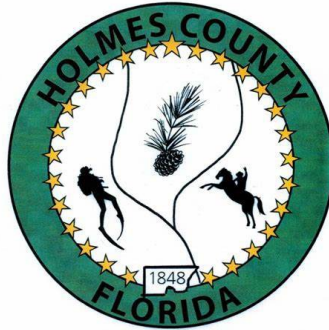


HOLMES COUNTY BOARD OF COUNTY COMMISSIONERS



**REQUEST FOR PROPOSAL (RFP) NO: 2022-11
for Marketing Advisory and Administration Services**

Holmes County Board of County Commissioners
ATTN: RFP 2022-11

Contact:

Holmes County Tourist Development Council
Lesley Hatfield, Board Secretary
lhatfield.marketing@gmail.com
106 E Byrd Avenue, Bonifay, FL 32425

SCHEDULE OF EVENTS

Failure to comply with this or any other paragraph of this RFP shall be sufficient reason for rejection of the Proposal.

All times listed in the Schedule of Events are Central Standard Time (CST).

- Period to submit questions and/or schedule an (optional) pre-proposal call/meeting: November 24th -29th
- Proposals Due: Monday, December 5, 2022 @ 11:00am
- Proposals Distributed to Evaluation Committee: Monday, December 5, 2022
- Selection Committee: Monday, December 5, 2022
- TDC Board Meeting to Approve Selection Committee Recommendation: December 6, 2022 @ 3:00pm
- Engagement Begins: January 1, 2023

All inquiries and questions concerning this RFP must be in writing (e-mail is acceptable), received in accordance with Section 1.0 Schedule of Events, and must be directed to:

Technical Questions:

Please submit proposals electronically in PDF format.

The principal contact regarding this proposal will be:

Holmes County Tourist Development Council
Lesley Hatfield, Board Secretary
lhatfield.marketing@gmail.com
106 E Byrd Avenue, Bonifay, FL 32425

Duration of Agreement

The Holmes County Tourism Development Council (“the TDC”) is requesting proposals from qualified agencies and individuals to provide services for the six (6) month period from January 1, 2022 to June 1, 2023, with the potential for a one (1) year extension through June 1, 2024.

Background

The Holmes County Tourist Development Council was created by a resolution of the County pursuant to Florida Statute 125.0104(4) (Resolution No. 04-10) on August 25, 2004 for the purpose of enabling the County to “promote and advertise tourism, enhance, clean up or restore inland lakes and rivers and repair and maintain fishing piers, support special events within the local communities of the County, and provide for additional historical or heritage opportunities as a means of attracting additional tourists”. The Tourist Development Council activity is reported within the General Fund of the County.

The TDC is needed to manage advertising and promotions for tourism to the county and promote events, businesses, and attractions to bring visitors to our community. We provide support to tourism stakeholders, grants and sponsorships to qualified events, and resources for residents and locals. Visitor guides, brochures, maps, and other information on the county can be found at the Holmes County Chamber of Commerce, located in the log cabin at 106 E. Byrd Avenue, Bonifay, FL.

Our funding comes from a percentage of tourist development tax collected on transient rentals in Holmes County and must abide by the guidelines set forth in Florida Statute 125.014. The Holmes County Tourist Development Council is comprised of a 9-member advisory board. More information is available online at unexploredflorida.com and Facebook.

Scope of Work

The Holmes County Tourism Development Council seeks an agency or independent contractor to manage the following initiatives:

1) Strategic

- a) Collaborate with TDC board of directors to establish the direction, development, and implementation of programs, activities, policies and procedures for the TDC.
- b) Oversee development of creative work including brochures, print ads, and digital campaigns.
- c) Generate content for the unexploredflorida.com website and activity on social media channels.
- d) Conducts outreach to local tourism-related business to educate them on resources available from the TDC.
- e) Serves as liaison to other agencies and stakeholders or marketing-related projects.

2) Operational

- a) Responsible for development and maintenance of strategic, fiscal, and marketing initiatives for the TDC. Will attend meetings and/or submit reports to TDC board of directors demonstrating progress.
- b) Reviews and approves project plans, reports and procedures; sets priorities and assures project timelines and performance standards are met.
- c) Manages the paid media process, ensuring delivery of advertising assets in accordance with contracted terms and reconciles proof of placement and post-campaign reporting
- d) Responds to general inquiries received by the TDC and routes specific inquiries to appropriate board officer.

3) Fiscal

- a) Assist in managing policy for, implementation of, and review of the TDC's event grant program within Florida Statutes.
- b) Inbound Grant Applications - receives and coordinates documentation on incoming applications for tourism grants, contracts, and special event permits
- c) Outbound Grant Applications - research, applies for, and manages grants to support the TDC's goals
- d) Establish a budget and report monthly on expenditures.

The TDC board officers will be available throughout the engagement to provide all necessary information and documentation. The board, in cooperation with the Holmes County Clerk of Courts Finance Department, will provide the financial information and all necessary transactions required to conduct the activities of the engagement.

1. Respondent's Overall Experience and Background

The evaluation of the Respondent includes, at a minimum:

Overall experience and background in providing marketing services or similar services including, but not limited to, social media, search optimization, advertising, marketing collaterals, and campaign execution; and

Demonstration of capabilities to execute tourism marketing solutions that build momentum, broaden interest, and deepen personal engagement.

Additional consideration will be given for:

Testimonials/feedback from client references;

Florida tourism marketing experience; and

Experience with tourism grant applications and administration.

Scoring Method: Points Based

Weight (Points): 25 (25% of Total)

2. Key Personnel Overall Experience and Background

The evaluation of the Respondent includes, at a minimum:

a) Overall experience and background of proposed personnel in providing tourism marketing consulting services;

b) Professional histories, comprehensive descriptions of skillsets, and examples of previous work that demonstrate the successful provision of services similar to those required in this RFP; and

c) Relevant degrees, training, and/or certifications held by key personnel.

Additional consideration will be given for:

a) Testimonials/feedback from client references; and

b) Florida tourism marketing experience.

Scoring Method: Points Based

Weight (Points): 25 (25% of Total)

3. Methodology and Approach

The evaluation of the Respondent includes, at a minimum:

Methodology to providing tourism marketing advisory and administration services;

Approach to establishing a foundation for the strategic, operational, and fiscal initiatives described in the scope of work;

Methodology and approach to creating engaging campaigns across multiple platforms;

Approach for assessing campaigns, gathering data, and conducting research;

Approach to measuring return on marketing investment;

Approach to ensuring continued efficiency improvements across all marketing executions, and

Sample of work illustrating start to finish client solution, creative process, and resulting analytics.

Additional consideration will be given for:

Value-added services provided by Respondent.

Scoring Method: Points Based

Weight (Points): 15 (15% of Total)

4. Interviews

The evaluation includes, at a minimum:

- a) Knowledge demonstrated by the Respondent's representatives who attend the interview; and
- b) Creativity of the conceptual ideas and vision for the services.

Additional consideration will be given for:

- a) Presentation style which includes interactions among Respondent's representative(s); and
- b) Communications with the evaluation committee.

Scoring Method: Points Based

Weight (Points): 15 (15% of Total)

5. Fees

The fees proposed by the Respondent in the Cost Proposal Form will be based on a mathematical calculation to obtain scoring for each Response relative to the other Responses received. The focus will be on the Respondent's proposed fee for the Term of the Contract, including renewal options, as evaluated relative to the other proposed fees.

Scoring Method: Points Based

Weight (Points): 20 (20% of Total)

**REQUEST FOR PROPOSAL (RFP) NO: 2022-11
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COST PROPOSAL FORM

Services shall be performed in accordance with the Scope of Work services and requirements described in this RFP by

[PERSON'S NAME],

who is an employee and/or the owner of

[NAME OF COMPANY]

or self-employed, for the lump-sum of

\$ _____ [in figures] for the six (6) month contract period.

EXCEPTIONS TO PROPOSAL*

Please state any proposed payment terms, conditions, retainers or other requirements.

*The Proposal might be declared non-responsive by the Selection Committee if in the Committee's opinion, the exception would be disadvantageous to the County.