

**Town of Surfside
Request for Proposals RFP No. 2018-04
Marketing Services for Tourist Bureau
Addendum No. 2**

Date Issued: May 15, 2018

To All Proposers:

Proposers for the above-referenced RFP shall take note of the following changes, additions, deletions or clarifications to RFP No. 2018-04, which in accordance with the RFP Documents shall become a part of and have precedence over anything shown or described otherwise in the RFP.

TOWN RESPONSE TO PROPOSER QUESTIONS:

1. **Question:** Will the Town of Surfside entertain a new start-up firm with prior personal tourism experience to handle their account?
Response: Yes, please provide as much information as possible in the Project Team Resumes and Experience section (1.C.) and note the weight of that pertinent information in the evaluation and scoring by the selection committee – see section IV. B. Evaluation Process and Highest Scored Bidders. All proposers should meet the qualification requirements set forth in the RFP.
2. **Question:** Is it mandatory that the firm be located in the State of Florida?
Response: No, please see Addendum 1 which addressed this question.
3. **Question:** Are Florida firms ranked higher in the decision process over out of state firms?
Response: No, that is not specific criterion for the selection committee to utilize in the evaluation process.
4. **Question:** Would you entertain a small New York firm?
Response: Yes, provided the firm meets the qualification requirements as set forth in the RFP.
5. **Question:** Can two firms pitch the account together ie... (Creative & Media)?
Response: Yes, provided the corporate structure or team entity is clearly set forth. In addition, proving that the firms meet the qualification requirements as set forth in the RFP.
6. **Question:** Would it be favorable if we opened a Florida Office if awarded the account?
Response: Not necessarily, but it's important to bear in mind the need to be accessible and present for a number of meetings throughout the year, including but not limited to: Tourist Board, Commission, and others. Any out of state firm will need to register and be authorized to transact business in the State of Florida.
7. **Question:** Is the pre-conference meeting mandatory to be in consideration? Can you attend via conference line or electronic conference (Google hang out)?
Response: Attendance is required; however, you may join electronically. The video conference information is as follows:

Mandatory Pre-RFP Submission Conference - RFP 2018-04 Marketing Services For Town of Surfside's Tourism Bureau

Wed, May 16, 2018 10:00 AM - 11:00 AM EDT

Please join my meeting from your computer, tablet or smartphone.

<https://global.gotomeeting.com/join/281030173>

You can also dial in using your phone.

United States (Toll Free): 1 866 899 4679

United States: +1 (786) 535-3119

Access Code: 281-030-173

First GoToMeeting? Let's do a quick system check: <https://link.gotomeeting.com/system-check>

8. **Question:** Are points deducted for not attending in person?
Response: No points will be deducted if the pre-conference meeting is attended electronically.
9. **Question:** What is the total budget, including any purchased media for the campaign per year?
Response: The budget has not yet been allocated.
10. **Question:** Is travel and expenses included in the total budget to be allocated?
Response: Yes, please include this level of detail in section III. Detailed Cost Proposal.
11. **Question:** When is the date the RFP will be awarded and announce to the winning firm?
Response: RFP will be awarded at the September Commission meeting, currently scheduled for September 11, 2018.
12. **Question:** Fiscal Year: We assume the fiscal year relates to the calendar year and that this is for services to start January 1, 2019
Response: The Town of Surfside's fiscal year 2018/2019 begins October 1, 2018 and goes through September 30, 2019. The goal is to have negotiated a contract and services to start October 1, 2018.
13. **Question:** Term: Is the term a 3-year contract?
Response: Yes, the goal is to enter into a 3-year contract, contingent upon the yearly budget approval process.
14. **Question:** Previous Marketing Budget: Can you please clarify the total marketing budget for fiscal year 2017? (It looks like it may be listed on page 44 of the RFP under the expenditures suffix of 4810 in the amount of \$745,000 but we don't want to assume).
 - a. What were the fees?

b. What were the pass through costs/expenses?

Response: Total budget for Fiscal Year 2017/2018 is \$745,000. Agency fees will amount to \$132,000. The remainder was / will be spent on events, media and promotions for the Town of Surfside as a destination.

15. **Question:** Was the previous agency managing the tourism marketing Jacober Creative?

Response: The Town of Surfside's Tourism Bureau is currently working with a number of agency, as follows:

- i. Public Relations: Pinzur Communications
- ii. Creative Agency: Jacober Creative
- iii. Digital Application Agency: Shift Mobile Technologies
- iv. Event Production Agencies: Creative State, and First Friday Beach LLC.

16. **Question:** Marketing Budgets: What is the allocated budget for FY 2019, 2020, and 2021

Response: The budgets have not yet been allocated for any upcoming fiscal years.