Bid Tabulation Packet for Solicitation GEN2116476P1

Advertising Agency Services

Bid Designation: Public



Bid #GEN2116476P1 - Advertising Agency Services

Start Date Feb 1, 2019 3:25:33 PM EST Awarded Date Not Yet Awarded

Supplier	Unit Price	Qty/Unit	Total Price	Attch.	Docs
Zimmerman Agency [Ad]	First Offer - \$74,689.00	12 / month	\$896,268.00	Υ	Υ
Product Code: Agency Notes:		Supplier Product Co Supplier Notes: Unit price is monthly fee			
Cactus Marketing Communications	First Offer - \$80,000.00	12 / month	\$960,000.00	Υ	Υ
Product Code: Agency Notes:		Supplier Product Co Supplier Notes: Proprincluding all creative decopy writing, digital medetc. Total Annual Hours: 6,89 Total Monthly Hours: 57	osed monthly fee (Fla velopment fees, proje dia and content strate	ect manag	ement,
MMGY Global	First Offer - \$83,245.00	12 / month	\$998,940.00	Υ	Υ
Product Code: Agency Notes:		Supplier Product Co Supplier Notes: MMG and 3 of the stated contr	SY Global's submissio		ears 1, 2
Metropolitan Public Strategies	First Offer - \$99,083.00	12 / month	\$1,188,996.00	Υ	Υ
Product Code: Agency Notes:		Supplier Product Co Supplier Notes:	de:		
&Barr	First Offer - \$99,500.00	12 / month	\$1,194,000.00	Υ	Υ
Product Code: Agency Notes:		Supplier Product Co Supplier Notes:	de:		
PPK	First Offer - \$103,335.00	12 / month	\$1,240,020.00	Υ	Υ
Product Code: Agency Notes:		Supplier Product Co Supplier Notes:	de:		
Aqua [Ad]	First Offer - \$123,916.00	12 / month	\$1,486,992.00	Υ	Υ
Product Code: Agency Notes:		Supplier Product Co Supplier Notes:	de:		
Starmark	First Offer - \$147,940.00	12 / month	\$1,775,280.00	Υ	Υ
Product Code: Agency Notes:		Supplier Product Co Supplier Notes: See PDF for Evaluation (See Excel Sheet for Price	Criteria		
 Fuseideas	First Offer - \$161,667.00	12 / month	\$1,940,004.00	Υ	Υ
Product Code: Agency Notes:	[] 1137 OHOL WIVI,007.00	Supplier Product Co Supplier Notes: Pleas	de:		

						1
Relebrand	First Offer -	\$200,000.00	12 / month	\$2,400,000.00	Υ	Υ
Product Code:			Supplier Product C	Code:		
Agency Notes:	11	.	Supplier Notes:	<u> </u>	.,	
Pace Communications Group, Inc. Product Code:	First Offer -	\$231,450.00	12 / month Supplier Product C	\$2,777,400.00	Υ	Υ
Agency Notes:			Supplier Notes: All been filled out and ac additional required fo that required further a	forms in the documents cepted within that designms or forms from the action are included as ution for evaluation criter	gnated are document ploads in	ea. All t section this
ModOp	First Offer -	\$264,148.00	12 / month	\$3,169,776.00	Y	У
Product Code: Agency Notes:			on the services to be pestimated costs of all	e attached monthly flat provided by our team m annual deliverables. Th ces such as initial Brand	embers a	s well as does not
			Positioning or Website	e/APP design and deve	lopment.	and
Nobox Marketing	First Offer -	\$268,197.00	Positioning or Website 12 / month	e/APP design and deve	lopment.	y and
Nobox Marketing Product Code:	First Offer -	\$268,197.00	12 / month Supplier Product C	\$3,218,364.00		
Product Code:	First Offer -	\$268,197.00	12 / month	\$3,218,364.00		
		\$268,197.00 \$291,666.66	12 / month Supplier Product C	\$3,218,364.00		
Product Code: Agency Notes: BVK Product Code:			12 / month Supplier Product C Supplier Notes: 12 / month Supplier Product C	\$3,218,364.00 Code: \$3,499,999.92	Y	У
Product Code: Agency Notes: BVK Product Code: Agency Notes:	First Offer -	\$291,666.66	12 / month Supplier Product C Supplier Notes: 12 / month Supplier Product C Supplier Notes:	\$3,218,364.00 Code: \$3,499,999.92 Code:	Y	Y Y
Product Code: Agency Notes: BVK Product Code: Agency Notes: Paradise Advertising Product Code:	First Offer -		12 / month Supplier Product C Supplier Notes: 12 / month Supplier Product C Supplier Notes: 12 / month Supplier Notes:	\$3,218,364.00 Code: \$3,499,999.92 Code: \$3,499,999.92	Y	Y
Product Code: Agency Notes: BVK Product Code: Agency Notes: Paradise Advertising	First Offer -	\$291,666.66	12 / month Supplier Product C Supplier Notes: 12 / month Supplier Product C Supplier Notes: 12 / month	\$3,218,364.00 Code: \$3,499,999.92 Code: \$3,499,999.92	Y	Y Y

Supplier	Unit Price	Qty/Unit	Total Price	Attch.	Docs	
Cactus Marketing Communications	First Offer - \$70,000.00	12 / month	\$840,000.00		Υ	
Agency Notes:		Supplier Product Code: Supplier Notes: Total Annual Hours: 6,022 Total Monthly Hours: 502				
Zimmerman Agency [Ad]	First Offer - \$74,689.00	12 / month	\$896,268.00		Υ	
Product Code: Agency Notes:		Supplier Product C Supplier Notes: Unit price is monthly f				

	,	
MMGY Global	First Offer - \$75,712.00	12 / month \$908,544.00 Y Y
Product Code: Agency Notes:		Supplier Product Code: GEN2116476P101-02 Supplier Notes: MMGY Global's submission covers years 1, 2 and 3 of the stated contract.
Metropolitan Public Strategies	First Offer - \$99,083.00	12 / month \$1,188,996.00 Y
Product Code: Agency Notes:		Supplier Product Code: Supplier Notes:
&Barr	First Offer - \$102.485.00	12 / month \$1,229,820.00 Y
Product Code: Agency Notes:	1,	Supplier Product Code: Supplier Notes:
Aqua [Ad]	First Offer - \$102,850.00	12 / month \$1,234,200.00 Y Y
Product Code: Agency Notes:		Supplier Product Code: Supplier Notes:
PPK	First Offer - \$106,435.00	12 / month \$1,277,220.00 Y
Product Code: Agency Notes:		Supplier Product Code: Supplier Notes:
Starmark	First Offer - \$147,940.00	12 / month \$1,775,280.00 Y Y
Product Code: Agency Notes:		Supplier Product Code: Supplier Notes: See PDF for Evaluation Criteria See Excel Sheet for Pricing Support
Fuseideas	First Offer - \$161,667.00	12 / month \$1,940,004.00 Y
Product Code: Agency Notes:		Supplier Product Code: Supplier Notes:
Relebrand	First Offer - \$170,000.00	12 / month \$2,040,000.00 Y Y
Product Code: Agency Notes:		Supplier Product Code: Supplier Notes:
Pace Communications Group, Inc.	First Offer - \$231,450.00	12 / month \$2,777,400.00 Y
Product Code: Agency Notes:		Supplier Product Code: Supplier Notes:
ModOp	First Offer - \$263,440.00	12 / month \$3,161,280.00 Y
Product Code: Agency Notes:		Supplier Product Code: Supplier Notes: We have used estimates based on expected deliverables, increasing video production and digital experiences.
Nobox Marketing	First Offer - \$268,197.00	12 / month \$3,218,364.00 Y Y
Product Code: Agency Notes:		Supplier Product Code: Supplier Notes:
BVK	First Offer - \$291,666.66	12 / month \$3,499,999.92 Y
Product Code: Agency Notes:		Supplier Product Code: Supplier Notes:
Paradise Advertising	First Offer - \$291,666.66	12 / month \$3,499,999.92 Y Y
Product Code: Agency Notes:		Supplier Product Code: Supplier Notes:
Lightship Studios	First Offer - \$644,758.00	12 / month \$7,737,096.00 Y
Product Code: Agency Notes:		Supplier Product Code: Supplier Notes:

GEN2116476P101-03 Flat Fee Services	s - Year 3				
Supplier	Unit Price	Qty/Unit	Total Price	Attch.	Docs

	County Com				
Cactus Marketing Communications	First Offer - \$70,000.00	12 / month	\$840,000.00		Υ
Product Code: Agency Notes:		Supplier Product (Supplier Notes: To Total Monthly Hours:	tal Annual Hours: 6,022		
Zimmerman Agency [Ad]	First Offer - \$74,689.00	12 / month	\$896,268.00		Υ
Product Code: Agency Notes:		Supplier Product (Supplier Notes: Unit price is monthly	Code:		
MMGY Global	First Offer - \$75,712.00	12 / month	\$908,544.00	Υ	Υ
Product Code: Agency Notes:			Code: GEN2116476P1 MGY Global's submission ontract.		ears 1, 2
Metropolitan Public Strategies	First Offer - \$99,083.00	12 / month	\$1,188,996.00		Υ
Product Code: Agency Notes:		Supplier Product (Supplier Notes:	Code:		
Aqua [Ad]	First Offer - \$102,850.00	12 / month	\$1,234,200.00	Υ	Υ
Product Code: Agency Notes:		Supplier Product (Supplier Notes:	Code:		
&Barr	First Offer - \$105,560.00	12 / month	\$1,266,720.00		Υ
Product Code: Agency Notes:		Supplier Product (Supplier Notes:	Code:		
PPK	First Offer - \$109,628.00	12 / month	\$1,315,536.00		Υ
Product Code: Agency Notes:		Supplier Product (Supplier Notes:	Code:		
Starmark	First Offer - \$147,940.00	12 / month	\$1,775,280.00	Υ	Υ
Product Code: Agency Notes:		Supplier Product (Supplier Notes: See PDF for Evaluatio See Excel Sheet for P	n Criteria		
Fuseideas	First Offer - \$161,666.00	12 / month	\$1,939,992.00		Υ
Product Code: Agency Notes:	, not ono. • • • • • • • • • • • • • • • • • • •	Supplier Product (Supplier Notes:			
Relebrand	First Offer - \$170,000.00	12 / month	\$2,040,000.00	Υ	Υ
Product Code: Agency Notes:		Supplier Product (Supplier Notes:	Code:		
Pace Communications Group, Inc.	First Offer - \$231,450.00	12 / month	\$2,777,400.00		Υ
Product Code: Agency Notes:		Supplier Product (Supplier Notes:	Code:		
ModOp	First Offer - \$262,440.00	12 / month	\$3,149,280.00		Υ
Product Code: Agency Notes:		deliverables, increasi	Code: e have used estimates bang video production and		xpected
		experiences.			
Nobox Marketing	First Offer - \$268,197.00	12 / month	\$3,218,364.00	Υ	Тү

	,				
BVK	First Offer - \$291,666.66	12 / month	\$3,499,999.92		Υ
Product Code:		Supplier Product (Code:		
Agency Notes:		Supplier Notes:			
Paradise Advertising	First Offer - \$291,666.66	12 / month	\$3,499,999.92	Υ	Υ
Product Code:		Supplier Product (Code:		
Agency Notes:		Supplier Notes:			
Lightship Studios	First Offer - \$654,349.00	12 / month	\$7,852,188.00		Υ
Product Code:		Supplier Product (Code:		
Agency Notes:		Supplier Notes:			

Supplier Totals

f Cactus	Marketing Communications	\$2,640,000.00 (3/3 items)	
Bid Contact	Kristen Taylor Smith kristen@cactusinc.com Ph 303-455-7545	Address 2128 15th. Street Denver, CO 80202	
Bid Notes	Thank you, please enjoy!		
Agency No	etes:	Supplier Notes: Thank you, please enjoy!	Head Attch:
f Zimmeri	man Agency [Ad]	\$2,688,804.00 (3/3 item	s)
Bid Contact	Angela Meredith ameredith@brightredagency.com Ph 850-668-2222	Address TALLAHASSEE, FL 32308	
Agency No	etes:	Supplier Notes:	Head Attch:
f MMGY (Global	\$2,816,028.00 (3/3	3 items)

Bid Contact Hawley Montgomery

Bid Notes

hmontgomery@mmgyglobal.com

Ph 816-471-5988

Address 4601 Madison Avenue Kansas City, MO 64112

Thank you for including MMGY Global in your RFP process. Our team is excited and ready to hit the ground running. We are confident that our industry knowledge and expertise in advertising agency services for travel and hospitality brands will make us an ideal partner for Greater Fort Lauderdale.

Our comprehensive proposal covers each year of the stated contract length and addresses the full scope of work. If you have any questions while reviewing please feel free to reach out to our team. Thank you again for the opportunity, we look forward to hearing from you!

Agency Notes: Supplier Notes: Head
Thank you for including MMGY Global in your RFP Attch:

Thank you for including MMGY Global in your RFP process. Our team is excited and ready to hit the ground running. We are confident that our industry knowledge and expertise in advertising agency services for travel and hospitality brands will make us an ideal partner for Greater Fort Lauderdale. Our comprehensive proposal covers each year of the stated contract length and addresses the full scope of work. If you have any questions while reviewing please feel free to reach out to our team. Thank you again for the opportunity, we look forward to hearing from you!

Metropolitan Public Strategies

Bid Contact Jason Heard

\$3,566,988.00 (3/3 items)

Address 1677 Lexington Avenue 2nd FI

	County Com	missioners	
	jasonheard@gmail.com Ph 415-642-9970	New York, NY 10029	
	Please find attached the following items: * RFP Response * JV Agreement * CBE Letter of Intent * Workload history for MPS and SPARK * Vendor Reference forms for MPS and SPARK These documents apply to the entire bid.		
Agency Not	es:	Supplier Notes: Please find attached the following items: * RFP Response * JV Agreement * CBE Letter of Intent * Workload history for MPS and SPARK * Vendor Reference forms for MPS and SPARk These documents apply to the entire bid.	Head Attch:
f &Barr		\$3,690,540.00 (3/3 items)	
	Douglas White douglas.white@andbarr.co Ph 407-758-6509	Address 600 E Washington Street Orlando, FL 32801	
Agency Not	es:	Supplier Notes:	Head Attch:
f PPK		\$3,832,776.00 (3/3 items)	
,	tom kenney tkenney@uniteppk.com Ph 813-393-8564	Address 1102 N. Florida Ave. Tampa, FL 33602	
Agency Not	es:	Supplier Notes:	ead Attch:
f Aqua [Ad]		\$3,955,392.00 (3/3 items	s)
	Dave DiMaggio NewBiz@welcometoaqua.com Ph 727-687-4670	Address SAINT PETERSBURG, FL 33701	
Agency Not	es:	Supplier Notes:	Head Attch:
f Starmark		\$5,325,840.00 (3/3 items)
Bid Contact	Jacqui Hartnett Ipuente@starmark.com Ph 954-874-9000	Address 210 S. Andrews Fort Lauderdale, FL 33301	
Supplier Code	e VC0000039094		
Agency Not	es:	Supplier Notes:	Head Attch:
f Fuseidea	s	\$5,820,000.00 (3/3 items)	
Bid Contact	Dennis Franczak dfranczak@fuseideas.com Ph 617-776-5800 Fax 617-776-5821	Address 8 Winchester Place Suite 303 Winchester, MA 01890	

Qualification	ns SB	County Commissioners			
Agency No		Supplier Notes:	Head Attch:	Attch:	
f Relebrar Bid Contact	nd Roberto S Schaps roberto@relebrand.com Ph 305-476-3536	\$6,480,000.00 (3/3 items Address 800 Douglas Road La Puerta del Sol, Suite 230 Coral Gables, FL 33134	5)		
Agency No		Supplier Notes:	Head Attch		
Pace Co	mmunications Group, Inc.	\$8,332,200.00 (3/3 it	tems)		
	Julie Bricker julie@paceadv.com Ph 561-931-2639	Address 7301 North Federal Highway Studio B Boca Raton, FL 33487	,		
Bid Notes	Bid Notes All monthly flat fee pricing includes costs for agency time and production costs. The GFLCVB will not be billed for agency hours that are not utilized.				
Agency No	tes:	Supplier Notes: All monthly flat fee pricing includes costs for agonized time and production costs. The GFLCVB will not billed for agency hours that are not utilized.	ency	Head Attcl	
f ModOp		\$9,480,336.00 (3/3 in	tems)		
Bid Contact	Nicole Taic nicole.taic@modop.com Ph 786-615-6720	Address 444 Brickell Ave Suite 900 Miami, FL 33131			
Bid Notes	Please note: Under the Year 1 field, years.	we attached our response that will cover all three			
Agency No	tes:	Supplier Notes: Please note: Under the Year 1 field, we attache response that will cover all three years.	ed our	Head Attcl	
f Nobox N	Marketing	\$9,655,092.00 (3/3 if	tems)		
	Santiago Mas santiagomas@nobox.com Ph 786-427-5900	Address 3390 Mary Street MIAMI, FL 33129			
Bid Notes	Hello GFLCVB team, Thank you for the opportunity to participate in this first round of the RFP! As South Florida locals and passionate advertising professionals, it would be an honor and a pleasure to work in partnership with you. After we got a positive response in the Q&A section, we decided to prepare a deck as our reply to the Evaluation points instead of a Word or Excel file, as we thought it would better illustrate our capabilities. The file is called: "NOBOX PROPOSAL I GFLCVB Bid #GEN2116476P1 - Advertising Agency Services.pdf" As requested in the Q&A section, we uploaded the Local Presence Form as one of the check boxes didn't exist in the digital form (BidSync). Looking forward to receiving your comments and next steps. Feel free to reach out with any questions or additional request. Warm Regards and Miles of Blessings,				
	The Nobox Team.				

		County Commissioners	
f BVK	Mary DeLong	round of the RFP! As South Florida locals and passionate advertising professionals, it would be honor and a pleasure to work in partnership with After we got a positive response in the Q&A sective we decided to prepare a deck as our reply to the Evaluation points instead of a Word or Excel file, thought it would better illustrate our capabilities file is called: "NOBOX PROPOSAL I GFLCVB Bid #GEN2116476P1 - Advertising Agency Services As requested in the Q&A section, we uploaded to Local Presence Form as one of the check boxes exist in the digital form (BidSync). Looking forward to receiving your comments an steps. Feel free to reach out with any questions additional request. Warm Regards and Miles of Blessings, The Nobox Team. \$10,499,999.76 (3/3 items)	n you. tion, e as we The .pdf" he didn't
r	Mary DeLong mary.delong@bvk.com Ph 813-251-0398	Address TAMPA, FL 33606	
Agency Note	es:	Supplier Notes:	ead Attch:
f Paradise	Advertising	\$10,499,999.76 (3/3 items)
	Rudy Webb rwebb@paradiseadv.com Ph 727-821-5155	Address Saint Petersburg, FL 33701	
Agency Note	es:	Supplier Notes:	Head Attch:
f Lightship	Studios	\$23,514,984.00 (3/3 items)	
	Andrew Perrott andy@lightshipstudios.com Ph 954-621-1350	Address 4030 NE 6th Avenue Oakland Park, FL 33334	
Qualifications			I
Agency Note	es:	Supplier Notes:	Head Attch:

Aqua

Bid Contact Dave DiMaggio

Address SAINT PETERSBURG, FL 33701

NewBiz@welcometoaqua.com

Ph 727-687-4670

Item #	Line Item	Notes	Unit Price	Qty/Unit	Attch.	Docs
GEN2116476P101-01	Flat Fee Services - Year 1	Supplier Product Code:	First Offer - \$123,916.00	12 / month \$1,486,992.00	Υ	Υ
GEN2116476P101-02	Flat Fee Services - Year 2	Supplier Product Code:	First Offer - \$102,850.00	12 / month \$1,234,200.00	Υ	Υ
GEN2116476P101-03	Flat Fee Services - Year 3	Supplier Product Code:	First Offer - \$102,850.00	12 / month \$1,234,200.00	Υ	Υ

Aqua

Item: Flat Fee Services - Year 1

Attachments

Broward GEN2116476P1 · AQUA.pdf



MARKETING COMMUNICATION DESIGN

- ST. PETERSBURG
- NAPLES
- FT. LAUDERDALE

WelcomeToAqua.com



Broward County / Greater Ft. Lauderdale Solicitation GEN2116476P1 Advertising Agency Services

Submitted by:
Aqua Marketing & Communications, Inc.
360 Central Avenue, Suite 420
St. Petersburg, FL 33701
(727) 687-4670

Primary Contact: Dave Di Maggio 727-687-4670

Submission Date: March 13, 2019 5 pm

Table of Contents

Broward County/Greater Ft. Lauderdale Solicitation GEN2116476P1 Advertising Agency Services

- 1. Ability of Professional Personnel
- 2. Project Approach
- 3. Past Performance Evidence of Knowledge and Experience
- 4. Workload of the Firm

Document Navigation:

Please click on any tab to go directly to that section. Each page has a hyperlink in the lower left-hand corner that will return you to the Table of Contents.

- 5. Location
- 6. Price
- 7. Pricing Support
- 8. Forms and Additional Information

Aqua Marketing & Communications, Inc. 360 Central Avenue Suite 420 St. Petersburg, FL 33701

WelcometoAqua.com



To Whom It May Concern:

We believe this response represents an exceptional opportunity in your search for Advertising Agency Services to serve the needs of Broward County, and the Greater Ft. Lauderdale Convention & Visitors Bureau. Here's why...

We have deep experience and years of success in tourism marketing – Our Principal and Key Staff have worked together serving seven DMO's in the state, including a number of hotels, resorts, airports and other tourism/travel interests. Plus, many of our staff have their own background and experience with other bureaus and tourism clients, including some right here in South Florida.

We're experts in marketing Florida coastal destinations – With 37 coastal counties in the state, it's important to hire a marketing partner that knows how to uniquely offer you as something more than beautiful beaches. We've proven our ability to distinctly define Florida coastal destinations, and achieve historic visitation results.

We're actively serving tourism clients – We're currently Agency of Record for three, county-based tourism bureaus in Florida, two of the state's major municipalities whose economic vitality is dependent upon tourism, as well as hotels and airports in the state.

We're consistently ranked among the world's best – Year after year, our work for clients is consistently ranked as some of the best in the state as well as internationally. In addition, we are one of the most experienced destination branding firms available, having developed and established a number of the most successful destination and economic development brands in the state.

We have the established relationships you'll need – Given that Destination Marketing is our firm's primary area of specialty, we already have the key partnership, media, production and other relationships in place that you'll need to meet your goals and objectives.

We know how to make an economic impact – We understand that it's about more than occupancy, visitation or "getting the numbers up." It's about economic impact. And we know how to devise visitation strategies that create the greatest long-term economic impact for a destination.

We're capable and proven in serving Counties in other areas as well – As specialists in serving governmental entities, we also have experience serving the needs of airports, ports, municipal transit, convention centers, parks and recreation departments, economic development efforts and much more.

Our background, experience, staff, current client base, and client results should assure you that we are by far the most capable destination marketing firm to serve the GFLCVB. We eagerly await the opportunity to serve you and the citizens of Broward County.

Sincerely,

Dave Di Maggio, Presiden







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.

Headquartered in St. Petersburg, Florida, and with offices in Ft. Lauderdale and Naples, Florida, Aqua Marketing & Communications, Inc. is one of the few firms in the country specializing in both destination marketing and

economic development. Our staff possesses extensive experience in both fields and is one of the most highly awarded firms in the destination marketing industry, with recognition of its efforts on a regional, national and international scale. Our staff has extensive experience marketing Florida destinations through every phase of brand life cycle as well as to every available visitor niche market, with a proven expertise in Florida coastal destinations.

The agency's tourism experience includes state, regional, U.S. domestic and international markets and we have devised award-winning campaigns utilizing all currently available communication and marketing channels. Aqua's staff has extensive experience devising and



managing co-operative programs for clients – stretching client dollars to their fullest – including seeking and acquiring co-sponsors for clients' promotional efforts. Whether uniting your marketing in its efforts or putting together partnerships designed to stretch your budget to its fullest, Aqua's staff has created a number of co-operative efforts including in-market partners, VISIT FLORIDA, American Express, and various airlines, including JetBlue and more.



The firm deeply understands and is experienced in a widerange of niche travel targets, including, luxury, eco-nature, sports, group/meetings, golf, weddings, fishing and boating, and more. Additionally, Aqua's staff is deeply experienced in communicating with international markets, having created and successfully executed a number of international campaigns targeting potential travelers in Canada, Europe, Central and South America, utilizing Spanish, Portuguese, German, French and U.K. English.



Although representing clients in one of the most competitive visitation markets in the world, Aqua constantly devises new and innovative strategies, allowing clients to surpass the competition and lead the industry. With an exhaustively comprehensive branding process, including deep proprietary research, Aqua has been responsible for defining and establishing the brands of a number of the state's destinations, cities and counties – to historic results.

In addition to a range of tourism and hospitality clients, Aqua currently serves three visitor bureaus in the state, two of the state's major municipalities whose economic vitality is dependent upon tourism, as well as one of the state's major airports.

Aqua believes that its mission is to achieve increasing economic impact to our client communities, over simply achieving typical measures of occupancy, ADR and REVPAR. Additionally, Aqua understands the need for community involvement, engagement and embrace of your efforts, and is able to design and execute programs to encourage the support of your community and esteem of your stakeholders.



Aqua's digital capabilities far exceed most agency's in the industry. The agency buys and manages all digital media in-house, through its own trading platforms. In addition, Aqua is a Badged Google Partner, recognized for its expertise and experience in Google buys. The agency is also a Google Street View Trusted Photographer,



a certification awarded only to pro-photographers and agencies that fulfill specific performance and quality requirements to become Google Trusted Photographers.





Aqua was formed in 2010 as a result of a split in the ownership of Paradise Marketing & Communications of St. Petersburg, Florida. Aqua was quickly vetted and

selected by a number of governmental clients within the state, including two, county-based visitors bureaus. Aqua's Principal, Dave Di Maggio was the Founding Principal of the former firm having formed Paradise in 2001. Since its inception, Aqua has continued to gain clients in the governmental and non-governmental sectors, including tourism, economic development and destination clients across the state.

Besides its offices in St. Petersburg and Naples, the firm maintains an office in Ft. Lauderdale.



Current and former clients include:

- The Emerald Coast Convention & Visitors Bureau (Okaloosa County, Florida)
- The Bradenton Area Convention & Visitors Bureau (Manatee County, Florida)
- The Punta Gorda/Englewood Visitor & Convention Bureau (Charlotte County, Florida)
- The St. Petersburg/Clearwater Convention & Visitors Bureau (Pinellas County, Florida)
- The Naples, Marco Island & the Everglades Convention and Visitors Bureau (Collier County, Florida)
- The Amelia Island Tourist Development Council (Amelia Island, Florida)
- The Seminole County Convention & Visitors Bureau (Seminole County, Florida)
- The Bermuda Tourism Authority, Hamilton, Bermuda
- The City of West Palm Beach, Florida
- The City of Punta Gorda, Florida
- The City of Dunedin, Florida
- The Destin-Fort Walton Beach Airport
- The Bermuda International Airport
- Southwest Florida International Airport
- The St. Petersburg/Clearwater International Airport
- The Sarasota-Bradenton International Airport
- Colonial Williamsburg, Williamsburg, Virginia
- Snowmass Village, Aspen-Snowmass, Colorado
- Sotherly Hotels, Williamsburg, Virginia
- The Stonybrook Lodge, Bermuda
- The Abaco Beach Resort, Bahamas
- The Tradewinds Island Resorts, St. Pete Beach, Florida
- The Guy Harvey Resort, St. Pete Beach, Florida
- The Hotel Zamora, St. Pete Beach, Florida
- The Colony Hotel, Palm Beach, Florida
- The Inn on Fifth, Naples, Florida
- The Marco Island Marriott, Florida



Agency Project Manager and All Key Staff

Aqua Marketing & Communications, Inc. is headed by Dave Di Maggio, recognized as one of destination marketing's most awarded professionals. The firm's staff understands the full gamut of requirements to competitively define and market Florida destinations, and have done so for several in the state, leading to international acclaim. Every single one of our staff is deeply experienced in their area of expertise as well as how it applies to and is leveraged within the visitation industry. That experience includes advertising, public relations, social media, lead conversion, events, collateral creation, video production, website creation and enhancement, landing page development, database development/management, various forms of online marketing and more.

As a fully integrated, multi-functional marketing communications firm experienced and awarded in every aspect of destination marketing, Aqua does not foresee the need for subconsultants in fulfilling the Scope as outlined in the RFP. In the event that the client and agency agree that subconsultants may be beneficial to the County, Aqua will source, competitively bid, and heavily negotiate any and all subconsultant relationships, and will not proceed without written approval by the County.

Bios of the proposed Project Manager and Key Staff are as follows:





Dave Di Maggio, President

Internationally awarded and recognized for his work in Tourism and Economic Development, Dave has spent his career helping communities reach the highest levels of visitation and relocation in their histories. He's aided cities, counties, states and even countries develop dynamic tourism and economic development programs and has marketed a variety of destinations through every phase of market cycle and brand life. His work has included developing a number of destination brands in the state of Florida that have uniquely defined and positioned communities far beyond their competition.

In 2010, Dave brought Aqua Marketing & Communications to life. As its President and CEO, he's led award-winning campaigns for clients through a broad range of industries, utilizing fully integrated marketing communications strategies. Aqua's result-driven solutions range from fundamental research, to brand development, marketing strategy, communications development (including public relations and social media) paid media strategy, creative development and design, online and interactive development and more. The firm carefully verifies its efforts for clients through defined analytics and measurements. Headquartered in St. Petersburg, Florida, Aqua also has offices in Fort Lauderdale, West Palm Beach and Naples, Florida.

Some of the accounts Dave has worked on include:

- The Emerald Coast Convention & Visitors Bureau
- The Bradenton Area Convention & Visitors Bureau
- The Punta Gorda/Englewood Beach Visitor & Convention Bureau
- Naples, Marco Island, Everglades Convention & Visitors Bureau
- Seminole County Convention & Visitors Bureau
- The Amelia Island Convention & Visitors Bureau
- The St. Petersburg/Clearwater Convention & Visitors Bureau
- The City of West Palm Beach, Florida
- The City of Punta Gorda, Florida
- The City of Dunedin, Florida
- Colonial Williamsburg

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- Southwest Florida International Airport
- Destin-Fort Walton Beach Airport





Fran Vaccaro, Vice President, Account Services

Fran Vaccaro is one of the most skilled account directors in the field of hospitality and tourism, boasting more than 25 years of experience as a travel and luxury brand expert.

At Aqua, Fran serves as Vice President overseeing the agency's West Palm Beach office, but her expertise extends well beyond South Florida.

Prior to joining Aqua, Fran was Vice President of Taglairino Advertising Group where she oversaw the advertising and paid media programs for Discover The Palm Beaches, greatly contributing to four straight years of unprecedented, record-breaking tourism successes for The Palm Beaches.

Fran has managed multi-million dollar, multi-channel, integrated media and creative campaigns, successfully branded countless hospitality and destination accounts and seamlessly developed and executed large-scale cooperative advertising programs. Fran was also named Advertising Person of the Year by the Advertising Federation of Greater Miami.

Some of the tourism, travel and hospitality accounts Fran has worked on over the course of her career include:

- The Emerald Coast Convention & Visitors Bureau
- Discover The Palm Beaches
- Cultural Council of Palm Beach County
- Ferretti Group America
- The Knickerbocker Hotel, New York City
- The Jefferson, Washington, DC
- The Miami Seaguarium, Miami
- Naples, Marco Island, Everglades Convention & Visitors Bureau
- Collier County Film Commission
- Collier County Museum
- The Seminole County Convention & Visitors Bureau

- Seminole County Economic Development
- Salvador Dali Museum
- Starlite Cruises
- The Florida Orchestra
- Royal Palm, South Beach
- The Inn on Fifth, Naples, Florida
- The Fontainebleau Hilton, Miami Beach
- The PGA National Resort and Spa
- Cooper's Hawk Winery & Restaurant
- The Colony Hotel, Palm Beach
- Banyan Cay Resort & Golf,
 A Noble House Resort





Katie Varano, Account Executive

Katie serves as the project manager overseeing our Naples, FL office and provides supplemental account and media support for a number of clients both in and outside of the region.

Previously, Katie managed the Naples office of Paradise Advertising and Marketing (founded by Aqua President Dave Di Maggio), overseeing the firm's largest account, Naples, Marco Island and Everglades Convention and Visitors Bureau, developing marketing campaigns and providing project management. Katie currently handles the Punta Gorda/Englewood VCB account for Aqua, as well as the community of Pelican Bay, and others throughout Southwest Florida.

In addition, Katie previously served as Media Planner for Universal McCann in New York, managing national and regional budgets, implementing strategic campaigns and serving as liaison between vendors and clients regarding added-value negotiations.

Katie also has experience supporting Southwest Florida International Airport, providing account service, strategic planning and media plan management, further strengthening her expertise in tourism and hospitality marketing.

Some of the accounts Katie has worked on include:

- The Bradenton Area
 Convention & Visitors Bureau
- The Punta Gorda/Englewood Beach Visitor & Convention Bureau
- Naples, Marco Island, Everglades Convention & Visitors Bureau
- The City of Punta Gorda, Florida
- Pelican Bay
- Inn on Fifth
- Southwest Florida International Airport
- Collier County Museums
- Bacardi Superior Rum
- Orion Bank





Summer Wright, Account Executive

Summer is an Account Executive whose sunny personality and extensive experience as a business development manager has been vital to her success in the destination marketing industry. Her experience includes managing tourism accounts for numerous cities and states including the Alabama Tourism Department, Jacksonville CVB and Mobile Bay CVB. From destination marketing to her entrepreneurial endeavors, Summer shines in everything she does. Her diverse background working with clients in the health, sports, finance and luxury automotive industries has contributed to her expertise in integrated marketing, brand awareness, project management and account strategy. Summer excels at building strong relationships with her clients and her organizational skills are top notch.

Summer loves how versatile the destination marketing industry can be, where each client has their own distinctive story to tell. She has a knack for identifying emerging trends and markets, a skill she refined during her years executing innovative campaigns for the Alabama Tourism Department and Mercedes Benz International. Outside of the destination marketing industry, Summer explored entrepreneurship when she managed and ran her own business. This endeavor left her well-rounded with tremendous insights into the client side of operations. Summer brings her creative eye to Aqua Marketing & Communication where she pours her soul into every aspect of each campaign. With her clients, Summer works to bring out and identify the destination's unique personality and successfully position it to make an impression on her client's key demographics.

Originally from Trussville, Alabama, Summer earned a Bachelor of Arts in public relations from Auburn University. In her free time, Summer enjoys fine tuning her secret drumming skills and cheering on her alma matter through every sporting season.

Some of the accounts Summer has worked on include:

- The Bradenton Area
 Convention & Visitors Bureau
- Alabama Tourism Department
- Jacksonville Convention & Visitors Bureau
- Mobile Bay Convention & Visitors Bureau
- Mercedes Benz International
- Birmingham Civil Rights Institute

- Donna Hicken Foundation/National Breast Cancer Marathon
- Jacksonville Jaguars Foundation
- Regions Bank
- St Vincent's Foundation





Elliot Cohen, Vice President, Campaign Strategy

Elliot has been on the front lines of high stakes public relations, marketing, campaign politics and crisis communications for some of the nation's largest organizations for almost 20 years.

He is a proven and award-winning strategist who has successfully represented organizations in both the private and public sectors. A former television & radio reporter from New York and Miami, Elliot was first bitten by the PR & campaign communications bug while serving as Communications Director on a campaign for a Tennessee state representative in 2001.

Elliot creates, implements and measures successful marketing plans leading to increased ROI, brand awareness and enhanced reputation. Plan development includes detailed situation analysis, development of strategic, sector and opportunity-driven goals/objectives. He has extensive experience in the development of detailed public relations, communication, external affairs and marketing tactics in support of approved strategies.

Elliot has earned several industry awards for his work, including the Florida Public Relations Association's (FPRA) Image Award, Grand All Image Award and Judges' Award. He has received several Florida Society for Healthcare Public Relations & Marketing (FSHPRM) Mark of Excellence awards, including for Crisis Communications, Community Outreach, and Writing.

Elliot's prior career work includes:

- The City of West Palm Beach
- The City of Punta Gorda, Florida
- The West Palm Beach Community
 Redevelopment Agency
- The City of Pompano Beach Community Redevelopment Agency
- The City of Miami Lakes
- Lynn University, Boca Raton
- Northstar Memorial Group
- Health First Hospitals & Health Insurance Company
- The Mandel JCC of the Palm Beaches

- The Greene School, West Palm Beach
- Mandel Public Library, West Palm Beach
- Akerman Law Offices
- Gladstone Law Group, Boca Raton
- The Broward County Sheriff's Office
- The Silver Companies, Boca Raton
- Cooper's Hawk Winery & Restaurant
- Banyan Cay Resort & Golf,
 A Noble House Resort





Pat Cote, Media Director

Pat Cote is considered one of the nation's top Media Directors in the field of destination Marketing. Known throughout the industry, she offers more than 30 years of experience in devising strategic planning initiatives and buying. Her illustrious career has spanned local, national, and global projects and roles with some of the world's most leading businesses and brands, including Anheuser-Busch, State Farm and McDonald's.

At Aqua, Pat creates strategic plans for media buying, places ads, and ensures ad buying stays within budget. She's an early adopter of new technologies who is very strong at staying on the cutting edge of the latest trends in digital media that allow her to deliver actionable and specific strategies that yield tangible, measurable results for clients. Able to truly see the world through a global lens, Pat is recognized as one of the top destination marketing experts in the country.

Pat has earned several industry awards for her work, most recently 18 Adrian Awards, including nine Gold, and is responsible for overseeing the work of a team, which, under her leadership, was awarded a 2016 National ADDY Award.

Some of the accounts Pat has worked on include:

- The Emerald Coast Convention & Visitors Bureau
- The Bradenton Area
 Convention & Visitors Bureau
- The Punta Gorda/Englewood Beach Visitor & Convention Bureau
- The City of West Palm Beach, Florida
- Anheuser Busch (St. Louis, MO)
- State Farm (Bloomington, IL)
- McDonald's (Oak Brook, IL)
- Sarasota Bradenton International Airport
- Mote Marine Laboratory & Aquarium (Sarasota, FL)
- The Amelia Island
 Convention & Visitors Bureau

- The Naples, Marco Island, Everglades Convention & Visitors Bureau
- Halifax Area Advertising Authority (Daytona Beach, FL)
- New Smyrna Beach Area Convention and Visitors Bureau (Volusia County, FL)
- The Seminole County
 Convention & Visitors Bureau
- The Seminole County
 Office of Economic Development
- Space Florida (Cape Canaveral, FL)
- All Children's Hospital (St. Petersburg, FL)
- The Museum of Fine Arts (St. Petersburg, FL)
- Dali Museum (St. Petersburg, FL)
- Mahaffey Theater (St. Petersburg, FL)







Amber Coldren, Digital Marketing Director

Amber provides a broad scope of experience in all things digital, encompassing internet marketing, pay per click advertising, search engine optimization, conversion tracking, social media development and strategy and more. Her first taste of digital marketing came as early as 2001, when she was asked to join a team working on internet projects at a time when digital marketing was still uncharted territory for many agencies. Starting with e-newsletters and search engine marketing, Amber quickly learned how to strategically position clients in the digital sphere.

In addition to Amber's diverse experience in digital marketing, she has a proven track record of results and leadership. She has worked for companies like TradeWinds Island Resort, Digital Synexus, Paradise Marketing and Communications, and Mediagistic developing industry standards for clients across the world. Standards which include social media best practices, media buying policies, website optimization guidelines and customer loyalty programs. She has helped with corporate training and established teams of social and digital marketing experts. In addition, Amber is Google Analytics and PPC certified.

In her over 15 years of experience she credits personalization to her success, mentioning that the secret is knowing the brand, creating engaging, exciting content and developing a perfect combination of digital platforms for effective communication and engagement.

Some of the accounts Amber has worked on include:

- The Emerald Coast Convention & Visitors Bureau
- The Bradenton Area
 Convention & Visitors Bureau
- The Punta Gorda/Englewood Beach Visitor & Convention Bureau
- The City of West Palm Beach, Florida
- TradeWinds Island Resort
- Naples, Marco Island & the Everglades Convention and Visitors Bureau
- The Amelia Island Convention & Visitors Bureau
- The Seminole County
 Convention & Visitors Bureau

- The Marco Island Marriott
- The Abaco Beach Resort
- Coconut Villas
- Sunset Beach Resort
- St. Lucia Tourism Board
- Coconut Bay Resort and Spa
- Carillon Miami Wellness Resort
- AskMe Weddings
- Captain John's Fishing Charter
- Pinellas Suncoast Transit Authority (PSTA)
- National Baking Company





Thom Hart, Creative Director

Thom is one of the most recognized and highly awarded creatives in destination marketing.

Early in his successful 18-year career in the industry, Thom quickly climbed the ranks from Graphic Designer to Assistant Creative Director at marketing firms HLA Group and Paradise Advertising & Marketing, Inc.

Thom's work has consistently garnered Flagler Awards from Visit Florida, and Adrian Awards from Hospitality Sales & Marketing Association International.

He graduated Magna Cum Laude from the University of Central Florida with a B.A. in Art/Graphic Design and a minor in Business Administration.

Some of the tourism, travel and hospitality accounts Thom has worked on include:

- The Emerald Coast Convention & Visitors Bureau
- The City of West Palm Beach, Florida
- The Bradenton Area
 Convention & Visitors Bureau
- The Punta Gorda/Englewood Beach Visitor & Convention Bureau
- Hotel Zamora
- Naples, Marco Island, Everglades Convention & Visitors Bureau
- The Seminole County
 Convention & Visitors Bureau
- The Amelia Island
 Convention & Visitors Bureau
- The City of Punta Gorda, Florida
- Chiles Restaurant Group
- TradeWinds Island Resorts

- Inn on Fifth
- Secrets of the Sea Marine Exploration Center and Aquarium
- Pelican Bay
- The Seminole County Office of Economic Development
- The City of Deltona Office of Economic Development
- The Nassau County Board of Economic Development
- Sarasota-Bradenton International Airport
- The Southwest Florida International Airport
- Tampa International Airport
- IMG Academy
- The Colony Hotel, Palm Beach
- Banyan Cay Resort & Golf,
 A Noble House Resort





Megan Brewster, Public Relations Director

Megan honed her public relations skills while with some of the most distinguished public relations firms in the Big Apple, and has developed and executed national and local communications campaigns for a broad range of clients in the health-care, arts, travel and tourism, food and beverage, consumer services, sports, real estate and non-profit industries/sectors. Megan's PR expertise lies in media relations, writing and strategic planning and also includes social media support, media training, community relations and event planning.

Originally from the Boston area, Megan holds a Bachelor of Arts degree in Communications with an emphasis in Public Relations, a minor in Spanish and a Certificate in Business from Seton Hall University. She was also a four-year Big East Academic All-Star as a member of University's Division I Diving Team.

Some of the accounts Megan has worked on include:

- The Bradenton Area
 Convention & Visitors Bureau
- The Punta Gorda/Englewood Beach Visitor & Convention Bureau
- Chiles Restaurant Group
- The City of West Palm Beach, Florida
- The City of Dunedin, Florida
- Pelican Bay
- Cooper's Hawk Winery & Restaurant
- Coldwell Banker Real Estate
- Moffitt Cancer Center
- American Society of Composers,
- Authors and Publishers (ASCAP)
- Association of National Advertisers (ANA)
- HowStuffWorks.com

- The National Children's Study
- Petfinder.com
- First Watch Restaurants
- Friedreich's Ataxia Research Alliance
- World's Finest Chocolate
- Tampa Bay Radiation Oncology
- LiveFree! Coalition
- Mintco Financial
- The Lucky Dill
- Glazer Children's Museum





Michelle Lenhart, Content Developer

Michelle provides public relations and content development for a variety of the agency clients, including the Bradenton Area Convention and Visitors Bureau, Pelican Bay, the Emerald Coast Convention and Visitors Bureau, the Charlotte Harbor Visitor and Convention Bureau and Cooper's Hawk.

Prior to joining Aqua, Michelle worked several years as a publicist, print and social media campaign manager at a PR agency, where she provided publicity services for clients in a broad range of industries: non-profit, healthcare, entertainment & lifestyle, sports, and governmental client sectors.

Other previous work experience includes ongoing web content and technology management and maintenance through integration with back-office systems, and monitoring the web presence of company websites through multiple media platforms. In addition to selecting highly effective SEO keywords for a number of press releases and online website content, Michelle has assisted with website rebranding, and e-newsletter design, development and dissemination.

Some of the key accounts Michelle has worked on include:

- The Emerald Coast Convention & Visitors Bureau
- The City of Dunedin, Florida
- The Bradenton Area Convention & Visitors Bureau
- The Punta Gorda/Englewood Beach Visitor & Convention Bureau
- Sunscreen Film Festival
- Pelican Bay
- Chiles Restaurant Group
- Cooper's Hawk Winery & Restaurant
- Live Free! Substance Abuse Prevention Coalition
- Hillsborough County Anti-Drug Alliance
- Vaso Medical

- City of West Palm Beach
- Nordic Naturals
- Boiron
- Empath Health/Suncoast Hospice
- WingHouse
- DigiTrax Entertainment
- Lawrence Anthony Earth Organization
- Power Design, Inc.
- Chef Adrianne's Vineyard Restaurant and Wine Bar
- Redmond Trading Company
- Jorgenson Center for Performing Arts
- Hennion & Walsh





Melissa Cederquist, Content Developer

Melissa works with travel and tourism clients to tell their story and promote their destination. Melissa knows that tourism is one of the world's highest-grossing industries generating profound economic impact for many of these destinations. As part of the Aqua Marketing & Communications team, she is committed to making sure her clients shine.

Melissa's love for marketing destinations was first sparked during a year-long university study abroad program in Valencia, Spain. There she saw how influential tourism is for a destination, and was inspired to make a career out of it. Now, as a travel and tourism PR pro, Melissa excels at conveying authentic and newsworthy stories to local, regional, and national outlets. Her abilities span from writing and creating PR content to planning and coordinating media visits and press events.

Melissa is originally from Virginia but grew up in Naples, FL. In her free time, she enjoys paddle boarding, exploring new cities and staying up to date on news and current affairs.

Some of the accounts Melissa has worked on include:

- Alabama Gulf Coast Convention & Visitors Bureau
- Door County Visitor Bureau
- Fredericksburg and The Texas Hill Country Convention and Visitor Bureau
- Green Bay Convention & Visitors Bureau
- Healdsburg Tourism Improvement District
- McAllen Convention & Visitors Bureau
- Nashville Convention & Visitors Bureau
- Osthoff Lake Reort
- Santa Rosa County
 Tourist Development Office
- The Dalí Museum

- The JW Marriott Marco Island Beach Resort
- The Vinoy Renaissance St. Petersburg Resort & Golf Club
- Visit Mobile Alabama
- Visit St. Petersburg Clearwater
- We Are Go Space Florida
- Wisconsin Department of Tourism





Kim Oliphant, Senior Art Director / Account Coordinator

Kim is a unique package of being one of destination marketing's top Art Directors, as well as being a superb Account Coordinator and strategist. Her passion for creating exceptional brands extends throughout her work, infusing it with artwork that resonates powerfully with any audience.

A former Creative Team Manager for national retailer Montgomery Ward, Kim escaped the cold climes of Chicago in 2001, and worked for Florida's YP&B and Paradise Advertising & Marketing, Inc. before joining Aqua as Senior Art Director.

In addition to her many talents as a graphic artist, Kim's past experience with studio management and account service has proven invaluable at Aqua. She excels in office management, media and production traffic, and coding for online advertising.

Kim is a graduate of Illinois State University with a B.S. in Fine Arts and a concentration in Visual Communications.

Just some of the accounts Kim has worked on include:

- The Bradenton Area Convention & Visitors Bureau
- The Punta Gorda/Englewood Beach Visitor & Convention Bureau
- The City of West Palm Beach, Florida
- The Seminole County Convention & Visitors Bureau
- The Naples, Marco Island, Everglades Convention & Visitors Bureau
- The Amelia Island
 Convention & Visitors Bureau
- The Bermuda Office of Tourism
- The St. Petersburg/Clearwater Convention & Visitors Bureau
- TradeWinds Island Resorts

- The Seminole County
 Office of Economic Development
- The Collier County
 Economic Development Council
- The Southwest Florida International Airport
- The Bermuda International Airport
- Pinellas Suncoast Transit Authority (PSTA)
- Manatee County Area Transit (MCAT)
- Chiles Restaurant Group
- Collier County Film Commission
- Collier County Museums
- The Salvador Dalí Museum





Amanda Zdzierak, Art Director

Amanda Zdzierak's creative journey began in a photography studio. Working as a studio assistant at Vernon Photography, she primarily helped with photo retouching and graphic design. Amanda graduated from the University of South Florida with a bachelor's degree in graphic design and went on to work at The Munce Group, a retail marketing firm, in graphic design. She spent the next six years as a freelance graphic designer working on projects for the Bradenton Area Convention and Visitors Bureau, Bright House Networks, Tracy Zych New York, Clearwater Harbor Magazine, and others.

Amanda's wealth of experience and a demonstrated ability to handle a wide scope of projects, from collateral to website design and development, and keen eye, is sure to enhance Aqua's award winning design team.

In her free time, Amanda enjoys blogging, traveling, spending time outside, and with her family.

Just some of the clients Amanda has worked with include:

- The Emerald Coast Convention & Visitors Bureau
- The Bradenton Area Convention & Visitors Bureau
- The Punta Gorda/Englewood Beach Visitor & Convention Bureau
- The City of Punta Gorda, Florida
- Manatee County, Florida
- Paper Presence
- Bright House Networks
- Tracy Zych New York
- Yanchuck, Berman

- Wadley and Zervos Attorneys
- Clearwater Harbor Magazine
- The Dutcher Group
- YWCA-Tampa Bay





John Fisher, Copywriter

John is an advertising copywriter with a background in creative writing. As a storyteller, John believes that writing is one of the strongest ways people can connect with each other. Whether it is to inspire confidence, create desire or bring a smile to the face of a consumer, he strives to write compelling brand narratives for the clients with which he works. Finding the right words is John's specialty.

John's work is used across a number of media vehicles including print, TV, radio and on the web. He has been fortunate enough to work with a variety of clients representing different industries, such as healthcare, higher education and banking. With such a diverse background, John has expertise in helping to tell stories that drive results and strengthen a brand's identity. John earned two bachelor's degrees from the University of South Florida; one in English creative writing and the other in mass communications advertising. He also holds an MFA in English creative writing from Antioch University – Los Angeles.

As a Florida native, John moved to Indiana for a new environment. He returned to the Sunshine State to work with clients at Aqua. When not at work, John enjoys reading, writing, watching movies and TV, playing video games and spending time with friends and family.

Some of the clients that John has worked with include:

- The Emerald Coast Convention & Visitors Bureau
- The Bradenton Area
 Convention & Visitors Bureau
- The Punta Gorda/Englewood Beach Visitor & Convention Bureau
- The City of West Palm Beach, Florida
- The City of West Palm Beach, Florida Department of Sustainability
- First Merchants Bank
- Franciscan Health
- Vincennes University
- Swan Dermatology & Aesthetic

- Tipmont REMC
- Purdue University
- Heritage Communities
- Tri-County Bank
- ConMed Linvatec
- Homes by WestBay
- ZF TRW
- LTHC





Krystina Lisi, Digital Strategist

Krystina Lisi serves as a Social Media Strategist at Aqua Marketing & Communications, helping to gather, define, and clarify the insights that help drive our creative solutions and, ultimately, make a difference in our clients' businesses. For more than seven years, Krystina has helped businesses grow by making them visible to local customers who are searching for their products and services.

Krystina designs social media strategies to achieve marketing targets though managing, creating, and publishing original, high quality content on all social platforms. A creative and innovative thinker, Krystina has a deep understanding of technology and the people who use it. In the ever-changing world of digital marketing technology that we face today, it's Krystina's swift adaptability that allows her to implement effective social media strategy and search engine optimization for clients.

Some of the accounts Krystina has worked on include:

- The Emerald Coast Convention and Visitors Bureau
- The Bradenton Area
 Convention & Visitors Bureau
- The Punta Gorda/Englewood Beach Visitor & Convention Bureau
- The City of West Palm Beach, Florida
- Coconut Bay Resort
- Carillon Miami
- The Island of Saint Lucia
- Disney Products/Cruises, travel agent
- Privily Beauty Bar, web designer





Tim Sinclair, Digital Development

Tim began studying web design and development in 1997 at Wisconsin Lutheran College in Milwaukee, Wisconsin, graduating with his bachelor's degree in 2001.

Tim is well known for web solutions that are beautiful, functional and modern, believing that technology should never get in the way of simplicity and usability. This philosophy has resulted in designs that serve their intended purpose while avoiding the technology frustration that has become commonplace in the web development industry. Tim believes it is his responsibility to take a client's vision and turn it into a reality through no-nonsense, creative solutions that work.

Some of the accounts Tim has worked on include:

- The Bradenton Area
 Convention & Visitors Bureau
- Naples, Marco Island & the Everglades Convention & Visitors Bureau
- The Emerald Coast Convention and Visitors Bureau
- The Seminole County Convention & Visitors Bureau
- The City of West Palm Beach, Florida
- Pelican Bay, Naples, Florida
- City of Deltona Economic Development
- The Salvador Dalí Museum (St. Petersburg, Florida)
- Encore Resorts

- Thousand Trails RV Resorts
- The Bank of Tampa
- Tampa Bay Buccaneers
- Milwaukee Brewers
- Tampa Bay Rays
- The Bank of Central Florida
- Cornerstone Custom Homes
- Oak Manor Senior Living Community
- University of Washington
- Bayfront Medical Center
- St. Anthony's Hospital
- All Children's Hospital



1. Ability of Professional Personnel



Shelly Slitzer, Controller/Business Administrator

With over a decade of experience as an Accounting Manager/Controller, Shelly handles a variety of large tasks within the agency, including financial planning and reporting, budgeting, forecasting, office operations and management. Shelly is deeply experienced in governmental compliance and billing issues.

Prior to joining Aqua, Shelly served as an Accounting Manager for an electronic manufacturing company in Exeter, New Hampshire.

Shelly graduated from Southern New Hampshire University with a Master's in Business Administration where she has been awarded nomination from the National Honor Society Delta Mu Delta for her excellent academic achievement.

Some of the accounts Shelly has worked on include:

- The City of Punta Gorda, Florida
- The City of West Palm Beach, Florida
- The Bradenton Area
 Convention & Visitors Bureau
- The Punta Gorda/Englewood Beach Visitor & Convention Bureau
- The Emerald Coast Convention & Visitors Bureau
- The Community of Pelican Bay, Florida
- Metro Development Group



1. Ability of Professional Personnel



Ashlee Carrasquillo, Administrative Assistant

Administrative Assistant Ashlee Carrasquillo brings her passion for helping others to Aqua Marketing and Communications. Recognizing the level of integrity associated with her position, Ashlee enjoys being someone everyone can rely on, from Aqua employees to third-party vendors. Whether it's handling HR duties or managing travel arrangements for members of the staff, Ashlee sees her role as an Administrative Assistant as an important piece of day-to-day business operations, but one that works behind the scenes so everything else can run smoothly.

Outside of the office, Ashlee enjoys reading, writing, perfecting her culinary skills, and expanding her knowledge of neurology, human anatomy and physiology, and psychology.

Some of the accounts Ashlee has worked on include:

- The City of West Palm Beach, Florida
- The Bradenton Area
 Convention & Visitors Bureau
- The Punta Gorda/Englewood Beach Visitor & Convention Bureau
- The Emerald Coast Convention & Visitors Bureau
- Pelican Bay
- AmeriLife

Project Approach





2. 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.

As one of the country's most awarded destination marketing firms, Aqua knows how to engage a new destination client and quickly set them on a path of increased visitation, greater economic impact and international recognition. Aqua's staff is experienced in reinvigorating destination marketing programs at every stage of brand development and life cycle.

The following represents the approach the agency has taken which has brought clients success. The agency is able and willing to modify the approach to what may best serve the GFLCVB. It is only our general approach, intended to give you an idea of how we typically engage new clients.

- Account set up and Orientation As soon as permitted after award, the client and agency meet in person to introduce staff, establish communications protocols, ascertain established budgets and timelines, and review next steps.
 - Although communication between client and agency can occur at any time, the agency meets with each client on a weekly basis to ensure communication and steps toward project completions.
- 2. Discovery Although already very familiar with the GFLCVB through other efforts in South Florida, as well as research conducted for other clients, Aqua always "wipes the slate clean," knowing how to quickly understand the client and their efforts, needs and markets deeply and completely. The agency will review the destination's promotional history, conduct target research, review existing and past research, interview key stakeholders, examine and review the County's visitation infrastructure, conduct a SWOT analysis, analyze the competitive set and much, much more.

If a client's brand is yet to be determined or should be re-examined, that process is begun at this stage.

- 3. Unique positioning The Discovery phase provides the agency with what is needed to recommend a uniquely competitive position that the destination can take among other visitation alternatives. Combined with and understanding of destination brand, the agency is then able to recommend the message platform most likely to claim and reflect that position in a unique and innovative way. Market resonance is assured through research/testing of the message platform.
- 4. Planning Armed with insights drawn from Discovery, and the market assurance of a unique message strategy, the agency then moves to the planning phase, recommending a channel strategy and marketing communication tactics shown through the agency's research to assure the strongest ROI attainable. At this phase a clear goal, objectives, targets, budgets, timelines and more are recommended for client review and approval.
- **5. Recommendations** Although the Planning phase provides overall strategy for our efforts, Aqua will provide a variety of recommendations for client review and consideration, all leading to a unique presentation of the destination based on a uniquely competitive position and message strategy.



6. Integration and Multi-Channel execution – Although your RFP is solely for Advertising, Aqua is a full-service, integrated marketing communications firm. As such, it provides clients with cohesive marketing communications involving simultaneous, comprehensive execution through a number of channels and utilizing a variety of tactics. For the rare client that does not contract the agency for all marketing communications services (advertising, public relations, social media, digital/web development), Aqua still provides those clients with integrated, multi-channel recommendations. In those cases, Aqua typically takes the lead role among the client's marketing partners, suggesting overall strategy and the various channel strategies and tactics that can assure coordinated execution across the board.

Therefore, at this point in our approach, Aqua would typically aid the client in coordinating other marketing partners in their agreement with, understanding of, and execution of the recommended strategy. It should be noted that during the execution phase, Aqua is always careful to execute with other marketing partners' needs in mind, providing efficiency and a responsible return on marketing investment for the client.

7. Establishing Metrics and Analysis – Metrics and how we will analyze and judge our efforts takes place well before we begin. With a clear goal, objectives, targets, messaging, budgets, timelines, and more determined; Aqua suggests what metrics and analysis best determine Return on Investment and which will best justify our efforts.

Aqua is able to go beyond typical measures of marketing effectiveness and even the typical measurements used to judge destination success (ADR, REVPAR, Occupancy, etc.) The agency is able to suggest deeper more meaningful analytics than those used by most DMOs, providing you with information to make better, more highly competitive decision making.

8. Execution – With a firm plan and the measures to evaluate its outcomes, the agency sets forth with all aspects of execution, negotiating and buying media and producing industry-leading creative execution. Consistently, Aqua has proven time and again its ability to execute on time, and with incredible efficiency and economy, striving for the best ROI available. The agency prefers a close client/agency relationship during the execution phase, creating a solid team that assures client satisfaction with agency outcomes. At this time, the agency is also sensitive to execute creative and production for other client marketing partners as well, providing efficiency and a responsible return on marketing investment for the client.



- 9. Analysis and Reporting On an ongoing basis, Aqua reports on its efforts using the metrics and analytics pre-determined during the Planning phase. Typically, the agency reports to the client on a monthly, quarterly and annual basis and, when necessary, can be counted on to present competently and professionally to the client's TDC, County Commission or other government or community groups needing to understand the client's efforts and outcomes. An important period of Analysis and Reporting is the Annual Planning Cycle where the client and agency examine outcomes and plan for the following year. For most clients, Aqua is recommending multi-year planning with and Annual Review, providing a more balanced, forward-thinking approach to planning.
- 10. Account Management Aqua's approach involves skilled, proactive and consistent Account Management, guiding agency processes and responses to client needs. Our Account Management approach involves several features designed to assure client/agency success, including:
 - a. Set meeting times
 - b. Accurate and timely reports and recaps of all meetings
 - c. Clear and accurate reporting of metrics, analysis and ROI, along with recommendations to the client
 - d. Strict oversight of budgets and timelines
 - e. And more
- 11. Use of Subconsultants As a fully integrated, multi-functional marketing communications firm experienced and awarded in every aspect of destination marketing, Aqua does not foresee the need for subconsultants in fulfilling the Scope as outlined in the RFP. In the event that the client and agency agree that subconsultants may be beneficial to the County, Aqua will source, competitively bid, and heavily negotiate any and all subconsultant relationships, and will not proceed without written approval by the County.



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.

As an experienced destination marketing firm in the state of Florida, Aqua is well aware of the typical annual planning calendar and provides annual planning for each of its DMO clients, many of which exhibit multi-year planning.

The following timeline provides a sample of what the timeline for the GFLCVB may include in its planning with the agency, and assumes the typical October 1 start date. However, it should be noted that if it is the desire of the County to develop and utilize a new destination brand for use beginning October 1, a decision regarding agency assignment would need to be made by April 1 (at a minimum. Sooner if possible) to allow sufficient time to engage the branding process effectively.

In the event the County intends to begin the branding process upon the October 1 budget year, Aqua would concurrently engage the branding process while utilizing the existing brand in the short term. Once the brand is determined, then the remainder of the campaign year may include revised messaging reflecting the newly determined brand.

The following sample timeline reflects the latter scenario of concurrently developing a new brand while utilizing the existing brand in the short term. It should be noted that this is a sample timeline, and not representative of an Annual Plan. Any Annual Plan would show details of the media plan as well as any other details of other marketing initiatives.



	Initiative	Oct-19 Nov-19	Dec-19 Jan-20	Feb-20 Mar-20	Apr-20 May-20	lun-20 lul-20	Aug-20 Sen-20	Oct-20 Nov-20	Dec-20 Jan-21	Feb-21 Mar-21	Apr-21 May-21	lun-21 lul-21	Aug-21 Sen-21	Oct-22 Nov-22	Dec-22 Jan-22	Feb-22 Mar-22	Anr-22 May-22	lun-22 lul-22	Aug-22 Sen-22
	maaave	000 13	Dec 15 Juli 20	TCD 20 Midi 20	Apr 20 May 20	Juli 20 Juli 20	Aug 20 3cp 20	000 20	Dec 20 Juli 21	TCD 21 IVIUI 21	Apr 21 May 21	Juli 21 Jul 21	Aug 21 Scp 21	000 22	DCC 22 Juli 22	TCD ZZ IVIGI ZZ	Apr 22 May 22	Juli 22 Juli 22	Aug 22 Scp 22
Agency Activities	Branding Initiative		Positioning determined	Brand Brand assets created	Community Embrace	Community Adoption Initiatives													
	Brand Reveal Event				Reveal Event														
7	Agency Discovery																		
	Planning																		
	Agency Analysis and Reporting																		
	Annual Client/Agency Retreat																		
	Annual Planning																		
	Annual Plan To Client																		
/	Media Negotiation and Buying																		
C	Creative/Production Development																		
	Annual Co-op Plan Deveopment																		
	Co-op Plan Reveal Event																		
	Co-op Plan Sales																		
Marketing Activities	Existing Campaign Execution	EXISTING																	
Accivicies	New Branding Campaign				NEW														
Client Activities	Budget Determination for Following Year																		
7	Partner Event –																		
	Annual Campaign Reveal																		
 	Quarterly Analytics Review Tourism Week Initiatives																		
	Emergency/Crisis Planning																		
	Emergency/crisis Planning																		
Sales	ITB	Attend				Planning		Attend				Planning		Attend					
Suics	Florida Huddle	Planning		Attend		1 idining		Planning		Attend		1 idining		Accord				Planning	
	International Pow Wow	- Idining		Planning		Attend		1101111119		Planning		Attend		Planning		Attend		- raming	
	World Travel Mart	Attend				Planning		Atttend								Planning		Attend	
	CLIA							1000				Planning		Attend					
	Cruise 360																	Planning	
	Cruise World																		
	NTA																		
	АВА																		
	Others per plan																		



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:

Aqua's specialization in and long history of serving governmental accounts gives you assurance that the agency's systems for developing cost estimates and controls are already in place and proven. The agency takes the responsibility of helping each client carefully manage its budget, and assures there are no surprises or sacrifices in quality.

Cost estimates and controls start with a clearly defined client budget which the agency monitors precisely throughout the budget year. As part of the monthly billing process, budget status is reported to clients each month. The assigned Account Executive is responsible for budget status as well forecasting budget variables dependent on potential agency/client decisions.

In the event of the use of third-party vendors, Aqua engages in competitively bidding several qualified candidates, then heavily negotiates final costs. The agency does not proceed with the use of outside vendors without the written approval of the client, and without a review of budget impact. Upon client approval, outside vendors are not authorized to proceed without a clearly defined Purchase Order or Media Authorization issued by the agency, reflecting the client-approved estimates.

Upon award, the agency closely supervises third-party vendors, assuring adherence to, and fulfilment of, the agreed scope. No variance in delivery of scope or costs is permitted by the agency without written client approval. In such instances, any change in costs requires a written re-estimate on the part of the vendor, with a written re-estimate from the agency issued to the client for review and approval.

Specific examples of recommendations in place and the agency's cost containment would include such instances as:

1. Online media buys are placed reflecting the client-approved media strategy and budget. The trading desk utilized by the agency is assigned a specific daily spend level, per specific buy parameters reflecting the media plan's targeting objectives. The spending is monitored daily by the agency, with the agency actively adjusting spending as necessary in order to achieve target objectives, and assuring no unnecessary spending on the part of the trading desk. Although adjustments within budget parameters and meeting the media plan's target objectives may take place, any substantial need for variance leading to an agency recommendation to change buying parameters of the recommended spend would be discussed with the client and any change presented in writing for client approval.



2. It is determined that a client's broadcast video production, while in progress, may need production adjustments that could require an additional day of shooting. The agency would first determine whether the additional day is the result of 1. vendor issues, 2. unforeseen and uncontrollable events, 3. an unforeseen opportunity to produce work of higher quality.

If 1. (vendor issues), the agency would place the responsibility of shooting an extra day on the vendor and either require the extra day without cost, or possibly hold the vendor in default for the project, leading to the agency finding a suitable resolution for all parties. If 2. (unforeseen and uncontrollable events), the client would be notified and given several options (including the proposed additional day of shooting) and advised of any additional costs. If additional costs might be incurred, the vendor would be required to produce a written estimate of those costs with the agency supplying the client with a written estimate for approval. If 3. (an unforeseen opportunity to produce work of higher quality) the client would be notified and given the proposed option of an additional day of shooting, along with an explanation of the ROI that could potentially be achieved as a result. The client would be advised of any additional costs. If additional costs might be incurred, the vendor would be required to produce a written estimate of those costs with the agency supplying the client with a written estimate for approval.

At the end of the day, Aqua only bills the client per the client-approved estimate. The only exception being those cases where the client may be billed less due to cost efficiencies achieved, or a client-approved change in scope, reducing costs.

The billing, when received by the client, shows all documentation required to substantiate charges.

In short: There are no surprises.



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).

Aqua is recognized as one of the top destination marketing firms in the country. Each year work for the agency's clients is awarded top honors statewide through The Flagler Awards sponsored by VISIT FLORIDA. Additionally, Aqua's work is recognized internationally through the Adrian Awards sponsored by Hospitality Sales and Marketing International.

Aqua's work for each client is centered on a specific message strategy designed to present the destination uniquely within the marketplace, and reflecting and supporting the client's brand. All work is based on and verified through consumer research.

The agency's creative work is typically part of an integrated multi-channel effort and contributes beyond paid media channels to also lend message consistency to public relations, social media, marketing, website initiatives, and more.

As pleased as we are of the many awards our work achieves for clients, we are even happier with its outstanding results. Every single one of Aqua's clients can point to our work clearly contributing to the highest levels of visitation and economic impact ever achieved for the client.

Aqua can virtually guarantee that its creative work will draw consumer attention, lead to historic levels of conversion, and place you far beyond your industry peers. The following are just a few samples of our award-winning work for clients. More samples can be made available by request.



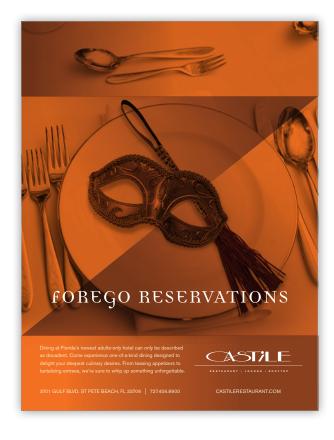
Bradenton, Anna Maria Island, Longboat Key Branding Ads







Hotel Zamora / Castile Restaurant Full-Page Branding Ads



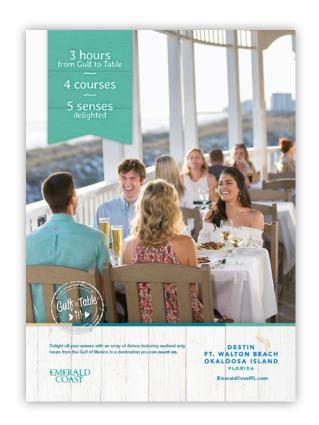




Destin, Ft. Walton Beach, Okaloosa Island Full-Page Branding Ads

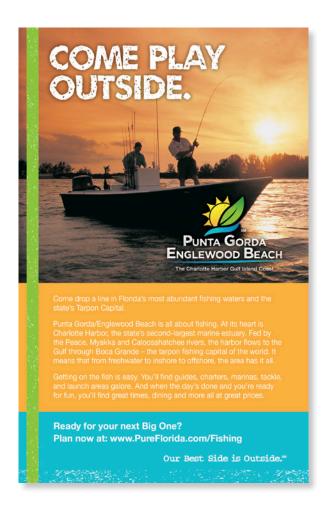








Punta Gorda / Englewood Beach Charlotte County, FL Full-Page Branding Ads



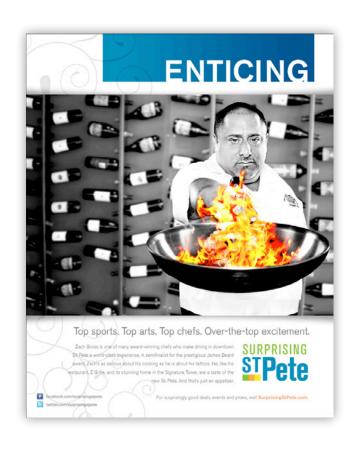






City of St. Petersburg, FL Full-Page Branding Ads

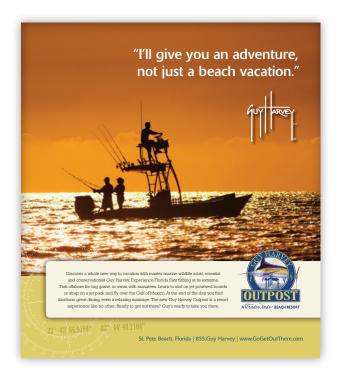








Guy Harvey Outpost – Full-Page Branding Ads









Sarasota Bradenton International Airport Full-Page Branding Ads -Inbound, Outbound and Trade Markets







PLOT A NEW COURSE FOR SUCCESS.

TRAZAR UN NUEVO CURSO PARA EL ÉXITO

足主注柱朱 紮車參志 昌 台态瘫听天 吐投蝅虰蚽

2.1 Creative Portfolio



Bradenton, Anna Maria Island, Longboat Key Full-Page Branding Ad -German Market

Pocket Folder with Stitched Insert Pages
Produced in 7 Languages (Two print runs).

**Nassau County On
Produced in 7 Languages (Two print runs).

**Nassau County On
Produced in 7 Languages (Two print runs).

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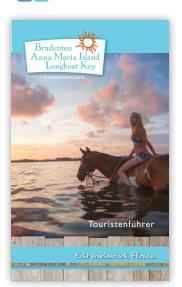
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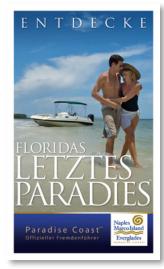


Bradenton Area German Visitor Guide



Naples, Marco Island & The Everglades German Visitors Guide and English/Foreign Language Rack Brochures

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Responsive website for The Flagler Financial District, The City of West Palm Beach, Florida.

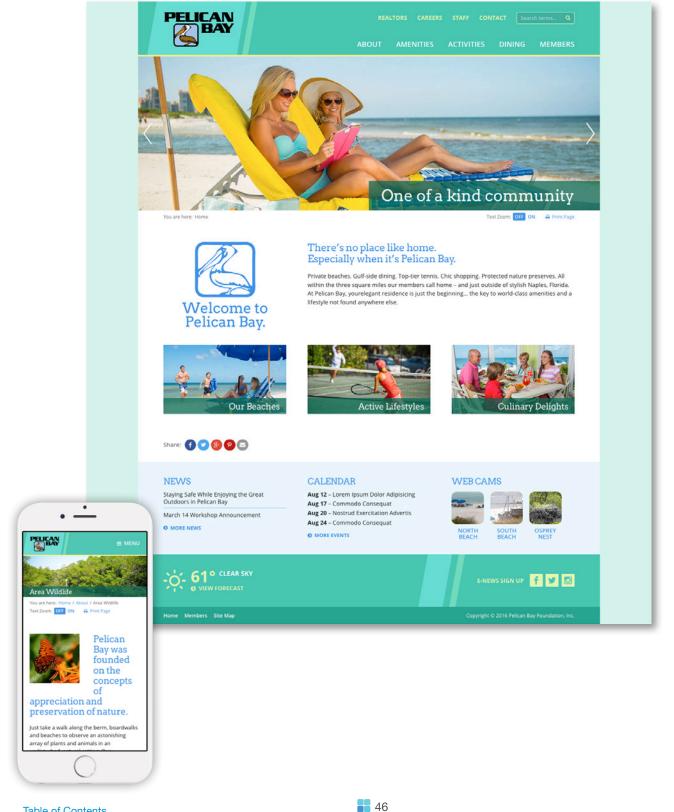
www.FlaglerFinancialDistrict.com



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150-page responsive site developed for the community of Pelican Bay, Naples, Florida.

www.PelicanBay.org

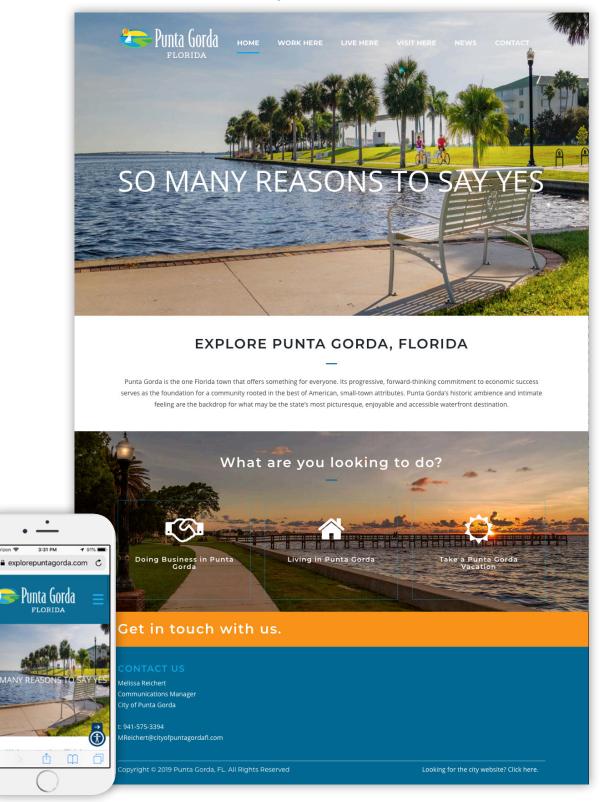


3/21/2019



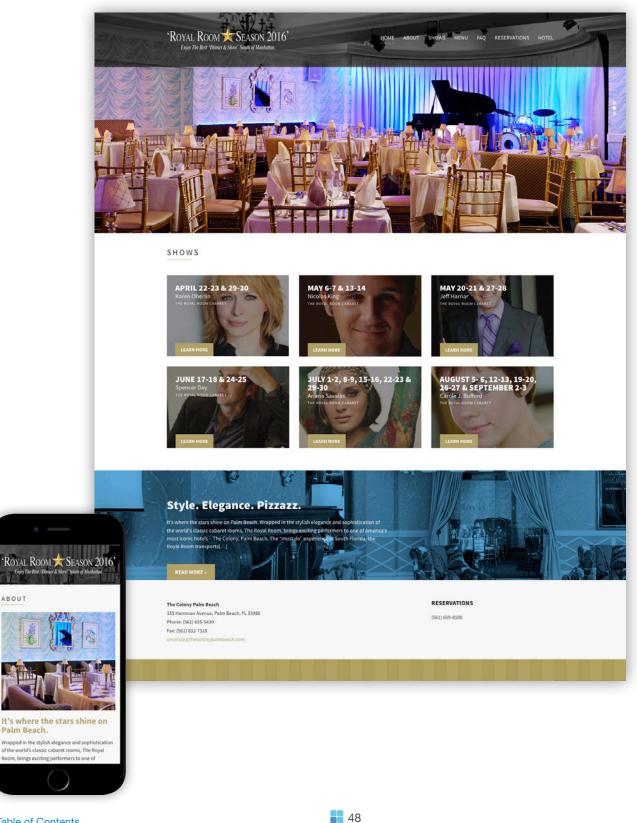
Responsive website for The City of Punta Gorda, Florida.

www.ExplorePuntaGorda.com



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Responsive website for The Royal Room entertainment venue, The Colony Hotel, Palm Beach, Florida.







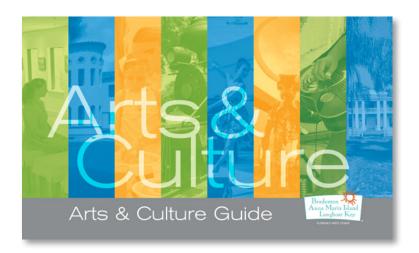
Facilities Playbook

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View the digital companion guide here:

http://www.nxtbook.com/nxtbooks/aqua/bacvbsportscommission/

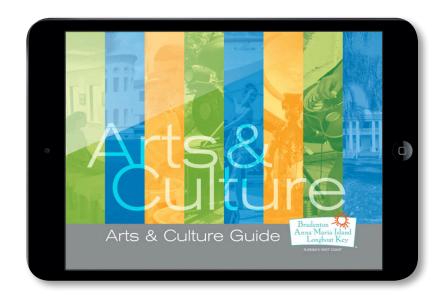


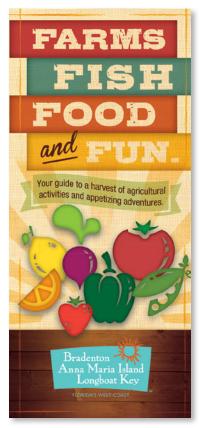


Bradenton/Anna Maria Island/Longboat Key
Arts & Culture Guide



View the digital companion guide here: http://www.nxtbook.com/nxtbooks/aqua/bacvb_artscultureguide/





Bradenton/Anna Maria Island/Longboat Key Agri-Tourism Map

View the digital companion guide here: http://www.nxtbook.com/nxtbooks/aqua/ agritourismguide/



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Outdoor









Outdoor









To view our Broadcast Reel, including Radio, go to: http://bit.ly/AquaBroadcastSamples











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Photography





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Photography





Consistently recognized year after year statewide and internationally for work in both tourism and economic development, assures you that Aqua can promise work of the highest standard, will achieve results, and that will be recognized by your peers as best in class.

The list that follows is only a partial list of our awards history.

Adrian Awards (HSMAI)

Bradenton Area CVB - Gold -

"Beaches and Brews" Bradenton Area Brewery Video

Bradenton Area CVB - Silver -

Craft Your Own Vacation Print Campaign

Bradenton Area CVB - Silver -

Public Relations Dallas Pop Up Event

Bradenton Area CVB - Bronze -

Craft Your Own Vacation Digital Campaign

Bradenton Area CVB - Bronze -

Craft Your Own Vacation Sweepstakes

Emerald Coast CVB - Silver - "Count On" Television

Bradenton Area CVB - Silver - Dog Days of Summer

Pet-Friendly Campaign

Bradenton Area CVB - Silver - Bradenton Area Sports Marketing Guide

Bradenton Area CVB - Bronze - Guys' Gulfcoast Getaway

Bradenton Area CVB - Silver - Destination Press Kit

Bradenton Area CVB - Bronze - Destination Branding Campaign

Collier County CVB - Gold - Summer Fun Guide

Collier County CVB - Gold - Digital Newsletter

Collier County CVB - Silver - Local Market Campaign

Amelia Island TDC - Silver - Group Landing Page

Amelia Island TDC - Silver - Online Advertising

Amelia Island TDC - Bronze - Group Mkt. Multimedia

Collier County CVB - Bronze - Digital Newsletter

Seminole County CVB - Bronze - Consumer Television

Seminole County CVB - Bronze - Web Site

Collier County CVB - Silver - Paradise Priced Perfectly Campaign

Collier County CVB - Bronze - Breaking Ice Web Ad

Collier County CVB - Bronze - Paradise Coast Arts & Culture Guide

Collier County CVB - Bronze - Paradise Coast German Visitor Guide

Seminole County CVB - Silver - AFreeNight.com Website

Seminole County CVB - Silver - Chompin' Gator Web Ad

Seminole County CVB - Bronze - Crappie Campaign

Greater Naples Chamber of Commerce - Silver - Freedom Memorial Campaign

Collier County CVB - Silver - Paradise Priced Perfectly Campaign

Collier County CVB - Bronze - Breaking Ice Web Ad

Collier County CVB - Bronze - Paradise Coast Arts & Culture Guide

Collier County CVB - Bronze - Paradise Coast German Visitor Guide





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Adrian Awards (HSMAI) - continued

Seminole County CVB - Silver - AFreeNight.com Website

Seminole County CVB - Silver - Chompin' Gator Web Ad

Seminole County CVB - Bronze - Crappie Campaign

Greater Naples Chamber of Commerce - Silver - Freedom Memorial Campaign

Collier County CVB - Gold - Print Campaign

Collier County CVB - Silver - Television Spot

Collier County CVB - Silver - Print Advertisement

Collier County CVB - Silver - Print Advertisement

Collier County CVB - Silver - Television Campaign

Collier County CVB - Bronze - Overall Campaign

Collier County CVB - Bronze - Print Advertisement

Collier County CVB - Bronze - Print Advertisement

Charlie Chiang's Restaurant - Gold - Market Intro. Campaign

Charlie Chiang's Restaurant - Gold - Intro. Newspaper Series

Collier County CVB - Gold - Tampa Bay/Orlando Television

Collier County CVB - Gold - Interactive Press Kit

Tampa Bay Ghost Tours - Bronze - Brochure

Bermuda International Airport - Bronze - Complete Campaign

Bermuda International Airport - Bronze - Advertising Series

Bermuda International Airport - Bronze - Advertising Series

TradeWinds Island Resorts - Silver - Outdoor

Collier County CVB - Silver - Complete Campaign

Collier County CVB - Silver - Television

Collier County CVB - Silver - Visitor Guide

Collier County CVB - Bronze - Sales CD

Collier County CVB - Bronze - Destination Brochure

Collier County CVB - Bronze - Trade Show Exhibit

Collier County CVB - Bronze - Web Site

Bermuda International Airport - Bronze - Magazine

TradeWinds Island Resorts - Bronze - TV Campaign

TradeWinds Island Resorts - Bronze - Radio Campaign

TradeWinds Island Resorts - Bronze - Complete Campaign

St. Pete/Clearwater CVB - Gold - TV Campaign

Florida International Museum - Gold - Complete Campaign

St. Pete/Clearwater Area CVB - Gold - TV Rooms/Travel Sales

St. Pete/Clearwater Area CVB - Bronze - Fall TV

St. Pete/Clearwater Area CVB - Silver - Meeting Planner Resource Guide

St. Pete/Clearwater Area CVB - Bronze - Magazine Section

St. Pete/Clearwater Area CVB - Bronze - TV Spot

St. Pete/Clearwater Area CVB - Bronze - Complete Campaign

St. Pete/Clearwater Area CVB - Bronze - Television Rooms/Travel Sales



Adrian Awards (HSMAI) - continued

- St. Pete/Clearwater Area CVB Bronze Complete Campaign Rooms/Travel Sales
- St. Pete/Clearwater Area CVB Bronze Special Advertising
- St. Pete/Clearwater Area CVB Gold Complete Campaign Rooms/Travel Sales
- St. Pete/Clearwater Area CVB Silver Special Advertising
- St. Pete/Clearwater Area CVB Silver Advertising Series Rooms/Travel Sales
- St. Pete/Clearwater Area CVB Bronze Television Rooms/Travel Sales

Telly Awards

Collier County CVB - National Finalist - TV Campaign

All Children's Hospital - National Finalist - Grand Opening TV

All Children's Hospital - National Finalist - Specialists Campaign

Collier County CVB - National Finalist - Television Campaign

Collier County CVB - National Finalist - Television Branding Spot

Collier County CVB - National Finalist - Television Branding Spot

Collier County CVB - National Finalist - Television Branding Spot

Collier County CVB - National Finalist - Television Branding Spot

Pinellas Suncoast Transit Authority - National Finalist - Television Branding Spot

Collier County CVB - National Finalist - Television Branding Spot

FLA/USA Visit Florida Flagler Awards

Emerald Coast CVB - Silver - Print Campaign - "A Destination You Can Count On"

Emerald Coast CVB - Silver - Television Campaign - "A Destination You Can Count On"

Bradenton Area CVB - Bronze - Holiday Travel TV Special - "Sun, Sand and Holiday Fun"

Bradenton Area CVB - Best in Show - Resource/Promotional Material/Trade - Sports Playbook

Bradenton Area CVB - Henry - Resource/Promotional Material/Trade - Sports Playbook

Bradenton Area CVB - Bronze - Niche Marketing - Dog Days of Summer Promotion

Bradenton Area CVB - Bronze - Resource/Promotional Material/Consumer - Agri-Tourism Mobile Tour Guide

Bradenton Area CVB - Finalist - Niche Marketing - Dog Days of Summer Promotion

Bradenton Area CVB - Finalist - Resource/Promotional Material/Consumer - Agri-Tourism Mobile Tour Guide

Bradenton Area CVB - Finalist - Resource/Promotional Material/Trade - Sports Playbook

Bradenton Area CVB - Silver - "Real. Authentic. Florida." Radio Campaign

Bradenton Area CVB - Bronze - "Real. Authentic. Florida." Print Campaign

Bradenton Area CVB - Bronze - Bradenton Gulf Islands Domestic Visitor Magazine

TradeWinds Island Resorts - Bronze - Meetings Market Margarita Mix Mailer

Collier County CVB - Finalist - Creative Partnering

Collier County CVB - Finalist - Internet Marketing

Seminole County CVB - Finalist - Magazine Crappie Ad

Collier County CVB - Finalist - Mixed Media Campaign

Collier County CVB - Henry Award - Mixed Media Campaign

Seminole County CVB - Finalist - Radio

Seminole County CVB - Finalist - Resource/Promotional Material - Trade

Amelia Island CVB - Finalist - Television

Collier County CVB - Finalist - Television

Collier County CVB - Henry Award - Television

Collier County CVB - Finalist - Website



FLA/USA Visit Florida Flagler Awards - continued

Seminole County CVB - Finalist - Website

Seminole County CVB - Best of Show - Resource/Promotional Material - Trade

Amelia Island CVB - Finalist - Magazine

Amelia Island CVB - Finalist - Radio

Bubba Gump Shrimp Company - Finalist - Special Events

Collier County CVB - Finalist - Magazine

Collier County CVB - Finalist - Website

Salvador Dalí Museum - Finalist - Out of Home

Seminole County CVB - Finalist - Website

Salvador Dalí Museum - Best in Show Award - Dali & Film

Charlie Chiang's Restaurant - Finalist - Print Advertisement

Collier County Museums - Finalist - Radio Campaign

Collier County CVB - Finalist - Destination Video

Collier County CVB - Finalist - Times Square Super Sign

Collier County CVB - Finalist - Television Branding Spot

Tampa Bay Ghost Tours - Best of Show - Web Site

Tampa Bay Ghost Tours - Henry Award - Web Site

Collier County CVB - Henry Award - Television Branding Spot

Collier County CVB - Finalist - Resource/Promo Material - Trade (Sales CD)

Collier County CVB - Finalist - Mixed Media (Paradise Coast brand)

Collier County CVB - Finalist - Internet Marketing (Post hurricane online)

Collier County CVB - Finalist - Web Site

TradeWinds Island Resorts - Henry Award - Outdoor

StarLite Cruises - Finalist - Multimedia Campaign

TradeWinds Island Resorts - Finalist - Magazine

St. Pete/Clearwater CVB - Henry Award - Annual TV/Florida's Beach

St. Pete/Clearwater CVB - Henry Award - 2001 Visitor's Guide

St. Pete/Clearwater CVB - Henry Award - Meeting Planners Resource Guide

Travel Weekly Magellan Awards

Collier County CVB - Gold - Television Campaign

The ADDY Awards

Bradenton Area CVB - Silver - The "Cure for Vacation Deficiency" Internet Commercial Campaign

Bradenton Area CVB - District Silver - Collateral/Brochure - Sports Playbook

Bradenton Area CVB - Silver - Collateral/Brochure - Sports Playbook

The City of West Palm Beach - Silver - "Lower Your Taxes, Not Your Standards" Television

TradeWinds Island Resorts - Silver - Elements of Advertising/Sound - "Just Let Go"

Seminole County CVB - Gold - Digital Sports Guide

Seminole County CVB - Gold - Chompin' Gator Web Ad

Seminole County CVB - Silver - Consumer Ad Campaign

Collier County CVB - Silver - Photography/Sandman

Collier County CVB - Silver - Photography/Entire Campaign

All Children's Hospital - Silver - Construction TV

Seminole County CVB - Gold - Gator Bites: Online Newsletter

Frank Stanley Beveridge - Silver - Website - Business to Business

Frank Stanley Beveridge - Silver - Stationery Package

The Florida Orchestra - Silver - Television

3/21/2019



The ADDY Awards - continued

The Florida Orchestra - Silver - Letterhead

Salvador Dali Museum - Silver - Daliwood: Outdoor Board

Salvador Dalí Museum - Gold - Baroque Online Splash Page

Collier County CVB - Silver - Photography Campaign

Collier County CVB - Silver - Print Campaign

Freedom Memorial - Silver - Marketing Campaign

Freedom Memorial - Silver - Web Site

Salvador Dalí Museum - Silver - Baroque Outdoor

Salvador Dalí Museum - Silver - In Focus Online Splash Page

Collier County Museums - Silver - Brochure

The Inn on Fifth - Silver - Web Site

Collier County CVB - Silver - Destination CD

Collier County CVB - Regional Silver - Photography

Charlie Chiang's Restaurant - Regional Silver - Color Ad

Tampa Bay Ghost Tours - Best of the Bay Logo

Tampa Bay Ghost Tours - Gold - Logo

Tampa Bay Ghost Tours - Gold - Campaign

Tampa Bay Ghost Tours - Silver - Web Site

Tampa Bay Ghost Tours - Silver - Rack Brochure

Tampa Bay Ghost Tours - Silver - Stationary Package

Tampa Bay Ghost Tours - Silver - Television

Pinellas Suncoast Transit Authority - Gold - Summer Haul Pass Radio

Pinellas Suncoast Transit Authority - Gold - Radio Music with Lyrics

Collier County Museums - Gold - Campaign

Collier County Museums - Silver - Old Florida Festival Radio

Collier County Museums - Silver - Old Florida Festival Radio

Collier County CVB - Gold - Photography Campaign

Charlie Chiang's Restaurant - Gold - Color Ad

Charlie Chiang's Restaurant - Silver - Color Ad

Charlie Chiang's Restaurant - Silver - Color Ad

The Salvador Dalí Museum - Gold - Outdoor

Pinellas Suncoast Transit Authority - Silver - Television

Pinellas Suncoast Transit Authority - Silver - Music

Pinellas Suncoast Transit Authority - Silver - Vehicle Graphics

Collier County CVB - Silver - Music

Animal House Pet Centers - Silver - In-Store Poster Dog

Animal House Pet Centers - Silver - In-Store Poster Lizard

Animal House Pet Centers - Silver - In-Store Poster Cat

Animal House Pet Centers - Silver - Television - Local

Animal House Pet Centers - Silver - Branding Campaign Mixed Media

SKAL - Silver - Event Poster

TradeWinds Island Resorts - Best of the Bay - Television

TradeWinds Island Resorts - Best of the Bay - Radio

TradeWinds Island Resorts - Best of the Bay - Musical Score

TradeWinds Island Resorts - Gold - Sound Design

TradeWinds Island Resorts - Gold - Musical Score

TradeWinds Island Resorts - Gold - Travel/Tourism Television

TradeWinds Island Resorts - Gold - Radio - Local - Single :60



The ADDY Awards - continued

Pinellas Suncoast Transit Authority - Gold - Television - Local - Single :60

Pinellas Suncoast Transit Authority – Gold – Musical Score with Lyrics

Pinellas Suncoast Transit Authority - Gold - Animation/Special Effects

TradeWinds Island Resorts - Silver - Consumer Mixed Media Campaign

TradeWinds Island Resorts - Silver - Consumer Magazine Fractional Page

TradeWinds Island Resorts - Silver - Four-Color Infomercial

Pinellas Suncoast Transit Authority - Silver - Vehicle Graphics - Wrap

Pinellas Suncoast Transit Authority - Silver - Musical Score/Sound Design

Florida International Museum - National Award of Excellence - Cuban Missile Crisis Print Campaign

Florida International Museum - Regional Gold - Cuban Missile Crisis Print Campaign

Florida International Museum - National Award of Excellence - Cuban Missile Crisis Print Campaign

Florida International Museum - Regional Gold - Cuban Missile Crisis Print Campaign

Florida International Museum - Regional Silver - Cuban Missile Crisis B&W Newspaper

Florida International Museum - Regional Silver - Cuban Missile Crisis Poster Series

Florida International Museum - Gold - Radio - Bomb Shelter

Florida International Museum - Gold - Mixed Media Campaign - Cuban Missile

Florida International Museum - Silver - Logo - Cuban Missile

Florida International Museum - Gold - Newspaper - Cuban Missile

Florida International Museum - Silver - Broadcast - Krushiev

Florida International Museum – Silver – Broadcast – Kennedy

Florida International Museum - Gold - Poster - Cuban Missile Crisis

Florida International Museum - Best of Bay - Poster - Cuban Missile Crisis

Florida International Museum - Silver - Newspaper - Duck & Cover

St. Pete/Clearwater CVB - Silver - Annual TV/Florida's Beach

Pinellas County - Silver - Coffee Table Book

Pinellas Suncoast Transit Authority - Gold - Transit - Bikes on Buses

Pinellas Suncoast Transit Authority – Silver – Transit – Job Opportunities

Pinellas Suncoast Transit Authority - Silver - Transit - Employment

Pinellas Suncoast Transit Authority - Silver - Transit - Job Opportunities

Pinellas Suncoast Transit Authority - Silver - Out of Home - Work Opportunities

Pinellas Suncoast Transit Authority - Silver - Broadcast - Trolley Intro

Florida International Museum – Silver – Newspaper

Eckerd Corporation - Silver - Consumer Magazine

Derby Lane - Gold - Local TV

Eckerd Corporation - Gold - Sales Promotion

Florida International Museum - District Gold - Outdoor-Empires of Mystery (Alien)

Florida International Museum - District Gold - Outdoor-Empires of Mystery (Decapitator)

Florida International Museum - District Gold - Outdoor-Empires of Mystery (Tomb Guard)

Florida International Museum - District Gold - Outdoor Campaign-Empires of Mystery

Salvador Dalí Museum - District Gold - Collateral-Warhol Condensed Invitation

Florida International Museum - District Silver - Radio Campaign-Empires of Mystery

Pinellas Suncoast Transit Authority - District Silver - Out of Home-Vehicle Exterior

Yesawich, Pepperdine & Brown – District Silver – Self Promotion-Poster

Florida International Museum - Gold - Outdoor-Empires of Mystery (Alien)

Creative Club of Tampa Bay - Gold - Self Promotion-Poster

Salvador Dalí Museum - Gold - Collateral-Warhol Condensed Invitation

Florida International Museum - Silver - Outdoor-Empires of Mystery

Florida International Museum - Silver - Radio-There is a place

3/21/2019



The ADDY Awards - continued

Florida International Museum - Silver - Multi-media Campaign-Empires of Mystery

Florida International Museum - Silver - Outdoor-Empires of Mystery

Florida International Museum - Silver - Radio-Empires of Mystery

Salvador Dalí Museum - Silver - Newspaper-Pop In Ad

Salvador Dalí Museum - Silver - Newspaper-Pop In Ad

Salvador Dalí Museum - Silver - Newspaper-Drag Yourself In Ad

Salvador Dalí Museum - Silver - Newspaper-Drag Yourself In Ad

Derby Lane - Silver - Outdoor Campaign

Redwoods Restaurant - Silver - Collateral Material-Poster

Pinellas Suncoast Transit Authority - Silver - Out of Home-Vehicle Sign

Pinellas Suncoast Transit Authority - Silver - Out of Home-Vehicle Sign

Yesawich, Pepperdine & Brown - Silver - Self Promotion-Poster

Creative Club of Tampa Bay - Merit - Self Promotion

Florida International Museum – Merit – Newspaper-Empires of Mystery

Florida International Museum – Merit – Newspaper Campaign-Empires of Mystery

Florida International Museum - Merit - Radio-Virgin Sacrifice

Derby Lane - Merit - Radio Campaign

Pinellas Suncoast Transit Authority - Merit - Multi-media Campaign-Bikes on Buses

St. Pete/Clearwater Area CVB - Silver - National TV

Florida International Museum - Silver - Radio

Florida International Museum - Pick of the Pros - Radio

Pinellas Suncoast Transit Authority - Merit - Out of Home - Shelter

Pinellas Suncoast Transit Authority - Merit - Out of Home - Bus Exterior

Florida International Museum - Silver - Newspaper

Florida International Museum - Silver - Newspaper

Florida International Museum - Gold - Radio

St. Pete/Clearwater CVB - Silver - Television

Pinellas Suncoast Transit Authority - Merit - Out of Home - Vehicle Exterior

St. Pete/Clearwater CVB - Silver - Consumer Service Spot

St. Pete/Clearwater CVB - Silver - Consumer Service Spot

Pinellas Suncoast Transit Authority - Merit - Out of Home - Shelter

Florida International Museum - Gold - Out of Home - Board (Titanic Teaser)

Florida International Museum - Gold - Out of Home - Board

Florida International Museum - Silver - Out of Home Campaign

Florida International Museum - Gold - Out of Home Campaign

AFCI Marketing Awards

(Association of Film Commissioners International)

Collier County Film Commission - Third Place - Website

27th Annual Healthcare Advertising Awards (National)

All Children's Hospital - Silver - Magazine Ad - New Hospital Construction

All Children's Hospital - Silver - Online Ad - New Hospital Construction

All Children's Hospital - Bronze - TV - New Hospital Construction

All Children's Hospital - Merit - Outdoor - New Hospital Construction

All Children's Hospital - Merit - Total Campaign with TV-New Hospital Construction



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.*

Aqua is happy to present its client case studies verifying the outstanding results it achieves for its clients. Every single one of Aqua's clients can point to the agency's work clearly contributing to the highest levels of visitation and economic impact ever achieved for the client.

It should be noted that although Aqua is recognized as one of the top destination marketing firms in the country, it also has client experience in related County marketing communications such as airports, ports, County services and more.



Destin, Fort Walton Beach, Okaloosa Island, Florida

Before Aqua became the agency of record for the Emerald Coast Convention and Visitors Bureau in December of 2016, the destination typically did not advertise heavily during the fall and winter seasons as those were traditionally lighter seasons in regards to visitation. Aqua saw an opportunity to improve fall/winter visitation from geo-targeted markets that could potentially yield the highest economic impact to the area. Additionally, Aqua wanted to expand the destination's reach beyond what



was traditionally a drive market and increase direct flights to the in-market Destin-Fort Walton Beach Airport. With these goals in mind, Aqua created a 2017-2018 campaign.

The target audiences was adults (families and couples) 25-54 with a household income of \$150,000 or more in specific geographic locations. Geo-targeted markets included Chicago, Cincinnati, Minneapolis/St. Paul, MN, St. Louis, MO-IL, Detroit, MI, Atlanta, Columbus, OH, Springfield, IL, Toronto, Indianapolis, IN and Orlando.

Considering the campaign would advertise the destination in new, more distant markets, it was likely this audience would be learning about Destin, Fort Walton Beach, Okaloosa Island for the first time. Because planning a vacation can be time consuming, stressful and expensive, Aqua wanted visitors to know that this was a vacation they and their family could rely on, or "count on." Designed to highlight the various activities and attractions throughout the area, the "Count on" campaign reassured first-time audiences the destination could deliver a transformative vacation.

Cable television was used in key geo-targeted markets to kick off each campaign period. Following a cable TV push, weather-triggered advertising ran on strategically placed out-of-home digital boards (such as near malls, airports and busy roads and sidewalks) as well as through mobile skins in geo-targeted markets on weather networks/weather online properties. Print advertisements ran in major publications such as Martha Stewart Living and Southern Living. "Count on" messaging was reflected on the destination website and in its monthly e-newsletters. On social media, "Count on" ads targeted couples, families, golf, fishing, dining and meetings audiences on Facebook, Twitter and Instagram. Public Relations initiatives included inviting national media, journalists and bloggers to the destination, as well as writing press releases and attending out-of-state events to promote the area.

Following a fall/winter campaign push, the destination experienced its most dramatic increase in tourism traffic and dollars spent while in the market ever. This outstanding increase in visitation is most predominantly illustrated by a reported 22.85% increase in bed-tax revenue since moving to an aggressive fall/winter media spend. Equally impressive, for fiscal 2019, November 2019 tax collection was up a remarkable 51% over November 2018. The campaign is credited with an astounding increase in social media activity with engagement up an incredible 11,455%, reach/impressions skyrocketing up 3,639% and organic fans/followers growing by 25%. Website activity, during the fall/winter months, improved dramatically with a staggering 99.67% increase in web traffic, an unprecedented 102.60% increase in new users and page views increasing by 35.08% compared to the previous year.

Full-Page Branding Ads







Full-Page Branding Ads



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Destin, Ft. Walton Beach, Okaloosa Island Visitor Guide







Outdoor









TV Spot http://bit.ly/AquaBroadcastSamples



















HTML Banner Ad - 300 x 250















Punta Gorda/Englewood Beach, Florida "Our Best Side is Outside"

In the fall of 2015, the Charlotte Harbor and the Gulf Islands Visitor & Convention Bureau sought to rebrand the destination in an effort to increase visitation and compete with neighboring counties. To aid the VCB in its efforts, Aqua was tasked with evaluating the County's tourism Brand and making subsequent recommendations.



To that end, a period of Discovery ensued, consisting of an inventory of the destination's various visitor activities and attributes, a study of competitor brands, primary research of potential visitors, and more.

One of the main takeaways of the Discovery was that the area's robust set of outdoor and outside experiences are particularly strong vis-à-vis the competitive set. Emphasizing these experiences as a position is unique within the state, and balances what might be considered "negative" aspects of the destination (e.g., lack of shopping and rainy-day activities).

The other findings and conclusions of the Discovery were chronicled in a Discovery Report, provided to the VCB administration in September 2016. For example, through the Discovery, it was determined the destination name needed to change. Aqua recommended the Brand name include the two major visitor areas of the destination, Punta Gorda and Englewood. To ensure the word "beach" was used, the community of Englewood was renamed as "Englewood Beach," as the beach is the community's primary draw. Punta Gorda's obvious inclusion is due to the fact that it is the only incorporated municipality in the destination and the name of the airport. Thus, the name was changed to, **Punta Gorda/Englewood Beach**.

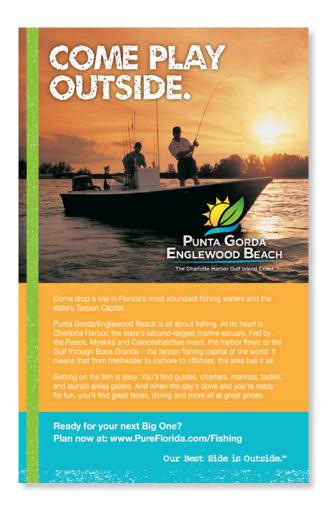
Through the Discovery process, Aqua defined the Punta Gorda/Englewood Beach area as, "a relaxing, more secluded Florida destination that offers all the best of Florida's wonderful outdoor experiences and lifestyle. From beaches to boating, hiking to harbor tours, fishing to nature discovery; to sun, shelling and shark teeth, Punta Gorda/Englewood Beach offers visitors more of what they come to Florida for: relaxation and discovery in an outdoor vacationland."

In order to position the destination vis-à-vis other destinations in the state, and particularly in relation to the competitive set, Aqua devised the Brand Positioning Statement, "The Punta Gorda/Englewood Beach area is the one Florida destination that provides all the best of Florida's coveted outdoor activities all in one place."

The Discovery and Brand Strategy process led to the creation of other Brand elements, including logos, taglines and more. As a result of Aqua's branding recommendations, the Punta Gorda/Englewood Beach area has enjoyed an increase in visitation, including an estimated 417,700 visitors in 2017 compared to 406,700 in 2016. Additionally, Aqua's Brand recommendations have resulted in an increase of \$28,386,900 in total visitor economic impact in 2017 compared to the previous year – a 5.1% increase.



Punta Gorda / Englewood Beach Charlotte County, FL Full-Page Branding Ads



















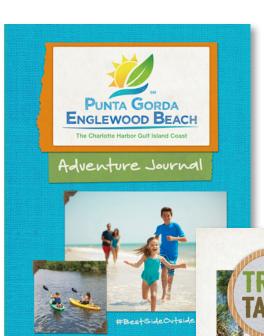
Online Banner Advertising - Animation links below

http://welcometoaqua.com/Charlotte/summer/300x250/SummerCampaign.html
http://welcometoaqua.com/Charlotte/summer/160x600/SummerCampaign160x600.html
http://welcometoaqua.com/Charlotte/summer/728x90/SummerCampaign728x90_proofing.html

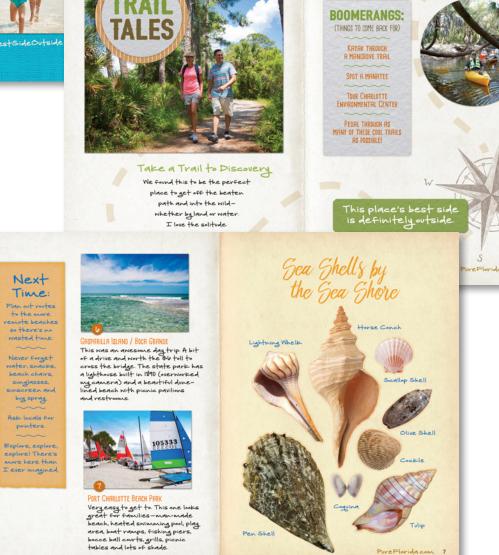


Facebook Promotion





Adventure Journal Visitor Guide





German Visitor Guide







Trade Show Display



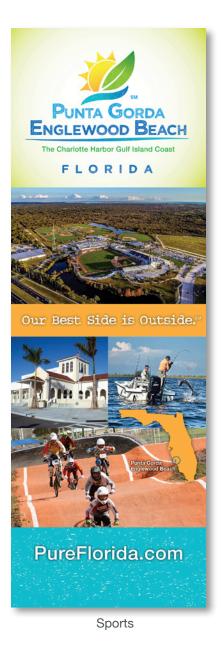


General

Trade Show Pop-Up Banners



Nature





Bradenton, Anna Maria Island, Longboat Key "Real. Authentic. Florida."

Aqua's relationship with Manatee County tourism began in 2011 with the County choosing the agency through RFP to brand and position the County as a visitation destination. It was the first time the County had considered its brand and how it might best compete against other areas within one of the most highly competitive vacation destinations in the world.



Through an extensive process involving research methodologies and proven strategies, Aqua accurately identified the area's most competitive position, and defined a new destination brand within the state of Florida. The brand was deployed consistently and comprehensively throughout all the destination's marketing efforts, and as a result, inquiry to the area jumped over 30 percent with visitation to the area increasing 33 percent from its top markets of visitor origin.

Given the success of the Branding effort, the County once again selected the agency through a strenuous RFP process as its Agency of Record, allowing Aqua to apply its talent and experience to the CVB's broad-based advertising and marketing efforts. The subsequent creation and rollout of the destination's advertising campaign brought with it national and international acclaim, with the agency's work lauded by Hospitality Sales and Marketing International as some of the best worldwide, and Visit Florida's Flagler Awards recognizing the efforts as among the best in the state.

As a result, in 2013 the Bradenton Area CVB awarded the Bureau's domestic Public Relations account to Aqua, and since that time, the agency has overseen the successful development and execution of an extensive PR campaign devised to support and complement the overall marketing plan. As such, Aqua's PR team has executed media missions in top DMAs, overseen successful FAM trips and press events and earned coverage in outlets including the Wall Street Journal, USA Today, Toronto Star, New York Times, Boston Globe and more. To date, the PR efforts have garnered more than 575 million impressions, and achieved close to \$6.6 million in media value – stretching the CVB's marketing budget exponentially.

As a result of all marketing efforts, in 2014, the Bradenton Area experienced its fourth consecutive year of record-breaking visitation, with year-over-year visitation to the destination surging to 2,839,300 – the highest count in the destination's history and up 5.5 percent over three years. The destination saw a total economic impact of \$994,743,400, an increase of 9.4 percent over the year before.

A five year review also indicates an unprecedented pattern of growth, with the destination having experienced a 32.3 percent increase in total visitors, a 39.7 percent increase in tourism's economic impact and a 21.2 percent increase in tourism jobs.

Most importantly, the destination has experienced a dramatic percentage increase relative to its competitive set, indicating that it is achieving greater share of market.



Branding Ads







Logo and Other Department Sub-Brands



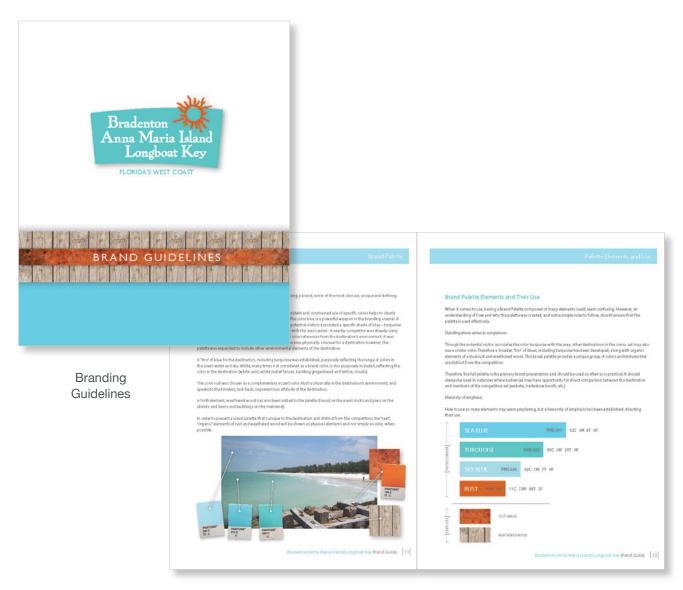














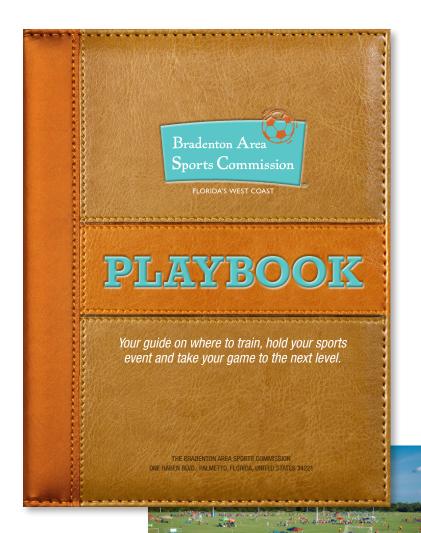


German Visitor Guide









Sports Market



From Major League Soccer, to collegiate to little league, the Bradenton Area is the choice for soccer tournaments and training in the state of Florida. The area continues to draw thousands

every year to its superb, expertly run facilities

The area gives you a broad selection of fields and facilities, from private to public, and offers

Just some of area facilities and organizations are shown below. For help, guidance or advice for your event, please call the Bradenton Area Sports Commission at (000) 000-0000 or

an array of training and event-related services and support

email us at: Info@???????com

Info@BradentonAreaSportsCommission.com



Film Commission Production Guide





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Birding Guide



International Online Banners



Brazil-Portuguese



Bradenton
Anna Maria Island
Longboat Key

FLORIDA'S WEST COAST

Des réserves naturelles fameuses dans le

German



French



Canada United Kingdom

















TV Spot http://bit.ly/AquaBroadcastSamples



Headquarters Office Design





Convention Center Signage



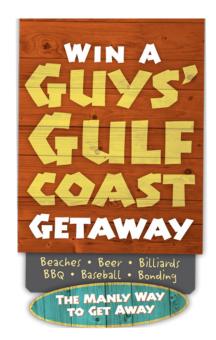




Integrated Digital Campaign Performance Case Study – Guys' Gulfcoast Getaway Promotion

Quietly tucked away on Florida's central west coast just south of the Tampa/St. Petersburg area and north of Sarasota, the Bradenton/Anna Maria Island/Longboat Key area had long been a favorite vacation destination to many. For decades this "quiet gem" was a little less known in the state, and needed to find ways to target new visitation segments and position itself against larger, known rivals.

Noticing that the visitation industry had long marketed "girls' getaways," the CVB surveyed the destination's attributes and considered whether a "guys' getaway" in the destination could be a marketable way to raise awareness. Although the market provides a broad assortment of activities and interests that could target a male-specific market, no effort had ever been made to do so. With an abundance of motorsports, fishing, cigar bars, craft breweries, and more, the CVB decided the time was right for what may be the industry's first "Guys Gulfcoast Getaway" promotion.



The giveaway was promoted through a broad, multi-channel approach. Besides advertising and public relations efforts, a coordinated online

and social media campaign was developed creating social media posts, online promotion, and entry via social media. Email databases were employed through the CVB's own lists and third parties. Understanding the impact of females on male travel decisions, paid and other marketing channels targeted the destination's usual demographic profile of (1) female 25 to 54 with family and (2) female 25 to 54 as couple with total household income of \$100,000 and up. However, public relations efforts shifted to more directly target male interests.

The entire social media and online effort created a measured 4,381,306 impressions. Through the campaign period, the CVB's Facebook page received an additional 2,451 new fans. Total Facebook impressions jumped sharply by 1,023%. Public Relations efforts targeted a total of 260 media outlets targeting men's interests and travel. The campaign received 1,393 direct entries for the giveaway. During the period, traffic to the destination's website soared by 31%, with overall visitation for the destination jumping to its highest levels in history, surging to 2,839,300 – a 5.5% over three years. Expenditures in commercial lodgings jumped 10.6% over the previous year and a whopping 24% over the two prior years.

The effort was recognized by HSMAI as one of the best promotional campaigns internationally, and awarded through its annual Adrian Awards. It was also recognized as among the best in the state by VISIT FLORIDA and awarded through its annual Flagler Awards.



Print Advertisement



Facebook Sweepstakes Entry



Targeted Eblast



Mobile Campaign



Integrated Digital Campaign Performance Case Study – Dog Days of Summer Promotion

The rise of pet-friendly travel is a significant trend with the traveling public. Aware of the trend, Aqua noted that its client, Bradenton/Anna Maria Island/Longboat Key, had an unusually large number of pet-friendly accommodations, numerous dog parks (including two dedicated dog beaches), pet-friendly restaurants and more. Given that traveling with pets would be more likely with the drive market, Aqua created the promotional campaign, Dog Days of Summer, specifically targeted the summer drive market, and more specifically, dog owners.



To raise awareness of the campaign, and to help push it viral, Aqua devised a promotion that would allow "One Lucky

Dog" to win the vacation of their dreams for "the entire family." Advertising (online and offline) offered a prize package that included a 4-day, 3-night stay in one of the area's pet-friendly accommodations, plus a package of dog-centric prizes, passes to dog-friendly restaurants in the area and more. Campaign communication also publicized an innovative Visitors Guide to the area specifically for dog owners, with tips for travel, listings of pet-friendly properties and restaurants, dog parks and beaches, area pet hospitals, groomers and more.

Along with advertising, an online landing page and more, Aqua's public relations team also publicized the campaign, encouraging entry. With the campaign currently running, Aqua's public relations team also publicized the winners before and during their stay in the market. Additionally, a coordinated online and social media campaign was developed creating social media posts, online promotion, and entry via social media. Email databases were employed through the CVB's own lists and third parties.

The entire social media and online effort created a measured 497,461 impressions, exceeding the targeted goal by 61%. Through the campaign period, the CVB's Facebook page received an additional 2,336 new fans. Total Facebook impressions jumped sharply to 293,125, exceeding the targeted goal by 86.9%. Public Relations efforts targeted over 400 media outlets targeting pet interest and travel and were picked up by a significant number of outlets, including Pet News Radio, and the Miami market's El Nuevo Herald. Press interest, also generated press FAM trips to the area to learn more about the destination. The campaign received 2,707 direct entries for the giveaway. During the period, traffic to the destination's website soared by 31%, with overall visitation for the destination jumping to its highest levels in history, surging to 2,839,300 – a 5.5% over three years. Expenditures in commercial lodgings jumped 10.6% over the previous year and a whopping 24% over the two prior years.

The effort was recognized by HSMAI as one of the best promotional campaigns internationally, and awarded through its annual Adrian Awards. It was also recognized as among the best in the state by VISIT FLORIDA and awarded through its annual Flagler Awards.



Print Advertisement



Facebook Sweepstakes Entry



Mobile Campaign



Dog Days Digital Guide

View the digital guide here: http://www.nxtbook.com/nxtbooks/aqua/bacvb_dogdays2014/





Naples, Marco Island & the Everglades "Florida's Last Paradise."

By almost any measure, efforts on behalf of Naples, Marco Island & the Everglades are considered some of the most successful destination marketing efforts in the state. Starting at virtually zero, the destination soon surpassed its peers in all measures of visitation success, and then became consistently recognized statewide as well as internationally for its advertising/marketing efforts.



Background

Initially, the destination had no unifying destination brand or image.

No clear message strategy had been established for the destination. Its
media strategy was scattered, spreading meager funds across far too many markets. And unfortunately, in
comparison to its competitive set, the destination was substantially underfunded.

Recommendation

The recommendation was to establish a distinct, competitive brand for the destination, allowing it to stand apart from its competitive set, as well as to define itself uniquely within the state of Florida. The message strategy was to continually present a strong positioning message, stating the destination's strong differences from its competitive set while enticing the visitor with brand-appropriate imagery of highly desirable and unique experiences. The initial media plan dropped several traditional markets for the destination and concentrated media to origin markets of the highest, most likely return.

Execution

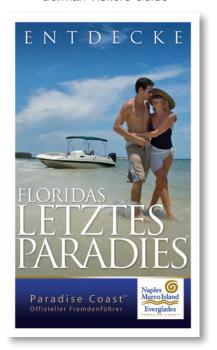
Through careful research and planning, the destination was strategically positioned as, "Florida's Last Paradise" – setting it apart from the rest of the state. The area was branded, "The Paradise Coast" – for the first time branding the general geographic area of the state. Media was pulled from traditional out-of-state markets and concentrated heavily in southeast Florida – a market of visitor origin that had shown a strong, historic level of visitation to the destination.



Examples of Final Brand Expression



German Visitors Guide





German Website







Amelia Island, Florida – "Come make memories."

Amelia Island sits off Florida's northeast coast. A true island accessed by bridge or boat, the destination is graced by a slow pace, exudes southern charm and is the only place in the U.S. that



has been under eight different flags. Two large properties, the Ritz-Carlton and the Amelia Island Plantation share offerings with several charming B&B's and a few small mid-sized properties.

In late 2007, the Amelia Island Tourism Development Council set forth to re-examine the Amelia Island brand, and to ensure that its brand was carefully defined in the marketplace.

To that end, a period of discovery ensued, considering:

- The destination's promotional history
- Its visitation history
- An inventory of the destination's properties
- An inventory of the destination's various visitor activities and attributes
- A study of its competitive set
- An in-depth analysis of its visitor profile

To acquire the data and information, a variety of methods and activities were engaged, including:

- Meetings with management staff of area properties
- Touring area properties
- Visiting on-island attractions/attributes
- "Town-Hall"-type meetings open to the industry and public at large
- Meetings with the Tourist Development Council

As part of the in-depth analysis of the visitor profile, target market primary research was undertaken in the form of qualitative focus groups in markets of lift and drive.

Discovery Results

Through research and discovery, it was determined that Amelia drew a strong drive market from the southeast U.S. heavily composed of couples, families and reunions that returned to the island often, over and over again. To them, the island was their own and a special place of memories. More than other destinations, Amelia Island represented the opportunity for a distinct "break" from life for its targets. An island separated from the mainland, an ambience from another time, a distinctly different environment, activities unlike elsewhere (such as horseback riding on the beach); allowed the visitor to transcend everyday life in a way rarely found elsewhere in the country.

Brand Definition

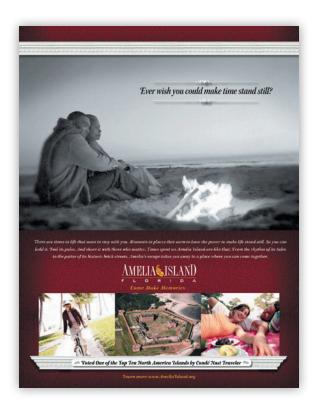
Given Amelia's great return visitation, and to capitalize on a primary motivation to travel, Amelia Island was positioned as a destination where great moments can be treasured like none other – a place that offers experiences that stay with you, creating the memories of a lifetime.

Positioning Line and Brand Expression

Potential visitors were invited to "Come Make Memories". A distinct color palette was developed for the destination, and the visual feeling and tone of communication radiated a sense of timelessness.



Examples of Final Brand Expression









Seminole County, Florida – "Florida's Natural Choice."

Seminole County, Florida lies immediately east of Orange County/ Orlando and is one of five counties ringing the Greater Orlando Metroplex.



An area considered "North Orlando" by many, the county offers accommodations and theme park proximity at lower prices on its west side, but moving east offers a vast area of natural wilderness. Beyond the theme parks, the area offers abundant boating and fishing, superb canoe and kayaking, and great opportunities for bird watching and wildlife viewing. The county is crisscrossed with one of the most extensive trail systems for hiking and biking in the country.

In 2009, the Convention & Visitors Bureau sought to re-consider its brand and how it was going to market. It hoped to more strongly define a unique position within the state, and one that would work more synergistically with Orlando.

To that end, a period of discovery ensued, considering:

- The destination's promotional history
- Its visitation history and visitor travel patterns
- An inventory of the destination's properties
- An inventory of the destination's various visitor activities and attributes
- A re-examination of its competitive set
- An in-depth analysis of its visitor profile

Data for the assignment was acquired through CVB staff, VISIT FLORIDA, and meetings with area properties. As part of the in-depth analysis of the visitor profile, target market primary research was undertaken in the form of qualitative focus groups in drive markets throughout the state.

Discovery Results

Through research, discovery and dialogue with the client, it was determined that given the destination's budget as well as travel patterns and visitor expectations within the Central Florida area, the overall marketing strategy would be to primarily target the in-state drive market. Research determined that Florida residents were familiar with the Orlando area, and very willing to look beyond it for something different.

Additionally out-of-state visitors to the area were open to spending part of their vacation time somewhere besides the theme parks. Third-party research also revealed that a huge increase in interest for both "green" and "nature-based" travel.

Brand Definition

Given the destination's immense natural offerings within close proximity to Orlando, as well as the in-state drive market mostly escaping urban areas during weekend travel, the area was positioned as offering easy access to experience the outdoors, nature and wildlife.

Positioning Line and Brand Expression

Capitalizing on an existing line for the county, and paying off through strong brand expression, Seminole County was offered as "Florida's Natural Choice", with dramatic scenes of wildlife and outdoor adventure available in the county, mere minutes from urban sprawl. Potential visitors were invited to escape the rest of Florida and discover exciting outdoor adventure, through a brand expression that contrasted the "usual" expected Florida destination with Seminole's exciting offerings.



Just beyond Orlando, the real magic begins.



Examples of Final Brand Expression





The City of West Palm Beach, Florida – "Business. Life. Balanced."

Program Synopsis

The City of West Palm Beach is the oldest large municipality in the South Florida Metropolitan area, and had long been known for its history (including the City's plotting by industrialist and railroad magnate Henry Flagler) and city attributes attracting residents of substantial wealth. In recent years, however, following the de-urbanization of the city's central core and the recession.



West Palm Beach found itself on a slow road to recovery, with its economic vitality depending more and more on economic development.

Situation Overview

The City had not attempted to purposely brand or establish itself as a defined offering to potential business or industries considering relocation. However, with research indicating an imminent and major influx of visitors in the next five to ten years, a recovering downtown core and new administration making economic development a top priority (including the appointment of a Director of Economic Development), the City set out in search of an agency with proven success in economic development, branding and destination marketing to develop a new brand representative of the City and spearhead the definition and rollout of an integrated economic development marketing plan. Aqua was selected through RFP over multiple local and national firms in contention.

Audience

To ensure city-wide acceptance and support of the economic development brand and its successful roll-out, Aqua first focused on residents, businesses and stakeholders residing in the City to ensure buy-in. It next identified businesses in the financial industry located in markets of lift as top targets for the external plan. The second year of the plan is designed to focus on another important industry to the City: Marine.

Objectives

Aqua set out to:

- Combat the recent resistance to development in the City
- Obtain input from key stakeholders including government officials, residents and area developers
- Renew passion and initiative, streamlining area development
- Build on momentum while honing and refining the City's efforts to revitalize and restore its economy
- Establish a competitive position within the state and nation
- Unveil the first economic development marketing brand for the City
- Highlight important entities (e.g. the airport, downtown)
- Determine the City of West Palm Beach's business targets and efforts required to lure specific business types to the area
- Devise an integrated marketing plan for the City and the implementation of its new brand
- Assist the city in attracting and retaining new businesses through the rollout of the plan



The City of West Palm Beach, Florida – "Business. Life. Balanced." (continued)

Strategies

Aqua understood that although brands may be expressed externally through various marketing and communication, a true, solidly rooted brand will be understood internally and expressed locally as well. As such, Aqua's strategy was to first create a brand around which the City would band, focusing on the delineation of distinct (and important) districts within West Palm Beach, and uniting businesses with a common direction and goal.

Next, it would identify the most impactful economic drivers / targets for the City and utilize marketing and promotion of the brand to attract businesses in these important industries to the city: finance and boating.

Tactics

In order to establish the City of West Palm Beach's economic development brand, Aqua first unleashed a comprehensive process that included:

- Evaluation of current brand and market position
- Interviews with internal stakeholders
- Community attributes assessments
- Assessments of the City's infrastructure and economic drivers (e.g. public transportation, airport, health, etc.)
- Formal research and competitor research
- Review of the history of partner participation and key targets

After it completed the discovery period and determined the City of West Palm Beach's business targets and efforts required to lure specific business types to the area, Aqua unveiled Economic Development Branding: "Business. Life. Balance." It also provided the City with a brand definition, brand guidelines, messages, targets, a logo, tagline and suggested usage and more—all unique from the competitive set. The brand integrated seamlessly with and encapsulated the economic development initiatives and efforts already in progress. The firm also assisted West Palm Beach Mayor Muoio with its introduction.

Aqua then got to work rolling out the new brand and ensuring internal adoption, beginning with the establishment of an important economic district found within the City: its financial district.

First, to delineate the Financial District and ensure its continued growth to draw businesses from afar, Aqua drew from geographic boundary and the historical significance of its namesake, naming the district after American industrialist Henry Flagler, and then provided solutions for the physical demarcation of the Flagler Financial District. This included the design of a logo and the creation of place-making devices including, ground level monuments, sidewalk displays, community art and pole banners.



The City of West Palm Beach, Florida – "Business. Life. Balanced." (continued)

Results

After it saw universal adoption of the new brand, the immediate success of the Flagler Financial District and a positive impact on the downtown core, the City of West Palm Beach saw something unprecedented take place: the acceptance of the economic development plan as the overall city brand.

With the completion of the City's economic development brand and the subsequent creation of the Flagler Financial District, and after aiding in achieving City-wide buy-in, Aqua was next tasked with the development an economic development marketing plan, complete with marketing, public relations and social media components all designed to attract important targets to the City. Following roll-out of the marketing plan and in just the first year alone, the PR team secured unprecedented coverage both in-market (surrounding the unveiling of the Flagler Financial District) and penetrated national media as well, with top editorial wins including a multiple page spread about the District in top target Newsweek as well as stories in Inc.com, Upscale and Financial Advisor Magazine, to name a few, reaching an audience of more than 9 million businessmen and women with powerful messaging about the perks of relocating to West Palm Beach.





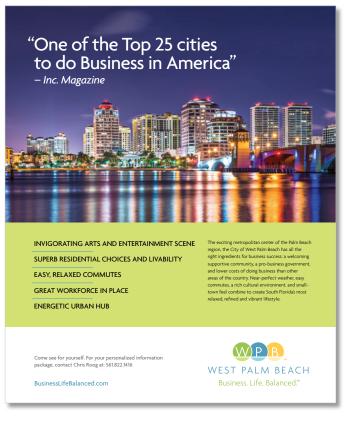








TV Spot http://bit.ly/AquaBroadcastSamples



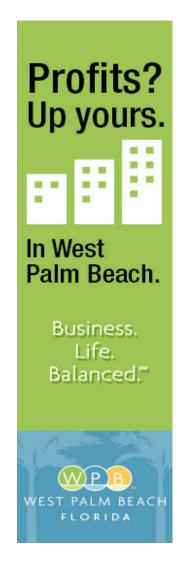
Branding Ad



Branded e-Newsletter









Online Banner Advertising - Animation links below

http://welcometoaqua.com/WestPalmBeach/Profits 160x600/index 160x600.html http://welcometoaqua.com/WestPalmBeach/Profits 728x90/index 728x90.html http://welcometoaqua.com/WestPalmBeach/Profits 300x250/index 300x250.html

3/21/2019

NEWSWEEK MAGAZINE - 10-page spread features West Palm Beach as "Wall Street of the South"; garners \$33,906.01 in PR value.







Financial Advisor – WPB 2017: Financial Advisor Magazine positions West Palm Beach as "Wall Street of the South"



Mayor's Breakfast and Brand Reveal



Flagler Financial District Logo



Print ad for Flagler Financial District



Responsive website for the Flagler Financial District, The City of West Palm Beach, FL www.FlaglerFinancialDistrict.com

Flagler Financial District Placemaking





Flagler Financial District Grand Opening Event





Palm Beach Relocation Guide features Flagler Financial District

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The City of Punta Gorda, Florida "Florida's Harborside Hometown"

Program Synopsis

The City of Punta Gorda is the urban core and county seat for Charlotte County, Florida. It is predominantly a residential area made up mostly of retirees from the upper Midwest and Northeast. Although easily characterized as a quaint, laid-back town on a



Florida's Harborside Hometown

picturesque harbor, and popular with tourists, the city itself has made no distinct or direct claim vis-à-vis other areas in the state. Although visited repeatedly by tourists, the area is generally somewhat unknown and considered off the beaten path. Many current residents have expressed how they "stumbled upon" Punta Gorda either passing through on their way to somewhere else, or on a visit to relatives in the area.

Situation Overview

City leadership recognized the importance of increasing economic development, residential relocation, and tourism to the city's future economic growth. They further recognized that without a strongly declared brand or message, the city does not have much of a "position" in the state relative to others. Locally, it may be the quiet "next door neighbor." Outside the area, there may be little recognition of the area. The city engaged Aqua Marketing & Communications to research the attributes, strengths, weaknesses, and opportunities of the city and create a branded identify to serve as a launch point for future economic development and communications initiatives.

In addition, Aqua was tasked with analyzing the city's current communications structures and develop a plan for improving communication efforts targeting both in-market residents as well as out-of-market target audience. Addressing a lack of adequate inquiry fulfillment was identified as a priority.

Audience

With an exceptionally attentive and engaged citizenry in Punta Gorda, successful adoption of any new branding campaign required buy-in from key community stakeholders and community groups. Following extensive research and market testing, the new branding was strategically introduced in-market. Having successfully developed the branding, and following successful community adoption, Aqua is now implementing a marketing strategy aimed at three key target audiences. Those audiences include potential business relocation candidates, potential residential relocation candidates, and tourists.

Objectives

YEAR ONE

- Conduct in-depth research to identify the character, strengths, and attractive attributes of the city
- Analyze the city's current brand and marketing position
- Create comparative market analysis of Punta Gorda relative to competing communities
- Develop a new brand identity highlighting and capitalizing on those positive aspects of the city



The City of Punta Gorda, Florida "Florida's Harborside Hometown" (continued)

YEAR TWO

- Develop strategies and structures for improving city communications
- Implement the new branding across multiple platforms and materials
- Engage community leaders to spark adoption of branding
- Provide brand application guidance and direction
- Create new website highlighting branding and messaging to reach three key target audiences

Tactics

The agency's methodology included a discovery period designed to give agency staff as much knowledge and information as is possible in order to understand the city, its attributes, citizenry, history and more in order to fully prepare the agency for the process of branding and creating a suitable marketing or communications plan. The elements and stages used are as follows:

Internal Audit: The Internal Audit is the first phase of discovery. Through the internal audit we gain an understanding of the internal opinion of Punta Gorda's current brand and the opportunities that may be obtained through rebranding.

External Audit: Review and analysis of any past research executed to identify or understand the community's potential targets with special attention as to why businesses may consider the community. An in-depth study of how competitive communities are going to market. A review and analysis of any data the City may have reflecting historic business relocation to or retention in the community. Primary research conducted to determine the targets' views and beliefs about the community, reasons for relocating to or visiting the community, and their perceived views and beliefs about the competitive set.

After the discovery period was completed, a comprehensive report was presented to Punta Gorda leadership. Citizens and city staff of Punta Gorda claimed that the town is truly unique, and the discovery process affirmed that position. An enclave that is a bit removed from the rest of Florida, its incredible harborside location, its distinct and growing downtown entertainment district, and its involved, connected citizenry make it an unusual community and one offering many positive attributes.

Taking the data from the discovery period Aqua developed a unique city identity, including:

- Positioning Statement
- Brand Description
- Brand Promise
- Key Brand Words and Phrases



The City of Punta Gorda, Florida "Florida's Harborside Hometown" (continued)

Following the development of the new brand identity, Aqua launched a community-wide adoption campaign, meeting with Chambers of Commerce, leading community groups, and others to generate acceptance and acquire stakeholder support.

Simultaneously, Aqua assisted the city with internal adoption on all platforms including signage, letterhead, business cards, marketing materials, website, social media, wayfinding, and other media.

Final Phase

Aqua is currently beginning year three of working with the City of Punta Gorda. This current phase includes the development of a new website to communicate to the three target groups. An aggressive public relations campaign will push the new branding and marketing efforts beyond the immediate area to reach potential business relocation candidates across the country.



City of Punta Gorda Logo and Branding Guidelines



Florida's Harborside Hometown

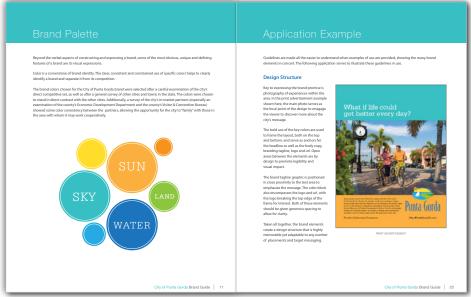




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Branded Business Card



www.ExplorePuntaGorda.com



Brand Release Flyer

City of Punta Gorda Launches New Branding & Marketing Effort



towards improving economic growth and creating a year-round economy to sustain the city.

The City Council has unanimously approved a new branding effort. The new brand will be the cornerstone for upcoming efforts to enhance business attraction and retention as well as visitation to the city. The branding also marks visitation to the city. The branding also marks to present a consistent, unified message and image.

The brand is the result of a year-long market study and analysis by the firm Aqua Marketing & Communications which has created and led rebranding and marketing efforts for cities across Florida and beyond.

Cities that carefully define themselves through branding efforts are better able to offer themselves as a clear alternative to others, and more likely to separate from the din of the marketplace. Successful branding efforts define a city as unique among others and clearly offer why the city is more desirable over the alternatives.

Once determined, the municipal brand becomes part of everything a city does. It's reflected in advertising and public relations and on its website and social media. But it's also reflected in what events the city considers, how its representatives answer the phone, how the various city partners reflect their role in relation to the brand, how the city identifies itself within the city limits, and much, much more.

In short, when branding is done correctly, the brand touches and becomes a part of everything the city says and does in its communications.

A "brand" is how our target defines us. It's what our city means to them, how they view our city in relation to themselves – and especially how they view our city in relation to other cities.

Now that the branding has received city leadership approval, Punta Gorda is beginning a major effort to roll it out in numerous public venues and platforms.

In recent years, ches have realized the value or creating a brand image to attract dusinesses, residents, and tourists. Some cities have even moved on to overhauling their existing brand to help stimulate growth and investment."

Forbes 10/23/2017

Port Charlotte Sun online

Charlotte Sun | Page A08

SHARE E V 🖂 ...

Punta Gorda approves new logo

By JONATHAN SCHOLLES

STAFF WRITER

 ${\sf PUNTA}$ GORDA — In an attempt to market itself to a younger audience Wednesday, Punta Gorda adopted a new city logo, tagline and strategic branding plan.

City Council unanimously OK'd a modern yet minimalistic vision of Punta Gorda's landscape, including a sailboat skating across the blue water, while the sun radiants and fills in the rich, yellow sky.

The city's new tagline will be, "Florida's Harborside Hometown."

Vice Mayor Gary Wein said Punta Gorda needs to be aware of a potential generational shift, which likely will swing from the Baby Boomers to Generation X and Millennials.

This shift may occur over a 20-year window, and the city would have to consider "appropriate growth" to attract new residents.

"Our demographics, in the long term and inability to really attract the Millennial generation in the future, and here we are sitting between two major communities that that's what their focus is," Wein said, pointing to North Port and Babcock Ranch, which market to Millennials.

"And Babcock Ranch markets itself as the hometown to Millennials, not the Baby Boomers, which is our demographics. And that, perhaps, has become our Achilles heel," he said.

Wein said as the branding plan develops, the city needs to focus on "appropriate evolution our community, because it's going change, we're going change, our kids are going to change."

The Punta Gorda metropolitan area is the oldest in the state with 36 percent of its population above the age of 64, according to data compiled by A Place for Mom, a Seattle-based senior care referral service. The next closest is Sebestian-Vero Beach, which has a senior population of 29 percent.

City of Punta Gorda Branded Wayfinding Signage









City of St. Petersburg, Florida "Surprising St. Pete"

For decades, St. Petersburg was perceived nationally as a dated, nondescript community populated by wintering senior citizens loitering on the city's iconic green benches. The area was a regular punch line during monologues on late night television shows. And unfortunately, local and regional residents largely accepted that national perception. But in fact, the city was experiencing a genuine renaissance, with trendy eateries, lively entertainment venues, professional sports teams, intriguing museums and world-class attractions just waiting to be discovered.



St. Petersburg launched a campaign to define the city as a vibrant, current place to visit, prove that the city has much to offer, and dispel assumed perceptions about St. Petersburg. Initially, there was a thorough review of the market situation, competing entertainment/dining/retail areas, and the city's assets and attributes. After an analysis of that review, a new brand was created, positioning the community as "Surprising St. Pete."

Rather than attempt to communicate broadly about the varied neighborhoods throughout the area, it was determined to focus on St. Petersburg's revitalized downtown, and allow the "halo effect" to enhance perceptions of the greater metropolitan area. To prove that downtown was genuinely surprising, extensive efforts were made to identify unique and undiscovered experiences that could be highlighted along with downtown's well-known entities.

The brand was fully expressed – including tagline, logo, graphic design and messaging – for use in all media. A comprehensive campaign was developed that was executed in print ads, broadcast commercials, new website, public relations, and well thought-out social engagement plan. In addition, a partnership program was developed to educate downtown businesses on the city's marketing program and motivate them to actively participate and contribute to ongoing promotional efforts.

The "Surprising St. Pete" campaign was successful in raising the profile of downtown St. Petersburg to city residents and the broader Tampa Bay area. Visitation increased significantly for restaurants, entertainment venues and attractions. In addition, the city government leveraged the strategy and campaign elements to support efforts of the local economic development council.

Services Provided:

- Marketing strategy
- Regional positioning strategy vis-à-vis alternatives
- Advertising
- Public Relations
- Website Development
- Social Engagement Plan



City of St. Petersburg, FL Full-Page Branding Ads



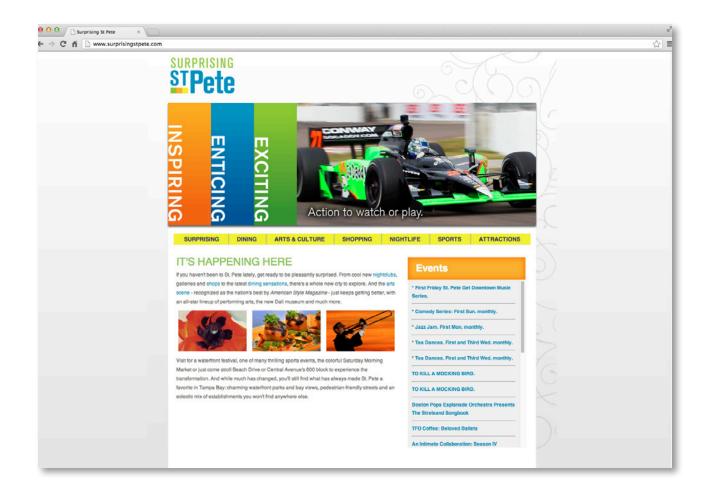
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Website





TradeWinds Island Resorts St. Pete Beach, Florida "Just Let Go"



At 1,240 rooms, the TradeWinds Islands Resort is the largest resort property on Florida's west coast. With a marketing budget of \$2.5 million, the resort wanted to do more that fill room nights: it wanted to create a distinct brand to stand the test of time and rival its competitive set.

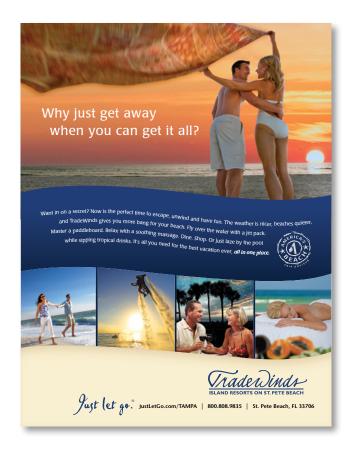
Starting with the resort in 2001, Aqua's staff was tapped to create the first brand for the resort. The resort consisted of three, distinct waterfront properties that needed to be united as a single product offering. After a period of deep discovery, including consumer research, the resorts brand was launched; inviting potential guests to, "Just Let Go" with bookings suddenly surging 11% in targeted markets.

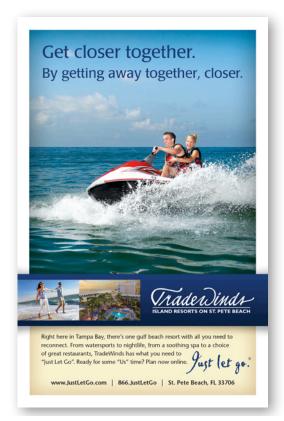
With the success of the branding effort and subsequent campaign, the resort turned its attention to the internal application of the brand. Through a multi-million dollar renovation project, the brand, right down to its color palette and resonating tagline were applied to every facet of the property.

Campaign after campaign have pushed the boundaries of marketing innovation, won international recognition and achieved incredible results. Aqua's staff has applied its abilities across a broad range of marketing channels including television, in-room communication, online, print, direct response and more; and has aided the resort in building both leisure and group business.

After having Aqua refresh the resort's branding in 2011 (ten years after the initial brand development) the property is still with the firm today. Most recent results from Aqua's work have been credited with pushing the resort to far outpace its competition and helped the resort realize a 13% increase in ADR from targeted markets, and a 10% increase in ancillary spend from the local/regional markets. Guest spending per stay of guests from the targeted markets increased 14.5% with some markets reaching as high as 17%. As significantly, the resort showed a whopping 13.7% increase in RevPAR – nearly doubling the comp set's increase for the period, and more than doubling the percentage of ADR increase during the period.

The latest campaign has generated \$5,047,526 in total revenue from the targeted markets. The return on investment calculated at 38:1. Total summer period revenue for the resort from guests of the targeted markets contributed 32% of the total revenue or the resort, showing clear and substantial response and impact far outpacing the competitive set and standards for the industry.







Resort Branding Ads



Guy Harvey Outpost St. Pete Beach, Florida "Get Out There"

Master marine wildlife artist, scientist and conservationist Guy Harvey has devoted fans around the globe for his distinctive artwork and adventure-themed fashions and accessories. In extending his brand into the hospitality industry however, the company had little experience in attracting a clientele broad enough to sustain a successful resort operation in a major market.



Background

Aqua was tapped to market the first Guy Harvey Outpost resort property in the United States. Located on St. Pete Beach, Florida, the hotel needed to remain faithful to the Guy Harvey brand, promote water sports and adventure-themed activities, yet compete in a competitive marketplace for visitors seeking the benefits of a traditional Florida vacation.

Recommendation

The recommendation was to effectively communicate the Guy Harvey brand in all external marketing efforts, while representing vacation experiences that appealed to the greatest number of potential guests. Rather than focusing heavily on diving and marine conservation – which connect to a narrower market segment – Aqua developed a brand message that encouraged vacationers to "Get Out There" and experience fun-filled Florida outdoor activities like paddle boarding, surfing, shelling and fishing.

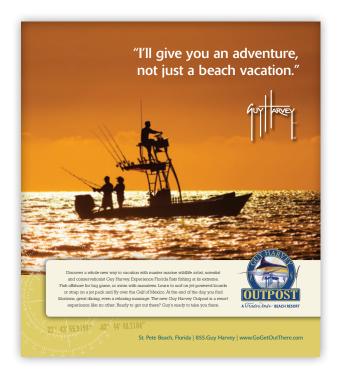
Execution

Because of the strong visual component of the overall Guy Harvey brand, the graphic approach for branding the resort drew significantly from his distinctive artwork. Aqua created a comprehensive marketing campaign that included print advertising, direct mail, email marketing, collateral, and radio and television advertising. Photography developed by the agency conveyed a well-defined sense of adventure consistent with the Guy Harvey brand while strongly positioning the resort against competitive properties along Florida's Gulf Coast. In addition to outreach resources, Aqua also further communicated the brand on-site with everything from identity programs for the resort's restaurants and retail outlets to signage, door hangers and stationery.

Result

Through comprehensive a comprehensive branding program, Guy Harvey was able to successfully launch his themed resort concept in the United States. Strong reservations activity has been generated from Guy Harvey specific media outlets along with the general marketplace.

Guy Harvey Outpost – Full-Page Branding Ads









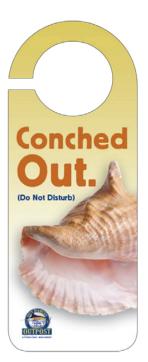


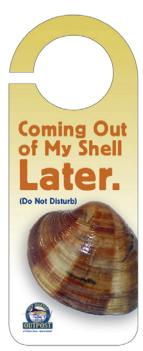
Onsite Branding

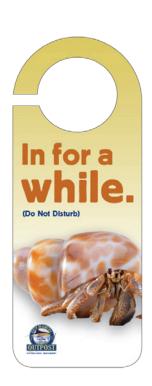


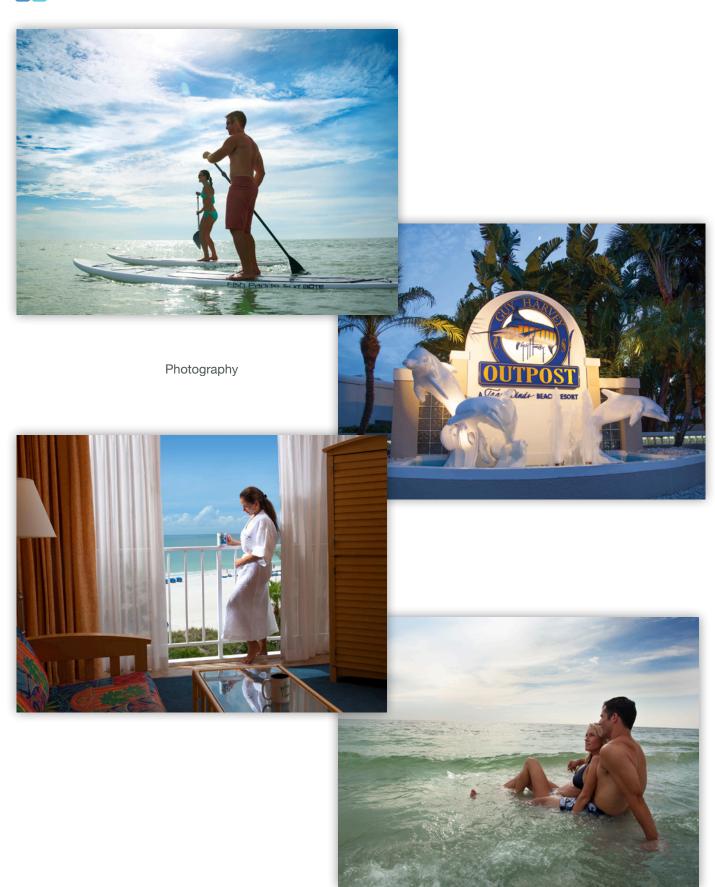


Themed Door Hangers









3/21/2019

c. Provide explanations and samples of how the team approaches the development brand architecture for a destination or travel product.

Headquartered in St. Petersburg, Florida, and with offices in Naples and Ft. Lauderdale, Aqua Marketing & Communications, Inc. is a full-service marketing communications firm specializing in destination marketing and tourism. The firm's core competency is brand analysis, development, planning and execution. The firm's staff is responsible for successfully developing several destination brands in the state of Florida, to award-winning results.

Aqua provides a deep, studied approach to destination brand analysis and development that assures that your destination will achieve unprecedented success and lead to historic results.

The agency's staff have successfully originated brands for the following Florida destinations, communities and governmental entities, as well as having devised the strategic direction and planning necessary to execute the destination's branding programs.

- Manatee County CVB (Bradenton, Anna Maria Island, Longboat Key)
- Okaloosa County CVB (Destin, Ft. Walton Beach, Okaloosa Island)
- The Amelia Island CVB
- The Collier County CVB (Naples, Marco Island & The Everglades)
- The Charlotte County VCB (Punta Gorda/Englewood Beach)
- The Seminole County CVB
- The City of West Palm Beach
- The City of Punta Gorda
- The City of St. Petersburg
- The City of Deltona
- The Seminole County Department of Economic Development
- The Pinellas County Department of Economic Development
- The TradeWinds Island Resort, St. Pete Beach
- StarLite Cruise Lines. Clearwater



Process

Aqua provides a solid, methodical approach to brand review and development that has proven successful for other Florida destinations, ultimately leading to their attaining record-breaking results. Though already very familiar with the GFLCVB through other efforts in South Florida, as well as through research conducted for other clients, Aqua always "wipes the slate clean," and approaches all branding projects with a clear, objective view of the destination.

At the beginning of the process, Aqua defines all aspects of the project, and works with your destination to establish anticipated outcomes. The process is timelined, with clear due dates, roles and responsibilities, with costs detailed and agreed to prior to any work being performed by the agency. Clear reporting protocols are established, and Aqua can be expected to provide both written and oral reports of the process and of the agency's work at established key mile stones during and throughout the course of the project.

The process is based on exhaustive research that includes analysis of your destination infrastructure, visitation attributes, target research, one-on-one stakeholder interviews, in-depth comp. set analysis, SWOT analysis, press and social media listening and more. In addition, Aqua recommends appropriate programs to assure community understanding and embrace of your new brand, assuring adoption and reflection by your community.

The resulting plan includes brand application through every communication marketing channel and consumer point of contact, consistently and at all times.

A simplified description of Aqua's branding process is as follows. Though typical for most clients, the process can be tailored to your specific destination and reflect your unique needs.

Step 1: Internal Audit

The Internal Audit is the first phase of discovery. Through the internal audit we gain an understanding of the internal opinion of the destination's current brand and the opportunities that may be obtained through rebranding.

Activities during this step include:

- **A. Analysis of current brand and market position** A review of the current brand, its expression, its historical development and use, its intended impact in the market, and a review of graphic expression and brand standards.
- **B.** Destination attributes assessment A review of the destination's "reasons to visit" and "things to do". Besides experiencing the attributes first-hand, our staff will listen to the CVB or other stakeholders, as well as review what descriptions of the area and reasons to visit are being made by the hospitality and travel community.
- **C. Promotional history of the destination** A review of how the destination has historically presented itself publicly to potential targets, with an emphasis on its central promise and distinctive destination attributes.
- D. History of partners' participation A review of how destination partners (airport, accommodations, attractions, VISIT FLORIDA etc.) may have understood, attempted to help disseminate, or have influenced the community's brand. A determination will be made as to these partners willingness to participate in future brand dissemination.

Step 1: Internal Audit (continued)

- **E.** Inquiry review and analysis Analysis of historic inquiry and the destination's inquiry conversion. What potential visitors have expressed interest in the destination and how the destination has reacted and responded to those inquiries. Analysis will consider market conditions, what may have been historically offered through various marketing and communication channels (personal contact, advertising, website analytics, etc.)
- **F.** Stakeholders input It is customary to meet with and consider input and opinion regarding branding and competitive positioning from the destination's Key Stakeholders. Those may include:
 - Market-leading properties and accommodations
 - The local airport
 - Local attractions
 - TDC members
 - Political stakeholders
 - County Commissioners
 - Area Chambers of Commerce
 - Area media outlets
 - Key businesses and industries
 - Key cultural and lifestyle stakeholders
 - Any others who may affect, or be affected by, area visitation or who may evaluate branding execution and outcomes.

Step 2: External Audit

- **A.** Past visitation marketing research Review and analysis of any past research conducted by the County or other tourism interests in order to identify or understand the destination's potential target market. Especially any that may have been used to establish the direction of the destination's current brand.
- **B.** Competitive review and analysis An in-depth study of how competitive destinations are going to market to attract visitors, with special attention to brand expression, visitation experience promises, incentives, messaging, graphic standards, attempted destination position, media used, and competitors' destination attributes.
- **C.** Target history and visitation patterns Strongly aligned with when and why visitors choose a destination, a review of visitation history and patterns provides an understanding of the targets and their potential, future motivations. It also provides the basis for choosing candidates for further market research.



Step 2: External Audit (continued)

D. Market research – Primary research conducted to determine the potential visitors' knowledge of and response to the existing destination brand, and as importantly, those of the competitive set. This information provides important insight into what the most competitive brand definition and market position may be for the destination. Care is taken to recruit respondents that have visited the destination as well as have also visited the competitive set. Research methodology may involve focus groups or large sample in-depth interviews.

In addition to primary research, the agency will conduct press and social media listening, obtaining an objective understanding of how the target views and what they believe about the destination and the comp. set.

Note: Many clients who engage in ongoing research with third-party research firms may have already taken this step and have the data in place. In those instances, the agency will review the data with the client and research firm to gain the insights into the current brand and those of the competitive set.

Step 3: Strategic Brand Planning and Development

- **A.** Analysis and assessment of all items from internal and external audits Includes agency's report to the client and discussion with client and research partners regarding all findings.
- **B.** Initial brand and market positioning recommendations to client Includes a discussion of potential brand directions, reasons for their consideration and potential applications through all marketing communications channels, definition of Brand Personality. Through dialogue and considerations of the CVB staff, the firm will prepare for finalizing potential directions for testing.
- C. Preparation of potential brand directions for testing Preparation will be dependent upon the determined research methodology. Client will review and approve all executions of directions prior to research.

Step 4: Market Testing

- A. Research Utilizing the determined research methodology, the various potential brand directions will receive the review and reaction of potential visitors. Care is taken to ensure that respondents have previously visited the destination as well as other competing destinations. Research methodology may involve focus groups or large sample in-depth interviews.
- **B.** Review and Analysis Involving agency recommendation as well as CVB and research group discussion, a determination will be made as to what brand and message direction has the strongest potential vis-à-vis the competitive set.



Step 5: Execution - Educate. Excite. Unite.

- A. Creation of pilot messages and Brand Standards Manual Upon completion of research and testing, the agency will develop initial example messages for communications channels of the clients choosing. Additionally, the agency will create a Brand Standards Manual for use by all parties who will need to understand or communicate the brand.
- **B.** Plan for external application and dissemination Working with the CVB, the agency will offer a plan for external application and communication of the brand through others. Plans will suggest tactics for brand adoption through industry and travel partners (hotels, resorts, airports, etc.) as well as methods to turn visitors into brand ambassadors.
- C. Understanding and adoption by internal audiences and constituencies Working with the CVB, the agency will offer strategies to announce and convey the new brand to internal groups such as CVB staff, hospitality industry, area Chambers of Commerce, governmental boards or other important stakeholder groups. The agency will volunteer to help address those groups and explain the process, the research, and the competitive advantages of the new brand approach. Every effort will be made to educate, excite and unite the County's constituencies in adoption and support of the new brand.

The purpose of this step is not to ask permission or to get input, but to excite the destination regarding the new brand and to unite it behind the new direction.

Step 6: Post Analysis

The agency strongly suggests that a period of post analysis take place, allowing for review of brand implementation, determining of market penetration and continued probability of brand success. This effort allows the CVB and the agency to tweak and adjust branding efforts to assure a precise, sustainable and competitive brand. Typically, agency clients work with the agency to establish a program of ongoing research designed to assure continued brand resonance in the marketplace.



Reporting

Throughout the process and especially at pre-determined, key points; Aqua provides written and oral reporting of the process, analysis, revelations, results, determinations, and conclusions. The reporting is both for working with your destination to provide direction for the next step, but also to document the conclusions and findings that will be considered long-term.

As a firm experienced in working with governmental clients, Aqua can be counted on to clearly and competently report to any boards, committees or councils as needed by the client. Some examples of various written reports typically provided during the process include the following:





West Palm Beach Summary Observations Report



West Palm Beach Discovery Report



West Palm Beach Branding Guidelines



West Palm Beach Marketing Plan



West Palm Beach Execution Recommendation Plan

p. 143



At the conclusion of the analysis and brand re-evaluation or redevelopment, Aqua is able to provide complete destination planning including, but not limited to the following:

- Overall CVB long-term plan
- Overall, integrated Marketing Plan, including:
 - Public Relations Plan
 - Advertising Plan
 - Social Media Plan
 - Digital Communications Plan
 - In-Market Brand Ambassadors Plan
 - Group marketing, meetings or sports marketing plan
 - Event planning



Bradenton Area CVB Strategic Plan



Beyond understanding the agency's process in developing a destination brand and its corresponding architecture and use, the following case studies of Aqua's brand initiatives for clients provides examples of how our firm approaches the task.



"Our Best Side is Outside."

Charlotte County lies in Southwest Florida, just south of Sarasota and north of Ft. Myers. A coastal area, laced by remote and pristine offshore islands, the area is renowned for its fishing and boating and has long been considered one of the world's top sport fishing destinations. Its centerpiece, Charlotte Harbor, is Florida's second-largest open water estuary, formed by the blending of saltwater from the Gulf of Mexico with freshwater



from the Peace, Myakka and Caloosahatchee rivers. The area's main municipality lies adjacent to the harbor. In 2004, the town was devastated by Hurricane Charley, the strongest hurricane to make U.S. landfall since 1960. Since then, the town has undergone an exceptional renaissance and today is an exciting, eclectic mix of superb restaurants, diverse attractions, activities, history and culture.

Originally contracting Aqua in 2012, the County had historically marketed itself as Charlotte Harbor and the Gulf Islands. Although previous firms had attempted branding, none had done so with any deep rigor or lasting effect.

On re-contracting Aqua in 2015, the County requested that Aqua consider branding the County for tourism purposes, and asked the agency to engage what by then had been a proven process to distinctly and competitively define destinations within the state of Florida.

To that end, a period of discovery ensued, considering:

- The destination's promotional history
- Its visitation history
- An inventory of the destination's properties
- An inventory of the destination's various visitor activities and attributes
- An in-depth study of its competitive set
- An in-depth analysis of its visitor profile

To acquire the data and information, a variety of methods and activities were engaged, including:

- Meetings with management staff of area properties
- Touring area properties
- Visiting over 55 area attractions and activities
- Meetings with key in-market stakeholders



As part of the in-depth analysis of the visitor profile, target market primary research was undertaken in the form of qualitative focus groups in markets of lift and drive.

Discovery results

Through research and discovery, it was determined that the County's image was vague and that previous marketing as "Charlotte Harbor and the Gulf Islands" was doing little to define the County's location or attraction to visitors. The singular link between all the County's visitor assets were its outstanding, broad array of outdoor activities. Additionally, the group of assets stood as a unique collection vis-à-vis the competitive sets, as well as with other destinations in the state. Unusual for other destinations in the state, research showed that males might participate more in the decision to visit the area, than in decisions to visit other areas of the state. Additionally, due to awareness issues, the County had far fewer international visitors than. other areas of Florida's west coast.

Conclusion

It was Aqua's recommendation to brand and market the area as Florida's best opportunity to experience all of the best of the state's highly favored and enjoyable outdoor activities. The brand would need to equally resonate with males and well as females, and need to provide an attractant to international visitors.

Naming

Given that geographic specificity is import to travel search, and that the County's concentrated clusters of visitor assets and accommodations where centered in two, main areas, it was recommended to transition the destination's brand name to, "Punta Gorda & Englewood Beach." For name continuity, a secondary line of, "Charlotte Harbor and The Gulf Island Coast" was also recommended. The naming also allowed greater association with the destination's own airport, and a growing provider of visitor lift to the market – the Punta Gorda Airport.

Positioning

The destination was positioned as:

'The Punta Gorda/Englewood Beach area is the one Florida destination that provides all the best of Florida's coveted outdoor activities all in one place."

Brand Description

The destination's brand description was expressed as:

"Punta Gorda / Englewood Beach is a relaxing, more secluded Florida destination that offers all the best of Florida's wonderful outdoor experiences and lifestyle. From beaches to boating, hiking to harbor tours, fishing to nature discovery; to sun, shelling and shark's teeth, Punta Gorda & Englewood Beach offer visitors more of what they come to Florida for: relaxation and discovery in an outdoor vacationland."

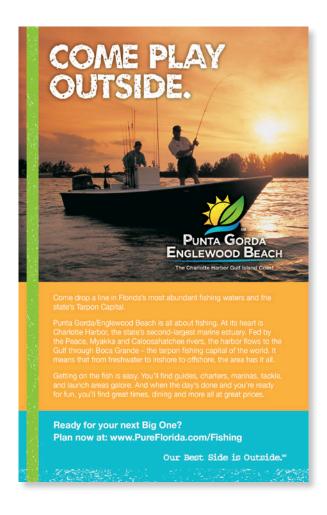
Brand Tagline

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Summing the Brand and Position, the following tagline was developed and confirmed through research:

"Our Best Side is Outside."

Punta Gorda / Englewood Beach Charlotte County, FL Full-Page Branding Ads

















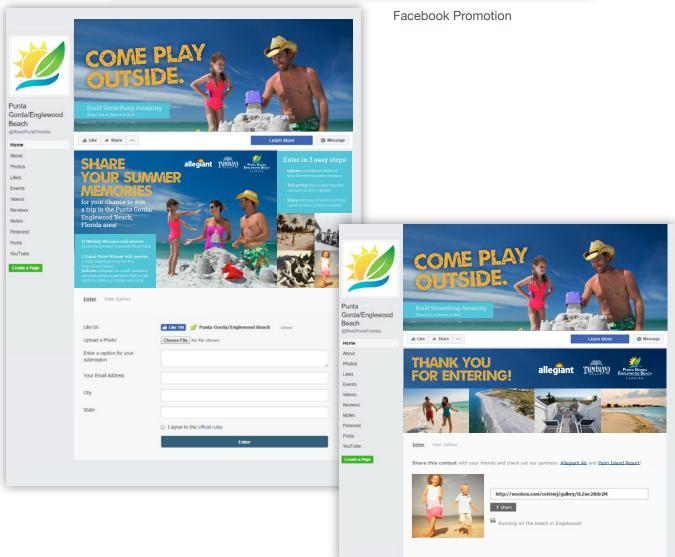




Online Banner Advertising - Animation links below

http://welcometoaqua.com/Charlotte/summer/300x250/SummerCampaign.html
http://welcometoaqua.com/Charlotte/summer/160x600/SummerCampaign160x600.html
http://welcometoaqua.com/Charlotte/summer/728x90/SummerCampaign728x90_proofing.html









German Visitor Guide





Case Studies - Punta Gorda/Englewood Beach, Florida



Trade Show Display



General

Table of Contents

Trade Show Pop-Up Banners



Nature



Sports



"Real. Authentic. Florida."

The Brand

Through research and the process of discovery, it was determined that Manatee County would best present itself as a visitation destination using the name:

Bradenton/Anna Maria Island/Longboat Key.



The brand defines the area as a place offering one of Florida's most unique and relaxing island and mainland destinations – an "anti-city", non-glitzy, laid back experience providing a liberating release from everyday life.

Branding included a striking new logo, complete visual identity system and exhaustive guidelines for application across all aspects of CVB marketing and operations. The Agency also created the new tagline that summarizes the area's vacation experience as "Real. Authentic. Florida."

Brand Execution

Once developed and approved by the CVB and key County stakeholders, the brand was then tested in Boston and Chicago to validate findings and conclusions identified during earlier research. Upon confirmation, the brand was executed across all aspects of the destination's marketing, including advertising, public relations, website, digital marketing and social media.

To assure widespread adoption throughout the area, the Agency introduced the brand to the community with highly visible events. In addition, they developed a comprehensive brand ambassador program so that strategic visitation-related businesses and organizations would know, understand and embrace the brand.

Due to the Agency's efforts to unite the community around the brand, the area embraced the brand beyond visitation marketing. The Agency aided in transitioning the visitation brand to a community brand, applying it to the Bradenton Area Economic Development Corporation, Manatee County Area Transit, road signage, and other County departments and operations.

3/21/2019











Logo and Other Department Sub-Brands

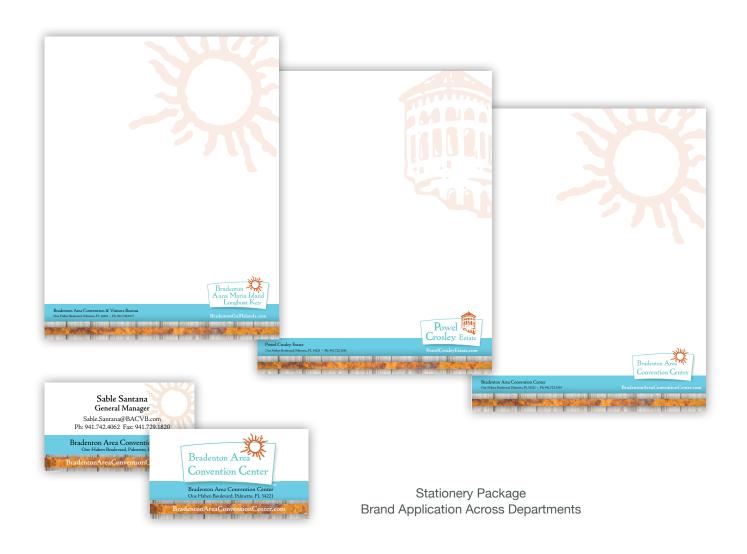


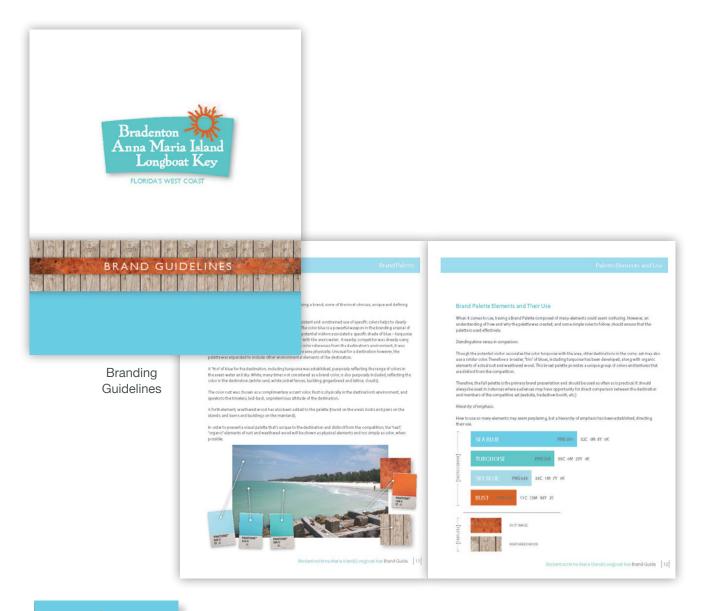














German Visitor Guide









Film Commission Production Guide





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Birding Guide



p. 161

2.1 Creative Portfolio

International Online Banners



Brazil-Portuguese



Des réserves naturelles fameuses dans le monde entier, proches des plages des îles

Bradenton
Anna Maria Island
Longboat Key

FLORIDA'S WEST COAST

German



French



Canada United Kingdom

















To view this TV spot, go to: http://bit.ly/AquaBroadcastSamples



Headquarters Office Design





Convention Center Signage



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"Business, Life, Balanced,"



Program Synopsis

Business. Life. Balanced.™

The City of West Palm Beach is the oldest large municipality in the South Florida Metropolitan area, and had long been known for its history (including the City's plotting by industrialist and railroad magnate, Henry Flagler) and city attributes attracting residents of substantial wealth. In recent years, however, following the de-urbanization of the city's central core and the recession, West Palm Beach found itself on a slow road to recovery, with its economic vitality depending more and more on economic development.

Situation Overview

To date, the City had not attempted to purposely brand or establish itself as a defined offering to potential businesses or industries considering relocation. However, with research indicating an imminent and major influx of visitors in the next five to ten years, a recovering downtown core and new administration making economic development a top priority (including the appointment of a Director of Economic Development), the City set out in search of an agency with proven success in economic development, branding and destination marketing to develop a new brand representative of the City and spearhead the definition and rollout of an integrated economic development marketing plan. Aqua was selected through RFP over multiple local and national firms in contention.

Audience

To ensure city-wide acceptance and support of the economic development brand and its successful roll-out, Aqua first focused on residents, businesses and stakeholders residing in the City to ensure buy-in. It next identified businesses in the financial industry located in markets of lift as top targets for the external plan. The second year of the plan is designed to focus on another important industry to the City: Marine.

Objectives

Aqua set out to:

- Combat the recent resistance to development in the City
- Obtain input from key stakeholders including government officials, residents and area developers
- Renew passion and initiative, streamlining area development
- Build on momentum while honing and refining the City's efforts to revitalize and restore its economy
- Establish a competitive position within the state and nation
- Unveil the first economic development marketing brand for the City
- Highlight important entities (e.g. the airport, downtown)
- Determine the City of West Palm Beach's business targets and efforts required to lure specific business types to the area
- Devise an integrated marketing plan for the City and the implementation of its new brand
- Assist the city in attracting and retaining new businesses through the rollout of the plan

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Aqua understood that although brands may be expressed externally through various marketing and communication, a true, solidly rooted brand will be understood internally and expressed locally as well. As such, Aqua's strategy was to first create a brand around which the community would rally, focusing on the delineation of distinct (and important) districts within West Palm Beach, and uniting businesses with a common direction and goal.

Next, it would identify the most impactful economic drivers / targets for the City and utilize marketing and promotion of the brand to attract businesses in these important industries to the city: finance and boating.

Tactics

In order to establish the City of West Palm Beach's economic development brand, Aqua first unleashed a comprehensive process that included:

- Evaluation of current brand and market position
- Interviews with internal stakeholders
- Community attributes assessments
- Assessments of the City's infrastructure and economic drivers (e.g. public transportation, airport, health, etc.)
- Formal research and competitor research
- Review of the history of partner participation and key targets

After Aqua completed the discovery period and determined the City of West Palm Beach's business targets and efforts required to lure specific business types to the area, Aqua unveiled Economic Development Branding: "Business. Life. Balanced." It also provided the City with a brand definition, brand guidelines, messages, targets, a logo, tagline and suggested usage and more—all unique from the competitive set. The brand integrated seamlessly with and encapsulated the economic development initiatives and efforts already in progress. The firm also assisted West Palm Beach Mayor Muio with its introduction.

Aqua then got to work rolling out the new brand and ensuring internal adoption, beginning with the establishment of an important economic district found within the City: its financial district.

First, to delineate the Financial District and ensure its continued growth to draw businesses from afar, Aqua drew from geographic boundary and the historical significance of its namesake, naming the district after American industrialist Henry Flagler, and then provided solutions for the physical demarcation of the Flagler Financial District. This included the design of a logo and the creation of place-making devices including, ground level monuments, sidewalk displays, community art and pole banners.

Results

After it saw universal adoption of the new brand, the immediate success of the Flagler Financial District and a positive impact on the downtown core, the City of West Palm Beach saw something unprecedented take place: the acceptance of the economic development plan as the overall city brand.

With the completion of the City's economic development brand and the subsequent creation of the Flagler Financial District, and after aiding in achieving City-wide buy-in, Aqua was next tasked with the development of an economic development marketing plan, complete with marketing, public relations and social media components all designed to attract important targets to the City.





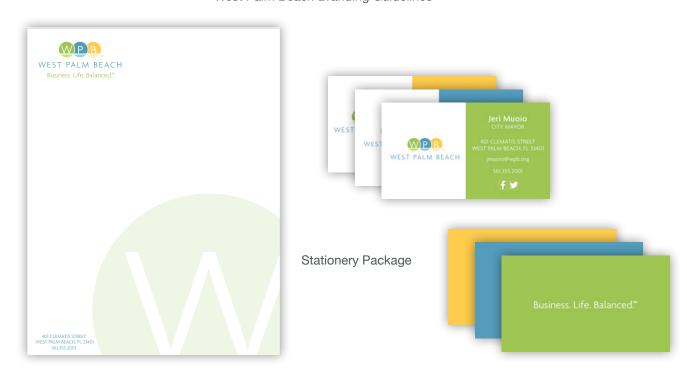
WEST PALM BEACH

Business. Life. Balanced.[™]

Logo

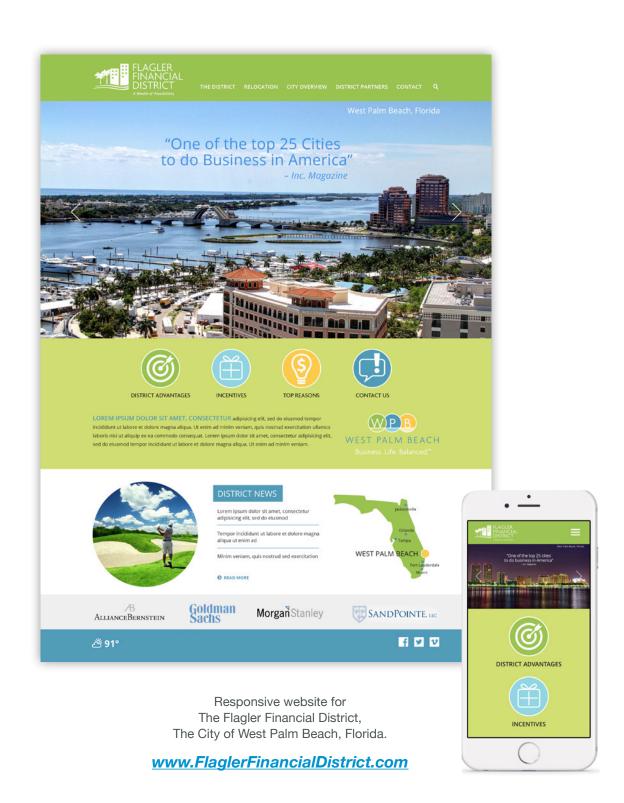


West Palm Beach Branding Guidelines





3/21/2019





Mayor's Breakfast and Brand Reveal



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Flagler Financial District Placemaking





EASY, RELAXED COMMUTES

GREAT WORKFORCE IN PLACE

ENERGETIC URBAN HUB

The exciting metropolitan center of the Palm Beach region, the City of West Palm Beach has all the right ingredients for business success: a welcoming supportive community, a pro-business government, and lower costs of doing business than other areas of the country. Near-perfect weather, easy commutes, a rich cultural environment, and smalltown feel combine to create South Florida's most relaxed, refined and vibrant lifestyle.

Come see for yourself. For your personalized information package, contact Chris Roog at: 561.822.1416

BusinessLifeBalanced.com

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Branding Ad









Online Banner Advertising - Animation links below

http://welcometoaqua.com/WestPalmBeach/Profits 160x600/index 160x600.html http://welcometoaqua.com/WestPalmBeach/Profits 728x90/index 728x90.html http://welcometoaqua.com/WestPalmBeach/Profits 300x250/index 300x250.html



"Florida's Last Paradise."

By almost any measure, efforts on behalf of Naples, Marco Island & the Everglades are considered some of the most successful destination marketing efforts in the state. Starting at virtually zero, the destination soon surpassed its peers in all measures of visitation success, and then became consistently recognized statewide as well as internationally for its advertising/marketing efforts.



Background

Initially, the destination had no unifying destination brand or image.

No clear message strategy had been established for the destination. Its media strategy was scattered, spreading meager funds across far too many markets. And unfortunately, in comparison to its competitive set, the destination was substantially underfunded.

Recommendation

The recommendation was to establish a distinct, competitive brand for the destination, allowing it to stand apart from its competitive set, as well as to define itself uniquely within the state of Florida. The message strategy was to continually present a strong positioning message, stating the destination's strong differences from it competitive set while enticing the visitor with brand-appropriate imagery of highly desirable and unique experiences. The initial media plan dropped several traditional markets for the destination and concentrated media to origin markets of the highest, most likely return.

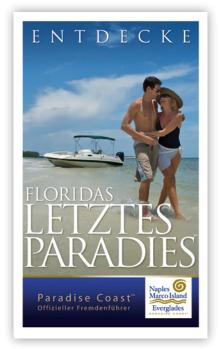
Execution

Through careful research and planning, the destination was strategically positioned as, "Florida's Last Paradise" – setting it apart from the rest of the state. The area was branded, "The Paradise Coast" – for the first time branding the general geographic area of the state. Media was pulled from traditional out-of-state markets and concentrated heavily in southeast Florida – a market of visitor origin that had shown a strong, historic level of visitation to the destination.



Examples of Final Brand Expression





German Visitors Guide



German Website





English/Foreign Language Rack Brochures



noice." SEMNOLE COUNTY

"Florida's Natural Choice."

Seminole County, Florida lies immediately east of Orange County/ Orlando and is one of five counties ringing the Greater Orlando Metroplex. Florida's Natural Choice

An area considered "North Orlando" by many, the County offers accommodations and theme park proximity at lower prices on its west side, but moving east offers a vast area of natural wilderness. Beyond the theme parks, the area offers abundant boating and fishing, superb canoe and kayaking, and great opportunities for bird watching and wildlife viewing. The County is crisscrossed with one of the most extensive trail systems for hiking and biking in the country.

In 2009, the Convention & Visitors Bureau sought to re-consider its brand and how it was going to market. It hoped to more strongly define a unique position within the state, and one that would work more synergistically with Orlando.

To that end, a period of discovery ensued, considering:

- The destination's promotional history
- Its visitation history and visitor travel patterns
- An inventory of the destination's properties
- An inventory of the destination's various visitor activities and attributes
- A re-examination of its competitive set
- An in-depth analysis of its visitor profile

Data for the assignment was acquired through CVB staff, Visit Florida, and meetings with area properties. As part of the in-depth analysis of the visitor profile, target market primary research was undertaken in the form of qualitative focus groups in drive markets throughout the state.

Discovery Results

Through research, discovery and dialogue with the client, it was determined that given the destination's budget as well as travel patterns and visitor expectations within the Central Florida area, the overall marketing strategy would be to primarily target the in-state drive market. Research determined that Florida residents were familiar with the Orlando area, and very willing to look beyond it for something different.

Additionally out-of-state visitors to the area were open to spending part of their vacation time somewhere besides the theme parks. Third-party research also revealed that a huge increase in interest for both "green" and "nature-based" travel.

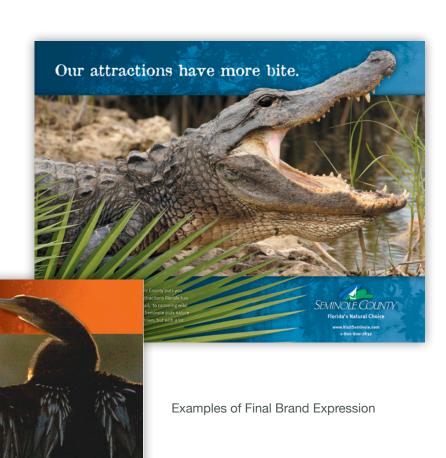
Brand Definition

Given the destination's immense natural offerings within close proximity to Orlando, as well as the in-state drive market mostly escaping urban areas during weekend travel, the area was positioned as offering easy access to experience the outdoors, nature and wildlife.

Positioning Line and Brand Expression

Capitalizing on an existing line for the County, and paying off through strong brand expression, Seminole County was offered as "Florida's Natural Choice", with dramatic scenes of wildlife and outdoor adventure available in the County, mere minutes from urban sprawl. Potential visitors were invited to escape the rest of Florida and discover exciting outdoor adventure, through a brand expression that contrasted the "usual" expected Florida destination with Seminole's exciting offerings.

Just beyond Orlando, the real magic begins.







"Come make memories."

AMELIA ISLAND

F L D R I D A

Come Make Memories

Amelia Island sits off Florida's northeast coast. A true island accessed by bridge or boat, the destination is graced by a slow

pace, exudes southern charm and is the only place in the U.S. that has been under eight different flags. Two large properties, the Ritz-Carlton and the Amelia Island Plantation share offerings with a several charming B&B's and a few small mid-sized properties.

In late 2007, the Amelia Island Tourism Development Council, set forth to re-examine the Amelia Island brand, and to ensure that its brand was carefully defined in the marketplace.

To that end, a period of discovery ensued, considering:

- The destination's promotional history
- Its visitation history
- An inventory of the destination's properties
- An inventory of the destination's various visitor activities and attributes
- A study of its competitive set
- An in-depth analysis of its visitor profile

To acquire the data and information, a variety of methods and activities were engaged, including:

- Meetings with management staff of area properties
- Touring area properties
- Visiting on-island attractions/attributes

- "Town-Hall"-type meetings open to the industry and public at large
- Meetings with the Tourist Development Council

As part of the in-depth analysis of the visitor profile, target market primary research was undertaken in the form of qualitative focus groups in markets of lift and drive.

Discovery Results

Through research and discovery, it was determined that Amelia drew a strong drive market from the southeast U.S. heavily composed of couples, families and reunions that returned to the island often, over and over again. To them, the island was their own and a special place of memories. More than other destinations, Amelia Island represented the opportunity for a distinct "break" from life for its targets. An island separated from the mainland, an ambience from another time, a distinctly different environment, activities unlike elsewhere (such as horseback riding on the beach); allowed the visitor to transcend everyday life in a way rarely found elsewhere in the country.

Brand Definition

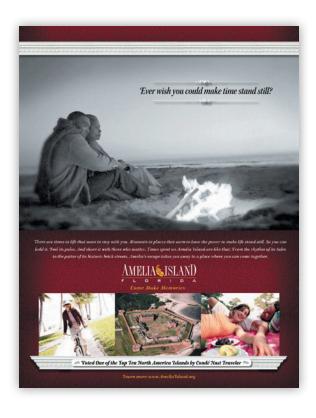
Given Amelia's great return visitation, and to capitalize on a primary motivation to travel, Amelia Island was positioned as a destination where great moments can be treasured like none other – a place that offers experiences that stay with you, creating the memories of a lifetime.

Positioning Line and Brand Expression

Potential visitors were invited to, "Come Make Memories". A distinct color palette was developed for the destination, and the visual feeling and tone of communication radiated a sense of timelessness.



Examples of Final Brand Expression









Guy Harvey Outpost St. Pete Beach, Florida "Get Out There"

Master marine wildlife artist, scientist and conservationist Guy Harvey has devoted fans around the globe for his distinctive artwork and adventure-themed fashions and accessories. In extending his brand into the hospitality industry however, the company had little experience in attracting a clientele broad enough to sustain a successful resort operation in a major market.



Background

Aqua was tapped to market the first Guy Harvey Outpost resort property in the United States. Located on St. Pete Beach, Florida, the hotel needed to remain faithful to the Guy Harvey brand, promote water sports and adventure-themed activities, yet compete in a competitive marketplace for visitors seeking the benefits of a traditional Florida vacation.

Recommendation

The recommendation was to effectively communicate the Guy Harvey brand in all external marketing efforts, while representing vacation experiences that appealed to the greatest number of potential guests. Rather than focusing heavily on diving and marine conservation – which connect to a narrower market segment – Aqua developed a brand message that encouraged vacationers to "Get Out There" and experience fun-filled Florida outdoor activities like paddle boarding, surfing, shelling and fishing.

Execution

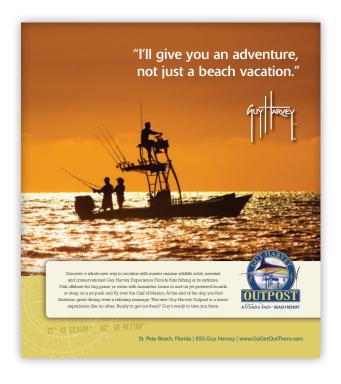
Because of the strong visual component of the overall Guy Harvey brand, the graphic approach for branding the resort drew significantly from his distinctive artwork. Aqua created a comprehensive marketing campaign that included print advertising, direct mail, email marketing, collateral, and radio and television advertising. Photography developed by the agency conveyed a well-defined sense of adventure consistent with the Guy Harvey brand while strongly positioning the resort against competitive properties along Florida's Gulf Coast. In addition to outreach resources, Aqua also further communicated the brand on-site with everything from identity programs for the resort's restaurants and retail outlets to signage, door hangers and stationery.

Result

Through comprehensive a comprehensive branding program, Guy Harvey was able to successfully launch his themed resort concept in the United States. Strong reservations activity has been generated from Guy Harvey specific media outlets along with the general marketplace.



Guy Harvey Outpost – Full-Page Branding Ads









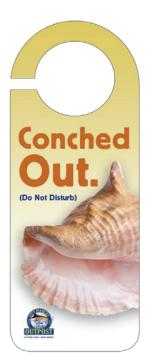


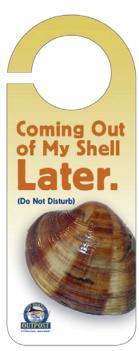
Onsite Branding

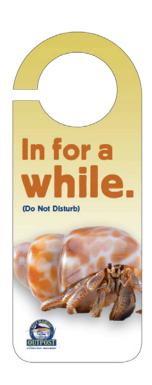




Themed Door Hangers











"Surprising St. Pete"

For decades, St. Petersburg was perceived nationally as a dated, nondescript community populated by wintering senior citizens loitering on the city's iconic green benches. The area was a regular punch line during



monologues on late night television shows. And unfortunately, local and regional residents largely accepted that national perception. But in fact, the city was experiencing a genuine renaissance, with trendy eateries, lively entertainment venues, professional sports teams, intriguing museums and world-class attractions just waiting to be discovered.

St. Petersburg launched a campaign to define the city as a vibrant, current place to visit, prove that the city has much to offer, and dispel assumed perceptions about St. Petersburg. Initially, there was a thorough review of the market situation, competing entertainment/dining/retail areas, and the city's assets and attributes. After an analysis of that review, a new brand was created, positioning the community as "Surprising St. Pete."

Rather than attempt to communicate broadly about the varied neighborhoods throughout the area, it was determined to focus on St. Petersburg's revitalized downtown, and allow the "halo effect" to enhance perceptions of the greater metropolitan area. To prove that downtown was genuinely surprising, extensive efforts were made to identify unique and undiscovered experiences that could be highlighted along with downtown's well-known entities.

The brand was fully expressed – including tagline, logo, graphic design and messaging – for use in all media. A comprehensive campaign was developed that was executed in print ads, broadcast commercials, new website, public relations, and well thought-out social engagement plan. In addition, a partnership program was developed to educate downtown businesses on the city's marketing program and motivate them to actively participate and contribute to ongoing promotional efforts.

The "Surprising St. Pete" campaign was successful in raising the profile of downtown St. Petersburg to city residents and the broader Tampa Bay area. Visitation increased significantly for restaurants, entertainment venues and attractions. In addition, the city government leveraged the strategy and campaign elements to support efforts of the local economic development council.

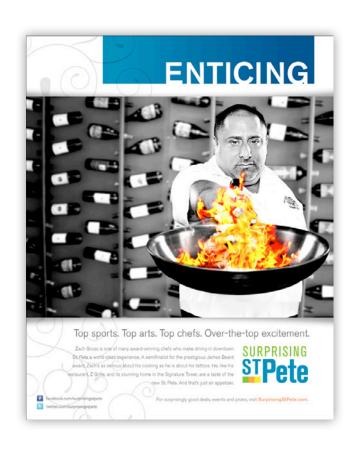
Services Provided:

- Marketing strategy
- Regional positioning strategy vis-à-vis alternatives
- Advertising
- Public Relations
- Website Development
- Social Engagement Plan



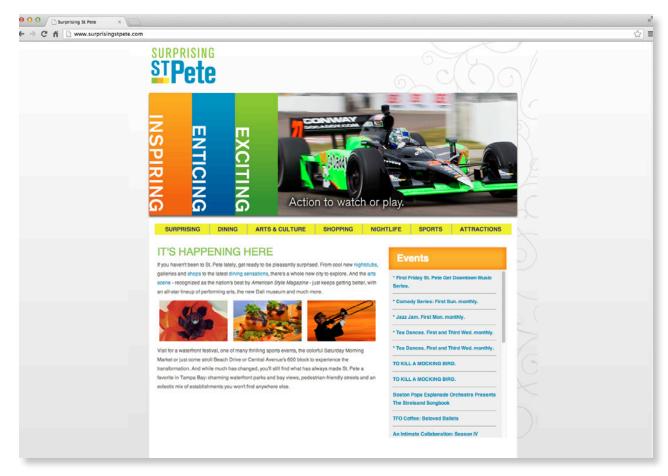
City of St. Petersburg, FL Full-Page Branding Ads







Case Studies - City of St. Petersburg, Florida



Website



Destin, Fort Walton Beach, Okaloosa Island, Florida

Aqua became the agency of record for the Emerald Coast Convention and Visitors Bureau in December of 2016 following an extensive pitching process. Even before conducting the Discovery process, it was apparent that the destination needed a better, more geographically defined brand name than its current, "Heart of Florida's Emerald Coast."



Aqua conducted an in-market Discovery in March of 2017, and visited local attractions and restaurants, experienced area activities, and explored the destination similar to how a visitor would. Following the Discovery, during which Aqua leadership met with Key Stakeholders, the need for brand review and redirection became the main focus of both Aqua and the CVB.

At the time, the destination was going to market as the "Heart of Florida's Emerald Coast". Unfortunately, while the name "Emerald Coast" was once unique to the destination, it had been adopted by other counties and communities along Florida's Panhandle, including direct competitors. While adding "Heart of" further defined the brand name to a specific region, it wasn't enough to place the destination geographically in Florida. It has been Aqua's experience that destinations attract more visitors when their brand name contains at least one of the major communities that make up the destination. This is due to how potential visitors research destinations before making travel plans, and to ensure the destination Brand was included in search results for cities in and around the area.

In this case, there were three major communities to consider, Destin, Fort Walton Beach, and Okaloosa Island. Through conducting focus groups, Aqua discovered that Destin had the most name recognition among potential visitors in Columbus, Ohio and Atlanta, Georgia. While the names Fort Walton Beach and Okaloosa Island had little to no name recognition, their inclusion was recommended because of the words "Beach" and "Island" and the connotations associated with them.

Therefore, using conclusions made from the Discovery process, studying the comp-set, past agency experience, and third-party research, it was determined the destination should be rebranded as "Destin, Fort Walton Beach, Okaloosa Island." This more definite branding is used in both copy and visual representations of the Brand, and across all media channels. Following client feedback, the visual presentation of the brand was further defined to include both the "Destin, Fort Walton Beach, Okaloosa Island" logo as well as a simplified "Emerald Coast" logo. This informal branding process resulted in new logos, a new color palette and a new layout for print and digital advertising.

Since Aqua's involvement in the marketing efforts for the destination, Destin, Fort Walton Beach, Okaloosa Island has experienced an enormous increase in tourism traffic and visitor dollars spent while in the market. This increase in visitation is most predominantly illustrated by a 22% increase in bed-tax revenue over the first twelve months. Even more impressive, for fiscal 2019, November 2019 tax collection was up a remarkable 51% over November 2018.

Full-Page Branding Ads



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Full-Page Branding Ads









Destin, Ft. Walton Beach, Okaloosa Island Visitor Guide







Outdoor









TV Spot http://bit.ly/AquaBroadcastSamples



















HTML Banner Ad - 300 x 250















d. Provide explanations and samples of how the team approaches group sales marketing for a destination or travel product.

As destination marketing specialists, Aqua has years of experience in group sales marketing for destinations and thoroughly understands how to reach and convert planners into attendees. The agency's experience includes the meetings and events markets, executive meetings, association, SMERF, sports marketing and convention center and meeting venues marketing.

Fundamental to our philosophy on how to approach meetings/group marketing is the belief that, as with the leisure consumer, we have to sell and offer the destination. We believe that a meeting or group event can be held anywhere, but the environment beyond a meeting's four walls defines and sells the destination as a meetings location. And as with all destination marketing, group marketing has to reflect the destination brand.

In working with destination clients, Aqua becomes part of the sales team, and is able to plan and execute group marketing tactics turnkey – even attending destination sales marketing events with clients as well as organizing and executing direct sales missions for clients.

In approaching a new destination client, the agency does all the standard due diligence and discovery as it would other aspects of CVB marketing: determining meeting venues and infrastructure, history of how the destination has approached sales, history of who has attended the destination and who currently is contracted, etc. After analysis, the agency typically works with the client to identify targets and events of highest return, then rolls out new programs and tactics to reach and convert those targets.

- The development of sales materials and tradeshow environments
- Sales mission planning and execution
- FAM tour planning, organization and execution
- At-distance sales missions, including Virtual Trade Shows
- Sales training and development of strategic "talking points"





Emerald Coast Convention Center, Destin, Ft. Walton Beach, Okaloosa Island, FL

Destin, Ft. Walton Beach, Okaloosa Island, FL Meetings and Group Market



Seminole County, FL Meetings and Group Market



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Bradenton Area Meetings Photography



Bradenton Area Convention Center, Manatee County, FL

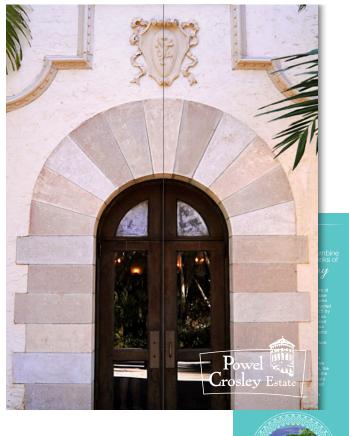




Seminole County Branded Tradeshow Booth



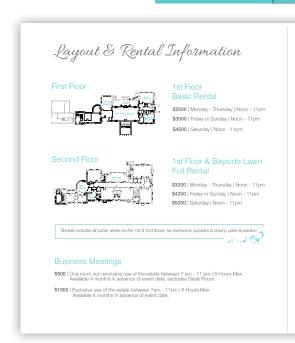
Bradenton Area Branded Pop Up Tradeshow Display



Powel Crosley Estate, Manatee County Branded Event Sales Kit and Inserts











2.2 Account Management

1. Indicate how the team will handle account management of the annual advertising budget, including creative production, digital production, and media placements.

Aqua prides itself on strong account management including thorough account planning. Every one of the agency's accounts is managed through an Annual Plan constructed through the agency's initiation and guidance. The plan takes into consideration research, overarching strategy, client goals and objectives, budgets, timelines and more. Plans are typically fully integrated (Advertising, Public Relations, Social Media, Digital and more), with budgets assigned per agreement between client and agency and reflecting the annual estimated costs of execution per each marketing component. All plans reflect specific tactics and costs. For most clients, Aqua recommends multi-year planning with an Annual Review, providing a more balanced, forward-thinking approach to planning.

The agency has in effect a number of account management processes and controls to ensure clear communication between client and agency as well as the careful management of all assignments, including budgets and timelines.

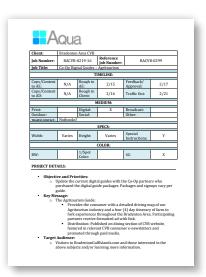
1. Clear definition and agreement on goals, objectives and outcomes. Before we begin work for any client, whether a single project or the overall account, the agency believes in taking the time to work with the client to determine and agree on what is to be achieved, why it is to be achieved, and how the effort will be reviewed and evaluated.

2. Input and discovery

Aqua believes that clear input and understanding is necessary for the agency to do its best for each client. The agency believes in diving in deep and understanding client histories, specific problems that need to be overcome, client philosophies, competitive issues, the client's targets, the political environment and more. Clients should expect that the agency will engage a formal Discovery Period, reviewing client's promotional history, analyzing the competitive set, conducting formal research, and putting ourselves in your customer environment and experiencing the destination first-hand.









3. Documentation and clear, consistent communication

Clear and consistent communications are a hallmark of the agency and the core of any good relationship. The agency believes in setting up planned formal systems for communication with clients and is careful to document all meetings, expectations and outcomes. The agency believes in planning specific meeting times on a regular basis, with client approved agendas, and suggested topics for upcoming meetings. Additionally,

if issues need to be clarified or reviewed, the agency takes the initiative to reach out to clients, vendors and others and act as a facilitator. Usually within 24 hours of any meeting or contact, the agency issues a Meeting Report documenting the client/agency discussion and recording the meeting outcomes. The agency also is careful to create written plans, budgets, planned review dates for work, creating a clear path for progress and documenting all agreements.

4. Planned, consistent meeting times

Aqua believes in planned and consistent meeting times with clients. Meetings encourage clear communication, and when planned on a regular basis at specific times, allow work and issues to be handled in an organized fashion. Aqua prefers meeting in person, but can also facilitate at-distance meetings using Skype, FaceTime, GoToMeeting and other methods. With most clients at a distance from the agency, Aqua has developed strong abilities to make at-distance meetings easy and effective.



5. Specific, assigned personnel

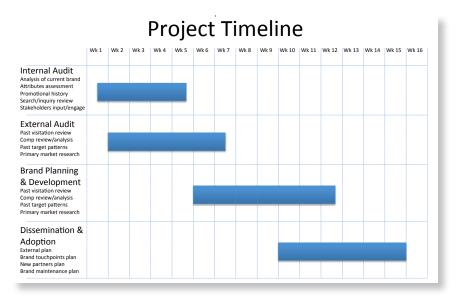
Aqua believes that assigning the right staff and keeping them in place for a client provides consistent, effective, efficient service over time. All client teams are headed by a dedicated Account Executive who is responsible for the overall account function and for marshalling all agency services on behalf of the client. In addition, the agency utilizes an experienced Traffic Manager/Client Planner who ensures that work is initiated and produced on time and within budget.



2.2 Account Management

6. Timelining of every campaign, and all project components and initiatives

From the simplest project to an entire Annual Plan, Aqua believes in timelining as an essential part of assignment management. Timelining details the specific actions to be taken, and assigns a defined due date to all necessary actions/deliverables. It also helps the client know in advance when important client review points may occur.



7. Client review at key project milestones

Aqua knows and understands that projects will be more successful and run more smoothly and efficiently for all involved when key review dates are established for the client. Whether budget review, creative milestones, or post analytics, Aqua makes sure clients are "in the loop" without having to ask. Furthermore, the agency does not proceed without client review and approval.

	Feb 27	Mar 5	Mar 12	Mar 19	Mar 26	April 2	April 9
Brand Finalization Complete finalization and billing of all Branding Assignment components to client's satisfaction							
Team Introductions introduction of agency personnel introduction to/between vendors Determine roles, responsibilities, and reporting							
Determine "Red Zone" Work Assignment of immediate concern Assignments between April 1 and Oct.1							
Review and Finalize Plan Goals, Objectives, Strategies Set Analytics and Reporting Plan Ascertain budgets, allocations, timeframes Agree on Creative and Media strategies/tactics							
Execution Plan Review current media plans and schedules Review current media and other CVB contracts Obtain existing BACVB media and production files Review and discuss Preferred Vendors Notify media of agency's AOR status							

8. Budget management and reporting

As good stewards of client funds, Aqua is careful to define budgets in advance of doing work, and on a regularly scheduled basis provides clear, consistent reporting as to how funds are used and to the budgetary status of the account.

Project C Budget Projection of 31-Oct-12.xis											
- A											
Aqua											
Client Budget Summary & Tracking											
Project C Budget Summary											
			$\overline{}$								
PROJECT C Outside Services			-		\$150,000						
Boolean Mandage and Works	7-5 M	Est.Approved	\vdash	Budget	Amount Invoiced	D-1- T					
Project Vendors and Tasks	Job Number	Est.Approved	-	Budget	Amount Invoiced	Date Invoiced					
Jayan Films and Productions - Television production and Stills	-002	17-Jul-12	-	48,453.12	24,226.56	6-Jul-12					
Staff name badges	-003A	24-Aug-12	1	300.51	27,220.30	0.70.10					
Ambassador pins and ribbons	-003B	24-Aug-12		1,174.50							
Jayan Films and Productions - Television production and Stills	-002	17-Jul-12		2,2	\$24,226.56	30-Aug-12					
Jayan Films and Productions - Radio Production	-002	10-Aug-12	s	1,875.00	\$1,875.00	30-Aug-12					
Convention Center	-004	29-Aug-12		4,029.63	\$2,014.82	30-Aug-12					
branded gift items	-009	18-Sep-12	\$	20,597.11							
8 Additional Staff name badges	-003A	18-Sep-12	s	200.00							
1,000 additional Brand Ambassador pins and ribbons	-003B	18-Sep-12	s	3,557.82							
Three 9x9 Tradeshow drapes	-008		s	1,598.00							
Visit Florida visitor center Duratrans	-007	18-Set-12		240.74							
Branded Stationery Package for BACVB and sub-brands	-005	29-Aug-12	S	6,792.00							
WFTV.Com video edit to create :15 for online use	-011	10-Oct-12	5	300.00							
Rush Visitors Deals Card		24-Oct-12	\$	175.00							
Q/R Tag assignment	-014		\$	224.70							
Interior Designs application	-010	26-Oct-12	S	6,529.00							
Press Kits w/USB	-016			TBD							
Ambassador kit program w/USB and Partner decal	-015			TBD							
Sales Kits/Folders	-018			TBD							
Holiday Card/Greeting	-019		\vdash	TBD							
Total Expenses to Date				\$96,047.13	52,342.94						
Budget Remaining			s	53,952.87	97,657.06						



2. Indicate research, overall business intelligence and tourism industry knowledge specific to destination marketing organizations (DMOs) or a tourism product.

As specialists in destination marketing, with years of experience spanning eight different DMOs, including one foreign country, Aqua's staff is well versed in the industry and understands the ongoing intelligence necessary to keep clients at the top of the field.

In addition, the agency has formalized its own proprietary internal program of market intelligence providing staff and clients with ongoing analysis of both travel and marketing trends.

On an ongoing, regular basis; the agency constructs and directs primary research for clients, providing deep insights into the visitation consumer's beliefs, motivations, and reasons for travel. As specialists in Florida destinations, the ongoing research provides deep insights into the Florida travel landscape and has provided an existing understand of Broward/Ft. Lauderdale visitation as well.

Consistently, on an ongoing basis agreed upon between client and agency, the agency reviews each client's competitive set. Typically, the agency performs and reports the analysis on a quarterly basis, but no less than an annual basis prior to annual planning. Reporting is provided in the manner dependent on client need and budget, but usually takes place in formal meetings dedicated to reporting and providing the various written reports and summaries necessary for clients to understand and review the competitive data.

On a constant and ongoing basis, the agency utilizes its substantial cadre of key industry contacts to acquire competitive data, and to covertly monitor competitive activities. With a number of clients and client initiatives across the state, the agency is able to utilize a substantial reach in the industry and leverage a myriad of relationships to our clients' advantage.

Additionally, it should be understood that as a firm specializing in destination marketing, Aqua is a member of several key industry organizations, providing the opportunity to associate broadly and consistently with the industry, uncovering various trends and changes, and to closely monitor a variety of destinations pertinent to client intelligence.



a. Indicate how the team can leverage value-added opportunities.

Aqua's media team does more than accurately and efficiently target using the latest, most innovative tactics available. It constantly seeks, sources, and negotiates some of the best value-added opportunities in the industry.

At the heart of achieving incredible value-added opportunities, is the media department's renowned negotiating ability. The media department uses a number of proprietary tactics and media research tools to assure the best ROI possible through each media outlet. And although all media is carefully selected and heavily negotiated, all buys are also pushed for extra value. Overall, Aqua negotiates media to meet all objectives and leverage all budgets to include at least 45-50% in added value, defraying creative costs and ensuring that we provide elements that allow for partner participation.

An example is a recent buy for one of Aqua's clients:

- 1. At the beginning the agency's client-planning cycle, several media were invited to submit proposals for the client, with the agency quoting one of the media initiatives with a budget set at \$2 million. The agency required submittals to include national exposure, co-branded custom content, a sweepstakes component, strong online/digital exposure, events and live segments featuring the client.
- 2. ABC National submitted a proposal with all above requested elements, at which point, the agency revised the budget to \$1.3 million a 35% reduction in budget. After negotiation by the agency, ABC National kept all required elements intact as presented and met the revised budget of \$1.3 million.
- 3. After further consideration of ABC's proposal, the agency maintained that the submission was not as aligned as it should be to reach the client's need for a heavy-up concentration in prime and peak season markets. The agency then negotiated heavy-up TV in spot markets (:30 brand television and :15/:15 vignettes) to increase client exposure. The 13 market heavy-ups included strongly rated, Good Morning America and daytime programming including The View (not "rotators").
- 4. The agency then cited the need for ABC's event package needing to move to a larger event to increase exposure. The package was then moved from a primetime TV program to the CMA Music Fest in one of the client's key markets, offering the ability to increase exposure at and during the event, and providing the client with the opportunity to choose the country music artist associated with the event. The association included production of an in-market segment produced by ABC featuring the country music artist.
- 5. As part of moving from a regional mix of stations to true national exposure, the agency negotiated increased exposure of the client through the use of ABC's live streaming app.
- 6. A sweepstakes package was negotiated into the proposal by the agency, further heightening awareness of the client and encouraging online engagement and increasing direct traffic to the client's website.



Overall, the above added elements within the "reduced" budget parameters provided a strong National and Regional presence, in-market events, sweepstakes and national and spot television through the year and is set to deliver:

- 182,481,610 total impressions
- Net CPM of \$7.01 (Well under industry standard for digital)
- Promotion and Events driving new awareness of the client
- Client partner participation throughout the year
- Creative development/assets included in the total cost of the package



b. Indicate how the team would handle industry co-op advertising opportunities and leveraged media buys and sponsorships.

Whether you're asking 1. How the agency would handle any opportunity for the destination to participate in coop available to the industry at large, or 2. How the agency would handle your in-market partner co-op program, Aqua is extensively experienced in both areas.

In-Market Partner Co-op Program:

Aqua's staff has been instrumental in designing co-op programs that lead the industry and have been emulated and adopted by several destinations around the state, including VISIT FLORIDA. For many clients, Aqua has re-tooled the traditional DMO co-op program from the ground up, devised exciting new promotional opportunities for partners, re-ignited market interest in co-op, and handled the entire program turnkey – freeing clients of the detail, tedium and costs of running the program.

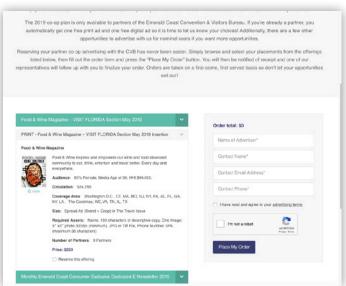
Unlike few in the industry, Aqua provides in-person sales staff for your effort along with an online sales portal that has been praised by clients and partners alike for its ease of use.

The agency's first step is to establish a sales and program baseline by examining your co-op history, the offerings you typically make available to your partners, as well as analyzing previous sales tactics and sales outcomes and response.

Aqua then looks beyond your historic offerings (particularly beyond traditional media buys) to develop and recommend new opportunities allowing your partners to reach your targets as those targets consider your destination. The agency considers any of a number of opportunities that may be available, such as unrealized website monetization, sponsorships, inclusion in public relations and social media, content inclusion, cobranding opportunities and more.



Emerald Coast Online Co-op Sales Portal





Aqua then suggests new and invigorating ways to re-introduce your program to your partners, exciting the market to participation. If deemed necessary, a range of sales promotional tactics are offered to spur attention and drive sales. The agency can provide a full presentation of the program to your market including co-op events, co-op opportunities sales materials, online store, in-person sales and overall program promotion. At the beginning of the process, Aqua also provides sales forecasting for budgeting.

As with any third-partner involvement, media offering proposals or groups offering to provide partnership or sponsorship opportunities are heavily vetted and negotiated by the agency, with the agency assuring maximum value to the destination and partners. The agency would require third-party vendors to extend special consideration of your destination, and along with offers of maximized value, provide exclusive offers not available to others.

Throughout the process, Aqua is able to provide current, up-to-the-minute sales reporting, and in the end, accurate and transparent accounting for the program. At the program's end, the agency finalizes all transactions, provides a complete accounting along with an analysis of sales and an overall analysis of program success and areas of improvement for the future.



Emerald Coast Co-op Sales Sheet



VISIT FLORIDA Annual Guide Co-op Opportunity



Co-op Opportunities Available to the Industry:

As with any media buy or third-party purchase on behalf of the client, the agency always seeks added value and the assurance of client opportunities that won't be made to others. Due to the agency's extensive contacts and stature in the industry, the agency is typically made aware of opportunities in advance of others.

As with all third-party buys, the agency looks at several opportunities for the client and heavily negotiates any proposal offered to the client. Those brought to the agency aren't simply relayed to the client without consideration of benefit to the client. The agency takes time to consider whether the co-op opportunity is of any real value and whether it is a true "opportunity."

Although the agency is able to source and acquire a range of media and sponsorship opportunities for clients, the agency is also able to envision and suggest opportunities to the media or other partners, expanding the number of opportunities for the client and driving co-op opportunities in the client's favor.



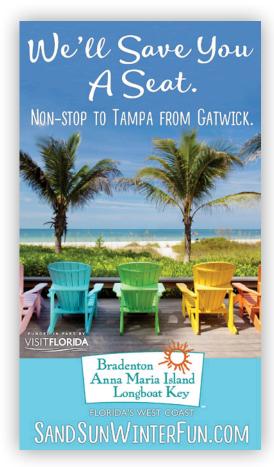
Full Vehicle Taxi Wraps



Digital Outdoor Boards

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VISIT FLORIDA London Market Co-op Opportunities



Digital Posters in Victoria Station



Leveraged Media Buys:

Aqua leverages all media buys, for every client, through every media vendor. The agency's ability to strongly leverage all buys starts with a media department that's known and respected by the media industry. When we let media know what we're trying to achieve for clients and what we expect, they sit up and listen. They know at the onset of discussions that we expect to arrive at more opportunities, added value and greatly reduced costs.

For media to qualify for the agency's RFP submissions, they must meet an initial list of added value requirements across the media platform. Once the proposal is submitted, all "added-value" components are reviewed against all other proposals. In all instances, a second-round of submission is then executed by the agency in order to refine and ensure all requirements are met. Any additional buys made throughout the year must be included in the "complete" budget and not as individual "lesser" dollar volume buys. This allows for incremental "added value" opportunities. Additional leverage is also utilized after reviewing all final submissions from all vendors in order to incorporate and negotiate opportunities uncovered across the RFP process.

A great example of our ability to extend client budgets is Okaloosa County (Florida's Emerald Coast). Taking over in midyear from a previous firm, the agency had a media budget of just \$1.6 million. Aqua was able to negotiate \$1.1 million in total added value, bringing the budget to \$2.7 million – increasing the spend budget by 68%. The next year, with a full year's budget of \$4.2 million, the feat was repeated.



Sponsorships:

Aqua strongly believes in the power of media sponsorships and uses them to strategically unite the client with specific audiences. Sponsorships are incorporated within the overall annual plan and as with all media opportunities, they are carefully evaluated and heavily negotiated. All sponsorship opportunities must conform to and reflect the client's overall marketing goals. Aqua never takes a vendor or partners' estimation of value at face value. The agency takes a great deal of time and effort to quantify sponsorship value, many times requiring the vendor to provide third-party proof of valuation.

A great example of the agency aiding a client's sponsorship opportunity is shown in the Bradenton Area's sponsorship of Pirate Fest in Pittsburgh. With Bradenton the home of Pirates Baseball Spring training, a Sister City relationship between the two cities and plenty of direct flights from Pittsburgh, the CVB had decided to target the Pittsburgh area for more visitation. Part of the CVB's increasing penetration in the Pittsburgh market through advertising and PR, sponsorships where also a consideration. The CVB united with the Pittsburgh Pirates to become a major sponsor of the team's annual "Pirate Fest," making a direct ask of Pirates fans to attend Spring training in the area, and increasing awareness of the Bradenton/Anna Maria Island/Longboat Key area throughout the greater Pittsburgh market. The three-day Pirate Fest event initiated Spring Training for the team and was the beginning of season ticket sales.

The sponsorship package included a manned booth at the three-day event at Pirates' Stadium (PNC Park), live remotes and interviews on KDKA radio, drivetime and run-of-station spots during Spring Training and Regular Season, Presenting Partner status at the team's heavily trafficked Guest Services location, first-base rotational signage, and premium placement in the team's annual Yearbook and seasonal publication, "First Pitch."

Although clients are always happy with the extra inclusions of a sponsorship and heavily negotiated costs, in this case the Bradenton Area CVB had a bigger reason to be happy: Efforts directed toward the Pittsburgh area moved the destination into becoming one of its top ten markets of origin.

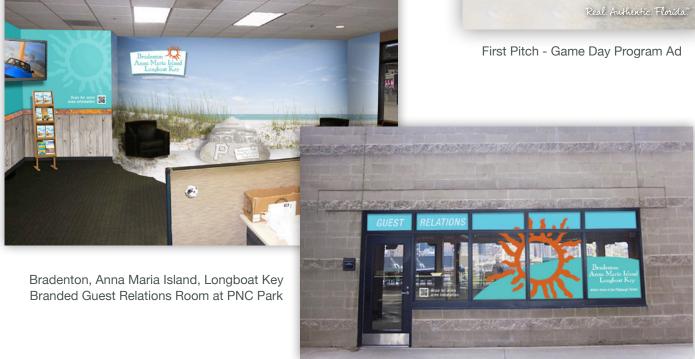


First Base Rotational Signage in PNC Park, Pittsburgh



Tradeshow Booth Drape for Pirate Fest







Sponsorships (continued):

Another great example is our recent Windy City Live promotion on WLS television, Chicago, for Okaloosa County tourism (the "Emerald Coast").

As part of the overall strategy to reach markets at greater distances and at times other than peak season, areas of the upper Midwest and the Chicago metroplex were geo-targeted. After initiating the agency's media RFP process, Aqua selected the ABC affiliate WLS to work with the agency to develop a promotional sweepstakes to reach the station's extensive audience through multiple channels (besides live reach).

Offered deep in one of Chicago's coldest winter's ever, the sweepstakes promised the potential winner and 3 guests a trip to the client's destination, including airfare and accommodations. Entrants were encouraged to visit the abc7chicago.com/windycitylive website for promotion details and to enter to win, and to also "Check out all the Emerald Coat has to offer" while on the website. Additionally, besides live segment and website promotion, the station pushed the sweepstakes through its social media channels.

As part of package negotiations, Aqua obtained:

- On-line drawing for the package
- Promotional promos run during the live segment leading up to the drawing
- An on-air live interview with the client
- Repeats of show featuring giveaway segment (up to 6 times)
- Live 5-minute segment during the show, promoting the Emerald Coast
- In-studio audience provided "Emerald Coast" goodie bags during live segment
- Co-operative mentions of in-market, destination partners
- Opt-in inclusion for the client's database marketing efforts



Client appearing live on Windy City Live, on ABC affiliate, WLS



Sponsorships (continued):

Within just 5 days, the sweepstake received almost 2,000 entries, with more than 1,300 electing to receive more information about the Emerald Coast and their participating, in-market partner. The opt-in ratio was 66% higher than average for the program.

ABC7Chicago.com - Windy City Live page





Instagram

Facebook

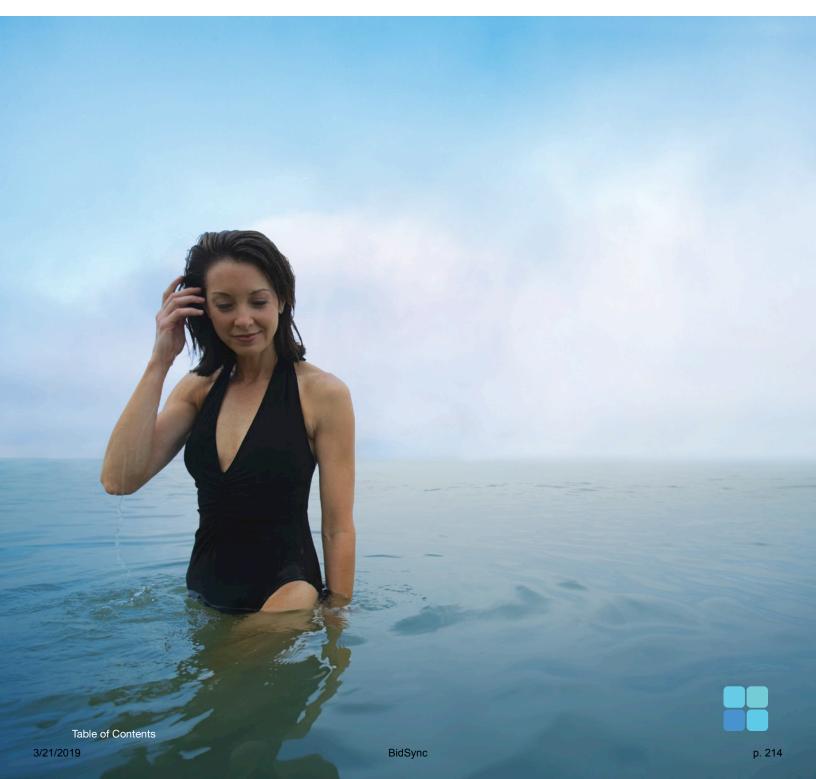


Twitter



201

Past Performance Evidence of Knowledge and Experience





3. Past Performance Evidence of Knowledge and Experience

3. 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.**

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.

In addition to information requested on the **Vendor Reference Verification Form, append the following information for each project/reference:**

- a. List Firm's project manager and other key professionals involved on the project/contract.
- b. Identify if the project included any of the following:
 - 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 leveraged media buys and sponsorships provided under project/contract.

Given that governmental accounts – especially DMOs – are the agency's areas of specialty, virtually all of Aqua's experience is of a "similar nature, scope and duration."

As such, Aqua has been selected through RFP and contracted through multi-year agreements to perform the specific tasks enumerated by your RFP, and more.

Such accounts aren't "projects" that achieve satisfactory completion, but in-depth, ongoing client relationships requiring the agency to simultaneously manage a large number of projects for each DMO and which all must be completed on time and on budget. The best evidence of "satisfactory completion" is the multi-year recontracting the agency typically receives at the end of any contract period. Typically, once contracted, accounts are re-contracted, even though going through RFP process to do so. As example, last year Manatee County, after its first 5-year contract period, re-contracted with Aqua for 7 more years.

Per request, we have supplied the answers requested Vendor Reference Verification Form and are appending the following information for each project/reference as follows:



3. Past Performance Evidence of Knowledge and Experience

The Emerald Coast Convention and Visitors Bureau Destin, Fort Walton Beach, Okaloosa Island Okaloosa County, Florida



Contracted in 2017 after an extensive review of national firms, the Okaloosa County Tourism Development Council chose Aqua as its marketing communications firm through an exhaustive RFP process.

Originally the client had issued an RFP that allowed for separate contracts for Research, Paid Media, Creative Services, and Social Media. However, the County awarded Aqua all four contracts, assuring that the client could be delivered services in an integrated, coordinated and comprehensive manner. It should be noted that at the time of award, the client had experienced six different Executive Directors in the previous seven years.

Without a plan, research, or any communications assets in place, Aqua immediately went to work to analyze the client's needs, position in the market, and to create both an interim and long-term plan. Along with the plan, the agency focused on establishing an ongoing program of visitor research, re-establishing the destination brand, redeveloping the destination's website, and creating the client's photographic and video assets.

In just its first year, which included three changes in the Tourism Department's Executive Directorship, as well as a 75% turnover in TDC membership, Aqua's efforts resulted in a 22% leap in tourism tax increases for the County, with March of 2018 coming in at over 30% compared to the same period the previous year. For fiscal 2019, November 2019 tax collection was up a remarkable 51% over November 2018.

Throughout the period above, the agency managed all aspects of the client's \$6 million marketing budget and utilized all marketing channels including Paid Media, Social Media, Public Relations and Creative Services.

Through separate RFP and contracting, the agency was recently awarded the Okaloosa County Airports account.

Project Manager and Key Professionals Involved in the Project

Project Manager: Dave Di Maggio Account Executive: Fran Vaccaro Media Director: Pat Cote

Digital Media Director: Amber Coldren Michelle Lenhart Public Relations: Social Media: Krystina Lisi Creative Direction: Thom Hart

Art Direction: Amanda Zdzierak

Copywriting: John Fisher



The Emerald Coast Convention and Visitors Bureau (continued)

Minority Demographic Markets

Although not discriminating on the basis of race, ethnicity or sexual orientation, Okaloosa County does not strategically target minority demographics, but targets per specific factors determined to drive economic impact while demonstrating messaging that demonstrates openness and inclusivity.

Organization's Services, Portfolio Examples, Account Processes

Organization's Services

Aided by the agency, The Emerald Coast Tourism Department manages an \$6.5 million media budget and utilizes an integrated marketing approach, simultaneously engaging Advertising, Public Relations, Social Media, Digital Communications, Online/Web Strategies and Promotions and more through a unified, coordinated brand message strategy through all channels.

Creative Portfolio Examples

The resulting work, an ongoing, integrated annual effort has been recognized by VISIT FLORIDA'S Flagler Awards as among the best in the state, and by HSMAI's Adrian Awards as among the best internationally. The work has been credited with aiding the County achieve a 22% increase in tourism tax collections in 2018.



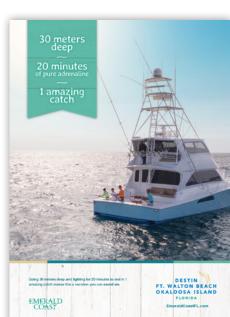






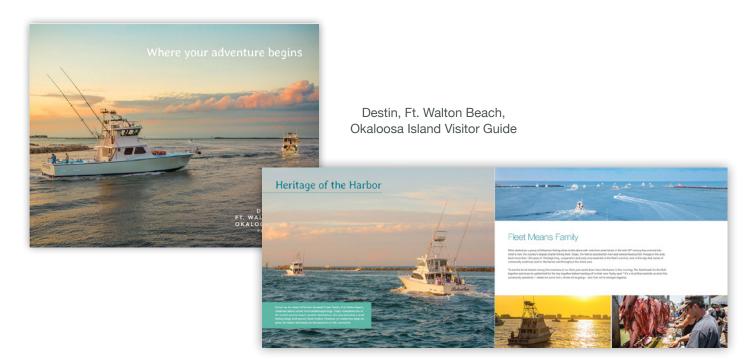
Full-Page Branding Ads













Outdoor





3/21/2019

HTML5 Banner Ad - 300 x 250















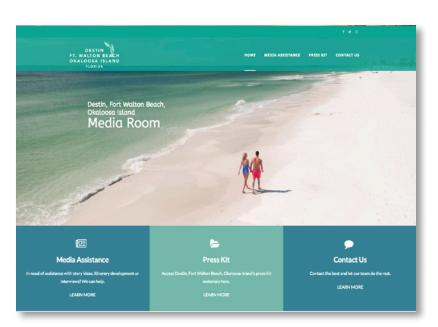






TV spot http://bit.ly/AquaBroadcastSamples

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Online Media Room Complete with Photo/Video Gallery, Fast Facts and Press Assistance Request Form EmeraldCoastFLMedia.com



The Emerald Coast Convention and Visitors Bureau (continued)

Account Processes

The County contracted Aqua through a multi-year contract for all marketing services based on a percentage of anticipated media budget and projected monthly staff man-hours, which is paid to the agency through a monthly retainer. The County is billed each month, with the agency demonstrating all documentation of man-hours per assigned agency staff, along with proof of all vendor/third-party performance, vendor billing to the agency, and proof of payment to the vendors. The account is managed by a dedicated Account Executive who serves as the primary contact and day-to-day manager for the account. The Account Executive is aided in her efforts by agency department heads responsible for the agency's performance of each of the client's marketing channels (media, creative, social media, and public relations). The Account Executive is in direct, day-to-day client contact and communication, but the client can directly access any of the department heads responsible for the agency's performance of each of the client's marketing channels. The Account Executive and her account team hold a joint staff meeting at the beginning of each week, and a joint client/agency meeting once a week. The Account Executive is responsible for organizing all monthly reporting of analytics to the client, as well as all staff presentations to the County's Tourism Development Council.

Co-Op Opportunities and Leveraged Media Buys and Sponsorships provided under contract:

The agency has provided the client with a co-op program that includes extending co-op opportunities to the client's local, in-market partners, as well as sourcing and negotiating co-operative opportunities for the client itself. In addition, Aqua has provided leveraged media buys and sponsorships as part of its services to the clients.

Co-Op Program

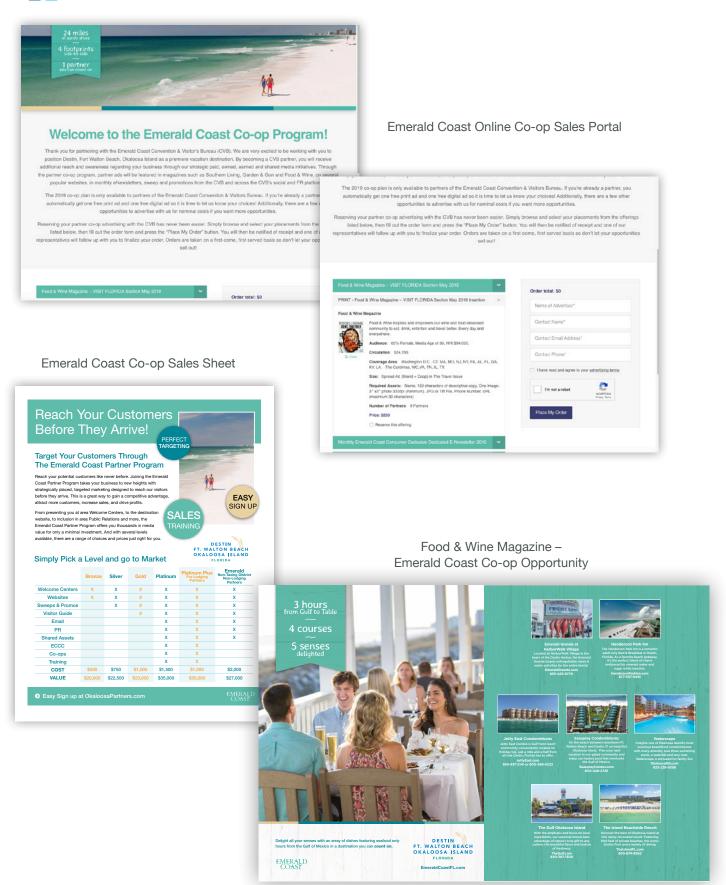
The goal of the Emerald Coast co-op program is to engage partner participation. Unlike many other DMOs, the tourism department was seeking new ways to revive participation and engagement with its in-market partner base, so developed the co-op program solely for that purpose. A such, it is a highly subsidized program providing tremendous marketing exposure to the partners for a nominal cost.

The program was deployed in two phases, the first providing a selection of Partner Packages designed to encourage partnerships with the CVB. Phase two involved opportunities through traditional paid media, highly subsidized by the client. The agency devised all communication and sales materials for the program. Partners were encouraged to sign up online through a proprietary sales portal developed by the agency. The CVB managed all partner invoicing and billing.



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3. Past Performance Evidence of Knowledge and Experience





The Emerald Coast Convention and Visitors Bureau (continued)

Leveraged Media Buys

With all of the client's buys, added value was required by the agency from each media vendor. To do so, at RFP the agency listed "Across the Platform" a desired list of "added value" opportunities needed in order to qualify for submission review. Once the proposals were submitted, all "Added-Value" components were reviewed against all other proposals. In all instances, a second-round of submission was required of vendors, in order to refine/ensure all requirements are met. Any additional buys made throughout year had to be included in the "complete" budget and not as individual "lesser" dollar volume buys, allowing for incremental "added value" opportunities.

Additional leverage was also utilized after reviewing all final submissions across all vendors to incorporate and negotiate great ideas to "ask" of another vendors in order to ensure strong reach and continuity across all vendors.

A specific example, was the agency's recent buy for the client with ABC national, which was conducted as follows:

In an effort to extend the client's budget, the agency broadcasted the opportunity for media vendors to bid on the client's entire \$4.5 million media budget. The intent was to achieve maximum interest, maximum desire to negotiate, and maximum added value. Although the entire budget was broadcast, the intent wasn't to spend the client's entire media budget with any single vendor, but to encourage several large vendors of national reach to first provide their best package opportunities, then to heavily negotiate with a few select vendors for added value and lower costs on just a portion of the client's overall media budget.

The process resulted in several media proposals of substantial value from such vendors as:

- ABC National
- Meredith Publishing
- Garden & Gun
- Hearst Media
- Cox Media Group
- National Geographic Traveler
- Bonnier Group
- Z Media
- And more

Although a number of vendors were considered and negotiated, the client and agency agreed ABC National, Meredith Publishing and Garden & Gun would be selected for inclusion in the buy after even more negotiation from the agency.

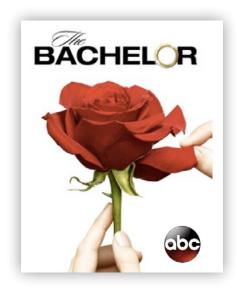


As an example of a winning vendor's final negotiated package, ABC's final package included such items as:





Emerald Coast – National *Live with Kelly and Ryan* Activation



- 699 total spots providing over 30,507,000 total impressions
- On-the-air contest including live "trivia wheel" spin references of the client on Kelly and Ryan Live, featuring Kelly Ripa and Ryan Seacrest
- 5-Minute Spotlight on ABC's News Showcase, integrating the client's brand messaging within ABC's highest-rated weekend news program
- The opportunity to" Own The Sky" over the Super Bowl LIII, with banner flyovers in the client's largest target market of visitor origin
- Messaging within ABC's network of in-taxi entertainment
 ABC's Taxi TV
- Presence within the ABC Live Streaming App
- Choice among a cadre of available celebrity talent for co-branded content on a number of ABC program platforms, such as The Bachelor



ABC's Taxi TV - In-Taxi Entertainment



The Bradenton Area Convention and Visitors Bureau Bradenton, Anna Maria Island, Longboat Key Manatee County, Florida

Initially contracted to re-brand and re-define Manatee County as a visitation destination, Aqua was later awarded the bureau's advertising & marketing contract, through RFP after besting a group of firms drawn nationally. A year later, the agency was also awarded the destination's Public Relations contract. With a client budget



of \$2.3 million, the agency advises the client on advertising, marketing and PR strategy, including providing specific plans and executing a wide variety of marketing, advertising and public relations tactics designed to draw visitors to the Bradenton, Anna Maria Island, Longboat Key area. Tactics target leisure travel, group and meetings travel as well as sports and sports travel.

From a Public Relations standpoint, Aqua provides and executes an annual PR plan that includes media relations, familiarization tours, crisis communications, promotions and events. The agency achieved an estimated nearly \$6.7 million in media value over the last year, with the destination attaining an estimated \$844,880,200 in economic impact directly attributed to visitation.

Having originally contracted Aqua in 2011, the County has recently re-contracted the agency for 7 years. Though the client has separate web development and Social Media vendors, the agency takes the lead role among all vendors in providing client marketing direction, including strategy and direction of the other vendors areas. Annually Aqua provides an integrated marketing campaign for the client, utilizing all marketing channels (including promotion).

Work by the agency on behalf of the destination is consistently recognized as some of the best tourism/travel marketing worldwide by Hospitality Sales and Marketing International, as well as being recognized as some of the best in the state through VISIT FLORIDA's annual Flagler Awards.

The County is experiencing its eighth consecutive year of record-setting growth in visitation and resulting economic impact, consistently achieving double-digit increases in economic impact each year. In addition, the County has experienced a 25% growth in tourism employment.

Project Manager and Key Professionals Involved in the Project

Project Manager: Dave Di Maggio
Account Executive: Summer Wright
Account Coordinator: Kim Oliphant
Media Director: Pat Cote
Digital Media Director: Amber Coldren

Public Relations: Megan Brewster Creative Direction: Thom Hart

Art Direction: Amanda Zdzierak

Copywriting: John Fisher

3/21/2019



The Bradenton Area Convention and Visitors Bureau (continued)

Minority Demographic Markets

Although not discriminating on the basis of race, ethnicity or sexual orientation, Manatee County does not target minority demographics via media buys, but does through messaging, purposely demonstrating openness and inclusivity throughout its program. The work also includes messaging to international markets.







The Bradenton Area Convention and Visitors Bureau (continued)

Organization's Services, Portfolio Examples, Account Processes

Organization's Services

Aided by the agency, The Bradenton Area Convention & Visitors Bureau manages a \$2.3 million marketing budget and utilizes an integrated marketing approach, simultaneously engaging Advertising, Public Relations, Social Media, Digital Communications, Online/Web Strategies and Promotions and more through a unified, coordinated brand message strategy through all channels.

Creative Portfolio Examples

Based on the destination's brand developed by Aqua, the agency's work for the client reflects an integrated annual effort that has been recognized by VISIT FLORIDA's Flagler Awards as among the best in the state, and by HSMAI's Adrian Awards as among the best internationally. The work has been credited with aiding the County achieve its highest levels of visitation, economic impact and tourism job growth in the County's history. The work also includes messaging to international markets.

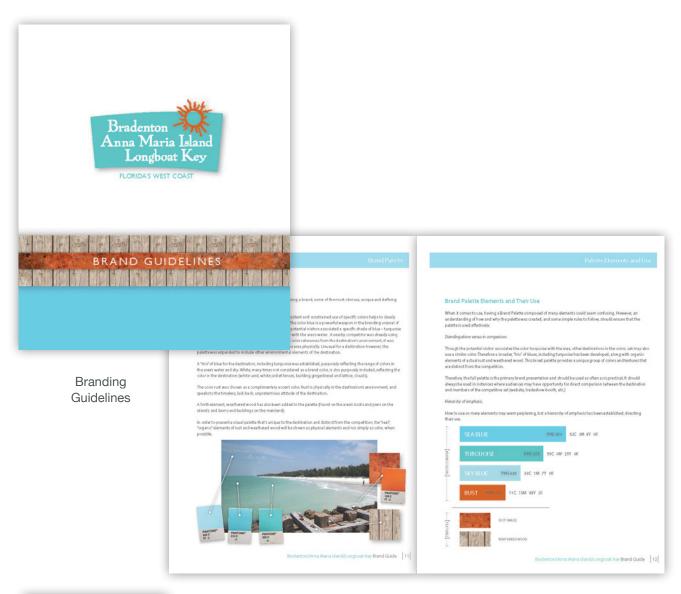


Branding Ads













German Visitor Guide













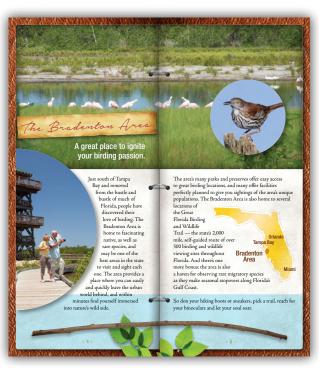
Film Commission Production Guide





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Birding Guide



International Online Banners



Brazil-Portuguese



Des réserves naturelles fameuses dans le monde entier, proches des plages des îles

Bradenton
Anna Maria Island
Longboat Key

FLORIDA'S WEST COAST

German



Bradenton Anna Maria Island

Longboat Key

FLORIDA'S WEST COAST

French



Canada

United Kingdom

















To view this TV spot, go to: http://bit.ly/AquaBroadcastSamples



The Bradenton Area Convention and Visitors Bureau (continued)

Account Processes

The County has contracted Aqua through a multi-year contract for Advertising, Creative, Public Relations, Branding and general Marketing Direction. All agency services are based on a percentage of anticipated media budget and projected monthly staff man-hours, which is paid to the agency through a monthly retainer. The County is billed each month, along with proof of all vendor/third-party performance, vendor billing to the agency, and proof of payment to the vendors. The account is managed by a dedicated Account Executive who serves as the primary contact and day-to-day manager for the account. The Account Executive is aided in her efforts by agency department heads responsible for the agency's performance of each of the agency's services to the client. The Account Executive is in direct, day-to-day client contact and communication, but the client can directly access any of the department heads responsible for the agency's performance of each of the client's marketing channels. The Account Executive and her account team hold a joint staff meeting at the beginning of each week, and a joint client/agency meeting once a week. The Account Executive is responsible for organizing all monthly reporting of analytics to the client, as well as all staff presentations to the County's Tourism Development Council.

Co-Op Opportunities and Leveraged Media Buys and Sponsorships provided under contract:

The agency has provided the client with a complete, turnkey co-op program that includes extending co-op opportunities to the client's local, in-market partners, as well as sourcing and negotiating co-operative opportunities for the client itself. In addition, Aqua has provide leveraged media buys and sponsorships as part of its services to the clients.



Bradenton Area Co-op Opportunity - VIST FLORIDA Annual Guide

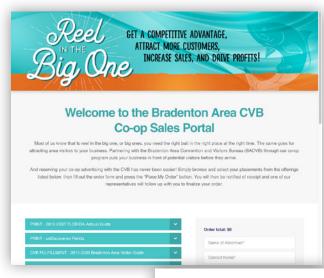


The Bradenton Area Convention and Visitors Bureau (continued)

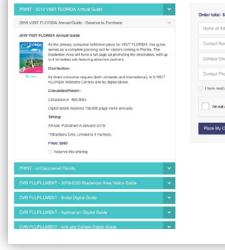
Co-Op Program

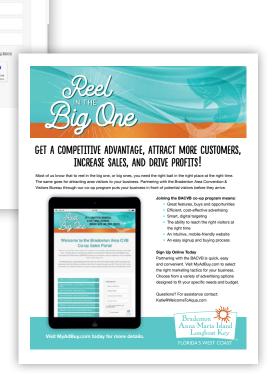
Bradenton Area Online Co-op Sales Portal

In 2016, Aqua totally revamped Manatee County's Co-Op program and took over all aspects of the program; from identifying opportunities, co-op sales, promotion, partner communication, Visitor Guide sales, ad creation, billing and more. The agency handles the entire program turnkey for the client, rebating an agreed amount back to the client at the end of each year's program. The result has been the greatest partner involvement and total sales in the County's history, along with innovative opportunities for partners. The program has proven to be the most innovative and forward-thinking DMO partner program in the state.



The program was revamped based on consumer research conducted by the agency and client that provided insight into consumer reaction to co-op advertising as well as identifying the best points to reach consumers with co-operative messages during the consumer destination-selection pathway. The resulting co-op opportunities moved the client and partners away from traditional and print media toward more digital and online use. In addition, it provided partners with opportunities for consumer consideration as the potential visitor planned their vacations as opposed to traditional advertising exposure. The program monetized the CVB's website for the first time, as well as allowed direct media exposure for partners as a result of website retargeting.





Bradenton Area Co-op Sales Sheet



The Bradenton Area Convention and Visitors Bureau (continued)

Leveraged Media Buys

As with all of the agency buys, added value has always been required by the agency from each media vendor. To do so, at RFP the agency lists "Across the Platform" a desired list of "added value" opportunities needed in order to qualify for submission review. Once the proposals are submitted, all "Added-Value" components are reviewed against all other proposals. In all instances, a second round of submission is required of vendors, in order to refine/ensure all requirements are met. Any additional buys made throughout year are included in the "complete" budget and not as individual "lesser" dollar volume buys, allowing for incremental "added value" opportunities.

Additional leverage is also utilized after reviewing all final submissions across all vendors to incorporate and negotiate great ideas to "ask" of another vendors in order to ensure strong reach and continuity across all vendors.





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For example, part of the agency's overall media recommendation includes AccuWeather in select northern markets. For the AccuWeather buy, the agency negotiates significant "high-impact" units to be built by AccuWeather. In addition, the agency achieves strong, incremental impressions with the buy to create reach and awareness at no additional charge.

In another example, the client and agency worked together to establish a concert series featuring an ongoing variety of artists at various concert venues throughout the County. In order to achieve attendance needed to fill the venues and achieve financial goals, the agency promoted the series regionally, primarily through radio. In doing so, the agency required all media vendors to meet all baseline expectation and requirements of the buy. Furthermore, the agency required outlets to produce all

spots promoting the concerts. And although the radio buys would be paid by the client directly, required media recognize agency rates (net vs. gross). In addition, the agency solicited ideas from the media outlets for ticket grabs, social media posts and a variety of online exposure.

Further examples would be the agency's demands of any online/digital vendor. In those instances, the agency typically utilizes pre-roll buys that the vendor must provide under "market value." All units must appear as top placement on top performing sites and monitored for delivery and adjusted weekly for optimization. The agency negotiates high-impact units design and built by the vendor per the client's brand requirements.





The Punta Gorda/Englewood Beach Visitor and Convention Bureau Charlotte County, Florida

Having been selected by Charlotte County as its Tourism Creative Services firm in 2013, Aqua was awarded the VCB's Public Relations account in 2015. In 2017 Aqua began providing paid media services for the VCB, as well as providing specific digital and social media recommendations. Although awarded contracts for



The Charlotte Harbor Gulf Island Coast

two, specific areas of marketing communications, Aqua takes a holistic approach to providing agency services and a "channel agnostic" approach to its recommendations and provision of services.

Last year's summer visitation campaign, which included a social media promotional component proved to be one of the VCB's most successful campaigns to date. Most recently, the agency has provided in-market services to acquire and develop improved social media assets for the VCB.

Over the years, Aqua has provided crisis communications counsel which have included the crafting of messaging, talking points for key department staff, advice and content for website messaging, coordination with VISIT FLORIDA, and more. Most recently, Aqua has provided counsel and advice on handling red tide in the region.

The most recent summer campaign produced the best results of any campaign ever produced for the VCB. Web inquiry for the period increased significantly, with sessions up 39% over the previous year. Also, the destination saw a 33% increase in the number of New Users to the CVB website. Visitation to the destination increased by an astonishing 5.8% for Q2/Q3. In regards to the economic impact of the campaign, estimated direct expenditures increased by an impressive 8%, occupancy shot up 12.5%, the average daily rate of accommodations in the area rose by 4% and TDT collections soared to a 10% increase from the period of May – August the previous year.

Aqua has been counted on to present reporting to the Charlotte TDC, as well as aid the TDC in moderating its discussions. In addition, the agency has worked to strengthen relationships between the VCB and area partners such as the City of Punta Gorda, area hotels and attractions, the local airport as well as the region's carrier, Allegiant Airlines.

Project Manager and Key Professionals Involved in the Project

Project Manager: Dave Di Maggio
Account Executive: Katie Varano
Media Director: Pat Cote
Digital Media Directir.: Amber Coldren
Public Relations: Melissa Cederquist

Social Media: Krystina Lisi Creative Direction: Thom Hart

Art Direction: Amanda Zdzierak
Copywriting: John Fisher

3/21/2019



The Punta Gorda/Englewood Beach Visitor and Convention Bureau (continued)

Minority Demographic Markets

While the County does not specifically target minority demographics through media buys, it purposely and proactively targets minority demographics through messaging, creating marketing communication expressing invitations to visit across all races, ethnicities and sexual orientations. The work also includes messaging to international markets.













The Punta Gorda/Englewood Beach Visitor and Convention Bureau (continued)

Organization's Services, Portfolio Examples, Account Processes

Organization's Services

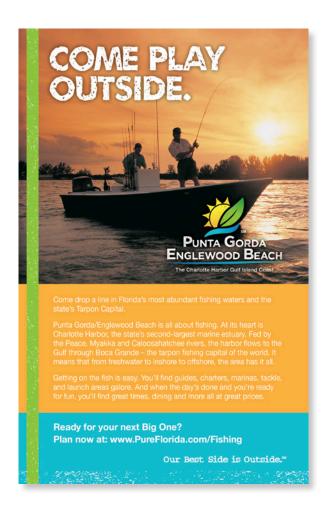
Awarded both the County Advertising and Public Relations contracts, Aqua aids the County by developing and executing an integrated campaign of communications reflecting a centralized theme, based on the destination's brand. The agency works with the client to produce messaging engaging Advertising, Public Relations, Social Media, Digital Communications, Online/Web Strategies and Promotions and more through a unified, coordinated brand message strategy through all channels.

Creative Portfolio Examples

Having worked with the destination for several years, the agency's work for Charlotte County has been credited with aiding the County achieve its highest levels of visitation, economic impact and tourism job growth in its history. The agency's current work for the County reflects the recent destination brand creation and development by the agency based on deep research combined with the agency's broad understanding of the Florida visitation consumer. The work also includes messaging to international markets.

3/21/2019

Punta Gorda / Englewood Beach Charlotte County, FL Full-Page Branding Ads





















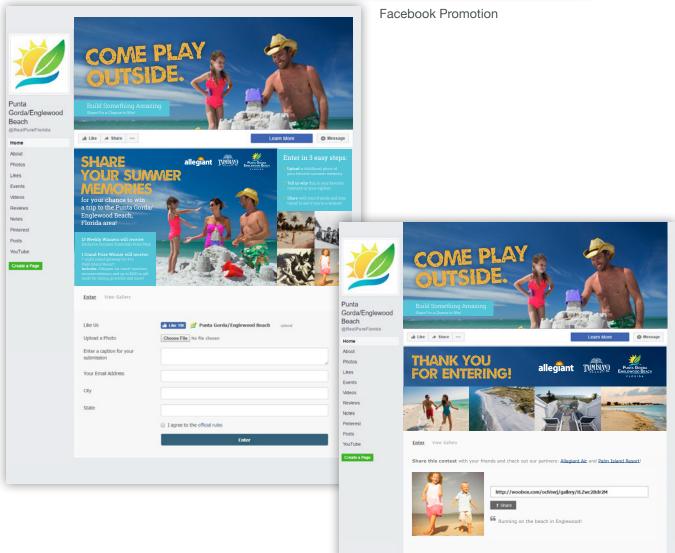


Online Banner Advertising - Animation links below

http://welcometoaqua.com/Charlotte/summer/300x250/SummerCampaign.html
http://welcometoaqua.com/Charlotte/summer/160x600/SummerCampaign160x600.html
http://welcometoaqua.com/Charlotte/summer/728x90/SummerCampaign728x90 proofing.html











German Visitor Guide





Trade Show Display



3/21/2019

Trade Show Pop-Up Banners

3. Organization's Structure and Experience



General

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PureFlorida.com

PUNTA GORDA ENGLEWOOD BEACH The Charlotte Harbor Gulf Island Coast FLORIDA

Nature

PureFlorida.com





The Punta Gorda/Englewood Beach Visitor and Convention Bureau (continued)

Account Processes

The County has contracted Aqua through two, multi-year contracts for 1. Advertising and 2. Public Relations. All agency services are based on a percentage of projected monthly staff man-hours, which is paid to the agency through a monthly retainer. The County is billed each month, along with proof of all vendor/third-party performance, vendor billing to the agency, and proof of payment to the vendors. The account is managed by a dedicated Account Executive who serves as the primary contact and day-to-day manager for the account. The Account Executive is aided in her efforts by agency department heads responsible for the agency's performance of each of the agency's services to the client. The Account Executive is in direct, day-to-day client contact and communication, but the client can directly access any of the department heads responsible for the agency's performance of each of the client's marketing channels. The Account Executive and her account team hold a joint staff meeting at the beginning of each week, and a joint client/agency meeting once a week. The Account Executive is responsible for organizing all monthly reporting of analytics to the client, as well as all staff presentations to the County's Tourism Development Council.

Co-Op Opportunities and Leveraged Media Buys and Sponsorships provided under contract:

The agency works with the client on an annual co-op program that includes extending co-op opportunities to the client's local, in-market partners, as well as sourcing and negotiating co-operative opportunities for the client itself. In addition, Aqua has provided leveraged media buys and sponsorships as part of its services to the clients.



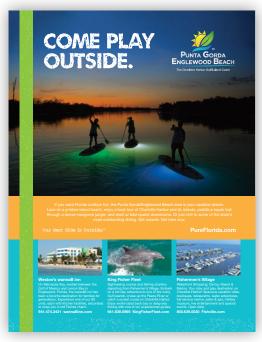
The Punta Gorda/Englewood Beach Visitor and Convention Bureau (continued)

Co-Op Program

The agency works with the client to design and execute all communication for the program, helps with sales and produces all co-op advertising.



Punta Gorda/Englewood Beach Co-op Sales Sheet



Punta Gorda/Englewood Beach - VIST FLORIDA Annual Guide Co-op Opportunity

Punta Gorda/Englewood Beach - Travel Journal Visitor Guide Co-op Opportunity







The Punta Gorda/Englewood Beach Visitor and Convention Bureau (continued)

In addition, the agency has put together the VCB, area partners along with industry partners outside of the county to expand co-op opportunities. An example was the creation on a "Summer Memories" photo contest, encouraging increased engagement with the destination and consideration of the destination for summer travel. The client and agency worked together to involve Allegiant Air and Palm Island Resort to contribute the sweepstakes grand prize, as well as assets for the landing page and promotion of the contest, and arranged for both partners to promote the contest on their channels as well. The contest received thousands of qualified, targets participants and results in almost 30,000 website page views. Facebook ads, targeting Allegiant markets, generated over 69,593 impressions and 1,930 clicks. The associated Twitter Contest Support generated 59,593 impressions and 5,586 clicks.

One of the largest and grandest co-op opportunities outside of the local, in-market partner program involved the agency working with the client on a multi-DMO



campaign with Allegiant Airlines, the principal carrier of Punta Gorda's local airport. With the client working to get three primary DMOs in the Southwest Florida region to co-operate, the agency arranged for Allegiant to place the buy



and do the creative. The three DMOs provided Allegiant with creative materials for the creation of radio spots for each target market, :15 and :30 second Facebook videos, display ads through Sojern and native content featuring four articles. Collectively, the three DMOs were referred to as the "Beaches and Islands of Southwest Florida." The campaign promoted various aspects of Southwest Florida, such as beaches, dining, nature and wildlife, and things to do. All ads included a mention of nonstop Allegiant flights to the area and featured a logo for the "Beaches and Islands of Southwest Florida." Articles that were part of the native content and Facebook videos called out specific cities from the DMOs, such as Punta Gorda or Fort Myers.



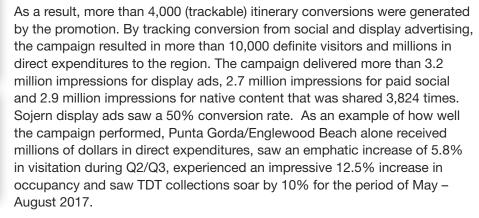




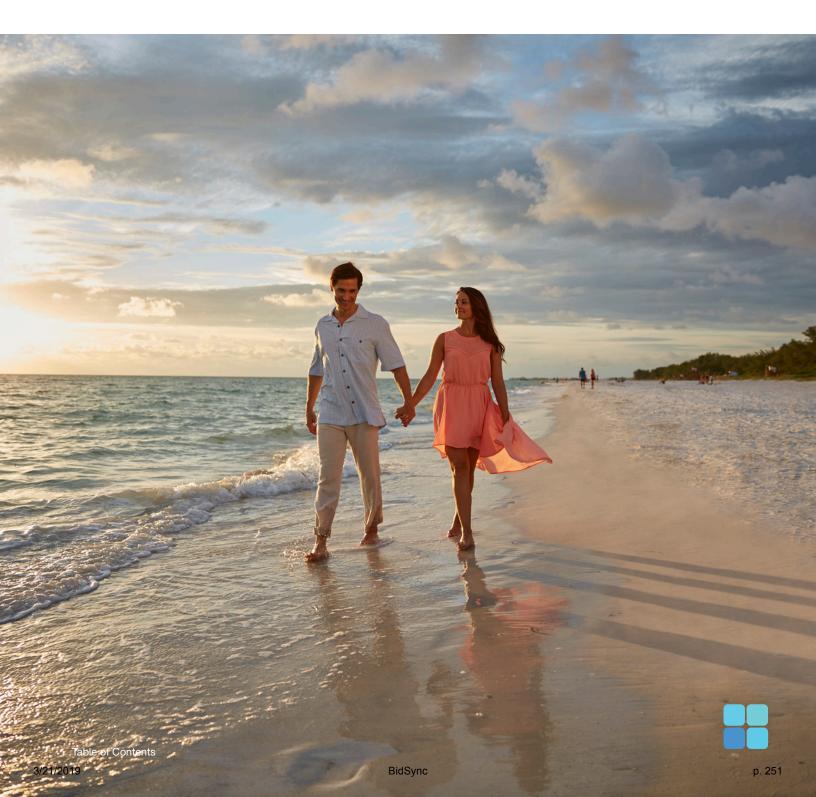
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The results of the 2017 Southwest Florida/Allegiant Co-op Campaign were so outstanding that Visit Sarasota has joined the 2018 campaign, creating a larger media buy that could reach more potential visitors for all partnered DMOs.



Punta Gorda Englewood Bea

Workload of the Firm





4. Workload of the Firm

4. 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.

Completed and Active Projects in the Last Five Years Worked on Concurrently The Bradenton Area Convention & Visitors Bureau Charlotte County Visitor & Convention Bureau The City of Dunedin, FL The City of West Palm Beach, FL The community of Pelican Bay, Collier County, FL The Chiles Restaurant Group, Anna Maria Island, FL The Sunscreen Film Festival, St. Petersburg, FL The Hotel Zamora, St. Pete Beach, FL Manatee County Transit Department Cooper's Hawk Winery & Restaurants, Chicago, IL The Colony Hotel, Palm Beach, FL The City of Punta Gorda, FL Banyan Cay, West Palm Beach, FL (residential development) The Okaloosa County Tourism Development Dept, Destin, FL Charlotte Harbor National (Golf Club), Port Charlotte, FL Longboat Key Club Resort, Longboat Key, FL Fiddler's Creek, Naples, FL Metro Development Group, Tampa (Real Estate Development) The Destin-Fort Walton Beach Airport, Okaloosa County, FL Government Sotherly Hotels, Williamsburg, VA

Currently, there are no client contracts awarded without a Notice to Proceed. Additionally, there are no current or future clients with any potential conflicts of interest with the Broward County/Ft. Lauderdale CVB.

Working on a number of clients, each with a number of contracts concurrently, involves superb Account Management and project planning, excellent traffic procedures, and the ability to quickly scale in response to client need.

Aqua never overpromises in its ability to deliver its services, and doesn't pursue accounts it can't handle. As destination marketers experienced in handling accounts of the size and scope of the Broward/Ft.Lauderdale CVB, Aqua foresees no issues, conflicts or challenges in providing the complete scope of services and described in the RFP.

Location





5. Evaluation Criteria - Location

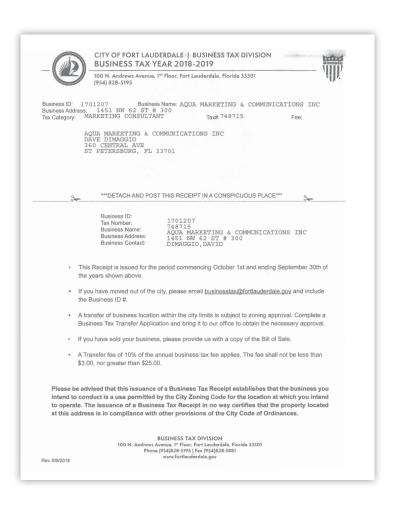
5. Refer to **Vendor's Business Location Attestation Form** and submit as instructed. A Vendor with a principal place of business location (also known as the nerve center) within Broward County for the last six months, prior to the solicitation submittal, will receive five points; a Vendor not meeting 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.

Headquartered in St. Petersburg, Florida, Aqua also maintains an office in Ft. Lauderdale, and has maintained that address for over a year.

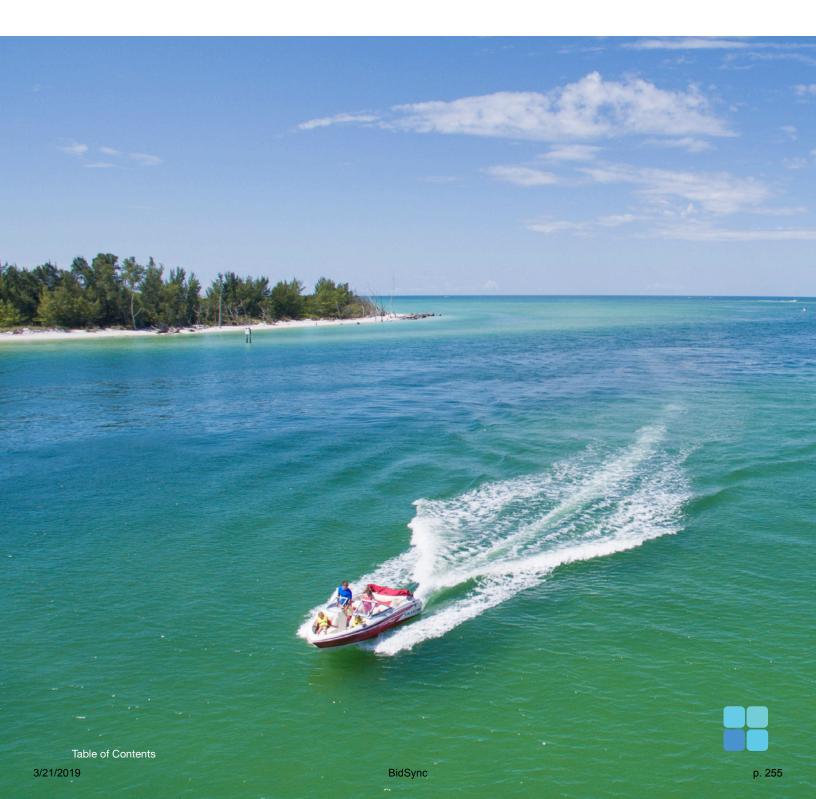
Address: 1451 NW 62 Street

Ft. Lauderdale Business ID is: 1701207

Ft. Lauderdale tax ID# 748715



Price





6. 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

Aqua provides flexible pricing solutions for its clients and is willing to consider any number of options that work best for GFLCVB. The agency bases its fees on a blended agency rate of \$155 for all positions. Given that your RFP requests pricing for each of the first three years of the contract, Aqua has provided the following costs for each year of the contract:

Year One:

Per our response on BidSync, Aqua is proposing a monthly fee of \$123,916.

\$82,249 for agency fees and services.

\$41,667 for outside "hard costs" such as photography, video/editing, brochure/guide printing, research.

Year Two:

Per our response on BidSync, Aqua is proposing a monthly fee of \$102,850.

\$72,850 for agency fees and services.

\$30,000 for outside "hard costs" such as photography, video/editing, brochure/guide printing, research.

Year Three:

Per our response on BidSync, Aqua is proposing a monthly fee of \$102,850.

\$72,850 for agency fees and services.

\$30,000 for outside "hard costs" such as photography, video/editing, brochure/guide printing, research.

3/21/2019

Pricing Support





7. 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, 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.

Aqua provides flexible pricing solutions for its clients and is willing to consider any number of options that work best for GFLCVB. The agency bases its fees on a blended agency rate of \$155 for all positions. Given that your RFP requests pricing for each of the first three years of the contract, Aqua provides the following pricing support for each year of the contract:

Year One:

Job Classification	Hourly Fee	Total Hours Per Month	Total Monthly Fee	
President/Strategic Direction	\$155	20	\$3100.00	
Account Supervisor	\$155	60	\$9300.00	
Account Executive	\$155	65	\$10,075.00	
Account Coordinator	\$155	50	\$7,750.00	
Media Director	\$155	60	\$9300.00	
Digital Marketing/Media Director	\$155	80	\$12,400.00	
Traffic Manager	\$155	40	\$6,200.00	
Creative Director	\$155	30	\$4,650.00	
Art Director	\$155	35	\$5425.00	
Video/Content Director	\$155	30	\$4,650.00	
Copywriter	\$155	30	\$4,650.00	
Bookkeeper	\$155	50	\$7,750.00	
Outside Vendor Hard Costs	N/A	N/A	\$41,667.00	
			\$123,916.00	

Salary Rates for Optional Services, Adverse Impact Services, and Initial Branding Services

In the event of need of Optional Services, Adverse Impact Services, and Initial Branding Services other agency staff such as Public Relations, Social Media or more may be involved. In such an event their involvement will be estimated in advance for client review and approval.

As shown above, the agency bases its fees on a blended agency rate of \$155 for those and all agency positions.



Year Two:

Job Classification	Hourly Fee	Total Hours Per Month	Total Monthly Fee
President/Strategic Direction	\$155	17	\$2,635.00
Account Supervisor	\$155	51	\$7,905.00
Account Executive	\$155	55	\$8,525.00
Account Coordinator	\$155	43	\$6,665.00
Media Director	\$155	51	\$7,905.00
Digital Marketing/Media Director	\$155	68	\$10,504.00
Traffic Manager	\$155	34	\$5,270.00
Creative Director	\$155	26	\$4,030.00
Video/Content Director	\$155	26	\$4,030.00
Art Director	\$155	30	\$4,650.00
Copywriter	\$155	26	\$4,030.00
Bookkeeper	\$155	43	\$6,665.00
Outside Vendor Hard Costs	N/A	N/A	\$30,000.00
			\$102,850.00

Salary Rates for Optional Services and/or Adverse Impact Services

In the event of need of Optional Services and/or Adverse Impact Services other agency staff such as Public Relations, Social Media or more may be involved. In such an event their involvement will be estimated in advance for client review and approval.

As shown above, the agency bases its fees on a blended agency rate of \$155 for those and all agency positions.

3/21/2019



Year Three:

Job Classification	Hourly Fee	Total Hours Per Month	Total Monthly Fee
President/Strategic Direction	\$155	17	\$2,635.00
Account Supervisor	\$155	51	\$7,905.00
Account Executive	\$155	55	\$8,525.00
Account Coordinator	\$155	43	\$6,665.00
Media Director	\$155	51	\$7,905.00
Digital Marketing/Media Director	\$155	68	\$10,504.00
Traffic Manager	\$155	34	\$5,270.00
Creative Director	\$155	26	\$4,030.00
Video/Content Director	\$155	26	\$4,030.00
Art Director	\$155	30	\$4,650.00
Copywriter	\$155	26	\$4,030.00
Bookkeeper	\$155	43	\$6,665.00
Outside Vendor Hard Costs	N/A	N/A	\$30,000.00
			\$102,850.00

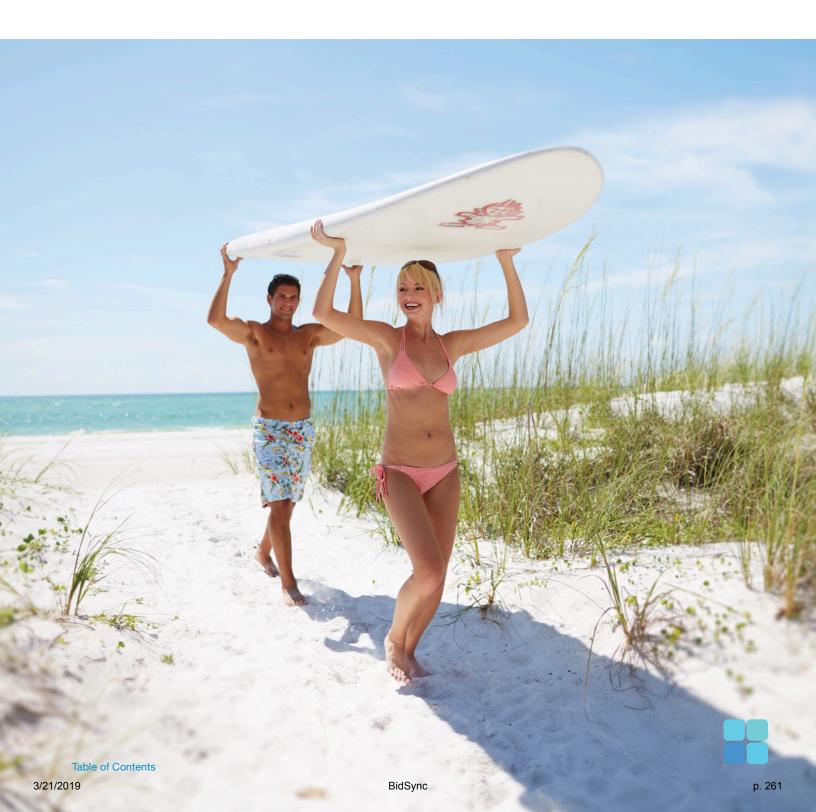
Salary Rates for Optional Services and/or Adverse Impact Services

In the event of need of Optional Services and/or Adverse Impact Services other agency staff such as Public Relations, Social Media or more may be involved. In such an event their involvement will be estimated in advance for client review and approval.

As shown above, the agency bases its fees on a blended agency rate of \$155 for those and all agency positions.

3/21/2019

Forms and Additional Information



SCOPE OF SERVICES

1. Project Overview

Contractor shall provide 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 (operated under separate budgets). Project-specific work for the Port, Airport, and Parks and Recreation will be separately determined and authorized as needed. Additional County departments or divisions may be added by County at any time upon written notice by the GFLCVB Contract Administrator, which notice shall specify the Contract Administrator and any applicable budget limitations for that department or division.

2. Services Description

Contractor shall provide Flat Fee Services (as described below) on a due course basis without the requirement of specific written authorization from the GFLCVB for the Flat Fee Services payment per Section 5.1 of the Agreement. The Flat Fee Services include all Services associated with media ad buys where the cumulative Fiscal Year cost of the purchased media is up to Four Million Dollars (\$4,000,000).

In addition, Contractor shall provide Commissioned Media Services consisting of media ad buys where the cumulative Fiscal Year cost of purchased media is in excess of Four Million Dollars (\$4,000,000). Commissioned Media Services may only be undertaken after Contractor receives a fully executed Work Authorization, followed by a Notice to Proceed.

Contractor must provide Services that maximize revenue generation for Greater Fort Lauderdale's tourism industry, Airport, and Port.

3. Managerial Approach

Contractor will ensure that the persons responsible for Contractor's performance of the Services under this Agreement and, to the extent applicable (collectively "Key Personnel") are appropriately trained and experienced and have adequate time and resources to perform in accordance with the terms of this Agreement. To the extent Contractor seeks or is required to make any change to the composition of the Key Personnel, Contractor will provide County with thirty (30) days' advance written notice (or as much advance notice as is possible if thirty (30) days' notice is not possible) regarding such changes and the management plan associated with such changes. County shall not be responsible for any additional costs associated with a change in Key Personnel.

4. Communication & Reports

Contractor shall provide such periodic reporting as may be requested by any Contract Administrator.

5. Flat Fee Services

Contractor shall provide the following Flat Fee Services:

- A. Brand Strategy and Creative Services:
 - Development of a research-based brand and marketing and advertising creative strategy for both the domestic and international markets and provide recommendations.
 - 2. Development and production of results-driven marketing and advertising creative to support overall media and brand strategy.
 - 3. Design and graphics services, including the creation and implementation of original creative, designs, artwork, layout and design templates, typography and illustrations, photography and other related elements that present a consistent brand for print, TV, out-of-home (billboards), email, social media, apps and online advertising.
 - 4. Editorial services including copywriting, fact-checking, proofreading and editing of all materials placed or handled by Contractor.
 - 5. Production services necessary to create promotional materials from concept to final format, including those required for relevant media and added value placements and delivery to media vehicles as required.
 - 6. Supervision of photography and video production (including overseeing the direction of photo and video shoots and creative asset selections).
 - 7. Project management related to production work.
 - 8. Development and production of the Annual Marketing Communications Plan in a manner and format approved by County.
 - 9. Collateral projects including copy, design, production, studio services, Contractor selection and management (as required) and print production management (including attending press checks when required). Collateral projects to include annual vacation guide, meetings guide, Superior Small Lodging directory, Visitors Map brochure and others as needed.
 - 10. Maintain digital vacation planner and meeting planner brochures making updates as necessary on multiple platforms for optimal user experience.

- 11. Implement a monthly email marketing program including the creation and deployment of newsletters for leisure and group sales audiences, with a goal of open rates and Click Through Rates (i.e., the percentage of people visiting a web page who access a hypertext link to a particular advertisement) that meet and exceed industry standards.
- Develop a content marketing strategy to deploy across a variety of platforms including digital content design, programming and production; this may also include mobile app design and development.

B. Account Maintenance:

- 1. Delivery of all native and finished layered photoshop files to County, upon request, including Airport, Port, and Parks.
- 2. Assist in the management of all County digital assets including photo library, video footage and delivery of media-related assets such as reader response forms, etc.
- 3. Conduct weekly status calls/in-person meetings with GFLCVB internal marketing team and partner agencies (social, public relations, and global representation firms) regarding all active projects, and maintain highly responsive email and phone communications. These weekly status calls/in-person meetings are non-billable and included in the Flat Fee Services, but do not apply towards the calculation of any Flat Fee Differential as defined in the Agreement.
- 4. Attend stakeholder meetings, such as the Tourist Development Council ("TDC") and the Marketing Advisory Committee ("MAC"), and others hospitality and industry meetings as needed.
- 5. Compile monthly reports including analytics of the impact of executed media strategies and tactics, as well as provide recommendations for improvement for all Key Performance Indicators and generate custom reports and analytics, as needed.
- 6. Create, produce and participate in presentations to County boards and committees, partners or other groups as requested and needed.
- 7. Complete monthly billing with all appropriate back-up documents, including detailed time sheets, media proof of performance and detailed invoices (including preapproved reimbursables), original line item receipts and comprehensive billing recap including projections through end of the Fiscal Year.
- 8. Purchase unique specialty items for promotional purposes.
- 9. Special projects including design and production of support materials and tradeshow elements including displays.

- 10. Design and conduct quantitative and qualitative market research, survey and annual reports as requested.
- 11. Compile and submit award applications for top associations in marketing and tourism.

C. Media Planning

- Develop and execute a comprehensive, strategic, research-based, integrated, and evolving mixed media annual media plan targeting key audiences and market segments in both domestic and international regions (in consultation with Global Representation Firms, retained by the CVB). Recommend appropriate media channels, including digital, email, print, TV, radio and out of-home, and to adhere to specific goals.
- 2. Create and implement a comprehensive co-op media plan with broad-based participation (with hotels and other tourism attractions, e.g. print, digital, radio, vacation planner, etc.). Contractor will secure creative assets, ad sales and recruitment, billing and collection of partner contributions and reporting of leads.
- 3. Monthly digital reporting and analysis of all advertising including optimization recommendations. Provide Return on Investment insights with measurable results including: 1) Increase in visitors to GFLCVB website and/or digital vacation planner; 2) Increase in awareness and intent to visit Broward County (i.e. searches for flights and hotels, as well as bookings); 3) Monthly budget reviews, media verification and invoicing; 4) Audit all media buys for accuracy and provide proof of performance including tear sheets, photo sheets, screenshots and run reports, and ensure "make good accommodations" as necessary.
- 4. Optimize media buys on an ongoing basis to control the effectiveness of advertising and impact spend, evaluating new media opportunities and determining efficient and effective media mix.
- 5. Negotiate across all media channels, obtaining competitive pricing, with a strong focus on leveraging strategic added value (ideally at least 50% of net media buy, e.g. advertorials, targeted emails, etc.).
- 6. If requested by County and subject to prior written approval as to each media buy, media buys cumulatively up to Four Million Dollars (\$4,000,000) each Fiscal Year. After securing all required approvals and before completing the media buy, Contractor will notify the Contract Administrator of the intended media buy to verify it conforms with what was originally approved and to secure a written Notice to Proceed.

Contractor may not mark-up expenses associated with any media buy up to the \$4,000,000 amount cumulatively each Fiscal Year provided in this section as all costs (other than the actual charges by the media outlet where the advertising will be run) are included in the Monthly Flat Fee.

6. Commissioned Media Services

If requested by the applicable Contract Administrator(s) and subject to fully executed Work Authorizations and subsequent Notices to Proceed as to each media buy, media buys cumulatively in excess of Four Million Dollars (\$4,000,000) for the cost of the purchased media, during each Fiscal Year. After securing all required approvals and before completing the media buy, Contractor will notify the Contract Administrator of the intended media buy to verify it conforms with what was originally approved and to secure a Notice to Proceed.

7. Optional Services

Optional Services includes any other related services (other than Flat Fee Services or Commissioned Media Services) deemed by County necessary to the successful implementation of the GFLCVB advertising program to promote the destination or any aspect of the destination, or for Aviation, Port, or Parks, relating to the County's advertising program.

All such additional services shall require execution of an appropriate Work Authorization setting forth the specific services to be provided and the cost and timing. Optional Services for GFLCVB may only include Initial Branding Services and Adverse Impact Services (as defined below) and will be limited by the not-to-exceed amounts set forth in the Agreement, Section 5.2. Initial Branding Services and Adverse Impact Services include strategy and media-implementation plans (excluding costs of media buys).

- A. Initial Branding Services: Services relating to the development, implementation, and publication of new branding for the GFLCVB.
- B. Adverse Impact Services: Services relating to a unique occurrence impacting the South Florida area that has a significant material adverse impact on tourism in Broward County (e.g. post-hurricane, regional public health crisis, etc.)
- C. Social Media Services: Services relating to the creation and posting of organic content and engaging with users on social media. This is inclusive of developing and executing campaigns and daily organic content; providing twenty-four-hour monitoring of owned social media channels; and engaging with users quickly, accurately, and in the proper brand-voice. This Optional Service does not include paid social media promotions, which are instead considered a part of the Scope of Services in 5.C.1.
- D. <u>Website Design Services: Services relating to developing and implementing a website that reflects new branding.</u>

Broward County Board of Supplier Response Form

Standard Instructions to Vendors Request for Proposals, Request for Qualifications, or Request for Letters of Interest

Vendors are instructed to read and follow the instructions carefully, as any misinterpretation or failure to comply with instructions may lead to a Vendor's submittal being rejected.

Vendor MUST submit its solicitation response electronically and MUST confirm its submittal in order for the County to receive a valid response through BidSync. Refer to the <u>Purchasing</u> Division website or contact BidSync for submittal instructions.

A. Responsiveness Criteria:

In accordance with Broward County Procurement Code Section 21.8.b.65, a Responsive Bidder [Vendor] means a person who has submitted a proposal which conforms in all material respects to a solicitation. The solicitation submittal of a responsive Vendor must be submitted on the required forms, which contain all required information, signatures, notarizations, insurance, bonding, security, or other mandated requirements required by the solicitation documents to be submitted at the time of proposal opening.

Failure to provide the information required below at the time of submittal opening may result in a recommendation Vendor is non-responsive by the Director of Purchasing. The Selection or Evaluation Committee will determine whether the firm is responsive to the requirements specified herein. The County reserves the right to waive minor technicalities or irregularities as is in the best interest of the County in accordance with Section 21.30.f.1(c) of the Broward County Procurement Code.

Below are standard responsiveness criteria; refer to **Special Instructions to Vendors**, for Additional Responsiveness Criteria requirement(s).

1. Lobbyist Registration Requirement Certification

Refer to **Lobbyist Registration Requirement Certification**. The completed form should be submitted with the solicitation response but must be submitted within three business days of County's request. Vendor may be deemed non-responsive for failure to fully comply within stated timeframes.

2. Addenda

The County reserves the right to amend this solicitation prior to the due date. Any change(s) to this solicitation will be conveyed through the written addenda process. Only written addenda will be binding. If a "must" addendum is issued, Vendor must follow instructions and submit required information, forms, or acknowledge addendum, as instructed therein. It is the responsibility of all potential Vendors to monitor the solicitation for any changing information, prior to submitting their response.

B. Responsibility Criteria:

Definition of a Responsible Vendor: In accordance with Section 21.8.b.64 of the Broward County Procurement Code, a Responsible Vendor means a Vendor who has the capability in all respects to perform the contract requirements, and the integrity and reliability which will assure good faith performance.

The Selection or Evaluation Committee will recommend to the awarding authority a determination of a Vendor's responsibility. At any time prior to award, the awarding authority may find that a Vendor is not responsible to receive a particular award.

Failure to provide any of this required information and in the manner required may result in a recommendation by the Director of Purchasing that the Vendor is non-responsive.

Below are standard responsibility criteria; refer to **Special Instructions to Vendors**, for Additional Responsibility Criteria requirement(s).

1. Litigation History

- a. All Vendors are required to disclose to the County all "material" cases filed, pending, or resolved during the last three (3) years prior to the solicitation response due date, whether such cases were brought by or against the Vendor, any parent or subsidiary of the Vendor, or any predecessor organization. Additionally, all Vendors are required to disclose to the County all "material" cases filed, pending, or resolved against any principal of Vendor, regardless of whether the principal was associated with Vendor at the time of the "material" cases against the principal, during the last three (3) years prior to the solicitation response. A case is considered to be "material" if it relates, in whole or in part, to any of the following:
 - A similar type of work that the vendor is seeking to perform for the County under the current solicitation;
 - ii. An allegation of fraud, negligence, error or omissions, or malpractice against the vendor or any of its principals or agents who would be performing work under the current solicitation;
 - iii. A vendor's default, termination, suspension, failure to perform, or improper performance in connection with any contract;
 - iv. The financial condition of the vendor, including any bankruptcy petition (voluntary and involuntary) or receivership; or
 - v. A criminal proceeding or hearing concerning business-related offenses in which the vendor or its principals (including officers) were/are defendants.
- b. For each material case, the Vendor is required to provide all information identified in the **Litigation History Form**. Additionally, the Vendor shall provide a copy of any judgment or settlement of any
 material case during the last three (3) years prior to the solicitation response. Redactions of any
 confidential portions of the settlement agreement are only permitted upon a certification by
 Vendor that all redactions are required under the express terms of a pre-existing confidentiality
 agreement or provision.
- c. The County will consider a Vendor's litigation history information in its review and determination of responsibility.
- d. If the Vendor is a joint venture, the information provided should encompass the joint venture and each of the entities forming the joint venture.
- e. A vendor is required to disclose to the County any and all cases(s) that exist between the County and any of the Vendor's subcontractors/subconsultants proposed to work on this project during the last five (5) years prior to the solicitation response.
- f. Failure to disclose any material case, including all requested information in connection with each such case, as well as failure to disclose the Vendor's subcontractors/subconsultants litigation history against the County, may result in the Vendor being deemed non-responsive.

2. Financial Information

a. All Vendors are required to provide the Vendor's financial statements at the time of submittal in

order to demonstrate the Vendor's financial County Board of Sapabilities.

- b. Each Vendor shall submit its most recent two years of financial statements for review. The financial statements are not required to be audited financial statements. The annual financial statements will be in the form of:
 - i. Balance sheets, income statements and annual reports; or
 - ii. Tax returns; or
 - iii. SEC filings.

If tax returns are submitted, ensure it does not include any personal information (as defined under Florida Statutes Section 501.171, Florida Statutes), such as social security numbers, bank account or credit card numbers, or any personal pin numbers. If any personal information data is part of financial statements, redact information prior to submitting a response the County.

- c. If a Vendor has been in business for less than the number of years of required financial statements, then the Vendor must disclose all years that the Vendor has been in business, including any partial year-to-date financial statements.
- d. The County may consider the unavailability of the most recent year's financial statements and whether the Vendor acted in good faith in disclosing the financial documents in its evaluation.
- e. Any claim of confidentiality on financial statements should be asserted at the time of submittal. Refer to **Standard Instructions to Vendors**, Confidential Material/ Public Records and Exemptions for instructions on submitting confidential financial statements. The Vendor's failure to provide the information as instructed may lead to the information becoming public.
- f. Although the review of a Vendor's financial information is an issue of responsibility, the failure to either provide the financial documentation or correctly assert a confidentiality claim pursuant the Florida Public Records Law and the solicitation requirements (Confidential Material/ Public Records and Exemptions section) may result in a recommendation of non-responsiveness by the Director of Purchasing.

3. Authority to Conduct Business in Florida

- a. A Vendor must have the authority to transact business in the State of Florida and be in good standing with the Florida Secretary of State. For further information, contact the Florida Department of State, Division of Corporations.
- b. The County will review the Vendor's business status based on the information provided in response to this solicitation.
- c. It is the Vendor's responsibility to comply with all state and local business requirements.
- d. Vendor should list its active Florida Department of State Division of Corporations Document Number (or Registration No. for fictitious names) in the **Vendor Questionnaire**, Question No. 10.
- e. If a Vendor is an out-of-state or foreign corporation or partnership, the Vendor must obtain the authority to transact business in the State of Florida or show evidence of application for the authority to transact business in the State of Florida, upon request of the County.
- f. A Vendor that is not in good standing with the Florida Secretary of State at the time of a submission to this solicitation may be deemed non-responsible.

g. If successful in obtaining a contract award county Board of standing throughout the contractual period of performance.

GEN2116476P1

Standing throughout the contractual period of performance.

4. Affiliated Entities of the Principal(s)

- a. All Vendors are required to disclose the names and addresses of "affiliated entities" of the Vendor's principal(s) over the last five (5) years (from the solicitation opening deadline) that have acted as a prime Vendor with the County. The Vendor is required to provide all information required on the **Affiliated Entities of the Principal(s) Certification Form**.
- b. The County will review all affiliated entities of the Vendor's principal(s) for contract performance evaluations and the compliance history with the County's Small Business Program, including CBE, DBE and SBE goal attainment requirements. "Affiliated entities" of the principal(s) are those entities related to the Vendor by the sharing of stock or other means of control, including but not limited to a subsidiary, parent or sibling entity.
- c. The County will consider the contract performance evaluations and the compliance history of the affiliated entities of the Vendor's principals in its review and determination of responsibility.

5. Insurance Requirements

The **Insurance Requirement Form** reflects the insurance requirements deemed necessary for this project. It is not necessary to have this level of insurance in effect at the time of submittal, but it is necessary to submit certificates indicating that the Vendor currently carries the insurance or to submit a letter from the carrier indicating it can provide insurance coverages.

C. Additional Information and Certifications

The following forms and supporting information (if applicable) should be returned with Vendor's submittal. If not provided with submittal, the Vendor must submit within three business days of County's request. Failure to timely submit may affect Vendor's evaluation.

1. Vendor Questionnaire

Vendor is required to submit detailed information on their firm. Refer to the **Vendor Questionnaire** and submit as instructed.

2. Standard Certifications

Vendor is required to certify to the below requirements. Refer to the **Standard Certifications** and submit as instructed.

- a. Cone of Silence Requirement Certification
- b. Drug-Free Workplace Certification
- c. Non-Collusion Certification
- d. Public Entities Crimes Certification
- e. Scrutinized Companies List Certification

3. Subcontractors/Subconsultants/Suppliers Requirement

The Vendor shall submit a listing of all subcontractors, subconsultants, and major material suppliers, if any, and the portion of the contract they will perform. Vendors must follow the instructions included on the **Subcontractors/Subconsultants/Suppliers Information Form** and submit as instructed.

D. Standard Agreement Language Requirements

- 1. The acceptance of or any exceptions taken to other sterms and conditions of the County's Agreement shall be considered a part of a Vendor's submittal and will be considered by the Selection or Evaluation Committee.
- 2. The applicable Agreement terms and conditions for this solicitation are indicated in the **Special Instructions to Vendors.**
- 3. Vendors are required to review the applicable terms and conditions and submit the **Agreement Exception Form**. If the **Agreement Exception Form** is not provided with the submittal, it shall be deemed an affirmation by the Vendor that it accepts the Agreement terms and conditions as disclosed in the solicitation.
- 4. If exceptions are taken, the Vendor must specifically identify each term and condition with which it is taking an exception. Any exception not specifically listed is deemed waived. Simply identifying a section or article number is not sufficient to state an exception. Provide either a redlined version of the specific change(s) or specific proposed alternative language. Additionally, a brief justification specifically addressing each provision to which an exception is taken should be provided.
- 5. Submission of any exceptions to the Agreement does not denote acceptance by the County. Furthermore, taking exceptions to the County's terms and conditions may be viewed unfavorably by the Selection or Evaluation Committee and ultimately may impact the overall evaluation of a Vendor's submittal.

E. Evaluation Criteria

- 1. The Selection or Evaluation Committee will evaluate Vendors as per the **Evaluation Criteria**. The County reserves the right to obtain additional information from a Vendor.
- 2. Vendor has a continuing obligation to inform the County in writing of any material changes to the information it has previously submitted. The County reserves the right to request additional information from Vendor at any time.
- 3. For Request for Proposals, the following shall apply:
 - a. The Director of Purchasing may recommend to the Evaluation Committee to short list the most qualified firms prior to the Final Evaluation.
 - b. The Evaluation Criteria identifies points available; a total of 100 points is available.
 - c. If the Evaluation Criteria includes a request for pricing, the total points awarded for price is determined by applying the following formula:

(Lowest Proposed Price/Vendor's Price) x (Maximum Number of Points for Price) = Price Score

- d. After completion of scoring, the County may negotiate pricing as in its best interest.
- 4. For Requests for Letters of Interest or Request for Qualifications, the following shall apply:
 - a. The Selection or Evaluation Committee will create a short list of the most qualified firms.
 - b. The Selection or Evaluation Committee will either:

- i. Rank shortlisted firms; or
 - ii. If the solicitation is part of a two-step procurement, shortlisted firms will be requested to submit a response to the Step Two procurement.

F. Demonstrations

If applicable, as indicated in Special Instructions to Vendors, Vendors will be required to demonstrate the nature of their offered solution. After receipt of submittals, all Vendors will receive a description of, and arrangements for, the desired demonstration. In accordance with Section 286.0113 of the Florida Statutes and pursuant to the direction of the Broward County Board of Commissioners, demonstrations are closed to only the vendor team and County staff.

G. Presentations

Vendors that are found to be both responsive and responsible to the requirements of the solicitation and/or shortlisted (if applicable) will have an opportunity to make an oral presentation to the Selection or Evaluation Committee on the Vendor's approach to this project and the Vendor's ability to perform. The committee may provide a list of subject matter for the discussion. All Vendor's will have equal time to present but the question-and-answer time may vary. In accordance with Section 286.0113 of the Florida Statutes and the direction of the Broward County Board of Commissioners, presentations during Selection or Evaluation Committee Meetings are closed. Only the Selection or Evaluation Committee members, County staff and the vendor and their team scheduled for that presentation will be present in the Meeting Room during the presentation and subsequent question and answer period.

H. Public Art and Design Program

If indicated in **Special Instructions to Vendors**, Public Art and Design Program, Section 1-88, Broward County Code of Ordinances, applies to this project. It is the intent of the County to functionally integrate art, when applicable, into capital projects and integrate artists' design concepts into this improvement project. The Vendor may be required to collaborate with the artist(s) on design development within the scope of this request. Artist(s) shall be selected by Broward County through an independent process. For additional information, contact the Broward County Cultural Division.

I. Committee Appointment

The Cone of Silence shall be in effect for County staff at the time of the Selection or Evaluation Committee appointment and for County Commissioners and Commission staff at the time of the Shortlist Meeting of the Selection Committee or the Initial Evaluation Meeting of the Evaluation Committee. The committee members appointed for this solicitation are available on the Purchasing Division's website under Committee Appointment.

J. Committee Questions, Request for Clarifications, Additional Information

At any committee meeting, the Selection or Evaluation Committee members may ask questions, request clarification, or require additional information of any Vendor's submittal or proposal. It is highly recommended Vendors attend to answer any committee questions (if requested), including a Vendor representative that has the authority to bind.

Vendor's answers may impact evaluation (and scoring, if applicable). Upon written request to the Purchasing Agent prior to the meeting, a conference call number will be made available for Vendor participation via teleconference. Only Vendors that are found to be both responsive and responsible to the requirements of the solicitation and/or shortlisted (if applicable) are requested to participate in a final

K. Vendor Questions

The County provides a specified time for Vendors to ask questions and seek clarification regarding solicitation requirements. All questions or clarification inquiries must be submitted through BidSync by the date and time referenced in the solicitation document (including any addenda). The County will respond to questions via Bid Sync.

L. Confidential Material/ Public Records and Exemptions

- 1. Broward County is a public agency subject to Chapter 119, Florida Statutes. Upon receipt, all submittals become "public records" and shall be subject to public disclosure consistent with Chapter 119, Florida Statutes. Submittals may be posted on the County's public website or included in a public records request response, unless there is a declaration of "confidentiality" pursuant to the public records law and in accordance with the procedures in this section.
- 2. Any confidential material(s) the Vendor asserts is exempt from public disclosure under Florida Statutes must be labeled as "Confidential", and marked with the specific statute and subsection asserting exemption from Public Records.
- 3. To submit confidential material, three hardcopies must be submitted in a sealed envelope, labeled with the solicitation number, title, date and the time of solicitation opening to:

Broward County Purchasing Division 115 South Andrews Avenue, Room 212 Fort Lauderdale, FL 33301

- 4. Material will not be treated as confidential if the Vendor does not cite the applicable Florida Statute(s) allowing the document to be treated as confidential.
- 5. Any materials that the Vendor claims to be confidential and exempt from public records must be marked and separated from the submittal. If the Vendor does not comply with these instructions, the Vendor's claim for confidentiality will be deemed as waived.
- 6. Submitting confidential material may impact full discussion of your submittal by the Selection or Evaluation Committee because the Committee will be unable to discuss the details contained in the documents cloaked as confidential at the publicly noticed Committee meeting.

M. Copyrighted Materials

Copyrighted material is not exempt from the Public Records Law, Chapter 119, Florida Statutes. Submission of copyrighted material in response to any solicitation will constitute a license and permission for the County to make copies (including electronic copies) as reasonably necessary for the use by County staff and agents, as well as to make the materials available for inspection or production pursuant to Public Records Law, Chapter 119, Florida Statutes.

N. State and Local Preferences

If the solicitation involves a federally funded project where the fund requirements prohibit the use of state and/or local preferences, such preferences contained in the Local Preference Ordinance and Broward County Procurement Code will not be applied in the procurement process.

O. Local Preference

Except where otherwise prohibited by federal or state law or other funding source restrictions, a local Vendor whose submittal is within 5% of the highest total ranked Vendor outside of the preference area will become the Vendor with whom the County will proceed with negotiations for a final contract. Refer to **Local Vendor Certification Form (Preference and Tiebreaker)** for further information.

P. Tiebreaker Criteria

In accordance with Section 21.31.d of the Broward County Procurement Code, the tiebreaker criteria shall be applied based upon the information provided in the Vendor's response to the solicitation. In order to receive credit for any tiebreaker criterion, complete and accurate information must be contained in the Vendor's submittal.

- 1. Local Vendor Certification Form (Preference and Tiebreaker);
- 2. Domestic Partnership Act Certification (Requirement and Tiebreaker);
- 3. Tiebreaker Criteria Form: Volume of Work Over Five Years

Q. Posting of Solicitation Results and Recommendations

The Broward County Purchasing Division's <u>website</u> is the location for the County's posting of all solicitations and contract award results. It is the obligation of each Vendor to monitor the website in order to obtain complete and timely information.

R. Review and Evaluation of Responses

A Selection or Evaluation Committee is responsible for recommending the most qualified Vendor(s). The process for this procurement may proceed in the following manner:

- 1. The Purchasing Division delivers the solicitation submittals to agency staff for summarization for the committee members. Agency staff prepares a report, including a matrix of responses submitted by the Vendors. This may include a technical review, if applicable.
- Staff identifies any incomplete responses. The Director of Purchasing reviews the information and makes a recommendation to the Selection or Evaluation Committee as to each Vendor's responsiveness to the requirements of the solicitation. The final determination of responsiveness rests solely on the decision of the committee.
- 3. At any time prior to award, the awarding authority may find that a Vendor is not responsible to receive a particular award. The awarding authority may consider the following factors, without limitation: debarment or removal from the authorized Vendors list or a final decree, declaration or order by a court or administrative hearing officer or tribunal of competent jurisdiction that the Vendor has breached or failed to perform a contract, claims history of the Vendor, performance history on a County contract(s), an unresolved concern, or any other cause under this code and Florida law for evaluating the responsibility of a Vendor.

S. Vendor Protest

Sections 21.118 and 21.120 of the Broward County Procurement Code set forth procedural requirements that apply if a Vendor intends to protest a solicitation or proposed award of a contract and state in part the following:

- 1. Any protest concerning the solicitation or other solicitation specifications or requirements must be made and received by the County within seven business days from the posting of the solicitation or addendum on the Purchasing Division's website. Such protest must be made in writing to the Director of Purchasing. Failure to timely protest solicitation specifications or requirements is a waiver of the ability to protest the specifications or requirements.
- 2. Any protest concerning a solicitation or proposed award above the award authority of the Director of Purchasing, after the RLI or RFP opening, shall be submitted in writing and received by the Director of Purchasing within five business days from the posting of the recommendation of award for Invitation to Bids or the final recommendation of ranking for Request for Letters of Interest and Request for Proposals on the Purchasing Division's website.
- 3. Any actual or prospective Vendor who has a substantial interest in and is aggrieved in connection with the proposed award of a contract that does not exceed the amount of the award authority of the Director of Purchasing, may protest to the Director of Purchasing. The protest shall be submitted in writing and received within three (3) business days from the posting of the recommendation of award for Invitation to Bids or the final recommendation of ranking for Request for Letters of Interest and Request for Proposals on the Purchasing Division's website.
- 4. For purposes of this section, a business day is defined as Monday through Friday between 8:30 a.m. and 5:00 p.m. Failure to timely file a protest within the time prescribed for a proposed contract award shall be a waiver of the Vendor's right to protest.
- 5. As a condition of initiating any protest, the protestor shall present the Director of Purchasing a nonrefundable filing fee in accordance with the table below.

Estimated Contract Amount	<u>Filing Fee</u>
\$30,000 - \$250,000	\$ 500
\$250,001 - \$500,000	\$1,000
\$500,001 - \$5 million	\$3,000
Over \$5 million	5,000

If no contract proposal amount was submitted, the estimated contract amount shall be the County's estimated contract price for the project. The County may accept cash, money order, certified check, or cashier's check, payable to Broward County Board of Commissioners.

T. Right of Appeal

Pursuant to Section 21.83.d of the Broward County Procurement Code, any Vendor that has a substantial interest in the matter and is dissatisfied or aggrieved in connection with the Selection or Evaluation Committee's determination of responsiveness may appeal the determination pursuant to Section 21.120 of the Broward County Procurement Code.

- 1. The appeal must be in writing and sent to the Director of Purchasing within ten (10) calendar days of the determination by the Selection or Evaluation Committee to be deemed timely.
- 2. As required by Section 21.120, the appeal must be accompanied by an appeal bond by a Vendor having standing to protest and must comply with all other requirements of this section.
- 3. The institution and filing of an appeal is an administrative remedy to be employed prior to the

institution and filing of any civil action against is the subject matter of the appeal.

U. Rejection of Responses

The Selection or Evaluation Committee may recommend rejecting all submittals as in the best interests of the County. The rejection shall be made by the Director of Purchasing, except when a solicitation was approved by the Board, in which case the rejection shall be made by the Board.

V. Negotiations

The County intends to conduct the first negotiation meeting no later than two weeks after approval of the final ranking as recommended by the Selection or Evaluation Committee. At least one of the representatives for the Vendor participating in negotiations with the County must be authorized to bind the Vendor. In the event that the negotiations are not successful within a reasonable timeframe (notification will be provided to the Vendor) an impasse will be declared and negotiations with the first-ranked Vendor will cease. Negotiations will begin with the next ranked Vendor, etc. until such time that all requirements of Broward County Procurement Code have been met. In accordance with Section 286.0113 of the Florida Statutes and the direction of the Broward County Board of Commissioners, negotiations resulting from Selection or Evaluation Committee Meetings are closed. Only County staff and the selected vendor and their team will be present during negotiations.

W. Submittal Instructions:

- 1. Broward County does not require any personal information (as defined under Section 501.171, Florida Statutes), such as social security numbers, driver license numbers, passport, military ID, bank account or credit card numbers, or any personal pin numbers, in order to submit a response for ANY Broward County solicitation. DO NOT INCLUDE any personal information data in any document submitted to the County. If any personal information data is part of a submittal, this information must be redacted prior to submitting a response to the County.
- 2. Vendor MUST submit its solicitation response electronically and MUST confirm its submittal in order for the County to receive a valid response through BidSync. It is the Vendor's sole responsibility to assure its response is submitted and received through BidSync by the date and time specified in the solicitation.
- 3. The County will not consider solicitation responses received by other means. Vendors are encouraged to submit their responses in advance of the due date and time specified in the solicitation document. In the event that the Vendor is having difficulty submitting the solicitation document through Bid Sync, immediately notify the Purchasing Agent and then contact BidSync for technical assistance.
- 4. Vendor must view, submit, and/or accept each of the documents in BidSync. Web-fillable forms can be filled out and submitted through BidSync.
- 5. After all documents are viewed, submitted, and/or accepted in BidSync, the Vendor must upload additional information requested by the solicitation (i.e. Evaluation Criteria and Financials Statements) in the Item Response Form in BidSync, under line one (regardless if pricing requested).
- 6. Vendor should upload responses to Evaluation Criteria in Microsoft Word or Excel format.
- 7. If the Vendor is declaring any material confidential and exempt from Public Records, refer to

Confidential Material/ Public Records and dexemptions for instructions on submitting confidential material.

- 8. After all files are uploaded, Vendor must submit and **CONFIRM** its offer (by entering password) for offer to be received through BidSync.
- If a solicitation requires an original Proposal Bond (per Special Instructions to Vendors), Vendor
 must submit in a sealed envelope, labeled with the solicitation number, title, date and the time of
 solicitation opening to:

Broward County Purchasing Division 115 South Andrews Avenue, Room 212 Fort Lauderdale, FL 33301

A copy of the Proposal Bond should also be uploaded into Bid Sync; this does not replace the requirement to have an original proposal bond. Vendors must submit the original Proposal Bond, by the solicitation due date and time.

Please enter your password below and click Save to update your response.

Please be aware that typing in your password acts as your electronic signature, which is just as legal and binding as an original signature. (See <u>Electronic Signatures in Global and National Commerce Act</u> for more information.)

To take exception:

- 1) Click Take Exception.
- 2) Create a Word document detailing your exceptions.
- 3) Upload exceptions as an attachment to your offer on BidSync's system.

By completing this form, your bid has not yet been submitted. Please click on the place offer button to finish filling out your bid.

Username	NewBiz@welcometoaqu	a.com
Password		*

Save Take Exception Close

* Required fields

Broward County Board of County Commissioners

Bid #GEN2116476P1 - Advertising Agency Services

Time Left 5 days, 23 hrs

 Bid Started
 Feb 1, 2019 3:25:33 PM EST

 Bid Ends
 Mar 1, 2019 5:00:00 PM EST

Bid Comments

Scope of Work:

The County is seeking a firm to provide 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.

NOTE: PRICE IS A MATTER OF RESPONSIVENESS- FAILURE TO SUBMIT PRICING, AS STATED IN THE SPECIAL INSTRUCTIONS TO VENDORS, WILL RESULT IN A FINDING OF NON-RESPONSIVENESS.

Goal Participation:

This solicitation includes participation goals for Broward County certified County Business Enterprises. Refer to Special Instructions and the Office of Economic and Small Business Development Requirements section for additional information.

Questions and Answers:

The County provides a specified time for Vendors to ask questions and seek clarification regarding the requirements of the solicitation. All questions or clarification inquires must be submitted through BidSync by the date and time referenced in the solicitation document (including any addenda). The County will respond to questions via Bidsync. The County is not obligated to respond to any project specific questions received after the listed deadline. Vendors must submit questions through the Question and Answer Section (available in BidSync).

Submittals:

Vendor MUST submit its solicitation response electronically and MUST confirm its submittal in order for the County to receive a valid response through BidSync. Refer to the Purchasing Division website or contact BidSync for submittal instructions.

It is the Vendor's sole responsibility to assure its response is submitted and received through BidSync by the date and time specified in the solicitation. The County will not consider solicitation responses received by other means.

Vendors are encouraged to submit their responses in advance of the due date and time specified in the solicitation document. In the event that the Vendor is having difficulty submitting the solicitation document through BidSync, immediately notify the Purchasing Agent and then contact BidSync for technical assistance.

GEN2116476P1--01-01 Flat Fee Services - Year 1

Description

 Product Code
 Unit Price
 Qty/Unit
 Total Price

 \$123916.00
 12 / month
 \$1486992.00

Notes for Buyer Attachments

GEN2116476P1--01-02 Flat Fee Services - Year 2

Description

 Product Code
 Unit Price
 Qty/Unit
 Total Price

 \$105328.00
 12 / month
 \$1263936.00

Notes for Buyer Attachments

Evaluation Criteria Advertising Agency Services

Evaluation Criteria	Total Points
Ability of Professional Personnel	
1) 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.	10
Project Approach	
2) 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.	15
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:	
2.1. Creative Portfolio:	10
 a. Provide samples of creative portfolio under agency's current management as a measure of creative capabilities and quality (include printed and digital collateral, out-of-home, broadcast). b. Provide tourism case studies that measure return on investment (ROI) on work developed under the agency's existing executive or creative management. Note - no speculative creative work specific to GFLCVB will be considered in the RFP evaluation and ranking. c. Provide explanations and samples of how the team approaches the development brand architecture for a destination or travel product. d. Provide explanations and samples of how the team approaches group sales marketing for a destination or travel product. 	
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. 	5

Evaluation Criteria	Total Points
2.3. Media Planning and Buying:	10
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.	.0
Past Performance Evidence of Knowledge and Experience	
3) 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.	20
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.	
In addition to information requested on the Vendor Reference Verification Form, append the following information for each project/reference:	
a. List Firm's project manager and other key professionals involved on the project/contract.	
b. Identify if the project included any of the following:	
 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.	
Workload of the Firm	
4) 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.	5
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.	

Evaluation Criteria	Total Points
Location (5 Points)	
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.	5
Price	
6. 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	10
Pricing Support	
7. 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	10
that might be required in the provision of Optional Services, Adverse Impact Services, and Initial Branding Services.	
TOTAL NUMBER OF POINTS	100

Broward County Board of Supplier Response Form

VENDOR QUESTIONNAIRE AND STANDARD CERTIFICATIONS Request for Proposals, Request for Qualifications, or Request for Letters of Interest

Vendor should complete questionnaire and complete and acknowledge the standard certifications and submit with the solicitation response. If not submitted with solicitation response, it must be submitted within three business days of County's request. Failure to timely submit may affect Vendor's evaluation.

If a response requires additional information, the Vendor should upload a written detailed response with submittal; each response should be numbered to match the question number. The completed questionnaire and attached responses will become part of the procurement record. It is imperative that the person completing the Vendor Questionnaire be knowledgeable about the proposing Vendor's business and operations.

1.	Legal business name: Aqua Marketing & Communications, Inc.
2.	Doing Business As/ Fictitious Name (if applicable): N/A
3.	Federal Employer I.D. no. (FEIN): 27-4195922
4.	Dun and Bradstreet No.: N/A
5.	Website address (if applicable): http://welcometoaqua.com
6.	Principal place of business address: 360 Central Avenue Suite 420
7.	Office location responsible for this project: 360 Central Avenue Suite 420
8.	Telephone no.: 727-687-4670 Fax no.: N/A
9.	Type of business (check appropriate box):
	✓ Corporation (specify the state of incorporation): Florida
	☐ Sole Proprietor
	☐ Limited Liability Company (LLC)
	☐ Limited Partnership
	☐ General Partnership (State and County Filed In)
	Other - Specify
10	List Florida Department of State, Division of Corporations document number (or registration number if fictitious name): P10000099100
11.	List name and title of each principal, owner, officer, and major shareholder:
	a) David M. Di Maggio
	b)
	c)

Broward County Board of

GEN2116476P1

Cone of Silence Requirement Certification:

%.

If yes, Living Wage increased the pricing by

The Cone of Silence Ordinance, Section 1-266, Broward County Code of Ordinances prohibits certain communications among Vendors, Commissioners, County staff, and Selection or Evaluation Committee members. Identify on a separate sheet any violations of this Ordinance by any members of the responding firm or its joint ventures. After the application of the Cone of Silence, inquiries regarding this solicitation should be directed to the Director of Purchasing or designee. The Cone of Silence terminates when the County Commission or other awarding

% or decreased the pricing by

The Vendor hereby certifies that: (check each box)

- ☑ The Vendor has read Cone of Silence Ordinance, Section 1-266, Broward County Code of Ordinances; and
- The Vendor understands that the Cone of Silence for this competitive solicitation shall be in effect beginning upon the appointment of the Selection or Evaluation Committee, for communication regarding this solicitation with the County Administrator, Deputy County Administrator, Assistant County Administrators, and Assistants to the County Administrator and their respective support staff or any person, including Evaluation or Selection Committee members, appointed to evaluate or recommend selection in this RFP/RLI process. For Communication with County Commissioners and Commission staff, the Cone of Silence allows communication until the initial Evaluation or Selection Committee Meeting.
- ☑ The Vendor agrees to comply with the requirements of the Cone of Silence Ordinance.

Drug-Free Workplace Requirements Certification:

Section 21.31.a. of the Broward County Procurement Code requires awards of all competitive solicitations requiring Board award be made only to firms certifying the establishment of a drug free workplace program. The program must consist of:

- 1. Publishing a statement notifying its employees that the unlawful manufacture, distribution, dispensing, possession, or use of a controlled substance is prohibited in the offeror's workplace, and specifying the actions that will be taken against employees for violations of such prohibition;
- 2. Establishing a continuing drug-free awareness program to inform its employees about:
 - a. The dangers of drug abuse in the workplace;
 - b. The offeror's policy of maintaining a drug-free workplace;
 - c. Any available drug counseling, rehabilitation, and employee assistance programs; and
 - d. The penalties that may be imposed upon employees for drug abuse violations occurring in the workplace;
- 3. Giving all employees engaged in performance of the contract a copy of the statement required by subparagraph 1;
- 4. Notifying all employees, in writing, of the statement required by subparagraph 1, that as a condition of employment on a covered contract, the employee shall:
 - a. Abide by the terms of the statement; and
 - b. Notify the employer in writing of the employee's conviction of, or plea of guilty or nolo contendere to, any violation of Chapter 893 or of any controlled substance law of the United States or of any state, for a violation occurring in the workplace NO later than five days after such conviction.
- 5. Notifying Broward County government in writing within 10 calendar days after receiving notice under subdivision 4.b above, from an employee or otherwise receiving actual notice of such conviction. The notice shall include the position title of the employee;
- 6. Within 30 calendar days after receiving notice under subparagraph 4 of a conviction, taking one of the following actions with respect to an employee who is convicted of a drug abuse violation occurring in the workplace:
 - a. Taking appropriate personnel action against such employee, up to and including termination; or
 - b. Requiring such employee to participate satisfactorily in a drug abuse assistance or rehabilitation program approved for such purposes by a federal, state, or local health, law enforcement, or other appropriate agency; and
- 7. Making a good faith effort to maintain a drug-free workplace program through implementation of subparagraphs 1 through 6.

The Vendor hereby certifies that: (check box)

The Vendor certifies that it has established a drug free workplace program in accordance with the above requirements.

Non-Collusion Certification:

Vendor shall disclose, to their best knowledge, any Broward County officer or employee, or any relative of any such officer or employee as defined in Section 112.3135 (1) (c), Florida Statutes, who is an officer or director of, or has a material interest in, the Vendor's business, who is in a position to influence this procurement. Any Broward County officer or employee who has any input into the writing of specifications or requirements, solicitation of offers, decision to award, evaluation of offers, or any other activity pertinent to this procurement is presumed, for purposes hereof, to be in a position to influence this procurement. Failure of a Vendor to disclose any relationship described herein shall be reason for debarment in accordance with the provisions of the Broward County Procurement Code.

The Vendor hereby certification	es that: (select one)

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J	ine ver	idor cei	TITIES INS	t this one	r is mane	inaenena	entiv and	Tree from	collision, or

The Vendor is disclosing names of officers or employees who have a material interest in this procurement and is
in a position to influence this procurement. Vendor must include a list of name(s), and relationship(s) with its
submittal.

Public Entities Crimes Certification:

In accordance with Public Entity Crimes, Section 287.133, Florida Statutes, a person or affiliate placed on the convicted vendor list following a conviction for a public entity crime may not submit on a contract: to provide any goods or services; for construction or repair of a public building or public work; for leases of real property to a public entity; and may not be awarded or perform work as a contractor, supplier, subcontractor, or consultant under a contract with any public entity; and may not transact business with any public entity in excess of the threshold amount provided in s. 287.017 for Category Two for a period of 36 months following the date of being placed on the convicted vendor list.

The Vendor hereby certifies that: (check box)

The Vendor certifies that no person or affiliates of the Vendor are currently on the convicted vendor list and/or has not been found to commit a public entity crime, as described in the statutes.

Any company, principals, or owners on the Scrutinized Companies with Activities in Sudan List, the Scrutinized Companies with Activities in the Iran Petroleum Energy Sector List, or the Scrutinized Companies that Boycott Israel List is prohibited from submitting a response to a solicitation for goods or services in an amount equal to or greater than \$1 million.

The Vendor hereby certifies that: (check each box)

- The Vendor, owners, or principals are aware of the requirements of Sections 287.135, 215.473, and 215.4275, Florida Statutes, regarding Companies on the Scrutinized Companies with Activities in Sudan List the Scrutinized Companies with Activities in the Iran Petroleum Energy Sector List, or the Scrutinized Companies that Boycott Israel List; and
- The Vendor, owners, or principals, are eligible to participate in this solicitation and are not listed on either the Scrutinized Companies with Activities in Sudan List, the Scrutinized Companies with Activities in the Iran Petroleum Energy Sector List, or the Scrutinized Companies that Boycott Israel List; and
- If awarded the Contract, the Vendor, owners, or principals will immediately notify the County in writing if any of its principals are placed on the Scrutinized Companies with Activities in Sudan List, the Scrutinized Companies with Activities in the Iran Petroleum Energy Sector List, or the Scrutinized Companies that Boycott Israel List.

I hereby certify the information provided in the Vendor Questionnaire and Standard Certifications:

David M. Di Maggio	President	2-	23-2019
*AUTHORIZED SIGNATURE/NAME	TITLE		DATE

Vendor Name: Aqua Marketing & Communications, Inc. Broward County Board of County Commissioners

GEN2116476P1

* I certify that I am authorized to sign this solicitation response on behalf of the Vendor as indicated in Certificate as to Corporate Principal, designation letter by Director/Corporate Officer, or other business authorization to bind on behalf of the Vendor. As the Vendor's authorized representative, I attest that any and all statements, oral, written or otherwise, made in support of the Vendor's response, are accurate, true and correct. I also acknowledge that inaccurate, untruthful, or incorrect statements made in support of the Vendor's response may be used by the County as a basis for rejection, rescission of the award, or termination of the contract and may also serve as the basis for debarment of Vendor pursuant to Section 21.119 of the Broward County Procurement Code. I certify that the Vendor's response is made without prior understanding, agreement, or connection with any corporation, firm or person submitting a response for the same items/services, and is in all respects fair and without collusion or fraud. I also certify that the Vendor agrees to abide by all terms and conditions of this solicitation, acknowledge and accept all of the solicitation pages as well as any special instructions sheet(s).

Please enter your password below and click Save to update your response.

Please be aware that typing in your password acts as your electronic signature, which is just as legal and binding as an original signature. (See <u>Electronic Signatures in Global and National Commerce Act</u> for more information.)

To take exception:

- 1) Click Take Exception.
- 2) Create a Word document detailing your exceptions.
- 3) Upload exceptions as an attachment to your offer on BidSync's system.

By completing this form, your bid has not yet been submitted. Please click on the place offer button to finish filling out your bid.

Username	NewBiz@welcometoaqua.com		
Password		*	

Save Take Exception Close

* Required fields

Flat Fee Services - Year 3 County Board of County Commissioners

Description

Product Code Unit Price

\$105328.00

Qty/Unit Total Price 12 / month \$1263936.00

GEN2116476P1

Notes for Buyer

Attachments

Print Page

Close

Vendor Reference Verification Form

Vendor is required to submit completed Reference Verification Forms for previous projects referenced in its submittal. Vendor should provide the **Vendor Reference Verification Form** to its reference organization/firm to complete and return to the Vendor's attention. Vendor should submit the completed Vendor Reference Form with its response by the solicitation's deadline. The County will verify references provided as part of the review process. Provide a minimum of three (3) non-Broward County Board of County Commissioners' references.



Verified via:

EMAIL

VERBAL

Verified by:

Vendor Reference Verification Form

Broward County Solicitation No. and Title: GEN2116476P1, Advertising Agency Services Reference for: Aqua Marketing & Communications, Inc. Organization/Firm Name providing reference: The Bradenton Area Convention & Visitors Bureau Contact Name: Elliott Falcione Reference date: Title: Executive Director 2-13-2019 Contact Phone: 941-705-1287 Contact Email: elliott.falcione@bacvb.com Name of Referenced Project: Professional Advertisina & Public Relations Services Contract No. Date Services Provided: Project Amount: 17-1254MS 9-29-2017 8-30-2022 \$866,672 annually/\$4,333,36 to Vendor's role in Project: **✓** Prime Vendor Subconsultant/Subcontractor Would you use this vendor again? If No, please specify in Additional Comments (below). ✓ Yes □No Description of services provided by Vendor: Strategic direction, research, planning, media buying, creative/design services, Public Relations, co-op program. Needs Satisfactory **Excellent** Not Please rate your experience with the Improvement **Applicable** referenced Vendor: 1. Vendor's Quality of Service a. Responsive b. Accuracy c. Deliverables 2. Vendor's Organization: a. Staff expertise b. Professionalism Turnover 3. Timeliness of: a. Project b. Deliverables 4. Project completed within budget 5. Cooperation with: a. Your Firm b. Subcontractor(s)/Subconsultant(s) c. Regulatory Agency(ies) Additional Comments: (provide on additional sheet if needed) ***THIS SECTION FOR COUNTY USE ONLY***

All information provided to Broward County is subject to verification. Vendor acknowledges that inaccurate, untruthful, or incorrect statements made in support of this response may be used by the County as a basis for rejection, rescission of the award, or termination of the contract and may also serve as the basis for debarment of Vendor pursuant to Section 21.119 of the Broward County Procurement Code.

Division:

Date:

Vendor is required to submit completed Reference Verification Forms for previous projects referenced in its submittal. Vendor should provide the **Vendor Reference Verification Form** to its reference organization/firm to complete and return to the Vendor's attention. Vendor should submit the completed Vendor Reference Form with its response by the solicitation's deadline. The County will verify references provided as part of the review process. Provide a minimum of three (3) non-Broward County Board of County Commissioners' references.



Broward County Solicitation No. and Title: GEN2116476P1, Advertising Agency Ser	vices				
Reference for: Aqua Marketing & Commu					
Organization/Firm Name providing reference					
The Punta Gorda/Englewood Visitor & Co					
	Title: Marketing I		rence date:	2-13-2019	
Contact Email: Chip.Futch@charlottecour			tact Phone:	941-743-1900	
	reative Services an				
Contract No. Date Service			Project A		
2018000464 and P.O. #2019001174 2-07-2019	to 2-06-2	022	\$325,000	annually/\$975,000) total
Vendor's role in Project: ✓ Prime Vendor [Subconsultant/S	ubcontractor			
Would you use this vendor again? Yes	□No If No	o, please specif	y in Addition	al Comments (bel	ow).
Description of services provided by Vendo	or:				
Strategic direction, research, planning, me program.	edia buying, creat	ive/design ser	vices, Publi	c Relations, co-	ор
Please rate your experience with the referenced Vendor:	Needs Improvement	Satisfactory	Excellent	Not Applicable	
Vendor's Quality of Service					
a. Responsive b. Accuracy			<u>V</u>		
c. Deliverables		H			
2. Vendor's Organization:					
a. Staff expertise			\checkmark		
b. Professionalism			\checkmark		
c. Turnover			\checkmark		
3. Timeliness of:					
a. Project b. Deliverables			\\		
b. Deliverables			I ▼		
4. Project completed within budget			\checkmark		
5. Cooperation with:					
a. Your Firmb. Subcontractor(s)/Subconsultant(s)	,		\sqrt{\sq}}}}}}}}}}}}} \sqrt{\sq}}}}}}}}}}} \sqite\sqite\sqrt{\sqrt{\sq}}}}}}}} \end{\sqrt{\sqrt{\sq}}}}}}} \end{\sqrt{\sqrt{\sqrt{\sqrt{\sqrt{\sq}}}}}}}}} \sqrt{\sqrt{\sqrt{\sqrt{\sqrt{\sqrt{\sqrt{		
c. Regulatory Agency(ies)	"			abla	
Additional Comments: (provide on additional sheet if needed)				
THIS SI	ECTION FOR COUNTY U	SE ONLY			
Verified via: EMAIL VERBAL Verified by:		Division: _		Date:	

All information provided to Broward County is subject to verification. Vendor acknowledges that inaccurate, untruthful, or incorrect statements made in support of this response may be used by the County as a basis for rejection, rescission of the award, or termination of the contract and may also serve as the basis for debarment of Vendor pursuant to Section 21.119 of the Broward County Procurement Code.

Vendor is required to submit completed Reference Verification Forms for previous projects referenced in its submittal. Vendor should provide the **Vendor Reference Verification Form** to its reference organization/firm to complete and return to the Vendor's attention. Vendor should submit the completed Vendor Reference Form with its response by the solicitation's deadline. The County will verify references provided as part of the review process. Provide a minimum of three (3) non-Broward County Board of County Commissioners' references.



Broward County Solicitation No. and Title:				
GEN2116476P1, Advertising Agency Services				
Reference for: Aqua Marketing & Commun	nications, Inc.			
Organization/Firm Name providing reference:		10-11-1-11		
The Emerald Coast Convention & Visitors	s Bureau			
Contact Name: Jennifer Adams	Title: Executive I	Director Refe	rence date:	2-13-2019
Contact Email: jadams@myokaloosa.com		Con	tact Phone: 8	50-685-6137
Name of Referenced Project: Agreement for		ting-Social Med	lia-Research	-Public Relations
Contract No. Date Service	s Provided:		Project Ar	
C17-2525-TDD 2-08-2017	to 2-07-2	2019	\$771,996 ar	nually/\$1,543,992
Vendor's role in Project: ✓ Prime Vendor	Subconsultant/S	ubcontractor		
Would you use this vendor again? Yes	□No If No	o, please specif	y in Additiona	I Comments (below).
Description of services provided by Vendo	r:			
Strategic direction, research, planning, me	dia buying, creat	ive/design ser	vices, Public	Relations, co-op
program.				
Please rate your experience with the referenced Vendor:	Needs Improvement	Satisfactory	Excellent	Not Applicable
Vendor's Quality of Service				
a. Responsive			\(\frac{\lambda}{\lambda}\)	H
b. Accuracy c. Deliverables	H		¥	
			Y	
Vendor's Organization: a. Staff expertise		П	V	
b. Professionalism				
c. Turnover				
3. Timeliness of:				
a. Project		님	¥	
b. Deliverables			V	
4. Project completed within budget			\checkmark	
5. Cooperation with:				
a. Your Firmb. Subcontractor(s)/Subconsultant(s	, H		✓ V	
c. Regulatory Agency(ies)	" 📙		$\overline{\mathbf{A}}$	
c. Regulatory Agency (1887)				I ✓
Additional Comments: (provide on additional sheet if needed)				
THIS SE	ECTION FOR COUNTY L	JSE ONLY		
Verified via: EMAIL VERBAL Verified by:		Division: _		Date:

All information provided to Broward County is subject to verification. Vendor acknowledges that inaccurate, untruthful, or incorrect statements made in support of this response may be used by the County as a basis for rejection, rescission of the award, or termination of the contract and may also serve as the basis for debarment of Vendor pursuant to Section 21.119 of the Broward County Procurement Code.

DOMESTIC PARTNERSHIP ACT CERTIFICATION FORM (REQUIREMENT AND TIEBREAKER)

Refer to Special Instructions to identify if Domestic Partnership Act is a requirement of the solicitation or acts only as a tiebreaker. If Domestic Partnership is a requirement of the solicitation, the completed and signed form should be returned with the Vendor's submittal. If the form is not provided with submittal, the Vendor must submit within three business days of County's request. Vendor may be deemed non-responsive for failure to fully comply within stated timeframes. To qualify for the Domestic Partnership tiebreaker criterion, the Vendor must currently offer the Domestic Partnership benefit and the completed and signed form must be returned at time of solicitation submittal.

The Domestic Partnership Act, Section 16 ½ -157, Broward County Code of Ordinances, requires all Vendors contracting with the County, in an amount over \$100,000 provide benefits to Domestic Partners of its employees, on the same basis as it provides benefits to employees' spouses, with certain exceptions as provided by the Ordinance.

For all submittals over \$100,000.00, the Vendor, by virtue of the signature below, certifies that it is aware of the requirements of Broward County's Domestic Partnership Act, Section 16-½ -157, Broward County Code of Ordinances; and certifies the following: (check only one below).

Authorized Sign	nature/Name	Title	Vendor Name	Date
David M. Di M	laggio	President	Aqua Marketing & Comn	2-23-2019
	violate the laws, rethe terms or con-	ules or regulations of fede ditions of a grant or contra	ons of the Domestic Partnership Act ral or state law or would violate or be act with the United States or State o w, statute or regulation and attach	e inconsistent with of Florida. Indicate
	•		cash equivalent of benefits. (Attactaken to provide such benefits and t	
	The Vendor is a rinstitution.	eligious organization, asso	ociation, society, or non-profit charita	ble or educational
	The Vendor is a Q	governmental entity, not-for	r-profit corporation, or charitable orga	anization.
4.		. ,	e requirements of the County's Don ception(s) applies: (check only one	•
3.	The Vendor will not of award.	comply with the requirement	ents of the County's Domestic Partn	ership Act at time
2.	contract award and		s of the County's Domestic Partners stic Partners of its employees on the	•
1.		Domestic Partners of its e	ements of the County's Domestic Pa employees on the same basis as it pr	•

Please enter your password below and click Save to update your response.

Please be aware that typing in your password acts as your electronic signature, which is just as legal and binding as an original

To take exception:

- 1) Click Take Exception.
- 2) Create a Word document detailing your exceptions.
- 3) Upload exceptions as an attachment to your offer on BidSync's system.

By completing this form, your bid has not yet been submitted. Please click on the place offer button to finish filling out your bid.

Username	NewBiz@welcometoaqua.com		
Password		*	
Save	Take Exception	Close	

^{*} Required fields



February 23, 2019

To Whom it May Concern:

Understanding and attempting to conform to the requirements of the County's CBE Participation Goal, agency staff were assigned to review the list of County CBE vendors and to verify qualified sub-vendors prior to submission of GEN2116476P1 - Advertising Agency Services. However, at the time of this submission no suitable CBE vendor(s) had been identified.

Fully supportive of the County's CBE efforts, upon award, the agency assures that it will identify and contract with suitable CBE vendors meeting the County's CBE Participation Goal by the time of contracting.

Sincerely,

Dave Di Maggio

President

360 Central Avenue • Suite 420 • St. Petersburg, FL 33701 (727) 892-9280 • Info@WelcomeToAqua.com • www.WelcomeToAqua.com

297



APPLICATION FOR EVALUATION OF GOOD FAITH EFFORTS

RLI / BID No.:	GEN2116476P1 - Advertising Agency
Project Name:	Advertising Agency Services
Prime Contrac	Aqua Marketing & Communications, Inc.
Address: 360	Central Avenue, Suite 420, St. Petersburg, FL 33701
727-68 Phone:	37-4670
Email:	@welcometoaqua.com

The undersigned representative of the Prime Contractor attests that he/she has authority to bind the Prime Contractor and certifies that the Prime Contractor has made Good Faith Efforts, as defined in Section 1-81.5 of the Broward County Business Opportunity Act of 2012, as amended (the "Business Opportunity Act"), to meet the County Business Enterprise (CBE) goal established for this solicitation by contacting CBE-certified firms to serve as subcontractors for the Project. However, Prime Contractor has been unable to recruit enough CBE-certified firms to meet the CBE participation goal. Consistent with the requirements of the Business Opportunity Act, Prime Contractor hereby submits documentation (attached to this form) of its recruitment efforts, for evaluation by Broward County's Office of Economic and Small Business Development (OESBD), to determine whether Prime Contractor's efforts are sufficient to be deemed Good Faith Efforts, in lieu of goal attainment, under the Business Opportunity Act.

Prime Contractor understands that a determination of Good Faith Efforts to meet the CBE participation goal is contingent upon the information provided by Prime Contractor with this application and the other factors listed in Section 1-81.5(d) of the Business Opportunity Act, as applicable with respect to this solicitation. See § 1-81.5(d), County Code of Ordinances. Prime Contractor acknowledges that the determination of Good Faith Efforts is made by the OESBD Director and is not subject to appeal.

Signature: Mach Charles	
Name / Title: David M. Di Maggio, President	
2-23-2019 Date:	

Rev.: June 2018

Compliance Form No. 006

LITIGATION HISTORY FORM

The completed form(s) should be returned with the Vendor's submittal. If not provided with submittal, the Vendor must submit within three business days of County's request. Vendor may be deemed non-responsive for failure to fully comply within stated timeframes.

There are no material cases	s for this Vendor; or			
Material Case(s) are disclosed below:				
	5 04 5 0 15 W.			
Is this for a: (check type)	If Yes, name of Pa	rent/Subsidiary/Pr	edecessor:	
Parent, Subsidiary, or				
Predecessor Firm?	Or No			
Party				
Case Number, Name, and Date Filed				
Name of Court or other tribunal				
Type of Case	Bankruptcy	Civil 🗌	Criminal	Administrative/Regulatory
Claim or Cause of Action and Brief description of each Count				
Brief description of the Subject				
Matter and Project Involved				
Disposition of Case	Pending		Settled	Dismissed
(Attach copy of any applicable		Judgment Vend	or's Favor 🗍 Jud	gment Against Vendor
Judgment, Settlement Agreement				
and Satisfaction of Judgment.)		If Judgment A	gainst, is Judgment	Satisfied? Yes No
Opposing Counsel	Name:			
	Email:			
	Telephone Numbe	ar. [
	Telephone Number	71.		
Vendor Name:				
Places onter your password halo	w and click Savo	to undate your	roenoneo	
Please enter your password below and click Save to update your response. Please be aware that typing in your password acts as your electronic signature, which is just as legal and binding as an original				
signature. (See Electronic Signatures in Global and National Commerce Act for more information.)				
To take exception:				
1) Click Take Exception				

- 2) Create a Word document detailing your exceptions.
- 3) Upload exceptions as an attachment to your offer on BidSync's system.

By completing this form, your bid has not yet been submitted. Please click on the place offer button to finish filling out your bid.

Username No	ewBiz@welcometoa	qua.com
Password		*
Save	Take Exception	Close

AFFILIATED ENTITIES OF THE PRINCIPAL(S) CERTIFICATION FORM

The completed form should be submitted with the solicitation response but must be submitted within three business days of County's request. Vendor may be deemed non-responsive for failure to fully comply within stated timeframes.

- a. All Vendors are required to disclose the names and addresses of "affiliated entities" of the Vendor's principal(s) over the last five (5) years (from the solicitation opening deadline) that have acted as a prime Vendor with the County.
- b. The County will review all affiliated entities of the Vendor's principal(s) for contract performance evaluations and the compliance history with the County's Small Business Program, including CBE, DBE and SBE goal attainment requirements. "Affiliated entities" of the principal(s) are those entities related to the Vendor by the sharing of stock or other means of control, including but not limited to a subsidiary, parent or sibling entity.
- c. The County will consider the contract performance evaluations and the compliance history of the affiliated entities of the Vendor's principals in its review and determination of responsibility.

The Vendor hereby certifies that: (select one)
✓ No principal of the proposing Vendor has prior affiliations that meet the criteria defined as "Affiliated entities"
Principal(s) listed below have prior affiliations that meet the criteria defined as "Affiliated entities"
Principal's Name:
Names of Affiliated Entities:
Principal's Name:
Names of Affiliated Entities:
Principal's Name:
Names of Affiliated Entities:
Authorized Signature Name:
Title:
Vendor Name:
Date:

Please enter your password below and click Save to update your response.

Please be aware that typing in your password acts as your electronic signature, which is just as legal and binding as an original signature. (See <u>Electronic Signatures in Global and National Commerce Act</u> for more information.)

3/21/2019 BidSync p. 300

To take exception:

- 1) Click Take Exception.
- 2) Create a Word document detailing your exceptions.
- 3) Upload exceptions as an attachment to your offer on BidSync's system.

By completing this form, your bid has not yet been submitted. Please click on the place offer button to finish filling out your bid.

	NewBiz@welcometoaqua.com		
Password *			
Save Take Exception CI	ose		

^{*} Required fields

Broward County Board of County Commissioners Supplier Response Form AGREEMENT EXCEPTION FORM

The completed form(s) should be returned with the Vendor's submittal. If not provided with submittal, it shall be deemed an affirmation by the Vendor that it accepts the terms and conditions of the County's Agreement as disclosed in the solicitation.

The Vendor must either provide specific proposed alternative language on the form below. Additionally, a brief justification specifically addressing each provision to which an exception is taken should be provided.

There are no exceptions to the terms and conditions of the County Agreement as referenced in the

Term or Condition Article / Section	Insert version of exception or specific proposed alternative language	Provide brief justification for change

Please enter your password below and click Save to update your response.

Please be aware that typing in your password acts as your electronic signature, which is just as legal and binding as an original signature. (See Electronic Signatures in Global and National Commerce Act for more information.)

To take exception:

4

- 1) Click Take Exception.
- 2) Create a Word document detailing your exceptions.
- 3) Upload exceptions as an attachment to your offer on BidSync's system.

3/21/2019 BidSync p. 302

By completing this form, your bid has not yet been continued a Please click on the place offer button to filling out your bid.

Username	NewBiz@welcometoaqu	a.com
Password		*

Save Take Exception Close

* Required fields

RFP-RLI-RFQ LOCAL PREFERENCE AND TIE BREAKER CERTIFICATION FORM

The completed and signed form should be returned with the Vendor's submittal to determine Local Preference eligibility, however it must be returned at time of solicitation submittal to qualify for the Tie Break criteria. If not provided with submittal, the Vendor must submit within three business days of County's request for evaluation of Local Preference. Proof of a local business tax should be submitted with this form. Failure to timely submit this form or local business tax receipt may render the business ineligible for application of the Local Preference or Tie Break Criteria.

In accordance with Section 21.31.d. of the Broward County Procurement Code, to qualify for the Tie Break Criteria, the undersigned Vendor hereby certifies that (check box if applicable):

- The Vendor is a local Vendor in Broward County and:
 - a. has a valid Broward County local business tax receipt;
 - b. has been in existence for at least six-months prior to the solicitation opening;
 - c. at a business address physically located within Broward County;
 - d. in an area zoned for such business;
 - e. provides services from this location on a day-to-day basis, and
 - f. services provided from this location are a substantial component of the services offered in the Vendor's proposal.

In accordance with Local Preference, Section 1-74, et. seq., Broward County Code of Ordinances, a local business meeting the below requirements is eligible for Local Preference. To qualify for the Local Preference, the undersigned Vendor hereby certifies that (check box if applicable):

- The Vendor is a local Vendor in Broward and:
 - a. has a valid Broward County local business tax receipt issued at least one year prior to solicitation opening;
 - b. has been in existence for at least one-year prior to the solicitation opening;
 - c. provides services on a day-to-day basis, at a business address physically located within the Broward County limits in an area zoned for such business; and
 - d. the services provided from this location are a substantial component of the services offered in the Vendor's proposal.

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	1451 NW 62 Street	1
	Ft. Lauderdale, FL 33309	I
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Local Business Address:

SIGNATURE/NAME

Vendor does not qualify for Tie Break Criteria or Local Preference, in accordance with the above requirements. The undersigned Vendor hereby certifies that (check box if applicable): The Vendor is not a local Vendor in Broward County.

David M. Di Maggio	President	Aqua Marketing & Communications	2-23-2019
AUTHORIZED	TITLE	COMPANY	DATE

Please enter your password below and click Save to update your response.

Please be aware that typing in your password acts as your electronic signature, which is just as legal and binding as an original signature. (See <u>Electronic Signatures in Global and National Commerce Act</u> for more information.)

To take exception:

- 1) Click Take Exception.
- 2) Create a Word document detailing your exceptions.
- 3) Upload exceptions as an attachment to your offer on BidSync's system.

By completing this form, your bid has not yet been submitted. Please click on the place offer button to finish filling out your bid.

Username NewBiz@welcometoaqua.com

Password		*
Save	Take Exception	Clos

* Required fields



CITY OF FORT LAUDERDALE | BUSINESS TAX DIVISION BUSINESS TAX YEAR 2018-2019

100 N. Andrews Avenue, 1ST Floor, Fort Lauderdale, Florida 33301 (954) 828-5195



Business ID: 1701207 Business Name: AQUA MARKETING & COMMUNICATIONS INC

Business Address: 1451 NW 62 ST # 300

Tax Category: MARKETING CONSULTANT Tax#: 748715 Fee:

AQUA MARKETING & COMMUNICATIONS INC DAVE DIMAGGIO 360 CENTRAL AVE ST PETERSBURG, FL 33701



DETACH AND POST THIS RECEIPT IN A CONSPICUOUS PLACE

3

Business ID:

Tax Number:

1701207 748715

Business Name:

AQUA MARKETING & COMMUNICATIONS INC

Business Address:

1451 NW 62 ST # 300

Business Contact:

DIMAGGIO, DAVID

- This Receipt is issued for the period commencing October 1st and ending September 30th of the years shown above.
- If you have moved out of the city, please email <u>businesstax@fortlauderdale.gov</u> and include the Business ID #.
- A transfer of business location within the city limits is subject to zoning approval. Complete a
 Business Tax Transfer Application and bring it to our office to obtain the necessary approval.
- If you have sold your business, please provide us with a copy of the Bill of Sale.
- A Transfer fee of 10% of the annual business tax fee applies. The fee shall not be less than \$3.00, nor greater than \$25.00.

Please be advised that this issuance of a Business Tax Receipt establishes that the business you intend to conduct is a use permitted by the City Zoning Code for the location at which you intend to operate. The issuance of a Business Tax Receipt in no way certifies that the property located at this address is in compliance with other provisions of the City Code of Ordinances.

RFP-RFQ-RLI LOCATION ATTESTATION FORM (EVALUATION CRITERIA)

The completed and signed form and supporting information (if applicable, for Joint Ventures) should be returned with the Vendor's submittal. If not provided with submittal, the Vendor must submit within three business days of County's request. Failure to timely submit this form and supporting information may affect the Vendor's evaluation. Provided information is subject to verification by the County.

A Vendor's principal place of business location (also known as the nerve center) within Broward County is considered in accordance with Evaluation Criteria. The County's definition of a principal place of business is:

- As defined by the Broward County Local Preference Ordinance, "Principal place of business means the nerve center or center of overall direction, control and coordination of the activities of the bidder [Vendor]. If the bidder has only one (1) business location, such business location shall be considered its principal place of business."
- 2. A principal place of business refers to the place where a corporation's officers direct, control, and coordinate the corporation's day-to-day activities. It is the corporation's 'nerve center' and in practice it should normally be the place where the corporation maintains its headquarters; provided that the headquarters is the actual center of direction, control, and coordination, i.e., the 'nerve center', and not simply an office where the corporation holds its board meetings (for example, attended by directors and officers who have traveled there for the occasion).

The Vendor's principal place of business in Broward County shall be the Vendor's "Principal Address" as indicated with the Florida Department of State Division of Corporations, for at least six months prior to the solicitation's due date.

Check one of the following:

- □ 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:
 - 1. Vendor's address listed in its submittal is its principal place of business as defined by Broward County;
 - 2. Vendor's "Principal Address" listed with the Florida Department of State Division of Corporations is the same as the address listed in its submittal and the address was listed for at least six months prior to the solicitation's opening date. A copy of Florida Department of State Division of Corporations (Sunbiz) is attached as verification.
 - 3. Vendor must be located at the listed "nerve center" address ("Principal Address") for at least six (6) months prior to the solicitation's opening date;
 - 4. Vendor has not merged with another firm within the last six months that is not headquartered in Broward County and is not a wholly owned subsidiary or a holding company of another firm that is not headquartered in Broward County;
 - 5. If awarded a contract, it is the intent of the Vendor to remain at the referenced address for the duration of the contract term, including any renewals, extensions or any approved interim contracts for the

6. The Vendor understands that if after contract award, the County learns that the attestation was erroneous, and upon investigation determines that the error was willful or intentional on the part of the Vendor, the County may, on that basis exercise any contractual right to terminate the contract. Further any misleading, inaccurate, false information or documentation submitted by any party affiliated with this procurement may lead to suspension and/or debarment from doing business with Broward County as outlined in the Procurement Code, Section 21.119.

If the Vendor is submitting a response as a Joint Venture, the following information is required to be submitted:

- a. Name of the Joint Venture Partnership
- b. Percentage of Equity for all Joint Venture Partners
- c. A copy of the executed Agreement(s) between the Joint Venture Partners
- Vendor does not have a principal place of business location (also known as the nerve center) within Broward County.

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Vendor Name:	Aqua Marketing & Communications, Inc.	
Vendor's addres	ss listed in its submittal is:	

360 Central Avenue Suite 420 St. Petersburg, FL 33701	
	//

The signature below must be by an individual authorized to bind the Vendor. The signature below is an attestation that all information listed above and provided to Broward County is true and accurate.

David M. Di Maggio	President	Aqua Marketing & Comn	2-23-2019	
Authorized	Title	Vendor Name	Date	
Signature/Name				

Please enter your password below and click Save to save your response.

Please be aware that typing in your password acts as your electronic signature, which is just as legal and binding as an original signature. (See <u>Electronic Signatures in Global and National Commerce Act</u> for more information.)

To take exception:

- 1) Click Take Exception.
- 2) Create a Word document detailing your exceptions.
- 3) Upload exceptions as an attachment to your offer on BidSync's system.

By completing this form, your bid has not yet been submitted. Please click on the place offer button to finish filling out your bid.

Username	NewBiz@welcometoaqu	ua.com
Password		*
Save	Take Exception	Close

^{*} Required fields

SUBCONTRACTORS/SUBCONSULTANTS/SUPPLIERS REQUIREMENT FORM Request for Proposals, Request for Qualifications, or Request for Letters of Interest

The following forms and supporting information (if applicable) should be returned with Vendor's submittal. If not provided with submittal, the Vendor must submit within three business days of County's request. Failure to timely submit may affect Vendor's evaluation.

- A. The Vendor shall submit a listing of all subcontractors, subconsultants and major material suppliers (firms), if any, and the portion of the contract they will perform. A major material supplier is considered any firm that provides construction material for construction contracts, or commodities for service contracts in excess of \$50,000, to the Vendor.
- B. If participation goals apply to the contract, only non-certified firms shall be identified on the form. A non-certified firm is a firm that is not listed as a firm for attainment of participation goals (ex. County Business Enterprise or Disadvantaged Business Enterprise), if applicable to the solicitation.
- C. This list shall be kept up-to-date for the duration of the contract. If subcontractors, subconsultants or suppliers are stated, this does not relieve the Vendor from the prime responsibility of full and complete satisfactory performance under any awarded contract.
- D. After completion of the contract/final payment, the Vendor shall certify the final list of non-certified subcontractors, subconsultants, and suppliers that performed or provided services to the County for the referenced contract.
- E. The Vendor has confirmed that none of the recommended subcontractors, subconsultants, or suppliers' principal(s), officer(s), affiliate(s) or any other related companies have been debarred from doing business with Broward County or any other governmental agency.

If none, state "none" on this form. Use additional sheets as needed. Vendor should scan and upload any additional form(s) in BidSync.

1.	Subcontracted Firm's Name: NONE - DOES NOT APPLY
	Subcontracted Firm's Address:
	Subcontracted Firm's Telephone Number:
	Contact Person's Name and Position:
	Contact Person's E-Mail Address:
	Estimated Subcontract/Supplies Contract Amount:
	Type of Work/Supplies Provided:
2	Subcontracted Firm's Name: NONE - DOES NOT APPLY
۷.	SUDCONTRACTED IN THE INCINE - DOES NOT APPLI
	Subcontracted Firm's Address:
	Subcontracted Firm's Telephone Number:

	Contact Person's Name and Position: Broward County Board of County Commissioners	GEN2116476P1
	Contact Person's E-Mail Address:	
	Estimated Subcontract/Supplies Contract Amount:	
	Type of Work/Supplies Provided:	
3.	Subcontracted Firm's Name: NONE - DOES NOT APPLY	
	Subcontracted Firm's Address:	
	Subcontracted Firm's Telephone Number:	
	Contact Person's Name and Position:	
	Contact Person's E-Mail Address:	
	Estimated Subcontract/Supplies Contract Amount:	
	Type of Work/Supplies Provided:	
4.	Subcontracted Firm's Name: NONE - DOES NOT APPLY	
	Subcontracted Firm's Address:	
	Subcontracted Firm's Telephone Number:	
	Contact Person's Name and Position:	
	Contact Person's E-Mail Address:	
	Estimated Subcontract/Supplies Contract Amount:	

I certify that the information submitted in this report is in fact true and correct to the best of my knowledge.

David M. Di Maggio President Aqua Marketing & Communica 2-23-2019 **Vendor Name**

Authorized Signature/Name Title

Type of Work/Supplies Provided:

Date

Please enter your password below and click Save to update your response.

Please be aware that typing in your password acts as your electronic signature, which is just as legal and binding as an original

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Username	NewBiz@welcometoaqua.com				
Password		*			
Save	Take Exception	Close			

^{*} Required fields

Paid to Date

Supplier Response Form

Item

Project Title

VOLUME OF PREVIOUS WORK ATTESTATION FORM

The completed and signed form should be returned with the Vendor's submittal. If not provided with submittal, the Vendor must submit within three business days of County's request. Failure to provide timely may affect the Vendor's evaluation. This completed form must be included with the Vendor's submittal at the time of the opening deadline to be considered for a Tie Breaker criterion (if applicable).

The calculation for Volume of Previous Work is all amounts paid to the prime Vendor by Broward County Board of County Commissioners at the time of the solicitation opening date within a five-year timeframe. The calculation of Volume of Previous Work for a prime Vendor previously awarded a contract as a member of a Joint Venture firm is based on the actual equity ownership of the Joint Venture firm.

In accordance with Section 21.31.d. of the Broward County Procurement Code, the Vendor with the lowest dollar volume of work previously paid by the County over a five-year period from the date of the submittal opening will receive the Tie Breaker.

Vendor must list all projects it received payment from Broward County Board of County Commissioners during the past five years. If the Vendor is submitting as a joint venture, the information provided should encompass the joint venture and each of the entities forming the joint venture. The Vendor attests to the following:

Department

Date

Solicitation/

No.		-,	Number:	or Division	Awarded	Dollar Amount	
1							
2		1					
3							
4							
5							
					Grand Total	N/A	
Yes		been a member/ No (iust submit a Joir	V			contract by the	County?
	7011401111						
Vendoi	r Name:	Aqua Marketing &	Communications,	Inc.			
<u> </u>	M D: M					0.40.55	
	M. Di Mag	_		sident		2-13-201	.9
Autho	rizea Si(gnature/ Name	Title)		Date	

VOLUME OF PREVIOUS WORK ATTESTATION JOINT VENTURE FORM

If applicable, this form and additional required documentation should be submitted with the Vendor's submittal. If

not provided with submittal, the Vendor must submit with Board of timely submit this form and supporting documentation may affect the Vendor's evaluation.

GEN2116476P1
to the Vendor's request. Failure to timely submit this form and supporting documentation may affect the Vendor's evaluation.

The calculation of Volume of Previous Work for a prime Vendor previously awarded a contract as a member of a Joint Venture firm is based on the actual equity ownership of the Joint Venture firm. Volume of Previous Work is not based on the total payments to the Joint Venture firm.

Vendor must list all projects it received payment from Broward County Board of County Commissioners during the past five years as a member of a Joint Venture. The Vendor attests to the following:

Item No.	Project Title	Solicitation/ Contract Number:	Department or Division	Date Awarded	JV Equity %	Paid to Date Dollar Amount
1						
2						
3						
4						
5						
		N/A				

Vendor is required to submit an executed Joint Venture agreement(s) and any amendments for each project listed above. Each agreement must be executed prior to the opening date of this solicitation.

Vendor Name: Aqua Marketing & Communications, Inc.

David M. Di Maggio President 2-23-2019	Authorized Signature/ Name	Title	Date
	David M. Di Maggio	President	2-23-2019

Please enter your password below and click Save to save your response.

Please be aware that typing in your password acts as your electronic signature, which is just as legal and binding as an original signature. (See <u>Electronic Signatures in Global and National Commerce Act</u> for more information.)

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Username NewBiz@welcometoaqua.com Password * Save Take Exception Close

SCRUTINIZED COMPANIES LIST REQUIREMENT CERTIFICATION FORM

The completed and signed form(s) should be returned with the Vendor's submittal. If not provided with submittal, the Vendor must submit within three business days of County's request. Vendor may be deemed non-responsive for failure to fully comply within stated timeframes.

Any company, principals, or owners on the Scrutinized Companies with Activities in Sudan List, the Scrutinized Companies with Activities in the Iran Petroleum Energy Sector List, or the Scrutinized Companies that Boycott Israel List is prohibited from submitting a response to a solicitation for goods or services in an amount equal to or greater than \$1 million.

The Vendor, by virtue of the signature below, certifies that:

- a. The Vendor, owners, or principals are aware of the requirements of Sections 287.135, 215.473, and 215.4725 Florida Statutes, regarding Companies on the Scrutinized Companies with Activities in Sudan List, the Scrutinized Companies with Activities in the Iran Petroleum Energy Sector List, or the Scrutinized Companies that Boycott Israel List; and
- b. The Vendor, owners, or principals, are eligible to participate in this solicitation and are not listed on either the Scrutinized Companies with Activities in Sudan List, the Scrutinized Companies with Activities in the Iran Petroleum Energy Sector List, or the Scrutinized Companies that Boycott Israel List; and
- c. If awarded the Contract, the Vendor, owners, or principals will immediately notify the County in writing if any of its principals are placed on the Scrutinized Companies with Activities in Sudan List, the Scrutinized Companies with Activities in the Iran Petroleum Energy Sector List, or the Scrutinized Companies that Boycott Israel List.

David M. Di Maggio	President	Aqua Marketing & Co	2-23-2019
Authorized Signature/Name	Title	Vendor Name	Date

Please enter your password below and click Save to save your response.

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Username NewBiz@welcometoaqua.com Password * Save Take Exception Close

* Required fields

Security Requirements

A. General Security Requirements and Criminal Background Screening:

- All contractor and sub-contractor personnel requiring unescorted access to Broward County facilities must obtain a County issued contractor identification badge (contractor ID badge); except as specifically stated herein.
- 2. The background screening requirements for obtaining a contractor ID badge will depend on the facility to which unescorted access is being requested. Contract Administrators or designees and contractors may contact Broward County Security at (954) 357-6000 or FMSecurity@broward.org for the required background screening requirements associated with access to specific facilities. Contract Administrators will communicate all current and appropriate requirements to the contractor and subcontractor throughout the contract period.

B. General Facilities:

- 1. Contractor and sub-contractor personnel servicing and requiring unescorted access to General Facilities must have a County issued contractor ID badge (contractor ID badge) which will be the responsibility of the contractor to obtain. Depending upon the request, the badge may carry electronic access privileges. The badge must be visible and worn at all times together with the contractor's company/business contractor ID badge. Similar to employee security/ID badges, requests for contractor ID badges are initially approved by the requesting agency director or designee and then submitted to Facilities Management Division (FMD) Security for final approval.
- 2. The issuance of a contractor ID badge for unescorted access to General Facilities requires a "Level 1" FDLE background check, which can be conducted by the Florida Department of Law Enforcement (FDLE). This "Level 1" FDLE background check is the contractor's responsibility and should be included in the bid price. FDLE background checks can be done by the contractor by phone at (850) 410-8109 or online at https://web.fdle.state.fl.us/search/app/default
- 3. Upon completion of the background check, the contractor must attach a copy of the results to the contractor's application for a contractor ID badge. The Project Manager or designee utilizing the service of the contractor will be the "Sponsor" and will either provide the contractor with a Contractor ID Badge Request Form or assist the contractor in completing an on-line application for the County issued contractor ID badge.
- 4. Requests for a contractor ID badge requiring an FDLE background check may require lengthy processing and review by the Broward Sheriff's Office (BSO). Contractors and subcontractors must therefore submit the request to Broward County Security at least two (2) weeks prior to the start of service by the contractor. When identification badges are ready, Broward County Security will contact the contractor to arrange pick up. Upon pick up, the applicant must present a valid Florida identification and must be accompanied by his or her supervisor. Broward County Security will then supply contractor ID badge valid for the anticipated period within which the work will be performed. The validity period must be clearly stated on the Contractor ID Badge Request Form; however, the period of validity will not exceed one (1) year. Background checks will be required for renewal of contractor ID badge. At the termination of the contract and separation of employee services, the contractor is responsible for the collection and return of all contractor ID badge to the Project Manager and/or to Broward County Security.
- 5. Compliance with the County's security requirements is part of the overall contract performance evaluation. Final payment will, in part, be contingent on the return of all contractor ID badges issued to contractor personnel.
- 6. Broward County Security is located at Governmental Center East, 115 South Andrews Avenue Fort Lauderdale, FL 33301. Telephone (954) 357-6000.
- 7. All contractors must wear distinctive and neat appearing uniforms with vendor's company name. Subcontractor personnel must also have Broward County issued contractor IDs and meet the same security requirements and uniform standards as the primary contractor.
- Contractors will not be allowed unescorted on the job site without proper County issued contractor ID

C. Facilities Critical to Security and Public Safety:

Many Broward County government facilities will have areas designated as critical to security and public safety, pursuant to Broward County Ordinance 2003-08 Sections 26-121 and 26-122, as may be amended. The issuance of a contractor ID badge for unescorted access to facilities critical to security and public safety may entail a comprehensive statewide and national background check. Unescorted access to certain facilities occupied by the Broward Sheriff's Office (BSO) and the State Attorney's Office will require a national fingerprint-based records check per the Criminal Justice Information System (CJIS) policy.

A contractor employee found to have a criminal record consisting of felony conviction(s) shall be disqualified from access to the State Attorney's Offices and certain BSO facilities. A contractor employee with a record of misdemeanor offense(s) may be granted access if the System Security Officer (CSO), Terminal Access Coordinator (TAC), and FDLE determines that the nature of the offense(s) do not warrant disqualification. Applicants shall also be disqualified on the basis of confirmations that arrest warrants are outstanding for such applicants.

D. Contractor Work Crews:

Background investigations are generally not required for each member of a contractor work crew working on county premises and outside a building or structure. Examples are landscape crews and roofers. If it is necessary to enter the building or structure unescorted, these work crew members should obtain a contractor ID badge. If not, work crew members must be escorted at all times by the project manager, or designee, and must be under the direct supervision of a foreperson for the contractor. The foreperson must be aware of the crew members' whereabouts, has completed the appropriate background check for the location and type of work being undertaken, and has been issued and is displaying a contractor ID badge.

All members of a night cleaning crew must complete a background investigation appropriate to the requirements of the facility and so should all work crew members not escorted when working at a critical county facility.

Notwithstanding, the using agency is best positioned and suited to determine the safeguards and requirements that should be in place to manage the risks and consequences associated with the roles and activities of contractor, subcontractor, and work crews, when requesting a contractor ID badge. The agency is aware of the characteristics of the client population being served by the classes of persons, the need to safeguard high-value assets, and the requirement to comply with all statutory requirements governing background investigations.

E. Other Vendors:

Consultants, delivery personnel, and vending machine operators, without a County issued contractor badge, may obtain a Visitor pass and should be escorted by County personnel when accessing and working in designated non-public and employee work areas at both general facilities and facilities critical to security and public safety.

F. Port Everglades Locations:

- 1. The Port Everglades Department requires persons to present, at port entry, a valid driver's license, and valid reason for wishing to be granted port access in order to obtain a temporary/visitor ID badge. For persons who will visit the Port more than 15 times in a 90 day period, a permanent identification badge must be obtained and paid for by the contractor for all employees, subcontractors, agents and servants visiting or working on the port project. A restricted access badge application process will include fingerprints and a comprehensive background check. Badges must be renewed annually and the fees paid pursuant to Broward County Administrative Code, Section 42.6. For further information, please call 954-765-4225.
- 2. All vehicles that are used regularly on the dock apron must have a Dockside Parking Permit. Only a limited number of permits will be issued per business entity. The fee is \$100.00 per

permit/vehicle. Individuals requesting can permitishest possess a valid Port-issued Restricted Access Area badge with a "Dock" destination. Requests for Dockside Parking Permits must be submitted in writing, on company letterhead, to the ID Badge Office. Applicants must demonstrate a need for access to the dock apron. Requests shall be investigated, and approved, if appropriate justification is provided. Supporting documentation must be supplied, if requested. Dock permits are not transferable and must be affixed to the lower left corner of the permitted vehicle's windshield. Should the permit holder wish to transfer the permit to another vehicle during the term of issuance, the permit will be removed and exchanged at no charge for a new permit. Only one business entity representative will be permitted on the dock at a time at the vessel location.

3. The Federal Government has instituted requirements for a Transportation Worker Identification Credential (TWIC) for all personnel requiring unescorted access to designated secure areas within Port Everglades. The contractor will be responsible for complying with the applicable TWIC requirements. For further information, please call 1-855-347-8371, or go on line to https://www.tsa.gov/for-industry/twic.

G. Airport Security Program and Aviation Regulations:

- 1. Consultant/contractor agrees to observe all security requirements and other requirements of the Federal Aviation Regulations applicable to Consultant/contractor, including without limitation, all regulations of the United States Department of Transportation, the Federal Aviation Administration and the Transportation Security Administration, and the Consultant/contractor agrees to comply with the County's Airport Security Program and the Air Operations area (AOA) Vehicle Access Program, and amendments thereto, and to comply with such other rules and regulations as may be reasonably prescribed by the County, and to take such steps as may be necessary or directed by the County to insure that sub lessees, employees, invitees and guests observe these requirements. If required by the Aviation Department, Consultant/contractor shall conduct background checks of its employees in accordance with applicable Federal regulations.
- 2. If as a result of the acts or omissions of Consultant/contractor, its sub lessees, employees, invitees or guests, the County incurs any fines and/or penalties imposed by any governmental agency, including without limitation, the United States Department of Transportation, the Federal Aviation Administration or the Transportation Security Administration, or any expense in enforcing any federal regulations, including without limitation, airport security regulations, or the rules or regulations of the County, and/or any expense in enforcing the County's Airport Security Program, then consultant/contractor agrees to pay and/or reimburse the County all such costs and expenses, including all costs of administrative proceedings, court costs, and attorneys' fees and all costs incurred by County in enforcing this provision. Consultant/contractor further agrees to rectify any security deficiency or other deficiency as may be determined as such by the County or the United States Department of Transportation, Federal Aviation Administration, the Transportation Security Administration, or any other federal agency. In the event consultant/contractor fails to remedy any such deficiency, the County may do so at the cost and expense of consultant/contractor. The County reserves the right to take whatever action is necessary to rectify any security deficiency or other deficiency.
- 3. Operation of Vehicles on the AOA: Before the consultant/contractor shall permit any employee of consultant/contractor or any sub consultant/subcontractor to operate a motor vehicle of any kind or type on the AOA (and unless escorted by an Aviation Department approved escort), the consultant/contractor shall ensure that all such vehicle operators possess current, valid, and appropriate Florida driver's licenses. In addition, any motor vehicles and equipment of consultant/contractor or of any sub consultant/subcontractor operating on the AOA must have an appropriate vehicle identification permit issued by the Aviation Department, which identification must be displayed as required by the Aviation Department.
- 4. Consent to Search/Inspection: The consultant/contractor agrees that its vehicles, cargo, goods, and other personal property are subject to being inspected and searched when attempting to enter or leave and while on the AOA. The consultant/contractor further agrees on behalf of itself and its sub consultant /subcontractors that it shall not authorize any employee or other person to enter the AOA unless and until such employee other person has executed a written consent-to-search/inspection form acceptable to the Aviation Department. Consultant/contractor acknowledges and understands that the forgoing requirements are for the protection of users of the Airport and are intended to reduce

incidents of cargo tampering, aircraft sabotage and other unlawful activities at the Airport. For this reason, consultant/contractor agrees that persons not executing such consent-to-search/inspection form shall not be employed by the consultant/contractor or by any sub consultant/contractor at the Airport in any position requiring access to the AOA or allowed entry to the AOA by the consultant/contractor or by any sub consultant/contractors.

5. The provisions hereof shall survive the expiration or any other termination of this contract.

H. Water and Wastewater Services (WWS):

- 1. Contractors/Consultants may receive a WWS ID Badge and/or Access Card and/or Keys while working at WWS facility work sites. These items provide modified access to certain areas and systems otherwise restricted to non-WWS employees and can only be obtained from the WWS Security Manager. These items may be rescinded at the discretion of the WWS Security Officer. The WWS ID Badge, Access Card and/or Keys remain the property of Broward County and must be returned to your WWS contact person at the end of the contract/project.
- 2. All contractors will complete and sign the WWS Contractor/Consultant Security Memorandum and provide a copy of their Driver's License to be recorded on Schlage Card Access System Profile.
- A lost or stolen ID Badge and/or Access Card and/or Keys must be reported to the Security Manager immediately.
- 4. WWS may terminate access to any contractor who acts inappropriately while on County property and has the right to contact BSO if necessary to have the contractor removed and/or file charges against them.

I. Additional Security Requirements for Parks and Recreation:

- Contractor expressly understands and agrees that a duty is hereby created under this Contract that
 requires contractor to provide ongoing disclosure throughout the term of this Contract as provided for
 herein relative to the criminal background screening required by this Section.
- 2. Contractor shall perform criminal background screening as identified in Item 3 below on its officers, employees, agents, independent contractors and volunteers who will be working under this contract in any County park ("collectively referred to as "County Park Property"). Further, if contractor is permitted to utilize subcontractors under this contract, contractor shall perform or ensure that the background screening as required in Item 3 below is conducted on any permitted subcontractor, which term includes the subcontractor's officers, employees, agents, independent contractors and volunteers who will be working under this contract on County Park property.
- 3. Contractor shall not permit any person who is listed as a sexual predator or sexual offender on the Florida Department of Law Enforcement, Sexual Offenders and Predators Website or the United States Department of Justice, National Sex Offender Public Website, to provide any services for contractor on County Park Property. All persons subject to the criminal background screening under this contract shall be rescreened annually based on the date of initial screening.
- 4. Contractor shall maintain copies of the results of the criminal background screening required by this Section for the term of this contract and promptly forward copies of same to County, upon its request.
- 5. Contractor shall be required to furnish to County's Parks and Recreation Project Manager, on a monthly basis, an Affidavit affirming the persons listed in the Affidavit have been background screened as required in Item 3 above and have been deemed eligible by contractor to work on County Park property. Contractor's monthly Affidavit shall update information from the previous Affidavit by reconfirming the status of persons who have previously been deemed eligible as provided for above and updating the list, when applicable, to specifically identify new persons providing services for contractor under this Contract who have been background screened as required in Item 3 above and deemed eligible to work on County Park Property. The Contract Administrator may, in his or her discretion, permit contractor to furnish the monthly Affidavit in an electronic format.
- 6. In the event contractor obtains, or is provided, supplemental criminal background information, including police reports and arrest information, which potentially disqualifies a person previously deemed eligible by contractor to provide services under this contract, contractor shall take immediate action to review the matter; however, during such review time and until a determination of eligibility is made by contractor based on the requirements of this Section, contractor shall immediately cease allowing the person to work on County Park Property. Additionally, contractor shall be required to inform any person background screened pursuant to this Section who is providing services under this

contract, to notify contractor within footyne some conduct which has occurred after the person was deemed eligible to work on County Park Property.

- 7. Contractor shall, by written contract, require its permitted subcontractors to agree to the requirements and obligations of this Section.
- 8. County may terminate this contract immediately for cause, with Notice provided to contractor, for a violation related to contractor's failure to perform the required background screening on its officers, employees, agents, independent contractors and volunteers who will be working under this Agreement on County Park Property. County may also terminate this contract immediately for cause, with Notice provided to contractor, if County determines contractor failed to ensure that its permitted subcontractors, as defined in Item 2 above, have been background screened as required in this section prior to performing any services under this Agreement on County Park Property. Contractor will not be subject to immediate termination in the event County determines a violation of this Section was outside the reasonable control of contractor and contractor has demonstrated to County compliance with the requirements of this Section.
- 9. County may terminate this contract for cause if contractor fails to provide the monthly Affidavit to County as provided for under Item 5 above, and contractor does not cure said breach within five (5) days of Notice provided to contractor.

Please enter your password below and click Save to update your response.

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Username N	NewBiz@welcometoaqua.com				
Password [*			
Save	Take Exception	Close			

^{*} Required fields

Broward County Board of INSURANCE PREDITATION TO

Project: <u>Advertising Agency</u> Contract Manager: <u>Sophia Jones</u>

TYPE OF INSURANCE	ADDL INSD	SUBR WVD			
				Each Occurrence	Aggregate
GENERAL LIABILITY - Broad form	Ø	Ø	Bodily Injury		
☑ Commercial General Liability ☑ Premises—Operations □ XCU Explosion/Collapse/Underground ☑ Products/Completed Operations Hazard ☑ Contractual Insurance ☑ Broad Form Property Damage ☑ Independent Contractors			Property Damage		
			Combined Bodily Injury and Property Damage	\$1,000,000	\$2,000,000
			Personal Injury		
☑ Personal Injury Per Occurrence or Claims-Made:			Products & Completed Operations	100 March 100 Ma	
☑ Per Occurrence □ Claims-Made Gen'l Aggregate Limit Applies per: □ Project □ Policy □ Loc. □ Other					
AUTO LIABILITY 61 Comprehensive Form	Ø	Ø	Bodily Injury (each person)		
☑ Comprehensive Form ☑ Owned ☑ Hired			Bodily Injury (each accident)		
☑ Non-owned ☑ Any Auto, If applicable	.54 95 \$1		Property Damage		
Note: May be waived if no driving will be done in performance of services/project.		\$ 	Combined Bodily Injury and Property Damage	\$500,000	
□ EXCESS LIABILITY / UMBRELLA Per Occurrence or Claims-Made: □ Per Occurrence □ Claims-Made Note: May be used to supplement minimum liability coverage requirements.	Ø	Ø	ū.	a	
☑ WORKER'S COMPENSATION	N/A	Ø	Each Accident STATUTORY LIMITS		
Note: U.S. Longshoremen & Harbor Workers' Act & Jones Act is required for any activities on or about navigable water.			e e	E. The state of th	
☑ EMPLOYER'S LIABILITY			Each Accident	\$100,000	10 cm (10 cm)
CYBER LIABILITY	Ø	Ø	If claims-made form:		N.
			Extended Reporting Period of:	years	
			*Maximum Deductible:	\$10 k	
PROFESSIONAL LIABILITY (ERRORS & OMISSIONS)	N/A	図	If claims-made form:	\$1,000,000	
OMISSIONS			Extended Reporting Period of:	2 years	
			*Maximum Deductible: \$10 k		
☐ Installation floater is required if Builder's Risk or Property are not carried. Note: Coverage must be "All Risk", Completed Value.			*Maximum Deductible (Wind and/or Flood):	Not to exceed 5% of completed value	Completed Value
			*Maximum Deductible:	\$10 k	

<u>Description of Operations</u>: "Broward County" shall be listed as Certificate Holder and endorsed as an additional insured for liability. Policies shall be endorsed to provide 30 days written notice of cancellation to Certificate Holder, 10 days' notice of cancellation for non-payment. Contractors insurance shall provide primary coverage and shall not require contribution from Certificate Holder. *Contractor is responsible for all Deductibles.

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Broward County 115 South Andrews Avenue Fort Lauderdale, Florida 33301



MASTER TRADESHOW CALENDAR

MASTER: 2018-2019 GFLCVB TRADESHOW MASTER PLAN Events, Tradeshows, Missions

EVENT	LOCATION	CONTACT	MONTH	SHARE	SEGMENT
RCMA Regional Meeting	Montego Bay, Jamaica	Angella Lopez	OCT 2018	No	Multicultural
TEAMS Conference	Louisville	Saskia Fisher	OCT 2018		Sports
AAU Convention	Cleveland	Carol Hudson	OCT 2018		Sports
Intl Travel Agent Forum (Home Based TA East)	Cancun	Gonzalo Rubio	OCT 2018		Tourism Sales
Mark Travel Conference	Cancun	Gonzalo Rubio	OCT 2018		Tourism Sales
FIT Latin America	Buenos Aires, Argentina	Gabriel Martinez	OCT 2018		Tourism Sales
China Fort Lauderdale Sales Mission	Beijing & Shanghai, China	TBD	OCT 2018		Tourism Sales
Austin City Limits Music Festival	Austin	Noelle Stevenson	OCT 2018		Underground
OUTshine Film Festival	Fort Lauderdale	Noelle Stevenson	OCT 2018		Underground
Produced by NYC	New York	Noelle Stevenson	OCT 2018		Underground
IMEX America	Las Vegas	Gilbert Villard / Steve Aird / Dion James Ed Simon	OCT 2018	Yes	Group/Convention
FALL DC Client Event, Gold Cup Event & Appts	Washington, D.C.	Rosa Mendoza / Dion James	OCT 2018	Yes	Group/Convention
NE CVB Reps Events/ Fall Event	Philadelphia	Steve Aird	OCT 2018	No	Group/Convention
Tallahassee Society of Association Executives - Education Day	Tallahassee	Elena Gladstone	OCT 2018	No	Group/Convention
Great Bridal Expo	Fort Lauderdale	Anna Levin	OCT 2018		Weddings
WeTrade Colombia	Colombia, Venezuela	Richard Gray	OCT 2018	Yes	LGBT+
DEMA	Las Vegas	Dawson Pritchett	NOV 2018		Sports
Connect Faith - Conference & Appointment Show	Ontario, CA	Angella Lopez	NOV 2018	Yes	Multicultural
Jamaican Jerk Festival Promotion			NOV 2018	No	Multicultural
Cruise World	Fort Lauderdale	Caitlan Etchevers / Gonzalo Rubio	NOV 2018		Tourism Sales
National Tour Association	Milwaukee	Caitlan Etchevers	NOV 2018		Tourism Sales
Signature	Las Vegas	Caitlan Etchevers	NOV 2018		Tourism Sales
World Travel Market UK	London	TBD	NOV 2018		Tourism Sales
Caribbean Sales Missions	Bahamas	TBD	NOV 2018		Tourism Sales
Ecuador Mission	Ecuador	TBD	NOV 2018		Tourism Sales
International Emmy Awards	New York	Noelle Stevenson	NOV 2018		Underground
IFP & Underground Film Event with Independent Filmmakers	New York	Noelle Stevenson	NOV 2018		Underground
Tallahassee Client "Tailgate" Event	Tallahassee	Elena Gladstone	NOV 2018	Yes	Group/Convention
MPI Great Lakes - Annual Education Summit		Nora Gorman	NOV 2018		Group/Convention
ASAE Partner Conference		Ed Simon	NOV 2018	No	Group/Convention

MASTER TRADESHOW CALENDAR

MASTER: 2018-2019 GFLCVB TRADESHOW MASTER PLAN Events, Tradeshows, Missions

EVENT	LOCATION	CONTACT	MONTH	SHARE	SEGMENT
14th Annual Pharma Summit	New Jersey	Steve Aird	NOV 2018	No	Group/Convention
VISIT FLORIDA's Florida Encounter		Elena Gladstone / Gilbert Villard	NOV 2018	No	Group/Convention
Association Executive Exchange		TBD	NOV 2018	No	Group/Convention
Conference Direct Partner Program		TBD	NOV 2018		Group/Convention
World Travel Market	London	Richard Gray	NOV 2018	Yes	LGBT+
NGLCC	Washington, D.C.	Richard Gray	NOV 2018	Yes	LGBT+
December Destination Preview	Fort Lauderdale	Angella Lopez	DEC 2018	No	Multicultural
National Coalition of Black Meeting Planners	New Orleans	Albert Tucker / Angella Lopez	DEC 2018	Yes	Multicultural
Winterfest Boat Parade Destination Preview	Fort Lauderdale	Sports Team	DEC 2018		Sports
Orange Bowl Semi Final Football Championship	Fort Lauderdale	Sports Team	DEC 2018		Sports
America's Cup Tour Operator Event	Las Vegas	TBD	DEC 2018		Tourism Sales
Expedia Partner Seminar	Las Vegas	Gonzalo Rubio	DEC 2018		Tourism Sales
X-LIVE Music	Las Vegas	Noelle Stevenson	DEC 2018		Underground
Focus Location Show	London	Noelle Stevenson	DEC 2018		Underground
Expo Expo! International Association of Exhibition Executives (IAEE) Annual Tradeshow		Elena Gladstone	DEC 2018	No	Group/Convention
CVB Reps.com Holiday Event		Rosa Mendoza / Dion James	DEC 2018	No	Group/Convention
VISIT FLORIDA - Marketing Committee Summit		Ed Simon	DEC 2018		Group/Convention
Association Executives of North Carolina- Annual Trade Show	North Carolina	Gilbert Villard	DEC 2018	No	Group/Convention
Stylistics Steppers Conference			JAN 2019	No	Multicultural
Religious Conference Mgmt - RCMA	Greensboro	Angella Lopez	JAN 2019	Yes	Multicultural
Tourism Day	Tallahassee	Carol Hudson	JAN 2019		Sports
Connect LGBT/Multicultural/Women Sports in Sports Summit	Fort Lauderdale	Sports Team	JAN 2019		Sports
AAA Vacations Midwest & Sales Mission	Columbus	Gonzalo Rubio	JAN 2019		Tourism Sales
Florida Huddle	Daytona	Caitlan Etchevers	JAN 2019		Tourism Sales
American Bus Assn	Louisville	Caitlan Etchevers	JAN 2019		Tourism Sales
FITUR	Madrid, Spain	TBD	JAN 2019		Tourism Sales
Spain Sales Mission	Spain	TBD	JAN 2019		Tourism Sales
NATPE	Miami	Noelle Stevenson	JAN 2019		Underground
Professional Convention Management Assn (PCMA)- Annual Meeting		Rosa Mendoza / Nora Gorman / Steve Aird Ed Simon	JAN 2019	No	Group/Convention
DC GFLCVB Quarterly Special Event	Washington, D.C.	Rosa Mendoza / Dion James	JAN 2019	No	Group/Convention
FL Wedding Expo	Fort Lauderdale	Anna Levin	JAN 2019		Weddings

EVENT	LOCATION	CONTACT	MONTH	SHARE	SEGMENT
Great Bridal Expo	Boston & NYC	Anna Levin	JAN 2019		Weddings
Atlantis	Los Angeles	Richard Gray	JAN 2019	Yes	LGBT+
Connect - Diversity	Birmingham	Angella Lopez	FEB 2019	Yes	Multicultural
Black History Month Promotion/Marketing	0		FEB 2019	No	Multicultural
Visit Lauderhill Sola Festival			FEB 2019	No	Multicultural
FIVB Beach Volleyball VIP Client Experience	Fort Lauderdale	Sports Team	FEB 2019		Sports
ANATO	Colombia	TBD	FEB 2019		Tourism Sales
Connect Travel	Orlando	TBD	FEB 2019		Tourism Sales
Colombia Sales Mission	Colombia	TBD	FEB 2019		Tourism Sales
NY/NJ Travel Agent Event	New York/New Jersey	Caitlan Etchevers	FEB 2019		Tourism Sales
North Carolina Sales Mission	North Carolina	Gonzalo Rubio	FEB 2019		Tourism Sales
Pollstar Music Conference / AEG	ТВА	Noelle Stevenson	FEB 2019		Underground
LGBT Event promoting OUTshine Film Festival	TBD	Noelle Stevenson	FEB 2019		Underground
Chicago Sales Mission	Chicago	Nora Gorman	FEB 2019	Yes	Group/Convention
XSITE	Tallahassee	Elena Gladstone	FEB 2019	No	Group/Convention
NY Client Event	New York	Steve Aird	FEB 2019	Yes	Group/Convention
Association Management Company INSTITUTE Annual Meeting (AMC)		Steve Aird	FEB 2019	No	Group/Convention
Great Bridal Expo	New Jersey	Anna Levin	FEB 2019		Weddings
Great Bridal Expo	Miami	Anna Levin	FEB 2019		Weddings
Great Bridal Expo	Fort Lauderdale	Anna Levin	MAR 2019		Weddings
Jazz in the Gardens Destination Preview	Hollywood, FL	Angella Lopez	MAR 2019	No	Multicultural
Jazz in the Gardens			MAR 2019	Yes	Multicultural
World Congress of Sports	California	Carol Hudson	MAR 2019		Sports
AAA Vacations Northeast	Foxborough, MA	Gonzalo Rubio	MAR 2019		Tourism Sales
ITB Berlin	Germany	TBD	MAR 2019		Tourism Sales
Visit USA Italy	Italy	TBD	MAR 2019		Tourism Sales
South California Sales Mission (Cruise)	San Diego	Caitlan Etchevers	MAR 2019		Tourism Sales
Virginia Sales Mission	Virginia	Gonzalo Rubio	MAR 2019		Tourism Sales
Tour Connection NY	New York	Noelle Stevenson	MAR 2019		Underground
	1				2000 00 000
For the Love Music Festival	Fort Lauderdale	Noelle Stevenson	MAR 2019		Underground

EVENT	LOCATION	CONTACT	MONTH	SHARE	SEGMENT
Destination Management Association International (DMAI)	Washington, D.C.	Rosa Mendoza / Dion James	MAR 2019	Yes	Group/Convention
Incentive Travel Exchange	Las Vegas	Gilbert Villard	MAR 2019	No	Group/Convention
NORTHSTAR Independent Planner Expo		TBD	MAR 2019	No	Group/Convention
Great Ideas Conference (ASAE)		Rosa Mendoza / Ed Simon	MAR 2019	No	Group/Convention
Society of Independent Show Organizers - CEO Summit		Steve Aird	MAR 2019	No	Group/Convention
MPI - MidAmerica (MAC) Conference - Northern Kentucky & Ohio Chapters	Kentucky & Ohio	Nora Gorman	MAR 2019	No	Group/Convention
VISIT FLORIDA - VIP Events	Chicago	Nora Gorman	MAR 2019	No	Group/Convention
PCMA Partner Conference		TBD	MAR 2019		Group/Convention
Convention Sales Professionals International (CSPI) Annual Conference		Rosa Mendoza	MAR 2019	No	Group/Convention
ІТВ	Berlin	Richard Gray	MAR 2019	Yes	LGBT+
Washington, D.C. Clients Event	Washington, D.C.	Angella Lopez	APR 2019	No	Multicultural
Tortuga Music Festival Sports Destination Preview	Fort Lauderdale	Sports Team	APR 2019		Sports
NASC	Knoxville	Carol Hudson / Saskia Fisher	APR 2019		Sports
ACES Conference	Colorado Springs	Carol Hudson / Saskia Fisher	APR 2019		Sports
MIC/ISL Barcelona	Barcelona	TBD	APR 2019		Sports
Seatrade	Miami	Caitlan Etchevers	APR 2019		Tourism Sales
Home Based Travel Agent Forum West	Las Vegas	Gonzalo Rubio	APR 2019		Tourism Sales
World Travel Market Brazil	Brazil	TBD	APR 2019		Tourism Sales
Cruise3sixty	Fort Lauderdale	Caitlan Etchevers / Gonzalo Rubio	APR 2019		Tourism Sales
Cruise One Training Seminar	Fort Lauderdale	Caitlan Etchevers	APR 2019		Tourism Sales
Visit USA Peru	Lima, Peru	Gabriel Martinez	APR 2019		Tourism Sales
Scandinavian Sales Mission	Scandinavia	TBD	APR 2019		Tourism Sales
Tour Connection NY	Los Angeles	Noelle Stevenson	APR 2019		Underground
Locations Managers Guild International Awards	Los Angeles	Noelle Stevenson	APR 2019		Underground
Tortuga Rock the Ocean Music Festival	Fort Lauderdale	Noelle Stevenson	APR 2019		Underground
Fort Rock Music Festival	Fort Lauderdale	Noelle Stevenson	APR 2019		Underground
DC GFLCVB Quarterly Special Event	Washington, D.C.	Rosa Mendoza / Dion James	APR 2019		Group/Convention
GA MPI Tech Summit		Gilbert Villard	APR 2019		Group/Convention
Potomac Chapter MPI - Derby Days	Washington, D.C.	Dion James / Rosa Mendoza	APR 2019	No	Group/Convention
VISIT FLORIDA - VIP Events		Steve Aird	APR 2019	No	Group/Convention
PCMA Education Foundation Partnership Summit		TBD	APR 2019	No	Group/Convention

EVENT	LOCATION	CONTACT	MONTH	SHARE	SEGMENT
XDP - (ASAE Springtime)		Rosa Mendoza / Dion James	APR 2019	Yes	Group/Convention
HELMSBRISCOE Partner Fair		Elena Gladstone / Nora Gorman	APR 2019	No	Group/Convention
IGLTA	NYC	Richard Gray	APR 2019	Yes	LGBT+
CHAT Energy Summit	Fort Lauderdale		MAY 2019	No	Multicultural
Connect Leadership Summit	Hawaii	Carol Hudson	MAY 2019		Sports
Florida Sports Foundation Summit	TBD	Carol Hudson / Saskia Fisher	MAY 2019		Sports
Sport Accord	TBD	Carol Hudson	MAY 2019		Sports
GTM West	Las Vegas	Caitlan Etchevers	MAY 2019		Tourism Sales
AAA Sales Calls - Florida	Florida	Gonzalo Rubio	MAY 2019		Tourism Sales
China Visit Florida Sales Mission	China	TBD	MAY 2019		Tourism Sales
Canadian Sales Mission	Canada	Gabriel Martinez	MAY 2019		Tourism Sales
Billboard Awards	ТВА	Noelle Stevenson	MAY 2019		Underground
International Research Foundation (IRF) Event		Nora Gorman	MAY 2019	No	Group/Convention
CVENT - CONNECT Annual Conference & Show		Elena Gladstone	MAY 2019	No	Group/Convention
New York/PA Sales Mission	New York & Pennsylvania	Steve Aird	MAY 2019	Yes	Group/Convention
Atlanta Sales Mission	Atlanta	Gilbert Villard	MAY 2019	Yes	Group/Convention
NE CVB Reps Events/ Spring Event		Steve Aird	MAY 2019	No	Group/Convention
Mid-Atlantic Sales Mission		Rosa Mendoza / Dion James	MAY 2019	Yes	Group/Convention
AMPs Annual Golf Tournament		Rosa Mendoza / Dion James	MAY 2019	No	Group/Convention
Carolina Chapter MPI Event & Sales Calls		Gilbert Villard	MAY 2019	No	Group/Convention
Wisconsin Society of Association Executives Annual Event		Nora Gorman	MAY 2019	No	Group/Convention
National Senior Games	Albuquerque	Carol Hudson	JUN 2019		Sports
Connecticut Sales Mission	Connecticut	Caitlan Etchevers	JUN 2019		Tourism Sales
Hospitality Reservations Training	Omaha	Gonzalo Rubio	JUN 2019		Tourism Sales
Le Book Connections New York City	New York	Noelle Stevenson	JUN 2019		Underground
Association of Independent Commercial Producers NYC	New York	Noelle Stevenson	JUN 2019		Underground
Luminato Festival	Toronto	Noelle Stevenson	JUN 2019		Underground
MPI - South Florida Annual Event		Gilbert Villard	JUN 2019	No	Group/Convention
IBTM - Americas		TBD	JUN 2019	No	Group/Convention
Meeting Professionals International (MPI)- World Education Conference (WEC)		Nora Gorman / Dion James Gilbert Villard / Steve Aird	JUN 2019	No	Group/Convention
PCMA Education Conference		TBD	JUN 2019	No	Group/Convention

EVENT	LOCATION	CONTACT	MONTH	SHARE	SEGMENT
LGBT Week	New York City	Richard Gray	JUN 2019	Yes	LGBT+
LGBT Conference	Sao Paulo, Brazil	Richard Gray	JUN 2019	Yes	LGBT+
GTM East	Fort Lauderdale	Caitlan Etchevers	JUL 2019		Tourism Sales
Pennsylvania Sales Mission	Pennsylvania	Gonzalo Rubio	JUL 2019		Tourism Sales
Orlando Sales Calls	Orlando	Gonzalo Rubio	JUL 2019		Tourism Sales
Argentina/Chile/Uruguay Sales Mission	Argentina/Chile/Ur uguay	Gabriel Martinez	JUL 2019		Tourism Sales
UK Sales Mission	United Kingdom	TBD	JUL 2019		Tourism Sales
Florida Society of Association Executives (FSAE)- Annual Conference		Elena Gladstone	JUL 2019	No	Group/Convention
Experient E4		TBD	JUL 2019	No	Group/Convention
DC GFLCVB Quarterly Special Event	Washington, D.C.	Rosa Mendoza / Dion James	JUL 2019		Group/Convention
Association Executives of North Carolina Annual Meeting		Gilbert Villard	JUL 2019	No	Group/Convention
Chicago Client Event/ Sales Mission	Chicago	Nora Gorman	JUL 2019	Yes	Group/Convention
CVB Reps Summer Event	Washington, D.C.	Rosa Mendoza / Dion James	JUL 2019	No	Group/Convention
Boston Sales Mission & Event	Boston	Steve Aird	JUL 2019	Yes	Group/Convention
DMAI Annual		Ed Simon	JUL 2019	No	Group/Convention
Society of Incentive Travel Executives (SITE)- Florida / Caribbean Summer Summit		Gilbert Villard	JUL 2019	No	Group/Convention
FIVB Beach Volleyball World Championships	Hamburg	TBD	JUL/AUG 2019		Sports
American Tennis Association			AUG 2019	No	Multicultural
Connect Sports Conference	Louisville	Carol Hudson / Saskia Fisher	AUG 2019		Sports
ASTA Global Convention	Hollywood	Caitlan Etchevers/ Gonzalo Rubio	AUG 2019		Tourism Sales
Brazil Sales Mission	Brazil	TBD	AUG 2019		Tourism Sales
Toronto Sales Mission	Toronto	TBD	AUG 2019	Yes	Group/Convention
VISIT FLORIDA - Governor's Conference on Tourism		Ed Simon	AUG 2019	No	Group/Convention
Kellen Company Global Summit		Nora Gorman / Gilbert Villard	AUG 2019	Yes	Group/Convention
Destination Florida - Northstar	Miami	TBD	AUG 2019	No	Group/Convention
CONNECT Marketplace		TBD	AUG 2019	No	Group/Convention
American Society of Association Executives (ASAE) - Annual Meeting & Tradeshow		Nora Gorman / Rosa Mendoza / Elena Gladstone / Dion James	AUG 2019	Yes	Group/Convention
MPI - Southeast Education Conference- State of Florida		Gilbert Villard	AUG 2019	No	Group/Convention
NGLCC Conference	Tampa	Richard Gray	AUG 2019	Yes	LGBT+
USTA Diversity & Inclusion Program	New York	Albert Tucker	SEP 2019	No	Multicultural
Black Meetings & Tourism DC Program	DC	Albert Tucker	SEP 2019	No	Multicultural

EVENT	LOCATION	CONTACT	MONTH	SHARE	SEGMENT
Women of Power Summit			SEP 2019	No	Multicultural
NACTA Annual Convention	Colorado	Caitlan Etchevers / Gonzalo Rubio	SEP 2019		Tourism Sales
La Cita	TBD	TBD	SEP 2019		Tourism Sales
Delta Vacations Product Launch/Training	Atlanta	Gonzalo Rubio	SEP 2019		Tourism Sales
TOP Resa	Paris, France	Gabriel Martinez	SEP 2019		Tourism Sales
Germany Sales Mission	Germany	TBD	SEP 2019		Tourism Sales
LA & NY Production Mission	TBA	Noelle Stevenson	SEP 2019		Underground
Artopia	Fort Lauderdale	Noelle Stevenson	SEP 2019		Underground
Connections Le Book Chicago	Chicago	Noelle Stevenson	SEP 2019		Underground
Primetime Emmy Awards	Los Angeles	Noelle Stevenson	SEP 2019		Underground
New York Area Special Event	New York & Pennsylvania	Steve Aird	SEP 2019		Group/Convention
Minneapolis Sales Mission	Minneapolis	Nora Gorman	SEP 2019	Yes	Group/Convention
Texas Sales Mission	Texas	Elena Gladstone	SEP 2019	Yes	Group/Convention
DC GFLCVB Quarterly Special Event	Washington, D.C.	Rosa Mendoza / Dion James	SEP 2019	No	Group/Convention
Great Bridal Expo	New York	Anna Levin	SEP 2019		Weddings
Florida Sports Foundation Roundtables	TBD	Carol Hudson	TBD		Sports
USOC Colorado Sales Mission	Colorado	Carol Hudson / Saskia Fisher	TBD		Sports
NY Sales Mission	New York	Carol Hudson / Saskia Fisher	TBD		Sports
CCRA Power Solutions	TBD	Caitlan Etchevers	TBD		Tourism Sales
LGBT Event promoting OUTshine Film Festival	London	Noelle Stevenson	TBD		Underground
Music Festival Partnership with Live Nation	TBD	Noelle Stevenson	TBD		Underground

Aqua

Item: Flat Fee Services - Year 2

Attachments

Broward GEN2116476P1 · AQUA.pdf

Standard Instructions to Vendors Request for Proposals, Request for Qualifications, or Request for Letters of Interest

Vendors are instructed to read and follow the instructions carefully, as any misinterpretation or failure to comply with instructions may lead to a Vendor's submittal being rejected.

Vendor MUST submit its solicitation response electronically and MUST confirm its submittal in order for the County to receive a valid response through BidSync. Refer to the Purchasing Division website or contact BidSync for submittal instructions.

A. Responsiveness Criteria:

In accordance with Broward County Procurement Code Section 21.8.b.65, a Responsive Bidder [Vendor] means a person who has submitted a proposal which conforms in all material respects to a solicitation. The solicitation submittal of a responsive Vendor must be submitted on the required forms, which contain all required information, signatures, notarizations, insurance, bonding, security, or other mandated requirements required by the solicitation documents to be submitted at the time of proposal opening.

Failure to provide the information required below at the time of submittal opening may result in a recommendation Vendor is non-responsive by the Director of Purchasing. The Selection or Evaluation Committee will determine whether the firm is responsive to the requirements specified herein. The County reserves the right to waive minor technicalities or irregularities as is in the best interest of the County in accordance with Section 21.30.f.1(c) of the Broward County Procurement Code.

Below are standard responsiveness criteria; refer to **Special Instructions to Vendors**, for Additional Responsiveness Criteria requirement(s).

1. Lobbyist Registration Requirement Certification

Refer to **Lobbyist Registration Requirement Certification**. The completed form should be submitted with the solicitation response but must be submitted within three business days of County's request. Vendor may be deemed non-responsive for failure to fully comply within stated timeframes.

2. Addenda

The County reserves the right to amend this solicitation prior to the due date. Any change(s) to this solicitation will be conveyed through the written addenda process. Only written addenda will be binding. If a "must" addendum is issued, Vendor must follow instructions and submit required information, forms, or acknowledge addendum, as instructed therein. It is the responsibility of all potential Vendors to monitor the solicitation for any changing information, prior to submitting their response.

B. Responsibility Criteria:

Definition of a Responsible Vendor: In accordance with Section 21.8.b.64 of the Broward County Procurement Code, a Responsible Vendor means a Vendor who has the capability in all respects to perform the contract requirements, and the integrity and reliability which will assure good faith performance.

The Selection or Evaluation Committee will recommend to the awarding authority a determination of

a Vendor's responsibility. At any time prior to award, the awarding authority may find that a Vendor is not responsible to receive a particular award.

Failure to provide any of this required information and in the manner required may result in a recommendation by the Director of Purchasing that the Vendor is non-responsive.

Below are standard responsibility criteria; refer to **Special Instructions to Vendors**, for Additional Responsibility Criteria requirement(s).

1. Litigation History

- a. All Vendors are required to disclose to the County all "material" cases filed, pending, or resolved during the last three (3) years prior to the solicitation response due date, whether such cases were brought by or against the Vendor, any parent or subsidiary of the Vendor, or any predecessor organization. Additionally, all Vendors are required to disclose to the County all "material" cases filed, pending, or resolved against any principal of Vendor, regardless of whether the principal was associated with Vendor at the time of the "material" cases against the principal, during the last three (3) years prior to the solicitation response. A case is considered to be "material" if it relates, in whole or in part, to any of the following:
 - A similar type of work that the vendor is seeking to perform for the County under the current solicitation;
 - ii. An allegation of fraud, negligence, error or omissions, or malpractice against the vendor or any of its principals or agents who would be performing work under the current solicitation;
 - iii. A vendor's default, termination, suspension, failure to perform, or improper performance in connection with any contract;
 - iv. The financial condition of the vendor, including any bankruptcy petition (voluntary and involuntary) or receivership; or
 - A criminal proceeding or hearing concerning business-related offenses in which the vendor or its principals (including officers) were/are defendants.
- b. For each material case, the Vendor is required to provide all information identified in the Litigation History Form. Additionally, the Vendor shall provide a copy of any judgment or settlement of any material case during the last three (3) years prior to the solicitation response. Redactions of any confidential portions of the settlement agreement are only permitted upon a certification by Vendor that all redactions are required under the express terms of a pre-existing confidentiality agreement or provision.
- The County will consider a Vendor's litigation history information in its review and determination of responsibility.
- d. If the Vendor is a joint venture, the information provided should encompass the joint venture and each of the entities forming the joint venture.
- e. A vendor is required to disclose to the County any and all cases(s) that exist between the County and any of the Vendor's subcontractors/subconsultants proposed to work on this project during the last five (5) years prior to the solicitation response.
- f. Failure to disclose any material case, including all requested information in connection with each such case, as well as failure to disclose the Vendor's subcontractors/subconsultants litigation history against the County, may result in the Vendor being deemed non-responsive.

2. Financial Information

a. All Vendors are required to provide the Vendor's financial statements at the time of submittal

in order to demonstrate the Vendor's financial capabilities.

- b. Each Vendor shall submit its most recent two years of financial statements for review. The financial statements are not required to be audited financial statements. The annual financial statements will be in the form of:
 - i. Balance sheets, income statements and annual reports; or
 - ii. Tax returns; or
 - iii. SEC filings.

If tax returns are submitted, ensure it does not include any personal information (as defined under Florida Statutes Section 501.171, Florida Statutes), such as social security numbers, bank account or credit card numbers, or any personal pin numbers. If any personal information data is part of financial statements, redact information prior to submitting a response the County.

- c. If a Vendor has been in business for less than the number of years of required financial statements, then the Vendor must disclose all years that the Vendor has been in business, including any partial year-to-date financial statements.
- d. The County may consider the unavailability of the most recent year's financial statements and whether the Vendor acted in good faith in disclosing the financial documents in its evaluation.
- e. Any claim of confidentiality on financial statements should be asserted at the time of submittal. Refer to **Standard Instructions to Vendors**, Confidential Material/ Public Records and Exemptions for instructions on submitting confidential financial statements. The Vendor's failure to provide the information as instructed may lead to the information becoming public.
- f. Although the review of a Vendor's financial information is an issue of responsibility, the failure to either provide the financial documentation or correctly assert a confidentiality claim pursuant the Florida Public Records Law and the solicitation requirements (Confidential Material/ Public Records and Exemptions section) may result in a recommendation of nonresponsiveness by the Director of Purchasing.

3. Authority to Conduct Business in Florida

- a. A Vendor must have the authority to transact business in the State of Florida and be in good standing with the Florida Secretary of State. For further information, contact the Florida Department of State, Division of Corporations.
- b. The County will review the Vendor's business status based on the information provided in response to this solicitation.
- c. It is the Vendor's responsibility to comply with all state and local business requirements.
- d. Vendor should list its active Florida Department of State Division of Corporations Document Number (or Registration No. for fictitious names) in the **Vendor Questionnaire**, Question No. 10.
- e. If a Vendor is an out-of-state or foreign corporation or partnership, the Vendor must obtain the authority to transact business in the State of Florida or show evidence of application for the authority to transact business in the State of Florida, upon request of the County.
- f. A Vendor that is not in good standing with the Florida Secretary of State at the time of a

submission to this solicitation may be deemed non-responsible.

g. If successful in obtaining a contract award under this solicitation, the Vendor must remain in good standing throughout the contractual period of performance.

4. Affiliated Entities of the Principal(s)

- a. All Vendors are required to disclose the names and addresses of "affiliated entities" of the Vendor's principal(s) over the last five (5) years (from the solicitation opening deadline) that have acted as a prime Vendor with the County. The Vendor is required to provide all information required on the Affiliated Entities of the Principal(s) Certification Form.
- b. The County will review all affiliated entities of the Vendor's principal(s) for contract performance evaluations and the compliance history with the County's Small Business Program, including CBE, DBE and SBE goal attainment requirements. "Affiliated entities" of the principal(s) are those entities related to the Vendor by the sharing of stock or other means of control, including but not limited to a subsidiary, parent or sibling entity.
- c. The County will consider the contract performance evaluations and the compliance history of the affiliated entities of the Vendor's principals in its review and determination of responsibility.

5. Insurance Requirements

The **Insurance Requirement Form** reflects the insurance requirements deemed necessary for this project. It is not necessary to have this level of insurance in effect at the time of submittal, but it is necessary to submit certificates indicating that the Vendor currently carries the insurance or to submit a letter from the carrier indicating it can provide insurance coverages.

C. Additional Information and Certifications

The following forms and supporting information (if applicable) should be returned with Vendor's submittal. If not provided with submittal, the Vendor must submit within three business days of County's request. Failure to timely submit may affect Vendor's evaluation.

1. Vendor Questionnaire

Vendor is required to submit detailed information on their firm. Refer to the **Vendor Questionnaire** and submit as instructed.

2. Standard Certifications

Vendor is required to certify to the below requirements. Refer to the **Standard Certifications** and submit as instructed.

- a. Cone of Silence Requirement Certification
- b. Drug-Free Workplace Certification
- c. Non-Collusion Certification
- d. Public Entities Crimes Certification
- e. Scrutinized Companies List Certification

3. Subcontractors/Subconsultants/Suppliers Requirement

The Vendor shall submit a listing of all subcontractors, subconsultants, and major material suppliers, if any, and the portion of the contract they will perform. Vendors must follow the instructions included on the **Subcontractors/Subconsultants/Suppliers Information Form** and submit as instructed.

D. Standard Agreement Language Requirements

- The acceptance of or any exceptions taken to the terms and conditions of the County's Agreement shall be considered a part of a Vendor's submittal and will be considered by the Selection or Evaluation Committee.
- 2. The applicable Agreement terms and conditions for this solicitation are indicated in the **Special Instructions to Vendors.**
- 3. Vendors are required to review the applicable terms and conditions and submit the Agreement Exception Form. If the Agreement Exception Form is not provided with the submittal, it shall be deemed an affirmation by the Vendor that it accepts the Agreement terms and conditions as disclosed in the solicitation.
- 4. If exceptions are taken, the Vendor must specifically identify each term and condition with which it is taking an exception. Any exception not specifically listed is deemed waived. Simply identifying a section or article number is not sufficient to state an exception. Provide either a redlined version of the specific change(s) or specific proposed alternative language. Additionally, a brief justification specifically addressing each provision to which an exception is taken should be provided.
- 5. Submission of any exceptions to the Agreement does not denote acceptance by the County. Furthermore, taking exceptions to the County's terms and conditions may be viewed unfavorably by the Selection or Evaluation Committee and ultimately may impact the overall evaluation of a Vendor's submittal.

E. Evaluation Criteria

- 1. The Selection or Evaluation Committee will evaluate Vendors as per the **Evaluation Criteria**. The County reserves the right to obtain additional information from a Vendor.
- 2. Vendor has a continuing obligation to inform the County in writing of any material changes to the information it has previously submitted. The County reserves the right to request additional information from Vendor at any time.
- 3. For Request for Proposals, the following shall apply:
 - The Director of Purchasing may recommend to the Evaluation Committee to short list the most qualified firms prior to the Final Evaluation.
 - b. The Evaluation Criteria identifies points available; a total of 100 points is available.
 - c. If the Evaluation Criteria includes a request for pricing, the total points awarded for price is determined by applying the following formula:

(Lowest Proposed Price/Vendor's Price) x (Maximum Number of Points for Price) = Price Score

- d. After completion of scoring, the County may negotiate pricing as in its best interest.
- 4. For Requests for Letters of Interest or Request for Qualifications, the following shall apply:
 - a. The Selection or Evaluation Committee will create a short list of the most qualified firms.
 - b. The Selection or Evaluation Committee will either:

- i. Rank shortlisted firms; or
- ii. If the solicitation is part of a two-step procurement, shortlisted firms will be requested to submit a response to the Step Two procurement.

F. Demonstrations

If applicable, as indicated in Special Instructions to Vendors, Vendors will be required to demonstrate the nature of their offered solution. After receipt of submittals, all Vendors will receive a description of, and arrangements for, the desired demonstration. In accordance with Section 286.0113 of the Florida Statutes and pursuant to the direction of the Broward County Board of Commissioners, demonstrations are closed to only the vendor team and County staff.

G. Presentations

Vendors that are found to be both responsive and responsible to the requirements of the solicitation and/or shortlisted (if applicable) will have an opportunity to make an oral presentation to the Selection or Evaluation Committee on the Vendor's approach to this project and the Vendor's ability to perform. The committee may provide a list of subject matter for the discussion. All Vendor's will have equal time to present but the question-and-answer time may vary. In accordance with Section 286.0113 of the Florida Statutes and the direction of the Broward County Board of Commissioners, presentations during Selection or Evaluation Committee Meetings are closed. Only the Selection or Evaluation Committee members, County staff and the vendor and their team scheduled for that presentation will be present in the Meeting Room during the presentation and subsequent question and answer period.

H. Public Art and Design Program

If indicated in **Special Instructions to Vendors**, Public Art and Design Program, Section 1-88, Broward County Code of Ordinances, applies to this project. It is the intent of the County to functionally integrate art, when applicable, into capital projects and integrate artists' design concepts into this improvement project. The Vendor may be required to collaborate with the artist(s) on design development within the scope of this request. Artist(s) shall be selected by Broward County through an independent process. For additional information, contact the Broward County Cultural Division.

I. Committee Appointment

The Cone of Silence shall be in effect for County staff at the time of the Selection or Evaluation Committee appointment and for County Commissioners and Commission staff at the time of the Shortlist Meeting of the Selection Committee or the Initial Evaluation Meeting of the Evaluation Committee. The committee members appointed for this solicitation are available on the Purchasing Division's website under Committee Appointment.

J. Committee Questions, Request for Clarifications, Additional Information

At any committee meeting, the Selection or Evaluation Committee members may ask questions, request clarification, or require additional information of any Vendor's submittal or proposal. It is highly recommended Vendors attend to answer any committee questions (if requested), including a Vendor representative that has the authority to bind.

Vendor's answers may impact evaluation (and scoring, if applicable). Upon written request to the Purchasing Agent prior to the meeting, a conference call number will be made available for Vendor participation via teleconference. Only Vendors that are found to be both responsive and responsible to the requirements of the solicitation and/or shortlisted (if applicable) are requested to participate in a final (or presentation) Selection or Evaluation committee meeting.

K. Vendor Questions

The County provides a specified time for Vendors to ask questions and seek clarification regarding solicitation requirements. All questions or clarification inquiries must be submitted through BidSync by the date and time referenced in the solicitation document (including any addenda). The County will respond to questions via Bid Sync.

L. Confidential Material/ Public Records and Exemptions

- 1. Broward County is a public agency subject to Chapter 119, Florida Statutes. Upon receipt, all submittals become "public records" and shall be subject to public disclosure consistent with Chapter 119, Florida Statutes. Submittals may be posted on the County's public website or included in a public records request response, unless there is a declaration of "confidentiality" pursuant to the public records law and in accordance with the procedures in this section.
- 2. Any confidential material(s) the Vendor asserts is exempt from public disclosure under Florida Statutes must be labeled as "Confidential", and marked with the specific statute and subsection asserting exemption from Public Records.
- 3. To submit confidential material, three hardcopies must be submitted in a sealed envelope, labeled with the solicitation number, title, date and the time of solicitation opening to:

Broward County Purchasing Division 115 South Andrews Avenue, Room 212 Fort Lauderdale, FL 33301

- 4. Material will not be treated as confidential if the Vendor does not cite the applicable Florida Statute (s) allowing the document to be treated as confidential.
- 5. Any materials that the Vendor claims to be confidential and exempt from public records must be marked and separated from the submittal. If the Vendor does not comply with these instructions, the Vendor's claim for confidentiality will be deemed as waived.
- 6. Submitting confidential material may impact full discussion of your submittal by the Selection or Evaluation Committee because the Committee will be unable to discuss the details contained in the documents cloaked as confidential at the publicly noticed Committee meeting.

M. Copyrighted Materials

Copyrighted material is not exempt from the Public Records Law, Chapter 119, Florida Statutes. Submission of copyrighted material in response to any solicitation will constitute a license and permission for the County to make copies (including electronic copies) as reasonably necessary for the use by County staff and agents, as well as to make the materials available for inspection or production pursuant to Public Records Law, Chapter 119, Florida Statutes.

N. State and Local Preferences

If the solicitation involves a federally funded project where the fund requirements prohibit the use of state and/or local preferences, such preferences contained in the Local Preference Ordinance and Broward County Procurement Code will not be applied in the procurement process.

O. Local Preference

Except where otherwise prohibited by federal or state law or other funding source restrictions, a local Vendor whose submittal is within 5% of the highest total ranked Vendor outside of the preference area will become the Vendor with whom the County will proceed with negotiations for a

final contract. Refer to Local Vendor Certification Form (Preference and Tiebreaker) for further information.

P. Tiebreaker Criteria

In accordance with Section 21.31.d of the Broward County Procurement Code, the tiebreaker criteria shall be applied based upon the information provided in the Vendor's response to the solicitation. In order to receive credit for any tiebreaker criterion, complete and accurate information must be contained in the Vendor's submittal.

- 1. Local Vendor Certification Form (Preference and Tiebreaker);
- 2. Domestic Partnership Act Certification (Requirement and Tiebreaker);
- 3. Tiebreaker Criteria Form: Volume of Work Over Five Years

Q. Posting of Solicitation Results and Recommendations

The Broward County Purchasing Division's <u>website</u> is the location for the County's posting of all solicitations and contract award results. It is the obligation of each Vendor to monitor the website in order to obtain complete and timely information.

R. Review and Evaluation of Responses

A Selection or Evaluation Committee is responsible for recommending the most qualified Vendor(s). The process for this procurement may proceed in the following manner:

- 1. The Purchasing Division delivers the solicitation submittals to agency staff for summarization for the committee members. Agency staff prepares a report, including a matrix of responses submitted by the Vendors. This may include a technical review, if applicable.
- 2. Staff identifies any incomplete responses. The Director of Purchasing reviews the information and makes a recommendation to the Selection or Evaluation Committee as to each Vendor's responsiveness to the requirements of the solicitation. The final determination of responsiveness rests solely on the decision of the committee.
- 3. At any time prior to award, the awarding authority may find that a Vendor is not responsible to receive a particular award. The awarding authority may consider the following factors, without limitation: debarment or removal from the authorized Vendors list or a final decree, declaration or order by a court or administrative hearing officer or tribunal of competent jurisdiction that the Vendor has breached or failed to perform a contract, claims history of the Vendor, performance history on a County contract(s), an unresolved concern, or any other cause under this code and Florida law for evaluating the responsibility of a Vendor.

S. Vendor Protest

Sections 21.118 and 21.120 of the Broward County Procurement Code set forth procedural requirements that apply if a Vendor intends to protest a solicitation or proposed award of a contract and state in part the following:

1. Any protest concerning the solicitation or other solicitation specifications or requirements must be made and received by the County within seven business days from the posting of the solicitation or addendum on the Purchasing Division's website. Such protest must be made in writing to the Director of Purchasing. Failure to timely protest solicitation specifications or requirements is a waiver of the ability to protest the specifications or requirements.

- 2. Any protest concerning a solicitation or proposed award above the award authority of the Director of Purchasing, after the RLI or RFP opening, shall be submitted in writing and received by the Director of Purchasing within five business days from the posting of the recommendation of award for Invitation to Bids or the final recommendation of ranking for Request for Letters of Interest and Request for Proposals on the Purchasing Division's website.
- 3. Any actual or prospective Vendor who has a substantial interest in and is aggrieved in connection with the proposed award of a contract that does not exceed the amount of the award authority of the Director of Purchasing, may protest to the Director of Purchasing. The protest shall be submitted in writing and received within three (3) business days from the posting of the recommendation of award for Invitation to Bids or the final recommendation of ranking for Request for Letters of Interest and Request for Proposals on the Purchasing Division's website.
- 4. For purposes of this section, a business day is defined as Monday through Friday between 8:30 a.m. and 5:00 p.m. Failure to timely file a protest within the time prescribed for a proposed contract award shall be a waiver of the Vendor's right to protest.
- 5. As a condition of initiating any protest, the protestor shall present the Director of Purchasing a nonrefundable filing fee in accordance with the table below.

Estimated Contract Amount	Filing Fee
\$30,000 - \$250,000	\$ 500
\$250,001 - \$500,000	\$1,000
\$500,001 - \$5 million	\$3,000
Over \$5 million	5,000

If no contract proposal amount was submitted, the estimated contract amount shall be the County's estimated contract price for the project. The County may accept cash, money order, certified check, or cashier's check, payable to Broward County Board of Commissioners.

T. Right of Appeal

Pursuant to Section 21.83.d of the Broward County Procurement Code, any Vendor that has a substantial interest in the matter and is dissatisfied or aggrieved in connection with the Selection or Evaluation Committee's determination of responsiveness may appeal the determination pursuant to Section 21.120 of the Broward County Procurement Code.

- 1. The appeal must be in writing and sent to the Director of Purchasing within ten (10) calendar days of the determination by the Selection or Evaluation Committee to be deemed timely.
- As required by Section 21.120, the appeal must be accompanied by an appeal bond by a Vendor having standing to protest and must comply with all other requirements of this section.
- 3. The institution and filing of an appeal is an administrative remedy to be employed prior to the institution and filing of any civil action against the County concerning the subject matter of the appeal.

U. Rejection of Responses

The Selection or Evaluation Committee may recommend rejecting all submittals as in the best interests of the County. The rejection shall be made by the Director of Purchasing, except when a solicitation was approved by the Board, in which case the rejection shall be made by the Board.

V. Negotiations

The County intends to conduct the first negotiation meeting no later than two weeks after approval of the final ranking as recommended by the Selection or Evaluation Committee. At least one of the representatives for the Vendor participating in negotiations with the County must be authorized to bind the Vendor. In the event that the negotiations are not successful within a reasonable timeframe (notification will be provided to the Vendor) an impasse will be declared and negotiations with the first-ranked Vendor will cease. Negotiations will begin with the next ranked Vendor, etc. until such time that all requirements of Broward County Procurement Code have been met. In accordance with Section 286.0113 of the Florida Statutes and the direction of the Broward County Board of Commissioners, negotiations resulting from Selection or Evaluation Committee Meetings are closed. Only County staff and the selected vendor and their team will be present during negotiations.

W. Submittal Instructions:

- Broward County does not require any personal information (as defined under Section 501.171, Florida Statutes), such as social security numbers, driver license numbers, passport, military ID, bank account or credit card numbers, or any personal pin numbers, in order to submit a response for ANY Broward County solicitation. DO NOT INCLUDE any personal information data in any document submitted to the County. If any personal information data is part of a submittal, this information must be redacted prior to submitting a response to the County.
- 2. Vendor MUST submit its solicitation response electronically and MUST confirm its submittal in order for the County to receive a valid response through BidSync. It is the Vendor's sole responsibility to assure its response is submitted and received through BidSync by the date and time specified in the solicitation.
- 3. The County will not consider solicitation responses received by other means. Vendors are encouraged to submit their responses in advance of the due date and time specified in the solicitation document. In the event that the Vendor is having difficulty submitting the solicitation document through Bid Sync, immediately notify the Purchasing Agent and then contact BidSync for technical assistance.
- 4. Vendor must view, submit, and/or accept each of the documents in BidSync. Web-fillable forms can be filled out and submitted through BidSync.
- 5. After all documents are viewed, submitted, and/or accepted in BidSync, the Vendor must upload additional information requested by the solicitation (i.e. Evaluation Criteria and Financials Statements) in the Item Response Form in BidSync, under line one (regardless if pricing requested).
- 6. Vendor should upload responses to Evaluation Criteria in Microsoft Word or Excel format.
- 7. If the Vendor is declaring any material confidential and exempt from Public Records, refer to Confidential Material/ Public Records and Exemptions for instructions on submitting confidential material.
- 8. After all files are uploaded, Vendor must submit and **CONFIRM** its offer (by entering password) for offer to be received through BidSync.

9. If a solicitation requires an original Proposal Bond (per Special Instructions to Vendors), Vendor must submit in a sealed envelope, labeled with the solicitation number, title, date and the time of solicitation opening to:

Broward County Purchasing Division 115 South Andrews Avenue, Room 212 Fort Lauderdale, FL 33301

A copy of the Proposal Bond should also be uploaded into Bid Sync; this does not replace the requirement to have an original proposal bond. Vendors must submit the original Proposal Bond, by the solicitation due date and time.

a) David M. Di Maggio

b) c) d)

VENDOR QUESTIONNAIRE AND STANDARD CERTIFICATIONS Request for Proposals, Request for Qualifications, or Request for Letters of Interest

Vendor should complete questionnaire and complete and acknowledge the standard certifications and submit with the solicitation response. If not submitted with solicitation response, it must be submitted within three business days of County's request. Failure to timely submit may affect Vendor's evaluation.

If a response requires additional information, the Vendor should upload a written detailed response with g

and	bmittal; each response should be numbered to match the question number. The completed questionnaire d attached responses will become part of the procurement record. It is imperative that the person completing Vendor Questionnaire be knowledgeable about the proposing Vendor's business and operations.
1.	Legal business name: Aqua Marketing & Communications, Inc.
2.	Doing Business As/ Fictitious Name (if applicable): N/A
3.	Federal Employer I.D. no. (FEIN):27-4195922
4.	Dun and Bradstreet No.: N/A
5.	Website address (if applicable): http://welcometoaqua.com
6.	Principal place of business address: 360 Central Avenue Suite 420
	St. Petersburg, FL 33701
7.	Office location responsible for this project: 360 Central Avenue Suite 420 St. Petersburg, FL 33701
8.	Telephone no.: 727-687-4670 Fax no.: N/A
9.	Type of business (check appropriate box):
	☑ Corporation (specify the state of incorporation): Florida
	☐ Sole Proprietor
	☐ Limited Liability Company (LLC)
	☐ Limited Partnership
	☐ General Partnership (State and County Filed In)
	☐ Other - Specify
10.	List Florida Department of State, Division of Corporations document number (or registration number if fictitious name): P10000099100
11.	List name and title of each principal, owner, officer, and major shareholder:

12. AUTHORIZED CONTACT(S) FOR YOUR FIRM:

Name: **Dave Di Maggio**Title: **President/CEO**

E-mail: DaveD@welcometoaqua.com

Telephone No.: 727-687-4670

Name: Fran Vaccaro

Title: Vice President, Account Services E-mail: NewBiz@welcometoaqua.com

Telephone No.: 727-798-0942

13.	Has your firm, its principals, officers or predecessor organization(s) been debarred or suspended by any government entity within the last three years? If yes, specify details in an attached written response.	☐ Yes ☑ No
14.	Has your firm, its principals, officers or predecessor organization(s) ever been debarred or suspended by any government entity? If yes, specify details in an attached written response, including the reinstatement date, if granted.	□Yes ☑No
15.	Has your firm ever failed to complete any services and/or delivery of products during the last three (3) years? If yes, specify details in an attached written response.	∏Yes ☑ No
16.	Is your firm or any of its principals or officers currently principals or officers of another organization? If yes, specify details in an attached written response.	∐Yes ☑ No
17.	Have any voluntary or involuntary bankruptcy petitions been filed by or against your firm, its parent or subsidiaries or predecessor organizations during the last three years? If yes, specify details in an attached written response.	∏Yes ⊡ No
18.	Has your firm's surety ever intervened to assist in the completion of a contract or have Performance and/or Payment Bond claims been made to your firm or its predecessor's sureties during the last three years? If yes, specify details in an attached written response, including contact information for owner and surety.	∏Yes ☑ No
19.	Has your firm ever failed to complete any work awarded to you, services and/or delivery of products during the last three (3) years? If yes, specify details in an attached written response.	∐Yes ⊻ lNo
20.	Has your firm ever been terminated from a contract within the last three years? If yes, specify details in an attached written response.	∐Yes ⊡ No
21.	Living Wage solicitations only: In determining what, if any, fiscal impacts(s) are a result of the Ordinance for this solicitation, provide the following for informational purposes only. Response is not considered in determining the award of this	
	contract. Living Wage had an effect on the pricing.	□Yes ☑No □N/A

Cone of Silence Requirement Certification:

The Cone of Silence Ordinance, Section 1-266, Broward County Code of Ordinances prohibits certain communications among Vendors, Commissioners, County staff, and Selection or Evaluation Committee members. Identify on a separate sheet any violations of this Ordinance by any members of the responding firm or its joint ventures. After the application of the Cone of Silence, inquiries regarding this solicitation should be directed to the Director of Purchasing or designee. The Cone of Silence terminates when the County Commission or other awarding authority takes action which ends the solicitation.

If yes, Living Wage increased the pricing by% or decreased the pricing by%.

The Vendor hereby certifies that: (check each box)

The Vendor has read Cone of Silence Ordinance, Section 1-266, Broward County Code of Ordinances; and

- The Vendor understands that the Cone of Silence for this competitive solicitation shall be in effect beginning upon the appointment of the Selection or Evaluation Committee, for communication regarding this solicitation with the County Administrator, Deputy County Administrator, Assistant County Administrators, and Assistants to the County Administrator and their respective support staff or any person, including Evaluation or Selection Committee members, appointed to evaluate or recommend selection in this RFP/RLI process. For Communication with County Commissioners and Commission staff, the Cone of Silence allows communication until the initial Evaluation or Selection Committee Meeting.
- ✓ The Vendor agrees to comply with the requirements of the Cone of Silence Ordinance.

Drug-Free Workplace Requirements Certification:

Section 21.31.a. of the Broward County Procurement Code requires awards of all competitive solicitations requiring Board award be made only to firms certifying the establishment of a drug free workplace program. The program must consist of:

- 1. Publishing a statement notifying its employees that the unlawful manufacture, distribution, dispensing, possession, or use of a controlled substance is prohibited in the offeror's workplace, and specifying the actions that will be taken against employees for violations of such prohibition;
- 2. Establishing a continuing drug-free awareness program to inform its employees about:
 - a. The dangers of drug abuse in the workplace;
 - b. The offeror's policy of maintaining a drug-free workplace;
 - c. Any available drug counseling, rehabilitation, and employee assistance programs; and
 - d. The penalties that may be imposed upon employees for drug abuse violations occurring in the workplace;
- 3. Giving all employees engaged in performance of the contract a copy of the statement required by subparagraph 1;
- 4. Notifying all employees, in writing, of the statement required by subparagraph 1, that as a condition of employment on a covered contract, the employee shall:
 - a. Abide by the terms of the statement; and
 - b. Notify the employer in writing of the employee's conviction of, or plea of guilty or nolo contendere to, any violation of Chapter 893 or of any controlled substance law of the United States or of any state, for a violation occurring in the workplace NO later than five days after such conviction.
- 5. Notifying Broward County government in writing within 10 calendar days after receiving notice under subdivision 4.b above, from an employee or otherwise receiving actual notice of such conviction. The notice shall include the position title of the employee;
- 6. Within 30 calendar days after receiving notice under subparagraph 4 of a conviction, taking one of the following actions with respect to an employee who is convicted of a drug abuse violation occurring in the workplace:
 - Taking appropriate personnel action against such employee, up to and including termination; or
 - Requiring such employee to participate satisfactorily in a drug abuse assistance or rehabilitation program approved for such purposes by a federal, state, or local health, law enforcement, or other appropriate agency; and
- 7. Making a good faith effort to maintain a drug-free workplace program through implementation of subparagraphs 1 through 6.

The Vendor hereby certifies that: (check box)

The Vendor certifies that it has established a drug free workplace program in accordance with the above requirements.

Non-Collusion Certification:

Vendor shall disclose, to their best knowledge, any Broward County officer or employee, or any relative of any such

officer or employee as defined in Section 112.3135 (1) (c), Florida Statutes, who is an officer or director of, or has a material interest in, the Vendor's business, who is in a position to influence this procurement. Any Broward County officer or employee who has any input into the writing of specifications or requirements, solicitation of offers, decision to award, evaluation of offers, or any other activity pertinent to this procurement is presumed, for purposes hereof, to be in a position to influence this procurement. Failure of a Vendor to disclose any relationship described herein shall be reason for debarment in accordance with the provisions of the Broward County Procurement Code.

The	Vendor hereby certifies that: (select one)
✓	The Vendor certifies that this offer is made independently and free from collusion; or
	The Vendor is disclosing names of officers or employees who have a material interest in this procurement and is in a position to influence this procurement. Vendor must include a list of name(s), and relationship(s) with its submittal.

Public Entities Crimes Certification:

In accordance with Public Entity Crimes, Section 287.133, Florida Statutes, a person or affiliate placed on the convicted vendor list following a conviction for a public entity crime may not submit on a contract: to provide any goods or services; for construction or repair of a public building or public work; for leases of real property to a public entity; and may not be awarded or perform work as a contractor, supplier, subcontractor, or consultant under a contract with any public entity; and may not transact business with any public entity in excess of the threshold amount provided in s. 287.017 for Category Two for a period of 36 months following the date of being placed on the convicted vendor list.

The Vendor hereby certifies that: (check box)

The Vendor certifies that no person or affiliates of the Vendor are currently on the convicted vendor list and/or has not been found to commit a public entity crime, as described in the statutes.

Scrutinized Companies List Certification:

Any company, principals, or owners on the Scrutinized Companies with Activities in Sudan List, the Scrutinized Companies with Activities in the Iran Petroleum Energy Sector List, or the Scrutinized Companies that Boycott Israel List is prohibited from submitting a response to a solicitation for goods or services in an amount equal to or greater than \$1 million.

The Vendor hereby certifies that: (check each box)

- ▼ The Vendor, owners, or principals are aware of the requirements of Sections 287.135, 215.473, and 215.4275, Florida Statutes, regarding Companies on the Scrutinized Companies with Activities in Sudan List the Scrutinized Companies with Activities in the Iran Petroleum Energy Sector List, or the Scrutinized Companies that Boycott Israel List; and
- The Vendor, owners, or principals, are eligible to participate in this solicitation and are not listed on either the Scrutinized Companies with Activities in Sudan List, the Scrutinized Companies with Activities in the Iran Petroleum Energy Sector List, or the Scrutinized Companies that Boycott Israel List; and
- If awarded the Contract, the Vendor, owners, or principals will immediately notify the County in writing if any of its principals are placed on the Scrutinized Companies with Activities in Sudan List, the Scrutinized Companies with Activities in the Iran Petroleum Energy Sector List, or the Scrutinized Companies that Boycott Israel List.

I hereby certify the information provided in the Vendor Questionnaire and Standard Certifications:

David M. Di Maggio	President	2-23-2019
*AUTHORIZED SIGNATURE/NAME	TITLE	DATE

Vendor Name: Aqua Marketing & Communications, Inc.

^{*} I certify that I am authorized to sign this solicitation response on behalf of the Vendor as indicated in Certificate as to Corporate Principal, designation letter by Director/Corporate Officer, or other business authorization to bind on behalf of the Vendor. As the Vendor's authorized representative, I attest that any and all statements, oral, written or otherwise, made in support of the Vendor's response, are accurate, true and correct. I also acknowledge that inaccurate, untruthful, or incorrect statements made in support of the Vendor's response may be used by the County as a basis for rejection, rescission of the award, or termination of the contract and may also serve as the basis for debarment of Vendor pursuant to Section 21.119 of the Broward County Procurement Code. I certify that the Vendor's response is made without prior understanding, agreement, or connection with any corporation, firm or person submitting a response for the same items/services, and is in all respects fair and without collusion or fraud. I also certify that the Vendor agrees to abide by all terms and conditions of this solicitation, acknowledge and accept all of the solicitation pages as well as any special instructions sheet(s).

LOBBYIST REGISTRATION REQUIREMENT CERTIFICATION FORM

The completed form should be submitted with the solicitation response but must be submitted within three business days of County's request. Vendor may be deemed non-responsive for failure to fully comply within stated timeframes.

The Vendor certifies that it understands if it has retained a lobbyist(s) to lobby in connection with a competitive solicitation, it shall be deemed non-responsive unless the firm, in responding to the competitive solicitation, certifies that each lobbyist retained has timely filed the registration or amended registration required under Broward County Lobbyist Registration Act, Section 1-262, Broward County Code of Ordinances; and it understands that if, after awarding a contract in connection with the solicitation, the County learns that the certification was erroneous, and upon investigation determines that the error was willful or intentional on the part of the Vendor, the County may, on that basis, exercise any contractual right to terminate the contract for convenience.

The Vendor hereby of	certifies that: (select one)
	ned a lobbyist(s) to lobby in connection with this competitive solicitation; however, if retained after on, the County will be notified.
retained ha	a lobbyist(s) to lobby in connection with this competitive solicitation and certified that each lobbyist is timely filed the registration or amended registration required under Broward County Lobbyist Act, Section 1-262, Broward County Code of Ordinances.
•	rement of this solicitation that the names of any and all lobbyists retained to lobby in connection licitation be listed below:
Name of Lobbyist:	
Lobbyist's Firm:	
Phone:	
E-mail:	
Name of Lobbyist:	
Lobbyist's Firm:	
Phone:	
E-mail:	
Authorized Signatur	e/Name: David M. Di Maggio Date: 2-23-2019
Title: President	

Vendor Name: Aqua Marketing & Communications, Inc.

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DOMESTIC PARTNERSHIP ACT CERTIFICATION FORM (REQUIREMENT AND TIEBREAKER)

Refer to Special Instructions to identify if Domestic Partnership Act is a requirement of the solicitation or acts only as a tiebreaker. If Domestic Partnership is a requirement of the solicitation, the completed and signed form should be returned with the Vendor's submittal. If the form is not provided with submittal, the Vendor must submit within three business days of County's request. Vendor may be deemed non-responsive for failure to fully comply within stated timeframes. To qualify for the Domestic Partnership tiebreaker criterion, the Vendor must currently offer the Domestic Partnership benefit and the completed and signed form must be returned at time of solicitation submittal.

The Domestic Partnership Act, Section 16 $\frac{1}{2}$ -157, Broward County Code of Ordinances, requires all Vendors contracting with the County, in an amount over \$100,000 provide benefits to Domestic Partners of its employees, on the same basis as it provides benefits to employees' spouses, with certain exceptions as provided by the Ordinance.

For all submittals over \$100,000.00, the Vendor, by virtue of the signature below, certifies that it is aware of the requirements of Broward County's Domestic Partnership Act, Section 16-½ -157, Broward County Code of Ordinances; and certifies the following: (check only one below).

	1.	Partnership Act and provides benefits to Domestic Partners of its employees on the same basis as it provides benefits to employees' spouses
✓	2.	The Vendor will comply with the requirements of the County's Domestic Partnership Act at time of contract award and provide benefits to Domestic Partners of its employees on the same basis as it provides benefits to employees' spouses.
	3.	The Vendor will not comply with the requirements of the County's Domestic Partnership Act at time of award.
	4.	The Vendor does not need to comply with the requirements of the County's Domestic Partnership Act at time of award because the following exception(s) applies: (check only one below) .
		The Vendor is a governmental entity, not-for-profit corporation, or charitable organization.
		The Vendor is a religious organization, association, society, or non-profit charitable or educational institution.
		The Vendor provides an employee the cash equivalent of benefits. (Attach an affidavit in compliance with the Act stating the efforts taken to provide such benefits and the amount of the cash equivalent).
		The Vendor cannot comply with the provisions of the Domestic Partnership Act because it would violate the laws, rules or regulations of federal or state law or would violate or be inconsistent with the terms or conditions of a grant or contract with the United States or State of Florida. Indicate the law, statute or regulation (State the law, statute or regulation and attach explanation of its applicability).

David M. Di Maggio President Aqua Marketing & 2-23-2019
Communications, Inc.
Authorized Signature/Name Title Vendor Name Date



Office of Economic and Small Business Requirements: CBE Goal Participation

- A. In accordance with the Broward County Business Opportunity Act of 2012, Section 1-81, Code of Ordinances, as amended (the "Business Opportunity Act"), the County Business Enterprise (CBE) Program is applicable to this contract. All Vendors responding to this solicitation are required to utilize CBE firms to perform the assigned participation goal for this contract.
- B. The CBE participation goal will be established based on the expected expenditure amount for the proposed scope of services for the project. The Office of Economic and Small Business Development (OESBD) will not include alternate items, optional services or allowances when establishing the CBE participation goal. If the County subsequently chooses to award any alternate items, optional services or allowances as determined by OESBD and the Contract Administrator to be related to the scope of services, OESBD may apply the established CBE participation goal. In such an instance, the County will issue a written notice to the successful Vendor that the CBE participation goal will also apply to the alternate items, optional services or allowances. Vendor shall submit all required forms pertaining to its compliance with the CBE participation goal, as applicable. Failure by Vendor to submit the required forms may result in the rejection of Vendor's solicitation submittal prior to the award or failure to comply with the contract requirements may have an impact on the vendor performance evaluation post award, as applicable.
- C. CBE Program Requirements: Compliance with CBE participation goal requirements is a matter of responsibility; Vendor should submit all required forms and information with its solicitation submittal. If the required forms and information are not provided with the Vendor's solicitation submittal, then Vendor must supply the required forms and information no later than three (3) business days after request by OESBD. Vendor may be deemed non-responsible for failure to fully comply with CBE Program Requirements within these stated timeframes.
 - 1. Vendor should include in its solicitation submittal a Letter Of Intent Between Bidder/Offeror and County Business Enterprise (CBE) Subcontractor/Supplier for each CBE firm the Vendor intends to use to achieve the assigned CBE participation goal. The form is available at the following link: http://www.broward.org/EconDev/Documents/CBELetterOfIntent.pdf
 - 2. If Vendor is unable to attain the CBE participation goal, Vendor should include in its solicitation submittal an **Application for Evaluation of Good Faith Efforts** and all of the required supporting information. The form is available at the following link: http://www.broward.org/EconDev/WhatWeDo/Documents/GoodFaithEffortEval.pdf
- D. OESBD maintains an online directory of CBE firms. The online directory is available for use by Vendors at https://webapps4.broward.org/smallbusiness/sbdirectory.aspx.
- E. For detailed information regarding the CBE Program contact the OESBD at (954) 357-6400 or visit the website at: http://www.broward.org/EconDev/SmallBusiness/
- F. If awarded the contract, Vendor agrees to and shall comply with all applicable requirements of the Business Opportunity Act and the CBE Program in the award and administration of the contract.
 - 1. No party to this contract may discriminate on the basis of race, color, sex, religion,

- national origin, disability, age, marital status, political affiliation, sexual orientation, pregnancy, or gender identity and expression in the performance of this contract.
- 2. All entities that seek to conduct business with the County, including Vendor or any Prime Contractors, Subcontractors, and Bidders, shall conduct such business activities in a fair and reasonable manner, free from fraud, coercion, collusion, intimidation, or bad faith. Failure to do so may result in the cancellation of this solicitation, cessation of contract negotiations, revocation of CBE certification, and suspension or debarment from future contracts.
- 3. If Vendor fails to meet or make Good Faith Efforts (as defined in the Business Opportunity Act) to meet the CBE participation commitment (the "Commitment"), then Vendor shall pay the County liquidated damages in an amount equal to fifty percent (50%) of the actual dollar amount by which Vendor failed to achieve the Commitment, up to a maximum amount of ten percent (10%) of the total contract amount, excluding costs and reimbursable expenses. An example of this calculation is stated in Section 1-81.7, Broward County Code of Ordinances.
- 4. Vendor shall comply with all applicable requirements of the Business Opportunity Act in the award of this contract. Failure by Vendor to carry out any of these requirements shall constitute a material breach of the contract, which shall permit the County to terminate this contract or to exercise any other remedy provided under this contract, the Broward County Code of Ordinances, the Broward County Administrative Code, or other applicable laws, with all such remedies being cumulative.
- 5. Vendor shall pay its CBE subcontractors and suppliers, within fifteen (15) days following receipt of payment from the County, for all completed subcontracted work and supplies. If Vendor withholds an amount from CBE subcontractors or suppliers as retainage, such retainage shall be released and paid within fifteen (15) days following receipt of payment of retained amounts from the County.
- 6. Vendor understands that the County will monitor Vendor's compliance with the CBE Program requirements. Vendor must provide OESBD with a Monthly Utilization Report (MUR) to confirm its compliance with the Commitment agreed to in the contract; timely submission of the MUR every month throughout the term of the contract, including amendment and extension terms, is a condition precedent to the County's payment of Vendor under the contract.

LITIGATION HISTORY FORM

The completed form(s) should be returned with the Vendor's submittal. If not provided with submittal, the Vendor must submit within three business days of County's request. Vendor may be deemed non-responsive for failure to fully comply within stated timeframes.

There are no material Material Case(s) are	al cases for this Vendor; or disclosed below:
Is this for a: (check type)	If Yes, name of Parent/Subsidiary/Predecessor:
or	Or No
☐ Predecessor Firm?	
Party	
Case Number, Name, and Date Filed	
Name of Court or other tribunal	
Type of Case	
• • • • • • • • • • • • • • • • • • • •	Bankruptcy Civil Criminal Administrative/Regulatory
Claim or Cause of Action	
and Brief description of each Count	
Brief description of the	
Subject Matter and Project Involved	
Disposition of Case	Pending
(Attach copy of any applicable Judgment, Settlement Agreement and	Judgment Vendor's Favor
Satisfaction of Judgment.)	If Judgment Against, is Judgment Satisfied? Yes No
Opposing Counsel	Name: Email:
	Telephone Number:

Vendor Name:

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AFFILIATED ENTITIES OF THE PRINCIPAL(S) CERTIFICATION FORM

The completed form should be submitted with the solicitation response but must be submitted within three business days of County's request. Vendor may be deemed non-responsive for failure to fully comply within stated timeframes.

- a. All Vendors are required to disclose the names and addresses of "affiliated entities" of the Vendor's principal(s) over the last five (5) years (from the solicitation opening deadline) that have acted as a prime Vendor with the County.
- b. The County will review all affiliated entities of the Vendor's principal(s) for contract performance evaluations and the compliance history with the County's Small Business Program, including CBE, DBE and SBE goal attainment requirements. "Affiliated entities" of the principal(s) are those entities related to the Vendor by the sharing of stock or other means of control, including but not limited to a subsidiary, parent or sibling entity.
- c. The County will consider the contract performance evaluations and the compliance history of the affiliated entities of the Vendor's principals in its review and determination of responsibility.

The Vendor hereby certilles that: (select one)
☑ No principal of the proposing Vendor has prior affiliations that meet the criteria defined as "Affiliated entities"
Principal(s) listed below have prior affiliations that meet the criteria defined as "Affiliated entities"
Principal's Name:
Names of Affiliated Entities:
Principal's Name:
Names of Affiliated Entities:
Principal's Name:
Names of Affiliated Entities:
Authorized Signature Name:
Title:
Vendor Name:
Date:

AGREEMENT EXCEPTION FORM

The completed form(s) should be returned with the Vendor's submittal. If not provided with submittal, it shall be deemed an affirmation by the Vendor that it accepts the terms and conditions of the County's Agreement as disclosed in the solicitation.

The Vendor must either provide specific proposed alternative language on the form below. Additionally, a brief justification specifically addressing each provision to which an exception is taken should be provided.

✓	There are no exceptions to the terms and conditions of the County Agreement as referenced the solicitation; or						
		The following exceptions are disclosed below: (use additional forms as needed; separate each Article/ Section number)					
Term or Condition Specific proposed alternative Change Insurance I							

Vendor Name: NewBiz@welcometoaqua.com

RFP-RLI-RFQ LOCAL PREFERENCE AND TIE BREAKER CERTIFICATION FORM

The completed and signed form should be returned with the Vendor's submittal to determine Local Preference eligibility, however it must be returned at time of solicitation submittal to qualify for the Tie Break criteria. If not provided with submittal, the Vendor must submit within three business days of County's request for evaluation of Local Preference. Proof of a local business tax should be submitted with this form. Failure to timely submit this form or local business tax receipt may render the business ineligible for application of the Local Preference or Tie Break Criteria.

In accordance with Section 21.31.d. of the Broward County Procurement Code, to qualify for the Tie Break Criteria, the undersigned Vendor hereby certifies that (check box if applicable):

- ☑ The Vendor is a local Vendor in Broward County and:
 - a. has a valid Broward County local business tax receipt;
 - b. has been in existence for at least six-months prior to the solicitation opening;
 - c. at a business address physically located within Broward County;
 - d. in an area zoned for such business:
 - e. provides services from this location on a day-to-day basis, and
 - services provided from this location are a substantial component of the services offered in the Vendor's proposal.

In accordance with Local Preference, Section 1-74, et. seq., Broward County Code of Ordinances, a local business meeting the below requirements is eligible for Local Preference. To qualify for the Local Preference, the undersigned Vendor hereby certifies that (check box if applicable):

- ☑ The Vendor is a local Vendor in Broward and:
 - has a valid Broward County local business tax receipt issued at least one year prior to solicitation opening;
 - b. has been in existence for at least one-year prior to the solicitation opening;
 - c. provides services on a day-to-day basis, at a business address physically located within the Broward County limits in an area zoned for such business; and
 - d. the services provided from this location are a substantial component of the services offered in the Vendor's proposal.

Local Business Address: 1451 NW 62 Street

Ft. Lauderdale, FL 33309

Vendor does not qualify for Tie Break Criteria or Local Preference, in accordance with the above requirements. The undersigned Vendor hereby certifies that (check box if applicable): The Vendor is not a local Vendor in Broward County.

David M. Di Maggio	President	Aqua Marketing & Communications, Inc.	2-23-2019
AUTHORIZED SIGNATURE/NAME	TITLE	COMPANY	DATE

RFP-RFQ-RLI LOCATION ATTESTATION FORM (EVALUATION CRITERIA)

The completed and signed form and supporting information (if applicable, for Joint Ventures) should be returned with the Vendor's submittal. If not provided with submittal, the Vendor must submit within three business days of County's request. Failure to timely submit this form and supporting information may affect the Vendor's evaluation. Provided information is subject to verification by the County.

A Vendor's principal place of business location (also known as the nerve center) within Broward County is considered in accordance with Evaluation Criteria. The County's definition of a principal place of business is:

- As defined by the Broward County Local Preference Ordinance, "Principal place of business means the nerve center or center of overall direction, control and coordination of the activities of the bidder [Vendor]. If the bidder has only one (1) business location, such business location shall be considered its principal place of business."
- 2. A principal place of business refers to the place where a corporation's officers direct, control, and coordinate the corporation's day-to-day activities. It is the corporation's 'nerve center' and in practice it should normally be the place where the corporation maintains its headquarters; provided that the headquarters is the actual center of direction, control, and coordination, i.e., the 'nerve center', and not simply an office where the corporation holds its board meetings (for example, attended by directors and officers who have traveled there for the occasion).

The Vendor's principal place of business in Broward County shall be the Vendor's "Principal Address" as indicated with the Florida Department of State Division of Corporations, for at least six months prior to the solicitation's due date.

Check one of the following:

- ☐ 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:
 - Vendor's address listed in its submittal is its principal place of business as defined by Broward County;
 - 2. Vendor's "Principal Address" listed with the Florida Department of State Division of Corporations is the same as the address listed in its submittal and the address was listed for at least six months prior to the solicitation's opening date. A copy of Florida Department of State Division of Corporations (Sunbiz) is attached as verification.
 - 3. Vendor must be located at the listed "nerve center" address ("Principal Address") for at least six (6) months prior to the solicitation's opening date;
 - 4. Vendor has not merged with another firm within the last six months that is not headquartered in Broward County and is not a wholly owned subsidiary or a holding company of another firm that is not headquartered in Broward County;
 - 5. If awarded a contract, it is the intent of the Vendor to remain at the referenced address for the duration of the contract term, including any renewals, extensions or any approved

interim contracts for the services provided under this contract; and

6. The Vendor understands that if after contract award, the County learns that the attestation was erroneous, and upon investigation determines that the error was willful or intentional on the part of the Vendor, the County may, on that basis exercise any contractual right to terminate the contract. Further any misleading, inaccurate, false information or documentation submitted by any party affiliated with this procurement may lead to suspension and/or debarment from doing business with Broward County as outlined in the Procurement Code, Section 21.119.

If the Vendor is submitting a response as a Joint Venture, the following information is required to be submitted:

- a. Name of the Joint Venture Partnership
- b. Percentage of Equity for all Joint Venture Partners
- c. A copy of the executed Agreement(s) between the Joint Venture Partners
- ✓ Vendor does not have a principal place of business location (also known as the nerve center) within Broward County.

Vendor Information:

Vendor Name: Aqua Marketing & Communications, Inc.

Vendor's address listed in its submittal is:

360 Central Avenue Suite 420 St. Petersburg, FL 33701

The signature below must be by an individual authorized to bind the Vendor. The signature below is an attestation that all information listed above and provided to Broward County is true and accurate.

David M. Di Maggio	President	Aqua Marketing & Communications, Inc.	_	
Authorized Signature/Name	Title	Vendor Name	Date	

SUBCONTRACTORS/SUBCONSULTANTS/SUPPLIERS REQUIREMENT FORM Request for Proposals, Request for Qualifications, or Request for Letters of Interest

The following forms and supporting information (if applicable) should be returned with Vendor's submittal. If not provided with submittal, the Vendor must submit within three business days of County's request. Failure to timely submit may affect Vendor's evaluation.

- A. The Vendor shall submit a listing of all subcontractors, subconsultants and major material suppliers (firms), if any, and the portion of the contract they will perform. A major material supplier is considered any firm that provides construction material for construction contracts, or commodities for service contracts in excess of \$50,000, to the Vendor.
- B. If participation goals apply to the contract, only non-certified firms shall be identified on the form. A non-certified firm is a firm that is not listed as a firm for attainment of participation goals (ex. County Business Enterprise or Disadvantaged Business Enterprise), if applicable to the solicitation.
- C. This list shall be kept up-to-date for the duration of the contract. If subcontractors, subconsultants or suppliers are stated, this does not relieve the Vendor from the prime responsibility of full and complete satisfactory performance under any awarded contract.
- D. After completion of the contract/final payment, the Vendor shall certify the final list of non-certified subcontractors, subconsultants, and suppliers that performed or provided services to the County for the referenced contract.
- E. The Vendor has confirmed that none of the recommended subcontractors, subconsultants, or suppliers' principal(s), officer(s), affiliate(s) or any other related companies have been debarred from doing business with Broward County or any other governmental agency.

If none, state "none" on this form. Use additional sheets as needed. Vendor should scan and upload any additional form(s) in BidSync.

1	Subcontracted Firm's Name	NONF -	DOFS	NOT	APPI Y	1

Subcontracted Firm's Address:

Subcontracted Firm's Telephone Number:

Contact Person's Name and Position:

Contact Person's E-Mail Address:

Estimated Subcontract/Supplies Contract Amount:

Type of Work/Supplies Provided:

2. Subcontracted Firm's Name: NONE - DOES NOT APPLY

Subcontracted Firm's Address:

Subcontracted Firm's Telephone Number:

Contact Person's Name and Position:

Contact Person's E-Mail Address:

3

the

Supplier: Aqua

VOLUME OF PREVIOUS WORK ATTESTATION FORM

The completed and signed form should be returned with the Vendor's submittal. If not provided with submittal, the Vendor must submit within three business days of County's request. Failure to provide timely may affect the Vendor's evaluation. This completed form must be included with the Vendor's submittal at the time of the opening deadline to be considered for a Tie Breaker criterion (if applicable).

The calculation for Volume of Previous Work is all amounts paid to the prime Vendor by Broward County Board of County Commissioners at the time of the solicitation opening date within a five-year timeframe. The calculation of Volume of Previous Work for a prime Vendor previously awarded a contract as a member of a Joint Venture firm is based on the actual equity ownership of the Joint Venture firm.

In accordance with Section 21.31.d. of the Broward County Procurement Code, the Vendor with the lowest dollar volume of work previously paid by the County over a five-year period from the date of the submittal opening will receive the Tie Breaker.

Vendor must list all projects it received payment from Broward County Board of County Commissioners during the past five years. If the Vendor is submitting as a joint venture, the information provided should encompass the joint venture and each of the entities forming the joint venture. The Vendor attests to the following:

Item No.	Project Title	Solicitation/ Contract Number:	Department or Division	Date Awarded	Paid to Date Dollar Amount
1					
2					
3					
4					
5					
				Grand Total	N/A

Has the Vendor been a member/pa County? Yes □	artner of a Join	Venture firm that was awarded a contract by						
f Yes, Vendor must submit a Joint Vendor Volume of Work Attestation Form .								
Vendor Name: Aqua Marketing 8	& Communica	ions, Inc.						
David M. Di Maggio Authorized Signature/ Name	President Title	2-13-2019 Date						

VOLUME OF PREVIOUS WORK ATTESTATION JOINT VENTURE FORM

If applicable, this form and additional required documentation should be submitted with the Vendor's submittal. If not provided with submittal, the Vendor must submit within three business days of County's request. Failure to timely submit this form and supporting documentation may affect the Vendor's evaluation.

The calculation of Volume of Previous Work for a prime Vendor previously awarded a contract as a member of a Joint Venture firm is based on the actual equity ownership of the Joint Venture firm. Volume of Previous Work is not based on the total payments to the Joint Venture firm.

Vendor must list all projects it received payment from Broward County Board of County Commissioners during the past five years as a member of a Joint Venture. The Vendor attests to the following:

Item No.	Project Title	Solicitation/ Contract Number:	Department or Division	Date Awarded	JV Equity %	Paid to Date Dollar Amount
1						
2						
3						
4						
5						
	Grand Total				N/A	

Vendor is required to submit an executed Joint Venture agreement(s) and any amendments for each project listed above. Each agreement must be executed prior to the opening date of this solicitation.

Vendor Name: Aqua Marketing & Communications, Inc.

David M. Di Maggio President 2-23-2019
Authorized Signature/ Name Title Date

SCRUTINIZED COMPANIES LIST REQUIREMENT CERTIFICATION FORM

The completed and signed form(s) should be returned with the Vendor's submittal. If not provided with submittal, the Vendor must submit within three business days of County's request. Vendor may be deemed non responsive for failure to fully comply within stated timeframes.

Any company, principals, or owners on the Scrutinized Companies with Activities in Sudan List, the Scrutinized Companies with Activities in the Iran Petroleum Energy Sector List, or the Scrutinized Companies that Boycott Israel List is prohibited from submitting a response to a solicitation for goods or services in an amount equal to or greater than \$1 million.

The Vendor, by virtue of the signature below, certifies that:

- a. The Vendor, owners, or principals are aware of the requirements of Sections 287.135, 215.473, and 215.4725 Florida Statutes, regarding Companies on the Scrutinized Companies with Activities in Sudan List, the Scrutinized Companies with Activities in the Iran Petroleum Energy Sector List, or the Scrutinized Companies that Boycott Israel List; and
- b. The Vendor, owners, or principals, are eligible to participate in this solicitation and are not listed on either the Scrutinized Companies with Activities in Sudan List, the Scrutinized Companies with Activities in the Iran Petroleum Energy Sector List, or the Scrutinized Companies that Boycott Israel List; and
- c. If awarded the Contract, the Vendor, owners, or principals will immediately notify the County in writing if any of its principals are placed on the Scrutinized Companies with Activities in Sudan List, the Scrutinized Companies with Activities in the Iran Petroleum Energy Sector List, or the Scrutinized Companies that Boycott Israel List.

David M. Di Maggio President A qua Marketing & 2-23-2019 Communications, Inc.

Authorized Signature/Name Title Vendor Name Date

Security Requirements

A. General Security Requirements and Criminal Background Screening:

- 1. All contractor and sub-contractor personnel requiring unescorted access to Broward County facilities must obtain a County issued contractor identification badge (contractor ID badge); except as specifically stated herein.
- 2. The background screening requirements for obtaining a contractor ID badge will depend on the facility to which unescorted access is being requested. Contract Administrators or designees and contractors may contact Broward County Security at (954) 357-6000 or FMsecurity@broward.org for the required background screening requirements associated with access to specific facilities. Contract Administrators will communicate all current and appropriate requirements to the contractor and sub-contractor throughout the contract period.

B. General Facilities:

- 1. Contractor and sub-contractor personnel servicing and requiring unescorted access to General Facilities must have a County issued contractor ID badge (contractor ID badge) which will be the responsibility of the contractor to obtain. Depending upon the request, the badge may carry electronic access privileges. The badge must be visible and worn at all times together with the contractor's company/business contractor ID badge. Similar to employee security/ID badges, requests for contractor ID badges are initially approved by the requesting agency director or designee and then submitted to Facilities Management Division (FMD) Security for final approval.
- 2. The issuance of a contractor ID badge for unescorted access to General Facilities requires a "Level 1" FDLE background check, which can be conducted by the Florida Department of Law Enforcement (FDLE). This "Level 1" FDLE background check is the contractor's responsibility and should be included in the bid price. FDLE background checks can be done by the contractor by phone at (850) 410-8109 or online at https://web.fdle.state.fl.us/search/app/default_
- 3. Upon completion of the background check, the contractor must attach a copy of the results to the contractor's application for a contractor ID badge. The Project Manager or designee utilizing the service of the contractor will be the "Sponsor" and will either provide the contractor with a Contractor ID Badge Request Form or assist the contractor in completing an on-line application for the County issued contractor ID badge.
- 4. Requests for a contractor ID badge requiring an FDLE background check may require lengthy processing and review by the Broward Sheriff's Office (BSO). Contractors and subcontractors must therefore submit the request to Broward County Security at least two (2) weeks prior to the start of service by the contractor. When identification badges are ready, Broward County Security will contact the contractor to arrange pick up. Upon pick up, the applicant must present a valid Florida identification and must be accompanied by his or her supervisor. Broward County Security will then supply contractor ID badge valid for the anticipated period within which the work will be performed. The validity period must be clearly stated on the Contractor ID Badge Request Form; however, the period of validity will not exceed one (1) year. Background checks will be required for renewal of contractor ID badge. At the termination of the contract and separation of employee services, the contractor is responsible for the collection and return of all contractor ID badge to the Project Manager and/or to Broward County Security.
- 5. Compliance with the County's security requirements is part of the overall contract performance evaluation. Final payment will, in part, be contingent on the return of all contractor ID badges issued to contractor personnel.
- 6. Broward County Security is located at Governmental Center East, 115 South Andrews Avenue Fort Lauderdale, FL 33301. Telephone (954) 357-6000.
- 7. All contractors must wear distinctive and neat appearing uniforms with vendor's company

name. Sub-contractor personnel must also have Broward County issued contractor IDs and meet the same security requirements and uniform standards as the primary contractor.

Contractors will not be allowed unescorted on the job site without proper County issued contractor ID badges.

C. Facilities Critical to Security and Public Safety:

Many Broward County government facilities will have areas designated as critical to security and public safety, pursuant to Broward County Ordinance 2003-08 Sections 26-121 and 26-122, as may be amended. The issuance of a contractor ID badge for unescorted access to facilities critical to security and public safety may entail a comprehensive statewide and national background check. Unescorted access to certain facilities occupied by the Broward Sheriff's Office (BSO) and the State Attorney's Office will require a national fingerprint-based records check per the Criminal Justice Information System (CJIS) policy.

A contractor employee found to have a criminal record consisting of felony conviction(s) shall be disqualified from access to the State Attorney's Offices and certain BSO facilities. A contractor employee with a record of misdemeanor offense(s) may be granted access if the System Security Officer (CSO), Terminal Access Coordinator (TAC), and FDLE determines that the nature of the offense(s) do not warrant disqualification. Applicants shall also be disqualified on the basis of confirmations that arrest warrants are outstanding for such applicants.

D. Contractor Work Crews:

Background investigations are generally not required for each member of a contractor work crew working on county premises and outside a building or structure. Examples are landscape crews and roofers. If it is necessary to enter the building or structure unescorted, these work crew members should obtain a contractor ID badge. If not, work crew members must be escorted at all times by the project manager, or designee, and must be under the direct supervision of a foreperson for the contractor. The foreperson must be aware of the crew members' whereabouts, has completed the appropriate background check for the location and type of work being undertaken, and has been issued and is displaying a contractor ID badge.

All members of a night cleaning crew must complete a background investigation appropriate to the requirements of the facility and so should all work crew members not escorted when working at a critical county facility.

Notwithstanding, the using agency is best positioned and suited to determine the safeguards and requirements that should be in place to manage the risks and consequences associated with the roles and activities of contractor, subcontractor, and work crews, when requesting a contractor ID badge. The agency is aware of the characteristics of the client population being served by the classes of persons, the need to safeguard high-value assets, and the requirement to comply with all statutory requirements governing background investigations.

E. Other Vendors:

Consultants, delivery personnel, and vending machine operators, without a County issued contractor badge, may obtain a Visitor pass and should be escorted by County personnel when accessing and working in designated non-public and employee work areas at both general facilities and facilities critical to security and public safety.

F. Port Everglades Locations:

1. The Port Everglades Department requires persons to present, at port entry, a valid driver's license, and valid reason for wishing to be granted port access in order to obtain a temporary/visitor ID badge. For persons who will visit the Port more than 15 times in a 90 day period, a permanent identification badge must be obtained and paid for by the contractor for all employees, subcontractors, agents and servants visiting or working on the port project. A restricted access badge application process will include fingerprints and a comprehensive background check. Badges must be renewed annually and the

fees paid pursuant to Broward County Administrative Code, Section 42.6. For further information, please call 954-765-4225.

- 2. All vehicles that are used regularly on the dock apron must have a Dockside Parking Permit. Only a limited number of permits will be issued per business entity. The fee is \$100.00 per permit/vehicle. Individuals requesting a permit must possess a valid Portissued Restricted Access Area badge with a "Dock" destination. Requests for Dockside Parking Permits must be submitted in writing, on company letterhead, to the ID Badge Office. Applicants must demonstrate a need for access to the dock apron. Requests shall be investigated, and approved, if appropriate justification is provided. Supporting documentation must be supplied, if requested. Dock permits are not transferable and must be affixed to the lower left corner of the permitted vehicle's windshield. Should the permit holder wish to transfer the permit to another vehicle during the term of issuance, the permit will be removed and exchanged at no charge for a new permit. Only one business entity representative will be permitted on the dock at a time at the vessel location.
- 3. The Federal Government has instituted requirements for a Transportation Worker Identification Credential (TWIC) for all personnel requiring unescorted access to designated secure areas within Port Everglades. The contractor will be responsible for complying with the applicable TWIC requirements. For further information, please call 1-855-347-8371, or go on line to https://www.tsa.gov/for-industry/twic.

G. Airport Security Program and Aviation Regulations:

- 1. Consultant/contractor agrees to observe all security requirements and other requirements of the Federal Aviation Regulations applicable to Consultant/contractor, including without limitation, all regulations of the United States Department of Transportation, the Federal Aviation Administration and the Transportation Security Administration, and the Consultant/contractor agrees to comply with the County's Airport Security Program and the Air Operations area (AOA) Vehicle Access Program, and amendments thereto, and to comply with such other rules and regulations as may be reasonably prescribed by the County, and to take such steps as may be necessary or directed by the County to insure that sub lessees, employees, invitees and guests observe these requirements. If required by the Aviation Department, Consultant/contractor shall conduct background checks of its employees in accordance with applicable Federal regulations.
- 2. If as a result of the acts or omissions of Consultant/contractor, its sub lessees, employees, invitees or quests, the County incurs any fines and/or penalties imposed by any governmental agency, including without limitation, the United States Department of Transportation, the Federal Aviation Administration or the Transportation Security Administration, or any expense in enforcing any federal regulations, including without limitation, airport security regulations, or the rules or regulations of the County, and/or any expense in enforcing the County's Airport Security Program, then consultant/contractor agrees to pay and/or reimburse the County all such costs and expenses, including all costs of administrative proceedings, court costs, and attorneys' fees and all costs incurred by County in enforcing this provision. Consultant/contractor further agrees to rectify any security deficiency or other deficiency as may be determined as such by the County or the United States Department of Transportation, Federal Aviation Administration, the Transportation Security Administration, or any other federal agency. In the event consultant/contractor fails to remedy any such deficiency, the County may do so at the cost and expense of consultant/contractor. The County reserves the right to take whatever action is necessary to rectify any security deficiency or other deficiency.
- 3. Operation of Vehicles on the AOA: Before the consultant/contractor shall permit any employee of consultant/contractor or any sub consultant/subcontractor to operate a motor vehicle of any kind or type on the AOA (and unless escorted by an Aviation Department approved escort), the consultant/contractor shall ensure that all such vehicle operators possess current, valid, and appropriate Florida driver's licenses. In addition, any motor vehicles and equipment of consultant/contractor or of any sub consultant/subcontractor operating on the AOA must have an appropriate vehicle identification permit issued by the Aviation Department, which identification must be

displayed as required by the Aviation Department.

- 4. Consent to Search/Inspection: The consultant/contractor agrees that its vehicles, cargo, goods, and other personal property are subject to being inspected and searched when attempting to enter or leave and while on the AOA. The consultant/contractor further agrees on behalf of itself and its sub consultant /subcontractors that it shall not authorize any employee or other person to enter the AOA unless and until such employee other person has executed a written consent-to-search/inspection form acceptable to the Aviation Department. Consultant/contractor acknowledges and understands that the forgoing requirements are for the protection of users of the Airport and are intended to reduce incidents of cargo tampering, aircraft sabotage, thefts and other unlawful activities at the Airport. For this reason, consultant/contractor agrees that persons not executing such consent-to-search/inspection form shall not be employed by the consultant/contractor or by any sub consultant/contractor at the Airport in any position requiring access to the AOA or allowed entry to the AOA by the consultant/contractor or by any sub consultant/contractors.
- 5. The provisions hereof shall survive the expiration or any other termination of this contract.

H. Water and Wastewater Services (WWS):

- 1. Contractors/Consultants may receive a WWS ID Badge and/or Access Card and/or Keys while working at WWS facility work sites. These items provide modified access to certain areas and systems otherwise restricted to non-WWS employees and can only be obtained from the WWS Security Manager. These items may be rescinded at the discretion of the WWS Security Officer. The WWS ID Badge, Access Card and/or Keys remain the property of Broward County and must be returned to your WWS contact person at the end of the contract/project.
- All contractors will complete and sign the WWS Contractor/Consultant Security Memorandum and provide a copy of their Driver's License to be recorded on Schlage Card Access System Profile.
- A lost or stolen ID Badge and/or Access Card and/or Keys must be reported to the Security Manager immediately.
- 4. WWS may terminate access to any contractor who acts inappropriately while on County property and has the right to contact BSO if necessary to have the contractor removed and/or file charges against them.

I. Additional Security Requirements for Parks and Recreation:

- Contractor expressly understands and agrees that a duty is hereby created under this Contract that requires contractor to provide ongoing disclosure throughout the term of this Contract as provided for herein relative to the criminal background screening required by this Section.
- 2. Contractor shall perform criminal background screening as identified in Item 3 below on its officers, employees, agents, independent contractors and volunteers who will be working under this contract in any County park ("collectively referred to as "County Park Property"). Further, if contractor is permitted to utilize subcontractors under this contract, contractor shall perform or ensure that the background screening as required in Item 3 below is conducted on any permitted subcontractor, which term includes the subcontractor's officers, employees, agents, independent contractors and volunteers who will be working under this contract on County Park property.
- 3. Contractor shall not permit any person who is listed as a sexual predator or sexual offender on the Florida Department of Law Enforcement, Sexual Offenders and Predators Website or the United States Department of Justice, National Sex Offender Public Website, to provide any services for contractor on County Park Property. All persons subject to the criminal background screening under this contract shall be rescreened annually based on the date of initial screening.
- 4. Contractor shall maintain copies of the results of the criminal background screening required by this Section for the term of this contract and promptly forward copies of same to County, upon its request.
- Contractor shall be required to furnish to County's Parks and Recreation Project Manager, on a monthly basis, an Affidavit affirming the persons listed in the Affidavit have been background screened as required in Item 3 above and have been deemed eligible by

- contractor to work on County Park property. Contractor's monthly Affidavit shall update information from the previous Affidavit by reconfirming the status of persons who have previously been deemed eligible as provided for above and updating the list, when applicable, to specifically identify new persons providing services for contractor under this Contract who have been background screened as required in Item 3 above and deemed eligible to work on County Park Property. The Contract Administrator may, in his or her discretion, permit contractor to furnish the monthly Affidavit in an electronic format.
- 6. In the event contractor obtains, or is provided, supplemental criminal background information, including police reports and arrest information, which potentially disqualifies a person previously deemed eligible by contractor to provide services under this contract, contractor shall take immediate action to review the matter; however, during such review time and until a determination of eligibility is made by contractor based on the requirements of this Section, contractor shall immediately cease allowing the person to work on County Park Property. Additionally, contractor shall be required to inform any person background screened pursuant to this Section who is providing services under this contract, to notify contractor within forty-eight (48) hours of any arrest related to sexual misconduct which has occurred after the person was deemed eligible to work on County Park Property.
- 7. Contractor shall, by written contract, require its permitted subcontractors to agree to the requirements and obligations of this Section.
- 8. County may terminate this contract immediately for cause, with Notice provided to contractor, for a violation related to contractor's failure to perform the required background screening on its officers, employees, agents, independent contractors and volunteers who will be working under this Agreement on County Park Property. County may also terminate this contract immediately for cause, with Notice provided to contractor, if County determines contractor failed to ensure that its permitted subcontractors, as defined in Item 2 above, have been background screened as required in this section prior to performing any services under this Agreement on County Park Property. Contractor will not be subject to immediate termination in the event County determines a violation of this Section was outside the reasonable control of contractor and contractor has demonstrated to County compliance with the requirements of this Section.
- 9. County may terminate this contract for cause if contractor fails to provide the monthly Affidavit to County as provided for under Item 5 above, and contractor does not cure said breach within five (5) days of Notice provided to contractor.