

August 6, 2026

POLK COUNTY, A POLITICAL SUBDIVISION OF THE STATE OF FLORIDA

ADDENDUM #1

RFP 26-345, Advertising & Marketing Services for Visit Central Florida

This addendum is issued to clarify, add to, revise and/or delete items of the RFP Documents for this work. This Addendum is a part of the RFP Documents and acknowledgment of its receipt should be noted on the Addendum.

Contained within this addendum: Questions and answers.

Tabatha Shirah

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Senior Procurement Analyst

Procurement Division

This Addendum sheet should be signed and returned with your submittal. This is the only acknowledgment required.

Signature: _____

Printed Name: _____

Title: _____

Company: _____

RFP 26-345, Advertising & Marketing Services for Visit Central Florida

Addendum #1

- Q1:** For electronic submissions via Kiteworks, are we still required to submit one original and five hard-copy binders, or may we submit only the electronic package?
- A1:** If a company submits electronically through Kiteworks, hard copies are not required. Please ensure the naming conventions outlined on page 4 of the RFP Package are followed.
- Q2:** The RFP lists separate “Tab 1” through “Tab 5” PDFs. Should we upload five individually labeled PDFs (e.g. “RFP 25-426 Tab 1.pdf”), or combine everything into one bookmarked PDF?
- A2:** Each Tab should be uploaded as a separate, individually labeled PDF, for example: “*RFP 26-345, Tab 1*”.
- Q3:** Project Timeline – Could you confirm if the County anticipates this as a one-year project or a continuous engagement over the full three-year contract term with optional renewals?
- A3:** This is not a one-time project. The term of the resulting agreement will be for a three year term and the County shall request the services on an as-needed basis. Please see RFP Package, Agreement – page 13.
- Q4:** Focus Deliverables – Among the listed scope areas (tourism, culinary, arts & culture, air service, visitor services, sports), which deliverables will be considered the primary focus during the initial year?
- A4:** While the annual tourism campaigns and media plan will be the main focus, all of the areas listed in the scope, and in this question, will be an ongoing area of focus.
- Q5:** Media Strategy – For media planning and buying, does the County expect the awarded firm to directly manage programmatic advertising and connected TV placements, or coordinate through third-party vendors?
- A5:** The successful firm is expected to work with and manage the media vendors for the advertising placements.

Addendum #1

- Q6:** Analytics & Reporting – Is there a preferred reporting format (e.g., monthly dashboards, quarterly summaries), or should the agency propose its own framework?
- A6:** The successful firm will be expected to propose the framework and work with staff on implementing but, at a minimum, we would like monthly reports on performance.
- Q7:** Local Market Familiarity – Will preference be given to agencies with a physical presence in Polk County, or is demonstrated experience in Florida tourism sufficient?
- A7:** As stated in the RFP, Tab 2, Bullet Point 4 (Page 14), the Proposer must demonstrate experience on at least one (1) project within the State of Florida. There is no evaluation criterion or preference for a Proposer to maintain a physical office or local presence within Polk County.
- Q8:** Kiteworks Submission – Please confirm the process for electronic submission. Will the County provide the upload link upon request, and is it mandatory to request this link at least 48 hours before the proposal deadline?
- A8:** Yes, see RFP Package, Electronic Proposals Submittal – page 4.
- Q9:** Stakeholder Meetings & Training – For account management and training deliverables, does the County expect onsite meetings with stakeholders and staff, or will virtual sessions be acceptable?
- A9:** In-person meetings and in-person engagement are preferred. Virtual sessions are acceptable on occasion.
- Q10:** Is this a new initiative or a continuation of an existing advertising and marketing program? If continuing, who is the incumbent agency, and is that firm eligible to submit under this RFP?
- A10:** The County currently has a separate agreement with The Zimmerman Agency for advertising and marketing, and web design services. This solicitation is replacing the advertising and marketing services only.
- Q11:** Is there a set annual budget or budget range for professional services under this engagement? We understand work will be issued on an as-needed basis via individual

Addendum #1

work orders, but larger sustained engagements allow us to offer volume-based rate efficiencies.

- A11:** Tourism and Sports Marketing maintains in-house staff to support its advertising and marketing initiatives. Visit Central Florida's annual advertising and marketing budget is approximately \$3 million. Although this is an as-needed contract, the County anticipates utilizing these services on a regular basis, as determined by project needs. Any pricing or compensation structure beyond the hourly rates submitted on the Cost Sheet will be a part of negotiations with the awarded Firm.
- Q12:** Is there a separate, existing media/advertising spend budget (i.e., paid media dollars, distinct from the professional fees priced on the Cost Sheet), and if so, what is its approximate annual size?
- A12:** The estimated annual media/advertising budget is \$3 Million. The professional fees are separate and would be negotiated with the successful firm.
- Q13:** Should advertising management fees be included within the advertising budget, or should they be shown as a separate, discrete cost?
- A13:** All costs must be included in the hourly rates listed in the Excel file titled “**RFP 26-345, Cost Sheet,**” available on the FTP site.
- Q14:** What is the anticipated timing of the first work order following contract execution, and is there a target contract start date?
- A14:** These services on an as-needed basis, so we cannot provide anticipated timing for first work order. We are still going through the RFP process, the earliest we anticipate having a contract in place would be December 2026.
- Q15:** What KPIs will be used to evaluate the awarded firm's performance over the course of the engagement (e.g., visitation, website traffic, engagement, media efficiency, ROI)?
- A15:** While ROI will be the most important KPI all of the other KPIs mentioned here will be part of the reporting process and evaluation during the engagement.

Addendum #1

- Q16:** Are there existing performance benchmarks or prior-year results (e.g., visitation numbers, website analytics, past campaign performance) that a Proposer should be aware of in developing a strategic approach?
- A16:** Staff will work with the selected firm to provide the appropriate benchmarks and prior results.
- Q17:** Is there an existing analytics or reporting platform/dashboard currently in use that the awarded firm would be expected to continue using or integrate with? If not, will the awarded firm be expected to provide their own reporting platform/dashboard?
- A17:** The County currently utilizes a media reporting dashboard; however, the awarded firm will not have access to or be expected to use the County's current vendor's system. The current dashboard is not tied to the County's website. The successful Proposer will be expected to provide and maintain its own reporting platform/dashboard as part of the proposed services.
- Q18:** Are current Visit Central Florida brand guidelines, visual identity standards, or a brand style guide available to Proposers?
- A18:** The current brand guidelines, standards, etc. are not necessary for the proposers at this time. They would be shared after a firm is selected.
- Q19:** Is there an existing media plan, content calendar, or creative asset library currently in use that the awarded firm would inherit or build upon?
- A19:** The specific scope of work for each project, including the use of any existing media plans, content calendars, or creative assets, will be negotiated and mutually agreed upon between the successful Proposer and the Tourism and Sports Marketing Division on a project-by-project basis. Tourism and Sports Marketing currently has a creative asset library, through Image Relay and a content calendar but we would be looking to work with the selected firm to build a new media plan and create new creative campaigns.
- Q20:** What platform is the current Visit Central Florida website built on, and is website design/development within scope, or is the current website considered a separate, unrelated system?

Addendum #1

A20: The website hosting and maintenance is part of a different contract and scope of services and is not included in this RFP.

Q21: What is the decision-making and approval process for creative assets?

A21: Staff works with the selected agency to work through ideas and then the agency will provide proofs and staff approves all work after any changes or revisions are made.

Q22: Are there specific target markets, origin markets, or visitor segments (e.g., drive markets, international, multicultural) that the County considers highest priority for this engagement?

A22: Yes, based on extensive research, and historical knowledge, Tourism and Sports Marketing has identified key target markets both domestically and internationally and those would be shared with the selected firm.

Q23: Among the division-specific scopes listed (general tourism, culinary, arts & culture, air service, visitor services, sports), is there a relative priority or expected allocation of effort across them, or should Proposers assume general tourism marketing is the dominant focus as stated?

A23: Yes, general tourism marketing is the main focus on a daily basis but the other markets are critically important as well.

Q24: Are there existing airline, tourism board, or destination-partner co-op marketing relationships (e.g., for the Air Service Marketing scope) that the awarded firm would be expected to coordinate with directly?

A23: Yes. Through our airline partner, Avelo Airlines, there is a specific media plan and scope that the selected firm would work with Avelo Airlines on shared creative.

Q25: For a sub-consultant providing a substantial share of services (e.g., specialized media, research, or production support) under a named prime firm, how does the County define “majority of the work” performed by the prime for purposes of Tab 2 evaluation?

A25: The County expects to work directly with the Prime Firm's in-house project management team throughout the contract. Sub-consultants may be utilized to provide specialized

Addendum #1

expertise or services; however, the Prime Firm is expected to perform and manage the majority of the work and remain responsible for all contract deliverables.

Q26: Can you provide the composition (departments and roles) of the Selection Committee?

A26: Selection Committee Members:

1. Kris Keprios: Senior Tourism Sales/Marketing Manager - Tourism/Sports Marketing
2. Peyton Palo: Senior Research & Digital Marketing Supervisor - Tourism/Sports Marketing
3. Justin LaFerriere: Senior Visitor Experience Manager - Tourism/Sports Marketing
4. Paul Smiley: Senior Sales and Event Supervisor - Tourism/Sports Marketing
5. Darrell Johnson: Supplier Diversity Administrator - Office of Supplier Diversity

Q27: Is there a formal onboarding, transition, or ramp-up period expected between contract execution and the first active work order, particularly if a new agency (versus an incumbent) is selected?

A27: Yes. Staff would work with the selected firm to set up an initial meeting, in person at the Tourism and Sports Marketing office, to facilitate in person introductions of key staff, discuss initial strategies and tactics and begin working on creative campaigns.

Q28: To clarify the submission details from page 4, are agencies allowed to only submit an RFP electronically or do we still need to provide physical copies?

A28: See above response for Question 1.

Q29: Is there an incumbent agency for this contract?

A29: See above response for Question 10.

Q30: On page 6 you state that you intend to enter an agreement with one firm, but below that the RFP states these services are on a non-exclusive basis. Is one agency preferred for all aspects of the scope or can agencies submit a proposal for certain areas?

A30: No. Proposers must submit a proposal that addresses the entire scope of services identified in the RFP. The County intends to award a contract to a firm capable of providing all required services. The resulting agreement will be non-exclusive, meaning

Addendum #1

the County reserves the right to obtain similar services from other sources when determined to be in its best interest.

Q31: Is there a budget for this RFP that you can provide?

A31: See above response for Question 11.

Q32: Is there an incumbent agency currently providing these services, and if so, will the incumbent be permitted to submit a proposal under this RFP?

A32: See above response for Question 10. Yes, The Zimmerman Agency may submit a proposal under this RFP.

Q33: Can the County provide the anticipated annual budget or a historical range of annual spend (media, creative, and total program) for Visit Central Florida, to help proposers scale staffing and approach appropriately?

A33: Staffing should be scaled based on the scope of services provided. While it varies greatly from month to month, on average, our agency of record spends 150-250 hours per month on our projects.

Q34: Regarding Tab 2's requirement that "at least one (1) project should be within Florida" — does this project need to be a destination marketing organization (DMO)/tourism client specifically, or may it be any Florida-based marketing engagement of comparable size and scope?

A34: As stated in the RFP, Tab 2, Bullet Point 4 (Page 14), the Proposer must *"Provide a minimum of two (2) and a maximum of five (5) projects that demonstrates your firm's experience with tourism advertising and marketing services for **similar scopes of work services as the prime vendor** in the past five (5) years. At least one (1) project should be within Florida."* There are no criteria specifying the type of client.

Q35: Section IX references preference for agencies that "can provide on-the-ground support for productions, activations, and strategic planning" in Polk County/Central Florida. Is a physical office in the region required, or is this evaluated as a qualitative preference among otherwise qualified proposers?

A35: No.

Q36: For Tab 5 (Surveys of Past Performance), if a reference client does not return a completed survey by the proposal due date, will the proposer be permitted to submit it as a late addendum, or will that reference simply receive no credit?

A36: If a survey is missing, Procurement may at its discretion, allow up to three (3) business days for its submission after the due date. This is applicable to survey's only. It is highly recommended that all surveys be provided with the Proposal at the time of submission.

Q37: Can the County confirm whether the Cost Sheet available via the FTP site (ftp3.polkcounty.net) has been finalized, or should proposers expect an addendum with any revisions prior to submission?

A37: The Cost Sheet available on the FTP site is final.

Q38: Will the Selection Committee's decision to conduct interviews (Elevation Level 3) be communicated to all proposers, or only to those elevated to that stage?

A38: Yes. Meeting minutes will be posted on Procurements web page and a notice will be provided to all firms that submitted a proposal.

Q40: What is the anticipated annual budget for agency professional fees, paid media, content production, influencer or creator partnerships, and other third-party costs? Should these items be presented separately in the cost proposal?

A40: See above response for Question 11.

Q41: Does Visit Central Florida currently have preferred media-buying platforms, vendors, technology partners, or existing media commitments that the selected agency will be expected to manage or continue?

A41: Yes, we do work with certain media vendors but we would work with the selected firm to create an annual media plan.

Q42: What level of organic social media management is expected under the contract, including content creation, posting frequency, community management, and response responsibilities?

Addendum #1

- A42:** See Bid Package, Section V. Social Media, Influencer & Creator Marketing page 8-9. While Tourism and Sports Marketing staff works directly with influencers, content creators, etc. we would expect the selected firm to assist in recruiting and contracting with influencers and content creators and also managing some social media campaigns.
- Q43:** Is the selected agency expected to develop entirely new campaign platforms, or primarily extend and refresh existing Visit Central Florida branding and campaign work?
- A43:** We would keep our current branding but would expect the firm selected to develop new campaign platforms, etc. as part of the engagement.
- Q44:** What role will the agency have in supporting sports events, tournaments, conferences, and participant-to-visitor conversion efforts?
- A44:** The agency would not be involved in the management of sports events, tournaments, conferences, etc. but would be expected to work with staff to develop campaigns geared to these audiences and stakeholders.
- Q45:** Are photography, video production, talent, travel, creator fees, media placement, printing, and other pass-through expenses expected to be included within the proposed fee, or authorized separately as projects arise?
- A45:** As stated in RFP Package, Tab 4 Cost, Paragraph 3 (page 15): ***“Pricing submitted must be inclusive of all associated fees related to the services for that particular item. Any incurred travel must be pre-approved and will be reimbursed at cost. To qualify for reimbursement, the firm’s documentation shall be sufficient to establish that the expense was actually occurred and necessary (i.e. receipts, invoices, other documentation deemed necessary). If during Elevation Level 4, Contract negotiations, it is determined that additional services are needed, the cost amount submitted may also be negotiated.”***
- Q46:** Could the County provide any investment parameters (<\$250K, \$500k, \$1M<) so that agency candidates are providing in-line recommendations?
- A46:** While variable, our annual advertising budget is roughly \$3 Million.

Addendum #1

- Q47:** The Cost Sheet lists estimated quantities of 500 hours for Item 1 and 3,000 hours for Item 2. Are these quantities estimated on an annual basis, or are they total estimated quantities across the full contract term?
- A47:** The estimated hours are provided solely for cost evaluation purposes. They do not represent annual or total contract quantities and are not a guarantee of work. Actual hours may be more or less than the estimates.
- Q48:** What is the anticipated initial contract term, and does the County contemplate renewal or extension options?
- A48:** As stated in RFP Package, Agreement section (page 13): *“The term of this agreement will be for approximately three (3) years, with the option to renew for up to two (2) additional one-year terms.”*
- Q49:** What is the anticipated annual budget for this contract? Does that figure represent agency service fees only, or does it also include paid media placement and collateral printing?
- A49:** The County does not have a specific annual budget for this contract. See the response to Question 11 regarding the overall budget.
- Q50:** The Cost Sheet footnote states that pricing must be all-inclusive of all associated fees for each item, excluding media purchase and collateral printing. Will Visit Central Florida contract and pay for media placement and printing directly, or will the selected agency procure those and be reimbursed?
- A50:** Project scopes and deliverables will be mutually agreed upon between the awarded Firm and Visit Central Florida on a project-by-project basis. We are open to either model (the agency paying on our behalf and being reimbursed at cost or the county paying directly). This would be negotiated with the selected firm.
- Q51:** If the selected agency procures media, how should any agency commission, or management fee on media be reflected, given that media purchase is excluded from the **Cost Sheet and deviation from the Cost Sheet is prohibited?**
- A51:** See above response for Question 45. The county does not pay media commissions.

- Q52:** Are the hours under Item 2 expected to be performed by personnel dedicated to this account, or is staffing allocation at the agency's discretion?
- A52:** Staffing should reflect what the Proposer submitted in response to RFP Package, Tab 2 Experience and Expertise; Bullet Point 2 (page 14): ***“Provide a resume for the project manager and all key personnel that will be the day-to-day contacts involved in providing the services as outlined in the scope of work.”***
- Q53:** Who is the incumbent agency of record for Visit Central Florida, and when does the current contract expire?
- A53:** The current agency of record for Visit Central Florida is The Zimmerman Agency. While their contract does not expire until September of 2028, the advertisement portion of the contract is ending September 2026.
- Q54:** Tab 2 states that the prime firm is expected to perform the majority of the work. For purposes of that expectation, is "majority" measured by contract value, by labor hours, or by another measure?
- A54:** See above response for Question 25.
- Q55:** Tab 2 requests a minimum of two projects demonstrating the firm's experience with tourism, advertising and marketing services. Will the County consider projects in closely related public-sector destination and audience marketing categories — for example economic development, higher education enrollment, or public health outreach — where the scope, scale, channel mix, and public-agency governance are comparable?
- A55:** Yes. As stated in the RFP, Tab 2, Bullet Point 4 (Page 14), the Proposer must ***“Provide a minimum of two (2) and a maximum of five (5) projects that demonstrates your firm’s experience with tourism advertising and marketing services for similar scopes of work services as the prime vendor in the past five (5) years. At least one (1) project should be within Florida.”*** There are no criteria specifying the type of client.
- Q56:** Tab 2 states that at least one project should be within Florida. Is a Florida project a mandatory requirement for responsiveness, or a preference weighted within the Experience and Expertise evaluation?

Addendum #1

- A56:** It is an evaluation criterion that will be considered by the Selection Committee during scoring.
- Q57:** May a proposer present relevant tourism project experience performed by named key personnel at a prior employer, clearly attributed as individual experience rather than firm experience, in addition to the firm's own projects?
- A57:** No. References are tied to the prime firm submitting the proposal, not to individual employees.
- Q58:** Tab 2 requests projects performed within the past five years. Does the five-year window apply to the period during which the work was performed, or may longer-standing engagements be presented where the client relationship remains current?
- A58:** Projects completed within the past five years are acceptable. For example, a project that began in 2020 and was completed in 2022 would meet this requirement.
- Q59:** If a proposer identifies a sub-consultant with tourism experience, may that sub-consultant's projects be included among the Tab 2 projects?
- A59:** No. Tab 2 project references must be from the prime firm submitting the proposal.
- Q60:** Is there a page limit for Tab 3, Approach and Methodology?
- A60:** No.
- Q61:** Do the Tab 2 page limits — one page for firm experience and two pages per identified project — apply inclusive of graphics, charts, and campaign samples?
- A61:** Unnecessarily elaborate brochures or other presentations beyond those sufficient to present a complete and effective submittal to this solicitation are not desired and may be construed as an indication of the proposer's lack of cost consciousness. Elaborate artwork, expensive visual aids, and other presentation aids are neither necessary nor desired, unless specifically requested.
- Q62:** Are the reference surveys at Exhibit 1 to be returned by the client directly to the Procurement Division, or collected by the proposer and included within Tab 5? If returned directly, is there a date by which the County must receive them?

- A62:** Reference surveys should be returned to the Proposer for inclusion in **Tab 5** of its proposal. References should not submit surveys directly to the Procurement Division. Please also see above response for Question 36.
- Q63:** For electronic submittal through Kiteworks, should the Cost Sheet be uploaded in its native Excel format, and should a signed PDF copy also be provided?
- A63:** Excel file for the Cost Sheet when submitting Electronically.
- Q64:** The Proposal Submittal Instructions direct electronic proposers to submit five files named "RFP 26-345, Tab 1" through "RFP 26-345, Tab 5." Please confirm where the following required forms should be included in an electronic submission: the Proposers Incorporation Information page (page 32), the current W9, the Drug-Free Workplace Form (page 33), and the Affidavit Certification Immigration Laws (page 37). Should these be included within one of the five tab files (and if so, which tab), or submitted as a separate file?
- A64:** Submit these documents in a separate tab labeled **"RFP 26-345 Submittal Documents."**
- Q65:** What is the estimated advertising budget?
- A65:** The County does not have a specific annual budget for this contract. See the response to Question 11 regarding the overall budget.
- Q66:** What is the estimated media budget?
- A66:** The County does not have a specific annual budget for this contract. See the response to Question 11 regarding the overall budget.
- Q67:** What is the estimated agency fee?
- A67:** See above response for Question 45.
- Q68:** What is the estimated production fee?
- A68:** See above response for Question 45.
- Q69:** Is the media budget commission based?

A69: No.

Q70: Who is the incumbent agency?

A70: See above response for Question 10.

Q71: What prompted the decision to conduct this search?

A71: The need for project specific advertising and marketing services.

Q72: How many agencies were invited/are participating?

A72: The solicitation was noticed to over 200 vendors registered in our vendor database. Additionally, the RFP is posted on our website which is available to the public. The number of proposals received will be publicly available after the bid opening date.

Q73: Is there a page limit for the response?

A73: Page limits are listed in each of the Selection Criterion, Tab descriptions.

Q74: Is management of a co-op media campaign such as coordinating partner creative assets, reporting, etc. part of this scope?

A74: The scope of services included in the packet lays out what is expected.

Q75: Is influencer program management and execution part of this scope?

A75: Yes.

Q76: The Cost Sheet provided on the FTP site does not include all services to provide pricing for that are outlined in the RFP including media planning, buying and optimization; social media, influencer and creator marketing; and account management. Will everything not listed on the Cost Sheet be handled separately? Are we to only provide pricing for the specific services in the cost sheet with the quantity of hours already prepopulated?

A76: See above response for Question 45.

Q77: On the survey, you request contract start and end date. Is that for the entire relationship contract (multi-year) or for the specific project included in the case study?

A77: Provide the start and end dates for the project being used as the reference.

Addendum #1

Q78: Will the selected agency serve as the sole marketing partner across all divisions in scope (Tourism & Sports Marketing, Culinary, Arts & Culture, Air Service, Visitor Services, and Sports), or are any of these currently supported by other vendors we should plan to coordinate with?

A78: This RFP will result in an agreement with one selected firm for these Services; however, the resulting agreement is non-exclusive. The County reserves the right to employ different vendors to perform the same or similar Services for the County.

Q79: Could you share the approximate historical annual volume of work orders issued and/or total spend under the current agreement?

A79: No. This solicitation has been substantially revised, and historical work order data is not applicable. See above response for Question 33.

Q80: What analytics, CRM, or attribution platform(s) are currently in use, and would the awarded agency be granted direct access with admin-level reporting rights?

A80: We currently work with Symphony, Placer AI and Key Data. We would provide Admin access.

Q81: Is the creation and posting of organic social media content included in this scope of work, or is the engagement limited to paid media and influencer/creator marketing?

A81: Staff does all organic social media content and posting. The agency would be limited to paid media and influencer marketing.

Q82: Are hard production costs (e.g., photography, video, print) and influencer/creator fees itemized as separate line items on the Cost Sheet, or should proposers build them into the proposed unit rates?

A82: See above response for Question 45. These costs would be part of the media plan and/or separate costs.

Q83: Is traditional public relations/earned media included in this scope of work, or is influencer/creator marketing the primary earned-media lever expected here?

A83: Public relations and earned media is not part of the scope and is handled by staff.

Addendum #1

Q84: May a newly formed firm rely on the prior experience of its proposed key personnel, and how should that experience be presented?

A84: No. Experience references must be from the prime firm submitting the proposal.

Q85: Are speculative creative concepts desired, permitted, or discouraged within Tab 3?

A85: Yes, they are permitted.

Q86: What business outcomes and KPIs will define success for this partnership?

A86: The County is seeking each Proposer's recommended approach.

Q87: Beyond fulfilling the scope of work, what would the selected agency be doing 12 months from now that would make you consider the partnership an exceptional success?

A87: The County is seeking each Proposer's vision for a successful partnership through their responses to this RFP.

Q88: What are the biggest marketing or destination challenges you hope this agency partnership will help solve over the next three years?

A88: The County is looking for Proposer's to identify what they feel are the biggest challenges/trends facing Destination Marketing Organizations could be in the coming years and how they would address them, in their proposals.

Q89: To what extent is Visit Central Florida seeking improvements and new thinking in strategy, creative and media that you are currently missing?

A89: There are no specific improvements, the County is interested in seeing what new innovative project approaches and methodologies are available.