



Charlotte County Purchasing Division
18500 Murdock Circle, Suite 344
Port Charlotte, Florida 33948-1094

Phone 941.743.1378

NOTICE OF AVAILABILITY

REQUEST FOR PROPOSALS
CHARLOTTE COUNTY, FLORIDA

The County of Charlotte will be receiving sealed proposals at the Purchasing Division, Suite 344, Charlotte County Administration Center, 18500 Murdock Circle, Port Charlotte, FL 33948-1094, for:

RFP NO. 20260406 DACH REGION INTERNATIONAL REPRESENTATION – ANNUAL CONTRACT

It is the intent of Charlotte County to secure an annual contract with a firm capable of providing International Travel Trade Representation in the DACH Region (Germany, Austria, and Switzerland), with the option to add the Benelux Region (Belgium, Netherlands, and Luxembourg). These services will support the sales, marketing, and public relations efforts of the Punta Gorda/Englewood Beach Visitor & Convention Bureau (hereafter referred to as VCB) in advancing its tourism mission.

There will not be a Pre-Submittal Conference for this project. Please send all questions to the email address below.

PROPOSAL DUE DATE: 3:00 p.m. (EST), JUNE 9, 2026

Proposal Documents may be obtained by accessing the Charlotte County Purchasing Division's website at <https://purchasingbids.charlottecountyfl.gov> under "Purchasing Bids Online", document number 264062. Any questions can be answered by contacting Kim Chamberlain, Senior Contract Specialist at 941.743.1527, or email: kimberly.chamberlain@charlottecountyfl.gov.

ELECTRONIC BID SUBMISSIONS: All submittals for this project shall be submitted electronically. Please visit <http://bit.ly/3TYAyKa> and follow given instructions.

Notice of Availability
Posted: May 7, 2026



Charlotte County Purchasing Division
18500 Murdock Circle, Suite 344
Port Charlotte, Florida 33948-1094

Phone 941.743.1378
Fax 941.743.1384

STATEMENT OF NO SUBMITTAL

If you **do not** intend to submit on this commodity/service, please return this form to the above address immediately. If this statement is not completed and returned, your company may be deleted from the Charlotte County Vendors' list for this commodity/service.

We, the undersigned, have declined to submit on requested commodity/service **RFP #20260406, DACH REGION INTERNATIONAL REPRESENTATION – ANNUAL CONTRACT**, for the following reason(s):

- _____ Specifications too "tight", i.e. geared toward one brand or manufacturer only (explain below).
- _____ Insufficient time to respond to the Request for Proposal.
- _____ We do not offer this product or service.
- _____ Our schedule would not permit us to perform.
- _____ Unable to meet bond/insurance requirements.
- _____ Unable to meet specifications.
- _____ Specifications are unclear (explain below).
- _____ Remove us from your vendors' list for this commodity/service.
- _____ Other (specify below).

Remarks: _____

Company Name: _____

Contact Person (typed or printed): _____

Contact Person Signature: _____

Phone: _____ Fax: _____

E-Mail Address: _____

Note: Statement of No Submittal may be emailed to kimberly.chamberlain@charlottecountyfl.gov.

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RFP NO. 20260406

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REQUEST FOR PROPOSAL DACH REGION INTERNATIONAL REPRESENTATION – ANNUAL CONTRACT RFP 20260406
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PART I - INSTRUCTIONS

RP-01 INTENT:

A. It is the intent of the County to select a firm who clearly demonstrates the highest level of ability and proven reliability to perform the professional services specified in the Scope of Services. Brief summaries applicable to the required work should be included with the proposal.

B. **Time and Date Due** - Charlotte County will accept proposals from individuals, corporations, partnerships, and other legal entities authorized to conduct business in the State of Florida until **3:00 p.m., June 9, 2026.**

RP-02 CONTRACT AWARDS/TERM OF CONTRACT: The County anticipates entering into a contract with one (1) firm who submits the proposal judged to be most advantageous to the County. The term of the contract will be effective from October 1, 2026, up to and including September 30, 2027, with option to renew for two (2) additional one-year terms. The selected firm shall be required to sign a formal agreement in the standard form currently used by Charlotte County for professional services.

The proposer understands that this RFP does not constitute an agreement or a contract with the proposer. A proposal is not binding until proposals are reviewed and accepted by the Board of County Commissioners and a contract is executed by both parties.

RP-03 DEVELOPMENT COSTS: The County shall not be liable for any expense incurred in connection with preparation of a response to this Request for Proposal (RFP). Proposers should prepare a straightforward and concise description of the proposers' ability to meet the requirements of the RFP.

RP-04 INQUIRIES: The County will not respond to oral inquiries. Proposers may submit written or emailed inquiries regarding this RFP to Purchasing, 18500 Murdock Circle, Suite 344, Port Charlotte, Florida 33948 or kimberly.chamberlain@charlottecountyfl.gov. The County will respond to written or emailed inquiries received at least five (5) calendar days prior to the RFP due date.

The County will record its responses to inquiries and any supplemental instructions in the form of written addenda. It shall be the responsibility of the proposer, prior to submitting their proposals, to view the website <https://purchasingbids.charlottecountyfl.gov> to determine if addenda were issued, acknowledging and incorporating them into their proposal.

RP-05 PROPOSAL SUBMISSION AND WITHDRAWAL: The County will receive proposals electronically. Please visit <http://bit.ly/3TYAyKa> and follow given instructions.

Proposals received after the established deadline will not be opened. Proposers may withdraw their proposal by notifying the County in writing at any time prior to the due date. Proposals not so withdrawn shall, upon opening, constitute an irrevocable offer for a period of 120 days to provide Charlotte County the services set forth in these specifications until one of the proposals has been accepted by the Board of County Commissioners. Upon opening, proposals become "public records" and shall be subject to public disclosure in accordance with Chapter 119, Florida Statutes.

RP-06 PROPOSAL RESTRICTIONS: In accordance with Ordinance #96-002, the manufacture, use, display or other employment of any facsimile or reproduction of the Charlotte County Seal, without the express, prior, written approval of the Board of County Commissioners of Charlotte County, Florida, is hereby declared to be unlawful and punishable as a Second-Degree Misdemeanor as provided in Section 165.043, Florida Statutes.

RP-07 DRUG FREE WORKPLACE: Charlotte County is a Drug Free Workplace. It is strongly suggested that the attached Drug Free Workplace Form be signed and returned to this office with the proposal.

RP-08 PUBLIC ENTITY CRIMES STATEMENT: In accordance with Florida Statutes Sec. 287.133(2)(a), "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 bid on a contract to provide any goods/services to a public entity, may not submit a bid on a contract with a public entity for construction or repair of a public building or public work, may not submit bids on leases of real property to a public entity, may not be awarded or perform work as a Contractor, supplier, subcontractor, or consultant under a contract with any public entity, and may not transact business with any public entity in excess of the threshold amount provided in Section 287.017, for Category Two, for a period of 36 months from the date of being placed on the convicted vendor list".

RP-09 CANCELLATION/TERMINATION: The County shall have the right to unilaterally cancel, terminate or suspend this Contract, in whole or in part, by providing the successful proposer thirty (30) days written notice by certified mail.

It is expressly understood by the County and the Contractor that funding for any successive fiscal years is contingent upon appropriation of monies by the Board of County Commissioners. In the event funds are not available or not appropriated, the County reserves the right to terminate the Contract and/or individual leases. The County will be responsible for any outstanding invoices prior to the termination.

RP-10 RESERVED RIGHTS: The County reserves the right to accept or reject any and/or all proposals, to waive irregularities and technicalities, and to request resubmission. Any sole response received the first submission date may or may not be rejected by the County, depending on available competition and timely needs of the County. The County shall be the sole judge of the proposal and the resulting agreement that is in its best interest, and its decision shall be final.

The County reserves the right to accept or reject any or any part of the submissions, if it is deemed in the best interest of the County. The County, in its sole discretion, may expand the scope of work to include additional requirements. The County reserves the right to investigate as it deems necessary to determine the ability of any firm to perform the work or services requested. The firms, upon request, shall provide information the County deems necessary in order to make a determination.

RP-11 EQUAL EMPLOYMENT OPPORTUNITY CLAUSE: Charlotte County, Florida, in accordance with the provisions of Title VII of The Civil Rights Act of 1964 (78 Stat. 252) and the Regulations of the Department of Commerce (15 CFR, Part 8) issued pursuant to such Act, hereby notifies all firms it will affirmatively ensure in any contract entered into pursuant to this advertisement, women-owned and minority business enterprises (collectively MBEs) will be afforded full opportunity to submit proposals in response to this advertisement and will not be discriminated against on the grounds of gender, race, color or national origin in consideration for an award. The County will consider the firm's status as an MBE or a certified MBE, and also the status of any sub-contractors or sub-consultants proposed to be utilized by the firm, within the evaluation process. Interested MBEs and certified MBEs are encouraged to respond.

All firms are hereby notified that the successful firms must and shall comply with the Civil Rights Act of 1964, the Age Discrimination in Employment Act, the Rehabilitation Act of 1973, the Americans with Disabilities Act and the Florida Civil Rights Act, all as amended. Specifically, firms agree that:

No person shall, on the grounds of race, color, sex, religion, age, disability, national origin or marital status, be excluded from participation in, be denied the benefits of, or be otherwise subjected to discrimination under any program, activity or service funded through this Contract.

- Contractor will not discriminate against any employee or applicant for employment because of race, color, religion, sex, age, disability, national origin or marital status. Contractor agrees to post in a conspicuous place, available to employees and applicants for employment, notices setting forth the provisions of this non-discrimination clause.
- Contractor will, in all solicitations or advertisements regarding program activities, services provided or applications for employment, state that all qualified applicants will receive consideration for services or employment without regard to race, color, religion, sex, age, disability, national origin or marital status.
- County may require Contractor to submit reports as may be necessary to indicate non-discrimination. County officials will be permitted access to Contractor's books, records, accounts and other sources of information and its facilities as may be pertinent to ascertain compliance with non-discrimination laws.

It is expressly understood that County shall have the right to terminate this Contract upon receipt of evidence of discrimination.

RP-12 PAYMENT: Request for payment must be submitted to Charlotte County Purchasing on a form approved by the County in accordance with contract documents. Price shall be net and all invoices payable according to the Local Government Prompt Payment Act (F.S.218.74).

RP-13 PERFORMANCE EVALUATION: At the end of the Contract, the receiving department will evaluate the successful proposers' performance. This evaluation will become public record.

RP-14 INSURANCE REQUIREMENTS: Contractor and subcontractors shall procure and maintain until all of their obligations have been discharged, including any warranty periods under this Contract are satisfied, insurance against claims for injury to persons or damage to property which may arise from or in connection with the performance of the work hereunder by the Contractor, his agents, representatives, employees or subcontractors.

The insurance requirements herein are minimum requirements for this Contract and in no way limit the indemnity covenants contained in this Contract. The County in no way warrants that the minimum limits contained herein are sufficient to protect the Contractor from liabilities that might arise out of the performance of the work under this Contract by the Contractor, his agents, representatives, employees, or subcontractors. Contractor is free to purchase such additional insurance as may be determined necessary.

A. **MINIMUM SCOPE AND LIMITS OF INSURANCE** - Contractor shall provide coverage with limits of liability not less than those stated below. An excess liability policy or umbrella liability policy may be used to meet the minimum liability requirements provided that the coverage is written on a "following form" basis.

1. **Commercial General Liability – Occurrence Form (CG 00 01)**

Policy shall include bodily injury, property damage, broad form contractual liability and Explosion, Collapse and Underground (XCU) coverage.

- General Aggregate \$2,000,000
- Each Occurrence \$1,000,000

- a. The policy shall be endorsed to include the following additional insured language: "Charlotte County a political subdivision of the state of Florida and it officers, employees, agents and volunteers" shall be named as an additional insured with respect to liability arising out of the activities performed by, or on behalf of the Contractor.
- b. Contractor's subcontractors shall be subject to the same minimum requirements identified above.
- c. Policy shall be endorsed for a waiver of subrogation against the Charlotte County.

2. **Automobile Liability**

Bodily injury and property damage for any owned, hired, and non-owned vehicles used in the performance of this Contract. Automobile liability must be written on a standard ISO form (CA 00 01) covering any auto (Code 1), or if Contractor has no owned autos, hired (Code 8) and non-owned (Code 9) autos.

Combined Single Limit (CSL) \$1,000,000

- a. The policy shall be endorsed to include the following additional insured language: "Charlotte County a political subdivision of the state of Florida and it officers, employees, agents and volunteers" shall be named as an additional insured with respect to liability arising out of the activities performed by, or on behalf of the Contractor, including automobiles owned, leased, hired or borrowed by the Contractor".
- b. Contractor's sub-contractors shall be subject to the same minimum requirements identified in this section.
- c. Policy shall contain a waiver of subrogation against the Charlotte County.

3. **Worker's Compensation and Employers' Liability**

Workers' Compensation	Statutory
Employers' Liability	
Each Accident, bodily injury or disease	\$1,000,000

- a. Policy shall contain a waiver of subrogation against the Charlotte County.
- b. Contractor's sub-contractors shall be subject to the same minimum requirements identified in this section.
- c. If the contractor has no employees the contractor must submit to the County the Workers Compensation Exemption from the State of Florida.

4. **Professional Liability (Errors and Omissions Liability) for Prime Contractors**

- a. Estimated Projection Construction Cost up to **\$9,999,999**

Each Claim	\$1,000,000
Annual Aggregate	\$2,000,000
- b. Estimated Projection Construction Cost from **\$10,000,000 to \$19,999,999**

Each Claim	\$2,000,000
Annual Aggregate	\$2,000,000
- c. Estimated Projection Construction Cost from **\$20,000,000 to \$40,000,000**

Each Claim	\$3,000,000
Annual Aggregate	\$3,000,000
- d. In the event that any professional liability insurance required by this Contract is written on a claims-made basis, Contractor warrants that any retroactive date under the policy shall precede the effective date of this Contract; and that either continuous coverage will be

maintained or an extended discovery period will be exercised for a period of five (5) years beginning at the time work under this Contract is completed.

e. Policy shall contain a waiver of subrogation against Charlotte County.

5. Professional Liability (Errors and Omissions Liability) for Subcontractors

In addition to the insurance requirements for the Contractor, the contractor's registered sub-contractors (including structural, civil, mechanical, plumbing, electrical engineering, landscape architecture, survey, geotechnical and materials testing) are required to carry Professional Liability insurance at the same levels and conditions as the Contractor.

Additional Insured – All policies, **except** for the Workers Compensation and Professional Liability shall contain endorsements naming the County its officers, employees, agents and volunteers as additional insured with respect to liabilities arising out of the performance of services contained herein. The additional insured endorsements shall not limit the scope of coverage for the County to vicarious liability but shall allow coverage for the County to full extent provided by the policy, even if those limits exceed those required by this contract. Such additional insured coverage shall be at least as broad as Additional Insured (Form B) endorsement form ISO, CG 20 10 11 85 or both CG 20 10 and CG 20 37 if later revisions used.

Waiver of Subrogation Rights – The Contractor shall require the carriers of required coverages to waive all rights of subrogation against the County, its officers, employees, agents and volunteers. Contractor agrees to obtain any endorsement that may be necessary to affect this waiver of subrogation. All general or auto liability insurance coverage provided shall not prohibit the Contractor and Contractor's employees or agents from waiving the right of subrogation prior to a loss or claim. The Contractor hereby waives all rights of subrogation against the County.

Policies Primary and Non-Contributory – For any claims related to this contract, the Contractor's insurance coverage shall be primary insurance as respects the County, its officers, employees, agents and volunteers. Any insurance or self-insurance maintained by the County, its officers, employees, agents or volunteers shall be excess of the Contractor's insurance and shall not contribute with it.

Severability of Interests – The Contractor agrees to ensure that coverage provided to meet these requirements is applicable separately to each insured and there will be no cross liability exclusions that preclude coverage for suits between the Contractor and the County or between the County and any other insured or additional insured under the policy.

Proof of Coverage - Prior to the commencement of performance of services the Contractor shall furnish to the County Purchasing Division Certificates of Insurance and amendatory endorsements or copies of the applicable policy language effecting coverage required. These certificates shall provide that such insurance shall not be terminated or expire without notice thereof in accordance with the policy provisions and Contractor shall maintain such insurance from the time the Contractor commences performance of services until completion of such services. Within seven (7) calendar days of notice of award, the Contractor shall furnish a copy of the Declaration page and required endorsements for all applicable policies and will provide complete certified copies of the policies and endorsements immediately upon request.

Acceptability of insurance carrier – Unless otherwise approved by Risk Management, Insurance shall be written by insurers authorized to do business in the State of Florida and with a minimum Best Insurance Guide rating of "A:VII".

Deductibles and Self-Insured Retention – Any and all deductibles or self-insured retentions in excess of \$10,000 shall be declared to and approved by Risk Management. The County may require the Contractor to purchase coverage with a lower deductible or retention or provide proof of ability to pay losses and related investigations, claim administration and defense expenses within the deductible or retention.

Failure to Procure Coverage – In the event that any policy of insurance required under this contract does not comply with the requirements, is not procured or is cancelled and not replaced, the County has the right but not the obligation or duty to terminate the contract or obtain insurance if it deems necessary and any premiums paid by the County will be promptly reimbursed by the Contractor or County payments to the Contractor will be reduced to pay for County purchased insurance.

Insurance Review – Insurance requirements are subject to periodic review by the County. The Risk Manager or designee is authorized, but not required, to reduce, waive, or suspend any insurance requirements whenever Risk Management determines that any of the required insurance is not available, is unreasonably priced or is not needed to protect the interests of the County. In addition, if Risk Management determines that heretofore, unreasonably or unavailable types of insurance coverage or coverage limits become reasonably priced or available, the Risk Manager or designee is authorized, but not required, to change the above insurance requirements to require additional types of insurance coverage or higher coverage limits, provided that any such change is reasonable in light of past claims against the County, inflation, or any other item reasonably related to the County's risk. Any change requiring additional types of insurance coverage or higher coverage limits must be made by

amendment to this contract. Contractor agrees to execute any such amendment within thirty (30) days of receipt.

Any failure, actual, or alleged, on part of the County to monitor or enforce compliance with any of the insurance and indemnification requirements will not be deemed as a waiver of any rights on the part to the County.

RP-15 UNAUTHORIZED ALIEN WORKERS: Charlotte County will not intentionally award publicly funded contracts to any contractor who knowingly employs unauthorized alien workers, constituting a violation of the employment provisions contained in 8 U.S.C. Section 1324a [Section 274A of the Immigration and Nationality Act ("INA")]. The County shall consider employment by any Contractor of unauthorized aliens a violation of Section 274A of the INA. Such violation by the Contractor of the employment provisions contained in Section 274A of the INA shall be grounds for termination of this Agreement by the County. In addition, pursuant to Section 448.095 of the Florida Statutes, all persons or firms entering into contracts with Charlotte County are required to register with, and use, the E-Verify system of the U.S. Department of Homeland Security to electronically verify the employment eligibility of all newly hired employees. The County may terminate this Agreement for failure on the part of the Contractor to use E-Verify. Contract termination for failure to use E-Verify is not considered a breach of contract pursuant to s. 448.095(2)(c)3, *Fla. Stat.*

RP-16 EMPLOYEE BACKGROUND CHECK: If an owner, except a stockholder in a publicly traded corporation, or an employee of the Contractor has been convicted of any offenses requiring registration as a sexual offender or sexual predator, regardless of the location of conviction, the Contractor shall ensure that the offender's or predator's work on the project is consistent with the terms of his probation and registry requirements.

RP-17 PUBLIC RECORDS CLAUSE TO CONTRACTORS "ACTING ON BEHALF OF THE COUNTY": Pursuant to Section 119.0701 of the Florida Statutes, Contractors acting on behalf of the County must comply with the public records laws, specifically: a) keep and maintain public records required by the County to perform the contracted services; b) upon request from the County's custodian of public records, provide the County 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 Chapter 119 of the Florida Statutes or as otherwise provided by law; c) ensure that public records that are exempt or confidential from public records disclosure requirements are not disclosed except as authorized by law for the duration of the contract term and following completion of the contract; and d) upon completion of the contract, keep and maintain all public records required by the County to perform the service, and meet all applicable requirements for retaining public records.

IF THE CONTRACTOR HAS QUESTIONS REGARDING THE APPLICATION OF CHAPTER 119, FLORIDA STATUTES, TO THE CONTRACTOR'S DUTY TO RETAIN AND PROVIDE PUBLIC RECORDS RELATING TO THIS CONTRACT, CONTACT THE COUNTY'S CUSTODIAN OF PUBLIC RECORDS AT (941) 743-1441, E-MAIL TO RECORDS@CHARLOTTECOUNTYFL.GOV, 18500 MURDOCK CIRCLE, BLDG. B, Suite 109, PORT CHARLOTTE, FLORIDA 33948.

RP-18 SOCIAL, POLITICAL, OR IDEOLOGICAL INTERESTS: Charlotte County will not request documentation of, or consider a vendor's social, political, or ideological interests when determining if the vendor is a responsible vendor. Charlotte County does not give preference to vendors based on social, political, or ideological interests.

END OF PART I

PART II SCOPE OF SERVICES

RP-19 PROJECT DESCRIPTION: Charlotte County is requesting proposals from qualified firms to secure an annual contract with a firm capable of providing International Travel Trade Representation in the **DACH Region** (Germany, Austria, and Switzerland), with the option to add the **Benelux Region** (Belgium, Netherlands, and Luxembourg). These services will support the sales, marketing, and public relations efforts of the Punta Gorda/Englewood Beach Visitor & Convention Bureau (hereafter referred to as VCB) in advancing its tourism mission.

The selected firm must maintain a staffed office within the targeted country or region. We are requesting two (2) separate pricing quotes: one (1) for representation with focus in the **DACH Region** only, and one (1) for representation in both the **DACH Region and Benelux Regions**.

RP-20 BACKGROUND: The VCB is responsible for coordinating a countywide program of tourism promotion and development for Charlotte County's travel and tourism industry both domestically and internationally and for marketing purposes has branded the destination as Punta Gorda/Englewood Beach (PGEB).

A. Goals

- Build brand recognition and equity around our destination's primary draw: ecotourism, which includes our beaches, parks, fishing, boating/sailing, paddle sports, eco tours, harbor/island/river cruises, and other aquatic and wildlife-based activities
- Strengthen place name recognition for Englewood and the Beaches, Port Charlotte, Punta Gorda, Charlotte Harbor, and Babcock Ranch as well as our barrier islands
- Increase visitation and overall spending by tourists
- Develop visitor business from the **DACH Region/Benelux Regions** travel market
- Provide a year-round local source of information for consumers, tour operators, and travel agents, about Punta Gorda/Englewood Beach's tourism-related assets

B. Inquiry Fulfillment

- Website www.PureFlorida.com generates nearly 1 million user sessions annually and uses our Content Management System (CMS) and Customer Relationship Management (CRM) with Simpleview, whom the VCB has a contract with in providing these services
- Inquiry data is maintained for research follow-up and program measurement
- VCB produces an Annual Visitor Guide, which is the primary print fulfillment piece for prospective visitors.

C. Target Audiences - Tourists/Leisure Travel

- Customer Profile
 - Age: 35-64
 - Household Income: \$125,000 US+
 - Couples and Family Orientation
- Activity Focus
 - Fishing, boating, kayaking and other water-based sports and outdoor recreation
 - Beachgoing, ecotours and other outdoor, nature/wildlife-based soft adventure
 - Golf and pickleball
 - Art, cultural, history, and culinary experiences
- Geographical
 - Areas near feeder cities with direct or easily connected air service to Fort Myers, Tampa, Orlando, Miami (i.e. Frankfurt, Munich, Zurich, Amsterdam or other cities as determined)

RP-21 SCOPE OF SERVICES: The VCB primarily promotes PGEB as an eco-tourism leisure vacation destination. The County seeks to contract with a full-service international representation firm to become a proactive partner with the VCB in working to increase awareness of Punta Gorda/Englewood Beach within the international travel marketplace. Sales, marketing and Public Relations (PR) efforts should target consumers as well as tour operators, travel journalists and other travel professionals and increase awareness of how to obtain information about traveling to the area. The objective should also be to target areas of opportunity which would increase leisure tourism activity during the spring, summer and fall shoulder seasons.

The scope of services to be provided under the direction of the Tourism Director of the VCB shall include, but not necessarily be limited to, the following:

A. Outreach:

- Work with Punta Gorda/Englewood Beach VCB to develop and implement a multi-faceted strategy to promote

the destination to consumers and travel professionals. Proposals should address plans for the following areas of outreach:

- Marketing
- Public Relations
- Tour operator/travel agent education
- Consumer sales
- Serve as trade liaison and representation of the VCB at meetings and events within the **DACH/Benelux Regions**
- Serve as the VCB's in-market representative to Visit USA Committees, VISIT FLORIDA and Brand USA, ensuring campaign alignments and collaboration
- Trade liaison with tour operators, wholesalers and travel agencies to include personal office visits and coordination of familiarization (FAM) tours in Charlotte County, Florida including assisting in identifying key **DACH/Benelux Regions** tour operators, wholesalers and travel agents and securing their participation by assisting with travel arrangements, tour activities and necessary follow-up
- Provide translation and content localization services for marketing, public relations, and sales materials, ensuring all messaging is accurately adapted for the German speaking audience
- Arrange in-market sales missions and schedule appointments at shows for VCB staff
- Manage the PGEB membership listings on Visit USA committee websites, ensuring all content, branding, images, and destination information remain accurate and up to date
- Oversee the distribution of approved content to tour operators and media partners, and monitor their social media channels, websites and published materials to ensure all representations of the destination are accurate and consistent with VCB branding
- Promotional activities such as the following:
 - City takeovers, pop up locations featuring beaches and eco activities
 - Tie in promotions with retail shopping stores or malls to reach large numbers of potential travelers
 - Online travel sites cooperative promotions to drive traffic to their sites and ours (www.PureFlorida.com)

B. Creative Thinking:

- Demonstrate knowledge of emerging technologies for creating awareness of the destination and demonstrate how to stay current with new technologies
- Provide an example of creative thinking using unexpected methods to achieve positive results for a client

C. Measurement/Reporting:

- Provide monthly and annual reporting on outcomes and measurements of progress to include the following metrics:
 - Tour Operator website listings featuring PGEB hotels and attractions, along with inquiry and booking statistics from active cooperatives
 - Online travel sites statistics from sources such as Expedia, Hotels.com, Airbnb, and Trivago to show inquiries, hotel bookings, and airline ticket sales
 - Inbound US Travel Trends reported by trusted resources
 - Secured publications and advertorials promoting PGEB
 - Quantity of Visitor Guides and other PGEB marketing materials distributed via trade shows or other activations
 - Monthly Sales Activities- Number of sales calls, travel agent education, virtual trainings, FAMS coordinated, committee meetings and shows attended
 - PR Efforts- Stories pitched, press releases, translations, journalist introductions, FAMS coordinated, shows attended

D. Account Service:

- A dedicated account service representative located in represented region must be assigned to the account for daily communication via phone and email. The representative will be required to respond in a timely manner to requests for information. In the absence of the assigned representative, a back-up person must be identified to maintain accessibility and account coverage
- Participate in regular monthly virtual meetings with Punta Gorda/Englewood Beach VCB staff to review progress, results and upcoming opportunities
- Deliver presentations to the Board of County Commissioners (BCC), County Administration, Tourist Development Council (TDC), and/or local tourism industry as required

E. Corporate Experience

- The company selected must maintain a staffed office in the targeted region and be a qualified firm authorized to do business in the State of Florida with experience in promoting U.S. destinations (preferably Florida)
- Interested agencies must be able to demonstrate measurable success in previous campaigns on behalf of other U.S. and / or Florida destinations
- The company selected must be able to demonstrate strong **DACH/Benelux Regions** based media contacts and relationships
- The selected company shall demonstrate the ability to coordinate with other Punta Gorda/Englewood Beach VCB vendors. It is expected that there may be some close coordination with the VCB's creative/PR agency and/or market researchers
- The successful respondent shall have a minimum of five (5) years' acceptable and verifiable experience representing destinations to the European market
- Provide details of experience within the last five (5) years relevant to services requested
- Experience of the firm and the dedicated account team and include total number of employees
- List all other current clients
- List all clients added and lost in the past three (3) years and give a brief description of why any were lost
- List of languages staff speaks fluently

F. Crisis Communication

- Work with VCB staff to provide crisis communication strategies for the **DACH/Benelux Region** market in the event of an emergency including but not limited to hurricanes, floods, fire, or other disasters

G. Pricing

- Proposed Monthly Retainer should include (all pricing is to be in U.S. Dollars):
 - Punta Gorda Englewood Beach has set aside a budget of **\$55,000 USD** for annual retainer fee for representation of the **DACH Region** only, and **\$65,000 USD** for the annual retainer fee for representation in both the **DACH and Benelux Regions**
 - Monthly retainer to include:
 - Operating expenses
 - Detailed reporting
 - Travel to Punta Gorda/Englewood Beach (minimum of once per year)
- Proposed Monthly Retainer does not include (submitted on separate monthly hard cost Invoice for reimbursement):
 - Traveling expenses (airfare, hotel, meals, ground transportation) for approved travel trade shows, sales missions, and travel trade trainings, and committee meetings
 - Expenses related to event registrations, sponsorships, familiarization trips, activations or marketing buys and promotions for travel trade support and publications, collateral storage and shipping
 - PGEB Budgets an estimated \$30,000 USD annually towards travel trade cooperative marketing and an estimated \$50,000 USD annually towards other above-mentioned reimbursables to representation firm

*Please provide two (2) separate price quotes for the monthly retainer: one (1) to service the **DACH Region** market only and one (1) that would include both the **DACH and Benelux Region** markets.

H. References

- Provide a minimum of three (3) U.S. based references for whom your firm has completed recent international representation work in the areas of marketing, sales, and/or media/public relations

END OF PART II

**PART III
PROPOSAL FORMAT & EVALUATION METHOD**

RP-22 RULES FOR PROPOSALS:

A. The proposal must name all persons or entities interested in the proposals 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. The following is an excerpt from Charlotte County Resolution #2011-221 and applies to this proposal: **"Any questions regarding a project or submittal shall be directed to the designated person in the Purchasing Division for a response. From the time the notice of request for proposals is published until the contract is awarded, there shall not be any contact between a proposer, agent or other representative and any member of the selection committee, user department, Administration, or any member of the Board of County Commissioners regarding the project or proposal submitted by any proposer. Should any member of the selection committee initiate contact or fail to report any contact, such committee member may be subject to disciplinary action up to and including dismissal. If any proposer, agent or other representative contacts any committee member, user department, Administration or member of the Board of County Commissioners regarding a request for proposals or submitted proposal, the proposer is subject to sanctions up to and including having the County disqualify the firm's submittal."**

C. For your information, the members of the Professional Services Committee for this project are as follows:

Sean Doherty, Tourism Development Director – Tourism Development
Kay Tracy, Economic Development Director – Economic Development
Maureen Broderick, Recreation Manager – Community Services

RP-23 PROPOSAL FORMAT: Firms shall prepare their proposals using the format outlined in RP-24 Evaluation Method and Criteria.

Proposals are to be typed on the firm's letterhead, specifically referring to the project and the scope of services, containing all required information. That information is to be submitted electronically. Please visit <http://bit.ly/3TYAyKa> and follow given instructions.

RP-24 EVALUATION METHOD AND CRITERIA:

A. General – The County shall be the sole judge as to the merits of the proposal, and the resulting agreement. The County's decision will be final. **Please note that proposals will be evaluated on content, *not bulk*.**

The County's evaluation criteria will include, but shall not be limited to, considerations listed below under **Evaluation Criteria**. The proposals should be prepared using the format outlined under Evaluation Criteria.

B. Selection - The Professional Services Committee shall evaluate the proposals submitted. A short list of firms from proposals will be ranked in order. Final approval will be by the Board of County Commissioners who may request public presentation.

Award of this RFP shall be made to the firm that, in the County's judgement, best meets the criteria specified below and which, in the County's opinion, best accommodates the County's needs and interests. The decisions shall rest SOLELY with the County and the County reserves the right to modify or reject any proposal submitted to it for consideration. With 100 being a perfect score, submittals will be awarded based on the following:

EVALUATION CRITERIA	MAXIMUM POINTS
A. Corporate Background/Professional Staff	1 - 20
B. Experience/Creative Thinking	1 - 30
C. Pricing in U.S. Dollars	1 - 15
D. Project/Account Management/Reporting Process	1 - 20
E. References	1 - 15

RP-25 ANTICIPATED SCHEDULE: The projected schedule of events for this proposal is as follows:

5/7/26	County advertises for proposals
6/9/26	Proposal due date
6/17/26	Professional Services Committee short lists firms

END OF PART III

PART IV - SUBMITTAL FORMS
PROPOSAL SUBMITTAL SIGNATURE FORM

The undersigned attests to his/her authority to submit this proposal and to bind the firm herein named to perform as per contract, if the firm is awarded the Contract by the County. The undersigned further certifies that he/she has read the Request for Proposal, Terms and Conditions, Insurance Requirements and any other documentation relating to this request and this proposal is submitted with full knowledge and understanding of the requirements and time constraints noted herein.

By signing this form, the proposer hereby declares that this proposal is made without collusion with any other person or entity submitting a proposal pursuant to this RFP.

In accordance with section 287.135, Florida Statutes, the undersigned certifies that the company is not on the Scrutinized Companies with Activities in Sudan List, the Scrutinized Companies with Activities in the Iran Petroleum Energy Sector List, and does not have business operations in Cuba or Syria (if applicable) or the Scrutinized Companies that Boycott Israel List, or is not participating in a boycott of Israel.

As Addenda are considered binding as if contained in the original specifications, it is critical that the Consultant acknowledge receipt of same. The submittal may be considered void if receipt of an addendum is not acknowledged.

Addendum No. _____ Dated _____	Addendum No. _____ Dated _____	Addendum No. _____ Dated _____
Addendum No. _____ Dated _____	Addendum No. _____ Dated _____	Addendum No. _____ Dated _____

Type of Organization (please check one):	INDIVIDUAL	☐	PARTNERSHIP	☐
	CORPORATION	☐	JOINT VENTURE	☐

Firm Name	Telephone
Fictitious or d/b/a Name	Federal Employer Identification Number (FEIN)
Home Office Address	
City, State, Zip	Number of Years in Business
Address: Office Servicing Charlotte County, other than above	
Name/Title of your Charlotte County Rep.	Telephone
Name/Title of Individual Binding Firm (Please Print)	
Signature of Individual Binding Firm	Date
Email Address	

(This form must be completed & returned)

DRUG FREE WORKPLACE FORM

The undersigned vendor in accordance with Florida Statute 287.087 hereby certifies that _____ does:
(name of business)

1. Publish a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession, or use of a controlled substance is prohibited in the workplace and specifying the actions that will be taken against employees for violations of such prohibition.
2. Inform employees about the dangers of drug abuse in the workplace, the business's policy of maintaining a drug-free workplace, any available drug counseling, rehabilitation, and employee assistance programs, and the penalties that may be imposed upon employees for drug abuse violations.
3. Give each employee engaged in providing the commodities or contractual services that are under bid a copy of the statement specified in subsection (1).
4. In the statement specified in subsection (1), notify the employees that, as a condition of working on the commodities or contractual services that are under bid, the employee will abide by the terms of the statement and will notify the employer of any conviction of, or plea of guilty or nolo contendere to, any violation of Chapter 893 or of any controlled substance law of the United States or any state, for a violation occurring in the workplace no later than five (5) days after such conviction.
5. Impose a sanction on or require 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.
6. Make a good faith effort to continue to maintain a drug-free workplace through implementation of this section.

As the person authorized to sign the statement, I certify that this firm complies fully with the above requirements.

Proposer's Signature

Date

NAME OF FIRM _____

(This form must be completed and returned)

**HUMAN TRAFFICKING AFFIDAVIT
for Nongovernmental Entities Pursuant To FS. §787.06**

Charlotte County Contract #20260406

The undersigned on behalf of the entity listed below, (the "Nongovernmental Entity"), hereby attests under penalty of perjury as follows:

1. I am over the age of 18 and I have personal knowledge of the matters set forth except as otherwise set forth herein.
2. I am an officer or representative of the Nongovernmental Entity and authorized to provide this affidavit on the Company's behalf.
3. Nongovernmental Entity does not use coercion for labor or services as defined in Section 787.06, Florida Statutes.
4. This declaration is made pursuant to Section 92.525, Florida Statutes. I understand that making a false statement in this declaration may subject me to criminal penalties.

Under penalties of perjury, I declare that I have read the foregoing Human Trafficking Affidavit and that the facts stated in it are true.

Further Affiant sayeth naught.

Signature

Printed Name

Title

Nongovernmental Entity

Date

END OF PART IV

NAME OF FIRM _____
(This form must be completed and returned)