

## SUMMARY OF QUESTIONS PROVIDED TO BID RFQ #05-172021:

1. Do you have an established 2021-2022 event calendar?  
Established, neighborhood-wide events include Halloween, Miami Art Week, Miami Music Week and Wynwood Pride. Smaller events may be planned on an ad-hoc basis. For example, the BID began a monthly film series that has halted due to the pandemic.
2. How many planned events do you anticipate in 2021 into 2022?  
See above for detailed list.
3. Do you expect your agency partner to conceptualize and propose event ideas?  
Yes.
4. Do you have specific KPI's that you want to measure (I.e. reach, impressions, placements, foot traffic, etc.)?  
Placements, UMs, reach, annual visitors/foot traffic.
5. What is your desired mix between local, national and international consumers?  
There should be an even split amongst all three.
6. Have you conducted a consumer study (either first-party or third-party data) and will you be able to share that with us upon the start of the engagement?  
Yes, the BID has access to data that will be shared.
7. Have you already defined the different visitor profiles and can you share this information with us upon the start of the engagement or are you relying on the selected agency to define these profiles?  
Profiles have been established including domestic visitors, international visitors, locals and potential office tenants.
8. Do you anticipate any new major developments or programs for Wynwood in 2021?  
New and continuing major developments include NRD amendments, establishment of new Wynwood-Midtown-Edgewater Commuter Rail Station, and ongoing phased implementation of the Wynwood Streetscape Master Plan.
9. How often do you experience crises and reputational matters?  
One time every other year.
10. Do you have an established speaker bureau or pre-determined spokespersons for the Wynwood CRA and if so, how many spokespersons do you anticipate? Do they require media training?  
Yes, the BID's Chairman, Executive Director, staff and certain board members are available spokespeople depending on topic(s). Most do not require media training.
11. What are some of the key local organizations and nonprofits that you have established partnerships with?  
A few organizations include Miami Light Project, Wynwood NET, Roberto Clemente Park and Puerto Rican Chamber of Commerce.

12. Per this point: "The Wynwood BID Marketing Manager is responsible for actively posting via Wynwood BID's owned channels including Facebook, Instagram, Twitter and Mailchimp e-newsletters. The internal Marketing Manager will work closely with the PR Firm to coordinate messaging strategy."- Do you desire that the PR agency develops a comprehensive social media strategy or simply provides occasional ad hoc ideas, strategies and tactics to help elevate and amplify Wynwood social engagement and visibility?

Ad hoc ideas, strategies and tactics.

13. If you were to have a criteria in mind to drive the final agency selection, what would be the top three most important criteria?

As per the RFP evaluation criteria:

Firm's Relevant Experience- Up to 25 Points

Strategic Approach & Creative Ability- Up to 25 Points

References/Client Satisfaction- Up to 20 Points

14. What are some of the 'soft skills" that you would want to see from your agency? I.e. innovation, real-time reporting, available 24-7, loyalty, hustle and always going the extra mile, etc.

A few soft skills include innovation, adaptability, collaborative and attentive.

15. Per section: 1.48. LOCAL PREFERENCE - what constitutes a local bidder? Is this a bidder within Miami-Dade county?

Those with a physical office within the City of Miami are considered local bidders.

16. How many other agencies were invited to participate in this RFP?

Approximately 50 public relations firms were directly contacted via email notification.

17. Why was Roar Media invited to participate in this RFP? We are asking in the event that we were referred to you based on our track record of success so that we may be able to thank this individual or entity for the professional referral.

Roar Media was invited to participate as a result of a cursory search of local Public Relations firms.

18. In addition the standard RFP response, from the list below, are all of these the documents required upon the submittal date and are there any items missing or not necessary to submit from the list below:

- o Occupational license
- o Certification Statement
- o Certificates of insurance- Are these due with the RFP response submission?

Reference section 4.2 of the Public Relations RFP. Bidders must also complete and provide the following documents: The RFP Registration Form, The Certification Statement & Certification form (pages 3 & 4), Local Office Location Affidavit (if applicable), the No Conflict of Interest & Non-Collusion form & the Debarment & Suspension form.

19. Per section 1.60. PREPARATION OF RESPONSES (HARDCOPY FORMAT): Can you please confirm that you are requiring (6) printed copies of the RFP submittal and

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its required supplemental material?

The BID will require all bidders to provide six (6) printed copies of the RFP submittal and its required supplemental material.