



Posted Date: April 14, 2021

Solicitation No.: RFP210186DWJ

Solicitation Name: VCB United Kingdom, Ireland, and Scandinavia Representation

Subject: Addendum Number 3

The following represents clarification, additions, deletions, and/or modifications to the above referenced bid. This addendum shall hereafter be regarded as part of the solicitation. Items not referenced herein remain unchanged, including the response date. Words, phrases or sentences with a strikethrough represent deletions to the original solicitation. Underlined words and bolded, phrases or sentences represent additions to the original solicitation.

1. ATTACHMENT: NONE

2. QUESTIONS/ANSWERS

1.	Please could you confirm the split/share per market in order to distribute funds and activities across markets accordingly?
Answer	UK provides the largest share in visitations to Lee County across all three regions. The proposer should reflect the share in line with their strategy to grow the maximum number of visitations to Lee County, FL.

2.	In 2017, the Nordic markets were Denmark, Sweden, Norway and Finland. What are the markets this time?
Answer	For Scandinavia we consider all four countries a part of the Scandinavian market; Sweden, Denmark, Norway and Finland in order of importance and previous visitation numbers.

3.	What is the weighting of international arrivals from Ireland and Scandinavian region for 2018 and 2019?
Answer	Here is the link for annual visitor reports https://www.leevcb.com/education-and-resources/statistics/annual-visitor-profile-summary-reports Please note the UK numbers include Ireland and there is no specific breakdown for Scandinavia.

4.	What is considered conflict of interest regarding non-US destinations?
Answer	We do not have an existing list of those we deem competitive. These will be considered on an individual basis when reviewing the submittals.

5.	Can you clarify the level of support required for social media? Does this include managing all UK channels and if so which platforms? Does this also include influencer's familiarisation trips and if so what do you see the split being vs. traditional print and online media outlets?
Answer	The channels depend on the proposer's recommendation for optimal reach for the targeted audience of potential travelers to Lee County and management

	would include organic posts, community engagement and promoted posts based on a content calendar provided in collaboration with LEE VCB Marketing social media team. Influencer familiarization trips are an option if chosen by the proposer as a strategic approach to achieve the goals. The split between traditional print versus online media is determined by the recommended strategy of the proposer to best achieve the targeted goals to drive visitors to Lee County and reach the set goals for media impressions by market.
6.	For familiarisation trips for both media and trade, should the budget for these simply cover flights and all ground experiences will be covered by the destination stakeholders?
Answer	For familiarization trips, the goal is to get flights sponsored in partnership with airlines and/or tour operators to minimize the cost. The proposer will cover any travel expenses accrued either by a staff member escorting the FAM or transportation of journalists/trade professionals to the destination. If a staff member escorts the FAM in destination, expenses shall be covered for meals/fuel/tolls and others approved previously by Lee VCB staff member. Lee County VCB will covered accommodation in destination as well as some meals and transportation. All FAMs are subject to prior approval including itineraries and proposed budget.
7.	For tracking PR ROI, can you confirm that in reference to impressions this means the circulation/readership of the media outlet?
Answer	Circulation and readership are the standard PR metrics for traditional media (for example, print) we measure. In print media, readership is one of the components being considered for PR ROI and impressions are the key metric we measure for digital media placements.
8.	What competitive set would Lee Country consider? Who are the biggest competitors to Lee County?
Answer	Within Florida our competitive set is composed of beach and sun destination along both the Gulf of Mexico coast as well as the Atlantic coast, including but not limited to Florida Keys, Fort Lauderdale, Miami, etc.
9.	How does Lee County work with Orange County, city of Orlando, city of Miami, Fort Lauderdale and other major tourist attractions in the state of Florida?
Answer	Lee County VCB collaborates with other Florida Destination Marketing Organizations where strategies align. Lee County VCB is also a marketing partner of Visit Florida.
10.	Does Lee County undertake any marketing initiatives with the airports of Tampa, Miami, Orlando, etc.? If so, what? If not, why?
Answer	Lee County VCB collaborates with the local Port Authority and their efforts to support air service development.
11.	Does Lee County work in marketing partnerships with international airlines and airports?
Answer	Yes. This would be proposed and coordinated by the representation firm in market subject to approval from Lee VCB staff.
12.	Given the “living with Covid-19” requirements in 2020 and beyond, what marketing and operational initiatives, for keeping tourists safe in Lee County is in place or planned to be in place?
Answer	Information can be found on https://www.leevcb.com/covid-19-update

13.	What is Lee County doing to relieve parking issues in the county?
Answer	All parking regulations or issues are managed by individual municipalities throughout Lee County.
14.	What plans are there for introducing more luxury and up market accommodation brands in Lee County?
Answer	This does not fall under the scope or departmental responsibilities of the Lee County Visitor and Convention Bureau.
15.	What UK demographic makes up your current target audience?
Answer	During past research we identified three main personas for our UK target demographic: 1.Bird-watching baby boomers 2.Outdoorsy sport-loving adventure dad 3.Kid-friendly family fun mom
16.	What is the percentage of tourists and visitors to Lee County from the UK and what is the target for UK visitor growth over the next three years?
Answer	Here is the link for annual visitor reports https://www.leevcb.com/education-and-resources/statistics/annual-visitor-profile-summary-reports Please note the UK numbers include Ireland and there is no specific breakdown for Scandinavia. As we enter the pandemic recovery phase, we have not established a target for visitations from any specific market due to travel restrictions. Goals will be established once travel resumes, initial benchmark would be 2019 numbers as a starting point.
17.	Can you confirm the FTE headcount that you have previously had working on the account?
Answer	In the past, we had an account director, one account manager for sales and marketing, one account manager for PR and one support staff.
18.	Can you share the % split of your budget across the 3 markets UK / Ireland / Scandinavia in a typical year?
Answer	The split is to be determined by the proposer with final approval by Lee VCB. UK provides the largest share in visitations to Lee County across all three regions. The proposer should reflect the share in line with their strategy to grow the maximum number of visitations to Lee County.
19.	We have noted that the chart in 10.1.2 references the estimated event costs to be paid by the VCB budget v's proposer's budget. Is the intention that VCB's budget will cover any USA-based delegates attending events/shows, and that the proposer's budget is to cover any UK-based delegates attending? If so, can you confirm how often VCB delegates come into the market in a typical year?
Answer	The VCB budget referenced in 10.1.2. covers show and trade show registrations for The Beaches of Fort Myers and Sanibel to participate in, regardless of location. VCB US delegates presence in market varies by events and activities planned for the year, pre-COVID on average 2 -3 times per fiscal year.
20.	Do you plan to attend WTM? If so, please can you confirm if the booth space and any design / build costs will need to come from the proposer's budget?

Answer	All trade show related costs like registration, booth and design will be paid by VCB budget. For 2021 we do not plan to attend WTM.
21.	Do you have any on-going or pre-existing commitments that will be carried forward and should be budgeted for?
Answer	Any commitments, for instance, memberships are being renewed when needed upon approval and marketing or sales commitments are done during the fiscal year and budgeted for within that same time frame.
22.	For fam trips and press visits, we would normally assume that we would need to allocate budget towards travel/ flight costs, but that the on-the-ground costs would come from a local budget – is that assumption correct?
Answer	For familiarization trips, the goal is to get flights sponsored in partnership with airlines and/or tour operators to minimize the cost. The proposer will cover any travel expenses accrued either by a staff member escorting the FAM or transportation of journalists/trade professionals to the destination. If a staff member escorts the FAM in destination, expenses shall be covered for meals/fuel/tolls and others approved previously by Lee VCB staff member. Lee County VCB will covered accommodation in destination as well as some meals and transportation. All FAMs are subject to prior approval including itineraries and proposed budget.
23.	TAB 4: Personnel – point 5 refers to ‘additional resources <i>exclusive of personnel</i> ’. As this tab of the brief is related to personnel, could you be more specific on what sort of resources you are anticipating being described here?
Answer	This may refer to any additional resources available to the proposing firm; for example, access to research, in-house printing, satellite offices, membership at associations – industry networks, established data base of media contacts, etc. This section allows for the proposer to name resources that would contribute to the contract in addition to the personnel structure proposed.
24.	Form 1 references sunbiz.org – are overseas companies required to be registered with this website?
Answer	See Addendum 2. A Sunbiz registration is not required for a foreign company to conduct business with Lee County BOCC and will not be required as part of Form 1 of the Solicitation Response Form. Any foreign company submitting a proposal without a Sunbiz certificate will not be found unresponsive.

BIDDER/PROPOSER IS ADVISED, YOU ARE REQUIRED TO ACKNOWLEDGE RECEIPT OF THIS ADDENDUM WHEN SUBMITTING A BID/PROPOSAL. FAILURE TO COMPLY WITH THIS REQUIREMENT MAY RESULT IN THE BIDDER/PROPOSER BEING CONSIDERED NON-RESPONSIVE.

ALL OTHER TERMS AND CONDITIONS OF THE SOLICITATION DOCUMENTS ARE AND SHALL REMAIN THE SAME.

David Jones

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