

# Board of County Commissioners

## Okeechobee County



304 N.W. 2nd Street, Room 123  
Okeechobee, Florida 34972  
863-763-6441

### ADDENDUM NO. 1

**Project Name: Acquisition and Redvelopment of  
Okee-Tantie Campground and Marina RFP 2017-01**

**Date: January 9, 2017**

This addendum forms part of the submittal documents for the subject project as prepared by Okeechobee County. Please acknowledge receipt of the addendum in the Proposal Package.

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#### ADDITIONS, DELETIONS, MODIFICATIONS AND/OR CLARIFICATIONS TO SPECIFICATIONS

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#### I. INSTRUCTIONS:

1. This Addendum shall be included as part of the original proposal submittal.
2. All project submittals under this addendum shall be subject to the additions/deletions, modifications and/or clarifications to of the Specifications for this Project.
3. Submit written acknowledgement of receipt, understanding, and incorporation of all items of this addendum into the bid price along with the bid. *Bids submitted without this written acknowledgement statement will be considered incomplete and could result in disqualification.*

**II: ATTACHMENTS, AMENDMENTS AND/OR CLARIFICATIONS:**

**1. The following is modification and clarification to the Request for Proposal:**

**M1: Destination Marketing: modifications are shown as ~~strikethrough~~ (delete), underline (modification)**

**5. Destination Marketing**

Respondent must submit a destination marketing plan describing the customers you are targeting, advertising methods to be used and have a minimum of the following:

- A. General brand criteria:
  - 1. multi-unit lodging system
  - 2. "hotel.com" type of internet presence and 800# ~~central~~ reservation office
  - 3. Minimum 2 ~~Florida~~ destination resort properties, each with minimum 100 rooms and over 12 months operating history
  - 4. 3 Diamond or higher ranking by AAA
- B. Plan for affiliated ~~national~~ retail merchandising platform with product, to promote destination.
- C. One or more proprietary destination marketing domain addresses to be used to market project and regional tourism infrastructure.

**END OF ADDENDUM NO. 1**

This document must be signed by the bidder's authorized representative and permanently attached to the Bidder's Proposal (i.e. stapled) in its entirety. Proposal submitted without Addendum and unsigned will be incomplete and will not be accepted.

Name of Bidder: \_\_\_\_\_ Date: \_\_\_\_\_

By \_\_\_\_\_ Title: \_\_\_\_\_