

FLORIDA TOURISM INDUSTRY MARKETING CORPORATION

DOING BUSINESS AS VISIT FLORIDA

REQUEST FOR PROPOSAL: Latin America Advertising Agency

ISSUE DATE: September 15, 2023

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1.0 RFP Overview

VISIT FLORIDA (“VF”) is seeking Latin American advertising and media buying agency services, with a specialized focus on the travel-trade industry.

VF’s objective is to hire an agency that will seamlessly integrate with VF’s current team and campaign building process and provide strategic leadership that maximizes the effectiveness of VF’s advertising in Latin American markets.

The selected agency will provide services for the next three (3) to five (5) years. The actual budget for each fiscal year will be determined based on VISIT FLORIDA’s funding allocation, priorities, and marketing strategies.

U.S. agencies that have an office in Florida and perform the majority of account services from the Florida office are strongly preferred. The selected agency must have the capability to carry approximately ten million dollars of media for VF’s account at one time and must be able to service all aspects of the business with in-house capabilities (e.g., the agency must have its own ad server (preferred) or a dedicated third-party ad server).

In the event that negotiations fail to result in a binding contract, VISIT FLORIDA retains the right to re-open negotiations with other ranking proposer(s) until a mutually beneficial relationship is secured. VISIT FLORIDA reserves the right to partially award the RFP to more than one agency.

The RFP process shall consist of two phases. Phase one consists of agencies submitting written proposals in response to this RFP. Phase two will consist of more detailed submissions and in-person presentations by selected agencies.

2.0 VISIT FLORIDA Overview

VISIT FLORIDA is the State of Florida’s official tourism marketing corporation. VISIT FLORIDA has been repeatedly recognized as one of the leading destination marketing organizations (“DMOs”) in the United States.

To review our 2023 - 2024 Marketing Plan, please click [here](#).

To review our Strategic Plan, please click [here](#).

To view our consumer website, please click [here](#).

To view our brand guidelines, please click [here](#).

To view our business-to-business website, please click [here](#).

VISIT FLORIDA’s priorities include:

- Keeping Florida top of mind among Latin American target audiences;
- Protecting and growing visitor volume to Florida;

- Increasing Florida's overall market share from key Latin American markets
- Extending visitor length of stay and increasing visitor spend;
- Increasing visit frequency and visitor retention;
- Increasing travel to emerging Florida destinations;
- Growing brand awareness and engagement; and
- Promoting Florida tourism industry alignment.

3.1 RFP Objectives

The resulting agency relationship is expected to last three to five years, but the contract will be reviewed and renewed on an annual basis. VISIT FLORIDA's objectives include selecting an agency or agencies:

- That will operate as an extension of the VISIT FLORIDA team and maximize the value of VISIT FLORIDA's marketing efforts
- That will develop research-based strategic plans to effectively target one or more target audiences
- That can develop ad hoc campaigns/projects that will expand and deepen consumer engagement with the Florida travel brand
- That can provide insight to VISIT FLORIDA and VISIT FLORIDA's roster of agencies to develop and curate content relevant to one or more of the target audiences
- That can translate the look, feel, and messaging of VISIT FLORIDA's consumer brands for one or more of the target audiences - includes translation services as necessary
- That is able to provide strategic consulting during a crisis situation
- That is willing to provide services to, and work with, VISIT FLORIDA Marketing Partners as directed by VISIT FLORIDA

The selected agency or agencies will be responsible for carrying out VISIT FLORIDA's strategic marketing plan and for achieving the following goals:

- Leverage media partnerships that provide VISIT FLORIDA with additional advertising distribution channels, matching cooperative and value-added opportunities.
- Protect current market share, and continue to grow new share year over year by Mexico, Brazil, Colombia, Chile, Peru, Ecuador and pan-regional Latin America leisure travelers through marketing initiatives by VISIT FLORIDA and the tourism industry. Note: markets subject to change based on data insights into visitation.
- Provide an annual go-to-market plan that will achieve market share goals and leisure traveler yield.
- Work with VISIT FLORIDA Research department to incorporate the latest market and consumer data into the go-to-market plans.
- Develop, sell-in and manage co-op programs for VISIT FLORIDA partners in the Mexico, Brazil, Colombia, Chile, Peru, Ecuador and pan-regional Latin America markets. Note: markets subject to change based on data insights into visitation.
- Working with VISIT FLORIDA marketing and brand teams, build upon the consumer face of the Florida brand, including creative development and execution through agreed upon consumer initiatives.

- As requested, serve as a consultant to VISIT FLORIDA on its endeavors in these markets, including providing business insights and consumer insights.
- As requested, provide translation or transliteration services to assist in the distribution of VISIT FLORIDA content in these markets.
- Demonstrate ability to make advertising recommendations in the Mexico, Brazil, Colombia, Chile, Peru, Ecuador and pan-regional Latin American travel media marketplace and conduct media buys within approved budget. Note: markets subject to change based on data insights into visitation.
- Provide guidance on creative development and coordination of ad development.
- Traditional print as well as online advertising and search engine marketing experience required. Agency must have the ability to create in-market campaigns which generate vendor and partner investment (cooperative advertising programs).

VISIT FLORIDA's audience includes:

- The Florida tourism industry at large (for partnership and cooperative advertising purposes);
- Consumers / Travelers;
- Decision-makers in the meetings and convention industry around the world; and
- International PR and travel trade professionals.

More information can be found in our [Marketing Plan](#).

VISIT FLORIDA's fiscal year is July 1 – June 30.

4.0 Scope of Work

The anticipated scope of work for all services sought by VISIT FLORIDA is set forth below. This is an anticipated scope of work only, is subject to change, and shall not be finalized except until executed in a signed, written agreement between VISIT FLORIDA and the selected agency or agencies (listed below as Contractor).

4.1 Administrative Services

- Provide all necessary staff to complete tasks and services as outlined in this Scope of Work.
- Transmit to VISIT FLORIDA an itemized monthly invoice for all fees and expenses billed for the prior month, with supporting documentation, no later than the 3rd of each month. Supporting documentation includes monthly production report, monthly insertion order report and monthly updated flow chart or plan.
- Transmit to VISIT FLORIDA an itemized monthly report for any expenses incurred within that month that have yet to be billed to VISIT FLORIDA (accruals), including but not limited to subcontractor expenses. Accruals shall be submitted no later than the last day of each month. Submission of accruals to accounting each month is required, unless an invoice covering such expenses has already been provided.
- Participate in regular status calls with VISIT FLORIDA, at the direction of VISIT FLORIDA. Status calls should include budget updates for all projects, updates on projects, tasks, and services, and any material updates relating to this Agreement.
- Provide administrative support for accounting and monthly reporting tasks conducted pursuant to this Agreement.

- Prepare annual proposed marketing plans for each targeted market to be used in the development of the Scopes of Work for subsequent fiscal years. These proposals shall include a detailed list of all dedicated and cooperative marketing efforts and projects Contractor plans to undertake pursuant to the Agreement between Contractor and VISIT FLORIDA, including a detailed and comprehensive itemization of all costs to be incurred. This itemization shall include general media expenses. These proposals shall include, with supporting documentation, estimated return on investment, and revenue generated.
- Develop relationships with key trade, tour operators, and airlines to execute co-branded and co-op campaigns within the Latin American Markets. And develop relationships with key consumer and trade media in Latin America and maintain a database and develop contacts in order to increase positive exposure for VISIT FLORIDA.
 - a. The Contractor shall transmit to VISIT FLORIDA the most current version of such a database and all contacts upon request by VISIT FLORIDA.
- Attend the annual planning meetings typically held at VISIT FLORIDA's Tallahassee headquarters.
- Attend Trade and PR missions and meetings in Latin American markets throughout the year as requested and approved by VISIT FLORIDA.
- Monitor revenue and expenses for all VISIT FLORIDA activities from beginning to end to ensure that the approved budget is not exceeded. Any change in revenue, expenses, program format, or any other material change should be reported to management in writing in advance for prior approval from VISIT FLORIDA. Contractor will be responsible for bearing any additional costs if approval is not obtained.
- Warehouse: Contractor may need to print and ship travel guides and other printed materials in-country for trade programs and shows. The Contractor shall work with Latin American agencies to fulfill requests.
- Attendance at VISIT FLORIDA annual events such as the Governor's Conference on Tourism, Board meetings, and committee meetings.

4.2 Development of Latin America Marketing Plan

- The Agency shall assist VISIT FLORIDA in developing VISIT FLORIDA's marketing strategy in Latin America. Specifically, VISIT FLORIDA shall communicate to the Agency its general strategy and goals for the Latin America market, and the Agency shall develop an integrated advertising, promotions, and communications plan ("Integrated Communications Plan" or "Plan"). The advertising section of the Plan shall include both VISIT FLORIDA dedicated and cooperative advertising. The Plan must be consistent with the budget as set forth herein and must be sufficiently detailed for implementation. The Plan shall include, but shall not be limited to:
 - Development of strategic messaging for Latin American audiences with which VISIT FLORIDA desires to communicate. In developing this strategic messaging proposal, the Agency shall examine and consider market research, demographic data, and data relating to the effectiveness of past and present advertising campaigns.
 - Development of a media plan, including but not limited to identifying and evaluating media channels for media placement, determining a strategy for effective advertising placement, and developing a media strategy that is both effective in advertising reach

and cost efficient.

- The Plan must be presented to VISIT FLORIDA no later than thirty (30) calendar days after the execution of this Scope of Work (unless otherwise extended by VISIT FLORIDA in writing). VISIT FLORIDA shall review the Plan and the Agency shall make any adjustments requested by VISIT FLORIDA. The Agency shall continue to update and revise the Plan throughout the term of this Scope of Work, and shall present each updated version to VISIT FLORIDA for its written approval. The Agency shall include the most recent version of the Plan in its monthly reporting to VISIT FLORIDA.

4.3 Implementation of Integrated Communications Plan for Latin American Markets

- Contractor shall conduct all coordination and services necessary to implement the Integrated Communications Plan and any other marketing efforts in Latin America requested by VISIT FLORIDA, including creative development and modification, securing media or space or other advertising assets, budget control and traffic, monitoring and optimization, coordination and sales of cooperative marketing opportunities, engagement and supervision of subcontractors, account services and financial reporting, and any other necessary implementation tasks.

4.4 Media Purchasing and Budget Control for Latin American Markets

- Contractor shall obtain price quotes, purchase, and place media for VISIT FLORIDA throughout the year in Latin American markets, both cooperative (co-op) and dedicated, as set forth more fully below.
 - *Vendor Selection.* Agency shall conduct an annual vendor selection process in which Agency identifies and evaluates potential media vendors for VISIT FLORIDA's consumer and travel-trade media placements. Agency shall conduct this process both for cooperative and for dedicated media placements. This process shall include producing and distributing the request for vendor proposals, as well as compiling, evaluating and presenting the responses to VISIT FLORIDA, evaluating and providing recommendations on the selection of vendors by VISIT FLORIDA and its other agencies, and uploading the chosen vendors and programs to the VISIT FLORIDA online Marketing Planner. In addition, the co-op advertising vendor selection process shall include providing VISIT FLORIDA's industry Partners with vendor responses and soliciting feedback from Partners in the vendor selection process. The Agency shall recommend cooperative media programs to increase the engagement of VISIT FLORIDA Partners and VISIT FLORIDA's reach and relevance to target audiences in Latin America.
 - *Vendor List.* Agency shall, for dedicated and co-op advertising programs, maintain a vendor list and update it as needed. For the co-op program, the Agency shall maintain a list of participating Partners and update it as needed. The Agency shall provide VISIT FLORIDA with the most updated version of these lists in its monthly reporting to VISIT FLORIDA.
 - *Media Purchasing.* Throughout the period of this Agreement, the Agency shall

purchase and place media advertisements on behalf of VISIT FLORIDA and its industry Partners. The Agency shall provide VISIT FLORIDA with purchase orders for both VISIT FLORIDA dedicated and cooperative media purchases, including media insertion orders, over the course of the year for VISIT FLORIDA's approval in writing. No purchase shall be made without written approval from VISIT FLORIDA.

- *Budget Control.* Agency shall provide budget control, including providing VISIT FLORIDA with a monthly production budget recap, monthly insertion order recap, and updated monthly flowchart. These items shall be provided to VISIT FLORIDA in the Agency's monthly reporting to VISIT FLORIDA.

4.5 Brand Consulting, Strategic Planning and Advising, Crisis Response, and Research for Latin American Markets

- The Agency shall provide VISIT FLORIDA and its other agencies with input, feedback and other consultation focusing on Latin American consumers. More specifically, this shall include, but is not limited to:
 - Brand positioning and creative concepts in partnership with the Brand Agency of Record.
 - Individual campaign or multi-year planning products for brand and advertising.
 - Providing VISIT FLORIDA and its other Agencies with recommendations on media buying strategy by market for the Latin America market.
 - Providing recommendations and feedback on any dedicated Latin America research, including review of research mechanics and materials as well as the implications of key findings.
 - Participating in VISIT FLORIDA research and strategic planning discussions.
 - Updates or adjustments to the approved prior fiscal year Plan.
 - Strategic advising for Latin America agencies: Contractor shall work in tandem with VISIT FLORIDA to act as a strategic advisor with VISIT FLORIDA contracted Latin American agencies to provide strategic insight and direction in an effort to ensure that all plans are aligned and effective. The Agency shall participate in regular status calls with VISIT FLORIDA and Latin American agencies.
- The Agency shall assist VISIT FLORIDA with crisis management (including, but not limited to, responses to natural disasters and other acts of God), including strategy and communication services.

4.6 Advertising Materials for Latin American Markets

- Contractor shall provide the following advertising Services:
 - Collaborate with VISIT FLORIDA to develop campaigns. These campaigns shall take place at dates to be determined by VISIT FLORIDA.
 - Planning and executing in-market experiential activations, as directed by VISIT FLORIDA.
 - Identifying and executing agreements with key influencers in the market to spread awareness of Florida across social media channels.
 - Provide market insight and guidance based on demonstrated facts and research, to

- help maintain awareness of Florida and Florida’s market share.
- Work with VISIT FLORIDA’s destination and industry partners, as needed and as directed by VISIT FLORIDA.
- Work with VISIT FLORIDA’s other agency partners including but not limited to brand agency of record, media-buying agency, social advertising agency, and other international markets’ agencies, in order to develop strategies, plans, execute elements of a campaign, align messaging or for other reason(s) approved by VISIT FLORIDA.
- Collaborate with VISIT FLORIDA’s staff outside the International Advertising department as needed.
- Speak on behalf of VISIT FLORIDA, as directed by VISIT FLORIDA.
- Coordination of production of creative elements as needed for media plan.

4.7 Creative Materials for Latin American Markets

- At the specific direction of VISIT FLORIDA, the Agency will create or aid in the creation of advertising and website materials that include, but are not limited to the following: production of Latin American targeted materials especially those in Spanish and Portuguese, including: copy, scripts, radio, TV/Video, Out of Home (OOH), online (digital) advertising and social media advertising.
 - Direction and feedback on the creation and production of materials executed by VISIT FLORIDA and its other agencies, including but not limited to: direction on talent usage, scene staging, talent styling, specifics on appropriate family groupings and usage of cultural cues.

4.8 Website and Content Support for Latin American Markets

- As VISIT FLORIDA’s experts on Latin American audiences, the Agency, at VISIT FLORIDA’s direction, will provide input and feedback on content to serve these audiences. More specifically, this includes but is not limited to:
 - Create a plan and schedule for updating the VISIT FLORIDA consumer Portuguese and Spanish language websites.
 - Providing and updating editorial calendars focused on Florida events and travel opportunities of interest to these audiences.
 - Identifying cultural icons and influencers and as appropriate, engaging them in VISIT FLORIDA programs (for example, social influencer campaigns).

4.9 Translation Support for Latin American Markets

- All translation or transcreation services related to Advertising materials and the Website and Content Support sections of this contract shall be covered by the production budget and shall be included within the scope of work for creating those products. All other translation and transcreation services will be directed by VISIT FLORIDA and shall have a corresponding scope of work.

4.10 Strategic Alliance Partner Program for Latin American Markets

- At VISIT FLORIDA’s direction, Agency shall strategize, plan, manage, and oversee VISIT FLORIDA’s strategic alliance partner program, including facilitating partner participation in programs as they arise throughout the year.

4.11 Cooperative Media Program for Latin American Markets

- Agency shall utilize a portion of the media placement budget to purchase cooperative (“Co-Op”) media placements on behalf of VISIT FLORIDA and its industry partners. Agency shall secure the participation of industry partners in these purchases, who shall co-fund these media placements. Agency shall further negotiate discounted rates for these cooperative media placements and/or obtain complimentary additional advertising from publishers and media vendors. VISIT FLORIDA shall not be financially responsible for partner participation and Agency shall ensure that participating industry partners bear all costs of their participation in this program.

4.12 Monthly Reporting for Latin American Markets

- Contractor shall prepare a comprehensive monthly report that will include monthly production budget recap, monthly insertion order recap, and updated monthly media plan. This report shall include total impressions generated, total media value, an itemized listing of all media purchases and advertising activities, creative assets produced by Agency, discounts negotiated by Agency on media purchases, and any other relevant information. The monthly report shall be submitted electronically by the 3rd day of each month and report on the previous month’s activities. This monthly report will be used by VISIT FLORIDA in evaluating Contractor’s performance.

5.0 RFP Schedule and Process

Schedule

Activity	Dates
RFP Issued	September 15, 2023
Deadline For Written Questions To Be Submitted	September 25, 2023
Estimated Response Date To Written Questions	September 28, 2023
Proposals Due	October 16, 2023
Estimated Date Initial Evaluations Will Be Concluded	November 3, 2023
Invitations to Selected Agencies for In-Person Presentations	November 15, 2023
Estimated time period for presentations	November 29-30, 2023
Agency/Agencies Selected to Negotiate for Contract	Week of, December 11, 2023

5.1 Questions to VF

Agencies may submit written questions up until 5PM EST of the deadline noted in the schedule. Please submit all questions to jmcgath@VISITFLORIDA.org. Please include "LATIN AMERICA ADVERTISING AGENCY RFP" in the subject line and be as clear and specific as possible when wording your question. Additionally, please be sure to include your contact information – Name, Agency, Title, Telephone, and E-mail address. You may be contacted to ensure clarity in VF's response to your question.

VF will respond to questions received by the deadline listed in the schedule and will post a copy of each question and response on: <http://www.visitflorida.org/work-together/submit-a-proposal/rfps-itns>

The question and answer process is "blind." The identity of the person and/or agency submitting a question will be kept confidential while the RFP is ongoing (even from VF team members) and will be known only to VF's purchasing coordinator who will work with the VF team to gather information and post answers.

5.2 Proposal Submission Process

Proposals must be submitted no later than close of business (5:00 PM EST) on the date specified in the schedule above. Proposals submitted after that **deadline may be rejected** and not considered. All proposals should be submitted electronically via Box. **Click here to upload.**

Please note, agencies submitting confidential information should mark the information confidential at the time of submission and should submit two copies, a clean copy and a copy with the confidential information redacted (see RFP terms below).

VF will notify each agency that their proposal has been received via email within two business days. **Please be sure to include an email address with your proposal.**

5.3 Initial Evaluation, Presentations, Negotiations, Award and Contracting

VF will evaluate written proposals and notify vendors selected for in-person presentations. VISIT FLORIDA's procurement officer may contact vendors during this period to obtain further clarification to assist with the initial evaluation.

Selected vendors will present to the VF team via teleconference or in-person at the election of the Agency. The proposed account team lead must attend. VF will provide additional requests for information and a short exercise ahead of the presentation for the vendor to complete and discuss at the presentation.

VF will conduct final negotiations with one or more vendors, select one or more vendors for an award, and execute a contract.

VISIT FLORIDA will notify vendors as to their status and next steps as the process proceeds.

6.0 Proposal Format

Agencies which are invited to submit proposals should submit proposals in the format described

below and include all of the information requested below. Please limit proposals to no more than fifteen pages in total (excluding samples of previous work). Anything beyond fifteen pages and associated examples is not guaranteed to be reviewed.

No.	Proposal Section	Content
1.	Authorization Letter and Signature	Include a letter signed by an authorized agency representative with authority to negotiate on behalf of the agency. The letter should include a statement of acceptance of VF's standard terms and conditions or proposed alternative terms.
2.	Table of Contents	No explanation required.
3.	Executive Summary	Include a summary of the proposal that is no more than one page in length.
4.	Agency Overview	Provide the information requested in section 6.1.
5.	Agency Capabilities	Provide the information requested in section 6.2.
6.	Agency Experience	Provide the information requested in section 6.3.
7.	Pricing	Provide the information requested in section 6.4.

6.1 Agency Overview

- A. Provide company legal name, parent company, and ownership structure, mailing address, main phone number, fax number and email address.
- B. Provide primary contact
- C. Total employees – whose primary function is:
 - a. Media Buying
 - b. Marketing & Sales
 - c. Advertising (Traditional and Digital)
- D. In addition to sharing about the agency leadership team. Describe the agency team and their experience that would be supporting the VISIT FLORIDA account.
 - a. How would the agency assign account support and account management and team structure for VISIT FLORIDA?
 - b. How many employees would be devoted to the VISIT FLORIDA account? What are their credentials and experience?
 - c. If the agency solution involves subcontracting with other agencies, respond to the following:
 - i. What services will be subcontracted?
 - ii. What percent of services will be subcontracted?
 - iii. Where are the subcontractor(s) located?
 - iv. How will the agency manage the subcontractor(s) so that VISIT FLORIDA has outstanding representation?
- E. Explain the primary company location that will be used to support the VISIT FLORIDA account.
- F. Provide contact information for at least **two current clients and two former** clients that VISIT FLORIDA can contact. If possible, please include travel industry or destination marketing clients as references. For each reference, please indicate the following:
 - Contact Name and Title;

- Contact Agency Name;
 - Contact Phone Number;
 - Industry of Client;
 - Service Description;
 - Length of Relationship; and
 - Brief explanation regarding the end of the business relationship, if applicable.
- G. List all destination marketing and tourism industry clients, and any other clients that may compete with VISIT FLORIDA, as well as any conflict mitigation strategies.
- a. A potential conflict will not necessarily disqualify a respondent, however, VISIT FLORIDA may exclude a proposal from consideration at any point in the review or negotiation process should the conflict(s) of interest be deemed unacceptable.
- H. Indicate the number of years and nature of your experience in the tourism industry.
- I. Provide an overview of tourism-related clients, and include the length as a client and the general strategies for each. Include results.
- J. Provide a list of languages for translation services.
- K. Detail the process for training and onboarding a new client, such as VISIT FLORIDA. What does the agency require from VISIT FLORIDA to onboard as an agency?
- L. Proposals must provide evidence of financial stability. The agency must document sufficient financial resources to perform all services outlined in this RFP. Audited or reviewed financial statements are required for the three most recent years of operations. If available, provide the Agency's Dunn & Bradstreet number so that a report can be requested by VISIT FLORIDA.

6.2 Agency Capabilities

- A. Outline your agency's project communication structure and style, and how your team works together with each other, the client and the client's other agencies.
- a. Illustrate the agency's ability to service all aspects of this contract with in-house resources and disclose any expected reliance the agency will have on subcontractors or partner agencies. Please note, VF expects the selected agency to service all aspects of the business with in-house staff and capabilities.
- B. Describe your ability to provide services to VISIT FLORIDA during a state-impacted crisis, such as a hurricane.
- C. Describe the agency's ability to provide services to VISIT FLORIDA during an in-country crisis.
- D. If capable of providing production services, provide samples of creative products resulting from work performed under the direction of the current agency executive management, or creative director.
- E. How will the agency work with Florida industry partner representatives?
- a. Describe the agency's experience working with Latin America co-op programs on behalf of their client.
- F. Provide specific examples of working with multi-agency teams.
- a. Include details about how the agency team, VISIT FLORIDA and other VISIT FLORIDA agencies would ideally work together across strategy, campaign planning, execution, reporting, and billing with average timing for each.
- G. Describe your process for researching and expanding an existing brand that meets the client's strategy, goals and objectives specific to one or more of the audiences listed above.
- H. Describe your level of expertise with social networking platforms and technology, traditional media channels, brand partnerships and consumer promotions.

- I. What is the vision for promoting Florida to each market for which the Agency is submitting a bid? What steps would the agency recommend to achieve that vision? How would you execute your vision? Include timeline and costs.

6.3 Agency Experience

- A. Provide three case studies that show relevant experience to the stated objectives, needs and scope of work detailed in this RFP. If applicable, one case study should include a dedicated brand campaign with PR and travel-trade integration, one case study should show co-op development of tour operator campaigns, and one case study should show where the agency was serving a consulting role for a client for the specific audience. Case studies should be in the following format:
 - a. Client requirements
 - b. The challenge, goal and objectives
 - c. Strategy developed to achieve the goals
 - d. Value delivered against chosen metrics
 - e. Creative brief sample
 - f. Commentary for how the effort supported the brand, its reach/impact among the target audience and how it was optimized. What was the initial success and "failure"/learning? How the team adjusted and capitalized from learnings. What impact did it have on the goals of the client, the brand, business and audience?
- B. Provide any additional experience the agency believes addresses this RFP.

6.4 Pricing Information

VISIT FLORIDA requests each agency to provide detailed pricing for account management and fees for services outlined in the RFP. Pricing should be a monthly retainer approach with a list of services provided to VISIT FLORIDA, and should be inclusive of all services set forth in this RFP. Included in the pricing should be an hourly rate for services not included in the retainer or projects outside the assigned scope of work. Additional information and backup detail should be included as appropriate with your proposal.

7.0 Evaluation Criteria

Written proposals will be evaluated with the following criteria in mind:

- Team Quality, Experience and Capabilities (~25%)
- Team and culture fit and ability to work well with VF and its other partner agencies (~40%)
- Quality of Reference Feedback (~10%)
- Pricing Information (~25%)

8.0 RFP Terms

VISIT FLORIDA may adjust the specifications of this RFP throughout the process. This RFP does not constitute an offer by VISIT FLORIDA to contract, but rather represents a definition of the specific services being sought and invites agencies to submit proposals. Issuance of this RFP, the agencies' preparation and submission of proposals and the subsequent receipt and evaluation of any such proposals by VF does not commit VF to award a contract to any agency. Agencies, by submitting a

proposal, agree that any cost incurred by it in responding to this RFP or participating in the RFP process, is to be borne solely by the agency. The issuance of this document and the receipt of information in response to this RFP will not in any way cause VISIT FLORIDA to incur liability or obligation to respondents, financial or otherwise, and VISIT FLORIDA will not reimburse or in any way compensate respondents for expenses incurred in connection with their response to this RFP.

VISIT FLORIDA shall incur no obligations or liability whatsoever to anyone by reason of the issuance of this RFP or the actions of anyone relative thereto. Only the execution of a written agreement with an agency related to one or more services described herein will obligate VF and then only in accordance with the terms and conditions contained in such agreement. Respondents understand and agree that submission of a proposal and/or participation in the RFP does not create a contractual relationship between any Respondent and VISIT FLORIDA.

Proposals, and any subsequent material submitted, will be considered complete and binding offers by the proposing agencies to contract for a period ending on the earlier of ninety (90) calendar days from their submission and the date the contract(s) is executed with the selected agency relating to the services covered by this RFP. No action or communication of VF other than the execution of a written contract shall constitute acceptance of such offer, and even then shall legally obligate VF only in accordance with the terms and conditions contained in the written contract.

VISIT FLORIDA reserves the right to enter into discussions and/or negotiations with more than one agency at the same time. VF may contract with one or more agencies at the same time, with no agencies, or with any party who did not submit a proposal, should it determine that such actions are in its best interest. VF reserves the right to reject any or all proposals in response to this RFP, waive any informality or irregularity in any proposal received and to award a contract to the agency or agencies of its choosing without explanation. VF will notify unsuccessful participants upon execution of the contract(s) awarded as a result of this RFP.

Interested respondents must direct any and all communications relating to this RFP to Justin McGath:

Email: jmcgath@VISITFLORIDA.org

Subject Line: LATIN AMERICA ADVERTISING RFP

This is the sole contact for agencies. All other VF team members, including evaluators, are prohibited from discussing the RFP with agencies outside of the scheduled process.

Proposals must state that the agency will agree to execute a contract containing VF's standard terms and conditions which have been published alongside this RFP (and may be reviewed here), or include a mark-up of those terms with specific language changes that the agency would require in order to execute a contract. All proposed changes should include explanations of why they are necessary. Many of the terms contained in VF's standard terms and conditions are either non-negotiable or are required by special provisions of Florida law that apply to VF. Requiring changes

to the published terms may therefore place a proposal at a significant disadvantage. If a responding agency fails to submit edits upon initial proposal then, pursuant to this RFP process, the agency will be deemed to have accepted all standard terms.

Confidentiality and Public Records: VF is subject to Chapter 119, Florida Statutes, Florida's Public Records Act. That means all records sent or received by VF in connection with its business must be provided to the public upon request unless specifically made confidential or exempt from such requirement by Florida law. This requirement includes materials you submit to VF in connection with this RFP. Vendors may mark information submitted to VF that qualifies as a trade secret or some other exemption under Florida law as "CONFIDENTIAL." Vendors should only mark information "CONFIDENTIAL" if they believe that it satisfies a specific legal exemption to Florida's Public Records Act and should state the specific legal exemption relied upon. Vendors should ensure that confidential information is appropriately marked at the time it is initially delivered to VF, as failure to do so may destroy the confidential nature of the information. Vendors submitting proposals containing confidential information should submit two versions, a clean version for VF review and a version with all the confidential information redacted. Should VF receive a public records request once the RFP has concluded and VF has issued an award, it will provide the redacted version and notify the vendor (note: VF will not disclose RFP materials while the RFP is ongoing). Should the requester dispute the applicability of the asserted public records exemption, VF will notify the vendor which then must take the appropriate course of legal action if it wishes to continue to assert the claimed exemption. For more information on Florida public records laws generally, see the "Sunshine Manual" here: (www.myfloridalegal.com/sun.nsf/sunmanual). Finally, please note that the final contract terms awarded to the winning vendor or vendors will be a public record and will be posted on the VISITFLORIDA.org website as required by law and VISIT FLORIDA's standard contract terms (which must be agreed to upon submission of a proposal).