



IGHLANDS COUNTY BOARD OF COUNTY
COMMISSIONERS (HCBC)

PURCHASING DIVISION

600 S. Commerce Ave

Sebring, FL 33870

(863) 402-6500

DATE: June 1, 2022

BID NO. 22-015 RFP ADDENDUM No. 2

Project.: Digital Marketing & Content Storytelling

The following represents clarification, additions, deletions, and/or modifications to the above referenced solicitation. This addendum shall hereafter be regarded as part of the solicitation. Items not referenced herein remain unchanged. Words, phrases or sentences with a strikethrough represent deletions to the original solicitation. Underlined words and bolded, phrases or sentences represent additions to the original solicitation, as applicable.

This addendum is being issued to revise the deadline for submittal of bids and answer questions received on this solicitation.

1. **The deadline for proposal submittal is 3:30 P.M., Friday, June 10, 2022**, by the hardcopy or electronic delivery method outlined in the solicitation document.
2. The deadline for RFI is 05/31/2022, prior to 5:00 P.M.

Questions and Answers

- Q1 Do you give preference over an agency located near Sebring or in Florida?
A1 **The scoring values are identified on page 24, section 3. Also review page 3, paragraph 1.**
- Q2 Who are your target audiences? (age, demographic, etc.)
A2 **Demos depend on campaign, whether it is event-driven (soda/caladium festival) or topic driven (nature, fishing.)**
- Q3 What are the preferred markets you will be targeting via the drive markets and flight markets?
A3 **We mainly focus on 3-hour drive markets for visitation to our destination during the months of May-October.**
- Q4 Is there any seasonality to the past campaigns?
A4 **See A3.**
- Q5 How many video assets does Sebring currently have for campaigns?
A5 **Please see <https://www.youtube.com/c/VisitSebring> to view video footage available.**

- Q6 A. How much content creation do you envision needing on a monthly basis?
 B. How much content are you creating now?
 C. Do you envision content being created by local writers and the agency?
 D. Would you want the agency to manage the local writers as well or just manage the content strategy and optimize their content?
- A6 A. **Proposer to make recommendation(s) based on research of Highlands County area and identify potential for the best impact. Multiple options are encouraged. Provide an itemized plan of services and their cost to allow negotiations for the best services within budget.**
 B. **Daily social posts are handled in-house and EVOK, current provider for SEO/SEM, providing a monthly blog tied to marketing efforts.**
 C. **Yes**
 D. **Agency to manage all**
- Q7 Will the Visit Sebring team be managing and creating the organic social postings? Or will that also be something the agency would manage?
- A7 **Visit Sebring currently manages it. Open to continuing the management or having agency do it. Provide information as an “alternate” that may allow possible negotiation, if desired.**
- Q8 Can you share with us any reports or let us know how hotel occupancy has been performing?
- A8 **We can share Tourism Development Tax (TDT) collections data but we do not have hotel occupancy.**
- Q9 A. Are you currently running any paid social or any other paid digital programs? .
 B. Who is managing these?
 C. If an external team, will they be bidding on the RFP as well?
- A9 A. **No. For Digital marketing, only SEO/SEM is being utilized at this time.**
 B. **SEO/SEM is being managed by current agency EVOK.**
 C. **Proposals are accepted by sealed submissions and are unable to be identified until submission opening. Current provider is eligible to submit.**
- Q10 What is the reason for needing to go out to RFP?
- A10 **Visit Sebring has two staff people. Additional support is needed for Digital Marketing efforts, which need to be expanded.**
- Q11 Who would be responsible for developing the campaign landing pages (if needed)?
- A11 **Visit Sebring's website company could or contracted agency. Proposers are encouraged to provide cost and abilities with their submission for consideration.**
- Q12 A. What is the total allocated spend (media + services) for the upcoming year?
 B. What was the spend in 2019?
- A12 A. **The 2023 budget is not yet finalized. This solicitation is expanding from previous years SEO/SEM to a broader Digital Marketing & Content Storytelling approach.**
 B. **For 2019-2020, the entire advertising budget was \$200,000. See Addendum 1, A2. \$6,000/monthly was allocated for SEM/SEO.**
The intent of this RFP is to obtain a firm that is able to recommend and provide the services needed to promote “Visit Sebring” and Highlands County with the flexibility to negotiate rates within resources available.

Q13 What are your primary goals for digital marketing/ what does success look like for you?
A13 **Drive traffic to our website and visitation to our destination.**

Q14 Section 4, 3.1 - Visit Sebring is seeking through this request for proposal a vendor to develop destination marketing, social media, SEO/SEM and digital advertising campaigns, positioning Sebring as a premier destination of choice among our target audiences.

Q. What are the demographics of your target audiences for this campaign?
A14 **See A2**

Q15 Section 5, 1.0 - Unnecessarily elaborate brochures, artwork, expensive visual aids, and other presentation aids or other presentations beyond those sufficient to present a complete and effective submittal to this solicitation are not desired and may be construed as an indication of the proposer's lack of cost consciousness.

Q. Does this mean that you want a very minimal layout with few design elements or pictures?
A15 **It means RFP submissions are to be concise and not overly elaborate.**

Attachments: TDT collections report

MONTH	REVENUE
October	\$ 54,327.10
November	\$ 71,994.27
December	\$ 64,625.96
January	\$ 121,869.88
February	\$ 125,752.81
March	\$ 206,212.71
April	\$ 69,821.55
May	\$ 68,042.60
June	\$ 59,724.95
July	\$ 59,569.14
August	\$ 54,149.47
September	\$ 59,389.48
Total Revenue for 18/19	
	\$1,015,479.92

MONTH	REVENUE
October	\$ 60,771.86
November	\$ 69,843.75
December	\$ 93,115.90
January	\$ 128,896.18
February	\$ 156,987.00
March	\$ 62,523.28
April	\$ 36,965.33
May	\$ 43,334.89
June	\$ 56,117.30
July	\$ 63,094.60
August	\$ 48,655.60
September	\$ 56,923.47
Total Revenue for 19/20	
	\$877,229.16

MONTH	REVENUE
October	\$ 76,975.97
November	\$ 106,567.00
December	\$ 64,602.93
January	\$ 96,549.75
February	\$ 102,464.05
March	\$ 206,210.64
April	\$ 102,224.62
May	\$ 92,438.98
June	\$ 81,464.52
July	\$ 85,225.58
August	\$ 73,315.28
September	\$ 86,493.30
Total Revenue for 20/21	
	\$1,174,532.62

MONTH	REVENUE
October	\$ 116,328.72
November	\$ 105,876.00
December	\$ 120,563.00
January	\$ 136,601.62
February	\$ 181,959.16
March	\$ 285,737.55
April	
May	
June	
July	
August	
September	
Total Revenue for 21/22	
	\$947,066.05