

The Original Florida Tourism Task Force

2009 NW 67th Place
Gainesville, FL 32653-1603

Request for Proposals

The Original Florida Tourism Task Force 2019 Marketing Project

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, Hamilton County, Jefferson County, Lafayette County, Levy County, Madison County, Suwannee County, Taylor County, Union County and Wakulla County. The Task Force seeks to promote natural, historic and cultural attractions of the 14-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 two products which together comprise The Original Florida Tourism Task Force 2019 Marketing Project:

- I. Website hosting and maintenance of its existing Wordpress website, naturalnorthflorida.com, for a one-year period beginning January 18, 2019;
- II. Enhancements to the existing Task Force Wordpress website to allow the website administrator to create additional topic center landing main pages and sub-pages; to allow the website administrator to modify existing and new topic-centered landing main pages and sub-pages; to allow the website administrator to use either the current default image or a different image in thumbnails, and; to allow users to save their travel itineraries created using the existing website travel planner.
- III. A geographically-targeted digital advertising campaign, referred to as the Digital Advertising Campaign.

I. Website Hosting and Maintenance

The selected proposer will provide hosting and maintenance services to the existing Task Force website, vnnf.org.

Scope of Work

The prepaid hosting and maintenance period begins January 18, 2019 and ends January 17, 2020.

The proposer will provide hosting services with 99.9% uptime.

Third party hosting may be used for the Task Force website. If relying on a third party, the proposal shall identify the third party.

Periodically, Wordpress and associated plugins used by the Task Force website are to be updated to the latest versions (approximately once per quarter). The proposal must identify the frequency of update to Wordpress and the associated plugins.

The proposal must identify developmental hours per quarter for the website. The developmental hours are primarily to be used for routine maintenance.

The Task Force website will be backed up on a regular basis. The proposal shall identify the frequency of the database backup (posts, pages, Wordpress setting/options and post comments) as well as the frequency of full backups (content, theme files and images).

II. Website Enhancements

The selected proposer will modify the Task Force website to allow the Task Force website administrator, using the Administrator page(s) of the website, to create, modify, or delete Topic-Centered Landing Pages for its Things to Do, Places to Eat and Places to Stay headings/categories.

Topic-Centered Landing Pages

- A. The main pages shall be designed similar to the existing Florida State Parks topic-centered landing main page and subpages of the Task Force website (see <https://www.naturalnorthflorida.com/florida-state-parks/>). The main page will consist of a header section featuring a pin map of attractions applicable to the topic, a text section and a featured graphic image, the ability to feature a YouTube Playlist from the Task Force YouTube Playlists, a counter bar featuring quantitative data applicable to the topic, a section which displays thumbnails and links to blogs applicable to the topic, a section which displays events applicable to the topic, a section which displays thumbnails containing graphic images of the pins displayed in the Google header row pin map, a section which displays a downloadable app (including text and photo), and a footer section containing the same links and graphic images as the existing footer section of the Task Force website.
- B. The sub-pages shall be designed similar to the existing Dudley Farm Historic State Park topic-centered landing sub-page of the Task Force website (see <https://www.naturalnorthflorida.com/things-to-do/dudley-farm-historic-state-park/>).

The sub-pages will consist of:

1. A header section featuring, at the option of the website administrator;
 - a. Either a Google pin map featuring the pin of the selected attraction (in this example, Dudley Farm Historic State Park) with the ability for users to then select and view nearby attractions/pins located within a 30-mile radius of the pin of the selected attraction (see the header section map <https://www.naturalnorthflorida.com/cedar-key/>, and select Cedar Key Points of Interest); or
 - b. A graphic image.
 2. A text section with a featured graphic image;
 3. A YouTube video; and
 4. A footer section containing the same links and graphic images as the existing footer section of the Task Force website.
- C. The Posts, Events and Natural North Florida administration sections of the administration page of the website shall be modified to easily allow the website administrator to assign applicable blogs, attractions and events to topic centered landing main pages so that thumbnails of these items appear on the selected topic-centered landing main pages.
- D. The administration page of the website shall be modified to easily allow the Website Administrator to link Topic-Centered Landing Pages to the Things to Do, Places to Eat, and Places to Stay tabs of the header menu of the Task Force website.

Thumbnails

The administration page of the website shall be modified to easily allow the Website Administrator to use either the default thumbnail image or to select an alternative image for all thumbnails displayed on the website.

Travel Planner

The travel planner section of the website home page shall be modified to allow users to save their travel itineraries created through use of their email address and/or password. The itineraries will be saved for a period of up to six months to one year before automatic deletion.

III. Digital Advertising Campaign

The Task Force seeks to drive substantial additional traffic to the organization's website, naturalnorthflorida.com, and to drive consumers to the Task Force booth at various travel shows at which it is exhibiting through a geographically-targeted digital advertising campaign to increase awareness of tourist-oriented activities and resources located within the Natural North Florida region. Therefore, the digital advertising campaign will consist of three phases.

In Phase 1, the Task Force desires to target residents of specific metropolitan areas in which it exhibits at tourist-oriented domestic travel expos and shows. The digital advertisements should highlight activities, attractions and events within Natural North Florida to drive viewers to the Task Force website.

In Phase 2, the Task Force desires to target residents of specific metropolitan areas and/or states in which it exhibits at tourist-oriented international travel expos and shows. The digital advertisements should highlight activities, attractions and events within Natural North Florida to drive viewers to the Task Force website.

In Phase 3, the Task Force also desires to target residents of specific metropolitan areas within the state of Florida. The digital advertisements should highlight activities, attractions and events within Natural North Florida to drive viewers to the Task Force website

The digital advertising campaign should 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 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, 2019.

For Phase 1, the selected domestic travel shows, metropolitan areas, and time periods of the shows are, as follows:

Show Name	Show Dates
Georgia RV and Camping Show	September 14-16, 2018
<u>Atlanta Camping & RV Show</u>	<u>January 25 - 27, 2019</u>
<u>Nashville RV Supershow</u>	<u>January 25 - 27, 2019</u>
New York Times Travel Show	January 25 - 27, 2019
<u>Houston RV Show</u>	<u>February 6 - 10, 2019</u>
<u>Chicago RV and Camping Show</u>	<u>February 7 - 10, 2019</u>
Boston Travel and Adventure Show	February 9 - 10, 2019
<u>Canoecopia</u>	<u>March 8 - 10, 2019</u>
Philadelphia Travel and Adventure Show	March 9 - 10, 2019
Washington DC Travel and Adventure Show	March 16 - 17, 2019
Midwest Mountaineering Spring Expo	April 26 - 28, 2019
Bike Expo New York	May 3 - 4, 2019

For Phase 2, the selected international travel shows, metropolitan areas, and time periods of the shows are, as follows:

Show Name	Show Dates
Boot Dusseldorf	January 19 - 27, 2019
London Times Destinations Show	Jan 31 - Feb 3, 2019
F.re.e Messe Munich	February 20 - 24, 2019
Toronto Outdoor Adventure Show	February 22 - 24, 2019
Ottawa Outdoor and Travel Adventure Show	April 6 - 7, 2019

For Phase 3, the selected proposer will consult with the Task Force regarding the selection of metropolitan areas.

The phases may be conducted simultaneously.

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 maximizes 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; and
 - 5. Provide analytics every three months to 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 and/or state;
 - b. Analytics of each advertisement displayed, including number of impressions, click-thrus and click-thru rates, frequency and display report listing websites where the advertisement is being displayed/delivered; and
 - 6. Task Force Involvement. The selected proposer shall work with the Task Force to design and implement the advertising campaign, including advertising strategy, publisher strategy and bidding strategy as applicable.
- B. The Task Force shall approve:
 - 1. The websites on which the advertisements shall be displayed;
 - 2. The timing and length of time the advertisements shall run; and
 - 3. All advertisements prior to publication.
- C. The selected proposer shall provide to the Task Force copies of all advertisements placed, the name of the websites on which they were placed and the period of times that the advertisements were run.
- D. The Task Force reserves the right to divert impressions to target another audience, website, metropolitan or state area throughout the campaign.

- E. Advertisements placed on social media and other websites should include photographs from the region depicting tourism products, associated text, and a link to the Task Force website (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 advertisement exchanges and real time bidding to place display advertising, which may include mobile. The proposal shall specify the specific advertisement exchanges to be used.

III. General

- A. The 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 work closely with the Task Force regarding 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 Task Force website, including the code used for changes to the website, as well as all content on the website, shall be exclusively owned by the Task Force. All content produced for the Digital Advertising Campaign shall be exclusively owned by the Task Force.
- D. In addition to the items described herein, the Task Force shall give consideration to other concepts for the Digital Advertising Campaign. Proposers are therefore encouraged to present other concepts and features not contained herein.
 - 1. The budget for Website Hosting and Maintenance is a maximum of \$6,000.
 - 2. The budget for Website Enhancements is a maximum of \$10,000.
 - 3. The budget for the Digital Advertising Campaign is a maximum of \$21,500.
- E. Upon execution of a contract between the selected proposer and the Task Force, the Task Force shall make one payment of \$6,000 for Website Hosting and Maintenance during the first quarter of the 2019 calendar year; one partial payment of \$5,000 during the first quarter of the 2019 calendar year for Website Enhancements and one final payment of \$5,000 after completion and acceptance of the Website Enhancements by the Task Force; and one partial payment of \$8,750 for the Digital Advertising Campaign after the completion of Phase 1 and submittal of a Phase 1 campaign report; one partial payment of \$4,000 after the completion of Phase 2 of the Digital Advertising Campaign and submittal of a Phase 2 campaign report; and one final payment of \$8,750 after the completion of Phase 3 of the Digital Advertising Campaign and submittal of the final campaign report. All payments for the project shall be as specified by contract between the Task Force and the selected proposer.

IV. 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 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, for each project cost 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 Internet 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 Task Force account.
- I. Describe the specific expertise your organization offers in each of the following areas:
 - 1. Website hosting and maintenance; and
 - 2. Geographically-targeted digital advertising campaigns for destination marketing organizations.
- J. Three letters of reference from clients familiar with your website development and digital advertising capabilities.
- K. 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.
- L. Project budget.
- M. Any terms and conditions that might affect the project.
- N. For on-going support for Website Hosting and Maintenance, please list any project fees and administration fees, if any. Please list any other anticipated fees.

V. 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, 2019 (25 points); (b) past experience with tourism-oriented digital advertising 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 (25 points); and (d) commitment to provide maintenance and support for maintenance and hosting of the Task Force website (25 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 Standard Time, December 31, 2018.

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

2019 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 or by telephone at 352.955.2200, extension 109.