



**FLORIDA TOURISM INDUSTRY MARKETING CORPORATION**

**Doing business as VISIT FLORIDA**

**Request for Proposal: Florida Citrus Juice Products and  
Services**

**Issue Date: May 4, 2026**

## 1.0 Objective

As required by Florida Statute, all multi-year vendor contracts must be rebid before renegotiating terms. This Request for Proposal (RFP) is being issued specifically to fulfill the above mentioned mandate.

The objective of this Request for Proposal (“RFP”) is to solicit proposals/responses from Florida-based vendors to provide VISIT FLORIDA with Florida Citrus products for the four Official Florida Welcome Centers. Qualified vendors shall provide proposals to provide VISIT FLORIDA’s four Highway Official Florida Welcome Centers with 100% citrus juice, juice dispensers, and juice cups. The Welcome Center staff provide vacation planning information and serve orange and grapefruit juice to over 1.8 million visitors annually.

The Welcome Centers are located on I-10, I-75, US 231 and I-95 (see addresses in Section 3.0).

VISIT FLORIDA expects contracting to begin July 1, 2026 and to continue until no later than June 30, 2029. (Three year contract, annual renewal)

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 contract is secured. VISIT FLORIDA reserves the right to contract with more than one vendor if so doing would be in VISIT FLORIDA’s financial or other interest.

## 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.

VISIT FLORIDA is the State of Florida’s official tourism marketing corporation.

To review our 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](#).

## 3.0 Project Overview

VISIT FLORIDA is seeking a vendor to provide juice dispensers, cups, and 100% orange and grapefruit juice. The vendor will be responsible for the delivery of all products, use and maintenance of the dispensers.

VISIT FLORIDA estimates the number of juice in gallons to be approximately 20,000 gallons of juice per year.

The vendor shall be responsible for the following:

- A. Dispensers: The vendor must provide a sufficient number of dispensers to be furnished and installed at the delivery points specified. The vendor is required to keep the dispensers in excellent working order at all times. (Repair or replacement of any machines must be completed within twenty-four (24) hours of notification by Welcome Center staff of a malfunctioning machine.) Approximately 14 total juice dispensers will be required and shall be distributed among the four Welcome Center locations as specified by VISIT FLORIDA.

Scheduled routine maintenance by the vendor must be done quarterly throughout the year on all of the citrus juice vending machines at the Welcome Centers.

- B. Cups: The vendor must furnish, supply, and deliver rolled rim, four (4) ounce practical-fill wax-treated cups with an imprint of the Florida Department of Citrus logo. All imprinting shall be a (4) four-color graphic design with the lettering that wraps around the cup itself. The design and lettering is the property of the Florida Department of Citrus, which is provided to VISIT FLORIDA for use at the Official Florida Welcome Centers. Camera ready artwork will be provided for the production.
- C. Juice: All juice must be 100% citrus product from a Florida-based vendor. All orange juice and orange juice from concentrate provided under this RFP must meet the applicable USDA Grade A standards for pasteurized orange juice as set forth in 7 C.F.R. § 52.1557. All grapefruit juice and grapefruit juice from concentrate provided under this RFP must meet the applicable USDA Grade A standards for pasteurized grapefruit juice as set forth in 7 C.F.R. § 52.1228." Juice must be properly identified on the outside of the packaging as 100% citrus product.

**The Following Microbiological Specifications apply only to orange juice:**

Colony Forming Units (CFU) Less than 100/ml juice

(On Orange Serum Agar)

i. Packaging:

Packaging should be institutional-sized containers, preferably holding a volume of juice no greater than 60 ounces.

ii. Storage:

Juice should be stored at temperatures as near as possible to 32° F (0° C) but never higher than 40° F (4° C).

iii. Shipping

The juice must be shipped and maintained at between 30 and 35 degrees Fahrenheit to maintain the product's physical and chemical attributes. All methods of transportation must be clean, dry, and free from conditions that could result in contamination of the product.

- D. Delivery: The delivery of the juice, cups and dispensers shall be free on board (“FOB”) to the Welcome Centers as listed below:

**OFFICIAL FLORIDA WELCOME CENTER SHIPPING ADDRESSES**

**Florida Welcome Center (I-10)**

501 I-10  
16 miles west of Pensacola on I-10 East  
Pensacola, Florida 32526

**The Joseph O. Striska Florida Welcome Center at (I-75):**

1247 I-75  
4 miles north of Jennings on I-75 South  
Jennings, Florida 32053

**Florida Welcome Center (I-95)**

2597 I-95  
7 miles north of Yulee on I-95 South  
Yulee, Florida 32097

**Official Florida Welcome Center (US 231)**

5865 Hwy. US 231  
Campbellton, FL 32426

All deliveries should be “Inside Deliveries”.

Deliveries to the Welcome Centers are to be made on a schedule that is mutually agreed upon by both parties. The vendor is responsible for providing VISIT FLORIDA with an adequate supply of juice, cups, and dispensers at all times.

**4.0 Proposal Instructions and Administration**

This document was created to provide all potential vendors with the information necessary to respond completely and accurately to this RFP. We request that each interested vendor submit a proposal containing the content described in Sections 7 and 8 herein.

VISIT FLORIDA reserves the right to adjust the specifications herein. In the event that any modifications are necessary, VISIT FLORIDA will notify all vendors via a written addendum to this RFP.

The issuance of this document and the receipt of the information in response to this RFP will not in any way cause VISIT FLORIDA to incur liability or obligation to you, financial or otherwise. VISIT FLORIDA assumes no obligation to reimburse or in any way compensate you for expenses incurred in connection with your response to this RFP. VISIT FLORIDA reserves the right to use information submitted in response to this document in any manner it deems appropriate.

**SENSITIVE INFORMATION:** VISIT FLORIDA ADHERES TO FLORIDA’S PUBLIC RECORDS LAW. THE CONTENTS OF ALL RESPONSES THAT ARE SUBMITTED WILL CONSTITUTE A FLORIDA PUBLIC RECORD AND WILL BE PROVIDED BY VISIT FLORIDA TO ANYONE UPON REQUEST.

ANY INFORMATION THAT CONSTITUTES A TRADE SECRET OR PROPRIETARY CONFIDENTIAL BUSINESS INFORMATION UNDER FLORIDA LAW ([LINK](#)) MUST BE MARKED “CONFIDENTIAL—TRADE SECRET” OR “CONFIDENTIAL—PROPRIETARY CONFIDENTIAL BUSINESS INFORMATION” AT THE TIME IT IS RECEIVED BY VISIT FLORIDA.

ONLY THOSE SPECIFIC PORTIONS OF THE PROPOSAL CONTAINING PROTECTED MATERIAL SHOULD BE MARKED. THE ENTIRE PROPOSAL SHOULD NOT BE MARKED. VISIT FLORIDA CANNOT WITHHOLD ANY CONTENT NOT MARKED CONFIDENTIAL IF IT RECEIVES A PUBLIC RECORDS REQUEST.

RESPONDENTS SUBMITTING PROPOSALS WITH PROTECTED INFORMATION SHOULD SUBMIT TWO COPIES, A CLEAN COPY, AND A COPY WITH PROTECTED INFORMATION REDACTED. BOTH COPIES MUST BE MARKED AS DESCRIBED HEREIN. THE REDACTED COPY WILL BE PROVIDED BY VISIT FLORIDA TO THE PUBLIC IN THE EVENT A PUBLIC RECORDS REQUEST IS MADE.

## 5.0 RFP Timeline

The following schedule provides you with the key events and associated completion dates:

RFP Activity	Completion Dates
RFP Issued	May 4, 2026
Questions due to VISIT FLORIDA	May 11, 2026 5 P.M. EST
VISIT FLORIDA Response to questions due	May 15, 2026
RFP Responses Due	May 27, 2026 5 P.M. EST

Proposals must be submitted no later than close of business (5 PM ET) on the date specified in the Timeline. Proposals submitted beyond that deadline may be rejected.

Proposals should be submitted electronically via upload at [here](#).

VISIT FLORIDA will notify each vendor that their proposal has been received via email within one business day. Please be sure to include your email address with your proposal.

## 6.0 Questions from Vendors

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](mailto:jmcgath@visitflorida.org). Please include “Brand Creative Services 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 agency 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 agency 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.

## **7.0 Requirements for Proposal**

The proposal must be completed in its entirety. Any relevant supplemental information should be included as attachments.

- A. Provide company name, mailing address, and phone number.
- B. Detail company location that will be used to support the VISIT FLORIDA account and the business nature of the location's operation.
- C. Brief background on the company. Include information that makes your business qualified for this project. Provide specific examples of similar projects.
- D. Describe commitment and procedures in delivering flawless service to your clients.
- E. Describe company's crisis plan to carry on business in the event of natural disaster.
- F. Provide most recent audited financials, annual report and Dun & Bradstreet credit report.
- G. Provide contact information for at least two current clients and two former clients that VISIT FLORIDA may contact. Wherever possible, please include travel industry or destination marketing clients as references. For each reference, please indicate the following:
  - Contact Name and Title
  - Contact Vendor Name
  - Contact Phone Number
  - Industry of Client
  - Service Description
  - Length of Relationship
  - Brief explanation regarding the end of the business relationship

## **8.0 Pricing Information**

VISIT FLORIDA requests each vendor to provide detailed pricing for product and services outlined in the RFP. Pricing must be fully comprehensive and complete. Note: VISIT FLORIDA is not tax exempt.

Pricing information must include:

- Orange Juice: Number of containers per case, yield per case, size of container, net quote per cause, and cost per 3 oz. serving.
- Grapefruit Juice: Number of containers per case, yield per case, size of container, net quote per cause, and cost per 3 oz. serving.

VISIT FLORIDA will only be billed for the citrus juice purchased. The costs should be inclusive and remain stable on a yearly basis. The Contract term will be for a three year period. Dispensers, maintenance of the dispensers, transportation costs and cup costs should be absorbed in the above costs.

## 9.0 Evaluation Criteria

VISIT FLORIDA is committed to fairness, objectivity and impartiality. VISIT FLORIDA will assess each proposal on the following criteria:

Criteria	Definition
Vendor Abilities	VISIT FLORIDA is looking for a Florida-based vendor with demonstrated success in working with similar projects, provide quality product and websiteservices, ability to meet or exceed goals, and ability to offer VISIT FLORIDA with efficiencies.
Cost to VISIT FLORIDA	VISIT FLORIDA is looking for the best value. The proposed vendor shall disclose all expected pricing in the proposal.

## 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 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 [contracts@visitflorida.org](mailto:contracts@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](mailto:jmcgath@visitflorida.org)

Subject Line: VISIT FLORIDA Citrus Juice 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:https://www.myfloridalegal.com/open-government/sunshine-manual](https://www.myfloridalegal.com/open-government/sunshine-manual) 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).