Request for Statement of Qualifications ("RFQ")

FOR: Advertising Agency with specific expertise in marketing and digital marketing resources, creative services, and media buying

ISSUE DATE: June 29, 2016

The Panama City Beach Convention and Visitors Bureau, Inc. (the "CVB") is seeking submissions from advertising agencies with expertise in marketing, creative services in advertising and marketing, and media buying to promote the tourism industry of Panama City Beach, Florida and its adjacent beaches. The agency should possess strengths in digital marketing including promotional experience with social media and Internet based companies.

CLOSING DEADLINE: July 25, 2016, 2 p.m. CST

RESPONDENTS MUST FILE THEIR RESPONSES AS INSTRUCTED BY THIS RFQ ON OR BEFORE THE CLOSING DEADLINE, INCLUDING SECTION A2 BELOW COMPLETED AND SIGNED.
SUBMIT RFQ RESPONSES TO:

ADMINISTRATIVE OFFICES, PANAMA CITY BEACH
CONVENTION AND VISITORS BUREAU, INC.,
17001 PANAMA CITY BEACH PARKWAY PANAMA
CITY BEACH, FLORIDA 32413

(Instructions to Respondents begin on next page)
A1. INSTRUCTIONS TO RESPONDENTS

A1.1 Each Respondent must sign and return Section A2 below and shall furnish the information required in the format requested. Responses submitted in any other format may be rejected in the sole discretion of the Panama City Beach Convention and Visitors Bureau, Inc. ("CVB").

A1.2 All responses must be submitted in a sealed box, plainly marked on the outside "Agency RFQ."

A1.3 All responses must be submitted with one (1) original and ten (10) copies. This includes specifically the Response-Signature section (A2), a statement of explaining any section or requirement of this RFQ which you cannot fully comply with or respond to, all required documentation, and any other supporting documentation or literature being submitted with the response.

A1.4 It is Respondent's responsibility to assure that responses are received in the Administrative Offices of the CVB, 17001 Panama City Beach, Florida, 32413 (the "Administrative Office") no later than the Closing Deadline stated on Page 1. Any response received after the Closing Deadline will not be accepted or considered, and will be returned unopened to Respondent. No emailed, telegraphic or facsimile responses will be considered. No responses will be accepted or received in any other location.

A1.5 Questions relating to the RFQ process or interpretation of the RFQ shall be addressed to Jayna Leach, CVB Vice President of Marketing, Panama City Beach Convention and Visitors Bureau, Inc., Panama City Beach, Florida, jleach@visitpanamacitybeach.com, in writing, within 5 business days of the date of the RFQ. Any interpretations, clarifications or changes made will be in the sole discretion of the CVB and shall be in the form of written addenda issued by the CVB. Oral answers will not be authoritative or binding upon the CVB.

A1.6 Any Responder who protests the reasonableness, necessity or competitiveness of the terms and/or conditions of the RFQ ranking recommendation shall file and deliver such protest in writing to the CVB President/CEO within three (3) business days after the recommendation. Unresolved protests shall be determined by the CVB Board of Directors in its sole discretion without right of objection or appeal.

A1.7 It will be the responsibility of Respondent to ascertain if any addenda have been issued, to obtain all such addenda, and to return executed addenda with their response.

[Remainder of page intentionally blank.]
A2. RESPONSE SIGNATURE SECTION

A2.1 The Panama City Beach Convention and Visitors Bureau, Inc. (the "CVB") reserves the right to reject any or all responses, without recourse, to waive technicalities or to accept the response which in its judgment best serves the interest of the CVB. Cost of submittal of responses is considered a cost of Respondent's business and shall not be passed on to the CVB.

A2.2 Respondents shall not contact the CVB or its agents or contractors after the responses are opened unless selected for negotiations or pursuant to Section A1.6.

A2.3 Additional Information: The CVB reserves the right to request any additional information needed for clarification from any Respondents during the evaluation period of the responses or thereafter.

A2.4 Assignment: The successful Respondent shall not be allowed to assign any contract with the CVB without the prior written approval of the CVB.

FAILURE TO COMPLY WITH THESE INSTRUCTIONS MAY DISQUALIFY YOUR RESPONSE.

__________________________________________________________________________  __________
Firm Name                                           Date

__________________________________________________________________________
Authorized Signature (Manual)

__________________________________________________________________________
Name and Title (Please Print Clearly)

Questions regarding this Request for Qualifications must be addressed in writing to Jayna Leach, CVB Vice President of Marketing, Panama City Beach Convention and Visitors Bureau, Inc., Panama City Beach, Florida, jleach@visitpanamacitybeach.com.

[Remainder of page intentionally blank.]
B. GENERAL PROVISIONS

B1. Contract Form: The form of the contract is attached (the “Contract”). The terms and conditions provided therein are not negotiable except for Exhibit 1 to the Contract, which will govern compensation and reimbursable expenses. By choosing to submit a response to this RFQ, you are certifying that you understand this paragraph and that the CVB is under no obligation to change any term or condition provided in the Contract.

B2. Fund Availability: Any contract that may result from this RFQ will obligate the CVB only to the extent of funds annually appropriated and contracted to the CVB by the Board of County Commissioners of Bay County, Florida.

B3. Governmental Approvals: Any permits, licenses or fees required by any governmental authority and necessary or convenient to perform the subject services will be the responsibility of Respondent, and no separate payment will be made for same.

B4. Independent Response: By submission of this response, Respondent certifies, and in the case of a joint response each party thereof certifies as to its own organization, that:

(a) This response has been submitted independently, without consultation, communication, or agreement for the purpose of restricting competition, with any other Respondent or with any competitor.

(b) No attempt has been made or will be made by Respondent to induce any other person or firm to submit or not to submit a response for the purpose of restricting competition.

B5. Conflict of Interest: All Respondents must disclose with their response the name of any officer, director, employee, agent, contractor or immediate family member of Respondent or its subsidiary, parent, affiliate or partner who is also an officer or employee of Bay County, Florida, or the CVB.

B6. Response as Public Domain: All documents and other materials made or received in conjunction with this project will be subject to the public records disclosure requirements of Chapter 119, Florida Statutes, unless exempted therein. Responses will become part of the public domain upon opening, and Respondents shall not submit information or pages either marked "proprietary" or otherwise restricted in any way.

B7. Public Entities Crimes: A person or affiliate who has been placed on the convicted vendor list following a conviction for a public entity crime may not submit a response to provide any goods or services to a public entity or to provide construction or repair services to a public building or public work, may not lease real property to a public entity, may not perform work as a contractor, supplier, subcontractor, or consultant under a contract with any public entity, and may not transact business with any public entity in excess of the threshold amount provided in Section 287.017, for Category Two, for a period of 36 months from the date of being placed
on the convicted vendor list. By signature on this response, Respondent certifies that Respondent is qualified to respond to this RFQ under this paragraph.

**B8.** A company is ineligible to and may not submit a proposal in response to this RFQ if at the time of submitting a proposal, the company:

(a) Is on the Scrutinized Companies that Boycott Israel List, created pursuant to s. 215.4725, or is engaged in a boycott of Israel;
(b) Is on the Scrutinized Companies with Activities in Sudan List or the Scrutinized Companies with Activities in the Iran Petroleum Energy Sector List, created pursuant to s. 215.473; or
(c) Is engaged in business operations in Cuba or Syria.

By signature on this response, Respondent certifies that Respondent is qualified to respond to this RFQ under this paragraph.

**C. SPECIAL PROVISIONS**

If you do not intend to offer your services for this RFQ, the CVB would appreciate your taking the time to complete and return the "No Response" attachment.

**D. SELECTION PROCESS**

D1. The selection process involves four steps: short listing, presentation, negotiation and contract.

D2. Based on the responses to the criteria listed in the RFQ, the CVB Staff and Marketing Committee (collectively, the "Selection Committee") will short-list no fewer than three and no more than five Respondents for further consideration.

D3. The short-listed Respondents may be invited to make a formal presentation to the Selection Committee, including samples of existing work, ideas and attitudes towards the handling of this account, and specific concepts to achieve the maximum return possible. Primary evaluation criteria will include, in general order of importance which the Selection Committee may vary in its sole discretion, but not be limited to:

a. The perceived ability of the Respondent to best meet the CVB's needs based on the understanding of the engagement demonstrated in the Respondent's response.
b. Extent of relevant experience and/or expertise.
c. Creativity displayed in response.
d. Degree to which response addresses RFP objectives and requirements.
e. Feedback from references.
f. Respondent's ability to meet timelines.
g. Compensation methodology. You are not being requested to provide prices or fee schedules, but the CVB is fee sensitive and your compensation methodologies may be relevant to the CVB's goals. The consideration of
compensation methodologies may entail consideration of other factors such as
Representative’s proposed level of service, professionalism, and/or proactivity.

D4. The highest ranked firm will be requested to enter into contract negotiations with
CVB Staff for all or a portion of the Work. If a tentative agreement cannot be
reached between the CVB staff and the highest ranked firm, negotiations will cease
and discussions will begin with the next highest ranked firm.

D5. A negotiated contract or contracts will be presented by CVB Staff to the CVB Board
of Directors separately or collectively for final approval. The Board of Directors may
reject the contract(s) and instruct the Staff to return to negotiations with the same or
a lower ranked firm or re-advertise all or any portion of the request.

D6. The CVB Staff reserves the right to negotiate simultaneously with different
businesses for different portions of the Work, and to determine, and change from
time to time, in its sole discretion during or after negotiations, to contract with more
than Respondent or other business to perform the Work.

D7. Rejection of Responses: The Selection Committee reserves the right to reject any
or all responses with or without cause when such rejection is in its best interest. The
Selection Committee also reserves the right to reject the response of a Respondent
which, in its sole and unfettered discretion it finds to have previously failed to
properly perform or timely complete services of a similar nature or to be not in a
position to fully perform as desired.

D8. Response Results: The ranking of the RFQ responses, and any presentations, will
occur in public meetings of the Selection Committee, the dates of which shall be
advertised in the local media. You may call the CVB Administrative Office for those
dates at (850) 233-5070.

E. SCOPE OF SERVICE AND RESPONSE FORMAT

E1. Background: The mission of the CVB is to promote a positive image for Panama
City Beach, increase tourism, and coordinate the marketing and public relations
efforts of the total tourism community. To achieve this goal, the CVB’s
marketing/creative, media buying and public relations agency or agencies must
work collaboratively with each other and in conjunction with the Vice President of
Marketing and designated CVB staff to accomplish the marketing goals.

E2. Market and Budget: Advertising and promotional efforts are targeted to, but not
limited to, major domestic markets throughout North America, with a potential
marketing program that could be directed toward some select international markets.
The CVB’s current advertising budget (FY 2016-2017, October 1, 2016 - September
30, 2017), inclusive of creative development and production is approximately
$5,000,000.

E3. Purpose of this RFQ: The CVB is seeking an advertising agency with expertise in
marketing, creative services in advertising and marketing, and media buying to
promote the tourism industry of Panama City Beach, Florida and its adjacent
beaches. The advertising agency must have extensive experience in destination marketing.

E4. General Responsibilities: The selected agency shall be the principal provider and/or advisor to the CVB for the following related services (“collectively, the “Work”), each as more particularly determined by the CVB during the term of the Contract:

a. Creation and development of creative advertising and strategy and overall advertising campaign.
b. Production and execution of advertising campaign.
c. Evaluation of advertising (creative) campaign.
d. Provide strategic recommendations/input to the CVB annual media plan.
e. Other advertising/marketing related activities as directed.
f. Media planning and buying.

E5. Client Expectations.

a. The CVB will require unique, innovative concepts and strategies and demonstration of quantifiable results. The CVB expects to be assigned a permanent team that will take ownership of Panama City Beach’s brand. Frequently changing or ad hoc assignment of personnel will not be acceptable.

b. The selected agency, in consultation with CVB staff, will be expected to suggest and implement strategies to expand the impact of the CVB’s branding and marketing campaign while allowing for the broadest possible exposure. Such strategies may include maximizing the usage of Cooperative advertising as well as identifying promotional and marketing opportunities, with a particular emphasis on digital and/or online partnerships.

c. The selected agency must have significant experience and expertise in targeting primarily travel consumers as well as travel industry professionals such as, but not limited to, travel agents, tour operators, meeting planners, and convention organizers.

d. The selected agency will be expected to develop intra-state, inter-state and international campaigns in their respective disciplines.

e. It is the CVB’s intention to have the selected agency or agencies explore joint-advertising programs which would pair the CVB with travel-related advertisers, i.e. airlines, automobile rental companies, credit card companies, and consumer goods/corporate companies, and other hospitality-related ventures, etc.

F. RESPONSE FORMAT AND REQUIRED SUBMITTALS

F1. The response must be submitted on 8” x 11” paper, numbered and typewritten. The response must be divided into sections numbered to correspond with the reference numbers of the sections and subsections in this RFQ.
F2. Required Submittals: All Respondents shall submit all the following required information at the time of submission of responses. Failure to provide the required information will negatively affect the evaluation of the response.

a. Type of Business: Respondent shall identify the type of business entity involved (e.g., sole proprietorship, partnership, corporation, joint venture, etc.). Respondents shall identify whether the business entity is incorporated in Florida, another state, or a foreign country.

b. FEIN: Provide the Federal Employer Identification Number of Respondent, or state that if selected for negotiation you will be able to exhibit and verify credit reports from two nationally recognized credit reporting agencies.

c. SSN: ONLY IF YOU ARE A SOLE PROPRIETORSHIP OR PARTNERSHIP, provide Social Security numbers for all partners, or state that if selected for negotiation you will be able to exhibit and verify for each credit reports from two nationally recognized credit reporting agencies.

d. Principals: The response must name all persons or entities serving, or intending to serve as principals in Respondent's firm, including any businesses you intend to subcontract with or otherwise use to use for any aspect of the Work.

e. Corporate Information: If a Respondent is a corporation, a copy of the certification from the Florida Secretary of State verifying Respondent's corporate status and good standing must be provided; and in the case of out-of-state corporation, evidence of authority to do business in the State of Florida.

f. Profile of key associates, department heads and those who would be assigned initially to the CVB account.

g. The date that the agency was established and a brief history of the agency.

h. Qualifications and Experience:

1. Provide a Written explanation of why the agency feels it is qualified to service the CVB account.

2. Panama City Beach is located in the central time zone and would require the firm(s) be fully available during the hours of 8AM to 5PM Central Time. Emergency access to the primary team members will be required on a 24 hour, 7 day a week basis.

3. Please explain your agency's status; fully independent, a branch office, subsidiary, member of affiliate network, etc. If your agency is a subsidiary, list your parent firm and your agency's relation to it.

4. If you have more than one (1) office, which primarily would service the account (Note: all subsequent responses should relate to this office), and which other offices would you expect to contribute to the Work.

5. Please list the total number of full-time personnel on your staff, identifying
them by department and by professional/support status. Provide Organizational Chart. Provide a list of consultants, freelance, part-time or contract-service who would be assigned to the account along with length and type of relationship.

6. What aspects of the Work will you not be able to fulfill "in-house" at your primary office?

7. Please identify any accounts you are handling which may be perceived to be in competition with the CVB, or which may pose a conflict of interest.

8. Would your agency be averse to having local advertising/printing companies supply part of the needed materials? Why or why not?

9. Provide a profile of your firm’s billings for 2016 by medium, average account billing, smallest billing, largest billing, and where the CVB’s budget would be ranked with all other accounts.

10. Please outline the tourism-related experience of your agency and/or current staff members who would work on this account (include experience outside your agency and outside the marketing field). As a result of their experience, what opinions do your staff members hold about the way an organization such as the "Panama City Beach Convention and Visitors Bureau, Inc." should develop promotional, marketing, and media opportunities within the tourism field?

11. If you acquire the CVB’s business, will there be a need to hire any new employees? If so, what types of employees do you think you might hire?

12. Provide a profile of the creative team who would be assigned to our account.

13. Provide samples of case studies developed by your creative team in each medium: social media, other digital, print (magazines and newspapers), television, radio and collateral. This information should include stated objectives, target audience, strategy and results for each medium.

14. If you would like to make any comments indicating how you feel you could contribute to the growth of Panama City Beach, or help the CVB accomplish its stated mission, please do so.

15. Please describe your experience relative to promotion/marketing/advertising in international markets, specifically Canada, United Kingdom and Germany.

16. What are your experiences working with affiliate agencies to handle other areas of business on the same account? Also, what is your experience in working with foreign agency counterparts?

17. What experience do you have announcing new airlines and routes for an airport? What experience do you have in working with airlines, if any?
18. Within the past 5 years, have you or any principal of your firm been involved in any litigation or asserted or received any claim for damages or any other legal remedy? If so, please describe.

19. Are you aware of any circumstances that could lead to the basis of a claim for damages or any other legal remedy either by or against you or any principal of your firm? If so, please describe.

i. References. At least three, but no more than client five references, including business name, address, nature of business, and name and telephone number of contact person. In addition, include at least one financial institution or a specific reference that can attest to the agency's financial capacity.

j. Insurance: Copies of certificates of automobile liability, general public liability, errors and omissions and intellectual property infringement insurance, if any. State whether within the past five years respondent has had any insurance cancelled, not renewed or an application for insurance denied, including first party coverage (property and casualty). Actual types and limits of liability insurance that will be required will be negotiated.

k. Client list: Provide a list of clients, past and present for past five years, including contact names, addresses, and phone numbers.

l. Marketing samples: Provide a campaign case study demonstrating the agency's creative/marketing product. Also, provide one creative execution other than interactive/online utilizing "Real. Fun. Beach." which is the branded positioning for the destination.

m. Media buying sample: Provide at least one case study, preferably related to a destination market, demonstrating the agency's strategic media buying and the resulting measured impact.

n. Additional Information: Any additional information that Respondent considers pertinent for consideration should be included in a separate section of the response.

F4. Compensation Methodology: Please describe your methodology and options for pricing the Work or any other similar projects that may be assigned through the contract term, separately stating methodologies and options for (1) advertising/creative and (2) media buying (e.g. hourly pricing, unit pricing, flat fee, percentage, etc. - but do not include rates or fees as dollar amounts will be the subject of negotiation). Separately state all types of expenses you expect the CVB to reimburse and whether any markup would apply for each type of expense.

END of RFQ
"NO RESPONSE" STATEMENT"

We appreciate the opportunity to serve but respectfully decline to respond to the Panama City Beach Convention and Visitor's Bureau 2016 Advertising Agency Request for Qualifications.

REASON (Optional):

1. _____ Scope of work is too extensive for our firm.
2. _____ Deadline for response is too short.
3. _____ Detail required to respond to Request for Qualifications.
4. _____ Terms contained within Request for Qualifications.
5. _____ Panama City Beach Convention & Visitors Bureau, Inc. and the County Insurance Requirements.
6. _____ Location of Panama City Beach Convention and Visitors Bureau, Inc.
7. _____ Other:

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

FIRM NAME: __________________________________________________________________

ADDRESS: ____________________________________________________________________

City/State: ____________________________________________________________________

Telephone/Fax: ________________________________

THE CVB APPRECIATES YOUR FEEDBACK!