



**The Broward Alliance
Request for Qualifications
and Request for Proposal Information**

**Greater Fort Lauderdale/Broward County
Economic Development
Marketing and Branding Campaign**

**RFQ Issue Date: July 22, 2009
RFQ Due Date: August 7, 2009 5:00 p.m.**

**To: The Broward Alliance
110 E. Broward Blvd., Suite 1990
Fort Lauderdale, FL 33301
Attention: Ron Drew, Vice President -
Marketing and Communications**

Introduction

The Broward Alliance is seeking responses to a Request for Qualifications and subsequent Request for Proposal from firms that have an expertise in developing marketing and branding campaigns, specifically focused on the economic development priorities of The Broward Alliance in Greater Fort Lauderdale, which includes Broward County and its 31 municipalities.

The Broward Alliance serves as the official public private economic development partnership for Greater Fort Lauderdale/Broward County, Florida, one of Florida's largest metropolitan areas with over 1.8 million total population and a labor force exceeding 900,000. Its mission is to lead Greater Fort Lauderdale/Broward County in building a stronger and more diverse economy by stimulating the creation of new jobs and capital investment while facilitating the growth and retention of businesses in Broward County.

Summary

The Broward Alliance desires to develop and implement an economic development marketing and branding campaign to increase, among business leaders and corporate site selection decision makers, the positive perception that Greater Fort Lauderdale is a highly desirable place to do business and generate new business development leads. The ultimate goal is to attract corporate, regional and international headquarters and other targeted industries to Greater Fort Lauderdale contributing to new job creation and capital investment.

Current Situation

Today, Broward County has an exceptional number of corporate and international regional headquarters, including 10 whose annual revenue exceeds \$1 billion: AutoNation, Alcatel-Lucent, Citrix Systems, Claire's Stores, DHL Americas, General Motors/Latin America, Africa and Middle East, JM Family Enterprises, Microsoft Latin America, SEACOR and Spherion.

In addition, Broward County is "home" to a number of other well-known companies with corporate and international regional headquarters: Amerijet International, Costa Cruise Lines, Embraer US Holdings, Hormel Foods International, Huizenga Holdings, Kaplan University, Nortel Networks, Nova Southeastern University, Socata Aircraft, South African Airways and Spirit Airlines.

In terms of business location and expansion, Greater Fort Lauderdale and the state of Florida have been rated as a top location. The marketing and branding campaign will highlight these rankings and other key marketing messages.

Achievements and recognitions in recent years:

Miami-Fort Lauderdale Among Top 100 Tech Centers - ([Bizjournals](#), May 2009)

Fort Lauderdale and Coral Springs make North American Cities of the Future/Top Cities in North America List - Fort Lauderdale has been named the number 2 best small city for business friendliness and Coral Springs is among the small cities with the highest growth of companies within the knowledge-based sector ([fDi Magazine](#), April/May 2009)

Miami-Fort Lauderdale among the nation's best places to start a small business - ([Bizjournals](#), February 2009)

Broward Cities among Nation's Best - Coral Springs, Miramar and Weston have been named among the 100 best small cities in America by Money magazine. ([CNN Money](#), July 2008)

Number 5 in the Nation for Entrepreneurial Activity - The Miami-Fort Lauderdale-Miami Beach metro is ranked number five in the nation on the Kauffman Index of Entrepreneurial Activity, an annual study that measures business startup activity across the United States. ([Kauffman Foundation](#), May 2008)

Top Places to Live and Launch a Business - According to the 2008 CNN Money and Fortune Small Business (FSB) Report, The City of Fort Lauderdale is one of the top 100 cities in the U.S. to Live and Launch a business. ([CNN Money](#), April 2008)

South Florida a Megaregion of the Future - South Florida has been designated a megaregion of the future and a driver of U.S. economic growth in Richard Florida's new book, "Who's Your City?." Noted strengths include considerable capability in arts and entertainment technology, an up-and-coming biotech and marine biology research center, and its status as a gateway for Latin American banking and investments. ([BNET Today](#), March 2008)

Scope of Services

The scope of services will include but not be limited to:

- Development of a graphical expression/logo of our new brand - Greater Fort Lauderdale

- Development of an integrated marketing communications plan with strategies and tactics including media, for outreach to target audiences including regional, national and international firms in collaboration with Broward Alliance staff
- Development of a "print collateral" package that will support our proposals and marketing outreach
- Development of print and electronic advertising directed to business leaders and corporate site selection decision makers
- Development of newsletter, brochure and flyer templates
- In collaboration with The Broward Alliance or its web design consultant, work to successfully integrate the branding theme in to The Broward Alliance's website
- If your staff capabilities include public relations and social media capabilities, please indicate in your response
- Agency shall provide monthly activity and ROI reports

Scope of services will take into account the best utilization of The Broward Alliance's current staff of one to assist in implementing the campaign. Participation in on-site meetings as needed is required, as well as becoming or maintaining status as a Broward Alliance member/investor during the duration of the contract.

The campaign contract is envisioned to be implemented on a minimum fee and project + expenses basis. The minimum fee will cover account planning and media planning with projects to be estimated in writing and approved by The Broward Alliance on an individual basis. All media will be billed at net. The term of the contract is twelve months. The selected agency may be extended beyond the initial contract for additional work, based upon its performance during the initial contract period.

Evaluation Process

The marketing and branding campaign agency evaluation will be comprised of a two-step process:

1) Request for Qualifications

This phase primarily is intended to ensure the bidder has the necessary experience for the scope of work requested. At least two years of direct economic development or business-to-business campaign experience on a national or international basis is required. Prospective agencies should submit two copies. Information to be submitted includes:

1. Introduction
 - Company Resume (Owner names, years in business, address, years of experience, etc.)
 - Method of approach
 - How you work with clients
2. Qualifications
3. Current client list, including industry experience and challenges addressed
4. Domestic and international experience and capabilities
5. Case studies - at least three case studies from current clients that demonstrate capabilities and include ROI results
6. References

7. Team members and bios (for team working on this project, including project manager and point-of-contact for this project)
8. Any client testimonials or letters you would like to include
9. Hourly rate schedule
10. Conclusion - why you would like to work with The Broward Alliance

2) Request for Proposal

Shortlisted agencies will be provided additional information and will be asked to submit an additional proposal.

Evaluation Procedures

Proposals will be evaluated by The Broward Alliance's Marketing and Branding Campaign Committee.

It is anticipated the committee will be comprised of the following individuals:

Ron Drew
Vice President, Marketing and Communications - The Broward Alliance

Ray Ferrero, Jr.
President - Nova Southeastern University
Chairman of the Board - The Broward Alliance

Keith Koenig
President - City Furniture

Robin Ronne
Managing Director - The Broward Alliance CEO Council

Terry Stiles
Chairman and CEO - Stiles Corporation

Ben Wesley
External Affairs Manager - FPL

The parties will consider how well the agency's proposed solution answers campaign objectives, as described in the agency's response to the requirements. After the proposals are evaluated, the committee will determine which agencies may be invited to make a formal presentation and/or sit for a panel interview (dates TBD).

Preliminary Schedule (RFQ return date is firm)

Issue RFQ – Wednesday, July 22, 2009
RFQs returned – August 7, 2009, 5pm
Initial Committee Meeting - Week of August 10, 2009
Invitation to Bid/Submit RFP – August 21, 2009
RFPs Returned – September 4, 2009, 5 pm
Select Firm – September 15, 2009
Contract Start date – September 16, 2009
Creative Work – September/October
Launch Campaign – November 15, 2009

Due Dates

RFQ submission is due no later than close of business, August 7, 2009 to:

The Broward Alliance
Attention: Ron Drew, Vice President - Marketing and Communications
110 E. Broward Blvd., Suite 1990
Fort Lauderdale, FL 33301

If requested, RFP submission is due no later than close of business, September 4, 2009 to:

The Broward Alliance
Attention: Ron Drew, Vice President - Marketing and Communications
110 E. Broward Blvd., Suite 1990
Fort Lauderdale, FL 33301

All documentation received will be maintained in confidence. Proposals submitted after the due date will not be considered. The Broward Alliance reserves the right to reject any and all submittals and to waive irregularities and informalities in the submittal and evaluation process. Agencies accept all risks of late delivery of mailed proposals regardless of fault.

Point of Contact

Questions regarding this document may be directed to Ron Drew at 954-524-3116, or at rdrew@browardalliance.org.