



Panama City Community Development Council, Inc. (PCCDC)  
dba Destination Panama City

Request for Proposals:  
Creative Agency, Task-Related Design Services

September 4, 2025

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## 1.0 RFP Overview

Destination Panama City is seeking proposals from qualified designers and design agencies to provide task-related design services on an as-needed basis throughout Fiscal Year 2026. The selected contractor(s) will support Destination Panama City's marketing, communications, and promotional initiatives by delivering high-quality creative design for both print and digital applications.

The services outlined in this Request for Proposals (RFP) may be awarded to one or multiple agencies/designers. Proposers may submit responses covering the full scope of services or may choose to submit for specific areas of expertise. Contracts awarded under this RFP will be for one fiscal year, with the option for up to two additional one-year extensions at the discretion of Destination Panama City.

Compensation will be structured on a per-project or hourly basis, with payment issued upon completion of approved deliverables. The actual design services budget will vary from year to year and is subject to Destination Panama City's funding allocation, organizational priorities, and marketing strategies.

## 2.0 Destination Panama City Overview

Destination Panama City (PCCDC) was formed as a not-for-profit corporation to provide destination sales, marketing and promotional services for the **Panama City, Florida** 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. Our mission is to promote Panama City as a premier destination for visitors, fostering economic growth and enhancing the quality of life for residents.

To review our consumer website, please click [here](#).

Destination Panama City is a 501c6 funded by the tourist development tax collected within the city limits of **Panama City, Florida**. Catastrophically damaged by Category 5 Hurricane Michael in 2018, the destination remains in the rebuilding phase. With major amenities in varying stages of restoration, strategic alliances with tourism partners have helped sustain the destination brand through placemaking and storytelling. The selected agency will be expected to play a role in the development of campaigns and/or the creative executions that support Destination Panama City's initiatives.

Destination Panama City priorities include: elevating Panama City's status as a desired destination, sustaining and growing visitor volume to Panama City, Florida, increasing domestic and international market shares, and increasing length of stay, visitor spend, visit frequency, and visitor loyalty.

### 3.0 RFP Objectives

Destination Panama City is seeking one or more designers (design agencies) to provide professional design services that enhance the effectiveness of our marketing campaigns, events, and initiatives. Objectives include:

- Delivering creative design for print and digital marketing needs.
- Providing flexible hourly or project-based services on an as-needed basis.
- Ensuring design work aligns with established brand guidelines.
- Supporting campaign development with professional, high-quality design assets.
- Maintaining the ability to deliver quick-turn projects when required.

#### 4.0 Scope of Work

The selected Contractor(s) will provide a range of design services that may include, but are not limited to:

- Branding and identity updates
- Design of print collateral (guides, brochures, posters, signage, reports)
- Digital assets (social media graphics, email headers, web banners)
- Campaign creative (advertising assets, outdoor media/billboards, event promotions)
- Infographics, maps, and trail/itinerary graphics
- Event-specific creative materials
- As-needed creative support aligned with DPC's campaigns

Deliverables may include:

- Final press-ready and digital-ready files in appropriate formats
- Editable source files (Adobe Creative Suite)
- All ownership and full usage rights granted to DPC

## 5.0 RFP Schedule, Process, Questions & Answers

### Activity Dates:

- ✓ Announce Procurement: September 4, 2025
- ✓ Deadline for Questions to be Submitted: September 10, 2025
- ✓ Deadline for Response to Questions: September 12, 2025
- ✓ Proposals Due: September 19, 2025 (No later than 5PM CST)
- ✓ Evaluation by Destination Panama City Staff: September 20, 2025 – September 23, 2025
- ✓ Agency Selection / Notification: September 24, 2025

All inquiries should be directed to Destination Panama City, President and CEO, Jennifer Vigil, at [Jennifer@DestinationPanamaCity.com](mailto:Jennifer@DestinationPanamaCity.com) with Subject Line: Task-Related Design Services RFP Question

## 6.0 Proposal Format and Content

To ensure timely and fair consideration of your response, respondents are being asked to adhere to a specific response format. Proposals should be submitted as a PDF file.

Destination Panama City may ask clarifying questions and request additional information from respondents. Respondents are encouraged to read each section carefully and ensure proposals contain all requested information.

Proposal Section Content:

1. Authorization Letter and Signature
2. Table of Contents
3. Executive Summary
4. Proposer Overview (Section 6.1)
5. Availability and Capacity (Section 6.2)
6. Creative Services & Portfolio (Section 6.3)
7. Pricing (Section 7.0)

### 6.1 Agency Overview

- a. Company legal name
- b. Mailing address, main phone number, email address.
- c. Primary contact
- d. Team staff biographies
- e. Brief background of company. Include what makes your business qualified for this project.
- f. Provide at least two current campaigns developed and produced by the proposed team members.
- g. List any existing clients that could be deemed a conflict of interest to Destination Panama City (this includes all destination marketing organizations and tourism clients).
- h. Provide at least two contacts for current and former clients that Destination Panama City can contact.

### 6.2 Availability and Capacity

Proposers should outline their general availability and ability to manage multiple assignments. Include typical turnaround times for small, medium, and large projects, as well as the capacity to accommodate rush requests or simultaneous projects throughout the contract period.



### 6.3 Creative Services & Portfolio

Proposers should provide information and examples that demonstrate their creative capabilities. Submissions should include:

- A description of your creative process for developing design projects, from concept to final delivery. Identify any subcontractors or freelancers you may utilize.
- Sample timelines for different project types (e.g., print collateral, digital campaigns, event promotions), including expected turnaround for updates or refresh projects.
- At least three portfolio samples that highlight relevant experience in branding, print, digital, or campaign creative. Work for tourism, hospitality, or destination marketing clients is preferred.
- Samples of the creative portfolio will be evaluated as a measure of creative capabilities and quality.

## 7.0 Pricing Information

Respondents must provide a detailed description of pricing, including:

- Hourly rates by role/title
- Project-based pricing models
- Any applicable additional charges (rush, revisions, subcontracting)
- Discounted rates, if available

## 8.0 Evaluation Criteria

Destination Panama City President / CEO will receive responses to the RFQ. Based on the responses to the criteria listed in the RFQ, the President / CEO will evaluate respondents for consideration.

Proposals will be evaluated on:

- Qualifications and experience of the proposers – 25 points
- Quality and creativity of portfolio samples – 25 points
- Pricing and value – 20 points
- Availability to meet deadlines – 15 points
- References and client satisfaction – 15 points
- Additional points for local presence

## 9.0 RFP Terms and Conditions

This RFP does not constitute an offer by Destination Panama City to contract but represents a request for proposals. Costs incurred by agencies in responding to this RFP are borne by the agency. Destination Panama City reserves the right to reject any or all proposals and to award a contract based on the best interests of the organization.

### **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.

**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.

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.

**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:**

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.

## 10.0 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.

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Firm

Date

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Authorized Signature

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Print Name and Title

Please complete this page and include it in your submission.