



FY23 Advertising Agency RFQ FAQ's

Sample Contract (B1) as referenced in the RFQ

The sample agency contract is located on our website, MexicoBeach.com
<https://mexicobeach.com/mexico-beach/about-the-cdc/resources/>

Timing

The RFQ packet must be submitted by 3pm CT on September 20, 2022. Mexico Beach Community Development Council would like the new Advertising Agency in place by November 2022.

Budget

The current advertising budget is approximately \$200,000 and is inclusive of media buys, creative, production, agency fees, reporting, etc. The budget set is currently for FY23. The MBCDC operates on a fiscal year (Oct 1 to Sept. 30). The FY24 budget will be set in the spring of 2023.

Term

Length of Contract will be set during negotiations with awarded firm. A tentative term is a two year consecutive term with two, one-year extension.

Creative

Current Branding Tag: "*The Unforgettable Coast*"

This is Mexico Beach's current tag line/branding and we would like to continue its use for future branding.

Clarifications

Mexico Beach, FL continues to rebuild after the devastation caused by Hurricane Michael on October 10, 2018. Marketing the area to visitors is imperative and narrating the storyline will need to be done in a cohesive and evolving format.

F2 (L) confirming the direction is to produce a creative execution for Mexico Beach, Florida using the Tag Line: "*The Unforgettable Coast*".

1) Execution from another client and execution for Mexico Beach utilizing the "The Unforgettable Coast".

The reason for the hard copy request and non-digital request is for Mexico Beach to keep a hard copy on file for our permanent records.

We will continue to update this document, as needed, so please check back frequently to ensure you have all the current information and if you have additional questions.

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Questions received and Answers provided as received

Q. What are the specific goals? How will success be measured? (increase in tax revenue driven by tourism?). What is the benchmark of where you are and where do you want to go?

A: Increase in tourism tax revenue.

Q. Who are the best targets? What do we know about them? Where are the opportunities?

A. We are starting over from a Category 5 Hurricane, we are looking to the agency for guidance.

Q. Do you have current research? Are there any gaps we need to fill here?

A. We are starting over from a Category 5 Hurricane, we are looking to the agency for guidance.

Q. The strategic plan referenced "grow perception" (section 3). What is the current perception? Where do we want to go? How is perception measured? Who is measuring this? Is there a budget for a perception study?

A. This would be determined during contract negotiations

Q. Media plan: Is this the type of media plan that you are looking for? Is this working? What's not working? What are expectations for monthly reporting? Can you provide a sample report of what you are getting now from your current partner?

A. Here is the link <https://mexicobeach.com/wp-content/uploads/2022/08/Mexico-Beach-FY22-Media-Presentation.pdf> , we expect monthly reporting.

Q. For the new campaign, are you providing all assets (photography and video)? Can you provide current campaign elements and brand standards?

A. The MBCDC does have both a photographic and video library for reference, however updating is needed from time to time. This would be determined during contract negotiations. The creative standards have been uploaded online, <https://mexicobeach.com/mexico-beach/about-the-cdc/resources/>.

Q. Section i (insurance requirements) - Is it acceptable to provide this certificate after awarded? As a publicly traded organization, we can't provide a certificate until we hired but we will agree to the terms provided in the RFQ.

A. Yes.

Q. In an effort to save our planet (which I know you can appreciate), can we provide one hard copy (instead of 10) so you can keep it on file. We are trying to do our part to save the trees.

A. Please read to Sections A1.3, A1.4, and F1 as outlined in the RFQ. Failure to comply with these instructions may be cause of disqualification of your response.



Q. We are a Texas owned agency and have our media buyer partner in Florida. Can we participate with them as our subcontractor and represent us as our Florida office?

A. We are not limited nor restricted to an in-state agency for representation.

Q. In question F2 e, “and in the case of out-of-state corporation, evidence of authority to do business in the State of Florida,” what documents do you require as evidence of authority?

A. Company must register with the Division of Corporations as a foreign corporation.

Q. Do you work in cooperative programs with visitflorida.com or any other tourism partners?

A. Yes. In the past we have done Visit Florida cooperatives as well as cooperatives with other tourism destinations. No cooperatives have been set for the FY23 year. This would be discussed once agency has been contracted.

Q. Which are your primary domestic and international markets?

A. We are starting over from a Category 5 Hurricane, we are looking to the agency for guidance.

Q. Can you please give us a rough number as how many visitors (2021-2022) visited for the day, stayed in hotels, RV Parks or in vacation Rentals?

A. No. This data does not exist. You can view the tourism tax collection data to see the growth. That information can be found on the Clerk of Courts website, <https://baycoclerk.com/other-services/tourist-development-tax/>

Q. In question F2 h 12, how can we provide samples of television and radio in hard copy format? Also, how do you define “collateral”?

A. Provide samples for television and/or radio as either storyboard layouts or radio dialog scripts. Collateral is open-ended, but can mean visitor guides, visitor maps, tourism rack cards, tourism posters, etc.

Q. In question F2 h 15, how do you define “affiliate agencies”?

A. Affiliated agencies are ones that work with agency on production, creative, talent booking, etc.

Q. In the RFQ – section F2-k asks for list of all clients with phone #, email and address. Can you clarify what you are looking for out of that request? We have a lengthy client list and our team has concerns about providing too much info/sharing their contact information without consent. We have consent to provide the requested references, so just looking for some guidance on what we should include for that question.

A. This is to ensure that the agency is well established and the MBCDC can gain an idea of the clients that are currently being, or have previously, represented in the marketing fields. This will



also ensure that there is not possible conflict of interest in representing the MBCDC and other destinations.

Q. Section F2-I asks for one creative execution – can this be one creative execution across multiple channels, or truly just one ad execution? What is the reasoning for not including online/interactive? Again, just looking for clarification on what you want to gain out of this request so we can respond appropriately.

A. We are looking for one creative execution, that is non interactive/online. The purpose behind this it to showcase the agency's creative on a larger scale, since interactive/online is typically a reduced size graphic. Also, we continue to support print publications.