

BID RECOMMENDATION FORM

| TITLE: | DATE OF RECOMMENDATION: |
|--|-------------------------|
| | |
| BIDDERS | BID TOTAL |
| | |
| | |
| | |
| | |
| | |
| | |
| | |
| | |
| FUNDING SOURCE: | |
| RECOMMENDATION: | |
| | |
| If only one Bid is received, state reason why accepted an | d not rebidding: |
| | |
| Staff Assigned to Tabulate Bids and Make Recommendations NAME/TITLE: | s: SIGNATURE: |
| | Kimberly Morgan |

BID TABULATION FORM

| RFP | 23/24-084 | Date: | August 2, 2024 |
|-------|---|-------------|----------------|
| | Freelance Content Developer for Clay County | , | |
| Proj: | Tourism (RE-BID) | Time Open: | 9:00 AM |
| Ad: | Clay Today, June 27, 2024 | Time Close: | 9:08 AM |

This is a generic Bid Tabulation Form; all required bid documents will be verified prior to bid recommendation.

Bids to be evaluated based on evaluation criteria established in bid document

| | Bidder | Total |
|----|-----------------------------------|--------|
| 1 | Ad-Apt | TBD |
| 2 | ALOIS LLC | TBD |
| 3 | Axia Public Relations | NO BID |
| 4 | Bizwrite, LLC | TBD |
| 5 | Breanna Ramos | TBD |
| 6 | Carrie McLaren - freelance writer | TBD |
| 7 | Daigle Creative | TBD |
| 8 | Demo Duck | NO BID |
| 9 | Digii-Kreativ | TBD |
| 10 | Fordham Communications | TBD |
| 11 | Jacqueline Bodnar | TBD |
| 12 | Kraken Media LLC | TBD |
| 13 | Nimble Creative Services | TBD |
| 14 | Right Bank Group | TBD |
| 15 | Skyword, Inc. | NO BID |
| 16 | Zehnder Communications | NO BID |



EVALUATION TABULATION

RFP No. 23/24-084

Freelance Content Developer for Clay County Tourism (RE-BID)

RESPONSE DEADLINE: August 1, 2024 at 4:00 pm

CONSENSUS SCORECARD SUMMARY

| Vendor | Qualifications - (20 Points) Points Based 20 Points | Approach - (25 Points) Points Based 25 Points | Related Experience & Writing Samples - (25 Points) Points Based 25 Points | References - (10 Points) Points Based 10 Points | Fee Structure - (20 Points) Points Based 20 Points | Local Preference - (5 Points) Points Based 5 Points | Total Score (Max Score 105) |
|--------------------------------------|--|--|---|--|---|--|--------------------------------|
| Ad-Apt | 10.33 | 16.67 | 21 | 10 | 1.67 | 0 | 59.7 |
| ALOIS LLC | 6.67 | 15 | 3.67 | 4.67 | 20 | 0 | 50 |
| Bizwrite, LLC | 10.67 | 16 | 4 | 0 | 1.33 | 0 | 32 |
| Breanna Ramos | 18.33 | 24 | 23.67 | 10 | 20 | 0 | 96 |
| Carrie McLaren - freelance writer | 15 | 13.67 | 12.33 | 4.67 | 8.33 | 5 | 59 |
| Daigle Creative | 16.33 | 13.67 | 2.33 | 4 | 20 | 0 | 56.3 |
| Digii-Kreativ | 9.33 | 10 | 6 | 1.33 | 20 | 0 | 46.7 |
| Fordham Communications | 5 | 6 | 2.33 | 5 | 8.33 | 0 | 26.7 |
| Jacqueline Bodnar | 11.67 | 10 | 8.67 | 4.67 | 14.33 | 0 | 49.3 |
| Kraken Media LLC | 15 | 19.33 | 16.33 | 10 | 11.67 | 0 | 72.3 |
| Nimble Creative Services | 11.67 | 14 | 21 | 6.67 | 20 | 5 | 78.3 |
| Right Bank Group | 2.33 | 16.67 | 2.33 | 0.67 | 0 | 0 | 22 |

EVALUATORS

| Name | Title |
|-----------------|---|
| Mary Canfield | Director of Library Services |
| Laura Christmas | Director of Communications |
| Kimberly Morgan | Director of Tourism & Film Development |

AGGREGATE SCORES SUMMARY

| Vendor | Mary Canfield | Laura Christmas | Kimberly Morgan | Total Score (Max Score 105) |
|--|---------------|-----------------|-----------------|--------------------------------|
| Breanna Ramos - Orlando, FL | 93 | 97 | 98 | 96 |
| Nimble Creative Services - Orange Park, FL | 74 | 88 | 73 | 78.33 |
| Kraken Media LLC – Parrish, FL | 69 | 68 | 80 | 72.33 |
| Ad-Apt - Lake Oswego, OR | 50 | 75 | 54 | 59.67 |
| Carrie McLaren - freelance writer – Orange Park, FL | 61 | 37 | 79 | 59 |
| Daigle Creative - Jacksonville, FL | 55 | 52 | 62 | 56.33 |
| ALOIS LLC - San Francisco, CA | 38 | 74 | 38 | 50 |
| Jacqueline Bodnar - Port Orange, FL | 27 | 57 | 64 | 49.33 |
| Digii-Kreativ - Dallas, GA | 36 | 42 | 62 | 46.67 |
| Bizwrite, LLC - Jacksonville, FL | 18 | 36 | 42 | 32 |
| Fordham Communications - Green Cove Springs, FL | 18 | 27 | 35 | 26.67 |
| Right Bank Group - Portland, ME | 18 | 21 | 27 | 22 |

Freelance Content Developer for Clay County Tourism (RE-BID)

EVALUATION CRITERIA

| Criteria | Scoring Method | Weight (Points) |
|------------------------------|----------------|-----------------|
| Qualifications - (20 Points) | Points Based | 20 |

Description:

- A. Provide an introduction to the Content Developer, outlining its history, and mission.
- B. Highlight relevant accolades, certifications, or industry affiliations demonstrating the Content Developer's credibility and expertise.
- C. Provide Content Developer's experience and qualifications related to the requirements listed in the Scope of Work.

| Criteria | Scoring Method | Weight (Points) |
|------------------------|----------------|-----------------|
| Approach - (25 Points) | Points Based | 25 |

Description:

Provide a detailed approach to content development tailored to the needs outlined in the Scope of Work. The approach should include:

A. Content Development:

- o Outline how each piece of Content will align with Clay County's unique attractions and visitor experiences.
- O Detail the process for generating ideas, conducting research, and crafting compelling narratives that resonate with both tourists and residents.

B. Innovation:

- o Articulate the approach to content, evidencing an understanding of effective strategies and methodologies.
- Outline your approach to creating innovative content. (e.g. Search Engine Optimization, relevancy, storytelling, itinerary development, etc.)

| Criteria | Scoring Method | Weight (Points) |
|--|----------------|-----------------|
| Related Experience & Writing Samples - (25 Points) | Points Based | 25 |

Description:

Freelance Content Developer for Clay County Tourism (RE-BID)

- A. Provide evidence of clients or projects within the tourism and hospitality sector.
- B. Provide a minimum of four (4) writing samples showcasing tourism-related content creation.
- C. Provide previous work samples illustrating past successes in content creation for tourism-related initiatives.

| Criteria | Scoring Method | Weight (Points) |
|--------------------------|----------------|-----------------|
| References - (10 Points) | Points Based | 10 |

Description:

Provide three (3) references from previous clients or employers. The information submitted must provide the name of entity/agency, summary of services provided, timeframe of performance, cost of services provided, and point of contact with agency with contact information (i.e. contact name, title, email address, phone number).

| Criteria | Scoring Method | Weight (Points) |
|-----------------------------|----------------|-----------------|
| Fee Structure - (20 Points) | Points Based | 20 |

Description:

Fee structure is required to include hourly rates, estimated hours per task listed in the Scope Of Work, and total projected costs.

| Criteria | Scoring Method | Weight (Points) |
|-------------------------------|----------------|-----------------|
| Local Preference - (5 Points) | Points Based | 5 |

Description:

Local Business Definition:

(A) a person or business entity which maintains a permanent place of business with full-time employees within Clay County for a minimum of twelve months prior to the date Bids or quotes were received for the purchase or contract at issue, which provides from such permanent place of business the kinds of goods or services solicited, and which at the time of the solicitation submits the Local Business Affidavit of Eligibility; or

EVALUATION TABULATION RFP No. 23/24-084

Freelance Content Developer for Clay County Tourism (RE-BID)

(B) a person or business entity which utilizes for at least 40% of the solicited work local Clay County sub-contractors or suppliers, meaning sub-contractors or suppliers which maintain a permanent place of business with full-time employees within Clay County for a minimum of twelve months prior to the date Bids or quotes were received for the purchase or contract at issue, provide from such permanent place of business the kinds of goods or services solicited, and at the time of the solicitation submit the Local Business Affidavit of Eligibility.



AD-APT RESPONSE DOCUMENT REPORT

RFP No. 23/24-084

Freelance Content Developer for Clay County Tourism (RE-BID)

RESPONSE DEADLINE: August 1, 2024 at 4:00 pm

Ad-Apt Response

CONTACT INFORMATION

Company:

Ad-Apt

Email:

info@ad-apt.com

Contact:

Derek Engelke

Address:

252 A Ave

Suite 200

Lake Oswego, OR 97034

Phone:

N/A

Website:

ad-apt.com

Submission Date:

Jul 31, 2024 8:09 PM (Eastern Time)



ALOIS LLC'RESPONSE DOCUMENT REPORT

RFP No. 23/24-084

Freelance Content Developer for Clay County Tourism (RE-BID)

RESPONSE DEADLINE: August 1, 2024 at 4:00 pm

ALOIS LLC Response

CONTACT INFORMATION

Company:

ALOIS LLC

Email:

rfp-us@aloissolutions.com

Contact:

Hemang Shah

Address:

548 Market Street, San Francisco, CA 94104 San Francisco, CA 94104

Phone:

N/A

Website:

www.aloissolutions.com

Submission Date:

Aug 1, 2024 12:55 PM (Eastern Time)

Axia Public Relations Response

Pricing unsealed at Aug 2, 2024 9:02 AM

No Bid

"No Bid" submitted on Jul 29, 2024 8:16 AM for the following reason:

The annual funding available (up to \$25K) is too low for us to invest our resources in a formal and competitive process.

| CONTACT INFORMATION | |
|-------------------------|--|
| Company | |
| Axia Public Relations | |
| Email | |
| jmudd@axiapr.com | |
| Contact | |
| Jason Mudd | |
| Address | |
| 2338 S. 8TH | |
| AMELIA ISLAND, FL 32034 | |
| Phone | |
| N/A | |
| Website | |
| https://www.axiapr.com/ | |
| Submission Date | |

Jul 29, 2024 8:16 AM (Eastern Time)



BIZWRITE, LLC RESPONSE DOCUMENT REPORT

RFP No. 23/24-084

Freelance Content Developer for Clay County Tourism (RE-BID)

RESPONSE DEADLINE: August 1, 2024 at 4:00 pm

Bizwrite, LLC Response

CONTACT INFORMATION

Company:

Bizwrite, LLC

Email:

tyler@biz-write.com

Contact:

Tyler Reed, MBA

Address:

4338 Spoon Hollow Ln Jacksonville, FL 32217

Phone:

(904) 469-8166

Website:

www.biz-write.com

Submission Date:

Aug 1, 2024 12:22 PM (Eastern Time)



BREANNA RAMOS'RESPONSE DOCUMENT REPORT

RFP No. 23/24-084

Freelance Content Developer for Clay County Tourism (RE-BID)

RESPONSE DEADLINE: August 1, 2024 at 4:00 pm

Breanna Ramos Response

CONTACT INFORMATION

Company:

Breanna Ramos

Email:

breannarwrites@gmail.com

Contact:

Breanna Ramos

Address:

1821 Monteburg Dr Orlando, FL 32825

Phone:

(407) 801-1806

Website:

https://breannaramos.com/

Submission Date:

Jul 29, 2024 8:24 PM (Eastern Time)



Clay County

Purchasing / Administrative and Contractual Services

CARRIE MCLAREN - FREELANCE WRITER KESPONSE DOCUMENT REPORT

RFP No. 23/24-084

Freelance Content Developer for Clay County Tourism (RE-BID)

RESPONSE DEADLINE: August 1, 2024 at 4:00 pm

Carrie McLaren - freelance writer Response

CONTACT INFORMATION

Company:

Carrie McLaren - freelance writer

Email:

carriemclaren@gmail.com

Contact:

Carrie McLaren

Address:

5471 JACKSON AVE ORANGE PARK, FL 32073-7277

Phone:

(904) 210-9125

Website:

www.CarrieMcLaren.com

Submission Date:

Jul 15, 2024 5:47 PM (Eastern Time)



DAIGLE CREATIVE] RESPONSE DOCUMENT REPORT

RFP No. 23/24-084

Freelance Content Developer for Clay County Tourism (RE-BID)

RESPONSE DEADLINE: August 1, 2024 at 4:00 pm

Daigle Creative Response

CONTACT INFORMATION

Company:

Daigle Creative

Email:

info@daiglecreative.com

Contact:

John Daigle

Address:

9957 Moorings Drive Suite 406 Jacksonville, FL 32257

Phone:

(904) 200-2147

Website:

daiglecreative.com

Submission Date:

Jul 30, 2024 12:14 PM (Eastern Time)

8/28/24, 10:13 AM Demo Duck Response

Demo Duck Response

Pricing unsealed at Aug 2, 2024 9:02 AM

No Bid

"No Bid" submitted on Jul 10, 2024 11:06 AM for the following reason: Budget is too low for the amount of work needed.

| CONTACT INFORMATION | | |
|--------------------------------------|--|--|
| Company | | |
| Demo Duck | | |
| Email | | |
| laura@demoduck.com | | |
| Contact | | |
| Laura Irons | | |
| Address | | |
| 2041 West Carroll Avenue | | |
| Suite c227 | | |
| Chicago, IL 60612 | | |
| Phone | | |
| N/A | | |
| Website | | |
| www.demoduck.com | | |
| Submission Date | | |
| Jul 10, 2024 11:06 AM (Eastern Time) | | |



DIGII-KREATIV RESPONSE DOCUMENT REPORT

RFP No. 23/24-084

Freelance Content Developer for Clay County Tourism (RE-BID)

RESPONSE DEADLINE: August 1, 2024 at 4:00 pm

Digii-Kreativ Response

CONTACT INFORMATION

Company:

Digii-Kreativ

Email:

nakita@digii-kreativ.com

Contact:

Nakita Rowell

Address:

774 Fieldcrest Drive Dallas, GA 30132

Phone:

N/A

Website:

www.digii-kreativ.com

Submission Date:

Aug 1, 2024 3:23 PM (Eastern Time)



Clay County

Purchasing / Administrative and Contractual Services

FORDHAM COMMUNICATIONS RESPONSE DOCUMENT REPORT

RFP No. 23/24-084

Freelance Content Developer for Clay County Tourism (RE-BID)

RESPONSE DEADLINE: August 1, 2024 at 4:00 pm

Fordham Communications Response

CONTACT INFORMATION

Company:

Fordham Communications

Email:

the fordham crew@comcast.net

Contact:

Tammy Fordham

Address:

3330 Turkey Creek Drive Green Cove Springs, FL 32043

Phone:

(901) 493-6933

Website:

N/A

Submission Date:

Jul 29, 2024 11:02 PM (Eastern Time)

COUNTY FLORED :

Clay County

Purchasing / Administrative and Contractual Services

Karen Smith, Director of Purchasing 477 Houston Street, Green Cove Springs, FL 32043

[JACQUELINE BODNAR] RESPONSE DOCUMENT REPORT

RFP No. 23/24-084

Freelance Content Developer for Clay County Tourism (RE-BID)

RESPONSE DEADLINE: August 1, 2024 at 4:00 pm Report Generated: Wednesday, August 28, 2024

Jacqueline Bodnar Response

CONTACT INFORMATION

Company:

Jacqueline Bodnar

Email:

jbodnarwriter@gmail.com

Contact:

Jacqueline Bodnar

Address:

6785 Calistoga Cir Port Orange, FL 32128

Phone:

N/A

Website:

www.jacquelinebodnar.com

Submission Date:

Jul 16, 2024 11:18 AM (Eastern Time)



KRAKEN MEDIA LLC RESPONSE DOCUMENT REPORT

RFP No. 23/24-084

Freelance Content Developer for Clay County Tourism (RE-BID)

RESPONSE DEADLINE: August 1, 2024 at 4:00 pm

Kraken Media LLC Response

CONTACT INFORMATION

Company:

Kraken Media LLC

Email:

developer@krakenusa.com

Contact:

Shakir Miller

Address:

12643 20TH ST E PARRISH, FL 34219

Phone:

(941) 526-6519

Website:

www.krakenusa.com

Submission Date:

Aug 1, 2024 1:57 PM (Eastern Time)



Clay County

Purchasing / Administrative and Contractual Services

NIMBLE CREATIVE SERVICES RESPONSE DOCUMENT REPORT

RFP No. 23/24-084

Freelance Content Developer for Clay County Tourism (RE-BID)

RESPONSE DEADLINE: August 1, 2024 at 4:00 pm

Nimble Creative Services Response

CONTACT INFORMATION

Company:

Nimble Creative Services

Email:

deeanne@nimblecreative.video

Contact:

DeeAnne Crookham

Address:

554 Longmill Ln. Orange Park, FL 32065

Phone:

(904) 504-9492

Website:

www.nimblecreative.video

Submission Date:

Aug 1, 2024 2:14 PM (Eastern Time)



RIGHT BANK GROUP RESPONSE DOCUMENT REPORT

RFP No. 23/24-084

Freelance Content Developer for Clay County Tourism (RE-BID)

RESPONSE DEADLINE: August 1, 2024 at 4:00 pm

Right Bank Group Response

CONTACT INFORMATION

Company:

Right Bank Group

Email:

mike.boardman@rightbankgroup.com

Contact:

Michael Boardman

Address:

Station A

622 Congress Street. Box 5057

Portland, ME 04101

Phone:

N/A

Website:

https://www.linkedin.com/company/right-bank-group/?viewAsMember=true

Submission Date:

Jul 23, 2024 12:02 PM (Eastern Time)

8/28/24, 10:11 AM Skyword, Inc. Response

Skyword, Inc. Response

Pricing unsealed at Aug 2, 2024 9:02 AM

No Bid

"No Bid" submitted on Jul 12, 2024 4:17 PM for the following reason: We cannot meet the scope requirements within the stated budget range.

| CONTACT INFORMATION | |
|-----------------------|--|
| Company | |
| Skyword, Inc. | |
| Email | |
| smargolis@skyword.com | |
| Contact | |
| Sam Margolis | |
| Address | |
| PO Box 52206 | |
| Boston, MA 02205-9761 | |
| Phone | |
| N/A | |
| Website | |
| N/A | |
| Submission Date | |

Jul 12, 2024 4:17 PM (Eastern Time)

Zehnder Communications Response

Pricing unsealed at Aug 2, 2024 9:02 AM

No Bid

"No Bid" submitted on Jul 5, 2024 10:27 AM for the following reason: *Unfortunately the budget is too low for a full-service agency of our size.*

| CONTACT INFORMATION | |
|-------------------------|--|
| Company | |
| Zehnder Communications | |
| Email | |
| jboneno@z-comm.com | |
| Contact | |
| Jennifer Boneno | |
| Address | |
| 365 Canal St, Suite 480 | |
| New Orleans, LA 70130 | |
| Phone | |
| N/A | |
| Website | |
| <u>z-comm.com</u> | |
| Submission Date | |

Jul 5, 2024 10:27 AM (Eastern Time)

3. Scope of Work

3.1. Purpose

The Clay County Board of County Commissioners is seeking a qualified Content Developer to amplify the visibility and desirability of Clay County, FL, among both prospective visitors and local residents. The selected Content Developer will spotlight distinctive visitor experiences and attractions through content submitted to the Tourism Department.

Annual funding available for these services range between \$20,000.00 - \$25,000.00. The County reserves the right to conduct final negotiations of Price and Scope of Services, and Level of Services for each Task with the selected Content Developer.

3.2. <u>Scope</u>

The Content Developer will draft original content on a monthly basis, covering diverse topics related to Clay County's attractions, activities, businesses, and events that appeal to tourists and residents alike. The content will be reviewed and distributed by the County's Tourism Department through various strategic channels. Below are the requirements for each channel:

Blog Posts on ExploreClay.com:

A minimum of four (4) blog posts will be drafted each month for the Tourism Department to review and post on ExploreClay.com. These blog posts are expected cover the array of attractions and activities that Clay County has to offer, showcasing its unique charm and highlighting hidden gems. Some of this content may be re-purposed for the Visitors Guide and social media posts. The Tourism Department will be responsible for reviewing and posting on ExploreClay.com.

Visitor Guide:

Content will be drafted for two (2) editions of the in-market Visitor Guide, a collaborative project with Clay Today. These guides will showcase the best of Clay County's attractions, dining options, accommodations, and more, to enhance the visitor experience. Some of this content may be re-purposed for blogs and social media posts. The Tourism Department will be responsible for reviewing and distributing the Visitors Guides.

Monthly VISIT FLORIDA Content Requests:

Content will be drafted for VISIT FLORIDA monthly. This content is expected to consist of articles and features that highlight key attractions, events, and experiences in Clay County, enticing travelers to explore the region further. The Tourism Department will be responsible for reviewing and submitting the Content to VISIT FLORIDA.

Social Media Content:

Draft daily social media posts that resonate with the target audience, showcasing Clay County's

culture, natural beauty, and exciting activities. Each post will be reviewed and scheduled by the Tourism Department to ensure consistency and alignment with overarching content themes and initiatives. The Content Developer will not have access to the County's social accounts, nor will they be running them; the Tourism Department will be responsible for posting the content to the County' social accounts. The Tourism Department currently utilizes: Facebook and Instagram, with the anticipation of launching YouTube and LinkedIn accounts within the next year.

3.3. Term

The term shall commence on the Effective Date of the Agreement and shall remain in effect for a period of one (1) year from the Effective Date. The County has the option to renew the Agreement for two (2) additional one (1) year periods if it is deemed to be in the County's best interest to do so.

3.4. Selection Criteria / Evaluation Committee

The Professional Services Evaluation Committee shall determine qualifications, interest and availability by reviewing all Bids received that express an interest in performing these services, and when deemed necessary, by conducting formal interviews of selected Bidders that are determined to be best qualified based upon the evaluation of the Bids.

Bidders are advised that lengthy or overly verbose or redundant submissions are not necessary. Compliance with all requirements will be solely the responsibility of the Bidder. Failure to provide adequate information on any criterion will result in lower scores and could result in rejection of the Bid as non-responsive. The response to each of the criteria will be evaluated relative to the other responses received and the RFP shall be awarded to the most qualified Bidder that meets all requirements of the RFP. Bidders are encouraged to arrange their Bids in a format that will offer ready review and evaluation of each criterion. The Board of County Commissioners reserves the right to request oral presentations from one or more selected Bidders.

3.5. <u>Performance Evaluation</u>

A work performance evaluation will be conducted periodically to ensure compliance with the awarded contract.

3.6. Payment

All payments will be made in accordance with the Local Government Prompt Payment Act; related to non-construction services and construction services, as it may apply.

The County shall not be responsible for payment of costs or other expenses, including, but not limited to, materials, supplies, travel or per diem expenses, courier service, telephone,

facsimile, copying or postage charges, out-of-pocket expenses, fees, overhead, and other items or requirements to complete the Services listed in this RFP.

3.7. <u>Cancellation of Contract</u>

If the awarded Content Developer fails to perform adequately in accordance with the terms, conditions and specifications established in this RFP, the County reserves the right to cancel the contract upon thirty (30) days written notice to the Content Developer.

3.8. Additional Services

If the County and/or awarded Content Developer identifies any additional services to be provided by Content Developer that are not covered under the Agreement but are beneficial to the County, such additional services shall be mutually negotiated between the County and the Content Developer.

4. Evaluation Phases

| No. | Evaluation Criteria | Scoring Method | Weight (Points) |
|-----|--|----------------|-----------------|
| 1. | Qualifications - (20 Points) | N/A | N/A |
| | A. Provide an introduction to the Content Developer, outlining its history, and mission. | | |
| | B. Highlight relevant accolades, certifications, or industry affiliations demonstrating the Content Developer's credibility and expertise. | | |
| | C. Provide Content Developer's experience and qualifications related to the requirements listed in the Scope of Work. | | |

| 2. | Approach - (25 Points) | N/A | N/A |
|----|--|-----|-----|
| | Provide a detailed approach to content development tailored to the needs outlined in the Scope of Work. The approach should include: | | |
| | A. Content Development: | | |
| | Outline how each piece of Content will align with Clay County's unique attractions and visitor experiences. | | |
| | Detail the process for generating ideas, conducting research, and crafting compelling narratives that resonate with both tourists and residents. | | |
| | B. Innovation: | | |
| | Articulate the approach to content, evidencing an understanding of effective strategies and methodologies. | | |
| | Outline your approach to creating innovative content. (e.g. Search Engine Optimization, relevancy, storytelling, itinerary development, etc.) | | |

| 3. | Related Experience & Writing Samples - (25 Points) | N/A | N/A |
|----|--|-----|-----|
| | A. Provide evidence of clients or projects within the tourism and hospitality sector. | | |
| | B. Provide a minimum of four(4) writing samplesshowcasing tourism-relatedcontent creation. | | |
| | C. Provide previous work samples illustrating past successes in content creation for tourism-related initiatives. | | |
| 4. | References - (10 Points) | N/A | N/A |
| | Provide three (3) references from previous clients or employers. The information submitted must provide the name of entity/agency, summary of services provided, timeframe of performance, cost of services provided, and point of contact with agency with contact information (i.e. contact name, title, email address, phone number). | | |
| 5. | Fee Structure - (20 Points) Fee structure is required to include hourly rates, estimated hours per task listed in the Scope Of Work, and total projected costs. | N/A | N/A |

| 6. | Local Preference - (5 Points) | N/A | N/A |
|----|--------------------------------------|-----|-----|
| | Local Business Definition: | | |
| | (A) a person or business entity | | |
| | which maintains a permanent | | |
| | place of business with full-time | | |
| | employees within Clay County for a | | |
| | minimum of twelve months prior | | |
| | to the date Bids or quotes were | | |
| | received for the purchase or | | |
| | contract at issue, which provides | | |
| | from such permanent place of | | |
| | business the kinds of goods or | | |
| | services solicited, and which at the | | |
| | time of the solicitation submits the | | |
| | Local Business Affidavit of | | |
| | Eligibility; or | | |
| | (B) a person or business entity | | |
| | which utilizes for at least 40% of | | |
| | the solicited work local Clay County | | |
| | sub-contractors or suppliers, | | |
| | meaning sub-contractors or | | |
| | suppliers which maintain a | | |
| | permanent place of business with | | |
| | full-time employees within Clay | | |
| | County for a minimum of twelve | | |
| | months prior to the date Bids or | | |
| | quotes were received for the | | |
| | purchase or contract at issue, | | |
| | provide from such permanent | | |
| | place of business the kinds of | | |
| | goods or services solicited, and at | | |
| | the time of the solicitation submit | | |
| | the Local Business Affidavit of | | |
| | Eligibility. | | |
| | | | |

Submissions

Project View Count 936

| | Vendor Funnel | |
|----------|---------------|----|
| y | Followers | 44 |
| <u>*</u> | Downloaders | 43 |
| | Applicants | 23 |
| 0 | No Bids | 4 |
| | | |

Vendors

12

| Vendor | Followed | Downloaded | Applied | No Bid | Submitted |
|---|----------|------------|----------|--------|-----------|
| 904 Happy Hour Corp | ~ | | ~ | | |
| ALOIS LLC rfp-us@aloissolutions.com | ~ | • | • | | • |
| Ad-Apt No Reviews info@ad-apt.com | • | ~ | ~ | | • |
| Advance Magazine Publishers Inc. No I aglass@al.com | • | ~ | | | |
| Aerial Drone Services | • | ~ | ~ | | |
| Axia Public Relations jmudd@axiapr.com | | | • | • | |
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| Bizwrite, LLC tyler@biz-write.com | ~ | ~ | • | | • |
| Bowie Productions | • | ~ | | | |
| Breanna Ramos breannarwrites@gmail.com | ~ | ~ | ~ | | • |
| Business with Clay County - Demo No | ~ | | • | | |

| doingbusinessclaycountyfl@gmail.com | | | | | |
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| Carrie Lyn McLaren | ✓ | • | ~ | | • |
| Collective House Marketing & Consulting hillaryb@collectivehousemc.com | ✓ | • | | | |
| Crown Media Agency & Marketing Compar stephie@crownmediaagency.com | ~ | | ✓ | | |
| Daigle Creative No Reviews info@daiglecreative.com | ~ | • | • | | • |
| Demo Duck | | | ~ | ~ | |
| Digii-Kreativ nakita@digii-kreativ.com | ✓ | • | ~ | | • |
| Focus EduVation 5 5 maheshraj.urs@focuseduvation.com | | • | | | |
| Fordham Communications No Reviews thefordhamcrew@comcast.net | ✓ | | ~ | | • |
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| Infojini, Inc. | | • | | | |
| Jacqueline Bodnar | ✓ | • | ~ | | • |
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| KAL VISUALS LLC hello@kyleloftusstudios.com | ✓ | | | | |
| KV Communications | ~ | • | | | |
| Kay Franklin Media O No Reviews contact@kayfranklinmedia.com | ✓ | | | | |
| KnowledgeNow mark@knowledgenow.ca | | • | | | |
| Kraken Media LLC | ✓ | • | ✓ | | ~ |

| developer@krakenusa.com | | | | | |
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| M/S Sietricon No Reviews sietricon@gmail.com | ✓ | | | | |
| Madden Preprint Media, LLC No Review bids@maddenmedia.com | ~ | • | | | |
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| Prime Vendor Inc. No Reviews primevendor124@gmail.com | | • | | | |
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| SGS Technologie No Reviews bids@sgstechnologies.net | ✓ | • | | | |
| SWi Fence, LLC No Reviews amber@swiflorida.com | | • | | | |
| Seven Lights LLC r.phipps@sevenlights-agency.com | ~ | | | | |
| Seven Outsource No Reviews *rfpalerts@gmail.com | ~ | • | | | |
| Skyword, Inc. | ~ | ~ | ✓ | • | |

| smargolis@skyword.com | | | | | |
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| Theresa Ward terryward90@gmail.com | • | | • | | |
| Thorlo Solutions zacharykimbrough@thorlosolutions.com | | ~ | | | |
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| Zehnder Communications | • | ~ | • | • | |
| Zeppstr Growth Media Pvt Ltd. vidya@zeppstr.com | ✓ | ~ | | | |
| eRepublic, Inc. mlamoreaux@erepublic.com | | • | | | |
| n/a footbaall2000@gmail.com | | ~ | | | |