

## MEETING NOTICE

There will be a meeting of the Original Florida Tourism Task Force **Marketing Committee** on **June 21, 2018**. The meeting will be held at the **Hamilton County Courthouse Annex, Tourism and Economic Development Meeting Room, 1153 U.S. Highway 41 NW, Jasper, FL** beginning at **1:00 p.m.**

(Location Map on Back)



*The Original Florida*  
TOURISM TASK FORCE  
Marketing Committee Meeting Agenda

*Visit Natural*  
**NORTH FLORIDA**

**Hamilton County Courthouse Annex,  
Tourism and Economic Development Meeting Room,  
1153 U.S. Highway 41 NW, Jasper, FL  
Hamilton County**

**June 21, 2018  
1:00 p.m.**

**PAGE NO.**

- |      |   |   |
|------|---|---|
| I.   | Call to Order, Introductions  |   |
| II.  | Approval of the Agenda  | 3 |
| III. | Approval of the February 15, 2018 Meeting Minutes   | 5 |
| IV.  | New Business  |   |
| A.   | Review of Proposed 2018 Paddling, Fishing, Bikes and Springs<br>Project Request for Proposals             | 7 |
| B.   | Authorization to Advertise for 2018 Paddling, Fishing, Bikes and Springs Project<br>Request for Proposals |   |

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*Visit Natural*  
NORTH FLORIDA

MINUTES OF  
*The Original Florida*  
MARKETING COMMITTEE MEETING

Holiday Inn Hotel and Suites  
213 SW Commerce Boulevard, Lake City, FL  
Columbia County

February 15, 2018  
9:30 a.m.

MEMBERS PRESENT

Paula Vann, Columbia County, Chair  
Katrina Richardson, Jefferson County  
Dawn Taylor, Taylor County

STAFF PRESENT

Steven Dopp

MEMBERS ABSENT

Carol McQueen, Levy County

I. CALL TO ORDER, INTRODUCTIONS

Noting the presence of a quorum, Marketing Committee Chair Paula Vann called the meeting to order at 9:42 a.m. and called for introductions.

II. APPROVAL OF THE AGENDA

Steve Dopp requested approval of the meeting agenda.

**ACTION: Katrina Richardson moved and Dawn Taylor seconded to approve the agenda as circulated. The motion passed unanimously.**

III. Approval of the May 25, 2017 Meeting Minutes

**ACTION: Ms. Taylor moved and Ms. Richardson seconded to approve the May 25, 2017 meeting minutes as circulated. The motion passed unanimously.**

IV. New Business

A. Review of Combined Ranking for 2018 Marketing Project Proposals

The Committee reviewed the combined rankings for the 2018 Marketing Project proposals.

Mr. Dopp stated that all four Committee members ranked Jumpem, LLC, as the highest-ranked proposal.

**ACTION: Ms. Richardson moved and Ms. Taylor seconded to approve the combined rankings. The motion passed unanimously.**

B. Determination of Final Ranking and/or Request for Oral Presentations

**ACTION:** Ms. Richardson moved and Ms. Taylor seconded to approve the combined rankings as the final Committee ranking and to not request oral presentations. The motion passed unanimously.

The meeting adjourned at 9:52 p.m.

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Paula Vann, Chair

6/21/18  
Date

## The Original Florida Tourism Task Force

2009 NW 67th Place  
Gainesville, FL 32653-1603

### Request for Proposals

#### The Original Florida Tourism Task Force 2018 Paddling, Fishing, Bikes and Springs Project

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The Original Florida Tourism Task Force is a governmental entity consisting of member counties located in north central Florida. Current member counties consist of Alachua County, Bradford County, Columbia County, Dixie County, Gilchrist County, Hamilton County, Jefferson County, Lafayette County, Levy County, Madison County, Suwannee County, Taylor County, Union County and Wakulla County. The Task Force seeks to promote natural, historic and cultural attractions of the 14-county region to increase the number of visitors and to extend their stay.

The Original Florida Tourism Task Force seeks one website design company or similarly-qualified company to design and create the following three products which together comprise The Original Florida Tourism Task Force 2018 Paddling, Fishing, Bikes and Springs Microsite Project:

- I. Update and maintain the current bicycle microsite <https://www.naturalnorthflorida.com/bike-trails/> and springs microsite <https://www.naturalnorthflorida.com/springs-guide/> on the Task Force website <https://www.naturalnorthflorida.com/>;
- II. Create a paddling microsite for the Task Force website <https://www.naturalnorthflorida.com/>; and
- II. Create a fishing microsite for the Task Force website <https://www.naturalnorthflorida.com/>

#### **I. Update and Maintain Current Bicycle and Springs Microsites**

The selected proposer will update and maintain the current Task Force website Bicycle and Springs microsites as described below.

##### **Scope of Work**

Update Format. Revise the appearance of the current bicycle and springs microsites to the same or similar presentation format used by the Task Force Forests and Wildlife <https://www.naturalnorthflorida.com/forests-and-wildlife-refuges/> microsite and the Florida State Parks microsite <https://www.naturalnorthflorida.com/florida-state-parks/>.

Update and Maintain Database. The current databases used by the bicycle springs microsites will be updated by moving the data currently contained in these separate databases into the main attractions database used by the Task Force website. Additionally, the website database is to be updated so that attractions contained in the database can be assigned to multiple activities. For example, an item in the database, such as Blue Springs State Park, can be classified and displayed on the website as both a state park and a spring.

#### **II. Create New Paddling Microsite**

The selected proposer will create a new paddling microsite accessible from the Task Force website home page. The presentation format of the microsite shall be the same or similar to the format used by the current Task Force website Forests and Wildlife microsite and the Florida State Parks Microsite. The top section of the microsite web page shall contain either a Google map or a custom map which depicts the paddling trails, paddling river sand coastal paddling trails within the 14 counties of The Original Florida Tourism Task Force. The web page map shall contain hyperlinks to individual paddling trail pages on the website which will display additional information regarding the selected paddling trail. The specific paddling trail pages are included as part of this project.

In addition to the paddling trail/river map, the main paddling trail page should also be designed to contain:

- A. A 75 to 500 word overview of paddling within the region;
- B. At least one photo of a paddling trail or persons paddling;
- C. The ability to insert a Youtube video as per the Events and Festivals section of the Florida State Parks microsite and the Forests and Wildlife microsite;
- D. A section which displays numbers regarding four attributes of paddling trails/ivers of the region as per the attribute counter section of the Florida State Parks microsite and the Forests and Wildlife microsite;
- E. A section of linked thumbnails of relevant blogs contained on the Task Force website as per the blogs section of the Florida State Parks microsite and the Forests and Wildlife microsite;
- F. A section of linkable thumbnails of upcoming events and festivals as per the Recent and Upcoming Events section of the Florida State Parks microsite and the Forests and Wildlife microsite;
- G. A section of linkable thumbnails of Things To Do as per the Florida State Parks microsite and the Forests and Wildlife microsite;
- H. A section which addresses and provides links to the Florida Department of Environmental Protection Office of Greenways and Trails paddling page, the Florida Paddling Trails Association page, and local paddling clubs web pages and/or Facebook pages, as well as the downloadable Suwannee River Wilderness Paddling Trail guide, State Paddling Trail guide, and similar trail guides housed on the Task Force website; and
- I. A section which describes and provides links to a downloadable cell phone app of use to paddlers as per as per the app download section of the Florida State Parks microsite and the Forests and Wildlife microsite.

The selected proposer will also prepare individual paddling trail pages. One page will be prepared for each paddling trail identified on the main paddling trail web page map. These pages should include the following sections:

- A. A map of the trail/river;
- B. A text description of the paddling trail/river. The description should consist of existing trail descriptions developed by the Office of Greenways and Trails or other appropriate agencies/organizations. Alternatively, trail descriptions from other websites may be inserted as embeds;
- C. At least one photograph of the trail/river;
- D. The ability to insert a Youtube video as per the Florida State Parks microsite and the Forests and Wildlife microsite;
- E. A hypertext link section highlighting any available print description/guide of the trail available from the Office of Greenways and Trails or similar agencies/organizations;
- F. All graphic elements, including but not limited to photos, videos, and text shall display with the proper aspect ratio on all devices so that such graphic elements are not distorted or otherwise not fully displayed on mobile devices. Additionally, all maps shall be designed such that they can be easily swiped up or down the screens of mobile devices; and
- G. The database of paddling trails shall be incorporated into the main Task Force website database and shall not be a stand-alone database.



### **III. Create New Fishing Microsite**

The selected proposer will create a new fishing microsite accessible from the Task Force website home page. The presentation format of the microsite shall be the same or similar to the format used by the current Task Force website Forests and Wildlife microsite and the Florida State Parks Microsite. The top section of the microsite web page shall contain either a Google map or a custom map which depicts the locations of fishing guides and fishing-related attractions within the 14 counties of The Original Florida Tourism Task Force. The map shall contain hyperlinks to individual fishing pages on the website which will display additional information regarding the selected fishing guide and/or fishing attraction.

In addition to the map, the main fishing page shall also be designed to contain:

- A. A 75 to 500 word overview of fishing within the region;
- B. At least one photo of a person or group of persons fishing or of a fish;
- C. The ability to insert a Youtube video as per the Florida State Parks microsite and the Forests and Wildlife microsite;
- D. A section which displays numbers regarding four attributes of fishing within the region similar to the attribute counter section of the Florida State Parks microsite and the Forests and Wildlife microsite;
- E. A section of linked thumbnails of relevant blogs contained on the Task Force website as per the blogs section of the Florida State Parks microsite and the Forests and Wildlife microsite;
- F. A section of linkable thumbnails of upcoming events and festivals as per the Events and Festivals section of the Florida State Parks microsite and the Forests and Wildlife microsite;
- G. A section of linkable thumbnails of Things to Do as per the Things to Do section on the Florida State Parks microsite and the Forests and Wildlife microsite;
- H. A section which addresses and provides links to the Florida fishing regulations and licenses as well as links to other appropriate fishing-related sites; and
- I. A section which describes and provides links to the Fish/Hunt downloadable cell phone app of the Florida Game and Freshwater Fish Commission.
- J. A section which addresses fishing tournaments regularly held in the region.
- K. A section which describes the type of fish found in Natural North Florida.
- L. A Safety on the Water section.
- M. Instagram photos of fish caught in Natural North Florida.

The selected proposer will also prepare individual fishing attraction pages. One attraction page will be prepared for each fishing attraction identified on the main fishing web page map database. These pages should be designed to contain the following sections:

- A. A text description of the fishing attraction.
- C. At least one photograph of the fishing attraction;  
  
A Directions button which provides GPS directions to the attraction similar to the Direction button found on other attraction pages contained on the website.
- D. The telephone number of, and a website hyperlink to, the attraction.
- E. The ability to insert a Youtube video as per the Florida State Parks microsite and the Forests and Wildlife microsite;

- F. All graphic elements, including but not limited to photos, videos, and text shall display with the proper aspect ratio on all devices so that such graphic elements are not distorted or otherwise not fully displayed on mobile devices. Additionally, all maps shall be designed such that they can be easily swiped up or down the screens of mobile devices; and
- G. The database of fishing guides and fishing attractions shall be incorporated into the main Task Force website database and shall not be a stand-alone database.

#### **IV. General**

- A. The Task Force is not liable for costs incurred by proposers prior to execution of a contract. All costs incurred as a result of this request for proposals, including travel and personnel costs, are the sole responsibility of the proposer.
- B. The selected proposer shall be expected to work closely with the Task Force Marketing Committee as well as Task Force staff through all phases of the project, including but not limited to microsite testing prior to launch and the launch process.
- C. The Task Force website, including the code used to modify the existing microsites, to create the new microsite as well as all content on the website, shall be exclusively owned by the Task Force.
- D. In addition to the items described herein, the Task Force shall give consideration to other concepts for the development of the microsites. Proposers are therefore encouraged to present other concepts and features not contained herein.
  - 1. The combined budget for the project is a maximum of \$7,000.
- E. On execution of a contract between the selected proposer and the Task Force, the Task Force shall make one payment upon completion of the project. All payments for the project shall be as specified by contract between the Task Force and the selected proposer.
- F. Twenty-five points of the ranking points for this request for proposals concerns the commitment of the proposer to maintenance and support of the project after project launch. The proposer should clearly state how such maintenance will be addressed.

#### **V. Responses**

If you would like to respond to this Request for Proposals, please provide the following:

- A. A description of how the above scope of work shall be implemented for the project.
- B. An explanation of coordination and communication with the Task Force throughout the development and implementation of the project.
- C. A detailed implementation timeline for the project.
- D. A complete proposal summary page for the project covering each microsite and a total overall cost for the project.
- E. A description of your company, the year it was founded, and information about your philosophy for successful web design and marketing.
- F. A list of previous/current clients in the travel and tourism sector and a description of the work you have performed for them, to include success stories and statistics demonstrating the impact of your services. Please provide relevant Uniform Resource Locators (URLs).
- G. An organization chart naming the key players in your organization, their professional backgrounds and areas of expertise.
- H. Specifically state which staff would be assigned to manage the Task Force account.

- I. Describe the specific expertise you offer in website and microsite development for destination marketing organizations.
- J. With regard to microsite testing, please describe the website testing and approval process.
- K. Two letters of reference from clients familiar with your website development and digital advertising capabilities.
- L. A list of all subcontracted vendors and third-party software to be included in the proposed project, including a description of your work experience with them and the specific role each shall have in the project.
- M. Project budget.
- N. Any terms and conditions that might affect the project.
- O. Any other anticipated fees.

## **VI. Ranking and Selection Criteria**

Preliminary Ranking: All proposals received shall be reviewed and ranked by the Task Force Marketing Committee using the following criteria based upon a total of 100 points, as follows:

(a) capacity to complete the work by December 31, 2018 (20 points); (b) past experience with the development and maintenance of tourism-oriented websites and digital advertising campaigns (40 points); (c) quality of proposal and ability to implement items listed under Scope of Work as well as other proposed features not contained herein (20 points); and (d) commitment to provide maintenance and support for the microsites after project launch (20 points). The total score from these criteria shall be used to establish the rank order for the selection of the proposals by Task Force Marketing Committee members. The rankings, as established by the individual Task Force Marketing Committee members, shall be combined to result in a Task Force Marketing Committee ranking of proposers based on the average rank order of proposals assigned by individual Task Force Marketing Committee members, not the total number of points assigned by individual Task Force Marketing Committee members.

Final Ranking: Unless oral presentations are requested by the Task Force Marketing Committee, the Preliminary Ranking shall be the Final Ranking. Should the Task Force Marketing Committee request oral presentations from the highest-ranking proposers, the finalists shall be re-reviewed and re-ranked after the oral presentations by the Task Force Marketing Committee using the same criteria and method used for the Preliminary Ranking.

An attempt shall be made to reach an agreement with the highest ranking proposer, the second highest, and so on until a satisfactory agreement is reached.

**Responses are due by 5:00 p.m. Eastern Daylight Savings Time, July 22, 2018.**

Submit two hard (paper) copies of your proposal in writing to:

2018 Paddling, Bikes and Springs Project Proposal  
c/o Scott R. Koons, Executive Director  
The Original Florida Tourism Task Force  
2009 NW 67th Place  
Gainesville, Florida 32653-1603

Electronic and facsimile copies shall not be accepted.

A maximum of three finalists shall be selected from submitted proposals and may be requested to give oral presentations.

If you have any questions concerning the request for proposals, please contact Steven Dopp, Senior Planner, by email at [dopp@ncfrpc.org](mailto:dopp@ncfrpc.org) or by telephone at 352.955.2200, extension 109.