



Leon County

Board of County Commissioners

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(850) 606-1600

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April 25, 2014

RE: RFP Title: Request for Proposals for Tourism Related Advertising, Promotional, & Public Relations Services for the Leon County Division of Tourism Development
RFP No: BC-05-06-14-28
Opening Date: Tuesday, May 6, 2014 at 2:00 p.m. Eastern Time

ADDENDUM #1

Dear Vendor:

This letter serves as Addendum #1 for the above referenced project. Questions submitted by vendors are answered in the attachment to this addendum for your consideration.

Acknowledgment of this addendum is required as part of your bid submittal. Failure to acknowledge this addendum may result in rejection of your bid.

Should you have any questions, feel free to call me at (850) 606-1600.

Sincerely,


Shelly Kelley, PMP
Purchasing Director

SWK

Enc.

Answers to Vendor Submitted Questions
RFP BC-05-06-14-28

Question #1: What challenges have been faced that could affect how the Leon County tourism brand is received?

- Answer:**
- In the past, visitation to Leon County was perceived as primarily on the Legislative Session and college football.
 - Leisure travel in Northwest Florida primarily focuses on traditional beach destinations.
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Question #2: What are the metrics associated with success for Leon County's travel promotion initiatives? What are the most important monthly KPIs you measure against?

Answer: Ultimately, success is based on monthly hotel occupancy and resort tax collections.

Other KPIs include measuring the intent to visit – web site traffic, accessing hotel and event pages, requesting visitor guides or signing up for email newsletters.

The Division tracks hotel occupancy, ADR, RevPAR, revenue and other lodging data through monthly STR Reports and contracts for quarterly studies reflecting economic impact and visitation to the county.

Question #3: What does the Leon County consider to be its primary target demographic and geographic audiences?

Answer: Primary geographic audience is Florida, secondary include Georgia and Alabama (see #6 for detail)

Demographic profile – high repeat rate (averaging 4.6 visits in the past two years), college graduate, HHI \$80K+, married, leisure vacation and VFR as primary reasons for the visit and 90% indicating Tallahassee as the primary destination

Question #4: Which State or even International DMO's do you consider a part of your competitive set? What were the key feeder/media markets for 2013 where Leon County conducted media blitz campaigns? What opportunities do you see to improve feeder market performance, overall and by specific markets?

Answer: Leon County competes with other Florida destinations for both resident and out-of-state travelers. "Beach" defines Florida's prevailing brand imagery and attitude through the state's promotional efforts.

Northwest Florida beach destinations are formidable competitors for Alabama and Georgia auto travelers.

Question #5: What markets currently make up the majority of your prospective traveler or business travel decision maker audiences and into which additional markets do you want to grow them?

Answer: Primary markets for generating visitors year round include Tampa, St. Petersburg, Orlando, Jacksonville, West Palm Beach, Miami, Fort Lauderdale, Mobile, Pensacola, Gainesville and Atlanta.

Most marketing activities have been focused within Florida DMAs.

Question #6: Was the catalyst for bringing this account into review based on the upcoming "Sunset" date for the current engagement? If not, what factors influenced Leon County to pursue this RFP process?

Answer: The sunset date.

Question #7: What is your anticipated spend of the overall budget (in percent) for earned media, traditional paid placements, social media and paid promotion materials online and overall travel promotions?

Answer: The following reflects current spending levels: Paid placements (65.5%), Digital (13%), Social Media (5.3%), PR/Earned Media (14.6%)

Question #8: Can you share the micro criteria for each one of your macro evaluation criteria areas?

Answer: There are not any micro criteria outside of what is stated in the solicitation document. The criteria are tied back to the scope and the submission requirements.

Question #9: What is the current mode of transportation of Leon County's new and existing visitors, how are they tracked? Do they traditionally travel/arrive by car, bus or plane?"

Answer: 80% drive, 18% air

Question #10: Question on financial requirements: Would you accept as valid a proposal that reserved the right to re-negotiate financial terms if selected?

Answer: Financial Terms will be negotiated with the top-ranked firms at the conclusion of the selection process.
