

RFP No. GEN2116476P1	Advertising Agency Services		
Vendor Name	Metropolitan Public Services	MMGY Global, LLC.	Modop, LLC
Vendor Address	1677 Lexington Ave. 2 nd Flo New York, NY 10029	4601 Madison Avenue Kansas City, MO 64112	444 Brickell Ave. Suite 900 Miami, FL 33137

EVALUATION CRITERIA

<p>1) Ability of Professional Personnel</p> <p>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.</p> <p><u>Total points: Maximum 10 points</u></p>	<p>The first three staff listed in the submittal are shown below. Qualifications and experience for all key staff see page(s) 17-28.</p> <p>NEAL KWATRA CEO, Metropolitan Neal brings more than two decades of experience in strategic campaign management and operationalizing innovative communications solutions, with extensive expertise as a nationally recognized leader throughout the hotel and hospitality industry. He has built successful media and marketing campaigns throughout Florida, including in Broward County, and across tourism hotspots nationwide. Neal is widely respected for his unique ability to anticipate trends and challenges, develop tactical strategies, and deliver results that give his clients the competitive advantage they need to succeed.</p> <p>DULANI PORTER Partner & EVP, SPARK Dulani has nearly 20 years of experience as a leading business development expert for strategic planning, brand development, and marketing. Her work on VISIT FLORIDA, Visit Tampa Bay, and national hotel brands such as Hilton, Marriott, and Kimpton, will allow her to effectively drive creative and consumer insight efforts for Broward County.</p> <p>YVONNE GARTH President & CEO, Garth Solutions Yvonne brings over 25 years of relevant experience, with the past 18 years in Broward County. She has led her team to build successful programs for some of the most notable projects in Broward County, including the \$800 million SMART Bond program for Broward County Public Schools and the capital improvement programs at three</p>	<p>The first three staff listed in the submittal are shown below. Qualifications and experience for all key staff see page(s) 26 – 31.</p> <p>JESSICA SCHULTZ SVP, Media Strategy She leads the strategy and execution of MMGY's paid media practice. She leads a team of social and media experts that develop integrated media campaigns with effective results. Jessica has spent 12 years in travel and tourism and developed strategies for clients including Bermuda Tourism Authority, Costa Rica Tourism and Destination DC.</p> <p>CHRIS DAVIDSON EVP, Insights & Strategy Chris oversees global marketing strategy for MMGY clients. He has over 20 years of experience in strategic planning, brand strategy and marketing communications. During his tenure at MMGY, Chris has had the pleasure of working with numerous industry leaders in travel and tourism, including Tourism Vancouver, Choice Hotels, Wyndham Hotel Group and Niagara Falls USA. Chris received his bachelor's degree in history at Princeton University and has an M.B.A. from Vanderbilt University.</p> <p>STEWART COLOVIN EVP, Creative and Brand Strategy Stewart leads MMGY Global's creative efforts and is responsible for guiding our clients' brands. He has created brands for destinations and hotel companies around the world, including Barbados Tourism Marketing, Inc., Colorado Tourism Office and Visit Santa Barbara. He has been part</p>	<p>The first three staff listed in the submittal are shown below. Qualifications and experience for all key staff see page(s) 19-23.</p> <p>Eric J. Bertrand Chief Executive Officer Eric J. Bertrand is the CEO of Mod Op, focusing on strategic planning, digital strategy, leading Mergers & Acquisitions, developing financial systems as well as launching the digital advertising group in South Florida, which he leads from our downtown Miami office. Prior to Mod Op, Eric was a Venture Capital fund manager, having invested \$400 million in 60+ companies over 25 years. Eric has served on over 30 boards, including several non-profit organizations.</p> <p>Pam Watkins SVP, Media and Business Strategy Pam drives strategic media counsel for the agency's clients. Her experience in consumer and business environments, marketing, media, sales and business management is a unique combination and a valuable asset to the agency and its clients.</p> <p>Ray Singer Managing Director, Miami Prior to joining Mod Op, Ray was the digital team lead at Worldmedia Interactive, focusing on travel and tourism. Ray has 20 years of agency experience, with 12 years at the Creative Director level. Leading projects from a user experience and design standpoint, Ray cultivates a thoughtful environment for his team to do great work. He encourages innovation, new and diverse ideas and creative</p>
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1) Ability of Professional Personnel, continued.	<p>Broward Health hospital campuses. She will provide on-the-ground leadership to ensure accountability.</p> <p>Subconsultant qualifications and experience see page(s) 18-28.</p>	<p>of the MMGY Global team for more than 17 years. Prior to MMGY Global, he served as international creative director at Dentsu, Inc., Tokyo. Stewart received his Bachelor of Arts from The King's College.</p> <p>Subconsultant qualifications and experience see page(s) 197, 30-31.</p>	<p>collaboration, directing the creative process along a results-oriented timeline to completion.</p> <p>Subconsultant qualifications and experience see page(s) 136-137.</p>
<p>2) Project Approach 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: <u>Total points: Maximum 15 points</u></p>	<p>Prime vendor approach to project see page(s) 33-44. Our approach to channel strategy will be characterized by a cycle of constant refinement based on performance and iterative research, always multi-channel and fully integrated in nature. Utilizing an in-house media placement team, we will execute all campaign strategies using a mix of data-driven and highly targeted tactics. As any campaign progresses, we will consistently evaluate and adapt as needed – we take great care to ensure each of our tactics includes the ability to track and optimize effectiveness through measurement and analytics tools, while also providing required proof of performance.</p> <p>For us, measurement doesn't just happen at the end of a campaign. It's an everyday activity to review how campaigns are working and make optimizations in real-time based on actual customer behaviors. That reporting will not just inform our internal decision-making but will also be a central component of our relationship with the County—we will always be proactive in compiling key insights and providing recommendations as a campaign progresses day by day.</p> <p>Along with more traditional channels such as TV, Radio, Print, and OOH advertising, the innovative core of our approach for any given campaign will be drawn from our powerful digital targeting and activation platform.</p> <p>Subconsultants see page 44. Garth Solutions, Inc Based in Miramar, FL, Garth is a boutique</p>	<p>Prime vendor approach to project see page(s) 16, 32- 57 MMGY Global is the world's largest integrated marketing company specializing in the travel, hospitality and entertainment industries. With nearly 40 years of experience in the industry, we offer services across all marketing channels in multiple markets throughout the world. Today, MMGY Global represents seven brands with one goal: TO INSPIRE PEOPLE TO GO PLACES.</p> <p>IN-MARKET PRESENCE We have hand-selected a core team across multiple MMGY Global offices with unparalleled tourism marketing experience to ensure our top staff will effectively service the Fort Lauderdale business. We are committed to staffing a senior member of our account team in Fort Lauderdale and have already identified several ideal candidates. Should we earn the business, we would hire a Senior Account Executive with in-depth knowledge of the destination to lead the account team. This individual would be a valuable asset in building a comprehensive and integrated strategy but will also liaise with the Greater Fort Lauderdale Convention & Visitors Bureau staff and serve as industry outreach across the county. In addition to our in-destination representative search, we will be opening a new office in Fort Lauderdale to support the business. Our operations team has</p>	<p>Prime vendor approach to project see page(s) 24-58. Our proposal focuses on creative brand development services, production services, media planning, including buying and designing strategic marketing campaigns for the Greater Fort Lauderdale Convention & Visitors Bureau (GFLCVB), as well as project-specific-work for the Aviation Department(Airport), Port Everglades Department (Port), and Parks and Recreation. The scope of this account will include, but not be limited to:</p> <ul style="list-style-type: none"> • Brand Architecture • Account Management • Strategy Development • Competitive Analysis • Creative Services • Editorial/Link Outreach • Media Planning & Buying • eCRM • Production (video and digital) <p>Subconsultants see page(s) 24, 136-137. We have been able to build internal capabilities to handle all services required by GFLCVB in house. Whether it be video production or post production or website builds or banner versioning, we have built internal teams that are able to control the costs at every point of the process. By not having to partner or outsource aspects of the services required, we maintain a cost level that a firm who needs to outsource can not achieve.</p> <p>Sample timeline see page(s) 25, 104-108.</p>

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<p>2) Project Approach, continued.</p>	<p>communications and management community. They have a diverse portfolio of clients in both the public and private sectors across the U.S. and Caribbean.</p> <p>GSI is also the Strategic Communications Team for Broward County Public School's \$800 Million SMART Bond Program and has current, diverse public outreach in every municipality in the County. In addition, GSI is well versed on travel and tourism in Broward County as it was instrumental in the Broward County Convention Center Master Plan Study and has spent over 10 years at the Fort Lauderdale International Airport on the Advertising Concession project as a Clear Channel subconsultant. GSI is familiar with many of the same stakeholders that will be involved in developing an effective Travel and Tourism Campaign and will serve as the CBE consultant on this project.</p> <p>Resonate Based in Reston, VA, Resonate is a consumer research and digital campaign activation platform that maintains a monthly census-level survey in order to drive powerful branding insights.</p> <p>As our primary digital vendor, Resonate will help provide campaign activation, analytics, and reporting</p> <p>Sample timeline see page(s) 46-50</p> <p>Cost estimates and controls see page(s) 51-54.</p> <p>01 Retainer Based This type of agreement is set up for long-term partnerships with clients. A regular monthly retainer is established for ongoing strategic, creative, and project management required to assist clients with their ongoing marketing needs. An in-scope set of deliverables is outlined in our retainer-based agreements. In this type of agreement, our clients are billed on a monthly basis, with payments expected within 20 days.</p> <p>02 Project Based</p>	<p>begun vetting office lease options, with our ideal location being right across the street from your offices in the Plaza 100 building. We have done so previously for other DMO clients such as The Colorado Tourism Office. It would be our expectation to have both the office and representative in place at the start of our partnership with your team.</p> <p>COLLABORATION IS KEY We firmly believe the client-agency relationship is a true partnership. We consider ourselves an extension of your team, and we take great pride in understanding what makes a destination tick. In this</p> <p>Subconsultants see page(s) 197, 30-31. DK Shifflet specializes in syndicated and custom market research exclusively for the travel and tourism industry. Together, MMGY Global and DK Shifflet boast the industry's most expansive and richest historical data, dedicated to providing the highest-quality travel and traveler research. DK Shifflet has provided annual Visitor Profile and Volume and Spending data to the Greater Fort Lauderdale Convention and Visitors Bureau continuously since 2011 and less frequently since 2003.</p> <p>With offices in Europe and the Middle East, Hills Balfour fuses a diverse range of marketing services and expertise to provide a holistic approach to public relations and marketing communications for travel and tourism brands across the globe. Our team connects clients to the most influential feeder markets, travelers and media in the world. Since 2009, Hills Balfour has worked closely with the GFLCVB to increase awareness of the Greater Fort Lauderdale area in the UK market.</p> <p>Based on the scope of services currently</p>	<p>Cost estimates and controls see page(s) 24. Besides creating strategic, quality work product, one of our main goals is to provide the highest possible Return on Investment for our client partners. In developing cost estimates, we fundamentally consider the goals to be attained and the most efficient process to complete the tasks. We have been able to build internal capabilities to handle all services required by GFLCVB in house. Whether it be video production or post production or website builds or banner versioning, we have built internal teams that are able to control the costs at every point of the process. By not having to partner or outsource aspects of the services required, we maintain a cost level that a firm who needs to outsource can not achieve.</p> <p>When producing deliverables, unless changes to the original scope of the project are requested by the client, we always deliver within budget. We often are able to generate more deliverables from the original estimates as we often find efficiencies while in production.</p>

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<p>2) Project Approach, continued.</p>	<p>These agreements are developed for any needs not included in a retainer or short-term agreement. These projects typically include all print production, video and photography production, and website or mobile development. In these instances, a formal estimate that outlines all of the costs for a given initiative will be outlined and provided to the client for approval. The client will be billed per the terms of each estimate, or as requested by any third-party vendors. For these types of projects, the payment terms will vary based on the type of project as outlined later in this section of the RFP. In the case we will be leveraging outside partners to complete print production work, payment terms can be adjusted as dictated by our outside partner's requirements. In all scenarios, the costs will be communicated up-front and agreed to by the client prior to the start of any project and before costs are incurred.</p> <p>03 Reimbursable Expenses SPARK's reimbursable expenses with regards to travel, transportation, or hard costs expenses will be billed to the client at cost with prior approval or authorization from GFLCVB. These charges are billed with copies of receipts or invoices as reference for the client. We do not charge clients for other expenses including printouts, copies, etc.</p>	<p>outlined in this RFP, we have identified Orange Lab Media Group as an ideal partner to support us in campaign photo and video production and co-op materials support. Orange Lab Media Group is full-service marketing agency that specializes in brand campaigns, photo and video production, print production and website development.</p> <p>Sample timeline see page(s) 59-60.</p> <p>Cost estimates and controls see page(s) 33, 61-62.</p> <p>The account management team works diligently to provide detailed budgets, estimates and plans to guide the collective team in delivering the highest quality output within budget. Working with the internal operations team to establish a clear project workflow, timeline and scheduling through the trafficking system ensures the agency resources are used most effectively and efficiently. Creative problem-solving solutions are considered to meet the client's ultimate goal while maintaining balance within the budget.</p> <p>A few examples of this include:</p> <ul style="list-style-type: none"> • Sourcing on location, local producers to assist and identify the most cost-effective quality sites and local or near-market talent on photo or video shoots • Full-service video and creative teams working in house to create quick turn, short-run media-specific video assets with unlimited usage rights • Utilizing our studio production team to provide a more economical solution to print and digital production, versioning, color correction, retouching, print vendor coordination and more 	

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<p>2.1) Creative Portfolio</p> <p>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).</p> <p>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.</p> <p>c. Provide explanations and samples of how the team approaches the development brand architecture for a destination or travel product.</p> <p>d. Provide explanations and samples of how the team approaches group sales marketing for a destination or travel product.</p> <p><u>Total points: Maximum 10 points</u></p>	<p>Samples of creative portfolio see page(s) 57-76.</p> <p>Tourism case studies see page(s) 78-92. VISIT TAMPA BAY EXPERIENCE KISSIMMEE</p> <p>Samples and explanations of approach to development of travel brand see page(s) 93-98. The following outlines our recommended process and timeline for a Destination Brand Architecture Development initiative. Please note, every client's needs are different and therefore a more detailed timeline can be provided once we have an opportunity to collaborate on GFLCVB's destination brand needs.</p> <p>01. Discovery & Onboarding (Two-Three Weeks) Kick-Off Meeting Knowledge Share Content Audit Stakeholder Interviews Project Start</p> <p>02. Consumer Insights Research (Four-Eight Weeks) Insights Discovery Survey/Questionnaire Development Survey Coding/Testing Research Fielding Reporting & Insights</p> <p>03. Brand Positioning Development (Six Weeks) Positioning Options Final Positioning & Brand Story Brand Mission & Values</p> <p>04. Identity Development, Proof of Concept & Testing (Ten Weeks) Identity & Proof Of Concept Identity Concept Refine Identity Concept Testing Identity Finalization & Brand Usage Guideline</p>	<p>Samples of creative portfolio see page(s) 19-24, 35, 43, 45, 54.</p> <p>Tourism case studies see page(s) 19-24. SOUTH DAKOTA DEPARTMENT OF TOURISM - INTEGRATED MARKETING CAMPAIGN WITH MONUMENTAL RESULTS VISIT KC - PUTTING A DESTINATION ON THE MAP DESTINATION DC - DELIVERING THE REAL DC</p> <p>Samples and explanations of approach to development of travel brand see page 39-43, 62. BRAND DEVELOPMENT HEMISPHERESTM branding process includes necessary in-destination stakeholder sessions and discovery, new brand strategy, positioning, architecture and a brand anthem, as well as a presentation to GFLCVB staff of this new positioning and brand bible development.</p> <p>Samples and explanations of approach to travel sales marketing see page(s) 53. The members of our team have been employed by airlines, tourist offices, travel companies, public relations firms, advertising agencies and other entities. Their combined experiences bring in-depth expertise to our agency. Our work in the MICE industry and our experience with tourism business events have brought successful conferences and events to our client destinations. Our direct experience with international tourist boards, incentive houses, corporate meeting planners, hotels, airlines and destination management companies gives us the ability to fully understand the MICE sales funnel. In addition, we will look to our in-house industry</p>	<p>Samples of creative portfolio see page(s) 26-34, 84-96.</p> <p>Tourism case studies see page(s) 26-34, 84-96. Creative Portfolio / LEGO Creative Portfolio / Baha Mar Creative Portfolio / Hilton</p> <p>Samples and explanations of approach to development of travel brand see page(s) 31-32, 91-94. Creative Portfolio / Baha Mar We helped launch Baha Mar, a new \$4.2 billion Bahamian resort destination, from brand strategy to a \$25M global ad campaign.</p> <p>Position Baha Mar as a luxury destination that's designed entirely around you. It's your moment in the sun... and everything else under the sun. Custom tailored to your perfect blend of bliss and play, chill and thrill, personal and spectacular.</p> <p>Samples and explanations of approach to travel sales marketing see page(s) <i>unable to find</i>.</p>

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<p>2.1) Creative Portfolio, continued.</p>	<p>05. Brand On-Boarding & Launch (Three+ Months) Brand On-Boarding Presentation Brand Activation Workshops Comprehensive Brand Guidelines</p> <p>Samples and explanations of approach to travel sales marketing see page(s) 100-106</p> <p>CLIENT ZENTILA SITUATION OVERVIEW Third-party strategic meeting management services handle roughly 70% of all group business and meeting space booking in the U.S. Corporate meeting planners use these services to source and secure meeting space, and hotels depend on these services to book inventory.</p> <p>RESULTS Zentila successfully secured venture capital funding and signed initial contracts with Hilton, Starwood and Gaylord hotel groups as well as over 200 independent hoteliers. Since then, Zentila has been acquired and continues to thrive in this business model and approach.</p>	<p>experts, who will provide insights to drive the success of our projects with you.</p>	
<p>2.2) Account Management a. Indicate how the team will handle account management of the annual advertising budget, including creative production, digital production, and media placements. b. Indicate research, overall business intelligence and tourism industry knowledge specific to direct marketing organizations (DMOs) or a tourism product. <u>Total points: Maximum 5 points</u></p>	<p>How team will handle account management see page(s) 108-112, 167 Account management of the annual advertising budget will follow a cyclical process that we anticipate repeating each year of the contract, including any eventual renewals. By working closely with the GFLCVB each step of the way from strategic planning, through creative production, placement strategies, and reporting, to invoice expectations, we want to provide a fully transparent and accountable process to eliminate any potential miscommunications or misaligned expectations.</p> <p>Research, business intelligence, and tourism industry knowledge see page(s) 112-120. Sunshine Solutions combines cutting-edge research and market intelligence assets for data collection and analysis with a wealth of real-world, award-winning expertise borne from years of experience at the top of</p>	<p>How team will handle account management see page(s) 86. BALANCING THE BUDGET The account management team works diligently to provide detailed budgets, estimates and plans to guide the collective team in delivering the highest quality output within budget. Working with the internal operations team to establish a clear project workflow, timeline and scheduling through the trafficking system ensures the agency resources are used most effectively and efficiently. Creative problem-solving solutions are considered to meet the client's ultimate goal while maintaining balance within the budget. A few examples of this include: • Sourcing on location, local producers to assist and identify the most cost-effective quality sites and local or near-market talent on photo or video shoots • Full-service video and creative teams working in house to create quick</p>	<p>How team will handle account management see page(s) 35. Based on generating the highest possible Return on Investment for our client partners, we internalize as many costs as possible. This insures there is not overlap in billing for specific service deliverables. We have a Relationship Manager, Eric Bertrand, in this case who would attend client in-person meetings and high-level events. The Project Manager, Ray Singer, who leads the Miami office, would be the point of contact for the account on a day-to-day basis. Reporting to Ray, would be three specific project managers, focusing on Brand/Creative, Media and Technology.</p> <p>Research, business intelligence, and tourism industry knowledge see page(s) 36. We have worked with a number of the largest tourism and hospitality organizations in the</p>

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2.2) Account Management, continued.	<p>the travel and hospitality industry.</p> <p>For a project such as this, we understand that there is both an art and a science to building an effective brand - and we must use data to better inform our efforts in real-time while also providing us with a deep understanding of the most compelling messages and communications modes to capture the hearts and minds of our target audiences.</p> <p>In the following pages, we will demonstrate not only our capability in defining, targeting, communicating with, and activating key target audiences while keeping ahead of industry trends in a thoughtful, data-driven way, but that our record shows we know how to deliver a vibrant, effective message geared to resonate with those audiences.</p>	<p>turn, short-run media-specific video assets with unlimited usage rights • Utilizing our studio production team to provide a more economical solution to print and digital production, versioning, color correction, retouching, print vendor coordination and more.</p> <p>Research, business intelligence, and tourism industry knowledge see page(s) 88. We want to base our campaigns on a deep understanding of traveler behavior, not just general travelers. When media plans are developed, they are specifically aligned against all actionable audience indices, including demographics, sentiment and psychographics, and media consumption characteristics.</p>	<p>world. Our work with Visit Florida has given us unique insights into working with a leading tourism organization. We have assisted (and continue) to work with Visit Florida to drive engagement with potential visitors and DMO partners. We believe there is a significant opportunity to enhance the relationship with co-op participants. We believe that co-op can be increased by providing a better technology solution, that allows partners to easily see opportunities that are available with an updated User Interface and more content choices. The ability to allow for more social media interaction and opportunities (including potential influencer strategy involvement) as well as video and digital opportunities is key in driving engagement, now and more so into the future.</p>
<p>2.3. Media Planning and Buying</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>Total points: Maximum 10 points</p>	<p>Media planning and buying value-added opportunities see page(s) 122-123.</p> <p>We understand that value-added opportunities are integral to the success of destination marketing campaigns to effectively amplify limited budgets and achieve more robust performance. We pride ourselves on always negotiating for the lowest available rates and pushing for value-added opportunities to give our campaigns a strong competitive advantage. By developing and aggressively leveraging local and key market media relationships, we will always endeavor to achieve a value-added goal of 50% or more net media spend across all campaigns. In order to achieve that goal, we pursue any number of strategies, including: Sponsored Material TV & Radio Digital Tactics</p> <p>Handling co-op advertising and leveraging media buys and sponsorships see page(s) 126-130. We understand how critically important participation by GFLCVB's many Partners is with all of the organization's marketing efforts. Providing opportunities</p>	<p>Media planning and buying value-added opportunities see page 47 – 54. Once overall budget is approved, the team creates a detailed brief outlining the KPIs and targeting parameters of the media campaign to ensure all vendors are informed of the expectations of the campaign. After thorough negotiation of vendor proposals, we pick the top partners and move forward with appropriate tracking methods (with a heavy focus on tracking digital channels) to ensure measurement.</p> <p>Media usage is simultaneous. Travelers are frenetic in their decision making and use numerous sources when planning travel. Traditional media opportunities identified are layered into surround sound 360-degree campaigns to increase scale and achieve fully integrated programs. MMGY collaborates in tandem with our clients and publishers to create a package with print, digital and social extensions. Off card rates with added-value extensions are very typical with these types of</p>	<p>Media planning and buying value-added opportunities see page(s) 37-58. Our approach is to extract the most value for every dollar invested in the media plan. While it turns the traditional value-added model on its head, it delivers ROI by focusing on performance versus the "package". Value is delivered through the lowest possible cost for the highest value delivery of the target audience. Value is measured and reported through the performance of campaigns against all metrics and against all other placements regardless of media type. Lowest cost for highest return on investment (ROI) is used to set benchmarks for the best rates for every buy. Our number one strategy for value add is to pay the lowest rate for the highest return in real dollars. This allows the flexibility to actively optimize campaigns shifting investment to the highest performing placements from those underperforming our benchmarks and objectives during the course of the campaign.</p>

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<p>2.3. Media Planning and Buying, continued.</p>	<p>for Partners of all sizes to expand their reach and influence is one of the most important responsibilities a DMO has. Increased participation by Partners in marketing programs enables GFLCVB to reach its goals of creating awareness of the diverse experiences this area has to offer and supports the growth of the destination by actively driving visitation across the region. The key to seeing this success is to create turnkey cooperative marketing opportunities that are scalable, accessible, and measurable. The following outlines Sunshine Solution's recommended approach to creating and managing this program on behalf of GFLCVB.</p> <ul style="list-style-type: none"> - Campaign Creation - Co-op Campaign Packages - Co-op Campaign Sell-Through - Co-op Campaign Management - Co-op Campaign Reporting 	<p>integrated packages. Curated content, experiential custom programs and event sponsorship can also be included and ensure we extend our brand through the voice of our partners.</p> <p>Handling co-op advertising and leveraging media buys and sponsorships see page 53. MMGY has extensive experience in crafting customized co-op programs that provide an opportunity to engage a destination's industry partners at all budget levels.</p>	<p>Handling co-op advertising and leveraging media buys and sponsorships see page(s) 47.</p> <p>We believe the experience for co-op opportunities can be greatly enhanced. The process starts with a technology experience, which should be enhanced. Like many digital experiences, the UX/UI and content presentation followed by the breadth of opportunities available, will increase participation, reach and eventually occupancy rates and conventions. First, making the process robust to allow for more functionality is key. Then allowing additional opportunities that will be driven from original content (video and photography), as well as digital opportunities created by new website and APP development. When potential participants find they are able to find a greater breadth of opportunities as well as higher quality content, participation rates and revenue will increase</p>
<p>3) Past Performance Evidence or Knowledge and Experience</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</p>	<p>Note from GFLCVB Staff: Both Spark and Metropolitan list themselves as the prime vendor of this Joint Venture.</p> <p>First project reference see page(s) 197. Transportation is the Future Broward County Penny Tax MPS provided services for this project that included campaign strategy, management and fundraising; earned media management; paid media content production and design; integrated media targeting, planning, and placement services.</p> <p>First project/reference additional information requested see page(s) 134-135.</p> <p>Second project reference see page(s) 198. ShareBetter Education Fund 2018 ShareBetter Campaign</p>	<p>First project reference see page(s) 20, 21 - 22. South Dakota Department of Tourism MMGY is our AOR (Agency of Record) fo the South Dakota Department of Tourism's digital marketing, social media marketing, email marketing, Public Relations efforts, Out of Home marketing and activations.</p> <p>First project/reference additional information requested see page(s) 19.</p> <p>Second project reference see page(s) 22. Visit KC</p> <p>Second project/reference additional information requested see page 21.</p> <p>Third project reference see page(s) 24.</p>	<p>First project reference see page(s) (Vendor Reference Verification Form). Hudson & Marshall Provided media strategy, planning, implementation and reporting for the digital media programs to promote our services.</p> <p>First project/reference additional information requested see page(s) 60.</p> <p>Second project reference see page(s) (Vendor Reference Verification Form). New York Public Radio Various advertising, branding and production projects for New York Public Multiple bi-annual brand OOH and digital advertising campaigns since 2011 for WNYC (news), WQXR (classical music); plus filming an</p>

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<p>3) Past Performance Evidence or Knowledge and Experience, continued.</p> <p>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>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.)</p> <p>iii. Indicate the company's specific expertise in integrated marketing communications.</p> <p>iv. Identify any examples of co-op advertising opportunities and leverage media buys and sponsorships provided under project/contract.</p>	<p>Campaign strategy, development and management; earned media operations; paid media content production, design and integrated media placement targeting; analytical and market industry research, planning, and brand development services.</p> <p>Second project/reference additional information requested see page(s) 135-136.</p> <p>Third project reference see page(s) 199. United for Affordable NYC Affordable Housing and Rezoning Project MPS provided services for this project that included campaign strategy, development and management; earned media operations; paid media content production, design and integrated media placement targeting; analytical and market industry research, planning, and brand development services.</p> <p>Third project/reference additional information requested see page(s) 137-138.</p> <p>Fourth project reference see page(s) 200. Visit Newport Beach Visit Tampa Bay Destination Brand Development Destination brand development from initial benchmarking research phases, brand positioning studies, brand identity creation and focus group/online panel customer research testing.</p> <p>Fourth project/reference additional information requested see page(s) 140.</p> <p>Fifth project reference see page(s) 201. The Dali Museum Ongoing Strategic Media Services Integrated marketing planning (goals, ideas); Media planning (development, negotiation, budget, reporting); Google Grant management; Social Media (strategy ideas, reporting)</p>	<p>Destination DC Media Planning/Buying Services</p> <p>Third project/reference additional information requested see page(s) 23.</p>	<p>production on multiple promotional videos and sizzle reels for sales, marketing and galas; naming, identities/branding and strategy</p> <p>Second project/reference additional information requested see page(s) 73.</p> <p>Third project reference see page(s) (Vendor Reference Verification Form). Texas Instruments Media Management Media management of all paid media programs worldwide</p> <p>Third project/reference additional information requested see page(s) 70.</p>

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<p>3) Past Performance Evidence or Knowledge and Experience, continued.</p> <p><u>Total points: Maximum 20 points</u></p>	<p>Fifth project/reference additional information requested see page(s) 142.</p> <p>Sixth project reference see page(s) 202. Experience Kissimmee EK Re-branding -brand development project Vendor associated in the successful re-branding of the destination</p> <p>Sixth project/reference additional information requested see page(s) 141.</p>		
<p>4) Workload of the Firm</p> <p>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.</p> <p>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.</p> <p><u>Total points: Maximum 5 points</u></p>	<p>List of all projects managed within last five years and list of projects in the near future see page(s) 181-196.</p> <p>And as our workload histories demonstrate, we have a wealth of combined experience handling multiple, concurrent projects and are fully capable of scaling resources up or down to meet the needs of our clients. As with any firm that consistently and effectively handles such projects, MPS and SPARK each have a team and communication structure in place that is rooted in collaboration both internally with leadership, and externally with our clients. By building out clear timelines and responsibilities from the beginning of each concurrent project we take on, we are able to safely navigate any challenges that may crop up from the demands of our workload.</p>	<p>List of all projects managed within last five years and list of projects in the near future see page 17 -18.</p> <p>CONFLICT OF INTEREST We foresee what might be considered one potential conflict of interest in working with the Greater Fort Lauderdale team. MMGY is currently the agency of record for The Beaches of Fort Myers & Sanibel. However, as an organization that specializes in the travel and tourism industry, we have addressed these matters before and respect the need for security and firewalls between competing brands and clients, and we are able to satisfy this need through a number of methods:</p>	<p>List of all projects managed within last five years and list of projects in the near future see page(s) 74.</p> <p>We have compiled the requested list of all completed and active projects that Mod Op has managed within the past five years. Please reference printed documents which were delivered in advance of the submission.</p>

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<p>5) Location 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. Total points: Maximum 5 points</p>	<p>Vendor's Business Location Attestation Form see page(s) 228. Vendor does not have a principal place of business location (also known as the nerve center) within Broward County.</p>	<p>Vendor's Business Location Attestation Form see page 195 – 196. Vendor does not have a principal place of business location (also known as the nerve center) within Broward County.</p>	<p>Vendor's Business Location Attestation Form see page(s) 134-135. Vendor does not have a principal place of business location (also known as the nerve center) within Broward County.</p>
<p>6) Price 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 Total points: Maximum 10 points</p>	<p>Provided.</p>	<p>Provided.</p>	<p>Provided.</p>

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<p>7) Pricing Support</p> <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>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>Total points: Maximum 10 points</p>	<p>Average monthly projection of level of effort (by hours and job classification) see page(s) 150-155.</p> <p>Salary Rates for any positions not included in the Flat Fee Service see page(s) 155.</p>	<p>Average monthly projection of level of effort (by hours and job classification) see page(s) 114-115.</p> <p>Salary Rates for any positions not included in the Flat Fee Service see page(s) <i>unable to find</i>.</p>	<p>Average monthly projection of level of effort (by hours and job classification) see page(s) 78-83.</p> <p>Salary Rates for any positions not included in the Flat Fee Service see page(s) <i>unable to find</i>.</p>