

MARKETING AND ADVERTISING SERVICES FOR FLORIDA'S
ADVENTURE COAST VISITORS BUREAU

25-RFP00983/CT

County of Hernando
15470 Flight Path Drive
Brooksville, FL 34604



County of Hernando
Marketing and Advertising Services for Florida's Adventure Coast Visitors
Bureau

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Attachments:

A - Professional_Services_Agreement_Over_ABR_Task Order_ Marketing and Advertising

B - Exhibit_B_TASK_ORDER_FORM-MARKETING

C - Tourism Strategic Plan

D - Marketing Plan

E - ITI Digital - DXP Contract No. 23-RFP00375

1. SOLICITATION

ISSUED BY:

BOARD OF COUNTY COMMISSIONERS

HERNANDO COUNTY, FLORIDA

Brian Hawkins, Chairman

Jerry Campbell, Vice Chair

John Allocco, Second Vice Chair

Steve Champion

Ryan Amsler

SUBMIT BID OFFER TO:

HERNANDO COUNTY

PROCUREMENT DEPARTMENT

via Hernando County's [eProcurement Portal](#)

Carla Rossiter-Smith

Chief Procurement Officer

SEALED OFFERS, FOR FURNISHING THE SERVICES, SUPPLIES OR EQUIPMENT DESCRIBED HEREIN WILL BE RECEIVED BY THE OFFICE OF PROCUREMENT, VIA THE COUNTY'S [eProcurement Portal](#) UNTIL 10:00 a.m., LOCAL TIME ON Monday, June 30, 2025. NO BID OFFERS WILL BE ACCEPTED AFTER THE ABOVE STIPULATED DATE AND TIME. THIS IS AN ADVERTISED SOLICITATION AND THE RESPONDING BIDDERS WILL BE PUBLICLY READ AT 15470 FLIGHT PATH DRIVE BROOKSVILLE, FL 34604 IN THE ADMINISTRATIVE CONFERENCE ROOM AT 10:00 a.m. ON Monday, June 30, 2025. PURSUANT TO S. 119.071, F.S., SEALED BIDS, PROPOSALS, OR REPLIES RECEIVED BY AN AGENCY PURSUANT TO A COMPETITIVE SOLICITATION ARE EXEMPT FROM FINAL INSPECTION UNTIL SUCH TIME AS THE AGENCY PROVIDES NOTICE OF AN INTENDED DECISION OR UNTIL THIRTY (30) DAYS AFTER OPENING THE BIDS, PROPOSALS, OR FINAL REPLIES, WHICHEVER IS EARLIER.

Procurement Contact Information:

Cathy Tefft, Procurement Manager

(352) 754-4020

ctefft@co.hernando.fl.us

2. Introduction

2.1. ADVERTISEMENT OF BID

INVITATION TO BID

NOTICE IS HEREBY GIVEN that the Board of County Commissions of Hernando County, Florida, is accepting Bids for:

SOLICITATION # 25-RFP00983/CT

FOR

Marketing and Advertising Services for Florida's Adventure Coast Visitors Bureau

Hernando County Board of County Commissioners is soliciting Vendors/Contractors that are active in Marketing and Advertising Services for Tourism .

Offers for furnishing the above will be received and accepted up to 10:00 a.m. (local time), Monday, June 30, 2025, via Hernando County's [eProcurement Portal](#). Only electronic submittals through the eProcurement Portal shall be accepted by the County.

The Board of County Commissioners of Hernando County, Florida reserves the right to accept or reject any or all bids and waive informalities and minor irregularities in offers received in accordance with the bid documents and the Hernando County Procurement Ordinance.

Interested firms may secure the bid documents and plans and drawings and all other pertinent information by visiting the County's eProcurement Portal. For additional project information, please visit the Hernando County Procurement Department at www.hernandocounty.us, or by submitting a question via the Q&A Tab in the County's [eProcurement Portal](#).

Ex Parte Communication: Please note that to ensure proper and fair evaluation of a submittal, the County prohibits ex parte communication (i.e. unsolicited) initiated by the Proposer to the county official or employee prior to the time a Proposal decision has been made. Communication between Proposer and the County will be initiated by the appropriate county official or employee in order to obtain information or clarification needed to develop a proper and accurate evaluation of the Proposal. Ex parte communication may be grounds for disqualifying the offending Proposer from consideration or award of the Proposal then in evaluation or any future Proposal.

All firms are hereby placed on formal notice that neither the Hernando County Board of County Commissioners ("BOCC") nor candidates for the BOCC, nor any employees from the Hernando County Government, Hernando County staff members, nor any members of the Procurement Selection Committee ("PSC") 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. Any such lobbying activities may cause immediate disqualification for this project.

The Procurement Department will post addenda on the County's [eProcurement Portal](#) in response to all questions in accordance with the solicitation instructions. It is the responsibility of prospective Proposers to visit the [eProcurement Portal](#) to ensure that they are aware of all addenda issued relative to this solicitation.

Pursuant to s. 119.071, F.S., sealed bids, proposals, or replies received by an agency pursuant to a competitive solicitation are exempt from inspection until such time as the agency provides notice of an intended decision or until thirty (30) days after opening the bids, proposals, or final replies whichever is earlier.

NOTICE TO BIDDERS

To ensure that your Proposal is responsive, you are urged to request clarification or guidance on any issues involving this solicitation before submission of your response. Your point-of-contact for this solicitation is Cathy Tefft Procurement Manager, Procurement Department, via the County's [eProcurement Portal](#).

2.2. [NON-MANDATORY PRE-PROPOSAL CONFERENCE:](#)

- A. A Non-Mandatory Pre-Proposal Conference will be held Thursday, May 22, 2025 at 10:30 am at the Brooksville-Tampa Bay Regional Airport - Large Conference Room 15800 Flight Path Dr., Brooksville, FL 34604. Representatives of Owner will be present to discuss the project. Bidders are recommended to attend and participate in the conference. **THIS CONFERENCE WILL BE HELD ONLY ONCE.**

3. AWARD

UPON AWARD, PLEASE SUBMIT INVOICES TO:

Hernando County

Tourist Development

205 E. Fort Dade Ave.

Brooksville, FL 34601

4. DEFINITIONS

4.1. DEFINITIONS

- A. **"Addenda"** means a written or graphic instrument issued by the County prior to the execution of the Agreement which modify or interpret this Request for Qualifications by additions, deletions, clarifications, corrections or other type of modifications. Addenda will become part of the Contract Documents when the Agreement is executed.
- B. **"Agreement"** means a legal document, executed by the County and the Successful Proposer, which supersedes all prior negotiations, representations, or agreements, either written or oral. The Agreement, as amended from time to time, forms the contract between County and the Successful Proposer setting forth the roles, responsibilities and obligations of the parties including, but not limited to, the performance of the Services and the basis of payment.
- C. **"Contract Documents"** means this Request for Qualifications), including addenda to such, the Agreement, including addenda to such, Proposer's Proposal, Scope of Services, Certificate(s) of Insurance, Notice of Intent to Award, Notice of Award, Proposer's Representation and Certification Form, Proposer's Hold Harmless Agreement, and any other documents mailed, e-mailed or otherwise transmitted to the Proposer prior to or after the submittal of their Proposal, and prior to or after award, all of which are all to be treated as one in the form of the Contract Documents.
- D. **"Contractor"** means the Successful Proposer, in the context of the Request for Qualifications. The Contractor will have sole responsibility for the performance of the Services covered under the Agreement that is awarded in conjunction with this Request for Qualifications. In the context of the Contract Documents, Contractor means any company, firm, partnership, corporation, association, joint venture, or other legal entity permitted by law to perform the Services in the State of Florida. Such legal entity shall be the entity that enters into a written Agreement with the County to perform the Services for the Project described in the Contract Documents.
- E. **"County"** means Hernando County Board of County Commissioners, its officers, employees, agents and volunteers; sometimes referred to as "the Owner" or "BOCC".
- F. **"County Designated Representative"** means the representative designated by the County or any of its divisions or departments that will assume all duties and responsibilities, and have the rights and authority assigned, in connection with the Services and management of the Contractor in accordance with the scope of work, the solicitation, and the Contract Documents. Tammy Heon, Manager of Tourism Development or their designee or supervisor, shall act as the County Designated Representative for the work pertaining to this contract.
- G. **"F.S."** means Florida Statutes; all references to Florida Statutes shall mean the version in effect at the time the contract is signed unless otherwise indicated.

- H. **"Minor Irregularity"** means a variation from the Request for Qualifications terms and conditions which does not affect the price or give the Proposer an advantage or benefit not enjoyed by the other Proposers or does not adversely impact the interests of the County.
- I. **"Notice of Award"** means a written notice issued by the County notifying the Successful Proposer that they have been awarded the project.
- J. **"Notice of Intent to Award"** means a written notice issued submitted by the County, and published on the County's website, that the County intends to award the Agreement to the Successful Proposer.
- K. **"Notice to Proceed"** means a written notice issued by the County to the Successful Proposer fixing the date on which the Successful Proposer shall start the performance of the Services and the length of time for the completion of the Services, in accordance with the Contract Documents.
- L. **"Owner"** means Hernando County Board of County Commissioners ("BOCC"), its officers, employees, agents, and volunteers.
- M. **"Pre-Proposal Meeting"** a meeting at which all Proposers gather to obtain additional information as to the scope of Services required under the Request for Qualifications.
- N. **"Public Opening"** means the opening of the Proposals and the announcing of the Proposers who submitted a Proposal in response to the Request for Qualifications in the presence of the public.
- O. **"Proposer"** means the entity that submits a Proposal to the County in response to the Request for Qualifications. "Proposal" means the response to the Request for Qualifications submitted by the Proposer.
- P. **"Procurement Selection Committee (PSC)"** is interchangeable with **"Evaluation Team"** and means County employees selected to evaluate and score the Proposals and Oral Presentation (if applicable) and recommend to the Board the Successful Proposer for an award.
- Q. **"Request for Qualifications"** (also referred to as "RFQ"), or **"Request for Proposal"** (also referred to as "RFP"), means the contents of this solicitation and all supporting documents including addenda to such, or other related information transmitted to Proposers.
- R. **"Responsive"** means a Proposal that conforms in all material respects to the Request for Qualifications requirements.
- S. **"Responsible Proposer"** and **"Responsible Bidder"** means a Proposer or Bidder who shows that they have the capability in all respects to perform fully the Services outlined in the RFP or RFQ, and the integrity and reliability that will assure good faith performance.
- T. **"Services"** means all supervision, labor, materials, equipment, supplies, sub-contractors, and incidental expenses required by the Proposer to execute and complete the requirements of the Services outlined in the Contract Documents, including those prescribed or implied.

- U. **"Sub-Contractor"** means an entity having a direct contract with the Successful Proposer or with any other sub-contractor of the Successful Proposer who will provide products or services for the performance of a part of the Services required under the Contract Documents under the sole control and direction of the Contractor.
- V. **"Successful Proposer"** and **"Successful Bidder"** means the Proposer or Bidder to whom the County awards the Agreement based on the County's evaluation of the Proposer's or Bidder's qualifications and pricing as hereinafter provided.
- W. **"Timeline"** means the list of critical dates and actions involved in the RFP or RFQ.

5. REQUEST FOR PROPOSALS

5.1. INSTRUCTIONS TO PROPOSERS:

- A. It is the intent and purpose of the County that this Request for Proposals promotes competitive Proposals. It shall be the Proposer's responsibility to advise the Procurement Department if any language, requirements, etc., or any combination thereof, inadvertently restricts or limits the requirements stated in this Request for Proposals to a single source. Such notification must be submitted in writing and must be received by the Procurement Department not later than ten (10) days prior to the Proposal due date.
- B. All Proposals will be publicly announced at the public opening and only the names of all Proposers shall be read aloud.
- C. The County officially distributes solicitation documents through the County's eProcurement Portal. Solicitation documents may be downloaded at NO COST using the eProcurement Portal. Copies of solicitation documents obtained from other sources are not considered official and must not be relied upon. The County is not responsible for solicitation documents obtained from sources other than the County's eProcurement Portal. Only Proposers who properly register and follow the project directly from the County's eProcurement Portal will receive addenda and other important information if issued.
- D. The County reserves the right to accept or reject any or all Proposals, with or without cause, to waive technicalities, or to accept the Proposal which, in its sole judgment, best serves the interest of the County, or to award a Contract to the next most qualified Proposer if the Successful Proposer does not execute the Agreement within thirty (30) days after approval of the selection by the BOCC or other competent authority.
- E. The County reserves the right, and the Chief Procurement Officer has absolute and sole discretion, to cancel this solicitation at any time prior to approval of the award by the BOCC when such approval is required. The decision to cancel this solicitation cannot be the basis for a protest pursuant to the Hernando County Procurement Ordinance.
- F. Any Proposal may be withdrawn, via the eProcurement Portal, until the date and time set above for the submission of the Proposals. Any Proposals not so withdrawn shall constitute an irrevocable offer for a period of one hundred eighty (180) days to provide to the County the Services set forth in this Request for Proposals, or until one (1) or more of the Proposals have been awarded.
- G. The County is not responsible for any of the expenses incurred by the Proposer that are in any way related to submitting a Proposal, including but not limited to: securing the solicitation documents, preparation of the Proposal, accessing the eProcurement Portal, uploading the Proposal to the eProcurement Portal, etc. Such costs are solely those of the Proposer. The County assumes no responsibility for any such costs incurred by the Proposer. The Proposer also

agrees that the County bears no responsibility for any costs associated with any administrative or judicial proceedings resulting from the solicitation process.

5.2. QUESTIONS REGARDING THIS RFP:

- A. Proposers shall not direct any queries or statements concerning their Proposal to the PSC or County staff during the selection process, from the time of submission of a Proposal until the execution of the Agreement. Any Proposer who initiates any discussions with staff in any manner other than that described below is subject to disqualification from this procurement.
- B. All questions or concerns regarding this Request for Proposals must be submitted in writing, via the County's eProcurement Portal no later than 5:00 pm, Friday, June 13, 2025. When required, the Procurement Department will issue an addendum to the Request for Proposals. The addendum will be available on the eProcurement portal for access by potential Proposers. Proposers are instructed not to contact the initiating division directly. No oral interpretation of this Request for Proposals shall be considered binding. The County shall be bound by information and statements only when such statements are written and executed under the authority of the Chief Procurement Officer and posted to the eProcurement Portal.
- C. This provision exists solely for the convenience and administrative efficiency of the County. No Proposer or other third party gains any rights by virtue of this provision or the application thereof, nor shall any Proposer or third party have any standing to sue or cause of action arising therefrom.
- D. If the Proposer is in doubt as to the true meaning of the terms, conditions, specifications or other solicitation documents or any part thereof, he may submit a request for clarification via the County's eProcurement Portal. Any interpretation of the terms, conditions and/or specifications, if made, will be only by addendum duly issued. A copy of such addendum will be posted to the County's eProcurement Portal. The County will not be responsible for any other explanation or interpretation of the solicitation made or given prior to the award of the Agreement.
- E. The Proposer must acknowledge receipt of all addenda to this solicitation via the County's eProcurement Portal. Failure of any Proposer to acknowledge any addendum may be found non-responsive and subject to rejection.

5.3. INSTRUCTIONS FOR PREPARING PROPOSALS, REQUIREMENTS AND RULES FOR PROPOSALS:

- A. The Proposal must name all persons or entities interested in the Proposal as principals. The Proposal must declare that it is made without collusion with any other person or entity submitting a Proposal pursuant to this RFP.
- B. Sub-Contractors/Sub-Consultants: The BOCC reserves the right to approve all the sub-contractors and/or sub-consultants for purposes of the Agreement. If the Proposer intends to

utilize sub-contractors, such sub-contractors' names and references must be included in the Proposal. Responsibility for the performance of the Agreement remains with the Successful Proposer exclusively. The Successful Proposer may add sub-contractors during the Agreement period only with PRIOR WRITTEN PERMISSION from the BOCC.

- C. Proposer shall identify any work for this project that will be performed outside the United States of America. The company to perform the work, the country in which the work will be done, and the entity responsible for quality assurance/quality control for that work shall be identified.
- D. Pricing shall be firm for a period of one hundred and eighty (180) days or until award is made, whichever occurs first. Pricing shall include such amounts the Proposer deems proper for all labor, materials, equipment, sub-contractors, suppliers, insurance, overhead, profit and any other costs to provide the Services as noted in this Request for Proposals. Pricing shall include any sales or use taxes, if applicable.
- E. Miscellaneous Requirements:
 - 1. The Proposer shall possess all the appropriate licenses, permits and tariffs required by various governmental agencies having jurisdiction over such services.
 - 2. The BOCC or its authorized representative reserves the right to obtain all documentation deemed appropriate to verify the Proposer meets all regulations and specification requirements.
 - 3. Any damage to facilities, equipment or property, due to purposeful actions, incompetence or negligence of the Successful Proposer's personnel including sub-contractors that occurs, shall be responsibility of the Successful Proposer. The Successful Proposer shall reimburse the owner of the damaged facility, equipment or property for any cost to repair damage, beyond reasonable wear, caused by the Successful Proposer.
 - 4. The Proposer's and their sub-contractor's personnel who perform the Services in connection with the Agreement shall meet the requirements of the Hernando County BOCC drug policy.

5.4. PROPOSAL FORMAT:

Proposals should be prepared as simply as possible and provide a straightforward, concise description of the proposed products and services to satisfy the requirements of the RFP. Attention should be given to accuracy, completeness, relevance, and clarity of content. Proposals must address the following questions and contain the following sections.

If multiple firms partner to submit a joint proposal, the proposal must identify one firm as the primary contact. This primary contact will be the primary point of contact throughout the procurement process and will be held responsible for the overall implementation of all partners included in the joint proposal.

As the pricing proposal will be scored mathematically, **REFRAIN** from including pricing in any of the Proposal sections below.

Proposal Section 1.0 — Introduction (Not to Exceed 2 Pages)

This section will summarize in a brief and concise manner, the Proposer's understanding of the need as described in this RFP and a brief narrative summarizing how the proposer will address the need. The letter must name all of the persons authorized to make representations for the Proposer, including the titles, addresses, and telephone numbers of such persons. An official authorized to negotiate for the Proposer must sign the Letter of Transmittal.

Proposal Section 2.0 — Ability, Capacity and Skill of Firm

This section should identify the project principal, the project manager, key staff and subconsultants. Present a brief discussion regarding how the team's qualifications and experience relate to the specific project. Address the following:

- Provide an introduction of the firm, including years in business, company size (annual billings and staff), corporate structure and ownership, professional affiliations, etc.
- Describe proposer's current and projected work load, both destination/tourism accounts and non-destination/tourism accounts
- Describe your agency's overall composition of client accounts, including industry type and media budgets. Describe where Hernando County would rank based on spending.
 - Identify any current clients which may be perceived to be in competition with Hernando County Tourism or which may pose a potential conflict of interest.
- Describe Proposer's mission, philosophy and what makes Proposer different.
- Knowledge of the local labor and material markets.
- Are the lines of authority and coordination clearly identified?
- Are essential management functions identified?
- Are the functions effectively integrated (e.g., subconsultants' roles delineated?)
- Firm's familiarity with the project area.
- Credentials, qualifications and relevant individual experience of firm employees.
- Credentials, qualifications and relevant subconsultant experience.
- Unique knowledge, credentials of key team members relating to the project.
- Experience on projects as a team.
- Key staff involvement in project management and on-site presence.
- Time commitment of key staff.

Note: Organization charts and graphs depicting your capacity may be included. Resumes of key personnel and their licenses, as applicable, must be provided.

Proposal Section 3.0 — Proposer's methodology, technical ability and approach to meeting the needs and requirements as noted in the RFP.

This section describes the unique approach, products, and services the firm proposes to meet the needs described in the RFP. Address the following:

- Proposed approach to meeting to meeting the needs and requirements as noted in the RFP.
Include:
 - Clear explanation of the firm's approach to the rapidly changing marketing mix and how the firm integrates various types of marketing within the context of an overall plan.
- Value engineering/cost control or other budget control tool.
- Quality control methodology.
- Schedule maintenance methodology.
- Describe how your agency and team works with other contracted entities in support of the firm's clients (some examples include: VISIT FLORIDA, research firm, additional marketing firm, regional golf partner, etc.)
- Provide a summary bio of key personnel who would be assigned to applicable projects and the approach the team will use to provide services.
 - Include names, titles and credentials, years of experience and length of time employed with the agency.
- Describe how the Proposer would integrate Proposer's functions and responsibilities with those of the Florida's Adventure Coast Visitors Bureau marketing team, as well as with other firms, such as the website creation and hosting vendor.

Proposal Section 4.0 — Proposer's experience similar to the needs and requirements noted in the RFP.

This section describes the relevant experience the firm and key staff have with projects of similar scope and complexity. Include a minimum of three (3) letters of reference for projects of similar scope and complexity.

- Experience of the key staff and firm with projects of similar scope and complexity.
- Demonstrated success on past projects of similar scope and complexity.
- Explain the results your clients have achieved as a direct result of your work.
- Describe how your firm measures effectiveness and results of similar projects.
- Describe destination marketing organization/tourism experience

- Share an example(s) of how your firm used innovation, new technology or never-done-before projects to add value for a client.

5.5. PROPOSAL EVALUATION PROCESS:

- A. The PSC will review all responsive Proposals received and establish a short list in order of preference of no fewer than three (3) Proposers deemed to be the most qualified to provide the Service based on the evaluation criteria and the proposal evaluation process. The county intends to award one (1) contracts through this RFP process.
- B. The PSC will evaluate each Proposer's written Proposal and assign a consensus score for each evaluation criteria based upon consensus scoring. The score can be zero to the maximum value, as noted in the Evaluation Criteria Section.
- C. The scores for all evaluation criteria for each Proposer will be summed and averaged by way of consensus scoring. For example, if a Proposer was given a perfect score, that Proposer would receive a total score of 100.
- D. If any Proposer claims "Local Preference", that Proposer will be assigned an additional five (5) percent of the points to their overall evaluation consensus score.
- E. Based on the overall total evaluation consensus score, the Proposers will then be ranked highest (favorable) to lowest (unfavorable).
- F. Alternatively, the BOCC may direct the PSC or the PSC may decide to establish a "short list" of no fewer than three (3) Proposers without establishing a priority order. The PSC or the BOCC may request oral presentations from the Proposers when establishing the priority list. If three (3) or fewer Proposals are received, all Proposers shall be included in the selection process as described below.
- G. Short-listed firms elevated to the oral presentation evaluation phase will receive a Request for Clarification (RFC) letter seeking any necessary clarification of the initial proposal and presentation requirements.
- H. The oral presentation score for each Proposer will be added to their Proposal evaluation score to arrive at a total overall consensus score. Proposers will once again be ranked highest (favorable) to lowest (unfavorable).
- I. Once the short list of Proposers has been prepared by the PSC, either the BOCC or the PSC shall attempt to negotiate an agreement with the most qualified Proposer at compensation that is fair, competitive and reasonable.
- J. If the PSC or the BOCC is unable to negotiate a satisfactory agreement with the first Proposer, negotiations with that Proposer shall terminate and the PSC or the BOCC shall attempt to negotiate an agreement with the next most qualified Proposer. If these negotiations are not successful, negotiations shall terminate with the second Proposer and attempted with the third

most qualified. If the BOCC or the PSC is unsuccessful in negotiating a satisfactory agreement with any of the selected Proposers, the BOCC or the PSC shall select additional Proposers in order of their qualifications and continue negotiations until an agreement is reached or if no agreement can be reached the BOCC, PSC, or Chief Procurement Officer may reject all Proposals and may re-advertise for new Proposals. All agreements negotiated by the PSC shall be subject to final approval by the BOCC unless such approval is waived by the BOCC.

- K. The County shall be the sole judge of its own best interests, the Proposals, and the resulting agreement. An award may be made to the most responsive and responsible firm whose Proposal is determined to be the most advantageous to the County. The County's decision shall be final and the County at all times reserves the right to:
1. Reject any or all Proposals or parts thereof
 2. Issue subsequent Requests for Proposals
 3. Cancel the entire Request for Proposals
 4. Remedy technical errors in the Request for Proposals
 5. Negotiate with any, all, or none of the Proposers
 6. Award an agreement to one or more Proposers or none at all
 7. Accept other than the lowest price
 8. Waive informalities and irregularities in Proposals
- L. The County reserves the right to consider historic information and fact, whether gained from the Proposer's Proposal, question and answer conferences, references, and/or other sources in the evaluation process.
- M. The County reserves the right to conduct investigations it deems necessary to assist in the evaluation of any Proposal and to establish the responsibility, qualifications and financial ability of Proposers, sub-contractors, suppliers and other persons and organizations to perform and furnish the Services in accordance with this Request for Proposals.
- N. It is the Proposer's sole responsibility to submit information related to the evaluation categories. The County is under no obligation to solicit such information if the Proposer fails to include it within their Proposal. Failure to provide requested information may result in the rejection of the Proposal, or a deduction in evaluation points at the sole discretion of the PSC.
- O. Proposers are hereby notified of the provisions of s. 287.05701, Florida Statutes, as amended, that the County or the County's BOCC will not request documentation of or consider a Proposer's social, political, or ideological interests when determining if the Proposer is responsible and may not give preference to a Proposer based on the Proposer's social, political, or ideological interests.

5.6. DEBRIEFING OF PROPOSERS:

Not later than thirty (30) calendar days after BOCC approval of a selection or short list, a Proposer may submit a written request to the applicable contract administrator or procurement agent for a debriefing on the evaluation of their Proposal. The procurement agent will schedule a meeting with the Proposer for the debriefing. However, at the Proposer's request, the debriefing may be conducted via telephone conference or the Proposer may request a copy of the digital recording of the selection on CD for \$15.00 fee. The debriefing shall include the following minimum information:

- A. Key requirements of the solicitation.
- B. The overall ranking of all Proposals.
- C. The significant weaknesses or deficiencies in the Proposal in response to the requirements of the solicitation.
- D. If requested, an explanation of the score received for each evaluation criteria will be provided, including costs, if applicable.
- E. If applicable, a summary of the rationale for award.
- F. Responses to any relevant questions of the Proposer.

5.7. TERMS AND CONDITIONS:

- A. The County reserves the right to accept or reject any or all Proposals, with or without cause, to waive technicalities, or to accept the Proposal which, in its sole judgment, best serves the interest of the County, or to award a Contract to the next most qualified Proposer if a successful Proposer does not execute an agreement within thirty (30) days after approval of the selection by the BOCC or other competent authority.
- B. The County reserves the right, and the Chief Procurement Officer has absolute and sole discretion, to cancel a solicitation at any time prior to approval of the award by the BOCC when such approval is required. The decision to cancel a solicitation cannot be the basis for a protest pursuant to the Hernando County Purchasing Policy.
- C. The County reserves the right to request clarification of information submitted and to request additional information of one or more applicants.
- D. The agreement that the County intends to use for award is attached for reference. Any exceptions to this standard agreement must be clearly indicated by return of the standard agreement with the Proposal, with exceptions clearly noted. The County has the right to require the selected Proposer to sign the attached agreement or to negotiate revisions to the agreement language prior to execution of the agreement, at its sole discretion.

- E. Information regarding PSC scheduling and BOCC approvals are available by calling the Procurement Department at (352) 754-4020.
- F. A person or affiliate who has been placed on the convicted vendor list following a conviction for a public entity crime may not submit a Proposal on a contract to provide any goods or services to a public entity, may not submit a Proposal on a contract with a public entity for the construction or repair of a public building or public work, may not submit Proposals on leases of real property to a public entity, may not be awarded or perform work as a contractor, supplier, sub-contractor or vendor under a contract with any public entity and may not transact business with any public entity in excess of the threshold amount provided in s. 287.017, F.S., for CATEGORY TWO (2) for a period of thirty-six (36) months from the date of being placed on the convicted vendor list.
- G. The County's performance and obligation to pay under this Contract is contingent upon an annual appropriation for its purpose by the BOCC.
- H. Proposers shall list all proposed sub-contractors to be used, regardless of racial or gender grouping. Include names, addresses, phone numbers, type of work sub-contracted (discipline, trade or commodity) and proposed percentage of work.

5.8. INDEMNITY, SAFETY AND INSURANCE PROVISIONS:

- A. INDEMNITY, SAFETY AND INSURANCE PROVISIONS:
 - 1. Indemnity: To the fullest extent permitted by Florida law, the Successful Proposer covenants, and agrees that it will indemnify and hold harmless the County and all of the County's officers, agents, and employees from any claim, loss, damage, cost, charge, attorney's fees and costs, or any other expense arising out of any act, action, neglect, or omission by the Successful Proposer during the performance of the contract, whether direct or indirect, and whether to any person or property to which the County or said parties may be subject, except that neither the Successful Proposer nor any of its sub-contractors, or assignees, will be liable under this section for damages arising out of injury or damage to persons or property directly caused or resulting from the sole negligence of the County or any of its officers, agents, or employees.
 - 2. Protection of Person and Property:
 - a. The Successful Proposer will take all reasonable precautions for, and will be responsible for initiating, maintaining and supervising all programs relating to the safety of all persons and property affected by, or involved in, the performance of Services under the Agreement.
 - b. The Successful Proposer will take all reasonable precautions to prevent damage, injury or loss to: (a) all persons who may be affected by the performance of Services, including employees; (b) all materials and equipment; and (c) all property at or surrounding the

work site. In an emergency affecting the safety of persons or property, the Successful Proposer will act, with reasonable care and discretion, to prevent any threatened damage, injury or loss.

- B. MINIMUM INSURANCE REQUIREMENTS: Prior to beginning performance of the Services, Successful Proposer shall procure, pay for and maintain at least the following insurance coverage and limits. As evidence therefor, Successful Proposer shall deliver to the County a certificate of insurance executed by the insurers listing coverage and limits, expiration dates and terms of policies and all endorsements whether or not required by the County, and listing all carriers issuing said policies. The insurance requirements shall remain in effect throughout the term of the Agreement.

1. Workers' Compensation: As required by law:

- a. State.....Statutory
- b. APPLICABLE FEDERAL.....Statutory
- c. EMPLOYER'S LIABILITY.....Minimum:
 - i. \$100,000.00 each accident
 - ii. \$100,000.00 by employee
 - iii. \$500,000.00 policy limit
- d. Exemption per Florida Statute 440: If the Successful Proposer has less than three (3) employees and states that they are exempt per Florida Statute 440, they must provide to the County an exemption certificate from the State of Florida. Otherwise, they will be required to purchase Workers' Compensation Insurance and provide a copy of Workers Compensation Insurance.
<https://www.myfloridacfo.com/Division/WC/Employer/Exemptions/>

2. General Liability: Comprehensive General Liability including, but not limited to, Independent Contractor, Contractual Premises/Operations, and Personal Injury covering the liability assumed under indemnification provisions of the Agreement, with limits of liability for personal injury and/or bodily injury, including death.

- a. Coverage as follows:
 - i. EACH OCCURRENCE.....\$1,000,000.00
 - ii. GENERAL AGGREGATE\$2,000,000.00
 - iii. PERSONAL/ADVERTISING INJURY.....\$1,000,000.00
 - iv. PRODUCTS-COMPLETED OPERATIONS AGGREGATE..\$2,000,000.00 Per Project Aggregate (if applicable)

- b. ALSO, include in General Liability coverage for the following areas based on limits of policy, with:
 - i. FIRE DAMAGE (Any one (1) fire).....\$50,000.00
 - ii. MEDICAL EXPENSE (Any one (1) person)..... \$5,000.00
3. Additional Insured: Successful Proposer agrees to endorse Hernando County as an additional insured on the Comprehensive General Liability. The Additional Insured shall read "Hernando County Board of County Commissioners." Proof of Endorsement is required.
4. Waiver of Subrogation: By entering into the Agreement, Successful Proposer agrees to a Waiver of Subrogation for each required policy herein. When required by the insurer, or should a policy not permit the Successful Proposer to enter into a pre-loss agreement to waive subrogation without an endorsement, then Successful Proposer agrees to notify the insurer and request the policy be endorsed with a Waiver of Transfer of Rights of Recovery Against Others or its equivalent. This Waiver of Subrogation requirement shall not apply to any policy that includes a condition specifically prohibiting such an endorsement or voids coverage should Successful Proposer enter into such an agreement on a pre-loss basis.
5. AUTOMOBILE LIABILITY: Comprehensive automobile and truck liability covering any auto, all owned autos, scheduled autos, hired autos, and non-owned autos. Coverage shall be on an "occurrence" basis, and shall include coverage for loading and unloading hazards, as follows:
 - a. COMBINED SINGLE LIMIT (CSL)..... \$1,000,000.00
 - b. BODILY INJURY (Per Person)..... \$1,000,000.00
 - c. BODILY INJURY (Per Accident)..... \$1,000,000.00
 - d. PROPERTY DAMAGE.....\$1,000,000.00
6. PROFESSIONAL LIABILITY (if applicable it will be noted below separately):
7. BUILDERS RISK INSURANCE (if applicable it will be noted below separately):
8. CRIME PREVENTION – BOND (if applicable it will be noted below separately):
9. EXCESS/UMBRELLA LIABILITY (if applicable it will be noted below separately):
10. POLLUTION LIABILITY (if applicable it will be noted below separately):
11. SUB-CONTRACTORS (if applicable): All sub-contractors hired by Successful Proposer are required to provide Hernando County Board of County Commissioners a certificate of insurance with the same limits required of the Successful Proposer in the Agreement. All sub-contractors are required to name Hernando County Board of County Commissioners as additional insured and provide a Waiver of Subrogation in regard to General Liability.

12. RIGHT TO REVISE OR REJECT: County reserves the right, but not the obligation, to revise any insurance requirement, not limited to limits, coverages and endorsements, or to reject any insurance policies which fail to meet the criteria stated herein. Additionally, County reserves the right, but not the obligation, to review and reject any insurer providing coverage due of its poor financial condition or failure to operating legally.

C. EACH INSURANCE POLICY SHALL INCLUDE THE FOLLOWING CONDITIONS BY ENDORSEMENT TO THE POLICY:

1. Successful Proposer shall provide County with a certificate of insurance evidencing that all coverages, limits and endorsements required herein are maintained and in full force and effect, and the certificate of insurance shall provide a minimum thirty (30) day endeavor to notify when available by Successful Proposer's insurer. If the Successful Proposer receives a non-renewal or cancellation notice from an insurance carrier affording coverage required herein, or receives notice that coverage no longer complies with the insurance requirements herein, Successful Proposer shall notify the County by email within five (5) business days with a copy of the non-renewal or cancellation notice, or written specifics as to which coverage is no longer in compliance. The Certificate Holder shall read: **Hernando County Board of County Commissioners, Attention: Human Resources/Risk Department, 15470 Flight Path Drive, Brooksville, Florida 34604**
2. Companies issuing the insurance policy or policies shall have no recourse against the County for payment of premiums or assessments for any deductibles, all of which are the sole responsibility and risk of Successful Proposer.
3. The term "County" or "Hernando County" shall include all authorities, boards, bureaus, commissions, divisions, departments, and offices of the County and individual members, employees and agents thereof in their official capacities and/or while acting on behalf of the County.
4. The policy clause "Other Insurance" shall not apply to any insurance coverage currently held by County, to any such future coverage, or to County's Self-Insured Retentions of whatever nature.

- D. The Successful Proposer shall be required to provide a current certificate of insurance to the County prior to commencement of the Services.
- E. The County may require the Proposer to provide proof that their firm meets the preceding insurance requirements by submission of a certificate of insurance coverage(s), prior to award of the Agreement.
- F. Failure of the Owner to demand such certificates or other evidence of full compliance with these insurance requirements or failure of the Owner to identify a deficiency from evidence provided

shall not be construed as a waiver of Successful Proposer's obligation to maintain such insurance.

5.9. INSURANCE REQUIREMENTS (continued)

PROFESSIONAL LIABILITY (if applicable): including Errors and Omissions with minimum limits of \$1,000,000.00 per occurrence, if occurrence form is available; or claims made form with tail coverage extending three (3) years beyond completion and acceptance of the project with proof of tail coverage to be submitted with the invoice for final payment. In lieu of tail coverage, Successful Proposer may submit annually to the County a current certificate of insurance proving claims made insurance remains in force throughout the same three (3) year period.

5.10. MAINTENANCE OF RECORDS:

The Successful Proposer will keep adequate records and supporting documents applicable to this contract. Said records and documentation will be retained by the Successful Proposer for a minimum of five (5) years from the date of final payment on this contract. The County and its authorized agents have the right to audit, inspect and copy records and documentation as often as the County deems necessary during the period of the Agreement and a period of five (5) years after completion of contract performance; provided however, such activity shall be conducted only during normal business hours. The County during the period of time defined by the preceding sentence, also has the right to obtain a copy of and otherwise inspect any audit made at the direction of the Successful Proposer concerning the aforesaid records and documentation. Pursuant to s. 119.0701, F.S., Successful Proposer shall comply with the Florida Public Records' laws and shall:

- A. Keep and maintain records required by the public agency to perform the service.
- B. Upon request from the public agency's custodian of public records, provide the public agency with a copy of the requested records or allow the records to be inspected or copied within a reasonable time at a cost that does not exceed the cost provided in this chapter or as otherwise provided by law.
- C. Ensure that public records that are exempt or confidential and exempt from public records disclosure requirements are not disclosed except as authorized by law for the duration of the Agreement term and following completion of the Agreement if the Successful Proposer does not transfer the records to the public agency.
- D. Upon completion of the Agreement, transfer, at no cost, to the public agency all public records in possession of the Successful Proposer or keep and maintain public records required by the public agency to perform the service. If the Successful Proposer transfers all public records to the public agency upon completion of the Agreement, the Successful Proposer shall destroy any duplicate public records that are exempt or confidential and exempt from public records disclosure requirements. If the Successful Proposer keeps and maintains public records upon completion of the Agreement, the Successful Proposer shall meet all applicable requirements for retaining public records. All records stored electronically must be provided to the public

agency upon request from the public agency's custodian of public records, in a format that is compatible with the information technology systems of the public agency.

- E. Failure to comply with this section shall be deemed a breach of the Agreement and enforceable as set forth in s. 119.0701, F.S.

IF THE PROPOSER HAS QUESTIONS REGARDING THE APPLICATION OF CHAPTER 119, FLORIDA STATUTES, TO THE PROPOSER'S DUTY TO PROVIDE PUBLIC RECORDS RELATING TO THE AGREEMENT, CONTACT THE CUSTODIAN OF PUBLIC RECORDS AT 352-754-4020, PURCHASING@HERNANDOCOUNTY.US, OR OFFICE LOCATED AT 15470 FLIGHT PATH DRIVE, BROOKSVILLE, FL 34604.

5.11. PROTESTS AND LOBBYING

Any Proposer who protests the Request for Proposals or Award or Intent to Award, must file with the County a notice of protest and formal written protest in compliance with the Hernando County Procurement Manual, Section 22, which can be found at <http://www.hernandocounty.us/home/showpublisheddocument/9013>. Failure to timely file such documents will constitute a waiver of proceedings. Failure to file a protest within the time prescribed by, or failure to post the bond or other security in strict accordance with, the Hernando County Procurement Manual, Section 22, shall constitute a waiver of protest proceedings.

5.12. CONE OF SILENCE

This solicitation falls under the Hernando County Procurement Ordinance 93-16. All Proposers and Bidders, and representatives of same, are hereby placed on formal notice that a lobbying cone of silence period shall commence upon issuance of this solicitation until the BOCC selects the Successful Proposer. If the BOCC is not involved in selecting the Successful Proposer, the cone of silence period commences upon issuance of the solicitation and concludes upon award of the Agreement. During the cone of silence period, no Proposer, or representative of the Proposer, to this solicitation may seek information or clarification or in any way contact any official or employee of the County concerning this solicitation. The Proposer may only submit any inquiries concerning this solicitation in writing through the eProcurement Portal. A violation of the cone of silence renders any award voidable at the discretion of the Chief Procurement Officer with approval from the BOCC and may subject the Proposer who violated it to debarment. Nothing in the Ordinance prevents a Proposer or representative from taking part in a public meeting concerning the solicitation.

Neither the members of the BOCC nor candidates for the BOCC, nor any employees from the Hernando County government, Hernando County staff members, nor any members of the PSC are to be lobbied, either individually or collectively, before or during the cone of silence concerning this project. Any Proposer or representative of same who intends to submit a Proposal, or has submitted a Proposal, for this project is 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. Any such lobbying activities may cause immediate disqualification of this project.

5.13. E-VERIFY

- A. Proposer is advised that the County has entered into an agreement with U.S. Immigration and Customs Enforcement (ICE) wherein the County will, in part, seek to promote the principles of ethical business conduct, prevent the knowing hiring of unauthorized workers through self-governance, and encourage voluntary reporting of the discovery of unauthorized workers to ICE (the IMAGE Agreement). Accordingly, by submitting your Proposal, Proposer represents and warrants (a) that the Proposer is in compliance with all applicable federal, state and local laws, including, but not limited to, the laws related to the requirement of an employer to verify an employee's eligibility to work in the United States, (b) that all of the Proposer's employees are legally eligible to work in the United States, and (c) that the Proposer has actively and affirmatively verified such eligibility utilizing the Federal Government's Employment Verification Eligibility Form (I-9 Form).
- B. A mere allegation of Proposer's intent to use and/or current use of unauthorized workers may not be a basis to delay the County's award of an agreement to the Proposer unless such an allegation has been determined to be factual by ICE pursuant to an investigation conducted by ICE prior to the date the Agreement is awarded by the County.
- C. Legitimate claims of the Proposer's use of unauthorized workers must be reported to both of the following agencies:
 - 1. The County's Procurement Department at (352) 754-4020: and
 - 2. ICE (Immigration and Customs Enforcement) at 1-866-DHS-2-ICE
- D. In the event it is discovered that the Proposer's employees are not legally eligible to work in the United States, then the County may, in its sole discretion, demand that the Proposer cure this deficiency within a specified time frame, and/or immediately terminate the Agreement without any cost or penalty to the County, and/or debar the Proposer from bidding on all County contracts for a period up to twenty-four (24) months, and/or take any and all legal action deemed necessary and appropriate.
- E. Proposer is required to incorporate the following IMAGE Best Practices into its business and, when practicable, incorporate verification requirements into its agreements with sub-contractors:
 - 1. Use the Department of Homeland Security employment eligibility verification program (E-Verify) to verify the employment eligibility of all new hires.
 - 2. Use the Social Security Number Verification Service and make good faith effort to correct and verify the names and Social Security numbers of the current workforce.
 - 3. Establish a written hiring and employment eligibility verification policy.

4. Establish an internal compliance and training program related to the hiring and employment verification process, to include, but not limited to, completion of Form I-9, how to detect fraudulent use of documents in the verification process, and how to use E-Verify and the Social Security Number Verification Service.
5. Require the Form I-9 and E-Verify process to be conducted only by individuals who received appropriate training and include secondary review as of each employee's verification to minimize the potential for a single individual to subvert the process.
6. Arrange for annual Form I-9 audits by an external auditing firm or a trained employee not otherwise involved in the Form I-9 process.
7. Establish a procedure to report to ICE credible information of suspected criminal misconduct in the employment eligibility verification process
8. Establish a program to assess sub-contractors' compliance with employment eligibility verification requirements. Encourage sub-contractors to incorporate the IMAGE Best Practices contained in this section and, when practicable, incorporate the verification requirements in sub-contractor contracts.
9. Establish a protocol for responding to letters received from Federal and State government agencies indicating that there is a discrepancy between the agency's information and the information provided by the employer or employee; for example, "no match" letters received from the Social Security Administration.
10. Establish a tip line mechanism (inbox, e-mail, etc.) for employees to report activity relating to the employment of unauthorized workers, and a protocol for responding to employee tips.
11. Establish and maintain appropriate policies, practices, and safeguards against use of the verification process for unlawful discrimination, and to ensure that U.S. Citizens and authorized workers do not face discrimination with respect to hiring, firing, recruitment or referral for a fee because of citizenship status or national origin.
12. Maintain copies of any documents accepted as proof of identify and/or employment authorization for all new hires.

5.14. LOCAL PREFERENCE:

- A. Purpose and Findings: These provisions apply to purchases using Formal Bid, Request for Proposals or Quotes. The County annually spends significant dollars on purchasing personal property, materials, and services, and in constructing improvements to real property or existing structures. The dollars used in making those purchases are derived, in large part, from taxes, fees and utility revenues paid by businesses located within Hernando County, and the County Commission has determined that funds generated in the community should, to the extent

possible, be placed back into the local economy. Therefore, the County Commission has determined that it is in the best interest of the County to give a preference to local businesses in making such purchases whenever the application of such a preference is reasonable in light of the dollar-value of Bids and quotes received in relation to such expenditures.

B. Application:

1. In bidding for, or letting Contracts for procurement of supplies, materials, equipment, and services, as described in the purchasing policies of the County, the Board of County Commissioners may give a preference to local businesses in making purchases or awarding Contracts in an amount not to exceed:
 - a. Five (5%) percent of the local business' total Bid price if the cost differential does not exceed \$10,000.00 for procurement activities in amounts over \$50,000.00.
2. The total Bid price shall include not only the base Bid price, but also all alterations to the base Bid price resulting from alternates which were both part of the Bid and actually purchased or awarded by the Board of County Commissioners.
3. In the case of requests for Proposals or qualification, letters of interest, or other solicitations and competitive negotiations and selections in which objective factors are used to evaluate the responses, local businesses shall be assigned five (5%) percent of the total evaluation points.

C. Definitions:

1. Local Vendor means a person or business entity which has maintained a permanent place of business with full-time employees within Hernando County for a minimum of twelve (12) months prior to the date Bids or Quotes were received for the purchase or Contract at issue, and which generally provides from such permanent place of business the kinds of goods or services solicited, and which at the time of the solicitation fully complies with the local vendor eligibility.
2. Local Vendor Affidavit of Eligibility shall accompany the Quotation or Bid submittal in order to be considered valid and shall include, but not be limited to, the following current information:
 - a. A physical business and location address.
 - b. Proof of payment of real property tax due to Hernando County.
 - c. A copy of the firm's most recent annual corporation report to the Florida Division of Corporations.
 - d. Any additional information necessary to verify local status.

D. Competitive Bids/Quotes:

1. The County reserves the exclusive right to compare, contrast and otherwise evaluate the qualifications, character, responsibility and financial qualifications of all persons, firms, partnerships, companies or corporations submitting formal Bids or formal quotes in any procurement for goods and services when making an award in the best interests of the County.

E. Exemptions:

1. Purchases resulting from exigent emergency conditions where any delay in completion or performance would jeopardize public health, safety, or welfare of the citizens of the County, or where in the judgment of the County the operational effectiveness or a significant County function would be seriously threatened if a purchase was not made expeditiously.
2. Purchases with any sole source supplier for supplies, materials, or other equipment.
3. Purchases made through cooperative purchasing arrangements utilized by the Procurement Department as identified in the Purchasing Policy.
4. Purchases that are funded in whole or in part by assistance from any federal, state, or local agency where the program guidelines do not permit local preference.
5. Purchases with an estimated cost of less than \$10,000.00 or less.

F. Appeal:

1. If an application for a "Local Contractor/Vendor" designation is denied, the applicant may appeal such decision to the County Administrator for review and further consideration.

5.15. CONTRACT AWARD

Award will be made at the earliest possible BOCC meeting subsequent to the evaluation process. It is incumbent on Proposers to contact the Procurement Department to determine the Successful Proposer(s) after the evaluation process. This Request for Proposals is issued in accordance with and shall be governed by the provisions of the County's Purchasing Policy.

5.16. CONTRACT TERM/RENEWAL:

The Agreement resulting from this Request for Proposals shall commence effective upon execution by both parties and extend for a period of **three (3) years**. The Contract may be renewed for **two (2)** additional **one (1) year** periods, upon mutual agreement of both parties. If any such renewal results in changes in the terms and conditions, such changes shall be reduced to writing as an amendment to the Agreement and such amendment shall be executed by both parties. Renewal of the Agreement shall be subject to appropriation of funds by the BOCC, and satisfactory performance of Services under the Agreement.

5.17. SIGNING OF THE AGREEMENT:

When the County issues its Notice of Intent to Award to the Successful Proposer, it will be accompanied by an unsigned agreement. Within ten (10) calendar days thereafter the Successful Proposer shall

execute and deliver to the County the Agreement, along with a certificate of insurance that shows policies, limits and other conditions in compliance with that outlined in the Request for Proposal. Upon award and execution of the Agreement by the County, one (1) executed copy of the Agreement shall be delivered to the Successful Proposer.

5.18. RESPONSIVENESS OF THE PROPOSAL AND DISQUALIFICATION:

- A. A responsive Proposal is one that complies with and conforms to the requirements of this Request for Proposal. A Proposal requiring changes to any portion of this Request for Proposal may be considered non-responsive. A Proposal that fails to comply with the criteria outlined in this Request for Proposal may be deemed non-responsive.
- B. A Proposal may be rejected if found to be conditional, irregular, incomplete or not in conformance with the requirements and instructions contained herein, such as, but not limited to: (1) failure to strictly comply with and satisfactorily address the prerequisite criteria, (2) failure to provide the required forms or other documentation, (3) incomplete, indefinite or ambiguous language, (4) failure to submit the information needed to evaluate the Proposals based on the Evaluation Criteria, and (5) improper and/or undated signatures.
- C. Other conditions, which shall cause rejection of the Proposal, include, but are not limited to: (1) an individual firm, partnership, corporation or combination thereof, under the same or different names submitting (as the Proposer) more than one Proposal, (2) evidence of collusion among Proposers, (3) obvious lack of experience or expertise to perform the Services, (4) failure to perform or meet financial obligations for previous Contracts, (5) falsification of any form required by the County, (6) evidence that a Proposer has a financial interest in another firm who is submitting a Proposal, (7) not having valid and appropriate local, state or federal certifications and/or licenses necessary to perform the Services, or (8) an investigation by the Chief Procurement Officer finds the Proposer delinquent on a previously awarded Contract or in litigation with Hernando County concerning a previously awarded contract.
- D. County may conduct such investigations as County deems necessary to assist in the evaluation of any Proposal and to establish the responsibility, qualifications and financial ability of the Proposer and their proposed sub-Contractors. County reserves the right to seek clarifications or request any information deemed necessary for proper evaluation of Proposals from all Proposers. Failure to provide requested information may result in rejection of the Proposal.

5.19. List of Proposers

A list of Proposers will be posted on the County's eProcurement Portal within two (2) business days after the Public Opening date. The list of Proposers can also be obtained by contacting the Contact Person. The County will not provide a list of Proposers by telephone.

5.20. EXAMINATION OF PROPOSAL DOCUMENTS:

- A. It is the responsibility of each Proposer before submitting a Proposal, to (1) examine the solicitation documents thoroughly, (2) consider Federal, State and Local Laws and Regulations that may affect cost, progress, performance or furnishing of the Services, (3) study and carefully correlate Proposer's observations with the solicitation documents, and (4) notify the Contact Person of all conflicts, errors or discrepancies in the solicitation documents prior to submitting a formal Proposal.
- B. Before submitting a Proposal, it shall be the Proposer's responsibility to submit to the County a request for any additional information and data which pertains to the Project covered under this Request for Proposal which the Proposer deems necessary to develop their Proposal for performing the Services in accordance with the terms and conditions noted herein.
- C. The submission of a Proposal in response to this Request for Proposal shall be considered a representation that the Proposer; (1) has carefully investigated all conditions that affect, or may at some future date, affect the performance of the Services covered by this Request for Proposal, (2) is fully informed concerning conditions to be encountered, the character, quality and quantity of the Services to be performed and the work product to be furnished, and (3) is familiar with what is required to perform the Services covered by this Request for Proposal. The contents of the Proposer's Proposal shall become a contractual obligation if the Proposer is awarded the Agreement. Failure to accept these obligations in the agreement shall result in cancellation of the award.

5.21. ADDENDA

All addenda issued in relation to this Request for Proposal will be posted on the County's eProcurement Portal. It is the Proposer's responsibility to be aware of all addenda that might have bearing on their Proposal before their Proposal is due. The Proposer will acknowledge receipt of any and all such addenda on the Proposal Pricing Form. Regardless of whether or not the Proposer acknowledges receipt of such addenda, their Proposal will be construed as though they have received such addenda, and the submission of a Proposal will constitute acknowledgement of the receipt of same. All addenda will become a part of the proposal documents and Proposer will be bound by such, whether or not received by Proposer. The County reserves the right to reject any Proposal in which the Proposer fails to acknowledge any and all addenda.

5.22. MODIFICATION/WITHDRAW OF PROPOSAL:

- A. Proposers have the right to modify or withdraw their Proposal without cause or without liability whatsoever at any time prior to the stipulated submittal date and time. The Proposer must submit such requests for modification or withdrawal through the eProcurement Portal. Any such requests made by any other method will not be accepted.

- B. Modified or withdrawn Proposals may be resubmitted in accordance with the instructions in this Request for Proposal prior to the stipulated submittal date and time. If applicable, any changes in pricing shall be so worded as not to reveal the pricing that was noted in the original Proposal.
- C. No Proposal shall be modified or withdrawn by the Proposer after the Proposal Due Date.

5.23. LESS THAN TWO (2) PROPOSALS RECEIVED:

If less than two (2) Proposals are received, the County may negotiate the best terms and conditions with that Proposer or reject the Proposal and re-solicit the Services.

5.24. REVIEW OF PROPOSER'S FACILITIES AND QUALIFICATIONS:

After the Request for Proposal due date and prior to award of an Agreement, the County reserves the right to perform or have performed an on-site review of Successful Proposer's facilities and qualifications, as well as documentation provided in their Proposal. This review will serve to verify data and representations submitted by the Proposer and may be used to determine whether the Proposer is qualified and experienced and has the resources to perform the Services outlined in the Request for Proposal. The review may also serve to verify whether the Proposer has adequate financial capability to meet the County's requirements. Should the County determine that the Proposals, or subsequent documentation submitted by the Proposer, has material misrepresentations or that the size or nature of any of Successful Proposer's resources are not adequate to ensure satisfactory performance, or ascertains other bases for concern as to the Successful Proposer's ability to perform the Services, the County has the right to reject their Proposal and not make an award.

5.25. FINANCIAL STRENGTH:

Prior to award of a Contract, the County reserves the right to request financial information from the Successful Proposer to assist the County in further review of that Proposer's capabilities. Financial information provided shall be for the current and previous two years, to include, but not be limited to a financial statement prepared by a Certified Public Accountant (i.e., balance sheet and income and cash flow statements) or a Supplier Qualifier Report prepared by Dun & Bradstreet.

5.26. CLARIFICATIONS

The County reserves the right to seek clarification, before award of the Agreement, from the Proposer with whom County is contemplating award to properly evaluate their Proposal. Failure to provide requested information may result in denial of the award to such Proposer.

5.27. PUBLIC RECORDS ACT:

- A. **Proposers should make themselves familiar with Chapter 119, F.S., concerning availability of public records. Thirty (30) days after the Public Opening date OR Notice of an intended decision, whichever is earlier, Proposals shall be made available for public viewing. Proposals and associated Proposal Documents may be viewed during normal business hours (which is Monday through Friday; 8:00 AM to 5:00 PM) at 15470 Flight Path Drive, Brooksville, Florida. Copies of the Proposals and associated Documents are available for a charge of fifteen cents (\$0.15) per page, plus cost of copying.**

- B. Florida law generously defines what constitutes a public record and, under Chapter 119, F.S., all Proposals are to be made available by County for viewing by the general public. If a Proposer believes that their Proposal contains information that should not be a public record, the Proposer shall clearly segregate and mark that information as "Confidential" and describe in writing the grounds for claiming exemption from the public records law, including the specific statutory citation for such exemption.
- C. Any documents given to the Successful Proposer as part of performing the Services covered under this Request for Proposal shall not be sold or distributed to third parties without the written consent of County. The Successful Proposer will be required to retain a copy of these documents for a minimum of five (5) years from completion of the Agreement. All documents, papers, letters, e-mails or other material made or received by the Successful Proposer in conjunction with the Services, unless exempt from Section 24(a) of Article I of the Florida Constitution and s. 119.071, F.S., shall be made available for public access. Should the Successful Proposer refuse to allow such access, County has the unilateral right to cancel the Award.
- D. Proposers should consult an attorney as to their duties under the records and information laws (Section 257.36 of the Florida Statutes) and public records laws (Chapter 119 of the Florida Statutes) of the State of Florida. Significant judicial sanctions can be imposed for violation of these Statutes.

5.28. JOINT VENTURES:

- A. Two (2) or more firms may submit a Proposal under a joint venture arrangement. Joint ventures shall be considered as a single entity in the evaluation of a Proposal. That is, the traits of individual firms shall be blended in arriving at an overall Proposal evaluation score and oral interview score for the joint venture.
- B. A firm who submits a Proposal under a joint venture arrangement may satisfy the technical certification requirements outlined in this Request for Proposal as the prime Proposer through one or more of the firms comprising the Joint Venture. The Joint Venture shall at a minimum comply with the following additional requirements:
 - 1. The Joint Venture shall, in its own name, be registered with the State of Florida Division of Corporations prior to submittal of a Proposal.
 - 2. Each individual Firm comprising the Joint Venture shall, in its own name, be qualified in their respective areas of expertise prior to submittal of a Proposal.
 - 3. Full compliance with the requirements set forth above is required, as well as properly documented compliance with any other certification and additional requirements set forth in the Request for Proposal.

5.29. PAYMENT

Payment to Proposer/Contractor by Electronic Payment Solution: ACH (Direct Deposit): If the Successful Proposer is enrolled in the County's ACH electronic payment solution, all payments will be made using the direct deposit which may or may not include a pre-note transaction. The Successful Proposer's bank account information will remain confidential to the extent provided by law and necessary to make direct deposit payments. Once the County has approved payment, an electronic remittance advice will be sent to the Successful Proposer via e-mail.

5.30. SCRUTINIZED COMPANIES PURSUANT TO FLORIDA STATUTE 287.135 AND 215.473

Proposer must certify that the company is not participating in a boycott of Israel. Proposer must also certify that Proposer is not on the Scrutinized Companies that Boycott Israel List, not on the Scrutinized Companies with Activities in Sudan List, and not on the Scrutinized Companies with Activities in the Iran Petroleum Energy Sector List or has been engaged in business operations in Cuba or Syria. Subject to limited exceptions provided in State law, the County will not contract for the provision of goods or services with any scrutinized company referred to above. Proposer must submit the certification form included as an attachment to this solicitation. Submitting a false certification shall be deemed a material breach of contract. The County shall provide notice, in writing, to the Proposer of the County's determination concerning the false certification. The Proposer shall have five (5) days from receipt of notice to refute the false certification allegation. If such false certification is discovered during the active contract term, the Proposer shall have ninety (90) days following receipt of the notice to respond in writing and demonstrate that the determination of false certification was made in error. If the Proposer does not demonstrate that the County's determination of false certification was made in error, then the County shall have the right to terminate the contract and seek civil remedies pursuant to s. 287.135, F.S., as amended from time to time.

6. EVALUATION PHASES

6.1. Phase I: Written Evaluation

No.	Evaluation Criteria	Scoring Method	Weight (Points)
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1.	Ability, capacity, and skill of firm	Points Based	30 (30% of Total)
	Identify the project principal, the project manager, key staff and subconsultants. Present a brief discussion regarding how the team's qualifications and experience relate to the specific project. ● Provide an introduction of the firm, including years in business, company size (annual billings and staff), corporate structure and ownership, professional affiliations, etc. ● Describe proposer's current and projected work load, both destination/tourism accounts and non-destination/tourism accounts ● Describe your agency's overall composition of client accounts, including industry type and media budgets. Describe where Hernando County would rank based on spending. ○ Identify any current clients which may be perceived to be in competition with Hernando County Tourism or which may pose a potential conflict of interest. ● Describe proposer's mission, philosophy and what makes proposer different. ● Knowledge of the local labor and material markets. ● Are the lines of authority and coordination clearly identified? ● Are essential management functions identified? ● Are the functions effectively integrated (e.g., subconsultants' roles delineated?)		

	• Firm's familiarity with the project area. • Credentials, qualifications and relevant individual experience of firm employees. • Credentials, qualifications and relevant subconsultant experience. • Unique knowledge, credentials of key team members relating to the project. • Experience on projects as a team. • Key staff involvement in project management and on-site presence. • Time commitment of key staff. Note: Organization charts and graphs depicting your capacity may be included. Resumes of key personnel and their licenses, as applicable, must be provided.		
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2.	Proposer's methodology, technical ability and approach For the project and services outlined in the RFQ document, describe how you plan to accomplish the following: ● Proposed approach to meeting to meeting the needs and requirements as noted in the RFP. Include: ○ Clear explanation of the firm's approach to the rapidly changing marketing mix and how the firm integrates various types of marketing within the context of an overall plan. ● Value Engineering/cost control or other budget control tool. ● Quality control methodology. ● Schedule maintenance methodology. ● Describe how your agency and team works with other contracted entities in support of the firm's client(s) (some examples include: VISIT FLORIDA, research firm, additional marketing firm, regional golf partner, etc.) ● Provide a summary bio of key personnel who would be assigned to applicable projects and the approach the team will use to provide services. ○ Include names, titles and credentials, years experience and length of time employed with the agency. ● Describe how the Proposer would integrate Proposer's functions and responsibilities with those of the Florida's Adventure Coast Visitors Bureau marketing team, as well as with other firms, such as the website creation and hosting vendor.	Points Based	30 (30% of Total)
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3.	Experience Similar to the needs and requirements noted in the RFP. Describe relevant experience: • Experience of the key staff and firm with projects of similar scope and complexity. • Demonstrated success on past projects of similar scope and complexity. • Letters of Reference (minimum of 3 for projects of similar scope and complexity). • Explain the results your clients have achieved as a direct result of your work. • Describe how your firm measures effectiveness and results of similar projects. • Describe Destination Marketing Organization/Tourism Experience • Share an example(s) of how your firm used innovation, new technology or never-done before projects to add value for a client(s).	Points Based	20 (20% of Total)
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4.	Pricing Proposal Pricing will be scored based on a mathematical calculation with the lowest Pricing Proposal receiving the highest points. The maximum points assigned for pricing is twenty (20) points. The lowest cost pricing proposal will receive all twenty (20) points. The next lowest pricing will receive a portion of the twenty (20) points, and so on. For example, each pricing proposal will be evaluated by taking the lowest pricing proposal price and dividing it by the price of the pricing proposal being evaluated. The result is then multiplied by the weight of the price factor for the price score. The formula is: Lowest Price = \$100.00 = \$100.00 = 20 points 2nd Lowest Price = \$120.00 = \$100.00/\$120.00 = 0.833 x 20 points = 16.67 points 3rd Lowest Price = \$145.00 = \$100.00/\$145.00 = 0.689 x 20 points = 13.79 points	Points Based	20 (20% of Total)
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6.2. Phase 2: Oral Presentation Evaluation (if required)

No.	Evaluation Criteria	Scoring Method	Weight (Points)
1.	Presentation Presentation addresses the needs and requirements noted in the Request for Oral Presentations Letter.	Points Based	10 (50% of Total)
2.	Presentation Team Team demonstration of knowledge, experience, and teamwork during oral presentation.	Points Based	10 (50% of Total)

7. SCOPE AND SPECIFICATIONS

7.1. Summary

Florida's Adventure Coast Visitors Bureau is looking to establish a new agency relationship to fulfill the needs outlined in this Request for Proposals (RFP). The selected agency will support Florida's Adventure Coast's brand campaigns and marketing initiatives by providing strategic insights, media planning, creative development, production services, and media buying as well as collateral planning and design services. Additionally, the County may desire public relations assistance. The selected contractor will provide services to Florida's Adventure Coast Visitors Bureau for three (3) years with two (2) additional one (1) year renewals (if approved). The projected (though subject to change) year one budget for this RFP, inclusive of all fees and pass-through/third party costs, account management, and creative production is approximately \$650,000. The actual budget for each fiscal year will be determined annually based on Florida's Adventure Coast's Visitors Bureau's funding allocation, priorities, and marketing strategies. Such information will be provided to the Vendor no less than sixty (60) calendar days prior to the beginning of each fiscal year.

7.2. Performance Objectives

Florida's Adventure Coast Visitors Bureau requires unique, innovative concepts, and strategies that will produce quantifiable results.

The Successful Proposer will work with Florida's Adventure Coast Visitors Bureau staff and should be able to suggest strategies to build upon the current brand, develop and execute strategic, data-driven marketing campaigns and maximize social media, while allowing for the broadest possible exposure. Such strategies may include maximizing the usage of cooperative advertising as well as identifying promotional and earned media opportunities.

7.3. Background

Florida's Adventure Coast, Brooksville – Weeki Wachee is the brand adopted by the Hernando County Board of County Commissioners for the County's Tourism Department's efforts in marketing the County as a destination for visitation. The department itself is branded as the Florida's Adventure Coast Visitors Bureau. The budget and program of work outline Florida's Adventure Coast's plans to attract tourists through marketing research, advertising, social media, and public relations efforts, as well as through supporting and promoting special events. Our mission is to identify, create, support, and enhance activities, consistent with community assets that increase visitation and provide local economic impact. Florida's Adventure Coast Visitors Bureau is funded by the five percent (5%) tourist development tax collected within the County of Hernando, Florida.

The County rebranded in 2015; the brand name is still relatively young, though research has shown the name has more recognition than Hernando County or The Nature Coast.

Florida's Adventure Coast Visitors Bureau's priorities include elevating Hernando County's status as a vacation destination, sustaining and growing visitor volume to Hernando County while attracting our "best guest," increasing domestic and international market shares, and increasing length of stay, visitor

spend, visit frequency, and visitor loyalty, all with an emphasis on sustainability and good stewardship. Additionally, we seek to build consensus in the community for the value of Tourism.

Hernando County/Florida's Adventure Coast is an outdoor recreation destination with limited man-made attractions. Primarily a drive market, the primary visitor is a leisure traveler. Key niche markets for Florida's Adventure Coast include cycling, golfing, birdwatching, fishing and scalloping, and paddling sports. The destination is considered affordable. We have a strong Visiting Friends and Relatives (VFR) component to our visitation, as well as high day-trip visitation at 49.3%.

Current hotel inventory includes approximately 974 rooms (budget, mid-range and limited service facilities). The majority of these are older properties though the Fairfield Inn & Suites Suncoast Parkway opened in 2019. The somewhat limited nature of hotel product has been identified as a challenge for the destination. There are currently three new hotels in planning stages, one of which is an extended stay property. Conversely, the destination is currently home to 1,352 short term rental homes (STRs), many of which are on canals in Weeki Wachee and Hernando Beach, though there is inventory throughout the county. This number is down significantly after Hurricanes Helene and Milton in 2024. Total STRs were over 1,900 prior to the hurricanes. Inventory is slowly climbing again as homes are rebuilt. The County utilizes Host Compliance to collect the Tourist Development Tax (TDT) on all AirBnB and VRBO properties.

Key natural attractors include three paved multi-use trails, off-road cycling and OHV trails, the Weeki Wachee and Withlacoochee rivers, the Gulf of Mexico, many parks, including waterfront parks with boat and kayak ramps. There are eight locations on the Great Florida Birding Trail, two globally important birding locations, and multiple preserves. The Florida Trail runs through a portion of the county to the east. The Withlacoochee Forest and Silver Lake recreation area offer a myriad of activities in the forest. Five golf courses lie along the Brooksville Ridge, offering challenging terrain for golfers. Cabot Citrus Farms, the newest luxury Golf Facility in the former World Woods location, offers an unapparelled golf experience. Olympus Disk Golf Course, formerly Gran Canyon, is now open year-round for play, including a multitude of weekend tournaments featuring both professional and amateur players.

Man-made attractions include the world famous Weeki Wachee Springs Mermaids, now a state park; FLG X Florida, a treetop adventure course with ziplines; Boyett's Grove & Citrus Attraction; Lead Foot City; and several museums and historic sites. The arts are playing a role with mural tours in both Brooksville and Hernando Beach, while The Mermaid Tale Trail of life-sized mermaid statues spans the county.

One major challenge for the destination is overcrowding and degradation of the Weeki Wachee River. Recent legislation was enacted to limit the docking of boats and kayaks on the river banks. Education of the visitor about proper behavior and good stewardship is imperative. Additionally, utilizing visitor data, a strategy and campaign to move kayak enthusiasts from the Weeki Wachee River to the Coastal Paddling Trail is a must.

Tourist Development Tax is at an all-time high, generating just over \$2.4 million annually. Collections are broken down with 20% allocated to a Destination Development Fund for future projects in the County. The remaining 80% funds the Marketing and Operations of the department, with approximately \$1.1 million dedicated to marketing and promotion. The anticipated budget for the agency, inclusive of media spend, design and production is \$650,000.

Note, Florida's Adventure Coast Visitors Bureau has an existing contract with ITI Digital Marketing for website creation, hosting and DXP Modules. The selected vendor will be required to work collaboratively with ITI Digital for the duration of ITI Digital's contract, including but not limited to monthly strategy and planning meetings between both firms and staff. Should a future contract for website creation, hosting and DXP Modules be awarded to a different vendor, similar collaborations will be required with the future vendor. The Visitors Bureau has a contract with Zartico and the Z-Dos data platform. The selected agency must be Z-Dos Certified or become Z-Dos certified within 30 days of a signed contract. Should Zartico be replaced with a different data provider, the awarded vendor will be required to become familiar and/or certified with the new data platform.

To review our consumer website, please click [here](#).

To review our Tourism Strategic Plan, please refer to Section 9, ATTACHMENTS.

7.4. [Scope of Work](#)

Florida's Adventure Coast Visitors Bureau seeks a Marketing Services Agency with the ability to provide best-in-class advertising and marketing services, including, but not limited to the following services. Such professional services may be required for various projects to be issued in separate Task Orders, including, but not limited to the following services (in accordance with Professional_Services_Agreement_Over_35K_Task_Order-MARKETING):

- Based off destination market research, coordinate with Florida's Adventure Coast Visitors Bureau staff to develop a strategic and actionable brand strategy and annual marketing program that drives visitation and increases brand awareness in key markets and with target audiences, including niche audiences.
- Utilizing the creative brand campaign, develop and execute an annual media plan for the destination, including strategies and recommendations for paid, earned, owned, shared and social media.
- Collaborate with Florida's Adventure Coast Visitors Bureau staff and partners to implement the annual media plan.
- Graphic design and production services for creative assets to support the media plan, including native advertising, social, digital, display, television, radio, and any other medium that may arise.
- Copywriting services as necessary.
- Assistance with securing earned media coverage.
- PR Listening Services.
- Search Engine Marketing.
- Social Media Integration of paid and organic content, collaborating with Florida's Adventure Coast Visitors Bureau staff across various social platforms.

- Prepare overall plan and strategy for optimizing digital content to ensure maximum performance and visibility for all digital components (website content and images, advertising, social media and other digital components in the organization's marketing mix)
 - The overall plan and strategy goals are to ensure consistent use of keywords, tags, schema markup and other optimization tools as required to ensure a consistent voice in all marketing and advertising communications
 - Coordinate with County's website SEO vendor.
- Design and produce promotional materials and collateral, including a new Visitor Guide and map, with print and digital versions.
- Collaborate with other agencies and teams to achieve strategic goals, including at minimum, monthly planning meetings with each individual agency and appropriate staff.
- Willingness to work with local photographers, videographers and volunteer talent. Projects may require after hours or weekend work.
- Account updates and strategic presentations during Tourist Development Council Meetings (Initial presentation of plan, plus one annual update). Attend in person.
- Assist with crisis management as needed (e.g., hurricane response) to include but not be limited to Public Relations, social media and/or specialized campaigns.
- Annually set KPI's. Report progress to Florida's Adventure Coast Visitors Bureau staff and to Tourist Development Council in a full report including highlights and insights as requested.
- Draft Tourism Marketing Award submissions
- Must be Z-DOS certified or become certified within 30 days of contract execution.
- Observe market research and data from campaigns to provide insights and recommendations.
- Monthly KPI measurement and reporting, monthly digital analytics and media/campaign ROI. Website tracking/reporting. Mobile tracking and reporting.
- Provide monthly invoicing, reporting and insights.
 - Obtain written authorization, in the form of a written task order, for all work in advance of performing the work.
- Annual updates to the Tourist Development Council (TDC).
- The Vendor will be responsible for purchasing media on behalf of the County as part of the agreed-upon marketing or advertising strategy and fully executed Task Order(s) pursuant to the agreement. All media purchases must be pre-approved by the County in writing. Following the purchase, the Vendor will provide detailed documentation, including invoices and proof of

payment, for each media buy. Upon receipt and verification of this documentation, the County will reimburse the Vendor for the full cost of the approved media purchases.

- For the Pricing Proposal, Line Item 16, Paid Media Placements: The County seeks the estimated media spend for Paid Media Placements the Proposer anticipates spending in year one of the agreement based on their approach to providing services.

7.5. Annual Goals for the Marketing Firm

- **Provide: Brand Strategy and Account Management, Content Development and Marketing, Creative Development and Production, Reporting and Analytics, Media Planning and Buying, and Paid Media Placements.**
- **Marketing Campaign Development:** Develop a research-driven annual marketing campaign targeting key markets, including niche markets, informed by primary destination research. The campaign should target our "best guest" while strategically driving visitation to Florida's Adventure Coast and increasing brand awareness through engaging and impactful marketing and advertising initiatives.
- **Integrated Media Planning and Execution:** Utilize the creative brand campaign to develop and execute a comprehensive annual media plan that effectively reaches Florida's Adventure Coast's target audiences across various platforms. This should include strategic placements, ad formats, and messaging tailored to each channel for maximum impact and ROI.
- **Data-Driven Performance Measurement:** Develop and Implement KPI measurement strategies to track the effectiveness of advertising campaigns and initiatives. Provide monthly digital analytics reports and media/campaign ROI analysis to assess performance, optimize strategies, and ensure alignment with Florida's Adventure Coast Visitors Bureau's objectives. Implement website and mobile tracking/reporting mechanisms to monitor visitor behavior and inform ongoing content curation, design, and optimization efforts.
- **Future Goals:** The selected agency will be expected to play a role in the development of campaigns and creative executions that support Florida's Adventure Coast's initiatives, including continuing to grow brand awareness and visitation, while executing our strategic plan. Additional goals include redirecting visitors to alternative paddling adventures while encouraging Partners to promote sustainability practices. The Visitor's Bureau is also planning for more Familiarization or FAM Trips and working with Influencers to promote the destination, as well as increasing Partner engagement and co-op marketing opportunities for Partners.
 1. Additional goals are to increase the marketing and publicity of the award-winning Mermaid Tale Trail. The Mermaid Tale Trail is supported by a digital passport program allowing users to check in at each mermaid statute and earn points for prizes.
 2. Additional themed trails are planned for our digital passport program, including the "Kegs, Casks and Corks Tour" highlighting our local breweries, wineries, and distillery.

3. Except for the COVID year of 2020, we have enjoyed year-over-year increases in the Tourist Development Tax, for the last fourteen (14) years. We have concerns about our ability to continue that trend due to the recent drop in consumer confidence.
 4. Additional priorities include sustainability and good stewardship of our natural resources. We will continue our efforts to educate both residents and visitors, as well as local business owners. We are considering the "Leave No Trace" program as the method to expand and formalize our efforts on this initiative.
- **Public Relations Assistance:** Understand costs around PR services, including PR listening services to help identify media coverage of the destination. Additionally, there may be an opportunity for the awarded vendor to pitch stories to the media and assist with increasing earned media for the County.

7.6. Operational Requirements

Operational requirements include:

- If located outside of the Hernando County area, the agency shall be consistently available and in-market on a regular basis.
- The selected agency shall assign a permanent team that will take ownership of the Hernando County Tourism/Florida's Adventure Coast Visitors Bureau account. Vendor must assign one account manager to this account. Frequently changing or ad hoc assignment of personnel will not be accepted and can be considered grounds for contract termination.
- All media and outside purchases will be at net cost with no markup. Fees and commissions, if any, shall be paid to the County or credited against agency billings.
- Written Task Orders must be submitted for each billable job and then fully executed, by vendor, department and Chief Procurement Officer or designee, prior to performance of any work or services. Task Order or estimate must accompany billing. If changes are necessary because of a request by Hernando County Tourism Department/Florida's Adventure Coast Visitors Bureau Staff, TDC or for other reasons, new or revised estimates must be provided and signed prior to any performance of services.
- Billing per job must include proof of agency payment for outside expenses, copies of all out-of-pocket expenses incurred, signed estimate and affidavit indicating total number of agency hours incurred.
- The Hernando County Tourism Department/Florida's Adventure Coast Visitors Bureau retains ownership and all rights of use (including by assigns) of all marketing and advertising materials generated by the agency(s) and paid for by the County for use in its campaigns.
- The Hernando County Tourism Department/Florida's Adventure Coast Visitors Bureau maintains the right to use any agency-generated materials as it deems necessary and may do so without consent or approval.

- Hernando County Tourism Department/Florida's Adventure Coast Visitors Bureau shall have final review and approval of all work concepts, created and or produced for the account by the agency.
- Hernando County Tourism Department/Florida's Adventure Coast Visitors Bureau requires universal releases for materials unless mutually agreed cost considerations become prohibitive, such as model releases, music, photography, etc. Any restrictions on contracted materials such as photography, talent, models, etc. are to be provided to the Hernando County Tourism Department/Florida's Adventure Coast Visitors Bureau in advance with implications stated. In general, buyouts should be incorporated into the initial production costs.
- Hernando County Tourism Department/Florida's Adventure Coast Visitors Bureau retains the right to hire/contract/work with other advertising, marketing, promotion or technology agencies/vendors including freelance creative suppliers as deemed appropriate to achieve County needs.
- Hernando County Tourism Department/Florida's Adventure Coast Visitors Bureau must be advised of all current and new Central Florida business solicitations by the selected agency so the Hernando County Tourism Department/Florida's Adventure Coast Visitors Bureau can determine if these present a potential conflict of interest.
- Hernando County Tourism Department/Florida's Adventure Coast Visitors Bureau must abide by state regulations that prohibit public entities from making advance payment of goods and services.

7.7. [Position Descriptions](#)

Account Manager or Account Executive

Will serve as the primary liaison between the awarded Vendor and Visitors Bureau staff, overseeing project timelines, budgets, and deliverables while coordinating with internal teams such as creative, strategy, and production to ensure the campaigns and deliverables align with goals and objectives. The Account Manager should have a minimum of five (5) years' experience, with three (3) years' experience working with clients in the Tourism sector, preferably with Destination Marketing Organizations (DMOs).

Marketing Coordinator or Assistant

Supports the planning, execution, and monitoring of marketing campaigns and initiatives. Assists in research, content creation, and the organization of promotional activities, ensuring projects are completed on time and within budget. Acts as a central hub for communication and logistics, ensuring smooth workflow and alignment with client and company goals.

Digital Marketing Manager or Specialist

Responsible for developing, implementing, and managing online marketing strategies to drive brand awareness, engagement, and conversions. Will oversee campaigns across various digital channels such as social media, email, search engines, and display advertising. Analyze performance metrics, optimize campaigns for better return on investment, and stay updated on industry trends to ensure innovative and effective strategies. Should have experience in tourism campaigns.

Digital Marketing Coordinator or Assistant

Supports the execution and management of digital marketing campaigns across various online platforms, including scheduling and publishing content, monitoring campaign performance, conducting market research, ensuring smooth workflow and alignment with client and company goals.

Pay-Per-Click Specialist

Responsible for managing and optimizing paid digital advertising campaigns to drive traffic, generate leads, and maximize return on investment (ROI). Creates and manage campaigns targeting specific audiences, including conducting keyword research to identify high-performing and relevant search terms, writing compelling ad copy and selecting creative assets to engage audiences, the set-up, monitoring, and optimizing ad campaigns to improve click-through rates (CTR), quality scores, and conversion rates, analyzing campaign performance and reporting on Key Performance Indicators (KPI) such as impressions, clicks, and cost-per-acquisition (CPA). Should have experience in tourism campaigns.

Media Buyer

Responsible for planning, negotiating, and purchasing advertising space across various media platforms to maximize campaign effectiveness and meet client objectives. Includes research, planning, negotiations, campaign management and optimization, and performance reporting.

Media Coordinator

Responsible for supporting the execution, monitoring, and optimization of media campaigns across various platforms. They serve as a key link between media planners, buyers, and creative teams to ensure campaigns are delivered effectively on time, and within budget. Oversees scheduling and traffic, performance monitoring, reporting and administrative support.

Social Media Specialist

Focuses on creating, managing, and optimizing content across social media platforms to enhance brand presence and engagement. Develops and executes social media strategies, creates compelling posts, monitors trends, and interacts with audiences to foster community growth. Tracks performance metrics, analyzes data, and adjusts campaigns to maximize reach and effectiveness. PLEASE NOTE: Florida's Adventure Coast Visitors Bureau staff handle daily posts to existing social channels. This position would provide a formal review of our current channels and strategy, recommendations to increase performance and engagement, and management of paid social campaigns. Should have experience in tourism campaigns.

Creative Director

Oversees the creative vision and direction of campaigns, ensuring they align with the client's brand, goals, and target audience. Leads the creative team, including copywriters, designers, and art directors, to develop innovative concepts and delivering high-quality work. Responsible for reviewing and refining ideas, maintaining brand consistency, and ensuring the creative output meets client's standards and goals. Should have experience in tourism campaigns.

Branding Consultant

Works with businesses to develop and refine their brand identity and strategic direction to achieve long-term growth and market positioning. Their role involves analyzing market trends, understanding target audiences, and evaluating competitors to craft a distinctive and compelling brand strategy. They guide clients on defining their brand voice, messaging, and visual identity, ensuring consistency across all touchpoints. Should have experience in tourism campaigns.

Graphic Designer

Responsible for creating visual content that communicates ideas and messages effectively to support marketing campaigns and brand initiatives. Designs materials such as advertisements, social media

graphics, brochures, websites, logos, packaging, and other visual assets. Collaborate with creative directors, copywriters, and account managers to ensure their designs align with the client's brand identity and the campaign's objectives.

Copywriter

Responsible for creating compelling, persuasive, and engaging written content for a variety of marketing materials. This includes advertisements, social media posts, website copy, email campaigns, taglines, scripts, and more. Their primary goal is to craft messaging that resonates with the target audience and drives action, whether it's increasing brand awareness, generating leads, or boosting sales. Must balance creativity with brand consistency while adapting their writing style to suit different platforms and audiences.

Public Relations Specialist (as-needed)

Responsible for communications with the public, reporters, other media specialists, and other stakeholders. Primarily serving to generate earned media but may occasionally provide communications during incidents or unforeseen events.

Videographer

A videographer's role is to capture high-quality video content in a variety of environments, for various purposes, including events, marketing, and storytelling. They are skilled in working with creative teams and clients to plan and execute video shoots.

Video Editor

A video editor's responsibilities include assembling raw footage, color correction, grading, cutting and trimming videos and adding visual effects and music, ensuring the final product meets the desired vision. They collaborate with directors and producers to achieve a cohesive and polished result, using software like Adobe Premiere Pro or Final Cut Pro or equivalents.

7.8. [Subcontractor Services](#)

In the event Successful Proposer intends to utilize sub-contractor(s) for the performance of any portion of the Services the following section shall apply:

- Sub-contractors' and their costs shall be approved in advance by County Designated Representative
- Sub-contractors' costs shall include labor, materials (if any), and the percent of markup for sub-contractors as reflected on the Pricing Proposal
 - The County will reimburse the vendor for those subcontractor's costs at cost of sub-contractors' total invoiced amount plus markup as reflected on the Pricing Proposal.
- Markups are not to exceed fifteen (15) percent of the sub-contractors' total invoiced amount
- Hernando County may at its discretion require sub-contractor invoices to verify amounts and quantities.

Successful Proposer must pay any of its sub-contractor(s) who have submitted verified invoices for work already performed within ten (10) calendar days of being paid by Hernando County. Any exception to this prompt payment provision will only be for good cause with prior written approval of Hernando

County. Failure of Successful Proposer to pay any of its sub-contractor(s) accordingly will be a material breach of the Agreement

Successful Proposer will be solely responsible for the quality of all Services performed by Successful Proposer, its employees and/or its sub-contractors under the Agreement.

Successful Proposer will not assign, subcontract, sublease, or license the Agreement without the prior written consent of Hernando County. Such consent may be withheld at the sole discretion of Hernando County. If assignment, subcontract, sublease, or license is approved, Successful Proposer will be solely responsible for ensuring that its assignee, subcontractor, sublessee, or licensee perform pursuant to and in compliance with the terms of the awarded Contract.

8. PRICING PROPOSAL

Descriptions in the pricing table below are consistent with the Position Descriptions provided in Section 7, Scope and Specifications.

Line Item	Description	Quantity	Unit of Measure	Unit Cost	Total
1	Account Manager or Account Executive	1	Hourly		
2	Marketing Coordinator or Assistant	1	Hourly		
3	Digital Marketing Manager or Specialist	1	Hourly		
4	Digital Marketing Coordinator or Assistant	1	Hourly		
5	PPC Specialist	1	Hourly		
6	Media Buyer	1	Hourly		
7	Media Coordinator	1	Hourly		
8	Social Media Specialist	1	Hourly		
9	Creative Director	1	Hourly		
10	Branding Consultant	1	Hourly		
11	Graphic Designer	1	Hourly		
12	Copywriter	1	Hourly		
13	Public Relations Specialist (as-needed)	1	Hourly		
14	Videographer	1	Hourly		
15	Video Editor	1	Hourly		
16	Paid Media Placements (estimated in year one)	1	Lump Sum		
TOTAL					

SUBCONTRACTOR MARK-UP

Maximum allowable markup: 15%.

Line Item	Description	Unit of Measure	Percentage
17	Percent markup for approved subcontractor work	Percent	

9. Vendor Questionnaire

9.1. Company Information

9.1.1. *Vendor Registration**

Please download the below documents, complete, and upload.

- [Vendor-Registration-Form.pdf](#)

*Response required

9.1.2. *W9 Form **

Please upload your company's W9 information

*Response required

9.1.3. *Upload Florida Permit*

Bidders who are non-resident corporations shall furnish to the Owner a duly certified copy of their permit to transact business in the State of Florida along with the bid. Failure to submit this evidence or qualification to do business in the State of Florida may be basis for rejection of the bid.

9.1.4. *Local Preference.*

If you are claiming local preference, please download the below documents, complete, and upload.

- [LOCAL_VENDOR_AFFIDAVIT_OF_E...](#)

9.2. Authorizations

9.2.1. *Authorized Representative**

Are you fully authorized to bind this company, or corporation.

☐ Yes

☐ No

*Response required

9.2.2. *Authorized Signatory/Negotiator**

Please provide the information to support the statement below:

The Firm/Contractor represents that the following persons are authorized to sign and/or negotiate contracts and related documents to which the Firm/Contractor will be duly bound:

Name(s)

Title(s)

Email(s)

Phone(s)

Business Address(s)

*Response required

9.2.3. Corporate Affidavit*

Please download the below documents, complete, and upload.

- [Corporate Affidavit \(4\).pdf](#)

*Response required

9.3. Confirmations

9.3.1. Confirm 180 days proposal validity*

I hereby propose to furnish the goods or services specified in the Request for Proposals at the prices or rates quoted in my Proposal. I agree that my RFP will remain firm for a period of up to one hundred and eighty (180) days in order to allow the County adequate time to evaluate the Proposals. Furthermore, I agree to abide by all conditions of the Proposal.

☐ Please confirm

*Response required

9.3.2. Does this Firm take any Exceptions to the Sample Contract?*

I have carefully examined the Request for Proposals/Qualifications (RFP/RFQ), Instructions to Proposers, General and/or Special Conditions, Specifications, RFP/RFQ Proposal and any other documents accompanying or made a part of this invitation.

I certify that all information contained in this RFP/RFQ is truthful to the best of my knowledge and belief. I further certify that I am a duly authorized to submit this RFP/RFQ on behalf of the Consultant/Firm as its act and deed and that the Consultant/Firm is ready, willing and able to perform if awarded the Contract.

I further certify that this RFP/RFQ is made without prior understanding, agreement, connection, discussion, or collusion with any person, firm or corporation submitting a RFP/RFQ for the same product or service; no officer, employee or agent of the Hernando County BCC or of any other Proposer interested in said RFP/RFQ; and that the undersigned executed this Proposer's Certification with full knowledge and understanding of the matters therein contained and was duly authorized to do so.

I further certify that having read and examined the specifications and documents for the designated services and understanding the general conditions for Contract under which services will be performed, does hereby propose to furnish all labor, equipment, and material to provide the services set forth in the RFP/RFQ.

I hereby declare that the following listing states any clarifications, any and all variations from and exceptions to the requirements of the specifications and documents. The undersigned further declares that the "work" will be performed in strict accordance with such requirements and understands that any exceptions to the requirements of the specifications and documents may render the Proposer's Proposal non-responsive.

NO EXCEPTIONS ALLOWED AFTER THE RFP/RFQ IS SUBMITTED:

Does this Firm take any Exceptions to the Sample Contract?:

☐ Yes

☐ No

*Response required

9.3.3. *If you selected "Yes" in the preceding "Exceptions" question, please upload any exceptions to this RFP/RFQ*

Any exceptions to this standard Contract must be clearly indicated by return of the standard Contract with the Proposal, with exceptions clearly noted.

9.3.4. *Drug Free Workplace Certification **

I have read and attest to, in accordance with Florida Statute 287.087, hereby certify that Proposer:

Publishes a written statement notifying that the unlawful manufacture, distribution, dispensing, possession or use of a controlled substance is prohibited in the workplace named above, and specifying actions that will be taken against violations of such prohibition.

Informs employees about the dangers of drug abuse in the workplace, the firm's policy of maintaining a drug free working environment, and available drug counseling, rehabilitation, and employee assistance programs, and the penalties that may be imposed upon employees for drug use violations.

Gives each employee engaged in providing commodities or contractual services that are under proposal a copy of the statement specified above.

Notifies the employees that as a condition of working on the commodities or contractual services that are under proposal, the employee will abide by the terms of the statement and will notify the employer of any conviction of, pleas of guilty or nolo contendere to, any violation of Chapter 893, or of any controlled substance law of the State of Florida or the United States, for a violation occurring in the workplace, no later than five (5) days after such conviction, and requires employees to sign copies of such written statement to acknowledge their receipt.

Imposes a sanction on, or requires the satisfactory participation in, a drug abuse assistance or rehabilitation program, if such is available in the employee's community, by any employee who is so convicted.

Makes a good faith effort to continue to maintain a drug free workplace through the implementation of the Drug Free Workplace Program.

"As a person authorized to sign this statement, I certify that the above named business, firm or corporation complies fully with the requirements set forth herein".

Please Confirm that you have read and attest to this Drug Free Workplace Certificate

☐ Please confirm

*Response required

9.3.5. *VENDOR CERTIFICATION REGARDING SCRUTINIZED COMPANIES**

Section 287.135, Florida Statutes, prohibits agencies from contracting with companies for goods or services of \$1,000,000.00 or more, that are on either the Scrutinized Companies with Activities in Sudan

List, the Scrutinized Companies with Activities in the Iran Petroleum Energy Sector Lists which are created pursuant to s. 215.473 F.S., or the Scrutinized Companies that Boycott Israel List, created pursuant to s. 215.4725 F.S., or companies that are engaged in a boycott of Israel or companies engaged in business operations in Cuba or Syria.

As the person authorized to bind on behalf of respondent, I hereby certify that the company identified above in the section entitled "Respondent Vendor Name" is not listed on either the Scrutinized Companies with Activities in Sudan List or the Scrutinized Companies with Activities in the Iran Petroleum Energy Sector List, or the Scrutinized Companies that Boycott Israel List. I further certify that the company is not engaged in a boycott of Israel. I understand that pursuant to section 287.135, Florida Statutes, the submission of a false certification may subject company to civil penalties, attorney's fees, and/or costs and does not have business operations in Cuba or Syria.

I have read and attest that I confirm the above is acknowledged.

☐ Please confirm

*Response required

9.3.6. E-Verify Certification *

Vendor/Contractor acknowledges and agrees to the following:

Vendor/Contractor shall utilize the U.S. Department of Homeland Security's E-Verify system, in accordance with the terms governing use of the system, to confirm the employment eligibility of:

All persons employed by the Vendor/Contractor during the term of the Contract to perform employment duties within Florida; and

All persons, including subcontractors, assigned by the Vendor/Contractor to perform work pursuant to the Contract with the department.

☐ Please confirm

*Response required

9.3.7. Affidavit of Non Collusion and of Non-Interest of Hernando County Employees*

Affidavit of Non Collusion and of Non-Interest of Hernando County Employees

Certification that Vendor/Contractor affirms that the bid/proposal presented to the Owner is made freely, and without any secret agreement to commit a fraudulent, deceitful, unlawful or wrongful act of collusion.

I have read and attest that I am the Vendor/Contractor in the above bid/proposal, that the only person or persons interested in said proposal are named therein; that no officer, employee or agent of the Hernando County Board of County Commissioners (BOCC) or of any other Vendor/Contractor is interested in said bid/proposal; and that affiant makes the above bid/proposal with no past or present collusion with any other person, firm or corporation.

Please confirm that you have read and attest to Affidavit of Non Collusion and of Non-Interest of Hernando County Employees.

☐ Please confirm

*Response required

9.3.8. FOREIGN COUNTRIES OF CONCERN 287.138*

287.138 F.S., prohibits agencies from contracting with companies which grant the Vendor/Contractor access to personal identifiable information if: a) the Contractor is owned by the government of a Foreign Country of Concern (as defined by the statute); (b) the government of a Foreign Country of Concern has a controlling interest in the entity; or (c) the Contractor is organized under the law of or has its principal place of business in a Foreign Country of Concern.

As the person authorized to bind on behalf of respondent, I hereby certify that the company identified above in the section entitled "Respondent Vendor Name" is not owned, controlled or organized under the law of a Foreign Country of Concern as identified in Section 287.138, Florida statutes. I understand that the submission of a false certification may subject company to civil penalties, attorney's fees, and/or costs.

I have read and attest that I confirm the above is acknowledged.

☐ Please confirm

*Response required

9.3.9. Sworn Statement 287.133 (3) (a)*

I have read and attest that I understand that a "public entity crime" as defined in Paragraph 287.133 (1)(g), Florida Statutes, means a violation of any public entity or with an agency or political subdivision of any other state or of the United States, including, but not limited to, any proposal or contract for goods or services to be provided to any public entity or an agency or political subdivision of any other state or of the United States and involving antitrust, fraud, theft, bribery, collusion, racketeering, conspiracy, or material misrepresentation.

I have read and attest that I understand that "convicted" or "conviction" as defined in Paragraph 287.133 (1)(b), Florida Statutes, means a finding of guilt or a conviction of a public entity crime, with or without an adjudication of guilt, in any Federal or State trial court of record relating to charges brought by indictment or information after July 1, 1989, as a result of a jury verdict, non-jury trial, or entry of a plea of guilty or nolo contendere.

I have read and attest that I understand that an "affiliate" as defined in Paragraph 287.133 (1)(a), Florida Statutes, means:

- A. A predecessor or successor of a person convicted of a public entity crime; or
- B. An entity under the control of any natural person who is active in the management of the entity and who has been convicted of a public entity crime. The term "affiliate" includes those officers, directors, executives, partners, shareholders, employees, members, and agents who are active in the management of an affiliate. The ownership by one (1) person of shares constituting a controlling interest in another person, or a pooling of equipment or income among persons

when not for fair market value under an arm's length agreement, shall be a prima facie case that one (1) person controls another person. A person who knowingly enters into a joint venture with a person who has been convicted of a public entity crime in Florida during the preceding thirty-six (36) months shall be considered an affiliate.

I have read and attest that I understand that a "person" as defined in Paragraph 287.133(1)(e), Florida Statutes, means any natural person or entity organized under the laws of any state or of the United States with the legal power to enter into a binding contract and which proposals or applies to proposal on contracts for the provisions of goods or services let by a public entity, or which otherwise transacts or applies to transact business with a public entity. The term "person" includes those officers, directors, executives, partners, shareholders, employees, members, and agents who are active in management of an entity.

I have read and attest that based on information and belief, the statement which I have confirmed below is true in relation to the entity submitting this sworn statement:

I UNDERSTAND THAT THE SUBMISSION OF THIS FORM TO THE CONTRACTING OFFICER FOR THE PUBLIC ENTITY IDENTIFIED IN PARAGRAPH ONE (1) ABOVE IS FOR THAT PUBLIC ENTITY ONLY AND, THAT THIS FORM IS VALID THROUGH DECEMBER 31, OF THE CALENDAR YEAR IN WHICH IT IS FILED. I ALSO UNDERSTAND THAT I AM REQUIRED TO INFORM THE PUBLIC ENTITY PRIOR TO ENTERING INTO A CONTRACT.

☐ Neither the entity submitting this sworn statement, nor any of its officers, directors, executives, partners, shareholders, employees, members, or agents who are active in the management of the entity, nor any affiliate of the entity has been charged with and convicted of a public entity crime subsequent to July 1, 1989.

☐ The entity submitting this sworn statement, or one (1) or more of its officers, directors, executives, partners, shareholders, employees, members, or agents who are active in the management of the entity, or an affiliate of the entity has been charged with and convicted of a public entity crime subsequent to July 1, 1989.

☐ The entity submitting this sworn statement, or one (1) or more of its officers, directors, executives, partners, shareholders, employees, members, or agents who are active in the management of the entity, or an affiliate of the entity has been charged with and convicted of a public entity crime subsequent to July 1, 1989. However, there has been a subsequent proceeding before a Hearing Officer of the State of Florida, Division of Administrative Hearings and the Final Order entered by the Hearing Officer determined that it was not in the public interest to place the entity submitting this sworn statement on the convicted Vendor/Contractor list

*Response required

9.3.10. If you chose option 3, to the question above, 3.10 Sworn Statement 287.133(3) a, attach a copy of the final order.

9.4. Proposal

9.4.1. *Proposal**

Please upload the proposal. The Section 5.4, Proposal Format of Section 5 of this RFP describes the required Proposal Format. Proposer's should also consider the entirety of Section 5, Request for Proposals, and Section 6, Evaluation Phases, in preparing their submission.

As the Pricing Proposal will be scored mathematically, REFRAIN from including pricing in the Proposal.

*Response required

9.5. [Additional Required Forms](#)

9.5.1. [Hernando County Employment Disclosure*](#)

Please download the below documents, complete, and upload.

- [HC Employment Disclosure Ce...](#)

*Response required

9.5.2. [Anti Human Trafficking Affidavit*](#)

Please download the below documents, complete, and upload.

**MARKETING AND ADVERTISING SERVICES FOR FLORIDA'S ADVENTURE COAST
VISITORS BUREAU
CONTRACT NO. 25-RFP00983/CT**

This Contract made and entered into this [REDACTED] day of [REDACTED], 20[REDACTED], by and between the HERNANDO COUNTY BOARD OF COUNTY COMMISSIONERS, located at 15470 Flight Path Drive, Brooksville, FL 34604 hereinafter referred to as the "COUNTY" and [REDACTED] located at [REDACTED], hereinafter referred to as the "PROFESSIONAL".

PREMISES

WHEREAS, the COUNTY desires to retain the PROFESSIONAL to perform Marketing and Advertising Services for Florida's Adventure Coast Visitors Bureau for Hernando County; to be issued as project assignments under individual Task Orders;

WHEREAS, the COUNTY desires to employ the PROFESSIONAL for the performance of said services upon the terms and conditions hereinafter set forth, and the PROFESSIONAL is desirous of performing such services upon such terms and conditions; and,

NOW, THEREFORE, in consideration of the mutual covenants and agreements hereinafter contained, it is agreed by and between the parties hereto as follows:

SECTION 1 - DEFINITIONS

1.1 DEFINITIONS

"PROFESSIONAL" shall be defined herein to include all principals of the firm of [REDACTED], including full time employees, professionals or otherwise, and all servants, agents, employees and/or Sub-Consultants retained by the PROFESSIONAL to perform its obligations hereunder. Sub-consultants must be reviewed and approved by the County, , prior to Notice to Proceed with their prospective work assignments.

"Task Order" shall be defined as a project assignment issued by a document approved and authorized by the County that sets forth the scope of services (described in Exhibit A and attached hereto) to be performed by the PROFESSIONAL at a fixed contract price in accordance with this contract.

SECTION 2 – GENERAL RESPONSIBILITIES OF THE PROFESSIONAL

2.1 ASSIGNMENT

This contract is for Marketing and Advertising Services for Florida's Adventure Coast Visitors Bureau for projects located in Hernando County. It is understood that the professional service projects awarded under this contract will be assigned by the issuance of a Task Order, provided that; (1) there is no conflict of interest relating to the project assignment either by the Account Manager or any principal of the PROFESSIONAL; (2) the PROFESSIONAL'S schedule and/or workload permits completion of the project in the time frame acceptable to the COUNTY and (3) the PROFESSIONAL'S cost proposal for completing the Task Order is within the budget available for the work. Should any of these exceptions occur, the County may seek other firms for the assignment . The COUNTY may elect to competitively select a Professional for a specific and/or specialized project.

2.2 PERSONNEL APPROVAL

The PROFESSIONAL will maintain an adequate and competent staff of professionally qualified persons throughout the performance of this contract to ensure acceptable and timely completion of the Assignment.

Prior to the start of any work under this contract, the PROFESSIONAL must submit to the COUNTY for approval, a detailed resume of key personnel that will be involved in performing services described in the Assignment. If, at any time, the PROFESSIONAL desires to change the key personnel on an active assignment, it shall submit the qualifications of the new personnel to the COUNTY for prior approval. Key personnel shall include principals-in-charge, project managers, marketing coordinators, digital marketing managers, and digital marketing coordinators. The provisions of this Section do not apply to personnel temporarily assigned to perform service under this Contract for durations of one (1) week or less.

2.3 OTHER CONSULTANTS

Certain and agreed upon sub-consultant services may constitute a specialized Task Order requiring the independent Sub-Consultant to work directly with the COUNTY.

The PROFESSIONAL acknowledges that the COUNTY has retained other consultants, vendors or other professional services, and the coordination between said consultants and the PROFESSIONAL may be necessary from time to time for the successful completion of the Task Orders. The PROFESSIONAL agrees to provide such coordination as necessary within the Scope of Services and Schedule contained in each authorized Task Order.

SECTION 3 – SCOPE OF SERVICES

The PROFESSIONAL shall diligently and in a professional and timely manner perform the work included in the Assignment/Task Order. Unless modified in writing by the parties hereto, the duties of the PROFESSIONAL shall not be construed to exceed those services specifically set forth herein.

3.1 GENERAL

The PROFESSIONAL agrees to perform those services described in Exhibit A – Scope of Services which is attached hereto and made a part hereof. Services to be provided by the PROFESSIONAL shall be authorized in writing as Task Orders in accordance with Section 3.3 herein.

3.2 SPECIAL SERVICES

The COUNTY and the PROFESSIONAL agree that there may be certain additional services required to be performed by the PROFESSIONAL during the performance of the Task Order that cannot be defined sufficiently at the time of execution of this Contract. Such services shall be authorized in writing as Task Orders in accordance with Section 3.3 and shall be undertaken only under terms of formal amendments to this Contract.

3.3 TASK ORDER PROCEDURE

The County Administrator or his/her designee may authorize Task Orders for services under this Contract. Task Orders shall be prepared on the form delineated as Exhibit B – Task Order, or other similar form as approved by the County, which is attached hereto and made a part hereof.

3.3.1 Each Task Order shall include: a detailed description of the work to be performed; a schedule of completion (including phases) for the work authorized; and the amount and method of compensation. Task Orders shall be dated and serially numbered annually.

3.3.2 The Task Orders may contain additional instructions or provisions specific to the authorized work for the purpose of expanding upon certain aspects of this Contract pertinent to the work to be undertaken. Such supplemental instructions or provisions shall not be construed as a modification of this contract.

3.3.3 Task Order information and supporting documentation shall be forwarded to the COUNTY'S Procurement Department for audit of accuracy, completeness, and compliance with this Contract and any applicable COUNTY Purchasing policies and procedures; and, if appropriate, a Purchase Order encumbering funds for the Task Order shall be issued.

3.3.4 Professional fees under each specified Task Orders shall be based on a written proposal from the PROFESSIONAL, as may be requested in writing by the COUNTY'S Designated Representative.

3.3.5 A single unitary task may not be divided into more than one task for the purpose of qualifying for authorization hereunder. Nothing in this paragraph is intended to limit any other rights, responsibilities, and duties of the parties under any other provision of this contract.

SECTION 4– COUNTY'S RIGHTS AND REPONSIBILITIES

4.1 The COUNTY shall perform the duties, described below, in a timely fashion at no cost to the PROFESSIONAL:

4.1.1 Furnish the PROFESSIONAL with existing data, records, maps, mock-ups, scripts, articles, reports, fiscal data and other information that is available in the COUNTY'S files, necessary or useful to the PROFESSIONAL for the performance of the Assignment. All of the documents conveyed by the COUNTY shall be and remain the property of the COUNTY and shall be returned to the COUNTY upon completion of the Assignment to be performed by the PROFESSIONAL.

4.1.2 Make COUNTY personnel available when required and necessary to assist the PROFESSIONAL. The availability and necessity of said personnel to assist the PROFESSIONAL shall be determined solely at the discretion of the COUNTY.

4.1.3 Examine all reports, submissions, drawings, estimates, proposals, and other documents presented by the PROFESSIONAL and render written decisions indicating the COUNTY'S approval or disapproval within a reasonable time so as not to materially delay the work of the PROFESSIONAL.

4.1.4 Transmit instructions, relevant information and provide interpretation and definition of COUNTY policies and decisions with respect to design, materials, and other matters pertinent to the work covered by this Contract.

4.1.5 Give prompt written notice to the PROFESSIONAL whenever the COUNTY observes, or otherwise becomes aware of, any development that affects the scope of timing of the PROFESSIONAL's services or becomes aware of any defect or necessary changes in the work of the PROFESSIONAL.

SECTION 5 – COMPENSATION

5.1 GENERAL

Compensation to the PROFESSIONAL for services performed on each Task Order shall be in accordance with one of the following methods of compensation, as defined and indicated herein:

5.2 Lump Sum Method

5.3 Hourly Rate plus Direct Cost Method

The type and amount of compensation for each Task Order shall be described on the Task Order form included in Exhibit B – Task Order Form.

5.2 LUMP SUM METHOD

5.2.1 Lump Sum compensation shall be the total fixed price amount payable under the Lump Sum Method (including all payroll costs, overhead costs, other direct costs, fees, Sub-consultants' and specialist costs), for the services to be provided in the Task Order unless there is a change in the scope of the work or other conditions stipulated in the Task Order, and the Task Order is modified and signed by both the COUNTY and PROFESSIONAL to reflect the change(s) by formal amendment to this Contract.

5.2.2 Payment to the PROFESSIONAL for services performed under a Task Order under the Lump Sum Method shall be monthly in proportion to the percentage of work completed during the month as proposed by the PROFESSIONAL and accepted by the COUNTY.

5.3 HOURLY RATE PLUS DIRECT COST METHOD

In its performance of services under a Task Order, compensation for services performed under the Hourly Rate plus Direct Cost Method shall be based on reimbursement of hourly costs incurred by the PROFESSIONAL, plus direct costs budgeted for reimbursable costs.

5.3.1 DIRECT COSTS

Direct costs are Sub-Consultant costs and other direct and unit costs. Direct Sub-Consultant costs shall be defined as the actual compensation paid to Professional and technical Sub-Consultants of the PROFESSIONAL while such are engaged directly in the performance of the services under this Contract.

5.3.2. HOURLY RATE SCHEDULE

A schedule of approved hourly rates currently used by PROFESSIONAL, including its Sub-Consultants by classifications of personnel likely to be employed to perform services under this Contract is contained in Exhibit B - Task Order Form which is attached hereto and made a part hereof. Any revisions to the range of the hourly rates shall be negotiated with and approved by the COUNTY prior to being charged. Any changes to rates in subsequent years will be adjusted by the percent change in the Consumer Price Index (CPI-U) issued by the Bureau of Labor Statistics, Southeastern Regional Office for the South for the index for All Items/Wage Earners & Clerical Workers not seasonally adjusted for the percent of change through the month of ____ of each calendar year. For example, the increase to go into effect on the renewal date of the Contract will be the percent change of increase in the CPI-U series between [Insert Month] 2025 and [Insert Month] 2026]. The percent change will be effective on the renewal date.

5.3.3 OTHER DIRECT COSTS

Other Direct Costs include the actual costs for the PROFESSIONAL of project-related expenses that are required to complete the Assignment/Task Order, as defined in the following paragraphs.

5.3.4 EQUIPMENT, MATERIALS AND SUPPLIES

This item includes all equipment, materials and supplies used and consumed directly in the performance of the services hereunder, not included in the PROFESSIONAL'S standard hourly rates, such as: special report or presentation binders. Any equipment or material items purchased solely for the performance of the Assignment covered by this Contract which individually have a value in excess of \$100.00 shall be the property of the COUNTY and shall be given to the COUNTY at the termination of this Contract, if requested.

5.3.5 REPRODUCTIONS

This item includes the identifiable costs of copying, reproducing and printing of reports, submissions, drawings, estimates, proposals, sketches, photographs, correspondence and other documents.

5.3.6 COMMUNICATIONS AND SHIPPING

This item includes the identifiable long-distance communications, postage and express charges at actual cost.

5.3.7 TRAVEL AND SUBSISTANCE

This item includes long-distance travel, subsistence and transportation expenses of personnel during the performance of the Assignment, not to exceed rates and limits as established by Florida Statutes Section 112.061.

5.3.8 MISCELLANEOUS

This item includes any other identifiable project-related costs and expenses incurred by the PROFESSIONAL in connection with the services performed under the terms of this Contract that are not applicable to general overhead, including but not limited to special equipment rental costs and costs for temporary personnel services.

5.3.9 COST LIMITATION

(1) The total of all Costs actually incurred by the PROFESSIONAL, as determined and defined in this Contract, for services performed under each authorized Task Order, will not exceed the Cost Limitation established, without a formal amendment to the Task Order.

(2) In the event that the PROFESSIONAL's estimated Costs for the performance of services under a Task Order are forecasted by the COUNTY or PROFESSIONAL to exceed the Cost Limitation indicated in the Task Order, the COUNTY and PROFESSIONAL shall meet to review the forecast and, if necessary, to either increase the Cost Limitation for the Task Order to provide additional cost recovery to the PROFESSIONAL or renegotiate the scope of the services of the Task Order so that the Cost Limitation will not be exceeded. The results of any such review requiring modification of this Contract will be detailed in a formal amendment to the Task Order.

(3) The COUNTY is not obligated to reimburse the PROFESSIONAL for costs incurred in excess of the Cost Limitation indicated for the Task Order and the PROFESSIONAL shall not continue performing the services and incur costs in excess of the Cost Limitation for the Task Order, unless the costs incurred are the results of error, omission or negligence on behalf of the PROFESSIONAL and which shall be paid solely by PROFESSIONAL. Once the Task Order has been formally amended in writing to increase the Cost Limitation, which has been mutually agreed to between the parties, the PROFESSIONAL shall continue to perform the required services. The PROFESSIONAL's liabilities, commitments or expenditures incurred in

excess of the Cost Limitation for Task Order prior to approval by the COUNTY shall be at the PROFESSIONAL's risk and expense, unless mutually agreeable in writing by the PROFESSIONAL and the COUNTY.

5.3.10 TASK ORDER CONTRACT PRICE

(1) The total Task Order Contract Price for each Task Order consists of the sum of the Cost Limitation and the Direct Cost for each Task Order. This amount shall not be exceeded without formal amendment to the Task Order unless the Contract is terminated in accordance with Section 9, Termination of Contract.

(2) In the event any action or combination of actions taken pursuant to Section 8, Changes in Scope, of this Contract are estimated by the PROFESSIONAL, with the written concurrence of COUNTY, to cause material increase or decrease in the scope of services of any Task Order, an equitable adjustment to the Task Order Contract Price shall be made, as well as any necessary increase or decrease in the Cost recitation. Any request by the PROFESSIONAL or by the COUNTY for an adjustment of the Task Order Contract Price must be asserted in writing within forty-five (45) days from the date of receipt by the PROFESSIONAL of the COUNTY'S notification of changed work, unless the County shall grant a further period of time for such request resolution.

5.3.11 PROGRESS PAYMENTS TO THE PROFESSIONAL

(1) For a Task Order performed under the Lump Sum Method of compensation, the PROFESSIONAL will prepare an invoice accompanied with a narrative statement from the PROFESSIONAL describing the work accomplished by the PROFESSIONAL during the period covered by the invoice.

(2) For a Task Order performed under the Hourly Rate Method of compensation, the PROFESSIONAL shall submit at the end of each monthly period, an invoice of Hourly Costs, incurred in such period plus an increment of the Direct Costs incurred in such period. All invoices shall be itemized in an invoice format acceptable to the COUNTY. All Costs included on the invoices shall be taken from the books of the accounts kept by the PROFESSIONAL and shall be supported by the PROFESSIONAL's monthly "Billing Cost Detail Report". The portion of the Professional Fee earned in such monthly period shall be determined on the basis of relative work progress accomplished in each monthly period as agreed by the COUNTY'S Designated Representative.

5.4 INVOICE PROCESSING

Invoices received by the COUNTY will be processed for payment within thirty (30) days of receipt. PROFESSIONAL will be notified of questionable items contained in the invoices within fifteen (15) days of receipt by the COUNTY with an explanation of the deficiencies. The COUNTY will make an effort to resolve all questionable items contained in the PROFESSIONAL's invoices within thirty (30) days of receipt of the invoices by the COUNTY. At the end of the thirty (30) day period, the COUNTY shall pay the PROFESSIONAL the invoice amount less any unresolved questionable items. Invoices are to be forwarded directly to the initiating Hernando County Department.

5.5 PAYMENT IN THE EVENT OF CONTRACT TERMINATION OR SUSPENSION

In the event that a Task Order or this Contract is terminated or canceled, or the PROFESSIONAL's services suspended on a Task Order or this Contract, prior to completion, payment shall be made in accordance with the provisions of Section 9, Termination of Contract.

5.6. ADDITIONAL COMPENSATION FOR CHANGE IN SCOPE OF ASSIGNMENT

If instructed to do so by COUNTY, the PROFESSIONAL shall change or revise work that has been performed, and if such work is not required as a result of error, omission or negligence of the COUNTY, the PROFESSIONAL may be entitled to additional compensation. The additional compensation shall be requested by the PROFESSIONAL on a revised fee quotation proposal which must be submitted to the COUNTY for prior approval. The additional compensation, if any, shall be agreed upon before commencement of any such additional work and shall be incorporated into the Assignment by formal amendment or Task Order to this Contract.

SECTION 6 WORK COMMENCEMENT/IMPLEMENTATION SCHEDULE/LENGTH OF CONTRACT

6.1 ASSIGNMENT ISSUED

PROFESSIONAL will submit the initial response to a request for a Scope and Schedule within fifteen (15) business days from the receipt of the scope and schedule. PROFESSIONAL will prepare a computation of fees to be charged for the services based on the approved hourly rates. These documents will be submitted to the COUNTY for review and approval.

Failure to submit the documentation within the above time shall cause the request for Scope and Schedule to be withdrawn from PROFESSIONAL. The County may seek other firms for the assignment.

6.2 WORK COMMENCEMENT

If approved by the County, the PROFESSIONAL shall commence work on each authorized Task Order within ten (10) days after receipt by the PROFESSIONAL of a written Notice-to-Proceed from the COUNTY'S Designated Representative. If the PROFESSIONAL fails to commence work within the ten (10) day period, then the COUNTY shall have the right to seek other firms for the Assignment, unless the delay is due to no fault of the PROFESSIONAL.

6.2.1 The effective date of the Task Order and the times for completing services or providing deliverables will be stated in each Task Order.

6.3 IMPLEMENTATION SCHEDULE

The PROFESSIONAL and the COUNTY agree to make every effort to adhere to the schedule established for the various Task Orders described in the Assignment.

It shall be the PROFESSIONAL'S responsibility to keep the schedule updated, request extensions when appropriate, and provide reasons for any extension(s). In the event the work of the PROFESSIONAL is delayed due to no fault of the PROFESSIONAL, which delays the completion of any Task Order of the Assignment, the County may approve the extension and the PROFESSIONAL may be entitled to an appropriate extension of the contract time for the specific Task Order. The County shall not be required to approve any time extension requests.

6.4 FAILURE TO PERFORM

A performance evaluation may be performed by the County upon completion of the project.

Should the PROFESSIONAL fail to commence, provide, perform and/or complete any of the services and work required pursuant to this Contract in a timely and diligent manner, the COUNTY may not consider the PROFESSIONAL for the next Task Order, consider such failure as justifiable cause to terminate this

Contract or may impact future assignments. As an alternative, the COUNTY at its option, may, upon written notice to the PROFESSIONAL, withhold any or all payments due and owing to the PROFESSIONAL, not to exceed the amount of the compensation for the work in dispute, until such time as the PROFESSIONAL resumes performance of his obligations in such a manner as to get back on schedule in accordance with the time and schedule of performance requirements set forth in this Contract, or any change orders or supplemental task authorizations issued thereto.

6.5 EXPIRATION

This Contract shall expire **three (3) years** after the date of execution of this Contract. This Contract may be extended **for two (2) additional one (1) year periods**; not to exceed **five (5) years** maximum, upon written mutual consent of the COUNTY and the PROFESSIONAL.

SECTION 7 COUNTY'S DESIGNATED REPRESENTATIVE

7.1 GENERAL

The County hereby designates the County Administrator or his/her designee to represent the COUNTY in all matters pertaining to and arising from the work and performance of this Contract. The County Administrator or designee shall have the following responsibilities:

7.1.1 Examination of all reports, sketches, drawings, estimates, proposals and other documents presented by the PROFESSIONAL and rendering, in writing, decisions indicating the COUNTY'S approval or disapproval within a reasonable time so as not to materially delay the work of the PROFESSIONAL.

7.1.2 Transmission of instructions, receipt of information and interpretation and definition of COUNTY policies and decisions with respect to design, materials and other matters pertinent to the work covered by this Contract.

7.1.3 Giving prompt written notice to the PROFESSIONAL whenever the COUNTY observes, or otherwise becomes aware of, any defects or necessary changes in the project.

7.1.4. Following the PROFESSIONAL's preparation of any necessary applications to governmental bodies, to arrange for submission of all applications.

7.2 DESIGNEE

The County Administrator's designee under a contract resulting from **RFP No. 25-RFP00983/CT** for Marketing and Advertising Services for Florida's Adventure Coast Visitors Bureau shall be the Chief Procurement Officer or designee.

SECTION 8 CHANGES IN SCOPE

The COUNTY or the PROFESSIONAL may request changes in the Scope of Services of a Task Order. Such change(s), including any increase or decrease in the amount of the PROFESSIONAL'S compensation for any Task Order pursuant to Section 5, Compensation, which are mutually agreed upon by and between the COUNTY and the PROFESSIONAL, shall be incorporated by written formal amendment.

SECTION 9 TERMINATION OF CONTRACT

9.1 TERMINATION BY COUNTY FOR CAUSE

The COUNTY may terminate this Contract for any one or more of the following reasons:

9.1.1 If adequate progress on any phase of the assignment is not being made by the PROFESSIONAL as a direct result of the PROFESSIONAL's failure to perform.

9.1.2 The quality of the services performed by the PROFESSIONAL is not in conformance with commonly accepted standards, standards of the COUNTY and the requirements of Federal and/or State regulatory agencies in effect as of the date of this Contract, and the services involved are considered by the COUNTY to be essential to the proper completion of any Assignment.

9.1.3 The PROFESSIONAL or any employee or agent of the PROFESSIONAL is indicted or has a direct charge issued against him/her for any crime arising out of or in conjunction with any work that has been performed by the PROFESSIONAL.

9.1.4 The PROFESSIONAL becomes involved in either voluntary or involuntary bankruptcy proceedings or makes an assignment for the benefit of creditors.

9.1.5 The PROFESSIONAL violates the Standards of Conduct provisions of Section 14, Standards of Conduct herein.

9.1.6 In the event of any of the causes described in Section 9.1, the COUNTY'S Designated Representative may send a certified letter to the PROFESSIONAL requesting that the PROFESSIONAL show cause why the Contract should not be terminated. If adequate assurances or acceptable reasons are not given to the COUNTY within fifteen (15) days of the receipt by the PROFESSIONAL of said show cause notice, the COUNTY may consider the PROFESSIONAL to be in default and may immediately terminate this Contract.

9.2 TERMINATION BY PROFESSIONAL FOR CAUSE

The PROFESSIONAL may cancel this Contract for the following reasons:

9.2.1 The COUNTY fails to meet its obligations and responsibilities as contained in Section 4, COUNTY'S Rights and Responsibilities.

9.2.2 The COUNTY fails to pay the PROFESSIONAL in accordance with Section 5, Compensation.

9.2.3 In the event of either of the causes described in Section 9.2, the PROFESSIONAL may send a certified letter requesting that the COUNTY show cause why the Contract should not be terminated. If adequate assurances are not given to the PROFESSIONAL within fifteen (15) days of the receipt by the COUNTY of said show cause notice, then the PROFESSIONAL may consider the COUNTY to be in default and may immediately terminate this Contract.

9.3 TERMINATION BY COUNTY WITHOUT CAUSE

Notwithstanding any other provision of this Contract, the COUNTY shall have the right at any time to terminate this Contract in its entirety without cause, or terminate by specific Task Order without cause, provided that ten (10) days prior written notice is given to the PROFESSIONAL of the COUNTY'S intent to terminate. In the event that a Task Order is terminated, the COUNTY shall identify the specific Task

Order(s) being terminated and the specific Task Order to be continued to completion pursuant to the provisions of this Contract. This Contract will remain in full force and effect as to all authorized Task Orders which are to be continued to completion under this type of arrangement.

9.4 PAYMENT IN THE EVENT OF TERMINATION

In the event this Contract or any Assignment is terminated or canceled prior to final completion, payment for unpaid portion of the services provided by the PROFESSIONAL to the date of termination and any additional services thereafter will be determined by negotiation between the COUNTY and the PROFESSIONAL. No amount shall be allowed for anticipated profit on unperformed services or other work. In the event of termination for cause, the COUNTY may adjust any payment to take into account any additional costs to be incurred by the COUNTY due to such default.

9.5 ACTION FOLLOWING TERMINATION

9.5.1 Upon receipt of notice of termination, given by either party, the terminated party shall promptly discontinue all services and other work, unless the notice provides otherwise.

9.5.2 In the case of the COUNTY terminating the PROFESSIONAL, the PROFESSIONAL shall within ten (10) days, or any extension thereto as may be mutually agreed to, deliver or otherwise make available to the COUNTY all reports, drawings, data, records, maps, mock-ups, scripts, articles, reports, fiscal data, and other data and documents that have been obtained or prepared by the PROFESSIONAL in performing the services under this Contract, regardless of whether the work on such documents has been completed or is in progress and said documents shall remain the property of the COUNTY.

9.6 SUSPENSION

9.6.1 The performance of the PROFESSIONAL's service under any provision of this Contract may be suspended by the COUNTY at any time. In the event the COUNTY suspends the performance of the PROFESSIONAL's services hereunder, the COUNTY shall so notify the PROFESSIONAL in writing, such suspension becoming effective upon the date of its receipt by the PROFESSIONAL, and COUNTY shall promptly pay to the PROFESSIONAL all fees which have become due and payable to the PROFESSIONAL to the effective date of such suspension. The COUNTY shall thereafter have no further obligation for payment to the PROFESSIONAL for the suspended services unless and until the COUNTY notifies the PROFESSIONAL that the services of the PROFESSIONAL called for hereunder are to be resumed.

Upon receipt of written notice from the COUNTY that the PROFESSIONAL's services hereunder are to be resumed, the PROFESSIONAL shall complete the services called for in this Contract and the PROFESSIONAL shall, in that event, be entitled to payment of the remaining unpaid compensation which becomes payable to the PROFESSIONAL under this Contract, same to be payable at the times and in the number specified herein.

In no event will the compensation or any part thereof become due or payable to the PROFESSIONAL under this Contract unless and until the PROFESSIONAL has attained that state of work where the same would be due and payable to the PROFESSIONAL under the provisions of this Contract.

9.6.2 If the aggregate time of the COUNTY'S suspension(s) of the PROFESSIONAL's services under any Task Order of this Contract exceeds sixty (60) days, then the PROFESSIONAL and the COUNTY shall, upon request of the PROFESSIONAL, meet to assess the services performed hereunder up to the time of such meeting, the services remaining to be performed and the total compensation paid to the PROFESSIONAL hereunder and, during such meeting, shall have the

option of negotiating a change in compensation to be paid to the PROFESSIONAL for the balance of the services to be performed hereunder. No increase in compensation to the PROFESSIONAL shall be allowed unless it is based upon clear and convincing evidence of an increase in the PROFESSIONAL's costs attributable to the aforesaid suspension(s).

9.7 AVAILABILITY OF FUNDS

The County's obligations under this contract are subject to the availability of funds lawfully appropriated for its purpose by the governing board of the County. The County shall promptly notify the Engineer should funds become unavailable, and in that event the Engineer shall be entitled to stop all work until funds become available.

SECTION 10 CLAIMS AND DISPUTES/REMEDIES

10.1 CLAIMS AND DISPUTES

Any claims, disputes and/or matters in question between the parties arising out of or relating to this Contract, including claims for extra compensation, shall be filed in writing by the aggrieved party to the other party within forty-five (45) days of its occurrence. Should such claims not be formally submitted within said forty-five (45) day period, the aggrieved party agrees not to make such claim against the other party at any time in the future. Should any claim or dispute not be mutually resolved between the parties within sixty (60) days thereafter, the aggrieved party shall then seek to resolve the matter in accordance with the "Remedies" provisions of Section 10.2 herein.

10.2 REMEDIES

Except as provided in Section 10.1 herein, all claims, disputes and/or matters in question between the COUNTY and the PROFESSIONAL arising out of or relating to this Contract, or the breach of it will be decided by mediation if the parties hereto mutually agree, or in a court of competent jurisdiction. Venue for any dispute or formal litigation concerning this Contract shall be in the appropriate court with territorial jurisdiction over Hernando County, Florida. In the event of a dispute or litigation, each party to such dispute or litigation shall be solely responsible for its own attorneys' fees and costs. This Contract shall not be construed for or against any party hereto, regardless of which party is wholly or partly responsible for its drafting.

SECTION 11 INDEMNITY AND INSURANCE

11.1 GENERAL

To the fullest extent permitted by Florida law, the PROFESSIONAL covenants, and agrees that it will indemnify and hold harmless the COUNTY, and its officers and employees, from liabilities, damages, losses and costs, including, but not limited to, reasonable attorneys' fees, to the extent caused by the negligence, recklessness, or intentionally wrongful conduct of the PROFESSIONAL and other persons employed or utilized by the PROFESSIONAL in the performance of the contract.

This provision shall survive the expiration or earlier termination of the agreement.

11.2 INSURANCE

The PROFESSIONAL will possess or obtain and continuously maintain the following insurance coverage, from a company authorized to do business in the State of Florida, and will provide Certificates of Insurance to the COUNTY, evidencing such insurance, within fifteen (15) days following the PROFESSIONAL's receipt of Notice to Proceed on the Assignment from the COUNTY.

The insurance coverage shall contain a provision, which requires that prior to any changes or material alterations in the coverage, except aggregate coverage, thirty (30) days prior written notice will be given to the COUNTY.

The specific requirements of this Contract have been detailed in **RFP No. 25-RFP00983/CT** for Marketing and Advertising Services for Florida's Adventure Coast Visitors Bureau. The specific requirements of the RFP must be met to be compliant with this Contract and may include the following:

11.2.1 Worker's Compensation

The PROFESSIONAL will provide Worker's Compensation for all employees at the site location, and in case any work is sub-contracted, will require the Sub-Contractor to provide worker's compensation for all of its employees. The limits will be statutory for Worker's Compensation and \$500,000 for Employers' Liability.

11.2.2 Comprehensive General Liability

The PROFESSIONAL will provide coverage for all operations including, but not limited to, Contractual, Products and Completed Operations and Personal Injury. The limits will be not less than \$2,000,000 Combined Single Limit (CSL) or its equivalent.

11.2.3 Comprehensive Automobile Liability

The PROFESSIONAL will provide coverage for all owned and non-owned vehicles for limits of not less than \$1,000,000 CSL or its equivalent.

11.2.4 Professional Liability Insurance

Annual Professional Liability Insurance will be maintained with coverage in an amount of not less than \$1,000,000 that protects the PROFESSIONAL to the statutory limits applicable to Professional Liability.

Said Professional Liability Insurance shall provide for all sums which the PROFESSIONAL shall be obligated to pay as damages for claims arising out of service performed by the PROFESSIONAL, or any person or Sub-Contractor employed by the PROFESSIONAL, in conjunction with this Contract. This insurance shall also be maintained for a minimum of one (1) year after completion of the construction and acceptance of the facilities designed by the PROFESSIONAL under the scope of this Contract including any amendment thereto.

11.2.5 Certificates of Insurance

The PROFESSIONAL shall furnish all Certificates of Insurance forwarded directly to the following:

Hernando County Procurement Department
15470 Flight Path Drive
Brooksville, FL 34604

with information copied to the County Designated Representative identified in Section 6.2. The Certificates shall clearly indicate that the PROFESSIONAL has obtained insurance of the type, amount and classification required by these provisions.

SECTION 12 NEGOTIATION DATA

12.1 The PROFESSIONAL hereby certifies, covenants and warrants that accounting documentation and supporting data which has established compensation provided for in this Contract are accurate, complete and current as of the date of negotiation of the compensation terms contained in this Contract. It is further agreed that the PROFESSIONAL's compensation under this Contract may be adjusted to exclude any significant sums where the COUNTY determines the PROFESSIONAL's compensation was increased due to inaccurate or incomplete wage rates and other factual unit costs. All such price adjustments shall be made prior to the end of this Contract. Records of costs incurred under the terms of this Contract shall be maintained and made available to the COUNTY during the period of this Contract and for three (3) years after final payment is made. Copies of these documents and records shall be furnished upon request to the COUNTY at no cost. For the purpose of this Section, the end of this Contract shall be deemed to be the date of final acceptance of the work by the COUNTY.

SECTION 13 OWNER OF DOCUMENTS

13.1 It is understood and agreed that all documents, including detailed reports, original drawings, data, records, maps, mock-ups, scripts, articles, reports, fiscal data, and all other data other than working papers, prepared or obtained by the PROFESSIONAL in connection with its services hereunder, shall be delivered to, or shall become the property of the COUNTY prior to final payment to the PROFESSIONAL. The PROFESSIONAL shall retain reproducible copies of all documents for its files at direct reimbursable cost. All Documents including drawings prepared by the PROFESSIONAL pursuant to this Contract are instruments of service related to the services described in the Assignment.

Any reuse without written verification or adaptation by the PROFESSIONAL for the specific purpose intended will be at COUNTY'S sole risk and without liability or legal exposure to the PROFESSIONAL; and the COUNTY shall indemnify to the maximum extent permitted by law and hold harmless the PROFESSIONAL from all claims, damages, losses and expenses including attorney's and expert's fees arising out of or resulting therefrom. Any such verification or adaptation by the PROFESSIONAL will entitle the PROFESSIONAL to further compensation at rates to be agreed upon by the COUNTY and the PROFESSIONAL.

Any documents given to or prepared or assembled by the PROFESSIONAL and its sub-contractors under this Contract shall be kept solely as property of the COUNTY and shall not be made available to any individuals or organizations without the prior written approval of the COUNTY.

The PROFESSIONAL may maintain copies of all work performed under this Contract for the COUNTY.

The PROFESSIONAL shall not publish any information concerning this project without the prior written consent of the COUNTY.

The provisions of this article shall survive the termination of this contract.

SECTION 14 STANDARDS OF CONDUCT

14.1 PROFESSIONAL EMPLOYEES

The PROFESSIONAL warrants that it has not employed or retained any company or person, other than a bona fide employee working solely for the PROFESSIONAL, to solicit or secure this Contract and that the

PROFESSIONAL has not paid or agreed to pay any person, company, corporation, individual or firm other than a bona fide employee working solely for the PROFESSIONAL any fee, commission, percentage, gift or any other consideration, contingent upon or resulting from the award of making of this Contract.

14.2 PROFESSIONAL COMPLIANCE WITH LAWS

The PROFESSIONAL shall comply with all Federal, State and local laws and ordinances in effect on the date of this Contract and applicable to the work or payment for work thereof, and shall not discriminate on the grounds of race, color, religion, sex or national origin in the performance of work under this Contract.

14.3 CONFLICT OF INTEREST

The PROFESSIONAL hereby certifies that no undisclosed conflict of interest exists with respect to the present Contract, including any conflicts that may be due to representation of other clients, other contractual relationships of the PROFESSIONAL, or any interest in property which the PROFESSIONAL may have. The PROFESSIONAL further certifies that any apparent conflict of interest that arises during the term of the Contract will be immediately disclosed in writing to the COUNTY. Violation of this section will be considered as justification for immediate termination of this Contract under the provisions of Section 9.1.

14.4 REMOVAL OF EMPLOYEE

The COUNTY is empowered to require the PROFESSIONAL to remove any employee or representative of the PROFESSIONAL from working on this Assignment which the COUNTY determines is not satisfactorily performing his assigned duties or is demonstrating improper conduct. The COUNTY shall notify the PROFESSIONAL in writing of the COUNTY'S objections prior to the PROFESSIONAL'S removal of any employee or representative.

14.5 PUBLICATION

The PROFESSIONAL shall not publish any documents or release information to the media without prior approval of the COUNTY.

SECTION 15 ACCESS TO RECORDS/AUDIT

15.1 RECORDS MAINTENANCE

The PROFESSIONAL shall maintain books, records, documents, time and costs accounts and other evidence directly related to its performance of services under this Contract. All-time records and cost data shall be maintained in accordance with generally accepted accounting practices. The PROFESSIONAL shall also maintain the financial information and data necessary to determine overhead rates in accordance with the requirements of Federal and State regulatory agencies and this Contract. The COUNTY, or any of its duly authorized representatives, shall have access within forty-eight (48) hours to such books, records, documents and other evidence for inspection, audit and copying. Copying of PROFESSIONAL'S books, records, documents, time records and cost accounts and other evidence shall be at the COUNTY'S expense.

15.2 ACCESS TO RECORDS

The PROFESSIONAL shall maintain and allow access to the records required under this Section 15 for a period of three (3) years after the completion of the services provided under this Contract and date of final payment for said services, or date of termination of this Contract as may have been exercised under Section 9, Termination of Contract, herein.

**SECTION 16
ASSIGNABILITY**

16.1 The PROFESSIONAL shall not sublet, assign or transfer any interest in this Contract, without prior written approval of the COUNTY, provided that claims for the money due or to become due the PROFESSIONAL from the COUNTY under this Contract may be assigned to a bank, trust company or other financial institution without such COUNTY approval. Notice of any such assignment or transfer shall be furnished promptly to the COUNTY.

**SECTION 17
CONTROLLING LAWS**

17.1 The parties agree that the laws of the State of Florida shall govern any dispute arising out of or related to this Contract. Venue for any dispute, claim or action arising out of, or related to, this Contract shall be in the Circuit Court of the Fifth Judicial Circuit in and for Hernando County, Florida. The parties to this Contract agree that venue shall lie only in the state courts located in Hernando County, Florida. Any legal proceeding brought in connection with disputes relating to or arising out of this Contract will be filed and heard in Hernando County, Florida, and each party waives any objection that it might raise to such venue and any right it may have to claim that such venue is inconvenient. Litigation in federal court is precluded by Contract of the parties hereto. Process in any action or proceeding referred to in this paragraph may be served on any party anywhere in the world.

**SECTION 18
FORCE MAJEURE**

18.1 Neither party shall be considered in default in performance of its obligations hereunder to the extent that performance of such obligations, or any of them, is delayed or prevented by Force Majeure. Force Majeure shall include, but not be limited to, hostile revolution, civil commotion, strike, epidemic, fire, flood, wind, earthquake, explosion, any law, proclamation, regulation or ordinance or other act of government, or any act of God or any cause whether of the same or different nature, existing or future; provided that the cause whether or not enumerated in this Section is beyond the control and without the fault or negligence of the party seeking relief under this Section.

**SECTION 19
INDEPENDENT CONTRACTOR**

19.1 The PROFESSIONAL shall be legally considered an independent contractor and neither the PROFESSIONAL, its employees nor sub-contractors shall, under any circumstances, be considered servants or agents of the COUNTY; and the COUNTY shall at no time be responsible for any negligence or other wrongdoing by the PROFESSIONAL, its servants, agents, employees or subcontractors.

**SECTION 20
SEVERABILITY**

20.1 If any section, subsection, sentence, clause, phrase, or portion of this Agreement is for any reason held invalid or unconstitutional by any court of competent jurisdiction, such portion will be deemed stricken, and such holding will not affect the validity of the remaining portion thereof.

**SECTION 21
NO WARRANTY BY THE COUNTY**

21.1 Approval by the COUNTY of any of the PROFESSIONAL's work, including but not limited to drawings, design specifications, written reports, or any work products furnished hereunder, shall not relieve the

PROFESSIONAL of responsibility for the technical accuracy and adequacy of work under this Agreement. Neither the COUNTY's approval or acceptance, or payment for any services furnished under this Agreement shall be construed to operate as a waiver of any rights under this Agreement or any cause of action arising out of the performance of this Agreement.

SECTION 22 MODIFICATIONS

22.1 This Agreement may only be amended or modified by mutual consent of duly authorized parties, in writing, through the issuance of a modification to this Agreement or purchase order as appropriate.

SECTION 23 NOTICES

23.1 All notices given by one party to the other party under this Agreement must be delivered to the receiving party's address set forth on this Agreement either by hand, qualified courier, or e-mail and will be deemed received the day after it is transmitted. If the County is the recipient, the notice must be addressed to Chief Procurement Officer, Hernando County Board of County Commissioners, 15470 Flight Path Drive, Brooksville, FL 34604 or emailed to crossiter-smith@hernando.co.fl.us.

SECTION 24 EXTENT OF CONTRACT

24.1 This Contract, together with the **Request for Proposals No. 25-RFP00983/CT** for Marketing and Advertising Services for Florida's Adventure Coast Visitors Bureau issued [REDACTED], the proposal submitted [REDACTED], and the Exhibits hereinafter identified and listed in this section, constitute the entire Contract between the COUNTY and the PROFESSIONAL and supersede all prior written or oral understandings in connection therewith. This Contract may only be amended, supplemented, or modified by a formal amendment or change order to this Contract.

The RFP shall be included and incorporated in the final award. The contractual order of precedence will be the Agreement and the Exhibits supplemental to and made a part of this Contract as follows:

- Exhibit A: Scope of Services
- Exhibit B: Task Order Form
- Exhibit C: Hourly Rate Schedule
- Exhibit D: Truth in Negotiation Form
- Exhibit E: Insurance Certificate

[Remainder of Page Intentionally Left Blank]

IN WITNESS WHEREOF, the COUNTY and the PROFESSIONAL have executed this Contract to become effective on the day and year first written above.

PROFESSIONAL:

Witness

Print Name: _____
Title: _____

COUNTY:
Hernando County Board of County
Commissioners

Attest

Brian Hawkins, Chairman

EXHIBIT "A"

SCOPE OF SERVICES

[To Be Inserted]

CONTRACT No.:
EXHIBIT "B" TASK ORDER FORM
QUOTATION PROPOSAL

TASK ORDER No.

[illegible]

NOT TO EXCEED TOTAL LUMP SUM COST \$

Firm Name: _____		HERNANDO COUNTY	
Signature: _____		Department Name _____	Authorized Signature _____
(Printed Name and Title)		(Date)	Procurement _____
Date: _____			(Date) _____

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Exhibit "C"
Hourly Rate Schedule

Position Title	Total Hourly Rate

Exhibit "D"
Truth in Negotiation Form

[To Be Inserted]

Exhibit "E"
Insurance Certificate

[To Be Inserted]

CONTRACT No.:
EXHIBIT "B" TASK FEE QUOTATION PROPOSAL

PROJECT NAME:

TASK ORDER No.

Doc. ID _____, Board Approved _____

PROJECT ACTIVITY	Employee Name Classification Title		Employee Name Classification Title		Employee Name Classification Title		Employee Name Classification Title		Employee Name Classification Title		Employee Name Classification Title		Basic Activity \$ AMOUNT	Man Hrs by Activity	Avg Hrly Rate
	Man Hrs	Cost	Man Hrs	Cost	Man Hrs	Cost	Man Hrs	Cost	Man Hrs	Cost	Man Hrs	Cost			

SUB-TOTAL HOURLY COSTS \$ _____

Out-of-Pocket Expenses (actual cost - not to exceed) \$ _____

Miscellaneous Expenses (Subconsultant) \$ _____

NOT TO EXCEED TOTAL LUMP SUM COST \$ _____

Firm Name: _____ Signature: _____ (Printed Name and Title) Date: _____	HERNANDO COUNTY <table style="width: 100%; border: none;"> <tr> <td style="width: 50%; border: none; vertical-align: top;"> Department Name (Date) </td> <td style="width: 50%; border: none; vertical-align: top;"> Authorized Signature (Printed Name and Title) </td> </tr> </table> Procurement (Date)	Department Name (Date)	Authorized Signature (Printed Name and Title)
Department Name (Date)	Authorized Signature (Printed Name and Title)		

TASK ORDERS ARE TO INCLUDE: SCOPE OF SERVICE, PROJECT TIME FRAME, FEE QUOTATION PROPOSAL, AND ANY OTHER RELATIVE ATTACHMENTS. TASK ORDERS ARE TO BE SUBMITTED IN ONE (1) SIGNED ORIGINAL TO THE PROCUREMENT DEPARTMENT. FIELDS IN **RED** SHOULD BE COMPLETED BY THE DEPARTMENT PRIOR TO SUBMITTING TO PROCUREMENT.



Florida's
ADVENTURE COAST
BROOKSVILLE • WEEKI WACHEE

2023 – 2033 Strategic Plan

Presented By:



Research | Strategy | Marketing



Introduction

We are delighted to present the final strategic plan for Hernando County Tourism, known for its captivating brand, Florida's Adventure Coast, Brooksville-Weeki Wachee. This comprehensive document is the culmination of a collaborative effort between our experienced team and the Hernando County Tourist Development Council (TDC), aimed at fostering sustainable growth and development for the region's tourism industry. Drawing upon insights from the DestinationNEXT Futures study and an extensive scope of research, this plan offers a cohesive vision for the future of Hernando County's tourism sector, emphasizing the importance of innovation, collaboration, and adaptability in an ever-evolving industry landscape.

Our team has conducted thorough research to inform the strategic plan, ensuring a data-driven and well-rounded approach to destination development. This research includes a comprehensive situational analysis, stakeholder and visitor awareness and perception assessments, as well as an extensive inventory of Hernando County's unique tourism assets. By integrating these research components, the plan provides a solid foundation upon which to build strategic objectives and recommendations for the county's tourism growth.

The DestinationNEXT Futures study plays a pivotal role in shaping this strategic plan, offering valuable insights into emerging trends, best practices, and innovative approaches to destination marketing and management. These insights have been carefully integrated into our recommendations, ensuring that Hernando County Tourism remains at the forefront of industry innovation and is well-positioned to capitalize on new opportunities in the years ahead.

The strategic plan is designed to serve as a valuable resource for the entire organization, including the TDC board, addressing the needs of both the destination and the organization. The plan is structured to provide a clear roadmap for destination development, encompassing strategic objectives, destination stewardship, community alignment, and digital conversion. By aligning these elements with the extensive research and the findings of the DestinationNEXT Futures study, the plan lays the groundwork for a successful and sustainable future for Hernando County Tourism.

In summary, this final strategic plan represents a forward-looking and comprehensive approach to destination development in Hernando County, built upon a solid foundation of research, collaboration, and a deep understanding of the region's unique attributes. With the guidance of the DestinationNEXT Futures study and a strong emphasis on innovation, we are confident that this plan will serve as a roadmap for success, leading Florida's Adventure Coast, Brooksville-Weeki Wachee towards a vibrant and prosperous future in the ever-evolving world of tourism.

Approach

Our robust methodology encompasses a mix of quantitative and qualitative research methods, as well as collaborative workshops for stakeholder engagement and strategic planning. The key components of our research methodology include the following:

Stakeholder Interviews: We conducted 13 in-depth interviews with crucial stakeholders in Hernando County, such as business owners, county commissioners, and elected officials. We also distributed an online survey to those stakeholders who did not participate in the interviews, resulting in 28 completed responses.

Brand Awareness Online Panel Survey: Our team carried out a brand awareness study with 1,400 adults from four distinct US regions: Florida, South, Midwest, and Northeast. After ensuring respondents met specific criteria, we analyzed a total of 1,532 completed responses.

Brand Perception Dispatch Interview Survey: This survey gathered the perceptions of 250 out-of-county visitors to Hernando County at various events and attractions. We conducted two rounds of dispatch survey interviews during the summer and winter seasons, obtaining a total of 256 completed surveys.

Secondary Research: To supplement our primary research, we examined various data sources, such as occupancy rates and revenue figures from county hotels, tourist development tax dollars, Google Analytics reports of the county's tourism website, and competitor analysis of other Florida counties. We also reviewed academic and media articles on rural tourism development, resistance to rural development, and heritage/historical tourism.

Strategic Planning Stakeholder Workshop: On February 28, 2023, we facilitated a two-hour-long workshop with key stakeholders to review the research findings, discuss the critical challenges facing Hernando County, and provide recommendations for the county's consideration.

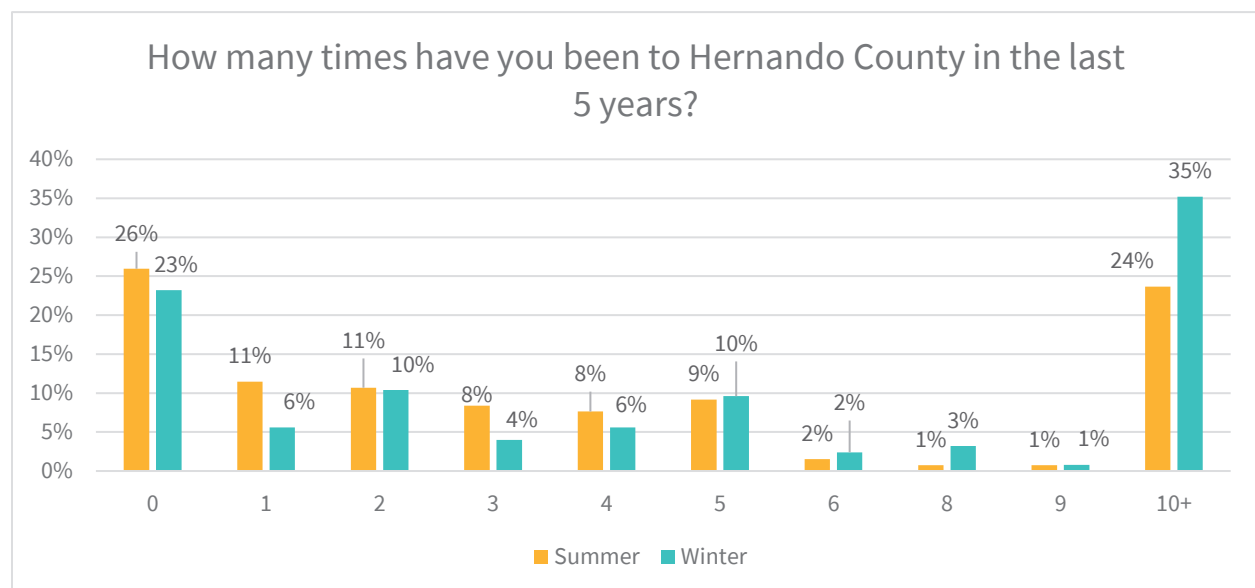
Strategic Planning Staff Workshop: We organized an all-day workshop on March 16, 2023, engaging Hernando County staff in Tourism and Economic Development. During this workshop, participants conducted a thorough review of the findings from previous steps and discussed the key goals and objectives of the new strategic plan.

Our multifaceted approach integrates diverse insights into the perceptions and performance of Hernando County's tourism, providing a solid foundation for the strategic planning process and ensuring the development of an effective and comprehensive plan for the county's tourism sector.

Top-line Research Findings

The data collected across these different research methodologies provided insights into the perspectives of visitors to the county, prospective visitors to Hernando County and Central Florida, more generally, and stakeholders in Hernando County tourism. For more information on the research findings, please see the foundational research summary completed as a component of this project.

Overall, a majority of Hernando County's tourists surveyed came from other parts of Florida. However, there was a considerably large segment of visitors that came from other areas of the United States. During the dispatch interview process, 29% of respondents reported they lived in an area outside of Florida. This offers some evidence that Hernando County offers attractions that draw people from various parts of the country or provide attractions that Florida residents bring visiting friends or relatives to enjoy during their stay.



Hernando County continues to attract a large number of new visitors to the area. While a majority of guests had visited the county three or more times in the last five years, about a quarter of total dispatch survey respondents indicated that it was their first time visiting the county. This shows that many travelers are continuing to learn about and travel to attractions in the county. In addition, most visitors expressed satisfaction with their visit to the county. Almost all (88%) respondents in the panel study who had visited Hernando County expressed interest in returning to the county, while more than three-quarters (78%) of dispatch respondents rated their experience a five (very satisfied) on a scale from one to five. These data show that visitors are generally satisfied with their experiences in the county and return or are interested in returning in the future.

Though satisfaction amongst visitors is high and many are likely to return, most do not stay overnight in the county. When asked, half of the sample stated that they were returning home after the event or activity. Of those who were staying overnight, nearly all were not staying in hotels in the county. Many opted to camp or stay with friends or relatives who lived nearby. Though new tourists are continuing to come to Hernando County, few visitors are staying in lodgings in the county.

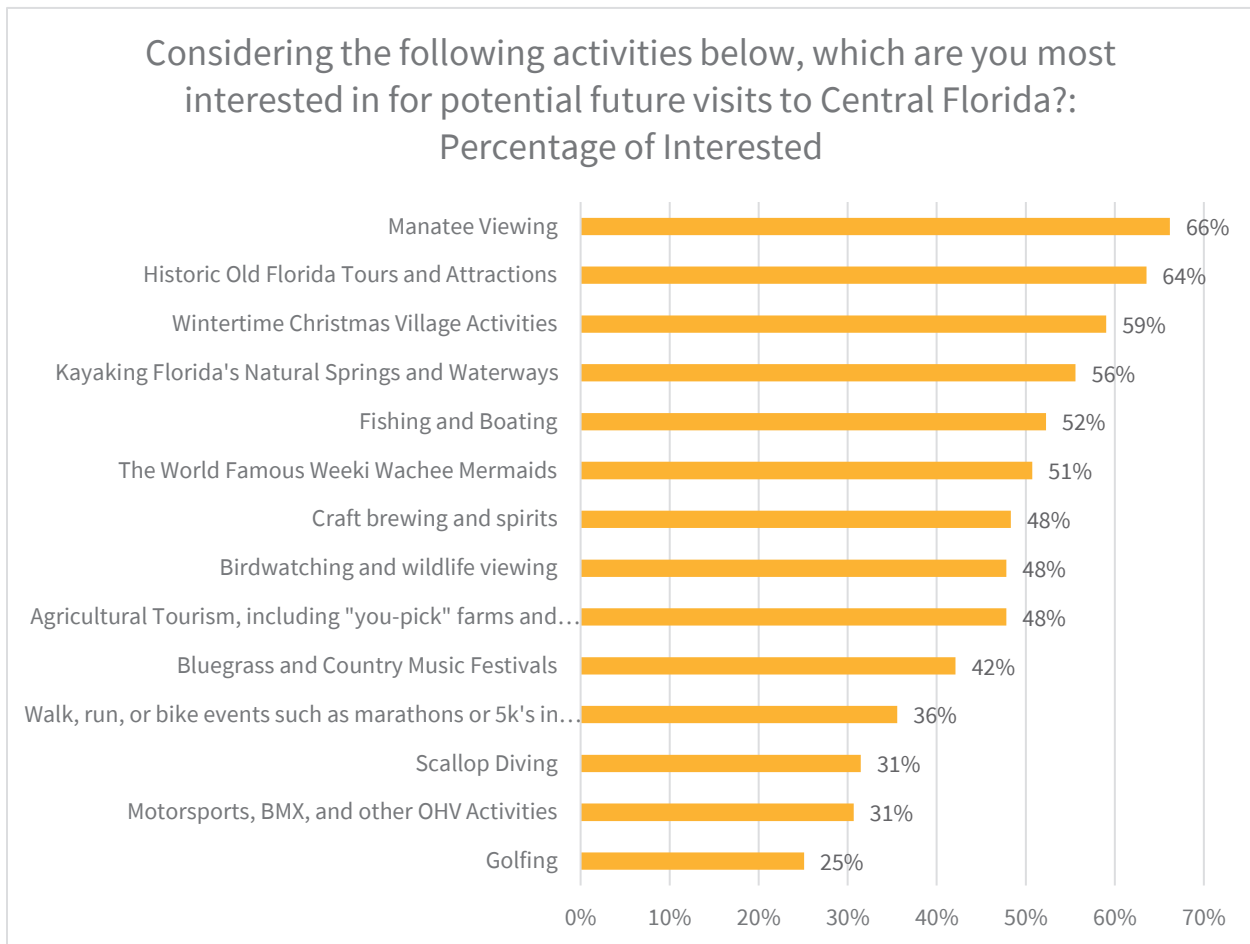


Visitors to the county associate the county with its natural aspects and a more laid-back feeling. When dispatch respondents were asked which word better described their experience in Hernando County, most respondents (61%) believed the county was more "easygoing" compared to "adventurous". Furthermore, nearly all respondents indicated that the county was more "scenic" (89%) and "relaxed" (87%) compared to "lively" and "outgoing," respectively. Moreover, a majority of panel respondents (62%) who visited the county mentioned that the natural aspects of the county and the old Florida feel were the best part of their visit. Though Florida's Adventure Coast's branding emphasizes the adventurous activities, respondents were mixed on their perceptions of the county and their attraction.

However, the branding of Florida's Adventure Coast is largely recognized by potential visitors in the market. When panel respondents were given a list of different names and brands associated with areas in Hernando County and nearby places, Florida's Adventure Coast was the most recognized name out of the set at 43%. Following closely was "Florida's Nature Coast" at 42%. While there may be a recognition of the former due to some associations with the latter brand, Florida's Adventure Coast was more recognized by respondents than "Weeki Wachee" (25%), "Hernando County" (22%), and "Brooksville" (20%). This shows the strength of the new brand, and while current visitors may not always associate the county as adventurous, the brand does have noticeable recognition compared to other names and areas in the county.

When respondents were asked the type of group that they most recently visited Central Florida with, a majority (55%) of respondents identified they came with family. This is not surprising, as Central Florida is well known for family-focused attractions. However, these types of groups may also be looking for activities to satisfy multiple different interests or may be looking for budget-friendly alternatives once they are in the market to maximize their time in the region. Hernando County offers an array of affordable options that may suit the various needs of these types of groups.

Respondents also indicated an interest in the range of attractions and amenities offered in Hernando County. Panel respondents expressed the greatest interest in manatee viewing (66%), historic old Florida tours and attractions (64%), and wintertime Christmas village activities (59%). These findings indicate that these three activities have broad appeal for a range of potential visitors to Hernando County/Central Florida. However, several niche attractions also received noticeable levels of interest from respondents. Attractions such as scallop diving (31%), motorsports and OHV activities (31%), and golf (25%) received the lowest amount of interest from the panel respondents. However, these attractions are more niche and receive a noticeable amount of interest. In addition, these are all strong aspects of tourism in Hernando County. These findings demonstrate the importance of marketing to different audiences. The attractions that received the most interest would be best to include more broad appeals to drive tourists to the destination. With the attractions with less broad interest, marketing could shift to publications and websites that are focused on those activities to draw in tourists who have the most interest in traveling for those attractions and activities.



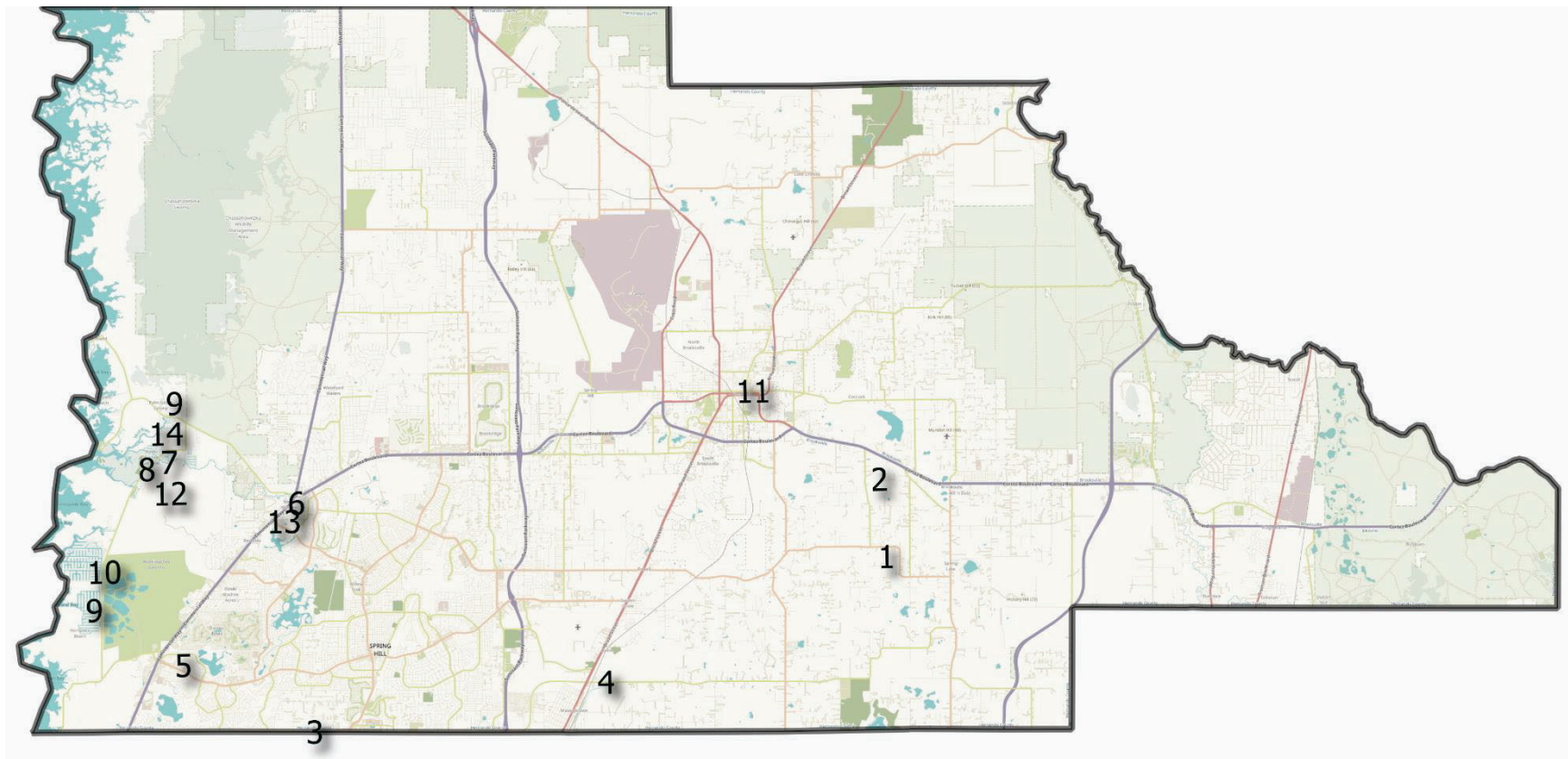
In conclusion, Hernando County is a destination largely visited by other people from Florida. However, Florida residents come from across the state, including South Florida. This dispels the notion that Hernando County is solely a “day trip” destination for its neighboring counties in Central Florida. Moreover, there is a noticeable percentage of visitors who came from outside of the state, showing the growing popularity of the area. Potential visitors are most interested in manatee viewing and historic old Florida tours and attractions, but there is a considerable interest in niche activities like scallop diving and golf that may allow Hernando County to draw in dedicated segments of tourists. These groups may be more likely to spend multiple days in the county, which is different from our sample findings, which shows that most people returned home after their event or did not stay in hotel lodging in the county. While visitors to the county associated the area and attractions as more easygoing, scenic, and relaxed, Florida's Adventure Coast branding was the most recognized by potential visitors.

Hernando County Tourism Inventory

The following section details the comprehensive inventory of major tourism draws across Hernando County. They are divided into the following categories: Adventure Attractions, Agritourism, Food and Drink, Golfing, Historic Attractions, and Natural Attractions.

Adventure Attractions

Hernando County offers a range of thrilling adventure attractions for adrenaline junkies. From kayaking in the crystal-clear Weeki Wachee River to exploring deep caves, visitors can experience the great outdoors like never before. With plenty of opportunities for hiking, camping, and zip-lining, adventure enthusiasts are sure to find their next thrilling experience in Hernando County.





1. **Takoda Wellness Ranch** is a premier health and wellness retreat located at 24280 Powell Rd, Brooksville, FL 34602. The ranch offers luxurious accommodations, wellness treatments, and outdoor adventures such as hiking, horseback riding, and yoga classes to help guests recharge and rejuvenate their minds, body, and soul.
2. **FLG X Adventure Course - Tampa** is an exciting adventure attraction located at 6440 Cedar Ln, Brooksville, FL 34601, that offers multiple large circuits, each containing a mixture of approximately 10-17 different obstacles and zip lines. Visitors can challenge themselves with rope swings, scrambling walls, hanging nets, wobbly bridges, and suspended "surprises" while enjoying the beautiful scenery.
3. **Adventure Coast Fun Park** is an entertainment center located at 9227 County Line Rd, Spring Hill, FL 34608, that features a variety of fun activities for all ages. Visitors can enjoy go-karts, mini golf, an arcade, batting cages, and a ropes course.
4. **Leadfoot City** is a multi-purpose automotive facility located at 17109 Old Ayers Rd, Brooksville, FL 34604, that hosts events, car shows, and a dragstrip, along with automotive-themed shops. Visitors can experience high-speed thrills or explore the unique collection of cars and memorabilia on display.
5. **Nature Coast Botanical Gardens** is a 3.5-acre botanical garden located at 1489 Parker Ave, Spring Hill, FL 34606, that features themed gardens, sculptures, and a nursery. Visitors can take a leisurely stroll and admire the beautiful flora and fauna while learning about the local ecosystem.
6. **Weeki Wachee Canoeing and Tubing** is a popular adventure attraction located at 6131 Commercial Way, Spring Hill, FL 34606, that offers canoe and tubing rentals to explore the Weeki Wachee River within the state park. Visitors can enjoy the crystal-clear waters and lush scenery while floating down the river.
7. **Weeki Wachee Kayaking and Paddleboarding** is another exciting adventure attraction located at 5414 Darlene St, Weeki Wachee, FL 34607, that offers kayak and paddleboard rentals for exploring the Weeki Wachee River. Visitors can enjoy a peaceful journey down the river while taking in the beautiful surroundings and wildlife.



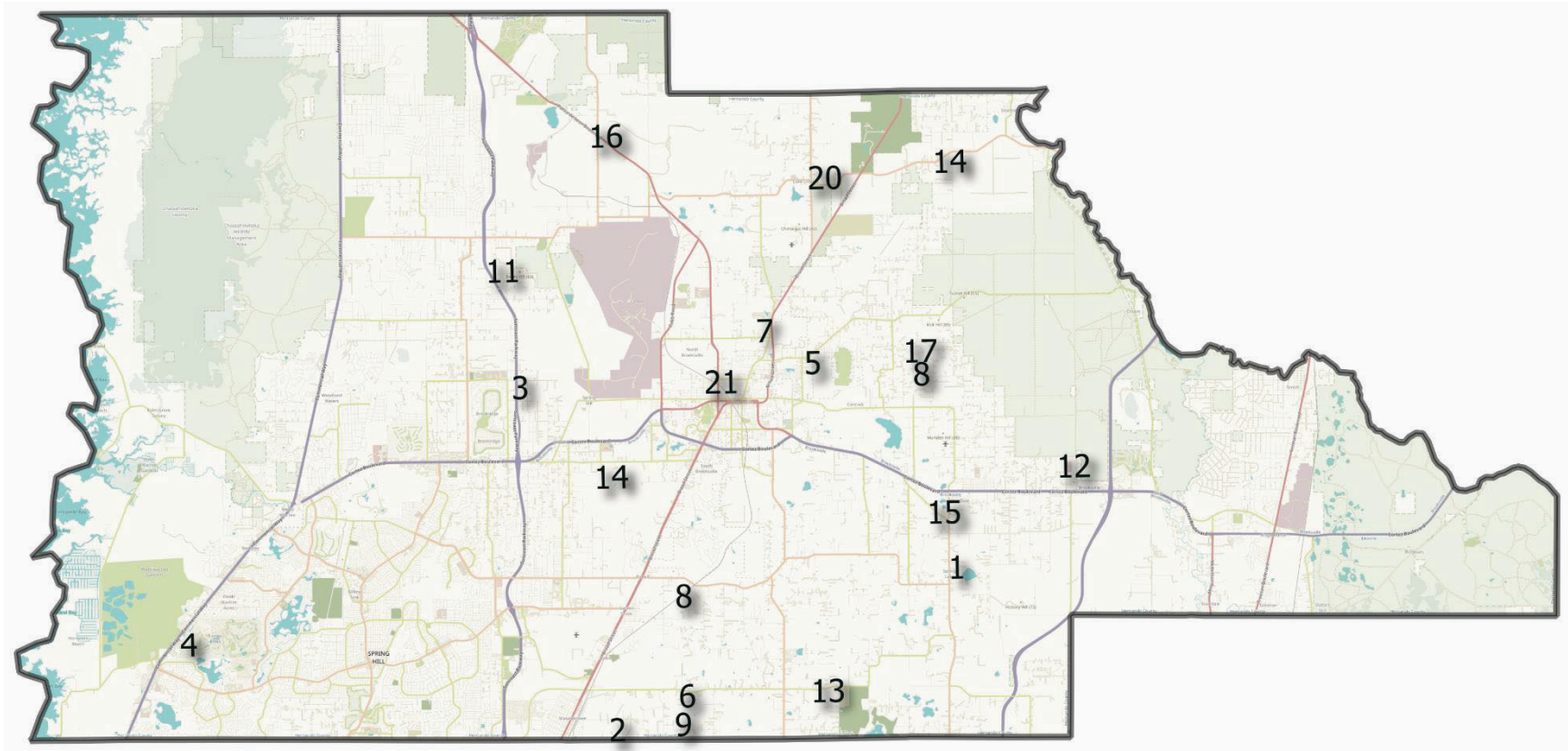
8. **Weeki Wachee Marina** is a full-service marina and boat rental company located at 7154 Shoal Line Blvd, Weeki Wachee, FL 34607. The marina offers a variety of boats, kayaks, canoes, and paddle boards for rent, as well as bait, tackle, ice, snacks, and drinks for sale. Guests can enjoy a day on the water, exploring the Weeki Wachee River and the Gulf of Mexico, where they can fish, swim, snorkel, or just relax and enjoy the scenery.
9. **Bayport Airboat Tours** is a thrilling and educational airboat tour company located at 4140 Cortez Blvd, Spring Hill, FL 34607. The company offers custom tours of the Gulf of Mexico and the Weeki Wachee River, where guests can experience the speed and agility of the airboat, as well as the beauty and diversity of the marine life and birds. Guests can also learn about the history and ecology of the area from the knowledgeable and friendly captain.
10. **Hernando Beach Scuba** is a PADI scuba instruction business located at Hernando Beach, FL 34607. The business offers scuba classes from open water to dive master level, as well as scuba equipment and travel. Hernando Beach Scuba is a great choice for anyone who wants to learn or improve their scuba skills and explore the underwater world.
11. **Better Off Wet Charters** is a boat charter service located at PO Box 10071 Brooksville FL, 34603. The service offers sightseeing tours and pleasure cruises, as well as scalloping charters, to various destinations with abundant wildlife and scenic views. Visitors can enjoy water and ice supplied on board, or opt for a memorable picnic experience with American Picnics.
12. **KayaKing Weeki Wachee** is a family-owned and operated kayak rental company located at 6131 Commercial Way, Weeki Wachee, FL 34606. The company provides quality kayaks and equipment, friendly service, and shuttle transportation to and from the Weeki Wachee River. Guests can enjoy a relaxing and scenic paddle along the crystal-clear river, where they can encounter manatees, turtles, fish, birds, and other wildlife.
13. **Buccaneer Bay** is a water park located at 6131 Commercial Way, Spring Hill, FL 34606, that features four water slides, a lazy river, a kiddie pool, and a white sandy beach. Visitors can cool off and have fun in the natural spring water or relax under the shade of the palm trees. The park also offers picnic areas, volleyball courts, and canoe rentals.



14. ***Get Up And Go Kayaking - Weeki Wachee*** is a unique kayaking experience provider located at 17951 Hamilton Rd, Dade City, FL 33523. The company offers guided tours in clear kayaks that allow guests to see the underwater world and wildlife of Florida's springs, rivers, and coastlines. Guests can choose from various tour options such as bioluminescent tours, manatee tours, sunset tours, and more to enjoy a fun and memorable adventure on the water.

Agritourism

Hernando County is home to a flourishing agricultural community that offers visitors an opportunity to experience authentic farm life. Visitors can pick their own fruits and vegetables, go on guided farm tours, and more. With its fertile soil and warm climate, Hernando County is a prime location for agritourism.





1. **Boyett's Grove and Citrus Attraction** is an exciting agritourism destination located at 4355 Spring Lake Hwy, Brooksville, FL 34601. Visitors can explore the lush citrus grove and learn about the history of citrus farming in Florida. The attraction also features a zoo with a variety of animals, including monkeys, lemurs, and birds. The gift shop offers a variety of unique souvenirs, citrus products, and homemade fudge. Families can enjoy a day filled with activities such as gem mining, mini-golf, and a playground.
2. **Sweetfields Farm** is a charming agritourism destination located at 17250 Benes Roush Rd, Masaryktown, FL 34604. The farm offers seasonal events throughout the year, such as a corn maze in the fall and a sunflower maze in the spring. Visitors can also pick their own produce, such as pumpkins and strawberries, or shop at the farm store for fresh produce, jams, and honey. The farm also features a variety of farm activities, including hayrides, a petting zoo, and a pumpkin patch.
3. **The Olive Grove** is a unique agritourism attraction located at 15016 Rester Dr, Brooksville, FL 34613. Visitors can explore the beautiful olive grove and learn about the production of olive oil. The farm offers tours, tastings, and a gift shop featuring a variety of olive oil products, including infused oils and gourmet spreads. Visitors can also enjoy a picnic on the farm while taking in the serene countryside views.
4. **Hernando County Farmers Market** is a weekly agritourism destination located at 2468 Commercial Way, Spring Hill, FL 34606. Visitors can shop for fresh local produce, baked goods, crafts, and other products from local vendors. The market is a great place to sample the flavors of Hernando County and support the local community. Visitors can also enjoy live music and other entertainment while browsing the booths.
5. **Patrick's Produce** is a wholesale and retail produce company located at 22316 Croom Rd, Brooksville, FL 34601. The company has been in business since 1991 and sells fresh fruits and vegetables to customers and restaurants. Patrick's Produce is known for its quality produce and customer service.
6. **Upicktopia** is a u-pick farm and winery located at 19125 Phillips Rd, Brooksville, FL 34604. The farm has over 56 acres of land where it grows blueberries, strawberries, blackberries, sweet corn, watermelon, squash, cabbage, beets, and pumpkins. The farm also makes its own wines from its fresh fruits and has a tasting room under construction. Upicktopia is open from Friday to Sunday from 9:00 AM to 5:00 PM from October to June and offers a fun and healthy experience for visitors of all ages.
7. **Havenwood** is a new wedding venue located at 19125 Phillips Rd #6952, Masaryktown, FL 34604, that offers a woodsy, whimsical garden feel for weddings. The venue is situated on a 33-acre private estate that features a clear tent and landscaped woods.



8. **Hart Horse Farm LLC** is a full-service horse boarding and training facility located at 24198 Lanark Rd, Brooksville, FL 34601. The farm offers a safe and clean environment, personalized care, and professional instruction for horses and riders of all ages and skill levels. Guests can enjoy the large pastures, covered arena, round pen, wash rack, and tack room while learning from certified trainers and instructors.
9. **Masaryk Winery** is a family-owned winery located at 19125 Phillips Rd, Brooksville, FL 34604, that produces and sells wines made from locally grown fruits. Visitors can taste and buy a variety of wines, tour the winery, and enjoy the comfortable atmosphere. The winery also hosts events and offers wine club memberships.
10. **Black Creek Farms** is a family-owned and operated farm located at 22250 Croom Rd, Brooksville, FL 34601. The farm produces and sells fresh eggs, honey, jams, jellies, and baked goods. Guests can visit the farm stand, meet the animals, and enjoy the peaceful country setting. The farm also hosts events such as weddings, parties, and workshops.
11. **The Hivery and Potager at Heaven on Earth Ranch** is a unique and creative space located at 1210 S Main St, Brooksville, FL 34601. The space offers a variety of services and products, such as honey, beeswax candles, soap, pottery, art, and jewelry. Guests can also enjoy workshops, classes, and events on topics such as beekeeping, gardening, pottery, and painting. The space is a place to learn, create, and connect with others.
12. **Spotted Dance Ranch** is a family-owned and operated horse boarding and training facility located at 17351 Wiscon Rd, Brooksville, FL 34601. The ranch provides quality care, spacious stalls, and professional instruction for horses and riders of all levels and disciplines. Guests can enjoy the scenic trails, indoor and outdoor arenas, round pens, and tack rooms while learning from experienced trainers and staff.
13. **Bramble Creek Farms** is a fruit farm located at 23031 Hayman Road Brooksville, FL 34602, that grows and sells figs, passion fruit, and blackberries. The farm is open for the 2023 season and has frozen fruit available. Visitors can see the 2023 Season Tab for more information on what fruit is in season and how to order.
14. **Lake Lindsey Farm** is a charming and cozy farm stay located at 22251 Lake Lindsey Rd, Brooksville, FL 34601. The farm offers comfortable rooms, delicious breakfasts, and friendly animals to interact with. Guests can relax in the hammock, explore the nature trails, feed the goats and chickens, or visit the nearby historic town of Brooksville.

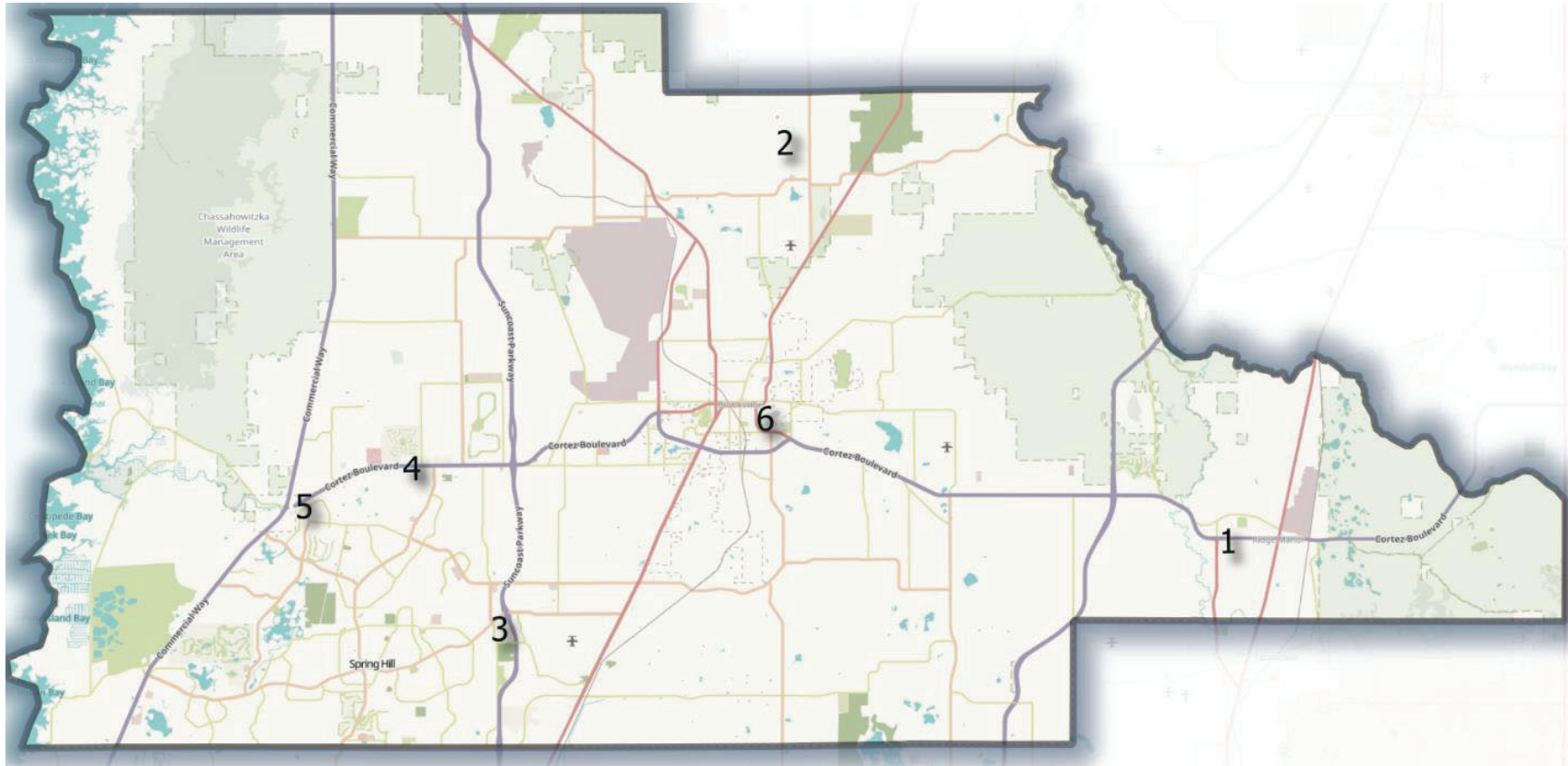


15. **Guardian Angel Alpacas Inc.** is a family-owned alpaca farm located at 12345 Alpaca Lane, Brooksville, FL 34601. The farm started as a dream in 2014 and became a reality in 2017 when the alpacas moved to their new home. Visitors can meet the friendly alpacas and llamas, learn about their care and history, and shop for alpaca products such as yarn, socks, and blankets.
16. **The Little Rock Cannery** is a community resource center located at 15487 Citrus Way, Brooksville, FL 34601, that offers canning services, classes, and produce from local growers. Visitors can learn how to preserve their own food, purchase fresh and healthy ingredients, and join the Hernando County Growers Association for exclusive benefits and discounts.
17. **Beasley Farm** is a local farm that sells fresh produce and offers u-pick activities at 10137 Preston Rd, Brooksville, FL 34601. The farm grows its produce free of pesticides and with non-GMO seeds and has a variety of vegetables year-round. The farm also has farm animals such as cows, goats, chickens, and bunnies that visitors can feed. On market weekends, the farm hosts vendors selling plants, crafts, soap, kettle corn, and other goods.
18. **JG Ranch** is a family-operated farm located at 17200 Wiscon Rd, Brooksville, FL 34601, that offers a variety of fresh produce, eggs, honey, and beef. Visitors can shop for farm-to-table goods or enjoy the scenic views of the ranch.
19. **Frazier Farms** is a family-owned farm that sells fresh sweet corn and other vegetables at 20175 Manecke Rd, Brooksville, FL 34601. The farm has a sunflower patch that visitors can enjoy and pick their own flowers. Frazier Farms is known for its delicious corn and friendly service and has been serving the community for over 40 years.
20. **Golden Rainbow Ranch** is a non-profit animal rescue and therapy ranch located at 11219 Snowbird Ave, Brooksville, FL 34614. The ranch offers environmental therapy, volunteer work, and nature education for visitors of all ages. Visitors can enjoy a tour of the 10-acre farm, interact with various animals, and participate in nature crafts. The ranch is open by appointment only and relies on donations to fund its mission.



Food and Drink

Hernando County is known for its delicious cuisine and locally brewed beer. From casual beachside cafes to elegant fine dining restaurants, visitors can indulge in a variety of culinary delights. Hernando County is also home to several craft breweries and wineries, offering visitors a chance to taste the unique flavors of the area.



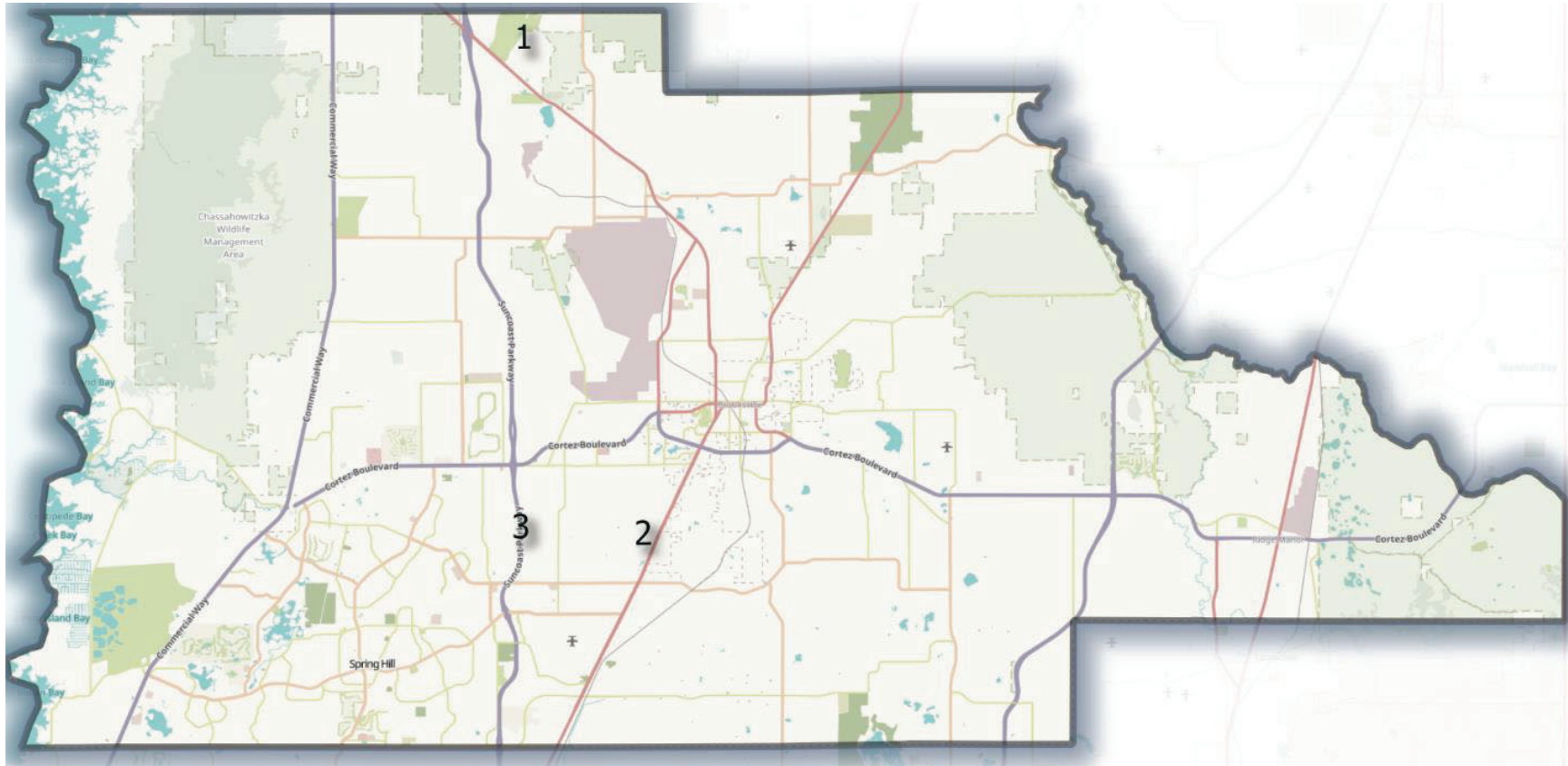


1. **Wild Buck Whiskey Distillery** is a must-visit food and drink destination located at 33239 Cortez Blvd, Ridge Manor, FL 33523. The craft distillery specializes in handcrafted whiskey made with locally sourced ingredients. Visitors can enjoy whiskey tastings and tours by appointment, which provide a unique glimpse into the distilling process. The distillery also features a gift shop where visitors can purchase bottles of their favorite whiskey.
2. **Sparacia Witherell Family Winery & Vineyards** is a charming winery and vineyard located at 21509 Snow Hill Rd, Brooksville, FL 34601. Visitors can sample a variety of award-winning wines while taking in the stunning views of the vineyards. The winery also offers tours and events throughout the year, such as live music and food pairings. The gift shop features a variety of unique wine accessories and gifts.
3. **Tidal Brewing Company** is a popular craft brewery and taproom located at 14311 Spring Hill Dr, Spring Hill, FL 34609. Visitors can enjoy a rotating selection of beers, including IPAs, stouts, and sours, in the relaxed and friendly atmosphere of the taproom. The brewery also hosts a variety of events, such as trivia nights, live music, and food truck rallies.
4. **Marker 48 Brewing** is a spacious craft brewery located at 12147 Cortez Blvd, Brooksville, FL 34613, featuring a taproom, beer garden, and special events. Visitors can sample a variety of innovative beers, such as the popular "Weeki Wachee Wild Ale," which is brewed with local honey. The brewery also features a rotating selection of food trucks, live music, and other entertainment.
5. **Mermaid Winery & Bistro** is a unique food and drink destination located at 6234 Commercial Way, Weeki Wachee, FL 34613. Visitors can enjoy wine tastings while dining on delicious menu items made from fresh, locally sourced ingredients. The winery also hosts a variety of events, such as live music and trivia nights, making it the perfect spot for a fun night out.
6. **Florida Cracker Kitchen** is a beloved Southern-style restaurant located at 966 E Jefferson St, Brooksville, FL 34601. Known for its mouth-watering breakfast and lunch dishes, the restaurant also features a taproom with a rotating selection of Florida craft beers. The casual atmosphere and friendly staff make it a favorite spot for locals and visitors alike.



Golfing

Hernando County is a golfer's paradise with award-winning golf courses. The county is home to championship courses designed by world-renowned golfers, offering breathtaking views and challenging courses. With a mild climate year-round, visitors can enjoy golfing in Hernando County any time of the year.



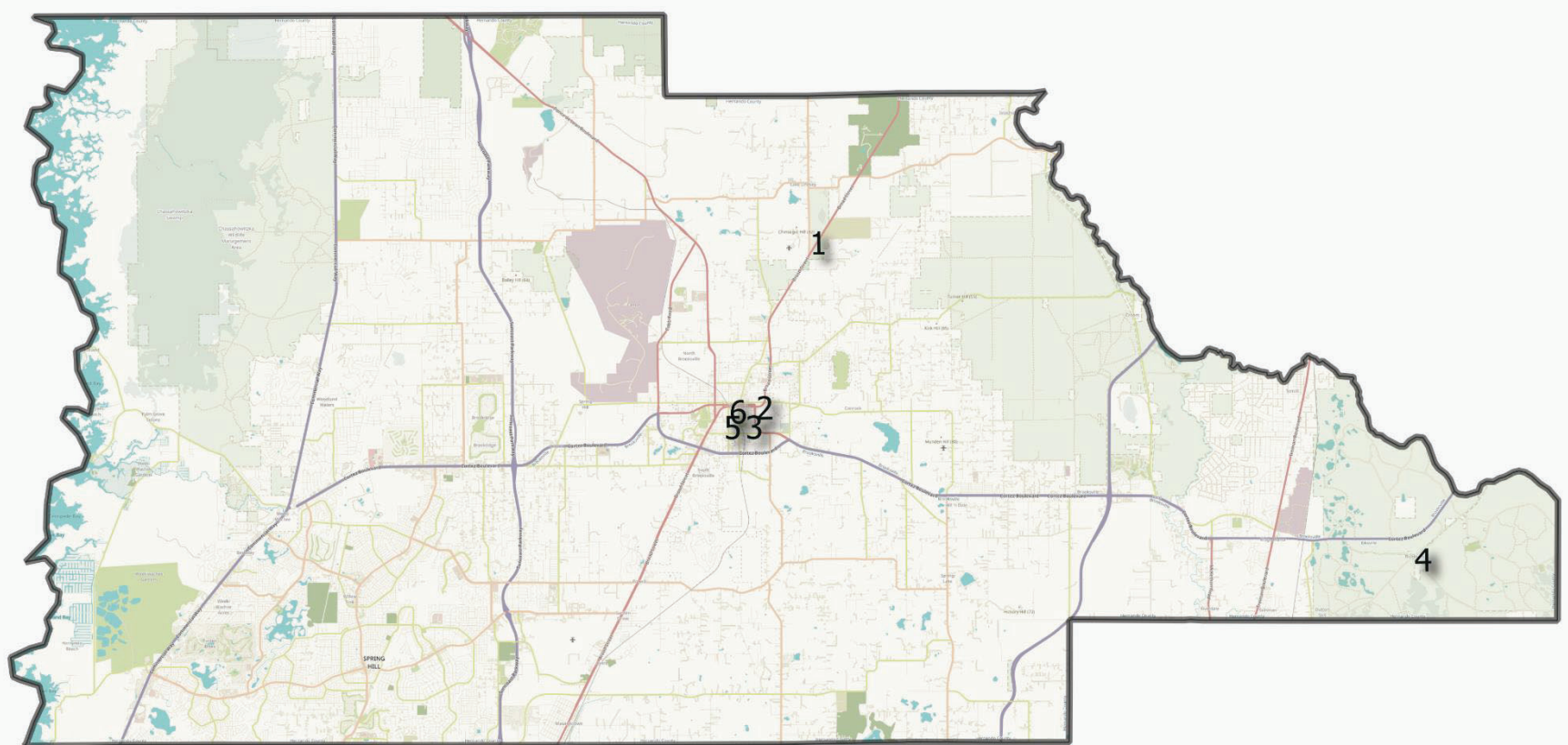


1. **Cabot Citrus Farms** is a highly anticipated golf attraction located at 17590 Ponce De Leon Blvd, Brooksville, FL 34614. Currently in the planning and development stages, Cabot Citrus Farms is a redevelopment of the former World Woods Golf Course. The project promises to offer world-class golf and premier lodging, making it an exciting addition to the golfing scene in Hernando County.
2. **Hernando Oaks Golf Club** is an 18-hole championship golf course located at 5230 Delacroix Dr, Brooksville, FL 34604. The golf club offers a challenging yet enjoyable course for golfers of all skill levels. Visitors can also enjoy the pro shop, which features a variety of golfing accessories and apparel. The clubhouse offers a relaxing atmosphere and a variety of food and beverage options, making it the perfect spot to unwind after a round of golf.
3. **Silverthorn Country Club** is an 18-hole championship golf course located at 4550 Golf Club Ln, Brooksville, FL 34609. The course offers a challenging layout with rolling hills and picturesque scenery. Visitors can also enjoy the pro shop, which offers a variety of golfing equipment and accessories. The restaurant at Silverthorn Country Club features a delicious menu and a comfortable atmosphere, making it a popular spot for golfers and non-golfers alike.
4. **Brooksville Golf & Country Club** is an 18-hole course located at 23446 Links Drive, Brooksville, FL 34601. Set against a stunning backdrop of rolling landscapes and majestic live oaks, the course starts off gently and gradually unfolds into a more challenging experience on the back nine, masterfully designed by Bobby Week. Visitors can also enjoy the Majestic Oaks Restaurant, pro-shop, pickle-ball and tennis, fitness facility and junior golf program.
5. **Golf & Country Club at the Heather** is an 9-hole golf course located at 7406 St. Andrews Boulevard, Weeki Wachee, FL 34613, just 45 minutes north of Tampa. The course is a 2,354 yard layout, with beautiful live oaks and pines lining narrow and challenging fairways. A professional golf instructor is available and the pro-shop is stocked to meet all your needs, while the friendly staff at the snack shop offer refreshments after your round.
6. **Rivard Golf Club** is located at 18001 Rivard Boulevard, Brooksville, FL 34604. This 18-hole course offers a 6,524 layout that caters to long-ball hitters. Golfers will also enjoy the driving range and putting green, along with the bar and grill.
7. **Oak Hills Golf Club** is an 18-hole course located at 10059 Northcliff Boulevard, Spring Hill, FL 34608. This 6,774 yard course features well-groomed greens that keep Oak Hill difficult yet friendly. Includes a driving range, putting green, pitching/chipping area and teach pro. Rental carts and clubs are available.
8. **Sherman Hills Golf & County Club** is located at 31200 Eagle Falls Drive, Brooksville, FL 34602. The rolling landscape of the course, designed by legendary golf architect Ted McAnlis, presents a challenge with each hole, while remaining friendly to novices and beginners. After a round, enjoy the clubhouse and outdoor covered patio.



Historic Attractions

Hernando County has a rich history dating back to the 1800s. Visitors can explore historical sites such as the Brooksville Historic District and the May-Stringer House Museum, which offers a glimpse into life in Hernando County in the early 1900s. With a variety of historic sites and landmarks, history buffs are sure to enjoy a trip to Hernando County.





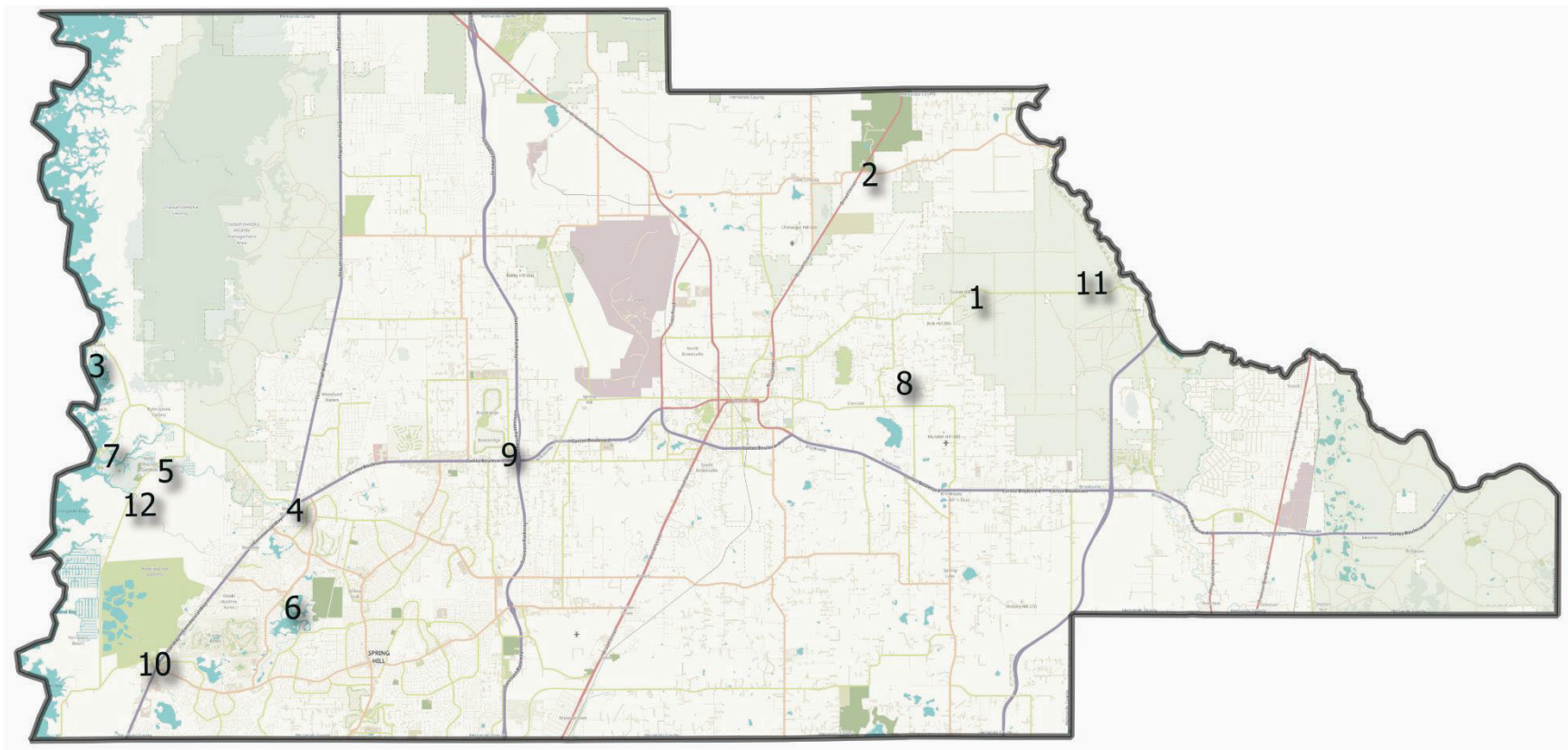
1. ***Chinsegut Hill Retreat and Museum*** is a historical attraction located at 22495 Chinsegut Hill Rd, Brooksville, FL 34601. The property features a historic home and grounds that offer a glimpse into Old Florida's history. Visitors can take guided tours of the property and learn about its rich history. The museum also hosts a variety of events, such as workshops and lectures, as well as overnight accommodations, making it the perfect spot for a historic getaway.
2. ***Hernando Heritage Museum*** is a must-see historical attraction located at 601 Museum Ct, Brooksville, FL 34601. The museum is housed in the historic May-Stringer House, which dates back to the mid-1800s. Visitors can explore the house and its exhibits on local history and Victorian-era artifacts. The museum also hosts a variety of events throughout the year, such as ghost tours and holiday celebrations.
3. ***Brooksville Railroad Depot Museum*** is a fascinating historical attraction located at 70 Russell St, Brooksville, FL 34601. The museum is housed in the historic train depot and showcases local history and railroad artifacts. Visitors can learn about the important role that railroads played in the development of the region and explore the exhibits on display. The museum also hosts special events, such as train rides and themed tours.
4. ***Richloam General Store*** is a unique historical attraction located at 38219 Richloam Clay Sink Rd, Webster, FL 33597. The store was placed on the National Register for Historic Places by the United States Department of the Interior in 2017, and it remains a family-owned and operated business. Visitors can step back in time and explore the store's exhibits and artifacts from a bygone era. The store also offers a variety of locally sourced products, including homemade jams, jellies, and honey. Richloam General Store is a true treasure of Old Florida that should not be missed.
5. ***Countryman One Room Schoolhouse Museum*** is an invaluable historical attraction located at 66 Russell St, Brooksville, FL 34601. This preserved piece of history offers a rare glimpse into the education system of the past. Housed in a one-room schoolhouse, the museum showcases a variety of educational artifacts and exhibits from the 19th and early 20th centuries. Visitors can sit at antique desks, peruse old textbooks, and get a sense of what a school day was like in a different era. The museum hosts various events throughout the year to further engage the community in historical education.



6. **Historic Downtown Brooksville** is a vibrant and picturesque historical attraction nestled within brick paved streets in Brooksville, Florida. The area's history dates back to the 19th century and is rich with a variety of architectural styles and historic landmarks. Visitors can immerse themselves in Brooksville's past by taking the Brooksville Main St Historic Tour, which guides them through key historical sites, unique local businesses, and stunning vintage structures. Alongside its historic charm, Downtown Brooksville also boasts a variety of shops, restaurants, and seasonal events, making it a popular destination for locals and tourists alike.

Natural Attractions

Hernando County is blessed with a diverse ecosystem, offering visitors a chance to experience the natural beauty of Florida. Visitors can explore the Chassahowitzka National Wildlife Refuge, which is home to several endangered species, or hike along the Withlacoochee State Forest. With its stunning beaches, lakes, and rivers, Hernando County is a natural wonderland waiting to be explored. Several parks and preserves, including Chinsegut Hill, Lake Townsen Preserve, Cypress Lakes Preserve, and others, were purchased under the Hernando County Environmentally Sensitive Lands program. This forward-thinking approach created a variety of eco-tourism opportunities for current and future Hernando County residents and visitors alike.





1. **Croom Wildlife Management Area** is a natural attraction located at 26416 Croom Rd, Brooksville, FL 34601. This beautiful wilderness area is popular for hunting, hiking, birdwatching, and horseback riding. Visitors can explore the varied landscapes, from rolling hills to cypress swamps, and observe the diverse wildlife that calls this area home.
2. **Withlacoochee State Forest** is a vast natural attraction located at 15003 Broad St, Brooksville, FL 34601. The forest offers visitors a range of recreational activities, including hiking, biking, horseback riding, and wildlife viewing. Withlacoochee State Forest is a great place to connect with nature and take in the beautiful surroundings.
3. **Pine Island Park** is a family-friendly beach located at 10840 Pine Island Dr, Weeki Wachee, FL 34607. The park features shallow waters for swimming, as well as picnic areas and a playground. Visitors can enjoy a day of fun in the sun while taking in the beautiful natural surroundings.
4. **Weeki Wachee Springs State Park** is a natural attraction located at 6131 Commercial Way, Spring Hill, FL 34606. The park is home to a natural spring and water park and is famous for its Weeki Wachee mermaids. Visitors can take a boat ride down the Weeki Wachee River, go swimming in the spring, or watch one of the famous mermaid shows.
5. **Rogers Park** is a scenic natural attraction located at 7244 Shoal Line Blvd, Spring Hill, FL, 34607. The park spans three acres along the Weeki Wachee River and offers a boat launch, swimming beach, and the chance to spot manatees in their natural habitat. Visitors can also enjoy picnicking and birdwatching in this tranquil setting.
6. **Delta Woods Park** is a natural attraction located at 3400 Deltona Blvd, Spring Hill, FL 34606. The park features walking trails, sports facilities, and picnic areas. Visitors can take a leisurely stroll through the woods, play a game of tennis, or enjoy a family picnic in this lovely natural setting.
7. **Bayport Park** is a scenic natural attraction located at 4140 Cortez Blvd, Spring Hill, FL 34607. The park offers boat ramps, a fishing pier, picnic areas, and walking trails. Visitors can enjoy fishing or boating in the Gulf of Mexico, take a walk along the beach, or enjoy a picnic while taking in the beautiful views.



8. **Good Neighbor Trail** is a remarkable 10-mile natural attraction, a trail that gives visitors an opportunity to explore the scenic surroundings on foot, bike, or rollerblades. The trail, which is part of the larger Coast-to-Coast Connector trail, winds through a variety of landscapes, from woodlands to open fields, and includes both paved and unpaved sections. Wildlife enthusiasts may also enjoy spotting local bird species and other animals along the route.
9. **Suncoast Trail** is a picturesque natural attraction and a perfect place for outdoor enthusiasts. This paved multi-use trail spans over 42 miles, running parallel to the Suncoast Parkway. Ideal for bicycling, walking, running, and rollerblading, the Suncoast Trail also features several wildlife viewing areas and trailheads equipped with amenities like restrooms, picnic shelters, and drinking fountains. Visitors can relish the chance to see a diverse range of flora and fauna while basking in the beauty of nature.
10. **Weekiwachee Preserve**, located at 2345 Osowaw Boulevard, Spring Hill, is an expansive natural attraction covering more than 11,000 acres of preserved wetlands and uplands. This untouched beauty boasts a variety of wildlife, unique geographical features like coastal marshes, and freshwater and saltwater systems. Outdoor enthusiasts can enjoy activities like hiking, cycling, birdwatching, fishing, and kayaking. The area's lakes and springs also offer opportunities for swimming and diving.
11. **Withlacoochee State Trail**, located at 3100 S. Old Floral City Road Inverness FL 34450, is a 46-mile-long paved trail known for its scenic landscapes. It cuts through three counties and offers a wide range of activities, including biking, horseback riding, and hiking. Along the trail, visitors can see various wildlife, enjoy the native vegetation, and visit historical sites.
12. **Linda Pedersen Park**, located at 6400 Shoal Line Blvd, Spring Hill, FL 34607, is a delightful family-friendly attraction. This park features numerous amenities including a playground, a swimming area, and a four-story observation tower. Visitors can enjoy fishing from the pier, launching a boat for a day on the water, or simply relaxing by the water's edge. The park's tower offers panoramic views of the surrounding area, including the serene salt marsh and the expansive Gulf of Mexico.

Strengths, Weaknesses, Opportunities, and Threats

Strengths:

These are the internal factors that make the destination attractive and unique. Strengths can include natural attractions, cultural heritage, a thriving local economy, and high-quality tourism infrastructure. Identifying strengths can help a destination market itself more effectively to potential visitors.

Unique natural attractions: Hernando County is home to natural attractions like Weeki Wachee Springs, which offers kayaking, canoeing, and the famous mermaid show. The Withlacoochee State Forest provides visitors with hiking, biking, and horseback riding opportunities.

Topographical variation: Another important aspect of the natural attractions in the county is the topography of the area. Unlike many parts of Florida, Hernando County has varied levels of elevation that make it attractive for certain activities, such as mountain biking and golfing.

Eco-tourism potential: With a focus on preserving the environment, the county has the potential to capitalize on the growing global eco-tourism trend.

Proximity to major cities: The county's close location to Tampa and Orlando allows it to attract visitors from these major tourist hubs.

Strong local culture and history: Hernando County boasts a rich history with several museums and historical sites, such as the Hernando Historical Museum and Chinsegut Hill, which can attract history enthusiasts.

Outdoor recreational activities: In addition to its natural attractions, the county offers various outdoor recreational activities, including fishing, boating, golfing, and birdwatching, catering to a wide range of interests.

Affordable destination: Compared to other popular Florida destinations, Hernando County is a more affordable option for visitors, making it an attractive choice for budget-conscious travelers.

Weaknesses:

These are the internal factors that hinder the destination's attractiveness or competitiveness. Weaknesses can include poor infrastructure, a lack of amenities or attractions, or negative perceptions among potential visitors. Identifying weaknesses is crucial for understanding the challenges the destination faces and helps prioritize the steps necessary to plan improvements.

Limited accommodation options: The county has a limited number of overnight accommodation options, which limits the frequency of visits or the number of days visiting, which may discourage visitors from seeking more diverse and upscale lodging choices.

Lack of extensive marketing: The tourism industry in Hernando County does not have a strong marketing presence, particularly when compared to nearby cities like Tampa and Orlando.

Insufficient public transportation: Limited public transportation options can make it challenging for visitors to access attractions without a personal vehicle.

Limited variety of tourist attractions: While the county has several natural attractions, it lacks a wide variety of other entertainment options for visitors. Current attractions also have limited hours of operation, limiting the times in which certain areas are active.

Seasonality: Tourism in Hernando County is affected by seasonality, with peak visitation during the warmer months potentially leading to a decline in visitors during the off-season.

Infrastructure limitations: The county's infrastructure may struggle to support a significant increase in tourism, including roadways, parking, and other public facilities.

Limited Water Access: The county has a limited amount of accessible shoreline and boat ramps available throughout the county, restricting access to tourists to enjoy water-based attractions.

Opportunities:

These are external factors that can be leveraged to enhance the destination's attractiveness or competitiveness. Opportunities can include new transportation links, changing travel trends, or the development of new attractions or amenities. Identifying opportunities can help a destination capitalize on emerging trends and stay ahead of the competition.

Increased marketing efforts in the region: Investing in marketing and communications campaigns in the region can raise awareness of Hernando County's attractions and increase its appeal to potential tourists.

Tourism Advocacy: Disseminating information and educating residents will help improve the relationship between the resident's awareness of tourism benefits while advocating for encouraging family and friends to visit.

Expansion of accommodation options: Encouraging the development of more accommodation options, such as hotels, bed and breakfasts, campgrounds, and vacation rentals, can cater to a broader range of visitor preferences.

Sustainable tourism development: Focusing on sustainable tourism initiatives can attract environmentally conscious tourists and help preserve the county's natural resources.

Development of niche tourism: The county can capitalize on its strengths by developing niche tourism marketing and assets, covering niches such as eco-tourism, adventure tourism, or cultural and historical tourism.

Events and festivals: Organizing events and festivals related to local culture, history, or the environment can further promote Hernando County as a tourist destination.

Improved public transportation: Developing a better public transportation system can increase accessibility for visitors without personal vehicles, enhancing the overall tourist experience.

Threats:

These are external factors that could negatively impact the destination's attractiveness or competitiveness. Threats can include economic downturns, natural disasters, or negative publicity. Identifying threats is important for understanding the risks the destination faces and taking steps to mitigate them.

Environmental degradation: If not managed sustainably, increased tourism can lead to environmental degradation, negatively impacting the appeal of Hernando County's natural attractions.

Political Impacts on Travel: Current political events in the state of Florida may impact tourism to Central Florida as people choose to travel to other parts of the country.

Competition from nearby destinations: Other areas in the state offer similar attractions to Hernando County. Most notably, Citrus County offers nearly the same types of attractions with noticeable strengths that could impact tourist choices between the two counties.

Economic downturns: Economic downturns may lead to reduced leisure spending, affecting the overall tourism industry and visitor numbers in the county.

Climate change and natural disasters: Climate change and the potential for natural disasters, such as hurricanes, can negatively impact tourism in the region and cause potential visitors to choose other destinations.

Changes in travel trends: Shifts in travel preferences or trends may affect Hernando County's appeal to potential visitors. For example, if tourists start favoring urban destinations, the county's natural attractions may become less attractive.

Regulatory challenges: Changes in local, state, or federal regulations related to land use, the environment, or tourism could potentially hinder the growth of the tourism industry in Hernando County.

Local Resistance: Though small, local resistance to new development in some areas of the county could impact the creation of new attractions and expansion of current attractions.

Job retention and lack of workforce training opportunities: Attractions and accommodations in the county have had issues retaining workers, placing stress on those businesses to operate and provide quality services and excellent customer experiences. Additionally, there are not adequate workforce training and education opportunities to help increase the local workforce. These issues may hurt maintaining future attractions and accommodations in the county.

Lessons from Other Destinations

An important component of strategic planning is identifying the areas of competitive weakness as well as competitive strength. While the next section speaks to the objectives that Hernando County should pursue, these are two examples of **less than opportune**

Sports Tourism (Pasco County)

Pasco County has made substantial investments in sports tourism, with a prime example being the Wiregrass Ranch Sports Campus managed by RADDSports. This investment aimed to bolster the county's 'Experience Florida's Sports Coast' brand. However, the actual return on these efforts, particularly the overall management by RADDSports, provides a cautionary tale for Hernando County. The company's focus shifted to local events over the initial vision of attracting sports tourism, which failed to contribute substantially to the expected overnight stays at the affiliated sports park hotel. This disappointing result brings the issue of risk versus reward to the forefront.

Tampa Bay area, in general, is home to numerous sports complexes which continue to compete for a finite number of regional and national events. Adding another sports complex in Hernando County would just increase this competition, possibly causing an oversupply and subsequently diluting the potential benefits. Moreover, constructing a new sports complex requires a considerable capital investment, which may not result in the anticipated financial returns, as the Pasco County example illustrates.

Furthermore, the hospitality infrastructure of Hernando County, primarily the available hotel inventory, is not sufficient to accommodate the large influx of visitors that a successful sports complex would attract. Building a sports complex without ensuring a substantial increment in hotel inventory for block room booking would potentially create a supply-demand imbalance, impeding the county's ability to fully leverage the benefits of sports tourism.

Convention Centers (Pinellas County)

When considering convention facilities, one of the fundamental requirements is a substantial inventory of hotel rooms in close proximity. A sufficient supply of hotel rooms is vital in supporting large conventions and meetings. Unfortunately, Hernando County's current hotel inventory may not be suitable to support such a venture.

The larger literature on convention tourism underscores the importance of not only having a large number of rooms but also of having varied accommodation types to suit different budgets and preferences. However, the supply of rooms alone does not guarantee the success of convention tourism. Challenges such as the recruitment and retention of large-scale events, the need for state-of-the-art facilities, and stiff competition from well-established convention destinations also factor in.

Pinellas County's struggle to find a suitable location for a convention space, despite having a substantial hotel inventory, serves as a notable example of the difficulties in successfully implementing a convention strategy. Therefore, it may be more prudent for Hernando County to invest in initiatives that would encourage hotel development and recruitment efforts with incentives for meeting and event spaces. Not only could this help to increase the county's hotel inventory over time, but it would also offer a more diversified approach to tourism development that could attract a broader range of visitors.

Strategic Plan Objectives

The objectives outlined in this strategic plan are grouped according to the three goals of the DestinationNEXT futures study – Destination Stewardship, Community Alignment, and Digital Conversion.

Destination Stewardship

The ethos of destination stewardship, based on sustainability, environmental consciousness, and community pride, forms a cornerstone in the strategic planning for Hernando County, Florida. With a rich array of natural assets—like Weeki Wachee Springs, the Chassahowitzka Wildlife Management Area, and numerous county parks—effective stewardship involves not only preserving these resources but also highlighting their splendor and making them accessible for visitors. Education is crucial in promoting responsible tourism practices; so, initiatives aimed at encouraging eco-friendly behavior among visitors, local businesses, and stakeholders should be prioritized. Through these efforts, the community will foster a sense of pride and ownership, and sustainable growth and development will align with the preservation of the county's distinctive character and charm.

Emphasize Quality Over Quantity of Visitors in Promoting Hernando County

In keeping with sustainable tourism practices, focusing on the quality rather than the quantity of visitors should be the guiding principle of Hernando County's promotion strategy. High-value visitors, those who stay multiple nights and genuinely appreciate the county's unique offerings, are the target demographic. These visitors often belong to niche markets such as eco-tourism, cultural tourism, and gastronomy tourism, where interest extends beyond generic travel experiences.

- Suggested key performance indicators (KPIs) for this objective include an increase in average tourist spending, length of stay, and satisfaction scores.

Invest in Focused Development of Enhanced Access to Natural Attractions

Expanding access to Hernando County's natural attractions—while ensuring that these enhancements respect and maintain ecological balance—is a key part of the county's development strategy. Potential projects may include creating more trails for hiking or biking, establishing additional water access points for boating or kayaking, and offering guided tours to educate visitors on the local flora and fauna.

- Suggested KPIs include the number of new or improved access points and an increase in visitation to natural attractions.

Recruit New, Higher-End Hotels with Meeting and Event Emphasis

To cater to the growing demand for luxury accommodation and business-oriented spaces, Hernando County aims to attract investments in higher-end hotels and resorts. These establishments, equipped with meeting rooms and event facilities, will serve both business travelers and large groups of leisure visitors. Collaboration with potential investors and renowned hotel chains is crucial to highlight the county's potential as a prime location for meetings, events, and luxury stays.

- Suggested KPIs include an increase in the number of high-end hotels and event spaces, as well as an increase in events booked.

Further, Promote and Encourage Signature Events within Hernando County

Signature events that reflect the county's cultural identity and natural beauty are an effective way to attract target tourist segments. By working closely with local organizations, the county can foster festivals, sporting events, and cultural experiences that truly reflect the Hernando County spirit. Ensuring these events are well-publicized and accessible to visitors will not only boost the county's reputation but also increase tourism.

- Suggested KPIs include an increase in the number of signature events and corresponding tourist visits, as well as the economic impact of these events.

Invest in Beautification and Preservation of Hernando County's Urban Assets

Urban beautification and preservation efforts play an important role in creating an inviting atmosphere for visitors. By funding and implementing projects such as public art installations, the development of green spaces, and historic preservation efforts, Hernando County can continue to enhance its urban appeal. Collaborations with local governments and community organizations will be instrumental in realizing these initiatives.

- Suggested KPIs include the number of beautification and preservation projects completed and the increase in tourist satisfaction scores.

Community Alignment

Community alignment constitutes a central pillar in the planning and implementation of any successful destination marketing strategy. It essentially represents the unison of various stakeholders - ranging from local residents, businesses, government agencies to non-profit organizations, around a common goal or vision. In the context of Hernando County, this principle emphasizes the need to encourage synergies and establish consensus around the region's tourism objectives, projects, and overall narrative. By fostering an active community participation in decision-making procedures, the DMO can more effectively identify and address the community's needs and ambitions. Additionally, it offers an avenue to tap into local expertise and resources, leading to a comprehensive, efficient, and inclusive marketing strategy. A cohesive community also helps ensure that the perks of tourism are equitably shared, contributing to improved living standards for residents.

Deepen engagement with local business and community organizations:

Strong relationships with local businesses and community organizations are instrumental in creating a collaborative tourism environment. To cultivate these ties, it's advisable to join forces with entities like the local chamber of commerce, aligning shared goals and maximizing collective resources. To maintain these collaborative efforts, it's important to establish regular communication channels, convene joint planning sessions, and create an environment that encourages working towards shared objectives. This could potentially lead to increased cooperation between the DMO and the chamber, promoting joint initiatives and driving overall tourism growth.

- Suggested KPIs include the number of joint initiatives, overall tourism growth, and increased collaboration between the DMO and the chamber.

Implement Resident Education Programs on the Value of Tourism:

Education programs aimed at residents offer a proactive way to address misconceptions about tourism and foster a welcoming environment for visitors. Such programs can highlight the economic and cultural benefits of tourism, including job creation, increased revenue for local businesses, and promotion of local culture and heritage. By conducting workshops, seminars, and community events focused on the positive impact of tourism in Hernando County, the DMO can facilitate a deeper understanding and appreciation of tourism among the local community.

- Suggested KPIs include the number of educational programs conducted and improvement in resident sentiment towards tourism.

Digital Conversion

In the fast-paced digital era, leveraging technology and online platforms is not only advantageous, it's critical for destinations to remain competitive and at the forefront of tourists' minds. In Hernando County, digital conversion must be a strategic focus, employing all digital avenues to not just engage potential visitors, but also convert their interest into actual visitation and consequent spending.

Key to this will be the development of a robust digital marketing strategy, one that leverages the strengths of social media platforms, content marketing, and SEO tactics. By targeting specific demographics with engaging content on platforms such as Instagram, Facebook, Twitter, and YouTube, Hernando County can raise its profile and reach potential visitors where they are most active. The effective use of SEO will ensure that the County's digital content is easily discoverable on search engines, driving organic traffic to the official tourism website.

Alongside these initiatives, Hernando County should capitalize on enhancing the digital visitor experience. This could involve the development of mobile apps tailored to guide visitors through the county's rich offering of attractions and experiences. Interactive maps and virtual tours can give a taste of what to expect, building anticipation and making the planning process easier.

Reimagine the Welcome Center:

As the face of Hernando County to visitors, our Welcome Center should reflect our community's warmth and hospitality. By transforming it into an unmanned, technology-driven community center, we not only enhance efficiency but also provide valuable information around the clock.

In addition to serving as an information hub, the revamped Welcome Center can host various programs to enlighten residents about tourism's profound impact. Regular workshops and seminars can demonstrate the economic benefits tourism brings, while community events can foster a welcoming atmosphere by celebrating the unique aspects of our culture, history, and natural beauty.

The Welcome Center can also integrate digital screens or touchpoints providing real-time updates on attractions, events, and local businesses, thereby serving as an innovative model of community engagement and visitor interaction.

- Suggested KPIs include the number of educational programs conducted and improvement in resident sentiment towards tourism.

Enhance Digital Storytelling:

Hernando County is rich in unique attractions, stories, and experiences—it's essential to communicate these aspects effectively through digital storytelling. Content should not just describe these attractions, but bring them to life in a way that is immersive, engaging, and captures the imagination of potential visitors.

The use of digital media formats such as videos and podcasts will be instrumental in this strategy. High-quality videos can visually depict the beauty of Hernando County, while podcasts can delve into the history, culture, and personal stories that make the county unique. Interactive maps can give visitors a comprehensive overview of the county's attractions, allowing them to plan their visit effectively.

- Suggested KPIs include an increase in content engagement, user-generated content, and digital conversions, such as newsletter sign-ups or itinerary downloads.

Support Partner Business Digital Marketing Efforts:

The tourism strategy of Hernando County must work in tandem with the marketing efforts of local businesses and organizations. By fostering collaborative relationships, the DMO can amplify digital marketing efforts, creating a louder and more cohesive voice for the county's tourism sector.

Co-op promotions, shared content, and co-branded marketing campaigns can be utilized to mutually beneficial effect. The DMO could host social media takeovers, allowing local businesses to showcase their offerings, or invite stakeholders to contribute guest blog posts that provide insider perspectives of Hernando County. Such initiatives will serve to enhance online visibility, drive web traffic, and boost social media engagement, ultimately leading to an increase in tourism for both the DMO and partner organizations.

- Suggested KPIs include an increase in online visibility, web traffic, and social media engagement for both the DMO and partner organizations.

Concluding Thoughts & Living Document

In conclusion, the strategic plan for Hernando County's tourism industry is designed to create a more sustainable and high-value destination. By prioritizing destination stewardship and investing in enhanced access to natural attractions, Hernando County can attract a more discerning and niche market of tourists who are likely to stay longer, spend more money, and appreciate the unique offerings of the county. The focus on recruiting new, higher-end hotels with meeting and event space, as well as the development of signature events, will help Hernando County position itself as a prime location for both leisure and future growth in business travel.

The plan's emphasis on beautification and preservation of urban assets and community alignment will create a more welcoming environment for visitors and foster collaboration between the DMO and local businesses and organizations. The implementation of resident education programs and the digital conversion of the welcome center will help Hernando County residents understand the value of tourism and become ambassadors for the destination.

Overall, the strategic plan provides a roadmap for the continued growth and success of Hernando County's tourism industry. It is important to note that this plan is a living document that needs to be revisited annually throughout its 10-year plan. As market conditions and visitor preferences change, the plan will need to be adapted to ensure that Hernando County remains competitive and appealing to tourists. By following this plan and being open to change, Hernando County can look forward to a robust tourism industry that benefits both visitors and residents for years to come.



Florida's
ADVENTURE COAST
BROOKSVILLE ♦ WEEKI WACHEE

Tourism Marketing Plan
2025-2026

MISSION:

To promote tourism in Florida's Adventure Coast, Brooksville – Weeki Wachee as a sustainable economic driver while preserving natural and cultural resources, embracing innovation, and enriching the visitor experience through inclusive and strategic outreach.

GOALS:

- Raise awareness of Florida's Adventure Coast's key tourism assets by tailoring marketing strategies to high-interest and niche markets, especially those that value sustainability and conservation.
- Drive year-round visitation by enhancing experiences during shoulder and off-peak seasons, while promoting low-impact travel options.
- Attract new and returning travelers who are environmentally conscious and committed to responsible recreation and stewardship.
- Expand the sports tourism and small meetings (SMERF) markets with an emphasis on sustainability-focused groups and events.
- Serve as the authoritative source of tourism information and partner support in Florida's Adventure Coast, especially for eco-conscious travelers.
- Promote the value of tourism and bed tax revenues within the community, highlighting how these funds support environmental protection, outdoor recreation access and economic impact.
- Integrate sustainable tourism practices and post-crisis recovery protocols that prioritize the health of Florida's Adventure Coast's ecosystems and communities.

STRATEGIES:

To accomplish these goals, we will:

- Maintain and strengthen a unified brand identity under "Florida's Adventure Coast: Brooksville – Weeki Wachee" through consistent messaging, ongoing brand stewardship, and active promotion.
- Employ a digital first marketing approach: prioritize digital platforms as the foundation of all promotional efforts, using data-driven advertising, mobile optimization, and engaging content to meet travelers where they are—online.
- Continue to enhance our Mobile-first, SEO-optimized website with interactive itinerary builder and trip planning tools
- Provide AI-driven personalization and trip planning tools
- Integrate sustainable tourism practices and post-crisis recovery protocols.
- Modernize visitor resources:
 - Digital visitor guides, interactive kiosks, and geofenced mobile notifications
 - Develop and promote digital passport tools to encourage exploration of specific niche markets
 - Live chat support and multilingual accessibility tools
- Support local business recovery and resilience through featured campaigns

- Embrace green tourism initiatives with Leave No Trace principles, eco-certifications, and carbon-conscious travel tips.
- Develop and promote itineraries for themed exploration, utilizing digital passports where appropriate.
- Serve as the trusted leader for tourism information and communication in Florida's Adventure Coast—providing timely, accurate, and engaging resources for potential visitors, current travelers, tourism partners, and local officials.
- Provide value-added services to our tourism partners, offering specialized training, expanded visibility, promotions, and partnership opportunities
- Educate the community, both our constituents and neighbors on the value and benefits of tourism, as well as our partners and visitors on the value of good stewardship and respect for our outstanding natural environment and quality of life

GUIDING PRINCIPLES:

Every effort we undertake, every program we initiate will help us in meeting one or more of these goals. In all our efforts we will be guided by three basic principles:

- If it's worth doing, it's worth doing right.
- Stewardship and protection of our natural resources is our inherent obligation; all our programs and efforts should support green initiatives and environmentally friendly practices.
- While not every initiative or effort will benefit every partner or area of the county, we will deliver programs that collectively benefit the entire county and create a balanced partnership among Brooksville, Weeki Wachee, Hernando Beach, and other entities.
- In a highly competitive marketplace, every decision must be data-driven. Programs must be vetted, measurable and optimized to maximize our investment.
- While volume is important, particularly in a down economy, attracting the "best guest" is a priority to ensure the sustainability of our natural assets and resources.

EXECUTIVE SUMMARY

Florida's Adventure Coast's tourism efforts are primarily focused on the leisure travel market. While the business and meetings segment has traditionally had limited potential due to the absence of a convention center and limited private-sector meeting facilities, the recent addition of flexible event space at Lead Foot City opens new opportunities for small meetings and special events.

While team-based sports tourism remains limited, Florida's Adventure Coast is experiencing notable growth in individual and nature-based sports, including golf, disc golf, and cycling. These emerging recreational activities align well with the destination's natural assets and provide sustainable, year-round tourism opportunities.

Within the leisure travel market, Florida's Adventure Coast has significant opportunities in the Active or Adventure Travel Market. Adventure Tourism is a travelling philosophy that combines adventure, nature, and cultural aspects of a discovery tour. Active Tourism is low-impact, ecological, socially compatible, and high quality, combining recreation and education, bringing benefits to both the visitor as well to the destination.

MARKET INSIGHTS AND STRATEGIC OPPORTUNITIES

Outdoor Recreation:

- Contributes \$1.2 trillion annually to the US economy
- Supports 5 million jobs in the US
- Generates \$153.6 billion in direct retail sales across the US
- Provides sustainable growth in rural communities
- The 2024 Outdoor Participation Trends Report indicates that the outdoor recreation participant base grew by 4.1% in 2023, reaching a record 175.8 million participants, or 57.3% of the U.S. population aged six and older.
- Outdoor recreation continues to grow across all demographic groups. In 2023, 57.3% of Americans ages six and older participated in some form of outdoor activity. Participation among Black Americans rose to 10.3% of all outdoor enthusiasts, a positive sign of broader inclusivity in nature-based recreation. While Caucasians still comprise the largest percentage of outdoor participants, diversity continues to grow year over year.
- Activities such as fishing, running, camping, bicycling, and hiking remained among the most popular outdoor pursuits in 2023. These activities not only attracted a considerable number of participants but also saw individuals engaging in multiple outdoor activities.
- This trend indicates a growing inclination among outdoor enthusiasts to diversify their recreational experiences; many with cross-over participation and multiple forms of recreation within the same trip.
- The Florida outdoors plays a vital role in our economic success story — \$32 billion in annual spending on outdoor recreation and 384,000 direct jobs.
- This robust employment figure reflects the significant role outdoor recreation plays in Florida's economy, contributing around **\$58 billion** to the state's Gross Domestic Product (GDP), which is about **3.6%** of the total.
 - **Boating and Fishing:** Generating **\$4.2 billion** in economic output, the highest in the nation for these activities.
 - **Hunting:** Contributing approximately **\$677 million** to the state's economy.
 - **Wildlife Viewing:** The second most popular outdoor activity for both residents and visitors, generating \$5.8B annually.
 - **Cycling** on paved trails brings in \$6B annually while unpaved riding trails bring in \$2B annually, as of FY2021-22.
 - **Scallop diving:** An especially popular summertime activity that is family-friendly and accessible, requiring minimal equipment—typically just a snorkel, mask, fins, and a mesh bag. Participants often describe it as an "underwater Easter egg hunt," making it appealing to a wide range of age groups. Economic impact numbers for Hernando County are dated; in 2017, total economic output was \$1.15M. As a point of reference, the 2022 season in Pasco County, limited to just 10 days, generated an economic impact of more than \$6M.

- **Golf :** Generates \$3.01 billion in sales and \$2.92 billion in economic value added annually for Florida. Non-resident visitors contribute approximately \$8 billion of this total.
- **Disc Golf:** Globally, in 2023, the market was valued at \$223.51 million and is expected to continue growing through 2029. Ranked as the 15th best disc golf state in United States, Florida has 252 courses. Among these are 133 courses which have 18 or more holes. Florida is also home to 382 leagues and 71 stores that sell disc golf gear.

With unlimited outdoor recreation potential, Florida's Adventure Coast offers the greenways and blue ways that attract the outdoor traveler, along with opportunities for camping and wildlife viewing which provide a varied and multi-faceted outdoor recreation vacation.

Cultural Heritage Travel

The National Trust for Historic Preservation in the United States defines cultural heritage tourism as "travelling to experience the places and activities that authentically represent the stories and people of the past and present." With its many historically significant buildings, growing museums, archeological digs, and inclusion on the trail of Florida's Indian Heritage, Florida's Adventure Coast offers much for the traveler interested in history and culture, as well as outdoor recreation.

- As of 2024, approximately **76% of U.S. leisure travelers** engage in cultural or heritage activities during their trips, such as visiting museums, historic sites, or attending cultural events.
- Cultural and heritage travelers tend to spend **60% more on average** compared to other leisure travelers, highlighting their significant economic impact on the tourism industry.
- Baby boomers with more time and greater discretionary incomes, have a tendency toward heritage tourism, while Millennials are increasingly engaged as well.
- Travelers who engage in cultural tourism activities visit the following:
 - art galleries, theater, and museums
 - historic sites, communities, or landmarks
 - cultural events, festivals, and fairs
 - ethnic communities and neighborhoods
 - architectural and archaeological treasures
- Many travelers will extend their stay because of an arts, cultural or heritage event or activity
- Most cultural travelers want to enrich their lives with new travel experiences, 75% agreed that trips where they can learn something new are more memorable to them.
- Florida ranks in the top five states for culture/heritage tourism; approximately **65% of visitors to Florida** participate in at least one cultural or heritage activity during their stay.

MARKET SUMMARY AND TRENDS

Florida's Adventure Coast's tourism efforts are focused on the leisure travel market.

Florida's Adventure Coast is an outdoor recreation destination with limited man-made attractions.

Primarily a drive market, Our primary visitor is a leisure traveler interested in outdoor recreation and adventure.

Key niche markets for Florida's Adventure Coast include cycling, golfing, birdwatching and wildlife viewing, boating, fishing, and scalloping, paddling sports, and disc golf.

The destination is considered affordable.

We have a strong Visiting Friends and Relatives (VFR) component to our visitation, as well as high day-trip visitation at 49.3%.

Domestic Leisure Travelers

- In 2023 Florida's top origin states for domestic visitors were:
 - New York, NY 9.8% -0.2% from 10 in 2022
 - Atlanta, GA 6.8% -0.7% from 7.5% in 2022
 - Philadelphia, PA 4.5%, up 1.6% from 2.9% in 2022
 - Chicago, IL 3.9%, up 0.3% from 3.5% in 2022
 - Washington, DC 2.8%, up 0.1% from 2.7% in 2022
 - Boston, MA 2.7%, up 0.3% from 2.4% in 2022
- Florida's Adventure Coast's top origin markets reflect a growing trend in Florida Tourism. Florida's share of its residents' travel climbed to 50.1% in 2023, the highest share since 2015 (apart from 2020 during the pandemic).
- Eight of Florida's Adventure Coast's top DMAs are in-state, while Georgia and New York represent our largest out-of-state DMAs.

Visitor Market Area	% of Visitors	% of Visitor Spend
Orlando-Daytona Beach-Melbourne FL	14.7%	5.0%
Tampa-St. Petersburg (Sarasota) FL	14.4%	3.1%
Jacksonville FL	4.6%	2.6%
Miami-Ft. Lauderdale FL	4.4%	8.7%
Atlanta GA	3.5%	2.1%
Ft. Myers-Naples FL	3.4%	2.1%
West Palm Beach-Ft. Pierce FL	2.8%	1.2%
New York NY	2.5%	7.5%
Gainesville FL	2.2%	1.6%
Tallahassee FL-Thomasville GA	2.1%	1.5%

- The average age of the domestic traveler to Florida is trending younger. In 2023 Our visitors' average age was 47.1 years, down from 47.9 years in 2022 — primarily due to a 1.3-percentage point increase in the share of visitors between the ages of 18 and 34.
- The popularity of the Sunshine State with Millennial and Gen Z travelers reached new heights in 2023, as their combined visitor share climbed to 45.4% from 40.6% in 2022.
- Millennial visitors alone reached 45.4 million, a larger number than any other group in recent years.
- Together, Gen Z and Millennial visitors totaled 57.6 million, compared to 36.3 million for Gen X and 32.8 million for Boomers.

Florida's Adventure Coast Visitors reflect similar trends. While Boomers continued to be the largest group for visitation at 22% in the last year; younger generations have grown in visitation.

- 51% of Visitors in the last year were age 25-49
- 44% of visitors had a household income of \$100K+
- 35% of Visitors traveled with children
- 50% of visitors were from out-of-state
- 49.3% of visitors are day-trippers
- We have a strong Visiting Friends and Relatives (VFR), due in part to the great number of residents having relocated from the New York area.

Canadian Leisure Travelers

Both political tensions and economic considerations are impacting the Canadian Leisure Travel Market.

- **2024:** Florida welcomed approximately **3.41 million Canadian visitors**, making Canada the state's largest international tourism market.
- **2025:** Early reports indicate a substantial decline in Canadian travel to Florida:
- **Flight bookings** from Canada to the U.S. dropped by over **70%** for the April–September 2025 period compared to the previous year.
- **Airbnb bookings** by Canadian travelers decreased by **12.1%** in March 2025 compared to March 2024.
- **Land crossings** from Canada to the U.S. fell by **23%** in February 2025 year-over-year.

While specific demographic data for Canadian visitors to Florida in 2025 is limited, traditionally, Canadian tourists to Florida have included:

- **Snowbirds:** Retirees, particularly from provinces like Ontario and Quebec, who spend extended periods in Florida during the winter months.
- **Families:** Families seeking leisure vacations, often during school breaks.
- **Younger Travelers:** Younger demographics exploring Florida's beaches, theme parks, and cultural attractions.

Historically, Florida's Adventure Coast has enjoyed a considerable number of Canadian Snowbirds in the winter season, though precise data is not available at this time, beyond Visit Florida's Marketing insights and data provided on a state-wide or regional basis.

Overseas Travelers

- The United Kingdom is still the top overseas market for Florida, though there has been a decline in visitation to Florida as a whole.
- Florida's Adventure Coast typically enjoys visitors from the UK in our summer months.
- Brazil was the second most popular origin country, though we do not see as many Brazilian visitors here on Florida's Adventure Coast.
- Germany is a top overseas market for both Florida and Florida's Adventure Coast, where we typically enjoy visitation by Germans in the summer months. They love our Mermaids and Weeki Wachee Springs State Park regularly enjoys media coverage in the German market.
- Top activities for overseas visitors included shopping, dining, visiting theme parks, heritage based, water sports and nature-based activities.
- With the level of political unrest, most overseas visitors are seeking destinations other than the US. At this time, we will not prioritize these markets due to budgets and limited visitation.
- We currently lack any reliable data on our overseas visitors, beyond Visit Florida's Marketing insights and data provided on a state-wide or regional basis.

DEMOGRAPHIC TARGET MARKETS

PRIMARY

- Individuals – Active adults, mid 30's+, take at least two vacations per year. Interests may include hiking, camping, golf, history, wildlife viewing, relaxing, fishing, and educational and others.
- Individuals may be traveling as groups of two or more (couples, girlfriend getaways, mancations, etc.)
- Mature couples – Active 55+ couples – Interests may include outdoor activities, history, wildlife viewing, photography, golf, hiking, and others (may include RV'rs).
- Many of these couples may be traveling as "togetherness groups" with other friends and/or extended family.
- Families – Active adults with 1+ children and multi-generation travelers. Current trends show "skip generation" travel as grandparents travel with grandchildren. Interests may include wildlife viewing, hiking, history, and others.

SECONDARY

- Individual Sports Participants – Golf, Disc golf, Cycling both on and off-paved trails and roads, and OHV Riders.

GEOGRAPHIC TARGET MARKETS

PRIMARY - Domestic

- In State
- Georgia – the top origin state and the number one drive state for Florida
- New York
- Chicago

SECONDARY - International

- Canada
- Germany
- The United Kingdom

Florida's Adventure Coast enjoys significant visitation from other Florida cities, all within driving distance. This segment represents our highest level of repeat visitation among domestic visitors.

Historically, Florida's Adventure Coast has been considered a drive-market destination for out-of-state visitors, with many traveling directly down the I-75 corridor. However, data collected from a 2024 marketing campaign did show a higher level of visitation from visitors flying into Florida.

SWOT ANALYSIS

STRENGTHS

Spectacular Unspoiled Nature – Florida’s Adventure Coast offers unique unspoiled natural resources and natural history and geological features such as Weeki Wachee Spring, Chassahowitzka National Wildlife Refuge, Weeki Wachee Preserve, Weeki Wachee River, Withlacoochee River, abundant wildlife, birding, and wilderness areas, as well as national and state forests and state parks.

Nature’s Place to Play – Florida’s Adventure Coast offers unlimited outdoor activities from casual to extreme, including, boating, canoeing, kayaking, fishing, hunting, camping, cycling, hiking, horseback riding, golfing, motor-cross and ATV riding, mountain biking, bird watching and wildlife viewing.

Proximity to Tampa Bay – Florida’s Adventure Coast is within the Tampa Bay area and "in the backyard" of the two largest in-state vacation travel groups; the Tampa Bay/St. Petersburg/Clearwater and Sarasota/Bradenton markets, both of which are in our top DMAs.

Ease of Access – Florida’s Adventure Coast is easily accessible from both I-75 and the Suncoast Parkway.

Small Towns and Communities – Brooksville and other communities in the county have a visible “hometown atmosphere” that is particularly desirable to many of today’s travelers. There are many historic sites as well as art galleries, museums, resident artisans, theaters, and American Indian sites. Culture and Heritage opportunities include Art in the Park, The Front Porch Art Walk, Mural tours, The Mermaid Tale Trail, Chinsegut Hill Historic Site and Retreat, The May Stringer Museum, The 1885 Depot Museum and adjacent One-room Schoolhouse, and our historic and beautiful brick-paved streets and neighborhoods.

Affordable/Family Friendly Vacations – Florida’s Adventure Coast offers lower-priced accommodations and adventures which are attractive to families and travelers searching for affordable getaways.

Partnerships – Florida’s Adventure Coast benefits from a culture of collaboration among its many partners, including the arts, agriculture, and natural resources.

Croom Bike Park/Trails – One of only two off-road biking parks within the state, Croom is an underutilized tourism resource, representing a significant opportunity in the marketplace.

Award-Winning Paved Multipurpose Trails – The nationally recognized Withlacoochee State Trail, easily accessible in Ridge Manor, runs through the Withlacoochee Forest with varying landscapes and terrain. It connects to the Dunnellon Trail in Citrus Springs, the Good Neighbor Trail, and the Florida Trail (within the Withlacoochee Forest) which offers extensive hiking opportunities through diverse ecosystems.

The Good Neighbor Trail is complete, connecting the Withlacoochee State Trail to downtown Brooksville via the Russell Street Park and Trailhead. It serves as a connector for the Withlacoochee and Suncoast trails.

The Suncoast Trail, running parallel to the Suncoast Parkway is an award-winning scenic trail, connecting to the Upper Tampa Bay Trail and the Starkey Wilderness Trail.

These connections make the Suncoast Trail a vital component of Florida's Coast-to-Coast Trail initiative, aiming to provide a continuous multi-use path across the state.

WEAKNESSES:

Florida's Adventure Coast's faces some challenges with its marketing efforts which include:

Perceived Remote Location – Florida's Adventure Coast is perceived as being remotely located from many of the major vacation destinations within Florida.

Lack of Attractions – With only limited on-brand attractions, those vacationers looking for theme parks and attractions will look beyond Florida's Adventure Coast.

Convenient/adequate Venues for Conventions are Lacking – With no convention space or larger meeting facilities available, Business Travel development is limited in scope.

Lack of Larger Malls, Particularly Outlet Malls – With shopping listed as one of the top five vacation activities; Florida's Adventure Coast has a disadvantage with no large malls or outlets.

Resident Concerns – Some Florida's Adventure Coast residents are concerned about the impact of tourism.

Political Environment - The current DOGE movement is currently impacting on our ability to adequately fund key initiatives.

Time constraints and limited staff – With the Tourism Manager managing all aspects of media planning, purchasing and creative development, we have had limited face-to-face partner outreach and engagement in recent years.

OPPORTUNITIES

Florida as a Top Destination for Outdoor Enthusiasts

- Florida remains one of the most-visited states for outdoor recreation, attracting over 143 million visitors in 2023. Our destination stands out by offering access to the Gulf of Mexico's boating and scallop diving, freshwater rivers for paddling and fishing, and expansive natural lands with OHV trails, hiking routes, and wildlife viewing—all supported by warm weather and crowd-free travel.
- Florida's Gulf Coast ranks third among destinations visitors to Florida wish to visit.
- Florida ranks as the best state overall for the drive market; scoring high for both scenic beauty and adventure opportunities, as well as its numerous beaches and attractions.

Florida was the first state to re-open during the pandemic, driving domestic visitation to new heights and introducing the state to new and younger generations.

- No longer seen as “your grandparent’s vacation destination,” the popularity of the Sunshine State with Millennial and Gen Z travelers reached new heights in 2023, as their combined visitor share climbed to 45.4% from 40.6% in 2022. Millennial visitors alone reached 45.4 million, a larger number than any other group in recent years. Together, Gen Z and Millennial visitors totaled 57.6 million, compared to 36.3 million for Gen X and 32.8 million for Boomers.

Consumers have redefined their relationship with spending and in the process, they are willing to redefine what qualifies as a vacation

The Changing Consumer Mindset – Consumers now prioritize having new experiences and adventures over retail spending on vacation.

The Rise of Microcations and Off-Season Travel –Travelers increasingly favored shorter, more frequent trips or "microcations" - and off-season travel to manage costs and avoid crowds. This trend was particularly evident in Florida, where visitors sought less congested destinations along the Gulf Coast.

Generational Travel Preferences

- **Gen Z and Millennials:** These groups prioritized budget-friendly, experience-driven travel, often opting for road trips that allowed for spontaneous exploration and social media-worthy moments.
- **Gen X and Boomers:** While also engaging in road travel, these generations tended to plan trips around family visits and familiar destinations, emphasizing comfort and convenience.

THREATS

Consumer Confidence – Tourism businesses are concerned. In April 2025, the index fell by 7.9 points to 86.0, marking the fifth consecutive monthly decline and the lowest reading since May 2020.

The Expectations Index = Which gauges consumers' short-term outlook for income, business, and labor market conditions, dropped to 54.4—the lowest since October 2011.

Inflation and Tariffs - The introduction of new tariffs in April 2025, referred to as "Liberation Day" tariffs, has heightened inflation concerns. Consumers anticipate higher prices for goods, leading to reduced purchasing power and increased financial strain.

Labor Market Uncertainty – Approximately two-thirds of surveyed consumers expect rising unemployment in the next year, the highest rate since 2009. This pessimism about job prospects contributes to decreased consumer spending.

Personal Financial Concerns - Assessments of personal finances have deteriorated, with many consumers reporting weakening incomes and reduced confidence in their financial stability.

Weather – Unpredictable weather, hurricanes, tornados, and wildfires, could have repercussions on the travel season. In recent years, the strength and destruction of storms has increased, causing greater damage and extended recovery periods for Florida's coastal communities.

Budget Cuts – Cuts to the Parks and Recreation department threaten the quality and maintenance of our park facilities.

Youth Sports – Considered recession-proof, our ability to compete for youth-oriented sports tournaments is extremely limited. The Visitor's Bureau does not market for tournaments, though we will support those initiated by local teams or leagues.

MARKETING STRATEGY

Florida's Adventure Coast offers a wide variety of activities for outdoor recreation and adventure, relaxation, and heritage/culture travel. With the goal of overall economic as well as tourism development; we will provide information and programs that promote the entire county's offerings. We will do this with our web site, social media, information distribution, grant funding and strategic partnerships. With limited dollars, we will focus our paid advertising on those areas most likely to generate bed-taxes.

OBJECTIVES

- Increase overall consumer response by 40%
- Increase digital engagement by 50%
- Increase our email database by 25%
- Increase earned media coverage by 30%
- More fully coordinate our organic social media content with paid social and marketing initiatives
- Fund and support more local festivals and events
- Increase strategic alliances and partnerships within the County

MARKETING PLAN ELEMENTS

The Marketing Plan supports the following strategic initiatives:

- Redesign all printed collateral to provide a consistent, targeted message to potential visitors.
- Develop in-depth content base for targeted markets, partner with local experts for regional expertise and knowledge on blogs and social media sites.
- Implement targeted SEO/SEM campaigns to increase visibility and rankings of web sites, social media sites.
- Increase and integrate social media programs to engage potential visitors and encourage online referrals while contributing to SEO/SEM strategy.
- Implement highly targeted, data-driven consumer advertising and promotion campaigns.
- Provide digital tourism information kiosks with mapping tools at multiple locations within the County (Weeki Wachee Springs State Park, Downtown Brooksville, Hernando Beach).
- Develop an online hospitality training program to educate tourism partners about the many varied events and offerings in Florida's Adventure Coast.
- Enhance tracking and ROI Information from advertising and grant funded events.
- Provide marketing training and support for grant recipients.
- Work with private industry to attract sporting events that align with our current assets.
- Target travel media to increase the visibility of Florida's Adventure Coast as a leisure travel destination.
- Expand and formalize an Influencer program to drive visitation while reaching new audiences.
- Implement a personalized program for delivery of email and website content.
- Coordinate with tourism partners to create vacation packages and develop themed itineraries for niche markets.

- Work collaboratively with other tourism marketing partners to plan and implement priority marketing efforts.
- Disseminate tourism information via newsletter(s) to partners, visitors, and other stakeholders; include weekly calendar-of-events emails.
- Expand public-private marketing partnerships with tourism businesses and attractions.
- Coordinate marketing efforts with local land management strategies to ensure that promotion messages are consistent with public lands and available facilities.
- Promote existing historic and cultural assets for the enjoyment of visitors and residents.
- Cultivate opportunities to leverage private and public dollars to create tourism products and attract new tourist markets.
- Attend consumer travel shows.
- Build awareness through publicity efforts about TDC, the benefits/impacts of tourism and recreation partner initiatives and allocation of local option taxes.

TACTICS

Digital/Internet Strategy

According to the Travel Industry Association, 86% of all internet users consulted travel planning resources to select their lodging, while 73% of all travelers utilized online resources to select their destinations.

Website – Florida’s Adventure Coast has a robust website with many trip planning resources for visitors, offering interactive tools designed to increase engagement and, reservations and visitors. The site will include in-depth information for our target markets and audiences with the goal of critical information being accessible in one click.

- Highlight our itinerary builder and trip planning tools allowing visitors to create a custom itinerary for their vacation, including mapping of trail routes and points of interest.
- Utilize a custom form for information requests that will allow us to capture visitor data and interests, as well as intended vacation times and plans.
- Encourage newsletter sign-up to increase customer email database.
- Include links to Social Media sites encouraging online sharing of vacation information and adventures.
- Develop and enhance specific content for each of our activities and interests.
- Develop content to highlight our Neighborhoods and various regions of the county.
- Feature special “Guest Writers” by target market – bringing the local experts to our audience.
- Utilize imagery that reflects diversity and inclusion, all age groups, and interests of our target market demographics.
- Utilize UGC on each interest/activity page.
- Add a chatbot to FloridasAdventureCoast.com to provide both 24/7 customer service as well as vacation inspiration.

Social Media – We will continue to develop and update our social media channels, including Facebook, Instagram, Pinterest, YouTube and Tik Tok. We will monitor and add other available social media as appropriate for tourism development. Users are encouraged to share their photos

and adventures in Florida's Adventure Coast. Additionally, social media content will assist us in our SEO/SEM efforts.

Online Marketing and Advertising – We will use data-driven multi-channel and programmatic advertising campaigns to reach specific audiences within our target markets, focused by activity, demographics, and geographic regions.

Additionally, many sites that do not offer paid advertising include readers' forums or calendars of events where we can include information on Florida's Adventure Coast:

- Bird watching – audubon.com
- Boating/Fishing – floridasportfishing.com, coastalangler.com
- Canoeing/Kayaking – Canoe & Kayak Magazine
- ATV/Off-Road Biking – exriders.com, floridaohv.org,
- Trails – trails.com, floridatrails.org,
- Golf – travelinggolfer.com, golfandtravelmagazine.com
- Family vacations – southernliving.com

Due to the limited number of staff, this will ideally be an intern program.

With complete tracking and conversion analysis available, we will be able to quickly evaluate and optimize all campaigns.

Facebook & Google Ads – Both platforms offer the ability to target potential visitors by specific geographic region as well as by interests. We will run specific niche ads aimed at our target markets and track conversions.

Email – Florida's Adventure Coast utilizes email for both promotion of events and experiences to visitors, and for information distribution with our tourism partners. We currently utilize three newsletters for our target audience.

- The Adventurer – Our monthly consumer e-newsletter features information on current and coming events and festivals, highlights local businesses with storytelling and video.
- The Insider – Offers current tourism news, updates on TDC activities, and offers opportunities for partnering and promotion.
- Weekly Calendar of Events Updates – Each Wednesday we send out two weeks of events, in printable format, to both partners and visitors alike.
- We would like to update our email newsletters to better reflect our online brand and increase consistency between digital and printed collateral.

Print Advertising – Florida's Adventure Coast will consider print advertising where most appropriate, for niche audiences including golf and birdwatching.

Television – Florida's Adventure Coast will target key outdoor programs and local channels to promote Florida's Adventure Coast to our target DMAs, with an emphasis on attracting our “best visitor.”

Local news programs offer live remotes and “trip on a tankful” promotional opportunities and should be pursued regularly.

Literature Distribution – We currently distribute our Visitor Brochure to all five Visit Florida Welcome Centers, over 400 locations along the I-75 corridor, including AAA offices and all five Florida Turnpike Service Centers. Brochures are also available on request and sent to all leads requesting printed information on the destination.

COLLATERAL

Florida's Adventure Coast Adventure Map – Redesign to be more entertaining and engaging.

Printed Visitor Guides – Redesign and improve our printed Visitors guide to include more information on specific activities.

Niche Guides – Niche market guides will be updated, limiting print versions to those that will be distributed at consumer trade shows. All guides should be available online.

Digital Visitors Guide – Develop a comprehensive online visitors guide.

OTHER MARKETING INITIATIVES & RESOURCES

Visitor Information Kiosks –Florida's Adventure Coast is in the process of installing the first two of three digital information kiosks. The kiosks will pull website feeds for places and events, providing visitors with information in real time and cross-marketing our places and current events. Additional functionality will include “activity-initiated videos” and a photobooth that will collect email addresses for delivery of destination branded photographs.

The current locations identified for these kiosks include

- Weeki Wachee Springs State Park -2025
- Downtown Brooksville - 2025
- Hernando Beach - 2026

Visit Florida Co-ops – We will continue to take advantage of appropriate co-ops with Visit Florida and its approved partners whenever possible.

Travel Shows – Florida's Adventure Coast will attend trade shows specific to our target markets by geographic region or interest, as budgets allow. Where budgets prevent us from attending, we will partner with Visit Florida or other tourism partners to send our materials. These include:

- The Snowbird Extravaganza
- The Villages Travel Shows
- Canadian and Northeastern Golf Shows
- Tampa Outdoor Expo and Boat Show
- Atlanta Travel Show
- I-CAST

PUBLIC RELATIONS/PROMOTION

Travel Writers – Florida's Adventure Coast works with travel writers to provide both FAM Tours and content upon request.

Influencers – Florida's Adventure Coast has partnered with Visit Florida to host a variety of Influencers, from both domestic and international markets. We will continue to expand our program to attract more influencers that fit our key audiences and goals.

Media Meet-ups – Our PR program includes attending key media meet-ups to expand our reach and press contacts.

All opportunities for marketing and promotion will be considered as market trends and budgets allow.



PROCUREMENT DEPARTMENT

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ADDENDUM No. ONE (1)

TO
THE CONTRACT DOCUMENTS
FOR THE

**Marketing and Advertising Services for Florida's Adventure Coast Visitors
Bureau**

IN
HERNANDO COUNTY, FLORIDA
SOLICITATION NO. 25-RFP00983/CT

Bidders are required to acknowledge receipt of this Addendum via OpenGov prior to the time of the Bid Opening.

The following changes, additions and/or deletions are hereby made a part of the Contract Documents for the above-referenced Solicitation as fully and completely as if the same were fully set forth therein:

A. CLARIFICATIONS

1. Solicitation Timeline is hereby amended as follows:

Question Submission Deadline:	May 29, 2025, 5:00 pm 2:49pm
Question Response Deadline:	June 4, 2025, 5:00 pm 12:00am
PSC Consensus Scoring (Written Evaluation):	July 25, 24 , 2025, 1:00 pm 2:00pm
Oral Presentations, if required:	August 13, 6 , 2025, 8:30 am 9:00am
PSC Consensus Scoring (Oral Presentation Evaluation), if required:	August 13, 6 , 2025, 2:30pm

2. Section 7.6, Operational Requirements, of the Solicitation, is hereby amended to remove the yellow highlight on the fourth bullet:

- Written Task Orders must be submitted for each billable job and then fully executed, by vendor, department and Chief Procurement Officer or designee, prior to performance of any work or services.

**BOARD OF COUNTY COMMISSIONERS
OF HERNANDO COUNTY, FLORIDA**

Procurement

Approved by: Cathy Tefft, CPPB, NIGP-CPP, FCCM, Manager
For: Carla Rossiter-Smith, MSM PMP GPC
Chief Procurement Officer



ADDENDUM No. TWO (2)
TO
THE CONTRACT DOCUMENTS
FOR THE
**Marketing and Advertising Services for Florida's Adventure Coast Visitors
Bureau**
IN
HERNANDO COUNTY, FLORIDA
SOLICITATION NO. 25-RFP00983/CT

Bidders are required to acknowledge receipt of this Addendum via OpenGov prior to the time of the Bid Opening.

The following changes, additions and/or deletions are hereby made a part of the Contract Documents for the above-referenced Solicitation as fully and completely as if the same were fully set forth therein:

A. CLARIFICATIONS

1. Solicitation Timeline is hereby amended as follows:

Question Submission Deadline:	June 3 , May 29 , 2025, 5:00 pm
Question Response Deadline:	June 6 June 4 , 2025, 5:00 pm
PSC Consensus Scoring (Written Evaluation):	July 25, 2025, 1:00 pm
Oral Presentations, if required:	August 13, 2025, 8:30 am
PSC Consensus Scoring (Oral Presentation Evaluation), if required:	August 13, 2025, 2:30pm

2. Section 5.5, PROPOSAL EVALUATION PROCESS, of the Solicitation is hereby amended as follows:

5.5.A The PSC will review all **responsive** Proposals received and establish a short list in order of preference of no fewer than three (3) Proposers deemed to be the most qualified to provide the Service based on the evaluation criteria and the proposal evaluation process.

3. Section 5.3, INSTRUCTIONS FOR PREPARING PROPOSALS, REQUIREMENTS AND RULES FOR PROPOSALS, of the Solicitation is hereby amended as follows:

- ~~4.~~ 5.3.E.1. The Proposer shall possess all the appropriate licenses, permits and tariffs required by various governmental agencies having jurisdiction over such services. **A copy of all the required licenses will be required prior to award of the Agreement, including certification of a Florida-certified professional engineer.**

4. Section 7.3, Background, of the Solicitation is hereby amended as follows:

To review our Tourism Strategic Plan, please **refer to Section 9, ATTACHMENTS** [Click here](#).



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B. QUESTIONS AND ANSWERS

1.Q. What is the percentage of international travelers and from which countries? And what are the top DMAs?

1.A. Please see the Marketing Plan provided in this Addendum No. 2 for a list of the top ten (10) Designated Market Areas or DMAs. Data is not available to provide an estimate of the international traveler percentages at this time. However, it is typical for Canadian “snowbirds” to visit this area in the winter/spring months and Europeans in the summer months, of which visitors are primarily from Germany and the United Kingdom, although not exclusively.

2.Q. What efforts has the county undertaken to save the river?

2.A. Efforts to save the Weeki Wachee River were multi-pronged. Initially, the County began with a carrying capacity study. Results showed that issues were not simply about the volume of paddlers and boaters, but about the activities in which they participated. Significantly, docking of watercraft on the riverbanks leading to erosion of the shoreline and degradation of the plant life which allowed for further erosion and even trees falling into the river as their roots became exposed and unstable. In addition, degrading of the plant life in the river itself, which provides food for the manatee population. A study group was then formed to determine which agencies had jurisdiction to enforce laws and rules for the river. An educational program was created by the Southwest Florida Water Management District (SWFMD) for both residents and visitors to encourage responsible behavior. Finally, legislation was passed to create a Springs Protection Zone, regulating the use of watercraft on the river, restricting certain activities like anchoring, mooring, beaching, and grounding of vessels.

The goal is to increase the education of visitors. For instance, so that Airbnb owners will provide a print out to occupants. There are currently good materials requiring a wider distribution.

3.Q. However in regards to social listening, what have been past efforts?

3.A. To date the County has been limited to the analytics available from the various social media platforms utilized by the County although we have just subscribed to Sprout Social, which we anticipate will provide additional insights.

The County has a robust video program which has helped increase reach and impact. A recent “We’re back!” video featuring the Hernando Beach Motel garnered over 57,500 views in a week. In addition, the County has an extremely popular series “Halo’s Hangouts” which features Halo, the Tourism Dog visiting the pet-friendly locations in the destination. Halo has his own social media accounts as well and has a significant following.

4.Q. Are we currently working with an agency?

4.A. No.

5.Q. Regarding the pricing proposal, may we include additional positions not already listed?

5.A. In order to compare pricing from various vendors, additional positions or other customizations may not be submitted by Proposers. However, please submit a question about specific positions



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and provide a position description for each prior to the Question Submission Deadline, so that it may may be considered for potential inclusion prior to the Question Response Deadline.

6.Q. How are proposals viewed by the committee?

6.A. Responsive proposals are released to the committee electronically. Individual committee members may choose to print or to view electronically.

7.Q. When committee members print proposals and make notes, then they add those notes to open Gov, are the paper notes still required to be scanned into the contract file?

7.A. Yes, any paper notes are required to be scanned.

8.Q. How many people are on staff at Hernando county tourism department?

8.A. There are four people and their titles are as follows:

- Manager, Tourism Development
- Two (2) Multi-media Communications Specialists; one is responsible for video production and PR, the other social media and content development for websites and email newsletters.
- Administrative Assistant

9.Q. Please tell me about the selection committee.

9.A. The Procurement Selection Committee, or PSC, is typically comprised of up to five (5) members from cross functional departments. Each member will provide individual review and scoring, and then convene for a public consensus evaluation meeting. Please refer to Section 5.5 PROPOSAL EVALUATION PROCESS, of the Solicitation.

10.Q. Will oral presentations occur, and how are they evaluated?

10.A. Oral presentations are optional. The selection committee or the BOCC will determine whether or not to request oral presentations and determine from which proposers, if any, the committee may request presentations. Please refer to Section 5.5 PROPOSAL EVALUATION PROCESS, of the Solicitation.

11.Q. As far as pricing what if there are additional services, but not positions that are listed, how can we include these in our proposal?

11.A. Please provide specific information about additional services prior to the Question Submission Deadline for consideration, so that it may may be considered for potential inclusion prior to the Question Response Deadline.

12.Q. Is the county in the middle of formulating their strategic plan?

12.A. Hernando County has embarked on a yearlong, three-phased process to develop a vision for the County and a strategic plan to make that vision a reality. The Tourism Department completed a Tourism Strategic Plan in 2023, please refer to Additions section in this Addendum #2.

13.Q. We have tried to use the hyperlink to the strategic plan but it is not working.

13.A. Please refer to Additions section in this Addendum #2.



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14.Q. On page 12, there is a requirement for a certified professional engineer, is this necessary?

14.A. No. Please refer to Clarifications section in this Addendum #2.

15.Q. Can you please provide the Tourism Strategic Plan mentioned in the RFP? The link doesn't work.

15.A. Please refer to Additions section in this Addendum #2.

16.Q. The links in the Vendor Questionnaire form don't work. Please provide working links.

16.A. Links for the following questions were all tested from a source outside the Hernando County network and are functioning: 10.1.1, 10.1.4, 10.2.3, 10.5.1, and 10.5.2.

Please note that links are active in the eProcurement Portal and should be accessed directly from the Portal. Should Proposers print the Solicitation to MS Word or Adobe Acrobat, the links will not function properly.

17.Q. Could you please confirm whether, for Section 9.3.4 (referencing Florida Statute 287.087), submitting the signed certification is sufficient to meet the requirement under this statute for the RFP, or whether any additional documents or steps are needed to ensure full compliance with this section?

17.A. Section 10, VENDOR QUESTIONNAIRE, Item 10.3.4 referencing FL Stat. 287.087 is sufficient, however, Proposers may choose to provide additional information concerning a Drug Free Workplace in their Proposals.

18.Q. In the pricing table, where it says Paid Media Placements (estimated in year one), does that refer to 1 calendar year?

18.A. This refers to year one of the three-year contract.

C. ADDITIONS

1. **Attachment C - Tourism Strategic Plan as provided in this Addendum.**

2. **Attachment D - Marketing Plan as provided in this Addendum.**

3. **Section 7.5 Annual Goals for the Marketing Firm, fifth bullet entitled "Future Goals" is hereby revised as follows:**

1. Additional goals are to increase the marketing and publicity of the award-winning Mermaid Tale Trail. The Mermaid Tale Trail is supported by a digital passport program allowing users to check in at each mermaid statue and earn points for prizes.
2. Additional themed trails are planned for our digital passport program, including the "Kegs, Casks and Corks Tour" highlighting our local breweries, wineries, and distillery.



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3. Except for the COVID year of 2020, we have enjoyed year-over-year increases in the Tourist Development Tax, for the last fourteen (14) years. We have concerns about our ability to continue that trend due to the recent drop in consumer confidence.
4. Additional priorities include sustainability and good stewardship of our natural resources. We will continue our efforts to educate both residents and visitors, as well as local business owners. We are considering the "Leave No Trace" program as the method to expand and formalize our efforts on this initiative.
4. **Remove: Attachment A - Professional_Services_Agreement_Over_35K_Task_Order-MARKETING and Replace with: Attachment A - Professional_Services_Agreement_Over_ABR_Task Order_ Marketing and Advertising as provided in this Addendum.**
5. **To illustrate the revisions made to the Professional Services Agreement, a version of Attachment A — Professional Services Agreement Over \$35K Task Order MARKETING with tracked changes is included with this addendum.**

BOARD OF COUNTY COMMISSIONERS OF HERNANDO COUNTY, FLORIDA

Approved by: Cathy Tefft, CPPB, NIGP-CPP, FCCM, Manager
For: Carla Rossiter-Smith, MSM RMP GPC
Chief Procurement Officer

Procurement

**MARKETING AND ADVERTISING SERVICES FOR FLORIDA'S ADVENTURE COAST
VISITORS BUREAU
CONTRACT NO. 25-RFP00983/CT**

This Contract made and entered into this [REDACTED] day of [REDACTED], 20[REDACTED], by and between the HERNANDO COUNTY BOARD OF COUNTY COMMISSIONERS, located at 15470 Flight Path Drive, Brooksville, FL 34604 hereinafter referred to as the "COUNTY" and [REDACTED] located at [REDACTED], hereinafter referred to as the "PROFESSIONAL".

PREMISES

WHEREAS, the COUNTY desires to retain the PROFESSIONAL to perform Marketing and Advertising Services for Florida's Adventure Coast Visitors Bureau for Hernando County; to be issued as project assignments under individual Task Orders;

WHEREAS, the COUNTY desires to employ the PROFESSIONAL for the performance of said services upon the terms and conditions hereinafter set forth, and the PROFESSIONAL is desirous of performing such services upon such terms and conditions; and,

NOW, THEREFORE, in consideration of the mutual covenants and agreements hereinafter contained, it is agreed by and between the parties hereto as follows:

SECTION 1 - DEFINITIONS

1.1 DEFINITIONS

"PROFESSIONAL" shall be defined herein to include all principals of the firm of [REDACTED], including full time employees, professionals or otherwise, and all servants, agents, employees and/or Sub-Consultants retained by the PROFESSIONAL to perform its obligations hereunder. Sub-consultants must be reviewed and approved by the County, , prior to Notice to Proceed with their prospective work assignments.

"Task Order" shall be defined as a project assignment issued by a document approved and authorized by the County that sets forth the scope of services (described in Exhibit A and attached hereto) to be performed by the PROFESSIONAL at a fixed contract price in accordance with this contract.

SECTION 2 – GENERAL RESPONSIBILITIES OF THE PROFESSIONAL

2.1 ASSIGNMENT

This contract is for Marketing and Advertising Services for Florida's Adventure Coast Visitors Bureau for projects located in Hernando County. It is understood that the professional service projects awarded under this contract will be assigned by the issuance of a Task Order, provided that; (1) there is no conflict of interest relating to the project assignment either by the Account Manager or any principal of the PROFESSIONAL; (2) the PROFESSIONAL'S schedule and/or workload permits completion of the project in the time frame acceptable to the COUNTY and (3) the PROFESSIONAL'S cost proposal for completing the Task Order is within the budget available for the work. Should any of these exceptions occur, the County may seek other firms for the assignment . The COUNTY may elect to competitively select a Professional for a specific and/or specialized project.

2.2 PERSONNEL APPROVAL

The PROFESSIONAL will maintain an adequate and competent staff of professionally qualified persons throughout the performance of this contract to ensure acceptable and timely completion of the Assignment.

Prior to the start of any work under this contract, the PROFESSIONAL must submit to the COUNTY for approval, a detailed resume of key personnel that will be involved in performing services described in the Assignment. If, at any time, the PROFESSIONAL desires to change the key personnel on an active assignment, it shall submit the qualifications of the new personnel to the COUNTY for prior approval. Key personnel shall include principals-in-charge, project managers, marketing coordinators, digital marketing managers, and digital marketing coordinators. The provisions of this Section do not apply to personnel temporarily assigned to perform service under this Contract for durations of one (1) week or less.

2.3 OTHER CONSULTANTS

Certain and agreed upon sub-consultant services may constitute a specialized Task Order requiring the independent Sub-Consultant to work directly with the COUNTY.

The PROFESSIONAL acknowledges that the COUNTY has retained other consultants, vendors or other professional services, and the coordination between said consultants and the PROFESSIONAL may be necessary from time to time for the successful completion of the Task Orders. The PROFESSIONAL agrees to provide such coordination as necessary within the Scope of Services and Schedule contained in each authorized Task Order.

SECTION 3 – SCOPE OF SERVICES

The PROFESSIONAL shall diligently and in a professional and timely manner perform the work included in the Assignment/Task Order. Unless modified in writing by the parties hereto, the duties of the PROFESSIONAL shall not be construed to exceed those services specifically set forth herein.

3.1 GENERAL

The PROFESSIONAL agrees to perform those services described in Exhibit A – Scope of Services which is attached hereto and made a part hereof. Services to be provided by the PROFESSIONAL shall be authorized in writing as Task Orders in accordance with Section 3.3 herein.

3.2 SPECIAL SERVICES

The COUNTY and the PROFESSIONAL agree that there may be certain additional services required to be performed by the PROFESSIONAL during the performance of the Task Order that cannot be defined sufficiently at the time of execution of this Contract. Such services shall be authorized in writing as Task Orders in accordance with Section 3.3 and shall be undertaken only under terms of formal amendments to this Contract.

3.3 TASK ORDER PROCEDURE

The County Administrator or his/her designee may authorize Task Orders for services under this Contract. Task Orders shall be prepared on the form delineated as Exhibit B – Task Order, or other similar form as approved by the County, which is attached hereto and made a part hereof.

3.3.1 Each Task Order shall include: a detailed description of the work to be performed; a schedule of completion (including phases) for the work authorized; and the amount and method of compensation. Task Orders shall be dated and serially numbered annually.

3.3.2 The Task Orders may contain additional instructions or provisions specific to the authorized work for the purpose of expanding upon certain aspects of this Contract pertinent to the work to be undertaken. Such supplemental instructions or provisions shall not be construed as a modification of this contract.

3.3.3 Task Order information and supporting documentation shall be forwarded to the COUNTY'S Procurement Department for audit of accuracy, completeness, and compliance with this Contract and any applicable COUNTY Purchasing policies and procedures; and, if appropriate, a Purchase Order encumbering funds for the Task Order shall be issued.

3.3.4 Professional fees under each specified Task Orders shall be based on a written proposal from the PROFESSIONAL, as may be requested in writing by the COUNTY'S Designated Representative.

3.3.5 A single unitary task may not be divided into more than one task for the purpose of qualifying for authorization hereunder. Nothing in this paragraph is intended to limit any other rights, responsibilities, and duties of the parties under any other provision of this contract.

SECTION 4– COUNTY'S RIGHTS AND REPONSIBILITIES

4.1 The COUNTY shall perform the duties, described below, in a timely fashion at no cost to the PROFESSIONAL:

4.1.1 Furnish the PROFESSIONAL with existing data, records, maps, mock-ups, scripts, articles, reports, fiscal data and other information that is available in the COUNTY'S files, necessary or useful to the PROFESSIONAL for the performance of the Assignment. All of the documents conveyed by the COUNTY shall be and remain the property of the COUNTY and shall be returned to the COUNTY upon completion of the Assignment to be performed by the PROFESSIONAL.

4.1.2 Make COUNTY personnel available when required and necessary to assist the PROFESSIONAL. The availability and necessity of said personnel to assist the PROFESSIONAL shall be determined solely at the discretion of the COUNTY.

4.1.3 Examine all reports, submissions, drawings, estimates, proposals, and other documents presented by the PROFESSIONAL and render written decisions indicating the COUNTY'S approval or disapproval within a reasonable time so as not to materially delay the work of the PROFESSIONAL.

4.1.4 Transmit instructions, relevant information and provide interpretation and definition of COUNTY policies and decisions with respect to design, materials, and other matters pertinent to the work covered by this Contract.

4.1.5 Give prompt written notice to the PROFESSIONAL whenever the COUNTY observes, or otherwise becomes aware of, any development that affects the scope of timing of the PROFESSIONAL's services or becomes aware of any defect or necessary changes in the work of the PROFESSIONAL.

SECTION 5 – COMPENSATION

5.1 GENERAL

Compensation to the PROFESSIONAL for services performed on each Task Order shall be in accordance with one of the following methods of compensation, as defined and indicated herein:

5.2 Lump Sum Method

5.3 Hourly Rate plus Direct Cost Method

The type and amount of compensation for each Task Order shall be described on the Task Order form included in Exhibit B – Task Order Form.

5.2 LUMP SUM METHOD

5.2.1 Lump Sum compensation shall be the total fixed price amount payable under the Lump Sum Method (including all payroll costs, overhead costs, other direct costs, fees, Sub-consultants' and specialist costs), for the services to be provided in the Task Order unless there is a change in the scope of the work or other conditions stipulated in the Task Order, and the Task Order is modified and signed by both the COUNTY and PROFESSIONAL to reflect the change(s) by formal amendment to this Contract.

5.2.2 Payment to the PROFESSIONAL for services performed under a Task Order under the Lump Sum Method shall be monthly in proportion to the percentage of work completed during the month as proposed by the PROFESSIONAL and accepted by the COUNTY.

5.3 HOURLY RATE PLUS DIRECT COST METHOD

In its performance of services under a Task Order, compensation for services performed under the Hourly Rate plus Direct Cost Method shall be based on reimbursement of hourly costs incurred by the PROFESSIONAL, plus direct costs budgeted for reimbursable costs.

5.3.1 DIRECT COSTS

Direct costs are Sub-Consultant costs and other direct and unit costs. Direct Sub-Consultant costs shall be defined as the actual compensation paid to Professional and technical Sub-Consultants of the PROFESSIONAL while such are engaged directly in the performance of the services under this Contract.

5.3.2. HOURLY RATE SCHEDULE

A schedule of approved hourly rates currently used by PROFESSIONAL, including its Sub-Consultants by classifications of personnel likely to be employed to perform services under this Contract is contained in Exhibit B - Task Order Form which is attached hereto and made a part hereof. Any revisions to the range of the hourly rates shall be negotiated with and approved by the COUNTY prior to being charged. Any changes to rates in subsequent years will be adjusted by the percent change in the Consumer Price Index (CPI-U) issued by the Bureau of Labor Statistics, Southeastern Regional Office for the South for the index for All Items/Wage Earners & Clerical Workers not seasonally adjusted for the percent of change through the month of ____ of each calendar year. For example, the increase to go into effect on the renewal date of the Contract will be the percent change of increase in the CPI-U series between [Insert Month] 2025 and [Insert Month] 2026. The percent change will be effective on the renewal date.

5.3.3 OTHER DIRECT COSTS

Other Direct Costs include the actual costs for the PROFESSIONAL of project-related expenses that are required to complete the Assignment/Task Order, as defined in the following paragraphs.

5.3.4 EQUIPMENT, MATERIALS AND SUPPLIES

This item includes all equipment, materials and supplies used and consumed directly in the performance of the services hereunder, not included in the PROFESSIONAL'S standard hourly rates, such as: special report or presentation binders. Any equipment or material items purchased solely for the performance of the Assignment covered by this Contract which individually have a value in excess of \$100.00 shall be the property of the COUNTY and shall be given to the COUNTY at the termination of this Contract, if requested.

5.3.5 REPRODUCTIONS

This item includes the identifiable costs of copying, reproducing and printing of reports, submissions, drawings, estimates, proposals, sketches, photographs, correspondence and other documents.

5.3.6 COMMUNICATIONS AND SHIPPING

This item includes the identifiable long-distance communications, postage and express charges at actual cost.

5.3.7 TRAVEL AND SUBSISTANCE

This item includes long-distance travel, subsistence and transportation expenses of personnel during the performance of the Assignment, not to exceed rates and limits as established by Florida Statutes SSection 112.061.

5.3.8 MISCELLANEOUS

This item includes any other identifiable project-related costs and expenses incurred by the PROFESSIONAL in connection with the services performed under the terms of this Contract that are not applicable to general overhead, including but not limited to special equipment rental costs and costs for temporary personnel services.

5.3.9 COST LIMITATION

(1) The total of all Costs actually incurred by the PROFESSIONAL, as determined and defined in this Contract, for services performed under each authorized Task Order, will not exceed the Cost Limitation established, without a formal amendment to the Task Order.

(2) In the event that the PROFESSIONAL's estimated Costs for the performance of services under a Task Order are forecasted by the COUNTY or PROFESSIONAL to exceed the Cost Limitation indicated in the Task Order, the COUNTY and PROFESSIONAL shall meet to review the forecast and, if necessary, to either increase the Cost Limitation for the Task Order to provide additional cost recovery to the PROFESSIONAL or renegotiate the scope of the services of the Task Order so that the Cost Limitation will not be exceeded. The results of any such review requiring modification of this Contract will be detailed in a formal amendment to the Task Order.

(3) The COUNTY is not obligated to reimburse the PROFESSIONAL for costs incurred in excess of the Cost Limitation indicated for the Task Order and the PROFESSIONAL shall not continue performing the services and incur costs in excess of the Cost Limitation for the Task Order, unless the costs incurred are the results of error, omission or negligence on behalf of the PROFESSIONAL and which shall be paid solely by PROFESSIONAL. Once the Task Order has been formally amended in writing to increase the Cost Limitation, which has been mutually agreed to between the parties, the PROFESSIONAL shall continue to perform the required services. The PROFESSIONAL's liabilities, commitments or expenditures incurred in

excess of the Cost Limitation for Task Order prior to approval by the COUNTY shall be at the PROFESSIONAL's risk and expense, unless mutually agreeable in writing by the PROFESSIONAL and the COUNTY.

5.3.10 TASK ORDER CONTRACT PRICE

(1) The total Task Order Contract Price for each Task Order consists of the sum of the Cost Limitation and the Direct Cost for each Task Order. This amount shall not be exceeded without formal amendment to the Task Order unless the Contract is terminated in accordance with Section 9, Termination of Contract.

(2) In the event any action or combination of actions taken pursuant to Section 8, Changes in Scope, of this Contract are estimated by the PROFESSIONAL, with the written concurrence of COUNTY, to cause material increase or decrease in the scope of services of any Task Order, an equitable adjustment to the Task Order Contract Price shall be made, as well as any necessary increase or decrease in the Cost recitation. Any request by the PROFESSIONAL or by the COUNTY for an adjustment of the Task Order Contract Price must be asserted in writing within forty-five (45) days from the date of receipt by the PROFESSIONAL of the COUNTY'S notification of changed work, unless the County shall grant a further period of time for such request resolution.

5.3.11 PROGRESS PAYMENTS TO THE PROFESSIONAL

(1) For a Task Order performed under the Lump Sum Method of compensation, the PROFESSIONAL will prepare an invoice accompanied with a narrative statement from the PROFESSIONAL describing the work accomplished by the PROFESSIONAL during the period covered by the invoice.

(2) For a Task Order performed under the Hourly Rate Method of compensation, the PROFESSIONAL shall submit at the end of each monthly period, an invoice of Hourly Costs, incurred in such period plus an increment of the Direct Costs incurred in such period. All invoices shall be itemized in an invoice format acceptable to the COUNTY. All Costs included on the invoices shall be taken from the books of the accounts kept by the PROFESSIONAL and shall be supported by the PROFESSIONAL's monthly "Billing Cost Detail Report". The portion of the Professional Fee earned in such monthly period shall be determined on the basis of relative work progress accomplished in each monthly period as agreed by the COUNTY'S Designated Representative.

5.4 INVOICE PROCESSING

Invoices received by the COUNTY will be processed for payment within thirty (30) days of receipt. PROFESSIONAL will be notified of questionable items contained in the invoices within fifteen (15) days of receipt by the COUNTY with an explanation of the deficiencies. The COUNTY will make an effort to resolve all questionable items contained in the PROFESSIONAL's invoices within thirty (30) days of receipt of the invoices by the COUNTY. At the end of the thirty (30) day period, the COUNTY shall pay the PROFESSIONAL the invoice amount less any unresolved questionable items. Invoices are to be forwarded directly to the initiating Hernando County Department.

5.5 PAYMENT IN THE EVENT OF CONTRACT TERMINATION OR SUSPENSION

In the event that a Task Order or this Contract is terminated or canceled, or the PROFESSIONAL's services suspended on a Task Order or this Contract, prior to completion, payment shall be made in accordance with the provisions of Section 9, Termination of Contract.

5.6. ADDITIONAL COMPENSATION FOR CHANGE IN SCOPE OF ASSIGNMENT

If instructed to do so by COUNTY, the PROFESSIONAL shall change or revise work that has been performed, and if such work is not required as a result of error, omission or negligence of the COUNTY, the PROFESSIONAL may be entitled to additional compensation. The additional compensation shall be requested by the PROFESSIONAL on a revised fee quotation proposal which must be submitted to the COUNTY for prior approval. The additional compensation, if any, shall be agreed upon before commencement of any such additional work and shall be incorporated into the Assignment by formal amendment or Task Order to this Contract.

SECTION 6 WORK COMMENCEMENT/IMPLEMENTATION SCHEDULE/LENGTH OF CONTRACT

6.1 ASSIGNMENT ISSUED

PROFESSIONAL will submit the initial response to a request for a Scope and Schedule within fifteen (15) business days from the receipt of the scope and schedule. PROFESSIONAL will prepare a computation of fees to be charged for the services based on the approved hourly rates. These documents will be submitted to the COUNTY for review and approval.

Failure to submit the documentation within the above time shall cause the request for Scope and Schedule to be withdrawn from PROFESSIONAL. The County may seek other firms for the assignment.

6.2 WORK COMMENCEMENT

If approved by the County, the PROFESSIONAL shall commence work on each authorized Task Order within ten (10) days after receipt by the PROFESSIONAL of a written Notice-to-Proceed from the COUNTY'S Designated Representative. If the PROFESSIONAL fails to commence work within the ten (10) day period, then the COUNTY shall have the right to seek other firms for the Assignment, unless the delay is due to no fault of the PROFESSIONAL.

6.2.1 The effective date of the Task Order and the times for completing services or providing deliverables will be stated in each Task Order.

6.3 IMPLEMENTATION SCHEDULE

The PROFESSIONAL and the COUNTY agree to make every effort to adhere to the schedule established for the various Task Orders described in the Assignment.

It shall be the PROFESSIONAL'S responsibility to keep the schedule updated, request extensions when appropriate, and provide reasons for any extension(s). In the event the work of the PROFESSIONAL is delayed due to no fault of the PROFESSIONAL, which delays the completion of any Task Order of the Assignment, the County may approve the extension and the PROFESSIONAL may be entitled to an appropriate extension of the contract time for the specific Task Order. The County shall not be required to approve any time extension requests.

6.4 FAILURE TO PERFORM

A performance evaluation may be performed by the County upon completion of the project.

Should the PROFESSIONAL fail to commence, provide, perform and/or complete any of the services and work required pursuant to this Contract in a timely and diligent manner, the COUNTY may not consider the PROFESSIONAL for the next Task Order, consider such failure as justifiable cause to terminate this

Contract or may impact future assignments. As an alternative, the COUNTY at its option, may, upon written notice to the PROFESSIONAL, withhold any or all payments due and owing to the PROFESSIONAL, not to exceed the amount of the compensation for the work in dispute, until such time as the PROFESSIONAL resumes performance of his obligations in such a manner as to get back on schedule in accordance with the time and schedule of performance requirements set forth in this Contract, or any change orders or supplemental task authorizations issued thereto.

6.5 EXPIRATION

This Contract shall expire **three (3) years** after the date of execution of this Contract. This Contract may be extended **for two (2) additional one (1) year periods**; not to exceed **five (5) years** maximum, upon written mutual consent of the COUNTY and the PROFESSIONAL.

SECTION 7 COUNTY'S DESIGNATED REPRESENTATIVE

7.1 GENERAL

The County hereby designates the County Administrator or his/her designee to represent the COUNTY in all matters pertaining to and arising from the work and performance of this Contract. The County Administrator or designee shall have the following responsibilities:

7.1.1 Examination of all reports, sketches, drawings, estimates, proposals and other documents presented by the PROFESSIONAL and rendering, in writing, decisions indicating the COUNTY'S approval or disapproval within a reasonable time so as not to materially delay the work of the PROFESSIONAL.

7.1.2 Transmission of instructions, receipt of information and interpretation and definition of COUNTY policies and decisions with respect to design, materials and other matters pertinent to the work covered by this Contract.

7.1.3 Giving prompt written notice to the PROFESSIONAL whenever the COUNTY observes, or otherwise becomes aware of, any defects or necessary changes in the project.

7.1.4. Following the PROFESSIONAL's preparation of any necessary applications to governmental bodies, to arrange for submission of all applications.

7.2 DESIGNEE

The County Administrator's designee under a contract resulting from **RFP No. 25-RFP00983/CT** for Marketing and Advertising Services for Florida's Adventure Coast Visitors Bureau shall be the Chief Procurement Officer or designee.

SECTION 8 CHANGES IN SCOPE

The COUNTY or the PROFESSIONAL may request changes in the Scope of Services of a Task Order. Such change(s), including any increase or decrease in the amount of the PROFESSIONAL'S compensation for any Task Order pursuant to Section 5, Compensation, which are mutually agreed upon by and between the COUNTY and the PROFESSIONAL, shall be incorporated by written formal amendment.

SECTION 9 TERMINATION OF CONTRACT

9.1 TERMINATION BY COUNTY FOR CAUSE

The COUNTY may terminate this Contract for any one or more of the following reasons:

9.1.1 If adequate progress on any phase of the assignment is not being made by the PROFESSIONAL as a direct result of the PROFESSIONAL's failure to perform.

9.1.2 The quality of the services performed by the PROFESSIONAL is not in conformance with commonly accepted standards, standards of the COUNTY and the requirements of Federal and/or State regulatory agencies in effect as of the date of this Contract, and the services involved are considered by the COUNTY to be essential to the proper completion of any Assignment.

9.1.3 The PROFESSIONAL or any employee or agent of the PROFESSIONAL is indicted or has a direct charge issued against him/her for any crime arising out of or in conjunction with any work that has been performed by the PROFESSIONAL.

9.1.4 The PROFESSIONAL becomes involved in either voluntary or involuntary bankruptcy proceedings or makes an assignment for the benefit of creditors.

9.1.5 The PROFESSIONAL violates the Standards of Conduct provisions of Section 14, Standards of Conduct herein.

9.1.6 In the event of any of the causes described in Section 9.1, the COUNTY'S Designated Representative may send a certified letter to the PROFESSIONAL requesting that the PROFESSIONAL show cause why the Contract should not be terminated. If adequate assurances or acceptable reasons are not given to the COUNTY within fifteen (15) days of the receipt by the PROFESSIONAL of said show cause notice, the COUNTY may consider the PROFESSIONAL to be in default and may immediately terminate this Contract.

9.2 TERMINATION BY PROFESSIONAL FOR CAUSE

The PROFESSIONAL may cancel this Contract for the following reasons:

9.2.1 The COUNTY fails to meet its obligations and responsibilities as contained in Section 4, COUNTY'S Rights and Responsibilities.

9.2.2 The COUNTY fails to pay the PROFESSIONAL in accordance with Section 5, Compensation.

9.2.3 In the event of either of the causes described in Section 9.2, the PROFESSIONAL may send a certified letter requesting that the COUNTY show cause why the Contract should not be terminated. If adequate assurances are not given to the PROFESSIONAL within fifteen (15) days of the receipt by the COUNTY of said show cause notice, then the PROFESSIONAL may consider the COUNTY to be in default and may immediately terminate this Contract.

9.3 TERMINATION BY COUNTY WITHOUT CAUSE

Notwithstanding any other provision of this Contract, the COUNTY shall have the right at any time to terminate this Contract in its entirety without cause, or terminate by specific Task Order without cause, provided that ten (10) days prior written notice is given to the PROFESSIONAL of the COUNTY'S intent to terminate. In the event that a Task Order is terminated, the COUNTY shall identify the specific Task

Order(s) being terminated and the specific Task Order to be continued to completion pursuant to the provisions of this Contract. This Contract will remain in full force and effect as to all authorized Task Orders which are to be continued to completion under this type of arrangement.

9.4 PAYMENT IN THE EVENT OF TERMINATION

In the event this Contract or any Assignment is terminated or canceled prior to final completion, payment for unpaid portion of the services provided by the PROFESSIONAL to the date of termination and any additional services thereafter will be determined by negotiation between the COUNTY and the PROFESSIONAL. No amount shall be allowed for anticipated profit on unperformed services or other work. In the event of termination for cause, the COUNTY may adjust any payment to take into account any additional costs to be incurred by the COUNTY due to such default.

9.5 ACTION FOLLOWING TERMINATION

9.5.1 Upon receipt of notice of termination, given by either party, the terminated party shall promptly discontinue all services and other work, unless the notice provides otherwise.

9.5.2 In the case of the COUNTY terminating the PROFESSIONAL, the PROFESSIONAL shall within ten (10) days, or any extension thereto as may be mutually agreed to, deliver or otherwise make available to the COUNTY all reports, drawings, data, records, maps, mock-ups, scripts, articles, reports, fiscal data, and other data and documents that have been obtained or prepared by the PROFESSIONAL in performing the services under this Contract, regardless of whether the work on such documents has been completed or is in progress and said documents shall remain the property of the COUNTY.

9.6 SUSPENSION

9.6.1 The performance of the PROFESSIONAL's service under any provision of this Contract may be suspended by the COUNTY at any time. In the event the COUNTY suspends the performance of the PROFESSIONAL's services hereunder, the COUNTY shall so notify the PROFESSIONAL in writing, such suspension becoming effective upon the date of its receipt by the PROFESSIONAL, and COUNTY shall promptly pay to the PROFESSIONAL all fees which have become due and payable to the PROFESSIONAL to the effective date of such suspension. The COUNTY shall thereafter have no further obligation for payment to the PROFESSIONAL for the suspended services unless and until the COUNTY notifies the PROFESSIONAL that the services of the PROFESSIONAL called for hereunder are to be resumed.

Upon receipt of written notice from the COUNTY that the PROFESSIONAL's services hereunder are to be resumed, the PROFESSIONAL shall complete the services called for in this Contract and the PROFESSIONAL shall, in that event, be entitled to payment of the remaining unpaid compensation which becomes payable to the PROFESSIONAL under this Contract, same to be payable at the times and in the number specified herein.

In no event will the compensation or any part thereof become due or payable to the PROFESSIONAL under this Contract unless and until the PROFESSIONAL has attained that state of work where the same would be due and payable to the PROFESSIONAL under the provisions of this Contract.

9.6.2 If the aggregate time of the COUNTY'S suspension(s) of the PROFESSIONAL's services under any Task Order of this Contract exceeds sixty (60) days, then the PROFESSIONAL and the COUNTY shall, upon request of the PROFESSIONAL, meet to assess the services performed hereunder up to the time of such meeting, the services remaining to be performed and the total compensation paid to the PROFESSIONAL hereunder and, during such meeting, shall have the

option of negotiating a change in compensation to be paid to the PROFESSIONAL for the balance of the services to be performed hereunder. No increase in compensation to the PROFESSIONAL shall be allowed unless it is based upon clear and convincing evidence of an increase in the PROFESSIONAL's costs attributable to the aforesaid suspension(s).

9.7 AVAILABILITY OF FUNDS

The County's obligations under this contract are subject to the availability of funds lawfully appropriated for its purpose by the governing board of the County. The County shall promptly notify the Engineer should funds become unavailable, and in that event the Engineer shall be entitled to stop all work until funds become available.

SECTION 10 CLAIMS AND DISPUTES/REMEDIES

10.1 CLAIMS AND DISPUTES

Any claims, disputes and/or matters in question between the parties arising out of or relating to this Contract, including claims for extra compensation, shall be filed in writing by the aggrieved party to the other party within forty-five (45) days of its occurrence. Should such claims not be formally submitted within said forty-five (45) day period, the aggrieved party agrees not to make such claim against the other party at any time in the future. Should any claim or dispute not be mutually resolved between the parties within sixty (60) days thereafter, the aggrieved party shall then seek to resolve the matter in accordance with the "Remedies" provisions of Section 10.2 herein.

10.2 REMEDIES

Except as provided in Section 10.1 herein, all claims, disputes and/or matters in question between the COUNTY and the PROFESSIONAL arising out of or relating to this Contract, or the breach of it will be decided by mediation if the parties hereto mutually agree, or in a court of competent jurisdiction. Venue for any dispute or formal litigation concerning this Contract shall be in the appropriate court with territorial jurisdiction over Hernando County, Florida. In the event of a dispute or litigation, each party to such dispute or litigation shall be solely responsible for its own attorneys' fees and costs. This Contract shall not be construed for or against any party hereto, regardless of which party is wholly or partly responsible for its drafting.

SECTION 11 INDEMNITY AND INSURANCE

11.1 GENERAL

To the fullest extent permitted by Florida law, the PROFESSIONAL covenants, and agrees that it will indemnify and hold harmless the COUNTY, and its officers and employees, from liabilities, damages, losses and costs, including, but not limited to, reasonable attorneys' fees, to the extent caused by the negligence, recklessness, or intentionally wrongful conduct of the PROFESSIONAL and other persons employed or utilized by the PROFESSIONAL in the performance of the contract.

This provision shall survive the expiration or earlier termination of the agreement.

11.2 INSURANCE

The PROFESSIONAL will possess or obtain and continuously maintain the following insurance coverage, from a company authorized to do business in the State of Florida, and will provide Certificates of Insurance to the COUNTY, evidencing such insurance, within fifteen (15) days following the PROFESSIONAL's receipt of Notice to Proceed on the Assignment from the COUNTY.

The insurance coverage shall contain a provision, which requires that prior to any changes or material alterations in the coverage, except aggregate coverage, thirty (30) days prior written notice will be given to the COUNTY.

The specific requirements of this Contract have been detailed in **RFP No. 25-RFP00983/CT** for Marketing and Advertising Services for Florida's Adventure Coast Visitors Bureau. The specific requirements of the RFP must be met to be compliant with this Contract and may include the following:

11.2.1 Worker's Compensation

The PROFESSIONAL will provide Worker's Compensation for all employees at the site location, and in case any work is sub-contracted, will require the Sub-Contractor to provide worker's compensation for all of its employees. The limits will be statutory for Worker's Compensation and \$500,000 for Employers' Liability.

11.2.2 Comprehensive General Liability

The PROFESSIONAL will provide coverage for all operations including, but not limited to, Contractual, Products and Completed Operations and Personal Injury. The limits will be not less than \$2,000,000 Combined Single Limit (CSL) or its equivalent.

11.2.3 Comprehensive Automobile Liability

The PROFESSIONAL will provide coverage for all owned and non-owned vehicles for limits of not less than \$1,000,000 CSL or its equivalent.

11.2.4 Professional Liability Insurance

Annual Professional Liability Insurance will be maintained with coverage in an amount of not less than \$1,000,000 that protects the PROFESSIONAL to the statutory limits applicable to Professional Liability.

Said Professional Liability Insurance shall provide for all sums which the PROFESSIONAL shall be obligated to pay as damages for claims arising out of service performed by the PROFESSIONAL, or any person or Sub-Contractor employed by the PROFESSIONAL, in conjunction with this Contract. This insurance shall also be maintained for a minimum of one (1) year after completion of the construction and acceptance of the facilities designed by the PROFESSIONAL under the scope of this Contract including any amendment thereto.

11.2.5 Certificates of Insurance

The PROFESSIONAL shall furnish all Certificates of Insurance forwarded directly to the following:

Hernando County Procurement Department
15470 Flight Path Drive
Brooksville, FL 34604

with information copied to the County Designated Representative identified in Section 6.2. The Certificates shall clearly indicate that the PROFESSIONAL has obtained insurance of the type, amount and classification required by these provisions.

SECTION 12 NEGOTIATION DATA

12.1 The PROFESSIONAL hereby certifies, covenants and warrants that accounting documentation and supporting data which has established compensation provided for in this Contract are accurate, complete and current as of the date of negotiation of the compensation terms contained in this Contract. It is further agreed that the PROFESSIONAL's compensation under this Contract may be adjusted to exclude any significant sums where the COUNTY determines the PROFESSIONAL's compensation was increased due to inaccurate or incomplete wage rates and other factual unit costs. All such price adjustments shall be made prior to the end of this Contract. Records of costs incurred under the terms of this Contract shall be maintained and made available to the COUNTY during the period of this Contract and for three (3) years after final payment is made. Copies of these documents and records shall be furnished upon request to the COUNTY at no cost. For the purpose of this Section, the end of this Contract shall be deemed to be the date of final acceptance of the work by the COUNTY.

SECTION 13 OWNER OF DOCUMENTS

13.1 It is understood and agreed that all documents, including detailed reports, original drawings, data, records, maps, mock-ups, scripts, articles, reports, fiscal data, and all other data other than working papers, prepared or obtained by the PROFESSIONAL in connection with its services hereunder, shall be delivered to, or shall become the property of the COUNTY prior to final payment to the PROFESSIONAL. The PROFESSIONAL shall retain reproducible copies of all documents for its files at direct reimbursable cost. All Documents including drawings prepared by the PROFESSIONAL pursuant to this Contract are instruments of service related to the services described in the Assignment.

Any reuse without written verification or adaptation by the PROFESSIONAL for the specific purpose intended will be at COUNTY'S sole risk and without liability or legal exposure to the PROFESSIONAL; and the COUNTY shall indemnify to the maximum extent permitted by law and hold harmless the PROFESSIONAL from all claims, damages, losses and expenses including attorney's and expert's fees arising out of or resulting therefrom. Any such verification or adaptation by the PROFESSIONAL will entitle the PROFESSIONAL to further compensation at rates to be agreed upon by the COUNTY and the PROFESSIONAL.

Any documents given to or prepared or assembled by the PROFESSIONAL and its sub-contractors under this Contract shall be kept solely as property of the COUNTY and shall not be made available to any individuals or organizations without the prior written approval of the COUNTY.

The PROFESSIONAL may maintain copies of all work performed under this Contract for the COUNTY.

The PROFESSIONAL shall not publish any information concerning this project without the prior written consent of the COUNTY.

The provisions of this article shall survive the termination of this contract.

SECTION 14 STANDARDS OF CONDUCT

14.1 PROFESSIONAL EMPLOYEES

The PROFESSIONAL warrants that it has not employed or retained any company or person, other than a bona fide employee working solely for the PROFESSIONAL, to solicit or secure this Contract and that the

PROFESSIONAL has not paid or agreed to pay any person, company, corporation, individual or firm other than a bona fide employee working solely for the PROFESSIONAL any fee, commission, percentage, gift or any other consideration, contingent upon or resulting from the award of making of this Contract.

14.2 PROFESSIONAL COMPLIANCE WITH LAWS

The PROFESSIONAL shall comply with all Federal, State and local laws and ordinances in effect on the date of this Contract and applicable to the work or payment for work thereof, and shall not discriminate on the grounds of race, color, religion, sex or national origin in the performance of work under this Contract.

14.3 CONFLICT OF INTEREST

The PROFESSIONAL hereby certifies that no undisclosed conflict of interest exists with respect to the present Contract, including any conflicts that may be due to representation of other clients, other contractual relationships of the PROFESSIONAL, or any interest in property which the PROFESSIONAL may have. The PROFESSIONAL further certifies that any apparent conflict of interest that arises during the term of the Contract will be immediately disclosed in writing to the COUNTY. Violation of this section will be considered as justification for immediate termination of this Contract under the provisions of Section 9.1.

14.4 REMOVAL OF EMPLOYEE

The COUNTY is empowered to require the PROFESSIONAL to remove any employee or representative of the PROFESSIONAL from working on this Assignment which the COUNTY determines is not satisfactorily performing his assigned duties or is demonstrating improper conduct. The COUNTY shall notify the PROFESSIONAL in writing of the COUNTY'S objections prior to the PROFESSIONAL'S removal of any employee or representative.

14.5 PUBLICATION

The PROFESSIONAL shall not publish any documents or release information to the media without prior approval of the COUNTY.

SECTION 15 ACCESS TO RECORDS/AUDIT

15.1 RECORDS MAINTENANCE

The PROFESSIONAL shall maintain books, records, documents, time and costs accounts and other evidence directly related to its performance of services under this Contract. All time records and cost data shall be maintained in accordance with generally accepted accounting practices. The PROFESSIONAL shall also maintain the financial information and data necessary to determine overhead rates in accordance with the requirements of Federal and State regulatory agencies and this Contract. The COUNTY, or any of its duly authorized representatives, shall have access within forty-eight (48) hours to such books, records, documents and other evidence for inspection, audit and copying. Copying of PROFESSIONAL'S books, records, documents, time records and cost accounts and other evidence shall be at the COUNTY'S expense.

15.2 ACCESS TO RECORDS

The PROFESSIONAL shall maintain and allow access to the records required under this Section 15 for a period of three (3) years after the completion of the services provided under this Contract and date of final payment for said services, or date of termination of this Contract as may have been exercised under Section 9, Termination of Contract, herein.

**SECTION 16
ASSIGNABILITY**

16.1 The PROFESSIONAL shall not sublet, assign or transfer any interest in this Contract, without prior written approval of the COUNTY, provided that claims for the money due or to become due the PROFESSIONAL from the COUNTY under this Contract may be assigned to a bank, trust company or other financial institution without such COUNTY approval. Notice of any such assignment or transfer shall be furnished promptly to the COUNTY.

**SECTION 17
CONTROLLING LAWS**

17.1 The parties agree that the laws of the State of Florida shall govern any dispute arising out of or related to this Contract. Venue for any dispute, claim or action arising out of, or related to, this Contract shall be in the Circuit Court of the Fifth Judicial Circuit in and for Hernando County, Florida. The parties to this Contract agree that venue shall lie only in the state courts located in Hernando County, Florida. Any legal proceeding brought in connection with disputes relating to or arising out of this Contract will be filed and heard in Hernando County, Florida, and each party waives any objection that it might raise to such venue and any right it may have to claim that such venue is inconvenient. Litigation in federal court is precluded by Contract of the parties hereto. Process in any action or proceeding referred to in this paragraph may be served on any party anywhere in the world.

**SECTION 18
FORCE MAJEURE**

18.1 Neither party shall be considered in default in performance of its obligations hereunder to the extent that performance of such obligations, or any of them, is delayed or prevented by Force Majeure. Force Majeure shall include, but not be limited to, hostile revolution, civil commotion, strike, epidemic, fire, flood, wind, earthquake, explosion, any law, proclamation, regulation or ordinance or other act of government, or any act of God or any cause whether of the same or different nature, existing or future; provided that the cause whether or not enumerated in this Section is beyond the control and without the fault or negligence of the party seeking relief under this Section.

**SECTION 19
INDEPENDENT CONTRACTOR**

19.1 The PROFESSIONAL shall be legally considered an independent contractor and neither the PROFESSIONAL, its employees nor sub-contractors shall, under any circumstances, be considered servants or agents of the COUNTY; and the COUNTY shall at no time be responsible for any negligence or other wrongdoing by the PROFESSIONAL, its servants, agents, employees or subcontractors.

**SECTION 20
SEVERABILITY**

20.1 If any section, subsection, sentence, clause, phrase, or portion of this Agreement is for any reason held invalid or unconstitutional by any court of competent jurisdiction, such portion will be deemed stricken, and such holding will not affect the validity of the remaining portion thereof.

**SECTION 21
NO WARRANTY BY THE COUNTY**

21.1 Approval by the COUNTY of any of the PROFESSIONAL's work, including but not limited to drawings, design specifications, written reports, or any work products furnished hereunder, shall not relieve the

PROFESSIONAL of responsibility for the technical accuracy and adequacy of work under this Agreement. Neither the COUNTY's approval or acceptance, or payment for any services furnished under this Agreement shall be construed to operate as a waiver of any rights under this Agreement or any cause of action arising out of the performance of this Agreement.

SECTION 22 MODIFICATIONS

22.1 This Agreement may only be amended or modified by mutual consent of duly authorized parties, in writing, through the issuance of a modification to this Agreement or purchase order as appropriate.

SECTION 23 NOTICES

23.1 All notices given by one party to the other party under this Agreement must be delivered to the receiving party's address set forth on this Agreement either by hand, qualified courier, or e-mail and will be deemed received the day after it is transmitted. If the County is the recipient, the notice must be addressed to Chief Procurement Officer, Hernando County Board of County Commissioners, 15470 Flight Path Drive, Brooksville, FL 34604 or emailed to crossiter-smith@hernando.co.fl.us.

SECTION 24 EXTENT OF CONTRACT

24.1 This Contract, together with the **Request for Proposals No. 25-RFP00983/CT** for Marketing and Advertising Services for Florida's Adventure Coast Visitors Bureau issued [REDACTED], the proposal submitted [REDACTED], and the Exhibits hereinafter identified and listed in this section, constitute the entire Contract between the COUNTY and the PROFESSIONAL and supersede all prior written or oral understandings in connection therewith. This Contract may only be amended, supplemented, or modified by a formal amendment or change order to this Contract.

The RFP shall be included and incorporated in the final award. The contractual order of precedence will be the Agreement and the Exhibits supplemental to and made a part of this Contract as follows:

- Exhibit A: Scope of Services
- Exhibit B: Task Order Form
- Exhibit C: Hourly Rate Schedule
- Exhibit D: Truth in Negotiation Form
- Exhibit E: Insurance Certificate

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IN WITNESS WHEREOF, the COUNTY and the PROFESSIONAL have executed this Contract to become effective on the day and year first written above.

PROFESSIONAL:

Witness

Print Name: _____
Title: _____

COUNTY:
Hernando County Board of County
Commissioners

Attest

Brian Hawkins, Chairman

EXHIBIT "A"

SCOPE OF SERVICES

[To Be Inserted]

Exhibit "C"
Hourly Rate Schedule

Position Title	Total Hourly Rate

Exhibit "D"
Truth in Negotiation Form

[To Be Inserted]

Exhibit "E"
Insurance Certificate

[To Be Inserted]



ADDENDUM No. THREE (3)

TO
THE CONTRACT DOCUMENTS
FOR THE

**Marketing and Advertising Services for Florida's Adventure Coast Visitors
Bureau**

IN
HERNANDO COUNTY, FLORIDA
SOLICITATION NO. 25-RFP00983/CT

Bidders are required to acknowledge receipt of this Addendum via OpenGov prior to the time of the Bid Opening.

The following changes, additions and/or deletions are hereby made a part of the Contract Documents for the above-referenced Solicitation as fully and completely as if the same were fully set forth therein:

A. CLARIFICATIONS

1. Solicitation Timeline is hereby amended as follows:

Question Submission Deadline:	June 11, June 3, 2025, 5:00 pm
Question Response Deadline:	June 13 June 6, 2025, 5:00 pm
Proposal Submission Deadline	June 30 June 23, 2025, 10:00 am

B. QUESTIONS AND ANSWERS

1.Q. If we have a full time videographer and video editor on staff, how do you recommend that we include pricing information, since those positions are not listed in the pricing table but that service is relevant in the scope of work?

1.A. Please see Questions 5 and 11, and their replies, in Addendum No. 2. Please also refer to Additions section of this Addendum No. 3. Only the County may add position descriptions and line items.

2.Q. What would be the best plan of action to submit our RFP if our company business model does not involve hourly wages or lump sums? We charge a percentage on top of the media that is purchased.

2.A. Please see Questions 5 and 11, and their replies, in Addendum No. 2. No, only the County may add line items.

3.Q. Is there a posted 2025 Marketing plan for Florida's Adventure Coast Visitors Bureau?

3.A. Yes, please see Addendum No. 2.

4.Q. What specific KPIs or success metrics will be used to evaluate the selected agency's performance?



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- 4.A. Success begins with effective collaboration and strategic planning, with both staff and our website vendors, ITI Digital Marketing (FloridasAdventureCoast.com) and Nora Kramer Designs (FloridaMermaidTrail.com and DestinationMermaids.com) Open and honest communication; effectively managing expectations, timelines and processes. Setting and meeting realistic deadlines for delivery of plans and creative components. Straightforward and honest price estimates for projects with complete transparency in pricing. Increase the following by the end of year two:
- overall consumer response by 40%
 - digital engagement by 50%
 - email database by 25%
 - earned media coverage by 30%
- 5.Q. **Are you considering bids from out of state agencies or only Florida based agencies? I read the qualifications but wasn't sure.**
- 5.A. Yes, however please read and understand the expectations stated in Section 7.6, Operational Requirements, of the Solicitation, especially the first bulleted sentence.
- 6.Q. **What is the budget for this project over the life of the contract (3-5 years)? It wasn't clear in the RFP other than lowest bidder consideration.**
- 6.A. Please refer to Section 7.1, Summary, and 7.3, Background of the Solicitation.
- 7.Q. (a)-Do you have an incumbent and would they be participating in this RFP?
(b)-Could we request a waiver on the e-verify requirement as we are located in Canada?
(c)-Could you let us know if you have a local preference or are you open to a Canadian agency that has done similar work with clients across the United States, with some currently being the States of California, Colorado and Wyoming?
- 7.A. (a) No.
(b) Foreign companies with employees working in the United States under a federal contract with the FAR E-Verify clause must complete Form I-9 and use E-Verify for non-exempt employees. Should this not be applicable, please submit waiver request with Proposer's proposal.
(c) Please refer to Question 5 and its reply in this Addendum No. 3.
- 8.Q. **The RFP requires disclosure of any work outside the United States, including the company, country, and quality assurance entity involved. Can the County clarify:**
o Does this apply to auxiliary services such as overnight community management, outsourced analytics, or automated platform integrations?
o Would remote U.S.-based contractors (e.g., freelancers or subcontractors operating temporarily abroad) also fall under this requirement?
- 8.A. Yes.
Yes.
- 9.Q. **Are you open to a monthly service fee that would cover such agency time for Account Service, media research, administrative and billing costs?**
Please refer to Questions 5 and 11, and their replies, in Addendum No. 2. Only the County may add line items.
- 9.A.



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- 10.Q. The RFP requires that Proposers and their subcontractors meet the Hernando County BOCC drug policy and also comply with the Drug Free Workplace Certification as defined under Florida Statute 287.087 (Section 9.3.4). To ensure full compliance:**
- (a) **o Can the County confirm if providing certification is sufficient, or will the County require submission of internal policy documents or signed employee acknowledgements?**
 - (b) **o Does this requirement apply to all staff, including remote or part-time personnel who may not work on-site within Hernando County?**
 - (c) **o Are there periodic compliance audits or reporting mechanisms expected from the awarded vendor related to this certification??**
- 10.A. (a) Proposers may choose to provide additional information concerning a Drug Free Workplace in their Proposals. However, certification is sufficient.
(b) Yes.
(c) While not currently required, the County reserves the right to conduct audits in the future.
- 11.Q. Do you have reserve funds to be used in an emergency situation to continue marketing in overcoming misinformation on the conditions on Florida's Adventure Coast?**
- 11.A. Yes.
- 12.Q. Would public relations support services be compensated from the \$650,000 annual agency budget or would additional dollars be available should those services be required?**
- 12.A. This would be compensated from the \$650,00.00 annual budget.
- 13.Q. Are out of pocket expenses included in the \$650,000 annual agency budget, or is there a separate accounting line for those costs?**
- 13.A. Yes, they are included. Please refer to Section 7.6, Operational Requirements of the Solicitation.
- 14.Q. What goals have you sought to fulfil with the identification and implementation of promotional partnership and earned media?**
- 14.A. Increase awareness of Florida's Adventure Coast as a vacation destination. Attract our "Best Guest". Please refer to Question 4 and its reply in this Addendum No. 3.
- 15.Q. What services in partnership with your marketing agency does ITI Digital Marketing provide?**
- 15.A. There is no current marketing agency. Please refer to Section 7.3, Background, of the Solicitation. In addition to those services stated in Section 7.3, ITI Digital Marketing has previously provided search engine optimization, search engine marketing, and a digital content publication campaign.
- 16.Q. Who controls landing page design for marketing campaigns?**
- 16.A. This would be a collaborative effort between the future awarded vendor, ITI Digital Marketing and Nora Kramer Designs.
- 17.Q. Are you able to provide a PDF copy of the Tourism Strategic Plan as the link provided is protected?**
- 17.A. Yes, please see Addendum No. 2.
- 18.Q. Do you offer incentives to events to attract them to your area?**
- 18.A. No.



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19.Q. Do you offer assistance to events to help them extend their promotion reach?

19.A. Yes.

20.Q. Do you participate in VISIT FLORIDA co-op advertising and media opportunities?

20.A. Yes.

21.Q. We see that earned media is included in the media plan, which is a measure of Public Relations. And we see that Organic social media is mentioned as part of the media section. Does that mean that full PR services are also included in the scope of Agency Services?

21.A. No, however, such services may be utilized on an as-needed basis. Please refer to Section 7.5. Annual Goals for the Marketing Firm, final bulleted item, of the Solicitation. Please also refer to Additions section of this Addendum No. 3.

22.Q. The RFP references “Social Media Integration of paid and organic content, collaborating with Florida’s Adventure Coast Visitors Bureau staff across various social platforms.” Could the County please clarify:

- (a) What level of hands-on execution is expected from the agency vs. in-house staff (e.g., content creation, scheduling, publishing)?
- (b) How will collaboration be structured—will there be shared tools (e.g., Hootsuite, Meta Business Suite) or defined approval workflows?
- (c) Will the agency manage paid media buying and organic strategy, or only provide strategy/recommendations for in-house execution?

22.A. (a) Please refer to Question 30 of this Addendum No. 3, Section 7.4, Scope of Work, bulleted item that begins with “Social Media Integration of paid and organic content, collaborating with Florida’s Adventure Coast Visitors Bureau staff across various social platforms”. Awarded vendor will collaborate with County and will be responsible for execution of paid media posts.

(b) Currently, the County utilizes Google Docs and spreadsheets, however, the County is open to considering other collaboration tools.

(c) Awarded vendor will be responsible for execution of paid media posts.

23.Q. (a) What Research is available? (b) Do you anticipate future research needs during the length of this contract? (c) Would additional funding be made available if new research is warranted?

23.A. (a) The current research data providers are Zartico and Key Data. Visit Florida provides additional data.

(b) Potentially.

(c) Possibly.

24.Q. What services does your website SEO vendor provide?

24.A. The search engine optimization contract with ITI Digital Marketing expired on September 30, 2024.

25.Q. The RFP notes that vendors must be “Z-DOS certified or become certified within 30 days of contract execution.” Can the County please confirm the requirement for certification in Zartico’s Destination Operating System (ZDOS®), specifically: o What level or type of certification is expected? o Is certification required for all team members or only those working directly with the ZDOS platform?



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- 25.A. There is one certification available through Zartico. At least one team member, preferably the Account Manager assigned to Florida's Adventure Coast's account, is required to be ZDOS certified or obtain certification.
- 26.Q. The RFP mentions "PR Listening Services" but does not specify scope. Can the County clarify the expectations for this service? Specifically:
- (a) Should the agency provide real-time media monitoring for brand mentions and sentiment analysis?
 - (b) Are social listening tools or specific platforms (e.g., Meltwater, Cision, Sprout Social) preferred?
 - (c) Is reporting on earned media performance or crisis monitoring also expected as part of this service?
- 26.A. (a) Since initiation of this RFP, the County has purchased a subscription for Up Content Media Services, however, sentiment analysis is not included. The awarded vendor is not required to provide media listening services or sentiment analysis.
(b) Since release of this RFP, the County has purchased a subscription for Sprout Social.
(c) Please refer to Question 21 and its reply in this Addendum No. 3.
- 27.Q. What marketing initiatives are developed and implemented in-house? Specifically:
- (a) FAM Trips and working with influencers.
 - (b) Trade show participation
 - (c) email marketing
 - (d) Other initiatives?
- 27.A. (a) Most Influencers and media FAM (Familiarization) Tours have been in coordination with Visit Florida, however we wish to expand our opportunities.
(b) Trade show participation has been coordinated in-house.
(c) The email marketing program is coordinated in-house
(d) To date, all initiatives have been coordinated in-house.
- 28.Q. If we identify a position that is not included in your descriptions and one we feel is essential to the success of your marketing initiatives and goals, may we include?
- 28.A. Please refer to Questions 5 and 11, and their replies, in Addendum No. 2. No, only the County may add position descriptions and line items.
- 29.Q. If we are able to add a position to 7.7, can we add a line item to the pricing proposal for this addition?
- 29.A. Please refer to Questions 5 and 11, and their replies, in Addendum No. 2. No, only the County may add position descriptions and line items.
- 30.Q. Will there be an annual or quarterly content calendar to guide campaign planning and approvals, or is the agency expected to propose and manage this calendar?
- 30.A. The County currently creates and manages a content calendar (in spreadsheet form) for social media, email and video production. Going forward, all media components **must** be included in a shared calendar. Proposers may propose any and all approaches.
- 31.Q. To what extent is the agency expected to develop net-new content versus optimizing or repurposing existing assets?



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- 31.A. New content will be created as needed for specific campaigns. There is already an extensive media library and website content.
- 32.Q. **Will the awarded agency have full rights to use existing content (photos, videos, articles) from the Florida's Adventure Coast asset library, and will the County own new content developed by the agency?**
- 32.A. Yes, and yes.
- 33.Q. **Are there defined visitor personas or audience segments that the County prioritizes in its content strategy (e.g., eco-tourists, families, RV travelers)? If so, can these be shared?**
- 33.A. There are specific audience segments, with limited personas. Yes.
- 34.Q. **Is there an existing strategy for content lifecycle management (e.g., periodic content audits, removal of outdated content, SEO pruning), or should the agency propose and implement one?**
- 34.A. Content is developed seasonally and updated as necessary.
- 35.Q. **(a) What CMS is currently in use? (b) Are there limitations or integrations required?**
- 35.A. (a) The county utilizes ITI Digital Marketing for Content Management System of places, events, and itineraries. Please refer to Additions Section of this Addendum No. 3.
(b) Possibly.
- 36.Q. **What tools (e.g., GA4, SEMrush, Hootsuite) are used or preferred for reporting - are there any currently in place, or is the team responsible for setting these tools up?**
- 36.A. GA4 (Google Analytics) and those tools stated in Question 26, of this Addendum No. 3 are currently utilized. Proposers may provide recommendations as part of their approach.
- 37.Q. **Can we review analytics from past campaigns to guide future strategy?**
- 37.A. Yes.
- 38.Q. **The RFP states that "the County may desire public relations assistance." Given the optional sounding nature of public relations assistance in this RFP, how should we address this potential need within our proposal? Should we include a separate section outlining our public relations capabilities and potential approaches, or integrate it elsewhere?**
- 38.A. No, please refer to Question 21 in this Addendum No. 3.
- 39.Q. **Is the reason why Public Relations is listed as an additional possibility because you currently handle all of your needs in-house?**
- 39.A. Yes.
- 40.Q. **Could you please elaborate on the specific circumstances under which the County would desire public relations assistance? Is there a particular project, initiative, or ongoing need that might require augmented public relations support in the near future?**
- 40.A. Please refer to Question 21 in this Addendum No. 3.



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- 41.Q. Can you provide further definition/clarification around how you think about your “best guest”? Are there demographics and/or other information about this audience that can be shared?**
- 41.A. Our “best guest” is environmentally responsible, respects our outdoor assets and participates in sustainability practices; and they value local businesses over national chains.
The “best guest” spans generations, it is a mindset and not an age.
- 42.Q. Is there a forecasted media budget separate from the \$650,000 noted in the RFP? If not yet determined, can you share what has been spent on media in previous years?**
- 42.A. The media budget is included in the \$650,000. In Fiscal Year 2024, we spent approximately \$500,000.
- 43.Q. Regarding creative asset development (photo, video, etc.), is that expected to come out of the \$650,000 total budget? If so, can you provide historical spend or typical allocation for these services in prior years?**
- 43.A. Yes. Yes, typesetting and design of ads coordinated in-house and updating of existing collateral was approximately \$16,000 in Fiscal Year 2024. The last collateral design was completed in 2015 and was part of a rebranding effort that totaled \$172,900.
- 44.Q. Will the selected agency be responsible for developing, executing, or advising on future research initiatives (e.g., brand health, visitor profiles, campaign effectiveness)?**
- 44.A. Yes.
- 45.Q. Is the current brand identity expected to remain intact, or is there an appetite for strategic evolution or rebranding during the contract term?**
- 45.A. The current brand identity is expected to remain; there is no appetite for rebranding. Strategic evolution may be considered and Proposers may include this in their approach.
- 46.Q. Who will be the core day-to-day stakeholders from the Florida’s Adventure Coast team, and how does your team currently interact with partners (e.g., creative agency, PR firm, web/SEO partner, etc.)?**
- 46.A. The Tourism Manager is primarily responsible for setting direction and strategy. Each member of the team interacts with partners based on their individual responsibilities.
- 47.Q. Is there a target start date for onboarding and campaign planning post-award? Should we account for any transition from a prior agency?**
- 47.A. Work will begin upon contract award and pursuant to the contract provided as Attachment A in this Solicitation. There is an immediate need for media buying and creative development for the first sixty to ninety (60-90) days as a long-term strategy is developed. There is no prior agency.
- 48.Q. What is the anticipated cadence for campaign planning and budget approvals—quarterly, annually, or ad-hoc?**
- 48.A. An overarching strategy, developed annually, will drive quarterly campaign planning and execution.
- 49.Q. Does the DMO have an existing media mix or preferred channels, or is the selected agency expected to define a fresh plan from the ground up?**
- 49.A. The awarded vendor is expected to define a plan, with input from the in-house team.



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- 50.Q. The response to the original question (Question #17 in addendum no. 2) refers to section 10.3.4, unfortunately I don't see that section in the RFP. Could you please confirm? Thank you**
- 50.A.** The public portal numbering for the Vendor Questionnaire is slightly different than the inward facing portal. The answer in Question 17 of Addendum No. 2 is correct in responding to Section 9.3.4 regarding Florida statute 287.087.
- 51.Q. On page 48 of the RFP, the Positions Descriptions end with "Paid Media Placements" (item number 13). (a) Given that is not an agency position description, what information is the County seeking for that section? (b) If the respondents are being asked to estimate a number of media placements in year one, what information has been provided, allowing respondents to respond accurately? (c) Can you also explain your reason for asking the question?**
- 51.A.** (a) The County seeks the estimated spend the Proposer anticipates spending in year one of the agreement based on their approach to providing services.
(b) Please refer to Additions section of this Addendum No. 3.
(c) Answers (a) and (b) to this Question should be sufficient.
- 52.Q. Given that the RFP states that the County will not be allowing mark up on media, what is the intention of the statement on page 48 of the RFP stating the "Maximum subcontractor markup," and what information is the County asking for on the subsequent page 49, Item #1 "Percent markup for approved subcontractor work?"**
- 52.A.** Please refer to Additions Section of this Addendum No. 3.
- 53.Q. Hernando County Questions**
- (a) Goals & Metrics Clarification** Can you clarify the key performance indicators (KPIs) or success metrics by which you will evaluate the selected agency's performance (e.g., visitation growth, TDT revenue, engagement, sentiment, etc.)?
 - (b) Target Audience Segmentation** Are there priority visitor segments or geographic feeder markets that should be emphasized in the marketing strategy (e.g., day-trippers vs. overnights, in-state vs. out-of-state, adventure travelers vs. heritage seekers)?
 - (c) Brand Evolution or Refresh** Are you open to a brand evolution or repositioning of the Florida's Adventure Coast identity, or should all creative efforts stay tightly aligned to existing brand guidelines and creative assets?
 - (d) Media Budget Parameters** Will you be sharing an anticipated media spend or overall annual budget to help us right-size strategy and resource allocation in the proposal?
 - (e) Integration with Current Vendors** Are there existing relationships with vendors or platforms (e.g., web development team, research firms, content creators) that we would be expected to collaborate with, and if so, could you list them?
 - (f) Local and Regional Partnerships** How do you envision the selected agency's role in supporting collaboration with partners like VISIT FLORIDA, regional DMOs, or local tourism partners (e.g., businesses, chambers, events)?
 - (g) Creative Assets & Campaigns** Can you provide examples of past creative campaigns and results? Are there any evergreen campaigns or messaging pillars you would like us to continue building on?



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- (h) **Seasonality & Focus Areas** Are there particular times of year, geographic zones (e.g., Weeki Wachee, Brooksville), or event-driven efforts (e.g., festivals, eco-tourism peaks) that require enhanced marketing support?
- (i) **Research Availability** Will we have access to any recent visitor profile studies, brand perception research, or advertising effectiveness reports to help inform strategy?

53.A. See below.

- (a) Please see Question No. 4 of this Addendum No. 3.
- (b) Please see the Marketing Plan attached in Addendum No. 2 for top geographic markets. Overnight visitors are always the top priority for visitation, though the destination has a robust day-trip audience.
- (c) Please see Question No. 45 of this Addendum No. 3.
- (d) Please see Question 12, 13, 42, 43 and No. 51 of this Addendum No. 3.
- (e) Current relationships include ITI Digital Marketing for the website, FloridasAdventureCoast.com. Zartico and Key Data for data. Additionally, Nora Kramer Designs is the vendor for FloridaMermaidTrail.com and DestinationMermaids.com.
- (f) Strategic partnerships are critical to the destination's success and constantly evolving, based on budgets and priorities. Proposers should be prepared to deliver creative to support such partnerships in media purchases and other opportunities as they arise. Partner support should include development of recommendations for co-op media programs, earned media and event promotion as opportunities arise. Proposers may provide information about their collaboration with partners in their proposal submission.
- (g) The top priority for messaging includes encouraging responsible and sustainable visitation with an emphasis on protecting our natural resources and assets while supporting local businesses. The awarded vendor will be provided prior media campaign creative and reporting.
- (h) Seasonal initiatives include winter visitation for northern visitors, particularly Canadians. Spring and Summer months are focused on family travel. Festival and event season is typically late fall through early Spring. Weeki Wachee Springs State Park is a priority for Winter and shoulder seasons. Please refer to Questions 1 and 2 of Addendum No. 2. Lastly, the County is considering the Leave No Trace program.
- (i) Yes.

54.Q. Is a PR agency able to submit independently for that part of the scope of work?

54.A. No.

55.Q. What is the budget for the PR portion of the scope of work?

55.A. This has not been determined.

C. ADDITIONS

1. **Section 7.7, Position Descriptions, of the Solicitation is hereby amended as follows:**

Public Relations Specialist (as-needed)

Responsible for communications with the public, reporters, other media specialists, and other stakeholders. Primarily serving to generate earned media but may occasionally provide communications during incidents or unforeseen events.



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Videographer

A videographer's role is to capture high-quality video content in a variety of environments, for various purposes, including events, marketing, and storytelling. They are skilled in working with creative teams and clients to plan and execute video shoots.

Video Editor

A video editor's responsibilities include assembling raw footage, color correction, grading, cutting and trimming videos and adding visual effects and music, ensuring the final product meets the desired vision. They collaborate with directors and producers to achieve a cohesive and polished result, using software like Adobe Premiere Pro or Final Cut Pro or equivalents.

2. Section 8, Pricing Proposal, of the Solicitation is hereby amended as follows:

Line Item	Description	Quantity	Unit of Measure	Unit Cost	Total
1	Account Manager or Account Executive	1	Hourly		
2	Marketing Coordinator or Assistant	1	Hourly		
3	Digital Marketing Manager or Specialist	1	Hourly		
4	Digital Marketing Coordinator or Assistant	1	Hourly		
5	PPC Specialist	1	Hourly		
6	Media Buyer	1	Hourly		
7	Media Coordinator	1	Hourly		
8	Social Media Specialist	1	Hourly		
9	Creative Director	1	Hourly		
10	Branding Consultant	1	Hourly		
11	Graphic Designer	1	Hourly		
12	Copywriter	1	Hourly		
13	Public Relations Specialist	1	Hourly		
14	Videographer	1	Hourly		
15	Video Editor	1	Hourly		
16	Paid Media Placements (estimated in year one)	1	Lump Sum		
13					
	Total				\$0.00

3. The contract between the County and ITI Digital Media is provided as an Attachment.

4. The following is hereby added to Section 7.4, Scope of Work, of the Solicitation about Paid Media Placements or media buying:

The Vendor will be responsible for purchasing media on behalf of the County as part of the agreed-upon marketing or advertising strategy and fully executed Task Order(s) pursuant to the agreement. All media purchases must be pre-approved by the County in writing. Following the purchase, the Vendor will provide detailed documentation, including invoices and proof of payment, for each media buy. Upon receipt and verification of this documentation, the County will reimburse the Vendor for the full cost of the approved media purchases.

5. The following is hereby added to Section 7.8, Subcontractor Services, of the Solicitation:



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- The County will reimburse the vendor for those subcontractor's costs at cost of sub-contractors' total invoiced amount plus markup as reflected on the Pricing Proposal.

6. The following scrivener's errors in Attachment A - Professional_Services_Agreement_Over_ABR_Task Order_ Marketing and Advertising, are hereby corrected:

9.7 AVAILABILITY OF FUNDS The County's obligations under this contract are subject to the availability of funds lawfully appropriated for its purpose by the governing board of the County. The County shall promptly notify the **PROFESSIONAL Engineer** should funds become unavailable, and in that event the **PROFESSIONAL Engineer** shall be entitled to stop all work until funds become available.

BOARD OF COUNTY COMMISSIONERS OF HERNANDO COUNTY, FLORIDA

Approved by: Cathy Tefft, CPPB, NIGP-CPP, FCCM, Manager
For: Carla Rossiter-Smith, MSM FMP GPC
Chief Procurement Officer

Procurement



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ADDENDUM No. FOUR (4)

TO
THE CONTRACT DOCUMENTS
FOR THE

**Marketing and Advertising Services for Florida's Adventure Coast Visitors
Bureau**

IN
HERNANDO COUNTY, FLORIDA
SOLICITATION NO. 25-RFP00983/CT

Bidders are required to acknowledge receipt of this Addendum via OpenGov prior to the time of the Bid Opening.

The following changes, additions and/or deletions are hereby made a part of the Contract Documents for the above-referenced Solicitation as fully and completely as if the same were fully set forth therein:

A. QUESTIONS AND ANSWERS

- 1.Q. Can you please share your current brand guidelines, as well as samples of recent brand creative?**
- 1.A. Please see our brochures on FloridasAdventureCoast.com. For advertising creative, please refer to the gallery link on Cleanpix in the Additions section of this Addendum No. 4.
- 2.Q. The Pricing Proposal Form lists "Paid Media Placements" at the bottom of the form and asks for a "Lump Sum." Are you asking for respondents to state an estimated net media budget? Or are you asking for an estimation of agency fees to place media? Or some other charge?**
- 2.A. Please refer to Question 51 and its reply in Addendum No. 3 and to Additions section of this Addendum No. 4.
- 3.Q. The top of the Pricing Form shows the term "Quantity" and for each position is displaying the number "1." What is the number "1" signifying? What is the County looking for in the "Total?" Cost per hour or total estimated cost per year for the position?**
- 3.A. The Quantity of "1" and the "Unit of Measure" of "Hourly" signifies the hourly or unit cost for each position.
Once the Unit Cost is entered by the Proposer, the eProcurement Portal, OpenGov, will calculate the Total by multiplying each line item's Quantity by the Unit Cost.
Cost per hour.
- 4.Q. Do you currently have a videographer on staff? Is it a requirement to have a videographer for this RFP?**
- 4.A. Yes, and yes.



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- 5.Q. On the pricing sheet in Open Gov, we are not able to fill out the quantity of expected hours. Our pricing is all-inclusive style. How do you prefer we communicate our pricing structure since in the RFP it says to refrain from including pricing? Can we have an option to add an attachment along with our pricing in Open Gov?
- 5.A. Pricing may only be provided in the Pricing Proposal.
No.
- 6.Q. Can you please share the dimensions, page count and paper type you are looking for with the Visitor's Guide? How many publications a year? Are we responsible for distributing the Visitor's Guide or will Hernando County mail them?.
- 6.A. We are planning a complete redesign of the collateral (Visitor's Guide) and envision a brochure, not a booklet. Size, paper type and number of publications are yet to be determined. Hernando County will handle the distribution.
- 7.Q. Included in the scope of work is the design and production of promotional materials and collateral, including a new Visitor Guide and map, with print and digital versions. Is it intended that we would produce the print ready files but that Hernando County would contract for the actual printing separately?
- 7.A. Yes.

B. ADDITIONS

1. Section 7.4, Scope of Work, last bullet point, of the Solicitation is hereby amended as follows:
- The Vendor will be responsible for purchasing media on behalf of the County as part of the agreed-upon marketing or advertising strategy and fully executed Task Order(s) pursuant to the agreement. All media purchases must be pre-approved by the County in writing. Following the purchase, the Vendor will provide detailed documentation, including invoices and proof of payment, for each media buy. Upon receipt and verification of this documentation, the County will reimburse the Vendor for the full cost of the approved media purchases.
 - For the Pricing Proposal, Line Item 16, Paid Media Placements: The County seeks the estimated media spend for Paid Media Placements the Proposer anticipates spending in year one of the agreement based on their approach to providing services.

BOARD OF COUNTY COMMISSIONERS OF HERNANDO COUNTY, FLORIDA

Approved by: Cathy Tefft, CPPB, NIGP-CPP, FCCM, Manager
For: Carla Rossiter-Smith, MSM, PMP GPC
Chief Procurement Officer



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ADDENDUM No. FIVE (5)

TO
THE CONTRACT DOCUMENTS
FOR THE

**Marketing and Advertising Services for Florida's Adventure Coast Visitors
Bureau**

IN
HERNANDO COUNTY, FLORIDA
SOLICITATION NO. 25-RFP00983/CT

Bidders are required to acknowledge receipt of this Addendum via OpenGov prior to the time of the Bid Opening.

The following changes, additions and/or deletions are hereby made a part of the Contract Documents for the above-referenced Solicitation as fully and completely as if the same were fully set forth therein:

A. CLARIFICATIONS

1. The reply to Question 1 in Addendum No. 4 stated a Cleanpix gallery link would be provided in the Additions section of Addendum No. 4, however, it was inadvertently not provided. Therefore, please see Link to Cleanpix gallery provided in this Addendum No. 5:

<https://www.cleanpix.com/cleanpix/portal/W1eMK-67D-PaZ>

**BOARD OF COUNTY COMMISSIONERS
OF HERNANDO COUNTY, FLORIDA**

Procurement

Approved by: Cathy Tefft, CPPB, NIGP-CPP, FCCM, Manager
For: Carla Rossiter-Smith, MSM PMP GPC
Chief Procurement Officer