



REQUEST FOR PROPOSAL

FOR

PUBLIC RELATIONS SERVICES

Proposal Number BC-2024-028

**BOARD OF COUNTY COMMISSIONERS
LEON COUNTY, FLORIDA**

RELEASE DATE: July 18, 2024

Public Relations Services

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1. Introduction

1.1. Summary

Leon County Government “County” is accepting proposals from qualified firms for Public Relations Services.

Leon County Division of Tourism, also known as Visit Tallahassee in the marketplace is a department of Leon County Government, funded fully by the county’s Tourist Development Tax. The Mission of the Leon County Division of Tourism is to enhance the region’s economic growth and quality of life by collaboratively inspiring the vitality of the Visitor Economy. The Vision of the Leon County Division of Tourism is for the Tallahassee region to be recognized as appreciated as one of the most diverse and vibrant destinations in the Southeast.

To achieve the above, the County desires to contract with an innovative, forward thinking and strategic tourism-focused public relations and communications agency to work in partnership with the Leon County Division of Tourism/Visit Tallahassee to publicize and promote the Tallahassee-Leon County area as a preferred visitor destination through editorial placements in print, broadcast, and digital media reaching local, regional and national audiences. The agency should develop and maintain relationships with media and social influencers through on-going media development activities allowing greater access and success in securing positive editorial coverage for the area and its visitor attractions. Public relations activities will be implemented on a regional and national level as directed.

In 2022, the Leon County Division of Tourism/Visit Tallahassee developed a five-year Tourism Strategic Plan. Goals of that plan include:

- Generate \$5 billion in economic impact by Sept. 2026
- Increase the visitation to Tallahassee-Leon County through strategic marketing and sales by 3% annually.
- Increase local awareness of the Division of Tourism/Visit Tallahassee and the overall impact on tourism in Tallahassee-Leon County.
- Increase industry/community engagement and cultivate new partnerships to enhance destination development.
- Increase visitor services in marketing to enhance the visitor experience and extend stays.

Visit Tallahassee’s Strategic Plan can be found at <https://visittallahassee.com/partners#Resources>

A Mandatory pre-proposal meeting has been scheduled which proposers are required to attend in person or on-line via the posted Teams meeting instructions located in the Timeline of this ITN. Attendance at the pre-proposal meeting is mandatory to be eligible for proposal award.

This solicitation has a project specific goal for the participation of Minority Business Enterprise (MBE) and Women Business Enterprise (WBE) firms certified by the Office of Economic Vitality (OEV) MWSBE Division (see Section 8). **The MWSBE Division will deem responses responsive to the MWBE Section of the solicitation if they include a completed MWBE Participation Plan that is eligible for points and/or Good Faith Effort documentation.**

The estimated annual budget to provide all services for this project is \$175,000.

1.2. Background

BRAND OVERVIEW

In 2020, Visit Tallahassee launched the new branding campaign *Pretty. Unexpected.* playing off the undeniably pretty and unexpected features found in Florida's Capital City. The was the launch narrative around the brand:

Tallahassee. Just named one of the South's Top 10 Cities. Quite an honor. But if you've ever been here, not a surprise. We are... the best of both worlds. Pretty. Undeniably, pretty. Monet simply couldn't have painted a more moving landscape. Massive Live Oaks dripping with Spanish Moss, winding rivers and rolling hills are written across this place. And we invite every adventure seeker and outdoor lover to come worship our exhibit. Unexpected. Delightfully unexpected. Government may be our industry, but unboaring is our law. Here, we dance to touchdowns by day and music by night. We eat up art, science and history as much as French, Italian and barbeque. And we drink in only slightly more world class sporting events than craft beer. Tallahassee. We are the best of both worlds. We are Pretty. Unexpected.

CURRENT MARKETING STRATEGY

The key marketing goal of Leon County Division of Tourism/Visit Tallahassee is to increase visitation and spending in Tallahassee-Leon County. Visit Tallahassee currently uses Downs and St. Germain Research, STR Reports and Zartico for market research. In 2023, Tallahassee-Leon County saw 2.4 million visitors, an increase of 2.4% from FY 2022. The top five reasons for visiting Tallahassee-Leon County were to visit friends or relatives, for a business conference or meeting, to watch a sporting event, education related or to relax and unwind.

Visit Tallahassee research can be found at <https://visittallahassee.com/partners#Resources>

Targeted Travel Segments:

- Leisure Travel Audiences: Families, outdoor/nature/adventure enthusiasts, sports/recreation seekers, arts, culture and performing arts/concerts aficionados, history and heritage buffs, culinary and craft beer seekers, inclusive/accessible travelers.
- Group Audiences: meeting planners, associations, sports teams/organizations

Leisure Travel Markets:

- Geographic markets include major Designated Market Areas (DMAs) in Florida and the Southeast as well as Direct Flight Markets. Florida, Alabama, and Georgia have served as the foundation of media placement since nearly 75 percent of visitors arrive to the destination by car. In FY 2023, the top visitors came from Atlanta, Miami-Ft. Lauderdale, Orlando, Tampa-St. Petersburg and Jacksonville.

Seasonality

- Spring and Fall have traditionally been the high season for Tallahassee-Leon County due to cross-country races, college football and the Florida Legislative Session although Tallahassee-Leon County consistently receives approximately 25% of annual visitation each quarter, making Tallahassee a year-round destination.
- The Florida Legislative Session (March-April or January-February depending on the year) generates high hotel occupancy Tuesday-Thursday. Legislative Committee meetings typically precede the commencement of the regular Legislative Session by 45-60 days.
- The college football season (September through November) offers significant visitation and often national visibility for weekend home games for Florida State University (FSU) and Florida Agricultural and Mechanical University (FAMU). Each year, on weekends where there isn't a home football game scheduled, cross-country events are generally scheduled that typically generate high hotel occupancy.

Visit Tallahassee research can be found at <https://visittallahassee.com/partners#Resources>

1.3. Contact Information

Greg Hill
Procurement Administrator
1800-3 N. Blair Stone Road
Tallahassee, FL 32308
Email: hillg@leoncountyfl.gov
Phone: [\(850\) 606-1600](tel:(850)606-1600)

Department:
Procurement

Department Head:
Melanie Hooley
Purchasing Director

1.4. Timeline

Below is the current schedule of the events that will take place as part of this solicitation. The County reserves the right to make changes or alterations to the schedule as the County determines is in the best interest of the public. If any changes to the Schedule of Events are made, Leon County will post the changes on the Leon County procurement website either as a public meeting notice, or as an addendum, as applicable. It is the responsibility of the firm to register as a vendor in the County's eProcurement Portal located at <https://procurement.opengov.com/portal/leoncounty> and to click the "Follow" button on your interested projects in order to receive email notifications of changes. Ultimately, it is the responsibility of the firm and other interested persons and parties to review the Purchasing Division's website to stay informed of the Schedule of Events, addenda to the RFP, and public meetings. The main procurement website address is: <https://secure.procurenow.com/portal/leoncounty>.

Release Project Date	July 18, 2024
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Pre-Proposal Meeting (Mandatory)	<p>July 24, 2024, 10:00am Leon County Purchasing Office 1800-3 N. Blair Stone Rd. Tallahassee, FL 32308</p> <p>-OR-</p> <p>Microsoft Teams https://teams.microsoft.com/l/meetup-join/19%3ameeting_YjhiZGQxMzQtYmU1Yy00ZGI5LWI5M2QtZWJlZTA1ZWU1MDdi%40thread.v2/0?context=%7b%22Tid%22%3a%22854ed59b-aa79-47ab-bff4-86a4211bbe97%22%2c%22Oid%22%3a%22a63713f5-e829-4a9a-bed6-65bdf428f0f9%22%7d</p> <p>Meeting ID: 225 507 425 436 Passcode: ZgkZzv</p> <p>-OR-</p> <p>Microsoft Teams - Dial in by phone: +1 929-352-3425 Phone conference ID: 466 168 239#</p>
Question/Inquiries Deadline	July 29, 2024, 4:00pm
Opening Date	August 21, 2024, 2:00pm Leon County Purchasing Office 1800-3 N. Blair Stone Rd. Tallahassee, FL 32308

2. Scope of Work, Goals, Expectations and Requirements

2.1. SCOPE OF WORK

The Leon County Division of Tourism/Visit Tallahassee (DT/VT) seeks a best-in-class PR Communications company with the ability to provide a broad range of communication services, including, but not limited to:

- Public Relations Strategy- Develop and implement annual public relations strategies that align with seasonal marketing campaigns. Tactics may include but not be limited to: Promotions Planning, PR/Event Planning, Media FAM Tours, Media Events/Blogger/Media Dinners, Integrated Marketing Strategies, etc. All aspects of the Public Relations strategy and implementation are subject to approval by the county.
 - Community Advocacy Planning to help showcase the value and tell the story of tourism in Tallahassee - Leon County.
 - Content Creation – editorial calendar, press kit, press releases, blog posts, etc.
 - Media Relations – pitch Tallahassee/Leon County to national, travel trade, influencers, local and travel publications as well as additional opportunities that fit the Tallahassee/Leon County brand.
 - Special Events – press conferences and media tours.
 - Metrics, Budgets & Monitoring- provide monthly, quarterly and annual earned media reports as well as overall impressions, ROI & KPI measurement, ROI of hosted media events and campaigns.
 - Monitor media trends and identify appropriate opportunities to pursue.
 - Provide coordination for the development and execution of media familiarization tours for domestic and international media, including traditional media and social media influencers.
 - Garner exposure for the destination through national print, radio and digital promotions.
 - Occasional presentations during Tourist Development Council (TDC) Meetings.
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2.2. GOALS FOR PUBLIC RELATIONS FIRM

- **Increase Public Awareness:** Increase overall awareness of Tallahassee - Leon County as a desirable tourist destination through targeted media placements, social media campaigns, and strategic partnerships.
- **Drive Visitor Engagement:** Encourage engagement with Tallahassee - Leon County tourism content across various platforms, leading to increased website traffic, social media interactions, and inquiries about local attractions and events.
- **Enhance Brand Perception:** Improve the perception of Tallahassee - Leon County as vibrant, diverse, and welcoming destination by showcasing unique cultural offerings, natural attractions, and festivals and special events through compelling storytelling and positive media coverage.
- **Generate Measurable Results:** Achieve quantifiable results such as number of media hits, number of media stays, ROI, etc.

2.3. LEON COUNTY DIVISION OF TOURISM EXPECTATIONS

Leon County Division of Tourism will require an annual public relations plan to be finalized by September 15 of each year of the contract. The annual plan should include innovative concepts and strategies along with a demonstration of quantifiable results. Agency(s) must offer best-in-class services and must have extensive experience in destination marketing as demonstrated in case studies and examples provided.

The selected agency shall be in-market for discovery after contract execution, on or around the October 1, 2024 start date. If located outside of the Tallahassee-Leon County area, the agency shall be consistently available in-market.

2.4. OPERATIONAL REQUIREMENTS

- Ability to demonstrate both previous and existing Travel & Tourism Industry Experience with Destination Marketing/Management Organization (DMO) and/or Convention Visitors Bureaus (CVB) with a minimum of 5 years of experience. Experience with Florida DMOs or CVBs is preferred.
- Brand Management: Demonstrated ability to drive brand consistency through all public relations strategies and media partnerships.
- Creative Thought Leadership & Execution: Demonstrated non-traditional ideas and creative concepts with the ability to execute them.
- Team Players: Experience in coordinating with multiple agency partners, industry partners to support overall messaging strategy.
- Strong Media Relationships: Entire team brings to the account a variety of personal media relationships.
- Experience attracting travel and social influencers and disseminating DMOs messaging to both national and international media markets.
- If located outside of the Tallahassee/Leon County area, the agency shall be consistently available in-market.
- The selected agency shall assign a permanent account team that will take ownership of the Leon County Division of Tourism/Visit Tallahassee account. Vendor must be willing to assign one account manager to this account and demonstrate the percentage of that individual's time will be devoted to this account. Frequently changing or ad hoc assignment of personnel will not be accepted and can be considered grounds for contract termination.
- Written estimates must be provided for each billable job and this signed estimate must accompany billing. If changes are necessary because of a request by the DT/VT, TDC or for other reasons, new estimates must be provided and signed prior to any execution.
- Billing per job must include proof of agency payment for outside expenses, copies of all out-of-pocket expenses incurred, signed estimate and affidavit indicating total number of agency hours incurred.
- Leon County maintains the right to use any agency-generated materials as it deems necessary and may do so without consent or approval.

3. General Instructions

Respondents are expected to examine the proposal documents carefully, including the **MWSBE goals (see Section 7)** and scope of work as set forth in further detail herein, and all general and special conditions of the solicitation prior to submission. In case of error in price extension, the unit price will govern. Proposals must be submitted electronically via OpenGov Procurement.

3.1. Special Accommodations

Any person requiring a special accommodation at a Pre-Proposal Conference or RFP opening because of a disability must call the Division of Purchasing at (850) 606-1600 at least five (5) workdays prior to the Pre-Proposal Conference or RFP opening. If you are hearing or speech impaired, please contact the Purchasing Division by calling the County Administrator's Office using the Florida Relay Service which can be reached at 1(800) 955-8771 (TDD).

3.2. Prohibited Communications

Any Form of communication, except for written correspondence with the Purchasing Division requesting clarification or asking questions, shall be prohibited regarding a particular request for proposal, request for qualification, bid, or any other competitive solicitation between:

- A. Any person or person's representative seeking an award from such competitive solicitation; and
- B. Any County Commissioner or Commissioner's staff, or any county employee authorized to act on behalf of the Commission to award a particular contract.

For the purpose of this section, a person's representative shall include, but not be limited to, the person's employee, partner, officer, director, consultant, lobbyist, lawyer, relative, or any actual or potential subcontractor or consultant of the person.

The prohibited communication shall be in effect as of the release of the competitive solicitation and terminate at the time the Board, or a County department authorized to act on behalf of the Board, awards or approves a contract, rejects all bids or responses, or otherwise takes action which ends the solicitation process.

The provisions of this section shall not apply to oral communications at any public proceeding, including pre-bid conferences, oral presentations before selection committees, contract negotiations during any public meetings, presentations made to the Board, and protest hearings. Further, the provisions of this section shall not apply to contract negotiations between any employee and the intended awardee, any dispute resolution process following the filing of a protest between the person filing the protest and any employee, communications with the County Attorney or communications with the Purchasing Director.

Violation of this section may result in disqualification from this solicitation and shall be grounds for suspension from doing business with the County.

3.3. Proposal Media Format (Electronic Only)

Proposals for this RFP shall be submitted electronically to this solicitation in OPENGOV Procurement Portal at <https://procurement.opengov.com/portal/leoncounty>.

3.4. Respondent Registration

Respondents who obtain solicitation documents from sources other than the County Purchasing Division MUST officially register with the County Purchasing Division in order to be placed on the plan holders list for the solicitation. This list is used for communications from the County to prospective respondents. Also, respondents should be aware that solicitation documents obtained from sources other than those listed above may be drafts, incomplete, or in some other fashion different from the official solicitation document(s). Failure to register as a prospective respondent through the Purchasing Division may cause your submittal to be rejected as non-responsive. To Register, complete the online vendor registration process, find the opportunity of interest, and click "Follow" or "Draft Response".

3.5. Registered Plan Holders List

A plan holders list is made available via the internet lists of all registered plan holders for each bid or request for proposals. The information is available on-line at <https://procurement.opengov.com/portal/leoncounty>, by simply clicking the Followers tab for each respective solicitation. A listing of the registered vendors with their contact information is designed to assist vendors in preparation of their responses.

3.6. Errors and Omissions

The County and its representatives shall not be responsible for any errors or omission in the RFP. Due care and diligence has been exercised in the preparation of this RFP, and all information contained herein is believed to be substantially correct. Information is subject to review by the successful respondent.

3.7. Acceptance of County Terms

Leon County objects to and shall not consider any additional terms or conditions submitted by a respondent, including any appearing in documents attached as part of a respondent's response. In submitting its response, a respondent agrees that any additional terms or conditions, whether submitted intentionally or inadvertently, shall have no force or effect. Failure to comply with terms and conditions, including those specifying information that must be submitted with a response, shall be grounds for rejecting a response or placing a respondent in default.

4. Solicitation Instructions

4.1. Pre-Proposal Meeting

A Mandatory Pre-Proposal Meeting will be held on Wednesday, July 24, 2024 at 10:00 am. The Location is as follows: Leon County Purchasing Office 1800-3 N. Blair Stone Rd. Tallahassee, FL 32308 -OR- Microsoft Teams https://teams.microsoft.com/l/meetup-join/19%3ameeting_YjhiZGQxMzQtYmU1Yy00ZGI5LWl5M2QtZWJlZTA1ZWU1MDdi%40thread.v2/0?context=%7b%22Tid%22%3a%22854ed59b-aa79-47ab-bff4-86a4211bbe97%22%2c%22Oid%22%3a%22a63713f5-e829-4a9a-bed6-65bdf428f0f9%22%7d Meeting ID: 225 507 425 436 Passcode: ZgkZzv -OR- Microsoft Teams - Dial in by phone: +1 929-352-3425 Phone conference ID: 466 168 239#.

The Pre-Proposal Meeting will be a public meeting that the public is invited to attend either physically in person or an audio conference at the County's discretion. **All questions of Respondents to be discussed at the Pre-Proposal meeting must be submitted in writing by the deadline identified in the Schedule of Events as the Deadline for Pre-Proposal Meeting Questions.** The Respondents will be instructed to submit all questions after the meeting to the Leon County e-Procurement website.

The purpose of the Pre-Proposal Meeting is to provide a forum to answer questions concerning the RFP, instructions for submitting proposals, and other relevant issues. In the event that any discussions or questions at the Pre-Proposal Meeting require, in the Leon County's opinion, official additions, deletions, or clarifications of the RFP, Leon County will issue a written summary of questions and answers or an addendum to this RFP as the Leon County determines is appropriate. No oral representations or discussions, which take place at the Pre-Proposal Meeting, will be binding on Leon County. The Respondents will be instructed to direct all questions after the meeting to Leon County e-Procurement website.

4.2. Submitting Questions

While the Question and Answer period is open, respondents shall select the Question and Answer tab of the solicitation to submit their questions. **PLEASE DO NOT Email inquiries.**

Each respondent shall examine the solicitation documents carefully, including the forms and agreement; and, no later than the last day for questions listed in schedule of events, shall make a written request to the County for interpretations or corrections of any ambiguity, inconsistency or error discovered in the solicitation, including the agreement. The County will prepare a written response to each written question, comment, and recommendation that is delivered to the County prior to the deadline listed in the schedule of events. The County's written responses will be posted to this solicitation. The County will not be responsible for oral clarifications. No negotiations, decisions or actions shall be initiated or executed by the proposer as a result of any discussions with any County employee prior to the opening of proposals. Only those communications which are in writing from the County may be considered as a duly authorized expression on the behalf of the Board. Also, only communications from firms which are in writing and signed will be recognized by the Board as duly authorized expressions on behalf of respondent. Each respondent shall be deemed to have waived all questions, comments, and recommendations that are not submitted to the County in compliance with this section.

4.3. Addenda To Solicitation

Addenda to this solicitation will be posted to the solicitation on the e-Procurement Portal at <https://procurement.opengov.com/portal/leoncounty>. For those projects with separate plans, blueprints, or other materials that cannot be accessed through the internet, the Purchasing Division will make a good faith effort to ensure that all registered vendors (those vendors who have been registered as receiving a proposal package) receive the documents. It is the responsibility of the vendor prior to submission of any proposal to check the above website or contact the Leon County Purchasing Division at (850) 606-1600 to verify any addenda issued. The receipt of all addenda must be acknowledged on the response sheet.

4.4. Proposal Deadline

Proposals shall be electronically submitted (uploaded) to the solicitation on the County e-Procurement portal (<https://procurement.opengov.com/portal/leoncounty>) no later than the Opening Date (Wednesday, August 21, 2024 at 2:00 pm), as identified in the Timeline, to be considered.

4.5. Receipt and Opening of Proposals

Proposals will be opened publicly at the time and place stated in the Timeline. When the specified time has arrived no proposals received thereafter will be considered. At the time fixed for the opening of proposals, the tabulation sheet will be made public and will be posted on the Purchasing Division website at:

<https://procurement.opengov.com/portal/leoncounty>.

Sealed bids, proposals, or replies received by the County pursuant to a competitive solicitation are exempt from public records disclosure until such time as the County posts an intended decision or until 30 days after opening of the documents, whichever is earlier. If the County rejects all Proposals submitted in response to this RFP, the rejected Proposals remain exempt from public records disclosure until the County posts an intended decision or until the County withdraws the reissued Proposal. Proposals received by the County pursuant to this RFP will not remain exempt for longer than twelve (12) months after the County rejects such Bids.

4.6. Timely Delivery

It is the respondent's responsibility to assure that the proposal is submitted at the proper time and location. Electronic submissions will not be allowed through the County's e-Procurement portal once the deadline has passed.

4.7. Preparation Costs

The County is not liable for any costs incurred by respondents prior to the issuance of an executed contract.

4.8. Preparation of Proposal

Any material submitted to the County that Respondent contends constitutes or contains trade secrets or is otherwise exempt from production under Florida public records laws (including Chapter 119, Florida Statutes) ("Trade Secret Materials") must be redacted, conspicuously labeled "EXEMPT FROM PUBLIC RECORD PRODUCTION — TRADE SECRET" and the applicable statutory provision for the exemption must be stated. The Respondent is required to also provide an unredacted copy of the redacted information as part of the Proposal. If a third party submits a request to the County for

records designated as Trade Secret Materials by a Respondent, the County shall refrain from disclosing the Trade Secret Materials, unless otherwise ordered by a court of competent jurisdiction or authorized in writing by Respondent. By submitting a Proposal, Respondent agrees to indemnify and defend the County and its employees and agents from any and all claims, causes of action, losses, fines, penalties, damages, judgments and liabilities of any kind, including attorneys' fees, litigation expenses, and court costs, relating to the nondisclosure of any Trade Secret Materials in response to a records request by a third party.

4.9. Reservation of Rights

The County reserves the right to reject any and/or all proposals, in whole or in part, when such rejection is in the best interest of the County. Further, the County reserves the right to withdraw this solicitation at any time prior to final award of contract.

4.10. Award of RFP and Protest

Award shall be made to the responsive, responsible vendor whose proposal is determined in writing to be the most advantageous to Leon County, taking into consideration the evaluation factors set forth in the Request for Proposals. In accordance with Section 287.05701(3), Florida Statutes, in determining whether a bidder is responsible, the County will not request documentation of or consider a bidder's social, political, or ideological interests, nor give preference to a bidder based on such interests. No other factors or criteria shall be used in the evaluation criteria that are not included in the Request for Proposal. The County reserves the right to waive any minor irregularity in proposals and to make an award in whole or in part when either or both conditions are in the best interest of Leon County.

Notice of the Intended Decision will be posted on the County website at:

<https://procurement.opengov.com/portal/leoncounty> for a period of seventy-two (72) consecutive hours, which does not include weekends or County observed holidays. Failure to file a protest within the time prescribed in Leon County Policy No. 96-1, Purchasing Policy, or failure to post the bond or other security required by law within the time allowed for filing a bond shall constitute a waiver of proceedings. Notice of intent of bid protest shall be made in writing to the Purchasing Director, 1800-3 N. Blair Stone Road, Tallahassee, Florida 32308. The bidder shall be responsible for inquiring as to any and all award recommendation/postings.

Any award recommendation may be protested on the grounds of irregularities in the specifications, procedure, or the evaluation of the proposal. Such notice of an intent to protest shall be made in writing to the Purchasing Director within 72 hours after receipt of the intended recommendation of award and the protestor shall file a formal written bid challenge within 10 days after the date in which the notice of intent of bid protest has been submitted. The notice of protest shall contain at minimum: the name of the Protestor; the Protestor's address and phone number; the name of the Protestor's representative to whom notices may be sent; the name and bid number of the solicitation; and a brief factual summary of the basis of the protest. Failure to file a notice of an intent to protest or failure to file a formal written bid protest shall constitute a waiver of all rights granted under this section.

5. Required Certifications

5.1. Licenses and Certifications

The respondent shall be responsible for obtaining and maintaining throughout the contract period any licenses required pursuant to the laws of Leon County, the City of Tallahassee, or the State of Florida.

If the contractor is operating under a fictitious name as defined in Section 865.09, Florida Statutes, proof of current registration with the Florida Secretary of State **shall be submitted** with the proposal. A business formed by an attorney actively licensed to practice law in this state, by a person actively licensed by the Department of Business and Professional Regulation or the Department of Health for the purpose of practicing his or her licensed profession, or by any corporation, partnership, or other commercial entity that is actively organized or registered with the Department of State **shall submit** a copy of the current licensing from the appropriate agency and/or proof of current active status with the Division of Corporations of the State of Florida or such other state as applicable.

Failure to provide the above required documentation may result in the proposal being determined as non-responsive.

5.2. Public Entity Crimes Statement

A person or affiliate who has been placed on the convicted vendor list following a conviction for a public entity crime may not submit a bid on a contract to provide any goods or services to a public entity, may not submit a bid on a contract with a public entity for the construction or repair of a public building or public work, may not submit bids on leases of real property to a public entity, may not be awarded or perform work as a contractor, subcontractor, or consultant under a contract with any public entity, and may not transact business with any public entity in excess of the threshold amount provided in Section 287.017, Florida Statute for CATEGORY TWO for a period of 36 months from the date of being placed on the convicted vendor list. By submission of a proposal in response to this solicitation, the proposer certifies compliance with the above requirements as stated in Section 287.133, Florida Statutes.

5.3. Certification Regarding Debarment, Suspension, and Other Responsibility Matters

The prospective primary participant must certify to the best of its knowledge and belief, that it and its principals are not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from covered transactions by any Federal department or agency and meet all other such responsibility matters as contained on the attached certification form.

5.4. Unauthorized Alien(s)

The Contractor agrees that unauthorized aliens shall not be employed nor utilized in the performance of the requirements of this solicitation or any work authorized thereunder. The County shall consider the employment or utilization of unauthorized aliens a violation of Section 274A(e) of the Immigration and Naturalization Act (8 U.S.C. 1324a). Such violation shall be cause for unilateral termination of this Agreement by the County. As part of the response to this solicitation, please complete and submit the attached form "AFFIDAVIT CERTIFICATION IMMIGRATION LAWS."

5.5. Employment Eligibility Verification

By providing goods and/or services to the County, the Contractor is obligated to comply with the provisions of Section 448.095, Florida Statutes, "Employment Eligibility." Compliance with Section 448.095, Florida Statutes., includes, but is not limited to, utilization of the E-Verify System to verify the work authorization status of all newly hired employees, and requiring all subcontractors to provide an affidavit attesting that the subcontractor does not employ, contract with, or subcontract with, an unauthorized alien. The Contractor affirms and represents that it is registered with the E-Verify system and is using same and will continue to use same as required by Section 448.095, Florida Statutes.

5.6. Local Preference in Purchasing and Contracting

- A. Preference in requests for proposals. In purchasing of, or letting of contracts for procurement of, personal property, materials, contractual services, and construction of improvements to real property or existing structures for which a request for proposals is developed with evaluation criteria, a local preference of the total score may be assigned for a local preference, as follows:
 - 1. Individuals or firms which have a home office located within Leon, Gadsden, Wakulla, or Jefferson County, and which meet all of the criteria for a local business as set forth below, shall be given a preference in the amount of five percent.
 - 2. Individuals or firms which do not have a home office located within Leon, Gadsden, Wakulla, or Jefferson County, and which meet all of the criteria for a local business as set forth below, shall be given a preference in the amount of three percent.
 - 3. For the purposes of this section, "home office" shall mean a business's principal office or headquarters constituting the center for administration and policymaking.
- B. Local business definition. For purposes of this section, "local business" shall mean a business which:
 - 1. Has had a fixed office or distribution point located in and having a street address within Leon, Gadsden, Wakulla, or Jefferson County for at least six (6) months immediately prior to the issuance of the request for competitive bids or request for proposals by the County; and
 - 2. Holds any business license required by Leon County, and, if applicable, the City of Tallahassee; and
 - 3. Is the principal offeror who is a single offeror; a business which is the prime contractor and not a subcontractor; or a partner or joint venturer submitting an offer in conjunction with other businesses.
- C. Certification. Any vendor claiming to be a local business as defined herein, shall so certify in writing to the Purchasing Division. The certification shall provide all necessary information to meet the requirements set forth above. The Local Vendor Certification Form is enclosed. The purchasing agent shall not be required to verify the accuracy of any such certifications, and shall have the sole discretion to determine if a vendor meets the definition of a "local business."

5.7. Drug Free Workplace Requirements

All vendors in accordance with Florida Statute 287.087 must certify the following actions:

- A. Publish a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession, or use of a controlled substance is prohibited in the workplace and specifying the actions that will be taken against employees for violations of such prohibition.

- B. Inform employees about the dangers of drug abuse in the workplace, the business's policy of maintaining a drug-free workplace, any available drug counseling, rehabilitation, and employee assistance programs, and the penalties that may be imposed upon employees for drug abuse violations.
- C. Give each employee engaged in providing the commodities or contractual services that are under response/bid a copy of the statement specified in subsection (1).
- D. In the statement specified in subsection (1), notify the employees that, as a condition of working on the commodities or contractual services that are under response/bid, the employee will abide by the terms of the statement and will notify the employer of any conviction of, or plea of guilty or nolo contendere to, any violation of Chapter 893 (Florida Statutes) or of any controlled substance law of the United States or any state, for a violation occurring in the workplace no later than five (5) days after such conviction.
- E. 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, or any employee who is so convicted.
- F. Make a good faith effort to continue to maintain a drug-free workplace through implementation of this section.

Vendor must confirm compliance with this requirement in the [Required Submittals](#) section of your response.

5.8. Equal Opportunity/Affirmative Action Requirements

The contractors and all subcontractors shall agree to a commitment to the principles and practices of equal opportunity in employment and to comply with the letter and spirit of federal, state, and local laws and regulations prohibiting discrimination based on race, color, religion, national region, sex, age, handicap, marital status, and political affiliation or belief.

For federally funded projects, in addition to the above, the contractor shall agree to comply with Executive Order 11246, as amended, and to comply with specific affirmative action obligations contained therein.

In addition to completing the Equal Opportunity Statement, the Respondent shall include a copy of any affirmative action or equal opportunity policies in effect at the time of submission.

5.9. Scrutinized Company Certification

A company is ineligible to, and may not, bid on, submit a proposal for, or enter into or renew a contract with Leon County for goods or services of any amount if, at the time of bidding on, submitting a proposal for, or entering into or renewing such contract, the company is on the Scrutinized Companies that Boycott Israel List, created pursuant to Section 215.4725, Florida Statutes, or is engaged in a boycott of Israel.

A company is ineligible to, and may not, bid on, submit a proposal for, or enter into or renew a contract with Leon County for goods or services of \$1 million or more if, at the time of bidding on, submitting a proposal for, or entering into or renewing such contract, the company is on the Scrutinized Companies with Activities in Sudan List, the Scrutinized Companies with Activities in the Iran Petroleum Energy Sector List, created pursuant to Section 215.4725, Florida Statutes, or with companies engaged in business operations in Cuba or Syria.

6. Selection Process

6.1. Evaluation Committee

The County Administrator shall appoint an Evaluation Committee composed of three to five members who will review and evaluate all proposals received on time.

Meetings of Evaluation Committees subsequent to the opening of the solicitation shall be public meetings. Notice of all meetings shall be posted on the Purchasing Division website at: <https://procurement.opengov.com/portal/leoncounty> and in the Purchasing Division Offices no less than 72 hours (excluding weekends and holidays).

6.2. Scoring and Ranking

Evaluators will independently score each responsive proposal based upon the points given in the Scoring Sheet utilizing the Evaluation Criteria Matrix. The scores for both Price/Cost and Local preference will be calculated by the Purchasing Division.

Proposals will be ranked using the ordinal ranking process. First, each evaluator will score proposals based upon the points given in the Scoring Sheet utilizing the Evaluation Criteria contained herein. Then ordinal ranking will be used to rank each proposal. These rankings will be averaged to determine the final ranking of proposals.

6.3. Award

Award shall be made to the responsive, responsible offeror whose proposal is determined in writing to be the most advantageous to Leon County, taking into consideration the evaluation factors set forth in the Request for Proposals. No other factors or criteria shall be used in the evaluation criteria that are not included in the Request for Proposal. The County reserves the right to negotiate with the awarded vendor for any related items, products, services, method of compensation, or associated work/services not specifically listed in this solicitation.

The County reserves the right to waive any minor irregularity in proposals and to make an award in whole or in part when either or both conditions are in the best interest of Leon County.

7. Minority, Women, Small Business (MWSBE) Enterprise

7.1. MWSBE Overview

The Minority Women Small Business Enterprise (MWSBE) Policy of the City of Tallahassee, Leon County Government, and Blueprint Intergovernmental Agency applies to this solicitation. This solicitation has a project specific goal for the participation of Minority Business Enterprise (MBE) and Women Business Enterprise (WBE) firms certified by the Office of Economic Vitality (OEV) MWSBE Division.

- Certified MBE Participation Project Specific Goal: 5%
- Certified WBE Participation Project Specific Goal: 6%

All respondents, including MBE firms, and WBE firms will meet the project specific goal(s) or demonstrate in their response that a good faith effort was made to meet the project specific goal(s). When an MBE or WBE firm is the prime contractor or consultant, the goal is fulfilled for their certification designation and the other portion of the goal, if present, must be fulfilled. For example, if a certified MBE firm responds to a solicitation as a prime contractor, the goal for MBE participation is fulfilled. The MBE prime contractor remains responsible for meeting the goal for WBE participation.

Certified MBE and WBE firms may participate by providing goods or services in support of the project as subcontractors or subconsultants identified on the Respondent and Team Summary Form.

7.2. MWSBE Responsive Responses (RFP)

The MWSBE Division will deem responses responsive to the MWBE Section of the solicitation if they include a completed MWBE Participation Plan that is eligible for points and/or Good Faith Effort documentation. The maximum number of points are described in the Evaluation Criteria [see Section 11] of this Solicitation. For further detail on the possible combination or assessment of MWBE points, see the Minority Women Small Business Enterprise (MWSBE) Policy.

Please complete an MWSBE Participation Plan, include the MBE and WBE firms on your Respondent and Team Summary Form, and, if you are unable to meet the project specific goal, complete a Good Faith Effort Form. **To be eligible for evaluation, all MWBE Section Forms (Attachment C) must be uploaded to your response (see Section 12. Submittals).**

If you are unable to meet the project specific goal for MBE and WBE participation, you must submit a Good Faith Effort Form documenting your efforts to identify MBE and WBE firms to participate in order for your response to remain responsive to this solicitation.

7.3. MWSBE Contact Information

Each Respondent is strongly encouraged to secure MBE and WBE firm participation. Respondents needing assistance or guidance with these requirements should contact LaTanya Raffington of the MWSBE Division at Lraffington@oevforbusiness.org OR Shanea Wilks of the MWSBE Division at Swilks@oevforbusiness.org. A directory of certified MBE and WBE firms is available on the OEV website: <https://oevforbusiness.mwsbe.com>.

8. Insurance Requirements

8.1. Overview

Bidders' attention is directed to the insurance requirements set forth in the Agreement contained in the "Attachments" section of this solicitation. Bidders should confer with their respective insurance carriers or brokers to determine in advance of bid submission the availability of insurance certificates and endorsements as prescribed and provided herein. If an apparent low bidder fails to comply strictly with the insurance requirements, that bidder may be disqualified from award of the contract.

The awarded Contractor shall procure and maintain for the duration of the contract insurance against claims for injuries to persons or damages to property which may arise from or in connection with the performance of the work hereunder by the Contractor, his agents, representatives, employees or subcontractors. The cost of such insurance shall be included in the Contractor's bid.

9. Terms and Conditions

9.1. Standard Terms and Conditions

The terms and conditions associated with this solicitation are as set forth in the Agreement contained in the "Attachments" section of this solicitation. After the proposal award the County will, at its option, prepare a purchase order or an agreement specifying the terms and conditions resulting from the award of this bid. Every procurement of contractual services shall be evidenced by a written agreement. The respondent will have five calendar days after receipt to acknowledge the purchase order or execute the agreement.

The performance of Leon County of any of its obligations under the purchase order or agreement shall be subject to and contingent upon the availability of funds lawfully expendable for the purposes of the purchase order or agreement for the current and any future periods provided for within the proposal specifications.

9.2. Travel Expenses

Consultant travel which is not covered within the scope of the consultant's contract and which is billed separately to the County on a cost reimbursement basis must receive prior approval and will be reimbursed in accordance with the Leon County Travel Policy. Travel expenses shall be limited to those expenses necessarily incurred in the performance of a public purpose authorized by law to be performed by the Leon County Board of County Commissioners and must be within limitations described herein and in Ch. 112.06, Florida Statutes. Consultants and contractors, traveling on a cost reimbursement basis, must have their travel authorized by the department head from whose budget the travel expenses will be paid and the County Administrator.

9.3. Purchases By Other Public Agencies

With the consent and agreement of the successful vendor(s), purchases may be made under this solicitation by other governmental agencies or political subdivisions within the State of Florida. Such purchases shall be governed by the same pricing, terms and conditions stated herein with no deviations allowed. This agreement in no way restricts or interferes with the right of any public agency or political subdivision to bid any or all of the items or services independently.

9.4. Penalties

PROPOSALS MAY BE REJECTED AND/OR BIDDER(S)/PROPOSERS DISQUALIFIED FOR THE FOLLOWING REASONS:

- A. Failure to perform according to contract provisions.
- B. Conviction in a court of law of any criminal offense in connection with the conduct of business.
- C. Clear and convincing evidence of a violation of any federal or state anti-trust law based on the submission of bids or proposals, or the awarding of contracts.
- D. Clear and convincing evidence that the bidder has attempted to give a Board employee a gratuity of any kind for the purpose of influencing a recommendation or decision in connection with any part of the Board's purchasing activity.
- E. Other reasons deemed appropriate by the Board of County Commissioners.

10. Ethical Business Practices

10.1. Gratuities

It shall be unethical for any person to offer, give, or agree to give any County employee, or for any County employee to solicit, demand, accept, or agree to accept from another person, a gratuity or an offer of employment in connection with any decision, approval, disapproval, recommendation, or preparation of any part of a program requirement or a purchase request, influencing the content of any specification or procurement standard, rendering of advice, investigation, auditing, or performing in any other advisory capacity in any proceeding or application, request for ruling, determination, claim or controversy, or other particular matter, subcontract, or to any solicitation or proposal therefor.

10.2. Kickbacks

It shall be unethical for any payment, gratuity, or offer of employment to be made by or on behalf of a subcontractor under a contract to the prime contractor or higher tier subcontractor or any person associated therewith, as an inducement for the award of a subcontract or order.

10.3. Board Action

The Board reserves the right to deny award or immediately suspend any contract resulting from this proposal pending final determination of charges of unethical business practices. At its sole discretion, the Board may deny award or cancel the contract if it determines that unethical business practices were involved.

11. Evaluation Criteria

Actual rating for each criteria may range from zero (lowest rating) to the maximum rating points for that criteria

Proposals will be evaluated and ranked on the basis of the following considerations:

No.	Evaluation Criteria	Scoring Method	Weight (Points)
1.	TAB 1: Organizational Structure/Client Overview Shall consider the following: <ul style="list-style-type: none"> The capabilities of the team members who would be assigned to the team. The depth of the agency's overall composition of client accounts. 	Points Based	10 (10% of Total)
2.	TAB 2: Pertinent Experience and Performance Shall consider the following criteria: <ul style="list-style-type: none"> Demonstrated experience in the travel and tourism industry with DMOs and/or Convention Visitors Bureaus. Relevant awards, recognitions or accolades received. Relevant content of campaigns, case studies and references provided. 	Points Based	15 (15% of Total)
3.	TAB 3: Creative and Strategic Approach Shall consider the following criteria: <ul style="list-style-type: none"> How well the agency will drive brand consistency through all public relations strategies and media partnerships. How well the agency describes their approach to creative thought leadership. How well the agency will attract travel and social influencers and disseminate messaging to media markets. 	Points Based	30 (30% of Total)
4.	TAB 4: Technical Approach Shall consider the following criteria: <ul style="list-style-type: none"> How well the agency will increase overall awareness of Tallahassee - Leon County through media placements and campaigns. How well the agency will encourage engagement with Tallahassee - Leon County tourism content across various platforms. 	Points Based	18 (18% of Total)

5.	<p>Minority/Women Business Enterprise Utilization</p> <p>To be eligible for evaluation, all MWBE Section Forms must be located in your response. The MWSBE Division will deem responses responsive to the MWBE Section of the solicitation if they include a completed MWBE Participation Plan that is eligible for points and/or Good Faith Effort documentation. Points for Minority/Women Business Enterprise Utilization will be awarded by the MWSBE Office as outlined below:</p> <table><tr><th colspan="2">MWBE Score Outcomes</th></tr><tr><th>Score</th><th>Response</th></tr><tr><td>2 Points</td><td>MWBE Section demonstrates Joint Venture, Partnership, and Association; Mentor-Protégé; or apprenticeship or externship relationship, but the MWBE Participation Plan is ineligible for 5 or 10 points. Good Faith Effort documentation demonstrating why respondent could not meet the project specific goal is necessary for responsiveness.</td></tr><tr><td>5 Points</td><td>Submission of an MWBE Participation Plan that demonstrates (1) utilization of a certified MWBE firm, (2) meets a portion of the project specific goals for MBE and/or WBE utilization, (3) agreeing to monitor. Does not demonstrate Joint Venture, Partnership, and Association; Mentor-Protégé; or apprenticeship or externship relationship. Good Faith Effort documentation demonstrating why respondent could not meet the project specific goal is necessary for responsiveness.</td></tr><tr><td>7 Points</td><td>Submission of an MWBE Participation Plan that demonstrates (1) utilization of a certified MWBE firm, (2) meets a portion of the project specific goals for MBE and/or WBE utilization, (3) agreeing to monitor. Also demonstrates Joint Venture, Partnership, and Association; Mentor-Protégé; or apprenticeship or externship relationship. Good Faith Effort documentation demonstrating why respondent could not meet the project specific goal is necessary for responsiveness.</td></tr><tr><td>10 Points</td><td>Submission of an MWBE Participation Plan that demonstrates (1) utilization of a certified MWBE firm, (2) meets the project specific goals for MBE and/or WBE utilization, (3) agreeing to monitor. Does not demonstrate Joint Venture, Partnership, and Association; Mentor-Protégé; or apprenticeship or externship relationship.</td></tr><tr><td>12 Points***</td><td>Submission of an MWBE Participation Plan that demonstrates (1) utilization of a certified MWBE firm, (2) meets the project specific goals for MBE and/or WBE utilization, (3) agreeing to monitor. Also demonstrates Joint Venture, Partnership, and Association; Mentor-Protégé; or apprenticeship or externship relationship.</td></tr><tr><td colspan="2">***2 Additional Points are available for demonstrating Joint Venture, Partnership, or Association; Mentor-Protégé; or Apprenticeship/Externship on the MWBE Participation Plan Form.</td></tr></table> <p>If you are unable to meet the project specific goal for MBE and WBE participation, you must submit a Good Faith Effort Form documenting your efforts to identify MBE and WBE firms to participate in order for your response to remain responsive to this solicitation.</p>	MWBE Score Outcomes		Score	Response	2 Points	MWBE Section demonstrates Joint Venture, Partnership, and Association; Mentor-Protégé; or apprenticeship or externship relationship, but the MWBE Participation Plan is ineligible for 5 or 10 points. Good Faith Effort documentation demonstrating why respondent could not meet the project specific goal is necessary for responsiveness.	5 Points	Submission of an MWBE Participation Plan that demonstrates (1) utilization of a certified MWBE firm, (2) meets a portion of the project specific goals for MBE and/or WBE utilization, (3) agreeing to monitor. Does not demonstrate Joint Venture, Partnership, and Association; Mentor-Protégé; or apprenticeship or externship relationship. Good Faith Effort documentation demonstrating why respondent could not meet the project specific goal is necessary for responsiveness.	7 Points	Submission of an MWBE Participation Plan that demonstrates (1) utilization of a certified MWBE firm, (2) meets a portion of the project specific goals for MBE and/or WBE utilization, (3) agreeing to monitor. Also demonstrates Joint Venture, Partnership, and Association; Mentor-Protégé; or apprenticeship or externship relationship. 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Points Based	10 (10% of Total)
MWBE Score Outcomes																			
Score	Response																		
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***2 Additional Points are available for demonstrating Joint Venture, Partnership, or Association; Mentor-Protégé; or Apprenticeship/Externship on the MWBE Participation Plan Form.																			
6.	<p>MWBE Joint Venture</p> <p>**2 Additional Points are available for demonstrating Joint Venture, Partnership, or Association; Mentor-Protégé; or Apprenticeship/Externship on the MWBE Participation Plan Form.</p>	Points Based	2 (2% of Total)																

7.	Proposer's Fixed Monthly Fee The Proposer with the lowest fee will receive ten (10) points. Proposer's with a higher fee will receive fewer points, on a pro-rata basis, using the formula below: $(L / P) \times 10$ Where: L = Lowest fee proposed P = Proposer's Fee	Points Based	10 (10% of Total)
8.	Local Preference Points for Local Preference will be awarded as follows: <ul style="list-style-type: none"> A. Individuals or firms which have a home office located within Leon, Gadsden, Wakulla, or Jefferson County, and which have been certified by the Leon County Purchasing Division as a Local Business, as set forth in this RFP, shall be given a preference in the amount of five percent (five (5) points out of the 100 maximum points allowed); and B. Individuals or firms which do not have a home office located within Leon, Gadsden, Wakulla, or Jefferson County, and which have been certified by the Leon County Purchasing Division as a Local Business, as set forth in this RFP, shall be given a preference in the amount of three percent (three (3) points out of the 100 maximum points allowed); and C. All other individuals or firms shall be given zero (0) points for Local Preference. For the purposes of this section, "home office" shall mean a business's principal office or headquarters constituting the center for administration and policymaking.	Points Based	5 (5% of Total)

12. Submittals

PROPOSAL SUBMITTAL FORMAT

12.1. ACCEPTANCE OF COUNTY TERMS AND CONDITIONS*

Leon County objects to and shall not consider any additional terms or conditions submitted by a bidder, including any appearing in documents attached as part of a bidder's response. In submitting its bid response, a bidder agrees that any additional terms or conditions, whether submitted intentionally or inadvertently, shall have no force or effect. Failure to comply with terms and conditions, including those specifying information that must be submitted with a bid response, shall be grounds for rejecting a bid response or placing a bidder in default.

☐ Please confirm

*Response required

12.2. No Advance Payments*

The Leon County Division of Tourism will not provide advance payment of goods and services. Therefore, a vendor handling the Leon County Division of Tourism account must be financially able to pay media and production bills with a full understanding that it will not be reimbursed until such time as the service has been performed and/or the promotion/advertisement has appeared. Bills are paid promptly upon receipt of proof of performance (generally within thirty (30) days).

☐ Please confirm

*Response required

12.3. Human Trafficked Labor*

I certify that this firm does not utilize human trafficked labor in compliance with Section 787.06, Florida Statutes.

☐ Please confirm

*Response required

12.4. Drug-Free Workplace Certification*

As the person authorized to confirm this statement on behalf of this firm, I certify that this firm complies fully with DRUG-FREE WORKPLACE Section 287.087, Florida Statutes. See section titled Drug-Free Workplace Requirements for details.

☐ Please confirm

*Response required

12.5. Scrutinized Company Certification*

As required by Section 287.135(5) Florida Statutes, I certify that the firm is not participating in a boycott of Israel, is not on the Scrutinized Companies with Activities in Sudan List or the Scrutinized Companies with Activities in the Iran Petroleum Energy Sector List, and it does not have business operations in Cuba or Syria.

☐ Please confirm

*Response required

12.6. Insurance Certification*

Bidders' attention is directed to the insurance requirements set forth in the Agreement contained in the "Attachments" section of this solicitation.

I certify that this firm has coverage is in place at the required levels or, if awarded, coverage will be in place at the required levels.

☐ Please confirm

*Response required

12.7. TAB 1: Organizational Structure/Client Overview *

- A. Please provide names and profiles of all persons or entities serving, or intending to serve, as principals in agency's firm, as well as key associates, department heads, creative staff, and those who would be assigned initially to the Leon County Division of Tourism account.
- B. Please list the total number of full-time personnel on your staff, identifying them by department and by professional/support status.
- C. Please provide the agency's organizational chart.
- D. Please provide a list of consultants, freelance, part-time or contract-service who would be assigned to the Leon County Division of Tourism/Visit Tallahassee's account along with length of and type of relationship with the agency.
- E. Please describe your agency's overall composition of client accounts, including industry type.
- F. Identify any current or potential clients in North Florida which may be perceived to be in competition with Leon County/Visit Tallahassee or which may pose a potential conflict of interest.

*Response required

12.8. TAB 2: Pertinent Experience*

- A. Describe your experience in the travel and tourism industry with Destination Marketing/Management Organization (DMO) and/or Convention Visitors Bureaus (CVB).
- B. Provide a list of any recent Florida or National leading tourism awards won (i.e., Visit Florida Flagler Awards, US Travel Association Destiny and Mercury Awards, HSMAI Adrian Awards, etc.) and/or official recognition or accolades for communication campaigns.
- C. Provide one example of a successful campaign, relationship, plan or project that successfully identified and targeted a new or emerging target audience.
- D. Provide one destination, travel or consumer brand PR case study that demonstrate the agency's thinking, core strengths and measures of success for agency and client through earned media.
- E. Provide at least two references: one from a current client and one from a former client. Ideally, these references should be from a Florida DMO or tourism enterprise and related to the examples in this section including:
 - 1. Contact information
 - 2. Scope of services provided, including budget
 - 3. Length of relationship
 - 4. Reason for end of business relationship (former client only)

- F. Outline the tourism-related experience of your agency and/or current team members who would work on this account. Significant DMO experience is required. Florida DMO experience is preferred.

*Response required

12.9. TAB 3: Creative and Strategic Approach*

- A. Describe your agency's approach to driving brand consistency through all public relations strategies and media partnerships.
- B. Describe your agency's approach to creative thought leadership and generating innovative ideas and successfully implementing them.
- C. Describe how your agency will attract travel and social influencers and disseminate DMOs messaging to local, national and international media markets.

*Response required

12.10. TAB 4: Technical Approach*

- A. Describe how your agency will increase overall awareness of Tallahassee - Leon County as a desirable tourist destination through targeted media placements, social media campaigns, and strategic partnerships.
- B. Describe how your agency will encourage engagement with Tallahassee - Leon County tourism content across various platforms to increase website traffic, social media interactions, and inquiries about local attractions and events.

*Response required

12.11. TAB 5: MWSBE Forms (Mandatory Submittal)*

*Response required

12.12. TAB 6: Forms to Complete and Submit *

Submit the items (preferably as one pdf file) on the following list and any other items required by any section of this solicitation. The checklist is provided as a courtesy and may not be inclusive of all items required within this RFP.

Please see [Attachments](#) for all the necessary forms for the bidder to complete for this solicitation. Failure to complete or attach the necessary forms will result in the bidder being deemed nonresponsive.

- Proposal Response Cover Sheet
- Respondent and Team Summary Form
- Affidavit Immigration Laws
- Equal Opportunity and Affirmative Action Statement
- Identical Tie Bid Statement
- Contractor's Business Information & Applicable Licenses/Registrations
- Non-Collusion Affidavit
- Certification/Debarment Form
- Local Vendor Certification (if applicable)

- Employment Eligibility (E-Verify)

*Response required

12.13. CONFIDENTIAL, PROPRIETARY OR TRADE SECRET INFORMATION

If necessary, please upload a redacted copy of your submittal.

13. Pricing Proposal

FIXED MONTHLY FEE

To provide ALL SERVICES required in the RFP Annual Agency Fees Shall Not Exceed 80% of the Annual Budget (\$175,000)

Line Item	Description	Quantity	Unit of Measure	Unit Cost	Total
1	FIXED FEE MONTHLY RETAINER (Annual Agency Fees Shall Not Exceed 80% of the Annual Budget)	12	Month		
TOTAL					

BLENDED HOURLY RATE (FOR OPTIONAL SERVICES)

Blended Hourly Rate will not be scored for this RFP

Line Item	Description	Unit of Measure	Unit Cost
1	Blended Hourly Rate (for optional services requested by the County which are not specified in the SOW, but fall within the general intent of the SOW)	Hourly	