

MIAMI

GREATER MIAMI
CONVENTION &
VISITORS BUREAU



Marketing & Public Relations Services Request for Qualifications Local/Regional Market

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RFQ INTRODUCTION

The Greater Miami Convention & Visitors Bureau (GMCVB), the official sales and marketing organization for Greater Miami and the Beaches, hereby solicits Letters of Interest and Qualification Statements from responsible and qualified professional marketing agency service providers (hereafter referred to as the agency or agencies). The GMCVB is initiating an agency review for **corporate communications, community relations and marketing efforts (social media, advertising & PR)** in the Greater Miami and the Beaches market. This Request for Proposal is a periodic review of the GMCVB's Marketing programs and PR agency services.

- Targets: Regional Media in the South Florida area in addition to Miami-Dade County residents, tourism business community, government partners & elected leaders
- Scope: Corporate communication, community relations and marketing efforts (social media, advertising & PR)

USE AND DISCLOSURE

GMCVB reserves the right to use information submitted in response to this document in any manner it may deem appropriate in evaluating the fitness of the services proposed. Materials that are submitted by the Agency that should be considered highly confidential should be marked as such. If confidentiality is requested but cannot be afforded, the Agency will be notified and will be permitted to withdraw its proposal.

Additionally, and at its discretion, the GMCVB agrees to maintain confidentiality of any product information developed by and offered by the Agency. Conversely, all information provided in this RFQ shall be deemed confidential and shall not be shared outside your Agency.

GMCVB OVERVIEW

The Greater Miami Convention & Visitors Bureau (GMCVB), is a not-for-profit Florida corporation, with its principal office at 701 Brickell Avenue, Suite 2700 Miami, Florida 33131.

The GMCVB is a sales and marketing organization. Its mission is to attract and encourage all persons and organizations to visit Greater Miami and the Beaches for conventions, business and leisure. Acting on behalf of its members, its government partners and the citizens of Miami-Dade County, the GMCVB markets and promotes all segments of the community as a preferred destination. In furtherance of this mission, the GMCVB will support and encourage actions and programs that enhance the desirability and attractiveness of Greater Miami and the Beaches for its visitors.

The GMCVB and its contracted agencies must work together in creating public relations strategies and programs that are integrated with GMCVB's marketing efforts and focused on accomplishing the stated mission.

MIAMI AND THE BEACHES BRAND OVERVIEW

Research shows consumers travel based on motivations derived from the kind of vacation they envision for themselves. The GMCVB can create powerful marketing tools by speaking to consumers at this level. Therefore, the GMCVB is focused on attracting new travelers to grow Greater Miami's tourism in the long term. Culture and experience-motivated travel is a major trend among the traveling population as is Nature and Adventure. To grow visitation substantially, the GMCVB is focused on educating prospective visitors that Miami is a culture and experience-rich destination that also offers natural landscape full of adventure opportunities. Going into 2019-2020, the "Found in Miami" campaign will continue to evolve, highlighting the most unique aspects of the Miami and Beaches experience in order to attract culture seekers as well as adventure seekers - nationally and internationally.

The “Found in Miami” campaign was designed to be a multiyear, multipurpose brand campaign. The campaign stands for the GMCVB’s understanding that the world is shrinking – that visitors to Greater Miami are more cosmopolitan and that they demand new experiences and flavors from their travels, all of which Greater Miami offers.

RFQ TIERS

TIER 1: CORPORATE COMMUNICATIONS + COMMUNITY RELATIONS

PUBLIC RELATIONS OVERVIEW FOR CORPORATE COMMUNICATIONS & COMMUNITY RELATIONS IN SOUTH FLORIDA REGIONAL MARKET

2019-2020 CORPORATE COMMUNICATIONS & COMMUNITY RELATIONS PRIORITIES

- Demonstrate the impact that the travel & tourism industry has on the local economy
- Educate the local business and resident community on how travel & tourism improves the standard of living in Miami-Dade County
- Elevate the value of tourism marketing in helping sustain the local economic eco-system

For more information on Greater Miami Convention & Visitors Bureau as an organization please visit www.GMCVB.com. Reference tourism industry data and performance by reviewing the GMCVB [2018 Visitor Profile](#).

As the GMCVB is looking to expand efforts in Corporate Communications and Community Relations in the local /regional market, target audiences for this effort are local media, residents of Miami-Dade County, local tourism and hospitality businesses and industry, government partners and civic organization and elected leaders. In working with a regional PR and marketing agency, the GMCVB is looking to:

- Demonstrate the impact the travel & tourism industry has on the local economy.
- Educate the local business and resident community on how the travel and tourism industry improves standard of living in Miami-Dade County.
- Increase awareness on how the GMCVB is vital to the local economy and increase the organization’s equity in the community.
- Elevate the value of tourism marketing as an important factor in helping sustain the local economic eco-system.

GENERAL SCOPE OF MONTHLY SERVICES FOR CORPORATION COMMUNICATIONS & COMMUNITY RELATIONS

The Agency shall be the principal public relations advisor and provider to the GMCVB for proactive, Corporate Communications and Community Relations efforts to a variety of target audiences including local media, residents, the local travel and tourism industry, government partners and elected officials. Agency shall also be responsible for advising GMCVB and major industry/government partners on communication efforts for industry issues which may impact the local travel and tourism industry.

News Bureau Management

- Create and promote GMCVB speakers' bureau consisting of staff leadership, board members and industry leaders to speak on behalf of the industry and the organization
- Help manage and provide content recommendations for the Twitter Corporate Channel @GMCVBTV
- Tell the story of what the GMCVB does and how it supports the local economy
- Reactive: Timely response to press requests including b-roll, photo, fact checking and general story assistance
- Monitor hyper-local sensitivities and create strategies to address
- Help create content and media channels that tell the story of the benefits of the tourism industry

Writing and Messaging: The local market Public Relations agency will be tasked with writing GMCVB corporate announcements including press releases on annual industry numbers, new GMCVB staff or board members as well as new GMCVB initiatives. In addition, the local PR agency will work with the US PR firm and the GMCVB staff to create messaging including statements, quotes and other announcements for corporate initiatives. This can include photo captions, fact sheets, Q&A's, etc.

Media Monitoring and Reporting: Monitoring press sentiment and monitoring press results is crucial to the PR business. With several global PR agencies working on behalf of the GMCVB, all reporting results as well, it is imperative that all agencies follow the approved reporting templates. The GMCVB subscribes to media monitoring services that will be managed by the agency PR team in tracking press coverage. Following is a list of reports expected from the PR agency of record:

The monthly media report: This report is a reflection of the PR agency's work and should only include activities and press clippings resulting directly from the PR agency's work. The Key Performance Indicators should be prominently featured in the report. The GMCVB will provide the agency with an approved template to follow.

Meetings and Status Calls: As part of good account practice, the GMCVB requests that the account team have weekly calls with the day-to-day GMCVB director as well as a once-a-month call to review the monthly report with the GMCVB Communications Sr. Director and the Vice President. In addition, there are important meetings that take place in Miami that should include attendance by at least one of the Miami account team members. The following meetings are for consideration and are not mandatory:

Marketing Committee Meetings: These meetings take place each quarter and typically involve presentations by the GMCVB CMO as well as agency partners. The audience consists of marketing executives from major hotels and travel industry partners.

GMCVB Annual Meeting: Each October or November the GMCVB will host the official annual meeting for the industry providing a look at the year’s performance and industry data.

State of the Industry: May is national tourism month in Miami and the GMCVB president and CEO hosts an industry breakfast to provide a mid-year look at travel and tourism industry performance indicators.

Annual Partner Planning Workshop: Each summer the GMCVB leads a workshop and brainstorming session with hundreds tourism partners in the community in preparation for next fiscal year planning.

Crisis & Issues Management - Provide a 24 hours/ 365 days per year availability service for issues and crisis management and crisis PR. This includes advising GMCVB of potentially negative issues in the media and suggesting appropriate strategy, working with GMCVB on appropriate action to respond to the issue and media training session(s) as appropriate.

Strategic Counsel & Community Engagement – The local PR agency will work with the GMCVB on community engagement programs including but not limited to local GMCVB led quarterly industry events or “Travel Talks” as well as provide recommendations and execute amplification strategies for existing GMCVB events (partnership events & networkers, GMCVB annual meeting, Tourism Industry Awareness Month in May, State of the Tourism Industry breakfast and others).

TIER 2: MIAMI TEMPTATIONS MARKETING & PR SERVICES

MARKETING SERVICES OVERVIEW IN REGIONAL MARKET

The Agency shall be responsible for providing marketing support to the **GMCVB’s Miami Temptations Programs**. The Miami Temptation programs run throughout the entire year and have a thematic focus on the best the destination has to offer with monthly deals and special events appealing to both locals and tourists alike. The program features seven promotions, including the internationally recognized Miami Spice Months where the finest restaurants in the destination offer prix-fixe menus at discounted prices.

Miami and the Beaches *tempts* visitors from around the world to experience the best of this year-round program with the following promotions:

- **Miami Arts & Heritage Months (December – January)** – Celebrating the destination’s diverse heritage neighborhoods, Miami Arts & Heritage Months places a spotlight on our multicultural communities including Historic Overtown, Little Haiti, Little Havana and Coconut Grove/Village West. This program also supports the public art and art galleries in these unique areas. Greater Miami and the Beaches is providing locals and visitors with pleasing ways to experience and immerse themselves in the destination’s cultural gems, including culinary tours and art exhibits.
- **Miami Health & Wellness Months (February – March)** – Greater Miami and the Beaches is recognized as a health-conscious destination with a wealth of appealing options to stay active, in shape and eating clean. To celebrate the destination’s healthy lifestyle, top fitness centers, spas, golf clubs, health-conscious eateries and outdoor activity facilities are putting together amazing wellness offers, deals on sports activities, classes, as well as events for all ages and fitness levels during Miami Health & Wellness Months.
- **Miami Attraction & Museum Months (April – May)** – Culture seekers and families in search of the world’s top attractions will find no better time to visit Greater Miami and the Beaches than during Miami Attraction & Museum Months. Many of the destination’s top museums and family friendly venues, including the most popular

and those still waiting to be discovered, offer deep savings on admissions, memberships and more.

- **Miami Hotel Months (June – September)** – Visitors and residents can enjoy a relaxing staycation in one of many alluring hotels in the destination. During Miami Hotel Months, resorts throughout are offering special discounts on rooms, packages, amenities and inclusions from June 1 through September 30. These appealing offers include discounted stays, resort credits, complimentary meals and more.
- **Miami Spa Months (July – August)** – One of the most popular, and the second longest-running program in the series, Miami Spa Months consists of the destination’s top luxury spas offering locals and visitors up to 50 percent off treatments. Celebrating its 12th year, guests can pair their spa treatment with a discounted hotel room and a prix-fixe menu at a local restaurant through the Miami Hotel and Miami Spice promotions for a complete getaway experience
- **Miami Spice Months (August – September)** – For 18 years, the destination’s longest-running Miami Temptations program showcases the very best of Greater Miami and the Beaches’ diverse cuisine. The program features three-course meals at the top eateries throughout the community priced at \$23 for lunch/brunch and \$39 for dinner. This year the program had more than 250 participants, and each year continues to grow as more world renowned chefs join, offering their signature dishes at reduced prices every summer.
- **Miami Entertainment Months (October – November)** – There is something exciting and entertaining for absolutely everybody in Greater Miami and the Beaches. With no shortage of things to do and see in and out of the sun, Miami Entertainment Months focuses on those activities that locals already love to do and visitors can’t wait to try, such as going for tastings at craft breweries or lounging at state-of-the-art cinemas and movie houses. Miami’s entertainment scene also includes concerts, live theatre, and dance performances, world-renowned shopping districts, malls and retailers, live events and so much more.

This year-round program is built to showcase our beautiful world-renowned beaches, our diverse destination offers art, culture, sports, adventure, sophistication and relaxation that appeals to locals and visitors from around the globe. The Miami Temptation programs offer free or discounted opportunities, encouraging all to partake in activities and places that are unique and authentic to the destination. The Miami Temptation programs are promoted locally and regionally to locals so they can become brand ambassadors. For more information on the Miami Temptations Programs please visit www.MiamiTemptations.com

2019-2020 MIAMI TEMPTATIONS PRIORITIES

- Solicit partners in the Greater Miami area to participate in all Miami Temptations programs
- Build Miami Temptations website pages for each Temptations program (MiamiTemptations.com)
- Manage Advertising for all Miami Temptations programs
- Manage Social Media for all Miami Temptations programs
- Manage PR for all Miami Temptations programs

GENERAL SCOPE OF MONTHLY SERVICES FROM REGIONAL MARKETING AGENCY

The Agency shall be responsible for providing incremental marketing support for all Miami Temptation programs to a variety of target audiences including local media, residents, the local travel and tourism industry, government partners and elected officials. Agency shall also be responsible for advising GMCVB and major industry/government partners on marketing efforts for industry issues which may impact the local travel and tourism industry.

Miami Temptations Months Solicitation

The Agency shall work closely with GMCVB staff to provide additional support in soliciting for all Miami Temptation programs.

MiamiTemptations.com: The Agency shall work closely with GMCVB staff to provide additional support in building all Miami Temptations website pages for each Temptations program (MiamiTemptations.com).

- Plan, build, update, maintain all Miami Temptations programs websites
- Develop website logistics when planning for programs
- Implement new website ideas and present to the rest of the team

Advertising: The Agency shall work closely with GMCVB staff to provide additional support in managing advertising (including but not limited to media planning, media buying & creative support for outdoor, print & digital media) for all Miami Temptations Programs.

- Creative development and execution
- Digital production of marketing materials
- Production supervision
- Media planning and buying
- Analytics and reporting

Social Media Management Assistance: The Agency shall work closely with GMCVB staff to provide additional support in managing the Miami Temptations programs and global social media programs based on measurable objectives, which span the entirety of the client's Paid, Earned, Shared and Owned channels.

- Develop a social media strategy
- Manage the assets with a carefully planned schedule that includes time dedicated to social engagement and interaction.
- Curate and create content across all social media platforms
- Social Media contest support and prize fulfillment
- Monthly reporting

PR – The Agency shall work closely with GMCVB staff to provide additional support in managing Public relations development and execution for all Miami Temptations programs.

RFP SCHEDULE & PROCEDURE

The criteria for selecting the PR & Marketing agency(s) include having full-service capabilities. Other requirements are identified in detail in the attachment.

The following are some of the key dates in this process (*subject to change*):

September 20, 2019:

Agency intent to respond due via email to GMCVBRFQ@gmcb.com.

September 27, 2019:

Deadline for submitting questions about the RFQ process. Inquiries must be made in writing to GMCVBRFQ@gmcb.com.

October 25, 2019:

Deadline for RFQ submissions. Note: Must provide 20 copies of the credentials package. Failure to do so will result in elimination.

Week of November 18, 2019:

Finalists notified and provided with assignment.

December, 2019:

Finalists presentations in Miami

In order for us to properly manage this process, we will require all interested parties to respond to the attached RFQ by **September 20, 2019**.

Questions re: RFQ requirements may be directed IN WRITING ONLY to **GMCVBRFQ@gmcbv.com**

CONFLICT OF INTEREST

The Agency, if selected, must submit an agreement to not represent and/or terminate all conflict of interest accounts. The GMCVB will make a final decision if it is a conflict of interest. This may include, but not be limited to, a state, county, city, nation or region representing another sun/tourist destination during the term of the agreement. The GMCVB is to be advised of all new business solicitations by the Agency that could be perceived to constitute a conflict of interest. With regards to the matter of branch or subsidiary offices of an agency, it should be clear that all such offices are considered as part of the total corporate entity of the agency.

USE OF MATERIALS

All creative ideas and campaign elements produced by the selected Agency for the GMCVB during the contract period shall become the property of the GMCVB, as will all materials.

OTHER RELEVANT FACTORS

The agency should demonstrate a high inclination to use research (from GMCVB and other sources) in the development of strategic platforms for the basis of PR & marketing campaigns and have a strong methodology for measuring the effectiveness of PR & marketing programs and integrated marketing efforts. The agency should also demonstrate the ability to communicate professionally and effectively with the GMCVB and partners.

LICENSING REQUIREMENTS

All corporations seeking to do business with GMCVB shall, at the time of submitting a proposal, be on file with their respective corporate licensing division as an active corporation in good standing in accordance with applicable Statutes. A statement shall be required indicating that the agency is a corporation or other legal entity. If subcontractors are used, a statement shall also be required, prior to entering into an agreement with that subcontractor, indicating that the subcontractor is registered with their State in accordance with applicable statutes and provide their corporate charter numbers.

QUESTIONS, REQUESTS FOR CHANGES AND CONCERNS

From the date this RFQ is issued until a determination is made, ***no contact related to this RFQ will be allowed*** between any Agency employee and any employee of GMCVB or the Agency Review Task Force with the exception of the RFQ Manager. Any contact with GMCVB may only be directed to the **RFQ Manager** in writing (via email) only. Any unauthorized contact may disqualify the respondent from further consideration. All questions must be submitted to the RFQ Manager in writing (via email). Questions will be answered on an

individual basis (not shared with other parties unless it's a question asked by multiple parties). Consistency will be maintained in the answers provided to all agencies.

CONTRACT TERM

GMCVB seeks to contract with the selected agency(s) effective January of 2020 and possibly through September of 2022 subject to an annual review of Agency's performance. The terms of the contract will be set forth in a definitive agreement to be signed by GMCVB and the selected Agency, which will contain usual and customary terms for transactions of this type, including standard representations, warranties and termination provisions; and any contract terms set forth in this RFQ will be merged into and superseded by the terms of such definitive agreement. Upon GMCVB's determination that the agency is performing in an exemplary fashion, GMCVB may negotiate an extension of the contract for a period not to exceed one (1) year. If an extension or renewal occurs, any changes in contract terms must be agreed upon by both parties at least 60 days prior to the beginning of the new contract or extension.

BUDGET

Please provide your Agency's proposed fee structure (i.e. minimum monthly retainer and monthly expense estimates, as well as hourly rates for staff according to level and position) for managing a high-profile destination account requiring full service. This must be provided or RFQ will not be considered.

RFQ PROCESS

The Marketing & PR Agency Screening Committee will review the RFQs and make recommendations on which firms to approach with invitation to present. GMCVB will notify selected Agencies. Selected Agencies will be required to conduct comprehensive presentations.

SPECIAL INSTRUCTIONS

All interested parties must return the RFQ Package by 5 p.m. on Friday, October 25, 2019.

Agencies should submit answers to the questions contained within the RFQ, as well as any additional materials they may wish to submit, to be received at the GMCVB offices. The replies should be as brief as possible. The interested agency should submit 20 copies of their qualification package. A PR & Marketing Agency Screening Committee comprised of GMCVB staff and industry partners will then review these responses and other submitted materials for sufficiency and ability to perform in order to develop a list of finalists.

The top ranking 3-5 PR agencies during this RFQ process, will be selected as a finalist and invited to Miami for a formal presentation as part of the last round in the selection process.

Please submit 20 copies of your qualifications to the following address:

Marketing and PR Agency RFQ Manager
Greater Miami Convention & Visitors Bureau
701 Brickell Avenue, Suite 2700
Miami, Florida 33131
Please send questions to:
GMCVBRFQ@gmcbv.com

STATEMENT OF QUALIFICATIONS

Responses submitted must contain, at a minimum, the following information. The evaluation of the proposals and presentation will consist of, but not be restricted to, these points. Please respond to each numbered section in order. The Agency should number the responses in the same sequence as below to make the review process easier.

1. CORPORATE BACKGROUND

- Details on the corporation background and each known subcontractor, its size, and resources.
- Date established.
- Company registration
- Name(s) and Type of Ownership (public company, partnership, subsidiary, etc.).
- Primary business.
- Total number of full-time employees including ethnic/race/gender breakdown
- Number of full-time employees in Miami
- List and provide bios for the key individuals in the agency (not necessarily those that would work on this account).
- Physical locations including addresses of all branches.

2. CORPORATE EXPERIENCE

Listing of major accounts including current tourism/leisure/hospitality accounts and/or corporate communications & details of client experiences within the last three (3) years relevant to the services requested in this RFQ.

List any other relevant experience of the agency (including knowledge of the travel, tourism and meeting industry and/or corporate communications/community relations).

List experience in corporate communications and/or brand marketing and experience in developing and implementing PR and Marketing programs regionally.

All clients added and lost in the past five years.

3. FINANCIAL BACKGROUND

Financial statements for the applicable legal entity(ies) (prime bidder and known subcontractors) sufficient to demonstrate the capability to perform this contract shall be provided for each of the last three (3) years. These should include:

- Balance sheet
- Statement of income
- Statement of changes in financial position
- Notes to financial statements
- Auditor's reports

Financial information required:

1. Dun & Bradstreet Credit Reports
2. Most recent Annual Report

The agency must agree to permit complete audits of its records relating to the GMCVB's account by any authorized representative of the GMCVB at the CVB's discretion.

4. AGENCY BILLINGS

The total gross billing of the agency in each of the previous five (5) years.
The average billing of the agency accounts.

5. CREATIVE ABILITY

The agency shall submit examples of past publicity results in two categories:

A. PUBLIC RELATIONS

- Corporate Communications
- Marketing Communications

Agency should include any demonstrated use of creative technology including social media to implement PR programs both for corporate communications and for marketing communications.

B. ADVERTISING

- The agency shall submit examples of past special offer advertising creative for the local market.

C. SOCIAL MEDIA

- The agency shall submit examples of past special offer social media creative and measurable content targeted to the local market.

D. WEBSITE DEVELOPMENT

- The agency shall submit examples of past website development.

6. STRATEGIC THINKING

In order to provide an insight into the strategic capabilities of your Agency, please provide one appropriate example for each of the following:

- Earned Media Placements in the South Florida market
 - Earned Media Placement for Issues Management
 - Advertising Creative
 - Social Media Creative
 - Marketing Program Creative
-
- Please state what research affiliates or internal research resources the Agency has available
 - Please state how the Agency approaches identifying the key target audiences for its clients and how it then determines the appropriate media to best communicate with those audiences
 - Please share what the agency's experience is in influencer engagement and social media strategy
 - State what experience the agency has with measurement of PR results
 - State what experience the agency has in developing strategic PR and issues management plans. (Examples may be shared and results may also be included)

7. MARKETING & PUBLIC RELATIONS KNOWLEDGE

The Agency must indicate its overall experience in various media, demonstrating its solid media relationships in the local market and innovative abilities, particularly to negotiate and develop cooperative PR programs and non-traditional PR plans.

8. RESOURCES

PUBLIC RELATIONS – A SVP Account Director should oversee the full scope to ensure connectivity between corporate and marketing initiatives.

a. Brand Marketing

The agency must provide a full-time Account Supervisor to handle all day-to-day contact with GMCVB on branding and PR efforts, with appropriate support and resources to handle a demanding and diverse Miami Temptations account.

b. Corporate Communications & Community Relations

The agency must provide a full-time Account Supervisor to handle all day-to-day contact with GMCVB as it pertains to Corporate Communication and Community Relations. This Account Supervisor must be a strong writer with strong media relations skills and highly strategic.

State any services the Agency would need to subcontract on GMCVB's behalf. The Agency should detail the account team and include the number of experienced staff in all departments that will be working on this account. Experience and training relevant to this RFQ should be specific.

MARKETING SERVICES - Senior Level Account executive must be available for counsel and overarching marketing strategy.

a. Project Management

The agency must provide a full-time Account Supervisor to handle all day-to-day project management of all Miami Temptation programs, with appropriate support and resources to co-manage several GMCVB social media accounts.

9. FEES

State all services that the Agency would be willing to perform as part of a retainer and list any services that would not be included. State what routine expenses would need to be covered monthly by GMCVB (on average).

10. CONFLICT OF INTEREST

The agency must disclose any accounts that it currently services which may be perceived to be a conflict of interest (see Conflict of Interest section). The agency must submit an agreement to terminate all conflict of interest accounts, if selected. List any accounts the agency would perceive as a potential conflict.

11. REFERENCES

The agency shall furnish at least three (3) corporate references with the proposal. The references shall include the company name, contact person and their telephone number. The reference shall describe where services similar in magnitude and scope to that requested in this RFQ are currently provided and have been provided for at least six (6) months. Employees of GMCVB may not be used as corporate references. The GMCVB reserves the right to contact references or clients not listed in the RFQ.

All the categories above should be answered completely and the PR & Marketing Agency Screening Committee will evaluate the responses from each section. Responses for the sections on Creative Ability, Strategic Thinking, Resources and Fees will be given particular attention and weight.