

RFP No. GEN2116476P1	Advertising Agency Services		
Vendor Name	Nobox Marketing	Pace Communications Group, Inc.	Paradise Advertising and Marketing, Inc.
Vendor Address	3390 Mary Street Miami, FL 33129	7301 North Federal Highway, Studio B Boca Raton, FL 33487	150 Second Avenue North, Suite 800, St. Petersburg, FL 33701
EVALUATION CRITERIA			
1) Ability of Professional Personnel 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. <u>Total points: Maximum 10 points</u>	The first three staff listed in the submittal are shown below. Qualifications and experience for all key staff see page(s) 34 - 35, 40 – 47. ALEXANDRE HOHAGEN CEO Ex-CEO of Facebook and Google for LATAM and USH. Expert in performance media. DIEGO FERNANDEZ General Manager Former head of media for Burger King with global experience (Europe, LATAM, US). Managing Director for Starcom. TANIA SANJURJO Client Partner 10 years of experience in US general and Hispanic markets, leading teams in multiple categories. Subconsultant qualifications and experience see page 344.	The first three staff listed in the submittal are shown below. Qualifications and experience for all key staff see page(s) 34-53. DIANA RISER President Diana has worked extensively with destinations and the travel industry in her 25 years in marketing & advertising. As Associate Publisher and Publisher of various city magazines as well as during her Account Management role at Travel + Leisure, T+L Family, Food & Wine and Departures magazines, she collaborated with the CRA's, DDA's and CVB's in the markets in which she served from South Florida, to SW Florida as well as the Caribbean & Central America. JULIE BRICKER Vice President, Media As lead strategist for our accounts, Julie's expertise spans across multiple industry sectors including relevant governmental and non-profit clients such as Broward College, Bailey Hall and Boca Raton Regional Hospital to name a few. Julie specializes in crafting integrated media plans that are strategic, efficient and effective in achieving optimal results. MELISSA MATA Sr. Account Executive Having lived abroad and boasting over 13 years of experience in marketing and international account management, Melissa holds an extensive background in marketing, with current and past clients including Lennar Homes, Margaritaville Resorts, Ocean Properties Hotels & Resorts, Islamorada Resort Collection, Elite	The first three staff listed in the submittal are shown below. Qualifications and experience for all key staff see page(s) 18-24. Barbara Emener Karasek CEO / Co-Owner Barbara brings an accomplished career history to her role as CEO. She has more than 20 years of experience leading brand and consumer marketing, sports partnerships, entertainment, licensing, e-commerce, consumer products and retail departments for companies such as SeaWorld Parks & Entertainment, PGA TOUR, NASCAR, and the United States Olympic Committee. Tony Karasek EVP / Co-Owner As Paradise's Co-Owner and EVP, Tony brings 18 years of diverse business development experience to the agency and its growing client roster. Having managed business with more than 1,800 companies, Tony has been the recipient of numerous sales awards and contests throughout his career, including Rookie of the year and multiple Account Executive of the Year awards with Equifax. However, to tony, nothing has been more gratifying than helping his clients find solutions that help them succeed. Tom Merrick VP Chief Creative Officer Driving the agency's award-winning creative output, Tom has a special talent for discovering the essence of our clients' brands, and crystallizing them into messages that capture the attention, imagination, and ultimately the

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<p>2) Project Approach</p> <p>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.</p>	<p>Prime vendor approach to project see page(s) 48 - 55.</p> <p>STRATEGY Audience Insights Strategic Approach Long-Term Vision Social Media Plan</p> <p>EXECUTION Creative Approach References Content Ideas Media Amplification Community Management Influencer Strategy</p> <p>MEASUREMENT Key Metrics ROI Tools</p>	<p>Prime vendor approach to project see page(s) 55 -59.</p> <p>Pace understands the importance of immersing the team in historic campaign deliverables and analytics, evaluating previous research, and meeting with key decision makers and stakeholders in order to articulate a clear vision and brand message. The discovery phase will be a critical component to developing the brand architecture going forward.</p> <p>Once complete, Pace's project approach to the message platform will be to evolve the messaging with a laser focus on what further differentiates Fort Lauderdale from any other coastal Beach destination in its competitive set. This must be done in a very organic and authentic way, following trends in travel that show consumers are seeking experiences that</p>	<p>Prime vendor approach to project see page(s) 28-30.</p> <p>As a strategic business partner to a DMO, our goal is a simple one: To Create, Deliver and Sustain Value through Tourism for the Destination. That's why our approach to solving their marketing challenges always begins by asking questions. (And lots of them.) For example: <i>How much impact will tourism continue to have for Broward County?</i> <i>Are you congruent in your messaging?</i> <i>Do consumers really know who and where you are?</i> <i>Are your consumer segment matrices clearly identified effectively with demographic, psychographic, lifestyle, purchasing behavior, and geographic overlays?</i></p>

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2) Project Approach, continued. Include the following: <u>Total points: Maximum 15 points</u>	<p>Subconsultants see page 344.</p> <p>Sample timeline see page 56, 158.</p> <p>Cost estimates and controls see page(s) 70-83. Implement insight-driven strategic plans to forecast needs at every level and prepare an always-on approach that is also flexible to the needs of the markets.</p> <p>Increase local relevance while maintaining global alignment by pretesting and confirming theories in the planning phase using primary research and tools.</p> <p>Enabled by innovation and an improved discovery process with local markets, we will optimize based on real-time data to meet KPIs and expectations at every level.</p> <p>Increase GFLCVB’s share of voice in key markets through more beneficial media deals by implementing a trading desk media buy approach.</p>	<p>help them explore a destination like a local and give them the expert insight to do so. Hello Sunny has been a beloved campaign and very successful. While evolving the message platform, Pace still believes that there are ways to preserve the value and equity of the brand that’s been created to date both during the transition phase and the ongoing new message platform. The strategy will be to evolve the dialogue to reflect what consumers are seeking now while embracing what they know and love about the destination and brand already. For the younger, affluent market of influencers that would garner repeat visitations and also encourage their intimate circle of friends and family to visit the area. The messaging will captivate this audience through use of engaging content and imagery that exploits the unique assets of the market, showcasing the character of Fort Lauderdale through the eyes of locals and tapping into new targeting technologies and mobile consumer, the overall strategy and messaging will be geared towards a</p> <p>Subconsultants see page 60, 116.</p> <p>Pace utilizes the services of subconsultants as an extension of our core departments. When contracting subconsultants, we make every effort to work with those who have history with our firm and who have a proven track record within our organization and extensive and ongoing experience working with our clients and internal project management system. The Department Heads manage and ensure quality and efficiency of all subconsultants augmenting their departments.</p> <p>Sample timeline see page(s) 61 – 64.</p> <p>Cost estimates and controls see page 65.</p>	<p><i>Does the visitor experience deliver on your brand promise?</i> <i>Are you tracking the right KPIs and PMs?</i> <i>Are you calculating the visitors, in-market spend and economic impact individually and/or holistically?</i> <i>Are you effectively conveying results to internal and external stakeholders in ways they need, want, appreciate and understand?</i> <i>Are you effectively quantifying in-market spend attribution to tourism efforts?</i> <i>Do you effectively convey to the community the trickle down effect of tourism?</i> <i>Is the workforce community “healthy” with lower unemployment, wage parity, year round stabilization?</i> <i>With continued increased in visitation, are your partners experiencing the same level of success?</i> <i>Are you sales focused or marketing focused?</i> <i>Are you a brand-based marketing organization or a product-based marketing organization?</i> <i>Do you have a long-range vision and growth plan for tourism over the next 20 years?</i></p> <p>Sample timeline see page(s) 27.</p> <p>Cost estimates and controls see page(s) 28. Paradise will work within all allocated and approved budgets to develop the annual spending plan (both media and production). We’ll create a budget tracker which will be provided to you regularly so that we are on the same page and fully up to speed on budgeting. For estimating both production and media, working within the budget parameters for each, the agency will provide a written estimate for prior client approval. Prior to media estimates being provided, Paradise will provide an overall Media Flowchart and get client sign-off on the direction</p>

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2) Project Approach, continued.		<p>If a project requires a 3rd party vendor quote, Pace will obtain multiple quotes in order to ensure competitive pricing. Additionally, always having budget in mind, Pace will recommend options for production of creative that are value engineered in effort to obtain the most efficient pricing for the GFLCVB. Pace requires a detailed work authorization to be signed prior to any work commencing.</p>	<p>and timing of media. Upon completion of the project or media, Paradise will provide the original estimate (signed by the client) along with all vendor invoices (if applicable) to ensure that the project is on budget.</p> <p>An example of this can be recognized in how we handle content production projects. We work with each production to develop the most efficient use of time, budget and resources. We typically shoot video (with multiple videographers), photos (with multiple photographers) at the same time. This helps with reduced crew, talent, and production expenses. We'll shoot for a variety of audience segments as well as channels - owned, paid and earned as well.</p> <p>Because Paradise has many destination (and government) clients, we have established well-oiled modes of communication, budgeting and cost controls. We understand that each client has preferred methods of each and we tailor our approach accordingly. Frequency and methodology will be designed to fit the needs of your staff.</p>
<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>Samples of creative portfolio see page(s) 58 – 69.</p> <p>Tourism case studies see page(s) 65-69. Promote Tourism, Big ROI Panama</p> <p>Brand Architecture for a Destination Marriott Augmented Reality App</p> <p>Marketing Groups With Influencers Royal Caribbean Marketing Campaign</p> <p>The World’s First Luxury Hotel Instagram Magazine Marriott JW Instagram Magazine</p>	<p>Samples of creative portfolio see page 67.</p> <p>Tourism case studies see page(s) 68 – 69. Discover the Palm Beaches Margaritaville Resort Orlando</p> <p>Samples and explanations of approach to development of travel brand see page 70. When developing brand architecture for a destination or travel product, we begin by researching the unique benefits and attractions of the location, as well as the demographics and interests of the target markets.</p>	<p>Samples of creative portfolio see page(s) 31-40</p> <p>Tourism case studies see page(s) 41-68 Florida’s Paradise Coast Santa Rosa County, Navarre Beach Space Florida</p> <p>Samples and explanations of approach to development of travel brand see page(s) 32, 34-50, 55-68 Naples, Marco Island, Everglades Paradise helped brand Collier County as Florida’s Paradise Coast, an upscale playground for luxury-minded travelers. For more than 17</p>

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<p>2.1) Creative Portfolio, continued.</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>Performance Media 3x More Downloads Outstanding Media ROI Stanley Black & Decker</p> <p>Samples and explanations of approach to development of travel brand see page(s) 65-66. Panama Marriott Augmented Reality App</p> <p>Samples and explanations of approach to travel sales marketing see page(s) 65. We needed to increase visits to Panama and position it as a world-class tourism destination. 65% of the budget was dedicated to an online campaign to encourage sales through a display and search media strategy. We also leveraged social platforms through earned, owned, and paid media.</p>	<p>Samples and explanations of approach to travel sales marketing see page 71. Our approach to group sales marketing for a destination or travel product begins with the brand architecture. If the brand architecture is sound, then the overarching throughline it creates will be able to weave seamlessly through group-focused advertising and marketing efforts, creating a brand experience that connects with meeting planners on an individual level, while meeting the needs of all decision makers throughout the planning process.</p>	<p>years, the agency has continuously evolved the brand while further advancing the destination's story. Our work for the destination continually wins awards while helping to increase Collier County's TDT revenues.</p> <p>Visit Savannah After intense consumer, stakeholder and influencer research, we learned that Savannah is a classic Southern city with a twist. It's elegant yet unpredictable, classy yet eccentric. Paradise turned these unique insights into the destination's new brand identity and positioning: "This isn't ordinary. This is Savannah."</p> <p>Orlando North After a thorough brand and market assessment, Paradise led the effort to completely rebrand this destination. Once known as Visit Seminole County, the new brand helped immediately locate the destination in the minds of leisure travelers and meetings/sports planners. Since rebranding the destination, Orlando North has seen consistent growth in all key tourism metrics.</p> <p>Samples and explanations of approach to travel sales marketing see page(s) 69 Our strategic business-to-business marketing approach for DMO's meeting and group visitors is nothing short of one thing: supporting the sales and business development functions.</p> <p>In identifying, attracting and engaging the present and future meeting and group visitor, we must seek to understand and align with the sales goals, strategies and tactics. Sales and marketing alignment is imperative to achieve critical mass and maximum yield.</p> <p>We create a 360-degree marketing approach to</p>

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2.1) Creative Portfolio, continued.			<p>help identify and engage relevant business decision makers, generate qualified sales leads, nurture sales prospects, and ultimately, support the close of new sales. We develop targeted customer profiles and sales prospect segmentation strategies in order to deliver aligned brand messaging and creative to those audiences.</p> <p>Most importantly, we follow the road map of trade shows, road shows, FAMs, and sponsorships in order to deliver a supportive and effective integrated marketing communications plan.</p> <p>To sustain tourism growth, marketing to meeting and group audiences is needed in additional to sales efforts. We must align sales and marketing for this segment.</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) 91-96.</p> <p>Research, business intelligence, and tourism industry knowledge see page 97. Nobox conducted primary research for Marriott International to validate the concept before the launch of the campaign.</p> <p>They manage research tools GWI and Comscore to surface key insights on the travel and tourism industry.</p>	<p>How team will handle account management see page(s) 72 – 75.</p> <p>Once a budget is established, the team will craft a plan inclusive of creative/production fees and media placements and will have a documented flow chart in a shared workspace such as Basecamp, Slack or Google Drive, so that all parties can see the most up-to-date budget as well as what has been approved or what is pending.</p> <p>Research, business intelligence, and tourism industry knowledge see page 73. Certainly, we have access to research regarding media consumption habits for local and feeder markets as well as ratings for broadcast, top publishers, etc.</p>	<p>How team will handle account management see page(s) 71. The following provides an overview of services/work Paradise will provide to fulfill the request for proposal. These services will be provided throughout the entirety of the contract period.</p> <p>Research, business intelligence, and tourism industry knowledge see page(s) 72-74. Data-driven research initiatives lead to specific consumer segmentation rooted in behaviors, lifestyle choices, spending patterns, and this data and insight will paint a richer portrait of potential visitors and guide future marketing and advertising efforts. Data-driven research initiatives help identify the best branding and positioning tactics for Greater Fort Lauderdale so that the destination can be emotionally differentiated in the hearts and minds of past, present and future visitors, as well as Broward County residents.</p>

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<p>2.3. Media Planning and Buying a. Indicate how the team can leverage value-added opportunities. b. Indicate how the team would handle industry co-op advertising opportunities and leverage media buys and sponsorships. <u>Total points: Maximum 10 points</u></p>	<p>Media planning and buying value-added opportunities see page(s) 70 – 89. Implement insight-driven strategic plans to forecast needs at every level and prepare an always-on approach that is also flexible to the needs of the markets.</p> <p>Increase local relevance while maintaining global alignment by pretesting and confirming theories in the planning phase using primary research and tools.</p> <p>Enabled by innovation and an improved discovery process with local markets, we will optimize based on real-time data to meet KPIs and expectations at every level.</p> <p>Increase GFLCVB’s share of voice in key markets through more beneficial media deals by implementing a trading desk media buy approach.</p> <p>Handling co-op advertising and leveraging media buys and sponsorships see page(s) 83. Savings are normally defined as follows: Direct Cost Reductions: Lower media costs achieved as a result of negotiated price reductions. Value-Added: Cost savings achieved through improved planning, improvements in booking procedures and booking flexibility, improvements in targeting, optimization of budgets by channel, modeling, and optimizing ROI. Free additional brand exposure (e.g., promotions, sponsorships, content, and editorials).</p>	<p>Media planning and buying value-added opportunities see page(s) 76 – 77. Our team has a proven track record of achieving over 40% in relevant added value on our media buys. Whether it be on-air sponsorships, event tie-ins, advertorial/editorials, bonus spots, no charge billboards, etc., we are more than confident that we will over deliver and use our agency negotiation power to leverage and provide the GFLCVB with an immense amount of added value.</p> <p>Handling co-op advertising and leveraging media buys and sponsorships see page(s) 76 – 77. Pace would be prepared to manage the co-op advertising opportunities and leverage media buys/sponsorships in order to engage with participants, inform them of the cost savings and the reach they will be achieving for much less than if they advertised with these media outlets directly.</p>	<p>Media planning and buying value-added opportunities see page(s) 77-82. We have created effective campaigns spanning all budget types – including digital, broadcast, out-of-home, interactive, print, television, radio, social, direct mail, and planted the seeds for viral campaigns. Our creative cuts through the clutter, inspires and drives action. Our media buyers are known for their negotiation skills and ability to generate discounted rates and substantial added value. Using advanced technologies, deep experience and relationships our team members are expert at knowing how get the best yield from paid media dollars.</p> <p>Behind every good media buy is a great media plan. Our media strategists do deep dives into the appropriate qualitative research tools to learn all they can about not only our target’s media usage – all the way down to their most-used social platforms and favorite TV shows - but also their attitudes about the various methods of advertising, to gather the information we need to deliver to the right audiences in the media and environments where they will be most receptive and open to the message.</p> <p>We believe the real difference in our approach is the questions we ask and the listening we do in the Discovery Process. Those learnings inform all strategy and planning. There is no place for assumptions and preconceived notions when we are putting together an actionable plan for our clients.</p> <p>After a thorough discovery process, we clearly define goals and KPIs, and begin the process of developing the best plan for our clients.</p>

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<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 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>First project reference see page 22. Marriott International Digital – Social Agency</p> <p>First project/reference additional information requested see page(s) 66, 68, 99.</p> <p>Second project reference see page 23. PepsiCo. Digital – Social Agency</p> <p>Second project/reference additional information requested see page(s) 59, 100.</p> <p>Third project reference see page 24. Sony Interactive Entertainment LLC. UCL Promo Activation 2018 Strategy, Conceptualization, Execution, Logistics, Brand Support, Design, Copywriting, Community Management, Reporting, B2B support, Website Development</p> <p>Third project/reference additional information requested see page(s) <i>unable to find</i>.</p>	<p>First project reference see page 17. Broward College Integrated Marketing</p> <p>First project/reference additional information requested see page(s) 79 - 80.</p> <p>Second project reference see page 20. Boca Raton Airport Authority Marketing Services On-call marketing services including graphic design, event management, social media management, video production.</p> <p>Second project/reference additional information requested see page 70, 84.</p> <p>Third project reference see page(s) 22. Boca Raton Regional Hospital Boca Raton Regional Hospital Advertising Campaigns Media Buying Services</p> <p>Third project/reference additional information requested see page 83.</p>	<p>First project reference see page(s) 86. Naples, Marco Island, and the Everglades CVB – Collier County Advertising Services Agency of Record – Full-service – Strategic Planning, Account Management, Account Planning, Media Buying and Placement, Branding, Creative Development and Production, Social Media, Crisis Planning, Interactive/Website Services.</p> <p>First project/reference additional information requested see page(s) 86, 42-50.</p> <p>Second project reference see page(s) 87. Santa Rosa County Tourism Advertising Services Agency of Record – Full-service – Strategic Planning, Account Management, Account Planning, Media Buying and Placement, Branding, Creative Development and Production, Social Media, Public Relations, Crisis Planning, Interactive/Website Services.</p> <p>Second project/reference additional information requested see page(s) 87, 51-54.</p> <p>Third project reference see page(s) 88. Visit Savannah Branding Services Strategic Planning, Account Management, Project Management, Brand Development, Message Development, Creative Development and Production.</p> <p>Third project/reference additional information requested see page(s) 88, 34-41.</p>

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3) Past Performance Evidence or Knowledge and Experience, continued. i. Minority Demographic markets, including U.S. Domestic, African American, women owned, LGBT+ and Latino markets. 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. <u>Total points: Maximum 20 points</u>			
4) Workload of the Firm 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. <u>Total points: Maximum 5 points</u>	List of all projects managed within last five years and list of projects in the near future see page(s) 104.	List of all projects managed within last five years and list of projects in the near future see page(s) 85 - 86.	List of all projects managed within last five years and list of projects in the near future see page(s) 90.

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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	Vendor's Business Location Attestation Form see page(s) 342 - 343. Vendor does not have a principal place of business location (also known as the nerve center) within Broward County.	Vendor's Business Location Attestation Form see page(s) 114 – 115. Vendor does not have a principal place of business location (also known as the nerve center) within Broward County.	Vendor's Business Location Attestation Form see page(s) 123-124. Vendor does not have a principal place of business location (also known as the nerve center) within Broward County.
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. Points for price will be calculated as follows: (lowest proposed price/proposer's price) x 10 = Price Score Total points: Maximum 10 points	Provided. .	Provided.	Provided.

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7) Pricing Support 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). 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. <u>Total points: Maximum 10 points</u>	Average monthly projection of level of effort (by hours and job classification) see page(s) 12-13. Salary Rates for any positions not included in the Flat Fee Service see page(s) 13.	Average monthly projection of level of effort (by hours and job classification) see page(s) 88. Salary Rates for any positions not included in the Flat Fee Service see page(s) <i>unable to find</i>.	Average monthly projection of level of effort (by hours and job classification) see page(s) 94. Salary Rates for any positions not included in the Flat Fee Service see page(s) 94.