website continuously updated to insure that information is current and accurate reflecting any changes no less often than weekly. The website shall contain links to reservation services, ticket sales, tours, etc. The website may promote and highlight events and attractions of special interest but no partnership arrangements or payments may be accepted in order to receive feature promotions or special recognition. The site shall be designed to serve actual and prospective visitors and to showcase the widest possible array of tourism opportunities available to those who may visit the City.
- (10) Produce an annual printed Visitor's Guide for distribution at Visitor Centers and kiosks, the Florida Welcome station and various tourist facilities. The scope of content shall be subject to prior TDC approval.
- (11) Acquire, contract with or develop a tourism mobile app for the City
- (12) Maintain a close relationship with Visit Florida and other parties, if any, performing services for the TDC, in order to maximize all opportunities for joint promotion/press trips/individual writer visits/ social media, etc.
- (13) Maintain a close relationship with the Chamber of Commerce, JAXUSA, Jax Sports Council, to include any assistance that may be

required in those entities promotional efforts.

- (14) Prepare a quarterly report to be presented in writing to the TDC, and in person at each regularly scheduled TDC meeting describing all marketing promotional and advertising activities conducted in the prior quarter, by month. The report shall include clippings of all media placements with the ad value derived from the story including circulation, as well as clippings of all earned media and samples of any other promotion, marketing, or advertising material prepared in the preceding quarter, its distribution, and value.
- (15) Prepare a quarterly report comparing the number of leisure visitors by month to the same month in the prior three years. If a particular event or factor was a significant contributing factor in the increase or decrease, please explain and if necessary, extend the time period covered by the report to address such impact. In such report, identify the correlation and direct impact of any marketing campaign that promoted a particular event to the increase in leisure tourism that resulted. If a particular campaign does not achieve demonstrable results, explain the criteria that will be used to determine its continuance.

Tourism Marketing Evaluation Criteria

FIRST ROUND EVALUATION OF PROPOSAL	Scoring Range
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The following criteria will be used as a guide when evaluating proposals:

<i>Evaluation Criteria</i>	<i>Total possible</i>
Understood and provided all items requested in RFP	

<p>Experience and Qualifications of Professional Personnel Proposer qualifications, experience and demonstrated ability Prior experience of agency principals and the proposed project team 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 each individual will be stated by the Proposer). This evaluation will include, but not be limited to:</p> <ul style="list-style-type: none"> o Years of experience of firm and personnel and number and quality of previous and present tourism marketing clients; o Recommendations from previous and present tourism marketing clients regarding the quality of work performed on their behalf; o Organization depth, facilities and support staff; o Financial stability and years of operation. o Accreditations <p>Team: Management; Quality and Depth of Team; Financial Stability and Corporate Management Support; Subcontractors, partners and other relationships; Reference checks</p>	
<p>Demonstrated previous experience in similar environment (DMO, CVB, etc.) Demonstrated Success and Expertise through Past Performance: Similar scope of work, Leisure and Brand identity Demonstrated record of ability to provide the specific services to the specifications set forth in the Scope of Services;</p>	
<p>Experience developing and implementing strategic, integrated, multi- channel creative</p>	
<p>Provided examples of previous collaborative projects and defined articulated plan to maximize any partnerships OR Clearly showcased company’s ability to address all components of the RFP</p>	
<p>Demonstrated experience implementing an integrated and coordinated strategy for creative and media planning</p>	

<p>Understanding the Needs and Goals of CVB</p> <p>The proposal will be evaluated based on the Proposer's understanding of the needs and goals of TDC as demonstrated in the strategies, approaches and resources to be applied to TDC's account as described in the proposal and the Five year Plan for Implementation of the Marketing Component as submitted with applicant's proposal</p> <p>Marketing strategy including quality and responsiveness of proposal to the Goals and Objectives and Scope of Service</p>	
<p>Budget approach</p> <p>The TDC is seeking a proposal that offers significant value and maximum Tourism impact. The proposal will be evaluated on the allocation of resources within the budget allowed and the level of service included in the proposed budget;</p>	
<p>Cost reasonableness, appropriateness, and necessity as compared to all other proposals to provide the services proposed within the Marketing RFP</p>	
<p>Quality, creativity and relevance of samples provided. Tourism related examples are most relevant</p>	
<p>Proven track record for leveraging media buy added value</p>	
<p>Role in developing appropriate metrics and working with clients to regularly measure and optimize success</p> <p>Reporting of measureable outcomes that result from marketing and tourism promotion</p>	
<p>Geographic location – distance from Jacksonville and/or accessibility plan. Proximity</p>	
<p>Work with local entities and professionals and use of local service providers for marketing efforts</p>	
<p>Suitability for project – current work load, staff size, references, apparent strengths and weaknesses, demonstrated effectiveness with similar projects</p>	

<p align="center">FIRST ROUND EVALUATION OF</p>	<p align="center">Scoring Range</p>	<p align="center">Evaluator Score</p>
<p>TOTAL</p>	<p align="center">--90</p>	

SECOND ROUND EVALUATION OF PRESENTATION,		
Presentation, Discussions, and BAFO (10%)	1-10	
TOTAL SCORE		
EVALUATION OF PROPOSAL	4-90	
EVALUATION OF PRESENTATION	1-10	
TOTAL SCORE	5-100	

Assessment	Scoring Guidelines (First Round)	Evaluator Score (Total)
Poor	<ul style="list-style-type: none"> Proposal is inadequate in many basic aspects for the scored category (team, expertise, approach or price) Evaluator has very low confidence in the applicant's ability to perform as promised or as required 	1-18
Marginal	<ul style="list-style-type: none"> Proposal minimally addresses the requirements, but one or more major considerations of the category are not addressed, or lacking in some essential aspects for the specific criteria Evaluator has low confidence in the applicant's ability to perform as promised or as required 	19-36
Adequate	<ul style="list-style-type: none"> Proposal adequately meets the minimum requirements for the category and is generally capable of meeting the state's needs for specific criteria Evaluator has confidence in the applicant's ability to perform as promised or as required 	37-54
Good	<ul style="list-style-type: none"> Proposal more than adequately meets the minimum requirements of the specific criteria, and exceeds those requirements in some aspects Evaluator has high confidence in the applicant's ability to perform as promised or as required 	55-72

Excellent	<ul style="list-style-type: none"> • Proposal fully meets all requirements and exceeds most requirements • Evaluator has extremely high confidence in the applicant's ability to perform as promised or as required 	73-90
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SCORING NOTES

1. Preparation. Evaluators will read the RFP requirements and then review the applicant's Proposal response and assess how well it meets the needs of the HTA as defined by the RFP.
2. Worksheet Mandatory. The Evaluator Worksheet will be used by the evaluators. Evaluators will record their score on the Evaluator Worksheet.
3. Independent and Individual Review. The evaluators will each review the proposals and independently score each proposal before discussing the proposals as a committee.
4. Scoring Rating System. Scores will be based on the number of points for each evaluation component, which is provided in the Scoring Range column of the worksheet. Scores shall represent each evaluator's best subjective judgment of the level of confidence the evaluator has regarding the applicant's ability to meet HTA requirements as demonstrated in the proposal. Use whole numbers only. A zero score is not allowed.
5. Convening Committee Meetings. The committee meeting(s) shall be convened by the HTA Procurement Officer on the date and time designated. Each member will bring his/her completed Proposal evaluation forms. The members will discuss the individual scores and, as a result of the discussion, each member may adjust the member's individual scoring up or down as appropriate. There is no requirement that members reach agreement on the score for a particular area. In the event the members do not reach agreement on a score for a particular question/requirement, the HTA Procurement Officer shall average the individual scores to determine the applicant's score for that particular area.
6. Second Round Scoring. Evaluators will have their original score sheets returned to them for the second round presentation, discussion, and best and final offer (BAFO). Evaluators will be allowed to change their first round scores based on what they learned in the second round.
7. Maintaining Agency Records. All evaluation/negotiation documents/forms completed by each evaluator and by the committee will be collected by the HTA Procurement Officer and become part of the official record and subject to the Hawai'i Open Records Act.