

CULTURAL COUNCIL OF PALM BEACH COUNTY
QUESTION CLARIFICATIONS TO RFS2019-PR

1. Who is your current agency of record (AOR)?

The Cultural Council of Palm Beach County's current public relations agency of record is Lou Hammond Group.

2. What are you most and least satisfied with in the work from your current AOR and its existing PR efforts?

The Council is most satisfied with its current AOR's ability to assist and lead logistics and planning aspects of annual media events, Cultural FAM Tours and desksides, and the agency's national travel media contacts. As the Council moves forward, having an agency that can continue to handle this type of work will be an enormous asset.

3. Is your current AOR eligible to respond to this RFS?

Yes, our current AOR is eligible to respond to this RFS.

4. How likely are you to hire your current AOR again?

As with any RFS, the Council's selection committee will evaluate each submission according to its own merit to ensure the selected agency is the best choice for the Council's future public relations efforts and overall mission.

5. What prompted this search?

The Council is required to go out to RFS as part of its procurement process with the Tourist Development Council (TDC) of Palm Beach County.

6. What, if any, aspects of your current AOR's work haven't achieved your desired outcomes?

Our current AOR continues to meet objectives outlined in their scope of work. As the Council moves forward in its PR efforts, the selected agency will build upon these efforts by demonstrating innovation and creativity.

7. What results has your current AOR delivered that offered the greatest ROI?

Planning and coordinating Cultural FAM Tours, media luncheons and other special events yields the best cultural tourism coverage for the Council and the destination. The Council's current AOR has also built and fostered strong relationships with national media. Ultimately, these PR efforts will increase as the Council grows its PR program.

8. What is the primary objective of your current marketing plan (i.e. generate awareness; drive attendance, purchase, conversion; etc.)?

This RFS is for a public relations agency. Further details on the Council's marketing plan objectives can be found [here](#).

9. What does success look like for your organization outside of media coverage (i.e. event attendance numbers; membership; funding applications; other measurable objectives)?

Other successes include increases in cultural event attendance from out-of-county guests, traffic to the Council's travel section of its website, social media growth/engagement and an increase in economic impact.

10. What are end results, outcomes and dream placements that you would consider a "homerun?"

A homerun for the Council's national public relations efforts would be well-reported resulting coverage in top-tier

publications such as AFAR, Conde Nast and Travel + Leisure, to name a few.

11. What marketing initiatives have worked well in the past? Are there any that have not?

The Council has seen success in many out-of-home marketing efforts such as pop-ups and activations, which drive strong social media and community engagement. Ideally, all media touchpoints will yield fruitful media relationships and potential Cultural FAM Tour guests.

12. What are your primary challenges when promoting the arts? Are there particular events or groups that are struggling more than others?

As the Council is tasked with promoting art and culture in the county as a whole, covering the breadth of events/organizations can present a challenge.

13. Is there any priority given to cultural organizations vs. individual artists vs. musicians?

The Council attempts to equally highlight events and programs that involve cultural organizations or individual artists. However, our tourism efforts however primarily feature events and organizations as destinations for visitors.

14. When it comes to visual vs. performing arts, does one prove more popular with locals? Tourists? Media?

Ideally, the selected agency will work to ensure that all the arts are promoted in national PR efforts, as deemed appropriate for the time of year, target markets, etc.

15. How many media placements and impressions did you achieve in 2018? 2017?

In FY2017, the Council received 2.6 billion earned media impressions. In FY2018, it received 1.9 billion impressions. Each year, the Council receives 5-10 national media placements and dozens of local and regional pieces of coverage.

16. What research do you gather and commission throughout the year? Would you share some representative samples?

The Council collects visitor survey data from its grantees, and utilizes various national tourism and cultural research study data when available. This information would be available to the AOR.

17. What is the profile of your target consumer (i.e. HHI, age range, psychographics, etc.)?

18. *This information is available in the Council's [marketing plan](#).*

19. What is the approval process for projects?

For major and ongoing projects, the Council holds check-in calls with its AOR on a bi-weekly basis. Approval processes can be determined in the final SOW and contract with the selected agency.

20. What are the names and affiliations of the individuals who make up the evaluation committee?

The selection committee will be made up of members of the Council's marketing and executive team, including the CEO and CMO.

21. What noteworthy milestones, anniversaries, events, announcements or showcases are upcoming in the next three to five years?

- *A sampling of following major events, performances and milestones will occur in the next 1-5 years:*
 - *Hamilton at the Kravis Center for the Performing Arts (Jan. 28-Feb. 16, 2020)*

- *Walk this Way (historic footwear by Stuart Weitzman) and Inside Out (fashion collection of undergarments designed by Bob Macke and worn by Lady Gaga) exhibitions at the Flagler Museum (Oct. 2019 and Jan. 2020)*
- *Groundbreakings of capital expansions for various cultural organizations*
- *The SuperBowl in Miami (Feb. 2020)*

22. Has your leadership been media trained? If not, is that something you are interested in?

A small number of the Council's leadership team is media trained. Likely, the Council would hold a training internally (since the selected agency would work in national, B2C efforts).

23. Is there a separate budget (not inclusive of named \$60K-\$80K budget) for event execution of Meet the Media events (refer to Section II, Meet the Media Events). Budget explanation on page 5 has budget including anticipated travel and out-of-pocket

Yes, there is a separate budget for media events.

24. Does the 25-page maximum for the response document include the signature and cover pages?

Yes, the 25-page maximum will include the signature and cover pages.

25. What would you consider a dream influencer collaboration?

A dream influencer collaboration would be with someone like Li-Chi Pan, Stacey Leasca, The Blonde Abroad or another high-level influencer with a focus on travel, lifestyle and the arts. As social media and traditional PR efforts continue to merge, the Council plans to incorporate 1-2 vetted influencers in a Cultural FAM Tour or other contracted work during FY20.

26. Who currently manages the social media portion of the business?

The Council's day-to-day social media strategy is managed by its PR & Social Media Specialist.

27. Does CCPBC have a boots-on-ground person to capture photos/videos of events in PBC and post on CCPBC-owned social media, or is The Council expecting the contractor to do this (refer to page 10, Social Media Integration)?

Yes, the Council has a social media team (led by the PR & Social Media Specialist) that captures content. Ideally, the selected agency will regularly engage with the Council's social platforms and share national coverage – but not necessarily engage in on-ground, live coverage.

28. What are the primary objectives of your social media channels (i.e. drive awareness; attract a particular demographic; grow your audience; increase engagement, others)?

When it comes to cultural tourism-focused objectives on the Council's social channels, the primary objective is to use social media to inspire tourists to visit The Palm Beaches, stay longer and attend cultural events

29. Is there a current crisis plan in place?

Discover The Palm Beaches (the official destination marketing organization) has a crisis communications plan for emergencies such as hurricanes. In the event of a crisis, Discover would take the lead on the plan and the Council would support.