

**ORIGINAL FLORIDA
TOURISM TASK FORCE**

REQUEST FOR PROPOSALS

FOR THE SERVICES OF

**“NATURAL NORTH FLORIDA
WEBSITE TRAVEL BLOGGERS”**

PROPOSAL DEADLINE

**5:00 P.M., EASTERN
DAYLIGHT SAVINGS TIME**

OCTOBER 22, 2014

REQUEST FOR PROPOSALS

The Original Florida Tourism Task Force is seeking proposals for the services of up to four website travel bloggers for the Visit Natural North Florida website (www.vnnf.org). The Task Force is seeking bloggers familiar with the ten counties which comprise The Original Florida. The ten counties include Alachua, Dixie, Gilchrist, Jefferson, Lafayette, Levy, Madison, Taylor, Union and Wakulla. Interested parties should provide a proposal, including a description of their services, up to three professional references, examples of similar work, number of years of experience in blogging/newspaper/magazine article writing, the number and subject area of blog(s) which they will write, and how they would meet the requirements stated below. All proposals must be submitted to:

Website Travel Blogger Proposal
Original Florida Tourism Task Force
2009 NW 67 Place
Gainesville, FL 32653-1603

Proposals must be received by the Original Florida Tourism Task Force by:

5:00 P.M., Eastern Daylight Savings Time
October 22, 2014

Faxed and e-mailed responses will not be accepted. Late proposals will be returned unopened with the notation, "This proposal was received after the delivery time designated for receipt and opening of the proposal."

1. Objective. The Original Florida Tourism Task Force desires to publish on its website, www.vnnf.org, articles, with accompanying photographs, of interest to tourists one or more of the following subject areas: Outdoors and Nature; Activities, Events and Family Travel; Off the Beaten Path; and Food and Dining to promote nature-based tourism within the 10-county Original Florida. All articles shall feature and exclusively address Original Florida. Proposers may apply for multiple subject areas with one proposal.
2. Qualifications. The selected proposer(s) must have an established record in writing and photography. Experience in outdoors and nature, activities and events, and tourism writing and photography is preferred (examples should be provided).
3. Time Frame. The blog postings will begin December 1, 2014 and end May 30, 2015.
4. Scope of Work. Write and upload to the Visit Natural North Florida website two (2) blogs per month per selected subject area. Each blog posting should be between 200 to 1,500 words and contain a minimum of one photograph. Focus of the blogs should be from the perspective of a visitor to the area. If the blogs address private property, such property must be accessible to the general public. The blogger for each selected subject area should produce at least one (1) blog per each county within The Original Florida region.

5. Image Requirements.

a. Rights granted by the blogger for photographs shall be universal, allowing the Task Force to distribute the images freely to member organizations, public and private institutions or individuals wishing to use them. The blogger will retain copyright of images, but will transfer “All Use Rights” to the Task Force and their assigns.

6. Budget.

The budget for the project is seven thousand five hundred dollars and no cents (\$7,500.00). Bloggers shall receive one thousand eight hundred seventy-five dollars and no cents (\$1,875.00) per each subject area.

7. Ranking and Selection Criteria.

All proposals received will be reviewed and ranked by The Original Florida Tourism Task Force. The criteria used in ranking the proposer for this project will include the following items based upon a total of 100 points, as follows: (1) capacity to complete the work (20 points); (2) past experience with nature, public use and tourism blogging/newspaper/magazine article writing (20 points); (3) quality of the proposal (20 points); (4) letters of reference (20 points); and (5) number of blog subject areas addressed (20 points). The total score from these criteria will be used to establish the rank order for the selection of the proposer(s).

As soon thereafter as possible, an attempt will be made to reach an agreement with the highest ranking proposer, the second highest, and so on until a satisfactory agreement is reached.

8. Terms.

On execution of a contract between the selected blogger(s) and Visit Natural North Florida, Visit Natural North Florida will make an advance payment of twenty (20) percent as a travel advance. The remainder of payment will be made as per the following schedule:

Upon satisfactory posting of two (2) blogs per month per subject area, the remaining payment of eighty (80) percent will be made by The Original Florida Tourism Task Force on a monthly basis in the amount of two hundred fifty dollars and no cents (\$250.00) per month.

The Original Florida Tourism Task Force reserves the right to accept or reject any proposal and to award the contract(s) in the best interest of the Task Force. If you have any questions concerning this matter or need additional information, please call Steven Dopp at 352.955.2200, extension 109 or e-mail at dopp@ncfrpc.org.