

Please refer all comments to: Lesley Mendelson, Assistant General Counsel, 200 East Gaines Street, Tallahassee, FL 32399-0340 or by e-mailing your request to Lesley.Mendelson@fldfs.com.

**Section VIII
Notices of Petitions and Dispositions
Regarding the Validity of Rules**

Notice of Petition for Administrative Determination has been filed with the Division of Administrative Hearings on the following rules:

NONE

Notice of Disposition of Petition for Administrative Determination have been filed by the Division of Administrative Hearings on the following rules:

NONE

**Section IX
Notices of Petitions and Dispositions
Regarding Non-rule Policy Challenges**

NONE

**Section X
Announcements and Objection Reports of
the Joint Administrative Procedures
Committee**

NONE

**Section XI
Notices Regarding Bids, Proposals and
Purchasing**

**BOARD OF TRUSTEES OF THE INTERNAL
IMPROVEMENT TRUST FUND**

Notices for the Board of Trustees of the Internal Improvement Trust Fund between December 28, 2001 and June 30, 2006, go to <http://www.dep.state.fl.us/> under the link or button titled "Official Notices."

REGIONAL PLANNING COUNCILS

Notice of Bid/Request for Proposal

The Withlacoochee Regional Planning Council is accepting proposals from CPA firms to provide audit services for our agency for Fiscal Year 2007 until Thursday September 6, 2007 at 4:00 p.m., at the Council Office, located at 1241 S. W. 10th Street, Ocala, FL 34471.

Detailed specifications for proposals and schedules are available upon request at Council Office, or can be downloaded from the WRPC website at www.wrpc.cc.

Contact Denise Lines, Finance Director at (352)732-1315, ext. 214 or Glenda Howell, Office Manager at (352)732-1315, ext. 216.

DEPARTMENT OF ENVIRONMENTAL PROTECTION

Notices for the Department of Environmental Protection between December 28, 2001 and June 30, 2006, go to <http://www.dep.state.fl.us/> under the link or button titled "Official Notices."

Notice of Bid/Request for Proposal

BID NO. BDC 03-07/08

The Department of Environmental Protection, Division of Recreation and Parks, Bureau of Design and Construction is soliciting formal competitive bids for the project listed below:

PROJECT NAME: Apalachicola National Estuarine Research Reserve Headquarters

SCOPE OF WORK: The Work consists of the construction of new buildings, which will create a new National Estuarine Research Reserve Headquarters. The new headquarters for the Apalachicola National Estuarine Research Reserve ("NERR") including a visitors' center, offices for education, administration, stewardship and research laboratories and support space. The building consists of a screened ground floor (covered level) including 6,300sf, with 10,350sf of enclosed, conditioned space above. A 2,400sf covered exterior breezeway connects the four enclosed spaces above. The structure is 38 feet tall with the first floor 11'-8" above the ground level. The first floor can be accessed by two exterior stairs, an elevator and a sloped walk. A separate two-story building, which is an alternate bid of similar arrangement, includes 1,000sf of exterior storage on the ground level with 1,300sf of conditioned office space above. The scope of work includes, but is not limited to, site construction and site improvements, landscape, concrete piles, girders and floor slab, concrete foundations, termite treatment, CMU walls, structural steel, wood frame walls and roofs, wood trusses, millwork, fiber cement siding, building insulation, metal flashings, metal roof panels, membrane roofing, sealants, steel and wood doors and frames, glass, curtain wall, plastic glazing, gypsum board, ceramic tile, resilient tile floors and base, carpet, painting, toilet accessories, projection screens, roller

shades, fire protection, operable partitions, mechanical and electrical systems, life support systems for exhibits and coordination with separate contracts; and collateral amenities including gravel pedestrian paths and a total of 93 parking spaces, comprised of 3 handicap, 33 employee and 3 bus spaces. The project is designed to comply with a Certification Level according to the U.S. Green Building Council's Leadership in Energy & Environmental Design (LEED) Rating System, as specified in Division 1 Section "LEED Requirements." The project is not required, by the Florida Building Code, to meet the "wind-borne debris" provisions for building cladding, roof, etc., however, the Owner has requested, and the building has been designed to meet these requirements.

RESERVE LOCATION: 108 Island Drive, Eastpoint, FL 32328

PROJECT MANAGER: A. Henri Burton, Coastal and Aquatic Managed Areas, MS 235, 3900 Commonwealth Blvd., Tallahassee, FL 32399-3000, (850)245-2105, Fax (850)245-2110.

MINORITY BUSINESS REQUIREMENT: The Department of Environmental Protection supports diversity in its Procurement Program and requests that all sub-contracting opportunities afforded by this bid embrace diversity enthusiastically. The award of sub-contracts should reflect the full diversity of the citizens of the State of Florida. The Department will be glad to furnish a list of Minority Owned Firms that could be offered sub-contracting opportunities.

PREQUALIFICATION: When the total bid price including alternates exceeds \$200,000.00, each bidder whose field is governed by Chapters 399, 489, and 633 of the Florida Statutes for licensure or certification must submit prequalification data of their eligibility prior to the bid closing date.

INSTRUCTIONS: Any firm desiring plans and bid specifications for this project may obtain a copy by writing the address or calling the telephone number below. Plans and specifications will be available on Friday, August 3, 2007, at: Marjorie Stoneman Douglas Building, 3900 Commonwealth Blvd., 4th Floor, Room 432, or Mail Station 235, Tallahassee, Florida 32399-3000, Attention: A. Henri Burton, (850)245-2105, Fax Number (850) 245-2110.

ADA REQUIREMENTS: Any person with a qualified disability shall not be denied equal access and effective communication regarding any bid/proposal documents or the attendance at any related meeting or bid/proposal opening. If accommodations are needed because of disability, please contact Mike Renard with the Bureau of Design and Construction, (850)488-5372, at least five (5) workdays prior to openings. If you are hearing or speech impaired, please contact the Florida Relay Services by calling 1(800)955-8771 (TDD) or 1(800)955-8770 (Voice).

BID SUBMITTAL DUE DATE: No later than 3:30 p.m., Tuesday, September 18, 2007, to the below address: Michael Renard, Department of Environmental Protection, Division of Recreation and Parks, Bureau of Design and Construction, 3540 Thomasville Road, Tallahassee, Florida 32309. The Department reserves the right to reject any or all bids. Michael Renard, Contracts Manager, Bureau of Design and Construction.

**INVITATION TO BID
BID NO. BDC 05-07/08**

The Department of Environmental Protection, Division of Recreation and Parks, Bureau of Design and Construction is soliciting formal competitive bids for the project listed below:

PROJECT NAME: Park Channel Historic Bridge-Bridge Repairs

SCOPE OF WORK: The contractor shall provide the necessary labor, supervision, equipment and materials required to successfully complete all work associated with the repairs to the bridges. Work to include but not limited to small repairs, delamination, cleaning and repairing joints, milling and resurfacing, crack repairs and striping.

PARK LOCATION: Florida Keys Overseas Heritage Trail (MM 60.5)

PROJECT MANAGER: J. Randy Smith, Office of Greenways and Trails, Telephone Number: (850)245-2052, Fax Number: (850)245-2082.

MINORITY BUSINESS REQUIREMENT: The Department of Environmental Protection supports diversity in its Procurement Program and requests that all sub-contracting opportunities afforded by this bid embrace diversity enthusiastically. The award of sub-contracts should reflect the full diversity of the citizens of the State of Florida. The Department will be glad to furnish a list of Minority Owned Firms that could be offered sub-contracting opportunities.

PREQUALIFICATION: When the total bid price including alternates exceeds \$200,000.00, each bidder whose field is governed by Chapters 399, 489, and 633 of the Florida Statutes for licensure or certification must submit prequalification data of their eligibility prior to the bid closing date.

INSTRUCTIONS: Any firm desiring plans and bid specifications for this project may obtain a copy by writing the address or calling the telephone number below. Plans and specifications will be available on August 3, 2007 at: the Office of Greenways and Trails, Florida Keys Overseas Heritage Trail, 3 Lacroix Court, Key Largo, Florida 33037, Attention: Debra Stucki or Shelly Welch, Telephone Number: (305)853-3571, Fax Number: (305)853-3574.

ADA REQUIREMENTS: Any person with a qualified disability shall not be denied equal access and effective communication regarding any bid/proposal documents or the attendance at any related meeting or bid/proposal opening. If accommodations are needed because of disability, please

contact Mike Renard with the Bureau of Design and Construction at (850)488-5372 at least five (5) workdays prior to openings. If you are hearing or speech impaired, please contact the Florida Relay Services by calling 1(800)955-8771 (TDD) or 1(800)955-8770 (Voice).

BID SUBMITTAL DUE DATE: No later than 3:30 p.m., Tuesday, September 11, 2007, to the below address: Florida Department of Environmental Protection Bureau of Design and Construction, 3540 Thomasville Road, Tallahassee, Florida 32309. The Department reserves the right to reject any or all bids. Michael Renard, Contracts Manager, Bureau of Design and Construction (850)488-5372.

DEPARTMENT OF HEALTH

Notice of Bid/Request for Proposal

PROPOSALS ARE REQUESTED FROM QUALIFIED GENERAL CONTRACTORS BY THE DEPARTMENT OF HEALTH, HEREINAFTER REFERRED TO AS OWNER, FOR THE CONSTRUCTION OF:

PROJECT NO.: DOH # 70645100

SAMAS CODES: 64-39-45-98-507

PROJECT NAME AND LOCATION:

Nassau County Health Department
 Five Points Renovations
 2290 & 2292 State Road 200 (South 8th Street)
 Fernandina Beach, Florida, 32034

FOR: State of Florida, Department of Health – Nassau County Health Department

PRE-QUALIFICATION: Each bidder whose field is governed by Chapters 399, 455, 489, and 633 of the Florida Statutes for licensure or certification must submit pre-qualification data of their eligibility. Submit proposals five (5) calendar days prior to the bid opening date if not previously qualified by the Department of Management Services for the current biennium (July 1 through June 30) of odd numbered years. Call (850)488-6233 for information on pre-qualification with the Department of Management Services. After the bid opening, the low bidder must qualify in accordance with Rule 60D-5.004, F.A.C. A copy of rule requirements is included in the Instructions To Bidders under Article B-2 “Bidders Qualification Requirements and Procedures.”

PUBLIC ENTITY CRIME INFORMATION STATEMENT: A person or affiliate who has been placed on the convicted vendor list following a conviction for a public entity crime may not do the following:

1. May not submit a bid on a contract to provide any goods or services to a public entity.
2. May not submit a bid on a contract with a public entity for the construction or repair of a public building or public work.
3. May not submit bids on leases of real property to a public entity.

4. May not be awarded or perform work as a contractor, supplier, subcontractor, or consultant under a contract with any public entity.
5. May not transact business with any public entity in excess of the threshold amount provided in Section 287.017, for Category Two, for a period of 36 months from the date of being placed on the convicted vendor list.

PROJECT DESCRIPTION: The project is to demolish the interior of building 2292 and renovate according to the Drawings and Specifications. The project will also renovate the existing restroom and other office space in the adjacent building 2290.

MANDATORY SITE VISIT: A mandatory site visit for all interested parties will be conducted on July 12, 2007, 2:00 p.m. Contact Jarzyna & Associates at (904)321-4242, to be placed on the list for the site visit.

PERFORMANCE BOND AND LABOR MATERIAL PAYMENT BOND: If the construction contract award amount is \$100,000 or less, a Performance Bond and a Labor Material Payment Bond are not required. If the construction contract award amount is more than \$100,000, a Performance and a Labor and Material Payment Bond SHALL be required.

MINORITY BUSINESS ENTERPRISES: The Department of Health encourages minority businesses to participate in the bidding process including any bidder’s conferences, pre-solicitation or pre-bid meetings that are scheduled. The Department of Health further encourages contractors to utilize certified minority enterprises as subcontractors or sub-vendors whenever possible. Certified vendors are those firms certified by the State of Florida Minority Business Advocacy & Assistance Office, 2012 Capital Circle, S. E., Hartman Building, Suite 100, Tallahassee, Florida 32399-2152, (850)487-0915.

Sealed bids will be received, publicly opened and read aloud on:

DATE AND TIME: Tuesday, July 31, 2007, 2:00 p.m. (Local Time)

PLACE: Nassau County Health Department, Administration Building, Conference Room, 30 South 4th St., Fernandina Beach, FL 32034

PROPOSAL: Bids must be submitted in full in accordance with the requirements of the Drawings, Specifications, Addenda, Bidding Conditions, and Contractual Conditions, which may be examined and obtained from the following: Jarzyna & Associates, Architects PA, Attention Tony Jarzyna; e-mail: jazzman@bellsouth.net or purchase of documents. Address: Four Juniper Court, Amelia Island, FL 32034, (904)321-4242, Fax (904)321-2029. The above bidding documents are currently available.

ARCHITECT-ENGINEER: Jarzyna & Associates Architects PA, Four Juniper Court, Amelia Island, FL 32034

DEPOSITS: All contractors, sub-contractors, vendors, manufacturers, etc. can obtain the required documents. There is no charge for the first set of Plans and Specifications; each additional set at \$10.00.

CONTRACT AWARD: The Bid Tabulation and Notice of Award Recommendation will be posted no later than 4:00 P.M. local time, on Tuesday, July 31, 2007 at the Nassau County Health Department, Administration Building, Conference Room, 30 South 4th St., Fernandina Beach, FL. In the event that the Bid Tabulation and Notice of Award Recommendation cannot be posted in this manner, then all bidders will be notified by certified United States Mail, return receipt requested. If no protest is filed per Section B-21 of the Instructions To Bidders, "Notice and Protests Procedures," the contract will be awarded to the qualified, responsive low bidder in accordance with Chapter 60D-5, F.A.C., by the Owner. The qualified, responsive low bidder will be required to be registered with MyFloridaMarketPlace before a contract can be executed.

DAYTONA BEACH COMMUNITY COLLEGE

Notice of Bid/Request for Proposal
RFP #08-001

Pursuant to the provisions of Section 287.055, Florida Statutes, the "Consultants' Competitive Negotiations Act", Daytona Beach Community College hereby publicly announces it will consider qualified professional firms, registered to do work in the State of Florida, for a project requiring engineering/design services.

The project is the design of a Southwest Parking Lot on the Daytona Beach Campus. The scope of work will include demolition of existing 600 series buildings, site planning – including parking areas, storm-water drainage and contract administration. The estimated construction budget is \$1,250,000, inclusive of design fees.

Proposals are due by 12:00 Noon, August 8, 2007. Interested parties may obtain information by contacting the DBCC Facilities Planning Department at (386)506-4322 or by email to McReeD@dbcc.edu.

DEPARTMENT OF MILITARY AFFAIRS

ADVERTISEMENT FOR BIDS

PROPOSALS ARE REQUESTED FROM QUALIFIED LICENSED GENERAL CONTRACTORS BY THE State of Florida, Department of Military Affairs HEREINAFTER REFERRED TO AS OWNER, FOR CONSTRUCTION OF:
PROJECT NUMBER: 207030 **ACCOUNTING CODE:** 132G76.15
PROJECT NAME and LOCATION: Haines City FMS#4 Renovation, Haines City, Florida

POTENTIAL RESPONDENTS TO THE SOLICITATION MUST VISIT THE MYFLORIDA.COM WEBSITE AT http://fcn.state.fl.us/owa_vbs/owa/vbs_www.main_menu TO VIEW THE ENTIRE SOLICITATION AND ACQUIRE A COMPLETE SET OF BID DOCUMENTS.

(To view all open solicitations issued by this department search advertisements by agency: Department of Military Affairs)

FOR (PROJECT DESCRIPTION): Provide Construction Services for the Renovation of an existing FMS Building for which is approx. 4,120 square feet, project will consist of renovation of interior finishes to include new floor coverings, acoustical ceiling tile/grid, painting, and providing additional restroom and shower facilities, there will also be additional office space and break area provided within building footprint. Replacement of Interior and Exterior Lighting with new energy efficient fixtures. At the building exterior the windows, and roof will also be replaced.

PROCUREMENT RULES AND INFORMATION:

Contract Person: Questions related to this procurement should be addressed to: Michele M. Dobbs, Contract Manager.

Department of Military Affairs – CFMO. 2305 State Road 207, St. Augustine, Florida 32092.

Telephone: (904)823-0255 or 0256, Fax: (904)823-0189.

E-Mail Address: Michele.dobbs1@fl.ngb.army.mil

MANDATORY PRE-BID MEETING

DATE AND TIME: August 22, 2007, 11:00 a.m. (Local Time)

PLACE: Haines City Armory Building, 1107 West Commerce Avenue, Haines City, Florida 33844.

To obtain the BID DOCUMENTS, please contact the Archive Department at:

Winter Park Blueprint & Color Graphics

300 North Orlando Avenue

Maitland, Florida 32751

Phone: (407)647-3034

FAX: (407)645-1462

Website: www.wpblue.com

Probable cost for BID DOCUMENTS: \$30.00 for full size set of 30 x 42 construction drawings, and \$50.00 for non technical and technical specifications plus taxes and shipping and handling.

ARCHITECT-ENGINEER: Hanson Professional Services Inc. – Mr. Brent Sauser. TELEPHONE: (407)622-2050

Sealed bids will be received, publicly opened and read aloud on:

DATE AND TIME: September 6, 2007, Until 10:00 a.m. (Local Time)

PLACE: Robert F. Ensslin Armory, Construction Facility Management Office, HHD Conference Room, 2305 State Road 207, St. Augustine, Florida 32086

MARK ENVELOPES: SEALED BID for Project Number 207030, Haines City FMS#4 Renovation Haines City, Florida, Attn: Michele M. Dobbs (904)823-0255/0256.

ADVERTISEMENT FOR BIDS

PROPOSALS ARE REQUESTED FROM QUALIFIED LICENSED GENERAL / MECHANICAL CONTRACTORS BY THE State of Florida, Department of Military Affairs HEREINAFTER REFERRED TO AS OWNER, FOR CONSTRUCTION OF:

PROJECT NUMBER: 207053 ACCOUNTING CODE: 132G76.15 PROJECT NAME AND LOCATION: Building 2300 HVAC Replacement, Camp Blanding Joint Training Center, Florida POTENTIAL RESPONDENTS TO THE SOLICITATION MUST VISIT THE MYFLORIDA.COM WEBSITE AT http://fcn.state.fl.us/owa_vbs/owa/vbs_www.main_menu TO VIEW THE ENTIRE SOLICITATION AND ACQUIRE A COMPLETE SET OF BID DOCUMENTS.

(To view all open solicitations issued by this department search advertisements by agency: Department of Military Affairs) FOR (PROJECT DESCRIPTION): Base Bid will consist of replacement of existing Chiller, Chilled water pump and Condenser water pump. There will be multiple Alternate Bid items for example, replacement of existing Air Handlers and associated Ductwork as identified in the bid documents.

PROCUREMENT RULES AND INFORMATION:

Contract Person: Questions related to this procurement should be addressed to: Michele M. Dobbs, Contract Manager, Department of Military Affairs – CFMO, 2305 State Road 207, St. Augustine, Florida 32092.

Telephone: (904)823-0255 or 0256. Fax: (904)823-0189. E-Mail Address: Michele.dobbs1@fl.ngb.army.mil

MANDATORY PRE-BID MEETING: All Contractors interested in bidding on this project are required to attend this pre-bid meeting.

DATE AND TIME: August 23, 2007 at 10:00 a.m. (Local Time)

PLACE: Post Headquarters, Conference Room, Camp Blanding Joint Training Center, 5629 State Road 16 West, Building 2300, Starke, Florida 32091-9703.

ARCHITECT-ENGINEER: TLC Engineering – Mr. Benjamin J. Cole, PE TELEPHONE: (904)396-8340

Make all checks or money orders payable to: TLC Engineering. No Credit cards are accepted.

DEPOSIT: \$150.00 per set of Drawings and Specifications is required with a limit of two (2) sets per General Contractor or Prime Bidder and one set per mechanical subcontractor and/or electrical subcontractor. The deposit shall only be returned to those General Contractors, or Prime Bidders, mechanical subcontractors and/or electrical subcontractors, who, after having examined the Drawings and Specifications:

a. Submit a request for pre-qualification and fail to qualify, or

b. Submit a bid (in the case of mechanical and/or electrical subcontractor's submission of a bid to a prime bidder), and return the Drawings and Specifications in good condition within fifteen (15) days of the date of receipt of bids.

-OR-

FULL SETS of drawings and specifications may be purchased by payment of the printing and handling cost at the rate of \$150.00 per set.

Sealed bids will be received, publicly opened and read aloud on:

DATE AND TIME: September 5, 2007, Until 10:00 a.m. (Local Time)

PLACE: Post Headquarters, Conference Room, Camp Blanding Joint Training Center, 5629 State Road 16 West, Building 2300, Starke, Florida 32091-9703.

MARK ENVELOPES: SEALED BID for Project Number 207053, Building 2300 HVAC Replacement, Camp Blanding Joint Training Center, Florida, Attn: Michele M. Dobbs, (904)823-0255/0256.

Bids submitted prior to the bid opening via courier or mail are to be delivered to: State of Florida, Department of Military Affairs, 2305 State Road 207, St. Augustine, Florida 32086 Marked as above. NO LATER THAN 4:30 p.m. on September 4, 2007.

TAMPA BAY ESTUARY PROGRAM

REQUEST FOR PROPOSALS

The Tampa Bay Estuary Program (TBEP) is requesting proposals from qualified respondents to conduct the following project:

Technical Support and Data Management Services

Request for proposal instructions and associated proposal documents may be obtained by contacting Ron Hosler at TBEP, 100 – 8th Avenue, S.E., MS #I-1, St. Petersburg, Florida 33701 or ron@tbep.org. Sealed proposals will be received at the above-stated address until 2:00 p.m., Tuesday, September 4, 2007, at which time they will be publicly opened.

TBEP encourages and promotes the utilization of organizations owned or controlled by socially and economically disadvantaged, Minority Business Enterprises and Women’s Business Enterprises.

TBEP reserves the right to reject any and all proposals.

TAMPA BAY ESTUARY PROGRAM

TECHNICAL SUPPORT AND DATA MANAGEMENT SERVICES

CALL FOR PROPOSALS

Proposals are due to the TBEP office by 2:00 p.m. on September 4, 2007

The Tampa Bay Estuary Program is seeking a broad range of technical support services to assist with the implementation of the Tampa Bay Comprehensive Conservation and Management

Plan, updated in May 2006. A summary of the scope of services anticipated includes, but is not limited to, the following Tasks:

- Task 1. Provide technical support for TBEP staff, the Tampa Bay Estuary Program partners and Tampa Bay Nitrogen Management Consortium 2006-2010 Action Plans and TBEP Action Plan Database.
- Task 2. Assist staff and the Nitrogen Management Consortium in developing documentation necessary to meet FDEP and EPA requirements for meeting water quality targets in Tampa Bay, which may include, but not be limited to 1). development and maintenance of a nutrient loading “credits and debits” tracking system; 2). documentation of effectiveness of nutrient reduction actions; 3). development of a localized tracking system for point source (domestic and industrial) nutrient loads; and 4). assistance for local governments in estimating nutrient loads from MS4 areas throughout the Tampa Bay watershed.
- Task 3. Assist staff with the development of Sediment Quality Action Plans for priority areas.
- Task 4. Provide as-needed database management and graphic support, including maintenance of the TBEP GIS library, compilation and posting of baywide water quality and sediment quality databases, assisting staff with maintenance tasks for the Tampa Bay Estuary Atlas, prepare and print graphics and maps for presentations. Provide support to TBEP staff for EPA-required reports, including annual GPRA reports and 2007 Implementation Review.
- Task 5. Contract Project Management

Additional Task in 2008-2009, pending approval of TBEP Policy Board:

TN, TP, TSS and BOD loading estimates for 2004-2007; TN loading estimates for 2020 and 2050. Re-evaluation of the TBEP TN annual loading reduction target based on results of the updated loading estimates.

The duration of the TBEP Technical Support and Data Management Contract is twelve months. The contract can be renewed without bid annually through 2010, pending annual approval for continuation by the TBEP Policy Board. Total cost for 2007-2008 is estimated to be \$45,000-\$50,000. Total costs for additional years, pending annual approval by the TBEP Policy Board, are expected to be similar. The Additional Task cost in 2008-2009 is estimated to be an additional \$90,000-\$100,000.

EARLY LEARNING COALITION OF MANATEE COUNTY, INC.

The Early Learning Coalition of Manatee County, Inc. announces its intention to procure parenting education and family involvement services for the period October 1, 2007 to June 30, 2008. The RFP document can be obtained by contacting Linda Jimenez at the Coalition administrative office at 1112 Manatee Ave. East, Bradenton, Florida 34208 or (941)714-7449. The deadline for interested parties to reply with a Notice of Intent to Submit an Application is 2:00 p.m. on August 9, 2007, and sealed proposals are due at the Coalition office by 1:00 p.m., on September 6, 2007.

VISIT FLORIDA

July, 23, 2007

To Whom It May Concern:

Enclosed you will find the details pertaining to VISIT FLORIDA’s agency review process and Invitation to Negotiate (ITN) related to our advertising efforts. Your organization has been included in the distribution based on either previous inquiries made by a representative or assumed capabilities that your firm possesses.

By the length of the ITN, you can see that every effort has been made to provide the detail necessary for your response. However, as noted in the timeline, we are also allowing for an initial period to answer additional questions prior to the deadline for a formal response.

Please give every possible consideration to this request.

Best regards,

Cliff Nilson

General Counsel and VP of Government Relations

Invitation to Negotiate

Introduction

In accordance with company guidelines calling for periodic evaluation of external vendor services, VISIT FLORIDA is engaging in a review of advertising agency services. The current agency contract expires June 30, 2008. This review and subsequent negotiations to secure agency services targets completion by the week of November 19, 2007 in anticipation of the 2008-2009 planning process, which begins the following week. Additional detail on the timeline is provided under the Review Process Timeline in Exhibit A.

Proposals submitted for consideration in this review process must be from Florida-based agencies and address, to the greatest extent possible, each item listed in the Scope of Evaluation and Services Required section of this document. Proposals may be rejected if minimum requirements are not met. All proposers wishing clarification of elements in this document must submit questions via e-mail to VISIT FLORIDA as prescribed under Review Process Timeline no later than 5:00 p.m., on August 15, 2007 Eastern Daylight

Savings Time. All questions posed by firms submitting a "letter of intent to submit" will be tabulated with collective answers and sent back to all bidders.

Costs for developing proposals are entirely the responsibility of the proposer and shall not be reimbursed by VISIT FLORIDA. All proposals received by VISIT FLORIDA in response to this process will be evaluated by a committee (See Exhibit B) consisting of VISIT FLORIDA senior management and one board member appointed by the chairman of the board. A standard scoring sheet (See Exhibit C) will be used to quantify the evaluations of each committee member. Numeric scores, as calculated by an averaging of committee member score sheets, shall serve as the basis for a rank ordering of finalists.

The highest ranking proposal will qualify its authoring company to enter into negotiations with VISIT FLORIDA for services as described in this document. The invitation to negotiate (ITN) does not guarantee the awarding of a contract, rather it allows both parties to engage in confidential negotiations toward a mutually beneficial relationship. VISIT FLORIDA reserves the right to negotiate with multiple agencies should contracting for individual service categories be desirable. The anticipated length of the contract is three years, commencing November 26, with a two year renewal clause and customary provisions for early termination based on performance. In the event that negotiations fail to realize a binding contract, VISIT FLORIDA retains the right to re-open negotiations with the next highest ranking proposer until a mutually beneficial relationship is secured.

Minimum Requirements

1. Notice of Intent to Submit: A written Notice of Intent to Submit must be received by August 10, 2007. The notice should be e-mailed as an attachment to Cliff Nilson, General Counsel, at cnilson@VISITFLORIDA.org. A return acknowledgment will be issued by VISIT FLORIDA, which will serve as confirmation of receipt. The Notice of Intent to Submit is non-binding; however, it ensures the receipt of all addenda and exhibits related to this review process. Proposals will be accepted only from applicants who submitted a timely Notice of Intent to Submit.
2. Response to Scope of Evaluation and Services Required: In the form of a written proposal, ten copies to be submitted by October 2, 2007, provide a description of the nature of the organization's services, creative portfolio and processes in response to the specific elements identified in this document under the Scope of Evaluation and Services Required section.
3. Disclosure of Conflict(s) of Interest: Client relationships that could be considered a conflict of interest must be listed, including all clients in the travel or tourism industry. Such a list of potential conflicts does not disqualify a proposal, however, VISIT FLORIDA reserves the right to exclude a

proposal from consideration at any point in the review or negotiation process should the conflict(s) of interest be deemed as unacceptable.

4. Budget: A comprehensive budget breakdown for each of the service categories specified in the Scope of Evaluation and Services Required must be included. This budget should illustrate fee basis, commissions, hourly rates and pass-through for appropriate categories.
5. Financial Statements: Proposer must provide evidence of financial stability. The proposer must document sufficient financial resources necessary to perform all services associated with this contract. Audited or reviewed financial statements are required for the three most recent years of operations. Please also provide the agency's Dunn & Bradstreet number. Financial statements are confidential and will be reviewed only by VISIT FLORIDA's CEO and CFO. Financial documents should be labeled "confidential" and submitted in a separate envelope. One set is sufficient.

Background

VISIT FLORIDA is a public/private partnership operating as a 501 (c6) private company and is responsible for the marketing of tourism to and within Florida. With the brand promise as the state's trusted source for travel planning, VISIT FLORIDA leverages integrated marketing domestically and internationally.

VISIT FLORIDA's goals are to increase the economic impact of tourism to and through Florida by:

1. Increasing the number of visitors to and within Florida;
2. Increasing the average length of a stay;
3. Increasing repeat visitation;
4. Increasing the activity level of visitors once inside the state.

However, directly measuring VISIT FLORIDA's return on investment with regard to the four goals listed above is difficult. Therefore, in addition to the goals listed above, VISIT FLORIDA is seeking a marketing partner who can help achieve the following benchmarks in alignment with its strategic plan through the integrated program described in this document:

1. Increase the number of annual visitors who utilize VISIT FLORIDA as a planning resource;
2. Increase the percentage of the persons who recognize VISIT FLORIDA as "the trusted source for vacation or meeting planning";
3. Increase the economic impact gain through marketing initiatives by VISIT FLORIDA and its industry Partners.

Note that the word "partner" is used by VISIT FLORIDA in two principal ways. We prefer to use the word "partner"—with a lower case "p"—rather than "vendor" to describe valued organizations with whom we do business. We capitalize the word "Partner" as the preferred way of referring to our membership base, now numbering more than 3,400.

In working to achieve the goals above, VISIT FLORIDA represents the umbrella brand: the Florida vacation and meeting experience. We do this through “dedicated” marketing efforts that focus exclusively on our umbrella messaging which aims to create demand for the Florida experience.

However, a considerable portion (approximately 55%) of our annual marketing budget is expended in two forms of cooperative marketing efforts that create opportunities for our Partners who buy-in to programs under the VISIT FLORIDA umbrella branding. Through traditional co-op programs, VISIT FLORIDA will buy down the cost of a marketing opportunity so that the Partners can buy into portions of the program. VISIT FLORIDA’s brand and call to action are present, but Partners messages are the dominant message featured. In “sanctioned” co-op programs, media outlets and marketing partners offer discounted rates to VISIT FLORIDA Partners in the absence of a direct buy-in from VISIT FLORIDA. In these cases, it is the access to the Partner base and the meaning of “sanctioned co-op” that creates value for the marketing partner. As in traditional co-op programs, VISIT FLORIDA’s brand and call to action are present, but Partners’ messages are also featured in sanctioned co-op programs.

Scope of Evaluation and Services Required

The scope of advertising agency services addressed by this review includes five specific and separate areas across both online advertising and offline (print, broadcast):

- Account Management and Fees
- Creative and Production Services and Fees
- Creative Portfolio
- Media Planning and Fees
- Accounting Process and Fees

Account Management and Fees

The agency shall maintain an adequate and competent professional staff within the state of Florida (Florida-based) to perform account management and media services under the final agreement. The selected agency must act as a strategic planning partner for VISIT FLORIDA, as well as handle day-to-day operations associated with account management. These services should include the development and execution of annual plans (e.g., annual media plan, cooperative advertising menu, small business opportunity plan), as well as ad hoc plans based on expressed need by VISIT FLORIDA (e.g., post-hurricane response plans). The better proposals will also demonstrate the agency’s ability to operate and assist VISIT FLORIDA in times of crisis, such as hurricane response.

Throughout the relationship, an emphasis on innovation and Partner value will be the hallmarks of the relationship. The agency should be able to draw from experience and from the latest industry research to bring strategic recommendations, processes and ideas that create value for VISIT FLORIDA and the Florida tourism industry.

In the role of strategic partner, the successful vendor must display extensive knowledge of the tourism industry, with first-hand knowledge of Florida tourism of significant benefit. VISIT FLORIDA believes this experience is essential to creating solutions to the problems and challenges that the organization faces now and in the future.

The agency shall examine and consider market research, demographic data, and data relating to the effectiveness of past and present campaigns, as may be available via its own resources, or as provided by VISIT FLORIDA, but the agency will not be required to conduct or supervise market research except for an additional fee subject to agreement.

The agency should be prepared to work collaboratively with VISIT FLORIDA’s staff to raise awareness of Partnership and its benefits. Often account management extends to proactive and reactive communication with the Florida tourism industry as a part of the execution of marketing programs. To a large extent, the agency operates as an extension of VISIT FLORIDA staff and is relied upon to uphold the commitment to Partner service in every possible way.

The advertising agency of record acts in concert with existing vendors who are currently contracted for services that overlap with services detailed in this document. This integration is key to the development and execution of integrated marketing programs. For example, Miles Media serves as the agency of record contracted for consumer and trade direct marketing, such as consumer web site development, print collateral development targeting consumer and meeting planner segments and integrated electronic magazines. However, the advertising agency’s involvement is integral as strategic direction is formulated, branding and design guidelines are shared, and special direct marketing projects are frequently developed as part of larger campaigns. The Miles Media relationship does not preclude the agency from planning, developing and executing direct mail as not addressed by the current Miles Media relationship.

VISIT FLORIDA requires, at a minimum, one dedicated full-time account manager who will coordinate all services and communicate with VISIT FLORIDA. In addition to the account manager, VISIT FLORIDA desires access to individual staff members within the agency’s organization wherein such contact will result in greater efficiency, quick response and/or specific expertise.

Services falling under account management shall include, but not be limited to, several categories:

- Provide full and comprehensive management of all aspects of the account;
- Offer integrated marketing communication planning and consultation to VISIT FLORIDA;
- Create and input data, such as the annual media plan and its regular updates (e.g., descriptions, target markets, rates and deadlines) into the VISIT FLORIDA database enabling annual and updated plans to be accessed by the

Florida tourism industry via VISIT FLORIDA's extranet (www.VISIT FLORIDA.org);

- Manage the Partner cooperative programs;
 - Coordinate Partner communication to promote and secure co-operative program participation (i.e., creation and distribution of marketing materials);
 - Secure contracts or agreements with Partners and their subcontractors;
 - Accept and edit creative from advertisers/agencies via standard methods;
 - Provide sales services, such as billing and collections;
 - Provide customer support for all Partner inquiries and related stages toward successful execution of co-operative programs;
 - Solicit, manage and implement programs for businesses designated as VISIT FLORIDA strategic partners and for other private-sector alliances subject to VISIT FLORIDA's prior approval.
 - Create programs of value for partners and the State of Florida, including, for example, special events and special advertising campaigns exclusive to such programs;
 - License for the use of Florida tourism such trademarks, logos, and slogans as may be created for such programs, subject to VISIT FLORIDA's prior approval;
 - Negotiate strategic partnership terms, payments, and media conversion commitments;
 - Collect partner and VISIT FLORIDA funds and disbursements of such funds to program suppliers;
 - Supervise subcontractors at VISIT FLORIDA's expense, upon request, to provide research, public relations and other promotional services, and integrate the performance of such contracts into the overall marketing plan of VISIT FLORIDA;
 - Provide detailed monthly performance reporting/ROI to VISIT FLORIDA as specified by finance department requirements;
 - Provide periodic reports as requested as required by VISIT FLORIDA for its own reporting to external auditors and the state of Florida;
 - Report the financial status of the approved budget within three working days of each month end. The report will show purchases authorized, billed, paid and accrued as well as the Partner portion of all cooperative programs;
 - Forecast and project production costs and update monthly.
- Specific Questions/Requirements for Account Management and Fees

1. Indicate how the company will provide a program as identified under the "Account Management and Fees" section.
2. Describe the company's ability to act as a strategic planning partner for VISIT FLORIDA. Indicate what research and tourism industry knowledge (and, if

applicable, Florida tourism industry knowledge) will enable the company to recognize and recommend new strategies and products. Provide examples.

3. Propose a comprehensive fee or rate structure, if any, necessary to address the provision of account management as part of an overall budget.
4. Indicate the company's specific expertise in integrated marketing communication or advertising as identified in this document including:
 - a. Name of clients
 - b. Length of contractual relationship
 - c. Services provided
 - d. Contact information for client references
5. Indicate the number of years the company has been in business.
6. Indicate the number of years and nature of the company's experience and expertise in the tourism industry and, if applicable, the Florida tourism industry.
7. Indicate awards and accolades the company has won for work that is pertinent to this relationship.
8. Describe the expertise of the personnel to be utilized for account management. Provide the following:
 - a. Number of full-time equivalents assigned to this account;
 - b. Bio/resume of account executive(s) responsible for this account;
 - c. Bio/resume of dedicated team. Indicate which team members will be touch points for VISIT FLORIDA within your organization;
 - d. Number of years of experience on related projects for each team member;
 - e. Specific knowledge of Florida tourism and familiarity with Florida travel destinations.
9. Indicate how Microsoft Project or other comparable scheduling technology will be used to monitor and manage all aspects of this relationship, particularly how scheduling will be shared with client.
10. Indicate which services provided by the agency are outsourced to subcontractors. If subcontractors are to be used, indicate your process for information flow and subcontractor management. For each identified subcontractor, provide answers to questions 5-7.
11. Indicate the company's experience developing co-operative advertising programs.
12. Detail the system that would be in place to enable a turn-key co-operative program, including Partner communication, solicitation and tracking.
13. Indicate how the company will provide lead tracking, such as "reader response," to demonstrate program effectiveness and inform future strategic planning;

Creative Services and Fees

The selected agency must be able to supply turn-key creative services to VISIT FLORIDA. These services should include but not be limited to:

- Planning, consultation and presenting creative options to VISIT FLORIDA;
- Digital marketing expertise;
- Editorial services
- Copywriting;
- Fact-checking, proofreading and editing of all materials placed or handled by agency;
- Revision of content as needed to appear across multiple platforms, adjusted as appropriate for the medium;
- Design & graphics services
- Creation and implementation of original creative, designs, artwork, templates and related elements that present a consistent brand as mutually developed with VISIT FLORIDA;
- Layout and design;
- Cartography services for all maps when present;
- Typography;
- Illustrations;
- Photography (including direction of photo shoots and image selection);
- Creation and maintenance of a photo library adequate to meet the needs of the program's products.

The successful proposer will also demonstrate either contracted services or internal capabilities sufficient to offer creative counsel and execution specific to multicultural markets, such as African-American and Hispanic-American audiences.

Specific Questions/Requirements for Creative Services and Fees

1. Indicate how the company will provide a program as identified under the "Creative Services and Fees" section.
2. Indicate what percentage of creative services is/will be outsourced and/or subcontracted to other companies or freelance agents.
3. Identify staffing to support creative services. All employees should be included with biographical sketches, if available.
4. Propose a comprehensive fee or rate structure necessary to address the provision of creative services as part of an overall budget.

Creative Portfolio

Samples of the proposer's creative portfolio will be evaluated as a measure of creative capabilities and quality. Case studies that connect the agency's creative executions to measurable results or return on investment are highly desirable. Working under the belief that history is a reasonable indicator of future performance, only work developed under the agency's existing executive or creative management may be submitted. Absolutely no speculative creative work on VISIT FLORIDA's behalf will be considered in the evaluation process.

Specific Requirements for Creative Portfolio

1. Provide samples of creative product resulting from work performed under the direction of the current agency executive management or creative director(s).
2. Provide a reasonable sampling of case studies that demonstrates creative product tied to return on investment (ROI).

Creative and Production Services and Fees

Production services generally fall under those activities necessary to create promotional materials from concept to final format required for appropriate display according to media outlets mechanical specifications, but may also include subcontracting certain creative services. For planning purposes, proposers are advised that VISIT FLORIDA's typical annual allocation for creative and production services is \$1 million.

The agency may contract with third-parties to provide materials and services necessary for carrying out the agency's duties under the terms of the final agreement, based on first obtaining VISIT FLORIDA's written consent consisting of a written budget, an estimate of costs prepared by the agency and signed by an authorized VISIT FLORIDA staff member, or a signed purchase order. Failure to comply will result in loss of agency fee on the unapproved expenditure. This requirement is applicable to production services, as well as creative services, media services and others not explicitly anticipated in this document.

Production services should include, but not be limited to:

- Editorial services
- Copywriting;
- Revision of content as needed to appear across multiple platforms, adjusted as appropriate for the medium;
- Design, graphics and reproduction services
- Finished art from original creative, designs, artwork, templates and related elements for final placement;
- Video, edits, b-roll, dubs, audio recording and talent;
- Cartography services for all maps when present;
- Typography;
- Illustrations;
- Photography (including direction of photo shoots and image selection);
- Printing;
- Mailing;
- Database creation and management;
- Shipping;

Specific Questions/Requirements for Creative and Production Services and Fees

1. Indicate how the company will provide a program as identified under the "Production Services and Fees" section.
2. Indicate what percentage of production services is/will be outsourced and/or subcontracted to other companies or freelance agents.

3. Identify staffing to support production services. All employees should be included with biographical sketches, if possible.
4. Propose a comprehensive fee or rate structure necessary to address the provision of production services as part of an overall budget.

Media Planning, Buying and Fees

A media plan shall be developed annually that shall contain dedicated and co-operative components. The annual process begins in November with staff and industry planning retreats. Media requests for proposals (RFPs) are issued in December/January. Negotiations and plan development must be completed for release to the Partner base on or about April 30.

For planning purposes, proposers are advised that VISIT FLORIDA's typical annual allocation for dedicated advertising media placement is approximately \$9 million. A special, one-time legislative allocation made for the 2007-2008 fiscal year increased the media budget to \$16 million. The annual allocated production fees, as discussed above, is not to be considered part of the media placement budget.

In ordering the space, time or other means to be used for VISIT FLORIDA's advertising, the agency shall endeavor to secure the most advantageous rates available; properly incorporate VISIT FLORIDA's creative in mechanical or other appropriate form; transmit it with proper instruction for the fulfillment of the order; check and verify insertions, displays, broadcasts or other means used in such manner as customary and good practice by advertising agencies; and verify invoices for space, time materials and services.

The agency shall maintain continuous updates of an approved media plan as the basis against which insertion orders and invoicing are approved for billing and payment. The agency, upon prior written approval by VISIT FLORIDA, in the form of insertion orders and contract instruments, will purchase necessary media time and space for VISIT FLORIDA's marketing programs as called for in the media plan and designated initiatives.

For services provided under a contracted agreement, VISIT FLORIDA shall pay the agency a fee to be negotiated to represent maximum savings below the industry standard of 15%. The successful proposer will detail the rate of anticipated savings, although the lowest rate does not necessarily guarantee a successful proposal.

The fee for media planning and buying services shall be paid in equal monthly installments payable in advance on the first day of each month. In the event such annual cost is increased or decreased during any contract year, the monthly fee shall be adjusted in proportion to the change in the annual cost. The adjustment in the fee shall occur with the first fee payment due immediately after such adjustment so the annual amount paid represents the adjusted fee. After the close of the fiscal year and payment of all invoices by VISIT FLORIDA, a final

reconciliation of the agency fee shall be completed to determine whether there is a difference between the amount actually expended by VISIT FLORIDA and the fee due under the final agreement. In no event shall the fee paid exceed the negotiated rate.

VISIT FLORIDA shall not be required to pay the amount by which the aggregate cost of any program or campaign exceeds the approved budget and cost estimate by more than five percent (5%).

As an industry-wide service under the final agreement, the agency will provide media buying services upon agreement with any Tourist Development Council (TDC) or Convention & Visitor's Bureau (CVB) within the state for a negotiated fee. A proposed fee under this service should be reflected in the proposers budget. Such fees shall be paid to the agency by the TDC/CVB and not by VISIT FLORIDA.

If during the term of the final agreement, there should occur any special incremental infusion to the annual VISIT FLORIDA allocated budget for net dedicated and cooperative media, additional compensation to the agency shall be based on a separately negotiated rate expected to be below the negotiated media rate.

Media planning and buying services should include, but not be limited to:

- Subscription to and application of up-to-date media research tools;
- Innovation in media planning across all media categories;
- Integration of dedicated and co-operative programs for maximum impact;
- Integrated media planning, insertion and billing software;
- Rate negotiation and contracting;
- Deadline management, materials delivery and verification;
- Billing, invoicing and payment;
- Proof of performance and monthly reporting;

The successful proposer will also demonstrate either contracted services or internal capabilities sufficient to offer media planning and buying specific to multicultural markets, such as African-American and Hispanic-American audiences.

Specific Questions/Requirements for Media Planning, Buying and Fees

1. Indicate how the company will provide a program as identified under the "Media Planning, Buying and Fees" section.
2. Indicate what percentage of media planning and buying services is/will be outsourced and/or subcontracted to other companies or freelance agents.
3. Identify staffing to support media planning and buying services. All employees should be included with biographical sketches, if possible.
4. Propose a comprehensive fee or rate structure necessary to address the provision of media planning and buying services as part of an overall budget.

Accounting Process

The agency must prepare and submit monthly recaps. The recap should show all amounts for media, production, creative services and fees that have been approved by VISIT FLORIDA, billed by the agency and the balance due. The agency will also recap all co-op advertising revenue generated and all amounts collected from Partners on behalf of VISIT FLORIDA.

Monthly service fees shall be due and payable the first day of each month upon receipt of an invoice from the agency. For services rendered by the agency for production services, subcontractors and other reimbursable costs incurred by the agency, the agency shall bill VISIT FLORIDA monthly and furnish supporting documentation.

All invoices rendered by the agency, other than media, shall be payable within 15-20 days of receipt by VISIT FLORIDA provided all required back-up materials are attached to the invoice. Bills for media shall be due and payable to the agency upon the agency's furnishing such bills to VISIT FLORIDA along with proof that advertising represented occurred as contracted. Typical proof of performance includes affidavits and copies of publications, screen shots and similar verification that media placement was fulfilled. VISIT FLORIDA shall pay such media bills upon presentation, so as to enable the agency in turn to pay media providers promptly in accordance with the terms of such media bills.

Specific Questions/Requirements for Accounting Process

1. Indicate how the company will provide a program as identified under the "Accounting Processes and Fees" section.
2. Indicate what percentage of accounting services is/will be outsourced and/or subcontracted to other companies or freelance agents.
3. Identify staffing to support accounting services. All employees should be included with biographical sketches considered desirable.
4. Indicate the level of integration between account management, media planning/buying and accounting software and processes.
5. Provide one copy of reviewed or audited financial statements for the past three years in a sealed envelope marked "Confidential."

Other Contractual Considerations

For the purposes of communicating expectations held by VISIT FLORIDA, other considerations are disclosed to potential proposers.

- A. All concepts, slogans, or plans submitted or developed by the agency for VISIT FLORIDA during the term of the agreement, whether or not used, and any and all layouts, copy, artwork, films, and other tangible material which the agency prepares for VISIT FLORIDA or purchases for its account pursuant to an advertising campaign for VISIT

FLORIDA, are VISIT FLORIDA's property exclusively, provided that VISIT FLORIDA has paid the invoices rendered, if any.

- B. All contracts for the acquisition or use of materials and properties, and for the employment of talent, shall be entered into and signed by the agency on behalf of VISIT FLORIDA to the end that all materials, properties and rights obtained by virtue of such contracts shall become the property of VISIT FLORIDA.
- C. All tangible and intangible property acquired in conjunction with the purchase of advertising for VISIT FLORIDA shall be the property of VISIT FLORIDA and shall be used exclusively by the Agency for promotion of Florida tourism on behalf of VISIT FLORIDA. VISIT FLORIDA reserves the right of final approval of the disposition of said property.
- D. The agency shall, at its own cost during the term of this relationship, maintain continuously in force an advertiser's liability policy for the benefit of VISIT FLORIDA in the minimum amount of \$2 million.
- E. The agency will exercise all reasonable precautions in the examination of all material prepared or used on VISIT FLORIDA's behalf to avoid any claims against either party. To the extent and limits of the general liability policy maintained by VISIT FLORIDA, VISIT FLORIDA will indemnify and hold the agency harmless with respect to claims, demands, or actions arising out of representations or materials furnished by VISIT FLORIDA to the agency. The agency will indemnify and hold VISIT FLORIDA harmless from and against any and all claims, demands or actions arising from the preparation or presentation of any advertising covered by the final agreement.
- F. VISIT FLORIDA shall reimburse the agency for the costs of such materials and services, provided that the agency shall be responsible for the completion of all subcontracted work in a manner deemed satisfactory by VISIT FLORIDA. The agency shall be reimbursed for reasonable costs of travel necessary to carry out the final agreement, other than travel to Tallahassee directly related to agency's performance.
- G. To the extent the agency subcontracts for work, the agency is encouraged to meet or exceed the minority subcontracting goals provided by Florida law, through contracts with qualified minority subcontractors. Minority vendor activities and expenditures must be reported to VISIT FLORIDA on a quarterly basis.
- H. The agency shall not hold or acquire an account that is considered by VISIT FLORIDA to be a competitive state, county, city, or region representing another domestic, international, including Caribbean, or other warm-weather tourist destination marketing organization during the term of the final agreement without prior written approval. The

agency may assist, or have as clients, Florida city or county or other local destination marketing organizations, such as tourist development councils, convention and visitors bureaus and chambers of commerce, or local or regional consortiums of such entities. VISIT FLORIDA retains the right to determine whether it considers a destination marketing organization or consortium as competitive. The agency agrees to request such determination, in writing, prior to proceeding with any such new business efforts and VISIT FLORIDA agrees to respond, in writing, within seven (7) business days of agency's request.

Exhibit A: Review Process Timeline

- July 24, 2007: Review process announced, invitations to negotiate issued.
- August 10, 2007: Interested parties must express their intent to submit a proposal by 5:00 p.m. via e-mail to Cliff Nilson, General Counsel at cnilson@VISITFLORIDA.org.
- August 13-15: Questions may be submitted to Cliff Nilson via e-mail: cnilson@VISIT FLORIDA.org.
- August 20: Responses to all questions received by all parties will be shared with all parties who expressed intent. Answers will be distributed via e-mail by 5:00 p.m.
- August 20-Oct. 1: Agency proposal development.
- Oct. 2, 2007: Ten (10) hard copies of proposals due at VISIT FLORIDA Tallahassee office by 5 p.m. E-mail and fax delivery will not be accepted. Send submissions to Cliff Nilson, General Counsel, VISIT FLORIDA, 2540 West Executive Center Circle, Suite 200, Tallahassee, FL 32301, (850)488-5607. Note: This is a new address effective August 31, 2007.
- Oct. 3-11: Review committee scoring and deliberations.
- Oct. 12: Invitations for in-person presentations issued to finalists via e-mail and telephone. Communication of finalist list issued to all qualifying participants via e-mail.
- Oct. 25-26: In-person presentations in Tallahassee.
- Oct. 31-Nov. 5: Invitation to Negotiate (ITN) issued to preferred finalist.
- Oct. 31-Nov. 16: Contract negotiations.
- Nov. 19-21: Decision notification delivered to Marketing Council Steering Committee (MCSC) and Board of Directors; finalists notified.
- Nov. 26-28: Annual industry marketing retreat at Saddlebrook Resort (Wesley Chapel, Florida).

Exhibit B: Review Committee Composition

- Frank "Bud" Nocera, CEO and President
- Chris Thompson, COO
- Dale A. Brill, CMO
- Vangie McCorvey, CFO
- Barry E. Pitegoff, Vice President of Research
- Leon Corbett, Director of Advertising and Direct Marketing
- Glenn Hastings, Board Member; Chair, Advertising Internet Committee
- Advisors and Available Proxy Committee Members:
- Sara Patterson, Advertising and Direct Marketing Manager
- Michele Vaught, Controller

Exhibit C: Agency Scoring Sheet

FOR VISIT FLORIDA USE ONLY

Proposal: _____
 Evaluated By: _____
 Date: _____

EVALUATION CRITERIA

Agencies and their proposals will be reviewed, evaluated and scored by an evaluation committee. Evaluation of proposals will be based on the proposed criteria shown as follows for each component; each criterion will be scored according to the degree of responsiveness present in the proposal being evaluated. A weighted average for each, not displayed on this evaluation sheet, will be calculated based on an independent assignment of importance to each categories' criteria.

Account Management and Fees

- 1. Demonstrated ability to act as a strategic partner. _____
- 2. Desirability of fee structure and budget. _____
- 3. Demonstrated expertise in travel/tourism marketing communication and advertising. _____
- 4. Demonstrated strength of account management personnel and processes. _____
- 5. Demonstrated capability to develop and manage co-operative programs. _____

Creative and Production Services and Fees

- 1. Demonstrated strength of creative services personnel and processes. _____
- 2. Desirability of fee structure and budget. _____
- 3. Demonstrated ability to deliver multicultural creative strategy. _____

Creative Portfolio

- 1. Demonstrated creativity in copywriting. _____
- 2. Demonstrated creativity in layout/design. _____
- 3. Demonstrated innovation in creative portfolio. _____
- 4. Demonstrated ability to deliver ROI. _____
- 5. Desirability of fee structure and budget. _____

Production Services and Fees

- 1. Demonstrated access to quality subcontractor base. _____

- 2. Demonstrated strength of production personnel and processes. _____
- 3. Desirability of fee structure and budget. _____
- Media Planning and Fees
- 1. Demonstrated access to media planning research tools. _____
- 2. Demonstrated strength of media planning and buying personnel and processes. _____
- 3. Demonstrated innovation in media planning. _____
- 4. Demonstrated experience/ability to integrate dedicated and co-operative plans. _____
- 5. Demonstrated ability to deliver multicultural media planning/buying. _____
- 6. Desirability of fee structure and budget. _____
- Accounting process
- 1. Demonstrated strength of accounting personnel and processes. _____
- 2. Demonstrated integration of management, accounting and media planning software/processes. _____
- 3. Demonstrated ability to handle Partner program billing and invoicing. _____

A copy of the Interpretation may be obtained at http://www.floridabuilding.org/bi/bi_default.aspx

NOTICE IS HEREBY GIVEN THAT the Building Officials Association of Florida has issued a Binding Interpretation pursuant to Section 553.775, Florida Statutes, filed by Neil Melick on April 26, 2007. The following is a summary of the interpretation: According to Section 704.1, 1604.5, and 2101.1 of the 2004 Florida Building Code, Building, it is the intent of the code that the top joint of a rated wall, where it meets the slab above, must incorporate a flexible joint that has been tested to provide a fire resistance rating through a test report listed by a National Recognized Testing Laboratory recognized by the Florida Building Code.

A copy of the Interpretation may be obtained at http://www.floridabuilding.org/bi/bi_default.aspx.

NOTICE IS HEREBY GIVEN THAT the Building Officials Association of Florida has issued a binding interpretation pursuant to Section 553.775, Florida Statutes, filed by Thomas Pepe on May 15, 2007. The following is a summary of the interpretation: No interpretation was rendered due to the fact that the application was not presented to the local Dade County Board of Rules and Appeals (BORA).

A copy of the Interpretation may be obtained at http://www.floridabuilding.org/bi/bi_default.aspx

Section XII Miscellaneous

DEPARTMENT OF COMMUNITY AFFAIRS

NOTICE IS HEREBY GIVEN that the Division of Community Planning, Department of Community Affairs, received the following petitions for binding letters of Development of Regional Impact, Vested Rights and Modification Determinations, pursuant to subsection 380.06(4)(a), Florida Statutes.

FILE NO.: BLID-11-2007-009
 DATE RECEIVED: July 19, 2007
 DEVELOPMENT NAME: PIER 66 HOTEL & MARINA
 DEVELOPER/AGENT: 2301 SE 17th Street, LLC/
 Joseph Goldstein
 DEVELOPMENT TYPE: 28-24.026, 28-24.023, 28-24.036,
 F.A.C.
 LOCAL GOVERNMENT: Fort Lauderdale

NOTICE IS HEREBY GIVEN THAT the Building Officials Association of Florida has issued a binding interpretation pursuant to Section 553.775, Florida Statutes, filed by Kathleen Croteau on May 24, 2007. The following is a summary of the interpretation:
 According to Section 424.2.17.1.12, of the 2004 Florida Building Code, Building, pool barrier is required to be on the same property as the pool.

STATE OF FLORIDA

DEPARTMENT OF COMMUNITY AFFAIRS

In re: A LAND DEVELOPMENT REGULATION
 ADOPTED BY ISLAMORADA, VILLAGE OF
 ISLANDS
 ORDINANCE NO. 07-08

FINAL ORDER

The Department of Community Affairs (the "Department") hereby issues its Final Order, pursuant to §§ 380.05(6), Fla. Stat., and § 380.0552(9), Fla. Stat. (2006), approving a land development regulation adopted by a local government within the Florida Keys Area of Critical State Concern as set forth below.

FINDINGS OF FACT

1. The Florida Keys Area is a statutorily designated area of critical state concern, and Islamorada, Village of Islands is a local government within the Florida Keys Area.
2. On May 22, 2007, the Department received for review Islamorada, Village of Islands Ordinance No. 07-08 ("Ord. No. 07-08") adopted by the Village on May 10, 2007.