

RFP No. GEN2116476P1	Advertising Agency Services		
Vendor Name	PP+K, Inc. dba PPK	Relebrand	Starmark International, Inc.
Vendor Address	1102 N Florida Ave. Tampa FL 33602	800 South Douglas RoadLa Puerta Del Sol, Suite 230 Coral Gables, FL 33134	210 S Andrews Ave Fort Lauderdale, FL 33301
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) 13-21.</p> <p>Rey Futch Account Director As Account Director at PPK, Rey is responsible for overseeing and executing strategic marketing and branding campaigns for a wide range of clients and categories, from GTE Financial and Pinch A Penny Pool, Patio and Spa, to LEGOLAND Florida and Visit Tampa Bay. She closely collaborates with all agency departments (creative, production, media, digital media, social media, web, and traffic) to ensure client goals and objectives are exceeded on all campaigns.</p> <p>Liz Phelps Managing Partner Integrated Media Liz has over 15 years of experience. Her career started in New York, where she worked for a variety of top Global agencies such as Mediaedge, CIA, and Zenith Media.</p> <p>Andi Weinberger Associate Media Director A native of Saint Petersburg, FL, Andi graduated from the Zimmerman Advertising Program at the University of South Florida in May 2012 with a major in Mass Communications-Advertising and a minor in Psychology.</p> <p>Subconsultant qualifications and experience see page(s) 131, 92-93.</p>	<p>The first three staff listed in the submittal are shown below. Qualifications and experience for all key staff see page(s) 24-26.</p> <p>Adriana Torres, Marketing Director - Adriana got her bachelor's in Business Administration. Her experience in tourism also includes Carnival Cruise Lines, Eastern Airlines, Silver Airways and the Hilton Aruba Caribbean Resort & Casino.</p> <p>Roberto S. Schaps, President & CEO - MBA at the University of Miami. Roberto has worked with many destinations, including Kissimmee, Miami, New Smyrna Beach, Toronto, Alabama Gulf Shores, El Salvador, Gettysburg, PA, Guatemala, Mexico, Mississippi's Gulf Coast, Peru, Puerto Rico and Springfield, MO.</p> <p>Jose Perozo, Sr. Designer - Jose has more than 15 years of experience creating complete branding programs for PortMiami, the Greater Miami Convention & Visitors Bureau, Gettysburg Convention & Visitors Bureau, New Smyrna Beach Area Visitors Bureau, and Meet Puerto Rico, among others. And like Tom, he likes to spend his weekends on his mountain bike, or should we call it trail bike here in Miami.</p> <p>Subconsultant qualifications and experience see page(s) 25-29.</p>	<p>The first three staff listed in the submittal are shown below. Qualifications and experience for all key staff see page(s) 21-28.</p> <p>PEGGY NORDEEN Chief Executive Officer/Founder Peggy is the co-founder of Starmark, originally launching the company in Chicago in 1978. The company has been on the Inc. 500 list of fastest growing privately held companies seven times. In 2013, Peggy was recognized as one of the top five Women-Led Businesses in Florida by the Commonwealth Institute of South Florida and PNC Bank.</p> <p>JACQUI HARTNETT President Jacqui is a multi-faceted executive who brings a wealth of professionalism, strategic capabilities and management expertise to Starmark. She manages the agency's operations and leads the Business Development team. Her eye for detail and management skills are valuable assets in planning and galvanizing the success of client programs.</p> <p>BRETT CIRCE Chief Digital Officer Brett strives to place Starmark's big ideas in the larger context of the online world. With all aspects of business and branding now touching mobile, social and web, Brett ensures that client strategies and tactics integrate seamlessly in the digital realm, in real time.</p> <p>Subconsultant qualifications and experience see page(s) 22.</p>

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<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) 21-27. Message Platform & Strategy Process: Our philosophy is that great creative must always be grounded in great strategy.</p> <p>PPK’s strategic process begins with a commitment to foundational research and insights. We begin with a Target Audience Segmentation. We then deliver a Target Audience Mindset to be used as the baseline for further positioning and creative development. Developmental research and insights help test and validate the brand’s positioning and creative opportunity:</p> <p>It is important to create compelling consumer experiences in which touchpoints across all media interconnect—not simply a rotation of messages. This requires innovation and creativity and is our key to success in delivering business outcomes. As considerations for brands increase, purchase decision making is extended into new areas on and offline.</p> <p>Media Planning + Channel Strategy: At PPK, we take a consumer-centric approach to channel strategy and communications planning in order To determine the most effective and efficient combination of channels across the consumer’s decision pathway. There are three key phases within our communications planning process: Discover, Develop, and Measure</p> <p>We pride ourselves in being agile enough to make all communications responsive to consumer discussions about the brand and the category. Brands must connect to the consumer during every point of the purchase pathway—this requires a diversification of the communications and channel mix to engage with consumers in new ways.</p> <p>Sample timeline see page(s) 27.</p>	<p>Prime vendor approach to project see page(s) 30-35. Our Lifestyle & Mindset Marketing Approach Develop an integrated strategy that leverages Greater Ft. Lauderdale visitor/prospect lifestyles and mindsets within our target DMAs. Speaking to consumers based on their point of view and outlook on life will enable us to align marketing initiatives with our target audience’s values and key purchase drivers. This approach also enables greater message accuracy and relevance in reaching high-value market segments. In short, lifestyle marketing will define our core message, product offers and media channels for each customer segment. *We have included four examples of proprietary lifestyle profiles created for a cruise category client.</p> <p>Making Meaningful Connections Concentrate marketing efforts on the highest-value lifestyle segments for Ft. Lauderdale. These segments will be selected based on key behavioral criteria including propensity to travel to to Ft. Lauderdale during the spring and summer months, activity/experiential preferences and spending potential. Connect broadcast, print, video and digital with social media initiatives to create meaningful, effective and sustainable marketing platforms for these prospects. Specific tactics include: -Match vacationers to their ideal Ft. Lauderdale activities and accommodations based on lifestyle patterns and mindset -Target the highest value segments at the ideal time in their vacation planning cycle -Create compelling content and sense of community to inspire social media sharing -Build personal connections through tailored messaging - Increase travel value through powerful partnerships.</p>	<p>Prime vendor approach to project see page(s) 29-38. We start with an annual plan that provides a snapshot of the year ahead. This plan is based on achieving the objectives that are set forth by our clients. We study these objectives and carefully craft tactics that will help us achieve our goals. The annual plan that we develop is an outline of an upcoming calendar year. This roadmap takes into consideration all events, seasonalities, promotions and other variables that will impact messaging. It’s a “big picture” of what is ahead in the next year.</p> <p>It is important to note that Starmark is engaged in client planning, we meet with all CVB department heads and marketing representatives in order to most effectively understand the team needs. In some cases we start planning 6 months in advance. This allows time to carefully craft and evaluate our planned tactics. We meet with industry partners (like our media partners) and we join forces to deliver the strongest programs. Our creative teams also meet with our industry partners. Powerful ideas come from educated opinions across all professions and platforms. When we put the right people together, amazing things happen.</p> <p>Once an annual plan and its projected budget is approved, the Account Service team works with the integrated Starmark team members to create a roadmap of all the identified stories (deliverables) that are needed to achieve the program goals. We share the Roadmaps with the client team to make sure we have all the necessary information and our aligned on the program goals and deliverables. We tackle programs in this way to make sure that we accurately schedule all projects, prepare any necessary timelines and prioritize as accurately as we can. Our Agile process accommodates</p>

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2) Project Approach, continued.	<p>Cost estimates and controls see page(s) 30. Account Management and Media departments are recurring service-based projections based on the scope and the size of the projected media budget. The Creative department is also staffed to retain talent for the support of the scope, and is more easily allocated by creative deliverable if needed. Staff hours would be tracked per the contractual terms and reported and billed monthly, not to exceed the Flat Rate Fee. If actual hours are lower than estimated, the value of the invoice would come in under budget. If hours accrue up the point where execution is at risk, the Account Management team will use weekly client status meetings and/or direct correspondence to notify the client. Additional estimates can be created on an as needed basis, but the goal of all projects would be to finish at or under the original estimated value of the scope.</p> <p>Subconsultants see page(s) 131, 22, 92-93 No subconsultants would be used, unless such case that qualitative or quantitative studies become necessary through formal request from GFLCVB as an Optional Service.</p>	<p>Considerations Potential to add a public relations or event component based on target audience profile. Partnering & Co-op Opportunities Expand the base budget and enhance the campaign's effectiveness by partnering with consumer brands that reflect our visitors' values and/or VISIT FLORIDA travel partners.</p> <p>Subconsultants see page(s) 36, 347. In this RFP we identified three different subconsultants. One for strategic planning, one for media strategy, planning and buying, and one for creative insight & support and video production.</p> <p>Sample timeline see page(s) 37-38.</p> <p>Cost estimates and controls see page(s) 39. The production team will meet twice weekly to review current projects regarding status, costs and deadlines. In addition, we will have a larger status meeting every Monday morning with production, account service, creative and media to review upcoming deadlines for the week.</p>	<p>changes in the plan so new opportunities that are always on the horizon can be taken advantage of to support the annual marketing plan. We track our stories (deliverable) status via the Basecamp system, our online communication portal and through weekly status meetings. See our Agile Methodology pages that follow that demonstrate our collaborative and transparent approach to Program Management.</p> <p>Subconsultants see page(s) 431.</p> <p>Sample timeline see page(s) 37-38. The project plan assumes 10-12 months (24 sprints] for priority one deliverables (Stories). An Actual project plan will be created after the teams complete the Roadmap and determine Greater Fort Lauderdale CVB and Starmark story assignments and priorities.</p> <p>Cost estimates and controls see page(s) 31. Cost estimates are developed based on approved contracts and rates. Regardless of the estimate, if there is a change in scope or the project necessitates additional time, the Agency will not increase an estimate unless it is pre-approved. Our estimate review process is digital and is based on daily time sheets that are completed by all SMI employees.</p>

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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) 31-37.</p> <p>Tourism case studies see page(s) 41-44. CASE STUDY: PPK helps Visit Tampa Bay go viral CASE STUDY: Attraction X Hotel Launch (Confidential)</p> <p>Samples and explanations of approach to development of travel brand see page(s) 45-46, 35, 37.</p> <p>Samples and explanations of approach to travel group sales marketing see page(s) 46 In our experience, Group Sales success is driven largely by the strategic development and messaging of travel packages. And this takes a tremendous amount of buy-in and coordination from al of the destination's partners and strategic alliances to ensure the packages are relevant, enticing, and compelling.</p>	<p>Samples of creative portfolio see page(s) 41-52.</p> <p>Tourism case studies see page(s) 52-57. Client: Greater Miami Convention & Visitors Bureau Program: “It’s So Miami: People + Places” Campaign</p> <p>Client: Greater Miami Convention & Visitors Bureau Program: 443 Summer Campaign</p> <p>Client: Greater Miami Convention & Visitors Bureau Program: Where Words Meet Campaign</p> <p>Samples and explanations of approach to development of travel brand see page(s) 68-72, 105. Meet Puerto Rico ‘On a Tropical Island. In the Caribbean.” Campaign</p> <p>Samples and explanations of approach to travel sales marketing see page(s) 73-76, 149-150. Meet Puerto Rico Greater Miami Convention & Visitors Bureau “Where Worlds Meet”</p>	<p>Samples of creative portfolio see page(s) 168-177.</p> <p>Tourism case studies see page(s) 309-326. TOURISM CASE STUDY - NICKELODEON PUNTA CANA TOURISM CASE STUDY: GREATER FORT LAUDERDALE CONVENTION & VISITORS BUREAU TOURISM CASE STUDY: GREATER FORT LAUDERDALE CVB TOURISM CASE STUDY: NICKELODEON RESORT BLACK FRIDAY</p> <p>Samples and explanations of approach to development of travel brand see page(s) 196-197, 300, 305, 310-315.</p> <p>Starmark’s creative process is designed to produce smart communication that can propel a brand to a place of distinction. To do that, we employ seasoned Writers, Art Directors, and Creative Directors. Each is a talented asset whose sole purpose is to bring your brand to life, and we have a process in place that helps to create parameters to govern their thinking. The result is work that is well-informed and singularly focused.</p> <p>Samples and explanations of approach to travel sales marketing see page(s) 198-203. LET MEETING PLANNERS KNOW THE BEACH HAS A BUSINESS SIDE GENERATE BUZZ AND BOOKINGS WITH A MEETINGS INCENTIVE PACKAGE MEETING PLANNERS MEET THEIR MATCH. “INSPIRED MEETINGS” INSPIRES PLANNERS TO BOOK.</p>

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<p>2.2) Account Management</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><u>Total points: Maximum 5 points</u></p>	<p>How team will handle budget management see page(s) 46-49.</p> <p>This team of detail-oriented, strategic marketers serves as the conduit for all work moving between client and agency, and the skill of interpretation is critical to ensuring these individuals maintain the perfect balance of client and agency best interest. Daily calls, weekly status meetings, and ongoing reporting are all critical to achieving this agency-client connectivity.</p> <p>Research, business intelligence, and tourism industry knowledge see page(s) 50.</p>	<p>How team will handle budget management see page(s) 77.</p> <p>Relebrand will use our online project management system (Mavenlink) in order to ensure that the tracking and coordination of all steps in the projects are monitored and fulfilled correctly. Weekly status calls with the client; monthly status onsite visits; monthly, quarterly and annual recaps of all results; and the fact of having dedicated teams in all levels of service (Creative, Account Management, IT, Strategy, Analytics) will ensure that all aspects of the relationship will be at client's expectation level of service.</p> <p>Research, business intelligence, and tourism industry knowledge see page(s) 78-79.</p> <p>Relebrand has a comprehensive background in all areas of the tourism industry – from destinations to hotels, resorts and spas, attractions, airlines, airport authorities, hotel groups and co-ops, cruise lines, car rental companies, restaurants and industry associations.</p>	<p>How team will handle budget management see page(s) 204-229.</p> <p>Coordinate and administer all negotiated value added placement and deliverables. This effort requires a separate schedule aside from annual media plan. Value added can include, but is not limited to, email blasts, advertorial spreads, out-of-home efforts, links, listings and event participation.</p> <p>Develop turnkey cooperative programs for consumer and meetings segments. This includes the management of gflcvb.starmark.com, the turnkey site designed to streamline the co-op effort, along with sales, support materials, annual planning, coordination of materials collections from partners and media, copy editing, formatting, approvals process, billing and overall administration on behalf of the CVB.</p> <p>As an extension of the CVB's marketing team, Starmark will continue to participate in and attend partner meetings, community presentations and departmental meetings. We will also assist in the development and execution of presentation materials and leave-behinds.</p> <p>Partner with CVB to brainstorm and develop new initiatives to support marketing objectives, specific sales efforts and opportunities such as PRIDE 2020.</p> <p>Integrated brand messaging is key. Starmark will continue to partner with the Public Relations agency and website developers to ensure consistency. We will work hand-in- hand to support all CVB programs, promotions and events with a single unified voice.</p> <p>Develop and maintain methodologies to</p>

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2.2) Account Management, continued.			<p>measure success and R.O.I. of all programs.</p> <p>Budget development, management and monthly reporting. This includes monthly CDBE reporting and compliance checkpoints.</p> <p>Weekly Status Meeting.</p> <p>On-site collaboration/representation/partnership.</p> <p>Research, business intelligence, and tourism industry knowledge see page(s) 361-363. To open a brand to new possibilities, Starmark’s Research team taps into a rich tool chest. Options range from sophisticated quantitative research studies designed to provide insights into our target audiences’ attitudes and behavior, to more unconventional studies that put us into our target’s world. Some crack old preconceptions. Some pry loose new perspectives. Some rearrange information in startling new ways. Our leadership in a research approach was demonstrated this year in our Project Management of the US Domestic and International Focus Groups along with the facilitation of the North Star Stakeholder session.</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>Media planning and buying value-added opportunities see page(s) 51-57. To ensure maximum reach and awareness within our budgets, it is important to also optimize campaign flighting while considering media channel synergies. On top of these optimizations that help to reduce cost and create value, we also negotiate added value content, inventory, and integration opportunities within our media buys at no additional cost. Added value and promotions are customized to each client’s needs.</p> <p>Handling co-op advertising and leveraging media buys and sponsorships see page(s) 58.</p>	<p>Media planning and buying value-added opportunities see page(s) 80. we always strive for the best value we can secure, that doesn’t always mean the lowest CPM. We approach each vendor/partner with an open mind, to discover what it is they can offer that’s of greatest value for our client, based not only on their available assets and flexibility, but also on each client’s unique set of priorities and objectives.</p> <p>Handling co-op advertising and leveraging media buys and sponsorships see page(s)</p>	<p>Media planning and buying value-added opportunities see page(s) 233-235. Negotiating value added programs is a critical part of our media planning process, since it helps maximize and leverage the media budget. From our standpoint, these value added programs must be innovative and surpass the boundaries of traditional advertising to put Greater Fort Lauderdale in front of the consumer in ways they wouldn’t necessarily expect. These programs allow for multi-faceted, integrated campaigns across multiple mediums. What’s more, value added programs have no cost to the GFLCVB.</p>

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2.3. Media Planning and Buying, continued.	During our media planning process, we identify opportunities within each channel to allow for co-op partnership buy-in. Opportunities can take the form of tagging push messages, to simply co-branding other tactics to help drive awareness and activation on behalf of participating partners. Once these opportunities are identified within the media plan, a program for co-op buy-in is assembled.	81.	<p>Handling co-op advertising and leveraging media buys and sponsorships see page(s) 236-239.</p> <p>Co-op advertising is a primary offering of Greater Fort Lauderdale CVB. Starmark’s role is the following:</p> <ul style="list-style-type: none"> • Work with media vendors and outlets to build the best overall programs. • Combine creative staff, media staff and strategic planning staff at an annual “creative thinking” workshop designed for out of the box planning and staying current. Media partners attend this day-long session. • Research industry offerings particularly in the digital category. • Negotiate to build the most cost-effective and fully integrated programs. • Develop an annual co-op plan and present it to GFLCVB’s constituents and partners. • Manage sales, artwork collections, approvals process and billing. • Trouble shooting and assistance to all industry partners. • Report ROI results on a quarterly basis. • Monitor and track performance to allow flexibility and adjustments.
<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</p>	<p>First project reference see page(s) 65, 62-64. Visit Tampa Bay Full-Service Agency of Record Full-Service: Traditional Media Planning & Buying, Digital Media Planning & Buying, Creative Strategy & Development, Production, Social Media Content, and Campaign Reporting/Evaluation.</p> <p>First project/reference additional information requested see page(s) 62-64</p> <p>Second project reference see page(s) 65, 66-70.</p>	<p>First project reference see page(s) 123, 185. Barry University Marketing Agency Strategic planning, brand development, advertising campaign, marketing materials, production services, media planning/buying (traditional/digital/social), marketing counsel.</p> <p>First project/reference additional information requested see page(s) 185.</p> <p>Second project reference see page(s) 124.</p>	<p>First project reference see page(s) 372. Premier Worldwide Marketing Creative Agency of Record for portfolio of brands Starmark has served as our creative agency of record for multiple hotel brands, including Azul Beach Resorts, Nickelodeon, and Margaritaville. Their work includes guest research, brand and creative strategy, creative campaign development, web site development, and advertising production.</p>

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<p>3) Past Performance Evidence or Knowledge and Experience, continued.</p> <p>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>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</p>	<p>LEGOLAND Florida Resort 2018 Annual Campaign Traditional/Digital Media Planning & Buying; Ad-Hoc Creative Services/Production Projects</p> <p>Second project/reference additional information requested see page(s) 66-70.</p> <p>Third project reference see page(s) 71, 72-75. Florida Lottery General Market Advertising & Related Commodities and Services Full-Service: Traditional Media Planning & Buying, Digital Media Planning & Buying, Creative Strategy & Development, Production, Social Media content, and Campaign Reporting/Evaluation.</p> <p>Third project/reference additional information requested see page(s) 72-75.</p>	<p>Greater Miami Convention & Visitors Bureau Marketing Agency Through the years they have provided, brand development, strategic planning, research, advertising campaigns, marketing materials, production services, media planning/buying (traditional/digital/social), co-op programs, promotions, crisis management, marketing counsel</p> <p>Second project/reference additional information requested see page(s) 185, 187</p> <p>Third project reference see page(s) 125, 104-106. Meet Puerto Rico [former client, company no longer exists] Marketing Agency Strategic planning, brand development, advertising campaign, marketing materials, production services, media planning/buying (traditional/digital), marketing counsel.</p> <p>Third project/reference additional information requested see page(s) 186, 207</p>	<p>First project/reference additional information requested see page(s) 209, 48-53, 63-64. <i>GFLCVB staff note: staff were unable to find text identifying some of the additional information requested such as account processes and specified examples of co-op advertising processes.</i></p> <p>Second project reference see page(s) 373 Seaworld Parks & Entertainment Brand Roadmap Agile roadmap of brand work and strategic business plans</p> <p>Second project/reference additional information requested see page(s) 347, 354, 357.</p> <p><i>GFLCVB staff note: staff were unable to find text identifying some of the additional information requested such as account processes and specified examples of co-op advertising processes.</i></p> <p>Third project reference see page(s) 112. Kaplan University Marketing campaign strategy, planning, development and execution. Starmark operated as a key partner in working to build the Kaplan University brand and drive acquisition at national and local levels. Their integrated campaign planning capabilities, combined with their creative talent, always proved to be valued asset in our overall marketing plan.</p> <p>Third project/reference additional information requested see page(s) 40.</p>

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3) Past Performance Evidence or Knowledge and Experience, continued. media buys and sponsorships provided under project/contract. Total points: Maximum 20 points			
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. Total points: Maximum 5 points	List of all projects managed within last five years and list of projects in the near future see page(s) 79-88 PPK does not feel that any of its current clients are a conflict of interest for GFLCVB, nor are we currently entering contract with any projected projects that would be of conflict. We have assembled the below table to communicate our current retainer-based clients, current project clients, and past clients within the past 5 years. As you will see from the list of clients, PPK's process, personal, and expertise is trusted across a wide variety of categories beyond Travel & Tourism.	List of all projects managed within last five years and list of projects in the near future see page(s) 313-314	List of all projects managed within last five years and list of projects in the near future see page(s) 395-397.
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	Vendor's Business Location Attestation Form see page(s) 129-130. 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) 345-346 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) 429. 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), and attests to the following statements:

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5) Location, continued. 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			
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.
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. Total points: Maximum 10 points	Average monthly projection of level of effort (by hours and job classification) see page(s) 90-91. Salary Rates for any positions not included in the Flat Fee Service see page(s) 92-94.	Average monthly projection of level of effort (by hours and job classification) see page(s) 111. Salary Rates for any positions not included in the Flat Fee Service see page(s) 112-113.	Average monthly projection of level of effort (by hours and job classification) see page(s) 399-401. Salary Rates for any positions not included in the Flat Fee Service see page(s) 402.