

RFP No. GEN2116476P1	Advertising Agency Services		
Vendor Name	Cactus Marketing Communications	Fuseideas	Lightship Media, Inc.
Vendor Address	2128 15 <sup>th</sup> Street, Denver, CO 80202	8 Winchester Place, Suite 303 Winchester, MA 01890	4030 NE 6 <sup>th</sup> Avenue Oakland Park, FL 33334
EVALUATION CRITERIA			
<p><b>1) Ability of Professional Personnel</b> Describe the qualifications and relevant experience of the Project Manager and all key staff that are intended to be assigned to this project. Include resumes for the Project Manager and all key staff described, including staffing to support media planning and buying. Include the qualifications and relevant experience of all subconsultants' key staff to be assigned to this project. <b><u>Total points: Maximum 10 points</u></b></p>	<p><b>The first three staff listed in the submittal are shown below. Qualifications and experience for all key staff see page(s) 26-33.</b></p> <p>JOE CONRAD Founder &amp; Chief Executive Officer Since its founding, Joe has been the driving force behind the agency's vision and mission, putting his thought leadership and strategic talents to work for clients spanning tourism to healthcare. Under his leadership, the agency has created award-winning, results-driven campaigns for clients in the public, private, government and non-profit arenas. Joe spearheads Cactus' strategic planning process – directing research, uncovering key creative and operational insights, crafting winning positions and developing integrated marketing communications campaigns. For more than 28 years, Joe has been on the front line, working with clients to figure out how to do more with less, to be innovative, to outsmart the competition, to break through and to make connections with their audiences. Throughout Cactus' history, Joe has worked on all of the agency's travel and tourism accounts.</p> <p>NORM SHEARER Partner &amp; Chief Creative Officer After joining Cactus in 2003 as a creative director, Norm quickly became a champion of the agency's mission and goals, leading him to become a co-owner in 2007. His passion, inspiration, creativity and contagious energy are what fuel the team around him. As head of the creative department, Norm oversees the precise execution of all creative work, making sure that no idea is left unspoken and that no creative path is left untraveled. He's just as concerned with implementing a solid strategy as he is with producing a powerful creative message – ensuring that each piece of messaging we create is engaging, effective and on-strategy. With deep</p>	<p><b>The first three staff listed in the submittal are shown below. Qualifications and experience for all key staff see page(s) 23-30.</b></p> <p>DENNIS FRANCAZAK CEO, Strategist Dennis is Fuseideas' founder and has over 20 years of business experience, most of which have been dedicated to marketing, interactive strategy, advertising and public relations. Dennis has advocated for innovation and the combination of technology, media and creative in marketing.</p> <p>STEVE MASON SVP, Lead Strategist - Tourism &amp; Government Practice Steve leads the tourism and government practice for Fuseideas, where he supervises the strategy, account and PR services department for the tourism, government and economic development staff. Steve has over 25 years of experience leading strategies and marketing campaigns for the Maine DOT, Maine Turnpike, Maine Office of Tourism, Maine Lottery, Vermont Lottery, New Hampshire Lottery, Bermuda Tourism, Tourism Santa Fe, Bangor International Airport, Continental Airlines, The Delta Queen Steamboat Co., Bay Ferries, and San Francisco International Airport.</p> <p>LAUREN WILSON Account Director Lauren has more than 10 years of agency experience with a focus on account management for tourism/hospitality clients, primarily in Louisiana and the</p>	<p><b>The first three staff listed in the submittal are shown below. Qualifications and experience for all key staff see page(s) 41-67, 74-86.</b></p> <p>ANDY PERROTT - FOUNDER + CEO + EXECUTIVE PRODUCER Andy Perrott is an Emmy Award winning Executive Producer, Director and Creative Executive who has worked extensively with Walt Disney World, The Travel Channel, Hilton, Pepsi, Kraft, and many other household brands. Perrott has produced a number of primetime holiday specials for Walt Disney and ABC; his tenure as EP of the Walt Disney World Christmas Day Parade saw increased viewership (5.5 million viewers), attracted stars like Celine Dion, Beyonce and Stevie Wonder, and resulted in his accepting the 2005 Emmy Award for Best Special.</p> <p>DENISE WISSMANN - CO-FOUNDER + CMO + STUDIOS Denise Wissmann is a creative thinker, creator and leader. Early in her career, she won multiple design scholarships to the top 10 design schools, and has moved up quickly in each position she has held subsequently. Denise boasts extensive experience in emerging tech projects, including AR initiatives, interactive Web Virtual Reality, 360-degree videos, and Google Device Pairing Controls. In her six years as Creative Lead at MAD Studios, she founded and developed the new Video, Emerging Tech and Animation departments, securing new client contracts and boosting the agency revenue by 23% and client roster by 15% YOY.</p> <p>CLAUDIA BLUM - MARKETING DIRECTOR /</p>

RFP No. GEN2116476P1	Advertising Agency Services		
Vendor Name	Cactus Marketing Communications	Fuseideas	Lightship Media, Inc.
1) Ability of Professional Personnel, continued.	<p>and expansive experience in the travel and tourism sector, Norm has worked on clients such as Downtown Denver Partnership, Globus Family of Brands, Jackson Hole Travel and Tourism, Keystone Resort, Breckenridge Resort and Winter Park Resort.</p> <p>MIKE LEE VP Strategy For the past 22 years, including nine at Cactus, Mike has worked tirelessly to develop overarching strategies for our clients to solve marketing challenges from an integrated and unified perspective. As a big picture thinker who excels at blending big data with audience insights to craft proven strategies that resonate with consumers and help clients achieve their brand and business objectives, Mike is an expert at taking complex ideas and boiling them down into easy to understand concepts. Over the years, Mike has contributed his strategic thinking to a number of travel and tourism clients including Winter Park Resort, Vail Resorts, Breckenridge, Globus Family of Brands, Washington County Tourism, and Jackson Hole Travel and Tourism.</p> <p><b>Subconsultant qualifications and experience see page(s) <i>unable to find</i>.</b> Cactus will be responsible for all work associated with this contract. While Cactus has not made any formal agreements with subconsultants or partners to provide specific services listed in the RFP, we will leverage our strong relationships with top consultants, research, media and production partners throughout the region, nation, and world to develop and implement the best solutions on your behalf. And we will always work to keep your interests, expectations, budgets, and timelines at the forefront.</p>	<p>Southeast United States. She has managed numerous integrated marketing campaigns for DMOs, launched a new DMO brand and deployed CRM systems to enhance visitor experience at a luxury hotel.</p> <p><b>Subconsultant qualifications and experience see page(s) <i>unable to find</i>.</b></p>	<p>PROJECT MANAGER A spirited leader with significant marketing experience at Hard Rock International, a global hospitality brand with 200+ locations in over 70 countries. Success in overseeing the development, design and deployment of brand-aligned marketing programs across multiple channels worldwide. Rare combination of business strategy, technical knowledge and creativity. Proven ability to rally internal teams and leverage outside resources to ensure high-caliber work. Customer focused with a passion for coaching teams on brand standards.</p> <p><b>Subconsultant qualifications and experience see page(s) 83 - 86.</b></p>

RFP No. GEN2116476P1	Advertising Agency Services		
Vendor Name	Cactus Marketing Communications	Fuseideas	Lightship Media, Inc.
<b>2) Project Approach</b>  Describe the prime Vendor’s approach to the project (message platform, channel strategy, integration). Include how the prime Vendor will use subconsultants in the project. Provide a sample timeline, for the entire agreement term, demonstrating the process/work program the Vendor would use to fulfil the marketing mission of the GFLCVB; describe major milestones related to planning, production and other recommendations. Describe how the team would develop cost estimates and controls, indicating how they are updated, providing specific examples of successful recommendations implemented and cost containment strategies used to maintain project budget without sacrificing quality. Include the following: <b><u>Total points: Maximum 15 points</u></b>	<b>Prime vendor approach to project see page(s) 36-47</b>  At Cactus we have a proven process for collaborating with destination partners to develop, deploy and optimize highly effective tourism marketing campaigns. It’s a process that enables us to create work that breaks through the clutter, connects with target audiences, and generates bottom-line impact.  Cactus will bring a proven process and approach, deep experience in travel and tourism marketing, and some of the most talented strategic and creative thinkers in the industry. We also bring a unique perspective on your current situation, bolstered by the experience of having helped destination communities that were in similar situations. On behalf of the GFLCVB, Cactus will focus the effectiveness of our unique perspective, experience, talent and approach on the goal of maximizing revenue while romancing the community’s youthful, energetic vibe, and the rewarding discoveries that await each traveler.  Project Approach Phase 1: Onboarding Phase 2: Research & Strategy Phase 3: Brand Architecture & Identity Refinement Phase 4: Creative Concept Development Phase 5: Channel Communciations Strategy & Planning Phase 6: Creative Execution & Production Phase 7: Media Buying & Communications Execution Phase 8: Launching, Tracking, Optimizing & Evaluating  <b>Subconsultants see page 34.</b> Cactus will be responsible for all work associated with this contract. While Cactus has not made any formal agreements with subconsultants or partners to provide specific services listed in the RFP, we will leverage our strong relationships with top consultants, research, media and production partners throughout the region, nation, and world to develop and implement the best solutions on your behalf. And we will always work to	<b>Prime vendor approach to project see page(s) 33-34.</b> We understand the fluid and changing nature of managing a tourism account and have the right mix of strategy, experience and expertise to help you. Here is how we can leverage our experience to help the GFLCVB: › Senior staff immersed in travel and tourism › Brand immersion and “listen first” approach to stakeholder engagement › A trusted agency partner – We are a trusted partner of Simpleview › Continuously innovating and looking ahead for the GFLCVB › “Storytelling” creative that gets noticed in a crowded market › Proven ability to maximize your budget › Added value › Rigorous attention to detail  <b>Subconsultants see page <i>not found</i>.</b>  <b>Sample timeline with deliverables see page(s) 34-35.</b>  <b>Cost estimates and controls see page 36.</b> Fuseideas has an open and transparent culture and we bring this approach to our clients every day. We have a full set of fiscal, cost and project management controls which allow us to manage and report on the status of the account. Furthermore, because we have a very high number of public and government clients, we have an extra set of standards of accountability that we must adhere to. Multiple Layers of Oversight Daily Communication Weekly Status Meetings Pricing Transparency Media Reconciliation Status/Traffic Reports	<b>Prime vendor approach to project see page(s) 87-123.</b> We want to elevate the perception of Greater Fort Lauderdale by more effective aspirational positioning and clearly-defined differentiators. Through gains in brand cohesion across all of our community intersections, we will inform, inspire and impact the community.  A lifestyle brand is a company that markets its products or services to embody the interests, attitudes and opinions of a group or a culture. Lifestyle brands seek to inspire, guide and motivate people, with the goal of their products contributing to the definition of the consumer’s way of life.  We want to elevate the profile of Greater Fort Lauderdale in the minds of future travelers and business executives around the country and even local residents.  <b>Subconsultants see page(s) 92, 97, 181.</b> Using trusted research arms (SKIFT, DestinationNext, and ActON) along with our subcontractor, Data Clique, and their proprietary in-depth analytics, our team has gleaned Travel Industry Trends to inform and shape our marketing strategy and tactic proposal.  Part of our research arm, Data Clique will use their proprietary partnership with Experian to develop key data we can use to pinpoint prospects who are the PERFECT FIT for the GFLCVB tourism segmentation. Their system accurately identifies 98 percent of American households by more than 800 different data attributes, providing a flexible marketing and advertising foundation for clients of any size. This data informs the resulting personas, which can be summarized as, “Types of People Most

RFP No. GEN2116476P1	Advertising Agency Services		
Vendor Name	Cactus Marketing Communications	Fuseideas	Lightship Media, Inc.
2) Project Approach, continued.	<p>keep your interests, expectations, budgets, and timelines at the forefront.</p> <p><b>Sample timeline see page(s) 44-45.</b></p> <p><b>Cost estimates and controls see page(s) 47.</b> Through our in-house project management software, Cactus monitors and manages all agency staff time, project expenses and monthly billing against agreed upon client budgets. All third-party, out-of-pocket expenses will be estimated and approved by you in advance. Our media, production and project management teams effectively manage all subcontracted vendors to ensure budgets are adhered to and quality is maintained. We follow detailed monthly invoicing processes including monitoring and reconciling all media purchases for accuracy and proof of performance, detailed review of all agency time and expenses incurred in the month prior, and tracking budgets to actuals on all activities. Cactus keeps detailed records and back-up to verify all monthly billing and submits to an annual financial audit for other government contracts.</p>	<p>Outside Production and Out-Of-Pocket Expenses Timesheets</p>	<p>Likely to Travel to Florida: Key Attributes and Target Populations”. We will favor our targeting tactics to these groups as they are more highly likely to be further down the conversion funnel.</p> <p><b>Sample timeline see page(s) 108-114.</b></p> <p><b>Cost estimates and controls see page(s) <i>unable to find</i>.</b></p>
<p><b>2.1) Creative Portfolio</b> a. Provide samples of creative portfolio under agency's current management as a measure of creative capabilities and quality (include printed and digital collateral, out-of home, broadcast). b. Provide tourism case studies that measure return on investment (ROI) on work developed under the agency's existing executive or creative management. Note - no speculative creative work specific to GFLCVB will be considered in the RFP evaluation and ranking. c. Provide explanations and samples of how the team approaches the development brand architecture for a destination or travel product. d. Provide explanations and samples of how</p>	<p><b>Samples of creative portfolio see page(s) 49-62.</b></p> <p><b>Tourism case studies see page(s) 65-77</b> JACKSON HOLE TRAVEL AND TOURISM GLOBUS FAMILY OF BRANDS</p> <p><b>Samples and explanations of approach to development of travel brand see page(s) 78-85.</b> VAIL PARC MOSAIC MEET MINDFUL</p> <p><b>Samples and explanations of approach to travel sales marketing see page(s) 86-87.</b> As highly skilled storytellers, we are adept at crafting powerful marketing executions that artfully blend rational boxchecking information with inspiring creative. In addition, we have a long history of working closely</p>	<p><b>Samples of creative portfolio see page(s) 37-50.</b></p> <p><b>Tourism case studies see page(s) 52-57, 73-79, 81-92.</b> ROCHESTER, MN: BRANDING CASE STUDY PAST PERFORMANCE CASE STUDY: TOURISM SANTA FE PAST PERFORMANCE CASE STUDY: THE WILDWOODS</p> <p><b>Samples and explanations of approach to development of travel brand see page(s) 33, 52-57, 73-79, 81-92, 97-102.</b></p> <p><b>Approach to Group Sales Marketing for Destinations may be found on 58.</b> Our approach to group sales marketing begins</p>	<p><b>Samples of creative portfolio see page(s) 124-132.</b></p> <p><b>Tourism case studies see page(s) <i>unable to find</i>.</b></p> <p><b>Samples and explanations of approach to development of travel brand see page(s) 133.</b> The Lightship Team kicks off every nascent working relationship with a Brand Immersion Session. This intensive meeting of minds takes several hours, in which our team asks probing questions to decipher your brand promise, charisma, and ideal plan for growth. It's not easy, but anything worth doing rarely is! By challenging clients to describe the WHY behind their business goals, we generate crucial conversations that will inform how we</p>

RFP No. GEN2116476P1	Advertising Agency Services		
Vendor Name	Cactus Marketing Communications	Fuseideas	Lightship Media, Inc.
<p><b>2.1) Creative Portfolio, continued.</b></p> <p>the team approaches group sales marketing for a destination or travel product.</p> <p><b><u>Total points: Maximum 10 points</u></b></p>	<p>with the Group Sales teams at our destination clients to leverage the creative assets from our brand campaigns to support their specific outreach goals. This includes engaging them early in the creative and communications planning process to identify how, when and where we can dovetail our efforts to maximize impact and ensure messaging and brand unity.</p>	<p>with learning and listening to gain an understanding of the types of groups that align well with the destination’s offerings, and what groups are proven to build occupancy and RevPar. Another consideration is seasonality and looking for opportunities with group market segments that can provide much needed bookings in softer periods.</p>	<p>understand both brand identity and aspirations for the future. This is our first step toward melding our two teams into one team with a shared vision and common goal.</p> <p><b>Samples and explanations of approach to travel sales marketing see page(s) 134.</b></p> <p>At Lightship we pride ourselves in flanking our creative with research and data driven decisions for our clients. Our plan is to partner with the GFLCVB research initiatives and bolster them with insights from our media planner and digital advertising partner (Data Clique) after they have developed targeted customer profiles. when they have developed likely customer profiles. Through the information gleaned With the new research and information, we will work with the GFLCVB team to determine the most comprehensive media plan and appropriate spend that targets the best potential visitors at the right time on the right channel right channels where they are consuming information. Until that time, we feel it is premature to place specific numbers on specific media channels. We do, however, recommend relying heavily on targeted digital campaigns as our experience has shown that not only are these among the most effective campaigns targeting methods, they also reap the most valuable information that allows continual feedback based revisions to ultimately dial in the most optimal result.</p>
<p><b>2.2) Account Management</b></p> <p>a. Indicate how the team will handle account management of the annual advertising budget, including creative production, digital production, and media placements.</p> <p>b. Indicate research, overall business intelligence and tourism industry knowledge specific to direct marketing organizations (DMOs) or a tourism product.</p> <p><b><u>Total points: Maximum 5 points</u></b></p>	<p><b>How team will handle account management see page(s) 88-89.</b></p> <p>As part of our onboarding process we’ll collaborate with the GFLCVB team, as well as other relevant marketing partners, to align on systems and methods of communication. And throughout our partnership we’ll always keep your interests – meeting expectations, budgets and timelines – at the forefront by maintaining open, honest, and frequent communication.</p>	<p><b>How team will handle account management see page(s) 60.</b></p> <p>Project management and communication are process pillars that will be very important for the GFLCVB campaign initiatives. Given our experience, Fuseideas is well-equipped to manage complex projects such as this and we have a series of protocols in place to manage the relationship that include:</p> <p>› Kickoff meeting</p>	<p><b>How team will handle account management see page(s) 135.</b></p> <p>Our proposed project management for the GFLCVB would utilize many of the practices we have perfected through our large-scale production management and execution experience with entities such as Disney and Discovery Networks. We have put a project management team in place that will handle creative strategy, marketing strategy and</p>



RFP No. GEN2116476P1	Advertising Agency Services		
Vendor Name	Cactus Marketing Communications	Fuseideas	Lightship Media, Inc.
2.2) Account Management, continued.	<p><b>Research, business intelligence, and tourism industry knowledge see page(s) 90-93.</b></p> <p>Our approach begins with the philosophy that every project, every campaign, and every tactic starts with a solid understanding of three key areas: your target audiences; current industry and competitive trends; and your business and brand. As part of this approach, we're committed to not only staying current on the latest trends in consumer behavior and the travel and tourism industry, but also to leveraging our insights, experience, and technological innovation to identify the forces that will continue to shape the industry in the future.</p>	<p>› Brand immersion and stakeholder engagement</p> <p>› In-market presence and representation</p> <p>› Interagency management and coordination</p> <p>› Weekly status meetings</p> <p>› Daily communication</p> <p>› Regular in-person and virtual meetings/presentations</p> <p>› Project extranet</p> <p>› Accountability from agency principals</p> <p>Fuseideas develops and finalizes a very detailed project schedule for each of our campaigns as well as an overall status sheet that is reviewed weekly with the GFLCVB staff for all projects. We also reconcile all media placed and purchased through Strata, now called FreeWheel.</p> <p><b>Research, business intelligence, and tourism industry knowledge see page(s) 61-62.</b></p> <p>At Fuseideas, we are big believers in research, and we have utilized it effectively for our tourism clients for many years. After reviewing your research, it is clear that the GFLCVB enjoys a large amount of research and these studies should be continued. It is also clear that you have been utilizing some of the best research vendors available including DK Shifflet, Dean Runyan Associates, and Tourism Economics. After looking at what research you currently have, we don't believe a brand-new extensive research study needs to take place. However, there are some areas that we may recommend supplementing the research you do have.</p> <p>The two that come to mind include the following:</p> <p>› Benchmark Image Study</p> <p>› Image and ROI Study</p> <p>Fuseideas would work closely with the GLFCVB and Longwoods International to plan and execute an initial Benchmark Study, and then (one or two years down the road) a post-</p>	<p>production management. Our bid for this RFP is based on a detailed line-item budget that considers all aspects of the current GFLCVB ask. We know that this will evolve with creative and strategic discussions in advance of the commencement of work. The budget will include all tactics in detail, including project management, creative production, digital production and media placement.</p> <p><b>Research, business intelligence, and tourism industry knowledge see page(s) 136.</b></p> <p>At Lightship, we value research and data-driven decisions to inform our decisions and guide our creative tactics. For this project, we have already conducted a great deal of research and gleaned initial insight in order to create this presentation that we outlined in Section 2. We understand the research initiatives that the GFLCVB has planned and will partner to use those results to inform the final comprehensive strategy. In addition, this research will be supplemented by our data partners at Data Clique who have the resources to create specific customer profiles that we can target to reach the goals of the GFLCVB in a meaningful and measurable way.</p>

RFP No. GEN2116476P1	Advertising Agency Services		
Vendor Name	Cactus Marketing Communications	Fuseideas	Lightship Media, Inc.
		campaign image and ROI tracking study.	
<p><b>2.3. Media Planning and Buying</b></p> <p>a. Indicate how the team can leverage value-added opportunities.</p> <p>b. Indicate how the team would handle industry co-op advertising opportunities and leverage media buys and sponsorships.</p> <p><b><u>Total points: Maximum 10 points</u></b></p>	<p><b>Media planning and buying value-added opportunities see page(s) 94-95.</b> Cactus’ media communications team is extensively experienced, planning and purchasing millions of dollars of media each year, nationwide. Our planners and buyers work hard to leverage opportunities and negotiate added-value with every deal made – regularly researching, analyzing, planning, and placing buys across all paid media channels.</p> <p><b>Handling co-op advertising and leveraging media buys and sponsorships see page 96.</b> Cactus would work with the GFLCVB to determine how best to approach the resell of the co-op space to community partners. In some cases, the client will lead the resell of co-op media space, as they may hold the greatest understanding of the breadth of needs of the community partners. In other cases, the media partner may assist in reselling the space to local partners, as they often have preexisting relationships with the community partners. In either case, Cactus would provide support by coordinating co-op partners, as well as providing recommendations for how best to allocate media space and effectively message to the audience.</p>	<p><b>Media planning and buying value-added opportunities see page(s) 64-65.</b> One of our major core strengths is our full-service, in-house and integrated media planning and buying services across all forms of media. Our major differentiator is a seamless integration among all media services that results in a coordinated and goal-oriented campaign strategy for our clients, but one that fits very tightly into a holistic creative strategy because we believe media and creative cannot exist in a vacuum.</p> <p><b>Handling co-op advertising and leveraging media buys and sponsorships see pages 66-71.</b> The first step with any co-op advertising opportunity is for us to evaluate its value and provide a recommendation and rationale to you and your team. We have very deep and broad experience with coop advertising in many forms. AIRLINE CO-OPS PARTNER CO-OPS MEDIA CO-OPS</p>	<p><b>Media planning and buying value-added opportunities see page(s) 137.</b> Through our proposed brand revitalization and campaign strategy we have included many added value propositions to enhance visitors travel experience in Greater Fort Lauderdale. GFL APP including AR and VR immersive components GFL Online Planner Enhancements GFL Visitors Guide GFL Webseries</p> <p><b>Handling co-op advertising and leveraging media buys and sponsorships see page(s) 137.</b> We understand that Partnership Marketing is one of the strongest and most cost effective ways to extend branch reach and enhance brand value. We propose to develop, pitch and activate partner-based integrated marketing programs that will drive value for the Greater Fort Lauderdale Chamber of Commerce. These collaborations with strategic brands will support key tactics that ultimately result in increased hotel and resort bookings across Greater Fort Lauderdale. Our Partnership Marketing Director has more than 10 years of experience with a major destination marketing organization and has the contacts and know-how to create innovative winwin marketing opportunities using traditional and digital/social media channels.</p>
3) Past Performance Evidence or	First project reference see page(s) 14, 104-110	First project reference, see page(s) 80, 73-79	First project reference see page(s) 30.

<b>RFP No. GEN2116476P1</b>	<b>Advertising Agency Services</b>		
<b>Vendor Name</b>	Cactus Marketing Communications	Fuseideas	Lightship Media, Inc.
<p><b>Knowledge and Experience</b></p> <p>Describe prime Vendor’s experience on projects of similar nature, scope and duration, along with evidence of satisfactory completion, both on time and within budget, for the past five years. If Vendor is submitting as a Joint Venture, then Joint Venture’s experience shall include the experience of Joint Venture and each Joint Venture partner. Provide a minimum of three projects with references.</p> <p>Vendor should provide references for similar work performed to show evidence of qualifications and previous experience. Refer to Vendor Reference Verification Form and submit as instructed. Only provide references for non-Broward County Board of County Commissioners contracts. For Broward County contracts, the County will review performance evaluations in its database for vendors with previous or current contracts with the County. The County considers references and performance evaluations in the evaluation of Vendor’s past performance.</p> <p>In addition to information requested on the Vendor Reference Verification Form, append the following information for each project/reference:</p> <p>a. List Firm's project manager and other key professionals involved on the project/contract.</p> <p>b. Identify if the project included any of the following:</p> <p>i. Minority Demographic markets, including U.S. Domestic, African American, women owned, LGBT+ and Latino markets.</p>	<p>CommunityAmerica Credit Union (CACU) Agency of Record Contract Annual Agency of Record (AOR) from 2017 through current. As AOR, Cactus provides Strategy, Planning, creative, Media, Production / Execution, and Reporting Project Amount listed above is annual all in budget covering media, production and services.</p> <p><b>First project/reference additional information requested see pages 14, 104-110.</b></p> <p><b>Second project reference see page(s) 16, 111-122</b> Colorado Lottery Agency of Record Contract Annual Agency of Record (AOR) from 2007 through current. As AOR, Cactus provides Strategy, Planning, Creative, Media, Production / Execution, and Reporting Project Amount listed above is annual all in budget covering media, production and services.</p> <p><b>Second project/reference additional information requested see pages 111-122.</b></p> <p><b>Third project reference see page(s) 18, 98-103.</b> Town of Vail; Vail Local Marketing District (VLMD) Agency of Record Contract Annual Agency of Record (AOR) from 2016 through current. As AOR, Cactus provides Strategy, Planning Creative, Media, Production / Execution, and Reporting Project Amount listed above is annual all in budget covering media, production and services.</p> <p><b>Third project/reference additional information requested see pages 98-103.</b></p>	<p>Tourism Santa Fe Tourism marketing for Tourism Santa Fe/City of Santa Fe Marketing/ad agency</p> <p><b>First project/reference additional information requested see page(s) 73-79.</b></p> <p><b>Second project reference see pages 93, 81 - 93.</b> Greater Wildwoods Tourism Improvement and Development Authority Creative and Media Services Marketing and Advertising – creative, media, etc.</p> <p><b>Second project/reference additional information requested see page(s) 81-93.</b></p> <p><b>Third project reference see page(s) 96.</b> Visit Big Sky Visit Big Sky Destination Marketing Program of Work</p> <p><b>Third project/reference additional information requested see page 94-95.</b></p>	<p>Wilton Drive Improvement District Agency of Record</p> <p><b>First project/reference additional information requested see page(s) 142.</b></p> <p><b>Second project reference see page(s) 35.</b> Disney Destinations, LLC Disney International Planning Vignettes Production company in charge of all aspects of production.</p> <p><b>Second project/reference additional information requested see page(s) 75, 127, 135, 139-141.</b></p> <p><b>Third project reference see page(s) 37.</b> Gay Men’s Chorus of South Florida Agency of Record / Video Production Company Marketing, social media, videography and public relations services.</p> <p><b>Third project/reference additional information requested see page(s) 128.</b></p>



RFP No. GEN2116476P1	Advertising Agency Services		
Vendor Name	Cactus Marketing Communications	Fuseideas	Lightship Media, Inc.
<b>3) Past Performance Evidence or Knowledge and Experience, continued.</b>  ii. Provide description of the organization's services, creative portfolio examples, and specific account processes (e.g. contract structure, billing, communication protocols with vendor and client, etc.) iii. Indicate the company's specific expertise in integrated marketing communications. iv. Identify any examples of co-op advertising opportunities and leverage media buys and sponsorships provided under project/contract. <b><u>Total points: Maximum 20 points</u></b>			
<b>4) Workload of the Firm</b>  For the prime Vendor only, list all completed and active projects that Vendor has managed within the past five years. In addition, list all projected projects that Vendor will be working on in the near future. Identify any current or future clients with any potential conflicts of interest.  Projected projects will be defined as a project(s) that Vendor is awarded a contract but the Notice to Proceed has not been issued. Identify any projects that Vendor worked on concurrently. Describe Vendor's approach in managing these projects. Were there or will there be any challenges for any of the listed projects? If so, describe how Vendor dealt or will deal with the projects' challenges. <b><u>Total points: Maximum 5 points</u></b>	<b>List of all projects managed within last five years and list of projects in the near future see pages 123-124.</b>	<b>List of all projects managed within last five years and list of projects in the near future see page(s) 104-105.</b>	<b>List of all projects managed within last five years and list of projects in the near future see page(s) 144 - 145.</b>  The following projects were worked on concurrently with others. It is impossible to define the exact overlap. We assign management and teams to each project and clearly spell out the expectations of work and time frame. We have strict budget parameters for time and resources that are carefully managed. We have a team of freelance professionals who we bring in who specialize in specific areas which allows us to expand to handle any size project. Previous projects for Disney have had over 100 staff and free-lance contractors involved all of whom we managed to a successful result. We communicate with our clients constantly to ensure that expectations are always exceeded.
<b>5) Location</b>	<b>Vendor's Business Location Attestation Form see</b>	<b>Vendor's Business Location Attestation</b>	<b>Vendor's Business Location Attestation</b>

RFP No. GEN2116476P1	Advertising Agency Services		
Vendor Name	Cactus Marketing Communications	Fuseideas	Lightship Media, Inc.
<p>Refer to Vendor's Business Location Attestation Form and submit as instructed. A Vendor with a principal place of business location (also known as the nerve center) within Broward County for the last six months, prior to the solicitation submittal, will receive five points; a Vendor not meeting all of the local business requirements will receive zero points. The following applies for a Vendor responding as a Joint Venture (JV): if a member of the JV has 51% or more of the equity and meets all of the local business requirements, the JV will receive three points; if a member of the JV has 30 to 50% of the equity and meets all of the local business requirements, the JV will receive two points; and if a member of the JV has 10% to 29% of the equity and meets all of the local business requirements, the JV will receive one point.</p> <p><b><u>Total points: Maximum 5 points</u></b></p>	<p><b>page 160.</b></p> <p>Vendor does not have a principal place of business location (also known as the nerve center) within Broward County.</p>	<p><b>Form see page(s) 139-140.</b></p> <p>Vendor does not have a principal place of business location (also known as the nerve center) within Broward County.</p>	<p><b>Form see page(s) 179-180.</b></p> <p>The Vendor certifies that it has a principal place of business location (also known as the nerve center) within Broward County, as documented in Florida Department of State Division of Corporations (Sunbiz),</p>
<p><b>6) Price</b></p> <p>Provide proposed monthly fee for Flat Fee Services for the Initial Term (three years). Refer to ITEM RESPONSE FORM. Proposed monthly fee (Flat Fee Services) must include all creative development fees, project management, copy writing, digital media and content strategy, media buying, etc. Price must be submitted, in BidSync, by the time of solicitation due date in order to be responsive to solicitation requirements.</p> <p>Points for price will be calculated as follows: (lowest proposed price/proposer's price) x 10 = Price Score</p> <p><b><u>Total points: Maximum 10 points</u></b></p>	<p><b>Provided.</b></p>	<p><b>Provided.</b></p>	<p><b>Provided.</b></p>
7) Pricing Support	Average monthly projection of level of effort (by	Average monthly projection of level of effort	Average monthly projection of level of effort

RFP No. GEN2116476P1	Advertising Agency Services		
Vendor Name	Cactus Marketing Communications	Fuseideas	Lightship Media, Inc.
<p>Provide an average monthly projection of level of effort, including a breakdown of the hourly fees by job classification, and total hours for each job classification, for the proposed project team, totaling to the Flat Fee Services by month (proposed in item no. 6).</p> <p><b>7) Pricing Support, continued.</b></p> <p>Provide Salary Rates for any positions not included in the Flat Fee Services that might be required in the provision of Optional Services, Adverse Impact Services, and Initial Branding Services.</p> <p><b><u>Total points: Maximum 10 points</u></b></p>	<p><b>hours and job classification) see chart on page 131.</b></p> <p><b>Salary Rates for any positions not included in the Flat Fee Service see chart on page(s) 132.</b></p>	<p><b>(by hours and job classification) see Chart on page 107</b></p> <p><b>Salary Rates for any positions not included in the Flat Fee Service see chart on page(s) <i>unable to find</i>.</b></p>	<p><b>(by hours and job classification) see page(s) 68-71, 151-152.</b></p> <p><b>Salary Rates for any positions not included in the Flat Fee Service see page(s) 68-71.</b></p>