

**The Original Florida Tourism Task Force**

2009 NW 67th Place

Gainesville, FL 32653-1603

**Request for Proposals**

**The Original Florida Tourism Task Force 2016 Marketing Project**

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The Original Florida Tourism Task Force is a governmental entity consisting of member counties located in north central Florida. Current member counties consist of Alachua County, Bradford County, Columbia County, Dixie County, Gilchrist County, Jefferson County, Lafayette County, Levy County, Madison County, Taylor County, Union County and Wakulla County. The Task Force seeks to promote natural, historic and cultural attractions of the 12-county region to increase the number of visitors and to extend their stay.

The Original Florida Tourism Task Force seeks one website design and marketing company or similarly-qualified company to design and create the following three products which together comprise The Original Florida Tourism Task Force 2016 Marketing Project:

- I. An on-line, interactive, bicycle trail/route microsite, to be fully integrated into its existing website ([www.vnnf.org](http://www.vnnf.org)), downloadable PDF bicycle trail/route guide, and 1,000 printed copies of the bicycle trail/route guide, referred to as the Ultimate Bicycle Guide;
- II. An on-line interactive freshwater springs microsite, to be fully integrated into its existing website ([www.vnnf.org](http://www.vnnf.org)), and downloadable PDF springs guide, referred to as the Ultimate Springs Guide; and
- III. A geographically-targeted digital advertising campaign referred to as the Digital Advertising Campaign.

**I. Ultimate Bicycle Guide**

The selected proposer shall create both a digital and printed bicycle guide which features, at a minimum, two bicycle trails/routes in each Task Force member county, one multi-county bicycle trail/route which links together the five coastal counties of the Big Bend area (Dixie, Jefferson, Levy, Taylor and Wakulla Counties) as well as one multi-county bicycle trail/route which links together some of the most desirable nature-based tourism activities of the Task Force region. This multi-county bicycle trail/route shall include non-coastal counties (i.e., counties other than Dixie, Jefferson, Levy, Taylor and Wakulla Counties). The selected bicycle trails/routes shall represent the "best of" trails/routes available in each county as well as the region. The selected proposer shall also print and deliver to the Task Force 1,000 copies of the PDF bicycle trail/route guide. The on-line interactive bicycle trail/route microsite shall be embedded in or otherwise be fully integrated with the existing Task Force Website ([www.vnnf.org](http://www.vnnf.org)). The microsite shall provide on-line maps of bicycle trails/routes as well as nearby natural features and facilities of interest to bicyclists.

The selection of specific bicycle trails/routes shall be made by The Original Florida Tourism Task Force. The selected proposer shall recommend specific bicycle trails/routes to the Task Force for inclusion in Ultimate Bicycle Guide. The selected proposer is responsible for the development and mapping of specific bicycle trails/routes for inclusion in the Ultimate Bicycle Guide.

**Scope of Work**

- A. The selected bicycle trails/routes shall consist of a minimum of two bicycle trails/routes per county for a minimum of 26 routes. Additionally, the selected proposer shall be responsible for developing one Task Force-approved multi-county bicycle trail/route which links together the four coastal counties of the Big Bend area (Dixie, Jefferson, Levy, Taylor and Wakulla Counties) as well as one Task Force-approved multi-county bicycle trail/route which links together some of the most desirable nature-based tourism activities of the Task Force region. This multi-county bicycle trail/route shall include non-coastal counties (i.e., counties other than Dixie, Jefferson, Levy, Taylor and Wakulla Counties).

- B. Digital bicycle trail/route maps from either the Rails to Trails Conservancy ([www.traillink.com](http://www.traillink.com)) and Ride with GPS ([www.ridewithgps.com](http://www.ridewithgps.com)) may be used. Alternatively, and/or in addition to, digital bicycle trail/route maps can be used from other sources with prior approval by the Task Force Marketing Committee.
- C. The selected proposer shall also be capable of implementing the following:
1. The identification, development and mapping of specific bicycle trails/routes, including original research and development of bicycle trails/routes.
  2. The inclusion of Google Translate or the ability to link the bicycle guide to the existing vnnf.org website so that when Google Translate is selected from the existing website, the language translation automatically occurs within the bicycle microsite;
  3. The integration of the bicycle microsite into the existing Task Force website in such a way that user activity within the microsite is included in the Task Force's existing Google Analytics reporting system; and
  4. The development of a Level 1 (Opening) page which displays a region-wide trail/route map which identifies the bicycle trails/routes, using either a polyline or a pin for each trail/route.
  5. A Level 1 regional trail/route map designed so that Baker, Hamilton, Marion, Putnam and Suwannee Counties, Florida as well as associated trails/routes, can be added by Task Force staff without the need for additional assistance from the proposer.
  6. A Level 1 regional trail/route map designed so that any of the Task Force member counties and associated trails/routes can be hidden from view, without the need for additional assistance from the proposer.
  7. The ability for the user to download a regional bicycle trail/route guide pdf file consisting of all of the trails/routes and associated information contained on the Level 2 pages.
  8. When a user's cursor is placed on a Level 1 regional map trail/route (either polyline or pin), the page shall provide a popup summary information on the trail/route, including trail/route name, trail/route length (miles to the nearest one-tenth mile), trail/route surface type (asphalt, dirt, etc.), as well as a thumbnail photo, and when the popup is selected/clicked on by a user, a linked Level 2 page is displayed. A Level 2 page shall be provided for every trail/route contained in the trail/route database.
  9. Level 2 pages to consist of:
    - a. Bicycle trail/route name, length of trail/route to the nearest tenth of a mile; estimated travel time in hours and minutes;
    - b. A photo or series of photos of the trail/route;
    - c. A detailed bicycle trail/route map as described in 10 below;
    - d. An elevation profile of the trail/route, if available;
    - e. A cue sheet of turn-by-turn directions for the trail/route similar to the sample trail/route identified in 11 below;
    - f. A narrative description of the trail/route;
    - g. An option to download a digital GPS Coordinate file of the trail/route which can be uploaded to either a handheld GPS designed for bicycles or either the Rails to Trails Conservancy or the Ride with GPS cell phone app.;
    - h. An option to download a printable pdf guide for the trail/route which contains all of the information in items a through f above;
    - i. Message boards for user comments regarding the trail/route; and
    - j. A user-based rating system for the trail/route using a 1 (lowest score) to 5 (highest score) rating system.

10. A more detailed description of Level 2 detailed bicycle trail/route maps follows.
- A detailed bicycle trail/route map consisting of the selected bicycle trail/route using a polyline overlaid on an existing base map such as Google maps. The inclusion of a scale and the ability for the user to alter the scale as presented on the web page (ability to zoom in and out). The map should identify cities, roads, and natural features such as but not limited to parks, forests, conservation areas, rivers and lakes. The map should include an option for the user to switch between map and satellite views of the trail/route.
  - The following items should be identified on each bicycle map, to the maximum extent practical: parking; trailheads; tunnels; restrooms; endpoints; drinking fountains; nearby hiking and bicycling trails/routes; geocoded photos; mileage markers; nearby restaurants; nearby lodging (hotels/motels/recreational vehicle and tent campgrounds, and bed & breakfasts); nearby photo opportunities; and similar items. Such features should, to the maximum extent practicable, have the ability to be turned on and off by the user.
11. The Level 2 Cue Sheet should provide brief turn-by turn directions for the selected trail/route, including trail/route name and total trail/route length in terms of miles, segment length, direction (straight, left, right), notes, and mileage similar to the following Sample Trail/Route Cue Sheet:

### Sample Trail/Route - 45 miles

Leg	Dir	Type	Notes	Total
	↑	Generic	START near the ranger station in Stephen Foster S.P., White Springs, FL	0.0
0.1	↑	Straight	Bear RIGHT onto US 41 / Spring St	0.1
0.1	→	Right	Turn RIGHT onto SR 136 / Bridge St	0.3
3.0	←	Left	I-75 overpass ...McDONALDS	3.3
1.0	←	Left	Turn LEFT onto CR 137	4.3
5.8	←	Left	Turn LEFT on CR 250 or go straight to visit Wellborn.	10.1
0.2	↑	Generic	U-Turn after a break at Bob's Butts BBQ and go back to CR 250	10.3
0.2	→	Right	Turn RIGHT on CR 250	10.5
5.7	←	Left	Turn LEFT onto NW Leonia Way	16.2
0.4	→	Right	Curve RIGHT onto NW Queen Rd	16.7
1.1	→	Right	Curve RIGHT to stay on NW Queen Rd - STOP following trees. ->>>	17.8
1.1	←	Left	Turn LEFT onto NW Chambira Way - Winfield Community Ctr	18.9
0.1	→	Right	Curve RIGHT onto NW Winfield St.	19.0
1.3	→	Right	Turn RIGHT onto US 41	20.3
1.6	←	Left	Turn LEFT onto CR 131 / NW Falling Creek Rd	21.9
0.9	↑	Generic	FALLING CREEK FALLS PARK - Restrooms and Water	22.7
4.0	↑	Generic	Cross Lassie Black St / CR 246 ...OR turn left and follow the hearts back for a 33 mile ride.	26.8
1.5	→	Right	Curve RIGHT onto NW Falling Creek Rd	28.3
0.2	←	Left	Turn LEFT onto NW Cansa Rd	28.4
3.0	→	Right	Turn RIGHT onto NW Spradley Rd	31.4
1.5	→	Right	RIGHT on US 441	32.9
0.3	↑	Generic	MILTON'S COUNTRY STORE & RESTAURANT	33.2
1.9	→	Right	Turn RIGHT onto NW Hamp Farmer Rd	35.1
2.2	↑	Straight	Continue STRAIGHT onto NW Falling Creek Rd	37.3
0.2	←	Left	Curve LEFT onto NW Falling Creek Rd	37.5
1.5	→	Right	Turn RIGHT onto CR 246 / NW Lassie Black St	39.0
3.2	→	Right	Turn RIGHT onto US 41	42.2
3.2	←	Left	Slight LEFT into the park	45.4
0.1	←	Left	END at the ranger station in the park.	45.5

12. The Level 2 trail/route description should consist of approximately 300 words and identify and describe, to the extent practical, the environmental/geographical setting of the trail/route, the location of the trailhead and endpoint, points of interest along and near the trail/route, nearby restaurants, lodging, gas stations, photo opportunities as well as any future plans to link the trail/route to other trails/routes, and similar trail/route features/descriptors. The description should include the following information, which may be presented in table format:
  - a. Counties in which trail/route is located;
  - b. Cities and towns in which trail/route is located;
  - c. Trail/route length to the nearest one-tenth of a mile;
  - d. Trail/route surface type (asphalt, gravel, etc.); and
  - e. Trail/route category: (off-road, grade-separated, on-road, etc.).

The Level 2 description should also identify nearby parking and directions as to how to reach the trailhead. If available, the description shall provide contact information for additional information regarding the trail/route. The page shall also provide a messaging area for individuals to leave reviews, which include the assignment of one to five stars.
13. The Level 2 trail/route map pages should be designed so that trails/routes located in Baker, Hamilton, Marion, Putnam and Suwannee Counties, Florida can be added by Task Force staff without the need for additional assistance from the proposer.
14. The Level 2 trail/route map pages should be designed so that any of the Task Force member counties and associated trails/routes can be deleted or, preferably, hidden from view, without the need for additional assistance from the proposer.

## **II. Ultimate Springs Guide**

The Ultimate Springs Guide shall consist of online, interactive freshwater springs web pages and printable springs guides in PDF format. The selected proposer shall detail the steps for the site design, content development, programming, maintenance, hosting of the microsite and the design of the printable PDF guide.

The selected proposer shall be responsible for developing both digital and printable PDF versions of the springs guide for springs selected by the Task Force Marketing Committee.

### **Scope of Work**

- A. The proposal shall identify the maximum number of springs which shall be included in the Ultimate Springs Guide. The selected springs shall consist of a minimum of 10 springs and maximum of 24 springs.
- B. The selected proposer shall also be capable of implementing the following:
  1. The identification, development and mapping of specific springs facilities, including roads, campgrounds, spring head, connection to nearby river, parking, restrooms, picnic areas and similar facilities;
  2. The inclusion of Google Translate or the ability to link the springs guide to the existing vnnf.org website so that when Google Translate is selected from the existing website, the language translation automatically occurs within the springs microsite;
  3. The integration of the springs microsite into the existing Task Force website in such a way that user activity within the microsite is included in the Task Force's existing Google Analytics reporting system; and
  4. Modification of the existing website home page to provide an elevated presence of the Ultimate Springs Guide to website users.
  5. The development of a Level 1 (Opening) page which displays a region-wide map which identifies the location of the springs.

6. A Level 1 regional springs map designed so that Baker, Hamilton, Marion, Putnam and Suwannee Counties, Florida as well as their associated springs can be added by Task Force staff without the need for additional assistance from the proposer.
7. A Level 1 regional springs map designed so that any of the Task Force member counties and associated springs can be hidden from view, without the need for additional assistance from the proposer.
8. The ability for the user to download a printable PDF regional springs guide file consisting of all of the springs and associated information contained on the Level 2 page. The regional springs guide shall also contain a map of the region which shall include, but not be limited to, the locations of the springs, rivers, major roads, nearby cities and towns and significant natural features.
9. The Level 1 regional springs map shall be designed so that when the user's cursor is placed on top of an individual spring identified on the map, the page shall provide a popup of summary information on the selected spring including spring name, spring magnitude, a brief summary description, a thumbnail photo, and the option to display a linked Level 2 page. A Level 2 web page shall be provided for every spring identified on the Level 1 regional spring map.
10. The Level 2 spring web pages shall be designed so that Baker, Hamilton, Marion, Putnam and Suwannee Counties, Florida and their associated springs can be added by Task Force staff without the need for additional assistance from the proposer.
11. The Level 2 spring pages shall be designed so that any of the Task Force member counties and associated springs can be deleted or, preferably, hidden from view, without the need for additional assistance from the proposer.
12. Level 2 web pages to consist of:
  - a. Spring name, spring magnitude (1st, 2nd, 3rd, other);
  - b. A photo or series of photos of the spring;
  - c. A Youtube video or similar video, as appropriate;
  - d. An option for obtaining driving directions to the spring from the user's location;
  - e. A detailed spring map as described in C, below;
  - f. A narrative description of the spring and its associated facilities as described in D, below;
  - g. An option to download a printable PDF guide for the spring which contains all of the information in items a through f above;
  - h. Message boards for user comments regarding the trail/route; and
  - i. A user-based rating system for the spring using a 1 (lowest score) to 5 (highest score) rating system.

C. Each Level 2 spring map shall contain the following.

1. A spring map consisting of the selected spring and its associated spring run, if any, overlaid on an existing base map such as Google maps. The inclusion of a scale and the ability for the user to alter the scale as presented on the web page (ability to zoom in and out). The map should identify nearby cities, roads and natural features such as, but not limited to, springs, parks, forests, conservation areas, rivers and lakes. The map should include an option for the user to switch between map and satellite views. The downloadable PDF guide to the spring shall also include the spring map.
2. The following items should be identified on each spring map: parking; trails; trailheads; restrooms; picnic facilities, snack bars, restaurants, dive shop, hotel, campground, and recreational vehicle park; nearby facilities such as restaurants; lodging (hotels/motels/recreational vehicle and tent campgrounds, and bed & breakfasts); nearby photo opportunities; and similar items.

- D. The Level 2 spring description should identify the following information,
1. Spring name, address, telephone number, website, and email address where available.
  2. The environmental/geographical setting of the spring.
  3. Availability and Hours of Operation: Daily, Seasonal, Weekly, or Weekend-only.
  4. Admission costs, which may be described as a price range using dollar symbols such as 0 = Free, \$ = Low, \$\$, moderate, \$\$\$ = high, and availability of discounts such as American Association of Retired Persons and state parks annual pass.
  5. Links to blogs on the Task Force website, as applicable, which discuss the spring.
  6. Swim attire requirements (i.e., swim attire mandatory or swim attire optional).
  7. Whether scuba diving allowed.
  8. Whether dogs are allowed.
  9. Availability of a public bathhouse, lockers, showers and towel/robe rentals.
  10. If cabins, campsites and/or recreational vehicle parks are provided, the number of cabins, campsites, and recreational vehicle sites, availability of hook-ups for recreational vehicles, seasons of operation for camping, and the type and availability of restrooms/bath houses.
  11. A determination as to whether the spring is family-friendly, especially regarding the appropriateness and safety of the facility for children under the age of six.
  12. Name and distance to nearby cities and towns.
  13. On-site activities such as biking, canoeing/rafting/kayaking, fishing, tubing, and, swimming.
  14. Availability of rentals, including but not limited to bicycles, canoes, kayaks and tubes.
  15. Include links for nearby outdoor activities, places to eat and places to sleep.
  16. Points of interest near the spring including, nearby outdoor activities, restaurants, lodging, gas stations, shopping and photo opportunities.
- E. The Task Force Marketing Committee may consider alternatives to the development of Level 2 springs maps for the microsite and the printable PDF guide should such alternative methods result in an increased number of springs included in the Ultimate Springs Guide. Should the proposal exclude some or all Level 2 springs maps, it shall clearly describe the alternative presentation methods to be used for Level 2 springs and the additional number of springs to be included as a result of the alternative presentation methods compared to the number of springs which would otherwise be included if Level 2 maps are provided.

### **III. Digital Advertising Campaign**

The Original Florida Tourism Task Force seeks to drive substantial additional traffic to the organization's website, [naturalnorthflorida.com](http://naturalnorthflorida.com) through a geographically-targeted digital advertising campaign to increase awareness of tourist-oriented activities and resources located within the Natural North Florida region. The Task Force desires to target residents of specific metropolitan areas in which it attends tourist-oriented travel expos and shows. The digital advertising campaign shall place targeted advertisements to consumers in a minimum of five to a maximum of 13 metropolitan areas where Visit Natural North Florida is participating in travel shows. The digital advertisements shall highlight attractions and events within the region as well as highlighting the newly-revamped Visit Natural North Florida website.

The project shall focus on strategic purchases of advertising on social websites such as Facebook as well as websites oriented towards outdoor adventure travelers, recreational vehicles, paddling, fishing and similar recreational activities, provided that such advertisements are targeted to specific metropolitan areas. The selected proposer shall work with the Task Force Marketing Committee to design and implement the campaign, including publisher strategy, bidding strategy, keyword strategy, advertising strategy, as well as a measurement and evaluation strategy. As the campaign progresses, the selected proposer shall be responsible for monitoring campaign performance, analyzing click-thru patterns and making adjustments to the advertisement placements to maximize the volume of impressions and click-thrus to the Task Force website. Upon completion of the advertising campaign, analytics shall be provided by the selected proposer to determine the overall effectiveness of the campaign. The period of time of the campaign shall be the date of an executed contract between the selected proposer and the Task Force through December 31, 2016.

### **Scope of Work**

- A. The selected proposal must:
1. Demonstrate familiarity with the tourism products of The Original Florida Tourism Task Force and its member counties, the Task Force website and the Task Force Facebook page;
  2. Describe a digital advertising strategy which shall maximize impressions and conversions to the Task Force website and Facebook page;
  3. Demonstrate creative campaign design and implementation approaches;
  4. Identify the maximum number of metropolitan areas to be included in the Digital Advertising Campaign. Metropolitan areas shall be limited to Atlanta, Georgia; Berlin, Germany; Chicago, Illinois; Dallas, Texas; Detroit, Michigan; London, England; Madison, Wisconsin; Minneapolis, Minnesota; New York, New York; Philadelphia, Pennsylvania; Tampa, Florida; Toronto, Canada; and Washington, D.C; and
  5. Provide analytics, accessible by the Task Force, on campaign performance including:
    - a. Number of impressions, click-thrus and click-thru rates to the Task Force website for the duration of the campaign for each targeted Metropolitan Area;
    - b. Analytics of each ad displayed, including number of impressions, click-thrus and click-thru rates, frequency and display report listing web sites where the advertisement is being displayed/delivered; and
    - c. Task Force Marketing Committee Involvement. The selected proposer shall work with the Task Force Marketing Committee to design and implement the advertising campaign including ad strategy, publisher strategy and bidding strategy as applicable.
- B. The Task Force Marketing Committee shall approve:
1. The selected metropolitan areas;
  2. The websites on which the advertisements shall be displayed;
  3. The timing and length of time the advertisements shall run; and
  4. All advertisements prior to publication.
- C. The selected proposer shall provide to the Task Force Marketing Committee copies of all advertisements placed, the name of the websites on which they were placed the period of times that the advertisements were run.
- D. The Original Florida Tourism Task Force reserves the right to divert impressions to target another audience, web site, or metropolitan area throughout the campaign.

- E. Advertisements placed on social media and other websites should include photos from the region depicting tourism products, associated text, and a link to the Task Force website ([www.vnnf.org](http://www.vnnf.org)). All such advertisements shall be approved prior to placement by the Task Force Marketing Committee. Creativity is encouraged in the design of the advertisements.
- F. The selected proposer may use multiple ad exchanges and real time bidding to place display advertising, which may include mobile. The proposal shall specify the specific ad exchanges to be used.

**IV. General**

- A. The Original Florida Tourism Task Force is not liable for costs incurred by proposers prior to execution of a contract. All costs incurred as a result of this request for proposals, including travel and personnel costs, are the sole responsibility of the proposer.
- B. The selected proposer shall be expected to work closely with the Task Force Marketing Committee as well as Task Force staff through all phases of the project, including but not limited to microsite testing prior to launch and the launch process. The selected proposer shall also be expected to work closely with the Task Force Marketing Committee with regards to the Digital Advertising Campaign, including but not limited to the selection of metropolitan areas, the design and development of the advertisements, and the selection of websites for publication of the advertisements.
- C. The microsities, including the code used to create the microsities as well as all content on the microsities, shall be exclusively owned by The Original Florida Tourism Task Force. All content produced for the Digital Advertising Campaign shall be exclusively owned by The Original Florida Tourism Task Force.
- D. In addition to the items listed herein, the Original Florida Tourism Task Force shall give consideration to other concepts for developing the microsities and the Digital Advertising Campaign. Proposers are therefore encouraged to present other concepts and features not contained herein.
  - 1. The budget for the Ultimate Bicycle Guide is a maximum of \$36,000.
  - 2. The budget for the Ultimate Springs Guide is a maximum of \$12,000.
  - 3. The budget for the Digital Advertising Campaign is a maximum of \$13,000.
- E. On execution of a contract between the selected proposer and The Original Florida Tourism Task Force, The Original Florida Tourism Task Force shall make one payment for the completion of a draft Ultimate Bicycle Guide microsite and PDF guides and a final payment for completion of the final Ultimate Bicycle Guide microsite, PDF guides and 1,000 printed copies of the printed PDF guide; one payment for a draft Ultimate Springs Guide microsite and draft PDF guides as well as one payment for a final Ultimate Springs Guide microsite and PDF guides; and quarterly payments for the Digital Advertising Campaign to the selected proposer. All payments for the project shall be as specified by contract between The Original Florida Tourism Task Force and the selected proposer.

**V. Responses**

If you would like to respond to this Request for Proposals, please provide the following:

- A. A description of how the above scope of work shall be implemented for the project.
- B. An explanation of coordination and communication with The Original Florida Tourism Task Force throughout the development and implementation of the project.
- C. A detailed implementation timeline for the project.
- D. A complete proposal summary page for each project covering each item, their costs and/or a total overall cost for the project.

- E. A description of your company, the year it was founded, and information about your philosophy for successful web design and marketing.
- F. A list of previous/current clients in the travel and tourism sector and a description of the work you have performed for them, to include success stories and statistics demonstrating the impact of your services. Please provide relevant Uniform Resource Locators (URLs).
- G. An organization chart naming the key players in your organization, their professional backgrounds and areas of expertise.
- H. Specifically state which staff would be assigned to manage The Original Florida Tourism Task Force account.
- I. Describe the specific expertise you offer in each of the following areas:
  - 1. Interactive bicycle trail/route website design and development;
  - 2. Printed bicycle trail/route guide development;
  - 3. Interactive springs guide development; and
  - 4. Geographically-targeted digital advertising campaigns.
- J. With regard to microsite testing, please describe the microsite testing and approval process.
- K. Three letters of reference from clients familiar with your website development, bicycle trail/route guide development, springs guide development and digital advertising capabilities.
- L. A list of all subcontracted vendors and third-party software to be included in the proposed project, including a description of your work experience with them and the specific role each shall have in the project.
- M. Project budget.
- N. Any terms and conditions that might affect the project.
- O. For on-going support for the microsite including but not limited to monthly maintenance, project fees and administration fees, if any. Please list any other anticipated fees.

**VI. Ranking and Selection Criteria**

Preliminary Ranking: All proposals received shall be reviewed and ranked by the Task Force Marketing Committee using the following criteria based upon a total of 100 points, as follows:

(a) capacity to complete the work by December 31, 2016 (25 points); (b) past experience with the development and maintenance of tourism- and bicycle trail-oriented websites, springs-oriented websites and digital advertising geographically-targeted campaigns (25 points); (c) quality of proposal and ability to implement items listed under Scope of Work as well as other proposed features not contained herein (40 points); and (d) three letters of reference (10 points). The total score from these criteria shall be used to establish the rank order for the selection of the proposals by Task Force Marketing Committee members. The rankings, as established by the individual Task Force Marketing Committee members, shall be combined to result in a Task Force Marketing Committee ranking of proposers based on the average rank order of proposals assigned by individual Task Force Marketing Committee members, not the total number of points assigned by individual Task Force Marketing Committee members.

Final Ranking: Unless oral presentations are requested by the Task Force Marketing Committee, the Preliminary Ranking shall be the Final Ranking. Should the Task Force Marketing Committee request oral presentations from the highest-ranking proposers, the finalists shall be re-reviewed and re-ranked after the oral presentations by the Task Force Marketing Committee using the same criteria and method used for the Preliminary Ranking.

An attempt shall be made to reach an agreement with the highest ranking proposer, the second highest, and so on until a satisfactory agreement is reached.

**Responses are due by 5:00 p.m. Eastern Daylight Savings Time, April 29, 2016.**

Submit two hard (paper) copies of your proposal in writing to:

2016 Marketing Project Proposal  
c/o Scott R. Koons, Executive Director  
The Original Florida Tourism Task Force  
2009 NW 67th Place  
Gainesville, Florida 32653-1603

Electronic and facsimile copies shall not be accepted.

A maximum of three finalists shall be selected from submitted proposals and may be requested to give oral presentations.

If you have any questions concerning the request for proposals, please contact Steven Dopp, Senior Planner, by email at [dopp@ncfrpc.org](mailto:dopp@ncfrpc.org) or by telephone at 352.955.2200, extension 109.