



The Official Accredited Destination Marketing Organization for Greater Miami and the Beaches

GMCVB RFQ 2019 Questions

Clarification on the different lines of work for the GMCVB's PR Agency Search:

The GMCVB is currently searching for qualified PR agencies for 4 distinct lines of business:

1. Brand Communications for US Market
2. Brand Communications for Canada Market
3. Corporate Communications in the Local/Regional Market
4. Lifestyle PR and Marketing for Temptations Programs in Local/Regional Market (advertising, social media, digital, etc)

PR Agencies may bid for one, some or all of these lines of business. PR agencies may choose to develop partnerships with other agencies to bid across different lines of business, as long as it is clearly indicated which is the lead agency.

1. **Do you intend to award all three RFQs to one agency, or are you open to independent firms? Similarly, is your preference to have the Canadian market supported via Miami/ the US?**

A single agency may choose to bid on only the US, Canada, or only the Local market. Similarly a single agency may decide to bid for more than one market. If a single agency is bidding for more than one market, then we require that this be clearly indicated in the Proposal Package and that each portion of the RFQ address each market. If we ask for examples of strategic thinking and you are bidding for US and Canada, then we expect that you will submit examples of strategic thinking for both US and Canada as you will be evaluated for each market separately. Obviously, information about that overlaps such as Corporate Background, etc. would not need to be submitted twice in this case.

*In the case of the Local/Regional RFQ, since it is two distinct tiers: Corporate Communications and Lifestyle Marketing & PR, a single agency may choose to submit for one and not the other. **To clarify, a single agency may in fact submit for just the Corporate Communications scope or submit for just the Lifestyle Marketing scope.** We ask that you indicate clearly if you are submitting for Corporate Communications, Lifestyle Marketing or both.*

2. **If submitting for two of the three categories, we understand that you want separate submissions but presumably much of the content will overlap. Can we reference in each document the benefit of working with one agency for multiple components?**

If you are submitting for multiple markets, then you can submit one document BUT it must address each market that you are intending to bid on. For example, you would need to reference samples of work for each market. If you are bidding on the US and Canada but only provide samples of strategic thinking in the US, then you will be evaluated on the US and have a deficiency for Canada Strategic Thinking market since it was not addressed.

3. **You ask for agency financials. Is size a determining factor and if so, what is the ideal agency size you are looking for? We presume the threshold is smaller for the local firm, than the national?**

Agency size is not a determining factor.



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- 4. For the U.S., do you have set preferences in terms of the agency geography (e.g. must have Miami presence, or specifically outside of Miami preferred)?**

For the US, we would prefer that the chosen agency have a New York based office. For the Canada scope, we prefer that the chosen agency have an office in Canada. For the Local/Regional scope, we prefer that the chosen agency(s) have offices in the Miami market.

- 5. Is this a mandatory process driven by procurement requirements that you explore new partners every few years, or is this based on current agency performance?**

Agency searches are part of the GMCVB's vendor and agency partner best practices and do not reflect on the performance of existing agencies.

- 6. Do you have a preference for the format of the RFQ responses (e.g. PowerPoint, PDF, etc)? Our default is to create something from scratch in-design, and submit as 20 printouts and PDF digitally. But any guidance on your institutional preference would be greatly appreciated!**

Agencies may choose to design a template or utilize existing PowerPoint templates for their proposals. The way in which an agency chooses to present their capabilities is at their discretion. We will not however accept digital presentations. As clearly indicated in the RFQ instructions, agencies must submit 20 physical copies to the GMCVB office in order to supply members of the selection committee with a copy of your proposal.

- 7. Is this the first time the Greater Miami Convention & Tourist Bureau has initiated a search for a Canadian-based agency for the work?**

No. In the past, we have grouped Canada efforts from the PR Office in New York however we are looking for a more focused effort for the Canadian market and therefore did not group it with the US.

- 8. In terms of press trip expenses such as hotel accommodations if hotels are not sponsoring the stays for instance, would expenses be covered by the GMCVB?**

Yes

- 9. For the overall goals for social media and influencer relations, is GMCVB focusing on a specific metric? i.e engagements, impressions**

The GMCVB would like to hear from the expert agencies on best practices and innovative measurement metrics as it relates to social media as well as traditional PR efforts.

- 10. Does GMCVB currently utilize a listening/monitoring service that the PR agency has access to?**

Yes

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11. What social channels is the PR Agency expected to provide a holistic strategy for to support the internal GMCVB social media manager?

The GMCVB has the following social media channels that the agency is expected to provide strategy for:

- a. Facebook
- b. Twitter
- c. Instagram
- d. Pinterest
- e. *NOTE: The strategy would be for Miami and Beaches destination posts and Miami Temptation posts across all channels.*

12. Does GMCVB have budget to pay influencers for press trips?

Yes

13. Is the PR agency responsible for incoming influencer requests to provide recommendations and coordination?

The selected PR agency will be responsible for coordinating journalists and influencer requests in collaboration with the GMCVB staff lead based in the Miami office.

14. Is the PR agency able to provide recommendations for press trip themes and itinerary items, or only responsible for securing journalists for trips organized by the internal team?

We welcome and expect fresh ideas from our agency partners.

15. Do auditor's reports need to be from outside agencies/companies?

Yes

16. As a private company, are there consequences if you do not have a Dun & Bradstreet Credit Report nor an Annual Report?

Please provide some evidence that your business is a financially sound organization.

17. What does "provide *additional* support" for MiamiTemptations.com, Advertising, Social Media Management Assistance and PR mean? The word "additional" is throwing us off. In addition to what, specifically? What would be the specific scope of work for this?

If required, as it relates to the Temptations business, the agency(s) should be able to provide embedded project management support to be based out of the GMCVB office. The additional support person/persons would work closely with GMCVB internal Miami Temptations team to build the 7 Miami Temptation programs year-round.



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Are we to assume that this assignment only includes support for Miami Temptations – or – is there room to craft other strategic branding campaigns beyond the Temptations programs?

In regards to the Local/Regional RFQ, the branding support will be tied specifically to the Temptations Program - not for the general Miami and Beaches branding. The US and Canada scope provides PR support for the Miami and Beaches brand.

18. Should this scope include a complete management of social media platforms including: Definition of monthly platform-specific social media strategy, development of monthly content calendars, scheduling and publication, daily moderation and engagement and monthly analysis and performance reports? Or, we are not creating content and publishing existing assets?

For the Local/Regional portion consisting of Miami Temptation Marketing Initiatives - yes, this scope would include social media strategy, development of monthly content calendars, scheduling and publication, daily moderation and engagement and monthly analysis and performance reports. NOTE: Everything will be posted once approved by the GMCVB internal Social Media Manager.

This is not part of the scope for the US and Canada RFQ.

19. Is there any reason why the agency selection for Local / Regional Marketing & PR Services cannot be the same agency as that selected for the total US assignment?

It can be, so long as the agency meets the criteria for both the Local/Regional Market as well as the US Market.

20. Under CORPORATE EXPERIENCE, you are keen to know who the agency's existing clients are and what is our relevant experience in the tourism / leisure / hospitality category. However, in the CONFLICT OF INTEREST section, the mandate appears that the winning agency not represent and / or terminate all conflict of interest accounts. Should we understand that the expectation is that any of these existing clients / relevant experience be terminated because of this assignment, only if they are a sun/tourist destination?

Under CORPORATE EXPERIENCE we want to see samples of work that relate to the tourism industry if the agency has tourism industry clients. We also want to see samples of work across different industries should it reflect examples of great client work. The determination whether a client is considered a conflict of interest will be determined at a later point and will involve a direct conversation with the agency.

21. How will the decision be made (by committee or individual)?

Committee

22. Is there an expectation to submit estimated OOP expenses as a part of this RFQ or only Agency Fees? And, if so, should these costs be included with the monthly retainer, or will these be billed separately?

We are only interested in reviewing agency fees. Out of pockets are billed separately.

23. Is there a separate budget reserved for the following or is it built into the PR retainer budget? :

- **Wire press releases - This is an out of pocket**

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- **Crisis management** - *Issues management is considered part of day-to-day retainer. Exceptions may exist in times of severe crisis when a focused crisis scope would need to be defined.*
- **Advertorials** - *Out of Pocket*
- **Stunts and creative campaigns**- *Out of Pocket*
- **Campaigns and partnerships** - *Depends. The thinking and strategy development is part of the retainer.*
- **Coverage secured through online advertising platforms, such as Outbrain** - *Paid For Coverage is not in the retainer*

24. Does GMCVB have any existing partnerships we would be able to leverage? For example, any airline or hotel chain partnerships?

The GMCVB is a member based organization with many partners. We leverage and partner with members regularly.

25. What is the size of your communications, day-to-day team?

5

26. Miami's tourism in the long term. Is there research available into the demographics and psychographics of this "new traveler"?

Please reference the Annual Report as provided in the original RFP.

27. For travel industry client references, are past travel client references allowed?

Yes

28. Is there an internal Asset Bank that we will be given access to download what's needed or are we expected to request assets for every media inquiry?

The GMCVB has a digital assets management library.

29. You mention the agency shall also be responsible for advising the GMCVB and major industry/government partners on issues management efforts which would impact the mission accomplishment of the GMCVB. Who are these partners and will the relationships be centralized through the GMCVB?

Our partners span the entire destination and yes, communication with partners is, for the most part, centralized through the GMCVB.

30. Is the winning agency expected to develop monthly editorial calendars for GMCVB's owned social channels or would our role be to complement ongoing content development with strategic initiatives or content pieces throughout each month?

Both, as it pertains to the Local Regional RFQ



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31. Are you open to activations and experiential initiatives as part of digital recommendations?

Yes, we are definitely open to activations and experiential initiatives. All activations would have to be planned around each Miami Temptation program budget.

32. Will social media reporting be handled in house or will the winning agency be expected to work hand in hand with the social media manager to put this together?

The winning agency would work hand in hand to put the social media reporting together. Again, this is for the Local Regional business.

33. Should the “dedicated senior account executive” person be solely dedicated to GMCVB account? Are you looking for one to cover all three, or one per RFQ?

There should be a senior account executive responsible for US market, one for the Canada market and one for the local Corporate Communication initiatives, as well as a separate account lead for the Marketing efforts for Temptations business.

34. What % of the CVBs PR efforts related to this contract should be focused on leisure vs business travel?

Majority is leisure however with the exciting developments happening in the meetings and conventions space (example future headquarter hotel adjacent to the Miami Beach Convention Center) we expect the winning PR agency - especially in the US - to provide a B2B PR strategy for meetings market.

35. Is there current visitor profile data that you could share?

Can be found in our Annual Report on our website

36. Who creates your digital content? Can we leverage best-performing content pieces to develop story ideas for proactive pitching?

For the Local Regional business, the GMCVB’s internal Content & Creative Services team works on the creative direction but the winning agency would be responsible for implementing and producing it based on the creative direction. The GMCVB has a media library that can be used to create and finalize these pieces.

37. Is the South Florida PR team required to attend a specific number of events (especially as it relates to the Temptations program)?

The Miami Temptations Programs do not have too many events per month. The key events that should be attended are the Miami Spice Kickoff Event and Miami Spice Mash-ups. One team member from the PR team should be available to attend any TV media calls to assist the GMCVB spokesperson.

In addition, it is in the agency's best interest, and to their benefit, to participate in local GMCVB meetings and events including The GMCVB’s Annual Meeting, State of the Travel Industry Breakfast and Marketing Committee Meetings.



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38. Do you want one budget and fee structure for all RFQS, or are you looking for separate budgets per RFQ?

Each market has its own budget. Under the Regional/Local business, there is a budget for Corporate Communication Efforts and one for Temptations Marketing.... If one agency is hired to do both Corporate Communications and Temptations Marketing then obviously these budgets will be combined.

39. Will Florida-based agencies receive preference?

In the case of the Local Regional RFQ, we are in fact searching for a local agency. For the US and Canada business, we prefer agencies with offices in New York and Toronto but will consider agencies whose offices are located elsewhere.

40. Fees (pg 14): This section requests a scope of work, but it doesn't technically ask us to bid (IE, supply a suggested retainer). Can you clarify if you are looking for us to provide suggested fees?

Yes please provide a list of your hourly fees.

41. All destinations have different resources, would an agency rate card and our blended rate be sufficient for this? Or would you expect pricing based on the responsibilities of the agency outlined in this RFQ?

Agency rate card will suffice for this portion of the RFQ. Obviously detailed budget discussions take place should the agency advance to the contract negotiation stage.