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

Request For Proposals:
Audit and Tax Preparation Services

Issue Date: November 10, 2026

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1.0 RFP Overview and Objectives

The Request for Proposal (RFP) is to solicit proposals/responses from qualified CPA firms to provide an annual Financial Statement Audit, 401(k) Audit and Tax Return Preparation services. On behalf of VISIT FLORIDA's Audit Committee, VISIT FLORIDA is accepting proposals from CPA firms (Firm) for these services. The engagement will be for a period of three years beginning with fiscal year 2026-2027 (July 1-June 30) and may be extended for an additional two years.

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.

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 recent Audited Financial Statements, please click here.

To review our recent Audited 401k Financial Statements, please click here.

To review our recent Tax Returns, please click here.

To review our 2026 - 2027 Marketing Plan, please click here.

To review our Strategic Plan, please click here.

To view our consumer website, please click here.

To view our business-to-business website, please click here.

VISIT FLORIDA is a public-private partnership that receives funding from the State of Florida and is required to match each public dollar it receives with a contribution from a non-state source. This is done by actively recruiting the state's tourism industry to invest as Partners through cooperative advertising campaigns, promotions programs and many other marketing ventures.
Through this public-private partnership, VISIT FLORIDA services more than 13,000 tourism industry businesses, including major strategic alliance partnerships.

VISIT FLORIDA's priorities include:

- Keeping Florida top of mind among target audiences;
- Protecting and growing visitor volume to Florida;
- Increasing Florida's overall market shares from key markets, both domestic and international;
- 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.

3.0 Anticipated Scope of Work Overview

This is a broad overview of the anticipated scope of work. The scope of work is subject to change and is not final until a contract is fully executed by VISIT FLORIDA and the Selected Vendor.

Services sought under this RFP include the audits and other services listed below, together with preparation by the Firm of VISIT FLORIDA's financial statements and the 401(k) Retirement Plan financial statements, including related notes, and preparation and filing of the tax returns specified below. The Firm will prepare these documents using records and information provided by management and submit them to management for review and approval before issuance or filing. Management retains responsibility for the financial statements and tax returns, including the underlying records and information, accounting policies, significant judgments, and final approval. Management will oversee the preparation services, evaluate their adequacy and results, and accept responsibility for those results. The Firm must perform the preparation services in accordance with applicable professional standards and independence requirements and must not assume management responsibilities.

1. Annual audit of VISIT FLORIDA's financial statements, meeting requirements of both the State and Federal single audit act, as applicable, for the fiscal years ending 2027, 2028 and 2029. The financial statements will be prepared in accordance with accounting principles generally accepted in the United States. The audit must comply with Section 215.97, Florida Statutes related to the State Single Audit Act, applicable rules of the Department of Financial Services, and Rules of the Auditor General. Additionally, the audit must be conducted under 2 CFR part 200, subpart F, related to the Federal Single Audit Act, in any year those requirements are applicable.

The audit report will be due to VISIT FLORIDA by the end of August. Fieldwork will need to commence late July and be completed in early August each year. Time is of the essence. The report to the Audit Committee must be presented before the September Board of Directors meeting. The Audit report will be provided electronically as well as copies of the report upon completion as requested.

2. Annual ERISA Section 103(a)(3)(C) audit of VISIT FLORIDA's 401(k) Retirement Plan financial statements for fiscal years ending 2027, 2028 and 2029. These statements will be prepared in accordance with accounting principles generally accepted in the United States.

3. Prepare and file for VISIT FLORIDA, the annual Federal and Florida income tax returns, Form 990, 990T and F-1120 for a 501(c)(6) non-profit organization for fiscal years ending 2027, 2028 and 2029.

4. Present with VF management the audited financial statements and the annual tax returns to the Audit Committee.

5. Provide proactive and reactive guidance to management on relevant matters during the fiscal year.

4.0 RFP Schedule and Process

RFP Schedule:

Activity	Dates
RFP Announced	November 10, 2026
Deadline for Questions to be Submitted	November 20, 2026
Deadline for Response to Questions	November 30, 2026
Proposals Due	December 18, 2026
Evaluation by VISIT FLORIDA	December 18-January 18, 2027
Presentations / Negotiations	January 25, 2027
Firm Selection Notification	By January 27, 2027

4.1 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 "Audit and Tax 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 firm 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 firm 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.

4.2 Proposal Submission Process

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, agencies 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 (for more information, please review the section on confidentiality and public records at the end of this document).

VISIT FLORIDA will notify each firm 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 firm in the comment box.

All inquiries should be directed to VISIT FLORIDA'S procurement officer:

Justin Mcgath
Manager, Contracts and Procurement
jmcgath@visitflorida.org
Subject Line: VISIT FLORIDA Audit and Tax Services RFP

4.3 Initial Evaluation, Presentations, Negotiations, Award and Contracting

VISIT FLORIDA will evaluate written proposals and notify the top two or three scoring proposals for in-person presentations with VISIT FLORIDA'S Audit Committee. Based on the original proposals, and following presentations, The Audit Committee will make a final selection. 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 phase will be notified at this stage.

If your Firm is selected for an in-person interview on January 25, 2027, the interview will be in Kissimmee, FL with the Audit Committee. VISIT FLORIDA will provide preparation instructions and a presentation agenda ahead of the presentation.

VISIT FLORIDA will conduct final negotiations with the selected vendor, and execute a contract.

5.0 Proposal Format and Content

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 and be no more than 15 pages. 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.

No.	Proposal Section	Content
1	Authorization Letter and Signature	Include a letter signed by an authorized Firm representative with authority to negotiate on behalf of the Firm. **The letter should include a statement of acceptance of the requirements in section 6.0 of this RFP as well as VISIT FLORIDA's standard terms and conditions or proposed alternative terms.** (Please note that 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.)
2	Table of Contents	No explanation required.
3	Executive Summary	High-level summary of the most important aspects

		of your proposal, including a short explanation as to your qualifications.
4	Firm Overview	Respond to Section 5.1 of this RFP.
5	Firm Capabilities	Respond to Section 5.2 of this RFP.
6	Pricing	Respond to Section 5.3 of this RFP.

5.1 Firm Overview

A. Provide Firm name, mailing address, and phone number.

B. Brief background on the Firm. Include information that makes your business qualified for this engagement. Include your Firm's experience with similar organizations.

C. Detail company location that will be used to support the VF account and the business nature of the location's operation.

D. Describe commitment and procedures in delivering flawless service to your clients.

E. Provide contact information for at least **three current clients** that VF can contact. 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

5.2 Firm Capabilities

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

A. Detail the Firm's experience in providing auditing services for companies in the governmental sector, tax services to companies in the not-for-profit sector, and 401(k) audit clients.

B. Provide information on whether the Firm provides service to any related industry associations or groups.

C. Discuss Firm's approach to independence with respect to clients.

D. Discuss commitments to staff continuity, including your staff turnover experience in the last three years.

E. Identify the two largest clients the Firm (or office) has lost in the past three years and the reasons. Also discuss, in instances where loss of the client was due to an unresolved auditing or accounting matter and the process of attempting to resolve the issue(s).

F. Identify the partner, manager, and in-charge accountant who will be assigned to VISIT FLORIDA if the Firm is successful in the bid, and provide resumes describing their roles and experience. Positively state that all auditors will meet continuing professional education requirements of the Florida Board of Accountancy. Indicate any complaints against them that have been leveled by the state board of accountancy or other regulatory authority, if any. Indicate any corrective actions that have been taken by the Firm with respect to these people.

G. Describe how the Firm will approach the work to be contracted under this proposal, including the use of any association or affiliate member firm personnel and the areas that will receive primary emphasis.

H. Describe the communication process used to discuss issues with the management and VF's Audit Committee.

I. Provide the names and contact information for other similar sized clients of the partner and manager that will be assigned to our organization for reference purposes.

J. Describe how and why the Firm is different from other firms being considered, and why our selection of your firm as VISIT FLORIDA's independent accountants is the best decision.

K. Include a copy of the Firm's most recent single audit-inclusive peer review report, the related letter of comments, and the Firm's response to the letter of comments.

L. Describe the technology and data security utilized by the Firm, including expected use of AI or other similar tools for efficiencies.

M. Please provide any other information that the Firm considers important that would assist VISIT FLORIDA in the proposal evaluation.

5.3 Pricing

VISIT FLORIDA requests each Firm to provide detailed pricing for services outlined in the RFP. Response must include:

A. The annual fee proposal for a three-year period for each of the services in the proposal. The quoted fee should include all costs including any out-of-pocket costs. Please outline how the billing will be submitted (i.e., progress billing or upon completion of engagement).

B. Details on any expense or out of pocket costs anticipated with this project.

6.0 Requirements for Proposal Consideration

VISIT FLORIDA requests each Firm to meet the following requirements. Proposals submitted from firms who do not meet these requirements will not be considered:

A. A Florida presence including a physical office located within the State where account staff will be based.

B. Ability to provide all services outlined in this RFP.

C. Experience performing state single audits within the last 5 years.

D. Use a secure cloud-based client collaboration platform to centralize PBC lists.

7.0 Evaluation Criteria

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

- Firm Overview and Experience - 30%
- Firm Capabilities - 30%
- Pricing Information and Value - 25%
- Quality of Reference Feedback - 15%

8.0 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 Audit and Tax Services 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).