

**THE ORIGINAL FLORIDA TOURISM  
TASK FORCE**

**REQUEST FOR PROPOSALS**

**FOR THE**

**SERVICES OF A**

**“NEWSLETTERS AND SOCIAL MEDIA  
MANAGEMENT”**

**VENDOR**

**PROPOSAL DEADLINE**

**5:00 P.M.**

**EASTERN DAYLIGHT SAVINGS TIME**

**JULY 31, 2025**

THE ORIGINAL FLORIDA TOURISM TASK FORCE  
REQUEST FOR PROPOSALS FOR THE SERVICES OF A

“E-NEWSLETTERS AND SOCIAL MEDIA MANAGEMENT” VENDOR

The Original Florida Tourism Task Force is seeking proposals from marketing companies to design and create the following:

- I. Monthly e-newsletters promoting events and destinations in the region; and
- II Social Media management, including at least two Facebook posts per day and engagement on Instagram; updates to the website as needed; brand keyword and hashtags creation and monitoring; monthly analytics and tracking to be reported.

Interested parties should provide a proposal including a description of their services, up to three professional references, examples of similar work, number of years of experience, and how they would meet the requirements stated below.

Proposals must be received by The Original Florida Tourism Task Force by:

5:00 P.M. Eastern Daylight Savings Time, July 31, 2025

Proposals received after the above specified time and date will not be accepted.

1. Objective. The Original Florida Tourism Task Force desires to increase the awareness of the Natural North Florida region; increase traffic at social media channels, to/from website; increase engagement at social media channels; continue growth in followers; increase in engagements; improve conversion rate.
2. Qualifications. The successful proposer selected must have an established record in web-based marketing especially search advertising and a basic understanding of the travel industry. Experience in tourism related marketing campaigns is preferred (examples should be provided with numerical performance demonstration).
3. Time Frame. This is will an annual plan of work/agreement with the ability to be renewed annually.
4. Scope of Work.
  - **Posting Schedule:** at least two Facebook posts per day and engagement on Instagram; update website as needed
  - **Content Creation and Curation:** Creating social media content and calendar, taking photographs, videos and keeping a pulse on industry news. Work with staff to understand programs as they come on-line and develop to create appropriate content.
  - **Brand Keyword and Hashtag Monitoring:** Keyword and hashtags creation and monitoring.
  - **Analytics and Reporting:** Monthly analytics and tracking to be reported.

5. Requirements.

- a. Creative project design and implementation approaches are encouraged.
- b. The project must be designed and implemented strategically to maximize performance while lowering cost. This includes increasing click-through rate (overall click-through rate lower than one percent is not acceptable), decrease cost per click, and raise website traffic with an expectation of ten percent or more.

6. Budget. The annual budget for the project is \$12,500.

7. Ranking and Selection Criteria.

All proposals received will be reviewed and ranked by The Original Florida Tourism Task Force. The criteria used in ranking the proposer for this project will include the following items based upon a total of 100 points, as follows: (1) capacity to complete the work (25 points); (2) past experience with social media management and creating graphics and e-newsletters (25 points); (3) quality of proposal for achieving the Task Force's objective (25 points); and (4) letters of reference (25 points). The total score from these criteria will be used to establish the rank order for the selection of the vendor.

8. Terms.

Payable monthly upon submission of an invoice and documentation of monthly deliverables.

The Original Florida Tourism Task Force reserves the right to accept or reject any proposal and to award the contract in the best interest of the Task Force. If you have any questions, need further clarification or information, please call Lauren Yeatter at 352.955.2200, extension 113 or e-mail [yeatter@ncfrpc.org](mailto:yeatter@ncfrpc.org).