



Town of Surfside

RFP 2023-03

Tourist Board Special Events Consultant

Addendum No. 1

Date Issued: July 17, 2023

To All Respondents:

Respondents for the above-referenced RFP shall take note of the following changes, additions, deletions or clarifications to RFP No. 2023-03, which in accordance with the RFP Documents shall become a part of and have precedence over anything shown or described otherwise in the RFP.

TOWN RESPONSES TO QUESTIONS RECEIVED ARE PROVIDED BELOW:

1. What is the budget for this bid?

The budget for this bid is not predetermined. The Tourist Board retains discretion in allocating funds for the consultant as the year progresses. As a new professional services provider, the Tourist Board seeks to contract with a "Special Events Consultant" to determine the appropriate budget for the scope of work. The Tourist Board has an operating budget of approximately \$1.3 million per year.

2. What has been spent on this series of events in the past?

Please refer to the attached final budget from last year.

3. What's been your major pain point with your current marketing providers?

While not necessarily a pain point, the Tourist Board is determined to enhance overall customer service and event presentation. We understand the significance of providing exceptional customer service and ensuring an impressive presentation, especially in relation to food and beverage aspects. Our objective is to engage a dedicated service provider for special events coordination who demonstrates a strong commitment to these areas. Additionally, the Town currently lacks a service provider for impromptu events. Therefore, we aim to hire a consultant who can efficiently organize a range of events, from small impromptu gatherings to large-scale occasions. Presently, the Town primarily hosts structured events, but we aspire to diversify our offerings.

4. What are you most proud of in Surfside that should be a priority in the campaign?

This is an opinion-based question, and the Town has no comments. We encourage you to review the Town's website and VisitSurfside Instagram account to gain a better understanding of the events we currently host.

5. From your perspective, what is the number one reason to engage in this initiative?

Engaging in this initiative allows the Tourist Board to secure the expertise of a hands-on Special Events Consultant who can provide comprehensive support for all our events and help expand upon our vision.

6. Does the Town of Surfside Commission plan to negotiate after the contract is awarded?

No, negotiations with the Town Commission are not anticipated. The contract will fall under the oversight of the Tourist Board.

7. How long was the previous contract, and what was its value?

There hasn't been a previous contract with a Special Events Consultant of this nature and detailed scope. Hence, this venture represents a new undertaking for the Tourist Board.

8. You require us to "plan, produce, and execute all events requested by the Tourist Board, regardless of scale." Please clarify your expectations regarding the type of events, new/existing, and frequency.

For a comprehensive overview of our annual events lineup, please refer to the attached summary. Events can range from small-scale food truck gatherings to larger and more complex arts or cultural events. We seek flexibility and adaptability in organizing both new and existing events, depending on the Tourist Board's requests and objectives.

9. You require the proposer to "provide all necessary labor, equipment, and materials to provide the services." Does this mean we are to procure said labor, materials, and equipment on your behalf, or are we expected to pay for these?

As a consultant, the selected firm or individual should be equipped with the necessary labor, equipment, and materials required to fulfill their consulting tasks. The consultant can provide its services through subconsultants or in-house resources, the Town has no preference. The consultant is responsible for anticipating the labor, equipment, materials, and related costs associated with the proposed event when preparing event budgets. These details will enable the Tourist Board to set an appropriate budget or provide guidance. The consultant is not expected to cover the costs of event labor, equipment, and materials.

However, the consultant is responsible for their own costs, which should be factored into their hourly rates as itemized in the price sheet for their intended services. The Town incurs all costs.

10. You require us to "demonstrate the ability to organize and execute pop-up events within a one-week notice period." While we are extremely agile, we still request you to add more specifics as requested in the above question. Must proposers be domiciled in Miami-Dade County, or can out-of-state firms with relevant expertise submit proposals?

While we highly recommend that the consultant be local to facilitate in-person meetings and potential pop-up events, we acknowledge the possibility of considering out-of-state firms with relevant expertise. The expectation is that the retained firm or individual is readily available and possesses the capacity to execute events with at least one week's notice, even though such pop-up events are infrequent in nature.

11. How is the projected \$220,000 production budget being allocated across all of the proposed 30 events? Is \$220,000 the maximum budget anticipated for production of the 30 events?

The projected \$220,000 production budget is allocated across all of the proposed 30 events based on the anticipated needs and requirements of each event. However, it's important to note that the \$220,000 budget serves as a preliminary estimation set many months before the fiscal year begins. This means that the budget is subject to adjustments and changes as events progress.

For instance, the Tourist Board has allocated funds for five "Third Thursdays" events next year. However, the final decision to proceed with these events and the specific number of events may vary. The Board will enter into an agreement with the vendor only after they provide a comprehensive pitch and proposal for the 2024 series during the fall season. The approval of the proposal will be decided at a Board meeting.

The Board retains the flexibility to make decisions regarding the number of events, their scope, and associated expenditures. Therefore, the available amount for the consultant's services may vary as the fiscal year begins, depending on the Board's determinations. The \$220,000 serves as an initial estimation, but the actual budget allocation for the production of the 30 events will be contingent on the Board's final decisions and approvals.

12. Regarding Section 3 1.3.7.2.: What organization provides the official complaint history? Is there an outside organization we should be contacting for this history?

Any formal complaints on behalf of the Board would likely be made by Board members at Tourist Board meetings and reflected in meeting Minutes. Board members may also text or email staff, and on rare occasion consultants, with feedback and critiques. In addition, the consultant should provide any information

related to prior complaints about similar services, if it has ever received any from prior clients.

13. Do we sign and submit a signed copy of Attachment A as part of our submission?

The sample professional services agreement is just a sample. It does not need to be signed. This is for the consultant's knowledge and review.

14. Regarding Section 1 3.3.10: Utilize the Town's communication channels effectively to promote all requested events and maximize their visibility and reach. Will the consultant be provided with credentials and direct access to do so?

Credential access to the Town's communications channels will be granted at the discretion of the Tourism Director, but staff will ensure the consultant has all the tools needed to effectively carry out their duties.

15. Regarding Section 3 1.3.10: Fee proposal. Can you kindly provide fee proposals from previous Tourist Board Special Events Consultants contracts?

The Tourist Board has not contracted a Special Events Consultant of this scope in the past.

PROPOSER:

NAME: _____

TITLE: _____

DATE: _____

ABOUT THE BRAND @VISITSURFSIDE

Though small in size, Surfside has rapidly emerged as one of South Florida's hottest destinations, particularly for visitors looking for a more relaxed beachside alternative to Miami Beach. The emergence of new hotel properties over the last seven years, including the Five-Star Four Seasons Hotel at The Surf Club, has placed Surfside on the proverbial travel map to visitors from around the world.

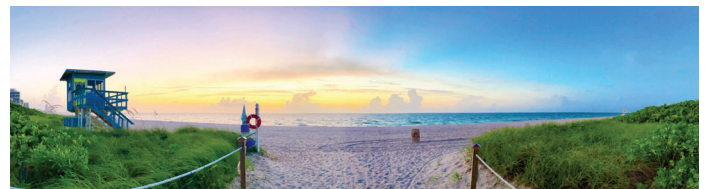


ABOUT THE BRAND @VISITSURFSIDE Cont.

Surfside's visitors appreciate our small-Town feel and slower pace. The events we are looking for are unique in feel and original to Surfside. The vast majority of the events we are looking to execute offer family-friendly experiences as that is one of our strongest brand pillars which differs from the party atmosphere you might find in places like South Beach.

ABOUT THE BRAND @VISITSURFSIDE Cont.

Where possible, Surfside's events should include participation from our local business community. The Town has a two-block business district lined with shops and restaurants. Integrating them into our events is a constant goal. Outreach can be performed through the Tourist Bureau. If local partners do not come to the table, it is okay to expand efforts outside of Surfside.

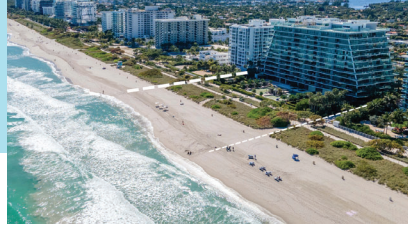


MINDING THE FOOTPRINT

The entire Surfside community is very mindful of plastic pollution and sustainability. As much as possible, the Town strives to minimize its environmental footprint, therefore, the goal is for our events to be as green as possible. Any venue or space must be returned to its original state, no exceptions.

CODE CONSIDERATIONS

No fire, glass or Styrofoam is allowed on the beach.



Beach events may not obstruct the lifeguard tower and the footprint must be at least 15 feet away from the dune.

A clear, unobstructed path should remain between a beach entrance all the way to the ocean.

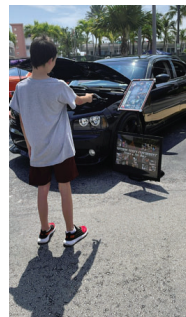
POTENTIAL VENUES

Being only one-square mile, Surfside has a limited number of spaces to work with.



THE BEACH

Surfside's most popular asset. Beach events are typically held at 93rd Street behind the Community Center near the lifeguard tower. Surfside's Tourist Board members have expressed strong interest in wanting to see more beach events. It is important to note that beach events are best held when it is not sea-turtle nesting season, which runs May through October.



93RD STREET BETWEEN COLLINS AND HARDING AVENUES & TOWN HALL PARKING LOT (STREET CLOSURE).

Allows for access to Town Hall restrooms.

95TH STREET CLOSURE BETWEEN COLLINS & HARDING AVENUES.



Located in the middle of the business district, location of Third Thursdays event series.



88TH STREET CLOSURE BETWEEN COLLINS & HARDING AVENUES NEAR TENNIS CENTER/VETERAN'S PARK

96TH STREET PARK

Surfside's signature community park offers green space and access to the bay; however, the Park is scheduled for a full redesign with construction slated to begin sometime this late fall.

This venue is undergoing a complete renovation, a new Park is being built therefore it will not be available for 2023/2024.



Tourist Resort Fund Detail	
3410	
Other Contractual Services	
Surfside specific hotel performance data (STR Inc.)	\$ 2,200.00
Archive Social - Required Social Media Archiving	\$ 4,900.00
Ke Website Hosting - WIX	\$ 3,000.00
Turtle statue repairs	\$ 10,000.00
Social Media Tracking (Sprout Social)	\$ 1,200.00
MailChimp	\$ 2,400.00
Destinations International Membership	\$ 1,400.00
Town videography community events	\$ 3,000
Survey Monkey	\$ 425.00
Adobe Pro license	\$ 930.00
	\$ 29,455.00
4810	
Promotional Activities-Marketing & Advertising	
Destination Advertising	\$ 22,577.00
New Visit Surfside Website	\$ 57,900.00
Promoted Social Media, SEM content	\$ 20,000.00
Surfside business district initiative, loyalty card or similar	\$ 5,000.00
Branded gifts and items for special events	\$ 50,000.00
Photo, video for website, marketing content	\$ 10,000.00
Printing, Visitor Guide and other materials	\$ 20,000.00
Media Budget / PR Support	\$ 20,000.00
Travel tradeshow-Surfside participation in Sales Mission	\$ 20,000.00
Palm fronds or similar, holiday lights	\$ 33,000.00
Out of Home Advertising, Street Banners	\$ 10,000.00
Instagrammable Spot Frame	\$ 10,000.00
	\$278,477.00
Promotional Activities-Special Events: Tourism & CSPC	
Third Thursday - 4 events (1 extra event)	\$ 98,000
Summer Fridays - 4 events (1 extra event)	\$ 54,000
Paddletopia (2 day)	\$ 30,000
Surfside Classic Car Show	\$ 17,000
On The Beach Music Series - 4 events (4 extra events)	\$ 100,000
Walking Tours - 4 dates	\$ 2,000
Community Sponsorships - Farmers Market & More	\$ 12,000
Holiday Lights - Annual Maintenance	\$ 2,500
Additional Events - TBD at upcoming meetings	\$400,000.00