



Advertise Date: 4/1/2016

LEE COUNTY BOARD OF COUNTY COMMISSIONERS
DIVISION OF PROCUREMENT MANAGEMENT

Request for Proposal (RFP) (Non-CCNA)

Solicitation No.:	RFP160255RDF		
Solicitation Name	Tourism Advertising, Program Planning, Creation and Implementation		
Open Date/Time:	5/17/2016	Time:	2:30 PM
Location:	Lee County Procurement Mgmt 1500 Monroe St 4th Floor Ft Myers FL 33901		
Procurement Contact:	Bob Franceschini	Title	Purchasing Manager
Phone:	(239) 533-8881	Email:	rfranceschini@leegov.com
Requesting Dept.	County Administration		
Pre-Solicitation Meeting:			
Type:	No meeting scheduled at this time		
Date/Time:	N/A		
Location:	N/A		

All solicitation documents are available for download at www.leegov.com/procurement



4/1/2016

Notice to Contractor / Vendor / Proposer(s)
RFP#RFP160255RDF Tourism Advertising, Program Planning, Creation and Implementation

REQUEST FOR PROPOSAL

Lee County, Fort Myers, Florida, is requesting proposals from qualified individuals/firms for Tourism Advertising, Program Planning, Creation and Implementation.

Then and there to be publicly opened and read aloud for the purpose of selecting a vendor to furnish; all necessary labor, services, materials, equipment, tools, consumables, transportation, skills and incidentals required for Lee County, Fort Myers, Florida, in conformance with proposal documents, which include technical specifications and/or a scope of work.

Those individuals/firms interested in being considered for (RFP) are instructed to submit, in accordance with specifications, their proposals, pertinent to this project prior to

2:30 PM Tuesday, May 17, 2016

to the office of the **Procurement Director, 1500 Monroe Street, 4th Floor, Fort Myers, Florida 33901**. The Request for Proposal shall be received in a sealed envelope, prior to the time scheduled to receive proposals, and shall be clearly marked with the solicitation name, solicitation number, proposer name, and contact information as identified in these solicitation documents.

The Scope of Services for this RFP is available from www.leegov.com/procurement. Vendors who obtain scope of services from sources other than www.Leegov.com/procurement are cautioned that the solicitation package may be incomplete. The County's official bidders list, addendum(s) and information must be obtained from www.Leegov.com/procurement. It is the proposer's responsibility to check for posted information. The County may not accept incomplete proposals.

There will be no Pre-proposal Conference for this RFP

It has been determined that the specifications and scope of work within this solicitation are adequate to describe the product or services being requested. A pre-proposal conference and site visit has not been scheduled for this solicitation. Questions regarding this Request for Proposal are to be directed, in writing, to the individual listed below using the email address listed below or faxed to (239) 485 8383 during normal working hours.

Bob Franceschini rfranceschini@LeeGov.com

Sincerely,


Mary G. Tucker, CPPO, FCPM, FCCN
Purchasing Director

*WWW.LeeGov.Com/Procurement is the County's official posting site

GENERAL CONDITIONS

Sealed Proposals will be received by the DIVISION OF PROCUREMENT MANAGEMENT, until the time and date specified on the cover sheet of this "Request for Proposal", and opened immediately thereafter by the Director or designee.

Any question regarding this solicitation should be directed to the Procurement Contact listed on the cover page of this solicitation, or by calling the **Division of Procurement Management at (239) 533-8881**.

1) SUBMISSION OF PROPOSAL:

a) Proposals must be sealed in an envelope, and the outside of the envelope must be marked with the following information:

- i) The envelope exterior: (label included in forms section)
 - (1) Marked with the words "Sealed Proposal"
 - (2) Name of the firm submitting the quotation
 - (3) Title of the proposal
 - (4) Proposal number
- ii) The envelope shall include:
 - (1) One (1) original hard copy of the proposal submittal
 - (2) Six (6) electronic flash drive (USB) sets of the proposal submittal
 - (a) One single adobe PDF file and should be copied **in the same order as the original hard copy.**
 - (b) Limit the color and number of images to avoid unmanageable file sizes.
 - (c) **Do not lock files.**
 - (d) If a cost/bid schedule was provided, the completed schedule should be included as a Microsoft Excel file on the flash drive.

b) Proposals are to include the following:

- i) The completed Proposal/Quote Form. Proposal must be properly signed and where applicable corporate and/or notary seals.
- ii) Required forms
- iii) All other pertinent documentation required in the Request for Proposal.

2) PROPOSALS RECEIVED LATE: It is the proposer's responsibility to ensure that the proposal is received by the Division of Procurement Management prior to the opening date and time specified. Any proposal received after the opening date and time will be promptly returned to the proposer unopened. Lee County will not be responsible for proposals received late because of delays by a third party delivery service; i.e., U.S. Mail, UPS, Federal Express, etc.

3) PROPOSAL CALCULATION ERRORS: In the event there is a discrepancy between the total quoted amount or the extended amounts and the unit prices quoted, the unit prices will prevail and the corrected sum will be considered the quoted price.

4) PAST PERFORMANCE: All vendors will be evaluated on their past performance and prior dealings with Lee County (i.e., failure to meet specifications, poor workmanship, late delivery, etc.). Poor or unacceptable past performance may result in bidder disqualification.

- 5) **WITHDRAWAL OF PROPOSAL:** No proposal may be withdrawn for a period of 90 days after the scheduled time for receiving proposals. A proposal may be withdrawn prior to the proposal-opening date and time. Such a request to withdraw must be made in writing to the Procurement Management Director, who will approve or disapprove of the request.
- 6) **COUNTY RESERVES THE RIGHT:** The County reserves the right to exercise its discretion, to waive minor informalities in any proposal; to reject any or all proposals with or without cause; and/or to accept the proposal that in its judgment will be in the best interest of the County of Lee.
- 7) **EXECUTION OF PROPOSAL:** All proposals shall contain the signature of an authorized representative of the proposer in the space provided on the proposal form. All proposals shall be typed or printed in ink. The bidder may not use erasable ink. All corrections made to the proposal shall be initialed.
- 8) **ACCEPTANCE:**
- a) The materials and/or services delivered under the proposal **shall** remain the property of the seller until a physical inspection and actual usage of these materials and/or services is accepted by the County and is deemed to be in compliance with the terms herein, fully in accord with the specifications and of the highest quality. In the event the materials and/or services supplied to the County are found to be defective or do not conform to specifications, the County reserves the right to cancel the order upon written notice to the seller and return such product to the seller at the seller's expense.
- 9) **RULES, REGULATIONS, LAWS, ORDINANCES & LICENSES:**
- a) The awarded vendor shall observe and obey all laws, ordinances, rules, and regulations, of the federal, state, and local government, which may be applicable to the supply of this product or service. The awarded vendor has attested to compliance with the applicable immigration laws of the United States in the attached affidavit. Violations of the immigration laws of the United States shall be grounds for unilateral termination of the awarded agreement.
- i) Local Business Tax – Vendor shall submit within 10 calendar days after request.
- ii) Specialty License(s) – Vendor shall possess at the time of the opening of the proposal all necessary permits and/or license required for the sale of this product and/or service and upon the request of the County will provide copies of licenses and/or permits within 10 calendar days after request.
- iii) The geographic preference established in the Local Vendor Preference ordinance is applicable to all Lee County procurement activities unless otherwise specifically noted in the solicitation package. Provided, however, the Local Vendor Preference ordinance is not applicable to procurement activity or solicitations involving Federal Transit Administration grant funds.
- iv) Florida Statutes Section 607.1501 (1) states: A foreign corporation may not transact business in this state until it obtains a certificate of authority from the Department of State.
- 10) **PRE-PROPOSAL CONFERENCE**
- a) A pre-proposal conference will be held at the location, date, and time specified on the cover of this solicitation. Pre-proposal conferences are generally non-mandatory, but it is highly recommended that everyone planning to submit a proposal attend.
- b) In the event a pre-proposal conference is classified as mandatory, it will be so specified on the cover of this solicitation and it will be the responsibility of the proposer to ensure that they are

represented at the pre-proposal. Only those proposers who attend the pre-proposal conference will be allowed to submit a proposal on this project.

11) LEE COUNTY PAYMENT PROCEDURES:

- a) All invoices will be paid as directed by the Lee County payment procedure unless otherwise differently stated in the detailed specification portion of this proposal.
- b) Lee County will not be liable for requests for payment deriving from aid, assistance, or help by any individual, vendor, proposer, or bidder for the preparation of these specifications.
- c) Lee County is generally a tax-exempt entity subject to the provisions of the 1987 legislation regarding sales tax on services. Lee County will pay those taxes for which it is obligated, or it will provide a Certificate of Exemption furnished by the Department of Revenue. All contractors or proposers should include in their proposal all sales or use taxes, which they will pay when making purchases of material or subcontractor's services.

12) LEE COUNTY BID PROTEST PROCEDURE

- a) Any contractor/vendor/firm that has submitted a formal bid/proposal to Lee County, and who is adversely affected by an intended decision with respect to the award of the formal bid/proposal, must file a written "Notice of Intent to File a Protest" with the Lee County Procurement Management Director not later than seventy-two (72) hours (excluding Saturdays, Sundays and Legal Holidays) after receipt of the County's "Notice of Intended Decision" with respect to the proposed award of the formal bid/proposal.
- b) The "Notice of Intent to File a Protest" is one of two documents necessary to perfect Protest. The second document is the "Formal Written Protest", both documents are described below.
- c) The "Notice of Intent to File a Protest" document must state all grounds claimed for the Protest, and clearly indicate it as the "Notice of Intent to File a Protest". Failure to clearly indicate the Intent to file the Protest shall constitute a waiver of all rights to seek any further remedies provided for under this Protest Procedure.
- d) The "Notice of Intent to File a Protest" shall be received ("stamped in") by the Procurement Management Director or Public Works Director not later than Four o'clock (4:00) PM on the third working day following the day of receipt of the County's Notice of Intended Decision.
- e) The affected party shall then file its Formal Written Protest within ten (10) calendar days after the time for the filing of the Notice of Intent to File a Protest has expired. Except as provided for in the paragraph below, upon filing of the Formal Written Protest, the contractor/vendor/firm shall post a bond, payable to the Lee County Board of County Commissioners in an amount equal to five percent (5%) of the total bid/proposal, or Ten Thousand Dollars (\$10,000.00), whichever is less. Said bond shall be designated and held for payment of any costs that may be levied against the protesting contractor/vendor/firm by the Board of County Commissioners, as the result of a frivolous Protest.
- f) A clean, Irrevocable Letter of Credit or other form of approved security, payable to the County, may be accepted. Failure to submit a bond, letter of credit, or other approved security simultaneously with the Formal Written Protest shall invalidate the protest, at which time the County may continue its procurement process as if the original "Notice of Intent to File a Protest" had never been filed.
- g) Any contractor/vendor/firm submitting the County's standard bond form (CMO: 514), along with the bid/proposal, shall not be required to submit an additional bond with the filing of the Formal Written Protest.
- h) The Formal Written Protest shall contain the following:
 - i) County bid/proposal identification number and title.

- ii) Name and address of the affected party, and the title or position of the person submitting the Protest.
- iii) A statement of disputed issues of material fact. If there are no disputed material facts, the Formal Protest must so indicate.
- iv) A concise statement of the facts alleged, and of the rules, regulations, Statutes, or constitutional provisions, which entitle the affected party to relief.
- v) All information, documents, other materials, calculations, and any statutory or case law authority in support of the grounds for the Protest.
- vi) A statement indicating the relief sought by the affected (protesting) party.
- vii) Any other relevant information that the affected party deems to be material to Protest.
 - (1) Upon receipt of a timely filed "Notice of Intent to File a Protest", the Procurement Management Director or Public Works Director (as appropriate) may abate the award of the formal bid/proposal as appropriate, until the Protest is heard pursuant to the informal hearing process as further outlined below, except and unless the County Manager shall find and set forth in writing, particular facts and circumstances that would require an immediate award of the formal bid/proposal for the purpose of avoiding a danger to the public health, safety, or welfare. Upon such written finding by the County Manager, the County Manager may authorize an expedited Protest hearing procedure. The expedited Protest hearing shall be held within ninety-six (96) hours of the action giving rise to the contractor/vendor/firm's Protest, or as soon as may be practicable for all parties. The "Notice of Intent to File a Protest" shall serve as the grounds for the affected party's presentation and the requirements for the submittal of a formal, written Protest under these procedures, to include the requirement for a bond, shall not apply.
 - (2) The Dispute Committee shall conduct an informal hearing with the protesting contractor/vendor/firm to attempt to resolve the Protest, within seven working days (excluding Saturdays, Sundays and legal holidays) from receipt of the Formal Written Protest. The Chairman of the Dispute Committee shall ensure that all affected parties may make presentations and rebuttals, subject to reasonable time limitations, as appropriate. The purpose of the informal hearing by the Dispute Committee, the protestor and other affected parties is to provide and opportunity: (1) to review the basis of the Protest; (2) to evaluate the facts and merits of the Protest; and (3) to make a determination whether to accept or reject the Protest.
 - (3) Once a determination is made by the Dispute Committee with respect to the merits of the Protest, the Dispute Committee shall forward to the Board of County Commissioners its recommendations, which shall include relevant background information related to the procurement.
 - (4) Upon receiving the recommendation from the Dispute Committee, the Board of County Commissioners shall conduct a hearing on the matter at a regularly scheduled meeting. Following presentations by the affected parties, the Board shall render its decision on the merits of the Protest.
 - (5) If the Board's decision upholds the recommendation by the Dispute Committee regarding the award, and further finds that the Protest was either frivolous and/or lacked merit, the Board, at its discretion, may assess costs, charges, or damages associated with any delay of the award, or any costs incurred with regard to the protest. These costs, charges or damages may be deducted from the security (bond or letter of credit) provided by the contractor/vendor/firm. Any costs, charges or damages assessed by the Board in excess of the security shall be paid by the protesting contractor/vendor/firm within thirty (30) calendar days of the Board's final determination concerning the award.
 - (6) All formal bid/proposal solicitations shall set forth the following statement:
- i) "FAILURE TO FOLLOW THE BID PROTEST PROCEDURE REQUIREMENTS WITHIN THE TIMEFRAMES AS PRESCRIBED HEREIN AND ESTABLISHED BY LEE COUNTY

BOARD OF COUNTY COMMISSIONERS, FLORIDA, SHALL CONSTITUTE A WAIVER OF YOUR PROTEST AND ANY RESULTING CLAIMS.”

13) PUBLIC ENTITY CRIME:

- a) Any person or affiliate as defined by statute who has been placed on the convicted vendor list following a conviction for a public entity crime may not submit a bid or a contract to provide any goods or services to the County; may not submit a bid on a contract with the County for the construction or repair of a public building or a public work; may not submit bids or leases of real property to the County; may not be awarded or perform works as a contractor, supplier, subcontractor, or consultant under a contract with the County, and may not transact business with the County in excess of \$25,000.00 for a period of 36 months from the date of being placed on the convicted vendor list.

14) QUALIFICATION OF PROPOSERS: (unless otherwise noted)

- a) Proposals will be considered only from firms normally engaged in the sale and distribution or provision of the services as specified herein. Proposers shall have adequate organization, facilities, equipment, and personnel to ensure prompt and efficient service to Lee County. The County reserves the right before recommending any award to inspect the facilities and organization; or to take any other action necessary to determine ability to perform is satisfactory, and reserves the right to reject proposals where evidence submitted or investigation and evaluation indicates an inability of the proposer to perform.

15) ORDER OF PRECEDENCE:

- a) If a conflict exists between the General Conditions and the technical/detailed specifications, then the technical/detailed specifications shall prevail. If a conflict exists between the technical/detailed specifications and the special conditions, then the special conditions shall prevail.

16) WAIVER OF CLAIMS:

- a) Once this contract expires, or final payment has been requested and made, the awarded contractor shall have no more than 30 days to present or file any claims against the County concerning this contract. After that period, the County will consider the Contractor to have waived any right to claims against the County concerning this agreement.

17) AUTHORITY TO PIGGYBACK

- a) It is hereby made a precondition of any proposal and a part of these specifications that the submission of any proposal in response to this request constitutes a proposal made under the same conditions, for the same price, and for the same effective period as this proposal, to any other governmental entity.

18) COUNTY RESERVES THE RIGHT

- a) **Any Single Large Project**
 - i) The County, in its sole discretion, reserves the right to separately proposal any project that is outside the scope of this proposal, whether through size, complexity, or dollar value.
- b) **Disadvantaged Business Enterprises (DBE's)**
 - i) The County, in its sole discretion, reserves the right to purchase any of the items in this proposal from a Disadvantaged Business Enterprise vendor if the prices are determined to be

in the best interest of the County, to assist the County in the fulfillment of any of the County's grant commitments to federal or state agencies.

ii) The County further reserves the right to purchase any of the items in this proposal from DBE's to fulfill the County's stated policy toward DBE's.

c) **Anti-Discrimination**

i) The vendor for itself, its successors in interest, and assignees, as part of the consideration there of covenant and agree that:

- (1) In the furnishing of services to the County hereunder, no person on the grounds of race, religion, color, age, sex, national origin, handicap or marital status shall be excluded from participation in, denied the benefits of, or otherwise be subjected to discrimination.
- (2) The vendor will not discriminate against any employee or applicant for employment because of race, religion, color, age, sex, national origin, handicap or marital status. The vendor will make affirmative efforts to insure that applicants are employed and that employees are treated during employment without regard to their race, religion, color, age, sex, national origin, handicap or marital status. Such action shall include, but not be limited to, acts of employment, upgrading, demotion or transfer; recruitment advertising; layoff or termination, rates of pay or other forms of compensation and selection for training, including apprenticeship.
- (3) Vendor agrees to post in a conspicuous place, available to employees and applicants for employment, notices setting forth the provisions of this anti-discrimination clause.
- (4) Vendor will provide all information and reports required by relevant regulations and/or applicable directives. In addition, the vendor shall permit access to its books, records, accounts, other sources of information, and its facilities as may be determined by the County to be pertinent to ascertain compliance. The vendor shall maintain and make available relevant data showing the extent to which members of minority groups are beneficiaries under these contracts.
- (5) Where any information required of the vendor is in the exclusive possession of another who fails or refuses to furnish this information, the vendor shall so certify to the County its effort made toward obtaining said information. The vendor shall remain obligated under this paragraph until the expiration of three (3) years after the termination of this contract.
- (6) In the event of breach of any of the above anti-discrimination covenants, the County shall have the right to impose sanctions as it may determine to be appropriate, including withholding payment to the vendor or canceling, terminating, or suspending this contract, in whole or in part.
- (7) Additionally, the vendor may be declared ineligible for further County contracts by rule, regulation or order of the Board of County Commissioners of Lee County, or as otherwise provided by law.
- (8) The vendor will send to each union, or representative of workers with which the vendor has a collective bargaining agreement or other contract of understanding, a notice informing the labor union of worker's representative of the vendor's commitments under this assurance, and shall post copies of the notice in conspicuous places available to the employees and the applicants for employment.
- (9) The vendor will include the provisions of this section in every subcontract under this contract to insure its provisions will be binding upon each subcontractor. The vendor will take such actions with respect to any subcontractor, as the contracting agency may direct, as a means of enforcing such provisions, including sanctions for non-compliance.

19) AUDITABLE RECORDS

- a) The awarded vendor shall maintain auditable records concerning the procurement adequate to account for all receipts and expenditures, and to document compliance with the specifications. These records shall be kept in accordance with generally accepted accounting methods, and Lee County reserves the right to determine the record-keeping method required in the event of non-conformity. These records shall be maintained for two years after completion of the project and shall be readily available to County personnel with reasonable notice, and to other persons in accordance with the Florida Public Disclosure Statutes.

20) DRUG FREE WORKPLACE

- a) Whenever two or more proposals, which are equal with respect to price, quality and service, are received for the procurement of commodities or contractual services, a proposal received from a business that certifies that it has implemented a drug-free workplace program shall be given preference in the award process. In order to have a drug-free workplace program, a business shall comply with the requirements of Florida Statutes 287.087.

21) REQUIRED SUBMITTALS

- a) Any submittals requested should be returned with the proposal response. This information may be accepted after opening, but no later than 10 calendar days after request.

22) TERMINATION

- a) Any agreement as a result of this proposal may be terminated by either party giving thirty (30) calendar days advance written notice. The County reserves the right to accept or not accept a termination notice submitted by the vendor, and no such termination notice submitted by the vendor shall become effective unless and until the vendor is notified in writing by the County of its acceptance.
 - i) The Procurement Management Director may immediately terminate any agreement as a result of this proposal for emergency purposes, as defined by the Lee County Purchasing and Payment Procedure Manual.
 - ii) Any vendor who has voluntarily withdrawn from a formal proposal without the County's mutual consent during the contract period shall be barred from further County procurement for a period of 180 days. The vendor may apply to the Board of Lee County Commissioners for waiver of this debarment. Such application for waiver of debarment must be coordinated with and processed by Procurement Management.

23) CONFIDENTIALITY

- a) Vendors should be aware that all submittals (including financial statements) provided with a proposal are subject to public disclosure and will **not** be afforded confidentiality.

24) ANTI-LOBBYING CLAUSE

- a) All firms are hereby placed on formal notice that neither the County Commissioners nor candidates for County Commission, nor any employees from the Lee County Government, Lee County staff members, nor any members of the Qualification/Evaluation Review Committee are to be lobbied, either individually or collectively, concerning this project. Firms and their agents who intend to submit qualifications, or have submitted qualifications, for this project are hereby placed on *formal notice* that they are **not** to contact County personnel for such purposes as holding meetings of introduction, meals, or meetings relating to the selection process outside of those specifically scheduled by the County for negotiations. Any such lobbying activities may cause immediate disqualification for this project.

25) INSURANCE (AS APPLICABLE)

- a) Insurance shall be provided, per the attached insurance guide. Upon request, an insurance certificate complying with the attached guide may be required prior to award.

26) CONFLICT OF INTEREST

- a) All firms are hereby placed on formal notice that per Section 3 of Lee County Ordinance No. 92-22:
- b) The County is prohibited from soliciting a professional services firm to perform project design and/or construction services if the firm has or had been retained to perform the project feasibility or study analysis.
And:
- c) A professional services firm who has performed or participated in the project feasibility planning, study analysis, development of a program for future implementation or drafting of solicitation documents directly related to this County project, as the primary contractor/consultant or a prominent member of the team, cannot be selected or retained, as the primary contractor/consultant or a named member of the contracting/consulting team, to perform project design, engineering, or construction services for subsequent phases or scopes of work for this project. Pursuant to FS. S. 287.057(17) the firm will be deemed to have a prohibited conflict of interest that creates an unfair competitive advantage.
- d) Should your response be found in violation of the above stated provisions; the County will consider this previous involvement in the project to be a conflict of interest, which will be cause for immediate disqualification of the submittal from consideration for this project.

27) COUNTY INTERPRETATION/ADDENDA

- a) No interpretation or clarification of the meaning of the plans, specifications, or other contract documents will be binding if made to any BIDDER orally. Every such request must be in writing, addressed to the Lee County Division of Procurement Management and **received no later than eight (8) calendar days prior to the bid opening date.**
- b) All such interpretations, any supplemental instructions and/or any modifications to the Bidding Documents deemed advisable by the COUNTY will be issued as a written Addendum and made available to all known BIDDERS through the COUNTY's Web Site, not later than five calendar days (excluding Saturdays, Sundays and Holidays), prior to the bid opening date. Questions will not be accepted during the last seven days prior to bid opening date, unless otherwise specified by the Lee County Division of Procurement Management Office. All Bidders should check the COUNTY'S Web Site or contact the COUNTY'S Division of Procurement Management Office at least five calendar days before the bid receiving date to verify information regarding Addenda. Failure to do so may result in rejection of the bid as non-responsive. Bidder shall acknowledge receipt of all Addenda by COUNTY'S Web Site at www.leegov.com/procurement
- c) It is the sole responsibility of the BIDDER to ensure he/she obtains information related to Addenda. All Addenda shall become part of the Contract Documents.

28) CONTRACTOR/SUB-CONTRACTOR RELATIONSHIP

- a) The prime contractor on a project may not also be listed as a sub-contractor to another firm submitting a proposal for the same solicitation. Should this occur, all responses from the involved/named firms will be considered non-compliant and rejected for award. Sub-contractors may be listed on multiple proposals for the same solicitation.

29) MAJOR BREAKDOWNS/NATURAL DISASTERS

- a) Lee County requires that the awarded vendor provide the name of a contact person and phone number which will afford Lee County access twenty-four hours per day, 365 days per year, of this product or service in the event of major breakdowns or natural disasters.

- b) Lee County reserves the right to purchase the product or service listed in this quotation elsewhere in an emergency situation.

30) DESIGNATED CONTACT

- a) The awarded vendor shall appoint a person or persons to act as a primary contact for all County departments. This person or back-up shall be readily available during normal work hours by phone or in person, and shall be knowledgeable of the terms and procedures involved.

31) AFFIDAVIT CERTIFICATION IMMIGRATION LAWS

- a) The attached document, Affidavit Certification Immigration Laws, is required and should be submitted with your solicitation package. It must be signed and notarized. Failure to include this affidavit with your response will delay the consideration and review of your submission; and could result in your response being disqualified.

32) EVALUATION PROCESS AND CRITERIA

- a) Proposals will be evaluated on the basis of the response to all requirements in this RFP. The County shall use the following criteria in its evaluations and comparisons of Proposer. No inference is to be drawn concerning relative importance of criteria based on the order presented.
- b) Contract award shall be made to the responsible Proposer whose proposal is most advantageous to the County, taking into consideration the applicable evaluation criteria set forth below. Please note, however, that the listing of fees as an evaluation criterion does not require the County to select the Proposer with the lowest fee proposal.
- c) Responses will be evaluated on the basis of responsiveness to the questions and requirements in this RFP by an evaluation panel using the following criteria: **The following criteria are listed in random order, not in order of importance.**
 - i) **Understanding of the Scope of Work**
 - (1) Responsiveness to the requirements of this RFP.
 - (2) Quality of Proposal as it addresses the needs presented in the Scope of Work.
 - (3) Demonstrated understanding of the project.
 - ii) **Technical Merits**
 - (1) Proposed work plan and methodology, including proposed formats for reviews and reporting.
 - (2) Ability to meet project requirements, including Proposer's demonstrated willingness to devote adequate resources to the project to ensure quality, timely completion.
 - iii) **Cost, if applicable**
 - iv) **Company Management**
 - (1) Business infrastructure.
 - (2) Financial status/stability.
 - (3) Project team organization and composition dedicated to this Contract.
 - (4) Location of Proposer's office from which project will be conducted.
 - v) **Experience/Expertise**
 - (1) Responsibility, capabilities, integrity and reliability of the firm.
 - (2) Experience doing similar projects for governments comparable in functions to Lee County.
 - (3) Demonstrated experience in the timely development, maintenance and administration of assessments/tests and in training staff relative to their use, analysis and revision.
 - (4) Number of year's consultant has been in the business of providing this type of service.
 - (5) Principle personnel including; quality, experience and expertise.
 - (6) Letters of reference
 - vi) **Ranking/Scoring**

- (1) Following the initial evaluation process, the highest ranking (number one (1) being highest) Proposer may be required to complete an additional questionnaire regarding more specific processes and capabilities, as well as provide additional pricing information. In addition, Proposer may be required to provide an on-site interview and/or system demonstration as it relates to requested and/or proposed services.
- (2) Lee County Procurement Management, Fort Myers, Florida, reserves the right to make award(s) by individual item, group of items or services, all or none, or a combination thereof. The County reserves the right to reject any and all proposals or to waive any minor irregularity or technicality in the proposals received. Award will be made to the most **responsible** and **responsive** proposer within the evaluation criteria chosen for basis of award.
- (3) If multiple evaluations are completed the following process will be followed:
 - (a) The first evaluation will be ranked based on the scores from the selection criteria point values. Points are totaled and proposers ranked according to each evaluation committee members total points.
 - (b) **Ranking Method.** Lee County uses the Dense Ranking ("1223" ranking). In dense ranking, items that compare equal receive the same ranking number, and the next item(s) receive the immediately following ranking number. Equivalently, each item's ranking number is 1 plus the number of items ranked above it that are distinct with respect to the ranking order. This ranking method is used for each individual committee member's scores. Thus if A ranks ahead of B and C (which compare equal) which are both ranked ahead of D, then A gets ranking number 1 ("first"), B gets ranking number 2 ("joint second"), C also gets ranking number 2 ("joint second") and D gets ranking number 3 ("third").
 - (c) Subsequent evaluations will be accomplished by simply ranking the proposers. Point values will not be totaled. Proposals will be ranked in sequential order with one (1) being the highest ranking.
- (4) The County reserves the right to award to one or multiple proposers at the discretion of the requesting authority and approval of the Purchasing Director.

RFP Submission Schedule

Submission Description	Date(s)	Time
Advertise Request for Proposal (RFP)	4/1/16	N/A
Pre-Proposal Meeting	N/A	N/A
Proposal Question Deadline	8 Calendar days prior to Bid Opening	Prior to 5:00 PM
Proposal Due	5/17/16	2:30 PM
Evaluation Meeting	6/1/16	1:00 PM
Presentations by Firms (If Requested)	7/8/16	TBD
Final Scoring/Selection Meeting (If Requested)	TBD	TBD
Commission Meeting	TBD	TBD

33) SELECTION/AWARD PROCESS

- a) Appropriate County staff may prepare a slate of finalists in order of ranking to present to the Board of County Commissioners. Upon approval from the Board, negotiations will commence with the selected Contractor(s). Upon successful completion of negotiations, the award and executed Contract(s) will be submitted to the Board of County Commissioners for approval. If a satisfactory Contract(s) cannot be negotiated in a reasonable amount of time, the County, in its sole discretion, may terminate negotiations with the selected Contractor(s) and begin Contract(s) negotiations with the next finalist.

NOTE: Proposed short-list and final selection meeting dates are posted on the Procurement Management web page at www.leegov.com/procurement (Projects, Award Pending).

34) TERM OF AWARD

- a) If awarded, the terms of this solicitation shall be in effect for three (3) years. The County reserves the right to renew this quote (or any portion thereof) and to negotiate lower pricing as a condition for each renewal, for up to two (2) additional one-year periods, upon mutual agreement of both parties and, except as to lower pricing, under the same terms and conditions.

35) AGREEMENTS/CONTRACTS

- a) The awarded vendor will be required to execute an Agreement/Contract as a condition of award. A sample of this document may be viewed on-line at <http://sp.leegov.com/procurement/forms>

End of section

LEE COUNTY, FLORIDA
DETAILED SPECIFICATIONS
FOR
RFP160255RDF
Tourism Advertising, Program Planning, Creation and Implementation

SCOPE

The Lee County Board of County Commissioners is requesting proposals from responsible and professional advertising agency service providers. The advertising agency shall be the principal advisor and provider to the Visitor & Convention Bureau (VCB) for the following advertising services: Development of a strategic advertising plan; creative strategy, creation and production of all advertising; placement of advertising, regardless of type, at the lowest competitive rate; development and coordination of media plans; brand marketing; create and implement cooperative advertising programs; and develop promotions in order to stretch the reach of the advertising budget.

All proposals must be made on the basis of the specification contained herein.

Proposer is required to indicate whether the Firm and/or any proposed sub-consultants are Disadvantaged Business Enterprises (DBE). Lee County encourages the utilization and participation of DBEs in procurements, and evaluation proceedings will be conducted within the established guidelines regarding equal employment opportunity and nondiscriminatory action based upon the grounds of race, color, sex or national origin. Interested certified Disadvantaged Business Enterprise (DBE) firms as well as other minority-owned and women-owned firms are encouraged to respond.

GENERAL

Services Desired: The Lee County Board of County Commissioners, Visitor & Convention Bureau (VCB) hereby solicits Proposals from responsible and qualified professional marketing firms.

Background:

The mission of the VCB is to increase the net positive impacts of tourism on the local economy. Our vision for the future of Lee County as a leading tourism destination is achieved with the coordinated support of the tourism private sector in partnership with the VCB.

The current marketing agency of record for the VCB is MMGY Global in Lee County, Florida. They have been the marketing agency for the Visitor & Convention Bureau since September 2011, and the subsequent contract with Lee County expires September 30, 2016. This Request for Proposal does not reflect in any way dissatisfaction with the current agency.

Advertising Overview:

The Lee County VCB develops and implements a consumer-based marketing model designed to support the VCB's goals as follows:

- Maintain and build year-round tourism
- Increase tourism spending
- Maintain or increase current level of bed tax collection
- Increase in-state market share
- Build brand recognition, differentiation and preference among key target audiences
- Increase the positive impact of tourism to all communities and tourism sectors
- Be the industry leader and conscientious advocate of the preservation of the ecological

- wonders of Lee County
- Research and develop new markets
- Act as a community link to the local industry in times of crisis
- Provide the local tourism industry with creative, competitive and unique cooperative advertising and sales opportunities

General Scope Statement:

The marketing agency shall be the principal advisor and provider to the VCB for the following services:

- Development and implementation of an integrated strategic advertising plan
- Creative strategy, creation and production of all advertising materials including but not limited to print, broadcast, web/interactive, social media, out-of-home, collateral, and trade show displays
- Development and coordination and placement of media plans
- Brand marketing/stewardship
- Creation and implementation of cooperative advertising programs
- Development of proactive promotions in order to stretch the reach of the advertising budget

The Lee County VCB is seeking a marketing agency with extensive experience in the development and implementation of integrated destination marketing programs. The agency should have destination-specific expertise in cooperative advertising programs, television, magazine, newspaper, digital, social media, direct mail, outdoor, website, display and other forms of specialty advertising. The agency should also have the ability and experience to develop creative campaigns for implementation on an international scale.

The marketing agency should be able to suggest strategies to expand the impact of the advertising campaign while allowing for the broadest possible exposure within the available budget. Maximizing the usage of cooperative and tag-on advertising should be included in such strategies. The VCB wants the agency to explore possible joint advertising programs, which would pair Lee County with non-destination advertisers.

The agency must have expertise in targeting consumer and travel trade professionals such as travel agents, tour operators and meeting planners.

Lee County VCB encourages responses from marketing agencies, which will accept an innovative, non-traditional compensation structure. The specific compensation will be negotiated.

Budget:

The projected budget (fiscal year October 1, 2016 through September 30, 2017) for this proposal for marketing services is approximately \$11 million. Future budgets may be increased or decreased, as needed depending upon available funding. This budget is subject to the availability of funds, approved by the Lee County Tourism Development Council and the Lee County Board of County Commissioners.

1. QUALIFICATION REQUIREMENTS

All interested marketing agencies should submit their written responses to this RFP. The replies should be as succinct as possible. Lee County reserves the right to reject any or all proposals received and all submissions become the property of the County. All proposals received will be reviewed by an Evaluation Selection Committee made up of County staff members. Oral Presentations may be required at the discretion of the Evaluation Selection Committee. Presenting firms will be notified by mail of the time and place of oral presentations if they are requested. If no oral presentations are requested, the

Committee's selection and recommendation shall be based on staff's submittal of firms meeting the minimum requirements.

If oral presentations are conducted, the firm(s) may be questioned by the Committee. During the oral presentations, the key contact provided in section 2.1.3 must be the principal speaker. At the end of the presentations or upon review of staff's recommendation (if oral presentations are waived) the Committee will select the most responsive and responsible Consultants and submit the list to the Board of County Commissioners for approval. The Board shall make the final decision regarding the ranking of Consultants and reserves the right to reject any and all Proposals.

Only those firms submitting Proposals, including all pertinent information as requested, and which meet the requirements herein will be considered for the service contemplated herein, regardless of past contact with the Lee County Visitor & Convention Bureau.

Proposals shall be considered only from firms normally engaged in performing the type of work specified with this Request for Proposal. In the determination of the evidence of responsibility and ability to perform the required services by the proposer, the Evaluation Selection Committee shall determine whether the evidence of responsibility and ability to perform is satisfactory. The Evaluation Selection Committee reserves the right to reject any or all proposals and to request on-site visits at the offices of any of firms submitting proposals.

The proposer, for purposes of review and evaluation, shall answer all questions in Section 2 and submit seven (7) copies one (1) original and six (6) electronic versions on flash drive (USB) including the creative support materials.

1.0 REQUIREMENTS

To qualify for consideration as a qualified Proposer, the following minimum qualifications must be met:

1.1 Proven track record in the following:

- 1.1.1 Integrated destination marketing domestically and internationally (preferably in UK, Germany and Canada at a minimum)
- 1.1.2 Documented experience in developing and implementing successful Market cooperative advertising programs with local, state, national and international partners
- 1.1.3 Strong strategic planning capabilities
- 1.1.4 Developing breakthrough creative executions of solid marketing strategies
- 1.1.5 Government accounting and billing practices and procedures
- 1.1.6 Proposer must have a solid working knowledge of the marketing issues and challenges of the tourism industry.

1.2 In-house capabilities

- 1.2.1 Proposer must have the following in-house capabilities and have at least one full-time, dedicated employee on staff for each of these items:
 - 1.2.1.1 Media planning
 - 1.2.1.2 Media buying
 - 1.2.1.3 Research
 - 1.2.1.4 Strategic Planning
 - 1.2.1.5 Creative (in-house services to include creative direction, art direction, copy writing, Broadcast, print production and traffic)
 - 1.2.1.6 Website / Digital / Internet Specialists

- 1.2.1.7 Social Media Specialists
- 1.2.1.8 Customer Relationship Management Specialists
- 1.2.1.9 Promotions
- 1.2.1.10 Accounting (with government billing experience)

1.3 Agency Minimum Size, Location and Staffing

- 1.3.1 To ensure agency has size and resources to successfully handle an account the size of the Lee County VCB, agency must have documented minimum billings of \$40 million.
- 1.3.2 Proposer must be willing to assign one account manager located in Lee County dedicated full-time to this account.
- 1.3.3 Proposer must have or be willing to open an office in Lee County within 60 days of finalizing the contract.

1.4 Conflict of Interest Accounts

Proposer must disclose any other destination management organization(s) for which they are the agency of record, and be willing to resign if deemed competitive. VCB will review and approve on a case-by-case basis.

1.5 Proposer's Insurance Requirements

Before final execution of the Agreement and until acceptance of the Work by the Owner, the Proposer shall procure and maintain insurance of the types and of the limits specified below.

- 1.5.1 An Insurance Certificate shall be required from the Proposer. Such form must be properly executed and submitted by an authorized representative of the insurance company and Proposer. Such certificate of insurance must have a 30 days notice of cancellation, state that the coverage is primary, and shall be in the types and amounts stated below. The Certificate should include producer's phone number and reference the name of the project. Lee County Board of County Commissioners, its officers and employees, is to be specifically included as an Additional Insured on the Commercial General Liability coverage.

The Certificate of Insurance must contain the following limits:

(a) Worker's Compensation: Coverage to apply for all employees for Statutory Limits in compliance with the applicable state and federal laws. The policy must include Employers' Liability with a minimum limit of \$300,000.00 each accident. The certificate shall include a waiver of subrogation from the carrier.

(b) Commercial General Liability: Shall have minimum limits of \$1,000,000.00 per occurrence. Combined Single Limit for Bodily Injury Liability and Property Damage Liability. This shall include Premises and/or Operations, Independent Contractors and Products and/or Completed Operations, Broad Form Property Damage, and a Contractual Liability Endorsement. Said coverage must be on an occurrence basis. Lee County Board of County Commissioners, its officers and employees shall be included as an Additional Insured.

(c) Business Automobile Policy: Shall have minimum limit of \$1,000,000.00 per occurrence. Combined Single Limit for Bodily Injury Liability and Property Damage Liability. This shall include Owned Vehicles, Hired and Non-Owned Vehicles, and Employees Non-Ownership and be based on occurrence basis.

The Proposer agrees that the requested insurance coverages are not intended to and shall not, in any manner, limit or reduce the liabilities and obligations assumed by the Proposer, its agents, employees, subcontractors, etc.

1.5.2 In the event the insurance coverage expires prior to the completion of the project, a written renewal certificate shall be issued thirty (30) calendar days prior to said expiration date. The policy shall provide a thirty (30) calendar day written notification clause in the event of cancellation or modification to the policy.

1.5.3 It shall be the responsibility of the Proposer to ensure that all subcontractors carry General Liability Insurance, Automobile Liability, and Workers' Compensation in compliance with statutory limits.

2. Proposal Content

Proposals submitted must contain at a minimum the following information. The evaluation of the proposals will consist of, but is not restricted to, these points. Answers should be as succinct as possible. The proposer, for purposes of review and evaluation, shall answer all questions in Section 2 and submit seven (7) copies total--one (1) original and six (6) copies.

2.1 Corporate Background

2.1.1 Company Name, corporate headquarters address, phone, fax, company website

2.1.2 Branch office locations, if applicable

2.1.3 Key contact: name, address, phone, fax, email

2.1.4 List firms ownership, date established

2.1.5 Provide the firm's Federal Employer's Identification Number (FEIN) or, for any individual, your Social Security Number (SSN)

2.1.6 Corporations must include their Florida Corporate Charter Number

2.1.7 Total billings for **each** of the last five (5) years

2.1.8 Percentage of media billings for **each** of the last three (3) years in the following categories:

2.1.8.1 Magazine

2.1.8.2 Newspaper

2.1.8.3 Direct Mail

2.1.8.4 Television

2.1.8.5 Radio

2.1.8.6 Digital/online

2.1.8.7 Social Media

2.1.8.8 Mobile

2.1.8.9 Outdoor

2.1.8.10 Other

2.1.9 Number of clients who have billings in the following categories:

2.1.9.1 Under \$2 million

2.1.9.2 Between \$2-\$5 million

2.1.9.3 Between \$5-10 million

2.1.9.4 Between \$10-15 million

2.1.9.5 More than \$15 million

2.1.10 Financial statement for the applicable legal entity sufficient to demonstrate the capability to perform this contract shall be provided for **each** of the last three (3) years. These may include:

- 2.1.10.1 Summary of significant accounting policies
- 2.1.10.2 Balance sheet
- 2.1.10.3 Statement of income
- 2.1.10.4 Statement of changes in financial position
- 2.1.10.5 Audited financial statements

2.2 **In-house Agency Services**

Indicate if you have full time in-house staff that provide the following services and if so, the number of dedicated staff per category.

- 2.2.1 Media Planning
- 2.2.2 Media Buying
- 2.2.3 Research
- 2.2.4 Strategic Planning
- 2.2.5 Creative
 - 2.2.5.1 Creative Directors
 - 2.2.5.2 Copy Writers
 - 2.2.5.3 Broadcast Production
 - 2.2.5.4 Print Production
 - 2.2.5.5 Digital Production
 - 2.2.5.6 Traffic
 - 2.2.5.7 Web development
 - 2.2.5.8 Promotions
 - 2.2.5.8 Accounting with experience in government accounting practices

2.3 **Agency Experience**

Only include the specific experience of the proposer, not individual employees past experiences.

- 2.3.1 List of all current Tourism/Leisure/Hospitality clients and year started service
- 2.3.2 List all other current clients
- 2.3.2 List all clients added and lost in the past three (3) years and give a brief description of why lost.

2.4 **Agency Case Histories**

Each case history should be no more than two written pages in length and should contain the following information:

- Program Synopsis
- Situation Overview
- Audience
- Objectives
- Strategies
- Tactics
- Results

Supporting Materials – Within the case history, outline the creative materials and/or other supporting materials you are submitting for each case history.

Provide one agency case history for each of the following:

- 2.4.1 Fully Integrated Marketing Campaign for a Tourism Destination
- 2.4.2 Co-operative Advertising Campaign
- 2.4.3 Brand Growth through Digital/Social and Promotions

2.5 **Media Expertise**

- 2.5.1 Provide a summary (maximum of two pages) of your agency's media planning and buying philosophy. Include your overall experience in various media; demonstrate innovative abilities, particularly to negotiate and develop cooperative advertising programs and to develop non-traditional advertising plans.

2.6 **Agency Resources**

- 2.6.1 The proposer shall provide a statement indicating willingness to provide a full-time Account Supervisor located in Lee County to handle all day-to-day operations.

2.6.2 The proposer shall include the number of experienced staff that will be working on this account. The proposer shall describe the organizational structure proposed for this account. Resumes must be included for all staff included on organizational chart. Experience and training relevant to this RFP must be specific in each resume.

2.7 Conflict of Interest

2.7.1 The proposer must submit an agreement to terminate all conflict of interest accounts, if selected. This would include but not be limited to; any sun/beach destination that the VCB determines possesses the qualities/characteristics to be a competing destination.

2.8 Insurance Requirements

2.8.1 The proposer must submit a statement of willingness to comply with all insurance requirements as outlined in section 1.5

2.9 Agency Case Summary

2.9.1 Provide a summary (not to exceed one page) on why Proposer is uniquely qualified to be the marketing communications agency of record for the Lee County VCB.

EVALUATION PROCESS AND CRITERIA

Those firms deemed to meet all minimum qualifications will be scored based upon established criteria, which have been weighted and will be assigned points that measure the responsiveness to each identified criterion. The total number of points earned will be tallied for each firm, and the firms will be rank ordered, based upon the firms submitted qualifications. The top three (3) highest scoring firms may be short listed to move forward with interviews/presentations. The shortlisted firm(s) offering the best interview, in the opinion of the County, will be awarded a contract.

The County reserves the right to invite firms outside the top three highest scoring to move forward should the selection committee see that doing so is in the best interest of the County.

Proposals will be evaluated on the basis of the response to all requirements in this RFP. The County shall use the following criteria in its evaluations and comparisons of Proposer. No inference is to be drawn concerning relative importance of criteria based on the order presented.

Contract award shall be made to the responsible Proposer whose proposal is most advantageous to the County, taking into consideration the applicable evaluation criteria set forth below. Please note, however, that the listing of fees as an evaluation criterion does not require the County to select the Proposer with the lowest fee proposal.

The following criteria are listed in random order, not in order of importance.

Responses will be evaluated on the basis of responsiveness to the questions and requirements in this RFP by an evaluation panel using the following criteria:

a. Overall Firm Experience (Maximum Points Available: 10)

Qualifying background and experience including previous tourism related accounts, non-traditional and innovative partnerships, tools for DMO sales staff, travel trade, meeting planners and DMO branding within their communities

b. Selected team Experience (Maximum Points Available: 15)

Qualifying background and experience including previous tourism related accounts, non-traditional and innovative partnerships, tools for DMO sales staff, travel trade, meeting planners and DMO branding within their communities

c. In-house Talent and Services (Maximum Points Available: 10)

Staff experience, ability and knowledge in media planning, media buying, research, strategic planning, creative, non-traditional media and promotions

d. Creative Strength (Maximum Points Available: 15)

Overall quality of provided creative samples including art direction, copy, broadcast production and print production

e. Media Buying (Maximum Points Available: 15)

Ability to produce effective media buys including media power, knowledge, planning, buying philosophy, innovation, co-op partnerships and non-traditional partnerships.

f. Strategic Planning (Maximum Points Available: 10)

Vision and capabilities of integrating campaign development, production and branding throughout all areas of DMO

g. New Media/Emerging Technologies (Maximum Points Available: 15)

Experience, ability, forecast strength and execution of initiatives in emerging technology in online marketing, social media and consumer trends

h. Cost (Maximum Points Available: 10*)

Proposed cost for agency fees and hourly rate schedule, not limited to: Professional Services, Creative Services, Production, Media, Web/Interactive Services and Social Media

*The proposer with the lowest Price Proposal will be awarded the maximum score listed above. All other proposals will be scored according to the following formula: (Lowest Price Proposal/Proposer's Price Proposal) x Maximum points. For example, the maximum score for price is 10. If the lowest proposed Price Proposal is \$150,000 that Proposer will receive the full 10 points. Another proposer with a Price Proposal of \$160,000 will receive points calculated as follows:

$$\$150,000/\$160,000 = .9375$$

$$.9375 \times 10 = 9.$$

Following the initial evaluation process, the highest ranking Proposer may be required to complete an additional questionnaire regarding more specific processes and capabilities, as well as provide additional pricing information. In addition, Proposer may be required to provide an on-site interview and/or system demonstration as it relates to requested and/or proposed services.

MAJOR BREAKDOWNS/NATURAL DISASTERS

Lee County requires that the awarded vendor provide the name of a contact person and phone number which will afford Lee County access twenty-four hours per day, 365 days per year, of this product or service in the event of major breakdowns or natural disasters.

Lee County reserves the right to purchase the product or service listed in this quotation elsewhere in an emergency situation.

DESIGNATED CONTACT

The awarded vendor shall appoint a person or persons to act as a primary contact for Lee County VCB. This person or back-up shall be readily available during normal work hours by phone or in person, and shall be knowledgeable of the terms and procedures involved.

REQUIRED INFORMATION

Experience –

Give a brief history of your firm including number of years, organization and experience in performing the type of work required by this RFP.

Provide a minimum of three (3) customer references including contact names and phone numbers that your firm has provided Tourism Advertising, Program Planning, Creation and Implementation in the past five (5) years. The clients used as references shall be similar in size to Lee County and the scope of services provided to these clients shall be similar to those requested in this RFP.

List names, titles, professional qualifications and educational background for the principal and staff responsible for the Lee County account. (Please attach resumes)

Financial Qualifications –

Provide a brief description of your firm's financial condition, including a current annual financial report.

Proposer shall demonstrate proof of ability to obtain and maintain throughout the contract period, the insurance requirements as specified in the proposal documents. Please provide a copy of certificate of insurance.

Services –

Proposal shall include all services and materials as described in Detailed Specifications. If not, explain those services and/or materials not available and why.

AFFIDAVIT CERTIFICATION IMMIGRATION LAWS

The attached document, Affidavit Certification Immigration Laws, is required and should be submitted with your solicitation package. It must be signed and notarized. Failure to include this affidavit with your response will delay the consideration and review of your submission; and could result in your response being disqualified.

INSURANCE REQUIREMENTS

See Section 1.5

REQUIRED FORMS

These forms are required and should be submitted with all proposals. If it is determined that forms in this selection are not applicable to your company or solicitation they should be marked “N/A or Not Applicable” across the form in large letters and returned with your submission package.

<u>Form #</u>	<u>Title/Description</u>
---------------	--------------------------

1	<i>Solicitation Response Form</i>
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The corporate or mailing address must match the company information as it is listed on the Florida Department of state Division of Corporations. Attach a copy of the certification from <http://www.sunbiz.org> . All signatures must be by an authorized company representative

1a	<i>Proposal Form (required for Non-CCNA solicitations)</i>
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This form is used to provide itemization of project cost. A more detailed “schedule of values” may be requested by the County

2	<i>Affidavit Certification Immigration Laws</i>
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Form is acknowledgement that the proposer is in compliance in regard to Immigration Laws.

3	<i>Reference Survey</i>
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Provide this form to a minimum of three references. The reference respondents will need to return this forms to the buyer listed on the form. This form will not be turned in with the proposal package

1. In the “Subject” block enter the name of the project the Proposer completed for that reference respondent
2. “Section 2” enter the name of the Proposer
3. The reference respondent should complete “Section 3” and return directly to Lee County Procurement Management. Reference survey should not be returned by the Proposer.
4. A minimum of 3 reference responses must be returned. Responses are due:
Non-CCNA solicitations: Only the awarded proposer(s) will be required to provide reference responses. Responses are due no later than 7 calendar days after the Notice of Award or Notice of Intent.
CCNA and other evaluated proposals: All proposers are required to provide reference responses no later than 7 calendar days after the opening or two days prior to the first evaluation meeting, whichever is sooner.
Failure to obtain reference surveys may make your company non-responsive.
5. “Section 4” is for the reference to print and sign name.

4	<i>Negligence or Breach of Contract Disclosure Form</i>
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The form may be used to disclose any litigation that your company may be a part of involving negligence or breach of contract over the past ten years. You may need to duplicate this form to list all history. This should include at a minimum, litigation for similar projects completed in the State of Florida. Under part 6 of the form the final action needs to include in whose favor the litigation was settled and was a monetary amount awarded. Please do not write N/A on this form. If you have no litigation, enter “None” in section 3 of the form. If the proposer has more than 10 lawsuits, you may narrow them to litigation of the company or subsidiary submitting the solicitation response. See the form for further instruction and what to do if you have no litigation history in the past ten years. You may also submit the information in a table format if you have a large number of litigations to list. Simply put “See Attached Listing” in the block number 3.

5	<i>Affidavit Principal Place of Business</i>
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Certifies proposer’s location information. Local Vendor Preference and Location Point values are excluded when prohibited by grant or funding source. (In such cases form will be informational only.)

6	<i>Sub-Contractor List</i>
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To be completed and returned when sub-contractors are to be utilized and are known at the time of the submission.

7	<i>Proposal Label (Required form)</i>
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Self explanatory. Please affix to the outside of the sealed submission documents.

Proposer Checklist (not a required form)

Self explanatory.

LEE COUNTY PROCUREMENT MANAGEMENT
SOLICITATION RESPONSE FORM



Date Submitted _____ Deadline Date: 5/17/2016

SOLICITATION IDENTIFICATION: RFP160255RDF

SOLICITATION NAME: Tourism Advertising, Program Planning, Creation and Implementation

COMPANY NAME: _____

NAME & TITLE: (TYPED OR PRINTED) _____

BUSINESS ADDRESS: (PHYSICAL) _____

CORPORATE OR MAILING ADDRESS: _____

[] SAME AS PHYSICAL

ADDRESS MUST MATCH SUNBIZ.ORG

E-MAIL ADDRESS: _____

PHONE NUMBER: _____ FAX NUMBER: _____

NOTE REQUIREMENT: IT IS THE SOLE RESPONSIBILITY OF THE VENDOR TO CHECK LEE COUNTY PROCUREMENT MANAGEMENT WEB SITE FOR ANY ADDENDA ISSUED FOR THIS PROJECT. THE COUNTY WILL POST ADDENDA TO THIS WEB PAGE, BUT WILL NOT NOTIFY.

In submitting this proposal, Proposer makes all representations required by the instructions to Proposer and further warrants and represents that: Proposer has examined copies of all the solicitation documents and of the following addenda:

No. _____ Dated: _____ No. _____ Dated: _____

No. _____ Dated: _____ No. _____ Dated: _____

Collusion Statement: Lee County, Fort Myers, Florida

The undersigned, as Proposer, hereby declares that no person or other persons other than the undersigned are interested in this solicitation as Principal, and that this solicitation is submitted without collusion with others; and that we have carefully read and examined the specifications or scope of work, and with full knowledge of all conditions under which the services herein is contemplated must be furnished, hereby propose and agree to furnish this service according to the requirements set out in the specifications or scope of work for said service for the prices as listed on the county provided price sheet or (CCNA) agree to negotiate prices in good faith if a contract is awarded.

Tax Payer Identification Number _____

(1) Employer Identification Number -OI- (2) Social Security Number:

** Lee County collects your social security number for tax reporting purposes only

Please submit a copy of your registration certificate establishing your firm as authorized to conduct business in the State of Florida, as provided by the Florida Department of State, Division of Corporations. Please refer to website:

www.sunbiz.org

ALL PROPOSALS MUST BE SIGNED, SEALED (IF APPLICABLE) AND EXECUTED BY A CORPORATE AUTHORITY

Where Proposer is a Corporation, add:

Company Name: (Name printed or typed)

Authorized Proposer: (Name printed or typed)

(Seal)

Authorized Signature and Proposer Title

Attest: (Secretary name printed or typed)

Secretary Signature:

Form#1a – Solicitation Form (not applicable for CCNA solicitations)

LEE COUNTY, FLORIDA
PROPOSAL PRICE FORM
FOR TOURISM ADVERTISING, PROGRAM PLANNING,
CREATION AND IMPLEMENTATION

DATE SUBMITTED: _____

VENDOR NAME: _____

TO: The Board of County Commissioners
Lee County
Fort Myers, Florida

Having carefully examined the “General Conditions”, and the “Detailed Specifications”, all of which are contained herein, the Undersigned proposes to furnish the following which meet these specifications:

NOTE REQUIREMENT: IT IS THE SOLE RESPONSIBILITY OF THE VENDOR TO CHECK LEE COUNTY PROCUREMENT MANAGEMENT WEB SITE FOR ANY PROJECT ADDENDA ISSUED FOR THIS PROJECT. THE COUNTY WILL POST ADDENDA TO THIS WEB PAGE, BUT WILL NOT NOTIFY.

The undersigned acknowledges receipt of Addenda numbers: _____

TO BE STARTED WITHIN _____ CALENDAR DAYS AFTER RECEIPT OF AWARD AND PURCHASE ORDER.

WILL YOU DELIVER WITH YOUR OWN VEHICLE AS OPPOSED TO COMMON CARRIER?
YES _____ NO _____

Proposers should carefully read all the terms and conditions of the specifications. Any representation of deviation or modification to the proposal may be grounds to reject the proposal.

Are there any modifications to the proposal or specifications?
Yes _____ No _____

Failure to clearly identify any modifications in the space below or on a separate page may be grounds for the proposer being declared nonresponsive or to have the award of the proposal rescinded by the County.

MODIFICATIONS:

Proposer shall submit his/her proposal on the County’s Proposal Price Form, including the firm name and authorized signature. Any blank spaces on the Proposal Price Form, qualifying notes or exceptions, counter offers, lack of required submittals, or signatures, on Lee County’s Form may result in the Proposer/Proposal being declared non-responsive by the County.



AFFIDAVIT CERTIFICATION IMMIGRATION LAWS

SOLICITATION NO.: RFP160255RDF SOLICITATION NAME: TOURISM ADVERTISING, PROGRAM PLANNING, CREATION AND IMPLEMENTATION

LEE COUNTY WILL NOT INTENTIONALLY AWARD COUNTY CONTRACTS TO ANY CONTRACTOR WHO KNOWINGLY EMPLOYS UNAUTHORIZED ALIEN WORKERS, CONSTITUTING A VIOLATION OF THE EMPLOYMENT PROVISIONS CONTAINED IN 8 U.S.C. SECTION 1324 a(e) {SECTION 274A(e) OF THE IMMIGRATION AND NATIONALITY ACT (“INA”).

LEE COUNTY MAY CONSIDER THE EMPLOYMENT BY ANY CONTRACTOR OF UNAUTHORIZED ALIENS A VIOLATION OF SECTION 274A(e) OF THE INA. **SUCH VIOLATION BY THE RECIPIENT OF THE EMPLOYMENT PROVISIONS CONTAINED IN SECTION 274A(e) OF THE INA SHALL BE GROUNDS FOR UNILATERAL CANCELLATION OF THE CONTRACT BY LEE COUNTY.**

PROPOSER ATTESTS THAT THEY ARE FULLY COMPLIANT WITH ALL APPLICABLE IMMIGRATION LAWS (SPECIFICALLY TO THE 1986 IMMIGRATION ACT AND SUBSEQUENT AMENDMENTS).

Company Name: _____

Signature

Title

Date

STATE OF _____
COUNTY OF _____

The foregoing instrument was signed and acknowledged before me this _____ day of _____
20____, by _____ who has produced
(Print or Type Name)
_____ as identification.
(Type of Identification and Number)

Notary Public Signature

Printed Name of Notary Public

Notary Commission Number/Expiration

The signee of this Affidavit guarantee, as evidenced by the sworn affidavit required herein, the truth and accuracy of this affidavit to interrogatories hereinafter made. **LEE COUNTY RESERVES THE RIGHT TO REQUEST SUPPORTING DOCUMENTATION, AS EVIDENCE OF SERVICES PROVIDED, AT ANY TIME.**



REFERENCE SURVEY

RFP160255RDF Tourism Advertising, Program Planning, Creation and Implementation

Section 1

FROM:		BUYER: Bob Franceschini
COMPANY:		DATE: May 17, 2016
PHONE #:		TOTAL # PAGES: 1
FAX #:		PHONE #: 239-533-8881 FAX #: 239-485-8383
EMAIL:		BUYER EMAIL: rfranceschini@LeeGov.com

SUBJECT: Reference for work completed regarding (Proposer project name):

You as an individual or Your company has been given as a reference on a project identified above.
Description of Lee County Project: The Lee County Board of County Commissioners is requesting proposals from responsible and professional advertising agency service providers.

Section 2 **Proposer name** (reference is being provided for): _____

Section 3	"YES" OR "NO"
1. Was the scope of work performed similar in nature?	
2. Did this company have the proper resources and personnel by which to get the job done?	
3. Were any problems encountered with the company's work performance?	
4. Were any change orders or contract amendments issued, other than owner initiated?	
5. Was the job completed on time?	
6. Was the job completed within budget?	
7. On a scale of one to ten, ten being best, how would you rate the overall work performance, considering professionalism; final product; personnel; resources. Rate from 1 to 10. (10 being highest)	
8. If the opportunity were to present itself, would you rehire this company?	
9. Please provide any additional comments pertinent to this company and the work performed for you:	

Section 4 PLEASE COMPLETE AND RETURN TO THE ATTENTION OF: **Bob Franceschini**
 Email rfranceschini@leegov.com or FAX # 239-485-8383

Reference Name (Print Name) Please submit non-Lee County employees as references

Reference Signature



ALLEGED NEGLIGENCE OR BREACH
OF CONTRACT DISCLOSURE FORM

Please fill in the form below. Provide a sheet for each incident that has occurred over the past 10 years. Please compete in chronological order with the most recent incident on starting on page 1. Please do not modify this form or submit your own variation.

1.	Your Company Name			
2.	Type of Incident	Place an "X" in the appropriate block.	Alleged Negligence	Breach of Contract
3.	Date of Incident			
4.	Who Took Action Against Your Company? (Include name, City, and State)			
5.	What was the initial circumstance for this action?			
6.	What was the final outcome of this action? (who prevailed)			

Make as many copies of this sheet as necessary in order to provide a 10 year history of the requested information. Provide this sheet to your primary partners listed in your proposal. If there is no action pending or action taken in the last 10 years, write 'NONE' on the line 3 of this page and return it with the company name completed.

Page Number: of

Update the page number to reflect the current page and the total number of pages. If you must use a separate sheet to continue an explanation please reference the page and item number on the separate sheet. Example: Page 3, Item 5.

Alternate Reporting: If you have more than 10 lawsuits, report the most recent 10 lawsuits. This may be done on a spreadsheet. Please include the name of the information requested above. (Do not include litigation with your company as the plaintiff). Final outcome should include whether a monetary settlement was made. The amount may remain anonymous. In the blocks above enter, "See Enclosed Spreadsheet" if you use this alternate method.



AFFIDAVIT PRINCIPAL PLACE OF BUSINESS

Local Vendor Preference (Non-CCNA)
(Lee County Ordinance No. 08-26)
Location Identification (CCNA)

Instructions: Please complete all information that is applicable to your firm

Company Name: _____

Printed name of authorized signer _____

Title _____

⇒ _____
Authorized Signature

_____ Date

The signee of this Affidavit guarantee, as evidenced by the sworn affidavit required herein, the truth and accuracy of this affidavit to interrogatories hereinafter made. **LEE COUNTY RESERVES THE RIGHT TO REQUEST SUPPORTING DOCUMENTATION, AS EVIDENCE OF SERVICES PROVIDED, AT ANY TIME.**

Notary:
State of _____
County of _____

The foregoing instrument was signed and acknowledged before me this _____ day of _____

20 _____ by _____ who has produced _____ as identification (or personally known)
_____ Type of ID and number

⇒ _____
Notary Public Signature

_____ Notary Commission Number and expiration

- 1. Principal place of business is located within the boundaries of: _____ Lee County
_____ Collier County
_____ Non-Local

Local Business Tax License # _____

2. Address of Principal Place of Business: _____

3. Number of years at this location _____

4. Have you provided goods or services to Lee County on a regular basis within the past 3 consecutive years _____ Yes* _____ No *If yes, attach contractual history for past 3 consecutive years

5. Size of Facility (i.e. sales area, warehouse, storage yard, etc.) _____

6. Number of available employees for this contract _____

Cut along the outer border and affix this label to your sealed solicitation envelope to identify it as a “Sealed Proposal”.

PROPOSAL DOCUMENTS • DO NOT OPEN

SOLICITATION No.: RFP160255RDF

SOLICITATION TITLE: Tourism Advertising, Program Planning, Creation and Implementation

DATE DUE: **May 17, 2016**

TIME DUE: Prior to: 2:30 PM

SUBMITTED BY:

(Name of Company)

e-mail address

Telephone

DELIVER TO: Lee County Procurement Management
1500 Monroe Street, 4th Floor
Fort Myers FL 33901

Note: proposals received after the time and date above will not be accepted.



PLEASE PRINT CLEARLY

LEE COUNTY PROCUREMENT MANAGEMENT -
PROPOSER CHECK LIST

IMPORTANT: Please check off each of the following items as the necessary action is completed:

1	The Solicitation has been signed and with corporate seal (if applicable).
2	The Solicitation prices offered have been reviewed (if applicable).
3	The price extensions and totals have been checked (if applicable).
4	Substantial and final completion days inserted (if applicable).
5	If submitting via hard copy the original must be a manually signed original. Include additional copies, if specified, in the Solicitation documents.
6	All addendums issued, if any, have been acknowledged in the space provided.
7	Licenses (if applicable) have been inserted.
8	Erasures or other changes made to the Solicitation document have been initialed by the person signing the Solicitation.
9	Required Form: Provided a copy of corporate registration from www.sunbiz.org
10	Required Form 1: Solicitation form completed
11	Required Form 2: Affidavit Certification Immigration Laws, Signed and Notarized
12	Required Form 3: Reference Surveys have been sent to reference respondents
13	Required Form 4: Negligence or Breach of Contract disclosure, completed or marked None
14	Required Form 5: Affidavit Principal Place of Business
15	Required Form 6: Sub-contractor List, complete is sub-contractors will be utilized
16	Form 7: Solicitation Label, completed and affixed to proposal documents, if hard copy is provided
17	The Solicitation will be mailed or delivered in time to be received no later than the specified <u>opening date and time</u> . (If solicitation is not received prior to deadline it cannot be considered or accepted.)
18	All modifications have been acknowledged in the space provided

****This form is not required to be returned with your solicitation, but used as a tool when responding to the solicitation.**

DISADVANTAGED BUSINESS ENTERPRISE PARTICIPATION

NOTE: This form must be signed by the person who will sign, or has signed the Proposal/Quote Form. This form will become part of the contract documents.

DIVISION OF EQUAL OPPORTUNITY CERTIFIED DBE/ _____ MINORITY/ _____ WOMEN/ _____
(Check appropriate designation)

DESCRIPTION OF WORK: _____

SUBCONTRACTOR'S NAME: _____

EST. DOLLAR VALE OF PROPOSED WORK: _____

DIVISION OF EQUAL OPPORTUNITY CERTIFIED DBE/ _____ MINORITY/ _____ WOMEN/ _____
(Check appropriate designation)

DESCRIPTION OF WORK: _____

SUBCONTRACTOR'S NAME: _____

EST. DOLLAR VALE OF PROPOSED WORK: _____

DIVISION OF EQUAL OPPORTUNITY CERTIFIED DBE/ _____ MINORITY/ _____ WOMEN/ _____
(Check appropriate designation)

DESCRIPTION OF WORK: _____

SUBCONTRACTOR'S NAME: _____

EST. DOLLAR VALE OF PROPOSED WORK: _____

DIVISION OF EQUAL OPPORTUNITY CERTIFIED DBE/ _____ MINORITY/ _____ WOMEN/ _____
(Check appropriate designation)

DESCRIPTION OF WORK: _____

SUBCONTRACTOR'S NAME: _____

EST. DOLLAR VALE OF PROPOSED WORK: _____

TOTAL VALE OF ALL DBE/MINORITY/WOMEN SUBCONTRACT WORK: \$ _____

ESTIMATED TOTAL PERCENT (%) TO BE UTILIZIED: _____ %

CONTRACTOR NAME

SIGNATURE

DATE