2022

DESTINATION
PANAMA CITY
FLORIDA

REQUEST FOR QUALIFICATIONS

MARKETING / CREATIVE / MEDIA BUYING

To: Interested Agencies
Attached is a request for qualifications (RFQ) to provide marketing / creative / media buying services for Destination Panama City. The contract term for the services will commence on January 1, 2023, for a period of twenty-four months, with two one-year extensions possible.

This RFQ is being sent to all interested firms who can demonstrate the necessary experience and the capability to handle a program of the size, scope and complexity of the marketing / creative / media buying services of Destination Panama City.

The selection process is identified on page 6 of the attached RFQ.

Request for Qualification submittals must be received into the Destination Panama City Visitor's Center office no later than September 14, 2022 at 3PM Central Time. Late submissions will not be considered. Please submit one (1) original and ten (10) copies to:

Jennifer M. Vigil, President & CEO
Destination Panama City
101 West Beach Drive, Panama City, FL 32401

DESTINATION PANAMA CITY

MARKETING & PUBLIC RELATIONS SERVICES – REQUEST FOR QUALIFICATIONS

Destination Panama City (PCCDC) requests you provide a written presentation outlining your firm's qualifications for marketing / creative / media buying services.

BACKGROUND

Destination Panama City (PCCDC) was formed as a not-for-profit corporation to provide destination sales, marketing and promotional services for the Panama City Tourist Tax District. Annually, the budget and program of work outline Destination Panama City's plans to attract tourists through marketing research, advertising and public relations efforts, as well as through both conducting and supporting special events, and developing or assisting in the development of capital projects whose predominate purpose is the attraction of tourists.

Each respondent shall furnish the information required in the Scope of Services and in the Response Format of submittal and each accompanying sheet thereof on which an entry is made. Responses submitted in any other format may be rejected at the sole discretion of Destination Panama City.

It is the respondent's responsibility to assure that the responses are received to the Destination Panama City Visitor's Center office, 101 West Beach Drive, Panama City, FL 32401, no later than the closing deadline state on the Request for Qualifications cover page. Any responses received after the closing deadline will not be accepted or considered. No telegraphic or facsimile responses will be considered.

All responses must be submitted with one (1) original and ten (10) copies. This includes specifically the Request for Qualifications cover page, the signature section and any section on which annotations are required or exceptions are taken, and any supporting documentation or literature being submitted with the response.

It will be the responsibility of the respondent to contact Destination Panama City office prior to submitting a response to ascertain if any addenda have been issued, to obtain all such addenda, and to return executed addenda with their response.

The Contractor will report directly to President / CEO on their activities in accordance with other policy. Contractors will be required to present updated materials, ideas and designs to the Destination Panama City Board of Directors at each quarterly meeting. President / CEO will communicate any changes to the scheduled board meeting to the Contractor.

The Contractor will assume responsibility for the performance of all required services, whether or not subcontractors are involved. Destination Panama City will consider the Contractor to be the sole point of contact with regard to all materials and will not maintain contacts with any subcontractors. The Contractor will specify any subcontractors it intends to use and what their function(s) will be.

All materials, ideas, designs and layouts developed for Destination Panama City under this contract are the property of Destination Panama City and may not be used for any other purpose without prior written consent and will remain the sole property of Destination Panama City regardless of termination of services for any reason. If subcontractors are used, the Contractor shall obtain all necessary release to assure all materials, ideas and layouts are the property of Destination Panama City.

RESPONSE AND SIGNATURE SECTION

Destination Panama City reserves the right to reject any or all responses, without recourse, to waive technicalities or to accept the response which in its judgement best serves the interest of Destination Panama City. Cost of submittal of responses is considered an operational cost of respondents and shall not be passed on to or be borne by Destination Panama City.

Destination Panama City reserves the right to request any additional information needed for clarification from any respondent(s) during the evaluation period of the responses.

Failure to comply with these instructions may be cause of disqualification of your response.

Firm Date

Authorized Signature

Print Name and Title

RFQ responses and any questions regarding this RFQ should be addressed and submitted to:

Jennifer M. Vigil, President / CEO
Destination Panama City
101 West Beach Drive
Panama City, FL 32401
850.215.1700

It is the intent and purpose of Destination Panama City that this RFQ procedure promotes competition. It shall be the responsibility of responding parties (respondents) to advise Destination Panama City at the address noted above, if any language, requirements, etc., or any combination thereof, inadvertently restricts or limits the requirements stated in the RFQ to a single source. Such notification must be submitted in writing and must be received by Destination Panama City no later than ten (10) days prior to the closing date.

GENERAL PROVISIONS

Any contract resulting from this RFQ is deemed effective only to the extent of funds available, and shall contain the following provisions. At the time of contracting services, materials, equipment, or other items, other provisions may be added as determined by Destination Panama City.

Bay County and Destination Panama City do not require occupational licenses unless located within the City limits of Panama City. However, respondents must provide a current Department of Business and Professional Regulation license or certification, if such are required by Florida Law to provide the desired services, materials, equipment, or other items.

Any permits, licenses, or fees required will be the responsibility of respondent and no separate payment will be made for same.

All documents and other materials made or received in conjunction with this project will be subject to the public records disclosure requirements of Chapter 119 Florida Statutes, unless exempted therein. Responses will become part of the public domain upon opening and Respondents shall not submit information or pages either marked "proprietary" or otherwise restricted in any way.

Special Provision – There is one (1) attachment to this RFQ and is to be attached with the completed RFQ by respondent. **Attachment A – Insurance and Risk Management Requirements**

SCOPE OF SERVICES

The purpose of the RFQ is to obtain the service of an agency qualified to handle the Destination Panama City account. Destination Panama City is seeking a full service marketing / creative / media buying firm with extensive experience in destination marketing.

Advertising, promotions and public relation efforts are targeted to, but not limited to, major domestic markets throughout North America, Canada, Central America, and other emerging international markets.

The selected Contractor shall be the principal provider and / or advisor to Destination Panama City for the following related services:

1. Creation and development of creative advertising strategy and overall advertising campaign
2. Production and execution of advertising campaign
3. Evaluation of advertising (creative) campaign
4. Provide strategic recommendations / input to Destination Panama City annual media plan
5. Media planning and buying - non local only
6. Create advertising components that are consistent with print, digital, television, radio, and social media platforms.
7. Other related advertising / marketing related activities as directed.

Destination Panama City requires unique, innovative concepts, and strategies that will produce quantifiable results.

The selected Contractor will work with Destination Panama City staff and should be able to suggest strategies to expand the impact of the branding and marketing campaign while allowing for the broadest possible exposure. Such strategies may include maximizing the usage of cooperative advertising as well as identifying promotional and earned media opportunities.

It is the intentions of Destination Panama City to have the selected Contractor explore possible joint-advertising programs which would pair Destination Panama City with travel-related advertisers such as, but not limited to, airline companies, automobile rental companies, consumer goods / corporate companies, and other hospitality-related ventures.

TERMS OF AGREEMENT

The term of this agreement is for two years, commencing January 1, 2023, with two additional one-year extensions (if approved).

TERMINATION AND NON-APPROPRIATION

Termination – Either party may terminate this agreement for failure of the other to fully perform a material obligation or covenant herein upon giving the non-performing party sixty (60) days notice.

Non-Appropriation – Performance of Destination Panama City of its obligations under this Agreement shall be subject to and contingent upon the monies from the tourist development tax collected in the Panama City Tourism Tax District being lawfully available appropriated and contracted to it by the Board of County Commissioners of Bay County, Florida, for such purposes. If at any time, or for any reason, these funds are not available, this agreement will be immediately terminated without penalty or future obligation.

RESPONSE FORMAT

The response must be submitted on 8.5" x 11" paper, numbered, typed, with headings, sections and sub-sections identified appropriately. The response must be divided into sections, with references to sections of this RQ made on a section number / paragraphed number basis.

All respondents shall submit all required information at the time of the submission of responses. Failure to provide the required information will affect the evaluation of the response.

1. Transmittal Letter
    a. The letter must be on official business letterhead of the organization proposing to become the Contractor. The letter is to transmit the Request for Qualifications and shall identify all material and enclosures being forwarded.
2. Organization Ownership and Management
    a. Provide the name, address, and telephone number of the legal entity with whom the contract will be written and all trade names used.

b. Provide the name, address, and telephone numbers of the organization's principal officers and other owners as well as subcontractors identified in the proposal.
c. Identify type of business (sole proprietorship, partnership, corporation, etc.).
d. If Contractor is a corporation, provide copy of the certification from Florida Secretary of State verifying Contractor's status and good standings must be provided; and in the case of out-of-state corporation, evidence of authority to do business in the State of Florida.
e. Provide FEIN (Federal Employer Identification Number) of respondent or SSNs (Social Security Number) in the case of sole proprietorship or partnerships.

3. Organization's Structure and Experience
    a. Provide an organizational chart of the organization, including contact points between the organization and Destination Panama City. Include all subcontractors to be employed on the project.
    b. Disclose the organization's total number of employees, both full and part time.
    c. Provide a short history of the organization and include a history of subcontractors to be employed on these projects.
    d. Disclose the name(s) of the person(s) in the organization management who will work on the account and how much of his or her time will be spent on the account.
    e. Provide a summary noting the qualifications and experience of each person who will work on the account as well as any subcontractors.
    f. Provide hours of operation and staffing availability.
    g. Describe the organization's experience in tourism, or directly related field. Include tourism experience of all subcontractors.
    h. Identify any accounts the organization is handling which may be perceived to be in competition with Destination Panama City or which may pose a conflict of interest.
    i. Provide examples of work developed by your creative team in each medium: print (magazine & newspaper), television, radio, collateral, digital, social, and interactive media. This information should include standard objectives, target audience, strategy and results of each medium.
    j. Describe the organizations' experience relative to promotion / marketing / advertising media buying in international markets, specifically Canada and Central America.
    k. Describe any experience in working with airlines and announcing new airline routes for an airport, if any.
    l. Any additional information that respondent considers pertinent for consideration should be included in a separate section of the response.
4. Proximity to and familiarity with the City of Panama City, Florida
    a. Describe familiarity with the City of Panama City, Florida
    b. Identify travel times / airline availability for travel to the City of Panama City, Florida that would be used by respondent to demonstrate accessibility to the destination for business purposes.
5. Client Information for each Area of Concentration (Account Management & Planning, Creative, Media Buying, Analytics)

a. List your current clients in declining order of size and the years you have worked for them.
b. Name the two most recent past clients. Have any of these terminations been due to agency non-performance? If so, explain.
c. Provide names of any travel / tourism clients you now serve in any organization's office.
d. Provide a list of accounts gained in the past two years and comment on why your organization was chosen to service these new accounts.

6. Billing
    a. Provide methodology and options for pricing all projects that may be assigned through the contract term as it relates individually to advertising, creative, public relations, marketing services, planning and account management.
    b. Identify percent (%) commission on media buys.
7. Additional Information
    a. Any additional information that respondent considers pertinent for consideration should be included in a separate section.

CONSIDERATION OF RESPONSES AND EVALUATION

SELECTION PROCESS

Destination Panama City President /CEO will receive responses from potential respondents in response to RFQ. Based on the responses to the criteria listed in the RFQ, the President / CEO will short list respondents for further consideration.

The short-listed respondents may be invited to make formal presentation(s) at specific time and place. Those respondents invited to make formal presentation will be asked to present samples of existing work, ideas and attitudes towards handling of this account, and specific concepts to achieve the maximum return possible.

Destination Panama City President / CEO, Chairman and Vice Chairman will evaluate the responses. Presentations, if requested, may be made during the monthly partner engagement meeting and/or before the Destination Panama City Board of Directors. The DPC Board of Directors will rank the respondents with whom negotiations shall be pursued, and engage in negotiations beginning with the most responsive / responsible respondent until a mutually agreeable contract is reached with one of the ranked respondents, until a proposed contract may be recommended by the President / CEO to the DPC Board of Directors for approval.

ATTACHMENT A – INSURANCE AND RISK MANAGEMENT REQUIREMENTS

DESTINATION PANAMA CITY DEFINED

The term Destination Panama City (wherever it may appear) is defined to mean the Panama City Community Development Council itself, its Board of Directors, Charter Officers, to the extent of their interests, and officers, employees, volunteers, representatives, and agents thereof.

RESPONDENT DEFINED

The term respondent means the person or entity which is a respondent to this Request for Qualifications, any subsidiaries or affiliates, officers, employees, volunteers, representatives, agents, consultants, and sub-consultants.

INSURANCE

Respondent shall provide the following described insurance, except for coverage specifically waived by the County, on policies with insurers acceptable to the County.

The insurance requirements shall not limit the liability of the respondent. Destination Panama City does not represent that these types and amounts of insurance are sufficient or adequate to protect respondent's interests or liabilities, but are merely minimums.

Except for Workers' Compensation and Professional Liability, respondent's insurance policies shall be endorsed to name Destination Panama City (PCCDC) as an additional insured to the extent of the County's interests arising from any contract or agreement between Destination Panama City and respondent.

Except for Workers' Compensation respondent waives its right of recovery against Destination Panama City or the County to the extent permitted by its insurance policy limits.

Respondent shall request that its insurers' policies include or be endorsed to include a severability of interest / cross liability provision so Destination Panama City will be treated as if a separate policy were in existence without increasing policy limits.

Respondent's deductible / self-insured retention shall be disclosed to Destination Panama City and the County and may be disapproved by Destination Panama City. They shall be reduced or eliminated at the option of Destination Panama City.

WORKERS' COMPENSATION COVERAGE

Respondent shall purchase and maintain Workers' Compensation insurance for all Workers' Compensation obligations imposed by State law and employers' liability limits at least $100,000 each accident, and $100,000 each employee / $100,000 policy limit for disease. Respondent shall also purchase any other coverage required by law for the benefit of employees.

GENERAL, AUTOMOBILE AND EXCESS OR UMBRELLA LIABILITY COVERAGE

Respondent shall purchase and maintain coverage on forms no more restrictive than the latest additions of the Commercial General Liability and Business Auto policies of the Insurance Services Office.

Minimum limits of $1,000,000 per occurrence for all liability, with the exception of automobile(s), must be provided, with excess or umbrella insurance making up the difference, if any, between the policy limits of underlying policies(including employers liability required in the Workers' Compensation Coverage section) and the amount of coverage required.

Commercial General Liability. A policy including, but not limited to, comprehensive general liability including bodily injury, personal injury, property damage in the amount of a combined single limit of not less than $1,000,000. Coverage shall be provided on an occurrence basis.

BUSINESS AUTO LIABILITY

Minimum amounts of $500,000 per occurrence for Business Auto Liability coverage is to include bodily injury and property damage arising out of operation, maintenance or use of any auto, including owned, non-owned, and hired automobiles, and employee non-ownership use.

WATERCRAFT / AIRCRAFT LIABILITY

If respondent(s) provision of services involves utilization of watercraft or aircraft, watercraft and / or aircraft liability coverage must be provided to include bodily injury and property damage arising out of ownership, maintenance or use of any watercraft or aircraft including owned, non-owned, and hired.

EXCESS OR UMBRELLA LIABILITY

Umbrellas Liability is preferred, but an excess liability equivalent may be allowed. Whichever type of coverage is provided, it shall not be more restrictive than the underlying insurance policy coverage.

PROFESSIONAL LIABILITY, MALPRACTICE AND / OR ERRORS OR OMISSIONS

Destination Panama City requires the following terms and types of insurance for professional, malpractice, and errors or omissions liability.

HOLD HARMLESS

Destination Panama City and the County shall be held harmless against all claims for bodily injury, sickness, disease, death or personal injury or damage to property or loss of use arising out of performance of any agreement or contract between Destination Panama City or the County and the respondent, unless such claims are a result of Destination Panama City or the County's own negligence.

PROFESSIONAL LIABILITY / ERRORS OR OMISSIONS

Respondent shall purchase and maintain professional liability or errors or omissions insurance with minimum limits of $1,000,000 per occurrence.

If a claim made form for coverage is provided, the retroactive date of coverage shall be no later than the inception date of claims made coverage, unless the prior was extended indefinitely to cover prior acts.

Coverage shall be extended beyond the policy year, either by a supplemental extended reporting period (ERP) of as great a duration as available, and with no less coverage and with reinstated aggregate limits; or by requiring that any new policy provide a retroactive date no later than the inception date of claims made coverage.

CERTIFICATES OF INSURANCE

Required insurance shall be documented in Certificates of Insurance which provide that Destination Panama City and the County shall be notified at least 30 days in advance of cancellation, non-renewal or adverse change.

New Certificates of Insurance are to be provided to Destination Panama City and the County at least 15 days prior to coverage renewals.