



**Q: Are the audiences listed in priority orders?**

Yes, it is safe to assume that the audiences listed are in order of priority.

**Q: Is there a tentative timeframe for rollout of the various phases/which phases will overlap?**

The proposed timeline, beginning in January 2026, should detail the phases, including any potential overlaps, as determined by the agency. All services are required to be completed within the contract period, January to June 2026.

**Q: Is there a geographic priority? The RFP mentions inside and outside of the State of Florida. Are there Priority US states?**

The geographic priority should be based on the highest concentration of servicemembers, veterans and spouses living in or wishing to relocate to Florida.

**Q: Does this also include international coverage of the global US bases?**

International coverage is not expected during year 1.

**Q: Are there any mandatory elements within the media plan? Channels, tactics etc.**

As outlined in 3.3 Phase 2: Marketing Strategy and Marketing Plan, we expect at a minimum that the marketing plan will include timelines, audience, messaging, channels, KPIs and budget.

**Q: After reading through the request for proposal details, some required services are outside of our normal scope of work and/or capabilities. May we provide a proposal for military community marketing strategy and media placement services only?**

We are looking to partner with a single agency that can provide all the services detailed in the RFP. However, proposals may involve a partnership with another agency to cover any services outside your core capabilities.

**Q: Section 1.0 Overview, pg. 2 Is Veterans Florida open to the awarded prime agency leveraging a subcontractor for a portion of this project, as long as the prime agency has the capacity to manage approximately \$300,000 in media and possess in-house capabilities to service all aspects of the business (per the requirements in Section 1.0 Overview)?**

We are looking to partner with a single agency that can provide all the services detailed in the RFP. However, proposals may involve a partnership with another agency to cover any services outside your core capabilities.

**Q: Page 3 in reference to the total \$1,000,000 budget combined with VISIT FLORIDA's requirements under Florida Statutes, Section 295.23, is there an expectation that the products, strategies and marketing plans resulting from this contract complement VISIT FLORIDA's efforts, or are they considered mutually exclusive? Is the \$600,000 budget outlined for this scope of work a part of that overall \$1,000,000 mandated spend?**

The campaign derives its guidance and authorization from s. 295.23, F.S., so while it may be different from VISIT FLORIDA's typical efforts, we do not agree with characterizing it as mutually exclusive. Sections 295.21 and 295.22 may provide you additional context on the campaign purpose. The \$600,000 budget is indeed a component of the mandated \$1,000,000 overall expenditure.

**Q: Section 3.4 Does Veterans Florida anticipate a certain quantity of assets and content as outlined in Phase 3: Marketing Assets and Content Development?**

Veterans Florida expects that asset and content creation will directly result from the marketing audit findings in Phase 1. Veterans Florida has included in the scope of work the minimum expectations for the first year.

**Q: Are there existing assets that the Agency should plan to place in market (paid and social) concurrently to the implementation of the outlined phases, branding and resulting content refresh? If so, is there an expectation on when those placements should begin?**

The agency might find opportunities during Phase 1 to repurpose existing assets for market use as subsequent phases are completed or implemented.

**Q: Is there an Incumbent for these services?**

No.

**Q: Section 1.0 Overview - states contract period of January 2026 to June 2026. Section 3.1.3 - includes services for attending two (2) board meetings. To attend two (2) board meetings within the contract period, please confirm if these meetings would be in March and June and prior to the end of contract period?**

Yes, the board meetings referenced would be March and June 2026. Tentative dates are March 19, 2026 and June 25, 2026. It is anticipated that the June meeting will be hosted virtually.

**Q: Section 3.1.9 - states assisting with Annual Report due in December - which is not within the contract period. Can you please confirm the POP?**

Yes, the assistance with preparing the Annual Report for December 2026 is not included, but is provided in the RFP for future planning for account services.

**Q: Is it required that the Agency attends all meetings in-person or only board meetings?**

In-person attendance at meetings is preferred from the Agency when feasible and necessary. Details may be discussed during the contracting phase.

**Q: The RFP references assisting with crisis management related to natural disasters or other emergencies. Should proposers include a separate hourly rate structure for crisis activations (e.g., after-hours or rapid-response work), or assume these services will be billed at standard rates within the \$600,000 not-to-exceed total?**

Proposals should include an hourly rate structure for crisis management for PR or similar. However updating or adding a landing page for crisis recovery for natural disasters or other emergencies should be assumed and included within the \$600,000.

**Q: The RFP references a total budget of \$600,000 for the January–June 2026 contract period and notes that the selected agency must demonstrate the capacity to manage approximately \$300,000 in media. To confirm our understanding, should proposers assume that the \$300,000 in media placement is included within the overall \$600,000 contract total rather than in addition to it?**

The agency is requested to prepare a budget not exceeding \$600,000. Please note that neither Veterans Florida nor VISIT FLORIDA will advance funds for media placement; therefore, the agency will be responsible for placing media on behalf of Veterans Florida.

**Q: Does the marketing audit include an analysis of prior paid media performance data, and will access to historical data be provided?**

Veterans Florida will provide access to all available historical data.

**Q: Are there pre-approved crisis communication protocols or state agency coordination requirements?**

Veterans Florida coordinates with other state agencies as needed.

**Q: Should media planning prioritize Florida-based outlets, or can it include national or military-specific media networks?**

Media planning should prioritize the media networks necessary to achieve goals and objectives of a campaign which include retaining or attracting the target audience to Florida.



**Q: What KPIs will Veterans Florida prioritize, and will access to analytics tools (e.g., Google Analytics, social dashboards) be provided?**

Veterans Florida expects that KPIs and prioritization will be determined by the agency during the onboarding and marketing audit phase. Webform conversions are the top priority, all others should support that metric. Yes, Veterans Florida will provide access to Google Analytics.

**Q: Of the \$600,000 budget, how much is expected for media placement versus strategy, creative, and management fees?**

Veterans Florida requests the agency to prepare a budget not to exceed \$600,000 that should include pricing for strategy, creative, media placement and management fees.

**Q: For renewals, is the \$600,000 cap inclusive of both media and agency fees each year?**

Yes, any agency renewal, the budget would be inclusive of both media and agency fees.

**Q: Should travel for Tallahassee meetings and onboarding be included in the \$600,000 budget or billed separately?**

Veterans Florida requests the agency to prepare a budget not to exceed \$600,000, to include onboarding and attending meetings. All agency travel will be subject to VISIT FLORIDA's travel policy guidelines for vendors, please [click here](#) for the most current version (right hand side of webpage). Guidelines are subject to change.

**Q: Are subcontracted services allowable, and do they require prior approval?**

Subcontracting is permitted; however, Veterans Florida requires that all potential subcontracted services be disclosed in your proposal. Depending on the nature of the services, prior approval may be necessary.

**Q: Will invoices be processed monthly, and what is the standard payment window?**

Invoice processing and payment will be addressed during the contract negotiations.

**Q: How will Veterans Florida verify or score the preference for team members with military affiliation?**

Veterans Florida requests that any team members with military affiliation be identified as part of the agency overview outlined in Section 7.1. Evaluation of such team members will be assessed within agency overview and capabilities.



**Q: For finalist presentations on December 11, what is the expected duration, format, and audience composition?**

Further instructions regarding the duration, format, and audience composition for the December 11 presentations to the Board of Directors will be issued with the December 2 notification.

**Q: Are creative samples excluded from the 15-page limit and allowed as a separate appendix?**

Proposals are limited to a maximum of 15 pages. Creative samples should be submitted separately, either as an appendix or via provided links, and are not included in the page count.

**Q: Will the selected agency be granted admin access to the Wordpress.com site for SEO and landing page updates?**

Yes, access will be granted.

**Q: Which analytics or SEO tools does Veterans Florida currently use?**

Google Analytics.

**Q: Are there any ADA or web accessibility standards that must be met for all digital deliverables?**

Not explicitly contemplated, but are open to agency recommendations.

**Q: Does Veterans Florida have an existing Google Tag Manager or CRM integration for tracking conversions?**

Yes and yes. However, specific campaign urls may need to be developed by the agency for source tracking purposes.

**Q: How soon after award notification (January 2, 2026) is onboarding expected to begin?**

As soon as possible.

**Q: Is there a current incumbent agency, and will there be a transition overlap?**

No incumbent agency.



**Q: Will performance from the first six months influence renewal decisions before or after the May 2026 marketing plan submission?**

Yes, it is safe to assume that the performance during the first six months will strongly influence the renewal decision. All attempts will be made to make this determination prior to the marketing plan submission.

**Q: Will the selected agency definitively be responsible for day-to-day social media management or just strategy?**

Initially, the agency will manage social media posting activities based upon the plan while Veterans Florida will maintain reply and comment management.

**Q: Would Veterans Florida be open to the agency developing a comprehensive community management strategy that Veterans Florida staff implement to ensure the strongest return on investment?**

Yes, if it is determined during the marketing audit phase that a community management strategy is necessary and beneficial for Veterans Florida.

**Q: What internal resources does Veterans Florida have available for social media implementation?**

The current internal resources are limited. Veterans Florida anticipates hiring a marketing manager to assist with agency management and implementation.

**Q: What is the expected posting frequency for each platform?**

Veterans Florida anticipates that the strategy will determine frequency of posting on each platform.

**Q: Who currently maintains the website, and will there be a transition period?**

Veterans Florida.

**Q: Who will be the primary point of contact for day-to-day project management?**

Veterans Florida will appoint a team member that will serve as the day-to-day contact.

**Q: How will invoicing and payment be handled between the three parties?**

Invoice processing and payment will be addressed during the contract negotiations.



**Q: Who has final approval authority on deliverables and creative assets?**

Veterans Florida.

**Q: Will the agency need to attend both VISIT FLORIDA and Veterans Florida meetings?**

No, the agency will be expected to attend Veterans Florida meetings. However, the agency may be asked to discuss strategy and performance goals with VISIT FLORIDA, these meetings may be conducted virtually.

**Q: Is this \$600,000 contract part of the \$1M annual requirement mentioned in Section 295.23?**

Yes, the \$600,000 budget is a component of the annual \$1M.

**Q: Will there be coordination required with other marketing efforts funded by the remaining amount?**

No, coordination of the remaining amount will not be required.

**Q: Are there any restrictions on how the Veterans Florida portion can be spent versus VISIT FLORIDA's portion?**

The \$600,000 budget should be used to support Veterans Florida marketing efforts.

**Q: How will military affiliation of team members be weighted in the evaluation?**

Veterans Florida requests that any team members with military affiliation be identified as part of the agency overview outlined in Section 7.1. Evaluation of such team members will be assessed within agency overview and capabilities.

**Q: Is military affiliation considered under the 40-point "Military and Veteran Marketing Experience" criterion?**

Veterans Florida requests that any team members with military affiliation be identified as part of the agency overview outlined in Section 7.1. Evaluation of such team members will be assessed within agency overview and capabilities.

**Q: Does military affiliation of agency ownership factor into evaluation?**

Veterans Florida requests that any team members with military affiliation be identified as part of the agency overview outlined in Section 7.1. Evaluation of such team members will be assessed within agency overview and capabilities.

**Q: Should agencies provide both a phase-based budget AND hourly rates?**

Per the RFP pricing must be fully comprehensive and complete. Explain how you approach the pricing structure (hourly, milestones, retainer or another model). Supporting information and back up detail should be included as appropriate. Additionally, there may be ad hoc needs that arise, agency responses should include pricing information in the form of labor-based fees or any other payment structure.

**Q: What are the current baseline metrics for website traffic, conversions, and social media engagement?**

The current baseline metric for webform conversions is 3000. We would, ideally, seek to increase that with the agency's effort. All other metrics should be developed around that goal.

**Q: Are there specific numerical targets for application completions or program participation?**

The current baseline metric for webform conversions is 3000. We would, ideally, seek to increase that with the agency's effort. All other metrics should be developed around that goal.

**Q: How is ROI currently measured for marketing efforts?**

The current baseline metric for webform conversions is 3000. We would, ideally, seek to increase that with the agency's effort. All other metrics should be developed around that goal.

**Q: What marketing agencies, communications firms, or vendors has Veterans Florida engaged in the last two years?**

Veterans Florida has not engaged in any marketing agencies for a scope of work similar to the RFP.

**Q: What was the scope of previous marketing contracts?**

There is not a previous marketing contract.

**Q: What marketing initiatives are currently active or recently completed?**

"On-the-ground" outreach, such as job fairs, conferences, and similar events.

**Q: Are there any current vendor relationships that will need to be transitioned or coordinated with?**

No coordination or transition with other agencies or vendors will be required.





**Q: Can you clarify how much of the \$600,000 is expected to be allocated to media buying versus agency services?**

Veterans Florida requests the agency to prepare a budget not to exceed \$600,000 that should include all costs necessary to execute account management, marketing strategy, content development, social media management, media placement, website optimization, and related services.

**Q: Will the \$300,000 media threshold mentioned in the RFP be managed within the \$600,000 total budget, or is it separate?**

The agency is requested to prepare a budget not exceeding \$600,000. Please note that neither Veterans Florida nor VISIT FLORIDA will advance funds for media placement; therefore, the agency will be responsible for placing media on behalf of Veterans Florida.

**Q: Will the pricing proposal be limited to the initial contract period (January 2026 – June 30, 2026), or should it also include pricing for potential renewal years?**

The proposal should only include pricing for January - June 2026. Future renewal years are not expected to require extensive services like media audits, brand refreshes, strategy development, or asset creation.

**Q: Who is the current or incumbent agency providing marketing services, and are they still under contract with Veterans Florida? If so, were the existing strategies, assets, and instruments referenced in the RFP developed under that agency's scope?**

Veterans Florida does not have a current/incumbent agency.

**Q: Will the selected agency receive access to past performance data, media plans, creative assets, or analytics?**

Yes, if available, the agency will receive access.

**Q: Has a recent marketing audit or brand refresh already been completed?**

No, a marketing audit has not been performed. Veterans Florida made a few changes to the logo during the last 18-months, but no other changes have been made.

**Q: Will the agency have access to tools such as Google Analytics, CRM systems, or website back-end data?**

Yes, full access to all tools will be granted.



**Q: Will Veterans Florida provide original content (e.g., photography, video), or should the agency produce all assets?**

Both, the agency will be granted access to all content, with the possibility of repurposing some of it, and the agency will be expected to produce new assets in support of the campaign.

**Q: Will the agency be required to coordinate directly with VISIT FLORIDA or only Veterans Florida staff?**

Veterans Florida staff.

**Q: Can the prime agency subcontract any services (e.g., SEO, video production)? If so, are there any limitations or approval requirements?**

Subcontracting is permitted; however, Veterans Florida requires that all potential subcontracted services be disclosed in your proposal. Depending on the nature of the services, prior approval may be necessary.

**Q: Is there a preferred platform or reporting method for managing and tracking media placements and creative asset performance?**

It is anticipated that the agency will provide a recommendation for Veterans Florida consideration.

**Q: Will Veterans Florida provide the incoming agency with access to all relevant branding files, planning documents, and performance data needed to complete the audit?**

Yes, the agency will be provided access to all content.

**Q: Are there existing social media KPIs that the agency will be measured against?**

The current baseline metric for webform conversions is 3000. We would, ideally, seek to increase that with the agency's effort. All other metrics should be developed around that goal.

**Q: Will Veterans Florida provide owned content for social media, or should the agency develop all original content?**

The agency will be granted access to all content, with the possibility of repurposing some of it.

**Q: What level of access will be provided for the WordPress-hosted website?**

The agency will be granted admin access.

**Q: Are there any technical limitations to implementing SEO recommendations?**

Unsure. But we anticipate such limitations may be detected during the audit.

**Q: What is the expected volume of PR support (e.g., number of press releases or proactive pitches per month)?**

The agency is required to produce and distribute a minimum of 10-12 press releases each year.

**Q: Are there pre-approved spokespersons, or is media training within the agency's scope?**

The primary spokesperson is the Executive Director, secondary spokespersons are others on the leadership and management team. Veterans Florida does not anticipate that media training will be required.

**Q: For the Annual Report, is the agency responsible for content creation or only for design and layout?**

Content will be provided by Veterans Florida and the agency will be responsible for design and layout.

**Q: Do appendices (e.g., resumes, work samples) count toward the 15-page limit, or are they excluded?**

Proposals are limited to a maximum of 15 pages. Creative samples or resumes should be submitted separately, either as an appendix or via provided links, and are not included in the page count.

**Q: Is it acceptable to include hyperlinks to external work samples or case studies instead of embedding them directly in the proposal PDF?**

Yes, hyperlinks are acceptable.

**Q: The RFP states that "Agency responses should include pricing information in the form of labor-based fees or any other payment structure." Does this refer specifically to hourly labor rates by staff role?**

Yes, providing hourly rates per staff role would be beneficial for any ad hoc needs, and these rates should be clearly outlined.