SUBJECT: DUVAL COUNTY TOURIST DEVELOPMENT PLAN COMPONENTS: (1) TOURIST BUREAU SERVICES, (2) MARKETING SERVICES AND (3) CONVENTION SALES SERVICES

BID #: ESC-0136-17 **OPEN DATE: 05/03/2017**

COMPETITIVE SEALED PROPOSAL EVALUATION COMMITTEE

KIND AND BASIS OF CONTRACT: Service Contract

AGENCY: Duval County Tourist Development Council

BASIS OF AWARD: Highest Scoring Bidder Based On Evaluation Criteria

NUMBER OF BIDS INVITED: (9) NUMBER RECEIVED: (3) OTHER: (1)

SUMMARY OF BIDS AND RECOMMENDED ACTIONS:

On May 3, 2017, the City of Jacksonville, Procurement Division received two (2) responses to Component One, three (3) responses to Component Two, and one (1) response to Component Three to subject bid. On May 18, 2017 approval was granted to move forward with the interviews/demonstrations with Jacksonville and the Beaches Convention and Visitors Bureau, d/b/a Visit Jacksonville and The Dalton Agency. The Evaluation Committee has completed their bid response scoring and the vendor interviews scoring for each Component as listed below:

Component	Vendor	RFP Evaluation Score	Interview Evaluation Score	Combined Scores
Component 1 – Tourist Bureau Services	Jacksonville and The Beaches Convention and Visitors Bureau d/b/a Visit Jacksonville	72.63	5.71	**78.34**
Component 2 – Marketing Services	Jacksonville and The Beaches Convention and Visitors Bureau d/b/a Visit Jacksonville & The Dalton Agency	77.13	7.14	**84.27**
Component 3 – Convention Sales Services	Jacksonville and The Beaches Convention and Visitors Bureau d/b/a Visit Jacksonville	77.00	6.71	**83.71**

Recommend approval to forward the recommendation to the Tourist Development Council for final deliberations and award.

ATTACHMENTS: Recommendation Memo; Scoring Sheets; Evaluation Criteria's

ANALYST: _____ CHELSEY FLEMING

RESPECTFULLY SUBMITTED _____ for GREGORY PEASE, CHIEF PROCUREMENT DIVISION

CONCURRENCE BY: Lori N. Boyer, Chair, Duval County Tourist Development Council

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(ALL AWARD ACTIONS SUBJECT TO LAWFULLY APPROPRIATED FUNDS)

ACTION OF CSPEC COMMITTEE ON RECOMMENDATIONS ABOVE

MEMBERS APPROVING _____ MEMBERS DISAPPROVING _____ DATE: _____

_____ _____ OTHER: _____

_____ _____

_____ _____

_____ _____

_____ _____

ACTION OF AWARDING AUTHORITY DATE _____

APPROVED _____ DISAPPROVED _____

OTHER _____

SIGNATURE OF AUTHENTICATION _____

Jacksonville
DUVAL COUNTY
Tourist Development Council

OFFICE OF THE CITY COUNCIL

Annette R. Hastings
TDC EXECUTIVE DIRECTOR
OFFICE (904) 630-7625
FAX (904) 630-2906
E-MAIL: ANNETTEH@coj.net`

117 WEST DUVAL STREET, SUITE 425
4TH FLOOR, CITY HALL
JACKSONVILLE, FLORIDA 32202

MEMORANDUM

TO: Gregory Pease, Chief of Procurement
Procurement Division

FROM: Annette R. Hastings, Executive Director
Duval Tourist Development Council

Lori N. Boyer, Chair
Duval County Tourist Development Council
President, Jacksonville City Council

RFP: ESC-0136-17

SUBJECT: Request For Interviews/for ESC-0136-17 TDC Plan Components
- Tourist Bureau Services
- Marketing Services
- Convention Sales Services

DATE: May 23, 2017

On May 3, 2017 the City of Jacksonville's Procurement Division received six (6) valid bid responses for ESC -136-17 for the Duval County Tourist Development Council (TDC) Plan Components for Tourist Bureau Services – two (2), Marketing Services - three (3), and Convention and Sales-one (1). On May 22, 2107 Jacksonville and Beaches Convention and Visitors Bureau d/b/a Visit Jacksonville and the Dalton Agency interviews took place. The bid tabulations were submitted to the TDC Evaluation Committee.

The TDC Evaluation Committee has completed the bid response scoring and the vendor interviews scoring. Below are the final combined scores for each component.

The TDC Evaluation Committee now requests permission to forward the recommendation to the TDC for final deliberations and award.

Component 1 – Tourist Bureau Services			
Vendor	RFP Evaluation Score	Interview Evaluation Score	Combined Scores
Jacksonville and The Beaches Convention and Visitors Bureau d/b/a Visit Jacksonville	72.63	5.71	78.34

Component 2 – Marketing Services			
Vendor	RFP Evaluation Score	Interview Evaluation Score	Combined Scores
Jacksonville and The Beaches Convention and Visitors Bureau d/b/a Visit Jacksonville & The Dalton Agency	77.13	7.14	84.27

Component 3 – Convention Sales Services			
Vendor	RFP Evaluation Score	Interview Evaluation Score	Combined Scores
Jacksonville and The Beaches Convention and Visitors Bureau d/b/a Visit Jacksonville	77.00	6.71	83.71

Attachments:
Interview Score Sheet-Plan Component 1-Tourist Bureau Services
Interview Score Sheet-Plan Component 2-Marketing Services
Interview Score Sheet-Plan Component 3-Convention Sales Services
Combined Score Sheet-Plan Component 1-Tourist Bureau Services
Combined Score Sheet-Plan Component 2-Marketing Services
Combined Score Sheet-Plan Component 3-Convention Sales Services

COMBINED SCORE SHEET

PLAN COMPONENT 1 - TOURIST BUREAU SERVICES

TITLE:	Duval County Tourist Development Plan Components: (1) Tourist Bureau Services	JACKSONVILLE & THE BEACHES CONVENTION & VISITORS BUREAU DBA VISIT JACKSONVILLE
BID NO:	ESC-0136-17	
OPEN DATE:	MAY 3, 2017 @ 2:00 PM	
ANALYST:	Chelsey Fleming	
NO. INVITED:	(9) No. Received: (2) No Bids: (0)	
RECORDED BY:	Gail Sampson	

DESCRIPTION	POINTS	
RFP RESPONSE EVALUATION SCORE	90	72.63
INTERVIEW AND/OR ORAL PRESENTATION SCORE	10	5.71
COMBINED SCORE:		**78.34**
Minimum Requirements:		✓
Addendums (1):		✓

INTERVIEW SCORE SHEET

PLAN COMPONENT 1 - TOURIST BUREAU SERVICES - EVALUATION SCORE SHEET - INTERVIEW

TITLE:	Duval County Tourist Development Plan Components: (1) Tourist Bureau Services	JACKSONVILLE & THE BEACHES CONVENTION & VISITORS BUREAU DBA VISIT JACKSONVILLE
BID NO:	ESC-0136-17	
OPEN DATE:	MAY 3, 2017 @ 2:00 PM	
ANALYST:	Chelsey Fleming	
NO. INVITED:	(9) No. Received: (2) No Bids: (0)	
RECORDED BY:	Gail Sampson	

DESCRIPTION	POINTS	
INTERVIEW AND/OR ORAL PRESENTATION	10	5.71
Minimum Requirements:		✓
Addendums (1):		✓

COMBINED SCORE SHEET

PLAN COMPONENT 2 - MARKETING SERVICES

TITLE:	Duval County Tourist Development Plan Components: (2) Marketing Services	JACKSONVILLE & THE BEACHES CONVENTION & VISITORS BUREAU DBA VISIT JACKSONVILLE & DALTON AGENCY
BID NO:	ESC-0136-17	
OPEN DATE:	MAY 3, 2017 @ 2:00 PM	
ANALYST:	Chelsey Fleming	
NO. INVITED:	(9) No. Received: (3) No Bids: (0)	
RECORDED BY:	Gail Sampson	

DESCRIPTION	POINTS	
RFP RESPONSE EVALUATION SCORE	90	77.13
INTERVIEW AND/OR ORAL PRESENTATION SCORE	10	7.14
COMBINED SCORE:		**84.27**
Minimum Requirements:		✓
Addendums (1):		✓

INTERVIEW SCORE SHEET

PLAN COMPONENT 2 - MARKETING SERVICES - EVALUATION SCORE SHEET - INTERVIEW

TITLE:	Duval County Tourist Development Plan Components: (2) Marketing Services	JACKSONVILLE & THE BEACHES CONVENTION & VISITORS BUREAU DBA VISIT JACKSONVILLE & DALTON AGENCY
BID NO:	ESC-0136-17	
OPEN DATE:	MAY 3, 2017 @ 2:00 PM	
ANALYST:	Chelsey Fleming	
NO. INVITED:	(9) No. Received: (3) No Bids: (0)	
RECORDED BY:	Gail Sampson	

DESCRIPTION	POINTS	
INTERVIEW AND/OR ORAL PRESENTATION	10	7.14
Minimum Requirements:		✓
Addendums (1):		✓

COMBINED SCORE SHEET

PLAN COMPONENT 3 - CONVENTION SALES SERVICES

TITLE:	Duval County Tourist Development Plan Components: (3) Convention Sales Services	JACKSONVILLE & THE BEACHES CONVENTION & VISITORS BUREAU DBA VISIT JACKSONVILLE
BID NO:	ESC-0136-17	
OPEN DATE:	MAY 3, 2017 @ 2:00 PM	
ANALYST:	Chelsey Fleming	
NO. INVITED:	(9) No. Received: (1) No Bids: (1)	
RECORDED BY:	Gail Sampson	

DESCRIPTION	POINTS	
RFP RESPONSE EVALUATION SCORE	90	77.00
INTERVIEW AND/OR ORAL PRESENTATION SCORE	10	6.71
COMBINED SCORE:		**83.71**
Minimum Requirements:		✓
Addendums (1):		✓

INTERVIEW SCORE SHEET

PLAN COMPONENT 3 - CONVENTION SALES SERVICES - EVALUATION SCORE SHEET - INTERVIEW

TITLE:	Duval County Tourist Development Plan Components: (3) Convention Sales Services	JACKSONVILLE & THE BEACHES CONVENTION & VISITORS BUREAU DBA VISIT JACKSONVILLE
BID NO:	ESC-0136-17	
OPEN DATE:	MAY 3, 2017 @ 2:00 PM	
ANALYST:	Chelsey Fleming	
NO. INVITED:	(9) No. Received: (1) No Bids: (1)	
RECORDED BY:	Gail Sampson	

DESCRIPTION	POINTS	
INTERVIEW AND/OR ORAL PRESENTATION	10	6.71
Minimum Requirements:		✓
Addendums (1):		✓

ATTACHMENT B-1 EVALUATION CRITERIA MATRIX

PLAN COMPONENT 1 ONLY – TOURIST BUREAU SERVICES

The evaluations for Plan Component 1 – Tourist Bureau Services will be based upon the following criteria, and Contractors are requested to provide, as a minimum, the information listed under each criterion. **Failure to provide adequate information on any criterion will result in lower scores and could result in rejection of the proposal as non-responsive.** The response to each of the criterion will be evaluated relative to the other responses received and will be awarded a score of 1 through the maximum points allowed for each criteria. Contractors are encouraged to arrange their responses in a format that will offer ready review and evaluation of each criterion.

1. **EXPERIENCE AND QUALIFICATIONS OF PROFESSIONAL PERSONNEL (20 POINTS MAXIMUM SCORE)**
   The proposal will be evaluated based on the strength of the Contractor (and any approved subcontractors); including the experience and qualifications of managerial and professional personnel assigned to the project (the duties of each individual will be stated by the Contractor). In response to this criterion, the Contractor shall do the following:

   i. Describe Contractor's knowledge of attractions, points of interests, cultural venues and special events, local history, recreation opportunities, restaurants and accommodations in Jacksonville and the Beaches. Basic knowledge of surrounding day trip destinations is highly recommended;
   ii. Describe Contractor's years of experience of firm and personnel and number and quality of previous and present tourism marketing clients;
   iii. Provide recommendations from previous and present tourism marketing clients regarding the quality of work performed on their behalf;
   iv. Describe organization depth, facilities and support staff;
   v. Describe hiring policy, background checks, minimum qualifications, and selection criteria Contractor will use for selection and hiring of employees; proposed use of volunteers, if any, who would interact with the public;
   vi. Describe orientation program upon hiring and on-going training program, if any, that will be implemented;
   vii. Describe Contractor's previous experience in researching existing tourist attractions and facilities, establishing sortable databases for public use and packaging existing attractions into visitor experiences; and
   viii. Describe Contractor's previous experience operating forward facing leisure tourist service facilities such as visitor center, visitor kiosks, and concierge facilities including size and scope of services, numbers of visitors served, etc.

2. **TOURIST BUREAU OPERATION PLAN (40 POINTS MAXIMUM SCORE)**
   The proposal will be evaluated based on the Contractor's understanding of the needs and goals of the Tourist Development Council as demonstrated in the strategies, approaches and resources to be applied to the Tourist Development Council's account as described in the proposal and the three year plan for operation of the Tourist Bureau. In response to this criterion the Contractor shall describe the following:

   i. Provide a three year plan for operation of this Tourist Bureau component of the Tourist Development Plan which should include at a minimum, discussion of goals and objectives for staffing, training, physical facilities and equipment, experiential exhibits and tracking of visitors served. Included in this section should be a discussion of how we can better serve the tourists who visit and pass through our area with a goal toward encouraging longer stays and return visits. How will Contractor become the premier expert on what our City has to offer, how will that expertise be used in our Visitor Centers, to increase

tourism? Discuss any "Big Ideas" contractor may have. Such plan should identify how the requirements contained in the scope will be met, what additional services or facilities will be provided within the budget provided, and what additional services or facilities would be recommended if additional funding were available and the costs associated with each;

ii. Operating Plan: Visitor Center Plans, research strategy, consistency with Tourist Development Plan and RFP;

iii. Strategy for staffing and operation of visitor centers including quality and responsiveness of proposal to the Scope of Services;

iv. Research, information gathering and assimilation strategy including quality and responsiveness of proposal to the Scope of Services; and

v. Describe the methodology the Contractor proposes to use in order to research and continuously update knowledge base of tourist facilities, attractions, points of interest, etc. in Jacksonville and the Beaches, even if such facilities or features are not currently promoted as tourist destinations. This discussion should include information on research experience of key personnel. Such experience may include backgrounds in local history, arts, culture, waterways and similar fields which may interest visitors.

3. **FINANCIAL STABILITY (10 POINTS MAXIMUM SCORE)**

Provide financial statements that describe the Contractors ability to utilize its own financial resources to fund at least two (2) months of the Services described in Tourist Bureau Operating Plan, including reliable proof of financial capacity to obtain immediate access to those resources (e.g., letter of credit; cash deposit). If a Contractor is a newly created entity or is being established solely for the purpose of performing the scope of work under this RFP, the Contractor shall provide the same financial statements previously described herein for each sole proprietor, general partner, member of a limited liability company or partnership, or the majority shareholder.

4. **BUDGET (20 POINTS MAXIMUM SCORE)**

The Tourist Development Council is seeking a proposal that offers significant value and maximum tourist impact. The proposal will be evaluated on the allocation of resources within the budget allowed and the level of service, including enhanced services, and value included in the proposed budget.

Provide a recommended annual budget based on the Scope of Work. The actual contractual budget will be based on the agreed upon scope of work and budgetary limitations imposed on the Tourist Development Council as part of its annual budget approval process with Buyer. Provide annual budget breakdown in the following format:

i. Amount of proposed budget allocated to subparts (i) and (iii) of the Tourist Bureau component of the Tourist Development Plan (Section 666.108(b)(1)).

In addition to the foregoing budget, the annual budget shall also contain a distinct breakout of the following items which are acknowledged to be contained within the three services above:

ii. Amount of proposed annual budget allocated to travel, meal and entertainment expenses/reimbursement. Identify allocation between local travel and expenses versus out-of-county travel and expenses;

iii. Amount of proposed annual budget allocated to buildings and equipment and general overhead not including staffing;

iv. Amount of proposed annual budget allocated to staffing and number of employees by job category; and

v. Amount of proposed annual budget allocated to purchase lists, databases and research.

5. **INTERVIEW AND/OR ORAL PRESENTATION (10 POINTS MAXIMUM SCORE)**

Interviews will only be offered to shortlisted Contractors. See Sections 2.5 and 2.6 of this RFP.

ATTACHMENT B-2 EVALUATION CRITERIA MATRIX

PLAN COMPONENT 2 ONLY – MARKETING SERVICES

1. **EXPERIENCE AND QUALIFICATIONS OF PROFESSIONAL PERSONNEL (20 POINTS MAXIMUM SCORE)**

The proposal will be evaluated based on the strength of the Contractor (and any approved subcontractors); including the experience and qualifications of managerial and professional personnel assigned to the project (the duties of each individual will be stated by the Contractor). In response to this criterion, the Contractor shall do the following:

i. Name and resume of the person who will be the account/project manager for the contract, as well as for principals, key staff, and other employees who will be directly and indirectly involved in performing the work, and identify projects of a similar nature in which the staff member has been involved. The Contractor should provide a description of the role each staff member who will be responsible for handling each aspect of the contract;

ii. Describe experience in operating a marketing organization particularly related to representation services for a U.S. destination or hotel company. Please list Past/Current US Destinations that you have represented;

iii. Describe experience in design, execution, hosting and content management for Adaptive/Responsive Website Design;

iv. List three (3) past work experiences that reflect the tracking of key performance indicators to targeted results, including the measurement methodology used and provide examples;

v. Describe organization depth, facilities and support staff;

vi. List Accreditations;

vii. Describe experience implementing an integrated and coordinated strategy for creative and media planning;

viii. Describe Contractor's proven track record for leveraging media buy added value;

ix. Provide samples of leisure tourism marketing campaigns Contractor has conducted previously demonstrating quality, creativity and relevance;

x. Describe Contractor's role in developing appropriate metrics and working with clients to regularly measure and optimize success including specifically how Contractor has used studies such as Longwood, DestinationMAP, and similar research to formulate and evaluate campaigns;.

xi. Describe Contractor's knowledge of attractions, points of interests, cultural venues and special events, local history, recreation opportunities, restaurants and accommodations in Jacksonville and the Beaches. Basic knowledge of surrounding day trip destinations is highly recommended;

xii. Provide at least three (3) examples of creative content prepared for clients by the Contractor. Examples must be reduced to print form;

xiii. A Contractor shall also provide no less than three (3) and no more than five (5) case studies, representing at least three in the following five (5) areas:

- Demonstrating your familiarity with both the Jacksonville MMA and Florida's tourism industry;
- Demonstrating your familiarity with the City of Jacksonville and its Beaches;
- Demonstrating experience in finding and using market research conducted within the Jacksonville MMA;
- Demonstrating experience in integrated target annual tourism marketing projects deployed within the Jacksonville MMA (include target market identification strategy, brand strategy, supporting online and offline activities); and,
- Demonstrating the ability to adapt annual tourism marketing projects to changing market conditions.

2. **COMPREHENSIVE MARKETING PLAN (40 POINTS MAXIMUM SCORE)**
The proposal will be evaluated based on the Contractor's understanding of the needs and goals of the Tourist Development Council as demonstrated in the strategies, approaches and resources to be applied to the Tourist Development Council's account as described in the proposal and the conceptual five (5) year plan for implementation of the Convention Sales, Service and Promotion component as submitted with the Contractors proposal.
   i. Prepare and submit of a five year plan for implementation of this Marketing component of the Tourist Development Plan which should include at a minimum, discussion of goals and objectives for significantly increasing leisure tourism and a detailed discussion of the allocation of resources between media, and among markets, and how such allocation furthers the plan. Included in this section should be a discussion of how we can better brand Jacksonville as a tourist destination to bring new tourists to Jacksonville and serve the tourists who visit and pass through our area with a goal toward encouraging longer stays and return visits. How will Contractor use our brand identity, and aggressively and comprehensively advertise, market, and promote existing tourist-oriented facilities, attractions, activities or events located or occurring within the City so as to attract more tourists on a state, regional, national and international scale and strengthen awareness of the City's attributes and offerings as a vacation destination? How will Contractor optimize advertising campaigns? What role will earned media play in the plan and what resources will be devoted to development of earned media? Does Contractor plan to create or adopt an official mobile app or link to others in the market? This plan shall also describe the intended use of in-house vs. contract services and the specific function of direct employees as compared to subcontractors. Discuss any "Big Ideas" Contractor may have.
   ii. Describe the Contractor's plan to work with local entities and professionals and use of local service providers for marketing efforts.
   iii. Describe the Contractor's current workload and capacity to perform the service described in this RFP.

3. **FINANCIAL STABILITY (5 POINTS MAXIMUM SCORE)**
Describe form of business, i.e., proprietorship, partnership, corporation; years in business; changes in ownership; bank reference(s); past, present, pending and/or threatened legal proceedings within any forum; and any other information the Contractor may wish to supply to demonstrate financial responsibility. Failure to provide all listed information and documentation will result in score less than maximum for this criterion

4. **BUDGET (20 POINTS MAXIMUM SCORE)**
The Tourist Development Council is seeking a proposal that offers significant value and maximum tourist impact. The proposal will be evaluated on the allocation of resources within the annual budget allowed and the level of service, including enhanced services, and value included in the proposed annual budget.

   Prepare and submit a detailed proposed annual budget, corresponding to the above described plan, and based on the Scope of Work and available budget. Such proposed annual budget shall not only identify the allocation of annual resources among media types and markets, but shall clearly identify the allocation of resources between overhead, in-house staff and facilities, subcontractors, and actual media placement purchases. The actual contractual budget will be based on the agreed upon scope of work and budgetary limitations imposed on the Tourist Development Council as part of its annual budget approval process with Buyer. Provide annual budget breakdown in the following format:

   i. Amount of proposed budget allocated to subparts (i) and (x) of the Marketing component of the Tourist Development Plan (Section 666.108(b)(2)).

In addition to the foregoing budget, the annual budget shall also contain a distinct breakout of the following items which are acknowledged to be contained within the services above:

ii. Amount of proposed annual budget allocated to travel, meal and entertainment expenses/reimbursement. Identify allocation between local travel and expenses versus out-of-county travel and expenses;
iii. Amount of proposed annual budget allocated to buildings and equipment and general overhead not including staffing;
iv. Amount of proposed annual budget allocated to staffing and number of employees by job category; and
v. Allocation of proposed annual budget between media types- i.e. print, television, radio, social media, etc.

The annual budget proposal will also be evaluated on cost reasonableness, appropriateness and necessity as compared to all other proposals to provide the services proposed within the marketing RFP.

5. **PROXIMITY TO PROJECT (5 POINTS MAXIMUM SCORE)**
Document the location of Contractor's corporate headquarters, which, if located in Jacksonville, Florida, no further information is required under this criterion and maximum points will be awarded. If Contractor's corporate headquarters are not located in Jacksonville, Florida, please document the location and the nature of business of Contractor's branch office(s), if any, that are located in and/or that are closest to Jacksonville, Florida, the number of employee assigned thereto and the period of continuous existence thereof. Additionally, Contractors are requested to demonstrate, define and provide examples of their ability to provide the services contemplated herein in a manner comparable to having a local office in Jacksonville, Florida or to show that a local office is not necessary to satisfactorily perform the services required for this project, in which event maximum points may be awarded.

6. **INTERVIEW AND/OR ORAL PRESENTATION (10 POINTS MAXIMUM SCORE)**
Interviews will only be offered to shortlisted Contractors. See Sections 2.5 and 2.6 of this RFP.

ATTACHMENT B-3 EVALUATION CRITERIA MATRIX

PLAN COMPONENT 3 ONLY – CONVENTION SALES SERVICES

1. **EXPERIENCE AND QUALIFICATIONS OF PROFESSIONAL PERSONNEL (20 POINTS MAXIMUM SCORE)**
   The proposal will be evaluated based on the strength of the Contractor (and any approved subcontractors); including the experience and qualifications of managerial and professional personnel assigned to the project (the duties of each individual will be stated by the Contractor). In response to this criterion, the Contractor shall do the following:

   i. Name and resume of the person who will be the account/project manager for the contract, as well as for principals, key staff, and other employees who will be directly and indirectly involved in performing the work, and identify projects of a similar nature in which the staff member has been involved. The Contractor should provide a description of the role each staff member who will be responsible for handling each aspect of the contract;
   ii. Describe Contractor's knowledge of meeting facilities, accommodations and tourist attractions in Jacksonville and the Beaches and surrounding day trip destinations;
   iii. Describe the Contractor's experience within both the Jacksonville MMA, Florida's tourism industry, and nationally as it relates to convention and meeting sales and the performance results achieved that can be directly attributable to Contractor's sales activities;
   iv. Years of experience of firm and personnel in the field of convention sales and promotion;
   v. Recommendations from previous and present convention sales clients regarding the quality of work performed on their behalf;
   vi. Describe organization depth, facilities and support staff;
   vii. Describe Contractor's proven track record for leveraging media buy added value;
   viii. Provide samples of proposals for meetings, conventions and events demonstrating the quality, creativity and relevance; and
   ix. Describe Contractor's role in developing appropriate metrics and working with clients to regularly measure and optimize success.

2. **COMPREHENSIVE CONVENTION SALES, MARKETING AND PROMOTION PLAN (40 POINTS MAXIMUM SCORE)**
   The proposal will be evaluated based on the Contractor's understanding of the needs and goals of the Tourist Development Council as demonstrated in the strategies, approaches and resources to be applied to the Tourist Development Council's account as described in the proposal and the conceptual five (5) year plan for implementation of the Convention Sales, Service and Promotion component as submitted with the Contractors proposal.
   i. Prepare and deliver a conceptual five year master plan regarding the allocation of resources to various aspects of this plan component in support of the convention and meeting tourism industry setting forth annual goals for increases tourist accommodation occupancy attributable to meetings and conventions, annual increases in REVPAR; % return bookings for meetings and conventions
   ii. Provide an example of demonstrated success in prior years utilizing key metrics and provide a projection of what success can be anticipated through the use of the same or similar metrics that focus strictly on Contractor's efforts.
   iii. Describe the Contractor's plan to work with local entities and professionals and use of local service providers for marketing efforts.
   iv. Describe the Contractor's current workload and capacity to perform the service described in this RFP.

3. **FINANCIAL STABILITY (10 POINTS MAXIMUM SCORE)**
Describe form of business, i.e., proprietorship, partnership, corporation; years in business; changes in ownership; bank reference(s); past, present, pending and/or threatened legal proceedings within any forum; and any other information the Contractor may wish to supply to demonstrate financial responsibility. Failure to provide all listed information and documentation will result in score less than maximum for this criterion

4. **BUDGET (20 POINTS MAXIMUM SCORE)**
The Tourist Development Council is seeking a proposal that offers significant value and maximum tourist impact. The proposal will be evaluated on the allocation of resources within the budget allowed and the level of service, including enhanced services, and value included in the proposed budget.

Provide a recommended annual budget based on the Scope of Work. The actual contractual budget will be based on the agreed upon scope of work and budgetary limitations imposed on the Tourist Development Council as part of its annual budget approval process with Buyer. Provide budget breakdown in the following format:

i. Amount of proposed annual budget allocated to subparts (i) and (vi) of the Convention Sales component of the Tourist Development Plan (Section 666.108(b)(3)).

In addition to the foregoing budget, the annual budget shall also contain a distinct breakout of the following items which are acknowledged to be contained within the budget for the six subpart services above:

ii. Amount of proposed annual budget allocated to travel, meal and entertainment expenses/reimbursement. Identify allocation between local travel and expenses versus out-of-county travel and expenses. Identify allocation to entertainment of industry professionals, FAM visits, etc.
iii. Amount of proposed annual budget allocated to buildings and equipment and general overhead not including staffing
iv. Amount of proposed annual budget allocated to staffing and number of employees by job category
v. Allocation of proposed annual budget between marketing and promotions.

The budget proposal will also be evaluated on cost reasonableness, appropriateness and necessity as
compared to all other proposals to provide the services proposed within the marketing RFP.

5. **INTERVIEW AND/OR ORAL PRESENTATION (10 POINTS MAXIMUM SCORE)**
Interviews will only be offered to shortlisted Contractors. See Section 2.5 and 2.6 of this RFP.