

FAQ for the THRIVE RFP

1. Is there an anticipated budget range for this initiative?

The Coalition anticipates a total budget range of approximately **\$800,000 to \$1.2 million** for this initiative. The final contract amount will be dependent upon the scope and mix of services proposed, the marketing methods and strategies recommended, and the Coalition's determination of the approach that best meets the objectives of the RFP. Proposers are encouraged to recommend a comprehensive, full-scale marketing approach and provide sufficient detail regarding proposed services, deliverables, and associated costs.

As part of its evaluation and contracting process, the Coalition will conduct an appropriate cost analysis to assess the fairness and reasonableness of proposed costs in relation to the services, deliverables, anticipated reach, and overall benefit to the initiative. The anticipated budget range should therefore not be interpreted as a guaranteed contract value or expenditure amount.

2. Have you run paid advertising before for the Coalition's initiatives? If so, could you please provide a budget range for previous spends?

The Coalition has utilized paid advertising and other marketing activities in support of prior initiatives. However, previous expenditures are not necessarily indicative of the anticipated scope or budget for THRIVE. THRIVE represents a broader initiative, and proposers should develop their proposed strategy and pricing based on the scope, objectives, and deliverables identified in the RFP rather than prior Coalition advertising expenditures.

3. Is this RFP replacing an existing marketing and communications contract, or is THRIVE outreach a new function for the Coalition?

This RFP is not intended to replace an existing marketing and communications contract. The outreach and marketing activities contemplated under this RFP are being undertaken specifically in support of the THRIVE initiative. The selected contractor will work in coordination with Coalition leadership and communications staff to support the initiative's goals and ensure alignment with the Coalition's broader communications efforts.

4. Roughly how many community events or in-person engagements per year do you anticipate needing on-the-ground support for?

The Coalition's participation in community events and in-person engagements varies from year to year based on outreach priorities, partnership opportunities, funding, and community needs. Accordingly, the Coalition cannot provide a guaranteed annual number of events. Proposers should anticipate that on-the-ground support may be requested periodically throughout the year for a mix of planned community events, outreach activities, and other in-person engagements. The scope and frequency of such support will be determined by the Coalition based on need and available resources.

5. May an independent communications and marketing consultant operating as a sole proprietor submit a proposal, or must the respondent be an incorporated marketing or communications agency?

Yes. An independent communications and marketing consultant operating as a sole proprietor may submit a proposal. Respondents are not required to be incorporated marketing or communications agencies. All proposers, regardless of organizational structure, must meet the qualifications and other requirements identified in the RFP and demonstrate the capacity to successfully perform the full scope of services.

6. Is there any separate vendor registration requirement that must be completed prior to submitting the Notice of Intent or proposal?

No. The Coalition does not require a separate vendor registration process prior to submission of the Notice of Intent or proposal. Proposers should follow the submission requirements and deadlines outlined in the RFP.

7. Cover Page; Section III – Schedule of Events and Deadlines; Section IV.C.3 – Format and Submission:

Please confirm the proposal submission deadline. The cover page states September 30, 2026 at 3:00 p.m., while Sections III and IV.C.3 state September 25, 2026 at 3:00 p.m.

It is September 25, the review is on September 30

8. Cover Page; Exhibit 2 – Period of Performance:

We understand that the period of performance will be defined in the resulting contract and may align with the Hurricane Impact Disaster Grant. For purposes of developing our proposed scope, quantities, timelines and budget, can the Coalition provide an anticipated initial period of performance and the anticipated length of the two potential renewal periods referenced on the cover page?

The specific initial contract term will be established in the resulting contract. Any renewal periods will be subject to continued funding, satisfactory performance, and the ongoing needs of the Coalition. The Coalition has not established a specific duration for the two potential renewal periods at this time.

9. Exhibit 2 – Creative Development:

What existing THRIVE brand, campaign, website or landing page, social media, creative, research or audience-insight assets are currently available for the selected agency to build upon?

THRIVE is a developing initiative, and existing brand and campaign assets are currently limited. Available materials and information may include existing THRIVE branding and creative elements, program information, stakeholder and community-partner resources, and other materials developed to date. The selected contractor will be expected to review and build upon available assets while also recommending and developing additional creative, messaging, research, audience insights, digital resources, and campaign strategies necessary to effectively implement the Scope of Work.

Relevant existing materials will be made available to the selected contractor following award, as appropriate.

10. Exhibit 2 – Contract Term and Awards:

The RFP states that the Coalition may make one or more awards. If multiple awards are anticipated, how does the Coalition envision dividing the scope among contractors?

The Coalition has not predetermined whether a single or multiple awards will be made. The number of awards, if any, will be based on the proposals received, the services and approaches offered, and the Coalition's determination of the solution or combination of solutions that best meets the needs of the THRIVE initiative. If multiple awards are made, the Coalition may allocate services, deliverables, geographic areas, or other components of the scope among selected contractors as determined to be in the Coalition's best interest.

11. Section IV.C – Format and Submission:

Is there a page limit or required structure for the proposal narrative beyond the submission requirements identified in the RFP?

No additional page limit or proposal narrative structure is required beyond the format and submission requirements identified in the RFP. Respondents should provide sufficient information to clearly demonstrate their qualifications, proposed approach, ability to perform the requested services, and responsiveness to the requirements of the RFP.

12. Section III – Schedule of Events and Deadlines:

Will finalists be asked to participate in a presentation or interview? If so, approximately how many firms will be selected?

The Coalition has not predetermined whether presentations or interviews will be necessary.

13. Exhibit 2 – Contract Term and Awards:

How will proposals be evaluated and weighted, and is there a scoring rubric available?

Proposals will be evaluated in accordance with the evaluation criteria and requirements established in the RFP and Scope of Work. The Coalition will evaluate responsive proposals based upon the criteria identified in the solicitation. Any evaluation or scoring documentation generated as part of the procurement process will be maintained and made available in accordance with applicable Florida public records law.

14. Exhibit 2 – Scope of Work:

Is there a current or incumbent marketing/communications agency supporting THRIVE, and if so, are they eligible to respond to this RFP?

THRIVE is a developing initiative, and the services contemplated under this RFP are not being procured as a replacement for an incumbent marketing or communications agency performing the full scope described in the RFP. Any respondent that meets the eligibility and submission requirements established in the RFP may submit a proposal. The Coalition will evaluate all responsive proposals in accordance with the RFP requirements.