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SUMMARY OF QUESTIONS PROVIDED TO BID RFP # 08022021:

1. Did you already solicit this RFP? Is this the second solicitation? What is the annual budget for this project?
Yes, the BID had to re-release a revised RFP as the previous one did not receive enough submittals to proceed with the review phase. The new RFP is for Integrated marketing Communications and the monthly compensation associated with this RFP will be determined by proposals received from each respondent. The yearly compensation for this contract is up to \$105,000.
2. Who is the agency of record?
The BID's current public relations agency is Kivvit.
3. I see you were unable to secure an agency from the previous RFP round. Is there something in particular that was missing that is of the utmost importance to you? Do you mind sharing what was lacking?
The BID cannot say as to what was lacking from the submittals we received for the previous RFP as their submittals were left unopened. We did not receive enough submittals for the previous RFP to proceed into the review phase.
4. What are your overall press goals?
Overall, the Wynwood BID is looking to secure coverage about the district's 24/7 nature, where people can eat, live, work and play within the neighborhood.
5. What would your 3-4 dream pieces be?
New York Times, Architectural Digest, Wall Street Journal, Travel + Leisure
6. Would we have full access into financial figures of how Wynwood positively impacts Miami-Dade County, amount of visitors, etc.?
The chosen agency will have access to all figures available.
7. Who do you use as your spokespeople?
Historically, it has been the Board Chairman, staff and area business owners.
8. Do you have broadcast segments you can share where they are speaking?
Yes, see below. Please note that the PR agency is expected to recommend the best spokesperson dependent on the story. While staff is currently consistent, the Board Chairman and Board members are elected officials that are subject to change.
 - Chairman, Albert Garcia: [Local10](#)
 - Executive Director, Manny Gonzalez: [Univision](#), [NBC](#)
 - Marketing Manager, Chris Hoffman: [NBCNews](#)

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9. Define speech writing scope?

Creating talking points and key messages for speaking engagements by BID staff or board members.

10. What are some of the biggest new initiatives for Wynwood?

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.

11. Does this scope include crisis management for large issues?

Yes

12. How does Wynwood work with their individual venues?

The Wynwood BID does not own or operate any venues. BID staff works collaboratively with each venue's staff to recruit and promote area events.

13. Is there anything in particular you are looking to change around Wynwood's messaging?

The BID is looking to transition our messaging into more national and international audiences with a focus on the workability and livability of the neighborhood. One key topic we are looking to amplify is the availability of new office spaces in the district.

14. How many media visits have you previously hosted annually?

Approximately one per year.

15. Did you host any media visits in 2021?

Yes.

16. How many media do you look to have per visit?

Approximately 3-5 media outlets per visit.

17. Are you open to hosting media individually throughout the year?

Yes.

18. Who do you currently advertise with?

Recent advertising partners include Miami Today, Miami Herald, Miami New Times, The New Tropic and social media advertisements.

19. What has been most effective to date?

All have been effective for the respective campaigns.

20. Do you work with both local and national influencers?

The BID does not currently work with influencers.

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21. Do you have a budget for paid influencers?

Yes.

22. Have you ever used celebrities to showcase the district through their social and then use their photos for press?

- a. For example, Gabrielle Union takes her followers on a tour through Wynwood. We then use one great photo of her in the district for press.

No.

23. Do you have past examples of business spotlights?

Yes, here are two examples:

- WeWork: <https://wynwoodmiami.com/business-spotlight-wework-at-wynwood-garage/>
- Jastor: <https://wynwoodmiami.com/business-spotlight-wework-at-wynwood-garage/>

24. Have you pushed Wynwood via social advertising in the past?

Yes

25. We only supply insurance, certificates including additional insured for events and activations requiring such. Does this language mean we must pull a permanent policy to comply with the BID?

- a. INSURANCE REQUIREMENTS INDEMNIFICATION - Proposer shall pay on behalf of, indemnify and save Wynwood BID and its officials harmless, from and against any and all claims, liabilities, losses, and causes of action, which may arise out of bidder's performance under the provisions of the contract, including all acts or omissions to act on the part of proposer, including any person performing under this Contract for or on proposer's behalf, provided that any such claims, liabilities, losses and causes of such action are not attributable to the negligence or misconduct of the Wynwood BID and, from and against any orders, judgments or decrees which may be entered and which may result from this Contract, unless attributable to the Request for Proposal (RFP) 08022021 Page 31 of 48 negligence or misconduct of the Wynwood BID, and from and against all costs, attorneys' fees, expenses and liabilities incurred in the defense of any such claim, or the investigation thereof. The proposer shall furnish to the City of Miami, 444 SW 2 Ave Miami, FL 33137 and Wynwood BID, 50 NW 24 St, Suite 104, Miami, Florida 33127, Certificate(s) of Insurance which indicate that insurance coverage has been obtained which meets the requirements as outlined below: A. Commercial General Liability 1. Limits of Liability i. Bodily Injury and Property Damage Liability Each Occurrence \$1,000,000 General Aggregate Limit \$2,000,000 Personal and Adv. Injury \$1,000,000 Products/Completed Operations \$1,000,000"



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Yes, the agreement must have the insurance requirements throughout the length of the contract, as per City of Miami procurement requirements.