

MARKETING & PUBLIC RELATIONS RFQ

ADDENDUM 1 – 07/26/2018

Response to inquiries received to date on Marketing & Public Relations RFQ.

1. What is the annual budget?
 - a. Our FY19 Budget will be roughly \$2M. This is not the norm; it includes a potential capital expenditure for the purchase of our facility. A standard year budget is between \$1.2M and \$1.4M.
 - b. The portion of our budget directed to marketing has been about 65% annually.
 - i. “Marketing” includes all promotional activities – print, digital, social, tv, radio, billboard, event grant sponsorships, FAM tours, Brand Activations, etc.
 - c. This previously included monthly account management fees. Collectively, Marketing, Public Relations & Social Media was \$186,000 annually. In 2017 we took Social Media in-house and that dropped account management fees to \$129,600.
 - d. With a total of \$700K-\$800K for marketing, spending 18%-25% on account management fees is not feasible. There will be a preference for payment structures without blanket account management fees.
2. Yes, we are a brand new DMO. (We are not Visit Panama City Beach.)
 - a. We are the newest DMO of Florida. We were legally created in 2014; tourist development tax collection began January 2015. Staff was hired in October 2015.
 - b. A Tourism Report identifying opportunities and assets was adopted in December 2015. Here is the link to that report: <https://www.pcgov.org/533/tourism-development-economic-opportunity-study>
 - c. Our URL is here: <https://destinationpanamacity.com/>
3. The RFQ references “airport marketing”; what doesn’t that mean?
 - a. Our Northwest Florida Beaches Airport was the first airport built in the United States after the 9/11 tragedy. Our airport code is ECP. We had a different airport at a different location – the new airport has surpassed the expected growth that was anticipated and has added multiple direct flights and welcomed American Airlines just this year. We work closely with not only the airport and other economic development agencies to ensure we are targeting the appropriate areas in complimentary fashion.