



Board of County Commissioners Request for Quotation

THIS IS NOT AN ORDER

Date: 09/01/15

Page: 1 of 3

RFQ #2015000422

Charlotte County Purchasing Division
18500 Murdock Circle, Room 344
Port Charlotte, Florida 33948-1094

Contact Person: Carole A. Smith, CPPB
Senior Contract: Specialist
Contact Phone: 941.743.1373
Contact Email: carole.smith@charlottecountyfl.gov

FAX: 941.743.1384

Reply No Later Than: September 16, 2015

ADDENDUM #2 – SOCIAL MEDIA SERVICES

To: All Interested Quoters - Quoters are hereby notified that this Addendum shall be made a part of the above named quote documents. This Addendum is issued to add to, modify, and/or clarify the quote documents. These items shall have the same force and effect as the original quote documents.

QUESTIONS/ANSWERS

Q1. Do you have budget ranges in mind for agency fee and out of pocket expenses (including social advertising, tools, graphic design, etc.)?

A1. Total budget allocation is \$49,999 to include all aspects of running social media campaigns and all agency expenses with managing the account. We expect the selected social media agency will work with the Bureau's creative agency on graphic design.

Q2. Where are you currently spending your money on social media (e.g., staff, advertising, analytics, etc.)?

A2. The director of marketing (Facebook and YouTube) and public relations manager (Twitter) currently handle social media. Currently, we do not pay for any social media services. Occasionally we'll purchase reports from Tweetreach for specific programs.

Q3. What does your current digital and social media operation look like? What internal resources would be available to your agency partner (e.g., on-the-ground content gatherers, photographers/videographers, connecting agency partner to in-market partner/resources, etc.)?

A3. The Charlotte Harbor VCB has a small staff, currently, the director of marketing (Facebook and YouTube) public relations manager (Twitter) and handle social media responsibilities. The Bureau's Director of Film, Television and Digital Media has been collecting photos and video of the destination. Finished videos are published to the Bureau's YouTube channel <https://www.youtube.com/user/CHGIFlorida>. We have been working with local writers to provide blog content and recently commissioned a photographer to capture images best reflecting the nature-based amenities. 40 images will be ready by the end of November 2015. We expect the social media agency to work with the Bureau's creative agency and public relations agency.

Q4. How are you currently creating and/or curating content?

A4. When time permits, the director of marketing and public relations manager use resources such as Google Alerts, Cision, Hootsuite, current events and articles written by visiting journalists to post. The Bureau uses Hootsuite for scheduled Tweets. The Bureau's Director of Film, Television and Digital Media has been collecting photos and video of the destination. Finished videos are published to the Bureau's YouTube channel <https://www.youtube.com/user/CHGIFlorida>.

Q5. What is Charlotte Harbor's biggest pain point in the digital and social space? What is the greatest opportunity available?

A5. Time. Inability to dedicate a person to effectively monitor what is being said, sharing and re-sharing of content, creating content and getting influencers to talk about the destination. The destination is also two destinations in one. We've been branding as Charlotte Harbor & the Gulf Islands however, Punta Gorda and Englewood are two separate destinations which need to be marketed separately.

- Q6. Do you expect your agency partner to have multi-lingual services?
A6. Preferred, whether in-house or contracted service. We don't expect this to be a large portion of our social media aspects.
- Q7. Who do you consider part of your competitive set (e.g., local area destinations that are competing for a similar target)? Who among that competitive set do you consider best in class?
A7. Citrus County, Martin County, Sarasota County, Lee County (best in class).
- Q8. Other than the information you kindly provided in your RFQ, do you have additional challenges or requirements across your business, brand and customers that need to be addressed within our proposal?
A8. The challenge, or opportunity, is to use social media to build awareness of Punta Gorda and the Englewood area, whether that's using the current social media handles (Twitter: @chigflorida; Instagram @charlotteharbor (secured, not active); Facebook: charlotteharbor; YouTube chgiflorida) or creating new ones and also the destination, Charlotte Harbor & the Gulf Islands, as a whole.
- Q9. Would it be possible to receive the latest Charlotte Harbour & the Gulf Island Visitor and Convention Bureau's campaign assets, please?
A9. Campaign asset – See attached. As we're entering a new agreement with a creative/advertising we would rather not submit past creative. This should not be taken as a commentary on the past creative but rather an indication that we will be entering into a branding process that will likely change our creative.
- Q10. What are you currently doing with regards to paid social media? What is the associated budgetary spend?
A10. We have been working with local writers to provide blog content and recently commissioned a photographer to capture images best reflecting the nature-based amenities. Forty images will be ready by the end of November 2015. Spend has been an estimated \$6,000. We currently do not use any paid services for social media platforms and occasionally, (maybe three times a year) we'll purchase reports from Tweetreach for specific programs in which we wanted to track the reach of a hashtag.
- Q11. How are you currently integrating social with traditional advertising, other marketing efforts (i.e. SEO, mobile) and PR? What are your challenges? What do you feel you are doing well?
A11. We encourage visiting media to use a specific hashtag when visiting and posting to their social media channels. We'll share on Facebook and Twitter articles written by visiting journalists. We occasionally boost posts on Facebook and it's been several years since we've run a specific Facebook campaign (it was to target Knoxville, Tenn., an Allegiant market to build awareness.) Challenges are time management, the director of marketing (Facebook and YouTube) and public relations manager (Twitter) currently handle social media with other tasks taking priority.
- This is our first venture into hiring a social media agency which means new opportunities to layer with efforts with creative/advertising and public relations agencies. A close working relationship with creative/advertising agency, public relations agency, and social media agency is critical. The Bureau will be holding monthly strategy meetings individual and collectively to strategize on the best way to deliver our message (note: these are not always in-person meetings).
- Q12. Who are your other agencies of record currently providing PR and advertising services?
A12. Request for Proposals have been issued for the new Fiscal Year. We should have agencies of record by November 1, 2015.
- Q13. Who in your specific tourism industry do you consider to be doing a great job in social and why?
A13. Fat Point Brewing in Punta Gorda, utilizing email marketing and Facebook with sponsored posts. They have a consistent look, branding and excellent customer engagement.
- Q14. Will you need campaign translation services for your international markets?
A14. International translations will be budgeted in a separate line item with the Bureau and we'll provide that contact information to the selected social media, creative and public relations.
- Q15. How many copies of our final proposal would you like to receive and in what format? Is one electronic copy (PDF) emailed to Carole A. Smith sufficient or would you like a hard copy as well?
A15. See page 6 of the RFQ where it states: **"DUE DATE: Please send quote to the Purchasing Division at 941.743.1384, addressing it to the attention of: Carole A. Smith, CPPB, Senior Contract Specialist or**

email to carole.smith@charlottecountyfl.gov. Quote must be received no later than 3:00 p.m. (EST), September 16, 2015.” One copy is sufficient.

All other terms and conditions of the original quoting and contract documents remain the same. Please acknowledge receipt of this addendum by signing and returning by fax to 941.743.1384 or by email to the attention of Carole A. Smith.

Name of Quoting Firm _____

Mailing Address _____

Location Address _____

City & State _____ Zip _____

Telephone _____ Fax Number: _____

Name/Title of person authorized to bind the Company: _____

Signature of person authorized to bind the Company: _____

Date: _____

Email Address: _____

(Page to be completed and returned)

(Fax acknowledgement of Addendum to 941.743.1384 or email to carole.smith@charlottecountyfl.gov)



CHARLOTTE HARBOR

& THE *Gulf Islands*

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