



REQUEST FOR PROPOSALS



FOR A SOCIAL MEDIA AND SEARCH ENGINE OPTIMIZATION SERVICES FOR OKEECHOBEE COUNTY

RFP RELEASE DATE:

July 15, 2019

DEADLINE TO SUBMIT QUESTIONS:

August 20, 2019

DEADLINE TO SUBMIT PROPOSALS:

September 20, 2019

Table of Contents

I. INTRODUCTION	Page 3
II. RFP TIMELINE	Page 3
III. PROJECT OBJECTIVES	Page 3
IV. PROPOSAL REQUIREMENTS	Page 4
V. SPECIFICATIONS	Page 5
VI. SELECTION CRITERIA	Page 5
VII. SUBMISSIONS	Page 6
VIII. DISPOSITION PROCESS	Page 7
IX. STATEMENT OF LIMITATIONS	Page 7
X. INSURANCE REQUIREMENTS	Page 8

I. INTRODUCTION

The Okeechobee County Board of County Commissioners (BOCC) is inviting prospective Respondents to submit proposals for Social Media and Search Engine Optimization Services (the “Services”) to increase website rankings, view times as well as increase fan base and engagement on social media platforms (Facebook, Twitter). Each party that submits a response (“Proposal”) to this Request for Proposals (“RFP”) is referred to herein as a “Respondent”.

The purpose of this RFP is to solicit for visually appealing and engaging social media posts, develop Facebook “paid” ads, manage social media platforms (daily posts and ad buy only, responses not required), website monitoring for rankings and view times, updating metatag descriptions, managing key words and phrases as well as offering quarterly reports on performance of social media and SEO.

Selection Criteria are described in great detail in Section VI herein.

II. RFP TIMELINE

RFP RELEASE DATE:	July 15, 2019
DEADLINE TO SUBMIT QUESTIONS:	August 20, 2019
DEADLINE TO SUBMIT PROPOSALS:	September 20, 2019

III. PROJECT OBJECTIVES

The services objectives would be to increase targeted traffic, brand awareness, and website visibility as well as expand Okeechobee County’s fan base to reach outside the community as well as increase engagement. These services would assist in marketing efforts of Okeechobee County to effectively market the community as a destination including hospitality-related businesses, attractions, recreation opportunities, history and other assets.

A. AUDIENCE

The services will contain information pertaining to a variety of different audiences.

- Potential visitors to Okeechobee County
- Current visitor seeking more detailed information
- Group travel planners
- Residents of Okeechobee County
- Event Planners and Tournament Directors
- Attractions and Destinations
- Local and regional businesses
- Local business clientele
- Area Chamber of Commerce
- Local or regional press/media
- Community councils and organizations

IV. PROPOSAL REQUIREMENTS

The following are the submission requirement of all Proposals responding to this RFP. Okeechobee County BOCC reserves the right, in its sole discretion, to reject any Proposal that is deemed incomplete, or unresponsive to the RFP requirements. Okeechobee County BOCC also reserves the right, in its sole discretion, to reject any and all Proposals for any reason or for no reason, and to proceed (or not to proceed) with the services (either by itself or in conjunction with one or more third-party(ies)) without completing this RFP process.

In evaluating the capabilities of each Respondent, Okeechobee County may utilize any and all information available (including information not provided by the Respondent). Proposals should clearly and concisely state the unique capabilities, experience and advantages of the Respondent and demonstrate the Respondent's capability to satisfy the requirements and objectives set forth in this RFP.

A. SCOPE OF WORK

The Social Media scope of work will include daily posts with call to action that directs visitors to the website, designs and creative that captures the communities beauty and visitor focused activities, posts that ask for engagement whether through questions or comments, careful attention to the volatile issues surrounding the communities area that may cause negative responses, Facebook "paid" ads instead of "boosted" to drive a focused campaign, design of Facebook ad that inspire visitation, as well as quarterly reports on success of campaign derived from clicks, views and time on page. SEO scope of work will monitor website visits, key words and/or phrases, rankings and recommendations for content creation as well as quarterly analysis, reports, and work products of the SEO campaign that will be used to enhance stakeholder knowledge and to improve communication with stakeholders, elected official, economic development organizations, visitors and community leaders. Additionally, the findings will be used by Okeechobee County Tourist Development Council to develop a targeted marketing plan.

B. PROPOSED COST OF PROJECT

Every proposal must provide a price expressed in a fixed, non-contingent dollar amount. The proposal must include any and all costs that will be invoiced to Okeechobee County. The respondent will be required to enter into a formal agreement with Okeechobee County BOCC.

- Total project cost.
- Detailed line item costs for each component of the services.
- Information and costs for the optional services listed in the RFP should be identified for each optional service.
- Payment terms must be clearly defined.

C. RESPONDENT REQUIREMENTS

Each Respondent submitting a Proposal must demonstrate the professional ability to develop creative and engaging social media posts as well as developing a successful SEO campaign in a

manner consistent with this Proposal.

- Respondent must have been in the business of social media design, management and ad buy with similar complexity for at least two (2) years as well as Search Engine Optimization.
- Respondent must provide three (3) references and include case studies to demonstrate that they have developed and conducted similar services.
- Timeline for completion and report of project.
- Terms of delivery.
- Respondent's proposal must be valid for not less than one-hundred and twenty (120) days after the Open Date.
- Respondent must provide name, address, phone number and email of designated contact person.
- Disclosure of any existing or contemplated relationship with any other person or entity, including relationship with any parent, subsidiary or affiliated firm, which would constitute an actual or potential conflict of interests in connection with Respondent's Proposal or selection as the designated business and/or consultant. Respondents must also indicate how they will notify Okeechobee County if a conflict arises at any point after the submission of this Response, and how such a conflict would be resolved.

D. Service Description

The services description should include a detailed narrative describing all relevant aspects of the Project and any plans/timing of the Project.

SPECIFICATIONS

These services will be used as an important tool in creating brand awareness, website traffic as well as website visibility.

V. SELECTION CRITERIA

Okeechobee County invites Respondents to submit Proposals that will effectively assist in marketing Okeechobee as a desirable destination.

In evaluating received Proposals, Okeechobee County will use the following Selection Criteria to select the Designated Publisher:

- Completeness and inclusion of requested information.
- Qualification and experience of Respondent and staff.
- Past performance of Respondent, including clients and references.
- Similar projects completed by vendors.
- Ability to meet deadlines and budget of Okeechobee County Tourist Development Council.

Okeechobee County reserves the right to conduct interviews with or pose questions in writing to individual Respondents in order to clarify the content of their proposals and to ensure full and complete understanding of each proposal. Okeechobee County shall undertake to pursue uniformity in the questions it asks to Respondents to the extent practicable, but Okeechobee County may ask different or additional question to different Respondents in the context of individual interviews or written questions.

Proposals will be reviewed by Okeechobee County staff and the Tourist Development Council Advisory Board. Proposals may also be reviewed by County Commissioners and/or County Administrator. Okeechobee County reserves the right to publicly interview Respondents.

VI. SUBMISSIONS

One signed original and (7) hard copies and one (1) electronic copy in PDF format (in the form of a flash drive) of the Proposal identified as “Okeechobee County Social Media and Search Engine Optimization Services” must be received by EST by 3:00 PM on September 20, 2019 at the following address:

Okeechobee County Board of County Commissioners
304 NW 2nd Street, Room 123
Okeechobee, FL 34972

Attn: Sharie Turgeon, Tourism Coordinator

Re: Sealed Proposal “Okeechobee County Social Media and Search Engine Optimization Services RFP 201914”

All RFPs will become a public record of the County upon opening and are subject to public disclosure consistent with Chapter 119 of the Florida Statute.

RFP Inquiries

Okeechobee County will accept written questions via email from prospective Respondents regarding the RFP. Please submit questions to:

sturgeon@co.okeechobee.fl.us

Written questions must include the requestor’s name, e-mail address and the Respondent represented and should be received by 5:00 PM EST on August 20, 2019. Responses to all timely and appropriate questions will be posted on the County’s website:

<http://www.co.okeechobee.fl.us/> under Bids and Proposals tab.

Okeechobee County reserves the right to modify this RFP schedule at its discretion. Notification of changes in connection with this RFP will be made available to all interested

parties by e-mail and via Okeechobee County website at:

<http://www.co.okeechobee.fl.us/> under Bids and Proposals tab.

VII. DISPOSITION PROCESS

The following is a summary description of the disposition process. After a review of the Proposals, Okeechobee County intends to conditionally designate a business and/or consultant. The County will attempt to negotiate an agreement with the business and/or consultant. If the County is unable to successfully negotiate an agreement with the business and/or consultant then the County may cease negotiations with the selected respondent and proceed to negotiations with the second ranked respondent, if any. In implementing the services, including the disposition process, Okeechobee County intends to:

1. Okeechobee County Tourist Development Council Advisory Board will review at a public meeting and make recommendation to BOCC or County Administrator for business and/or consultant.
2. Present the Project to the Okeechobee County, County Administrator for review.
3. Present the Project to the Board of County Commissioners or County Administrator as per the procurement policies for its final approval.

VIII. STATEMENT OF LIMITATIONS

1. This RFP, submission from Respondents to this RFP, and any relationship between Okeechobee County and Respondents arising from or connected or related to this RFP, are subject to the specific limitations and representations expressed below, as well as the terms contained elsewhere in this RFP. By responding to this RFP, Respondents are deemed to accept and agree to this Statement of Limitations. By submitting a response to this RFP, the Respondents acknowledges and accepts Okeechobee County's rights as set forth in the RFP, including Statement of Limitations.

2. The issuance of this RFP and the submission of a response by any firm or the acceptance of such response by Okeechobee County does not obligate Okeechobee County in any manner whatsoever. Legal obligations will only arise upon execution of a formal contract by Okeechobee County and the firm (s) selected by Okeechobee County.

Okeechobee County reserves the right : (i) to amend, modify, or withdraw this RFP; (ii) to revise any requirements of this RFP; (iii) to require supplemental statements or information from any responding party; (iv) to accept or reject any or all responses thereto; (v) to extend the deadline for submission of responses thereto; (vi) to negotiate or hold discussions with any Respondent and to correct or waive deficient responses which do not completely conform to the instruction contained herein; and (vii) to cancel, in whole or part, this RFP, for any reason or for no reason. Okeechobee County may exercise the foregoing rights at any time without notice and without liability to any Respondent or any other party for the expenses incurred in the preparation of

responses hereto or otherwise. Responses hereto will be prepared at the sole cost and expense of each Respondent.

3. All information submitted in response to this RFP is subject to Chapter 119 of the Florida Statutes also known as the Florida Public Records Law (FPRL), which generally mandates the disclosure of documents in the possession of Okeechobee County upon the request of any person, unless the content of the document falls under a specific exemption to disclosure. If any Respondent wishes to claim that any information submitted in its response to this RFP constitutes a Trade Secret or is otherwise exempt from disclosure under FPRL, such claim must be made at the time of the responses and must be in writing supported by relevant and material arguments.

4. The RFP shall not be construed in any manner to implement any of the actions contemplated herein, nor to serve as the basis for any claim whatsoever for reimbursement of costs for efforts expended in preparing a response to the RFP. Okeechobee County will not be responsible for any costs incurred by Respondents related to preparing and submitting a response to this RFP, attending oral presentations. Or for any other associated costs.

5. To the best of Okeechobee County's knowledge, the information provided herein is accurate. Respondents should undertake appropriate investigation in preparation of response to the RFP. Okeechobee County will not be responsible for any costs incurred by Respondents related to preparing and submitting a response to this RFP, attending oral presentations, or for any other associated costs.

IX. INSURANCE REQUIREMENTS

The business and/or consultant will be expected to show evidence of the following insurance Requirements (at a minimum and to the extent applicable) as listed below:

Unless otherwise stated in the specifications, the following Insurance Requirements will be included in the contract and must be met before delivery of goods and performance of services:

1. Workers' Compensation Insurance: The Contractor shall have and maintain workers' compensation insurance for all employees for statutory limits in compliance with Florida law and Federal law. The policy must include Employer' Liability with a limit of \$100,000 each accident, \$100,000 each employee, \$500,000 policy limit for disease.

2. Commercial General Liability Insurance: Occurrence Form Required: The Contractor shall have and maintain commercial general liability (CGL) insurance with a limit of not less than \$1,000,000 each occurrence. If such CGL insurance contains a general aggregate limit, it shall apply separately to the work performed pursuant to this RFP in the amount of \$1,000,000. Products and completed operations aggregate shall be \$1,000,000. CGL insurance shall be written on an occurrence form and shall include bodily injury and property damage liability for premises, operations, independent contractors, products and completed operations, contractual liability, broad form property damage and property damage resulting from explosion, collapse or underground (x, c, u) exposures, personal injury and advertising injury.

Fire damage liability shall be included at \$100,000.

3. Commercial Automobile Liability Insurance: The Contractor shall have and maintain automobile liability insurance with a limit of not less than \$1,000,000 combined single limit per occurrence for bodily injury and property damage liability. Such insurance shall cover liability arising out of any auto (including owned, hired, and non-owned autos). The policy shall be endorsed to provide contractual liability coverage.

4. Special Requirements / Evidence of Insurance:

a. A copy of the Proposer's current certificate of insurance MUST be provided with the Proposal submitted in response to this RFP. A formal certificate shall be provided upon announcement that a Proposer has been awarded the work requested in this RFP. The Certificate(s) shall be signed by a person authorized by that insurer to bind coverage on its behalf. All Certificates of Insurance must be on file with and approved by the County before commencement of any work activities. The formal insurance certificate shall also comply with the following:

(1) "Okeechobee County", a political subdivision of the State of Florida and its elected officials, its agents, employees, and volunteers" shall be named RFP 2019-14 / Okeechobee County as an "Additional Insured" on all policies except Worker's Compensation and Professional Liability.

(2) The policy shall provide a 30-day notification clause in the event of cancellation or modification to the policy. Okeechobee County shall be given notice prior to cancellation or modification of any stipulated insurance.

(a) In the event the insurance coverage expires prior to termination of the contract entered into in connection with this RFP, a renewal certificate shall be issued 30-days prior to said expiration date.

X. RFP CHECKLIST

I _____, a principal of the firm _____ certify that the following information has been submitted as part of the response to this Request for Proposals.

Submitted all required information with respect to the Proposal (Section IV)

Submitted an electronic copy of the Proposal (Section VII)

Evidence of Insurance (Section X)

Completed Florida Statutes Public Entity Crimes Sworn Statement and Non-Collusion Affidavit (Appendix B)

Completed a NON-COLLUSION AFFIDAVIT (Appendix B)

Note: Incomplete responses may not be considered by Okeechobee County Board of County Commissioners

Signed:

Name: _____

Title: _____

Date: _____

APPENDIX B

FLORIDA STATUTES PUBLIC ENTITY CRIMES
SWORN STATEMENT AND NON-COLLUSION AFFIDAVIT

OKEECHOBEE COUNTY, FLORIDA

Sworn Statement Under State Statute 287.133(3)(a), Florida Statutes Public Entity Crimes

(This form must be signed in the presence of a Notary Public or other officer authorized to administer oaths.)

1. This sworn statement is submitted with Request For Proposal for the Okeechobee County Social Media and Search Engine Optimization.

2. This sworn statement is submitted by:
(Name of entity submitting sworn statement)

its business address is:

its Federal Identification Number (FEIN) is:

(if applicable) its Social Security Number:

(if the entity has no FEIN, include the Social Security Number of the individual signing this sworn statement)

3. My name is;
(print name of individual signing this document)
and my relationship to the entity is:
(President, General Partner, etc. as applicable)

4. I understand that a "public entity crime" as defined in State Statute 287.133 (1)(g), Florida Statutes means a violation of any state or federal law by a person with respect to and directly related to the transaction of business with any public entity or with an agency or political subdivision of any other state or with the United States, including, but not limited to, any bid or contract for goods or services to be provided to any public entity or an agency or political

subdivision of any other state or of the United States and involving antitrust, fraud, theft, bribery, collusion, racketeering, conspiracy, or material misrepresentation.

5. I understand that to be “convicted” or “conviction” as defined by State Statute 287.133 (1)(b), Florida Statutes, means a finding of guilt and conviction of a public entity crime, with or without any adjudication of guilt, in any federal or state trial court of record relation to charges brought by indictment or information after July 1, 1989, as a result of a jury verdict, non-jury trial or entry of a plea of guilty or nolo contendere (also known as a plea of “No Contest”).

6. I understand that an “affiliate” as defined in State Statute 287-133 (1)(a), Florida Statutes means: (a) A predecessor or successor of a person or a corporation convicted of a public entity crime; or

(b) An entity under the control of any natural person who is active in the management of the entity and which has been convicted of a public entity crime. The term “affiliate” includes those officers, directors, executives, partners, shareholders, employees, members, and agents who are active in the management of an affiliate. The ownership by one person of shares constituting a controlling interest in another person. Or a pooling of equipment or income among persons when not for fair market value under an arm’s length agreement, shall be a prima-facie case that one person controls another person. A person who knowingly enters into a joint venture with a person who has been convicted of a public entity crime in Florida during the preceding 36 months shall be considered an affiliate.

7. I understand that a “person” as defined in State Statute 287.133 (1)(e), Florida Statutes, means any natural person or entity organized under the laws of any state or of the United States with the legal power to enter into a binding contract and which bids or applies to bid on contracts for the provision of goods or services let by a public entity, or which otherwise transacts or applies to transact business with a public entity. The term “person” includes those officers, directors, executives, partners, shareholders, employees, members, and agents who are active in management of an entity.

8. Based on information and belief, the statement that I have marked below is true in relation to the entity submitting this sworn statement. (Please indicate which statement applies):

a. Neither the entity submitting the sworn state statement, nor any officers, directors, executives, partners, shareholders, employees, members or agents who are active in management of the entity nor any affiliate of the entity have been charged with and convicted of a public entity crime subsequent to July 1, 1989; or,

b. The entity submitting this sworn statement, or one or more of the officers, directors, executives, partners, shareholders, employees, members or agents who are active in management of the entity or an affiliate of the entity has been charged with and convicted of a

public entity crime subsequent to July 1, 1989 and (Please now indicate which additional statement below applies):

1. There has been a proceeding concerning the conviction before a hearing officer of the State of Florida, Division of Administrative Hearings. The final order entered by the hearing officer did not place the person or affiliate on the convicted vendor list (Please attach a copy of the final order): or,
2. The person or affiliate was placed on the convicted list. There has been a subsequent proceeding before a hearing officer of the State of Florida, Division of Administrative Hearings. The final order entered by the hearing officer determined that it was in the public interest to remove the person or affiliate from the convicted vendor list. (Please attach a copy of the final order)
3. The person or affiliate has not been placed on the convicted vendor list. (Please describe any action taken by or pending with the Florida Department of General Services and attach to this sworn statement if applicable)

Signature (of person whose Printed Name & Date first appears above)

STATE OF _____
COUNTY OF _____

Sworn to and subscribed before me on _____, 2019, by _____
who (check one) is personally known to me or has produced _____ as
identification.

Notary Public
PRINT Name of Notary Public:
My commission expires:

NON-COLLUSION AFFIDAVIT

The undersigned Bidder/Proposer has not divulged, discussed or compared his/her/its Bid/Proposal with any other Bidder/Proposer and has not colluded with any other Bidder/Proposer or parties to this Bid/Proposal/Request for Proposal whatsoever,

Name of Bidder/Proposer:

Signature:

PRINT Name:

Title:

Date:

STATE OF _____

COUNTY OF _____

Sworn to and subscribed before me on _____, 2019, by _____ who
(check one) [] is personally known to me or [] has produced _____
as identification.

Notary Public

PRINT Name of Notary Public:

My commission expires: