

**Bid Tabulation Packet  
for  
Solicitation GEN2116476P1**

**Advertising Agency Services**

**Bid Designation: Public**



**Broward County Board of County Commissioners**

**Bid #GEN2116476P1 - Advertising Agency Services**

Creation Date Jan 28, 2019

End Date Mar 20, 2019 5:00:00 PM EDT

Start Date Feb 1, 2019 3:25:33 PM EST

Awarded Date Not Yet Awarded

GEN2116476P1--01-01 Flat Fee Services - Year 1					
Supplier	Unit Price	Qty/Unit	Total Price	Attch.	Docs
Zimmerman Agency [Ad]	First Offer - \$74,689.00	12 / month	\$896,268.00	Y	Y
Product Code: Agency Notes:		Supplier Product Code: Supplier Notes: Unit price is monthly fee			
Cactus Marketing Communications	First Offer - \$80,000.00	12 / month	\$960,000.00	Y	Y
Product Code: Agency Notes:		Supplier Product Code: Supplier Notes: Proposed monthly fee (Flat Fee Services) including all creative development fees, project management, copy writing, digital media and content strategy, media buying, etc. Total Annual Hours: 6,898 Total Monthly Hours: 575			
MMGY Global	First Offer - \$83,245.00	12 / month	\$998,940.00	Y	Y
Product Code: Agency Notes:		Supplier Product Code: GEN2116476P1--01-01 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	Y
Product Code: Agency Notes:		Supplier Product Code: Supplier Notes:			
&Barr	First Offer - \$99,500.00	12 / month	\$1,194,000.00	Y	Y
Product Code: Agency Notes:		Supplier Product Code: Supplier Notes:			
PPK	First Offer - \$103,335.00	12 / month	\$1,240,020.00	Y	Y
Product Code: Agency Notes:		Supplier Product Code: Supplier Notes:			
Aqua [Ad]	First Offer - \$123,916.00	12 / month	\$1,486,992.00	Y	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	Y
Product Code: Agency Notes:		Supplier Product Code: Supplier Notes: Please see Fuseideas' uploaded response document for Pricing Support detail.			



Relebrand	First Offer - \$200,000.00	12 / month	\$2,400,000.00	Y	Y
<b>Product Code:</b> <b>Agency Notes:</b>		<b>Supplier Product Code:</b> <b>Supplier Notes:</b>			
Pace Communications Group, Inc.	First Offer - \$231,450.00	12 / month	\$2,777,400.00	Y	Y
<b>Product Code:</b> <b>Agency Notes:</b>		<b>Supplier Product Code:</b> <b>Supplier Notes:</b> All forms in the documents section have been filled out and accepted within that designated area. All additional required forms or forms from the document section that required further action are included as uploads in this section. Our presentation for evaluation criteria is also included in as an upload in this section.			
ModOp	First Offer - \$264,148.00	12 / month	\$3,169,776.00	Y	Y
<b>Product Code:</b> <b>Agency Notes:</b>		<b>Supplier Product Code:</b> <b>Supplier Notes:</b> The attached monthly flat fee pricing is based on the services to be provided by our team members as well as estimated costs of all annual deliverables. This pricing does not include Optional Services such as initial Brand Strategy and Positioning or Website/APP design and development.			
Nobox Marketing	First Offer - \$268,197.00	12 / month	\$3,218,364.00	Y	Y
<b>Product Code:</b> <b>Agency Notes:</b>		<b>Supplier Product Code:</b> <b>Supplier Notes:</b>			
BVK	First Offer - \$291,666.66	12 / month	\$3,499,999.92	Y	Y
<b>Product Code:</b> <b>Agency Notes:</b>		<b>Supplier Product Code:</b> <b>Supplier Notes:</b>			
Paradise Advertising	First Offer - \$291,666.66	12 / month	\$3,499,999.92	Y	Y
<b>Product Code:</b> <b>Agency Notes:</b>		<b>Supplier Product Code:</b> <b>Supplier Notes:</b>			
Lightship Studios	First Offer - \$660,475.00	12 / month	\$7,925,700.00	Y	Y
<b>Product Code:</b> <b>Agency Notes:</b>		<b>Supplier Product Code:</b> <b>Supplier Notes:</b>			


GEN2116476P1--01-02 Flat Fee Services - Year 2					
Supplier	Unit Price	Qty/Unit	Total Price	Attch.	Docs
Cactus Marketing Communications	First Offer - \$70,000.00	12 / month	\$840,000.00		Y
<b>Product Code:</b> <b>Agency Notes:</b>		<b>Supplier Product Code:</b> <b>Supplier Notes:</b> Total Annual Hours: 6,022 Total Monthly Hours: 502			
Zimmerman Agency [Ad]	First Offer - \$74,689.00	12 / month	\$896,268.00		Y
<b>Product Code:</b> <b>Agency Notes:</b>		<b>Supplier Product Code:</b> <b>Supplier Notes:</b> Unit price is monthly fee			


MMGY Global	First Offer - \$75,712.00	12 / month	\$908,544.00	Y	Y
Product Code: Agency Notes:		Supplier Product Code: GEN2116476P1--01-02 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:		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:			
GEN2116476P1--01-03 Flat Fee Services - Year 3					
Supplier	Unit Price	Qty/Unit	Total Price	Attch.	Docs


Cactus Marketing Communications	First Offer - \$70,000.00	12 / month	\$840,000.00		Y
<b>Product Code:</b> <b>Agency Notes:</b>		<b>Supplier Product Code:</b> <b>Supplier Notes:</b> Total Annual Hours: 6,022 Total Monthly Hours: 502			
Zimmerman Agency [Ad]	First Offer - \$74,689.00	12 / month	\$896,268.00		Y
<b>Product Code:</b> <b>Agency Notes:</b>		<b>Supplier Product Code:</b> <b>Supplier Notes:</b> Unit price is monthly fee			
MMGY Global	First Offer - \$75,712.00	12 / month	\$908,544.00	Y	Y
<b>Product Code:</b> <b>Agency Notes:</b>		<b>Supplier Product Code:</b> GEN2116476P1--01-03 <b>Supplier Notes:</b> 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
<b>Product Code:</b> <b>Agency Notes:</b>		<b>Supplier Product Code:</b> <b>Supplier Notes:</b>			
Aqua [Ad]	First Offer - \$102,850.00	12 / month	\$1,234,200.00	Y	Y
<b>Product Code:</b> <b>Agency Notes:</b>		<b>Supplier Product Code:</b> <b>Supplier Notes:</b>			
&Barr	First Offer - \$105,560.00	12 / month	\$1,266,720.00		Y
<b>Product Code:</b> <b>Agency Notes:</b>		<b>Supplier Product Code:</b> <b>Supplier Notes:</b>			
PPK	First Offer - \$109,628.00	12 / month	\$1,315,536.00		Y
<b>Product Code:</b> <b>Agency Notes:</b>		<b>Supplier Product Code:</b> <b>Supplier Notes:</b>			
Starmark	First Offer - \$147,940.00	12 / month	\$1,775,280.00	Y	Y
<b>Product Code:</b> <b>Agency Notes:</b>		<b>Supplier Product Code:</b> <b>Supplier Notes:</b> See PDF for Evaluation Criteria See Excel Sheet for Pricing Support			
Fuseideas	First Offer - \$161,666.00	12 / month	\$1,939,992.00		Y
<b>Product Code:</b> <b>Agency Notes:</b>		<b>Supplier Product Code:</b> <b>Supplier Notes:</b>			
Relebrand	First Offer - \$170,000.00	12 / month	\$2,040,000.00	Y	Y
<b>Product Code:</b> <b>Agency Notes:</b>		<b>Supplier Product Code:</b> <b>Supplier Notes:</b>			
Pace Communications Group, Inc.	First Offer - \$231,450.00	12 / month	\$2,777,400.00		Y
<b>Product Code:</b> <b>Agency Notes:</b>		<b>Supplier Product Code:</b> <b>Supplier Notes:</b>			
ModOp	First Offer - \$262,440.00	12 / month	\$3,149,280.00		Y
<b>Product Code:</b> <b>Agency Notes:</b>		<b>Supplier Product Code:</b> <b>Supplier Notes:</b> 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
<b>Product Code:</b> <b>Agency Notes:</b>		<b>Supplier Product Code:</b> <b>Supplier Notes:</b>			

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






**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 Notes:		Supplier Notes:	Head Attch:
		Thank you, please enjoy!	

f Zimmerman Agency [Ad]		\$2,688,804.00 (3/3 items)	
Bid Contact	Angela Meredith ameredith@brightredagency.com Ph 850-668-2222	Address	TALLAHASSEE, FL 32308
Agency Notes:		Supplier Notes:	Head Attch:
			

f MMGY Global		\$2,816,028.00 (3/3 items)	
Bid Contact	Hawley Montgomery hmontgomery@mmgyglobal.com Ph 816-471-5988	Address	4601 Madison Avenue Kansas City, MO 64112
Bid Notes	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 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!	

f Metropolitan Public Strategies		\$3,566,988.00 (3/3 items)	
Bid Contact	Jason Heard	Address	1677 Lexington Avenue 2nd Fl

jasonheard@gmail.com Ph 415-642-9970 New York, NY 10029		
Bid 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.	
Agency Notes:	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)		
Bid Contact	Douglas White douglas.white@andbarr.co Ph 407-758-6509	Address 600 E Washington Street Orlando, FL 32801
Agency Notes:	Supplier Notes:	Head Attch: 
f PPK \$3,832,776.00 (3/3 items)		
Bid Contact	tom kenney tkenney@uniteppk.com Ph 813-393-8564	Address 1102 N. Florida Ave. Tampa, FL 33602
Agency Notes:	Supplier Notes:	Head Attch: 
f Aqua [Ad] \$3,955,392.00 (3/3 items)		
Bid Contact	Dave DiMaggio NewBiz@welcometoaqua.com Ph 727-687-4670	Address SAINT PETERSBURG, FL 33701
Agency Notes:	Supplier Notes:	Head Attch: 
f Starmark \$5,325,840.00 (3/3 items)		
Bid Contact	Jacqui Hartnett lpunte@starmark.com Ph 954-874-9000	Address 210 S. Andrews Fort Lauderdale, FL 33301
Supplier Code	VC0000039094	
Agency Notes:	Supplier Notes:	Head Attch: 
f Fuseideas \$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

Qualifications SB		
Agency Notes:	Supplier Notes:	Head Attch: 
f Relebrand \$6,480,000.00 (3/3 items)		
Bid Contact Roberto S Schaps roberto@relebrand.com Ph 305-476-3536	Address 800 Douglas Road La Puerta del Sol, Suite 230 Coral Gables, FL 33134	
Agency Notes:	Supplier Notes:	Head Attch: 
f Pace Communications Group, Inc. \$8,332,200.00 (3/3 items)		
Bid Contact Julie Bricker julie@paceadv.com Ph 561-931-2639	Address 7301 North Federal Highway Studio B Boca Raton, FL 33487	
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 Notes:	Supplier 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.	Head Attch: 
f ModOp \$9,480,336.00 (3/3 items)		
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, we attached our response that will cover all three years.		
Agency Notes:	Supplier Notes: Please note: Under the Year 1 field, we attached our response that will cover all three years.	Head Attch: 
f Nobox Marketing \$9,655,092.00 (3/3 items)		
Bid Contact 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.		
Agency Notes:	Supplier Notes: Hello GFLCVB team, Thank you for the opportunity to participate in this first	Head Attch: 

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.

f BVK		\$10,499,999.76 (3/3 items)
Bid Contact	Mary DeLong mary.delong@bvk.com Ph 813-251-0398	Address TAMPA, FL 33606
Agency Notes:	Supplier Notes:	Head Attch: 
f Paradise Advertising		\$10,499,999.76 (3/3 items)
Bid Contact	Rudy Webb rwebb@paradiseadv.com Ph 727-821-5155	Address Saint Petersburg, FL 33701
Agency Notes:	Supplier Notes:	Head Attch: 
f Lightship Studios		\$23,514,984.00 (3/3 items)
Bid Contact	Andrew Perrott andy@lightshipstudios.com Ph 954-621-1350	Address 4030 NE 6th Avenue Oakland Park, FL 33334
Qualifications	SB	
Agency Notes:	Supplier Notes:	Head Attch: 

\* \*

**Fuseideas**

Bid Contact **Dennis Franczak**  
**dfranczak@fuseideas.com**  
**Ph 617-776-5800**  
**Fax 617-776-5821**

Address **8 Winchester Place**  
**Suite 303**  
**Winchester, MA 01890**

Qualifications **SB**

Item #	Line Item	Notes	Unit Price	Qty/Unit	Attch.	Docs
GEN2116476P1--01-01	Flat Fee Services - Year 1	<b>Supplier</b> <b>Product</b> <b>Code:</b> <b>Supplier</b> <b>Notes:</b> Please see Fuseideas' uploaded response document for Pricing Support detail.	<b>First Offer - \$161,667.00</b>	12 / month	<b>\$1,940,004.00</b>	Y Y
GEN2116476P1--01-02	Flat Fee Services - Year 2	<b>Supplier</b> <b>Product</b> <b>Code:</b>	<b>First Offer - \$161,667.00</b>	12 / month	<b>\$1,940,004.00</b>	Y
GEN2116476P1--01-03	Flat Fee Services - Year 3	<b>Supplier</b> <b>Product</b> <b>Code:</b>	<b>First Offer - \$161,666.00</b>	12 / month	<b>\$1,939,992.00</b>	Y
Supplier Total					<b>\$5,820,000.00</b>	



## Fuseideas

Item: Flat Fee Services - Year 1

## Attachments

Fuseideas\_Response\_to\_GEN2116476P1.pdf



# RESPONSE TO BROWARD COUNTY BOARD OF COUNTY COMMISSIONERS SOLICITATION #GEN2116476P1 ADVERTISING AGENCY SERVICES

*DUE DATE: March 13, 2019*



# INTRODUCTION

Dear Selection Committee:

It’s not often that an RFP comes across our desks that fits so squarely in our wheelhouse. It’s even less often that a prospective client is so perfect, so in need of what we do, so ridiculously a match for us, that we rally the entire agency —high fives all around! Why is this perfect for us?

First, our full-service capabilities. Fuseideas is a digital-born, full-service advertising agency with expertise in the disciplines required for the positioning, launching and long-term management of effective brands and campaigns. Fuseideas manages an integrated portfolio of marketing and communication disciplines, all operating under one roof.

Second, our wheelhouse. Fuseideas is regarded as one of the leading destination and tourism advertising agencies in the country. We bring unparalleled experience in building strategic and creative plans which resonate in an ever-changing landscape of media and consumer behavior.

Our experience includes Bermuda Tourism, Cayman Islands Tourism, Greater Miami & Beaches CVB, Tourism Santa Fe, Massachusetts Office of Travel & Tourism, Visit Big Sky, Maine Tourism, Barbados, and Destination DC, just to name a few. We also have extensive airport marketing experience working with clients such as San Francisco International Airport, Hartsfield-Jackson Atlanta International Airport, and Nashville International Airport to name just a few. But we know that experience only goes so far. You shouldn’t consider Fuseideas solely because of experience. You need results to prove it.

Third, you are getting people who are recognized for being some of the most innovative in the industry. That’s why we are sought after as expert speakers for some of the most prominent destination marketing organizations in the country, including the Florida Association of Destination Marketing Organizations (FADMO), and Destinations International.

Finally, and more importantly, we are a perfect fit as your new Advertising Agency of Record because of what we stand for: measurable brand and destination marketing that will work in a rapidly changing world by helping your destination attract visitors through the intersection of creativity, media and technology.

As you will read in our submission, today’s tourism and destination marketing environment is chaotic. There are many competitive destinations with not enough differentiation, and a torrent of changing habits of how consumers select where to travel. With the rapid changes in media and technology, it’s not going to get any easier.

Fuseideas was born to help destinations navigate this chaos, and to do so, we bring strategic thinking to maximize opportunities, an ability to shift efforts in real time, constant innovation and the expertise to produce campaigns that meet consumers’ needs and expectations.

Fuseideas was founded on the premise that we don’t accept the status quo. It’s not in our job description, and we know it can’t be in yours going forward. We hope you take the time to meet us. We feel it will benefit the Greater Fort Lauderdale Convention & Visitors Bureau (GFLCVB) and your stakeholders.

Sincerely,

*Dennis Franczak*

Dennis Franczak, Fuseideas, CEO

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# WE GIVE NEW BRANDS A SPARK, CHALLENGER BRANDS A CHANCE, AND COLOSSAL BRANDS HUMANITY.

Fuseideas is a full-service marketing agency that implements a strategic blend of technology, media and creativity to help brands compete and win in a rapidly evolving world and chaotic cultural landscape.



# WE CONNECT PEOPLE TO EXPERIENCES, IN EXOTIC PLACES.

Fuseideas is regarded as one of the top tourism and hospitality agencies in the country. Why?

Because we take the time to figure out how to use data, research and creative storytelling and combine it with behavioral targeting and personalization to connect at a 1:1 level.

The result: People feel like a part of the destination before they even get to the beach, up the mountain or on the roller coaster.



Bermuda Tourism



Tourism Santa Fe



The Wildwoods



Greater Miami & Beaches



Visit Big Sky



# ABILITY OF PROFESSIONAL PERSONNEL



# INTRODUCTION

## “THE INTERSECTION OF CREATIVE, MEDIA AND TECHNOLOGY”

Becoming one of the leading tourism marketing firms in the country was something that was put in motion in the 1990s. It was born out of a love of travel, but also a career that is unlike most agency founders.

Our founder and CEO, Dennis Franczak, worked in the Air Force building advanced weapons systems (true story) and traveling extensively. When he left the Air Force in the mid-1990s to start his new career, he looked at marketing and advertising in a completely different way and saw the power of people, technology, and media, and understood how the intersection of those three would disrupt the tourism industry. This is why Fuseideas was born.

From day one, he looked at what was happening in the world around us and knew the world was changing faster than destination organizations could keep up with. So he built an agency that was designed to not only keep up, but stay ahead of these trends because he saw the world wasn’t going to slow down, and neither were consumers.

Tourism is an area that has been significantly impacted by the evolution of consumers, technology and media. From millennials to Gen Z, how they consume content and feel about advertising are completely different from consumers even a decade ago. The old norms of building traditional campaigns are in the past, and now it’s all about engagement, emotional storytelling and the use of data and analytics to ensure that it’s all working. This is what Fuseideas excels at, and is why destinations across the world call us in times of need.

The future of marketing for Fuseideas is about helping clients navigate this ever-changing intersection of media, technology and creativity. Our DNA in digital gives us a step ahead and we will continue to innovate in using personalization, predictive analytics, artificial intelligence and even blockchain to help support the ability to tell brand stories in a world where the attention span gets shorter by the day.

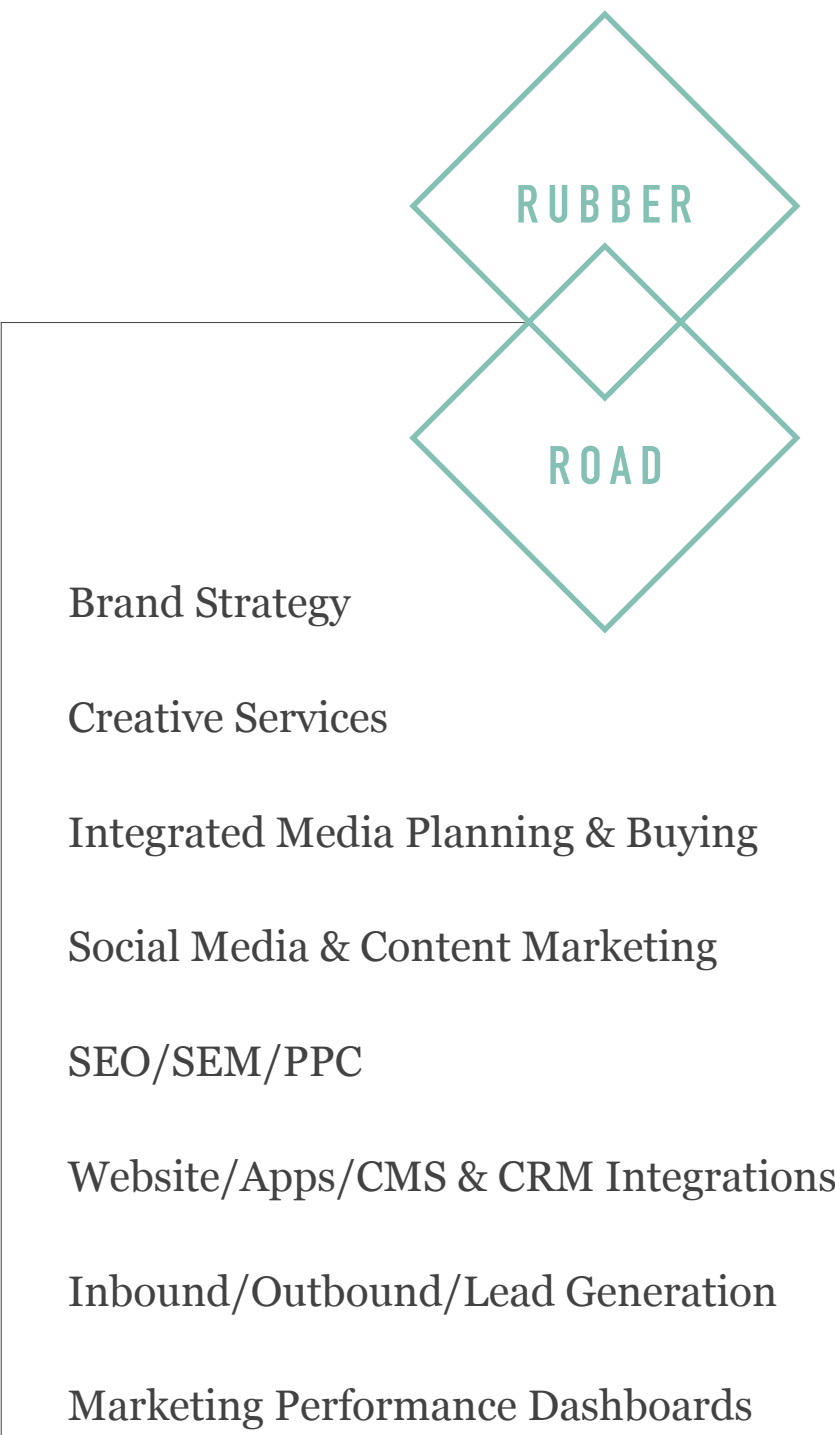
Our promise to you is that as long as we work together, we will never accept the usual way of doing things, and we will continue to share what’s happening in the world so you’ll know how to stay in front of these changes.

## CORPORATE INFORMATION

- ▶ **Founded:** 2006
- ▶ **Ownership:** 100% Privately held, Veteran-Owned Business
- ▶ **Number of Personnel:** 65
- ▶ **Structure:** Limited Liability Company
- ▶ **Headquarters:** 8 Winchester Place, Suite 303, Winchester, MA 01890
- ▶ **Additional Offices:** Portland (ME), Prague (Czech Republic), San Francisco (CA)
- ▶ **Website:** [www.fuseideas.com](http://www.fuseideas.com)
- ▶ **Phone:** 617-776-5800

## AGENCY CAPABILITIES

Digital-born, Fuseideas has grown into a full-service advertising agency with expertise in the disciplines required for the positioning, launching and long-term management of effective brands and campaigns. Fuseideas manages an integrated portfolio of marketing and communication disciplines, all operating under one roof.



# MEDIA PLANNING & BUYING EXPERTISE

## WHY WE ARE REGARDED AS ONE OF THE BEST IN THE TOURISM INDUSTRY

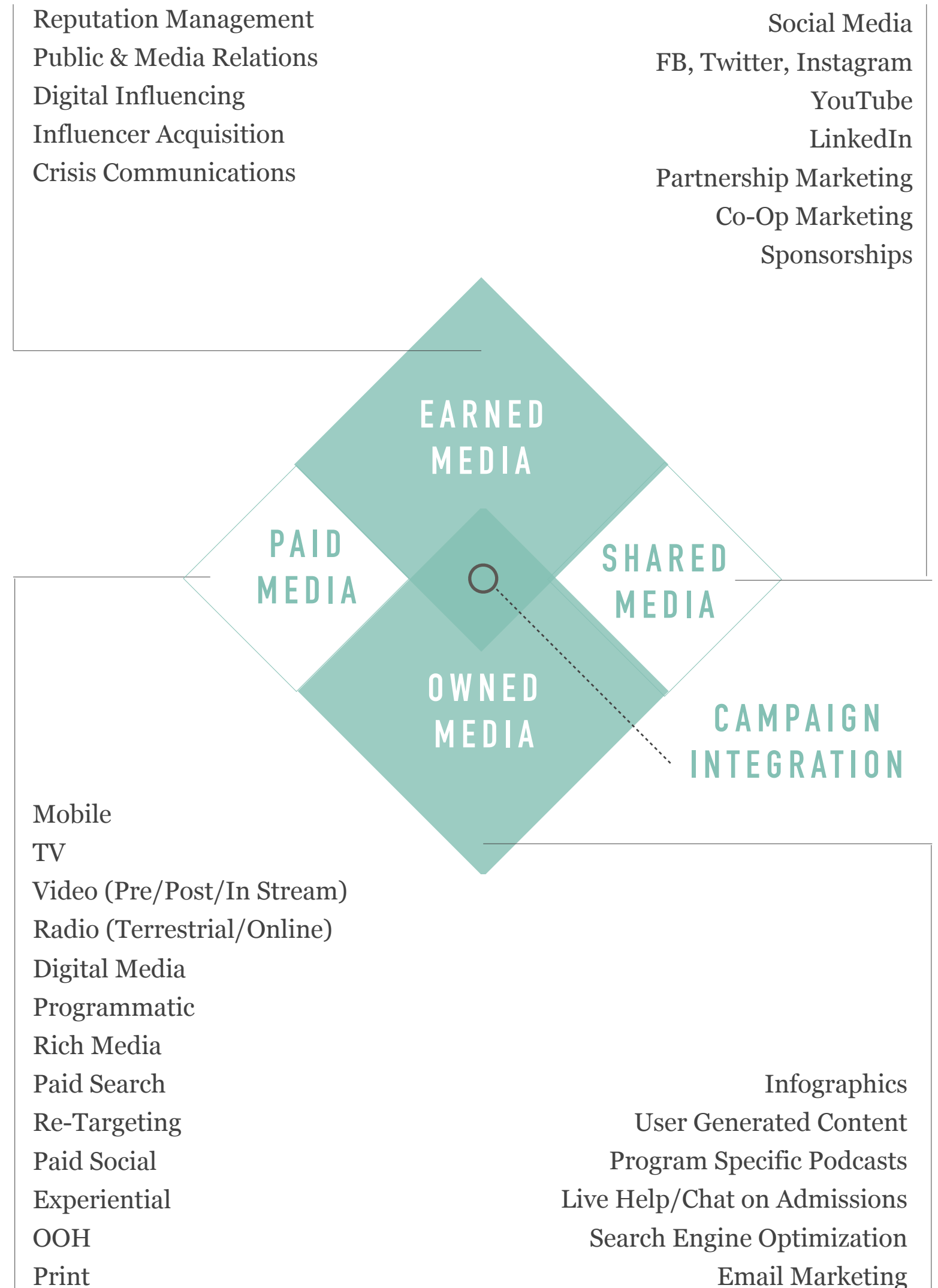
Media used to be all about “where.” Not anymore. Now it’s about “when” too. Timing is becoming more and more important, and that’s why we’re obsessed with getting in front of customers at the precise moment that they’re ready to see, hear, learn, laugh, care, cry or buy. When you have the right “when” — you win.

Fuseideas has full-service media planning and buying capabilities across all forms of media. We plan, place and buy almost \$50MM in media per year and our media staff all have at least 10+ years of experience, with our team leadership having over 20 years of experience. Our core strength is a seamless integration among all media services that results in a coordinated and goal-oriented campaign strategy for our clients.

The key to our success is through our deep relationships with travel media partners who allow us to negotiate the best added value for our tourism clients. We continually nurture these relationships in order to provide innovative partnerships that will get results for our clients. As experts in building innovative media strategies and plans for destinations on budgets of all sizes, we utilize our experience, our creativity and our deep understanding of technology and societal trends that are causing the rapid changes in how destination marketing campaigns are planned and executed.

Our innovative approach to integrating traditional and nontraditional media is built upon some key pillars:

- ▶ Understanding that a destination must come to life throughout all elements of the campaign using common messaging and themes to reinforce brand attributes
- ▶ Intelligent, hard-working creative needs to tell an effective story through a combination of paid media, owned media (content), earned media (public relations) and shared media (social) as identified to the right
- ▶ Building a destination-specific mix of digital and other forms of media which help drive overall awareness and mixed-media marketing through recommendations on paid advertising and media placements such as billboards, print advertisements, radio advertisements, digital advertisements, event sponsorship, social media (Facebook, Twitter, Instagram, LinkedIn) and other marketing opportunities
- ▶ Ensuring we are working with the public relations agency so that coordination will augment the paid media campaign
- ▶ Knowing that the marketing strategy is only good until the campaign results come in — then it needs to be optimized
- ▶ Having the courage to try test opportunities by reaching new segments through innovative forms of media and technology such as experiential marketing, artificial intelligence, virtual reality and augmented reality.





# TOURISM EXPERIENCE

Fuseideas provides extensive, specialized qualifications and experience in tourism and destination marketing for leisure, groups, meeting and conventions, and we are regarded as one of the top agencies in the country for destination marketing.

As part of our client relationships, we have provided AOR services to include brand strategy and advertising, media planning and buying, as well as digital, website and social media content services. With Fuseideas, the GFLCVB has an agency partner that's a step ahead of everyone else.

More than 40% of our business is in destination marketing and 80% of all staff members in the agency have worked on destination marketing accounts. The team members you will be working with have all worked extensively in destination marketing and are regarded as trusted advisors to our tourism clients, as they work tirelessly to keep up with the rapid changes in media, technology and consumer behavior that is impacting the tourism industry.

Within the consumer segment, Fuseideas has had expertise in a number of segments, with particular speciality in:

- ▶ Wealthy & Ultra Wealthy
- ▶ Millennials
- ▶ Generation Z
- ▶ Generation X
- ▶ Niche (Golf, Weddings, Water)
- ▶ History & Cultural Enthusiasts
- ▶ Outdoor
- ▶ Culinary
- ▶ Multicultural (Hispanic, Asian)

The clients to the right represent a sampling of our experience in the destination marketing category and tour operators. We also have a rich portfolio of airport clients from across the country and are regarded as leaders in this area as well. Some of our airport clients are included below:



# TOURISM EXPERIENCE

## INCREASING VISITOR TRAVEL

None of what we do matters unless it works. Fuseideas is most proud of the success we’ve been able to help our destination clients create, often measured in terms of increases in visitation. Below is a sampling of some of these achievements.



Year-over-year double-digit increases in visitation, RevPar, ADR and lodging tax



12% increase in visitation in year 1 of the campaign with YOY increases years 2 and 3



10% increase in visitation YOY with record increases in ADR, RevPar and lodging tax



10% increase in YOY hotel ADR, 20% increase YOY lodging tax, and a 17% increase in second-home purchases (economic development)



8% increase in visitation from L.A. market (focus of initiative)



Year-over-year increases in visitation since 2015 with a record-breaking 19% YOY increase in visitation in 2018



# ABOUT FUSEIDEAS

## MEET THE AGENCY WHO LOOKS A LITTLE FARTHER AHEAD

Fuseideas is pleased to present our integrated team that will continue to support the GFLCVB account. The chart to the right details our full organization as well as the team members (in green) who will work on your business. Profiles for key staff members are included on the following pages.

Your team includes researchers, brand strategists, creative thinkers, technologists, media professionals, social media and content thought leaders. Together, our team brings strategic, global thinking and an innovative mentality to our work every day and this carries our clients further than they could ever have imagined. A full 80% of our team has multiple years of tourism and destination marketing experience.

Our CEO, Dennis Franczak, has consistently been involved in our travel and tourism accounts. Dennis is recognized as an expert in tourism marketing strategies and their application across generational segments.

Our lead strategist, Steve Mason, has been directly involved in many of our travel and tourism accounts, providing senior-level counsel on planning and brand strategy. Steve has broad experience in travel, tourism, and destination marketing, which will greatly benefit the GFLCVB.

Lauren Wilson is our account director for the GFLCVB, with senior level client service experience managing the Visit South Walton account for over 3 years and most recently serving at the lead account director for the Greater Miami and Beaches CVB website redesign project. She also serves as a strategist for Tourism Santa Fe, contributing to our development and presentation of content marketing strategies and recommendations, as well as meetings and conventions strategies and planning.

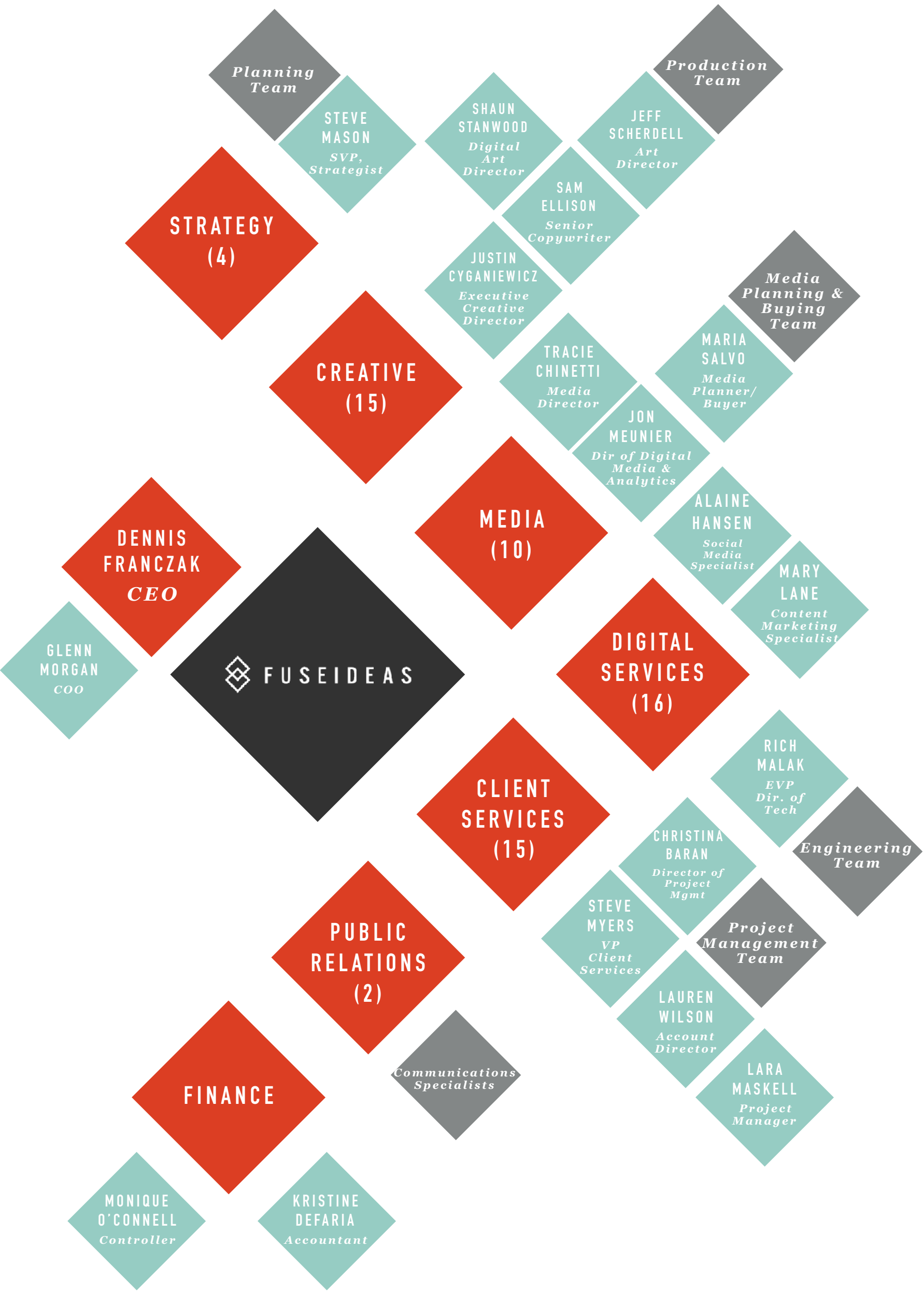
We also will bring an experienced project management team to support Steve and Lauren. The project managers will be responsible for tracking all day-to-day tasks and schedules and ensure every deliverable is achieved for the client. For the GFLCVB, we are providing one of our most experienced project managers, Lara Maskell. Lara has extensive tourism experience and has been serving as project manager for Greater Wildwoods Tourist Development Council and Tourism Santa Fe for the last 3 years.

Jon Meunier leads our media services team for the GFLCVB. He is one of our most experienced tourism media professionals and will work with our media director, Tracie Chinetti, on bringing innovative media solutions that will generate results.

And we are continually attracting top creative talent that will serve your account, with the team of executive creative director Justin Cyganiewicz, senior copywriter Sam Ellison, and senior art director Jeff Scherdell.

Beyond the core team, we have a large number of in-house resources available to serve the GFLCVB to include additional creative and media staff, digital strategists and engineers, and social media and content marketing specialists.

Team bios are provided on the following pages.



# ABOUT FUSEIDEAS

## STRATEGIC PARTNERS AND BEING PART OF AN AGENCY ECOSYSTEM

Fuseideas is proud of our collaborative culture and proven ability to work with other agencies, consultants and partners depending on the nature of the engagement.

We have a number of partners we have worked with or recommend for our tourism and destination marketing engagements. These best-in-class providers are firms with whom we have worked, who can add to our capabilities, and who provide fantastic value where needed:

- ▶ Simpleview (CRM/Digital)
- ▶ Longwoods International (Research)
- ▶ Destination Analysts (Research)
- ▶ DCI (Public Relations/Economic Development)
- ▶ Lou Hammond Partners (Public Relations)

Some recent examples include our work as global agency of record for Bermuda Tourism, where Fuseideas managed a 5-agency team responsible for various elements of the account including public relations (with Lou Hammond), as well as Canada representation, UK marketing, Germany representation, and Italy.

Most recently, as part of our work with Cayman Islands Department of Tourism, we are part of a 4-agency ecosystem that supports elements of the account. This agency group includes the Richards Group, Fuseideas, Coyne Public Relations, and Simpleview.



# MEET YOUR TEAM: LEAD STRATEGISTS



## DENNIS FRANCAK

*CEO, Strategist*

Dennis is Fuseideas' founder and has over 20 years of business experience, most of which have been dedicated to marketing, interactive strategy, advertising and public relations. Dennis has advocated for innovation and the combination of technology, media and creative in marketing.

Dennis has been a leading marketer in the travel and tourism industry, having worked with destinations such as Bermuda Department of Tourism, Maine Office of Tourism, Massachusetts Office of Tourism, Tourism Santa Fe, Destination DC, and Visit Big Sky. Winner of numerous awards, Dennis is viewed as an innovative strategist who helps clients understand consumer behavior and how to brand their products and services across multiple platforms.

Winner of numerous awards, Dennis is viewed as an innovative strategist who helps clients understand consumer behavior and how to best brand their products and services across multiple platforms. Prior to starting Fuseideas, he was partner and SVP at RDW Group. There, he built RDW's interactive division into a unit responsible for one-third of the company's revenue. Dennis started his career as an officer in the United States Air Force, where he managed multimillion-dollar research and development projects.

Dennis serves on various leadership committees with the Ad Club of Boston, Massachusetts Interactive Technology Exchange, Destinations International, the Publicity Club of New England, AMA, and the Cable Telecommunications Association of Marketing.

Dennis is a prominent speaker at conferences across the country on topics of deep interest to destinations trying to manage and thrive in a world of continuous marketing disruption. He has spoken at the 2015 and 2017 Destinations International Annual Convention, the American Marketing Association (AMA), the Nebraska Tourism Conference, Destinations International CEO Summit, and twice at the Florida Association of Destination Marketing Organizations.

► Relevant Experience: Tourism Santa Fe, Bermuda Tourism, Maine Tourism, Massachusetts Office of Tourism, Greater Miami & Beaches CVB, Wildwoods Tourism, Destination DC, Visit Big Sky, San Francisco International Airport, Philadelphia International Airport, Nashville International Airport, American Queen Steamboat Company, Collette Vacations, Alexander+Roberts Luxury Tours



## STEVE MASON

*SVP, Lead Strategist - Tourism & Government Practice*

Steve leads the tourism and government practice for Fuseideas, where he supervises the strategy, account and PR services department for the tourism, government and economic development staff. Steve has over 25 years of experience leading strategies and marketing campaigns for the Maine DOT, Maine Turnpike, Maine Office of Tourism, Maine Lottery, Vermont Lottery, New Hampshire Lottery, Bermuda Tourism, Tourism Santa Fe, Bangor International Airport, Continental Airlines, The Delta Queen Steamboat Co., Bay Ferries, and San Francisco International Airport.

Steve works with government clients to develop innovative strategic marketing plans, conduct research and engage all appropriate stakeholders. Steve is known for his deep level of strategic thinking and commitment to client relationships.

► Relevant Experience: Tourism Santa Fe, Northern New Mexico Air Alliance, Maine Office of Tourism, Bermuda Tourism, Wildwoods Tourism, Rochester (MN) CVB, Visit Big Sky, Bangor International Airport, San Francisco International Airport, Rhode Island Airport Corporation, Alexander+Roberts Luxury Tours



# MEET YOUR TEAM: ACCOUNT SERVICE



## LAUREN WILSON

### *Account Director - Travel Category Expert*

Lauren has more than 10 years of agency experience with a focus on account management for tourism/hospitality clients, primarily in Louisiana and the Southeast United States. She has managed numerous integrated marketing campaigns for DMOs, launched a new DMO brand and deployed CRM systems to enhance visitor experience at a luxury hotel.

Lauren received her bachelor's and master's degrees in English Literature from Tulane University, and has lived in New Orleans since 2001. Previously, Lauren has worked at Zehnder Communications as an account supervisor and at the Windsor Court Hotel as a customer experience manager.

Lauren's clients have received multiple tourism and advertising industry awards, including HSMAI Gold Awards, the Florida Governor's Conference Flagler Awards, PRSA recognition, local and regional ADDY awards and Exhibitor Magazine's People's Choice Awards. Lauren is a past president of the New Orleans chapter of the American Marketing Association and volunteered in the press center for the fifth anniversary of Hurricane Katrina.

- ▶ Relevant Experience: Greater Miami & Beaches CVB, Visit South Walton, Windsor Court Hotel, Hyatt Regency New Orleans, Sheraton New Orleans



## LARA MASKELL

### *Project Manager*

Lara has over eight years of experience as a project manager, focusing on verticals in government, tourism and B2C. As a project manager, Lara is an innovative problem solver who is highly organized, driven and enthusiastic about coordinating day-to-day and long-term schedules for key accounts executing integrated marketing campaigns with deliverables in print, digital, broadcast and social.

Lara's passion for the travel industry is one of the reasons why she joined Fuseideas three years ago.

She has previously worked at Vail Resorts as a travel agent and has her master's degree from the School of Sport, Tourism and Hospitality Management at Temple University. She has worked on award-winning work for Connecticut Lottery and Tourism Santa Fe, and other client experience includes William Paterson University, Healthworks, Maine Lottery and Vermont Lottery.

- ▶ Relevant Experience: Tourism Santa Fe, Wildwoods Tourism, City of Newport, Massachusetts Department of Conservation and Recreation

# MEET YOUR TEAM: CLIENT SERVICES



## STEVE MYERS

### *VP of Client Services*

Steve is a 25-year agency and technology veteran, and has been in the digital space since 1995. Steve has spent time in Boston and San Francisco leading strategic, digital and creative thinking for brands like adidas, LEGO, General Motors, P&G, Project (RED), HUMMER, British Airways, Puma, Bose and many others.

A senior strategic marketer, he has led teams across a variety of industries and advertising/marketing disciplines, design and development programs, ecommerce, and has recent hands-on experience with large-scale digital transformation and technology consulting projects.

As VP of client services, Steve is responsible for leading the client service offering, and partnering with Fuseideas clients to deliver the best work possible to solve their business challenges. He will work closely with the account team to ensure a client-first, service-oriented approach to managing the business. Steve is based in Winchester, but travels frequently to other Fuseideas offices and client locations. When he is not working, his 14-year-old twin boys keep him pretty busy.

► Relevant Experience: British Airways, Disney, Royal Caribbean



## CHRISTINA BARAN

### *Director of Project Management*

An extremely versatile advertising project manager/creative services manager, Christina has almost 20 years of agency experience executing integrated print, digital, broadcast and direct response campaigns for clients big and small.

Christina joined Fuseideas from H&L Partners where she wore multiple hats servicing the McDonald's business. Prior to joining H&L, she spent 15 years at MullenLowe overseeing creative services on accounts such as Acura, Capital One, Emblem Health, General Motors, HSBC, JetBlue, MassMutual, U.S. Cellular, Four Seasons Hotels and Resorts, LendingTree and S.C. Johnson.

Christina works tirelessly behind the scenes across all departments to make sure the right people are in place to get your work done on time, on budget and to the highest standard of quality.

► Relevant Experience: Four Seasons Hotels and Resorts, Massachusetts Office of Travel & Tourism



# MEET YOUR TEAM: CREATIVE



## JUSTIN CYGANIEWICZ

### *Executive Creative Director*

Over the past 20 years, Justin’s passion for storytelling, design, technology, typography and photography has taken him from Plymouth State University to the leading edge of advertising. Logging tenure at shops like RDW Group, MMB, and DigitasLBi, he earned his chops by creating award-winning integrated campaigns, digital experiences, websites, mobile platforms, and cross-channel activations for well-known global brands like General Motors, Saturn, Procter & Gamble, Staples, Subway, New Balance, ESPN, Deutsche Bank, Fidelity, and Blue Cross Blue Shield.

At Digitas, Justin led the digital creative on all consumer lines of business for Bank of America, including the integrated campaign, small business, home loans, mobile, and the (RED) partnership. His work has been honored at Cannes, in the Communications Arts Annual, and at the Hatch Awards. Most recently, he served as an integrated group creative director working at Fidelity Investments, leading personal investing and trying to make everyone's "someday" come to life.

With his camera never far from reach, Justin still carves out time to travel, surf, snowboard, bike, play soccer and patiently teach others the correct pronunciation and spelling of his last name.

- ▶ Relevant Experience: Tourism Santa Fe, Wildwoods Tourism, Bangor International Airport, San Francisco International Airport, Rhode Island Airport Corporation



## SAM ELLISON

### *Senior Copywriter*

Sam is a senior copywriter, brand storyteller, and social/content specialist. With experience on big brands and small companies alike, Sam brings his digital and social expertise to the Fuseideas team. Before coming to Fuseideas, Sam was a copywriter at Isobar, DigitasLBi, and Havas Worldwide, where he specialized in creating copy for digital and social campaigns, video, and content creation. An avid traveler, Sam has a passion for finding what makes a destination unique.

Sam’s client experience includes Wyndham Hotels, Goodyear, Bank of America, Bully Boy Distillers, Bose, Cracker Barrel, Liberty Mutual, Coca-Cola, Sprite, Sears, Citibank, and vitaminwater.

- ▶ Relevant Experience: Tourism Santa Fe, Wyndham Hotels



# MEET YOUR TEAM: CREATIVE



## JEFF SCHERDELL

*Art Director*

Jeff Scherdell is an art director by trade, but he has experience in a number of different roles. From film and photography to editing and coding, Jeff's versatility helps add value to all of his client work. A four-year Fuseideas veteran, Jeff brought smart digital thinking to projects big and small, with experience on video and branding as well as email, CRM and web design. Jeff has worked on a number of clients including: Tourism Santa Fe, Big Sky, Bermuda, Tourism Germany, Boston Bruins, Bose, San Francisco International Airport, Pittsburgh International Airport, Maine Lottery, and Connecticut Lottery.

- ▶ Relevant Experience: Tourism Santa Fe, Big Sky, Bermuda, Tourism Germany, San Francisco International Airport, Pittsburgh International Airport



## SHAUN STANWOOD

*Digital Creative Director*

Shaun mixes his deep technical expertise in graphic design, web design, and motion graphics with a holistic understanding of the big brand picture. Whether he's designing interactive experiences, video storyboards, online and offline advertising, or print collateral, he brings cutting-edge insight into the latest design and new media possibilities.

Shaun's client experience includes Tourism Santa Fe, Bose, Bermuda Tourism, Cayman Islands, Philadelphia International Airport, Greater Miami & Beaches CVB, Pittsburgh International Airport, Iona College, William Paterson University, Wildwoods Tourism, Dean College, Visit Big Sky, Florida Polytechnic, San Francisco International Airport, and Virginia Commonwealth University.

- ▶ Relevant Experience: Tourism Santa Fe, Bermuda Tourism, Greater Miami & Beaches CVB, Wildwoods Tourism, Cayman Islands, Visit Big Sky, Philadelphia International Airport, Pittsburg International Airport, San Francisco International Airport

# MEET YOUR TEAM: MEDIA



## TRACIE CHINETTI

*VP, Media Services*

Tracie is a media professional with over 30 years experience in planning, buying and managing media campaigns. Tracie's experience encompasses traditional media, direct response and programmatic buying. Prior to joining Fuseideas as associate media director/broadcast, she was employed as the associate director/broadcast at Blitz Media and as senior vice president/director of broadcast services at Pro Media, Inc.

Tracie's national and regional media experience includes University of Baltimore, Norfolk State University, Morehead State University, Iona College, Utah Office of Tourism, Bermuda Tourism, Connecticut Lottery, Maine Lottery, Staples, Greater Media Radio, Hood Dairy, BJ's Wholesale Club, Blue Cross Blue Shield of Massachusetts, Pizza Hut, Filene's, Filene's Basement, WCVB-TV, Wendy's Inc., Disney on Ice, Ringling Bros. and Barnum & Bailey Circus, Rockland Trust, TD Banknorth, Unos, Breville, Boston Medical Center and Tufts Medical Center.

- ▶ Relevant Experience: Utah Tourism, Bermuda Tourism, The Wildwoods CVB, TF Green Airport, Visit Big Sky, San Francisco Airport



## JON MEUNIER

*Director of Digital Media and Analytics*

As one of Fuseideas' most experienced media practitioners, Jon has handled all touch points of integrated media campaigns, from initiating market research to developing fully integrated media strategies and plans to delivering post-campaign analytics.

Prior to Fuseideas, Jon held the position of media designer at the Boston-based media agency Mediastruction, where he gained experience in buying across all media channels, including digital, print, radio, TV and out of home. Jon holds dual bachelor's degrees in communications and psychology from Boston College.

- ▶ Relevant Experience: Tourism Santa Fe, Wildwoods CVB, Visit Big Sky, Bermuda Tourism, Greater Miami & Beaches CVB, San Francisco International Airport, Rhode Island Airport Commission, Northern New Mexico Air Alliance

# MEET YOUR TEAM: MEDIA



## NATALIE MARSH

*Associate Director, Media Planner/Buyer*

Natalie's career includes 10 years in media strategy, planning, buying and media management. Natalie has built strong, productive relationships with decision-makers, and negotiated broadcast, print, outdoor and digital campaigns that boost return on investment.

A graduate from Boston University's School of Communication, Natalie has extensive experience in retail, entertainment, higher education, consumer goods, healthcare and tourism industries.

When she isn't fiercely working, you can find her enjoying a nice glass of wine in the North End, fundraising for the Jimmy Fund and Dana Farber, and enjoying time with her husband and two beautiful daughters.

- ▶ Relevant Experience: The Wildwoods CVB, TF Green Airport, Visit Big Sky, San Francisco Airport



## MARIA SALVO

*Media Planner/Buyer*

Maria Salvo is a digital specialist who has been with Fuseideas for four years. She is a graduate of Boston University where she majored in business management with a marketing minor.

Maria is responsible for the tactical management of client campaigns, managing in-flight optimizations and making sure all campaigns are set up to correctly build to the established goals. She has an eye for detail, and loves to pour over analytics reports looking for any information that could improve campaign performance.

Maria works with Wildwoods CVB and Rhode Island Airport Commission, as well as Tourism Santa Fe, Bose Professional, SFO, Norfolk State University, William Paterson University, and Healthworks.

- ▶ Relevant Experience: Tourism Santa Fe, The Wildwoods CVB, T.F. Green Airport, Visit Big Sky, San Francisco Airport



# MEET YOUR TEAM: CONTENT MARKETING



## ALAINE HANSEN

### *Social Media Specialist*

As part of the digital strategy and social media team here at Fuseideas, Alaine is responsible for assisting in content strategy for our clients and our brand — working with team members on the planning, implementation and evaluation for digital channels.

Prior to joining Fuseideas, she worked as a social media consultant for the Seacoast area of New Hampshire, and also held a social media coordinator position for a full-service creative agency in downtown Portsmouth. Alaine graduated from the University of New Hampshire with a bachelor's degree in communication, with a minor in French studies, and an associate's degree in marketing.

► Relevant Experience: Tourism Santa Fe, Greater Miami & Beaches CVB, Wildwoods Tourism, Destination DC, Visit Big Sky, San Francisco International Airport, Philadelphia International Airport, Nashville International Airport, American Queen Steamboat Company, Alexander+Roberts Luxury Tours



## MARY LANE

### *Content Marketing Specialist*

Mary Lane joins Fuseideas from Merrimack College, where she served as the assistant director of content marketing at the college. While there, she led the development and implementation of multichannel content marketing strategies for the college.

Mary found her passion for content and social media marketing while working as a brand manager/social media specialist at New England Confectionary Company. With NECCO never having tapped the social space, Mary drove the efforts to create their first-ever social channels, bringing the rich history of the company to life.

Mary's authentic story-telling ability helps clients get in front of the right audiences at the right time with the right message, making her a critical asset to our clients.

# EXPERIENCE: REFERENCES

## CUSTOMER REFERENCE LIST

Fuseideas has worked with dozens of destinations throughout our history and has strong references from each one. At Fuseideas, we pride ourselves in helping clients reach their objectives. Our results-driven success is a direct outcome of the relationships we’ve built through successful partnerships with our clients. Our references can describe how we have helped them develop comprehensive creative and media campaigns that resulted in very successful results. These references can also describe our dedication, creativity, accountability, and more importantly, how we stop at nothing to succeed for them.

<h3>TOURISM SANTA FE</h3> <p>Tourism Santa Fe</p> <p>Randy Randall Executive Director P: (505) 955-6209 / (800) 984-9984 rrandall@santafenm.gov</p> <p><b>Years Performed:</b> 2015 – Present</p> <p><b>Scope of Work:</b> Agency of Record, Brand &amp; Marketing Strategy, Creative, Media Planning &amp; Buying</p>	<h3>WILDWOODS TOURISM</h3> <p>Ben Rose Executive Director P: (609) 846-2657 <a href="mailto:brose@wildwoodsnj.com">brose@wildwoodsnj.com</a></p> <p><b>Years Performed:</b> 2015 – Present</p> <p><b>Scope of Work:</b> Agency of Record, Brand &amp; Marketing Strategy, Creative, Media Planning &amp; Buying</p>	<h3>BERMUDA TOURISM</h3> <p>William Griffith Former Director of Tourism; Bermuda Tourism Current Director of Tourism, Barbados Tourism P: (246) 836-5836 <a href="mailto:billyg@visitbarbados.org">billyg@visitbarbados.org</a></p> <p><b>Years Performed:</b> 2012 – 2015</p> <p><b>Scope of Work:</b> Global Agency of Record, Brand &amp; Marketing Strategy, Creative, Media Planning &amp; Buying, Social Media, Content, Website, CRM, Analytics</p> <p><b>Reason for Loss:</b> The BDOT was abolished in favor of a private authority. Fuseideas was extended an additional year beyond our 3-year contract, but Fuseideas did not rebid when the RFP was issued.</p>	<h3>VISIT BIG SKY</h3> <p>Kitty Clemens Former CEO P: (406) 599-9490</p> <p><b>Years Performed:</b> 2013 – 2017</p> <p><b>Scope of Work:</b> Agency of Record, Brand &amp; Marketing Strategy, Creative, Media Planning &amp; Buying, Social Media Strategy</p> <p><b>Reason for Loss:</b> CEO left for a new position and agency work was brought in-house by new CEO.</p>	<h3>SAN FRANCISCO INTERNATIONAL AIRPORT</h3> <p>Charles Schuler Director of Communications P: (650) 821-5031 <a href="mailto:charles.schuler@flysfo.com">charles.schuler@flysfo.com</a></p> <p><b>Years Performed:</b> 2015 – Present</p> <p><b>Scope of Work:</b> Agency of Record, Advertising, Website Development, Brand Strategy, Promotions, Social Media</p> <p><b>Budget:</b> Over \$500,000 Annually</p>
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# PROJECT APPROACH



# APPROACH: OVERVIEW

We understand the fluid and changing nature of managing a tourism account and have the right mix of strategy, experience and expertise to help you. Here is how we can leverage our experience to help the GFLCVB:

- ▶ **Senior staff immersed in travel and tourism** – Because of the depth of experience and professional expertise of our senior staff, you won’t have to “teach us” how to run a tourism account. We are fast, nimble and continuously use analytics to help make predictive decisions and improve campaign performance. Further, our strategic planning capabilities will provide a road map to help the GFLCVB grow travel visitation, consumer spending, increase meetings and conventions, as well as meet the needs of your industry and community partners.
- ▶ **Brand immersion and “listen first” approach to stakeholder engagement** – Local, in-market stakeholder engagement and relationship management is a foundation of what we do and is critical for building the most effective campaigns. The keys to success for our work is the ability to unite the stakeholders and people of the GFLCVB behind our efforts. Fuseideas has extensive experience in building consensus among stakeholder groups and this will be core to our strategic planning and creative process. We also know there are a very diverse set of key stakeholders within the GFLCVB that we will need to engage with such as the CVB staff, visitor center, convention center staff, Broward County Board of County Commissioners, Broward County Tourist Development Council officials, city and town officials, tourism industry stakeholders (hotels, attractions, restaurants, tour operators, etc.), environmental stakeholders, aviation department, Port Everglades department, parks and recreation, and the general public.
- ▶ **A trusted agency partner** – We are a trusted partner of Simpleview and our efforts will dovetail into their web and CRM efforts. We have also worked seamlessly with our destination clients’ public relations agencies to maximize awareness and utilize the earned media in a way that augments paid media and digital efforts.
- ▶ **Continuously innovating and looking ahead for the GFLCVB** – Fuseideas is one of the most capable and experienced agencies in the country when it comes to creative innovation for tourism and destination clients. Our innovative approach is integrated with media, social media, and even earned media to maximize every impression. Our creative gets noticed because we know what today’s travelers are looking for. We don’t look backward. We look forward, and we look forward to making your campaigns resonate with an entirely new generation of consumers.

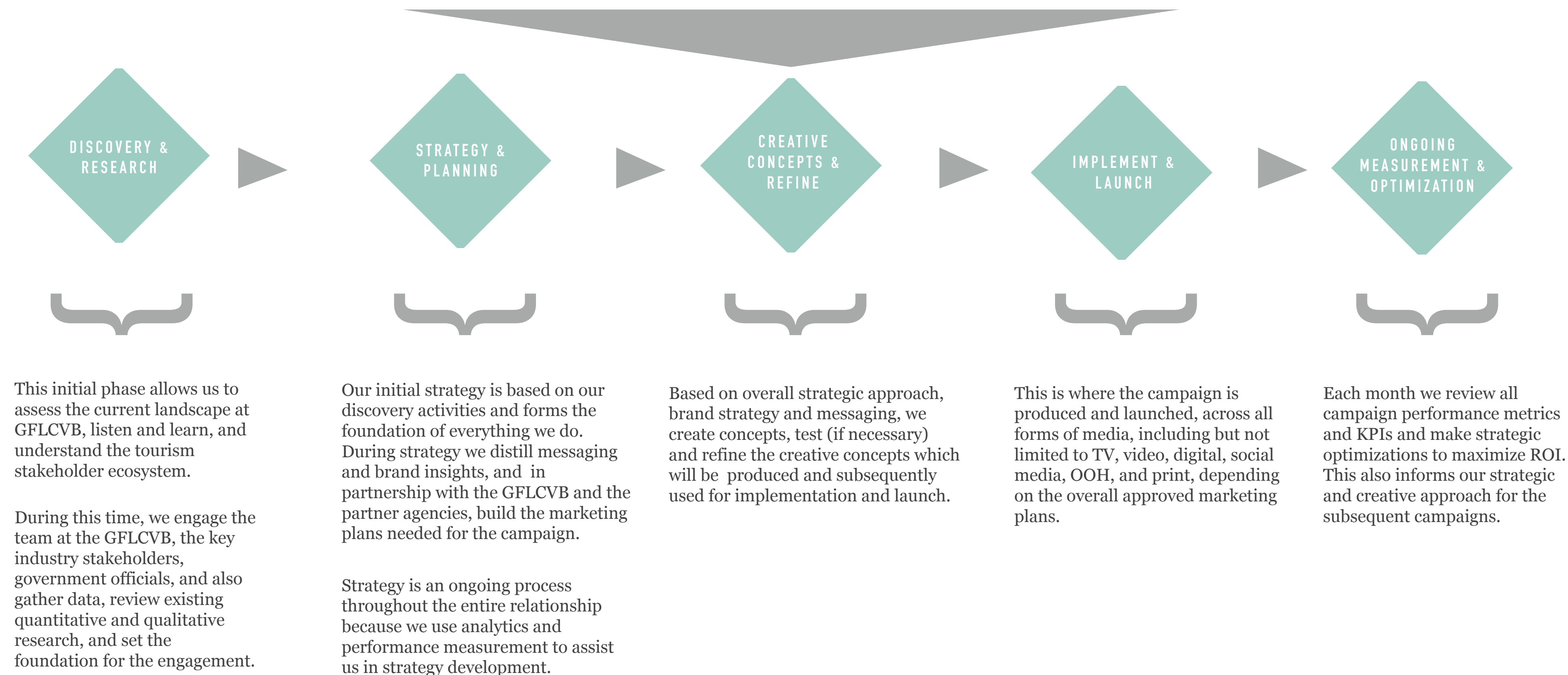
- ▶ **“Storytelling” creative that gets noticed in a crowded market** – Our team has won major creative awards such as Emmys, Effies (for effectiveness marketing), and Tellys (for television production excellence). Beyond our destination marketing credentials, we have worked on brands that we all would recognize, like Disney, American Express and Bose. What happens when that experience gets harnessed to the strategy we develop for the GFLCVB? Creative that resonates on an emotional level and talks effectively to your intended audiences in a way that is designed to provoke a positive response.
- ▶ **Proven ability to maximize your budget** – We want your \$4M media budget to work like a \$10M media budget. In order to do that, we have to be accountable and have the ability to make optimizations in near real-time. At Fuseideas, we have invested in the people and tools to offer our clients superior predictive analytics capabilities, using our dashboard platform “Datorama.” By capturing and analyzing campaign data on a near real-time basis, we can share performance day to day, as well as summarize and report overall campaign results while identifying insights for future planning.
- ▶ **Added value** – We also bring the ability to provide added value on a regular basis that goes beyond monetary consideration. Although we have substantial experience in global destination marketing, we bring best practices from our other sectors — entertainment, sports, and higher education. For many clients, we conduct multicultural, multilingual advertising and digital marketing in Europe, Asia and the Americas. We’ve implemented Spanish-language marketing programs and promotions for many leading brands. As an example, our work in higher education allows us to build innovative programs targeted at young millennials and the next generation, Generation Z.
- ▶ **Rigorous attention to detail** – Given our extensive experience in large, integrated media campaigns, we have robust quality control mechanisms to manage the creative output and ensure creative gets delivered to the appropriate partners seamlessly and effectively.

The bottom line is that you won’t find an agency that will work harder or wants this account more than we do. We can help the GFLCVB, your industry partners and your other constituents drive business, visitation and tax revenue and make Greater Fort Lauderdale one of the best marketed destinations in the state of Florida and the country.

# CAMPAIGN PROCESS OVERVIEW FOR GREATER FORT LAUDERDALE

The following diagram summarizes and highlights how we build sustainable and effective tourism marketing campaigns for Greater Fort Lauderdale, as well as the Aviation Department, Port Everglades Department, and Parks and Recreation Department. This process has been proven effective with dozens of clients because it is nimble and flexible depending on the size of the campaign and it puts a premium on keeping stakeholders engaged on a regular basis. It also ensures that strategy is present throughout the entire process.

**GREATER FORT LAUDERDALE STAKEHOLDER ENGAGEMENT + STRATEGIC ALIGNMENT =  
THE FOUNDATION FOR CONSENSUS AND LONG-TERM SUCCESS**





# SAMPLE TIMELINE

The following sample timeline will allow us to hit the ground running, and one that we believe will result in a successful long-term success for the GFLCVB. We have provided an overall schedule with sample deliverables for each stage. We would of course need to discuss this schedule in collaboration with you to ensure we meet your goals and objectives for major milestones on time. As you review the schedule, we make the following notes and assumptions:

- ▶ Discovery and Research immediately upon contract notification
- ▶ Develop interim ongoing campaigns using existing creative during peak visitation while new campaign is developed
- ▶ Creative development with initial brand concepts presented in July 2019
- ▶ Have a Fall Campaign ready by September 2019 and roll-out of internal (tourism industry stakeholder “pride” campaign)
- ▶ Use Fall 2019 to gather additional campaign assets for 2020 campaigns and beyond

Phase	Sample Deliverables	Mar 2019	Apr 2019	May 2019	Jun 2019	Jul 2019	Aug 2019	Sep 2019	Oct 2019	Nov 2019	Dec 2019	Jan 2020	Feb 2020
Research & Discovery	Kickoff Meeting Destination Immersion Industry Stakeholder Interviews Focus Groups Quantitative Research (if necessary) Findings Presentation												
Brand Strategy Development	Positioning Strategy Messaging & Brand Strategy Message Testing Development of Marketing Plans <ul style="list-style-type: none"><li>- Paid Media</li><li>- Shared/Owned Media Content</li><li>- Reputation/Earned Media</li></ul>												
Creative Concept Development	3 Creative Concepts Test Creative Concepts Revision To Final Present to Stakeholders												
Produce & Launch	Develop existing campaigns Produce new Campaign Elements Update branded materials (where applicable) Stakeholder Pride Launch (Internal) Implement Plans (Paid, Owned, Shared)												
Measure & Optimize	Follow-on Strategy Creative Consultation Media Planning Support												

Initial Creative Concepts

Final Concept Tested/Approved

New Campaign Ready for Launch

# PROJECT MANAGEMENT: ESTIMATES & CONTROLS

Fuseideas has an open and transparent culture and we bring this approach to our clients every day. We have a full set of fiscal, cost and project management controls which allow us to manage and report on the status of the account. Furthermore, because we have a very high number of public and government clients, we have an extra set of standards of accountability that we must adhere to.

## MULTIPLE LAYERS OF OVERSIGHT

The performance of your account rests with multiple people on the team to ensure a strong relationship, as well as quality deliverables, and rigorous cost controls. There will be an agency principal assigned to your business, in this case the agency CEO. The GFLCVB account strategist will ensure that all the strategy and marketing assignments are part of a cohesive plan. Your GFLCVB account director will ensure the strength of the relationship and foster communication, as well as direct all the tasks related to the business. The project manager will be responsible for all the day-to-day tasks and ensure successful delivery of the tasks on budget. The agency controller will run all financial reports to ensure we are properly billing and reconciling expenses.

## DAILY COMMUNICATION

There will be ongoing daily communications with the GFLCVB team members and our agency team. We encourage our team members, regardless of function to get to know their respective counterparts at GFLCVB in order to foster collegial and friendly working relationships built on trust. This also allows for a healthy exchange of ideas and helps keep the relationship and deliverables moving forward.

## WEEKLY STATUS MEETINGS

Each week, a regularly scheduled status meeting will take place between the GFLCVB and Fuseideas project teams to review the status of current deliverables and discuss upcoming projects. This meeting is a valuable tool in keeping projects on schedule. We will also review analytics and ROI to ensure our work is meeting financial goals and agreed upon KPIs.

## PRICING TRANSPARENCY

We believe in value-added pricing models for our client relationships. Many of our relationships are retainer based where we provide a set of services for a fixed fee each month. In cases of specific projects or task orders, we prepare a draft estimate and review it with the client before pricing is finalized and approved. This ensures that the GFLCVB has full transparency into our estimates before final approval.

## MEDIA RECONCILIATION

Using Freewheel (Strata), which integrates into our financial management system, Fuseideas reconciles our media performance on a quarterly basis and we prepare a full accounting and audit of media placed, paid and owed. Each quarter or campaign cycle, we review this with the client team. In cases of under-delivery by the media vendor, we either apply credits on the next media buy or refund the client. However, our process is so robust, we typically deliver within 1% of plan vs. an industry average of 10%.

## STATUS/TRAFFIC REPORTS

Each week, our account team meets with the client account team to go over all active projects. This is helpful for managing multiple assignments and projects concurrently. This meeting is led by the account director and the project manager.

## OUTSIDE PRODUCTION AND OUT-OF-POCKET EXPENSES

When outside vendors are needed to deliver on an assignment (i.e., printers, photographers, etc.), Fuseideas will request quotes from at least three vendors and then will pick the vendor who provides the best value. We will work with Florida-based vendors wherever possible if advantageous.

## TIMESHEETS

As a best practice, Fuseideas keeps a full set of time sheets for each staff member on the GFLCVB account that can be audited at any time.



# PROJECT APPROACH: CREATIVE PORTFOLIO

GREATER  
FORT LAUDERDALE

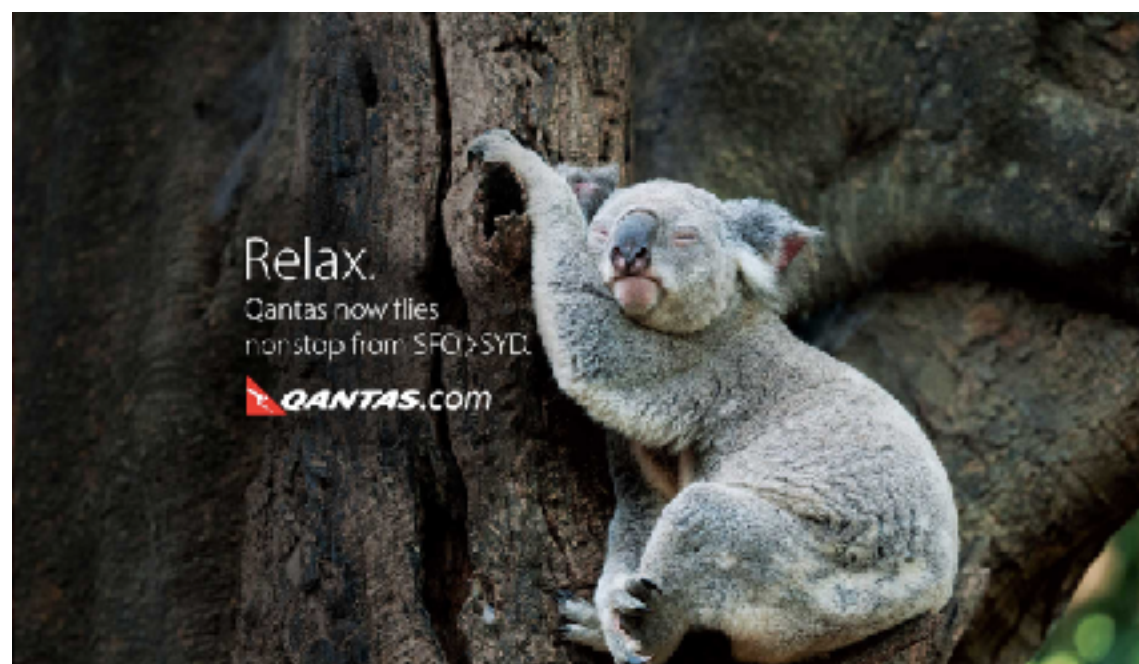
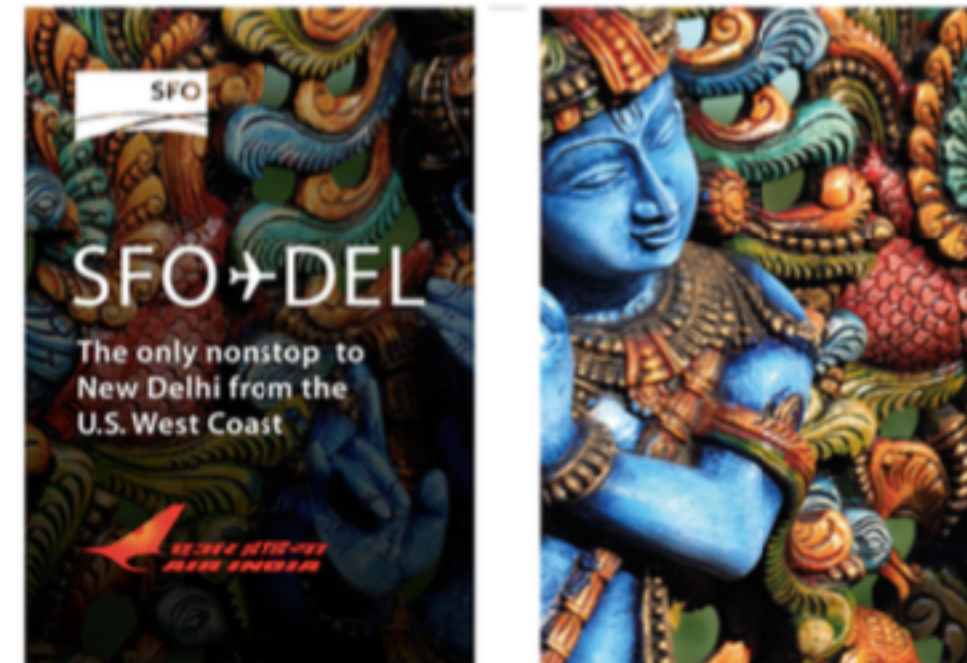
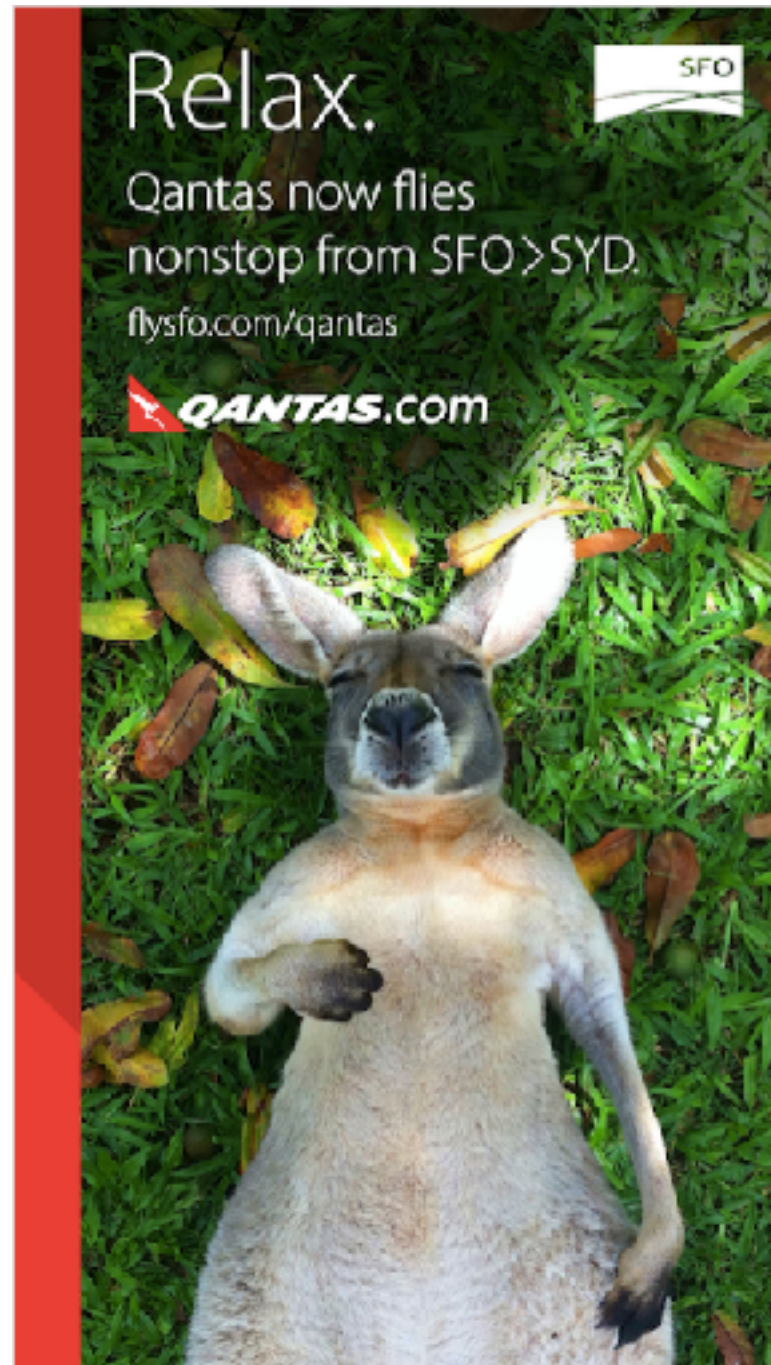


FUSE IDEAS



# CREATIVE PORTFOLIO: AIRPORT CAMPAIGN

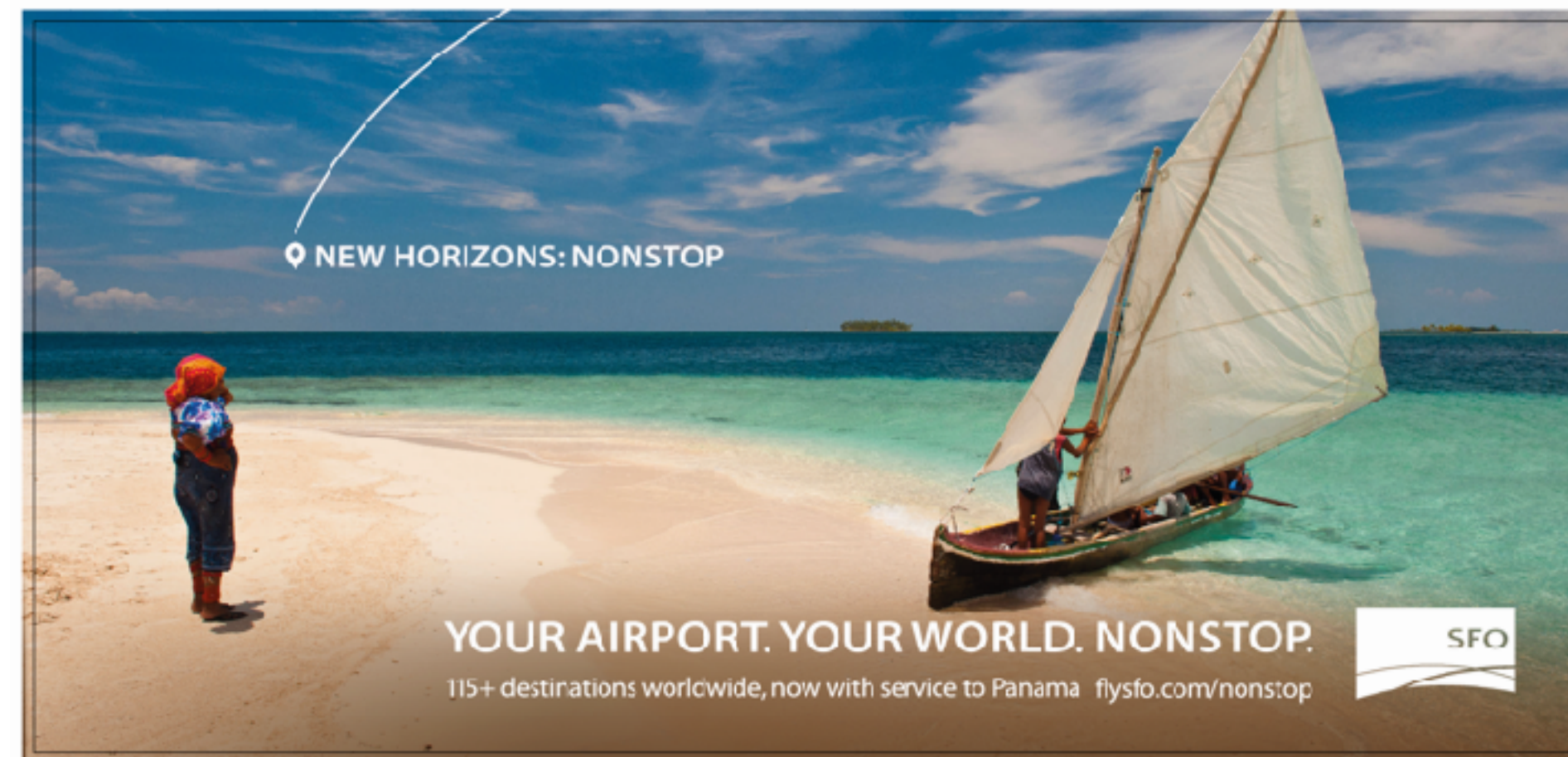
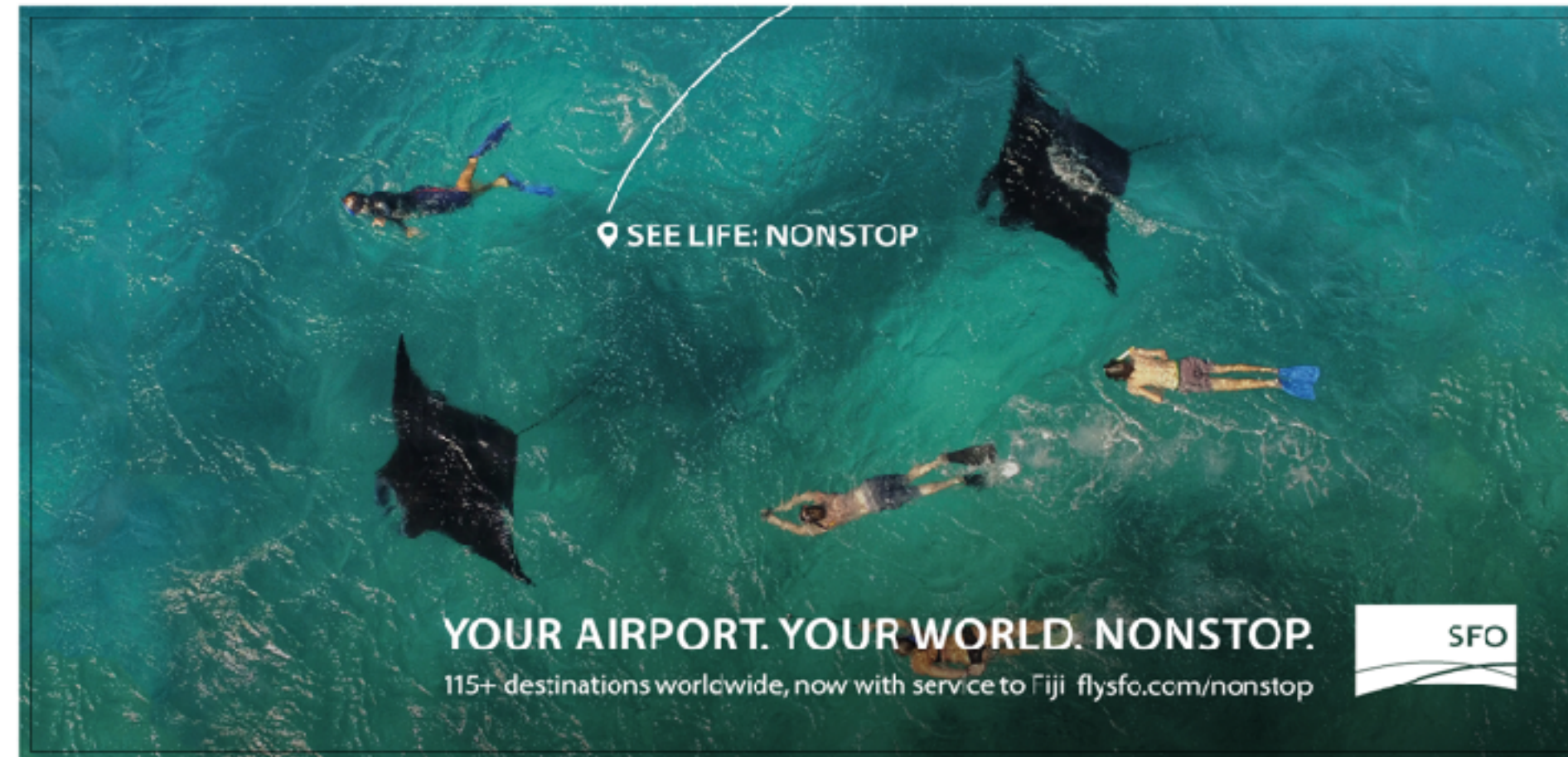
## SAN FRANCISCO INTERNATIONAL AIRPORT — NEW SERVICE CAMPAIGN NEW AIRLINES/ROUTES





# CREATIVE PORTFOLIO: AIRPORT CAMPAIGN

SAN FRANCISCO INTERNATIONAL AIRPORT — CONSUMER COMMUNICATIONS CAMPAIGN  
BRAND – NONSTOP FLIGHTS/DESTINATIONS





# CREATIVE PORTFOLIO: DIGITAL ADVERTISING AND PPC/SEARCH ENGINE MARKETING

We believe digital marketing augments traditional media and drives prospective visitors farther down the conversion funnel. Each of these types of media support an overall program and also reduce the cost per lead. With our origins as a digital agency, Fuseideas is well-versed in executing innovative and effective digital marketing strategies across a variety of media channels. The fact that we are also a full-service agency will ensure that we integrate seamlessly with traditional media plans and augment broadcast, print and OOH efforts with digital marketing techniques, such as:

- ▶ **Paid search** - Capture lower-funnel hand-raisers - Text ads targeted to those already searching relevant info
- ▶ **Programmatic display** - Hyper-targeted solution for reaching the right audience in the most cost-efficient manner - Geographical, behavioral, contextual, psycho. targeting
- ▶ **Re-targeting** - Reach users who have been to the site and did not take action or have recently searched for relevant content - Site re-marketing, search re-marketing
- ▶ **Endemic display** - Aligning brand with relevant sites/content - Parent, education, local news sites, etc.
- ▶ **Online video** - Leverage video content online to hyper-targeted audience (millennials and young moms) - Pre-roll, in-stream, video with graphic overlays
- ▶ **Online radio** - Deliver message to a personal audience, hone in on target audience - Strong CTA leads to direct action through banners
- ▶ **Rich media** - High-impact units that command attention and offer channels to interact with brand - Page-grabber units, sliding billboards, interactive displays
- ▶ **Native/Content** - Educate and inform - In-feed ads, sponsored content, BuzzFeed, etc.
- ▶ **Paid social** - Increase awareness and engagement - Influence page likes, share photos, boost content
- ▶ **Email** - Email marketing is still an effective way to reach potential consumers and will be core to our strategy



CLIENT: WILDWOODS  
PUBLISHER: UNDERTONE  
EXECUTION: INTERACTIVE BILLBOARD

- ▶ 3,993,566 impressions
- ▶ 1,762,839 interactions
- ▶ 44.14% interaction rate
- ▶ \$0.03 cost per interaction



NOTE: This ad unit was so successful that Undertone uses it as their own case study for the unit

[Click To View Demo](#)



CLIENT: BIG SKY  
PUBLISHER: ADTHEORENT  
EXECUTION: MOBILE RICH MEDIA  
INTERSTITIAL

- ▶ 2,467,441 impressions
- ▶ 101,071 clicks
- ▶ 4.10% CTR
- ▶ 40,122 landing page visits
- ▶ 1.63% visit rate
- ▶ \$0.62 cost per visit





# CREATIVE PORTFOLIO: SOCIAL MEDIA

Social Media is one of our core services and an integral part of our relationships. Our social media services are identified in the diagram to the right and we have had some very successful social media initiatives, including:

- ▶ 2,500% increase in social media engagement during our work for Bermuda Tourism
- ▶ A 15.33% click rate with engagement up 300% in the first 3 months of our campaign for Visit Big Sky
- ▶ 40 million impressions on our organic campaign for Germany Tourism
- ▶ 1600% increase in Instagram engagement for our client Tourism Santa Fe

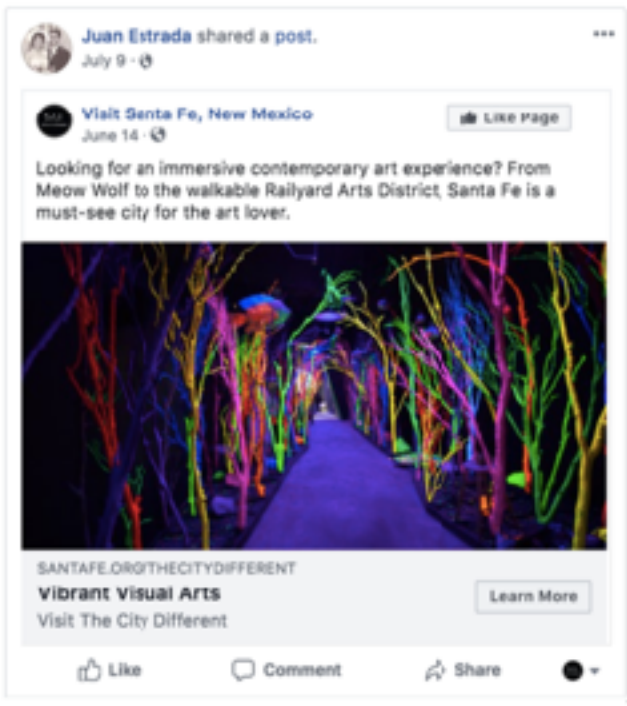
Social media marketing is an exponential augmenter of paid media if done properly. Audiences, their behaviors and their attentions are constantly shifting as much as channels are constantly changing, and it is critical for brands to understand what these changes are and how it will impact their businesses.



297,135 impressions  
12,522 clicks  
4.21% CTR



481,549 impressions  
15,733 clicks  
3.27% CTR



252 page likes  
384 post shares  
1,615 post reactions

468,820 impressions  
14,273 clicks  
3.90% CTR

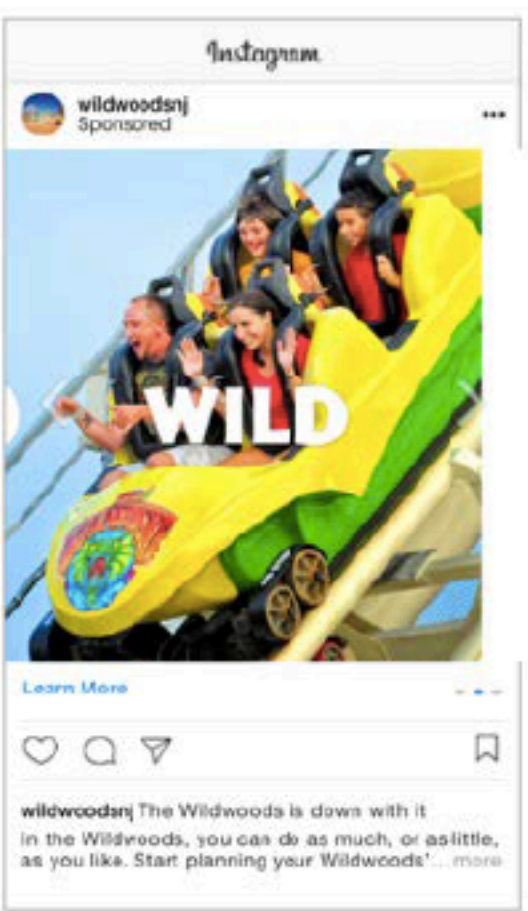
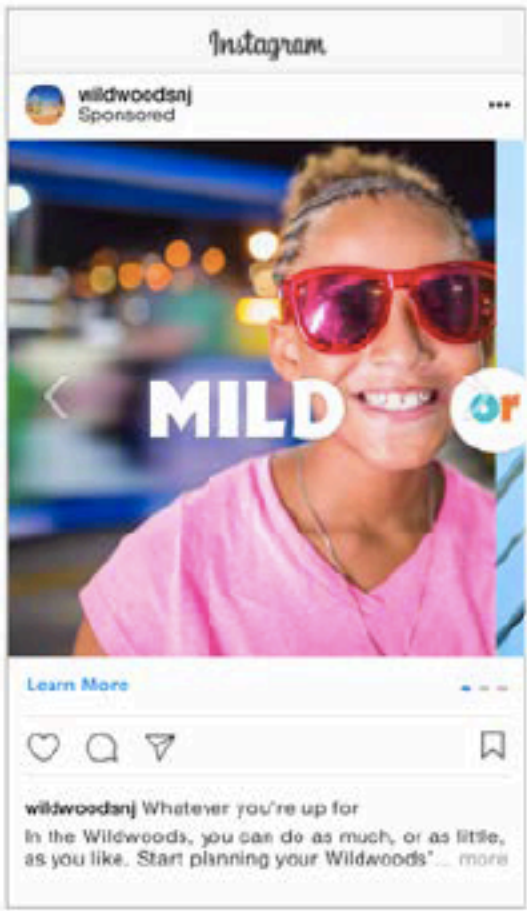


## FACEBOOK

- ▶ 1,654,777 impressions
- ▶ 85,628 actions
- ▶ 5.17% engagement rate
- ▶ 33,788 web clicks (2.04% CTR)
- ▶ \$0.34 average cost per click

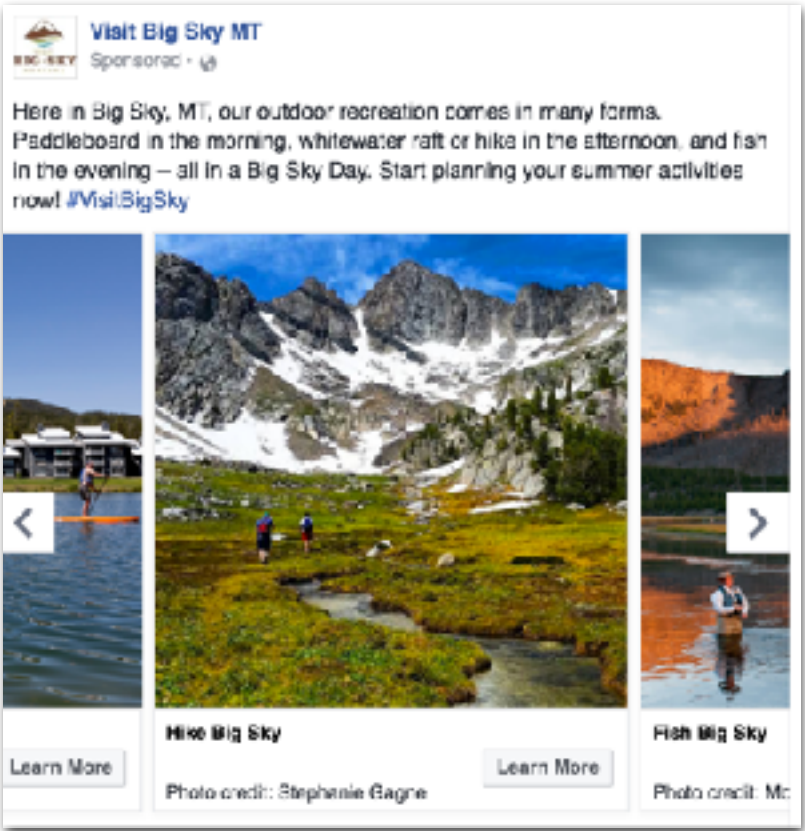
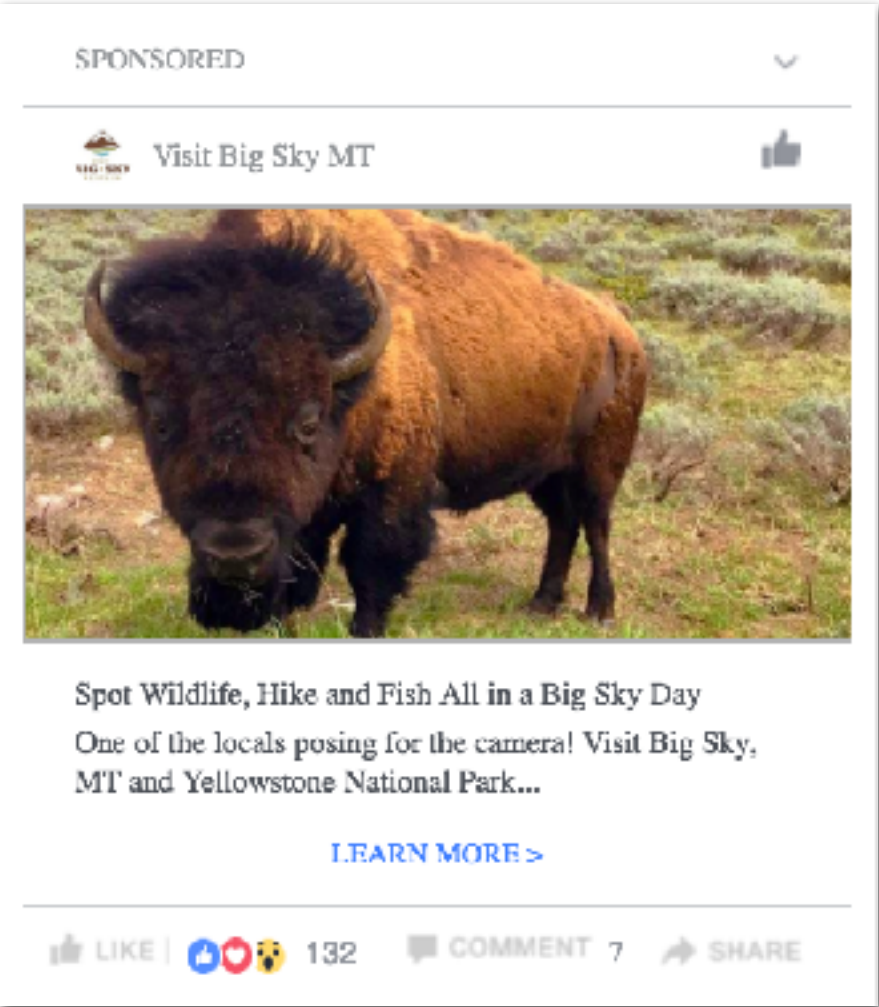
## INSTAGRAM

- ▶ 546,920 impressions
- ▶ 34,492 actions
- ▶ 6.31% engagement rate
- ▶ 2,321 web clicks (0.42% CTR)
- ▶ \$1.76 average cost per click



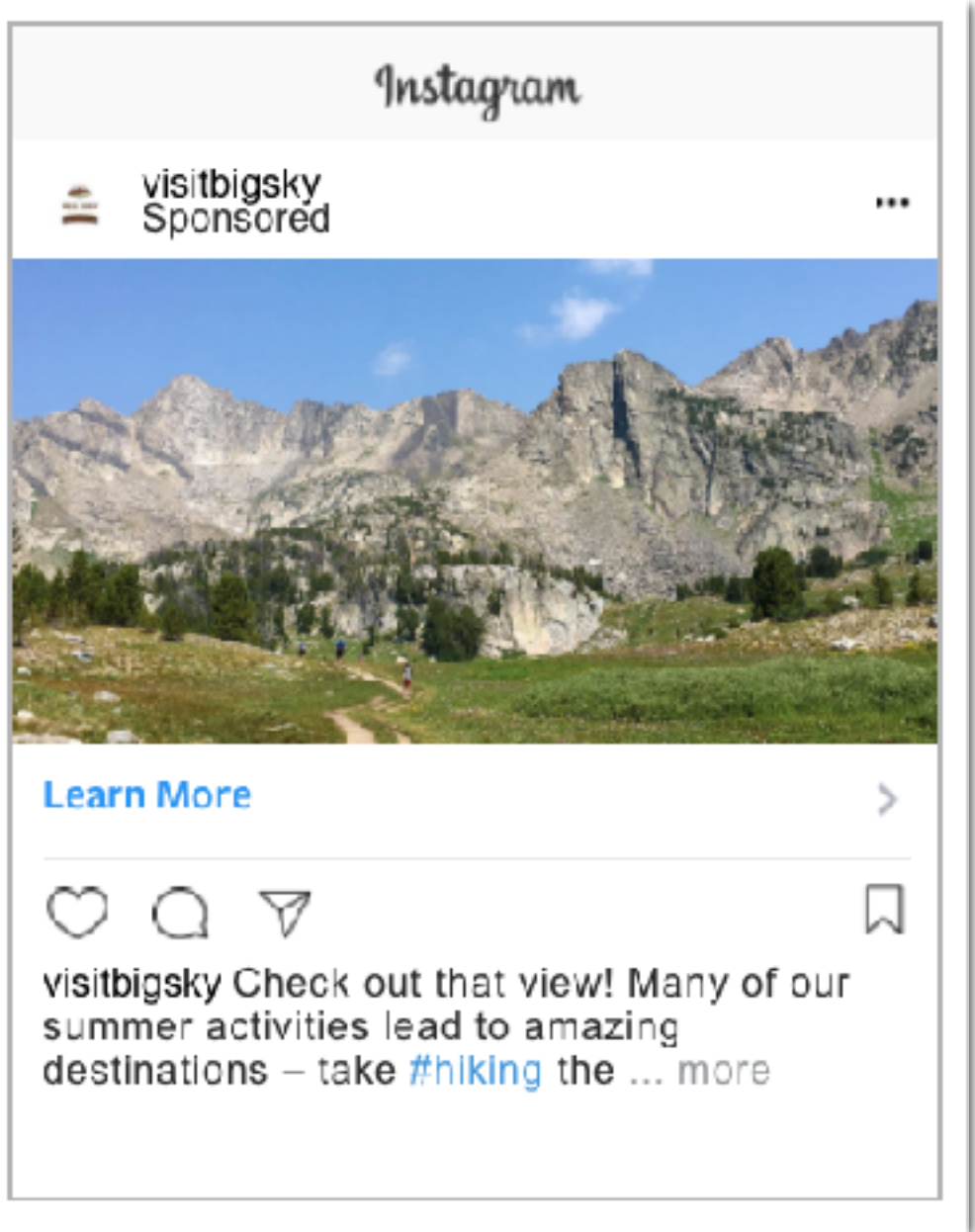
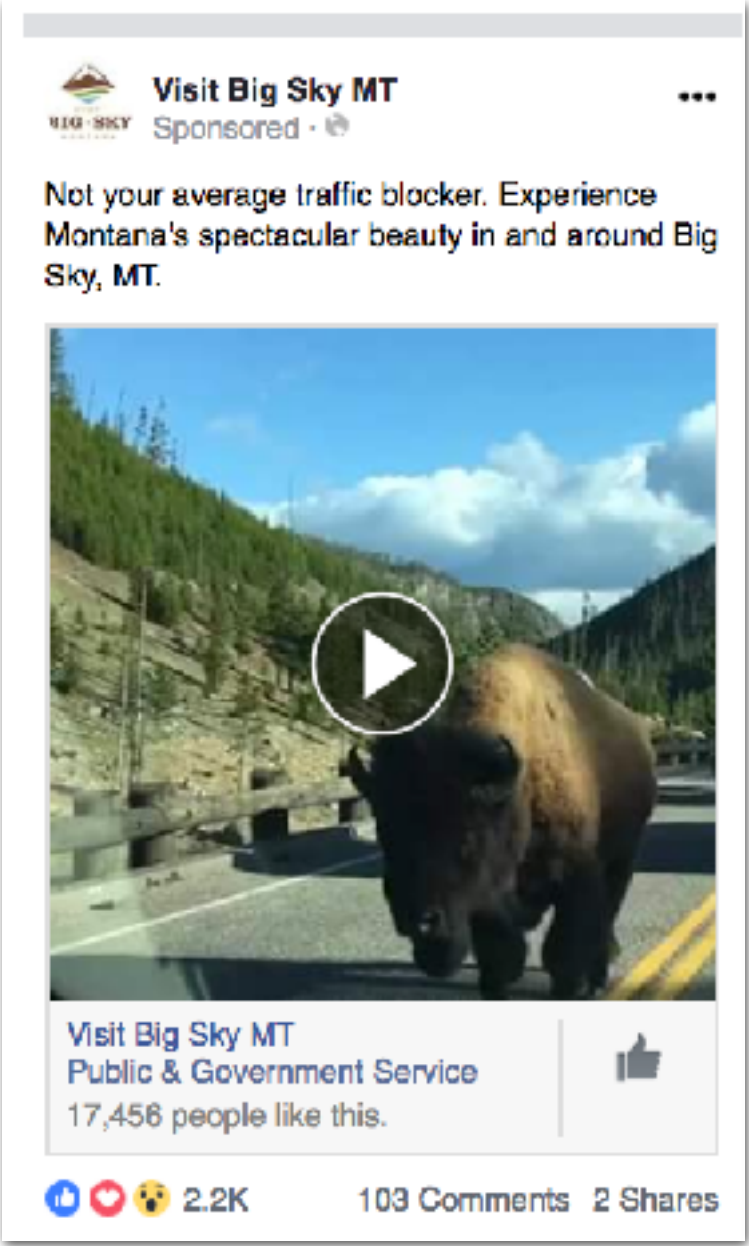


# CREATIVE PORTFOLIO: SOCIAL MEDIA



## Facebook

- ▶ 1,654,777 impressions
- ▶ 85,628 actions
- ▶ 5.17% engagement rate
- ▶ 33,788 web clicks (2.04% CTR)
- ▶ \$0.34 average cost per click



## Instagram

- ▶ 546,920 impressions
- ▶ 34,492 actions
- ▶ 6.31% engagement rate
- ▶ 2,321 web clicks (0.42% CTR)
- ▶ \$1.76 average cost per click





# CREATIVE PORTFOLIO: WEBSITE DESIGN AND CONTENT CREATION

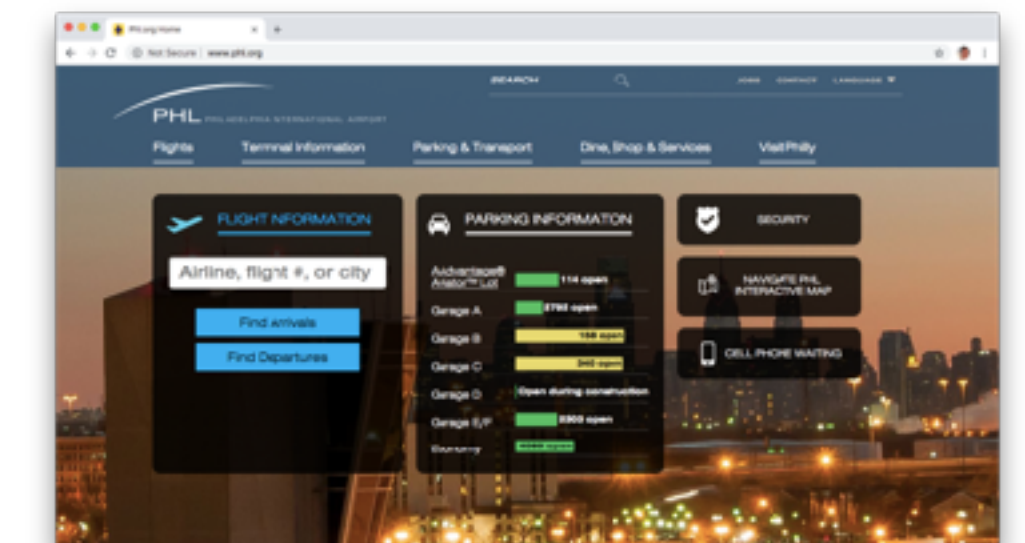
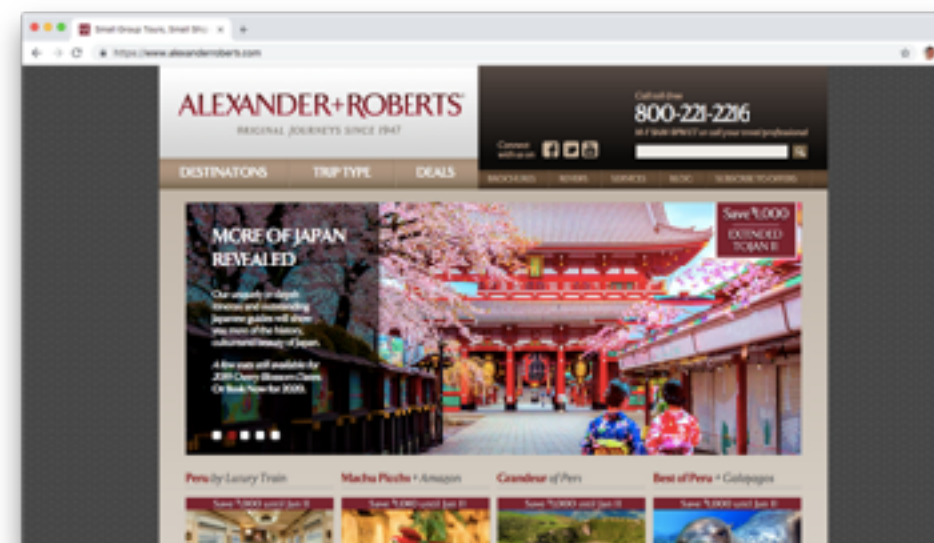
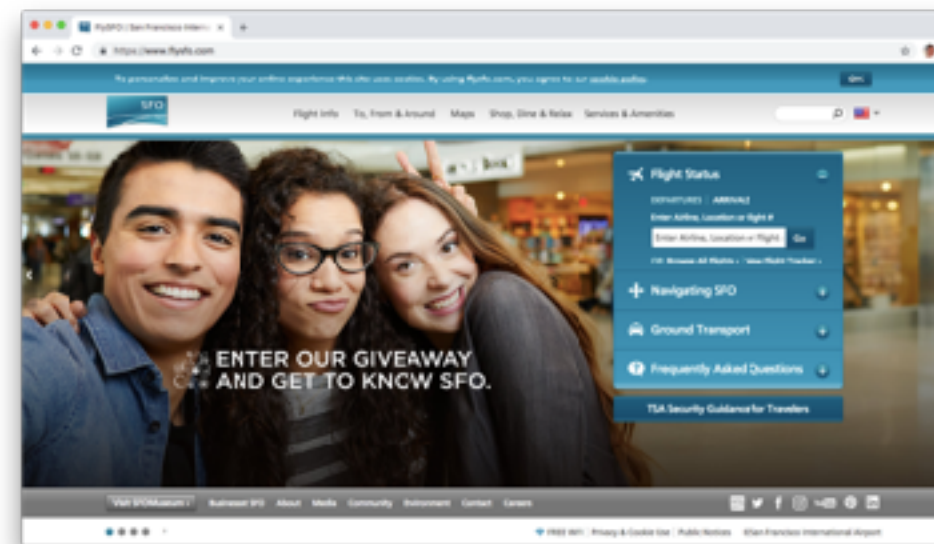
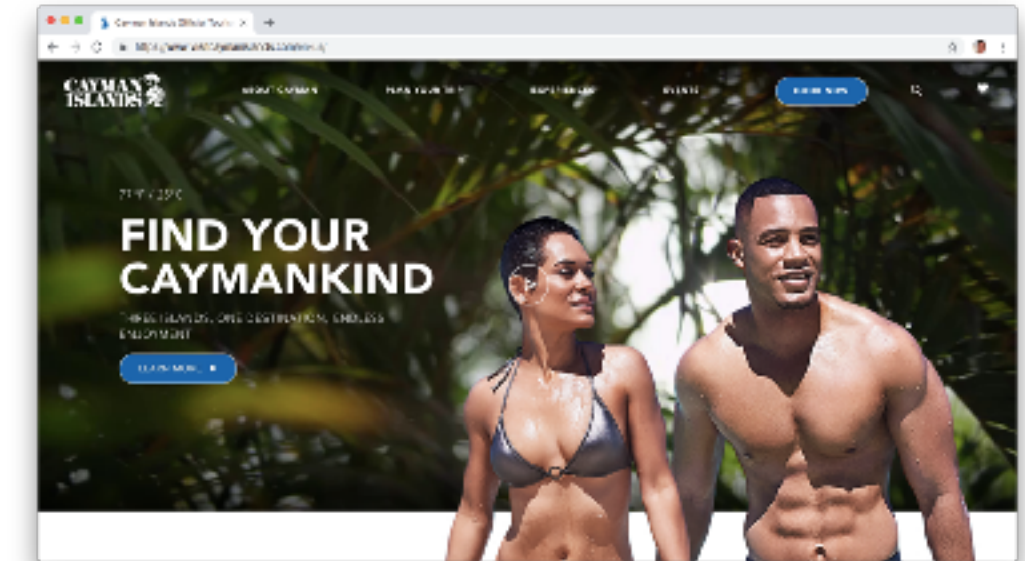
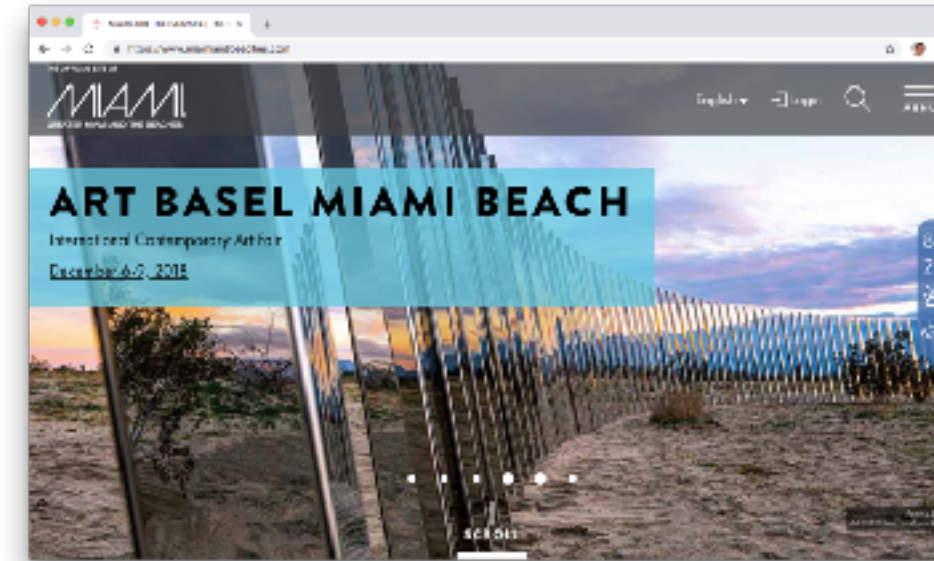
With over a decade of destination/convention experience and years of website architecture, design, development and maintenance expertise, Fuseideas is prepared to support your immediate and long term online objectives. At Fuseideas, technology and innovation leveraged with creativity is integrated into the entire ecosystem of the agency. We understand how to build technologically advanced digital solutions that offer best-in-class usability, design and security, and we have partnered with a variety of clients on a number of solutions similar to what we would be doing for the GFLCVB. These include clients such as:

- ▶ Greater Miami and The Beaches CVB
- ▶ Bermuda Tourism
- ▶ Cayman Islands Department of Tourism
- ▶ Tourism Santa Fe
- ▶ San Francisco International Airport
- ▶ Oakland Housing Authority
- ▶ Philadelphia International Airport
- ▶ Pittsburgh International Airport
- ▶ Alexander+Roberts
- ▶ Collette Vacations
- ▶ American Queen Steamboat Company

Fuseideas has been a leading innovator with CMS, CRM, and Digital Marketing solutions across a variety of platforms. Fuseideas has also been able to develop innovative, “first of its kind” solutions that are regarded as some of the best in the industry. These include:

- ▶ The first integration of a commercial CMS and Adobe InDesign, which reduced the need to copy and paste content from brochures into the website.
- ▶ The world’s first search engine for cancer genomes that allows people with cancer to input their cancer gene, and have it matched to an appropriate, global clinical trial to help treat their disease.
- ▶ The first indoor wayfinding mobile app for an Airport.
- ▶ We are also working with Amazon to build Amazon Alexa/Echo technology into our website solutions to help our clients in the area of customer service.

Ultimately, the best web experiences must be mobile first and take into consideration the rapid changes in what consumers expect today. This is built on personalization and lead nurturing and the following example highlights our work with the Greater Miami CVB.





# CREATIVE PORTFOLIO: DIGITAL STRATEGY & WEB

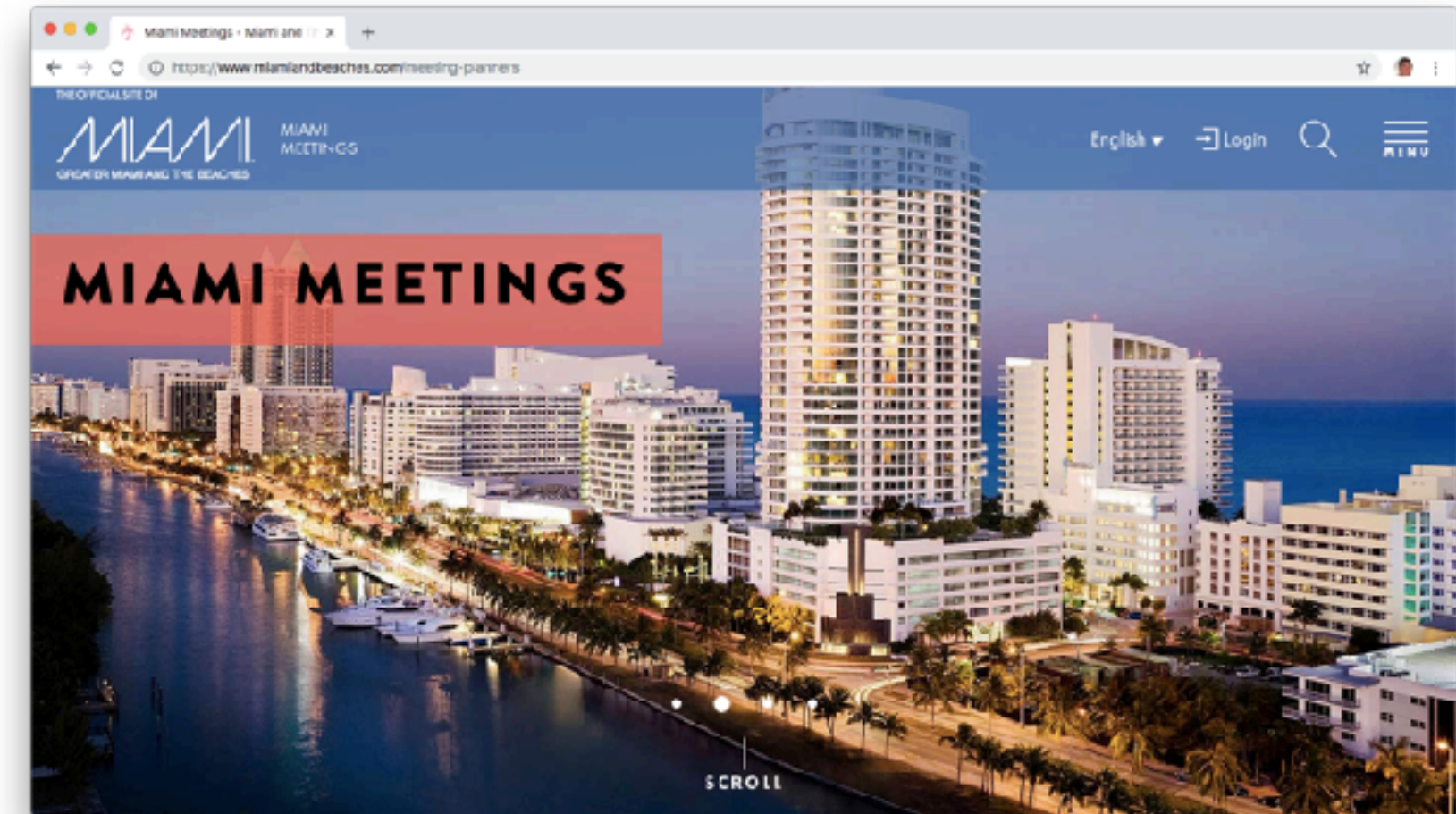
## URL

► [www.miamiandbeaches.com](http://www.miamiandbeaches.com)

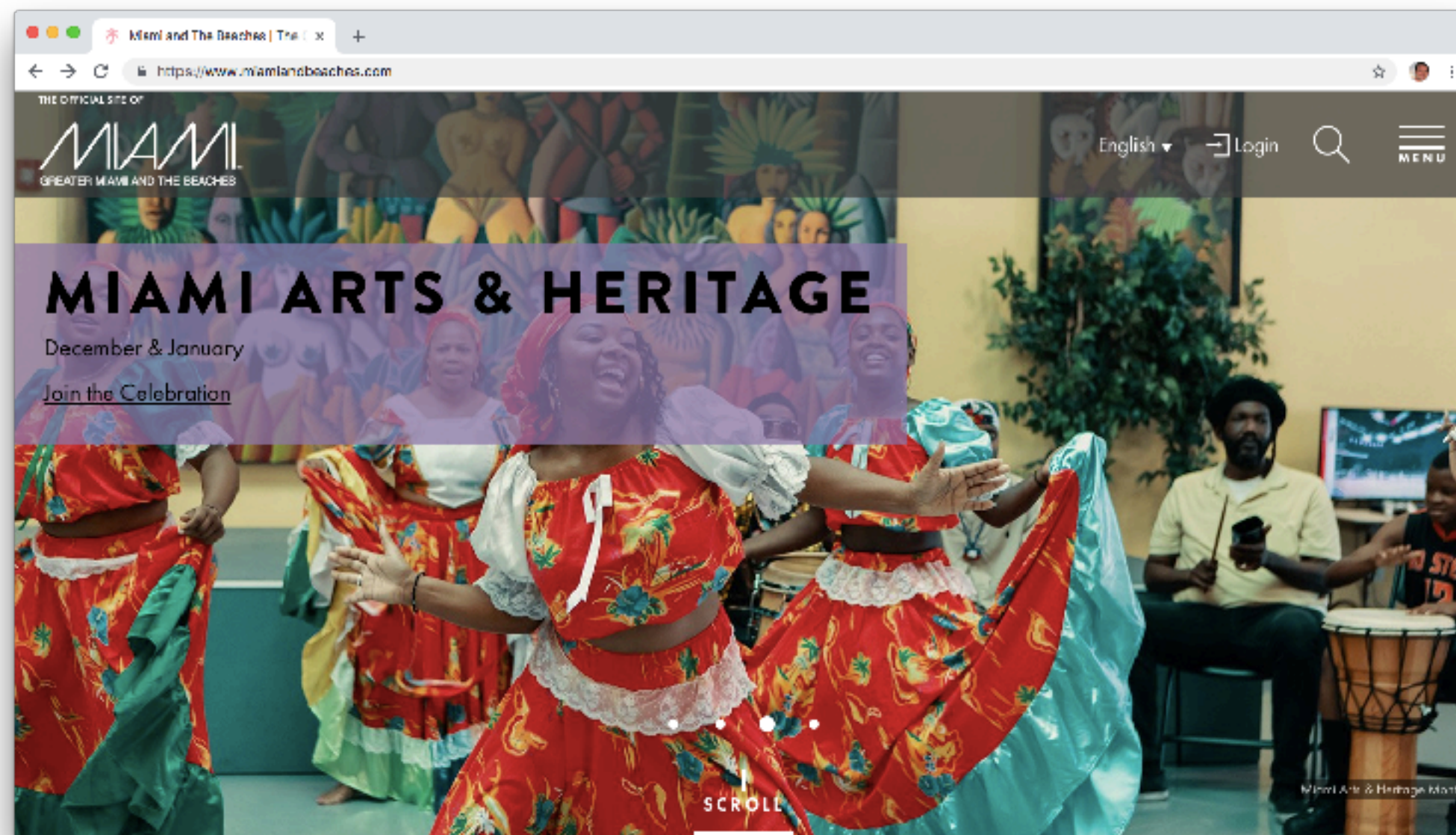
## Technical Infrastructure

- Hosting: Amazon Cloud Services
- CMS: Kentico 11
- CDN: Akamai Database
- SQL Server Analytics Package
- Google Analytics
- CRM: Simpleview
- Phase 2: Amazon Echo, IBM Watson (AI)

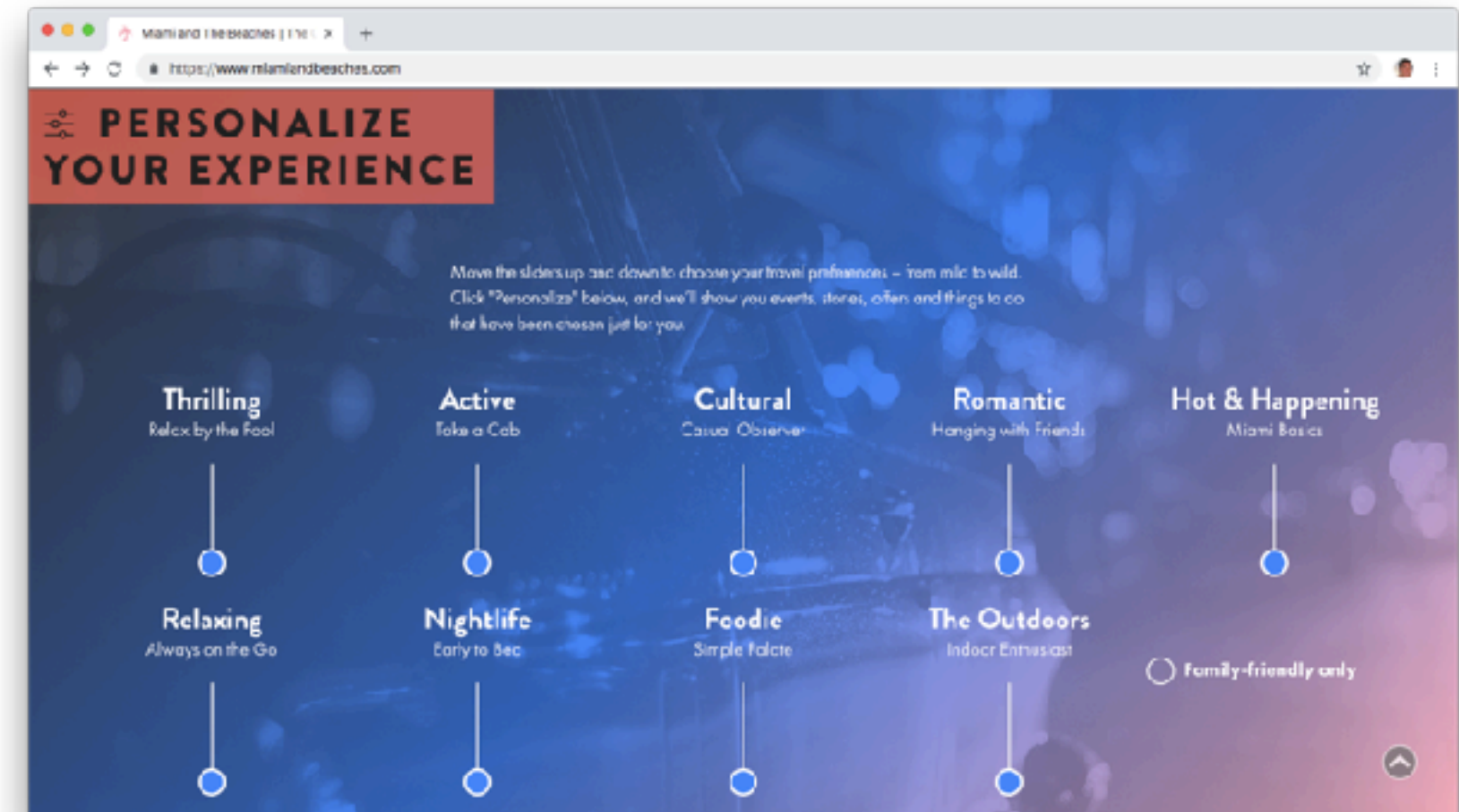
## Meeting Planner Portal



## Homepage



## Personalization Engine





# CREATIVE PORTFOLIO: DIGITAL STRATEGY & WEB

## CAYMAN ISLANDS DEPARTMENT OF TOURISM

### Digital Web Agency of Record – Websites Redesign, CMS, and CRM Initiatives

Due to our expertise in Destination Marketing and our successful track record with Bermuda, Fuseideas was hired in 2016 by Cayman Islands Tourism. Their existing CMS was extremely out of date with many unsupported modules and we were required to immediately manage their global ecosystem that included 10 separate websites. They also had no existing digital strategy and were not effectively using their CRM solution (Salesforce).

Fuseideas immediately set about developing a new web redesign, CMS implementation, and a new CRM implementation strategy.

#### URLs

<https://www.visitcaymanislands.com>

<https://www.visitcaymanislands.com/en-us/cayman-cookout>

<https://www.visitcaymanislands.com/en-us/culinary-capital>

<https://www.visitcaymanislands.com/en-us/only-in-cayman/summer>

#### Solutions

Stabilized the existing platform while the new websites were being built

Re-platforming 10 sites into 1 CMS platform (Kentico)

Developed a CRM strategy and selected the CRM partner, Simpleview

Integrating the CMS platform (Simpleview) into the CMS platform for seamless CRM and e-marketing automation

Implemented a website for the dive niche which will easily convert to the new CMS platform

Migrate hosting into a more scaleable Amazon Cloud solution

#### Tasks Included

- ▶ Discovery
- ▶ UI/UX
- ▶ Usability Testing
- ▶ Content Planning and Strategy
- ▶ CRM Integration
- ▶ Website Redesign
- ▶ Kentico CMS Installation
- ▶ Inbound/Outbound Marketing

#### Technical Infrastructure/Considerations

- ▶ Hosting: Amazon Cloud Services
- ▶ CMS: Kentico 11
- ▶ CDN: Akamai Database:
- ▶ SQL Server Analytics Package
- ▶ Google Analytics
- ▶ CRM: Simpleview
- ▶ Phase 2: Amazon Echo, IBM Watson (AI)

#### Dive Website



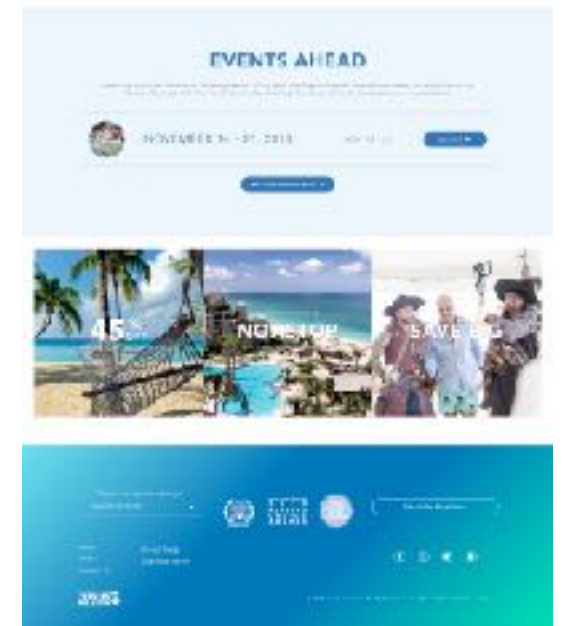
#### Cayman Cookout



#### Culinary Capital

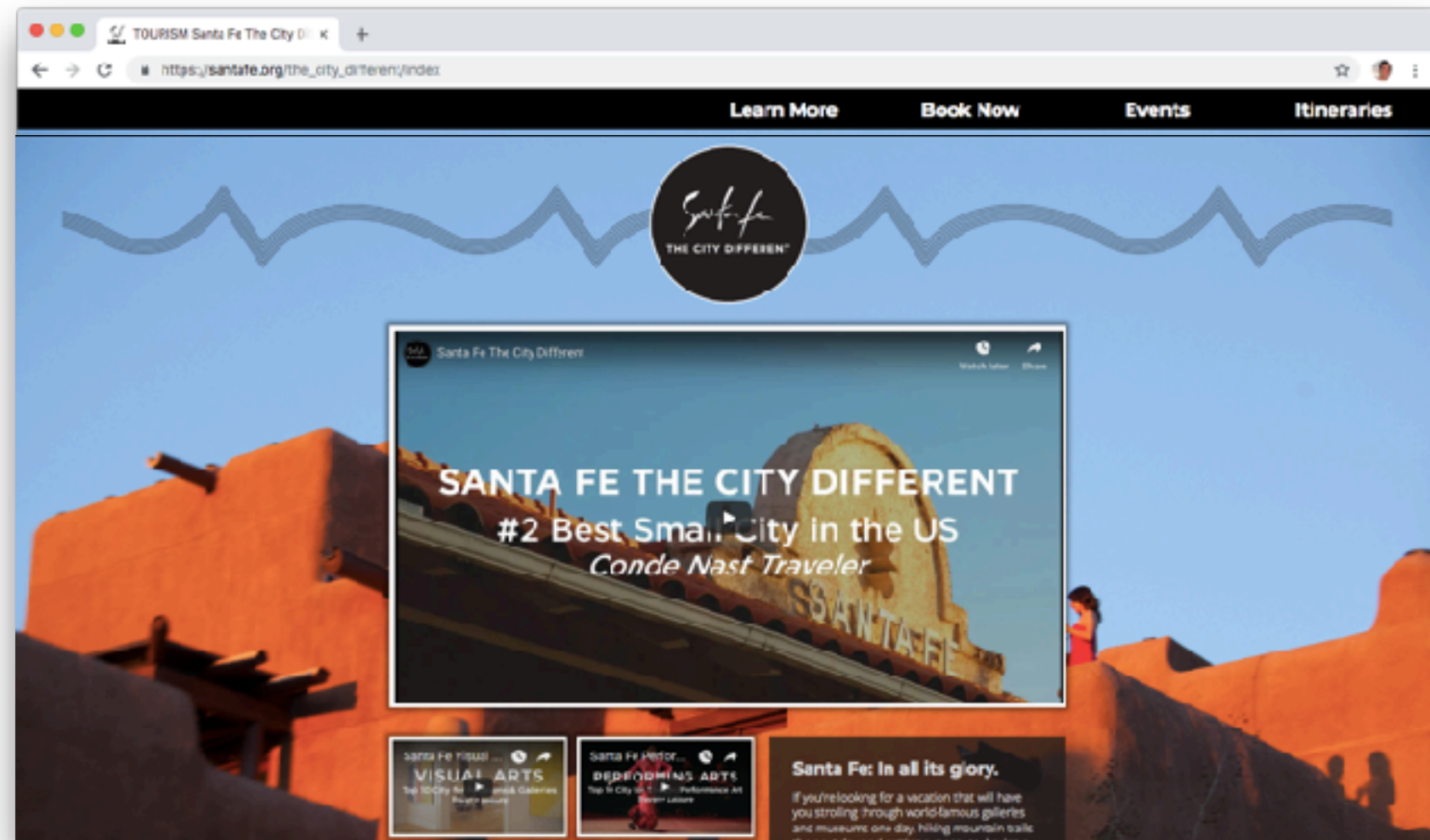


#### New Design (Fuseideas)

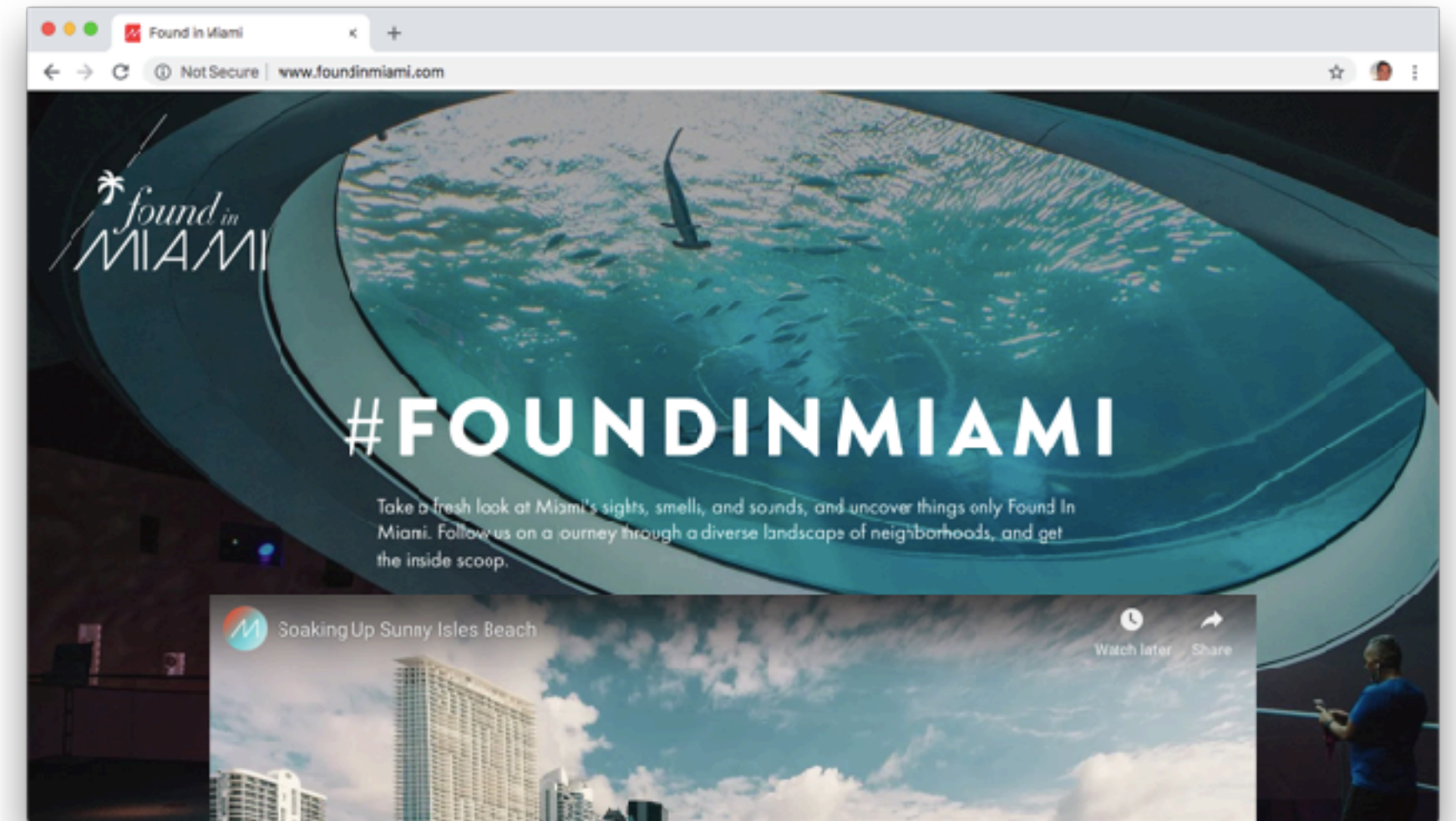




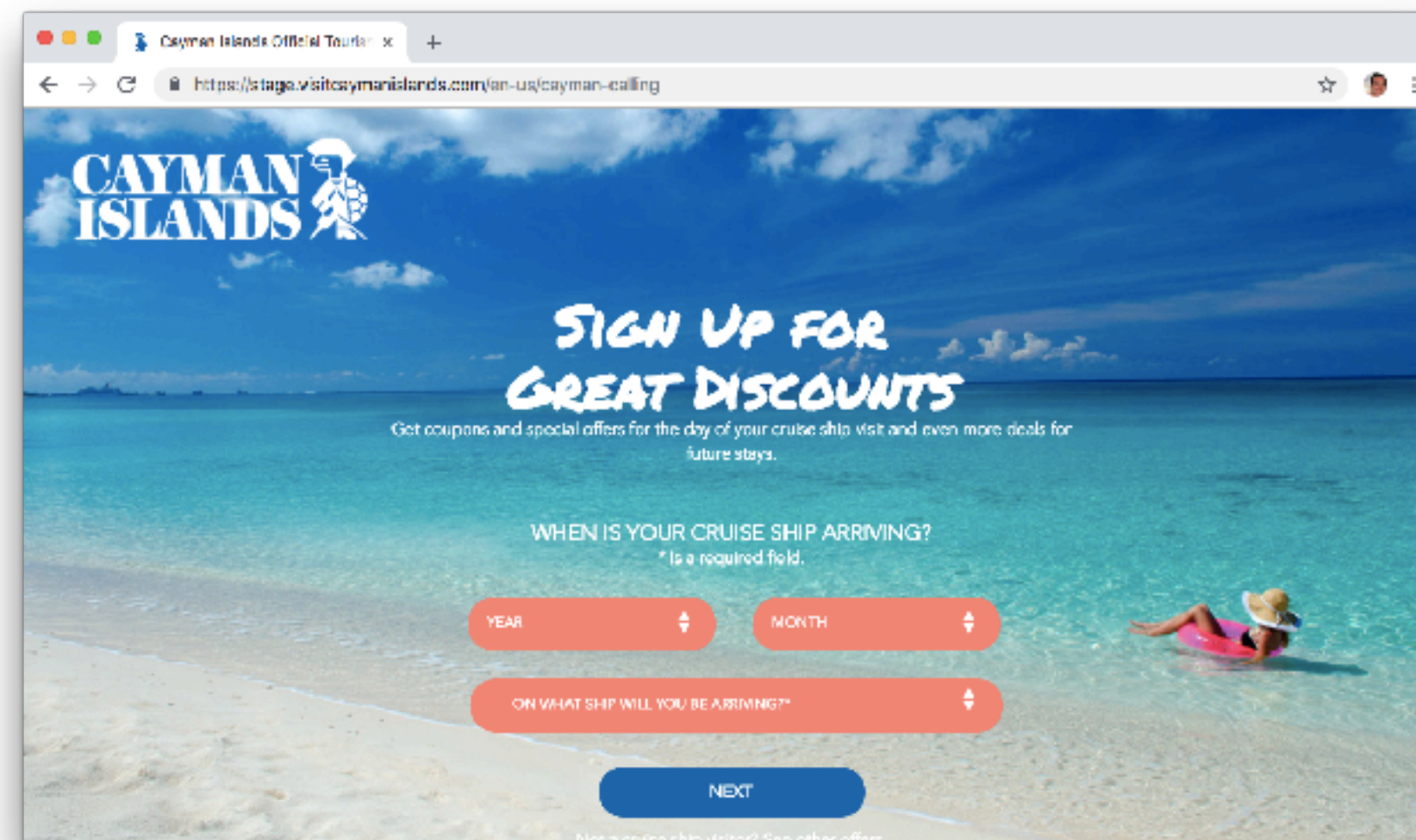
# CREATIVE PORTFOLIO: DIGITAL STRATEGY & WEB



SANTA FE THE CITY DIFFERENT - [WWW.SANTAFE.ORG/THE\\_CITY\\_DIFFERENT](http://WWW.SANTAFE.ORG/THE_CITY_DIFFERENT)



FOUND IN MIAMI - [WWW.FOUNDINMIAMI.COM](http://WWW.FOUNDINMIAMI.COM)

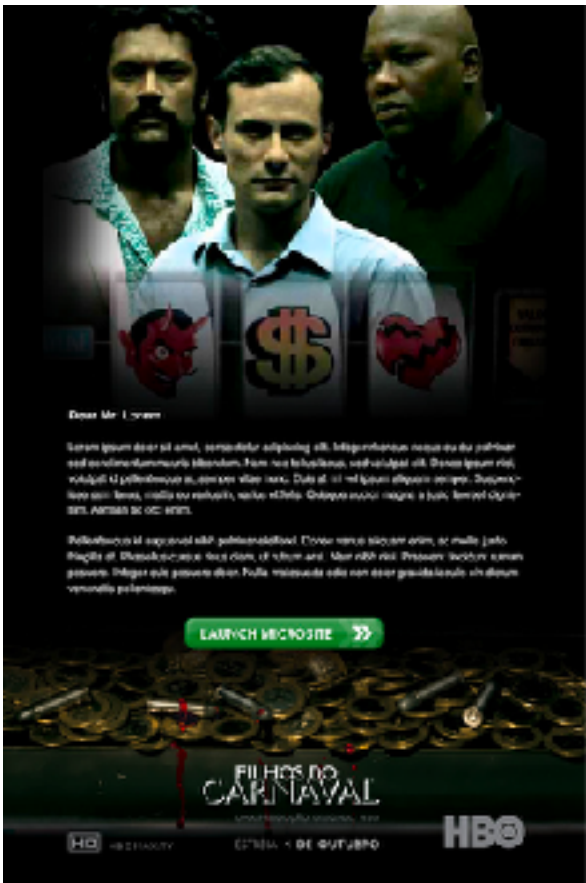
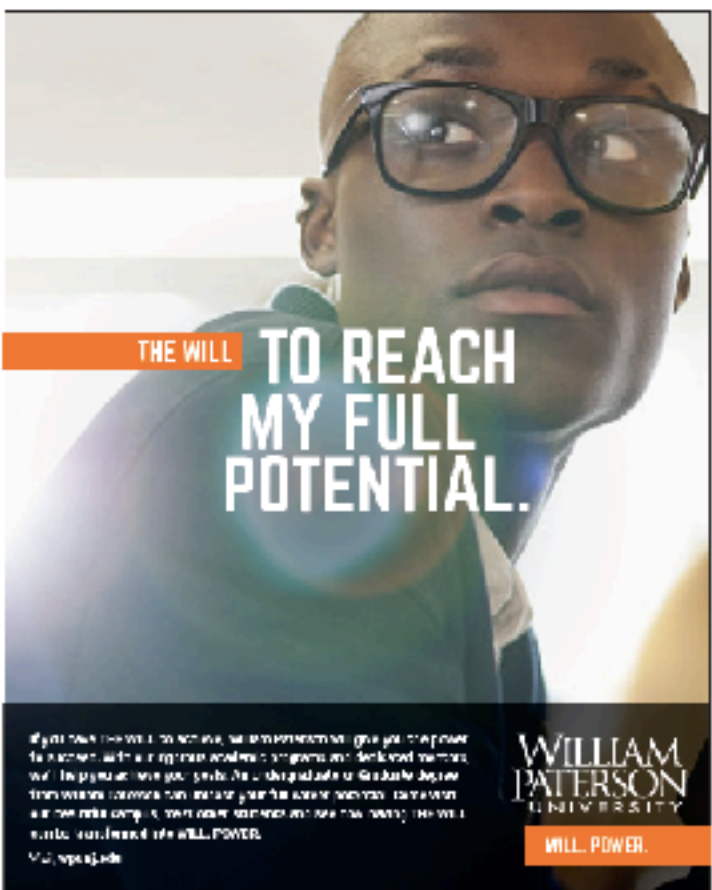
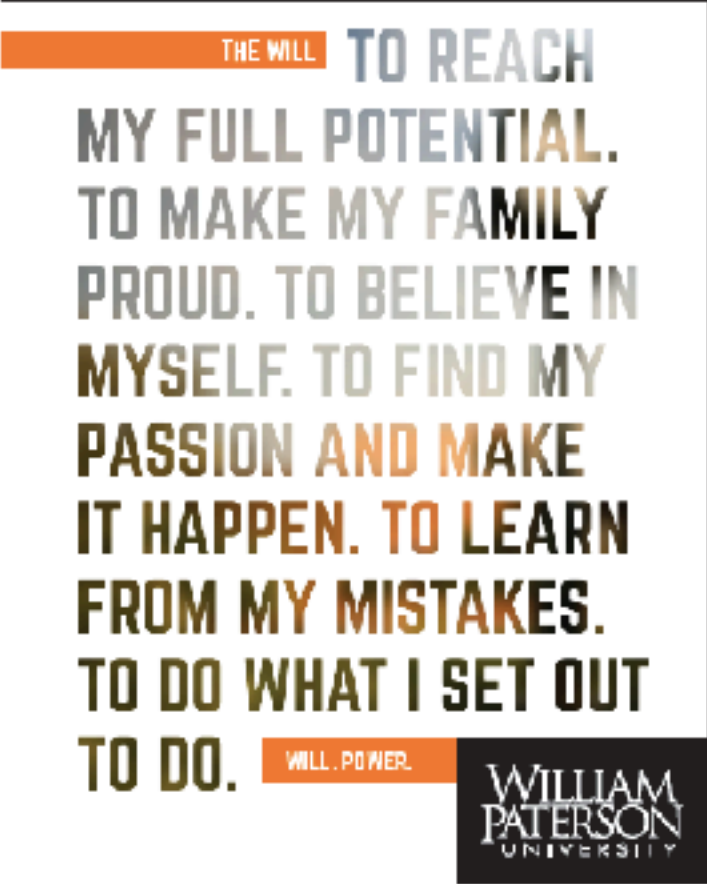


CAYMAN ISLANDS - [STAGE.VISITCAYMANISLANDS.COM/EN-US/CAYMAN-CALLING](http://STAGE.VISITCAYMANISLANDS.COM/EN-US/CAYMAN-CALLING)



# CREATIVE PORTFOLIO: HISPANIC & MULTICULTURAL

**Background:** Fuseideas has been fortunate to work with a number of brands targeting Hispanic audiences. Almost 20% of our work is dedicated to multicultural audiences including Hispanic, African American, and Chinese. Below are some sample projects and campaigns that target these audiences. Clients include Bose, Comcast/Xfinity, ESPN Deportes, HBO Latin America, Univision, Redford University and William Paterson University.





# CREATIVE PORTFOLIO: PRINT COLLATERAL SAMPLES

Destinations International



Adidas



Globe Manufacturing



White Rock Distilleries





# CREATIVE PORTFOLIO: OOH





# CREATIVE PORTFOLIO: BROADCAST

The below link will bring you to our Vimeo page where you can explore a wide range of our video work. These include a range of budgets from \$10,000 up to \$250,000. We produce well over two dozen TV and video productions a year.

<https://vimeo.com/fuseideas>



# REGIONAL CHALLENGE IN INNOVATION BRAND PRODUCT: ROCHESTER (MN) CVB





# ROCHESTER, MN: BRANDING CASE STUDY

## Situation Overview:

With an \$84 million expansion of the city's civic center and the launch of the groundbreaking Destination Medical Center initiative by the city, state and Mayo Clinic, the RCVB (Rochester Convention and Visitors Bureau), RASC (Rochester Amateur Sports Commission) and MCC (Mayo Civic Center) formed a brand task force to find an agency partner that could help them with the development of a new brand strategy for the city. Plus, each of the three organizations wanted to update their brand identity to better reflect the expanded role each would play in the future.

Fuseideas was selected because of the strong strategic insights presented during the RFP process, and because of the agency's experience in destination marketing and demonstrated capabilities with brand strategy development and implementation.

## Goals and Objectives:

The goals for Rochester, MN were:

- ▶ Develop a strategic brand identity, naming, and positioning for Rochester, MN
- ▶ Create new names and logos for the RCVB, RASC and MCC
- ▶ Provide brand guidelines to assure consistent and effective implementation
- ▶ Produce a comprehensive strategic marketing plan for the destination and the three organizations

## Challenges:

The principal challenges that we faced were:

- ▶ Developing a holistic destination brand strategy for a destination dominated by medical services/the Mayo Clinic
- ▶ A complicated branding assignment involving three very independent organizations
- ▶ The delicate issue of renaming the Mayo Civic Center, given the strong loyalty to the Mayo name in Rochester
- ▶ Navigating through the interests and agendas of the numerous stakeholder groups

## Strategic Insights:

- ▶ The primary challenge for Rochester, MN is place identity, given the much better known Rochester, NY — the need to overcome that confusion is critical
- ▶ At its core, Rochester, MN is a city that provides exceptional care and groundbreaking advancements in medicine and technology
- ▶ People outside of the Upper Midwest have little awareness of Rochester, MN and do not know that it is a vibrant city with a substantial downtown center
- ▶ There are many exciting things happening in Rochester, MN that make it highly relevant as a site for meetings and conventions relating to medical, biotech, pharmaceuticals, technology, education and economic development
- ▶ Important that the brand identity for the destination convey a contemporary, vibrant, positive image



# ROCHESTER, MN: BRANDING CASE STUDY

## Fuseideas Research & Discovery Process

Our work began with a multistep discovery process designed to provide us with an extremely solid foundation of knowledge and key insights that would become the building blocks of brand strategy. The following are highlights:

### 1. Review Existing Research/Information

- ▶ Included prior research done by the RCVB, plus several reports on visitor satisfaction, etc.

### 2. New Research

- ▶ Quantitative and qualitative — online surveys of visitors, inquirers, meeting planners and event organizers, plus more than 60 one-on-one interviews with key stakeholders

### 3. Brand Immersion (Online and On Site)

- ▶ In addition to substantial desktop research, one week spent on site touring and experiencing the city

### 4. Stakeholder Engagement

- ▶ Group discussions in addition to one-on-one interviews, plus brand task force meetings

### 5. Brand Audit

- ▶ Thorough review of current and prior brand identity and brand communications

### 6. Key Metrics

- ▶ Identification and recommendation of KPIs and key measures for go-forward evaluation

### 7. Current Trends/Third-Party Research

- ▶ Gathering and presenting relevant tourism trends plus important third-party research relevant to Rochester, MN's situation

### 8. Competitive Review

- ▶ Comprehensive review and analysis of competitive cities, sports organizations and convention facilities across the Upper Midwest, plus analysis of naming practices across the U.S.

### 9. Summary SWOT Analysis

- ▶ Insightful analysis of strengths, weaknesses, opportunities and threats

### 10. Summary of Discovery Findings

- ▶ Detailed report and presentation of all discovery findings to brand task force and leadership of RCVB, RASC and MCC

## Key Findings from the Research

Our research allowed our strategy and creative teams to focus on mapping both emotional and rational benefits of the destination to the different stakeholder groups. This process identified six different areas from which to work and allowed us to develop a brand platform, creative strategy and a marketing plan that would address each of the key points that would resonate with the stakeholders.

A full report of this project can be provided upon request, or we would be happy to share it if given an opportunity to present to you.



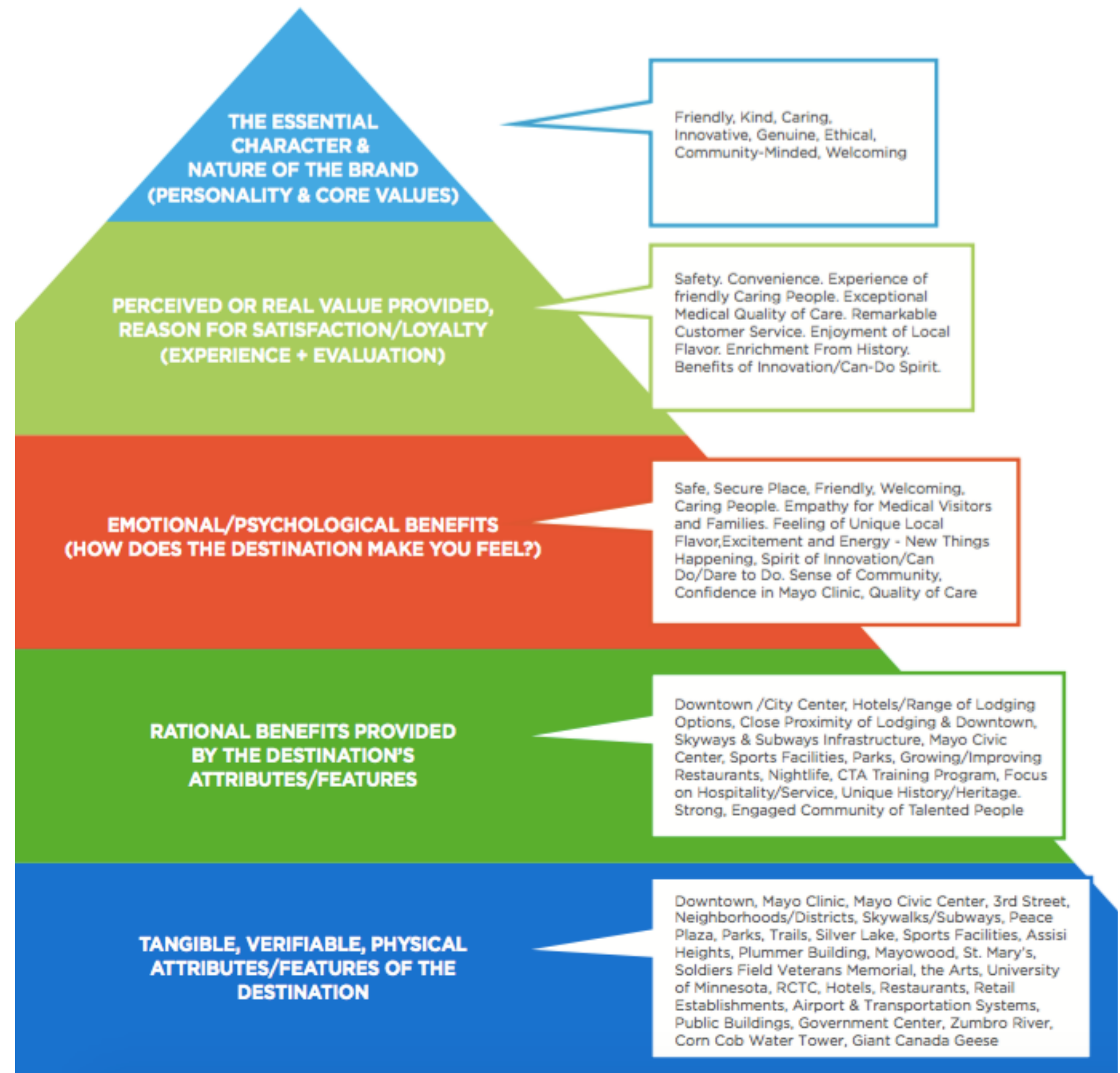


# ROCHESTER, MN: BRANDING CASE STUDY

## Benefits Pyramid

Understanding the benefits that Rochester, MN provides is key to organizing ideas and information for destination brand communications.

From the foundation of real assets and features, through the rational and emotional benefits provided, all the way to the top level where the “experience benefit” and character of the brand are identified, this model summarizes important elements of the total destination brand.





# ROCHESTER, MN: BRANDING CASE STUDY

## Naming, Creative and Concept Development and Testing

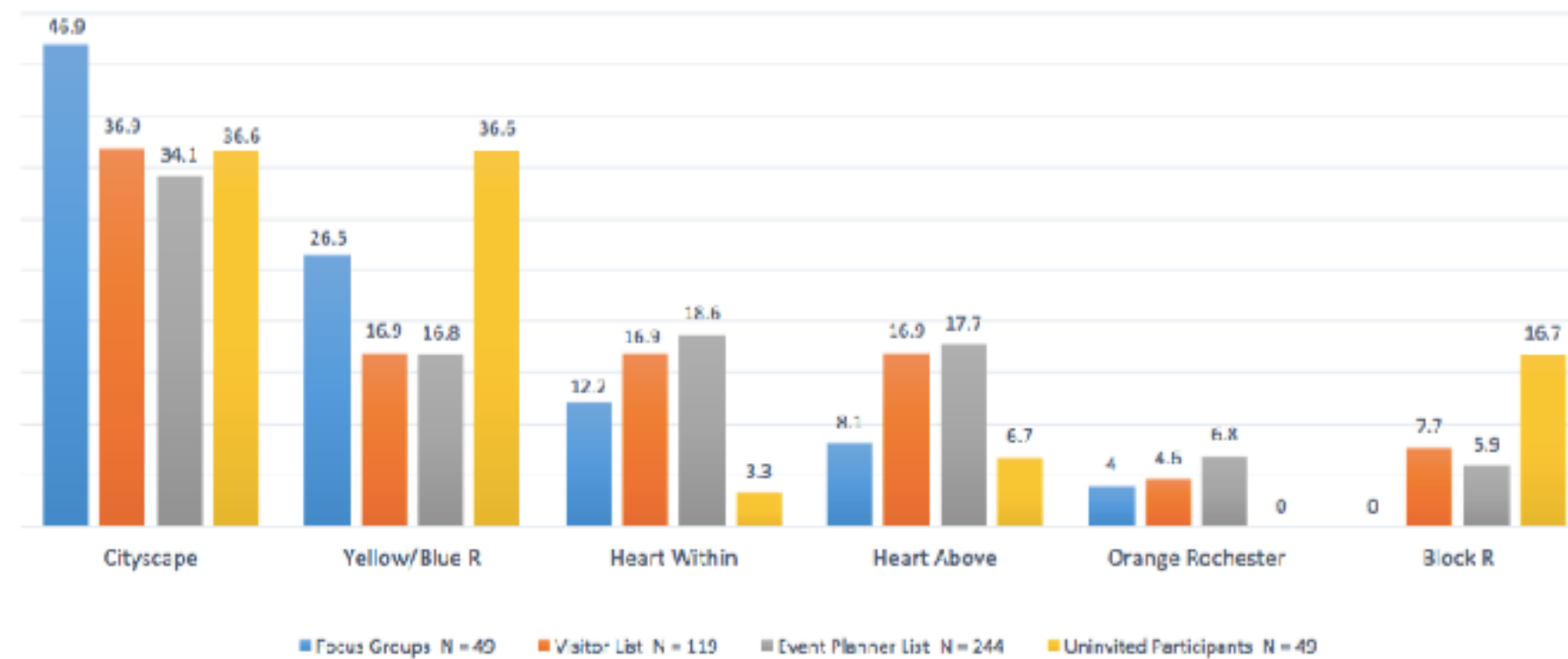
Fuseideas produced a number of concepts (see logo designs, tagline, naming options) below, and from that, also developed extensive message and creative testing. Testing included quantitative and qualitative studies, with online surveys and a series of focus groups with Rochester, MN area residents. Testing with the target segments that matter most to Rochester, MN helped to identify the way forward by creating consensus among key stakeholders and leadership. Testing included logo treatments and taglines as seen below:



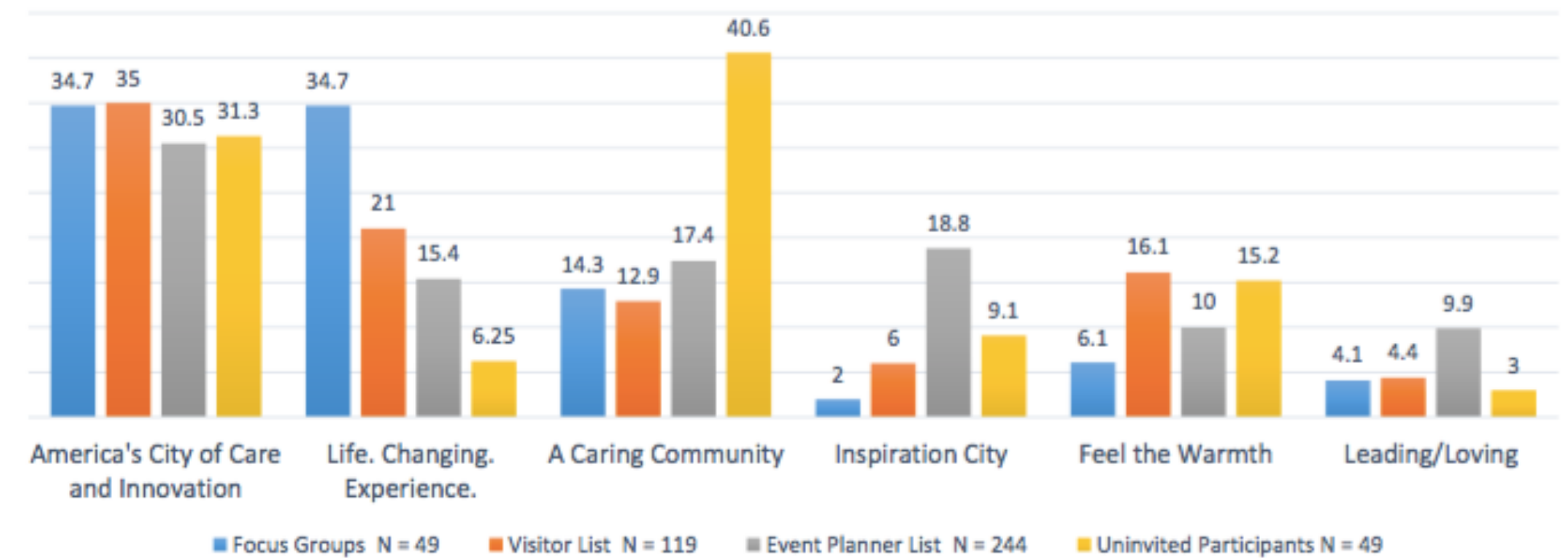
### Taglines:

- ▶ America's City of Care and Innovation
- ▶ Life. Changing. Experience.
- ▶ A Caring Community
- ▶ Inspiration City
- ▶ Feel The Warmth
- ▶ Leading/Loving

**Rochester Destination Logos**  
% of Participants Rating #1



**Rochester Destination Taglines**  
% of Participants Rating #1





# ROCHESTER, MN: BRANDING CASE STUDY

## Chosen Concept

The concept that was chosen and successfully tested concept is identified below. A logo and tagline are expressions of brand strategy and must resonate with both internal and external audiences. Our new brand strategy for Rochester, MN is well represented by the logo and tagline:



The “Cityscape” logo design was conceived and created to accurately reflect the many exciting things happening in “America’s City of Care and Innovation”. On its surface, the distinctive skyline immediately establishes Rochester as a legitimate city, not just a large town in Minnesota. With bright, overlapping colors, one immediately gets a sense of warmth and welcome. With notable elements like the historic and iconic Plummer Building and the Mayo Clinic, a spirit of innovation and industry is also conveyed. The overall feeling is one that aligns well with everything that Rochester stands for today.

## Naming Strategy and “The Branded House”

Once the final logo was developed, we then started working on naming the Convention and Visitors Bureau, the Sports Commission, and the Convention Center. We also needed to ensure it tied together visually.

Fuseideas recommended a branded house strategy, so that the umbrella destination brand identity would be reinforced in each of the three organizations’ new brand identities. The branded house strategy is effective for brands that seek to build greater awareness and equity in the primary or umbrella brand — an approach especially appropriate for organizations with a limited ability to gain visibility and share of voice. Consistent design theme, color palette and fonts contribute to the brand identity system created for Rochester, MN and it’s newly named Experience Rochester (Formerly Rochester Convention and Visitors Bureau), Rochester Sports (formerly Rochester Amateur Sports Commission), and Rochester Convention and Event Center (formerly Mayo Civic Center).





- ▶ Experience Rochester, MN
- ▶ Rochester, MN Sports
- ▶ Rochester MN Convention and Event Center



## MINNESOTA'S ROCHESTER

### Destination Marketing Partnership

**MISSION**

The mission of MINNESOTA'S ROCHESTER DESTINATION MARKETING PARTNERSHIP is to benefit the city's economy and contribute to quality of life for the community by attracting and serving local, regional, national and international meetings and conventions, events, seminars, social and sports events, and tourism visitors. Additionally, the Partnership will work with Rochester's hospitality and service organizations to develop and support exceptional experiences for all types of visitors.

**VISION**

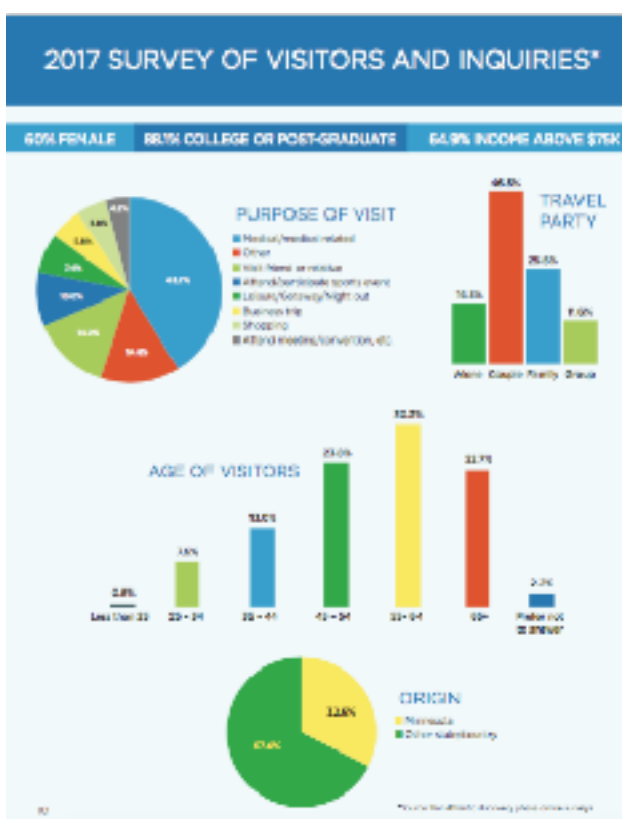
To become industry-leading Destination Marketing/Management Organization recognized for providing and sustaining excellence in destination brand strategy, sales and marketing, tourism development and visitor experiences, and total contribution to Rochester's economy and quality of life.

**VALUES**

- Care
- Innovation
- Dedication
- Competence
- Dependability
- Professionalism
- Education
- Hospitality
- User Focused

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[illegible]

<p><b>MEDICAL/MEDICAL-RELATED (GLOBAL)</b></p>	<p><b>LEISURE/RECREATION &amp; COMMUNITARIAN (SPORTS &amp; OTHER EVENTS) (PERSONAL)</b></p>
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**ROCKEFELLER'S VISITOR MARKET**

The view is not precise, as a portion of meetings and conventions draw attendees from outside the region. But, overall, there is little to be Medical Center. The point is that, broadly, Rockefeller's Visitor Market is split in two: large, high-end engineers that differ by geography and by nature of visit.

Drilling deep into the non-Medical segment should be beneficial in understanding how to better reach attendees and prospective visitors. A strategy that will aid in this endeavor is to go beyond demographics.

## STRATEGY #3

### DEVELOP AND USE VISITOR AND PLANNER PERSONAS

Our final new modeling machine analysis of value drivers, considering profits, then measuring segments' operating performance, the impact of this work is to provide business managers and policy-makers with improved "blueprints" of the people that we really are managers.

Our modeling across the U.S. has inspired Congress' current efforts to make the most effective way to define and understand our labor segments.

	<b>DEGREE: Health Systems Executive</b> <b>EDUCATION:</b> • Young Leadership • Full-time employee <b>EDU. SYSTEM MANAGEMENT:</b> • Director of Health • Department of Health	<b>EDUCATIONAL:</b> • PhD • 24 years old <b>EDUCATIONAL:</b> • 24 years old • 24 years old	<b>EDUCATIONAL:</b> • PhD • 24 years old • 24 years old
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## STRATEGY #2

### TELL THE STORY OF POSITIVE BENEFITS

ECONOMIC IMPACTS/BENEFITS — A GREAT STORY TO BE TOLD

**ECONOMIC IMPACT/BENEFITS — A GREAT STORY TO BE TOLD**  
 Meetings, conventions, sports and tourism of all types are big business in Minneapolis. Each year, more than 11,500 jobs make the hospitality sector our city's second largest employer. With overall economic activity of \$528 million and an estimated \$1.6 billion contribution in taxes, we enjoy an economic engine that adds to our lives in many ways.

As a leading Dendrocyte Medical Center in the U.S., medical visits during the Mayo Clinic continue to be an important part of overall activity accounting for at least 70% of visits. This means, of course, that 50% of Rochester visitors come here for a variety of other reasons.

The diversity of Rochester's hospitals and tourism business is a key strength for us as a destination. In fact, meetings, conventions and sports events at our downtown multi-use facility, **esport**, more than 3.75 million in economic activity. And, **esport**, spending associated with the rental of sports events held in our city tops more than \$20 million.

Increasingly as the number and quality of destination attractions and amenities improves, Rochester's appeal as a regional destination for day-trip, overnight or weekend getaways also improves.

These huge positive impacts that benefit our community are well known. Despite scoring the information in various ways as part of the routine conduct of business, it is rare that more than 40 influential stakeholders in our society recognize that more needs to be done to fulfill this important role. As a result, the constant new needs lead important strategies that we are adopting is this:

The difference between this story and what has been done in the past is that this will now be oriented to *Diverse* audiences. Programs supported by *SmallFestivals* and *SmallFestivals* are designed to be engaging, powerful and compelling. *SmallFestivals* and *SmallFestivals* will tell much of the story through their own and

Real examples of the benefits of our individual hospitality programs, communities, events and events tactics. By presenting a more consistent, integrated story of how we work together, we will share our vision and impact of our business brand and our commitment to our customers.

100



### STRATEGY #5

#### AGGRESSIVELY SHOWCASE ROCHESTER CENTER TO SELECTED PLANNERS

**BIGGER, BETTER, STATE-OF-THE-ART AND GORGEOUS - ROCHESTER CENTER**

Manhattan Rochester Center is looking for the best talent to help with the largest Grand Entry in the world. A \$250 million project, we need to hire and train 1,000+ event staff. If you are willing to work 12-16 hour days, the only downside opportunity center and event complex has been selected to hire any large city facility.

High quality staff among those who have not yet succeeded it.

Opportunities that are already in place to show your commitment facilities include Los Angeles, Indianapolis, Toronto, Sydney, St. Paul/Duluth.

Accommodate the world's crowd with the right staff.

As part of the \$1.1 billion renovation, new multi-screen theaters for audio-visuals and connectivity have been added. Plus expansive new gathering spaces with towering windows overlooking beautiful Maye Park, the downtown skyline and the channel of the Toulon River.

fact, should include a major push for size class, and the development and use of 3D engine "virtual

Reality shows that can be done at home and work alike. The games and skills more in new technology with a

breakfast Near DDOQuest: Habitat enabled to be animated and to illustrate the Gynoid/Robotic system and the proximity of downtown nodes, measuring and things. This knowledge that leaves the fascinating story of the history of Rochester.

## ENHANCED, EXPANDED EMAIL MARKETING PROGRAM

ANOTHER STRATEGY TO REACH FARMING EVENT DRIVERS, auctioneer incidences and other key influencers is through an educational retail program. In *Intensive Distribution* already has a valuable role to play in many ways, and research proved that in early 2014, 200,000 farmers used to increase awareness of the recent facility expansion, as shown in the chart below. It was achieved by making language more engaging and more available immediate methods for distributing key messages and content about modernity to key audiences.

AWAWARENESS OF RECENT RACE/ETHNICITY ESTIMATES

Response	WHITE MALES	HISPANIC MALES
YES	75%	70%
NO	20%	25%
OTHER	5%	5%





# APPROACH TO GROUP SALES MARKETING FOR DESTINATIONS

Our approach to group sales marketing begins with learning and listening to gain an understanding of the types of groups that align well with the destination's offerings, and what groups are proven to build occupancy and RevPar. Another consideration is seasonality and looking for opportunities with group market segments that can provide much needed bookings in softer periods.

Examples that illustrate our experience and understanding of group sales marketing include our work for the Bermuda Department of Tourism, and our work to:

- ▶ Support group bookings for destination weddings
- ▶ Promote group sales for sport fishing
- ▶ Development and promotion of a new type of group – Girls' Getaways
- ▶ Of course, promotion of meetings and conventions

In each of these examples our approach focused heavily on the beauty of the destination and the quality of the experience that the groups could expect to enjoy there. Unique features of the island were communicated as well as the ease of getting there.

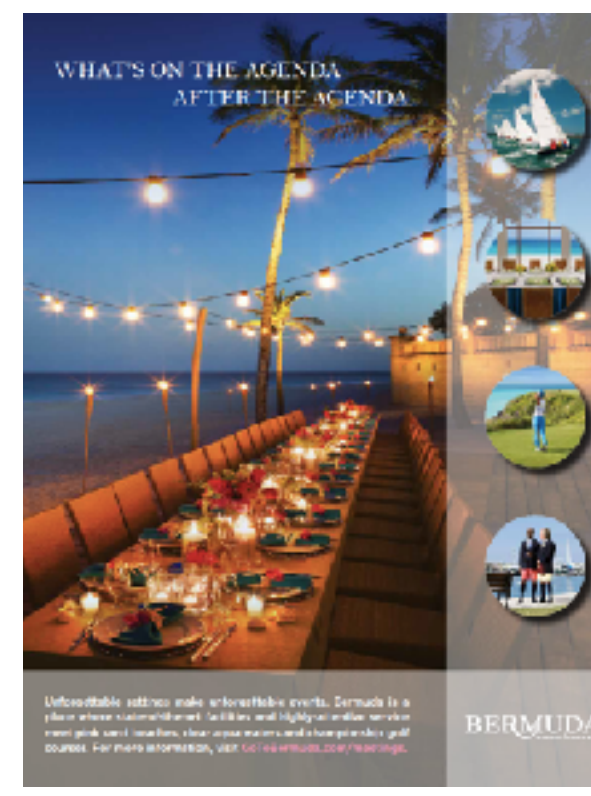
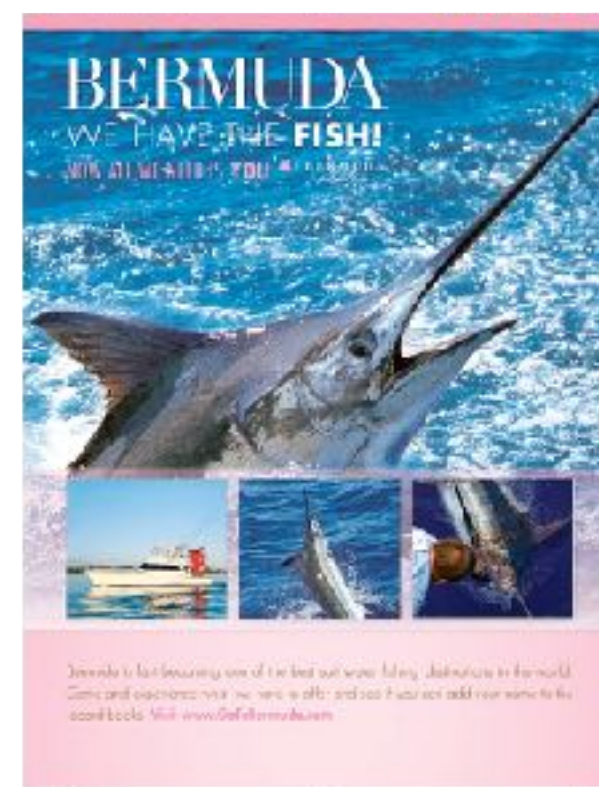
We have found that a key aspect for group sales marketing is to illustrate the experience that group members will enjoy there, to engage and entice the target audience. Enabling people to put themselves in the picture, so to speak, is a powerful way to make a connection that helps drive conversions.

For meetings and conventions, we developed a strategy of spotlighting “What’s On The Agenda After The Agenda” — this new approach for Bermuda Tourism produced a substantial lift in group sales leads.

For Tourism Santa Fe, we are addressing the marketing challenge of being a smaller destination not well known for meetings and conventions by amplifying the brand positioning of Santa Fe as The City Different. After examining meetings and conventions industry trends we identified an opportunity for Santa Fe to capitalize upon the growing desire among meeting planners to be able to provide more immersive destination experiences in unique places. Santa Fe's rich cultural authenticity coupled with its distinctive architecture, cuisine, traditions and natural beauty, plus the fact that Santa Fe offers meeting and event venues are so completely different from the typical meeting spaces enabled us to create a new theme, “Meet Different in the City Different.”

As you will see in the example creative, we are bringing this new approach to life. It will be accompanied across multiple channels with a content marketing strategy designed to engage and provide value to meeting and event planners in segments that are proven prospects for bookings in Santa Fe.

We will apply our experience and knowledge to benefit you with an approach that borrows from our previous work with other destinations as shown in the examples above, with a customized strategy for achieving the objectives by working with you.





# PROJECT APPROACH: ACCOUNT MANAGEMENT & RESEARCH



# PROCESS: PROJECT MANAGEMENT AND COMMUNICATION

Project management and communication are process pillars that will be very important for the GFLCVB campaign initiatives. Given our experience, Fuseideas is well-equipped to manage complex projects such as this and we have a series of protocols in place to manage the relationship that include:

- ▶ **Kickoff meeting** – This early meeting allows us to meet your team and other agency partners to ensure that all goals and objectives for the relationship are fully outlined and understood. We use this time to plan the overall engagement for the entire relationship, including but not limited to the parameters for discovery, strategy, creative, social media, the marketing calendar and interaction with all project stakeholders.
- ▶ **Brand immersion and stakeholder engagement** – As described previously, relationship management is a foundation of our company and allows us to cultivate the relationships and learn what is needed to be successful. At the very early stages of the assignment, we will immerse ourselves in the GFLCVB by visiting and meeting with government officials, businesses, attractions, restaurants and hotels. We will meet with all your appropriate stakeholders and project team members as needed to ensure the relationship is cultivated for maximum success. We also view this as an ongoing activity so we will continue to nurture these relationships.
- ▶ **In-market presence and representation** – Fuseideas is committed to provide our staff in-market according to the needs of the GFLCVB. We also would be willing to commit a full-time resource in-market after discussions on the role and responsibilities with the GFLCVB.
- ▶ **Interagency management and coordination** – As part of the agency ecosystem, Fuseideas can take the lead and manage and coordinate all partners on this assignment, including the research, DCI and Simpleview. We will have daily interaction with each other to ensure all deliverables for the GFLCVB account are being presented in a timely and quality manner.
- ▶ **Weekly status meetings** – Each week, a regularly scheduled status meeting will take place between the GFLCVB and Fuseideas project teams to review current deliverables and discuss upcoming ones. This meeting is an invaluable tool in keeping the project on schedule. We also review analytics and ROI to ensure our work is meeting financial goals and objectives.
- ▶ **Daily communication** – There will be ongoing daily communications with the GFLCVB team members and our agency team. We encourage our team members, regardless of function to get to know their respective counterparts at the GFLCVB in order to foster collegial and friendly working relationships built on trust. This also allows for a healthy exchange of ideas and helps keep the relationship and deliverables moving forward.
- ▶ **Regular in-person and virtual meetings/presentations** – Due to our commitment to local service and the fact we have clients across the country, there will be ongoing regular instances where in-person meetings or presentations are recommended and others where virtual meetings (via GoToMeeting) will suffice. Frequency and duration will be discussed with the GFLCVB.
- ▶ **Project extranet** – To help ensure quality control and feedback mechanisms, we will set up our project extranet (called “Basecamp”) which will be the document repository for all items related to the project. The GFLCVB team members will have 24/7/365 access but also will be notified by email when new documents are posted.
- ▶ **Accountability from agency principals** – We pride ourselves on being independently owned, accountable and accessible for our clients. Our agency is big enough to handle all your needs, yet small enough to have senior management available to you and in touch with your account’s needs. The GFLCVB will have all agency principals (including the CEO) direct contact information for 24/7/365 client escalation. Maintaining 24/7/365 availability to our clients is something we are very proud of and our references will confirm that we are accountable for our work and will stop at nothing to help a client achieve their goals.

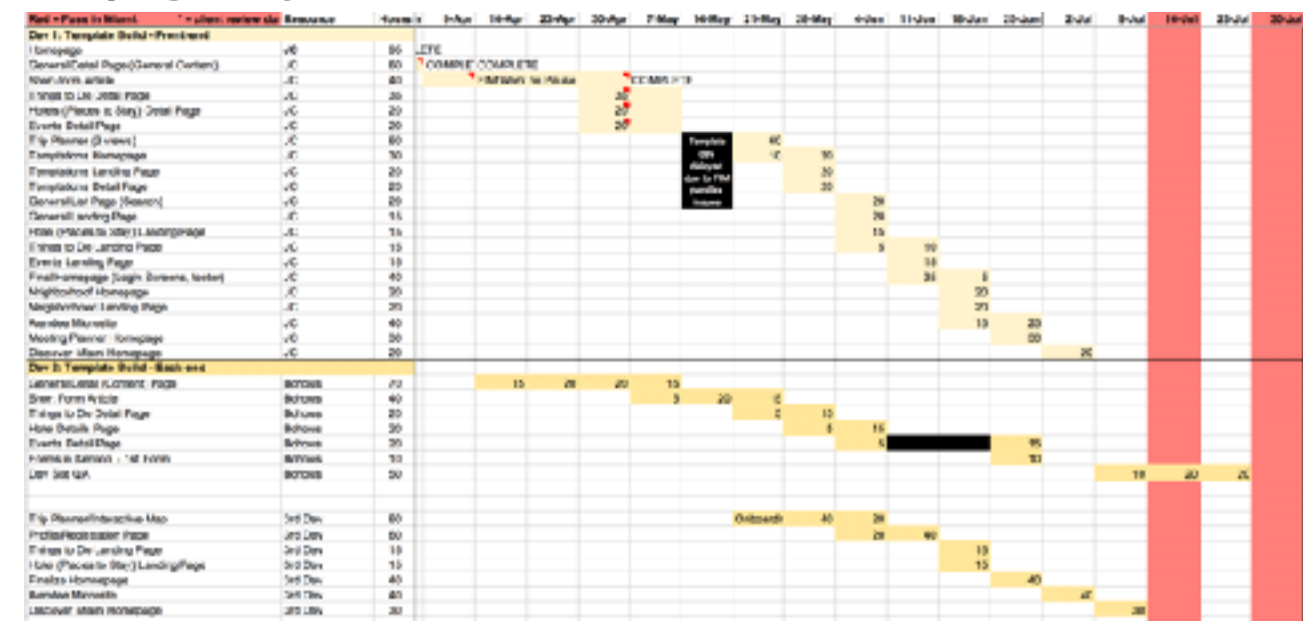
**Below:** Fuseideas develops and finalizes a very detailed project schedule for each of our campaigns as well as an overall status sheet that is reviewed weekly with the GFLCVB staff for all projects. We also reconcile all media placed and purchased through Strata, now called FreeWheel.

## Client Status Report (Reviewed Weekly)

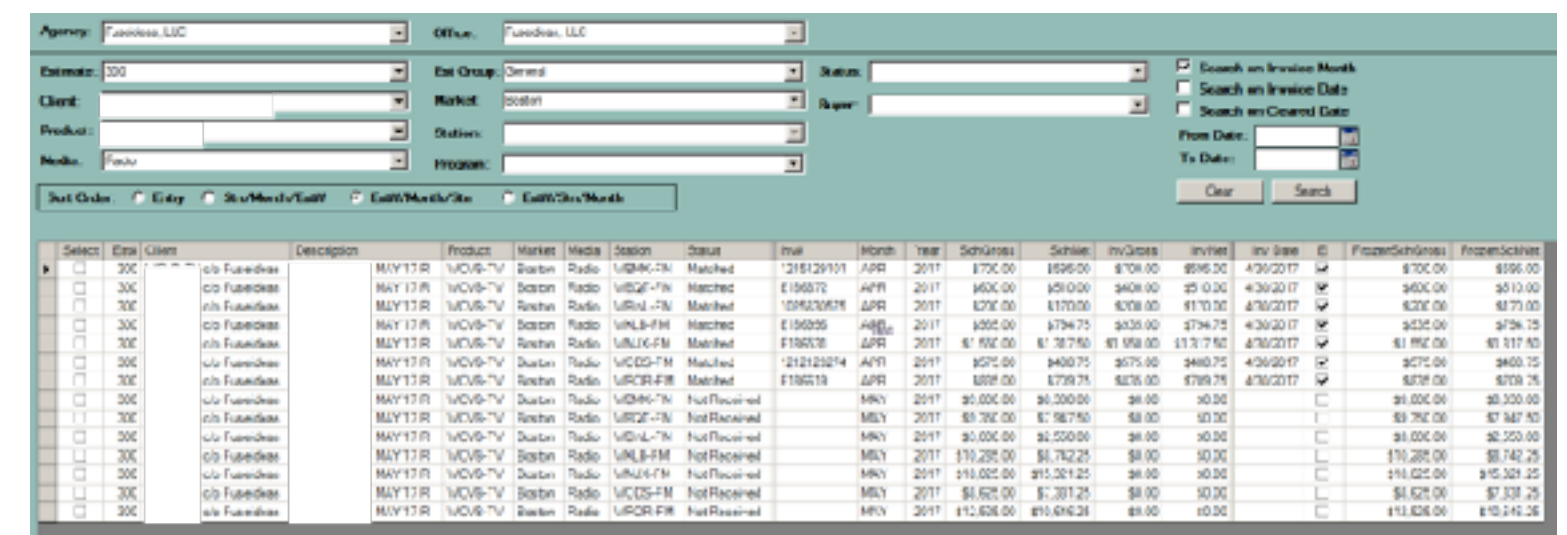


The screenshot shows a detailed spreadsheet titled 'FUSEIDEAS' with columns for 'Project Name', 'Start Date', 'End Date', 'Status', 'Last Update', and 'Project Lead'. It lists multiple projects with their respective timelines and current statuses.

## Campaign/Project Schedule



## Media Reconciliation Report (from Strata)



The screenshot shows a software interface for media reconciliation. It includes search filters for Agency, Client, Product, and Media. Below the filters is a table with columns for 'Select', 'Date', 'Client', 'Description', 'Product', 'Market', 'Media', 'Season', 'Status', 'Start', 'End', 'Time', 'Spots/Week', 'Spots', 'Cost/Spot', 'Cost', 'Invoice', 'Invoice Date', 'Invoice Status', 'Invoice Amount', 'Invoice Due Date', 'Invoice Paid Date', 'Invoice Paid Amount', 'Invoice Paid Status', 'Invoice Paid Amount', 'Invoice Paid Due Date', 'Invoice Paid Status', 'Invoice Paid Amount', 'Invoice Paid Due Date', 'Invoice Paid Status'.



# APPROACH: RESEARCH

## RESEARCH AS A CORE PILLAR OF STRATEGY

At Fuseideas, we are big believers in research and we have utilized it effectively for our tourism clients for many years. After reviewing your research, it is clear that the GFLCVB enjoys a large amount of research and these studies should be continued. It is also clear that you have been utilizing some of the best research vendors available including DK Shifflet, Dean Runyan Associates, and Tourism Economics.

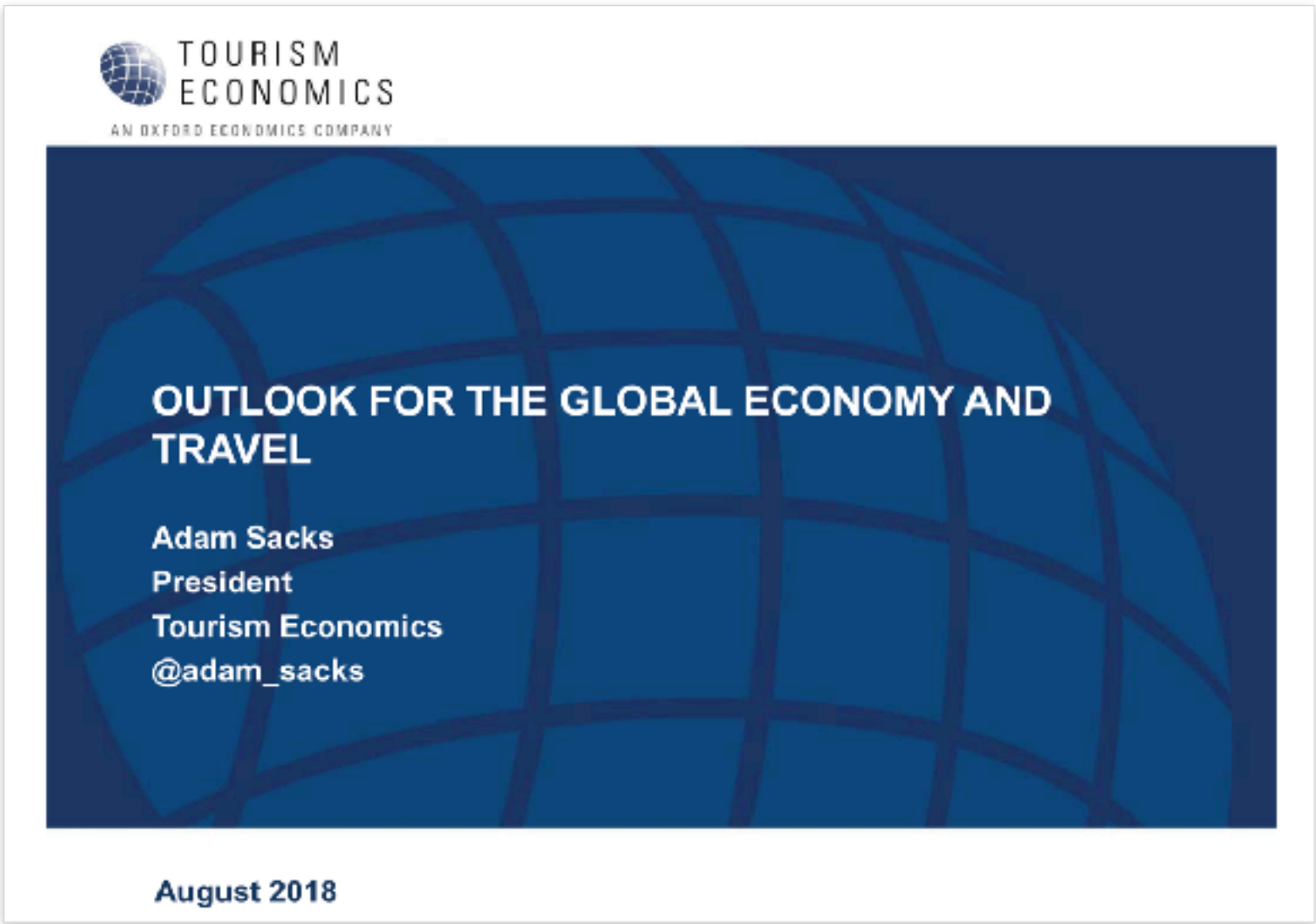
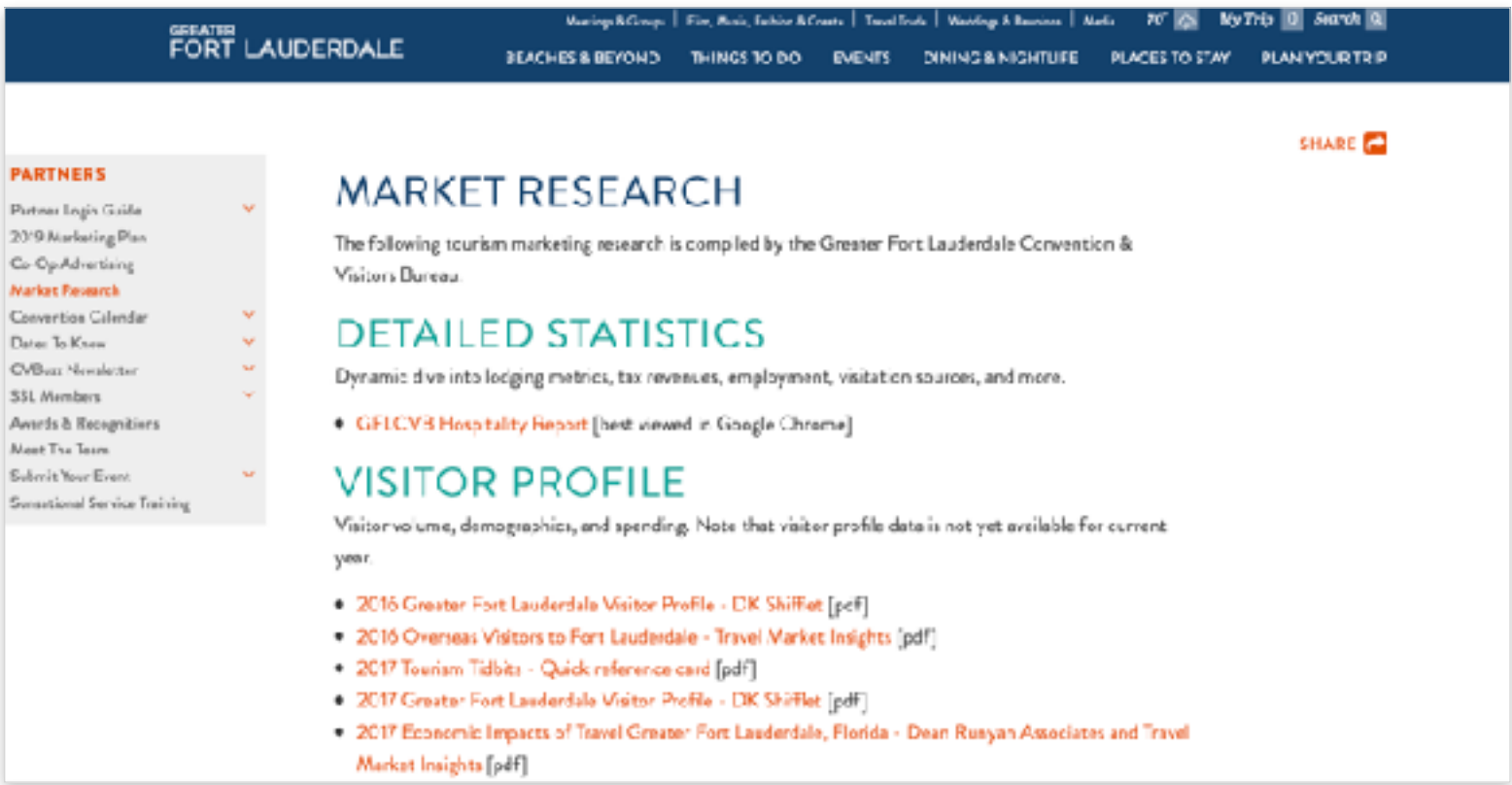
After looking at what research you currently have, we don't believe a brand new extensive research study needs to take place. However, there are some areas that we may recommend to supplement the research you do have. The two that come to mind include the following:

- ▶ **Benchmark Image Study:** To establish unaided and aided awareness of Greater Fort Lauderdale as a vacation destination, especially in comparison to competitive destinations and to gain insights to current perceptions of Greater Fort Lauderdale.
- ▶ **Image and ROI Study:** Executed post campaign, a tracking study to measure awareness, perceptions (to be compared against the benchmark study findings) and ROI measurement in terms of incremental visitation and visitor spending for the Greater Fort Lauderdale campaign.

## FUSEIDEAS RESEARCH APPROACH: "ACTIONABLE RESEARCH"

No matter what research we have available to us, we believe research serves as the foundation for hard-working sustainable strategic planning. It builds marketing intelligence and insights to focus brand strategy and campaigns on the most compelling messages and content, to connect with your audiences in a meaningful way, and ultimately to achieve marketing goals.

Further, we applaud the use of third-party vendors because we believe independent research is helpful in building and maintaining stakeholder support. We have substantial experience in utilizing research projects for our clients. Our involvement in research has involved everything from qualitative work such as focus groups to quantitative studies with extensive surveys, and we have done hundreds of projects.





# APPROACH: RESEARCH

## BENCHMARK IMAGE STUDY AND IMAGE AND ROI STUDY

Fuseideas would work closely with the GLFCVB and Longwoods International to plan and execute an initial Benchmark Study, and then (one or two years down the road) a post-campaign image and ROI tracking study.

The image and ROI studies can be done on a mutually agreed ongoing schedule. Doing this will ensure that the GLFCVB has complete insights to the effectiveness of its brand strategies and campaigns. This information will inform continuing campaign refinements and support continuous improvement in destination marketing. Ultimately, it will also provide credible measurement of ROI (return on investment) for campaign spending, which can be critical information for key stakeholders as well as GLFCVB leadership.

Like ourselves, Longwoods International has deep experience in tourism research. Their firm has a long history of success with image/branding research for clients like Colorado, Hawaii, Canada, the U.S. Department of Commerce, Michigan and New Mexico. In addition, in order to measure bottom-line campaign ROI, Longwoods will provide the GLFCVB an unbiased, independent measure of the effectiveness of your marketing program. Our approach would use a tested and proven large-scale survey methodology to measure the impact of your campaign on:

- ▶ Brand awareness
- ▶ Detailed brand image, over 40 key attributes
- ▶ Intentions to visit Greater Fort Lauderdale
- ▶ Incremental visits due to advertising

Longwoods works with your existing partner, Tourism Economics, a division of Oxford Economics, to project the data for estimates of:

- ▶ Incremental tax dollars generated by the campaign
- ▶ Jobs generated by your marketing program

Conservative control procedures are employed to back out the effect of factors other than the campaign, such as the economy, competitive marketing, etc. The Longwoods ROI methodology has successfully withstood scrutiny from legislators, budget advisors, academics and the media for over 25 years. It has won peer awards for best practices from the Travel & Tourism Research Association, Georgia Tech, the Marketing Research & Intelligence Association, and the Advertising Research Foundation (ARF). Longwoods' work on the "Pure Michigan" campaign for the Michigan Economic Development Corporation received the prestigious David Ogilvy Award from the ARF for excellence in advertising research.

Our approach of credible, *independent* research is essential not only for refining our campaign strategy, but also for building the case that marketing Greater Fort Lauderdale is not a cost, but rather an investment and revenue generator for the taxpayers. Finally, we will employ the Longwoods ROI study to measure the potential "Halo Effect" of tourism promotion on Fort Lauderdale's image for economic development: a place to live, start a career, start a business, retire or purchase a second home.

Longwoods' research for a number of states and cities has demonstrated that people who are exposed to destination advertising are significantly more positive to a place on all these measures, suggesting that tourism can serve as the "first date" for economic development. A point of view that we at Fuseideas support wholeheartedly.



# PROJECT APPROACH: MEDIA PLANNING & BUYING

GREATER  
FORT LAUDERDALE



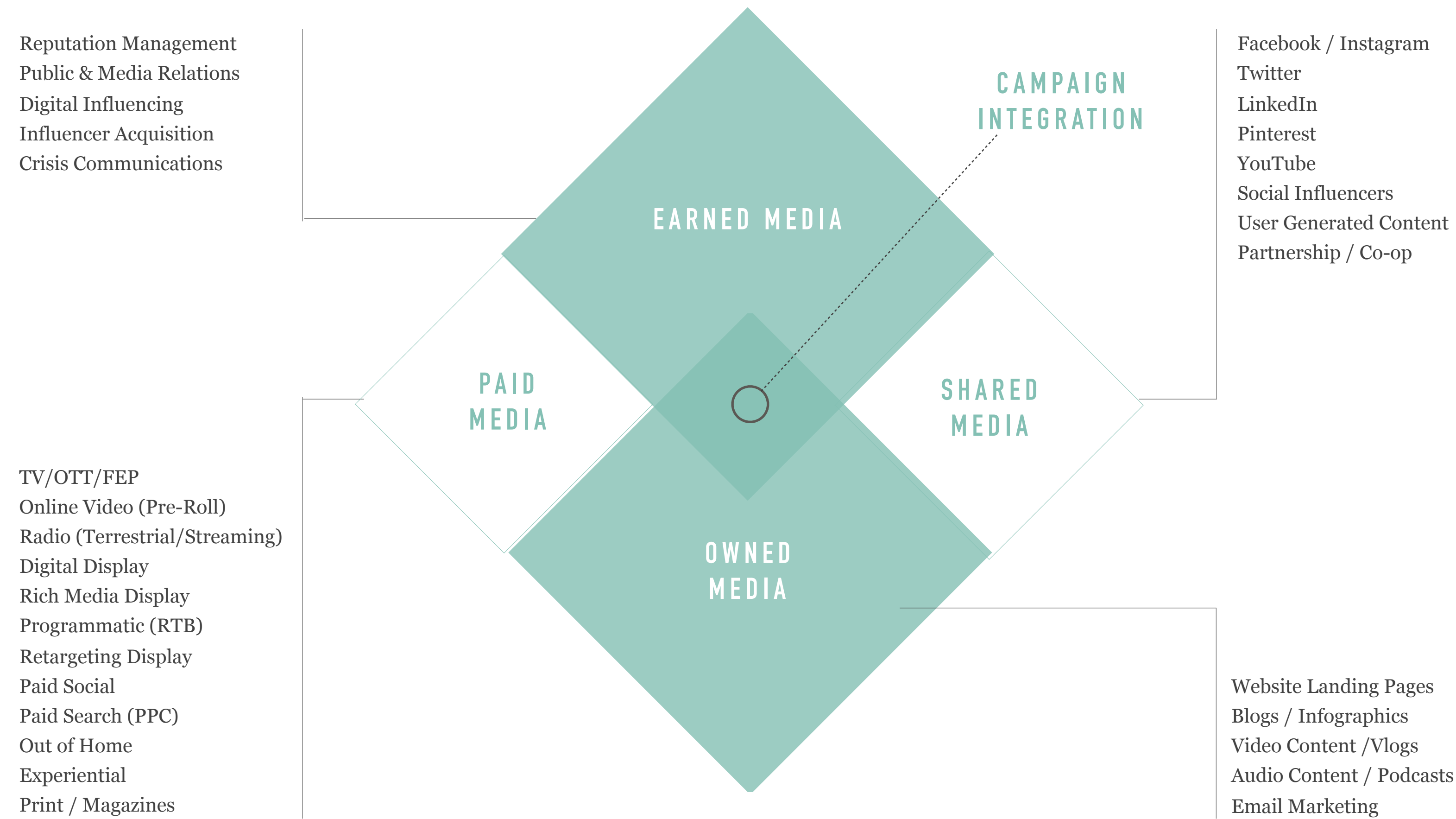
FUSE IDEAS



# MEDIA OVERVIEW

## MEDIA PLANNING & BUYING CAPABILITIES

One of our major core strengths is our full-service, in-house and integrated media planning and buying services across all forms of media. Our major differentiator is a seamless integration among all media services that results in a coordinated and goal-oriented campaign strategy for our clients, but one that fits very tightly into a holistic creative strategy because we believe media and creative cannot exist in a vacuum.





# MEDIA: DRIVING ADDED VALUE

At Fuseideas, we pride ourselves on being strong negotiators, and we use our deep understanding of media and strong working relationships with our vendors to increase the value of all of our media campaigns. The Fuseideas media team works tirelessly to negotiate the best value for our clients so that through multiple rounds of negotiations, our team is able to have a plan that maximizes value, reach and of course, budget.

Fuseideas seeks to achieve a 4:1 (or 25%) added-value goal as a minimum.

We also understand that negotiated value does not just pertain to price — a low cost placement will not work if it is not the RIGHT placement. While price negotiation is certainly important, we don't just take bonus impressions to show a value on a chart. It is equally important that every spot, ad, digital impression support the goals of the campaign and reach your audience at the optimum time.

It's also easier to negotiate when you have vendors who approach your business as a partnership. We work with vetted vendors to develop programs that increase the value through favorable pricing, targeted bonus elements, key placements and new opportunities. At the same time, we at Fuseideas take the time to educate vendors on your brand and how these vendors can leverage their offerings to maximize value for the brand.

One example that highlights our ability to negotiate strong added value that extends a client's market reach/frequency in a unique way is the iHeart Weekend of Romance promotion we developed and negotiated entirely as added value on top of a media buy for our client Rhode Island Airport Commission (TF Green Airport).

The promotion consisted of the following:

iHeart and TF Green invite listeners to submit a picture of their favorite couple; the stations will post them on a dedicated web site and run a contest to “like” the pics. The couple with the most “likes” will win a trip to Montreal to see Elton John on 10/4.

Flight Dates: 9/3-30 (:30 in Boston to air 3 weeks)

Markets: Boston and Providence, secondary coverage into Worcester and Fall River

Stations:

Boston

WXKS - Adult CHR 107.9 - “Kiss 108”

WZLX - Classic Rock 100.7

WBZ-AM - News Radio 1030

Providence

WHJY - Rock 94.1

WSNE - Hot Adult Contemporary 93.3

WWBB - Classic Hits 101.5

Promotional elements:

iHeart to create promo site/page

On-Air Promos - 60X per station (360X)

Dedicated presence on contest page w hyperlink

EBlast - WHJY, WSNE WWBB 1x each (3x)

Ad units (sales ads)

:30 - 128x Boston, 192x Providence

Will reach 51.6% of Adults 25-54 3.0x in Providence, and 26.1/3.1 in Boston

TF Green to provide:

Tagline, e.g. brought to you by TF Green airport and X airline, now flying to Montreal

:30 ad copy (station will record it)

jpeg

Round trip tickets

iHeart to provide:

Two-night hotel stay

Two tickets to Elton John

This promotion was entirely added value on a 4-week, \$23,000 media buy in Providence and Boston. Its value ended up being double the spend!



# MEDIA: CO-OP AND SPONSORSHIP EXPERIENCE

The first step with any co-op advertising opportunity is for us to evaluate its value and provide a recommendation and rationale to you and your team. We have very deep and broad experience with co-op advertising in many forms. To illustrate how our team would handle industry co-ops, we will share descriptions of different actual examples that we have done:

## AIRLINE CO-OPS:

We planned, managed and executed numerous airline co-op campaigns during the years that we served the Bermuda Department of Tourism.

With JetBlue, we developed and executed a digital advertising co-op targeting consumers according to the profiling segmentation study we executed for Bermuda Tourism, plus email lists from the airline.

With Delta Airlines, we developed and executed print advertising to support new daily service from LaGuardia to Bermuda, with integrated social media support.

In the important Canadian market, we planned and implemented numerous co-ops with West Jet promoting West Jet Vacations in Bermuda, with both consumer and travel trade elements.

We also developed and executed co-op programs with Allegiant, British Airways, US Air, and United.

## PARTNER CO-OPS:

With our travel and tourism clients, we have had many opportunities to pursue and create, as well as review and accept co-op proposals with different types of partners that offered unique ways to amplify and extend our clients' brand messages to new and/or larger audiences. Our approach is demonstrated in these examples:

For the Maine Office of Tourism, we pursued and established a co-op partnership with two key entities that we identified as being critical to the success of a new app we were developing to promote Maine lobster as a key culinary attraction. We were successful in creating partnerships with the University of Maine and its Marine Biology department, plus the Maine Restaurant Association, enabling us to have highly credible information about Maine Lobster from the University and a tie-in to the Maine Restaurant Association database to be able to help visitors find places to enjoy Maine lobster during their stay.

For Tourism Santa Fe, we helped forge co-op partnerships with Los Alamos and Taos, New Mexico to participate in and support an effort to promote new air service to Santa Fe Regional Airport. This resulted in expanded funding and additional photo assets for the campaign.

For Bermuda Tourism, we developed a co-op partnership with the Sport Fishing and Dive organizations on the Island to help secure media funding and to develop offers to make available to prospective visitors.

## MEDIA CO-OPS:

We have extensive experience with placing media buys through co-op advertising programs. We understand the need to balance the criteria of the entity providing the co-op funds with the targets of our client. For example:

Most of the advertising funds for our clients WCVB-TV and WMUR-TV (Hearst/ABC/Boston and Manchester) are obtained through co-op programs with Warner Brothers (Ellen) and ABC. Ellen requires the buys be targeted toward Women 25-54 target, but we pair that commercial with one for News, which is an Adult 25-54 demo. We purchase the strong female stations but also stations with a more balance demo, such as those with Country and Classic Hits formats. We also leverage the buys on the female stations to negotiate bonus on the male-skewing stations in their ownership group. We have developed strong relationships with the co-op partners, which has allowed us considerable flexibility in deviating from the requirements. ABC has allowed us to run outside of the defined dayparts and reimbursed us for streaming when it was not included in the approved media list. Warner Brothers approved co-op outside of the flight dates when it was important for market-specific competitive issues, and approved 100% trade reimbursement instead of the normal 50%. This has allowed us to construct stronger, more targeted buys for our clients, through the co-op partnership. Co-op partners have very specific requirements from the buying guidelines to the application forms to reimbursement requirements and we put a process in place that ensures our delivery of all required paperwork.

We arranged many valuable media co-ops for Bermuda Tourism that provided excellent media exposure at reduced costs but also native content and assets that Bermuda Tourism was able to use on an ongoing basis. With Garden & Gun Magazine, we arranged to have an insert created that featured several lifestyle influencers on the island. The photos and articles generated by the magazine became content that Bermuda has used on its website, ongoing. Through a digital buy with Orbitz, we arranged to have Orbitz send a trio of vloggers to the island to capture and share unique experiences with their followers and others. The videos produced became part of the video asset library for Bermuda Tourism. Arranging these and other sorts of added-value co-ops as part of the media plan has been very beneficial to our clients.

In addition to sponsorships, we often negotiate and arrange sponsorship agreements on behalf of our clients. Examples include:

With ABC, we helped create a weather segment sponsorship package that resulted in live shots from Bermuda appearing in the New York market during morning GMA broadcasts, providing millions of impressions each month for Bermuda.

For Tourism Santa Fe, we managed the sponsorship agreement for a Samantha Brown travel program presenting Santa Fe through her popular travel series on PBS and cable TV.

For our TF Green – Providence Airport client, we facilitated a sponsorship package with the NFL's New England Patriots that included substantial exposure to the loyal fans of the team through in-stadium signage, radio and digital advertising, and naming rights for TF Green as The Official Airport of the New England Patriots.

For Bermuda Tourism, we arranged a sponsorship package of the Boston Red Sox that enabled us to place Bermuda promotional materials and messaging in all of the VIP suites at Fenway Park.

These are just a few examples from our travel and tourism clients. Our experience is broad, across higher education, lifestyle brands, sports and entertainment, lotteries and more.



# CO-OP MEDIA EXAMPLE: TRAVEL ALBERTA

## Project/Engagement:

Open a new market opportunity for Travel Alberta in the Los Angeles DMA through a co-op/partnership marketing campaign using digital and experiential with personalized marketing.

## Situation Overview:

Travel Alberta knew Los Angeles could be a key market for them but did not have any real data about the types of audiences and consumers that were coming to, or would be interested in, Alberta. To help build some data intelligence, Fuseideas, along with an experiential agency and Travel Alberta, developed a marketing co-op opportunity with the Los Angeles Kings and the Los Angeles Lakers.

## Audience:

The primary target for this campaign were fans and sponsors of the Los Angeles Kings and the Los Angeles Lakers. The purpose of this campaign was to gather data to explore these audiences further and see which audience segments we could reach to drive visitation with Alberta.

## Strategy:

Fuseideas and our experiential partner, Cenergy, felt a co-op test opportunity with the Los Angeles Kings and the Los Angeles Lakers would allow for data gathering. We thought CRM leads and a content strategy around personalization would be a great way to engage with consumers in this key opportunity market for Travel Alberta.

## Solution and Tactics:

Travel Alberta, Cenergy and Fuseideas developed an innovative digital and experiential solution in partnership with the Los Angeles Kings and Los Angeles Lakers as an opportunity to collect valuable CRM prospect data and also test conversions through a fun and interactive experience.

Fuseideas created an experience which encouraged visitors at the Staples Center to answer five simple psychographic questions on an iPad. Based on those answers, the users received a customized and personalized 1:1 video of what their ideal Alberta vacation experience would be. Technology to do this was very innovative as Fuseideas had a bank of over 30 different clips from which to draw from. Based on the answers to the questions, Fuseideas built the video in real time and the solution subsequently emailed a link of their personalized Alberta vacation video. The data collected during this experience was integrated into their CRM system and used for later marketing by Travel Alberta.

## Successful Results:

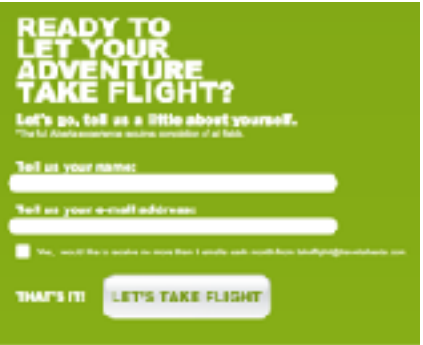
There were a number of successful outcomes from this campaign that included:

- ▶ Over 40,000 new leads from a previously untapped audience
- ▶ Increase in 8% visitation from the LA market the following year
- ▶ A more robust understanding of the LA market in general for future marketing

## Learnings:

Fuseideas proved to the client through this project that there were key learnings for future initiatives:

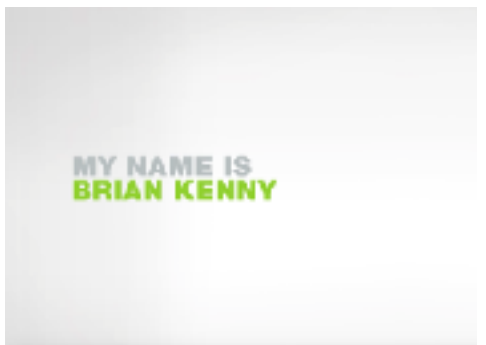
- ▶ Test campaigns for new markets can be successful
- ▶ The combination of creativity, media and technology can be a powerful combination for marketing initiatives
- ▶ Gathering data allows us to use it strategically in future campaigns
- ▶ Personalized marketing to a 1:1 level is a core strategy for destination marketers to differentiate today



Dennis Video



Brian Video



40,000 CRM LEADS  
8% INCREASE IN VISITATION TO ALBERTA





# SPONSORSHIP EXPERIENCE: CONNECTICUT LOTTERY COMMISSION

## **Project/Engagement:**

Develop a strategic co-op/partnership and sponsorship marketing campaign for CT Lottery

## **Situation Overview:**

As we developed our plan, we knew there were a number of strategic considerations we needed to address:

- ▶ Sports viewers are also likely lottery players, but there are no professional sports teams in Connecticut
- ▶ Viewership in CT is fragmented between NY and Boston teams
- ▶ There is a great affinity for UCONN Huskies, but:
  - ▶ CLC did not want a huge on-campus presence
  - ▶ Radio coverage was weak
  - ▶ TV inconsistent

## **Solutions:**

Brought SNY in as a partner, shifting budget from low reaching, less engaging tactics

SNY is a NY-based sports network, but offers Hartford DMA sponsorships

Negotiated a comprehensive package of in-game, pre/post, specialty programming, and digital identifying CLC as a sponsor of the men's and women's game coverage

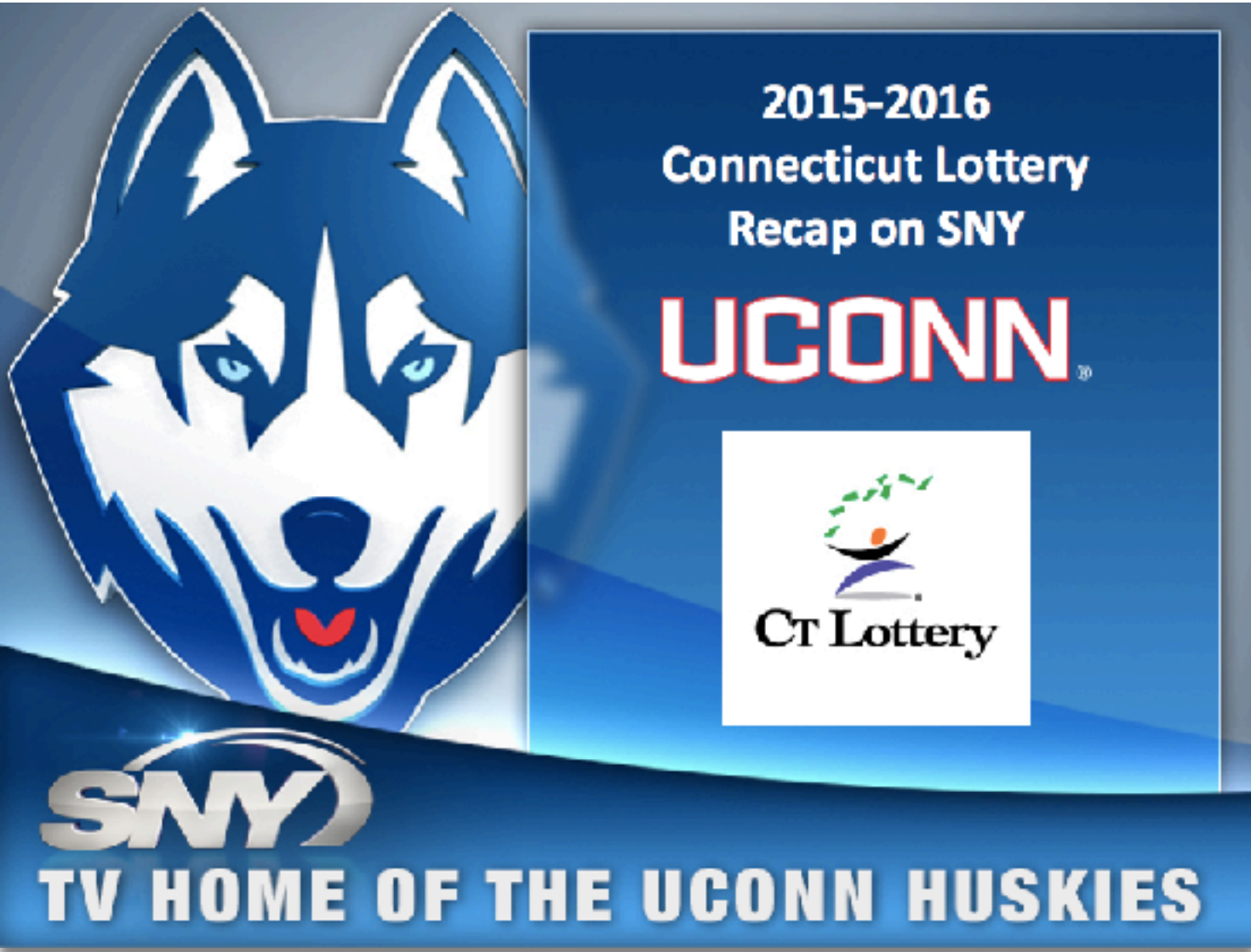
## **Solutions:**

Built affinity with key sports franchise with little to no additional cost to client with an additional \$1M in added value for the promotion





SPONSORSHIP EXPERIENCE: CONNECTICUT LOTTERY COMMISSION



Media Recap

### WHY SNY?

- Spots are magnets marketing Connecticut lottery, yet sports viewership is very fragmented in the state of Connecticut
  - No professional sports teams are home to Connecticut and loyalty is split between NFL and Soccer teams
  - ESPN package purchased by most local and national sports
  - Metabolic Network package is purchased through ESPN/Cable and radio
  - Pets and Giants radio packages are purchased, as are individual games for Pets, Giants, Jets, Celtics, Knicks, and Rangers
  - Best practices do not achieve ratings, have a very loyal but small audience
- CNC enjoys and associates with UCONN but the basic package is very expensive and has low viewership, high frequency against a small audience
- SNY is the New York equivalent of ESPN. They are the home of NY Mets and Yankees, as well as UCONN football and basketball
- SNY offers a Hartford Post-Game (PM) hour. They are available in 1 million Connecticut homes, as well as FoxTV
- SNY has more than 70 college football and basketball games, which is a very regional sports network to provide to you ABC and FOX, still are Post-Game hours. Their programming is network quality, unlike most other sports networks
- SNY is available on every cable system as well as DIRECTV. They are available in over 1 million Connecticut homes.
- SNY and UCONN
- SNY is the official broadcast partner of UCONN, covering football and both Men's and Women's basketball. Coverage includes games, pre and post, as well as behind the scenes programming.
- Sponsorships available on the National system
- Programming includes
  - Football games - in pre, post
  - Women's and Men's Basketball games - in pre, post
  - UConn Huskies All Access (basketball, in pre, post, and repeats)
  - The Game Authority Show (women's basketball weekly)
  - SNY's Legacy (sports - repeats)
  - UConn Men's and Women's basketball wrap up programs

The Wall Post and In-Game Billboards

ESPN SportsCenter, Fox, and Post-Game Billboards

ESPN SportsCenter, Fox, and Post-Game Billboards

ESPN SportsCenter, Fox, and Post-Game Billboards



### CLC UCONN RECAP

- Cash: \$100,000 with bonus elements valued at \$100,000 - 100%
- Bonus units are in 30% programming, including pre-game, College Football and basketball, Men's Post-Game, Women's Post-Game, Sports & Risk, and Metabolic, Jets Game Plan, and John F. Kennedy

	# of Spots	Rate
Men's In-Game	12X	10K
Men's Pre-Game	4X	4K
Men's Post-Game Re-Run	4X	3K
Men's Post-Game	4X	3K
Men's In-Game Re-Run	5X	3K
Women's In-Game	34X	20K
Women's Pre-Game (incl. bonus sponsorship)	22X	20K
Women's Pre-Game Re-Run	44X	44K
Women's Post-Game	11X	11K
Women's In-Game Re-Run	11X	11K
Women's Sports Preview	1X	1K
Women's Teammate	1X	1K
Game Authority Show	11X	11K
SNY 105	0X	0K
TOTAL	170K	243K

UConn Men's and Women's basketball enhancements on SNY

### CLC UCONN PROPOSAL

- CLC and UCONN will partner in a comprehensive, highly visible on-air partnership with the Men and Women Huskies.
- Included includes some spots with bonus sponsorship of the Women's Pre-Game Show
- Women's Pre-Game Sponsorship includes lower third graphic, studio interviews, 2:30 per show (from 2:00-2:30) per game named sponsor mail pieces and in-game events, 4X in-air show (44X interviews)
- UConn Huskies All Access (basketball, in pre, post, and repeats)
- Bonus includes more spots and/or the Women's program show, pre-game and in-game, and/or additional bonus spots TBD
- Cost: \$100,000 with bonus elements valued at \$100,000 - 100%

	# of Spots
Men's In-Game	12X
Men's Pre-Game	4X
Men's Post-Game Re-Run (bonus)	4X
Men's Post-Game	4X
Men's In-Game Re-Run	5X
Women's In-Game	34X
Women's Pre-Game	22X
Women's Post-Game	11X
Women's In-Game Re-Run	11X
Women's Sports Preview	1X
Women's Teammate	1X
Game Authority Show	11X
SNY 105	0X
TOTAL	170K

UConn Men's and Women's basketball enhancements on SNY



# SPONSORSHIP EXPERIENCE: RHODE ISLAND AIRPORT CORPORATION

## **Project/Engagement:**

Develop a strategic co-op/partnership and sponsorship marketing campaign for T.F. Green Airport with the Boston Red Sox

## **Situation Overview:**

- ▶ T.F. Green had an existing partnership with the New England Patriots but wanted Fuseideas to develop a partnership with the Boston Red Sox in order to have a year-round sports sponsorship presence
- ▶ T.F. Green wanted to continue to build awareness of their services and benefits, but did not want to launch a major campaign prior to their pending rebranding initiative
- ▶ Limited creative assets
- ▶ Needed to be able change out the creative to match the new brand as soon as it is approved
- ▶ Messaging needed to be flexible so they could run service-specific ads if necessary, e.g., new airlines, flights or concessions
- ▶ Developed customized Spring Training packages to Florida
- ▶ Limited budget had to cover Boston and Providence, including Worcester, Fall River-New Bedford, as well as New London

## **Results:**

- ▶ Developed a customized package with NESN identifying T.F. Green as a sponsor the Red Sox broadcasts
- ▶ Package included live reads, which were front loaded for exposure prior to the creation of the TV spot
- ▶ Digital was used to drive to the web site for flight information and bookings
- ▶ Saw increase of 10% in passenger load during key promotional windows





# SPONSORSHIP EXPERIENCE: RHODE ISLAND AIRPORT CORPORATION



### CHALLENGES AND GOALS

- TF Green wants to continue to build awareness of their services and benefits, but does not want to launch a major campaign prior to their pending rebranding initiative
- They have limited creative assets
- Need to be able change out the creative to match the new brand as soon as it is approved
- Messaging needs to be flexible so they can run service-specific ads if necessary, e.g. new airlines, flights or concessions
- Limited budget has to cover Boston and Providence, including Worcester, Fall River New Bedford, as well as New London.

### WHY THE RED SOX ON NESN

- Positive Association - The Red Sox are one of the highest rated sports franchises in the area, with a loyal, passionate fan base
- Live Programming - D/P-proof, strong engagement
- Geography - NESN covers both RIAC's core geography and extended geography
- Flexibility - Spots can be shifted if there is a change in strategy or a need to promote a different initiative
- Geography - NESN covers both RIAC's core geography and extended geography
- NESN's Audience Composition Supports RIAC's Target
  - 49% more likely to have used TF Green Airport in last 12 mos
  - 61% more likely to have flown Southwest in last 12 mos
  - 10% more likely to have flown Jet Blue in last 12 mos
  - 42% more likely to have spent \$2500+ on last vacation
  - 49% more likely to have taken 5+ business trips in last 12 mos
  - 30% more likely to have purchased 5+ roundtrip airline ticket in last 12 mos
- MLB Audiences Travel (type of trip planned in next 12 mos)
  - All-inclusive Resort +37%
  - Cruise +12%

FUSE IDEAS



## Sponsorship Plan

### RECOMMENDED PACKAGE

- Cover primary and secondary geographies through On-Air\*\* and Digital
  - \$283,925 (Net+ Fees)
  - Consistent base throughout the summer
  - TV presence (in Game Road, Gameflow, Virtual Signage) prior to brand launch
  - Assets can be switched when new brand campaign launches
- NESN Getaway with Rhode Island Airport - Viewers would be given the chance to see the Sox on the road. The winner and a guest will receive Flight\*, Two Night's Accommodation\*, Airport Parking\*, tickets to the game. NESN will promote the contest with 15 spots on air (NESN to create), Digital assets TBD, Live Reads Pre-/in-/Post-game (By NESN personality).
  - \$27,235 (Net+ Fees)
  - Deepen association with the team
  - Create excitement and engagement with RIAC
  - Can be timed to coincide with Brand launch or to drive to a specific location (TBD based on Sox schedule and promotional availability)

Program	Date & Time	April	May	June	July	August	September	Total spots
Red Sox vs. Yankees (TV)	4/18	1	1	1	1	1	1	6
Red Sox vs. Boston Red Sox (TV)	5/1	1	1	1	1	1	1	6
Red Sox vs. Tampa Bay Rays (TV)	5/15	1	1	1	1	1	1	6
Red Sox vs. New York Yankees (TV)	5/29	1	1	1	1	1	1	6
Red Sox vs. Baltimore Orioles (TV)	6/12	1	1	1	1	1	1	6
Red Sox vs. Detroit Tigers (TV)	6/26	1	1	1	1	1	1	6
Red Sox vs. Cleveland Indians (TV)	7/10	1	1	1	1	1	1	6
Red Sox vs. Chicago White Sox (TV)	7/24	1	1	1	1	1	1	6
Red Sox vs. Kansas City Royals (TV)	8/7	1	1	1	1	1	1	6
Red Sox vs. Houston Astros (TV)	8/21	1	1	1	1	1	1	6
Red Sox vs. Los Angeles Angels (TV)	9/4	1	1	1	1	1	1	6
Red Sox vs. Oakland Athletics (TV)	9/18	1	1	1	1	1	1	6
Red Sox vs. Texas Rangers (TV)	10/2	1	1	1	1	1	1	6
Red Sox vs. Seattle Mariners (TV)	10/16	1	1	1	1	1	1	6
Red Sox vs. San Francisco Giants (TV)	10/30	1	1	1	1	1	1	6
Red Sox vs. St. Louis Cardinals (TV)	11/13	1	1	1	1	1	1	6
Red Sox vs. Pittsburgh Pirates (TV)	11/27	1	1	1	1	1	1	6
Red Sox vs. Cincinnati Reds (TV)	12/11	1	1	1	1	1	1	6
Red Sox vs. Milwaukee Brewers (TV)	12/25	1	1	1	1	1	1	6
Red Sox vs. San Diego Padres (TV)	1/8	1	1	1	1	1	1	6
Red Sox vs. Arizona Diamondbacks (TV)	1/22	1	1	1	1	1	1	6
Red Sox vs. Colorado Rockies (TV)	2/5	1	1	1	1	1	1	6
Red Sox vs. Los Angeles Dodgers (TV)	2/19	1	1	1	1	1	1	6
Red Sox vs. San Francisco Giants (TV)	3/5	1	1	1	1	1	1	6
Red Sox vs. St. Louis Cardinals (TV)	3/19	1	1	1	1	1	1	6
Red Sox vs. Pittsburgh Pirates (TV)	4/2	1	1	1	1	1	1	6
Red Sox vs. Cincinnati Reds (TV)	4/16	1	1	1	1	1	1	6
Red Sox vs. Milwaukee Brewers (TV)	4/30	1	1	1	1	1	1	6
Red Sox vs. San Diego Padres (TV)	5/14	1	1	1	1	1	1	6
Red Sox vs. Arizona Diamondbacks (TV)	5/28	1	1	1	1	1	1	6
Red Sox vs. Colorado Rockies (TV)	6/11	1	1	1	1	1	1	6
Red Sox vs. Los Angeles Dodgers (TV)	6/25	1	1	1	1	1	1	6
Red Sox vs. San Francisco Giants (TV)	7/9	1	1	1	1	1	1	6
Red Sox vs. St. Louis Cardinals (TV)	7/23	1	1	1	1	1	1	6
Red Sox vs. Pittsburgh Pirates (TV)	8/6	1	1	1	1	1	1	6
Red Sox vs. Cincinnati Reds (TV)	8/20	1	1	1	1	1	1	6
Red Sox vs. Milwaukee Brewers (TV)	9/3	1	1	1	1	1	1	6
Red Sox vs. San Diego Padres (TV)	9/17	1	1	1	1	1	1	6
Red Sox vs. Arizona Diamondbacks (TV)	10/1	1	1	1	1	1	1	6
Red Sox vs. Colorado Rockies (TV)	10/15	1	1	1	1	1	1	6
Red Sox vs. Los Angeles Dodgers (TV)	10/29	1	1	1	1	1	1	6
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Red Sox vs. Cincinnati Reds (TV)	12/24	1	1	1	1	1	1	6
Red Sox vs. Milwaukee Brewers (TV)	1/7	1	1	1	1	1	1	6
Red Sox vs. San Diego Padres (TV)	1/21	1	1	1	1	1	1	6
Red Sox vs. Arizona Diamondbacks (TV)	2/4	1	1	1	1	1	1	6
Red Sox vs. Colorado Rockies (TV)	2/18	1	1	1	1	1	1	6
Red Sox vs. Los Angeles Dodgers (TV)	3/4	1	1	1	1	1	1	6
Red Sox vs. San Francisco Giants (TV)	3/18	1	1	1	1	1	1	6
Red Sox vs. St. Louis Cardinals (TV)	4/1	1	1	1	1	1	1	6
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Red Sox vs. Colorado Rockies (TV)	3/25	1	1	1	1	1	1	6
Red Sox vs. Los Angeles Dodgers (TV)	4/8	1	1	1	1	1	1	6
Red Sox vs. San Francisco Giants (TV)	4/22	1	1	1	1	1	1	6
Red Sox vs. St. Louis Cardinals (TV)	5/6	1	1	1	1	1	1	6
Red Sox vs. Pittsburgh Pirates (TV)	5/20	1	1	1	1	1	1	6
Red Sox vs. Cincinnati Reds (TV)	6/3	1	1	1	1	1	1	6
Red Sox vs. Milwaukee Brewers (TV)	6/17	1	1	1	1	1	1	6
Red Sox vs. San Diego Padres (TV)	6/30	1	1	1	1	1	1	6
Red Sox vs. Arizona Diamondbacks (TV)	7/14	1	1	1	1	1	1	6
Red Sox vs. Colorado Rockies (TV)	7/28	1	1	1	1	1	1	6
Red Sox vs. Los Angeles Dodgers (TV)	8/11	1	1	1	1	1	1	6
Red Sox vs. San Francisco Giants (TV)	8/25	1	1	1	1	1	1	6
Red Sox vs. St. Louis Cardinals (TV)	9/8	1	1	1	1	1	1	6
Red Sox vs. Pittsburgh Pirates (TV)	9/22	1	1	1	1	1	1	6
Red Sox vs. Cincinnati Reds (TV)	10/6	1	1	1	1	1	1	6
Red Sox vs. Milwaukee Brewers (TV)	10/20	1	1	1	1	1	1	6
Red Sox vs. San Diego Padres (TV)	11/3	1	1	1	1	1	1	6
Red Sox vs. Arizona Diamondbacks (TV)	11/17	1	1	1	1	1	1	6
Red Sox vs. Colorado Rockies (TV)	11/30	1	1	1	1	1	1	6
Red Sox vs. Los Angeles Dodgers (TV)	12/14	1	1	1	1	1	1	6
Red Sox vs. San Francisco Giants (TV)	12/28	1	1	1	1	1	1	6
Red Sox vs. St. Louis Cardinals (TV)	1/11	1	1	1	1	1	1	6
Red Sox vs. Pittsburgh Pirates (TV)	1/25	1	1	1	1	1	1	6
Red Sox vs. Cincinnati Reds (TV)	2/8	1	1	1	1	1	1	6
Red Sox vs. Milwaukee Brewers (TV)	2/22	1	1	1	1	1	1	6
Red Sox vs. San Diego Padres (TV)	3/7	1	1	1	1	1	1	6
Red Sox vs. Arizona Diamondbacks (TV)	3/21	1	1	1	1	1	1	6
Red Sox vs. Colorado Rockies (TV)	4/4	1	1	1	1	1	1	6
Red Sox vs. Los Angeles Dodgers (TV)	4/18	1	1	1	1	1	1	6
Red Sox vs. San Francisco Giants (TV)	5/2	1	1	1	1	1	1	6
Red Sox vs. St. Louis Cardinals (TV)	5/16	1	1	1	1	1	1	6
Red Sox vs. Pittsburgh Pirates (TV)	5/30	1	1	1	1	1	1	6
Red Sox vs. Cincinnati Reds (TV)	6/13	1	1	1	1	1	1	6
Red Sox vs. Milwaukee Brewers (TV)								



# PAST PERFORMANCE EVIDENCE OF KNOWLEDGE AND EXPERIENCE

GREATER  
FORT LAUDERDALE



FUSE IDEAS



# PAST PERFORMANCE CASE STUDY: TOURISM SANTA FE



Fuseideas is pleased to provide a case study for our work as Agency of Record for Tourism Santa Fe.

## Relationship:

- ▶ Agency of Record
- ▶ Brand Strategy
- ▶ Advertising and Media Campaigns
- ▶ Creative Concepts and Production
- ▶ Media Planning and Buying
- ▶ Social Media/Content Generation
- ▶ Digital Marketing

## Contract Duration:

- ▶ 2015 – Present

## Project Team:

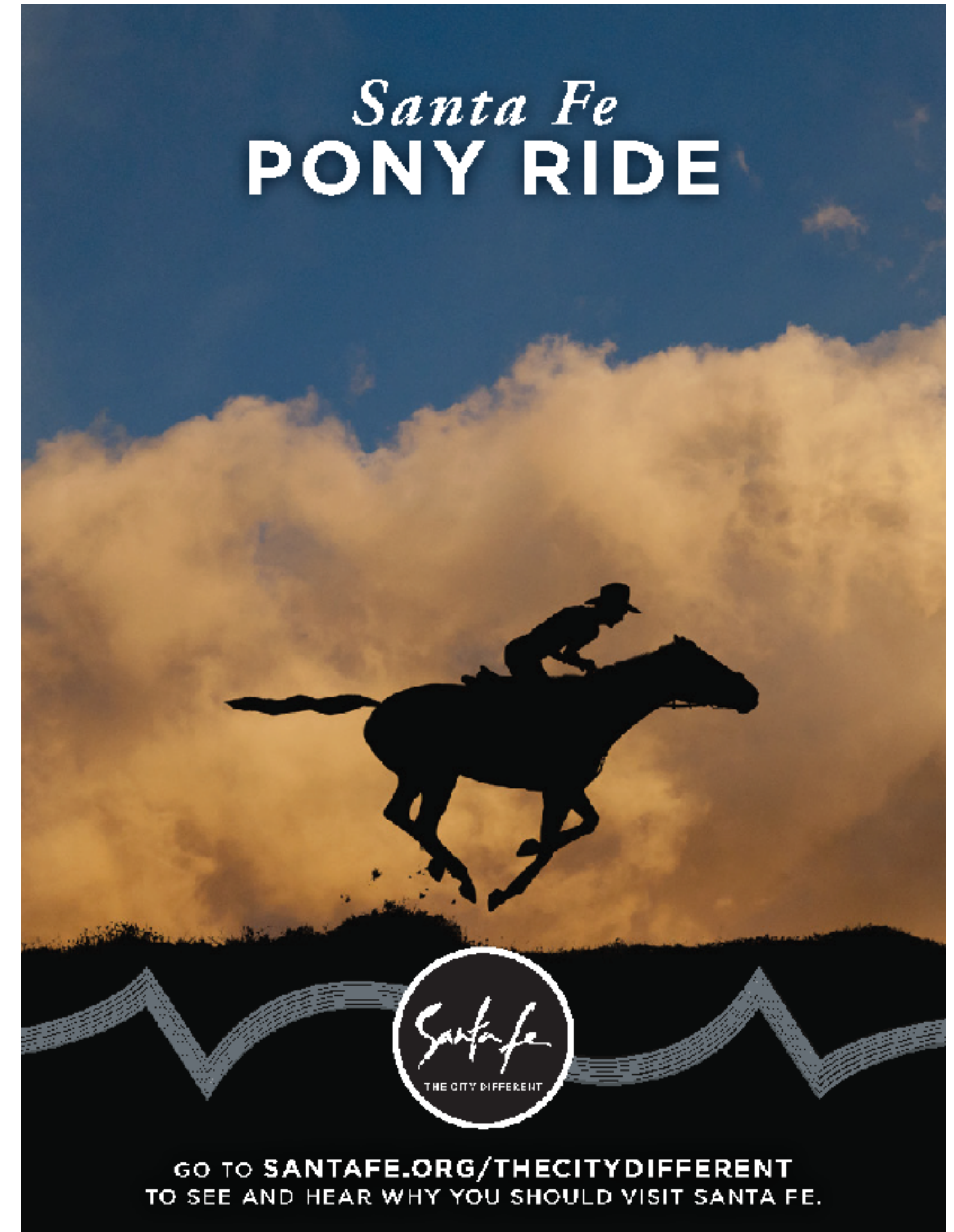
- ▶ Steve Mason, Lead Strategist
- ▶ Jill Atwood, Account Director
- ▶ Lauren Wilson, Account Director
- ▶ Lara Maskell, Project Manager

## Minority Demographics

- ▶ Hispanic/Latino
- ▶ LGBT+

## Our reference for this case study is as follows:

Randy Randall  
Executive Director  
Tourism Santa Fe  
P: 505-955-6209  
P: 800-984-9984  
E: rrandall@santafenm.gov





# PAST PERFORMANCE CASE STUDY: TOURISM SANTA FE

**Nature of the Relationship:** Agency of record to include research, creative & brand strategy, media planning & buying, social media strategy, integration with public relations (managed by Lou Hammond)

**Overview & Challenges:** In 2015, despite an initial strong sentiment to hire a local agency, Tourism Santa Fe engaged Fuseideas to develop a comprehensive brand, and subsequent campaign designed to reposition Santa Fe as a year-round destination. They wanted to debunk myths, increase visibility, and target new niche audiences, as well as create real audience engagement for the destination. As we began our assignment, we were faced with some key challenges:

- ▶ A destination image associated almost solely with desert-like weather and landscapes
- ▶ Pressure from more established competitive destinations with bigger budgets (e.g., Charleston, Aspen, Austin)
- ▶ Inconsistent presentation of the brand and brand messages
- ▶ A desire to increase fall and winter business

**Research Methodology:** In order to build an effective brand strategy, Fuseideas conducted an extremely extensive discovery and research process:

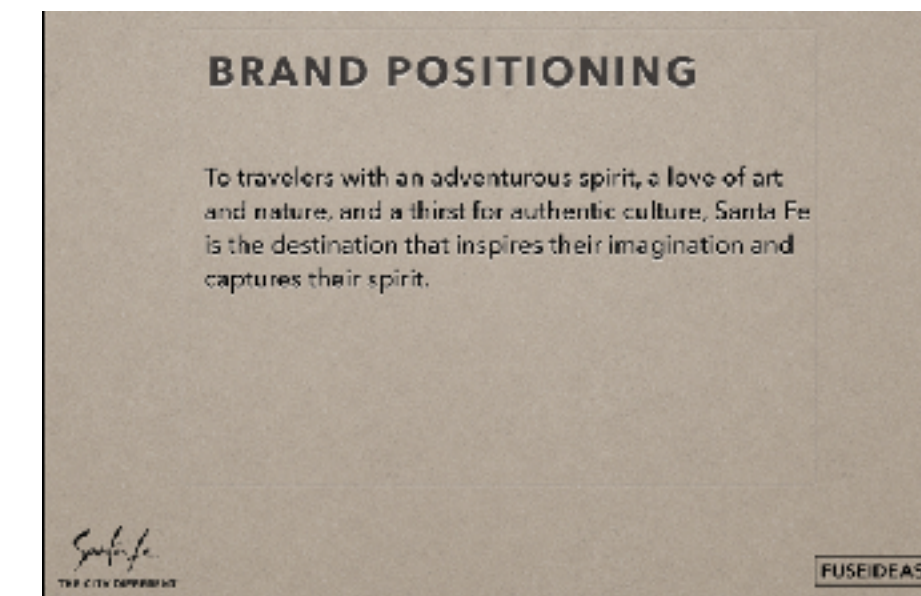
- ▶ Distilled third-party research made available to us by Tourism Santa Fe
- ▶ Leveraged Longwoods International research from their work with the state of New Mexico
- ▶ Conducted focus groups with over 100 tourism industry stakeholders from the various groups (attractions, restaurants, museums, store owners, hotels, history and culture)
- ▶ Conducted a profiling and segmentation study to identify audience behavior personas

**Brand Strategy:** Our core Santa Fe creative strategy was to develop a platform that leveraged Santa Fe's unique offerings. This included culture, history, outdoor adventure, cuisine and the arts, but in its OWN UNIQUE WAY that only Santa Fe could own. Santa Fe has its own way of doing things (which is a source of pride among the stakeholders), so we tried to blend the familiar with the different in a way that would resonate with their intended audiences. We knew we could use common phrases and ideas that people could understand but we turned it into a way that was unique to Santa Fe to help draw the connection.

We knew their tagline, “The City Different,” was core to their heritage and should be moved front and center to differentiate them and allow them to compete with such cities as New Orleans, Charleston, Savannah and Austin. Our creative for “The City Different” campaign focused on the aspects of the authentic Santa Fe that we knew would resonate with the target personas identified in our media strategy.

**Results:** Since Fuseideas became agency of record, Tourism Santa Fe has seen year-per-year double-digit increases in visitation, RevPar, ADR and lodging tax. Our creative and media planning has won numerous tourism awards for being innovative and ground-breaking, and we've also received praise for maximizing their marketing budget.

**Below:** The following represent some of the research efforts as well as screens of the brand strategy presentation that we gave to the Tourism Santa Fe CVB and the hundreds of tourism stakeholders. Three campaign variations on “The City Different” were put forth and creative tested.





# PAST PERFORMANCE CASE STUDY: TOURISM SANTA FE

The “City Different” brand platform has undergone two creative refreshes and both have achieved extremely successful results. Below are samples of our integrated creative across all forms of media to include digital, TV, print, and OOH from our original campaign.



**Santa Fe History**  
1,283 views • 4 months ago

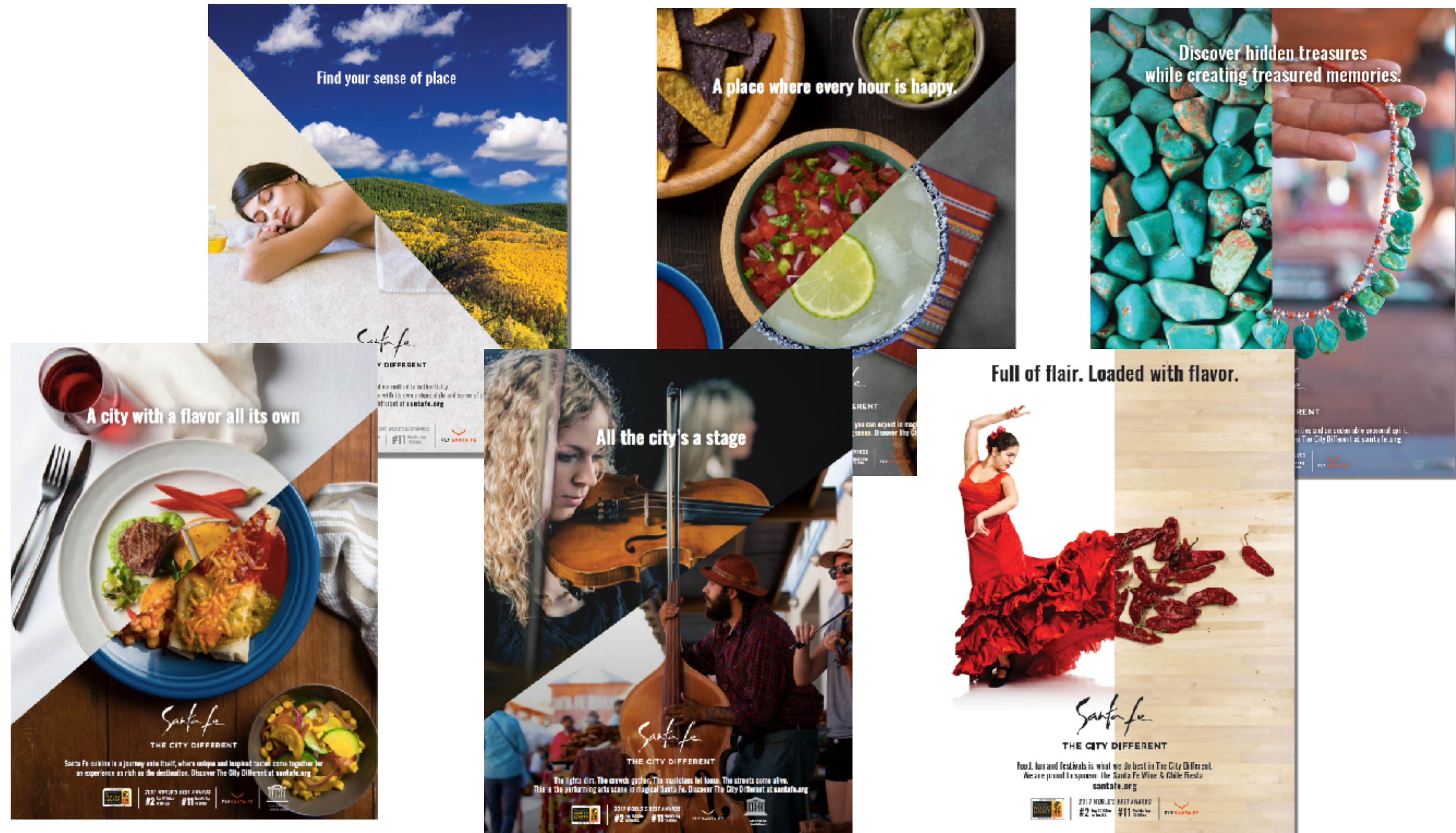
**Santa Fe Culture**  
598 views • 4 months ago

**Santa Fe Cuisine**  
889 views • 4 months ago



# PAST PERFORMANCE CASE STUDY: TOURISM SANTA FE

Below is the 2018 campaign refresh for our “City Different” brand platform. We have show the print samples due to the richness of the creative. We developed a full set of digital, social, OOH and other media assets as part of the media plan.





# PAST PERFORMANCE CASE STUDY: TOURISM SANTA FE

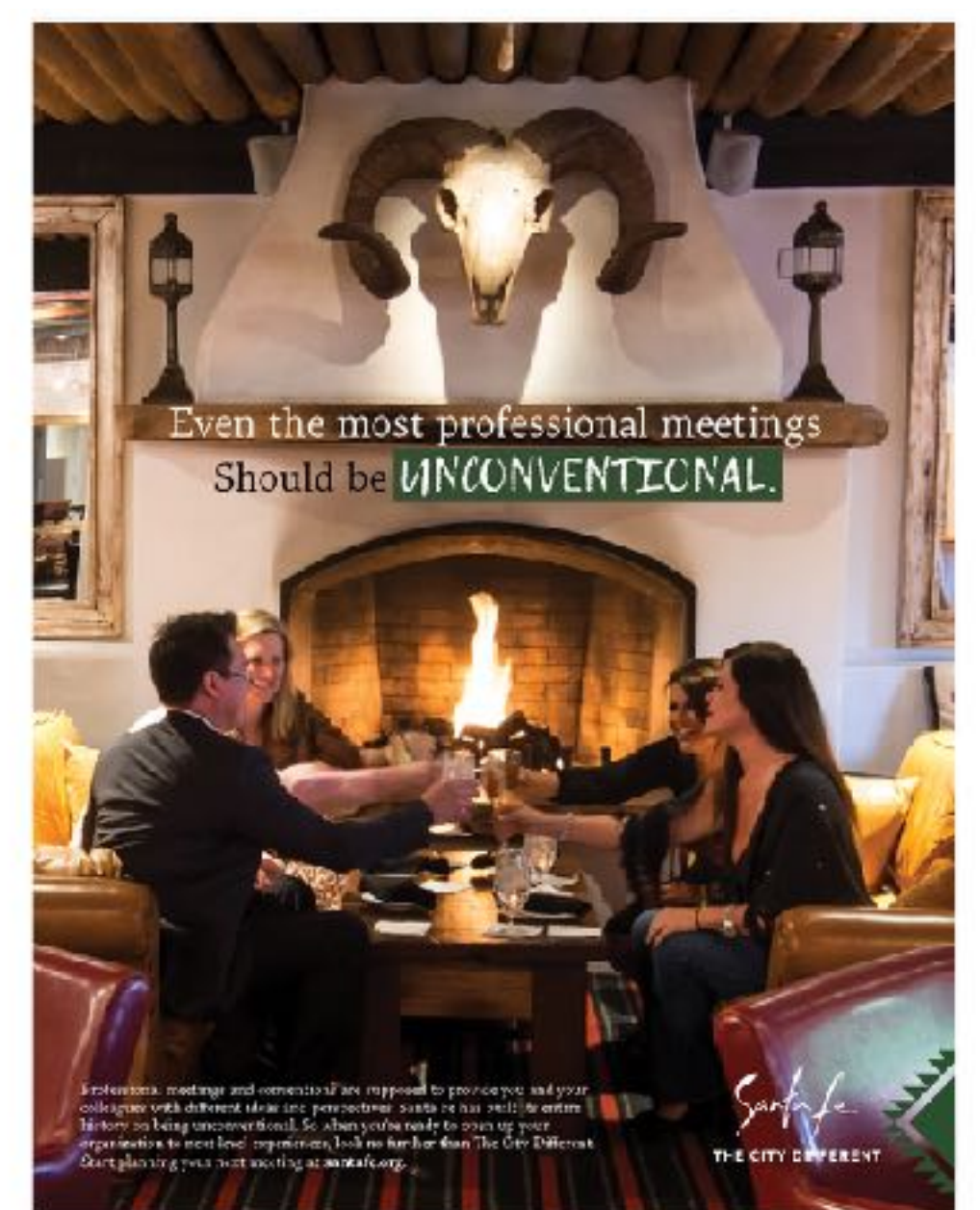
## MEETINGS/GROUP BUSINESS

Fuseideas has routinely created specific targeting campaigns for destinations that focus on industry professionals like meeting and event planners and travel agents. Included are a couple of recent placements for their MICE business which has seen a 15% increase since we began our efforts.

### Original Campaign



### New Campaign 2019



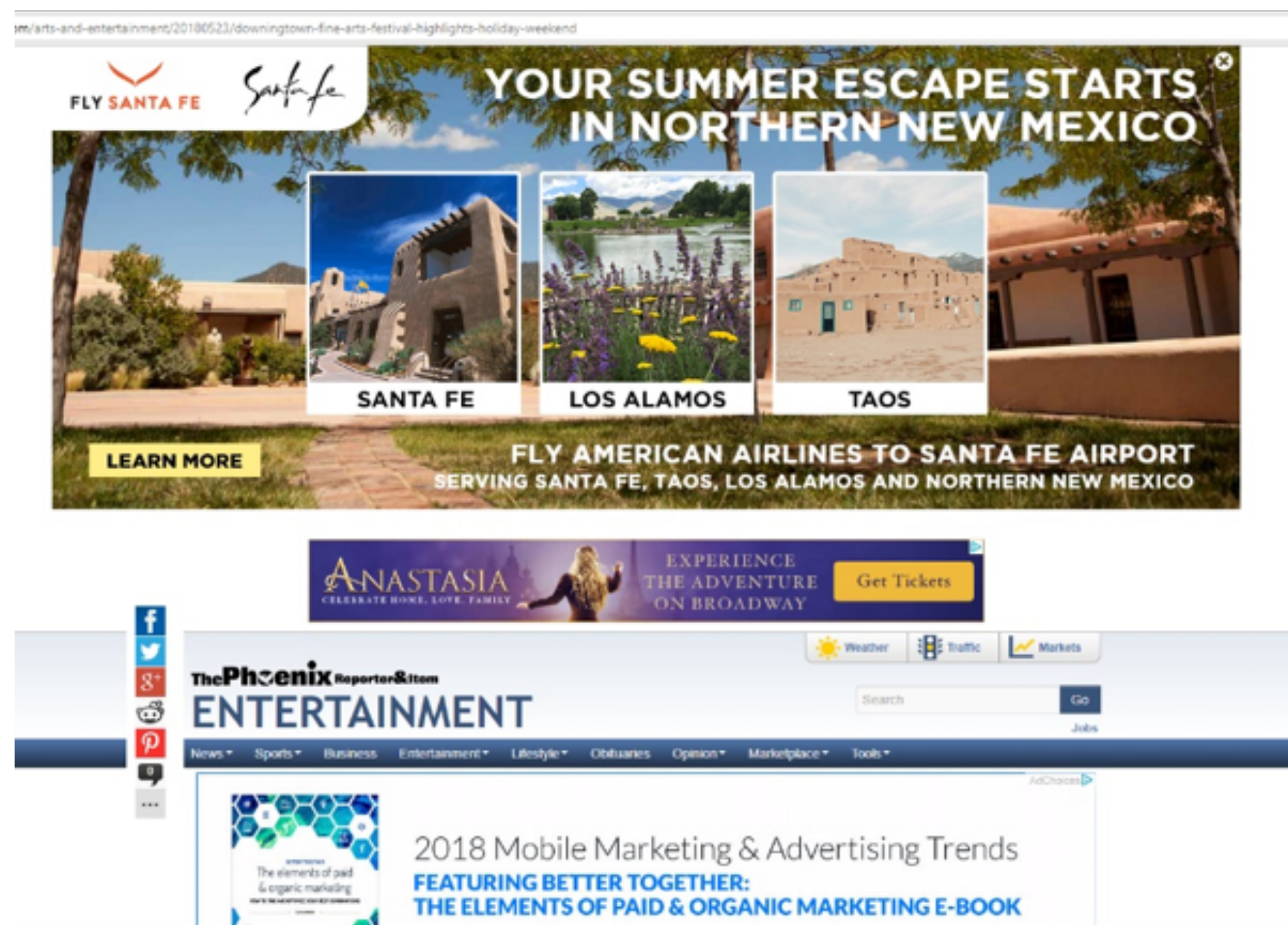


# PAST PERFORMANCE CASE STUDY: TOURISM SANTA FE

## SANTA FE CAMPAIGNS — NNMAA / FLY SANTA FE

Fuseideas has strategized, planned and executed three campaigns (two consecutive spring/summer campaigns and one winter campaign) on behalf of the Northern New Mexico Air Alliance (NNMAA) to promote direct flight routes between Santa Fe Airport (SAF) and Denver, Phoenix and Dallas airports, along with connecting flights originating from Southern California. The campaign's objective was to showcase the different destinations in Northern New Mexico, including Santa Fe, Los Alamos, Taos and Taos Ski Valley, and increase load factor for direct and connecting flights in/out of SAF. Results from this campaign include:

- ▶ Over 52 million media impressions delivered between digital display, rich media display and out-of-home airport advertising
- ▶ Over 115,000 clicks directed to the [FlySantaFe.com](http://FlySantaFe.com) website
- ▶ Total of 66,448 flight searches and 2,812 flight bookings attributed to the winter 2018 and spring/summer 2018 campaigns, according to Adara Impact Analytics\*



\*Results from spring/summer 2017 not available as Santa Fe was not a data partner with Adara Impact at this time; estimated revenue numbers not available for flight partners



# PAST PERFORMANCE CASE STUDY: TOURISM SANTA FE

## TOURISM SANTA FE RESULTS AND ACCOMPLISHMENTS

Over our four-year partnership with Tourism Santa Fe, Fuseideas has worked with Tourism Santa Fe on the following accomplishments:

Strategy, planning and execution of a fully integrated multimedia campaign along with two multichannel creative executions that promotes leisure and business travel to Santa Fe, New Mexico

Over 300 million media impressions delivered across print, digital display, rich media display, native display, sponsored content, out of home, pre-roll video, social media and paid search (and soon, OTT/streaming TV)

Over 1 million media engagements with the Santa Fe brand, including clicks, interactions, and shares

Almost 1 million trackable website visits attributed to media and marketing efforts, including 700,000 sessions on The City Different dynamic video landing page, making it the third most visited page on the [santafe.org](http://santafe.org) website since its launch in January 2016

Successful brand launch in Austin, TX, in summer 2016 using print, digital display and out of home that resulted in a 421% increase in web sessions, 173% increase in direct traffic and a 19% increase in organic search traffic from this market

Provided marketing support for various Santa Fe campaign efforts, including Celebrate Global Arts & Culture, Artists in Residence, and Kids Free Spring Break

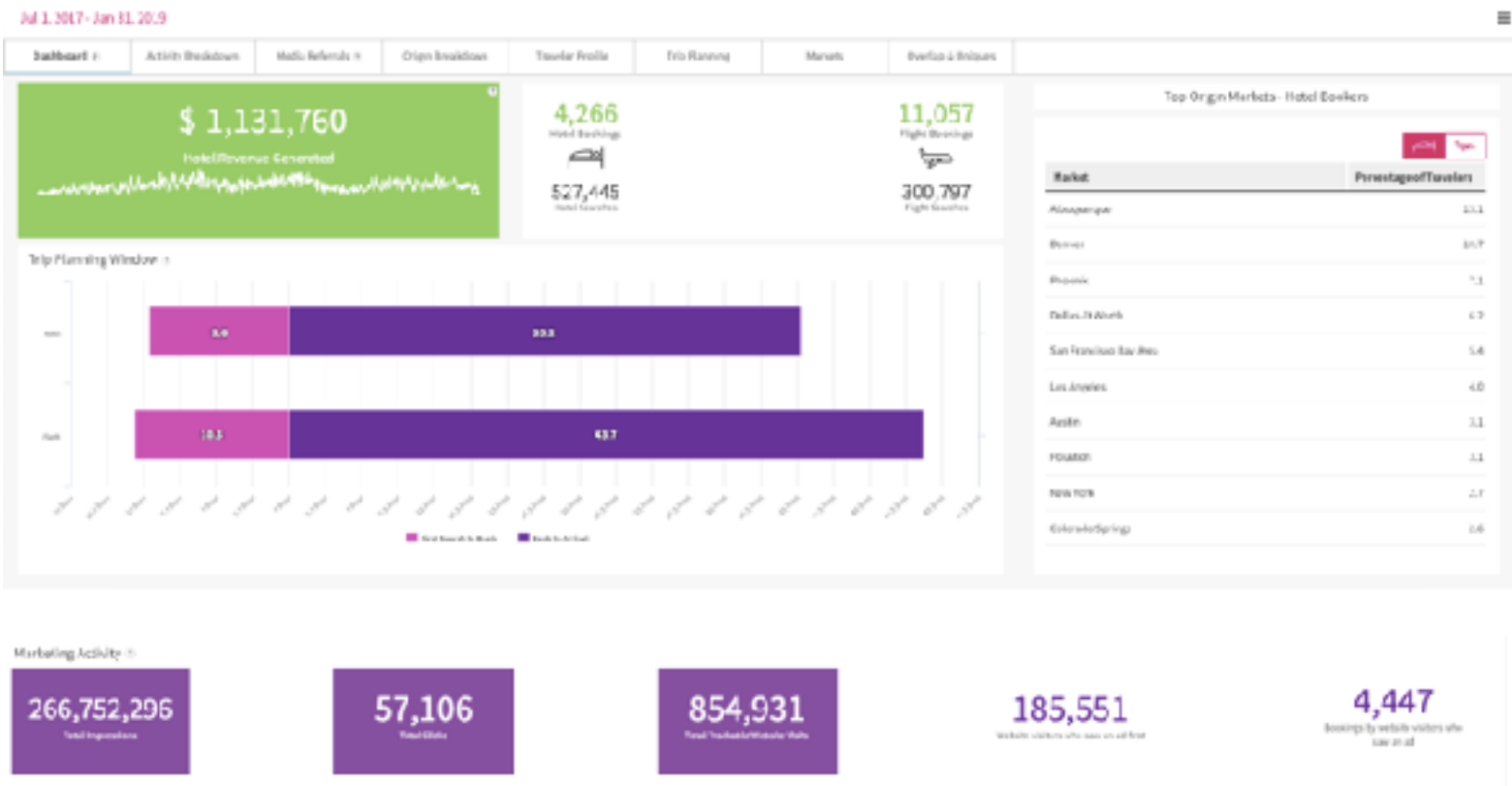
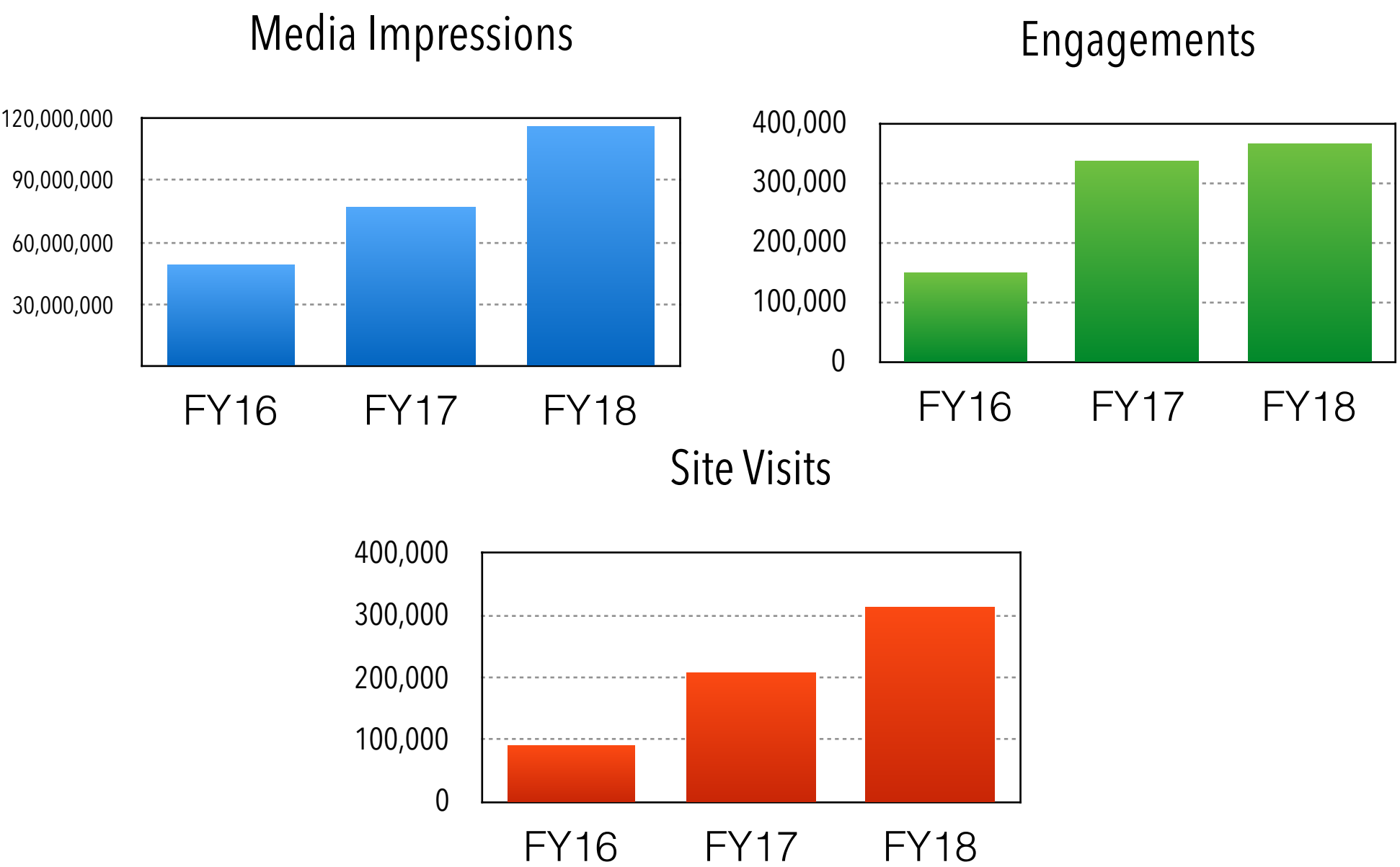
Lead marketing efforts for a strategic partnership between Tourism Santa Fe and Northern New Mexico Air Alliance (NNMAA) between 2017–2018

Consistently provide Santa Fe with added value through negotiated media rate discounts, strategic bonus distribution and delivery, and complementary creative production, resulting in an estimated \$2 million in additional media value attained for Tourism Santa Fe

## ATTRIBUTABLE ROAS


Santa Fe has seen an estimated \$1,131,760 in hotel revenue generated from all trackable media and marketing efforts since our strategic data partnership with Adara Impact Analytics began in July 2017. Additional success metrics:

- 527,445 hotel searches and 4,266 hotel bookings
- 300,797 flight searches and 11,057 flight bookings
- 4,447 full-funnel bookings (i.e., booking occurred by site visitors who saw an ad), resulting in a minimum estimated \$565,000 in incremental revenue attained by media and marketing efforts





TOURISM SANTA FE REFERENCE FORM



Vendor Reference Verification Form

Broward County Solicitation No. and Title:  
GEN2116476P1, Advertising Agency Services

Reference for: Fuseideas

Organization/Firm Name providing reference:  
Tourism Santa Fe

Contact Name: Randy Randall

Title: Executive Director

Reference date: 2/26/19

Contact Email: rrandall@ci.santa-fe.nm.us

Contact Phone: 505-955-6209

Name of Referenced Project: Tourism marketing for Tourism Santa Fe/City of Santa Fe

Contract No.  
15-0127

Date Services Provided:  
Feb. - 2015 to Current

Project Amount:  
Approx. \$1- \$2 Million annual

Vendor's role in Project: ☒ Prime Vendor ☐ Subconsultant/Subcontractor

Would you use this vendor again? ☒ Yes ☐ No If No, please specify in Additional Comments (below).

Description of services provided by Vendor:  
Marketing/ad agency

Please rate your experience with the referenced Vendor:

	Needs Improvement	Satisfactory	Excellent	Not Applicable
1. Vendor's Quality of Service			<input checked="" type="checkbox"/>	
a. Responsive	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b. Accuracy	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
c. Deliverables	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
2. Vendor's Organization:			<input checked="" type="checkbox"/>	
a. Staff expertise	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b. Professionalism	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
c. Turnover	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Timeliness of:			<input checked="" type="checkbox"/>	
a. Project	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b. Deliverables	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
4. Project completed within budget	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
5. Cooperation with:			<input checked="" type="checkbox"/>	
a. Your Firm	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b. Subcontractor(s)/Subconsultant(s)	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
c. Regulatory Agency(ies)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Additional Comments: (provide on additional sheet if needed)

ATTENTION: FOR COUNTY USE ONLY

Verified via: EMAIL

Verified by: \_\_\_\_\_

Division: \_\_\_\_\_

Date: \_\_\_\_\_

Not for use in public. This form is used to verify the quality of service provided by a vendor. It is not to be used as a basis for awarding a contract. It is to be used as a reference only. It is not to be used as a basis for awarding a contract. It is to be used as a reference only. It is not to be used as a basis for awarding a contract. It is to be used as a reference only.



# PAST PERFORMANCE CASE STUDY: THE WILDWOODS



Fuseideas is pleased to provide a sample campaign that we recently accomplished for the Greater Wildwoods Tourism Authority in Wildwood, New Jersey.

**Relationship:**

Agency of Record

Brand Strategy

Advertising and Media Campaign

Creative Concepts and Production

Media Planning

Social Media Coordination

**Contract Duration:**

2016 – Present

**Project Team:**

Steve Mason, Lead Strategist

Kim Rochette, Account Director

Lara Maskell, Project Manager

**Minority Demographics**

Hispanic/Latino

LGBT+

**Our reference for this case study is as follows:**

Wildwoods (NJ) Tourism & Convention Bureau

Ben Rose

Director of Marketing

P: (609)-846-2657

E: brose@wildwoodsnj.com





# PAST PERFORMANCE CASE STUDY: THE WILDWOODS

## Overview & Challenges:

- ▶ Fuseideas was hired in 2016 as the Greater Wildwoods Tourism Authority's agency of record to help them rebuild their tourism brand and improve occupancy after years of flat or declining numbers
- ▶ The previous agency's tourism campaigns were not effectively reaching the potential target audience for this New Jersey vacation destination; it was lacking creativity, reach, targeting and innovation
- ▶ The brand strategy team, media team, and creative team worked with the client to gather information, obtain independent research and apply industry best practices to develop an integrated media plan that addressed all segments of their target — proportionate to their potential spend



## Stakeholder Engagement:

Stakeholder Engagement was a critical foundation of the onboarding process with the Wildwoods. Our work began with a multistep discovery process designed to provide us with an extremely solid foundation of knowledge and key insights that would become the building blocks of brand strategy. The research included a number of elements:

- ▶ In-depth interviews and discussions with GWITA board, and Convention Center staff
- ▶ Meeting and interviewing with elected City officials (Mayor and Commissioners)
- ▶ Review existing research/information — Included prior research done by the Wildwoods, plus several reports on visitor satisfaction, etc.
- ▶ New research/quantitative and qualitative — Online surveys of residents, visitors, inquirers, meeting planners and event organizers
- ▶ Meeting with the Wildwoods Chamber of Commerce
- ▶ Meeting with members of the Wildwood Motel Association
- ▶ 60 one-on-one interviews with key stakeholders in the industry (hotels, restaurants, attractions)
- ▶ Guided brand immersion with one week spent on site touring and experiencing the Wildwoods and surrounding area
- ▶ Town hall meetings and group discussions to understand the local perspective of the destination
- ▶ Brand audit — Thorough review of current and prior brand identity and brand communications
- ▶ Key metrics — Identification and recommendation of KPIs and key measures for go-forward evaluation
- ▶ Current trends/third-party research — Gathering and presenting relevant tourism trends plus important third-party research relevant to Wildwoods' situation
- ▶ Competitive review — Comprehensive review and analysis of competitive cities, sports organizations and convention facilities across New Jersey, Central and Western NY, Eastern PA, Delaware
- ▶ Summary SWOT analysis — Insightful analysis of strengths, weaknesses, opportunities and threats
- ▶ Summary of discovery findings — Detailed report and presentation of all discovery findings to the brand task force and leadership of GWITA





# PAST PERFORMANCE CASE STUDY: THE WILDWOODS

## Brand & Creative Strategy:

Market research as well as their existing data showed that Wildwoods skewed heavily to multigenerational families and millennial women with young children. Wildwoods offered a vacation that had “something for everyone” no matter how old or adventurous they were — thus “As Wild As You Want To Be” was developed and tested with the consumer target audience.

## Advertising & Media Strategy:

Develop an integrated multimedia approach that builds awareness, generates engagement and drives intent among an audience of individuals, families and grandparents using the “As Wild As You Want To Be” creative platform:

**Priority:** Advertise Wildwood, NJ, March–May as a week(s)-long vacation destination

**Secondary:**

- ▶ Remind audiences of Wildwood’s attractions in summer months (June and July) for weekend travel
- ▶ Select media based on its ability and effectiveness to target each audience segment in Wildwood, NJ’s priority markets
- ▶ Leverage annual spend to maximize efficiencies and negotiate added value opportunities with various media partners
- ▶ Extend the reach and engagement of social media channels through paid social advertisements
- ▶ Build a plan that encompasses the entire consumer consideration funnel from awareness to conversion

**“ONE OF THE KEY STRATEGIES THE RESEARCH LED US TO WAS TO TARGET MULTIGENERATIONAL FAMILIES THAT VACATION TOGETHER”**



AS WILD AS  
YOU WANT  
TO BE!



# PAST PERFORMANCE CASE STUDY: THE WILDWOODS

**Media Research & Audience Identification Strategy:**

- ▶ Identified three distinct targets based on MRI/Scarborough, Cubeyou, nSight for Travel, and ADARA Analytics
- ▶ Prioritized targets based on first-party research from Wildwoods Tourism database
- ▶ One of the key strategies the research led us to was to target *multigenerational families* that vacation together

▶ **Parents and influencers:**

- ▶ A 25–49
- ▶ Children: A 14–18
- ▶ Heavy online
- ▶ Planning Considerations
  - ▶ Online media
  - ▶ TV / Pre-roll
  - ▶ Social media
  - ▶ OOH

▶ **Millennials**

- ▶ A 18–34
- ▶ Always connected
- ▶ Internet, smartphone, laptop, tablet
- ▶ Planning Considerations
  - ▶ Heavy online media
  - ▶ Pre-roll video
  - ▶ Social media
  - ▶ OOH

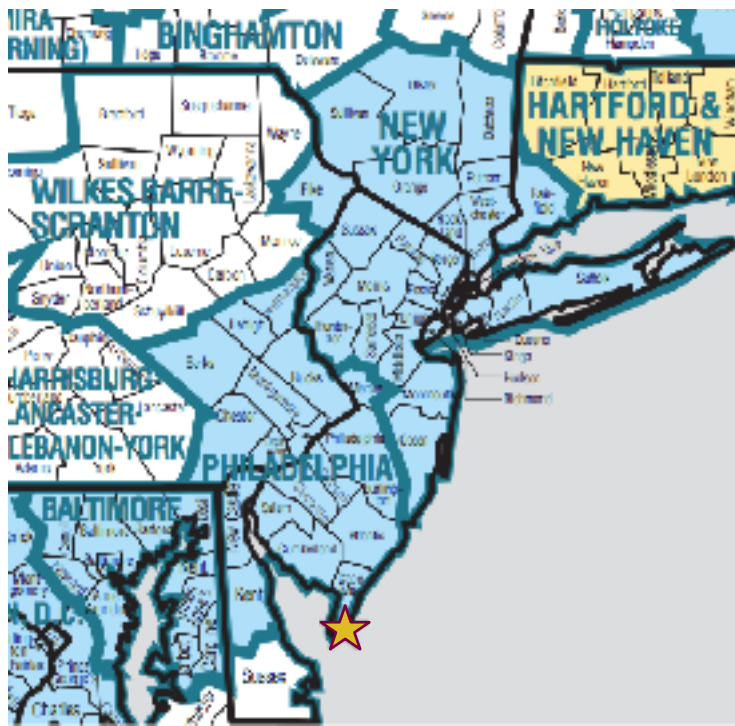
▶ **Empty Nesters**

- ▶ A 55+
- ▶ TV is trusted information source
- ▶ Moderate online
- ▶ Planning Considerations
  - ▶ TV
  - ▶ Radio / Streaming
  - ▶ Online



**Media Strategy — Market Selection Considerations:**

- ▶ First-party data included web visits, visitor guide requests and historical booking data, as well as competitive analysis
- ▶ Primary Markets:
  - ▶ New Jersey
  - ▶ North and central counties
  - ▶ Philadelphia
- ▶ Secondary Markets:
  - ▶ Baltimore
  - ▶ Hartford
- ▶ International Markets:
  - ▶ Quebec
  - ▶ Montreal





# PAST PERFORMANCE CASE STUDY: THE WILDWOODS

## MEDIA STRATEGY

Fuseideas takes a very results-oriented approach to our advertising strategy in order to drive prospective customers through the conversion funnel. We use high-reach strategies for awareness and the more digital and measurable forms of media in order to drive engagement and conversion. We approached the Wildwoods advertising pan with this in mind and you will see how it manifested itself on the following pages.

Awareness	Awareness	Awareness	Awareness, Engagement & Conversion	Awareness, Engagement & Conversion	Conversion
OOH	Video	Radio	Digital	Social Media	Paid Search
<ul style="list-style-type: none"><li>▶ Builds reach and visibility across a broader audience</li><li>▶ Allows for positioning in key market locations</li></ul>	<ul style="list-style-type: none"><li>▶ Builds brand awareness and maintains presence</li><li>▶ Aligns with content relevant to both millennial and parent demos</li><li>▶ Allows for an advertiser’s message to be experienced in a memorable and emotional way</li></ul>	<ul style="list-style-type: none"><li>▶ Amplifies the reach and frequency of a brand’s message and adds a personal and emotional element through audio</li><li>▶ Coordinate flighting to align with event and/or weekend calendars to drive visitors</li></ul>	<ul style="list-style-type: none"><li>▶ Generates awareness via the use of video units and large, high impact banners</li><li>▶ Connects with audience in content-relevant environments</li><li>▶ Highly targetable and measurable way to drive consumers from consideration to action; allows for visually impactful creative through rich media</li></ul>	<ul style="list-style-type: none"><li>▶ Create customizable ad types and serve via Facebook and Instagram networks</li><li>▶ Reach and communicate with current and prospective vacationers using detailed targeting (i.e., demographics, interests and behaviors)</li><li>▶ Low cost, high performance</li></ul>	<ul style="list-style-type: none"><li>▶ Capture low hanging fruit by placing the brand’s message in front of an audience that is actively searching for relevant information (i.e., “hand raisers”)</li><li>▶ Best method for driving qualified traffic to the website</li></ul>



# PAST PERFORMANCE CASE STUDY: THE WILDWOODS

## OOH:

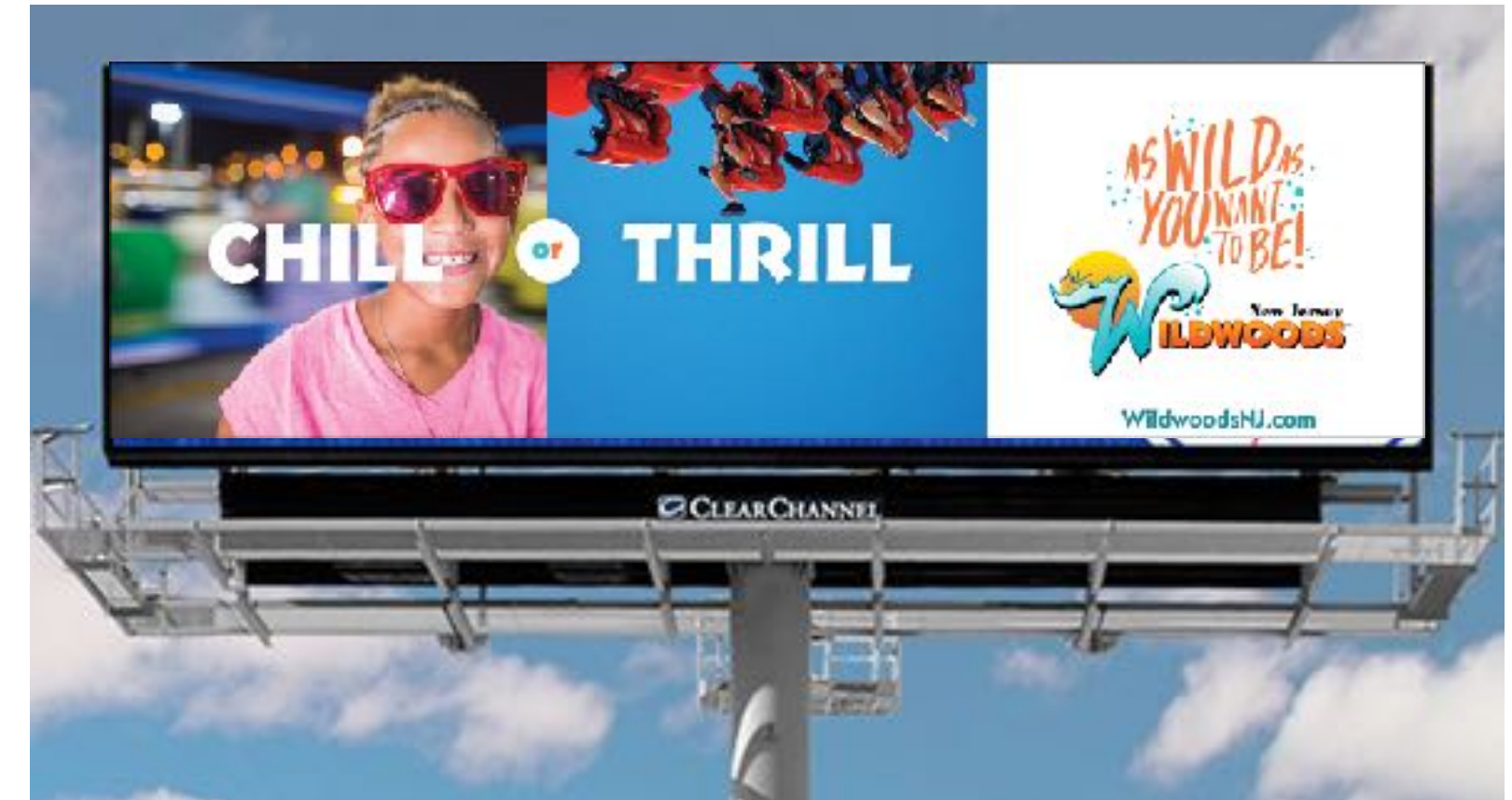
Provide Wildwood, NJ, with the greatest opportunity for reach and visibility in key markets

- ▶ Seek out billboard positioning on key, major highways that will allow for the broadest audience exposure and establish market presence
- ▶ Leverage a network of taxi toppers, bus shelters, and/or aerial billboards in rival beach towns

## Video/TV:

Extend the reach of Wildwood's brand messaging through the use of television and online video — to maximize campaign reach and frequency

- ▶ Primary Target – Parents and Grandparents
- ▶ Philadelphia DMA – Utilized broadcast and cable to maximize reach
- ▶ Prime – Targeted, engaging, first run programming to build reach
- ▶ Early Morning – News programming engages the audience, and has broad viewing across the target; efficiently builds on the reach and provides frequency
- ▶ NJ Cable - Targeted networks to increase reach; low-cost ROS for frequency – Allows us to buy an expensive market like NYC DMA
- ▶ Supported with online video (pre-roll) for parent and millennial audience
- ▶ Focus on in/around drive markets to Wildwood, NJ, to develop preference and engagement with an audience that is in your backyard
- ▶ Flight campaign throughout winter and spring while target audience is planning summer vacations





# PAST PERFORMANCE CASE STUDY: THE WILDWOODS

## Digital Display:

With a limited budget, we needed to be as innovative and resourceful as possible in our digital strategy. We had a number of elements that proved successful:

- ▶ **Brand Safety Measures:**
  - ▶ Fuseideas digital campaign was executed through our trusted programmatic partners and ad networks that buy premium inventory on Comscore top sites to ensure ads were seen on trusted safe sites
  - ▶ We negotiated competitive but fair CPM rates, to ensure we can still afford premium inventory — to ensure brand safety
- ▶ **Programmatic**
  - ▶ Deliver Wildwood's message to the most relevant audiences via highly efficient, real-time bidding model
  - ▶ Add multiple targeting layers to ensure brand safety, eliminate wasted impressions and effectively reach the desired target
- ▶ **Re-Marketing**
  - ▶ Captured a lower-funnel audience by targeting online users who have already expressed interest in Wildwood or relevant content through two types of re-marketing:
    - ▶ **Search Re-Marketing** – Targeted prospects who are searching for terms that coincide with travel or Wildwood's competitors
      - ▶ Enables Wildwood to combine the intent and precision from search with scale and creative opportunities from display
    - ▶ **Site Re-Marketing** – Delivered display ads to previous site visitors with the goal of driving them back to the Wildwood website
      - ▶ Effectively re-engaged with prospects after they have left the site to keep Wildwood top-of-mind and ultimately drive action
      - ▶ Endemic sSites
      - ▶ TripAdvisor used for branding and to drive engagement



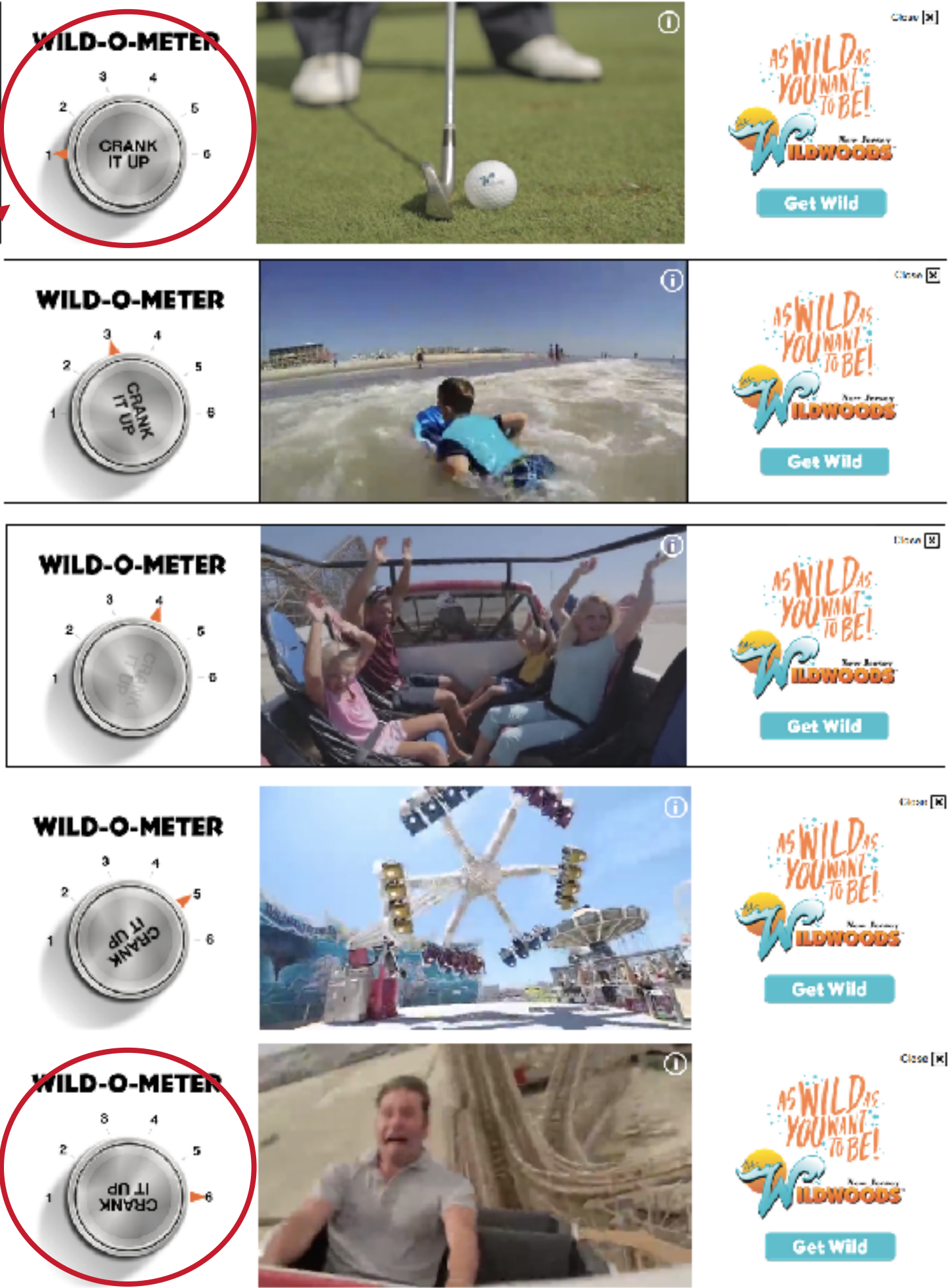


# PAST PERFORMANCE CASE STUDY: THE WILDWOODS

PUBLISHER: UNDERTONE  
EXECUTION: INTERACTIVE BILLBOARD

- ▶ 3,993,566 impressions
- ▶ 1,762,839 interactions
- ▶ 44.14% interaction rate
- ▶ \$0.03 cost per interaction

Viewers of this rich media ad can choose their level of “wild” and be shown what in the Wildwoods they might like to do.



CASE STUDY

2X

Google RM CTR Benchmark

8X

Google RM Interaction Benchmark

5,881

Site Visits From targeted Geos

Source: Sept 2017

BILLBOARD BUILDS TRAVEL INTENT



Click To View Demo

Campaign Goals

- Break through banner blindness to build intent for a destination.
- Drive click thru to website promoting tourism.

Solution

- Leveraged an interactive billboard unit, highlighting the various offerings of the destination to intrigue users to click learn more.
- Cross-screen brand provided brand support at scale

NOTE: This ad unit was so successful that Undertone uses it as their own case study for the unit

[Click To View Demo](#)



# PAST PERFORMANCE CASE STUDY: THE WILDWOODS

## Paid Social Media:

- ▶ Worked hand in hand with organic social media efforts to augment and support digital display media
  - ▶ Allowed us to create captivating photos/videos and relevant messaging using multiple ad types
    - ▶ Created unique campaigns for each target audience, allowing a tailored message and target parameters
  - ▶ Extended reach and drive traffic to website in defined geotargets
  - ▶ Used learnings from social media listening tools and priority markets to ensure proper positioning of ads in an effort to gain exposure and continue to build Wildwood's social performance
    - ▶ Recommendations included ongoing A/B testing with optimizations

## Paid Search (SEM):

- ▶ We used paid search ads to capture an audience of “hand raisers” who were already seeking out information related to Wildwood, NJ, and/or relevant keywords
  - ▶ Was among the most effective and cost-efficient channels for producing website traffic and online conversions
  - ▶ Created separate campaigns that spoke to all of Wildwood's offerings:
    - ▶ Campaign that focused on Wildwood keywords (branding)
    - ▶ Campaign that focused on family summer destinations (i.e., beaches, water parks, mini golf, etc.)
    - ▶ Campaign that focused on millennial audience (golf, restaurants, etc.)
  - ▶ Created unique ads that detail relevant content on the website
  - ▶ Helped us obtain a high quality score which in turn reduced the CPC and increased the average rank

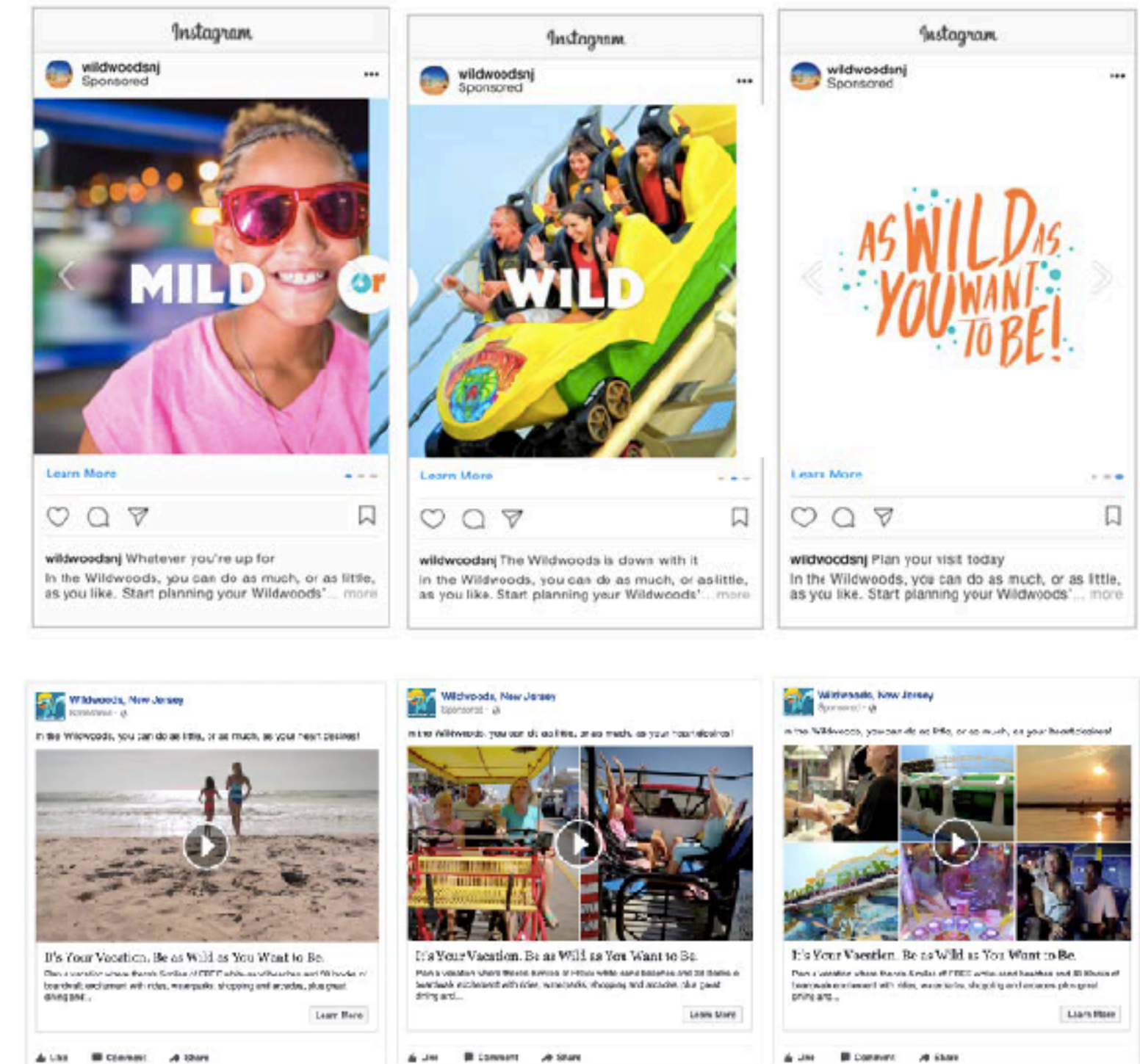
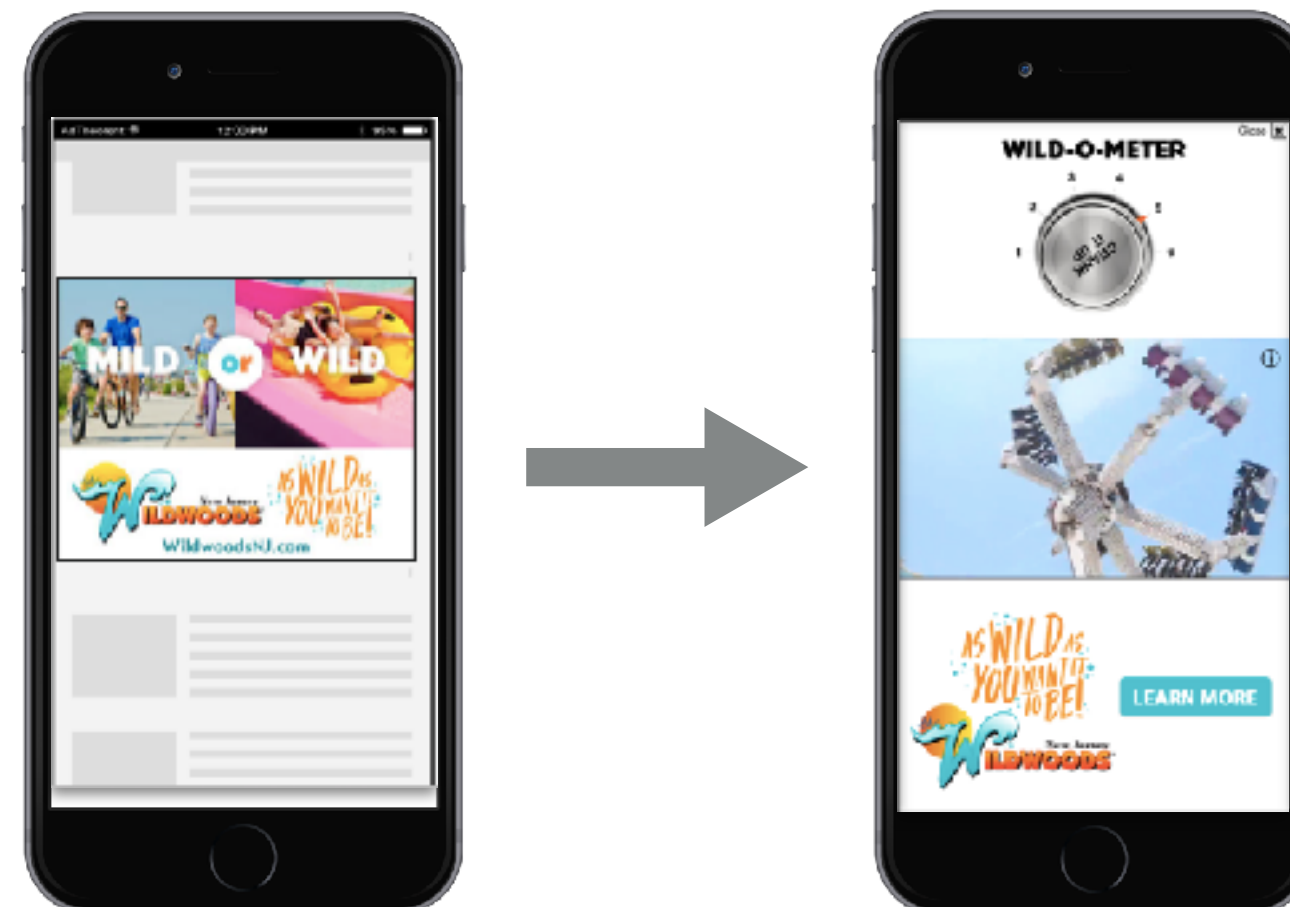
## Mobile Execution:

CLIENT: WILDWOODS

PUBLISHER: ADTHEORENT

EXECUTION: SMARTPHONE FLEX

- ▶ 2,991,1422 impressions
- ▶ 28,954 clicks
- ▶ 0.97% CTR
- ▶ 16,988 interactions
- ▶ 0.57% interaction rate
- ▶ \$1.47 cost per interaction





# PAST PERFORMANCE CASE STUDY: THE WILDWOODS

## Radio:

- ▶ Extended the reach and frequency of Wildwood's message through the use of terrestrial and streaming radio in the Philadelphia market:
  - ▶ Reach local audience in summer months
  - ▶ Remind families of Wildwood's local, weekend attractions
  - ▶ Run spots Monday–Thursday to capture audience before the upcoming weekend (while forecast is in view)
  - ▶ Flighting for 2 weeks mid-June and 2 weeks in mid-July
- ▶ Used radio spots to deliver Wildwood's brand message and promote attractions to weekend visitors
- ▶ "Weekend" message tags were added to the end of radio script to help support weekend drive markets:
  - ▶ Station personalities recorded and endorsed the Wildwood brand initiatives
- ▶ Focused on Philadelphia market where the opportunity for visits were the strongest based on drive distance





# PAST PERFORMANCE CASE STUDY: THE WILDWOODS

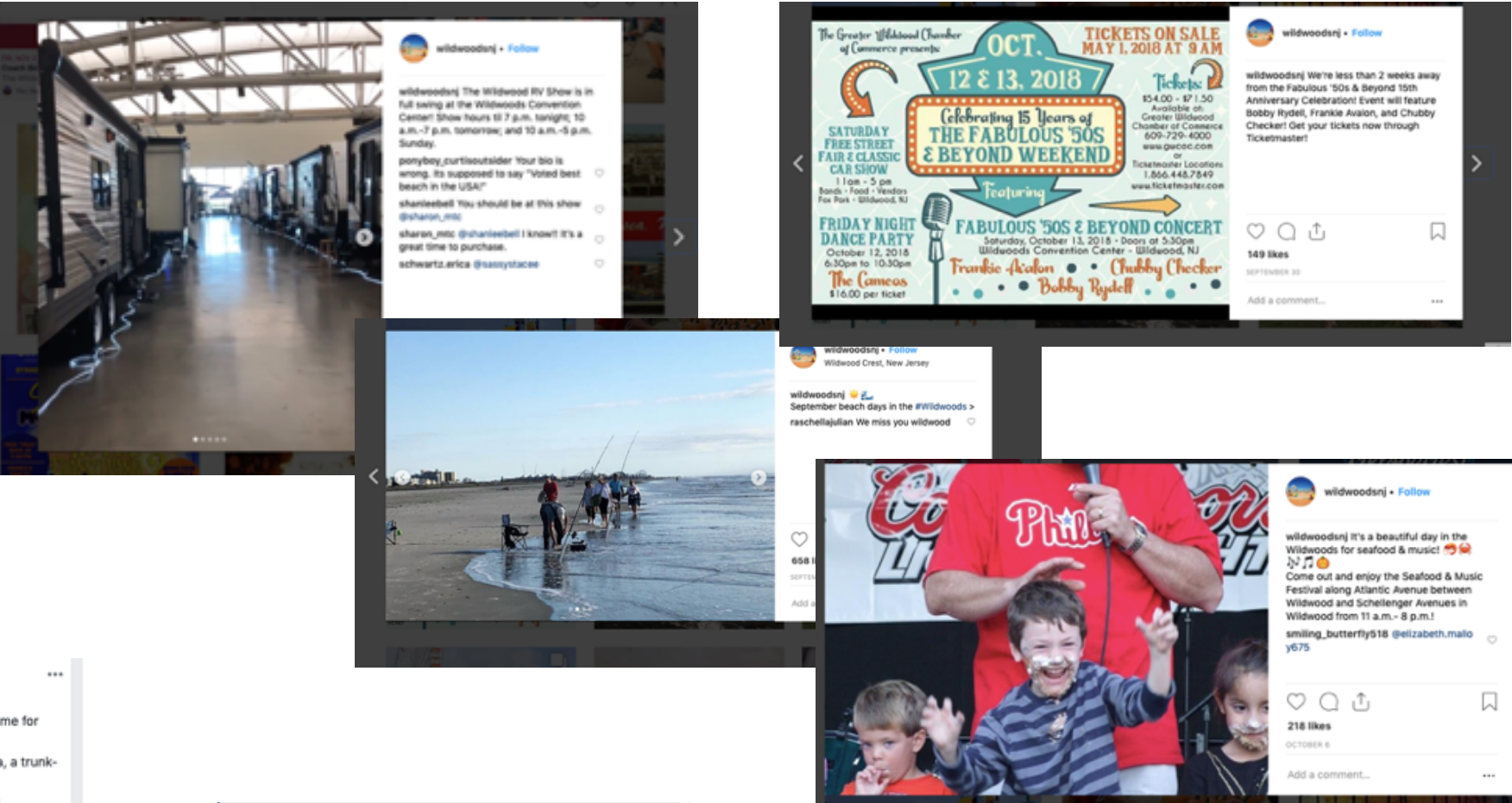
## Social Media:

Beyond the website and our paid social media strategy, we have provided a framework for the internal team at the Wildwoods to provide content to prospective audiences 7 days a week/365 days a year.

Our organic social media plan was developed with the following in mind:

- ▶ Relevant content targeting the core audiences in their preferred social channels (Grandparents - Facebook; Parents - Facebook and Instagram; Millennials - Instagram and Twitter)
- ▶ Immediate relevant content supplemented by seasonal, long-term planned content
- ▶ Use of retail strategy in terms of offers and specials to drive action
- ▶ Development of content which has high engagement potential to augment the paid and earned media budget

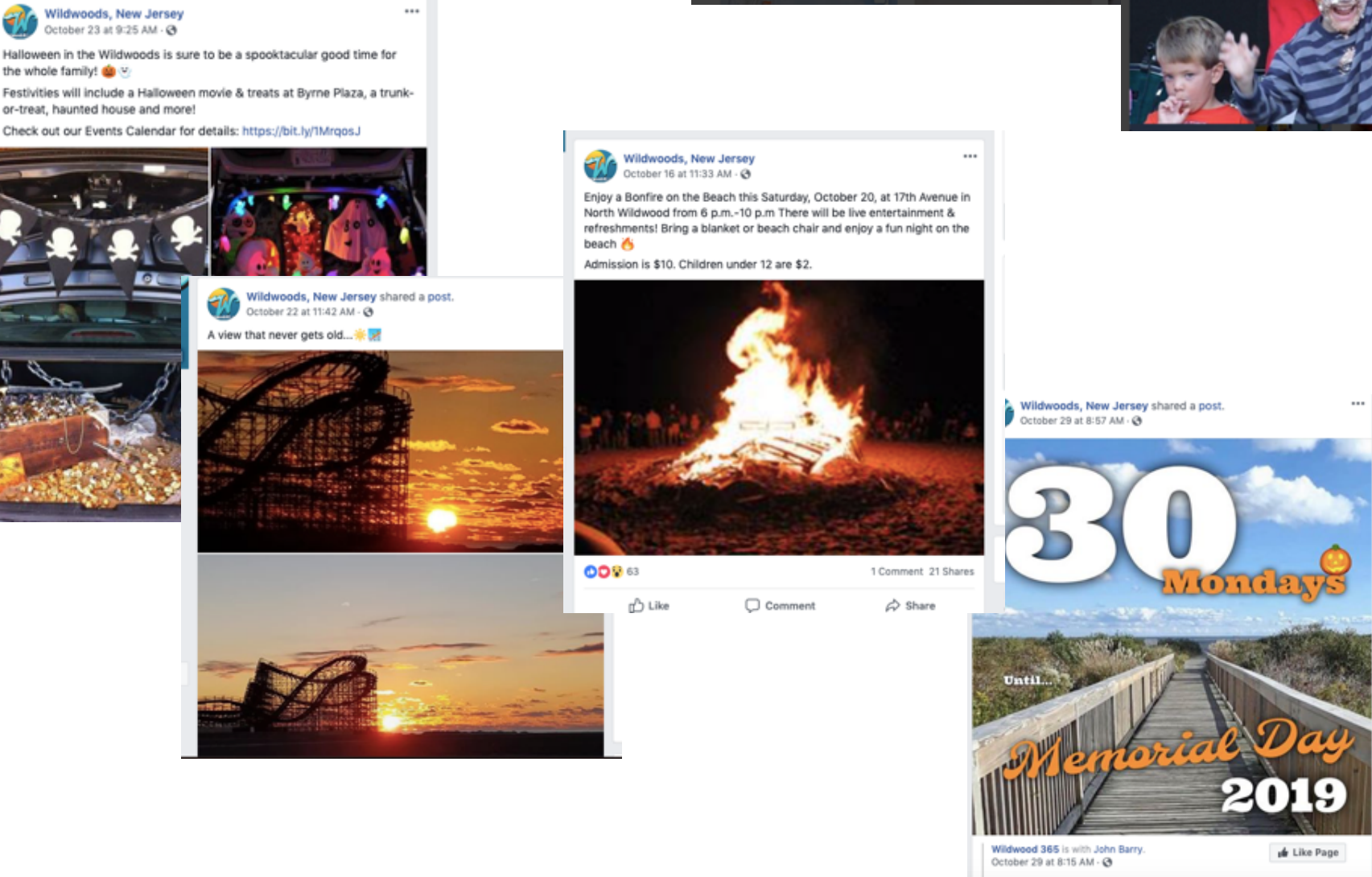
## Instagram



## Twitter



## Facebook





# PAST PERFORMANCE CASE STUDY: THE WILDWOODS

**Results:**


Since the beginning of our relationship, we have had YOY increases in visitation, ADR, RevPar, and lodging tax.

We also have had significant media accomplishments. Our media performance was also successful as evidenced in the table to the right.

MEDIA	HIGHLIGHTS
TV	<ul style="list-style-type: none"><li>▶ Over 1,100 TV spots across two major markets (Phil/NY), inc. airtime in CMA Awards, Bachelor Finale, DWTS</li><li>▶ Philadelphia TV posted at a 116% over-delivery, resulting in 46.6 added GRPs as bonus (\$23,485 value)</li></ul>
Out of Home	<ul style="list-style-type: none"><li>▶ Philadelphia market delivered 15% over the contracted number of spots, resulting in 87K bonus flips</li><li>▶ NJ market delivered 34% over the contracted number of spots, or 134K bonus flips (\$22k value total for both)</li></ul>
Online Video	<ul style="list-style-type: none"><li>▶ Over 1.7M video impressions served with an 88% completion rate (+21% higher than industry benchmark) and 0.51% click rate (+34% higher than industry benchmark)</li></ul>
Digital Display	<ul style="list-style-type: none"><li>▶ Rich media display resulted in 57% interaction rate (IR) and outperformed the industry benchmark by 954%</li><li>▶ Standard display through search RT resulted in 0.19% CVR, 58% higher than campaign average, and delivered 2,166 post-impression site visits, the most of any tactic</li></ul>
Paid Social	<ul style="list-style-type: none"><li>▶ 1.3M Facebook impressions served, which delivered by more than +75% over the estimated output</li><li>▶ Overall 1.47% CTR was 63% higher than industry benchmark and \$0.27 CPC was 57% more efficient than industry BM</li></ul>
Paid Search	<ul style="list-style-type: none"><li>▶ Campaign delivered a 7.49% CTR, which is 244% higher than the industry benchmark of 2.13%</li><li>▶ Avg CPC of \$0.21 is 86% more efficient than industry benchmark of \$1.55</li></ul>



# THE WILDWOODS REFERENCE FORM



Vendor Reference Verification Form

Broward County Solicitation No. and Title:  
GEN2116476P1, Advertising Agency Services

Reference for: Fuseideas

Organization/Firm Name providing reference:  
Greater Wildwoods Tourism Improvement and Development Authority

Contact Name: Ben Rose Title: Director Marketing Reference date: 2/27/19

Contact Email: brose@wildwoodsnj.com Contact Phone: 609-846-2657

Name of Referenced Project: Creative and Media Services

Contract No. 12-6-2016 Date Services Provided: January '17 to Thru Dec. 2019 Project Amount: Total Contract \$1.9 MM

Vendor's role in Project: ☒ Prime Vendor ☐ Subconsultant/Subcontractor

Would you use this vendor again? ☒ Yes ☐ No If No, please specify in Additional Comments (below).

Description of services provided by Vendor:  
Marketing and Advertising - creative, media, etc.

Please rate your experience with the referenced Vendor:	Needs Improvement	Satisfactory	Excellent	Not Applicable
1. Vendor's Quality of Service				
a. Responsive	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b. Accuracy	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
c. Deliverables	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
2. Vendor's Organization:				
a. Staff expertise	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b. Professionalism	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
c. Turnover	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
3. Timeliness of:				
a. Project	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b. Deliverables	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
4. Project completed within budget	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
5. Cooperation with:				
a. Your Firm	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b. Subcontractor(s)/Subconsultant(s)	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
c. Regulatory Agency(ies)	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Additional Comments: (provide or indicate if not needed)

THIS SECTION FOR COUNTY USE ONLY

Verified by: \_\_\_\_\_ FMA \_\_\_\_\_ WFRM Verified by: \_\_\_\_\_ Director \_\_\_\_\_ Title: \_\_\_\_\_

All information provided to Broward County is subject to verification. Vendor acknowledges that inaccurate and/or limited information submitted in support of this response may be used by the County as a basis for rejection, modification of the award, or termination of the contract and may also serve as the basis for suspension of Vendor pursuant to Section 2-11.1 of the Broward County Procurement Code.



# PAST PERFORMANCE CASE STUDY: BIG SKY

**Nature of Relationship:** Agency of Record, Media Planning & Buying, Creative & Brand Strategy, Social Media Strategy from 2013 – 2017; account transitioned with hiring of new CEO

**Why We Are Proud of This Case Study:** This was one of Fuseideas most successful client relationships and shows our philosophy in how we work with clients. There are a number of reasons why we are proud of this work, namely:

- Strong relationships with the local stakeholders in Big Sky
- A need for us to be resourceful with their limited budget (\$1M) in order to achieve maximum impact
- Record results in visitation increases year over year
- Success in economic development, where sales of second homes skyrocketed during our tenure
- Achieving every major objective from when we started the relationship
- Increase in lodging tax revenue for the CVB
- Winning the 2016 Montana Governor's Award for Best Tourism Campaign (see lower right photo)

The case study specifics are identified below:

**Goals and Objectives:** The goals for Visit Big Sky when Fuseideas started were very clearly articulated to us:

1. Generate increased visitation, especially in the summer months, when visitation is traditionally lower
2. Reposition the brand as more than a skiing destination
3. Contribute to overall economic growth of the region

Project size is measured in the thousands of hours.

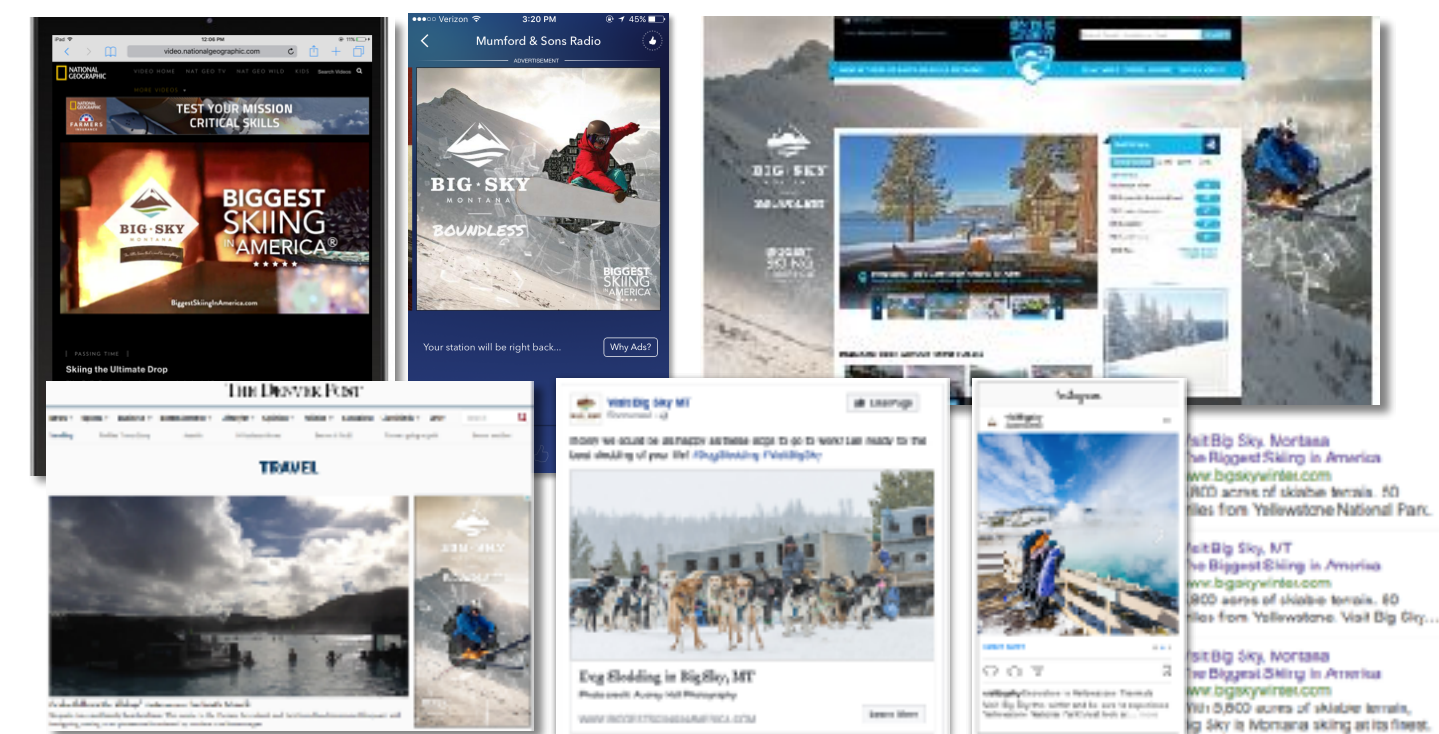
To respect client privacy reference contact is available under separate cover.

**Strategy:** We conducted a thorough examination of research data, as well as other sources and developed a repositioning strategy to associate Big Sky with a wide range of other outdoor adventure and recreation in addition to skiing. Most importantly, we chose to leverage Big Sky's close proximity to Yellowstone National Park.

**Creative:** We developed distinct strategic creative approaches for winter and summer, just as we had developed distinct media strategies for both seasons. While our winter creative leveraged the *Biggest Skiing in America*™ by featuring fabulous images of skiing, snowboarding and snowmobiling, our new summer creative featured whitewater rafting, bison, zip lines, mountain biking, fly fishing and Yellowstone's iconic geysers.

**Media Strategy:** In order to maximize their budget against better-funded competitive destinations, Fuseideas developed an innovative media strategy to out-perform the competition. Seeking to maximize precious media dollars, our plan included a media mix with 45% digital, 27% print, 14% OOH, 7% SEM with the balance in paid social media and radio. For summer, a focus on such drive markets as Montana, Washington, Idaho, Wyoming, North Dakota, South Dakota, Minnesota and Calgary, and for winter, a focus shift to direct flight markets such as Minneapolis, Chicago, Seattle, New York and Los Angeles.

We also were very innovative with digital media — including programmatic display, endemic display and native content — which was hyper-targeted to reach the most relevant travel consumer in these key markets, and we leveraged some strategic partnerships with NPR to reach older, affluent listeners as well as other strong media partnerships (i.e., National Geographic, TripAdvisor) to deliver maximum value and ROI to Visit Big Sky.





# PAST PERFORMANCE CASE STUDY: BIG SKY

Fuseideas worked diligently with Visit Big Sky to develop a series of performance indicators that would allow us to determine whether we were successful. These KPIs included online and offline measurements (i.e. visitor guide requests) but also included more business oriented results such as ADR, RevPar, and Lodging Tax increases.

## First Year Results (2014-2015)

Summer 2015 campaign resulted in over 26M media impressions in market  
Overall visits to the VisitBigSkyMT.com website were up 42% YoY during May-Sept  
Digital media directly resulted in 70,000 visits to the website – an 85% YoY increase  
Digital media delivered a .31% CTR & 73% visit rate, outperforming industry benchmarks  
Social media resulted in a 15.33% click rate with engagement up 300% in the first 3 months

## Year Over Year (YoY) Results

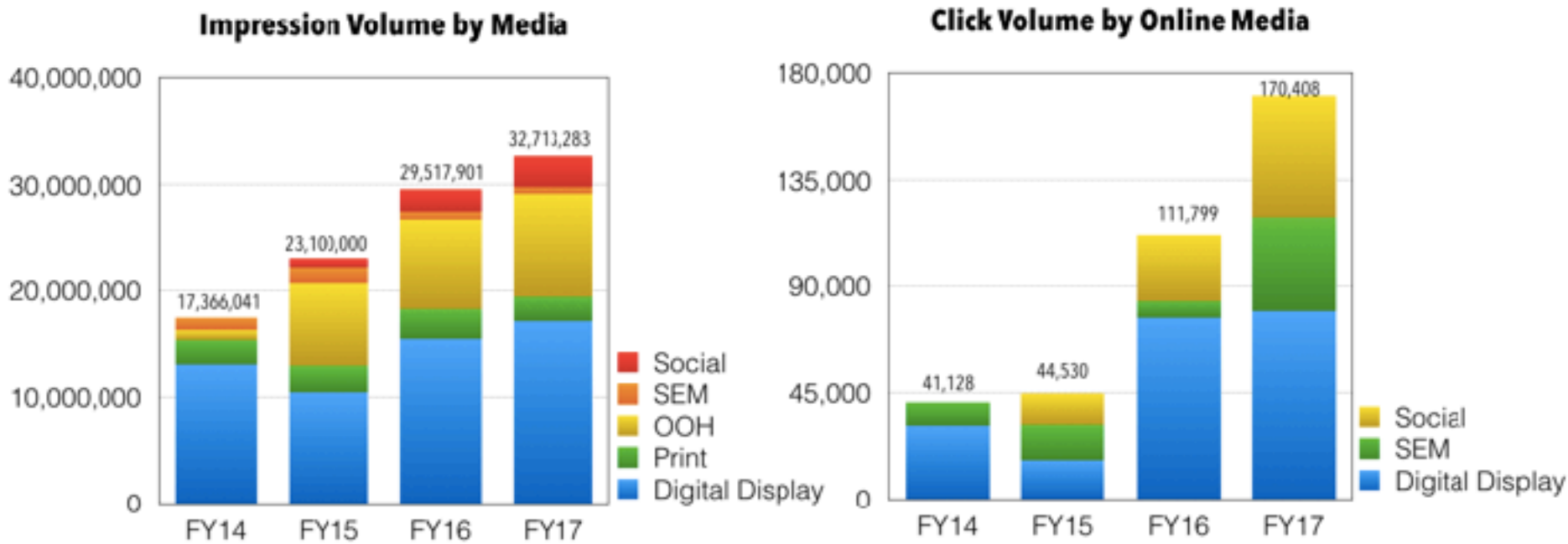
Excellent growth in impression volumes  
300% YoY increase in visitor guide requests  
Big Sky & Yellowstone Welcome Center saw a 73% YoY increase in visitor foot traffic  
10% increase in YoY hotel ADR  
17% increase in second home purchases (economic development)  
20% increase YoY Lodging Tax Increase

The table to the right has additional YoY insights for comparison of our winter campaigns and we have the same data available for our summer campaigns.

**Below:** Fuseideas was honored to attend the 2016 Montana Governors Conference on Tourism and engage with numerous stakeholders throughout the State, and we were particularly grateful for winning the award for the Montana Tourism Campaign of the year.




## VISIT BIG SKY WINTER CAMPAIGN HISTORICAL PERFORMANCE



▶ The Big Sky Winter campaign experienced a marked increased in both impressions and click performance since FY14, with a **11% increase in impressions Y/Y** and a **52% increase in clicks Y/Y**



# BIG SKY REFERENCE FORM



Vendor Reference Verification Form

Broward County Solicitation No. and Title:  
GEN2116476P1, Advertising Agency Services

Reference for: Fuseideas

Organization/Firm Name providing reference:  
Visit Big Sky

Contact Name: Kitty Clemens Title: Executive Director Reference date: 03/05/2019  
Contact Email: kitty@demens.com Contact Phone: 4065959490

Name of Referenced Project: Visit Big Sky Destination Marketing Program of Work

Contract No. N/A Date Services Provided: 04/01/2014 to 06/01/2017 Project Amount: \$ 2,000,000.00

Vendor's role in Project: ☐ Prime Vendor ☐ Subconsultant/Subcontractor

Would you use this vendor again? ☒ Yes ☐ No If No, please specify in Additional Comments (below).

Description of services provided by Vendor:  
Fuseideas started as our media placement contractor. However as we renewed our annual contracts, we requested additional services. As we can rely on their exemplary knowledge and ability to meet the Commission and Visitor Bureau, we modified their scope of work and hired them as our marketing agency.

Please rate your experience with the referenced Vendor:	Needs Improvement	Satisfactory	Excellent	Not Applicable
1. Vendor's Quality of Service				
a. Responsive	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b. Accuracy	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
c. Deliverables	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
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a. Staff expertise	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
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4. Project completed within budget	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
5. Cooperation with:				
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b. Subcontractor(s)/Subconsultant(s)	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
c. Regulatory Agency(ies)	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>


Additional Comments: (provide or additional needed details)

THIS IS SECTION FOR COUNTY USE ONLY

Validated by: THA VERBA Verified by: \_\_\_\_\_ District: \_\_\_\_\_ Date: \_\_\_\_\_

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GREATER  
FORT LAUDERDALE

 FUSEIDEAS

85

3/21/2019

BidSync

p. 96



# PAST PERFORMANCE CASE STUDY: BERMUDA TOURISM



Fuseideas is pleased to present our successful work for Bermuda Department of Tourism.

**Relationship:**

- ▶ Global Agency of Record
- ▶ Brand Strategy
- ▶ Advertising and Media Campaign
- ▶ Creative Concepts and Production
- ▶ Media Planning
- ▶ Social Media/Content Generation
- ▶ Web/Digital

**Contract Duration:**

- ▶ 2012 – 2016

**Project Team:**

- ▶ Steve Mason, Lead Strategist
- ▶ Dennis Franczak, Strategist
- ▶ Laura Dunn, Account Director (No longer at the agency)
- ▶ Kristin Ingeneri, Project Manager (No longer at the agency)

**Minority Demographics**

- ▶ African-American
- ▶ LGBT+

**Our reference for this case study is as follows:**

- ▶ William Griffith
- ▶ Former Director of Tourism; Bermuda Tourism
- ▶ Current Director of Tourism, Barbados Tourism
- ▶ P: (246) 836-5836
- ▶ E: [billyg@visitbarbados.org](mailto:billyg@visitbarbados.org)





# PAST PERFORMANCE CASE STUDY: BERMUDA TOURISM

**Nature of Relationship:** Global agency of record, research, brand strategy, creative, media planning & buying, website development, social media & content marketing

**Situation Overview and Challenges:** Fuseideas was selected as the global agency of record due to our scientific, data-driven, integrated approach as well as an understanding of how to measure the success of our campaign efforts. We needed to bring this discipline to Bermuda, but when we began work on the account, there were many challenges:

- ▶ Decline in visitors and revenue over several years
- ▶ Intense worldwide competition for leisure and group/business meetings
- ▶ Lack of product evolution on the island
- ▶ Non-support of tourism initiatives by stakeholders
- ▶ Limited knowledge of customer needs and wants
- ▶ Inability to target ideal visitors
- ▶ Lack of clarity on Bermuda's true product
- ▶ Confused perceptions of Bermuda among potential visitors
- ▶ Desire to be a year-round destination
- ▶ Need to maximize media against better-funded competitors

**Research Approach: “Big Data” to Drive Media & Creative Strategy:** Fuseideas conducted an extensive research study to formulate our brand strategy. One of the more innovative ways we developed the brand, is that we saw an opportunity in an asset that Bermuda Tourism was ignoring — their visitation arrival cards. We realized we would be able to get a true statistical analysis of Bermuda's core customer by performing an original profiling and segmentation study by digitizing those cards and running an Experian Mosaic analysis on them. We then used that analysis as a key basis for developing “personas” with which to customize creative, and also identify new audience opportunities and use the analysis for the foundation of an integrated 3-year media strategy and content marketing plan that was designed to augment their marketing budget.

**Creative Insight & Brand Positioning:** Bermuda is an authentic, safe, all-inclusive island experience with more to offer than pink beaches and gorgeous water

Once you get there, *you find something you never expected*

Bermuda leaves you wanting more ... one vacation there isn't enough

**Creative Strategy:** As we developed our positioning strategy based on the research, we arrived at a simple message that we knew would resonate but would need to evolve over time. We landed on “**So Much More**” as the foundation of the brand in order to dispel myths of Bermuda that had built up over decades of bad marketing. We knew we could use this tagline as the foundation, but evolve the creative over time, building upon the foundation:

- ▶ **Year 1:** (Brand Launch) Dispel the myth that Bermuda was an old and tired brand with only pink sand beaches
- ▶ **Year 2:** Evolve “So Much More” to a more persona-based approach targeting our key audience profiles (based on the profiling and segmentation study) and use messaging that allowed us to further help people identify with Bermuda
- ▶ **Year 3:** With “So Much More” established, we continued our creative evolution with a deeper focus on the emotional connection to Bermuda as well as niche interests (weddings, dive, golf) and strong digital and media partner opportunities
- ▶ **Year 4:** All about the Bermuda experience with a concentration on media partnerships to create native content for the web, social media and more

## Results

- ▶ 12% leisure visitor increase first year
- ▶ 20%–25% year-over-year increase in positive brand sentiment through brand tracking studies
- ▶ 2,500% increase in social media engagement in the first year
- ▶ 300% increase, year-over-year for the 3 years
- ▶ Groups and international visits increased 5% in the first year
- ▶ 100% increase in site traffic (Europe) with over 50% decrease in bounce rate
- ▶ 30% increase in U.S. site traffic
- ▶ 25% added value achieved through media negotiations



# PAST PERFORMANCE CASE STUDY: BERMUDA TOURISM

As described in the brand strategy section, research is an extremely important foundation for any brand strategy, creative campaign, media strategy, and also long-term content marketing strategy.

As part of our full-service efforts for Bermuda, Fuseideas conducted an extensive research study to formulate our brand strategy. Details are described below but also summarized in the diagram to the right.

## Research Approach:

To overcome the many challenges facing Bermuda Tourism, we conducted a number of research initiatives: Engaged with all key local stakeholders on the island in the tourism and hospitality industry to help build consensus for the tourism initiatives

Conducted focus groups in five cities (Boston, NYC, Toronto, Washington DC, and Miami) to gain customer insights into brand perceptions and traveler preferences

Developed a comprehensive brand strategy based on the National Tourism Master Plan's existing consumer research insights

Utilized exit surveys to obtain customer satisfaction data

Performed the behavioral profiling study by digitizing 6+ years of Bermuda Customs and Immigration Visitor Cards completed by those entering Bermuda by air

## Strategic Considerations from the Research:

There were a number of key strategic considerations that came from the research that we needed to address:

Use the profiling and segmentation study as a key basis for identifying new audience opportunities and as the basis for a 3-year creative and 3-year media strategy that maximized budget

Build a comprehensive master marketing plan for use by all the agency partners (PR and in-country representation agencies in Canada, UK, Germany and Italy)

Launch the brand on-island first in order to build pride within the destination and help turn the population into brand ambassadors

Build a robust social media engagement and content marketing program with agency and local resources to augment the paid media budget

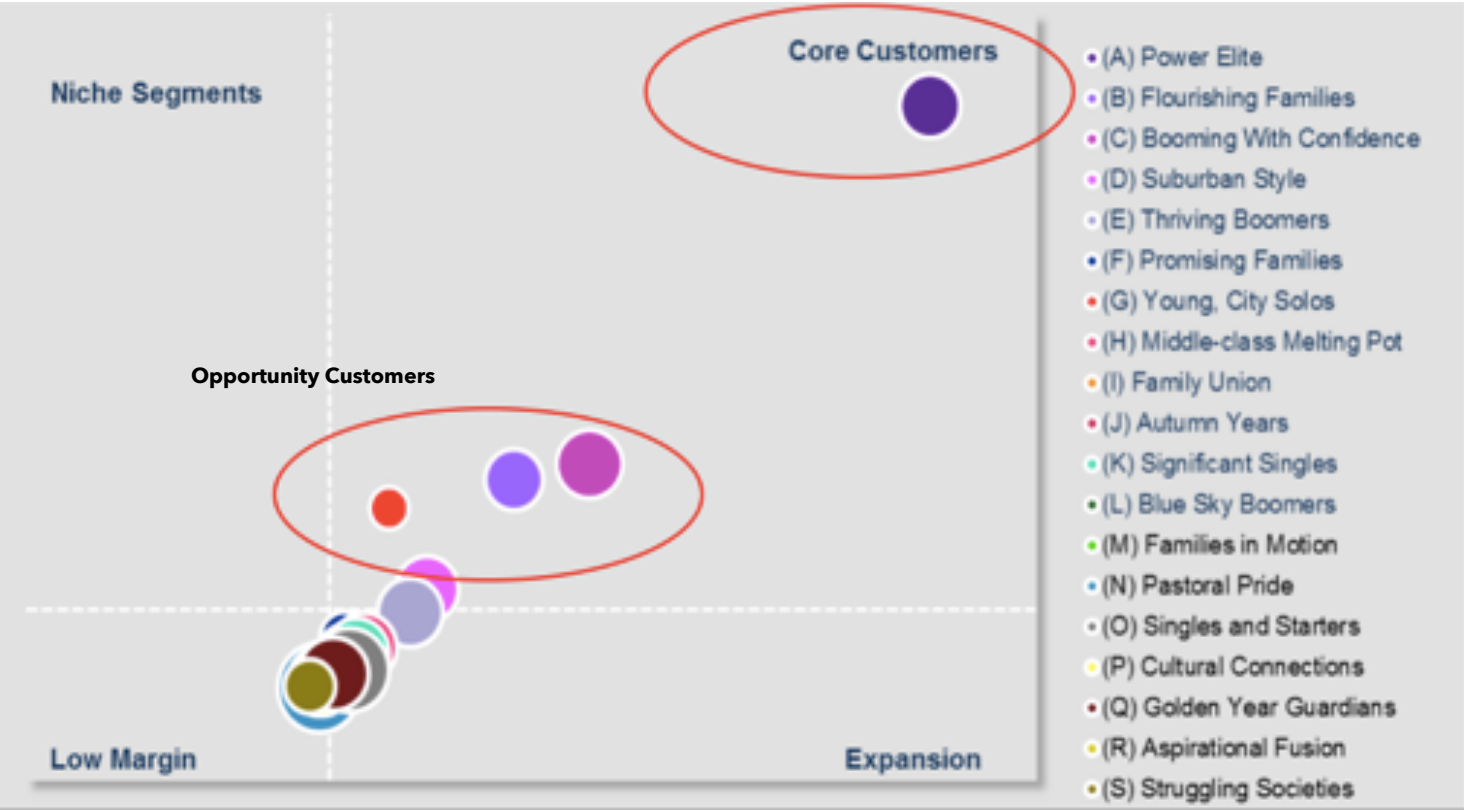
Galvanize the integration of brand messages with the public relations agency and three other international public relations and sales representation firms

Re-engineer the five global websites and solidify with analytics and downstream analysis to measure conversions

Revitalize their group sales/meetings strategy through better incentives



**Right:** The visitor arrival data identified core Bermuda customers but also showed three “opportunity” segments that allowed us to allocate media dollars. This strategy helped maximize budget and introduce Bermuda to a new customer base.



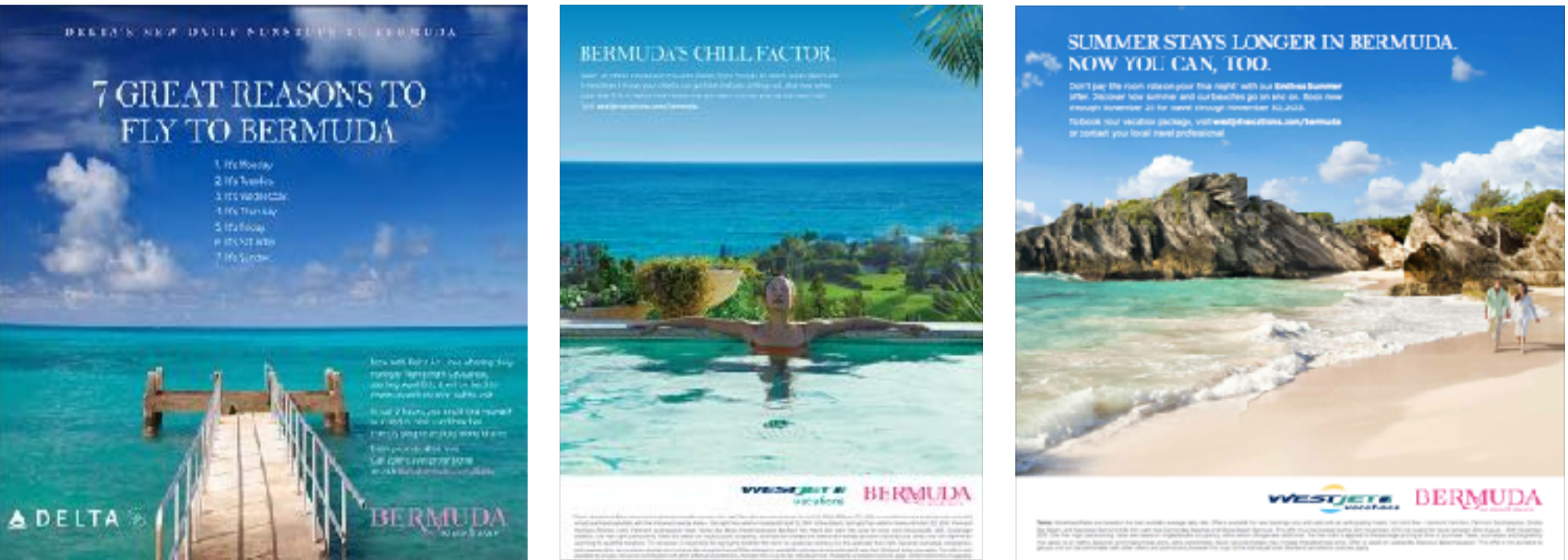
Key	Mosaic® Groups	Client Records	%	National Base	%	Index
A	(A) Power Elite	20,552	30.8	5,897,838	5.2	597
B	(B) Flourishing Families	6,892	10.3	5,332,073	4.7	222
C	(C) Booming With Confidence	8,846	13.2	6,746,316	5.9	225
D	(D) Suburban Style	4,383	6.6	6,284,530	5.5	120
E	(E) Thriving Boomers	4,130	6.2	6,950,618	6.1	102
F	(F) Promising Families	1,858	2.8	3,940,723	3.4	81
G	(G) Young, City Solos	4,676	7.0	2,444,098	2.1	328



# PAST PERFORMANCE CASE STUDY: BERMUDA TOURISM

As the lead agency for Bermuda Tourism, Fuseideas was responsible for all global creative strategy and deliverables. Our brand campaign “**So Much More**” creative focused on **four main “personas” from our profiling and segmentation study: Power Elite, Booming With Confidence, Flourishing Families, Social Go-Getters**. Media included TV, radio, OOH, print, digital, and paid search, and was supplemented by a very robust content marketing and social media strategy.

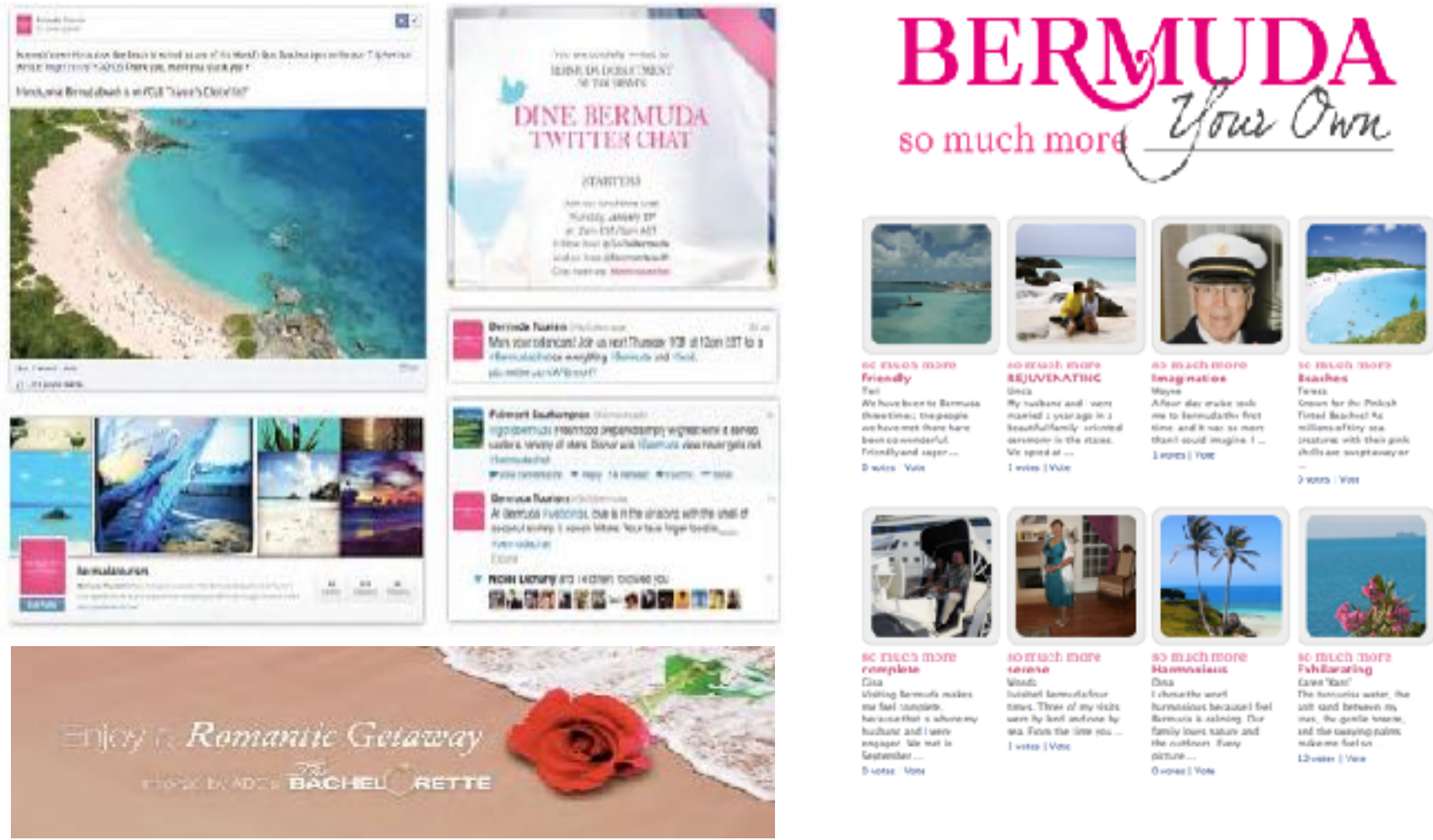
“So Much More” Media Placement Examples included Niche, MICE, and Co-ops



Digital creative assets spoke specifically to the 4 personas from the profiling/segmentation studies and included unique landing pages for each individual persona.



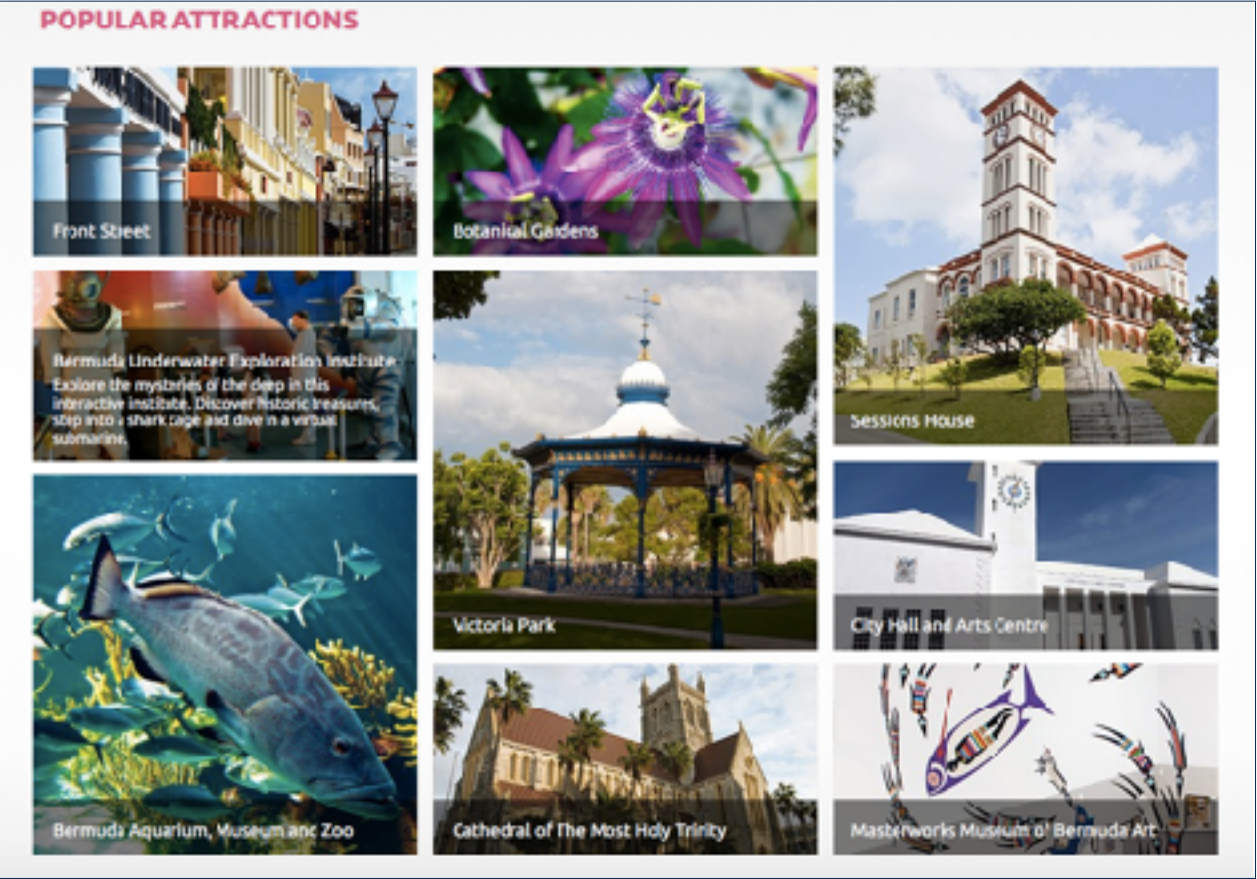
Social media and shared media content development was a major responsibility. We had four full-time people dedicated to these efforts. Beyond standard content development, we developed social engagement activities (“So Much More Your Own”) and also specific social media promotions including one with ABC’s *The Bachelorette*, which filmed in Bermuda.





# PAST PERFORMANCE CASE STUDY: BERMUDA TOURISM

The key to any brand concept is how it comes to life on the website and in mobile engagement. Fuseideas was also responsible for the entire website ecosystem that included five global websites, the CRM and also the mobile strategy. Fuseideas was responsible for all technical programming, design, hosting and content strategy.





# PAST PERFORMANCE CASE STUDY: BERMUDA TOURISM

## Media Strategy – Based on Persona-based Approach:

Media is critical to any brand development effort. How a campaign comes to life in media is just as important as the idea itself, and Fuseideas had extensive success in our media planning and buying. Bermuda was being outspent by their competitors (e.g., Bahamas, Jamaica, Aruba, the Cayman Islands) by a 2:1 margin, so we needed to develop a long-term media strategy (with nimble adjustments based on our robust analytics). Our strategy considered the following factors:

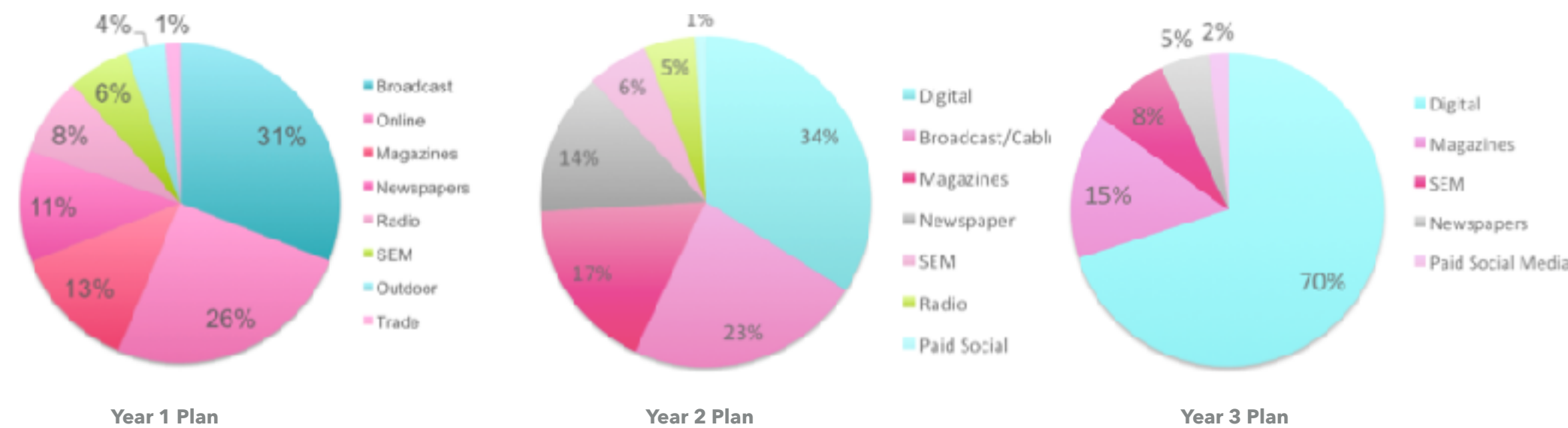
First year for the brand launch had a large percentage of high-reach media (broadcast, print, OOH) in key U.S., Canadian and European markets and targeted Bermuda's core audience as identified by the profiling and segmentation study.

In the second and third year, we evolved the media mix to include substantially more digital placements in order to target niche markets and the top prospect personas identified from the profiling and segmentation study.

In the fourth year, digital was by far the largest component and new media partnerships were created to provide Bermuda with significant value in new native content.

## Co-ops

Fuseideas was responsible for managing a large number of co-ops with airlines such as JetBlue, Delta and Air Canada, just to name a few. Examples are to the right.



## Significant Media Accomplishments

- ▶ Averaged 4:1 in value added over the life of the relationship.
- ▶ Fuseideas was able to leverage our strong relationship with our media vendors to buy a Super Bowl spot for Bermuda Tourism only four days before the game. An opportunity with inventory through CBS became available and within hours, Fuseideas was able to place a buy so that the spot was seen by millions in the Washington DC/Baltimore and NYC DMA for a fraction of what other advertisers were paying.





# WORKLOAD OF THE FIRM



# CURRENT CLIENT LIST

Fuseideas serves clients across the United States with no limitation of geography. The listing below highlights our current client list across our main sectors of service. Fuseideas has a strong diverse client base which ensures we don’t have any one client making up a majority of our revenues.

Our largest accounts are typically retainer-based, full-service relationships where we are responsible for the entire range of services from strategy through delivery and optimization.

The table below also identifies some of our largest media accounts in the last 5 years.

Client	Media Billings
Bermuda Tourism (2012 – 2015)	\$13,500,000
Connecticut Lottery	\$13,000,000
Foxwoods Resort & Casino	\$8,500,000
Maine Lottery	\$5,000,000
Vermont Lottery	\$5,000,000
Rhode Island Airport Corporation	\$2,500,000
San Francisco International Airport	\$2,500,000
Tourism Santa Fe	\$1,500,000
Wildwoods Tourism Development Council	\$1,500,000
Bose	\$1,500,000
University of Baltimore	\$1,000,000
Healthworks	\$1,000,000
Philly Pretzel Factory	\$1,000,000

## TRAVEL & TOURISM

Tourism Santa Fe  
Northern New Mexico Air Alliance  
Greater Miami and The Beaches  
San Francisco International Airport  
Greater Wildwoods Tourism Authority  
Cayman Islands Tourism  
Nashville International Airport  
General Tours/Alexander+Roberts  
Rhode Island Airport Commission  
City of Rochester (MN)  
American Queen Steamboat Company  
Bangor Airport

## ENERGY

Dead River  
Daymark Energy Advisors

## MEDIA/ENTERTAINMENT

WCVB  
WMUR

## GOVERNMENT

Maine State Lottery  
Vermont Lottery  
City of Rochester (NY)  
City of Newport (RI)  
Maine Department of Transportation

## HIGHER EDUCATION

University of Baltimore  
University of Texas-Arlington  
Norfolk State University  
Radford University  
William Paterson University  
Northeastern University  
Iona College  
Morehead State University  
Worcester State University

## CONSUMER

Healthworks  
Timberland  
Boston Bruins  
Philly Pretzel Factory

## B2B

Bose  
GenPro  
Redwood Logistics  
CREW Boston  
Cengage  
SPScientific



# SIMILAR CLIENTS: TOURISM & GOVERNMENT

Fuseideas is pleased to provide a full list of destination marketing and related clients that we have worked with in recent years, either as the lead agency or part of an overall agency ecosystem serving the client. On the pages that follow, we have provided samples of relevant projects that demonstrate our capabilities.

Client	Duration	Services Provided
Cayman Islands Tourism	2015 – Present	Website/Digital Media Agency of Record
Tourism Santa Fe	2015 – Present	Full Service (Agency of Record)
Wildwoods (NJ) CVB	2016 – Present	Full Service (Agency of Record)
Miami Convention & Visitors Bureau	2017 – 2019	Website Development
Bermuda Tourism	2011 – 2015	Full Service (Agency of Record) – Global Lead Agency
Visit Big Sky	2013 – 2017	Full Service (Agency of Record)
Destination DC	2015 – 2016	Experiential & Social Media Projects
Rochester (MN) CVB	2016 – Present	Brand Strategy & Brand Development
Outer Banks CVB	2016 – 2017	Virtual Reality/Special Projects
Germany Tourism	2015 – 2016	Social Media Projects
Destinations International (DMAI)	2014 – 2016	Full Service (Agency of Record)
Visit Newport Beach (CA)	2015 – 2016	Brand Strategy
Massachusetts Office of Tourism	2009 – 2014	Projects, Interactive & Social Media
Barbados Tourism	2015 – 2016	Brand Strategy
Travel Alberta	2014 – 2015	Sub-Contractor - Experiential Project
Foxwoods Resort & Casino	2017 – Present	Full Service (Agency of Record)
Rhode Island Airport Corporation	2017 – Present	Full Service (Agency of Record)
San Francisco Int'l Airport	2015 – Present	Full Service (Agency of Record)/Web
American Queen Steamboat Co.	2013 – Present	Interactive/Digital
Alexander+Roberts Luxury Tours	2012 – Present	Interactive/Digital
Philadelphia Int'l Airport	2012 – Present	Interactive/Digital & Web
Nashville Int'l Airport	2012 – Present	Interactive/Digital & Web
Bangor Int'l Airport	2009 – Present	Full Service (Agency of Record)
Hartsfield-Jackson Atlanta Int'l Airport	2011 – 2015	Full Service (Agency of Record)

**Below:** Our staff are active participants in many destination marketing conferences and our CEO is often sought after to speak on the latest trends in destination marketing. He was a guest speaker at the FADMO conference in 2018.





# PRICING & PRICING SUPPORT

Fuseideas understands that our pricing is compensation, paid on a monthly basis, per scope of services.

We understand that flat fee services includes all services associated with media ad buys where the cost of the purchased media is up to 4 million dollars (\$4,000,000) cumulatively during any fiscal year.

We also understand it excludes optional services and commissioned media services.

We prepared the pricing in relations to the evaluation criteria and standard instructions to vendors and acknowledge that the County may negotiate pricing as in its best interest.

Fuseideas has submitted our pricing through BidSync and we are available to answer any questions related to our pricing submission.

Thank you.



# PRICING SUPPORT

Fuseideas has enjoyed strong relationships with our clients and it is because we believe in value added pricing that results in a mutually-agreeable compensation model. This model will maximize the budget for the GFLCVB and allow Fuseideas the resources to service the account to meet your needs.

Below is our estimated level of effort which is designed to provide maximum value for GFLCVB and is based on similar retainers based on the media budget of \$4M.

In addition, we would like to extend an offer of added value for your consideration. We have always believed in providing our clients with good value not only for services provided but beyond that in media bonuses, added value media exposure, and added hours of service beyond the required amount. If we are retained, we will provide at no additional cost a **quantitative research project** using online surveys sent to email addresses you provide of people who had signed up to receive information from GFLCVB. The email addresses will remain confidential and used exclusively for the survey. In this research, we would drill down into how and why Fort Lauderdale and Broward County got on their candidate list for a vacation destination, and the top reason people who visited Fort Lauderdale selected it as their destination, what other places they considered, and why. For people who inquired but have not visited yet, we would probe why not, what is the top reason they have not yet come to Fort Lauderdale, other places considered, where they went instead and why. The results of this research will be presented and shared, informing some of our psychographic and behavioral creative strategy.

ELEMENT	QUANTITY	COST PER UNIT	TOTAL ELEMENT COST	MONTHLY COST	MONTHLY HOURS
Media Planning & Buying	\$4,000,000	7.50%	\$300,000	\$25,000	167
Photoshoot	2	\$10,000	\$20,000	\$1,667	N/A
2-Minute Video	1	\$100,000	\$100,000	\$8,333	N/A
Video Talent (included in video shoot)	0	\$1,500	\$0	\$0	N/A
Influencers for Social Media	5	\$10,000	\$50,000	\$4,167	N/A
Translations Services (Spanish, Portuguese, German, Italian, French)	5	\$10,000	\$50,000	\$4,167	28
Trade Show Material for 7 types of shows (e.g. LGBT, Underground, etc.)	7	\$5,000	\$35,000	\$2,917	N/A
Awards	50	\$100	\$5,000	\$417	N/A
Events (1 per quarter)	1	\$75,000	\$75,000	\$6,250	N/A
Print Design: Annual Vacation Guide	1	\$50,000	\$50,000	\$4,167	28
Print Design: Meeting Guide	1	\$25,000	\$25,000	\$2,083	14
Print Design: Visitors Map Brochure (includes external animation)	1	\$15,000	\$15,000	\$1,250	8
Print Design:Small Lodging Brochure (assumes 100 lodges)	1	\$30,000	\$30,000	\$2,500	17
Print Production	1	\$400,000	\$400,000	\$33,333	222
1 creative team member 1/2 time (note 50% discount)	1	\$75,000	\$75,000	\$6,250	42
1 Account Director full time (note 50% discount)	1	\$150,000	\$150,000	\$12,500	83
1 Project Manager full time (note 50% discount)	1	\$150,000	\$150,000	\$12,500	83
1 digital team member full time (note 50% discount)	1	\$150,000	\$150,000	\$12,500	83
1 engineer for web and mobile support full time (note 50% discount)	1	\$150,000	\$150,000	\$12,500	83
1 digital planner to update vacation planner 1/5 time	1	\$50,000	\$50,000	\$4,167	28
Analytics monthly fees totaled for one year	12	\$5,000	\$60,000	\$5,000	33
TOTAL FLAT SERVICES FEE			\$1,940,000	\$161,667	



# THANK YOU . . .

Now that you have read our proposal, we hope you have come away with an understanding of Fuseideas and our team as a group of people who are strategic thinkers with extensive experience in developing effective destination marketing programs for our clients. The foundation for the great work we do lies in our:

- ▶ **Ability to be good partners** – Most agencies want to do it all and keep their secrets to themselves. Fuseideas believes that being a good partner means working collaboratively with the GFLCVB, Simpleview, your PR firm, and the destination stakeholders to bring best-in-class expertise to support the best interests of the destination. We understand being a team player is the most important ingredient for success and it's something we take a lot of pride in because a collaborative approach is better for the client and leads to long-term goodwill and return on investment.
- ▶ **Commitment to accountability and ROI** – Most agencies do not take a results-first, data-informed approach – we do. We use data on the front end to inform strategy and analytics on the back end to ensure ROI and accountability. This ultimately ensures that media budgets are being spent in the most efficient way possible.
- ▶ **Staff that embraces digital marketing and new technologies** – Fuseideas' origins as a digital agency give us an extra advantage, because our strategy includes innovative elements that reduce cost and make our work measurable and accountable. This allows our clients to work with experts who understand how your prospective audiences live and consume media.
- ▶ **A resourceful, agile approach to problem solving** – Most institutions, businesses or organizations don't have unlimited resources. We help them succeed by being adept problem-solvers who take the time to go above and beyond to understand a client's needs. To do so, we are fanatical about client service and know that a strong relationship is the key to great work. Our ability to help maximize a client's budget is built on these relationships, and it is why clients enjoy working with us.

We pick our partners selectively, and we know you do the same. Working with Fuseideas means:

- ▶ Working with an agency experienced in destination marketing, as well as other sectors, for a fresh perspective
- ▶ Immersing yourself in an intensive strategic and creative experience
- ▶ Being provided with valuable data to help in decision making
- ▶ Working with strategic thinkers who embrace technology
- ▶ Spending time with a group of people who are obsessed with great work

If these things interest you, then it makes sense to have a conversation. This is where the collaboration process starts to happen.

Thank you for this wonderful opportunity.

**FOR FOLLOW UP, PLEASE CALL:**  
**DENNIS FRANCAK, CEO**  
**781-897-4801**  
**DFRANCAK@FUSEIDEAS.COM**



# APPENDIX



# CBE LETTER OF INTENT



## LETTER OF INTENT BETWEEN BIDDER/OFFEROR AND COUNTY BUSINESS ENTERPRISE (CBE) FIRM/SUPPLIER

This form is to be completed and signed for each CBE firm. If the PRIME is a CBE firm, please indicate the percentage performing with your own forces.

Solicitation No.: GEN2116476P1

Project Title: Advertising Agency Services

Bidder/Offeror Name: Fuseideas

Address: 8 Winchester Place, Suite 303 City: Winchester State: MA Zip: 01890

Authorized Representative: Dennis Franczak, CEO Phone: 781-897-4801

CBE Firm/Supplier Name: Velocity Videos

Address: 950 S. Pine Island Road, #150 City: Plantation State: FL Zip: 33324

Authorized Representative: Sean K. Michael Phone: 954-734-5955

- A. This is a letter of intent between the bidder/offeror on this project and a CBE firm for the CBE to perform work on this project.
- B. By signing below, the bidder/offeror is committing to utilize the above-named CBE to perform the work described below.
- C. By signing below, the above-named CBE is committing to perform the work described below.
- D. By signing below, the bidder/offeror and CBE affirm that if the CBE subcontracts any of the work described below, it may only subcontract that work to another CBE.

### Work to be performed by CBE Firm

Description	NAICS <sup>1</sup>	CBE Contract Amount <sup>2</sup>	CBE Percentage of Total Project Value
Video content asset creation services	512191	\$ 116,400.00	8.00 %
			%
			%

**AFFIRMATION:** I hereby affirm that the information above is true and correct.

CBE Firm/Supplier Authorized Representative

Signature: Sean K. Michael Title: Founder, Lead Video Marketer Date: 03/10/2019

Bidder/Offeror Authorized Representative

Signature: Dennis Franczak Title: CEO Date: 03/11/2019

<sup>1</sup> Visit [Census.gov](http://Census.gov) and select [NAICS](#) to search and identify the correct codes. Match type of work with NAICS code as closely as possible.

<sup>2</sup> To be provided only when the solicitation requires that bidder/offeror include a dollar amount in its bid/offer.

*In the event the bidder/offeror does not receive award of the prime contract, any and all representations in this Letter of Intent and Affirmation shall be null and void.*

Rev.: June 2018

Compliance Form No. 004



# CERTIFICATE OF INSURANCE

ACORD®		CERTIFICATE OF LIABILITY INSURANCE		DATE (MM/DD/YYYY) 06/17/2018	
<p>THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES HEREIN. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.</p>					
<p>IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must have ADDITIONAL INSURED provisions or be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).</p>					
<b>PRODUCER</b> GAV Insurance Agency, Inc. 31 Washington Street P.O. Box 81314 Woburn Hills MA 02181 0003			<b>CONTACT</b> House Account <b>PHONE</b> (A/C, No, Ext): (701)237-4107 <b>FAX</b> (A/C, No): (701)860-5550 <b>EMAIL ADDRESS</b>  <b>INSURER(S) AFFORDING COVERAGE</b> <b>INSURER A:</b> Hartford Fire Ins. Co. NAIC # 10882 <b>INSURER B:</b> Twin City Fire Ins. Co. 29458 <b>INSURER C:</b> AXIS Insurance Company <b>INSURER D:</b> <b>INSURER E:</b> <b>INSURER F:</b>		
<b>INSURED</b> Fuseideas, LLC 8 Winchester Hl Ste 303 Winchester MA 01890					
<b>COVERAGES</b> <b>CERTIFICATE NUMBER:</b> CJ 18R1702RMR <b>REVISION NUMBER:</b>					
<p>THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.</p>					
TYPE	TYPE OF INSURANCE	POLICY NUMBER	POLICY EFF. DATE (MM/DD/YYYY)	POLICY EXP. DATE (MM/DD/YYYY)	LIMITS
A	<input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR  CENT. AGGREGATE LIMIT APPLIES PER <input checked="" type="checkbox"/> POLICY <input type="checkbox"/> PRO <input type="checkbox"/> LOC (10,000)	085BAF00316	12/01/2017	12/01/2018	EACH OCCURRENCE \$ 2,000,000 TERRORISM (Per occurrence) \$ 300,000 PRODUCTS (Per occurrence) \$ 10,000 MED EXP (Any one person) \$ 2,000,000 GENERAL AGGREGATE \$ 4,000,000 PRODUCTS - COM/OP/AGG \$ 4,000,000 Hired Auto (BICY Only) \$ 2,000,000 COVERED SINGLE LIMIT (Per accident) \$ BOILER INJURY (Per person) \$ BOILER INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$ \$
A	<b>AUTOMOBILE LIABILITY</b> <input type="checkbox"/> ANY AUTO <input checked="" type="checkbox"/> OWNED <input checked="" type="checkbox"/> RENTED <input checked="" type="checkbox"/> AUTO ONLY  <input type="checkbox"/> SCHEDULED AUTO <input type="checkbox"/> NON-OWNED AUTO ONLY	085FAR00946	12/01/2017	12/01/2018	EACH OCCURRENCE \$ 4,000,000 AGGREGATE \$ 4,000,000 \$
A	<input checked="" type="checkbox"/> UMBRELLA LIAB <input type="checkbox"/> CLAIMS-MADE (10,000) <input checked="" type="checkbox"/> NON-OWNED \$ 10,000	085FAR00946	12/01/2017	12/01/2018	EACH OCCURRENCE \$ 4,000,000 AGGREGATE \$ 4,000,000 \$
B	<b>WORKERS COMPENSATION AND EMPLOYERS' LIABILITY</b> ANY PROPORTION PARTNERSHIP/JOINT VENTURE MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below	08WECNY0190	02/01/2016	02/01/2019	PER STATUTE <input type="checkbox"/> OTHER <input type="checkbox"/> EL EACH ACCIDENT \$ 1,000,000 EL DISEASE - SA EMPLOYEE \$ 1,000,000 EL DISEASE - POLICY LIMIT \$ 1,000,000
C	Professional Liability- C&O	MCNLU0213401BL1	04/26/2016	04/26/2019	Each occurrence 2,000,000 Aggregate Limit 2,000,000
<b>DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES</b> (ACORD 101 Additional Remarks Schedule may be attached if space equals required)					
<b>CERTIFICATE HOLDER</b>					
<b>CANCELLATION</b>					
SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF NOTICE WILL BE AFFORDED IN ACCORDANCE WITH THE POLICY PROVISIONS.					
AUTHORIZED REPRESENTATIVE					


ACORD 25 (2016/03)

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# AUTHORITY TO TRANSACT BUSINESS IN FLORIDA

  
FLORIDA DEPARTMENT OF STATE  
Division of Corporations

May 26, 2016

CORPORATE ACCESS

Qualification documents for FUSEIDEAS LLC were filed on May 25, 2016, and assigned document number M1600004166. Please refer to this number whenever corresponding with this office.

Your limited liability company is authorized to transact business in Florida as of the file date.

To maintain "active" status with the Division of Corporations, an annual report must be filed yearly between January 1st and May 1st beginning in the year following the file date or effective date indicated above. If the annual report is not filed by May 1st, a \$400 late fee will be added.

A Federal Employer Identification Number (FEI/EIN) will be required when this report is filed. Apply today with the IRS online at:  
<https://sa.www4.irs.gov/moc/eir/individual/index.jsp>.

Please notify this office if the limited liability company address changes.

Should you have any questions regarding this matter, please contact this office at the address given below.

Deborah Bruce  
Regulatory Specialist II  
Registration/Qualification Section  
Division of Corporations

Letter Number: 616A00011146

[www.sunbiz.org](http://www.sunbiz.org)  
Division of Corporations - P.O. BOX 6327 - Tallahassee, Florida 32314

APPLICATION BY FOREIGN LIMITED LIABILITY COMPANY FOR AUTHORIZATION TO  
TRANSACTION BUSINESS IN FLORIDA

IN COMPLIANCE WITH SECTION 605.0902, FLORIDA STATUTES, THE FOLLOWING IS SUBMITTED TO REGISTER A  
FOREIGN LIMITED LIABILITY COMPANY TO TRANSACTION BUSINESS IN THE STATE OF FLORIDA:

1. FUSEIDEAS LLC  
(Name of Foreign Limited Liability Company, must include "Limited Liability Company," "L.L.C.," or "LLC.")

(If name unavailable, enter alternate name adopted for the purpose of transacting business in Florida. The alternate name must include "Limited Liability Company," "L.L.C.," or "LLC.")

2. MASSACHUSETTS 3. 20-4237603  
(Jurisdiction under the law of which foreign limited liability company is organized) (FEI number, if applicable)

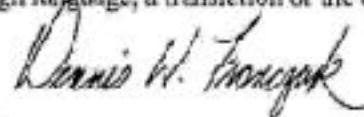
4. Upon approval  
(Date first transacted business in Florida, if prior to registration.)  
(See sections 605.0904 & 605.0905, F.S. to determine penalty liability)

5. 8 Winchester Place Suite 302 Winchester, MA 01890  
(Street Address of Principal Office)

6. 8 Winchester Place Suite 302 Winchester, MA 01890  
(Mailing Address)

7. The name, title or capacity and address of the person(s) who has/have authority to manage is/are:  
Dennis Franczak- Manager  
8 Winchester Place Suite 302  
Winchester, MA 01890

8. Attached is an original certificate of existence, no more than 90 days old, duly authenticated by the official having custody of records in the jurisdiction under the law of which it is organized. (A photocopy is not acceptable. If the certificate is in a foreign language, a translation of the certificate under oath of the translator must be submitted)

  
Signature of an authorized person  
(In accordance with section 605.0203, F.S., the execution of this document constitutes an affirmation under the penalties of perjury that the facts stated herein are true, and aware that any false information submitted in a document to the Department of State constitutes a third degree felony as provided for in s. 817.155, F.S.)  
Dennis Franczak, Manager  
Typed or printed name of signer









## Supplier: Fuseideas

### 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:
  - i. 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 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 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 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

1. 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:
  - 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:
$$\frac{(\text{Lowest Proposed Price}/\text{Vendor's Price}) \times (\text{Maximum Number of Points for Price})}{= \text{Price Score}}$$
  - 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 [website](#) 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.

<u>Estimated Contract Amount</u>	<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 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:

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 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.



Supplier: **Fuseideas**

**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: **Fuseideas LLC**
2. Doing Business As/ Fictitious Name (if applicable): **Fuseideas**
3. Federal Employer I.D. no. (FEIN): **20-4237603**
4. Dun and Bradstreet No.: **790969187**
5. Website address (if applicable): **www.fuseideas.com**
6. Principal place of business address: **8 Winchester Place, Suite 303  
Winchester, MA 10890**
7. Office location responsible for this project: **8 Winchester Place, Suite 303  
Winchester, MA 01890**
8. Telephone no.: **617-776-5800** Fax no.: **617-776-5821**
9. Type of business (check appropriate box):
  - ☐ Corporation (specify the state of incorporation):
  - ☐ 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): **M16000004166**
11. List name and title of each principal, owner, officer, and major shareholder:
  - a) **Dennis Franzcak, CEO, Owner**
  - b) **Linda Franzcak, Owner**
  - c) **Glenn Morgan, COO**
  - d)

12. AUTHORIZED CONTACT(S) FOR YOUR FIRM:



Name: **Dennis Franzcak**  
Title: **CEO**  
E-mail: **dfranczak@fuseideas.com**  
Telephone No.: **781-897-4801**

Name: **Justin Vogt**  
Title: **VP of Business Development**  
E-mail: **jvogt@fuseideas.com**  
Telephone No.: **781-897-4856**

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 ☒ No
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  
If yes, Living Wage increased the pricing by% or decreased the pricing by%.

**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.

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 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:

<b>Dennis Franzcak</b>	<b>CEO</b>	<b>02/25/2019</b>
<hr/>	<hr/>	<hr/>
*AUTHORIZED SIGNATURE/NAME	TITLE	DATE

Vendor Name: **Fuseideas**

\* 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).



**Supplier: Fuseideas**

**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 certifies that: (select one)

- ☒ It has not retained a lobbyist(s) to lobby in connection with this competitive solicitation; however, if retained after the solicitation, the County will be notified.
- ☐ It has retained a lobbyist(s) to lobby in connection with this competitive solicitation and certified 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.

It is a requirement of this solicitation that the names of any and all lobbyists retained to lobby in connection with this solicitation be listed below:

Name of Lobbyist:

Lobbyist's Firm:

Phone:

E-mail:

Name of Lobbyist:

Lobbyist's Firm:

Phone:

E-mail:

**Authorized Signature/Name: Dennis Franzcak Date: 02/25/2019**

**Title: CEO**

**Vendor Name: Fuseideas**



**Supplier: Fuseideas****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).

- ☐ 1. The Vendor currently complies with the requirements of the County's Domestic 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).

**Dennis Franzcak**  
**Authorized Signature/Name****CEO**  
**Title****Fuseideas**  
**Vendor Name****02/25/2019**  
**Date**







## Supplier: Fuseideas

### 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.



**Supplier: Fuseideas****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 for this Vendor; or  
☐ Material Case(s) are disclosed below:

Is this for a: (check type) <input type="checkbox"/> Parent, <input type="checkbox"/> Subsidiary, or <input type="checkbox"/> Predecessor Firm?	If Yes, name of Parent/Subsidiary/Predecessor:  Or No <input type="checkbox"/>
Party	
Case Number, Name, and Date Filed	
Name of Court or other tribunal	
Type of Case	Bankruptcy <input type="checkbox"/> Civil <input type="checkbox"/> Criminal <input type="checkbox"/> Administrative/Regulatory <input type="checkbox"/>
Claim or Cause of Action and Brief description of each Count	
Brief description of the Subject Matter and Project Involved	
Disposition of Case  (Attach copy of any applicable Judgment, Settlement Agreement and Satisfaction of Judgment.)	Pending <input type="checkbox"/> Settled <input type="checkbox"/> Dismissed <input type="checkbox"/>  Judgment Vendor's Favor <input type="checkbox"/> Judgment Against Vendor <input type="checkbox"/>  If Judgment Against, is Judgment Satisfied? <input type="checkbox"/> Yes <input type="checkbox"/> No
Opposing Counsel	Name: Email: Telephone Number:

**Vendor Name: Fuseideas**



**Supplier: Fuseideas**

**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: **Dennis Franzcak**

Title: **CEO**

Vendor Name: **Fuseideas**

Date: **02/25/2019**



**Supplier: Fuseideas**

### 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 solicitation; or
- ☐ The following exceptions are disclosed below: (use additional forms as needed; separate each Article/ Section number)

Term or Condition Article / Section	Insert version of exception or specific proposed alternative language	Provide brief justification for change

**Vendor Name:** Fuseideas



**Supplier: Fuseideas****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.

Local Business Address:

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.

<b>Dennis Franzcak</b>	<b>CEO</b>	<b>Fuseideas</b>	<b>02/25/2019</b>
<b>AUTHORIZED SIGNATURE/NAME</b>	<b>TITLE</b>	<b>COMPANY</b>	<b>DATE</b>



**Supplier: Fuseideas**

**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:

1. 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 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: **Fuseideas**

Vendor's address listed in its submittal is:

**8 Winchester Place, Suite 303  
Winchester, MA 01890**

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.

<b>Dennis Franzcak</b>	<b>CEO</b>	<b>Fuseideas</b>	<b>02/25/2019</b>
Authorized Signature/Name	Title	Vendor Name	Date



Supplier: **Fuseideas**

**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**

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:

Subcontracted Firm's Address:

Subcontracted Firm's Telephone Number:

Contact Person's Name and Position:

Contact Person's E-Mail Address:



**Supplier: Fuseideas****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					

Has the Vendor been a member/partner of a Joint Venture firm that was awarded a contract by the County?    Yes       ☐       No       ☒

If Yes, Vendor must submit a **Joint Vendor Volume of Work Attestation Form**.

**Vendor Name: Fuseideas****Dennis Franzcak**  
**Authorized Signature/ Name****CEO**  
**Title****02/25/2019**  
**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						

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: Fuseideas**

**Dennis Franczak**  
**Authorized Signature/ Name**

**CEO**  
**Title**

**02/25/2019**  
**Date**



**Supplier: Fuseideas**

### **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.

**Dennis Franzcak**  
**Authorized Signature/Name**

**CEO**  
**Title**

**Fuseideas**  
**Vendor Name**

**02/25/2019**  
**Date**



## Supplier: Fuseideas

### 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](mailto: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.

8. 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 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, 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.
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.
3. 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:**

1. 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 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.