

**FLORIDA TOURISM INDUSTRY MARKETING CORPORATION
d/b/a VISIT FLORIDA®**

Request For Proposals

Website Development and Hosting

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1.0 Overview

VISIT FLORIDA is seeking a vendor to design, build, host, and maintain three websites: visitflorida.com, lovefl.com and visitfloridamedia.com. Each of the sites has its own purpose and personality. The requirements for each site are included in this RFP. The proposed platform should be able to accommodate additional sites should they be needed in the future.

Proposals should include non-proprietary content management systems and hosting solutions; preferably widely-adopted platforms such as Wordpress or Drupal. The user experience for creating and editing pages must be simple for our non-technical primary authors. Alternatively, some code-minded VISIT FLORIDA staff may occasionally want to see the behind the scenes controls of the site and tweak some things.

The RFP process shall consist of two (2) phases. Phase One consists of vendors submitting written proposals in response to this RFP. Phase Two will consist of in-person detailed presentations by selected respondents. The resulting relationship is expected to last three (3) to five (5) years, but the contract will be reviewed and renewed on an annual basis. The actual budget for each fiscal year will be determined based on VISIT FLORIDA's funding allocation, priorities, and marketing strategies.

Only U.S. vendors will be considered. Proposal criteria is outlined below (see section 4.0) and preference will be given to vendors with a physical presence in Florida (see scoring criteria, section 6.0 below).

In the event that negotiations fail to result in a binding contract, VISIT FLORIDA retains the right to re-open negotiations with other proposer(s) until a mutually beneficial relationship is secured.

VISITFLORIDA.com

This website is the flagship consumer website for VISIT FLORIDA. Its purpose is to inspire the desire to travel to Florida. Content on this website consists of campaign landing pages, topic landing pages, articles / blog posts, and business listings. Business listing data is housed in VISIT FLORIDA's database and shared with the CMS via an integration. 70% of website visitation is mobile. The site receives more than 27 million sessions annually.

VISITFLORIDAmidia.com

The audience for this website is journalists and content creators. Our public relations colleagues are the main authors for this site. They post news releases from our industry Partners along with our own releases for media to access. The site receives more than 32,000 sessions annually.

LoveFL.com

The audience of this site is a social-first, state-wide community that cultivates, celebrates and connects Florida residents and embraces the Florida lifestyle. LoveFL has three objectives: foster Florida pride at scale, drive instate travel and exploration of the state and remind our community why tourism is important to our state. The site receives more than 58,000 sessions annually.

2.0 Requirements

The websites must be built on a foundation that maximizes visibility, speed, and usability. To achieve this, we expect the development partner to deliver a solution that is search-friendly, AI-friendly, performance-driven, secure, and intuitive for both visitors and editors.

The following requirements are non-negotiable standards for this project and should be reflected in your proposed approach and technology stack.

Website & CMS Requirements

1. Site Architecture & Crawlability

The websites' structures must serve both users and search engines. An intuitive, crawlable architecture will help site visitors find what they need quickly and ensure search engines can properly index our content.

- Hierarchical URL structure that reflects navigation.
- All important pages accessible within three clicks of the homepage.
- Automatically updated **XML sitemaps** and SEO-ready **robots.txt**. Include, even if not necessary yet, the ability to include **llms.txt**
- Clean, descriptive URLs with minimal parameters.
- Proper use of canonical tags to eliminate duplicate content.
- Site search functionality

2. Mobile-Friendliness & Core Web Vitals

The majority of visitors will experience our site on mobile. Google's ranking systems also prioritize mobile-first indexing and page experience signals.

- Fully responsive design across devices and browsers.
- Core Web Vitals optimized to "Good" thresholds (LCP, INP/FID, CLS).
- Ideal scores should be:
 - Time to First Byte < 200ms.
 - Fully Loaded Time < 2.5s.
 - Lighthouse performance/accessibility/SEO scores ≥ 90.
- Avoidance of intrusive interstitials that disrupt usability.
- Thorough mobile testing for all templates and layouts.

3. Page Speed & Performance

Fast-loading content improves engagement and SEO. Users expect pages to be quick, seamless, and available anywhere.

- Optimized images with modern formats (WebP/AVIF), compression, and lazy loading.
- Minified CSS, JS, and HTML for lean delivery.
- Server-side caching and CDN integration for global speed.
- Reduced render-blocking resources and prioritized critical content.
- Scalable hosting optimized for spikes in travel interest.

4. On-Page SEO Foundations

Content must be editable and structured for search success.

- Unique, editable titles, descriptions, and H1s for every page.
- Semantic HTML5 for headings, navigation, and body content.
- Support for Open Graph and Twitter Card data.
- Image elements must provide editable alt text.
- Per-page index/noindex and follow/nofollow controls.

5. Structured Data & Schema

Structured data enables rich search results and visibility in AI-powered experiences.

- JSON-LD schema for key content types (Organization, LocalBusiness, Events, Articles, etc.).
- Validation of markup against Google's Rich Results standards.
- Dynamic schema generation for scalable templates such as events and destinations.

6. Security & Compliance

Our site visitors must trust the sites to be safe, and search engines reward secure, reliable experiences.

- Sitewide HTTPS with enforced redirects from HTTP.
- HSTS configuration for added security.
- GDPR/CCPA compliance in cookie and data handling.
- Friendly custom error pages (404s, etc.).
- Minimal server errors with monitoring in place.

7. Analytics & Tracking Readiness

Data-driven decision making requires accurate tracking from day one.

- Installation and validation of Google Analytics 4.
- Integration with Google Search Console.
- Easy deployment of tags and pixels via Google Tag Manager.
- Developer documentation for any custom event tracking.

8. Internationalization

Required for [VISITFLORIDA.com](https://www.visitflorida.com), nice-to-have for [LoveFL.com](https://www.LoveFL.com) and [visitfloridamedia.com](https://www.visitfloridamedia.com)

Florida attracts a global audience, and our site must be discoverable worldwide.

- Hreflang support for multilingual content.
- Clear, SEO-friendly URL structures for each language or region.
- Protection against duplicate indexing across translations.

9. Accessibility (WCAG/ADA Compliance)

The site must serve all travelers, regardless of ability, while also improving SEO.

- Compliance with WCAG 2.1 AA accessibility standards.
- ARIA labels and keyboard navigability.
- Sufficient color contrast and scalable typography.
- Transcripts and captions for all multimedia content.

10. Ongoing SEO Flexibility & Editor Functionality

The website should not lock us into technical dependencies for basic SEO work. Our editorial team must have the freedom to optimize content and schema as search evolves with proper user access control.

- **Schema Control:** Dynamic schema generation for templates, plus CMS fields to add, edit, or override schema per page.
- **Metadata Control:** Editable titles, descriptions, headings, alt text, and Open Graph fields.
- **Redirect & Indexing Tools:** Simple CMS tools for managing redirects and controlling indexation.
- **Editorial Experience:** WYSIWYG editor with clean HTML, modular content blocks that preserve semantic markup, and workflows/permissions for large teams.
- **Automation & Integration:** Automatic XML sitemaps with page-level control, and easy integration with SEO tools, Google Tag Manager, and analytics.
- **User Access Roles:** User access controls by roles and site.

11. System Integrations

VISIT FLORIDA will own the license(s) for any software integrations used on the site(s). Integrations in use today that will likely need to continue as part of the user experience include:

- **Forms:** Formstack
- **Maps:** Google Maps
- **Social Content Curation:** Crowdriff
- **Social Sharing:** ShareThis
- **Trip Planner:** Mindtrip
- **Uptime:** Pingdom / Uptime Robot
- **Videos:** YouTube

For purposes of this RFP, we would like for you to bring a recommendation for integration partners for these items and any other features needed:

- Cookie alert / privacy acceptance
- Weather

12. Visual Design / User Experience / User Interface

As a destination marketing organization, whose primary goal is inspiring the desire to travel to Florida, our sites must be visually arresting and easy to use.

13. Content Strategy and Migration Plan

Assume [visitflorida.com](https://www.visitflorida.com) will have 2,000 pages of existing curated content, plus 7,700 templated listing pages which include businesses, deals, and event pages that are generated from data ingested via integration with our database. The [lovefl.com](https://www.lovefl.com) site and the [visitfloridamedia.com](https://www.visitfloridamedia.com) site will function as currently enabled. Assume releases from July 2025 forward will migrate to the new solution for the media site. The content migration plan should include how existing and new redirects will be handled. Additionally, the plan should detail assumed responsibility for each step of content migration/development.

14. Crisis Messaging

As a government sanctioned, “official” source of destination information, VISIT FLORIDA must provide a crisis response messaging solution. Vendor will design an approach that allows VISIT FLORIDA staff to communicate resources available during a crisis. Example: before, during and after a hurricane, visitors (current and potential) will need to know the destination impact. Messaging may need to appear on the home page, city pages, and/or all pages. Messaging can be delivered in any format that best meets the need of critical messaging (banner or pop-up; crisis landing page hub with links to external emergency services sites; etc).

Hosting Services

Deliver high-performing, always-available, accessible digital experiences that easily scale to millions of consumers around the globe safely and securely. To do so, it is expected, the designed platforms shall:

- Utilize best practices in web design architecture, platform as a service and software as a service, in an on-demand hosting environment
- Provide the capability to modulate bandwidth needs for high and low loads and/or account for other load balancing scenarios to minimize ongoing costs
- Optimize for front-end rendering. Display, coding and page performance optimizations that assure fast rendering and complete page load times
- Deploy superior caching strategies
- Account for dependent and independent server interactions as might be necessary to service APIs, other web services or back-end database interactions
- Ensure 99%+ access to end users and to VISIT FLORIDA staff, even during times of emergency
- Back up all front-end designs, content and code to a fail-safe environment
- Provide a secure and regularly-monitored service and data environment to protect against malware, intrusion, phishing and adhere to other best practices in web and data security

Account Management / Client Services

- Provide necessary staff to complete tasks and services outlined in the final scope of work.
- Collaborative platform for monitoring development and support tickets. Transparency is critical. Tickets should be prioritized with tiered response expectations from “site down” or immediate priority which requires after-hours response to general support which would not be time-sensitive.
- Scheduled maintenance plans should be planned and agreed upon.
- 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 (third) of each month. As well as an itemized monthly report for any expenses incurred within that month that has yet to be billed to VISIT FLORIDA (accruals).
- Participate in regular status meetings with VISIT FLORIDA. Status calls should include updates on projects, tasks, services and budget updates for all projects, and any material updates relating to the final agreement.
- Attend annual planning meeting at VISIT FLORIDA’s Tallahassee headquarters, as well as the Florida Governor’s Conference on Tourism.

Training & Documentation

- Conduct staff training at launch and ongoing training as needed.
- Develop and maintain documentation of “how-to” steps for content authors in a shared environment.
- Develop and maintain catalogue with visual reference guides of available CMS components, widgets, etc available to authors.

Budget

A defined budget will be established for the initial website redesign, development, and launch. This allocation should include all costs associated with planning, design, development, project management, testing, and implementation.

After the website is live, a separate ongoing monthly budget will cover the hosting, licensing, and support.

Proposals should include a comprehensive breakdown that clearly identifies:

- One time cost for the redesign, build, and launch.
- Recurring monthly or annual cost (i.e, hosting, licensing, and support)

3.0 RFP Schedule and Process

Activity	Dates
RFP Announced	Nov. 14, 2025
Deadline for Questions to be Submitted	Dec. 2, 2025
Deadline for Response to Questions	Dec. 5, 2025
Proposals Due	Jan. 21, 2026
Evaluation by VISIT FLORIDA	Jan. 29, 2026
Presentations / Negotiations	Feb. 10-12, 2026
Vendor Selection Notification	Feb. 13, 2026

Proposals must be submitted no later than close of business (5 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, vendors submitting confidential information which is exempt from Florida's Public Records Act 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. (More information is in the section on confidentiality and public records at the end of this document.)

VISIT FLORIDA will notify each vendor that their proposal has been received via email within two business days. Please be sure to include an email address with your proposal and identify the name of your company in the comment box.

VISIT FLORIDA will evaluate written proposals. VISIT FLORIDA's procurement officer may contact vendors during this period to obtain further clarification to assist with the initial evaluation. Vendors which were not selected to proceed to the presentation / negotiation phase will be notified at that stage.

The proposed account team lead must attend presentations. VISIT FLORIDA will provide preparation instructions and presentation agenda ahead of the presentation. Vendors may be asked to complete an exercise or sample assignment in advance of the presentation.

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

4.0 RFP Proposal Format

To ensure timely and fair consideration of your response, respondents are being asked to adhere to a specific response format, which is described in the following table.

Proposals should be submitted as a PDF file. VISIT FLORIDA may ask clarification questions and request additional information from respondents. Respondents should read each section carefully and ensure that proposals contain all requested information.

Proposal Section	Content
Authorization letter and signature	Include a letter signed by an authorized representative with authority to negotiate on behalf of the company and a statement of acceptance of VISIT FLORIDA's standard terms and conditions (below).
Table of contents	
Vendor Overview	See 4.1
Client Services Team	See 4.2
Proposed Solution Stack & Timeline	See 4.3
Assessment of visitflorida.com	See 4.4
Pricing	See 4.5

4.1 Vendor Overview

- A. Provide company legal name, parent company, and ownership structure, mailing address, address, main phone number, and email address.
- B. Provide primary contact and individual(s) authorized to negotiate if different.
- C. Provide a brief background on your company. Include information that makes your business qualified for this RFP. Provide specific examples of any similar products.
- D. 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:
 - a. Contact Name and Title;

- b. Contact Vendor Name;
- c. Contact Phone Number and Email Address;
- d. Industry of Client;
- e. Service Description;
- f. Length of Relationship; and
- g. Brief explanation regarding the end of the business relationship, if applicable.
- E. Indicate whether you have experience working with tourism clients and provide examples.
 - a. If applicable, indicate the number of years and nature of your experience in the tourism industry and include any specific knowledge of Florida tourism and familiarity with Florida travel destinations.
- F. Describe your ability to provide services to VISIT FLORIDA during a crisis.
- G. Indicate where your company is incorporated, headquartered, and where the primary build and client services team members reside.

4.2 Client Services Team

Provide introductions to proposed team members and their primary working locations. Detail your communication process including cadence and systems from onboarding through maintenance of the live site.

4.3 Proposed Solution Stack & Timeline

Demonstrate how your proposed CMS solution fits our requirements. Outline how your solution balances **automation** (dynamic schema, sitemaps) with **editor control** (manual overrides, metadata fields).

Provide an estimated timeline for ground-up website design, build and launch. Assume one week for any client feedback/testing/approval steps.

4.4 Assessment of VISITFLORIDA.com

In 250 words or less, tell us what VISITFLORIDA.com is doing well and what needs improvement.

4.5 Pricing

Provide a detailed pricing structure for your proposed solution including all required personnel and services for each phase of the project. Include separate line items for licensing and hosting.

Phase 1: Design/build/launch

Phase 2: Maintain

Provide pricing structure for enhancements in Phase 2. For example, if we were to change the brand colors, detail how this enhancement would be scoped and priced.

5.0 Questions to VISIT FLORIDA

Interested parties 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 “Website Development and Hosting RFP” in the subject line and be as clear and specific as possible when wording the question. Additionally, please be sure to include contact information – Company Name, Name, Title, Telephone, and E-mail address. VISIT FLORIDA may contact the questioner to ensure clarity in VISIT FLORIDA’s response based on the question.

VISIT FLORIDA will respond to questions received by the deadline listed in the schedule and will post a copy of each question and response at [THIS LINK](#).

The question and answer process is “blind.” The identity of the person and/or vendor submitting a question will be kept confidential while the RFP is ongoing (even from VISIT FLORIDA team members) and will be known only to VISIT FLORIDA's Procurement Officer who will work with the VISIT FLORIDA team to gather information and post answers.

6.0 Evaluation Criteria

Written proposals will be evaluated and assigned weighted scores with the following criteria in mind:

- Client services approach - 20%
- Web development expertise - 25%
- Hosting expertise - 20%
- Adherence to RFP Requirements - 10%
- Pricing - 15%
- Florida presence - 10%

7.0 Background information

VISIT FLORIDA is the State of Florida’s official destination marketing organization, driving tourism through a public-private partnership that matches public funding dollar-for-dollar. Partnering with thousands of businesses across the state, it serves in a leading role within Florida’s tourism ecosystem, protecting and promoting Florida’s \$142 billion vacation brand through global marketing, public relations, and travel trade efforts.

Additionally, VISIT FLORIDA provides critical statewide support after hurricanes and other crises, helps destinations attract conferences and conventions, and operates Florida's official welcome centers.

VISIT FLORIDA helped attract a record-breaking 142.9 million visitors in 2024, and secured #1 domestic (14.8%) and #2 international (25.2%) market share in 2023. All that visitation generated \$127.7 billion in economic impact and supported 2.1 million Florida jobs in 2023, making tourism a key economic engine benefiting Florida families.

The Florida Legislature's independent Office of Economic and Demographic Research calculates VISIT FLORIDA's ROI as delivering \$3.3 in return to the state for every public dollar invested, making VISIT FLORIDA one of the best performing economic development programs in state history.

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

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

8.0 VISIT FLORIDA Standard Terms and Conditions

1. Public Records. VISIT FLORIDA adheres to Chapter 119, Florida Statutes ("F.S."), and those portions of Chapter 286, F.S., relating to public meetings and records, and may only withhold and keep confidential those records in its possession that are made confidential or exempt from disclosure by Florida law. Any information of any type provided to VISIT FLORIDA intended to by Contractor to be kept confidential must be marked as confidential at the time of delivery and must specify the appropriate Florida law allowing such information to be kept confidential or exempt under the Florida public records laws. In the event of a dispute concerning the disclosure of a document in VISIT FLORIDA's possession that Contractor asserts is confidential under Florida law, Contractor shall be responsible for taking the appropriate legal action and agrees to fully defend, hold harmless and indemnify VISIT FLORIDA in connection with any legal proceeding and/or disclosure. As required by Florida law, VISIT FLORIDA shall post this Agreement, which may include all attachments and exhibits hereto, in its entirety on its website for public viewing. All communications, expenditure information, and any other information concerning this Agreement provided to VISIT FLORIDA may be made public at any point in time unless otherwise made confidential by Florida law. Contractor shall notify VISIT FLORIDA if it receives any request for records related to this Agreement directly.

2. Contract Eligibility. VISIT FLORIDA's funding agreement with the State of Florida places limitations on its ability to subcontract with certain vendors. Therefore, Contractor affirms that it is not (1) listed on Florida's scrutinized Companies that Boycott Israel List, created pursuant to s. 215.4725, F.S., (2) engaged in a boycott of Israel, (3) listed on Florida's Scrutinized Companies with Activities in Sudan List or Florida's scrutinized Companies with Activities in the Iran

Petroleum Energy Sector List, created pursuant to s. 215.473, F.S., (4) engaged in business operations in Cuba, Syria, or Venezuela, (5) listed on Florida's Discriminatory Vendor List created pursuant to s. 287.134, F.S., or (6) listed on the State of Florida's convicted vendor list established pursuant to s. 287.133. Contractor agrees that should any of the above affirmations become false during the term of the Agreement that VISIT FLORIDA may terminate the Agreement immediately. Contractor agrees to provide VISIT FLORIDA with written notice immediately should any of the above affirmations become false during the term of the Agreement. Contractor shall insert a provision in accordance with this paragraph in any subcontract for services under the Agreement.

3. Non-Discrimination. Contractor shall not discriminate against any employee employed in the performance of this Agreement, or against any applicant for employment because of age, race, sex, creed, color, handicap, national origin, or marital status.

4. Compliance with Laws. Vendor agrees to comply with all applicable national, state, and local laws in the performance of its obligations pursuant to this Agreement.

5. E-Verify. VISIT FLORIDA is required by law to include in all of its contracts the requirement that all contractors performing work or providing services to VISIT FLORIDA register with and utilize the E-Verify system to verify the employment eligibility of all new employees hired by the contractor to work in the United States during the term of the subcontract. Contractor will use the E-Verify system to verify that all new employees it hires to work in the United States are lawfully authorized to work in the United States. Contractor attests that it does not employ, contract, or subcontract with any individual or individuals to do work in the United States of America who are unauthorized to perform work in the United States of America. As required by Florida law governing VISIT FLORIDA contracts, Contractor shall secure an affidavit from any subcontractor under this Agreement stating that such subcontractor does not employ, contract with, or subcontract with an unauthorized alien and shall maintain a copy of the affidavit for the duration of the contract.

6. Indemnification, Limitation of Liability, and Insurance. Each party shall indemnify, defend and hold harmless the other party and its directors, officers, employees, and agents from all claims, suits, judgments or damages, including interest and attorney fees and costs, arising from or relating to this Agreement. In all instances, each party shall be responsible for any injury, property damage, or other legal wrongdoing resulting from any activities conducted by that party and its directors, officers, employees, and agents. In no event will either Party be liable to the other for any damages, whether indirect, special, punitive, incidental, consequential, or otherwise, any lost profits, or any lost revenues. Contractor shall maintain at its own cost, during the period of this Agreement, liability insurance of at least one million dollars (\$1,000,000) in policy amounts covering claims or suits arising out of Contractor's services, and shall furnish to VISIT FLORIDA evidence of this insurance via electronic mail service to contractsteam@visitflorida.org promptly upon execution of this Agreement

7. Contingent Liability. VISIT FLORIDA receives its funding, including the funds necessary to support this Agreement, from the State of Florida through a contract with the Florida Department

of Commerce. The terms of that contract state that the “The State of Florida’s performance and obligation to pay under this contract is contingent upon an annual appropriation by the Legislature.” Furthermore, the terms of that contract state that “In the event of a State revenue shortfall in any state fiscal year, the total funding may be reduced accordingly for the corresponding state fiscal year.” Therefore, and notwithstanding any other terms herein, including termination, VISIT FLORIDA may terminate this Agreement immediately upon notice to Contractor in the event that the State’s annual appropriation is eliminated or reduced through either an act of the Legislature or a revenue shortfall, or in the event that the Florida Department of Commerce notifies VISIT FLORIDA that projected a revenue shortfall is likely to affect its funding during the Term of this Agreement. VISIT FLORIDA’s failure to terminate this contract immediately in the event that such a circumstance occurs does not limit its right to terminate this Agreement at a later time during the Term. Upon such notice, VISIT FLORIDA will have no further liability to the Contractor beyond that already incurred by the date of such notice. If, at the time of VISIT FLORIDA’s notice pursuant to this section, services have been subcontracted but not yet paid for, Contractor shall make every reasonable effort to mitigate costs.

9.0 RFP Terms and Conditions

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 vendors to submit proposals. Issuance of this RFP, the vendors’ preparation and submission of proposals and the subsequent receipt and evaluation of any such proposals by VISIT FLORIDA does not commit VISIT FLORIDA to award a contract to any vendor. Vendors, 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 vendor. 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 a vendor related to one or more services described herein will obligate VISIT FLORIDA 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 vendors 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 vendor relating to the services covered by this RFP. No action or communication of VISIT FLORIDA other than the execution of a written contract shall constitute acceptance of such offer,

and even then shall legally obligate VISIT FLORIDA 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 vendor at the same time. VISIT FLORIDA may contract with one or more vendors at the same time, with no vendors, or with any party who did not submit a proposal, should it determine that such actions are in its best interest. VISIT FLORIDA 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 vendor or vendors of its choosing without explanation. VISIT FLORIDA 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, Manager, Contracts and Procurement jmcgath@visitflorida.org
Subject Line: VISIT FLORIDA Website Development and Hosting RFP

Mr. McGath is the sole contact for vendors. All other VISIT FLORIDA team members, including evaluators, are prohibited from discussing the RFP with vendors outside of the scheduled process.

Proposals must state that the vendor will agree to execute a contract containing VISIT FLORIDA'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 vendor 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 VISIT FLORIDA's standard terms and conditions are either non-negotiable or are required by special provisions of Florida law that apply to VISIT FLORIDA. Requiring changes to the published terms may therefore place a proposal at a significant disadvantage.

Confidentiality and Public Records: VISIT FLORIDA is subject to Chapter 119, Florida Statutes, Florida's Public Records Act. That means all records sent or received by VISIT FLORIDA 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 VISIT FLORIDA in connection with this RFP. Vendors may mark information submitted to VISIT FLORIDA 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 VISIT FLORIDA, 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 VISIT FLORIDA review and a version with all the confidential information redacted. Should VISIT FLORIDA receive a public records request once the RFP has concluded and VISIT FLORIDA has issued an award, it will provide the redacted version and notify the

vendor (note: VISIT FLORIDA will not disclose RFP materials while the RFP is ongoing). Should the requester dispute the applicability of the asserted public records exemption, VISIT FLORIDA 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).