



Corporate Communications & External Affairs Request for Proposal

RFQ INTRODUCTION

The Greater Miami Convention & Visitors Bureau (GMCVB), the official, accredited destination sales and marketing organization for Greater Miami and Miami Beach, hereby solicits Letters of Interest and Qualification Statements from responsible and qualified professional communications, public affairs and marketing agency service providers (hereafter referred to as the Agency or agencies). The GMCVB is initiating agency reviews for **corporate communications, public affairs/stakeholder engagement and marketing resources to be provided by an Agency or agencies (depending on expertise or focus) inclusive of but not limited to social media, advertising and public relations efforts** in the Miami-Dade County market. This Request for Qualifications (RFQ) is part of a periodic review of the GMCVB's overall communications services.

- Target audiences: Miami-Dade County residents, registered voters, local/regional tourism industry representatives, government partners, elected leaders (local municipal and county)
- Scope: Corporate communications, public affairs, stakeholder engagement and marketing efforts (social media, advertising and public relations)

USE AND DISCLOSURE

GMCVB reserves the right to use information submitted in response to this document in any manner it may deem appropriate in evaluating the fitness of the services proposed. Materials that are submitted by the Agency or agencies that should be considered highly confidential should be marked as such. If confidentiality is requested but cannot be afforded, the Agency or agencies will be notified and will be permitted to withdraw its proposal.

Additionally, and at its discretion, the GMCVB agrees to maintain confidentiality of any product information developed by and offered by the Agency or agencies. Conversely, all information provided in this RFQ shall be deemed confidential and shall not be shared outside your agency or agencies.

GMCVB OVERVIEW

The Greater Miami Convention & Visitors Bureau is a not-for-profit Florida corporation, with its principal office at 201 S. Biscayne Boulevard, Suite 2200, Miami, Florida 33131.

The GMCVB is the official, accredited destination sales and marketing organization for Greater Miami and Miami Beach. Its mission is to generate travel demand to Greater Miami and Miami Beach, to maximize economic impact to our community, ensure industry resiliency and elevate the resident quality of life.

Acting on behalf of its members, its government partners and the citizens of Miami-Dade County, the GMCVB markets and promotes all segments of the community as a preferred destination. In furtherance of this mission, the GMCVB will support and encourage actions and programs that enhance the desirability and attractiveness of Greater Miami and Miami Beach as a destination to live, work, play and visit.

The GMCVB and its contracted agencies must work together in creating strategic communications programming that complements overall GMCVB marketing efforts while at the same time advancing tourism and its benefits as leading factors contributing to Miami-Dade County's quality of life among residents and key opinion leaders.

GREATER MIAMI AND MIAMI BEACH BRAND OVERVIEW

The GMCVB recently launched the Brought to You by Tourism campaign, a year-round awareness campaign that humanizes tourism facts and figures showing how tourism benefits everyone, everywhere, every day in Miami-Dade County. The campaign involves the following:

- Developing persuasive and engaging storylines highlighting tourism tax dollars to residents, elected officials, industry employees/employers, GMCVB partners and stakeholders.
- Tailoring messaging to connect to different segments of local population covering subject matter from infrastructure development to social services.
- Securing strategic partnerships with local businesses, community leaders, GMCVB partners and others to maximize campaign reach and credibility.
- Combining traditional and digital channels to amplify campaign messaging and maximize visibility across platforms and mediums.
- Creating a dedicated marketing campaign that incentivizes and motivates those who are directly or indirectly connected to the tourism industry in Miami-Dade County to submit their personal stories via social media and generate timely and shareable user-generated content.

GMCVB visitor/consumer-related campaigns are inspired by Greater Miami and Miami Beach's vibrant culture, art, music and diverse neighborhoods and include the new *Find Your Miami* and *Miami Beach Find Your Wave* multi-media marketing campaigns, that welcome travelers and meeting planners from all lifestyles to explore the diverse, hidden gems of Greater Miami and Miami Beach. When "no words" can describe the splendor of Greater Miami, the "Find Your Miami" campaign introduces a fresh, captivating concept centered around a creative fusion of unique words. The GMCVB also created the "Miami Beach Find Your Wave" track to leverage the unique leisure aspects of a beach destination as well as the amenities of the Miami Beach Convention Center.

In addition, the GMCVB promotes its Miami Temptations programs primarily targeting residents. The Miami Temptations programs run throughout the entire year and have a thematic focus on the best the destination has to offer with monthly deals and special events appealing to both locals and tourists alike. The program features five promotions, including the internationally recognized Miami Spice Months where the finest restaurants in the destination offer prix-fixe menus at discounted prices. The Miami Temptations programs are promoted locally and regionally to locals so they can become brand ambassadors. For more information on the Miami Temptations programs, please visit www.miamitemptations.com.

A Miami-Dade County resolution (R-127-24) was passed to ensure that the GMCVB develop a marketing plan that further promotes all visitor-related assets in municipalities in all parts of the county. The GMCVB will develop this plan to highlight cultural, culinary, outdoor and or artistic

events/assets as part of its continuing efforts to expand storytelling about unique and diverse experiences tied to the growth of new business openings, points of interest and tourism infrastructure.

CORPORATE COMMUNICATIONS, STAKEHOLDER ENGAGEMENT, PUBLIC AFFAIRS + MARKETING SERVICES

COMMUNICATIONS PROGRAM OVERVIEW FOR CORPORATE COMMUNICATIONS & PUBLIC AFFAIRS IN SOUTH FLORIDA REGIONAL MARKET

2024-2025 CORPORATE COMMUNICATIONS & PUBLIC AFFAIRS OBJECTIVES

- 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.
- Build and enhance the GMCVB's brand recognition as Miami-Dade County's official tourism-based subject-matter resource providing trusted information on travel industry issues to local opinion leaders and top-tier media outlets.
- Create a grassroots cohort of tourism champions who support dedicated tourism marketing funding to secure major events, leisure and business travel as well as convention and meetings to Miami-Dade County.

For more information on the GMCVB, please visit www.GMCVB.com. The Agency or agencies can access tourism industry data and performance by reviewing the GMCVB [2023 Visitor Industry Overview](#).

GENERAL SCOPE OF MONTHLY SERVICES FOR CORPORATION COMMUNICATIONS & PUBLIC AFFAIRS

The Agency or agencies shall have contacts with Miami-Dade County offices and staff and will need to be highly knowledgeable of the community's business, government and community relations ecosystems. The GMCVB's communications counselors will be spearheading proactive, corporate communications and public affairs engagement efforts to reach a variety of target audiences including residents, the local travel and tourism industry, government partners and elected officials. GMCVB programs with high local visibility include but are not limited to Brought to You by Tourism, the Black Hospitality Initiative and the Art of Black Miami to name a few. The Agency or agencies shall also be responsible for advising GMCVB and major industry/government partners on communication efforts for industry issues which may impact the local hospitality/travel and tourism industry.

Account management: The Agency or agencies will be responsible for updating and tracking all tactical activities executed on behalf of the GMCVB in a tactical plan which will be the foundation of day-to-day account management.

Agency Operations

- Create and promote GMCVB speakers' bureau consisting of staff leadership, board members and industry leaders to speak on behalf of the industry and the organization highlighting the Brought to You by Tourism campaign.
- Help manage and provide content for the LinkedIn, X (Twitter) as well as continuing the growth of an Instagram corporate channel @GreaterMiamiCVB.
- Tell the story of what the GMCVB does and how it supports the local economy.
- Reactive: Timely response to press requests including vetting queries, recommending b-roll, photo, fact checking and general story assistance.
- Monitor hyper-local sensitivities and create strategies to address.
- Help create content and media channels that tell the story of the benefits of the tourism industry.

Writing and Messaging: Strong writing and messaging skills are critical. The Agency or agencies will be tasked with writing GMCVB corporate announcements including press releases on annual industry numbers, new GMCVB staff or board members as well as new GMCVB initiatives. In addition, the local communications agency will work with appropriate communications representatives and the GMCVB staff to create messaging including statements, quotes and other announcements for corporate initiatives. This can include photo captions, fact sheets, Q&A's, etc.

Media Monitoring and Reporting: The Agency or agency will flag or provide recommendations or analysis to the corporate communications & external affairs director based on clip reports that cover related tourism issues, key competitors or key announcements.

The monthly media/activities report: This report is a reflection of the agency or agencies' work and should only include activities and appropriate back up such as press clippings or key stakeholder meetings/events that have been coordinated or executed.

Meetings and status calls: As part of standard account management, the GMCVB requests that the account team have weekly or biweekly calls/meetings with the day-to-day GMCVB director as well as a once-a-month call to review monthly reports. In addition, there are important meetings that take place in Miami that should include attendance by at least one of the Miami account team members. The following meetings are for consideration and are not mandatory:

Marketing Committee Meetings: These meetings take place each quarter and typically involve presentations by the GMCVB CMO as well as agency partners. The audience consists of marketing executives from major hotels and travel industry partners.

GMCVB Annual Meeting: Each October or November, the GMCVB will host the official annual meeting for the industry providing a look at the year's performance and industry data.

State of the Industry: May is national tourism month and the GMCVB president and CEO hosts an industry event to provide a mid-year look at travel and tourism industry performance indicators.

Annual Partner Planning Workshop: Each summer, the GMCVB leads a workshop and brainstorming session with hundreds of tourism partners in the community in preparation for next fiscal year planning.

Crisis & Issues Management - Provide a 24 hours/365 days per year availability service for issues and crisis management and crisis communications. This includes advising GMCVB of potentially negative issues in the media and suggesting appropriate strategy, working with GMCVB on appropriate action to respond to the issue and media training session(s) as appropriate.

Strategic Counsel & Community Engagement – The Agency or agencies will work with the GMCVB on stakeholder engagement programs.

GENERAL SCOPE OF MONTHLY SERVICES FROM AGENCY OR AGENCIES

The Agency or agencies shall be responsible for providing strategic communications counsel encompassing the disciplines of public affairs, stakeholder engagement, media relations and marketing services to the GMCVB and major industry/government partners on industry issues which may impact the local travel and tourism/hospitality industry.

RFQ SCHEDULE & PROCEDURE

The criteria for selecting the Agency or agencies could include having full-service capabilities.

The following are some of the key dates in this process:

- **May 22**, RFP website and advertisements go live
- **June 12**, Intention to participate is due; Agency intent to respond due via email to PRAgencyRFP@gmcvb.com
- **June 26**, Questions from agencies are due; Deadline for submitting questions about the RFP process. Inquiries must be made in writing to PRAgencyRFP@gmcvb.com.
- **July 22**, Completed Q&A document is distributed; GMCVB posts FAQ to www.GMVCBRFP.com
- **Aug. 19**, Proposals due. Note: Submit via [Dropbox](#)
- **Aug. 20 - Sept. 24**, Internal GMCVB committee proposal review
- **Sept. 27 – Oct. 18**, Screening Committee reviews proposals
- **Week of Oct. 21**, Tally task force results and finalists identified
- **Week of Oct. 28**, Agency finalists informed and provided presentation assignments
- **Week of Dec. 9**, Presentations for corporate communications & external affairs
- **Month of Jan. 2025**, Agency selection announcements

CONFLICT OF INTEREST

The Agency or agencies, if selected, must submit an agreement to not represent and/or terminate all conflict-of-interest accounts. The GMCVB will make a final decision if it is a conflict of interest. This may include, but not be limited to, a state, county, city, nation or region representing another sun/tourist destination during the term of the agreement. The GMCVB is to be advised of all new business solicitations by the Agency or agencies that could be perceived to constitute a conflict

of interest. With regards to the matter of branch or subsidiary offices of an agency, it should be clear that all such offices are considered as part of the total corporate entity of the agency.

USE OF MATERIALS

All creative ideas and campaign elements produced by the selected Agency for the GMCVB during the contract period shall become the property of the GMCVB, as will all materials.

OTHER RELEVANT FACTORS

The agency should demonstrate a high inclination to use research (from GMCVB and other sources) in the development of strategic platforms for the basis of communications and public affairs campaigns and have a strong methodology for measuring the effectiveness of communications programs and integrated marketing efforts. The Agency or agencies should also demonstrate the ability to communicate professionally and effectively with the GMCVB and partners.

LICENSING REQUIREMENTS

All corporations seeking to do business with GMCVB shall, at the time of submitting a proposal, be on file with their respective corporate licensing division as an active corporation in good standing in accordance with applicable statutes. A statement shall be required indicating that the agency is a corporation or other legal entity. If subcontractors are used, a statement shall also be required, prior to entering into an agreement with that subcontractor, indicating that the subcontractor is registered with their state in accordance with applicable statutes and provide their corporate charter numbers.

QUESTIONS, REQUESTS FOR CHANGES AND CONCERNS

From the date this RFQ is issued until a determination is made, **no contact related to this RFQ will be allowed** between any Agency employee and any employee of GMCVB or the Agency Review Task Force with the exception of the RFQ Manager. Any contact with GMCVB may only be directed to the **RFQ Manager** in writing (via email) only. Any unauthorized contact may disqualify the respondent from further consideration. All questions must be submitted to the RFQ Manager in writing (via email). Questions will be answered on an individual basis (not shared with other parties unless it's a question asked by multiple parties). Consistency will be maintained in the answers provided to all agencies.

CONTRACT TERM

GMCVB seeks to contract with the selected agency(s) effective October of 2024 and possibly through September of 2025 subject to an annual review of the agency or agencies' performance. The terms of the contract will be set forth in a definitive agreement to be signed by GMCVB and the selected Agency or agencies, which will contain usual and customary terms for transactions of this type, including standard representations, warranties and termination provisions; and any contract terms set forth in this RFQ will be merged into and superseded by the terms of such definitive agreement. Upon GMCVB's determination that the Agency or agencies are performing in an exemplary fashion, GMCVB may negotiate an extension of the contract for a period not to exceed one (1) year. If an extension or renewal occurs, any changes in contract terms must be agreed upon by both parties at least 60 days prior to the beginning of the new contract or extension.

BUDGET

Please provide your Agency or agencies' proposed fee structure (i.e. minimum monthly retainer and monthly expense estimates, as well as hourly rates for staff according to level and position) for managing a high-profile destination account requiring full service. This must be provided or RFQ will not be considered.

RFQ PROCESS

The advisory committee will review the RFQs and make recommendations on which firms to approach with invitation to present. GMCVB will notify selected agencies. Selected agencies will be required to conduct comprehensive presentations.

SPECIAL INSTRUCTIONS

All interested parties must return the RFQ Package by **5 p.m. EST on August 19, 2024**. Agencies must indicate which market they are interested in submitting for RFQ.

The Agency or agencies must clearly indicate for which market(s) it is submitting a qualifications package and submit a package for each market for which it is bidding.

Agencies should submit responses to each numbered item under the *Statement of Qualifications* section listed below. To ensure timely and fair consideration of each response, proposals should be concise, not to exceed 100 pages. To develop a list of finalists, an Agency Screening Committee comprised of GMCVB staff and industry partners will then review these responses and other submitted materials for sufficiency and ability to perform the scope of work.

The top-ranking Agency or agencies during this RFQ process will be selected as finalists and invited for a formal presentation as part of the last round of the selection process.

Please upload the proposal by 5 p.m. EST on Monday, August 19th, 2024 to the following Dropbox link: <https://www.dropbox.com/request/Zr3Tb7XniqV0uSMSOstR>

Please send questions to:
PRAgencyRFP@GMCVB.com

STATEMENT OF QUALIFICATIONS

Responses submitted must contain, at a minimum, the following information. The evaluation of the proposals and presentation will consist of, but not be restricted to, these points. Please respond to each numbered section in order. The Agency or agencies should number the responses in the same sequence as below to make the review process easier.

1. CORPORATE BACKGROUND

- Details on the corporation background and each known subcontractor, its size, and resources
- Date established
- Company registration
- Name(s) and type of ownership (public company, partnership, subsidiary, etc.).
- Primary business

- Total number of full-time employees including ethnic/race/gender breakdown
- Number of full-time employees in Miami-Dade County
- List and provide bios for the key individuals in the agency (not necessarily those that would work on this account)
- Physical locations including addresses of all branches

2. CORPORATE EXPERIENCE

Listing of major accounts including current tourism/leisure/hospitality accounts and/or corporate communications & details of client experiences within the last three (3) years relevant to the services requested in this RFQ.

List any other relevant experience of the agency (including knowledge of the travel, tourism and meeting industry and/or corporate communications/community relations).

List experience in corporate communications and/or campaign-related marketing and experience in developing and implementing public affairs and campaigns regionally.

All clients added and lost in the past five years.

3. FINANCIAL BACKGROUND

Financial statements for the applicable legal entity(ies) (prime bidder and known subcontractors) sufficient to demonstrate the capability to perform this contract shall be provided for each of the last three (3) years. These should include:

- Balance sheet
- Statement of income
- Statement of changes in financial position
- Notes to financial statements
- Auditor's reports

Financial information required:

1. Dun & Bradstreet Credit Reports
2. Most recent Annual Report

The agency must agree to permit complete audits of its records relating to the GMCVB's account by any authorized representative of the GMCVB at the CVB's discretion.

4. AGENCY BILLINGS

The total gross billing of the agency in each of the previous five (5) years.

The average billing of the agency accounts.

5. CREATIVE ABILITY

The agency shall submit examples of past publicity results in two categories:

A. STRATEGIC COMMUNICATIONS

- Corporate Communications

- Public Affairs

The Agency or agencies should include any demonstrated use of creative technology including social media to implement PR programs both for corporate communications and for marketing communications.

B. ADVERTISING

- The Agency or agencies shall submit examples of past issues-related advertising creative for the local market.

C. SOCIAL MEDIA

- The Agency or agencies shall submit examples of past social media creative and measurable content targeted to the local market.

D. WEBSITE DEVELOPMENT

- The agency shall submit examples of past website development.

6. STRATEGIC THINKING

In order to provide an insight into the strategic capabilities of your Agency or agencies, please provide one appropriate example for each of the following:

- Earned media placements in the South Florida market
 - Key message penetration on articles/coverage related to issues management
 - Advertising creative
 - Social media creative
 - Campaign program creative
- Please state what research affiliates or internal research resources the Agency or agencies have available.
 - Please state how the Agency’s or agencies’ approaches identifying the key target audiences for its clients and how it then determines the appropriate channels or strategies to employ to best communicate with those audiences.
 - Please share what the Agency’s or agencies’ experience is in influencer engagement and social media strategy.
 - State what experience the Agency’s or agencies’ have with measurement of public affairs programming and media relations results.
 - State what experience the Agency or agencies have in developing strategic communications and issues management plans. (Examples may be shared and results may also be included)

7. STRATEGIC COMMUNICATIONS EXPERTISE

The Agency or agencies must indicate their overall experience by providing public affairs case studies, issues management and media relations campaigns highlighting abilities to provide strategic solutions, leverage media relationships, knowledge of local political landscape and stakeholders as well as grassroots, innovative abilities to deliver measurable results on successful programs.

8. RESOURCES

COMMUNICATIONS COUNSEL – A senior vice president/account director should oversee account management to ensure connectivity between corporate communications, public affairs and marketing initiatives.

a. Marketing campaign

The Agency or agencies must provide a full-time account supervisor to handle all day-to-day contact with GMCVB on branding and PR efforts, with appropriate support and resources to coordinate and execute the Brought to You by Tourism campaign.

b. Corporate Communications & Public Affairs

The Agency or agencies must provide a full-time account supervisor to handle all day-to-day contact with GMCVB as it pertains to corporate communications and public affairs. This account supervisor must have exemplary writing skills, with strong media relations skills and highly strategic.

State any services the Agency or agencies would need to subcontract on GMCVB's behalf. The Agency or agencies should detail the account team and include the number of experienced staff in all departments that will be working on this account. Experience and training relevant to this RFQ should be specific.

MARKETING SERVICES – Senior level account executive must be available for counsel and overarching marketing strategy.

a. Project Management

The Agency or agencies must provide a full-time account supervisor to handle all day-to-day project management of all communications programs, with appropriate support and resources to co-manage several GMCVB social media accounts.

9. FEES

State all services that the Agency or agencies would be willing to perform as part of a retainer and list any services that would not be included. State what routine expenses would need to be covered monthly by GMCVB (on average).

10. REFERENCES

The Agency or agencies shall furnish at least three (3) corporate references with the proposal. The references shall include the company name, contact person and their telephone number. The reference shall describe where services similar in magnitude and scope to that requested in this RFQ are currently provided and have been provided for at least six (6) months. Employees of GMCVB may not be used as corporate references. The GMCVB reserves the right to contact references or clients not listed in the RFQ.

All the categories above should be answered completely and the advisory committee will evaluate the responses from each section. Responses for the sections on creative ability, resourcefulness, strategic thinking, resources and fees will be given particular attention and weight.