

Vizcaya, Marketing and Public Relations Services

RQVZ1400001 (EPP RFP 895) - Verification of Availability

Find attached the “**Scopes of Work**” and “**Special Requirements**” for an upcoming **Request For Proposals (RFP)**. Please review to determine if you would be able to **satisfy the requirements** (as applicable), and **interested in responding**; if so, please check the appropriate areas below and respond to this email confirming the same. Please pay “**CLOSE**” attention to the various sections and the “**SPECIAL & MINIMUM Requirements**”, being specified, and confirm your **ability** and **availability** to satisfy “**ALL**” sections/scopes.

See **Sections 2.1 through 2.7**; paying very close attention to all Sections listed, and the “**minimum**” requirements of each. (While you are **not** proposing at this time, be mindful your response strongly influences SBD’s determination as it relates to a potential **SBE Measure**). So please be diligent in your review of the information and respond accordingly, based on your ability to meet **ALL** the applicable requirements.

Are you able to meet the requirements as it relates to the “**Background**” of Section 2.1, as follows? YES__ NO__

Are you able to meet the “**Preferred Qualification Requirements**” of Section 2.2, as follows? (Bullets A though C):

- **Marketing Services (#s 1 and 2)** YES__ NO__
- **Public Relation Services (#s 1 and 2)** YES__ NO__
- **Staffing (#s 1 and 2)** YES__ NO__

Are you able to satisfy the “**Services to Be Provided – Marketing Services**” of Section 2.3? YES__ NO__
((#s 1 and 2 – all related bullets)

Are you able to satisfy the “**Work Order Assignments**” of Section 2.4? YES__ NO__

Are you able to satisfy the scopes of services under “**Additional Services**” of Section 2.6? YES__ NO__

Do you have prior experience consistent with the requirements of this RFQ?
YES__ NO__

___ I am “**NOT**” interested in this solicitation.

Name of Firm: _____ SBE Exp. Date: _____

Owner’s Name: _____ Signature: _____

Please respond by **2:00pm, Wednesday December 11, 2013** – (Providing References)

Please complete the following **“Reference Requirements”**:

Project Title:
Client Name
Contact No.:
Scope Description:

Project Title:
Client Name
Contact No.:
Scope Description:

Project Title:
Client Name
Contact No.:
Scope Description:

Any questions, feel free to contact me at the number below.

(Respond to the **“Verification”** whether you are interested or not (choosing **“Yes”** or **“No”** as applicable); this helps SBD in the determination of measures).

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2.0 SCOPE OF SERVICES

2.1 Background

Vizcaya Museum and Gardens Trust (Trust), with the assistance of Miami-Dade County, hereafter referred to as the "County," is seeking proposals from qualified firms interested in providing marketing, media, advertising, and public relations services that are aligned with the vision and mission of Vizcaya Museum and Gardens (Vizcaya). Vizcaya currently preserves the historic estate of agricultural industrialist James Deering (1859–1925). Built between 1914 and 1922, overlooking Miami's Biscayne Bay, Vizcaya is one of the most intact remaining architectural examples from the Gilded Age, an era in American history when the nation's wealthy entrepreneurs built lavish estates inspired by the palaces of Europe. The estate features a Main House with 34 decorated rooms and ten acres of European-inspired formal gardens. Vizcaya was originally composed of 180 acres and included a collection of agricultural building in a village, and a native hardwood forest. Today, 50 acres of the original estate remain intact.

Vizcaya is currently owned by Miami-Dade County and enjoys support by The Vizcayans, a private 501(c)3 organization that raises funds for special projects and endowment and the Volunteer Guides who support the museum through their donation of time as tour guides. The annual attendance is approximately 170,000 visitors per year, but that number has remained relatively stagnant over the last decade due to limited budget and programming, lack of exhibitions, and increased competition. In the past several years, Vizcaya has reinvigorated its commitment to serve as a community cultural resource through an expanding roster of programs for South Florida adult and family audiences. New advertising creative is critical to maintain and increase awareness, stimulate daily gate attendance and revenue, grow program participation, and seek the engagement of stakeholders that will enable Vizcaya to fulfill its mission by engaging the public through the arts, history, and the environment.

In the summer of 2013, Vizcaya completed a year-long strategic planning process that identified four key goals:

- Renovating, restoring and unifying the Main House, gardens and Vizcaya Village;
- Expanding educational public programs to deepen ties with South Florida residents;
- Establishing the optimal organizational structure for efficient and effective operations; and
- Bolstering private fundraising through membership and other programs.

In addition, Vizcaya shall be celebrating its Centennial commencing December 2016 through 2017.

2.2 Preferred Qualifications & Requirements

In providing the services requested herein, the Proposer should have:

A. Marketing Services

- 1) A minimum of three (3) years relevant experience (within the last five (5) years) developing and managing marketing campaigns.
- 2) Experience in cultural/heritage advertising, media purchasing and placement, graphic design, branding, direct mail, market research, outdoor, email marketing, website/internet, distribution channel analysis, multi-lingual copywriting and translation, and/or social media strategies.

B. Public Relations Services

- 1) A minimum of three (3) years relevant experience (within the last five (5) years) developing and managing public relations campaigns.
- 2) Experience in media relations, crisis communications, market research, special event planning and management, community outreach, translation services, development of press releases and media kits, and/or publicity.

C. Staffing

- 1) Have at least one (1) in-house full-time creative staff member (in-house services include creative direction, art directors, and copywriters).
- 2) Have at least one (1) in-house full time production staff member (in-house services include broadcast producer, print production, and traffic).

2.3 Services to Provide

Vizcaya seeks to engage a full service advertising agency/creative agency for marketing and public relations services. The selected Proposer will provide services that are complementary to current branding standards of Vizcaya. A copy of the Vizcaya Museum Strategic Plan Summary (Attachment A) is attached to this Solicitation.

The selected Proposer may be required to support and assist Vizcaya in the following two key areas, as needed: 1) Centennial Celebration and 2) Memberships. Vizcaya is currently preparing for its Centennial Celebration scheduled from November 2016 to November 2017. The marketing and public relations plans must emphasize this event with a focus on increasing attendance, Vizcaya memberships, and donations.

The selected Proposer(s) may be required to support and assist the Vizcaya in the following two service categories, as needed:

1) **Marketing Services**

Examples of specific tasks are:

- Develop a strategic marketing plan, including situational analysis, opportunities and issues analysis (Strengths, Weaknesses, Opportunities and Threats (SWOT) analysis), objectives, strategy, action plan, and timeline for implementation.
- Conduct market research, including but not limited to, focus groups, surveys, polls, attendance measurements, and collection and analysis of data.
- Develop creative concept including brand/image, slogan, tagline and logo, and development of collateral materials and promotional materials.
- Develop an email campaign including E-blasts, E-newsletter, and other viral marketing tactics.
- Develop a media campaign, including but not limited to, newspaper, on-line media, magazine, radio, TV, and outdoor.
- Assist in all activities associated with media purchasing and placement, including negotiation of ad rates and advertisement time slots, advertisement insertion orders, placement, negotiations of public service announcements, and purchase of media buys.
- Provide printing and production services, including graphic art design layout, multi-lingual copywriting (English, Spanish and Creole), mechanical advertisement assembly, printing of brochures, direct mail, posters, and other collateral, distribution of brochures, scripting, photography, TV and digital video production, radio production, audio visual services, and all talent required for these services.
- Develop a social media campaign to include social networks, microblogging, photo sharing, commenting forums, online videos and other social media marketing tools.
- Provide web site design and content recommendations.
- Develop a mobile marketing campaign including creative concept, implementation and measurement methodology to gauge campaign results and provide monthly reports on results.
- Develop an economical on-going promotional plan to increase awareness and admission.
- Develop a methodology to measure the impact and success of advertising and marketing programs (overall Return on Investment – ROI) and provide quarterly reports on results.
- Develop and provide a series of three (3) to five (5) print or online ads that can be produced in multiple sizes and formats; each consistent with the campaign and depicting a distinct aspect of the Vizcaya experience.
- Provide all other related services necessary to fulfill the Trust's marketing needs.

2) Public Relations Services

Examples of specific tasks are:

- Develop a strategic public relations plan that includes media relations, community outreach, a communications strategy, a web, email and social media strategy, and timeline for implementation.
- Develop media lists/kits.
- Research, write and distribute press releases to targeted media outlets.
- Recommend public relations and publicity efforts to supplement paid advertising, including cooperative advertising partnerships.
- Develop speeches/talking points as directed.
- Fulfill media requests as directed.
- Coordinate and manage press conferences, media tours and special events.
- Pitch stories to targeted media audience.
- Provide creative ideas for unique partnerships to leverage resources.
- Provide monthly press clippings report.
- Assist Vizcaya staff with the implementation and promotion of special community outreach and/or promotional projects and events in collaboration with local cultural partners.
- Create outreach programs that target specific demographics based on program needs.
- Provide all other related services necessary to fulfill the Trust's media and public relations needs.

Note: Vizcaya reserves the right to negotiate with the selected Proposer for, or directly contract, all printing necessary for the implementation of any advertisement program. The Creative and related specifications from the selected Proposer will be coordinated with and provided to, the Vizcaya Marketing Department prior to printing. The selected Proposer, if requested, shall provide the printing of materials with the consultation of Vizcaya. Any printing will be done on a net basis.

2.4 Work Order Assignments

When the need arises, Vizcaya will prepare a work assignment and provide the selected Proposer with information regarding the deliverables, pricing, payment terms, etc. for each particular project. All work to be performed under any contract, as a result of this Solicitation, requires that Vizcaya issue a Work Order. Vizcaya, at its sole discretion, may modify, suspend, or cancel the Work Order at any time and shall only pay for work actually performed by the selected Proposer.

Vizcaya may negotiate each Work Order award or may award a Work Order on the basis of initial offer received. Multiple Work Orders may be issued simultaneously, depending upon the need for services.

After an assignment has been identified, Vizcaya may request a written Work Plan from the selected Proposer. The Work Plan must be received by Vizcaya as defined in each request, and should include the following:

- a. Description of the proposed approach
- b. Project schedule and completion date
- c. Staff performing the work, including job title, hourly rate and estimated number of hours each will spend on the assignment
- d. Breakdown of the cost per staff person (not to exceed maximum contracted rates)
- e. Total cost for the assignment

Vizcaya anticipates issuing Work Orders based on approved Work Plans (which may require negotiations on the assignment with the selected Proposer), and Vizcaya may modify, suspend, or cancel a request for a Work Plan at any time at no cost to Vizcaya. All costs associated with estimating a project shall be borne by the

selected Proposer; and the selected Proposer shall not have any claim, financial or otherwise, against Vizcaya as a result of Vizcaya modifying or canceling a project.

2.5 Use of Materials

All creative produced materials and elements of the campaigns developed by the selected Proposer for Vizcaya shall become the property of Vizcaya, including all materials, film, negatives, art, and campaign treatments developed but not utilized.

Vizcaya maintains the right to use any materials generated by the selected Proposer in any other Vizcaya material generated by Vizcaya personnel and may do so without the selected Proposer's consent or approval.

Vizcaya acknowledges certain legal constraints and, as such, requires new universal releases for materials unless cost considerations become prohibitive such as model releases, music, photographs, etc. and retains sole right to use materials created for Vizcaya as it sees fit. All restrictions on contracted materials such as stock photos, voice talent, models, etc. shall be provided to Vizcaya by the selected Proposer with implications stated prior to production by the selected Proposer.

2.6 Additional Services

Vizcaya reserves the right to negotiate with the selected Proposer awarded a work order for, or directly contract, all printing necessary for the implementation of any creative or media campaign. The creative and related specifications from the selected Proposer will be coordinated with and provided to, Vizcaya prior to printing. The selected Proposer, if requested, shall provide the printing of materials with the consultation of Vizcaya. Any printing will be done on a net basis.

2.7 Payment Schedule

The selected Proposer may bill monthly for service completed unless otherwise specified in the Work Order. All billings shall be accompanied by a breakdown including hours by position, supporting documentation, and total expenses. Vizcaya will only pay the selected Proposer for work actually performed under the Work Order.

3.0 RESPONSE REQUIREMENTS

3.1 Submittal Requirements

In response to this Solicitation, Proposer should **return the entire completed Proposal Submission Package** (see attached). Proposers should carefully follow the format and instructions outlined therein. All documents and information must be fully completed and signed as required.

The proposal shall be written in sufficient detail to permit the County to conduct a meaningful evaluation of the proposed services. However, overly elaborate responses are not requested or desired.

4.0 EVALUATION PROCESS

4.1 Review of Proposals for Responsiveness

Each proposal will be reviewed to determine if the proposal is responsive to the submission requirements outlined in this Solicitation. A responsive proposal is one which follows the requirements of this Solicitation, includes all documentation, is submitted in the format outlined in this Solicitation, is of timely submission, and has the appropriate signatures as required on each document. Failure to comply with these requirements may result in the proposal being deemed non-responsive.

4.2 Evaluation Criteria

Proposals will be evaluated by a Review Team which will rank proposals based on the criteria listed below. The Review Team will be comprised of appropriate County personnel and members of the community, as deemed necessary, with the appropriate experience and/or knowledge, striving to ensure that the Review Team is balanced with regard to both ethnicity and gender. The criteria are itemized with their respective weights for a maximum total of one hundred (100) points per Review Team member.