



## Greater Miami Convention & Visitors Bureau PR Agency RFP Questions July 29, 2024

Here is a synopsis of the questions and their answers for the PR Agency RFP. The PR RFP consists of the following lines of business: US, Canada, Local Lifestyle, Corporate Communications and Social Media. To streamline the information, we have consolidated duplicate questions and provided succinct answers. Questions that were not relevant at this stage have been omitted. The questions and answers are organized into the following categories:

- Budget Related
- Scope and Services
- Legal and Confidentiality
- PR Engagements and Influencer Relations
- Content and Creative Requirements
- Performance & Measurements
- Coverage & Results
- Administrative and Miscellaneous

### BUDGET-RELATED QUESTIONS

1. **What is the monthly agency fee budget? (Note: working dollars refers to out-of-pocket expenses)**

*Historically, the GMCVB has negotiated retainer fees based on the variability of the scope of work. The final retainer will depend on agreed upon work stream and deliverables.*

*The following are possible ranges for each line of business:*

- PR in the US: \$10K - \$20K a month (not including working dollars)
- PR in Canada: \$8K - \$12K a month (not including working dollars)
- PR in local lifestyle market: \$8K - \$12K a month (not including working dollars)
- PR for Corporate Communications: \$10k - \$15K a month
- Social Media for Miami Branding: \$25K - \$30K a month (not including working dollars)

**2. Is each scope a separate budget?**

*Yes, each scope is a separate budget.*

**3. Is there a budget for out-of-pocket agency expenses such as travel reimbursement for press coverage opportunities (e.g., if booked on a national morning show in NYC, conferences/activations in key markets)?**

*Yes, there is a budget for out-of-pocket or working dollars tied to travel journalists and influencer flights to Miami for press trips, media visits, etc. ... the budget detailed in question #1 is purely for agency fees.*

**4. Is there a budget range for news wire distributions?**

*When appropriate we will use news wire services which are funded as an out-of-pocket fee.*

**5. Is there a budget range for media monitoring services?**

*In our experience PR agencies have their own media monitoring services that are extended to clients. In addition, the GMCVB in-house PR team does pay for a MuckRack media monitoring service as an added layer of media insight for press secured in-house.*

**6. Media trips: will these include an incremental budget or be part of the base?**

*Media trips are funded separately and are not part of the agency's retainer fees.*

**7. Is there a budget for press and media events per year?**

*Yes.*

**8. (Corporate Comms) What is the budget allocated in this scope for paid opportunities, to support the various campaigns/efforts (Brought to You by Tourism, etc.)?**

*\$15K total for boosted social media.*

## **SCOPE AND SERVICES**

**1. What is the general scope of work being requested?**

*The scope of work for each line of business is detailed in the RFP document found at [www.GMVCBRFP.com](http://www.GMVCBRFP.com). The exact scope will be negotiated and discussed once the chosen agency is awarded the business, however a general look at scope needs is available on the website.*

- 2. Does the GMCVB prefer to award multiple scopes to the same agency, or are they willing to split them up?**

*The priority is in finding the best suited agency for each of the dedicated lines of business. We understand there are economies-of-scale and strategic synergies when lines of business are consolidated.*

- 3. Are you willing to award the US and Canada to separate agencies?**

*Yes.*

- 4. Is the campaign creative for the Temptations program part of this scope of work, or will that be handled by the Branding Agency?**

*Branding creative is typically not scoped for the PR or Social Media agency.*

- 5. How do the Press Trips/Media Visits mentioned in both the National and Local PR RFPs differ?**

*They differ in terms of the geographic locations of the media on the press trips. National press trips require flying in media from around the country or Canada. The local press trips typically promote programs like Miami Spice and local staycations and consist of local media participation.*

- 6. What are the specific content expectations for the monthly media newsletters and What's New newsletters?**

*These newsletters serve as a way to keep the domestic and Canadian media abreast of local happenings without an actual pitch. Content expectations consist of working with the Director for the market and identifying new hotel openings, restaurants openings, local accolades and events and including it in newsletter format for the media.*

- 7. Does the scope of work for social media include full community management for all of the VisitMiami/GreaterMiamiCVB channels?**

*Community Management is an important part of the Social Media line of business and yes will consist of listening of consumer priority channels on Instagram, Facebook and X.*

**8. How do the Media Monitoring/Reports mentioned in both the National and Local PR RFPs differ?**

*They are formatted the same way as the GMCVB provides all agencies with media monitoring templates to follow for monthly reporting. They differ in that monitoring reports for national media will pick up stories published out of the South Florida area whereas Local media monitoring will consist of monitoring for local media stories.*

**REPORTING REQUIREMENTS**

**1. What are reporting and press clipping requirements?**

*Each month, PR agencies are to provide the GMCVB with results of work to include an excel sheet listing all media placements along with KPIs that include: AVE, impressions and Barcelona Principles Rating Score. Following the excel sheet, the agency is to then provide scanned copies of all media placements that correspond to the monthly report. The GMCVB will provide the agency with the template format.*

**2. How does the GMCVB like to receive reports and clippings?**

*Reports should be sent via email.*

**3. Can you provide samples of the approved reporting templates?**

*PR reporting templates will be shared with official agencies of record.*

**4. What are the GMCVB's most important KPIs for measuring performance in EACH scope?**

**(Public Relations US/ Canada and Local) - Earned**

*Number of media placements*

*Number of media visits*

*Number of desk siders*

*Impressions*

*AVE*

*Barcelona Principles Score Card*

*ROI*

**(Public Relations US/ Canada and Local) – Influencer Relations**

*Reach (unique content views)*

*Number of content pieces*

*Number of partnerships*

*Impressions*

*Engagements and Engagement Rate*

*ROI*

**(Social Media) – Owned Channels**

*Rate of growth*

*Engagement Rate*

*Engagements (Saves, Shares, Comments, Likes)*

*Impressions*

**(Corporate Communications)**

*Successful protection of tourist development taxes for marketing tourism*

*55 articles placed in local/regional publications regarding Miami Beach’s tourism industry*

*Number of municipal stakeholder advocates secured*

*Number of Brought to You by Tourism stories secured*

*Improvement in resident sentiment surveys regarding GMCVBs role as tourism marketing and economic accelerator*

*Number of public officials using GMCVB sourced data or subject-matter expertise on tourism issues and giving the organization credit on same*

**AGENCY COLLABORATION AND RESPONSIBILITIES**

- 1. Who would the PR agency report to on the GMCVB team?**

*The GMCVB's PR team is divided into geographic territories.*

*US and Canada will report into Sr. Director of U.S. and Canada / Vice President of Marketing Communications*

*Local Lifestyle PR will report into Marketing Communications Manager / Vice President of Marketing Communications*

*Corporate Communications will report into the Director of Corporate Communications & External Affairs and the COO*

*Social media will report into Social Media Manager and Vice President of Marketing Communications*

*Branding and Advertising will report into Marketing Manager and Senior Vice President of Marketing*

**2. Who manages content and community management right now? Internal team?**

*It is a task shared between the internal team and agency team. Community Management is entirely managed by the agency.*

**3. Who manages the creative assets for social?**

*Social Media Manager along with the agency.*

**4. What level and type of coordination are necessary when partnering with global agencies?**

*When collaboration is necessary the social media manager on the team will coordinate.*

**5. Can the PR agency pitch any national media and travel and lifestyle trades that may be read by residents?**

*Yes, it is natural that national and trade publications may be read by locals in the Miami market.*

**6. Does the PR agency need to handle lobbying capabilities for governmental affairs?**

*No. Lobbying capabilities are not a prerequisite for this scope of work.*

**7. (Corporate Comms) How does your corporate communication department currently work with the marketing team? Please share with us additional partners you may be working with in terms of creative?**

*We have an internal creative department that can produce branded materials and campaign elements as needed. Depending on what is required, we do work with outside vendors on production needs.*

## **LEGAL AND CONFIDENTIALITY**

- 1. Certain financial documents are confidential. Can we submit a redacted version of the RFP or enter into an NDA with GMCVB?**

*The GMCVB will not sign an NDA. If agency chooses to submit a redacted version of financial documents, then their submission will be scored accordingly.*

- 2. What are other ways to demonstrate sufficient funds and financial stability to perform the contract for companies that are privately held and cannot provide balance sheets and income statements without an NDA in place? For example, could a letter from a bank be provided?**

*While a bank letter can be submitted, it does not take place of financial information requested.*

## **PR ENGAGEMENTS AND INFLUENCER RELATIONS**

- 1. What is the budget allocated for influencers and bloggers?**

*It is a scalable budget that will be finalized once budget planning concludes in September. This has been one area of growth within the marketing communications budget.*

- 2. How much of the influencer and blogger relationships are based on barter?**

*It varies but it is often a combination of paid and bartered services such as hotel rooms, meals, admission to attractions, etc.*

- 3. In the past fiscal year, how many journalists have been offered an all-expense paid trip to support their story?**

*The GMCVB has a goal to host 150 journalists this fiscal year. Many of the media offerings while on the ground are bartered including hotel accommodations.*

- 4. What is the target number of organized press trips per year?**

*This year the team is on track to host 12-15.*

5. **What kind of barter has traditionally been made available for social media influencers and bloggers?**

*See #3*

6. **Do you compensate notable influencers/content creators?**

*Yes.*

7. **How many influencer engagements do you seek per year?**

*This year we are tracking nearly 30.*

8. **Is the goal for the public relations agency to manage all local influencer relationships for the brand?**

*The US and Canada agency secure influencers from their respective markets while the Local Lifestyle agencies will work with local influencers in promoting Temptations and general staycation and lifestyle content.*

9. **(Corporate Comms) One year into a new agency relationship, what does success look like for the GMCVB communications team?**

*Create top-of-mind awareness of the GMCVB's role in advancing tourism and its benefits as leading factors contributing to Miami-Dade County's quality of life among residents and key opinion leaders.*

## **CONTENT AND CREATIVE REQUIREMENTS**

1. **Can we add links to videos in our response?**

*Yes.*

2. **Can team resumes and experience go into the appendix?**

*Yes.*

3. **Can you describe the scope of media training?**

*Media training would be designated on an as-needed basis specifically for senior executives and subject-matter experts.*

4. **How do you currently request permission for UGC content usage on social media?**



*Currently this is managed via the social media agency of record. After Identifying the desired piece of content, the team will reach out via DM for permission request.*

- 5. Is the agency responsible for developing the social post concepts and executing the creative assets for social content?**

*We welcome having an agency do more of this work. The current agency will curate the content however content creation is mostly internal.*

- 6. When presenting examples of creative technology, should we focus on how the technology was used strategically or the technical details of implementation?**

*Our team would be more interested in understanding how the agency uses creative technology to support overarching business and communication goals.*

- 7. Are there any current creative development subscriptions (stock photography, music, Canva, etc.)?**

*The GMCVB internal creative services team does currently subscribe to many tools listed.*

## **PERFORMANCE AND MEASUREMENT**

- 1. How do you currently measure earned ROI and its impact on the organization?**

*As detailed in previous question, earned ROI consists of number of placements, impressions, AVE and Barcelona Principles Score Card.*

- 2. What are the top two or three PR metrics you rely on most to determine success?**

*Impressions, AVE and Score Card*

- 3. What PR metrics tend to best align with business success metrics? Have you seen causation? Correlation? Both?**

*This is an area of interest. We would be eager to listen to case studies or recommendations on how earned and PR results move the needle on business.*

- 4. How do you feel crisis situations have been handled in the past by or for GMCVB, and can you elaborate on the effects?**

*We are unable to elaborate in this document, but the GMCVB has a very successful trajectory of managing crisis including hurricanes, Zika, sargassum, etc.*

- 5. How will you measure PR success in 6 months? One year?**

*We benchmark against our goals and previous years and measure success on meeting or surpassing those goals.*

**6. (Corporate Comms) What are the most important policy issues to address for the governmental affairs scope?**

*Successful protection of tourist development taxes for marketing tourism*

**7. (Corporate Comms) What are the GMCVB's most important KPIs for measuring performance in this scope?**

*Articles placed in local/regional publications*

*Number of municipal stakeholder advocates secured*

*Number of Brought to You by Tourism stories secured*

*Improvement in resident sentiment surveys regarding GMCVBs role as tourism marketing and economic accelerator*

*Number of public officials using GMCVB sourced data or subject-matter expertise on tourism issues and giving the organization credit on same*

## **ENGAGEMENT AND COVERAGE**

**1. Which travel/tourism trade shows are the most important to the GMCVB?**

*It is not possible to identify the "most" important as they are all valuable in serving a business and PR need.*

**2. What are the themes of the most successful press trips/events of the past?**

*Very recently, our Sports Travel Press Trip was a great success.*

**3. Which destinations does the GMCVB view as its most formidable competition for leisure travel and for meetings and conventions?**

*In these times, the competitive set has evolved a great deal to include anywhere you can fly to for travel. On the leisure side, as a general rule of thumb, warm-weathered and beach destinations can also be considered.*

**4. Could you provide specific examples of successful PR campaigns in the South Florida market that align with GMCVB's objectives?**

*Perhaps one of the most successful PR and promotional campaigns in the local market is the Miami Spice program. This program receives high volumes of local earned coverage, high engagement on social and drives SEO to our website.*

5. **What is the expectation between the local PR agency and national PR efforts?**

*Collaboration is expected between the two.*

6. **Can you provide examples of media coverage you find "successful" in reaching decision-makers in convention and local industry events?**

*See this story linked as an example: [Smart Meetings](#)*

## **ADMINISTRATIVE AND MISCELLANEOUS**

1. **How do the Media Monitoring/Reports mentioned in both the National and Local PR RFPs differ?**

*The media monitoring report templates are the same.*

2. **What do you mean by 'creative technologies'?**

*Social media is an example but also using digital resources to amplify Miami stories through influencers or other unique partnerships.*

3. **(Corporate Comms) What is the single most important thing you want people to know about the GMCVB?**

*Because of the destination marketing efforts of the GMCVB, every day, every resident of Miami-Dade County receives quality-of-life benefits from tourism, from tax savings to resources to support parks and schools as well as transportation and public health services to name a few. A great destination to visit is also a great place where people live, work and play.*

4. **(Corporate Comms) Does executive visibility and/or thought leadership play a current or future role in your communication efforts?**

*Yes.*