

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

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: 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!	Head Attch: 

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: 

\* \*

**Lightship Studios**

Bid Contact **Andrew Perrott**  
**andy@lightshipstudios.com**  
**Ph 954-621-1350**

Address **4030 NE 6th Avenue**  
**Oakland Park, FL 33334**

Qualifications **SB**

Item #	Line	Item	Notes	Unit Price	Qty/Unit	Attch.	Docs
GEN2116476P1--01-01	Flat Fee	Supplier	First Offer -	\$660,475.00	12 / month	\$7,925,700.00	Y Y
	Services -	Product					
	Year 1	Code:					
GEN2116476P1--01-02	Flat Fee	Supplier	First Offer -	\$644,758.00	12 / month	\$7,737,096.00	Y
	Services -	Product					
	Year 2	Code:					
GEN2116476P1--01-03	Flat Fee	Supplier	First Offer -	\$654,349.00	12 / month	\$7,852,188.00	Y
	Services -	Product					
	Year 3	Code:					
				Supplier Total	\$23,514,984.00		



**Lightship Studios****Item: Flat Fee Services - Year 1****Attachments**

Confidential Material - Public Records - Receipt of Delivery 9167.pdf

Lightship\_COI.PDF

Lightship\_Cost\_Report\_Example.pdf

Lightship\_DBA\_2019.pdf

Lightship\_Financial\_Statements\_2017-2018.pdf

Lightship\_FloridaCorp2019.pdf

Lightship\_Letter\_of\_Intent\_CBE\_Firm-FlagrantInternational Solutions, Inc. .pdf

Lightship\_Media\_Articles\_of\_Incorporation.pdf

Lightship\_signed\_W-9.pdf

Lightship\_Vendor\_Reference\_Verification\_Form\_WDID.pdf

Lightship-Broward\_County\_Tax\_Receipt\_Advertising.pdf

Lightship-Broward\_County\_Tax\_Receipt\_Video\_Production.pdf

Lightship-Oakland\_Park\_Tax\_Receipt.pdf

Lightship-Vendor\_Reference\_Verification\_Form,\_Disney.pdf

Lightship-Vendor\_Reference\_Verification\_Form,\_GMCSF.pdf

Lightship-Vendor\_Reference\_Verification\_Form-SHRS.pdf

Lightship\_Insurance\_Letter\_Additional\_Coverage.pdf

Lightship-Key\_Account\_Personnel-Bios\_Resumes.pdf

Lightship\_Section-7\_pricing\_support.pdf

Lightship-BidResponse-GEN2116476P1.pdf



Broward County  
Finance and Administrative Services Department  
PURCHASING DIVISION

RECEIVED # 9167

RECEIPT

☐ Payment  
☒ Submittal

2019 MAR 18 PM 4:00

BROWARD COUNTY  
PURCHASING DIVISION

TIME/DATE

Submitted by: LIGHTSHIP MEDIA, INC

Submittal #: GEN2116476P1

Project Name: ADVERTISING AGENT SVCS

Amount Received \$                      ☐ Cash  
☐ Check #                     

Received By: 

(Rev. 11/10) PU201044774

WHITE-Purchasing, YELLOW-Submitter, PINK-Purchasing File

**CERTIFICATE OF LIABILITY INSURANCE**

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 BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

**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).

<b>PRODUCER</b> <b>Insurance Office of America, Inc.</b> <b>1855 West State Road 434</b> <b>Longwood, FL 32750</b>	<b>CONTACT NAME:</b> <b>Shelley Doyle</b>	
	<b>PHONE (A/C, No, Ext):</b> <b>(407) 998-4911 14911</b>	<b>FAX (A/C, No):</b> <b>(321) 214-6402</b>
	<b>E-MAIL ADDRESS:</b> <b>Shelley.Doyle@ioausa.com</b>	
	<b>INSURER(S) AFFORDING COVERAGE</b>	
	<b>INSURER A:</b> <b>Atlantic Specialty Insurance Company</b>	
<b>INSURED</b> <b>Lightship Media, Inc.</b> <b>2200 NE 26th Street</b> <b>Suite M</b> <b>Wilton Manors, FL 33305</b>	<b>NAIC #</b>	
	<b>INSURER B:</b>	
	<b>INSURER C:</b>	
	<b>INSURER D:</b>	
	<b>INSURER E:</b>	
<b>INSURER F:</b>		

**COVERAGES****CERTIFICATE NUMBER:****REVISION NUMBER:**


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.

INSR LTR	TYPE OF INSURANCE	ADDL INSD	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
<b>A</b>	<input checked="" type="checkbox"/> <b>COMMERCIAL GENERAL LIABILITY</b> <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR <input checked="" type="checkbox"/> <b>AI</b> GEN'L AGGREGATE LIMIT APPLIES PER: <input type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC OTHER:			<b>CP04761-05</b>	<b>01/20/2019</b>	<b>01/20/2020</b>	EACH OCCURRENCE \$ <b>1,000,000</b> DAMAGE TO RENTED PREMISES (Ea occurrence) \$ <b>100,000</b> MED EXP (Any one person) \$ <b>1,000</b> PERSONAL & ADV INJURY \$ <b>1,000,000</b> GENERAL AGGREGATE \$ <b>2,000,000</b> PRODUCTS - COMP/OP AGG \$ <b>1,000,000</b> \$
<b>A</b>	<b>AUTOMOBILE LIABILITY</b> <input type="checkbox"/> ANY AUTO OWNED AUTOS ONLY <input checked="" type="checkbox"/> HIRED AUTOS ONLY <input type="checkbox"/> SCHEDULED AUTOS <input checked="" type="checkbox"/> NON-OWNED AUTOS ONLY			<b>CP04761-05</b>	<b>01/20/2019</b>	<b>01/20/2020</b>	COMBINED SINGLE LIMIT (Ea accident) \$ <b>1,000,000</b> BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$ \$
	<input type="checkbox"/> <b>UMBRELLA LIAB</b> <input type="checkbox"/> <b>EXCESS LIAB</b> <input type="checkbox"/> DED <input type="checkbox"/> RETENTION \$						EACH OCCURRENCE \$ AGGREGATE \$ \$
<b>A</b>	<b>WORKERS COMPENSATION AND EMPLOYERS' LIABILITY</b> ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) <input type="checkbox"/> Y / N If yes, describe under DESCRIPTION OF OPERATIONS below		<b>N / A</b>	<b>406-04-02-67-0006</b>	<b>01/20/2019</b>	<b>01/20/2020</b>	<input checked="" type="checkbox"/> PER STATUTE <input type="checkbox"/> OTH-ER E.L. EACH ACCIDENT \$ <b>1,000,000</b> E.L. DISEASE - EA EMPLOYEE \$ <b>1,000,000</b> E.L. DISEASE - POLICY LIMIT \$ <b>1,000,000</b>
<b>A</b>	<b>Misc Equipment</b>			<b>DI01395-05</b>	<b>01/20/2019</b>	<b>01/20/2020</b>	<b>Ded \$ 2500</b> <b>1,000,000</b>
<b>A</b>	<b>TPPD</b>			<b>DI01395-05</b>	<b>01/20/2019</b>	<b>01/20/2020</b>	<b>Ded \$ 2500</b> <b>1,000,000</b>

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)  
 Certificate Holder Listed is Included as Additional Insured as respects to liability claims arising out of the negligence / operations of the Named Insured as per written contract. Certificate holder is included as Loss Payee as their interest may appear.

Props, Sets & Wardrobe: Limit- \$250,000 Deductible- \$1,500

**CERTIFICATE HOLDER****CANCELLATION**

<b>Greater Fort Lauderdale Convention and Visitors Bureau</b> <b>101 NE 3rd Ave. Suite 100</b> <b>Fort Lauderdale, FL 33301</b>	SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.
	<b>AUTHORIZED REPRESENTATIVE</b> 

ACCOUNT	ACTUALS TO DATE	PURCHASE ORDERS	TOTAL TO DATE	ORIGINAL BUDGET	APPROVED OVERAGES	TOTAL BUDGET
<b>Above the Line</b>						
1101 Head Writer	21,201	0	21,201	20,600	0	20,600
1142 Music Licensing/Clearance Fees	11,645	15,980	27,625	32,500	0	32,500
1147 Stock Music/Clearances/Sync	3,200	0	3,200	3,200	0	3,200
1148 Original Music/Clearances/Sync	40,148	0	40,148	40,000	0	40,000
<b>TOTAL STORY/RIGHTS/SCRIPT</b>	<b>76,193</b>	<b>15,980</b>	<b>92,173</b>	<b>96,300</b>	<b>0</b>	<b>96,300</b>
1201 Executive Producer	25,000	25,000	50,000	50,000	0	50,000
1203 Supervising Producer	47,500	0	47,500	47,500	0	47,500
1204 Line Producer	45,000	0	45,000	45,000	0	45,000
1206 Coordinating Producer	30,000	0	30,000	30,000	0	30,000
1207 Field Producer	16,176	0	16,176	17,535	0	17,535
<b>TOTAL PRODUCER'S UNIT</b>	<b>163,676</b>	<b>25,000</b>	<b>188,676</b>	<b>190,035</b>	<b>0</b>	<b>190,035</b>
1301 Director	58,320	0	58,320	58,000	0	58,000
1303 Associate Director	7,446	0	7,446	10,837	0	10,837
<b>TOTAL DIRECTOR'S UNIT</b>	<b>65,766</b>	<b>0</b>	<b>65,766</b>	<b>68,837</b>	<b>0</b>	<b>68,837</b>
1401 Hosts	338,051	0	338,051	0	338,051	338,051
1403 Celebrity Performers	344,877	11,681	356,558	140,134	294,651	434,785
1404 Announcer VO	1,326	0	1,326	0	0	0
1407 WDW Entertainment Support	0	0	0	0	0	0
1409 Character Voices	0	0	0	0	0	0
1411 Choreographers	10,396	0	10,396	10,521	0	10,521
<b>TOTAL TALENT/CAST</b>	<b>694,650</b>	<b>11,681</b>	<b>706,330</b>	<b>150,655</b>	<b>632,702</b>	<b>783,357</b>
1501 ATL Airfare	1,889	0	1,889	0	1,607	1,607
1503 ATL Hotel/Housing	2,129	0	2,129	0	2,104	2,104
1504 ATL Limo/Cab/Gas/Toll/Mileage/Parking	1,855	0	1,855	1,500	280	1,780
1505 ATL Car Rental	3,323	0	3,323	4,440	615	5,055
1506 ATL Per Diem	6,350	0	6,350	5,975	550	6,525
<b>TOTAL ATL-TRAVEL EXPENSE</b>	<b>15,545</b>	<b>0</b>	<b>15,545</b>	<b>11,915</b>	<b>5,156</b>	<b>17,071</b>
1701 Talent Airfare	0	0	0	0	0	0
1703 Talent Hotel/Housing	0	0	0	0	0	0
1704 Talent Car/Limo Rental	186	0	186	0	0	0
1709 Talent VIP Guides	0	0	0	0	0	0
1780 Talent Miscellaneous Gifts	0	0	0	0	0	0
<b>TOTAL TALENT-TRAVEL EXPENSE</b>	<b>186</b>	<b>0</b>	<b>186</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>TOTAL ABOVE THE LINE</b>	<b>1,016,016</b>	<b>52,661</b>	<b>1,068,677</b>	<b>517,742</b>	<b>637,858</b>	<b>1,155,600</b>
<b>Below the Line - Production</b>						
2003 Production Manager	19,263	1,396	20,659	21,042	0	21,042
2005 Production Coordinator	18,927	0	18,927	9,820	11,174	20,994
2006 Field Associate Producers	8,482	0	8,482	7,482	0	7,482
2007 Production Accountant	16,990	2,464	19,453	16,100	0	16,100
2009 Clearance/License/Contracts	10,822	933	11,755	12,976	0	12,976
2010 Office Coordinator	11,779	0	11,779	10,521	0	10,521
2011 Script Supervisor	4,916	0	4,916	5,611	0	5,611
2012 Script Coordinator	8,533	0	8,533	8,183	0	8,183

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2014	Talent Coordinator	2,922	0	2,922	2,923	0	2,923
2019	Audience Coordinator & PA	5,214	0	5,214	0	5,670	5,670
2050	P.A.-Key	5,391	0	5,391	4,384	0	4,384
2051	P.A.-Office	5,870	0	5,870	5,144	0	5,144
2052	P.A.-Script	4,349	0	4,349	5,261	0	5,261
2054	P.A.-Location	4,952	0	4,952	5,407	438	5,845
2055	P.A.-Talent	1,432	0	1,432	1,987	125	2,112
2059	P.A.-Shuttle Driver	731	0	731	1,169	0	1,169
2070	WDW Location Crowd Control	0	0	0	0	0	0
2072	Security	0	0	0	0	0	0
<b>TOTAL BTL-STAFF</b>		<b>130,571</b>	<b>4,792</b>	<b>135,363</b>	<b>118,010</b>	<b>17,407</b>	<b>135,417</b>
2102	Technical Director	2,224	0	2,224	3,332	0	3,332
2103	Technical Manager	4,524	0	4,524	4,208	0	4,208
2105	Stage/Floor Manager	5,292	0	5,292	11,750	0	11,750
2107	Camera Operators	22,721	0	22,721	26,653	624	27,277
2108	Camera Utilities/Assistants	19,630	0	19,630	25,309	321	25,630
2109	Tape Operator	2,721	0	2,721	2,221	0	2,221
2111	Video Engineer/Operator	2,813	0	2,813	2,981	0	2,981
2112	Teleprompter Operator	1,688	0	1,688	1,578	0	1,578
2113	Cue Card Personnel	811	0	811	818	0	818
2114	A1-Sound Mixer	5,956	0	5,956	10,053	684	10,737
2115	A2-PA/Boom/Rockets	8,144	0	8,144	12,275	0	12,275
2116	A2-RF Audio Tech	2,214	0	2,214	4,208	0	4,208
2117	PL COMM	5,175	0	5,175	7,891	0	7,891
2119	Lighting Director	3,569	0	3,569	5,200	0	5,200
2121	Gaffer	4,216	0	4,216	6,576	702	7,278
2122	Best Boy Electric	2,634	0	2,634	2,659	0	2,659
2123	Electrics	16,205	0	16,205	17,126	1,209	18,335
2128	Dolly/Crane/Company Grips	6,928	0	6,928	2,806	934	3,740
2134	Key Hair/MU Artists	28,451	0	28,451	7,482	15,468	22,950
2139	Key Wardrobe Stylist	6,088	1,500	7,588	7,949	0	7,949
2189	Crew OT (Budget is ESTIMATE)	24,577	0	24,577	7,500	0	7,500
<b>TOTAL CREW</b>		<b>176,580</b>	<b>1,500</b>	<b>178,080</b>	<b>170,575</b>	<b>19,942</b>	<b>190,517</b>
2201	Production Designer	5,695	0	5,695	5,845	0	5,845
2202	Art Director	4,815	0	4,815	6,313	1,578	7,891
2206	Design & Staging Coordinator	1,112	0	1,112	1,754	0	1,754
2210	Prop Master	0	0	0	0	0	0
2217	Art Dept. Assistant	3,903	0	3,903	2,221	0	2,221
<b>TOTAL DESIGN &amp; STAGING CREW</b>		<b>15,525</b>	<b>0</b>	<b>15,525</b>	<b>16,133</b>	<b>1,578</b>	<b>17,711</b>
2501	Design Expenses	9,754	0	9,754	6,000	0	6,000
2502	Set Construction	282,706	0	282,706	0	291,000	291,000
2508	Props Contruction/Purchase	17,797	0	17,797	0	13,505	13,505
2509	Prop Rental (Budget is ESTIMATE)	660	0	660	1,500	0	1,500
2511	Wardrobe Purchases	2,929	0	2,929	0	2,929	2,929
<b>TOTAL DESIGN &amp; STAGING EXPENSE</b>		<b>313,846</b>	<b>0</b>	<b>313,846</b>	<b>7,500</b>	<b>307,433</b>	<b>314,933</b>
2826	Special Photography Package	10,606	0	10,606	11,500	1,500	13,000
2828	Camera Truck Rental	80,744	0	80,744	78,500	300	78,800
2829	Sound Equipment Rental	27,023	0	27,023	35,000	250	35,250
2840	Lighting Rental	39,808	0	39,808	28,200	12,107	40,307
2843	Crane/Steadicam Rental	10,600	0	10,600	6,400	10,000	16,400
2850	Teleprompter Rental	2,157	0	2,157	2,625	0	2,625

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2855	Expendables	3,066	0	3,066	1,750	0	1,750
2856	WDW Power Hook-Up	0	0	0	0	0	0
2880	WDW Camera Platforms/Cable Ramps	0	0	0	0	0	0
2881	WDW Location/Remote L&D	2,579	0	2,579	0	0	0
<b>TOTAL LOCATION/REMOTE PRODUCTION</b>		<b>176,583</b>	<b>0</b>	<b>176,583</b>	<b>163,975</b>	<b>24,157</b>	<b>188,132</b>
3101	Catering-Set	4,240	0	4,240	5,450	200	5,650
3106	Location Craft Service Purchases	2,729	0	2,729	2,500	150	2,650
3108	Green Room Craft Service Purchases	817	0	817	2,000	1,800	3,800
<b>TOTAL CATERING/SET OPERATIONS</b>		<b>7,786</b>	<b>0</b>	<b>7,786</b>	<b>9,950</b>	<b>2,150</b>	<b>12,100</b>
3201	HLE Office Space Rental	0	0	0	0	0	0
3205	HLE Screening Equipment	0	0	0	0	0	0
3206	HLE Computer Rental	0	0	0	0	0	0
3208	Office Supplies	1,482	0	1,482	1,300	0	1,300
3209	Production Supplies	2,919	0	2,919	750	2,354	3,104
3210	HLE Telephone	0	0	0	0	0	0
3211	WDW Nextels/Cellular Phones	625	0	625	0	550	550
3214	Communications: Walkies	2,904	0	2,904	2,500	60	2,560
3215	Script Mimeo	2,445	0	2,445	2,000	0	2,000
3219	WDW Credentials	0	0	0	0	0	0
3220	Shipping/Fed Ex/Postage	7,093	372	7,465	5,000	400	5,400
<b>TOTAL PRODUCTION EXPENSES</b>		<b>17,468</b>	<b>372</b>	<b>17,840</b>	<b>11,550</b>	<b>3,364</b>	<b>14,914</b>
3301	Talent Insurance	0	0	0	0	0	0
3302	Insurance	20,294	10,000	30,294	19,700	0	19,700
3303	Legal/Consultant Fees	6,350	0	6,350	6,000	0	6,000
<b>TOTAL ADMINISTRATIVE EXPENSES</b>		<b>26,644</b>	<b>10,000</b>	<b>36,644</b>	<b>25,700</b>	<b>0</b>	<b>25,700</b>
3446	Gas/Mileage/Tolls/Parking	2,805	0	2,805	1,750	0	1,750
3447	Car/Van/Bus Rental	5,754	0	5,754	4,100	1,800	5,900
3448	Misc. Truck Rental	1,474	0	1,474	700	0	700
<b>TOTAL ADMINISTRATIVE EXPENSES</b>		<b>10,033</b>	<b>0</b>	<b>10,033</b>	<b>6,550</b>	<b>1,800</b>	<b>8,350</b>
<b>TOTAL BELOW THE LINE-PRODUCTION</b>		<b>875,035</b>	<b>16,664</b>	<b>891,699</b>	<b>529,943</b>	<b>377,831</b>	<b>907,774</b>
<b>Below the Line-Post Production</b>							
4001	Post Production Supervisor	8,858	0	8,858	8,884	0	8,884
4003	Editors	35,563	0	35,563	27,472	0	27,472
4005	Digitizer	6,950	0	6,950	2,877	0	2,877
4020	HLE Edit-Segments	0	0	0	0	0	0
4021	Edit-Show	51,550	0	51,550	13,600	30,000	43,600
4022	Extra Decks/Digibeta Rental	0	0	0	1,400	0	1,400
4028	Audio Mix	14,372	0	14,372	15,000	0	15,000
4050	VO Record	417	0	417	0	0	0
4050	Graphics Package	3,133	0	3,133	5,000	0	5,000
4060	Dubs-Supv/Basic/Protect	5,139	0	5,139	1,500	0	1,500
4080	Misc.-Post Meals	1,058	0	1,058	1,000	0	1,000
<b>TOTAL POST PRODUCTION</b>		<b>127,040</b>	<b>0</b>	<b>127,040</b>	<b>76,733</b>	<b>30,000</b>	<b>106,733</b>
4103	Videotape Stock Digibeta	7,792	0	7,792	6,500	125	6,625
4106	Videotape Stock 1/2"	93	0	93	150	0	150
4110	Audio Stock	197	0	197	100	0	100
<b>TOTAL VIDEOTAPE &amp; AUDIO STOCK</b>		<b>8,083</b>	<b>0</b>	<b>8,083</b>	<b>6,750</b>	<b>125</b>	<b>6,875</b>

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<b>TOTAL BELOW THE LINE-POST PRODUCTION</b>		<b>135,123</b>	<b>0</b>	<b>135,123</b>	<b>83,483</b>	<b>30,125</b>	<b>113,608</b>
5001	AFTRA rebroadcast payments	0	0	0	105,101	0	105,101
5002	DGA rebroadcast payments	0	0	0	24,000	0	24,000
5003	Music rebroadcast payments	0	0	0	15,000	0	15,000
<b>TOTAL ESTIMATE OF 1 RE-AIR (NO RE-EDIT)</b>		<b>0</b>	<b>0</b>	<b>0</b>	<b>144,101</b>	<b>0</b>	<b>144,101</b>
<b>TOTAL ABOVE THE LINE</b>		<b>1,016,016</b>	<b>52,661</b>	<b>1,068,677</b>	<b>517,742</b>	<b>637,858</b>	<b>1,155,600</b>
<b>TOTAL BELOW THE LINE</b>		<b>1,010,158</b>	<b>16,664</b>	<b>1,026,822</b>	<b>613,426</b>	<b>407,956</b>	<b>1,021,382</b>
<b>TOTAL ABOVE &amp; BELOW THE LINE</b>		<b>2,026,174</b>	<b>69,325</b>	<b>2,095,499</b>	<b>1,131,168</b>	<b>1,045,814</b>	<b>2,176,982</b>
<b>TOTAL ESTIMATE OF 1 RE-AIR (NO RE-EDIT)</b>		<b>0</b>	<b>0</b>	<b>0</b>	<b>144,101</b>	<b>0</b>	<b>144,101</b>
	<b>HLE Original Budget Prod. Fee 15%</b>	<b>0</b>	<b>191,290</b>	<b>191,290</b>	<b>191,290</b>	<b>0</b>	<b>191,290</b>
	<b>HLE Overages Prod. Fee 5%</b>	<b>0</b>	<b>41,011</b>	<b>41,011</b>	<b>0</b>	<b>41,011</b>	<b>41,011</b>
<b>GRAND TOTAL</b>		<b>2,026,174</b>	<b>301,626</b>	<b>2,327,800</b>	<b>1,466,559</b>	<b>1,086,825</b>	<b>2,553,384</b>

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21,515		
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5,441		
(81,482)		
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(225,583)		



# *State of Florida*

## *Department of State*

I certify from the records of this office that LIGHTSHIP MEDIA, INC. is a corporation organized under the laws of the State of Florida, filed on March 16, 2010.

The document number of this corporation is P10000023485.

I further certify that said corporation has paid all fees due this office through December 31, 2019, that its most recent annual report/uniform business report was filed on February 25, 2019, and that its status is active.

I further certify that said corporation has not filed Articles of Dissolution.

*Given under my hand and the  
Great Seal of the State of Florida  
at Tallahassee, the Capital, this  
the Twenty-fifth day of February,  
2019*



*Randy Be*  
**Secretary of State**

Tracking Number: 5219129567CC

To authenticate this certificate, visit the following site, enter this number, and then follow the instructions displayed.

<https://services.sunbiz.org/Filings/CertificateOfStatus/CertificateAuthentication>

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# 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.:** GEN2116476PI

**Project Title:** Advertising Agency Services

**Bidder/Offeror Name:** Lightship Media, Inc.

**Address:** 4030 NE 6th, Ave. **City:** Oakland Park **State:** FL **Zip:** 33334

**Authorized Representative:** Andrew S. Perrott **Phone:** 407-492-4700

**CBE Firm/Supplier Name:** Flagrant International Solutions, INC.

**Address:** 1501 N. 46th Ave. **City:** Hollywood **State:** FL **Zip:** 33021

**Authorized Representative:** John A. Ramirez **Phone:** 954-804-5150

- 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
Promotional Products	424990		4 %
Screen Printing	323113		2 %
			%

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

**CBE Firm/Supplier Authorized Representative**

**Signature:** [Signature] **Title:** Chief Operating Officer **Date:** 3/19/2019

**Bidder/Offeror Authorized Representative**

**Signature:** [Signature] **Title:** President **Date:** 3/19/2019

<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**



# **Electronic Articles of Incorporation For**

**P10000023485  
FILED  
March 16, 2010  
Sec. Of State  
jshivers**

LIGHTSHIP MEDIA, INC.

The undersigned incorporator, for the purpose of forming a Florida profit corporation, hereby adopts the following Articles of Incorporation:

## **Article I**

The name of the corporation is:  
LIGHTSHIP MEDIA, INC.

## **Article II**

The principal place of business address:  
905 FERN AVENUE  
ORLANDO, FL. US 32814

The mailing address of the corporation is:  
905 FERN AVENUE  
ORLANDO, FL. US 32814

## **Article III**

The purpose for which this corporation is organized is:  
ANY AND ALL LAWFUL BUSINESS.

## **Article IV**

The number of shares the corporation is authorized to issue is:  
1,000

## **Article V**

The name and Florida street address of the registered agent is:  
LOUIS PEDRAZA  
4348 MIDDLEBROOK ROAD  
ORLANDO, FL. 32811

I certify that I am familiar with and accept the responsibilities of  
registered agent.

Registered Agent Signature: LOUIS PEDRAZA

**P10000023485**  
**FILED**  
**March 16, 2010**  
**Sec. Of State**  
jshivers

### **Article VI**

The name and address of the incorporator is:

SHEILA DANG  
7083 HOLLYWOOD BLVD.  
180  
LOS ANGELES, CA 90028

Incorporator Signature: SHEILA DANG, LEGALZOOM.COM, INC.

### **Article VII**

The initial officer(s) and/or director(s) of the corporation is/are:

Title: P, T  
ANDREW S PERROTT  
905 FERN AVENUE  
ORLANDO, FL. 32814 US

Title: S, D  
ANDREW S PERROTT  
905 FERN AVENUE  
ORLANDO, FL. 32814 US

### **Vendor Reference Verification Form**

Vendor is required to submit completed Reference Verification Forms for previous projects referenced in its submittal. Vendor should provide the **Vendor Reference Verification Form** to its reference organization/firm to complete and return to the Vendor's attention. Vendor should submit the completed Vendor Reference Form with its response by the solicitation's deadline. The County will verify references provided as part of the review process. Provide a minimum of three (3) non-Broward County Board of County Commissioners' references.



## Vendor Reference Verification Form

Broward County Solicitation No. and Title:

Reference for:

Organization/Firm Name providing reference:

Contact Name:

Title:

Reference date:

Contact Email:

Contact Phone:

Name of Referenced Project:

Contract No.

Date Services Provided:

Project Amount:

to

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:

**Please rate your experience with the referenced Vendor:**

**Needs  
Improvement**

**Satisfactory**

**Excellent**

**Not  
Applicable**

1. Vendor's Quality of Service
  - a. Responsive
  - b. Accuracy
  - c. Deliverables
2. Vendor's Organization:
  - a. Staff expertise
  - b. Professionalism
  - c. Turnover
3. Timeliness of:
  - a. Project
  - b. Deliverables
4. Project completed within budget
5. Cooperation with:
  - a. Your Firm
  - b. Subcontractor(s)/Subconsultant(s)
  - c. Regulatory Agency(ies)

**Additional Comments:** (provide on additional sheet if needed)

\*\*\*THIS SECTION FOR COUNTY USE ONLY\*\*\*

Verified via: ☐ EMAIL ☐ VERBAL Verified by: \_\_\_\_\_ Division: \_\_\_\_\_ Date: \_\_\_\_\_

**BROWARD COUNTY LOCAL BUSINESS TAX RECEIPT**

115 S. Andrews Ave., Rm. A-100, Ft. Lauderdale, FL 33301-1895 – 954-831-4000

**VALID OCTOBER 1, 2018 THROUGH SEPTEMBER 30, 2019****DBA:**  
**Business Name:** LIGHTSHIP STUDIOS/LIGHTSHIP  
ENTERTAINMENT**Receipt #:** 376-297709  
**Business Type:** ADVERTISING/MARKETING**Owner Name:** LIGHTSHIP MEDIA INC  
**Business Location:** 4030 NE 6 AVE  
OAKLAND PARK**Business Opened:** 03/19/2019  
**State/County/Cert/Reg:**  
**Exemption Code:****Business Phone:**

Rooms

Seats

Employees

Machines

Professionals

For Vending Business Only						
Number of Machines:				Vending Type:		
Tax Amount	Transfer Fee	NSF Fee	Penalty	Prior Years	Collection Cost	Total Paid
45.00	0.00	0.00	0.00	0.00	0.00	45.00

**THIS RECEIPT MUST BE POSTED CONSPICUOUSLY IN YOUR PLACE OF BUSINESS****THIS BECOMES A TAX RECEIPT****WHEN VALIDATED**

This tax is levied for the privilege of doing business within Broward County and is non-regulatory in nature. You must meet all County and/or Municipality planning and zoning requirements. This Business Tax Receipt must be transferred when the business is sold, business name has changed or you have moved the business location. This receipt does not indicate that the business is legal or that it is in compliance with State or local laws and regulations.

**Mailing Address:**LIGHTSHIP STUDIOS/LIGHTSHIP ENTERT.  
4030 NE 6 AVE  
OAKLAND PARK, FL 33334**Receipt #** 02C-18-00001910  
**Paid** 03/19/2019 45.00**2018 - 2019**

**BROWARD COUNTY LOCAL BUSINESS TAX RECEIPT**

115 S. Andrews Ave., Rm. A-100, Ft. Lauderdale, FL 33301-1895 – 954-831-4000

**VALID OCTOBER 1, 2018 THROUGH SEPTEMBER 30, 2019****DBA:**  
**Business Name:** LIGHTSHIP STUDIOS/LIGHTSHIP  
ENTERTAINMENT**Receipt #:** 279-297710  
**Business Type:** ALL OTHERS (VIDEO PRODUCTION)**Owner Name:** LIGHTSHIP MEDIA INC  
**Business Location:** 4030 NE 6 AVE  
OAKLAND PARK**Business Opened:** 03/19/2019  
**State/County/Cert/Reg:**  
**Exemption Code:****Business Phone:****Rooms****Seats****Employees**

6

**Machines****Professionals**

For Vending Business Only						
Number of Machines:				Vending Type:		
Tax Amount	Transfer Fee	NSF Fee	Penalty	Prior Years	Collection Cost	Total Paid
45.00	0.00	0.00	0.00	0.00	0.00	45.00

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**Mailing Address:**LIGHTSHIP STUDIOS/LIGHTSHIP ENTERT.  
4030 NE 6 AVE  
OAKLAND PARK, FL 33334**Receipt #** 02C-18-00001910  
**Paid** 03/19/2019 45.00**2018 - 2019**



# BUSINESS TAX RECEIPT

## CITY OF OAKLAND PARK

### 2018-2019

MAILING ADDRESS

ISSUED DATE:

March 08, 2019

ANDREW S PERROTT  
4030 NE 6TH AVE  
OAKLAND PARK FL 33334

NAME AND LOCATION OF LICENSEE

LIGHTSHIP MEDIA, INC.  
4030 NE 6 AVE  
OAKLAND PARK, FL 33334

LICENSE NUMBER

2019003887

ORIGINAL NUMBER

2019003887

LICENSE EXPIRES

9/30/2019

THE PERSON OR FIRM NAMED ABOVE IS HEREBY LICENSED TO ENGAGE IN THE BUSINESS PROFESSION OR OCCUPATION LISTED BELOW IN THE CITY OF OAKLAND PARK FLORIDA.

BUSINESS CODE

00300

BUSINESS DESCRIPTION

ADVERTISING AGENCY

RESTRICTIONS

NO OUTSIDE STORAGE

LICENSE MUST BE CONSPICUOUSLY POSTED AT THE PLACE OF BUSINESS SHOWN

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## Vendor Reference Verification Form

Broward County Solicitation No. and Title:

Reference for:

Organization/Firm Name providing reference:

Contact Name:

Title:

Reference date:

Contact Email:

Contact Phone:

Name of Referenced Project:

Contract No.

Date Services Provided:

Project Amount:

to

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:

**Please rate your experience with the referenced Vendor:**

**Needs  
Improvement**

**Satisfactory**

**Excellent**

**Not  
Applicable**

1. Vendor's Quality of Service

- a. Responsive
- b. Accuracy
- c. Deliverables

2. Vendor's Organization:

- a. Staff expertise
- b. Professionalism
- c. Turnover

3. Timeliness of:

- a. Project
- b. Deliverables

4. Project completed within budget

5. Cooperation with:

- a. Your Firm
- b. Subcontractor(s)/Subconsultant(s)
- c. Regulatory Agency(ies)

**Additional Comments:** (provide on additional sheet if needed)

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## Vendor Reference Verification Form

Broward County Solicitation No. and Title:

## GEN2116476P1, Advertising Agency Services

Reference for: [Lightship Studios](#)

Organization/Firm Name providing reference:

## Gay Men's Chorus of South Florida

Contact Name: **Mark Kent**

Title: Executive Director

Reference date: 02/20/2019

Contact Email: [mkent@gmcsf.org](mailto:mkent@gmcsf.org)

Contact Phone: (954) 763-2266

Name of Referenced Project: Agency of Record / Video Production Company

Contract No.

Date Services Provided:

Project Amount:

na

07/01/2016

tc

02/28/2019

\$ 67,608.00

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:**

Marketing, social media, videography and public relations services.

<b>Please rate your experience with the referenced Vendor:</b>	<b>Needs Improvement</b>	<b>Satisfactory</b>	<b>Excellent</b>	<b>Not Applicable</b>
1. Vendor's Quality of Service	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input 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 type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input 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 type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
3. Timeliness of:	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input 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 type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input 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 checked="" type="checkbox"/>	<input type="checkbox"/>

**Additional Comments:** (provide on additional sheet if needed)

Really terrific company. Their leadership is personal AND professional. They really listen to our needs and deliver great work. If we want something changed, they are eager to make the requested adjustments to ensure we are completely happy with the outcome. I really feel a great sense of collaboration and teamwork with Lightship Studios.

\*\*\*THIS SECTION FOR COUNTY USE ONLY\*\*\*

Verified via:      EMAIL      VERBAL      Verified by:      Division:      Date:

3/2/2025 1:08 PM All information provided to Broward County is subject to verification. Vendor acknowledges that inaccurate, untruthful, or incorrect statements made in support of this response may be used by the County as a basis for rejection, rescission of the award, or termination of the contract and may also serve as the basis for debarment of Vendor pursuant to Section 21.119 of the Broward County Procurement Code. p. 41

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Contact Phone:

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Contract No.

Date Services Provided:

Project Amount:

to

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March 20, 2019

Lightship Media, Inc.  
4030 NE 6th Ave  
Oakland Park, FL 33334

RE: Professional Liability/ Media Liability

To Whom It May Concern:

Please accept this letter confirming that our client, Lightship Media, Inc. can obtain the Media Liability errors and omission coverage required as per the request of your contract. The coverage would be with a preferred carrier and the limits of coverage required. If you need anything else, please do not hesitate to contact us.

Sincerely,

A handwritten signature in black ink, appearing to read 'Shelley Doyle', with a long, horizontal flourish extending to the right.

Shelley Doyle, AAI, AIAM  
Commercial Account Manager  
Email: Shelley.Doyle@ioausa.com  
Phone: (407) 998-4911

## Biography

Andy Perrott  
Executive Producer/Creative Executive

Andy Perrott is an Emmy Award winning Executive Producer, Director, Creative Executive and most importantly brand storyteller who has a passion for creating content of the highest caliber that entertains and inspires.

Andy launched his career as a producer during the start-up of Hearst Broadcasting Productions. At Hearst Andy produced many series for cable networks, including Lifetime and the Travel Channel.

After his success with Hearst, Lifetime Television relocated Andy to New York, where he served as an Executive Producer for many of the network's in-house series and specials, including Girls' Night Out (a multi-camera comedy series), Carly Simon Live at Grand Central, and The Soap Opera Update MVP Awards (a live primetime awards show). He also oversaw the development and production of 360 hours of live daily programming.

At age 26, Perrott was recruited by the Walt Disney Company to work in Orlando in a newly formed television production unit whose goal was to use broadcast television outlets to market Disney's portfolio of theme parks and resorts. At Disney Perrott oversaw the development and production of both series and specials, including a live primetime holiday special, A Magical Time in a Magical Place and a series for Animal Planet that was developed to market the newly opened Disney's Animal Kingdom Park.

Andy left Disney in 1999 to establish Lightship Entertainment. Under Andy's supervision the company produced primetime shows for Travel Channel, Discovery Channel, Science Channel and Destination America on subjects ranging from the thrill rides at Walt Disney World to the latest innovations in concept car design. All of these programs were developed to market brands and destinations through broadcast television. In addition to the Walt Disney World Resort, these brands included hotels such as the Ritz Carlton, The Four Seasons, the Mandarin Oriental as well as high end destination restaurants throughout central and South Florida.

Perrott is proud to be the first person who successfully negotiated a production partnership between Walt Disney World Parks and Resorts and the Discovery-owned Travel Channel. Travel Channel understood the value of having Disney's destinations on their channel. But more importantly, Disney realized that the value of what amounted to a 43 minute commercial disguised as entertainment programming was astronomical compared to the cost of priding a 30 second spot and buying commercial air time. To date Lightship has produced more than a dozen specials through this unique deal that granted Lightship ownership of the shows, which are still being distributed on worldwide television, Hulu, and Amazon. Through hundreds of repeats on Travel Channel and other Discovery owned networks, worldwide sales of DVDs and

now online streaming of the content on Netflix and Hulu tens of millions of people have watched, bought or downloaded this programming.

It is through this relationship that Perrott learned the delicate art of producing programming content that markets destinations including theme parks, resorts, restaurants and cruise lines on mass market television that viewers opted to watch. This resulted in incredible advertising exposure for Disney Parks and Resorts among other hotels, restaurants and attractions at virtually no cost.

In 2002, Disney tapped Perrott and Lightship to redevelop and produce its two-hour ABC Christmas Special, The Walt Disney World Christmas Day Parade. Under Perrott's tenure, not only were ratings on the show dramatically improved (to more than 5.5 million viewers), but it began to attract top level performance and host talent including Mariah Carey, Beyonce, Celine Dion, Stevie Wonder, Andrea Bocelli, Ryan Seacrest and Nick Cannon, among many more. In 2005, Perrott accepted the National Emmy Award for Best Special for his efforts on the show.

With the success of Lightship's branded programming, Disney and other major brands including Hilton, Pepsi, Kraft, Truvia, and HSN engaged the company to produce commercials, videos and visually engaging marketing content of all kinds. Lightship Media was established as a sister company to handle the requests for commercial and corporate production. Perrott was able to use his extensive experience in television storytelling to provide these brands with very compelling and effective video communications that once again enticed viewers to watch and engage with the brand.

As the landscape of television and video communication became more crowded, Perrott realized he needed to leverage other marketing channels for video content to be effective. In 2016, he met Denise Wissmann who was then a creative executive at a Fort Lauderdale agency. The duo worked on a number of video projects together for major brands, such as TracFone's Net10 Wireless, Singing Machine, MAD Vision and ACR ARTEX. Though this collaboration they decided the timing and synergy were ideal to create a new independent agency.

In 2018, Lightship Media welcomed Denise as CMO and founder of Lightship Studios, relaunching as a full-service creative advertising agency and Emmy award-winning video production company.

Perrott prides himself on being an entrepreneurial thinker who thrives in high-pressure situations that require on-the-fly creative solutions to complex problems, particularly in live or time-sensitive circumstances. He brings a personal pride and intense commitment to every project.

Andy donates his time and the resources of Lightship to many non-profit organizations including The Pride Center, The Smart Ride, Our Fund, Outshine, Impulse Group/AIDS Healthcare



Foundation, Gay Men's Chorus of South Florida, Julian's Fountain of Youth, Pride Fort Lauderdale and Our Night Out.

He serves on the board of directors for the Stonewall National Museum and Archives and the GLBX Council of the Greater Fort Lauderdale Chamber of Commerce. He is also a member of the Academy of Motion Picture Arts & Sciences.

## Biography

Denise Wissmann  
CMO/Creative Executive

As the CMO and Co-Founder, Denise Wissmann is an Award-winning Creative Executive who is proven innovative thinker with a commitment to creative excellence. A creative problem solver and strategic thinker, Denise has over 15 years of experience in the field with the majority of her time spent in digital marketing, experience design.

She has always been a creative thinker. Starting early in her career development she won multiple scholarships to the top 10 design schools and from there on she didn't look back. She has always moved up quickly in any position she held.

Prior to forming Lightship Studios, Denise spent 6 years as a creative lead at Mad Studios. She led multiple user-centered initiatives for clients such as TracFone and it's many umbrellaed brands including SIMPLE Mobile and NET10, ACR ARTEX, Singing Machine, and transforming the customer retention communication model which led

Wissmann has extensive experience pioneering and managing emerging technology projects such as personalized Augmented Reality initiatives, interactive Web Virtual Reality, 360 videos, and Google Device Pairing Controls.

With a natural talent to think analytical strategy versus creative design decision and how to use one to inform the other, Wissman pioneered the development of new departments within the agency. As a result, the agency grew in revenue by 23% and client roster by 15% YOY. Some of those new departments were emerging tech, animation, and video product – cue meeting Andy Perrott and Lightship Media.

Having the skills of directing many photoshoots, Wissmann approached her then boss with an idea of pitching Net10 to do a series of videos for content marketing. Once greenlit she was off finding a talented video production to team up and collaborate with. The first local video production company did not work out due to a lack of transparency, communication, and creative storytelling. Feeling frustrated she reached out to Lightship Media and instantly everything fell into place. Net10 loved it and reported an ROI of -----

The duo worked on a number of video projects together for major brands such as Net10 Wireless, Singing Machine, and MadVision. After 6 years at the agency, Wissmann knew she was ready to take the next leap and through this collaboration, they decided the timing and synergy were ideal to create a new independent agency.

In 2018, Lightship Studios was established as a full-service creative advertising agency and Emmy award-winning video production company. We are a cross-functional team of dreamers, innovators, and storytellers READY TO CREATE.

She has served on the board for annual art events such as Artopia and Our Night Out. He is also a member of the German American Society and Gilda's Club of Milwaukee and South Florida.

# Claudia Blum

Orlando, FL | 407-625-7625 | cdblum7@gmail.com | LinkedIn.com/in/claudiablum

## Driving Excellence in Marketing, Brand Management & Creative Strategy

**Spirited leader** with significant **marketing experience** at a **billion-dollar global hospitality brand** with 200+ locations in over 70 countries. Success in overseeing the **development, design and deployment of brand-aligned marketing programs across multiple channels worldwide**. Rare combination of business strategy, technical knowledge and creativity. Proven ability to **rally internal teams** and leverage outside resources **to ensure high-caliber work**. Customer focused with a **passion for coaching** teams on brand standards.

- Strong record of brand stewardship to ensure a consistent brand experience across hundreds of global locations and touchpoints.
- Proven team player who works collaboratively with cross-functional teams to deliver high-caliber output.
- Exceptional leadership, tenacity and resourcefulness, with ability to recruit, coach and build team morale.
- Success in leading global locations to maintain brand standards.

## Core Competencies

**Marketing | Brand Development | Strategic Planning | Team Leadership**  
**Creative Direction | Resource Management | Campaign Development | Project Management**  
**Vendor Management | Process Improvement | Creative Operations | Print Production**  
**Digital Asset Management (DAM) | Workflow Systems | Design Development | Photography**

## Experience

### **Dr Phillips Center for the Performing Arts, Orlando, FL, Director, Creative Services November 2018 – March 2019**

Implement concepts, guidelines and strategies in various creative projects and oversee them to completion. Collaborate with account executives to obtain knowledge of the clients' requirements. Direct and motivate team that includes designers, production, multimedia, and copywriting. Source and direct external resources for photography and video.

### **HARD ROCK INTERNATIONAL INC., Orlando, FL**

**1997 – 2018**

**Director of Creative Services, 2006-2018 | Creative Services Manager, 1999-2006, Production Coordinator, 1997-99**

Supported creative design and development for Hard Rock International Inc. and its 200+ locations in over 70 countries. Full accountability for creative operations in North America, support and vendor partnerships across Europe, and creative counsel for 100+ franchise locations worldwide. Oversaw the design and development of all assets impacting the food and beverage business, marketing campaign development and execution for retail promotions, and vendor sourcing and management.

### **Management**

- Successfully managed a lean, high-performance Creative Services team of in-house managers, support staff and contractors inclusive of department operations, budget allocation, recruiting, training and talent development.
- Continually trained and educated 200+ Sales and Marketing managers regarding brand standards, department operations and process.
- Partnered closely with various cross-functional teams throughout the organization from Marketing, IT, Retail, Operations, Sales, Human Resources, Legal, Finance and R&D.
- Consistently delivered 1500-2000 creative projects per year, on time and within budget, encompassing 5000+ creative assets.
- Spearheaded the implementation of Workfront workflow project management and DAM system company-wide, achieving greater internal transparency, boosting efficiency and increasing department productivity.
- Oversaw digital asset management (DAM) system of ~350K assets and managed groups for 800+ global users.

## Claudia Blum

Page 2

**Creative Direction**

- Fully oversaw five Food & Beverage promotions per year, inclusive of campaign ideation, creative direction, photography, vendor sourcing and management, production and graphics package distribution.
- Led semi-annual core menu updates for Hard Rock Café business units, inclusive of establishing timelines, identifying critical path, design development, project management, production and final delivery to locations.
- Partner in creative development for five global tent-pole retail campaigns per annum. Fully responsible for managing timelines, external resource management, production, budget, quality control and final delivery.
- Developed, defined and communicated creative parameters, ensuring consistency of brand standards across all channels.

**Operations**

- Developed vendor network continuously leveraged for quality and cost savings, via preferred vendor status and RFP process. Services included agency support, print, photography, manufacturing, translation, models and design/illustration services.
- Managed and optimized budget for department operations, photography, video, agency support, retail campaign development, food and beverage promotions, creative and print programs.
- Developed high-impact training presentations for the Annual Hard Rock Sales & Marketing Conference, facilitated to groups of up to 70.

**Awards:** Won multiple ADDY Awards throughout tenure, including 10+ Gold and Silver awards across numerous creative categories.

## Education

**B.S.B.A. degree,** Marketing, Minor: Psychology | **UNIVERSITY OF CENTRAL FLORIDA** | Orlando, FL

**Associate of Arts Degree** | **POLK STATE COLLEGE** | Winter Haven, FL

## Professional Affiliations

Member | **AMERICAN ADVERTISING FEDERATION**      **1999 – present**

Member | **PMI (Project Management Institute)**      **2018 – present**

## Technical / Software Skills

**Seasoned Mac user** | **Adobe Creative Suite:** InDesign, Photoshop, Illustrator, Lightroom, Bridge

**Microsoft Office Suite:** Word, Excel, PowerPoint | **Databases:** FileMaker Pro

**Project Management:** Workfront, Workamajig, Trello

**Digital Asset Management (DAM):** Web Dam, Extensis Portfolio, Fetch FTP software

**Font Management:** Suitcase Fusion, Font Book | **Other:** Adobe Acrobat Professional, Perfect Resize

# MIKE DVORAVIC / MIKE@DVORAVIC.COM

CREATIVE DIRECTOR & VISUAL STRATEGIST .

## STATEMENT

A passionate multidisciplinary creative director who strives to lead by example and ensure the team is always aligned for success. Strong proponent of sustaining impeccable consistency in design, preserving the integrity of a brand, and delivering original concepts which transform into realities. Maintains extensive experience leading teams and creating campaigns across a range of digital consumer and business interactions including mobile, social, and environmental. Interested in a position that gives me an opportunity to drive my peers towards success, while inspiring them towards accelerated team growth which contributes to recognizable performances within the company.

## EXPERIENCE

### CREATIVE DIRECTOR

#### Optimum Healthcare IT

Jacksonville Beach, FL  
Aug. 2014 - Oct. 2018

Inspired, motivated, and led creative staff; set priorities to emphasize innovation, execution, and development. Responsible for \$15M+ in revenue from creative marketing strategies. Coordinated efforts to streamline the client proposal process to reduce process inefficiencies. Guided sales/marketing team on formulating game-changing proposals which resulted in capturing numerous multi-million dollar contracts. Orchestrated and implemented multiple project management tools detrimental to increasing the productivity of the staff and provided a more transparent communications channel. Expanded company's digital footprint from maintaining consistency in recognizable visual media.

### CREATIVE DIRECTOR

#### Clearsense

Jacksonville, FL  
Aug. 2014 - Oct. 2018

Lead the discovery and delivery of company's initial branding, full-scope marketing collateral, and responsive website. During first year of business, established and executed a successful project plan and vision for a leading healthcare facility's complex medical record system which captured \$8M+ in sales. Redesigned sales/marketing strategy towards client-facing collateral, and provided a repeatable and scalable marketing collateral library for all sales channels.

### VISUAL STRATEGIST )

#### Contract / Freelance )

Apr. 2005 - Present

Developed and cultivated solid business relationships by catering a wide range of versatile creative services to industry-leading Fortune-500 corporations which include: Marvel, DC Comics, Framestore CFC, Princess Cruise Line, Royal Caribbean International, Disney Cruise Line, Animal Planet, Discovery Channel, Universal Studios Florida, Siemens, Adidas, Bungie, US Navy, NASA, New Line Cinema, Chevron/Texaco, Brevard Zoo, Blue Sky Studios, and CHAOS Fishing.

### SR. CREATIVE DESIGNER

#### iMobile3

Jacksonville, FL  
Jan. 2011 - Aug 2014

Responsible for global branding refresh at conception of new company identity which revolutionized its presence in the mobile industry. Orchestrated multiple contracts which resulted in \$4M+ sales from repeat clients. Directed the design and development of multiple augmented reality projects which included creation and animation of 3d objects used within scene. Lead production of low to high fidelity native and custom mobile designs which introduced industry-shifting features and engaged prospective clients. Oversaw multiple high-level projects for several prominent clients which contributed to the company's prosperity.

### CREATIVE LEAD

#### Florida Technology

Jacksonville, FL  
Jan. 2007 - Jan 2011

Responsible for directing inaugural company branding and UI/UX for one of the first SMS messaging applications before the mobile revolution. Redesigned creative process for funneling client requests to creative team and managing multiple projects, which resulted in prolonged client relationships. Collaborated closely with C-Suite executives to develop an overall creative strategy for the company and its clients. Spearheaded projects for multiple clients, while providing creative direction and marketing strategy.

## EDUCATION

### Bachelor of Arts in Digital Media

Film Minor  
University of Central Florida

## EXPERTISE

Creative Direction  
Visual Strategy  
Low to High Fidelity Design  
Responsive UX/UI Design  
Digital Asset Management  
Project Management  
Client Engagement  
Motion Graphics & Video Editing  
Augmented Reality Engineering  
Accessibility Design  
Production Design  
3D Modeling & Animation  
Social Media Marketing  
Motion & Facial Capture  
HTML / CSS / JS  
Creative Pipeline Management

## APPLICATIONS

Adobe Creative Cloud  
Sketch  
3d Studio Max  
Maya  
Cinema 4D  
Blender  
Zbrush  
Trello  
Asana  
Origami Studio  
Final Cut Pro  
Microsoft Office  
Invision  
Di4D  
JIRA  
Confluence  
Zeplin  
Bodypaint 3D  
Principle  
Framer X

## Biography

Laura Fisher Kenney  
Director of Partnership Marketing

Laura Fisher Kenney is a Relationship and Partnership Marketing expert with over 19 years of experience working for Walt Disney Parks and Resorts in Orlando, FL.

Kenny launched her career in New York City working for Lifetime Television as a producer for many of the network's studio based series. Her excellent relationship skills were quickly recognized which propelled her into a Talent Executive role for Lifetime. It is at Lifetime that Kenney first worked with Lightship's Andy Perrott who was then a network executive.

When Perrott moved to Walt Disney Attractions in Orlando, he recruited Kenney to join the team as producer and talent executive for an ambitious branded series that was developed for Animal Planet to market Disney's Animal Kingdom. It is here that Kenney began working on vital partnerships between synergistic brands across Disney Parks and Resorts recognized the important value of partnerships between entertainment and brands that would.

When Lightship was formed in 1999, Kenney was brought on to develop and produce the company's first production projects. Disney marketing executives quickly recognized Kenney's adeptness at brand marketing and relationship building and tapped her in 2000 for their Public Relations Team. Kenney managed PR for many of Disney Parks major campaign and event activations.

Kenney's success with PR lead Disney to offer her a new position as a Broadcast Manager. In this role she developed relationships with major television shows and television networks and was on the forefront of what is now known as Broadcast Marketing. Kenney's ability to negotiate and manage the complicated interests of major broadcasters and the Walt Disney Company led to many successful partnerships. Disney would benefit from incredible broadcast exposure of its Theme Park and Resort Properties, while television shows and broadcasters could leverage the brand and marketing power of Disney.

In 2010, Kenney was promoted to Relationship Marketing Director for Disney Parks and Resorts. It is in this role that she lead the Relationship Marketing team to develop, pitch and activate partner-based integrated marketing programs that drove value for the Walt Disney World Resort and supported key marketing strategies and messaging. Programs leveraged other partners resources to create innovative win-win marketing opportunities across traditional and digital/social media channels.

By 2016, Kenney had amassed numerous relationships with major corporations through her uncanny ability to bring parties together in cooperative marketing promotions of all kinds. The

scope of her role and title was expanded that year to include the management Synergy, Partnership Marketing and Promotions.



# *Michelle Cohen-Sherman*

[MichelleCohenSherman@gmail.com](mailto:MichelleCohenSherman@gmail.com)

Boca Raton, FL 33496 1

Cell (954) 683-2120

## **SUMMARY:**

Proven record of achievement with start-ups, small businesses, and publicly traded corporations. Exceeded revenue growth through strategic media buying to meet business objectives. Seasoned at Client service relationships as well as communication. Positive and analytical leader who lead multi-million-dollar Clients to achieve optimum sales results. Particular strengths in the following areas:

- Top Negotiator
- Client Services
- Team Builder
- Analytical
- Problem Solver
- Multi-media expertise

**Skills:** MBox, Scarborough, Nielsen, Strata, SQAD, Prizm, Wide Orbit, and Mediamark life-style characteristics

## **EXPERIENCE:**

**HILL, HOLLIDAY, CONNORS, COSMOPOULOS, INC.**, Boston, MA 1

***Associate Media Director/Manager of the Southeast Regional Office, Florida*** (2000-2018)

***Supervisor*** (1997-2000)

- Represented: Dunkin' Donuts, launched AutoNation 1997, Supercuts, Chili's, Branded CVS Pharmacy 1998, Fidelity Investments, Planet Fitness, Boar's Head Meats, TJ Maxx, Marshalls, HomeGoods, Great Wolf Lodge, Party City, The Wall Street Journal, The Sun Sentinel, WBZL/Warner Bros. TV, Sierra Trading Company, and Tempur-Sealy Mattress
- Supervised all operational budgets and over \$60 million in media buying for the Southeast Region (44 markets)
- Negotiated competitive CPPs, purchased, evaluated, reconciled invoices/billing, prepared & presented post media recaps
- Increased sales annually by 13% with Dunkin and by 7% Marshalls and TJ Maxx.
- Utilized analytical skills and professional charisma to develop spot television, programmatic TV, cable, digital video, radio, out of home, and digital audio buys
- Communicated with all members of the team with respect to budget status, buy placement, added value, paid promotions, invoicing/financial reconciliation and posting
- Directed a team of associates from remote offices
- Developed relationships with our Hispanic team to grow the agency
- Secured \$15 million in new billings, WBZL-TV (Warner Brothers Miami affiliate) and the Sun-Sentinel. Pitches included: The Florida Marlins, Orlando Tourism, Ft. Lauderdale CVB, Miami Subs, TENET Healthcare, Cleveland Clinic, The Villages and Sandals Resorts

**G&L GROUP**, Ft. Lauderdale, Florida

***Media Specialist / Account Manager*** (1/1997-9/1997)

- Analyzed cash flow analysis, media planning, purchasing, evaluation control, posting, created new business prospecting and presented
- Produced over 10 million in new business. New business acquisitions including: Value Card, Orange Bowl, Video Avenue, Jewish Federation, and Papa John's North Carolina Co-ops

Michelle Cohen-Sherman

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**EXPERIENCE:**

**REED & STEVEN**, Ft. Lauderdale, Florida

***Media Director*** (8/1994-1/1997)

- Utilized direct response TV, radio and print to increase membership in five markets for Health Insurance Plan (HIP)
- Planned and implemented a multifaceted media plan for Health Insurance Plan (HIP) including a sweepstakes, legal, evaluation control, lead generation, and data base marketing
- Bought for Columbia /HCA Outpatient Surgery Center of Coral Springs and Ft. Lauderdale Chamber of Commerce
- Oversaw promotional sponsor's local TV and radio for the Florida Marlins baseball team

**EARLY EXPERIENCE:**

Worked as a media buyer for Harris, Drury Cohen/Ft.Lauderdale and Beber Silverstein/Miami on the following Clients, Helmsley Hotels, FP&L, CBS-TV, Pizza Hut, Honda, Marriott, Gulfstream Park, NASCAR, Ft. Lauderdale Convention and Visitors Bureau, NEA, Ft. Lauderdale Jewish Federation, Florida Tourism, Florida Panthers, Florida Marlins, Levitz Furniture, and Lykes Hot Dogs

**CAREER ACHIEVEMENTS**

- Adweek 12/17/01 "Sun-Sentinel Taps Hill, Holliday"
- Mediaweek 2/24/03 "Viacom Pitches Triopoly"

**EDUCATION:**

- Emory University  
B.A. Political Science, May 1991
- Nova Southeastern University  
Masters of Business Administration. May 2002 – top 5% in class

**SPECIAL TALENT (** Proficient in Spanish  
Lovingly referred to as the "Velvet Hammer"

## Biography

Louis Pedraza

Senior Producer/Director of Production

Innovative and multi-talented creative producer and project manager with high level of creativity and exceptional relationship-building skills. Excellent collaborative skills with extensive experience in entertainment production. A Bachelor's Degree in Fine Arts focused in performance and stage management, independent film studies focused on film craft, production and writing and Master level independent studies in Performing Arts Production.

Producer Louis Pedraza has been writing and producing engaging, effective creative for over 15 years. He is an experienced Creative Producer, Production Manager & Writer with a demonstrated history of working in video marketing and advertising. He is focused on curating the best teams to execute complex projects on challenging timelines. Over the years he has worked on everything from million-dollar marketing projects for high-profile clients to small-budget branded entertainment shoots.

Early in his career, in 2000, Louis served as a Stage Manager at Disney Parks in Florida where he managed various theatrical and live entertainment venues across property. The stages he oversaw ranged from the Broadway styled "Beauty and the Beast - Live on Stage" to the massive spectacle and technically complex "Fantasmic!" where he was in charge of over 50 live performers, intricate staging and specially designed pyrotechnics. He also coordinated special events throughout the Disney Parks, including ABC's Super Soap Weekend, Spectacle of Lights, Star Wars Weekend and the Disney Marathon. In less than a year, Louis was promoted to the role of Entertainment Manager where he oversaw daily show operations, stage management, technical support, scheduling, training and feedback to over 250 employees. It was during this time that he focused on continually maintaining Disney's highest level of show quality throughout multiple Disney theme parks.

After his success with Disney Parks Entertainment, in 2003 Louis was hired by Lightship Entertainment (now Lightship Studios) to lead their development team. During this time he conceptualized, orchestrated and executed show development for over 500 unique programs for documentaries, stunts, commercials and specials for broadcast and cable networks. Louis's extensive background in performance, stage management, entertainment management and Film Production has allowed him to work in many different roles within Lightship. He has been able to skillfully assume various positions on over 30 broadcast projects - from pre-production, implementation and post-production. He has coordinated large scale destination marketing video production projects for a diverse set of clients including Travel Channel, ABC, Disney, Discovery Channel, Animal Planet, Universal Orlando, and Pepsi. Lightship's video marketing projects have effectively reached millions of viewers across the globe. In 2010 Lightship established a sister company, Lightship Media, to handle commercial and corporate video production. Lightship focused on creative storytelling to engage audiences while communicating

the brand's targeted messages. As a key part of Lightship Media, Louis has assumed various lead creative and production roles on accounts ranging from Hilton, Disney Destinations, New York Grilled Cheese Co., Truvia and Kraft. Whether it be producing, script writing, coordinating, production management, casting, video editing, graphic design, and even food styling, there is nothing that Louis hasn't done to make sure the needs of the projects he works on are fulfilled to his highest standards.

Louis's journey as a Creative Producer has continued to grow within Lightship. In 2016 Lightship Studios was established as a full service creative advertising agency and video production company. Louis's wide range of talents has expanded even further within Lightship Studios' agency structure. His vast skills and versatility landed him as the Project Manager for the City of Wilton Manors' "Wilton Drive Improvement Project." The scope of this multi-platform, ongoing marketing project required the creation of a new responsive website, strategic targeted campaigns, video production, social media management, special event production, print collateral, weekly email newsletters and client management. It needed someone with strong production management experience, a creative background and exceptional interpersonal skills: Louis fit the bill perfectly.

# Matt Hunt

## Senior Web Developer - Airbnb

San Francisco, CA

[matthuntme3\\_bo8@indeedemail.com](mailto:matthuntme3_bo8@indeedemail.com)

415-449-9460

Authorized to work in the US for any employer

## Work Experience

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### Senior Web Developer

Airbnb - San Francisco, CA

March 2016 to Present

Involved in User Sessions, gathering requirements and developing web application using Agile methodology.

Worked on advanced UI design and development using AngularJS, NodeJS, HTML5 and CSS. Extensively used Bootstrap for creating web pages.

Used JSP, JavaScript, CSS, Bootstrap, AngularJS to create interactive user interface. Developed dynamic UI using Angular JS.

Created AngularJS controllers, services and used them to filters for filter functionality in search box and integrator functionalities.

Developed REST architecture based web services to facilitate communication between client and servers.

Built a real-time mouse/click user analytics web service with Node.js, Expressjs.

Called REST web services through AngularJS services to get JSON Object and modified the response object.

Scalable single-page web pattern using EmberJS in MVVM pattern design.

### Senior Software Engineer

Propark America - San Francisco, CA

January 2014 to April 2016

Implemented the Drag and Drop functionality using JQuery framework.

Worked with JQuery plug-ins for Widgets, Menus, User Interface and Forms. Developed JavaScript and HTML5 for client's presentation site and validation of data in forms.

Worked on D3 library to implement charts and line graphs. Did unit tests in BDD format using Angular 2.0 testing library.

Developed single page applications using Angular 2.0, Typescript, HTML5, CSS3, and Bootstrap.

Helped UX team in creating UX wire frames using Adobe Photoshop.

Created XHTML Pages with CSS and the Box Model.

### Web Developer - Contract

MyTennisLessons - San Francisco, CA

August 2012 to December 2013

Designed and developed web pages using with DHTML, CSS3, Ajax, Bootstrap, JSP and jQuery. All of which is based on the W3C and Web standards.

Created the UI interface using JSP, JavaScript, jQuery and CSS3.  
Worked on application development using CSS3, JSON, and NODE.  
Concrete knowledge of softwares like jQuery and Ajax that make websites more appealing and user friendly.  
Created templates, menus, pages, categories and blocks using Drupal and Used Drupal views module for controlling the presentation and contents in a list.  
Develop the Perl and Shell scripts to automate the billing file.  
Created design mock-ups and wireframes using Adobe PhotoshopCS4 and DreamweaverCS3.  
Implemented and tested the enterprise application with jQuery, and SpringMVC.  
Implemented the Drag and Drop functionality using jQuery framework.

### **PHP Developer - Contract**

Fun.com - San Francisco, CA

September 2009 to August 2012

Creating Custom directives, factory services and dependency injection for Angular JS based front end UI.  
Developed UI screens using CSS, JavaScript for validations and JQuery for animations.  
Used Angular JS for single page web application.  
Worked on Drupal CMS development and developed various custom module.  
Create custom Drupal modules using PHP, MySQL and JavaScript and configure required contributed Modules.  
Used Angular JS for single page web application.  
Worked on Drupal CMS development and developed various custom module.  
Create custom Drupal modules using PHP, MySQL and JavaScript and configure required contributed Modules.  
Familiarity with large multi-server Drupal environments, administration, and integration with various third-party sites with open APIs.  
Successfully implemented new modules and themes into Drupal core to allow for rapid development.

### **Web Developer**

Study.com - San Francisco, CA

June 2006 to August 2009

Interacted with Business Analysts to understand the scope of the project and technical requirements.  
Integrate data from various back-end services and databases. Create and maintain software documentation.  
Create website layout/user interface by using HTML/CSS and be responsible for maintaining, expanding, and scaling the site.  
Determine the cache strategies for certain HTTP request. Implement authentication session to certain routes.  
Create authentication strategies and build a role based accessing system. Developed a web socket Based online chat plugin to assist our customer service.  
Prepared various project related documents such as test cases and coding standards and guidelines.  
Used Git as a version control software.

## **Education**

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### **BACHELOR IN COMPUTER SCIENCE in COMPUTER SCIENCE**

San Francisco State University  
September 2003 to June 2007

## Skills

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Drupal, MVC, Front End, Angular, Angularjs, Javascript, PHP, Java, Node

## VITAE

### Christine David

Indiantown, Florida

561.358.1119 | ChrissDavid33@gmail.com

**Summary:** A seasoned-dynamic and creative executive leader in marketing, advertising and education:

- Nationally award-winning professional with 17 years of experience leading corporate marketing, internal and external communications for multimillion-dollar companies across diverse industries
- A respected leader in law firm marketing and education
- Conceptualize and orchestrate marketing campaigns that effectively reinforce and build a brand image
- Expert in the technical, conceptual and content development of branding
- Proven ability to drive record-high marketing campaign response rates
- Work with fortune 500 companies, developed online and offline marketing and advertising plans
- 17+ years Higher Education administration and instruction, on ground and online

**Specialties:** Strategic thinker able to inspire others, building collaborative support teams, and implement strategic directives. Business development, marketing and advancing the reputation of an organization through integrated marketing and community relations; a go to person for problem solving who brings creativity and empathy into the process; a never-ending passion for making a difference.

## Professional Summary

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### **Executive Consultant, 2005–2018**

Chriss David & Associates, Integrated Marketing

### **Creative Marketing Officer, 1997 – 2014**

Artemis Design Group

### **Academic Department Director, 2003 – 2014**

The Art Institute of Fort Lauderdale

### **Professor in Adverting, Marketing, Interactive Design, 1997 – 2014**

The Art Institute of Fort Lauderdale

### **Creative Marketing Director, 1992 – 1997**

Larson Advertising

### **Marketing Director, 1989 – 1992**

Peter Yen Marketing

## Academic Record

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MBA: Saint Bonaventure University, Olean, NY

Majors: Marketing / Management

BFA: New York University, Fredonia, NY

Major: Design/Illustration, minor: Communications

A.S.: Jamestown Community College, Jamestown, NY

Major: Science/Mathematics, minor: Psychology

### **Certificates:**

- St. Bonaventure University: Advanced Certificate in Finance
- Oxford Round Table: Leadership



- Google Certified
- Martin C.A.R.E.S.

## Industry Experience

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### **Executive Consultant, 2005– (Present)**

Marketing, Business Development, Educational, Non-Profit administration

#### **Accomplishments:**

- Performed ongoing customer market research and demographic profiling to identify and capitalize on unmet market needs ahead of the curve resulting in 36% increase in 12 months
- Increased law firm reach from local to regional and eventually national within 18 months
- Generated campaign response-rates between 6% and 10% (up to four times the industry average)
- Met and exceeded analytical benchmark goals by more than 10% in six months
- Achieved first page Google ranking for all clients within six months
- Client acquisition cost benchmark set and met within six months
- Improved PPC cost and click through rate within three months
- Create strategic marketing plan for educational program growth 27% in 12 months
- Enhanced and improved alumni association by 30% in one year
- Developed capital campaign exceeding fundraising goals by 25%

#### **Key Job Responsibilities:**

- Marketing, Advertising and Business Development
- Social media community management
- Website development and modifications
- Content marketing and management
- Event planning and management
- Competitive landscape monitoring and analysis
- Client surveys and assessment leading to written and video testimonials
- Client reputation management through directories, citations and social media
- Promotion through speaking engagements
- Interacting with the media on behalf of clients
- Attorney and law firm referral management
- Membership management of opportunities to enhance the organization's profile
- Stay informed of rules for advertising and marketing
- Review and analyze statistical data/metrics, create reports and monitor and report findings to clients
- Research and evaluate market trends, demographics, psychographics apply to marketing strategy resulting in positive ROI and improved client acquisition cost
- Planning, executing and monitoring web design, digital marketing – SEO/SEM, PPC, email marketing, mobile applications, catalog design, branding, print advertising, out-of-home, native advertising, broadcast and video
- Cultivate business and community relationships through outreach
- Develop short and long-term strategies for increasing brand awareness
- Stay on top of industry standards and best practices
- Create and employ customer loyalty and retention programs
- Develop and implement capital campaigns as well as other fundraising efforts
- Building a network of volunteers, support agencies and other partnerships
- Coaching and training programs on marketing, social media and general business strategies

- Work with multi-million dollar budgets
- Negotiate with vendors
- Generate client proposals and pricing estimates, negotiate client contracts
- Advise Fortune 500 companies concerning integrated marketing strategies
- Alumni networking
- Educational professional development, program assessment and institutional effectiveness
- Curriculum development
- Educational marketing strategies
- Lifelong learning

**Clients a Summary:** Chautauqua County Vacation and Visitors Organization, Martin County Travel and Tourism, Martin County Fair, Highland County Travel and Tourism, Seminole Tribe of Florida, Florida Justice Association, The Lancione Law Firm, Sobel Legal, The Law Office of Joseph R. Dawson, Tom Burcham Attorney at Law, Steve Clark – Clark & Mitchell Attorneys at Law, Leventis and Ransom Attorneys at Law, Robert Hallack, Esq, Perry & Young Attorneys at Law, Joe Camerlengo – The Truck Crash Law Firm, Brett Bressler, Esq., Dr. Jeffrey Snow, Coke-a-Cola, Harley-Davidson, Office Depot, Zippo Mfg. Co., Toyota, Star-Kist, Dawson Metal, Werzalit of America, Bausch and Lomb, Falconer Metal, Betts Industries, American Brass, Lake Shore Savings, Neva-Betta Crackers, Truly Nolen, Visit Florida, Beverly McClellan (recording artist from NBC's The Voice™) Ronald McDonald House, Kids in Distress, Retire Lolita, Bethesda Hospital, Wild Life Refuge Center, Big Brother-Big Sister, Boys and Girls Club, Fort Lauderdale Film Festival, Dali Lama, and numerous other non-profits,

**Artemis Design Group**, New York and Florida, 1997-2015  
Creative Marketing Officer

Lead corporate marketing and branding. Direct brand management, PR, media relations, implementation of SEO and mobile applications, TV and broadcast, product launches, advertising, sales, collateral and tradeshow marketing, marketing research for new product development. Use of performance metrics to measure ROI. Development of marketing plan to achieve client goals in order to meet and exceed business growth. Manage multi-million dollar accounts.

**Accomplishments:**

- Expanded client base by 83% in three years by consistently delivering goal-surpassing marketing results and ensuring complete client satisfaction
- Created and oversaw fundraising events for non-profit clients, total raised exceeds 500K
- Developed and launched integrated, multi-channel print, catalog, web, social media and direct marketing campaigns that propelled sales from \$12.3M to a projected \$15M by year-end
- Created web portal to transform previously archaic intranet into a dynamic website improving communication flow and adding an effective sales tool for field reps
- Produced media kit that demonstrated key marketing analytics and demographics for use in sales presentations. Efforts were credited as instrumental in closing numerous high-level deals
- Leveraged strengths in cost-effective marketing management and vendor negotiations to end each year an average of 13% under budget (without compromising business growth goals)
- Served as primary copywriter on advertising campaigns for multimillion-dollar accounts and successful product launches

**Key Job Responsibilities:**

- Work with Fortune 500 companies in creative, marketing and paid advertising campaigns
- Manage day-to-day operations while staying within budget
- Network within the community, nationally and internationally
- Collaborate with outside agencies and vendors
- Lead account executives, designers and developers in regards to: research, develop, produce and present effective, measurable and attainable solutions for our clients

**Larson Advertising, NY 1992-1997**  
Creative Marketing

Multi-million-Dollar full service Advertising, Marketing and PR agency  
Manage corporate marketing and communications functions, overseeing a 10M budget and five member team. Direct brand management, PR, media relations, corporate positing, product launches, advertising, sales, collateral and tradeshow marketing, marketing research for new product development. Use of performance metrics to measure ROI. Development of marketing plan to achieve client goals in order to meet and exceed business growth.

**Accomplishments:**

- Led market launch of 21 new products; identified opportunities, researched new product possibilities, collaborated with engineering team and created campaigns generating \$3.6M in annual sales
- Wrote catalogs, course guides and training brochures that enhanced the sales reps' understanding of complex product features and helped them sell more effectively
- Lead role in pitch based on strengths in presentation and negotiation skills, helped close major accounts (\$500K to \$1M+ initial contracts)
- Researched and brought new product to market, creating brand awareness increase of 63%, revenue increase 3M

**Key Job Responsibilities:**

- Work with Fortune 500 companies
- Full service international advertising agency
- Supervise creative staff, research and develop full campaign solutions for clients
- Marketing research and reports, manage client budgets, client account relations
- Work with other departments within the agency

**Peter Yen Marketing, NY 1989-1992**  
Marketing Director

Advanced through a series of promotions, culminating in oversight of group marketing division and 6-member creative team. Marketing Research, branding, concept and copy creation for web, journal ads, direct mail, ad campaigns and sales collateral for diverse clients and projects.

## Academic Experience

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### **Academic Department Director, 2003 – 2014**

The Art Institute of Fort Lauderdale

### **Founding Honors Program Director, 2002–2014**

The Art Institute of Fort Lauderdale, (Held congruently with other positions at Ai)

### **Academic Program Coordinator, 1998–2003**

The Art Institute of Fort Lauderdale

## Instructor Experience

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### **The Art Institute of Fort Lauderdale, Ft. Lauderdale, Fl,**

Professor, 2011-2014

Instructor, 1998-2010

Adjunct Instructor, 1997

### **The Art Institute Online, 2006–2012**

Adjunct Professor Online

## Summary in Skills

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**Professional skills:** Marketing strategies & campaigns, branding & positioning, creative team leadership, web, mobile and print content development, SEO, SEM, PPC, data analytics, focus group & market research, public & media relations, corporate communications, administrative leadership in a comprehensive and multi-faceted atmosphere, research and apply metrics and data to improve success initiative, empowering and motivating staff, flexible, thrive on solving problems, proven and strong track record in contributions and accomplishments in higher education, online teaching and course development, speaking/seminars on: technology in education, diversity in education, creative thinking, social media, web design, advertising design, marketing research and analysis, social media analytics, business management, business leadership.

**Technical skills:** PC and Mac systems, presentation & word processing; Microsoft Office; Adobe Creative Design Suite; Acrobat programs; WordPress, Quark, interactive design, print design, social media analytic systems Online Platforms: Socrates, Blackboard, eCompanion, Odijoo, Moodle, Versal, Coursera, Udemy; and more.

## **Community Service**

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Board, Martin County Vacation and Visitors Bureau  
Advisory Board, YMCA, Indiantown  
Volunteer, Luna Mystics Equine Sanctuary  
Vice Chair, Pubic Art Advisory Board  
Past Chair, Martin County Library Board of Trustees  
Past Board Member, Martin County Historic Preservation Board  
Past Vice Chair, Enterprise Zone Development Agency, Martin County  
Past Vice President, Shoes for the Soul  
Past United Nations, Volunteer, Business Development and Designer

## **Professional Membership**

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### **Florida Justice Association**

Indiantown Chamber of Commerce  
Greater South Florida Chamber of Commerce  
Association of Fundraising Professionals  
American Marketing Association  
American Advertising Federation  
National Indian Education Association  
American Indian Business Leaders  
American Institute of Graphic Artists (AIGA)

## **Honor Societies**

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Alpha Delta Sigma, honor society  
National Honor Society, scholarship recipient

## **Honors and Awards**

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National Silver Star Medal, American Advertising Federation,  
Awarded "ADDY" gold and silver award, Best of Show award  
Awarded "Silver Award" from Professional Communicators of W.N.Y  
Awarded "Gold Award" from Buffalo Club of Printers  
Named "Best of the Best" from American Advertising  
Awarded "Gold Achievement" from AIGA

## Biography

Dennis Dean  
Photographer/Graphic Designer

Award-winning photographer Dennis Dean continues to make this mark internationally, being recognized for his creative abilities, strong composition, and dramatic lighting. Dennis specializes in state of the art digital photography with over 30 published books of his images. His work has also been in countless exhibitions from across the U.S. to the U.K., including two in London at the Adonis Art Gallery.

Dennis is part of the creative team at Lightship Studios where he is a photographer and graphic designer. He also is a contributing photographer for the travel magazine, Passport. Dennis was the Chief Photographer for six cruise tours with Travel Pride setting sail on the Caribbean, Baltic and Mediterranean seas. For years Dennis worked as Photographer and Creative Director for the apparel brands, The Ruff Rider Co., Souz Collections, and several publications at Multimedia Platforms.

He is a strong believer in giving back to the community, especially to his favorite non-profit organizations: SMART Ride, World AIDS Museum, Broward House, Latinos Salud, Dr. Donna's Pet Foundation and The Pride Center at Equality Park. Dennis proudly serves on the Board of Directors as Vice President for ArtsUnited Florida.

## Contact

thomsontalo@gmail.com

www.linkedin.com/in/talo-thomson  
(LinkedIn)

## Top Skills

Copywriting

Editing

Technical Writing

## Languages

Spanish

## Publications

US Builders Review

# Talo Thomson

Writer

Fort Lauderdale, Florida

## Experience

Mad Studios, LLC

Copywriter + QC Supervisor

September 2015 - May 2018 (2 years 9 months)

- Write copy for major telecommunications brands: Email, web, SMS, video, Direct Mail

- Write copy for a variety of B2B and B2C clients: Websites, blogs, press releases, social media, apps, Yelp reviews, scripts and more

- Craft pitch decks to woo clients with creative marketing + messaging strategies

- Host Immersive Branding sessions with clients to discover brand identity and develop marketing tactics, writing post-meeting briefs reviewing that brand's unique value and positing messaging strategies for omni-channel consideration.

- Craft paid Facebook ads, bolstered by key word research and social data, later producing analytics reports reviewing campaign success rates and demographic revelations

- As QC, ensure all communications are ready for client and mass deployment, closely proofing final files, noting errors and coordinating fixes before submission. Note areas for improved quality and message, adapting new QC guidelines and educating team.

Eaton Peabody

Legal Content Writer + Administrative Support

June 2014 - June 2015 (1 year 1 month)

Portland, Maine Area

- Outline, write, edit and collaborate on various legal and inter-office communications

- Handle the phone, reroute calls, and manage the reception of guests and clients

- Assist attorneys with clerical tasks: editing, arranging postage, completing expense sheets, filing and organization
- Trained Portland office employees in usage of the intranet Wordpress website

## Trueline Publishing

### Content Writer

October 2013 - May 2014 (8 months)

- Write and edit company profiles, press releases, journal forewords and blog posts
- Develop questions and conduct phone interviews with C-level executives and company reps to develop an understanding of a company's niche in its respective industry, producing readable B2B content
- Track revenues generated from ad-sales on a weekly basis

## Eldercare at Parkview

### Head Receptionist

April 2013 - September 2013 (6 months)

- Welcomed and assisted patients with: scheduling, managing health insurance communication, refilling medications, handling inter-pharmacy relations, and providing general health advice
- Drafted, organized and distributed: informational health brochures; blog content for website; diagnoses templates targeting specific health issues critical to doctor's notes and diagnoses
- Answered the phone, maintained the eClinical database and performed general clerical tasks

## Eldercare at Parkview

### Doctor's Assistant

April 2011 - September 2011 (6 months)

- Assisted Dr. Kathleen Schwarz during routine patient exams
- Performed basic nursing duties: conducting lab tests, taking vital signs, managing patients' medications and health history, transcribed doctor's notes, assist with in-office operations, such as EKG readings and balance and coordination performance tests

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## Education

University of Southern Maine



Bachelor's degree, English Language and Literature/Letters, with Spanish  
minor · (2012 - 2014)

Universidad de Sevilla

Spanish Language and Literature · (2013 - 2013)

7. PRICING SUPPORT										
GFLCVB Proposed Budget FY 2020 - Lightship Studios										
			Amount	Units	x	Rate	Sub-Total	Total	Hourly Rates	Notes
1800 Creative / Design / Project Managment										
	1801 Creative Executive		52	Weeks	0.5	3,200.00	83,200.00		80.00	Half Time
	1802 Developer		52	Weeks	1.0	1,450.00	75,400.00		36.25	
	1803 Creative Director		52	Weeks	1.0	2,500.00	130,000.00		62.50	
	1804 Marketing Manager - Project Manager		52	Weeks	1.0	2,500.00	130,000.00		62.50	
	1805 Partnership Marketing Director		52	Weeks	1.0	2,500.00	130,000.00		62.50	
	1806 Art Director		52	Weeks	1.0	1,450.00	75,400.00		36.25	
	1808 Graphic Designer		52	Weeks	1.5	1,250.00	97,500.00		31.25	One Full / One Half Time
	1809 SEO Manager		52	Weeks	0.5	1,000.00	26,000.00		25.00	Half Time
	1810 Media Planner/ Buyer		52	Weeks	1.0	2,000.00	104,000.00		50.00	
	1814 Copywriter		52	Weeks	1.0	1,450.00	75,400.00		36.25	
	1815 Traffic		52	Weeks	1.0	1,200.00	62,400.00		30.00	
	1816 Quality Control		52	Weeks	1.0	900.00	46,800.00		22.50	
	1820 Application Development		1	Allow	1.0	300,000.00	300,000.00			See proposal for details
	1899 Payroll Expenses						124,332.00			Excludes App Development
Total 1800 Studios								\$1,460,432		
1200 ATL Production										
	1201 Executive Producer / Creative Executive		52	Weeks	0.5	3,200.00	83,200.00		80.00	Half Time
	1202 Senior Producer		52	Weeks	0.5	2,200.00	57,200.00		55.00	Half Time
	1203 Director		8	Days	1.0	1,200.00	9,600.00		30.00	
	1204 Line Producer / Production Manager		52	Weeks	1.0	1,800.00	93,600.00		45.00	
	1206 Field Producers		48	Weeks	2.0	1,500.00	144,000.00		37.50	
	1210 Associate Producers		48	Weeks	2.0	900.00	86,400.00		22.50	
	1299 Payroll Expense						56,880.00			
Total 1200 Producers Unit								\$530,880		
1100 Story/Rights/Script										
	1146 Clip Fees/Stock Footage Rights		12	Months	1.0	1,200.00	14,400.00			Stock Photos / Video
	1147 Stock Music/Clearances/Sync		1	Allow	1.0	9,000.00	9,000.00			Killer Tracks Yearly Blanket
	1148 Original Music/Clearances/Sync		1	Allow	1.0	25,000.00	25,000.00			Original Song
Total 1100 Story/Rights/Script								\$48,400		
1400 Talent/Cast										
	1401 Celebrity Performers - Spots		4	Spots	1.0	10,000.00	40,000.00			
	1401 Celebrity Performers - Series 1		20	Episodes	1.0	1,250.00	25,000.00			
	1401 Celebrity Performers - Video Podcast / Series 2 Wraps		12	Days	1.0	1,250.00	15,000.00			
	1402 Social Influencers		6	Allow	1.0	2,000.00	12,000.00			
	1414 Background Extras		4	Spots	8.0	600.00	19,200.00			
Total 1400 Talent/Cast								\$111,200		
1500 ATL Staff Travel Expense										
	1501 ATL Airfare		4	RT	2.0	500.00	4,000.00			2 Research trips
	1503 ATL Hotel/Housing		8	Nights	2.0	250.00	4,000.00			

	1504 ATL Cab/Gas/Toll/Mileage/Prkng		4	Trips	1.0	200.00	800.00		
	1505 ATL Car Rental		4	Days	1.0	80.00	320.00		
	1550 ATL Travel Meals (100% Dedctn)		6	Days	4.0	100.00	2,400.00		
	1580 ATL Travel Misc		1	Allow	1.0	500	500.00		
Total 1500 ATL Staff Travel Expense								\$12,020	
1700 Talent Travel Expense									
	1701 Talent Airfare		10	FC RT	1.0	1,800.00	18,000.00		
	1703 Talent Hotel/Housing		2	Nights	10.0	600.00	12,000.00		
	1704 Talent Cab/Gas/Toll/Mileage/Prk		10	Trips	1.0	400	4,000.00		
	1706 Talent Per Diem		3	Days	10.0	200	6,000.00		
Total 1700 Talent Travel Expense								\$40,000	
2000 BTL Staff									
	2007 Project Accountant		52	Weeks	1.0	1,250.00	65,000.00		31.25
	2010 Project Office Coordinator		52	Weeks	1.0	1000	52,000.00		25.00
	2015 Casting Coordinator		12	Allow	1.0	400	4,800.00		10.00
	2054 Location Production Assistant		90	Days	2.0	200.00	36,000.00		
	2099 Payroll Expenses						14,616.00		
Total 2000 BTL Staff								\$172,416	
2100 Crew									
	2102 Studio Director/Technical Director		12	Days	1.0	700.00	8,400.00		
	2105 Stage Manager		12	Days	1.0	350.00	4,200.00		
	2106 Director of Photography - Video		8	Days	1.0	750.00	6,000.00		
	2106 Director of Photography - Photo		80	Days	1.0	500.00	40,000.00		
	2107 Camera Operators - Location		60	Days	1.0	450.00	27,000.00		
	2108 Camera Utilities		4	Days	1.0	350.00	1,400.00		
	2112 Teleprompter Op		12	Days	1.0	300.00	3,600.00		
	2114 A1-Sound Mixer		38	Days	1.0	350.00	13,300.00		
	2119 Lighting Director		8	Days	1.0	600.00	4,800.00		
	2121 Gaffer		38	Days	1.0	400.00	15,200.00		
	2123 Electrics		8	Days	1.0	300.00	2,400.00		
	2133 Hair/MU Key		38	Days	1.0	600.00	22,800.00		
	2135 Hair/MakeUp Assistants		8	Days	1.0	350.00	2,800.00		
	2139 Key Wardrobe Stylist		4	Days	4.0	500.00	8,000.00		
	2140 Wardrobe Assistants		4	Days	4.0	200.00	3,200.00		
Total 2100 Crew								\$163,100	
2200 Design & Staging Crew									
	2212 Art Director (set)		4	Days	4.0	650	10,400.00		
	2212 Props Assistants		3	Days	4.0	350	4,200.00		
Total 2200 Design & Staging Crew								\$14,600	
2500 Design & Staging Expense									
	2502 Set Construction								
	2508 Props Construction/Purchase/Rental		4	Shoots	1.0	1,500.00	6,000.00		
	2511 Wardrobe Purchases - Spots		4	Shoots	1.0	1,500.00	6,000.00		
	2511 Wardrobe Purchased - Series		1	Allow	2.0	2,500.00	5,000.00		
Total 2500 Design & Staging Expense								\$17,000	

2800 Location/Remote Production									
	2821 Location Fees/Permits		68	Days	1.0	400.00	27,200.00		Required Police Detail
	2825 Camera Equipment Rental - Spots		8	Days	1.0	3,200.00	25,600.00		
	2825 Camera Equipment Rental - Series		10	Months	1.0	3,000.00	30,000.00		
	2829 Sound Equipment Rental		38	Days	1.0	150.00	5,700.00		
	2840 Lighting Rental		8	Days	1.0	1,500.00	12,000.00		
Total 2800 Location/Remote Production								\$100,500	
2900 Studio Production									
	2905 Studio Shoot Days		12	Shoots	1.0	750.00	9,000.00		
Total 2900 Studios Production								\$9,000	
3100 Catering/Set Operations									
	3101 Catering - Set		12	Days	8.0	15	1,440.00		
	3102 Catering - Location		68	Days	8.0	15.00	8,160.00		
	3105 Set Craft Services		12	Days	1.0	50	600.00		
	3106 Location Craft Service Purch		40	Weeks	1.0	150.00	6,000.00		
	3108 Green Room Craft Svc Purch		12	Days	1.0	75	900.00		
Total 3100 Catering/Set Operations								\$26,100	
3200 Production Expenses									
	3201 Office Space Rental		12	Months	1.0	4,000.00	48,000.00		CVB Project Only
	3209 Production Supplies		1	Allow	1.0	2,500.00	2,500.00		
	3216 Transcription Services - Field Series		20	Episodes	1.0	500.00	10000.00		
	3216 Translation Services - Multiple Languages		4	Major Campaigns	6.0	2500.00	60000.00		
	3217 Research - Quantitative		1	Studies	1.0	22000.00	22000.00		
	3217 Research - Qualitative		1	Studies	1.0	30,000.00	30,000.00		
	3220 Shipping/Fed Ex/Postage		12	Allow	1.0	500.00	6,000.00		
	3221 Cleaning Service								
	3222 Storage								
	3223 Printing		1	Allow	1.0	220,000.00	220,000.00		
	3224 Promotional Items		700	Items	200.0	1.25	175,000.00		
	3280 Misc								
Total 3200 Production Expenses								\$573,500	
3300 Administrative Expenses									
	3302 Project Insurance		1	Allow	1.0	32,000.00	32,000.00		CVB Project Only
	3306 Dues & Subscriptions	ActON	12	Months	1.0	2,000.00	24,000.00		
	3306 Dues & Subscriptions	Avaza	12	Months	1.0	250.00	3,000.00		
	3306 Dues & Subscriptions	HubSpot	12	Months	1.0	800.00	9,600.00		
	3306 Dues & Subscriptions	Skif	1	Allow	1.0	4,000.00	4,000.00		
	3213 Computer Software Subscriptions		12	Months	1.0	500.00	6,000.00		CVB Project Only
	3380 Background Security Checks		10	People	1.0	50	500.00		
Total 3380 Misc									
Total 3300 Administrative Expenses								\$79,100	
3440 Facilities/Transportation									
	3446 Gas/Mileage/Tolls/Parking		12	Allow	1.0	100.00	1,200.00		Production Shoots
	3447 Car/Van/Bus Rental		8	Days	1.0	125.00	1,000.00		Production Shoots
	3448 Misc. Truck Rental		12	Days	1.0	125	1,500.00		Production Shoots

Total 3440 Facilities/Transportation								\$3,700		
4000 Post Production										
	4003 Editors		42	Weeks	1.0	1,600.00	67,200.00			
	4010 Edit / Audio System		12	Months	2.0	1,500.00	36,000.00			
	4028 Audio Mixer		2	Days	40.0	400.00	32,000.00			
	4030 Voice Over Record		1	Allow	12.0	500.00	6,000.00			
	4050 Graphics/Animator		20	Weeks	1.0	1,600.00	32,000.00			
	4060 Live Streaming		12	Allow	1.0	500	6,000.00			Live Video Podcasts
Total 4000 Post Production								\$179,200		
4100 Asset Management										
	4010 Asset Management System & Storage		12	Months	1.0	3,400.00	40,800.00			Up to 30 TB
	4111 Hard Drives		10	Allow	1.0	200.00	2,000.00			Field Shooting Drives
Total 4100 Asset Mangement								\$42,800		
5000 Media Expenses			1	Allow	1.0	4,000,000.00	4,000,000.00			
	5001 Broadcast Media									
	5002 Digital Media									
	5004 Movie Theater Media									
	5006 Cable TV Media									
	5008 Internet Media (Social)									
	5010 Outdoor Media									
Total 5000 Media Expenses								\$4,000,000		
Total Expenses								\$7,583,948		
Profit/Overhead						10%		\$341,755		Excludes Media Buy / Principal Salaries
<b>TOTAL BID:</b>	<b>FY2020</b>							<b>\$7,925,703</b>		
<b>MONTHLY</b>								<b>\$660,475</b>		
<b>TOTAL BID:</b>	<b>FY2021</b>							<b>\$7,737,091</b>		App Maint. Only / COL increase
<b>MONTHLY</b>								<b>\$644,758</b>		
<b>TOTAL BID:</b>	<b>FY2022</b>							<b>\$7,852,194</b>		App Maint. Only / COL increase
<b>MONTHLY</b>								<b>\$654,349</b>		



Designers, Innovators, & Storytellers  
READY TO CREATE





# Ability of Professional Personnel

01





# 1. Ability of Professional Personnel

ABOUT LIGHTSHIP STUDIOS

LIGHTSHIP

Lightship is a full-service creative agency & nationally recognized Emmy award-winning television & video production company. As true pioneers in “Brandertainment” we connect your brand to the consumer with authentic storytelling, building an emotional connection that is far removed from traditional advertising.

We value our partnership with each client, working closely to understand their goals and work cooperatively to exceed their expectations.

Utilizing data-driven insights to optimize our clients’ ROI and exceed KPIs, we believe in an integrated multichannel approach stressing the importance of a consistent brand experience, reinforcing the brand’s ultimate message and value proposition.



# 1. Ability of Professional Personnel

## ABOUT LIGHTSHIP STUDIOS

### NOT YOUR TYPICAL AGENCY - HARNESSING THE PROVEN POWER OF AUTHENTIC STORYTELLING

Lightship was founded by Andy Perrott as Lightship Entertainment in 1999, a television production company that specialized in producing branded entertainment for broadcast. With offices on the back lot of Disney’s Hollywood Studios, Lightship established itself as an expert in creating partnerships between brands and broadcast networks. The company launched with a \$2.5 million series for Animal Planet developed and produced in partnership with Disney to market the newly opened Disney’s Animal Kingdom Theme Park.

Lightship created a landmark production partnership between the Discovery owned Travel Channel and Walt Disney Parks and Resorts that paved the way for what would eventually be 13 specials on all aspects of Disney’s Theme Parks, Resorts and Cruise Line. Stand out ratings with strong repeats and distribution on international television, DVD, and eventually Netflix and Hulu all brokered by Lightship resulted in millions and millions of viewers. This partnership yielded strong profits for Travel Channel but more importantly an astronomically valuable advertising platform for Disney that still continues to this day.

The partnership with Travel Channel propelled Lightship into producing shows with many destination brands throughout Florida including Universal Orlando, Ritz-Carlton Hotels, the Four Seasons, and Mandarin Oriental among others.

Lightship’s proven track record of producing effective branded entertainment led to Disney awarding the company one of its most valued television properties, *The Disney Parks Christmas Day Parade*. Lightship was challenged to make the show entertaining and relevant to ABC’s Christmas Day audience. Through a creative strategy that vastly differed from the past, Lightship was able to not only improve the show’s rating dramatically (to more than 5.5 million viewers) but also attract top level talent including Mariah Carey, Beyonce, Celine Dion, Stevie Wonder, among many more. In 2005, Lightship and Executive Producer, Perrott accepted a National Emmy Award for the show.

As the landscape of television and video communication evolved, Lightship’s Perrott saw the advantages of expanding into new marketing and advertising channels to leverage the company’s success in video. In 2016, he met Denise Wissmann who was then a creative executive at a Fort Lauderdale agency. The duo worked on a number of projects together for major brands such as TracFone’s Net10 Wireless, Singing Machine, MAD Vision, and ACR ARTEX. Though this collaboration they decided the timing and synergy were ideal to create a new independent agency that would play by its own rules.

In 2017, Lightship welcomed Wissmann as CMO and partner of the newly rebranded Lightship Studios - now a full-service creative advertising agency and Emmy award-winning video production company. Wissmann brought extensive experience with not only brand strategy and a high level of design aesthetic but a pioneering role in emerging technology projects such as personalized Augmented Reality initiatives, interactive Web Virtual Reality, 360 video, and Google Device Pairing Controls.

Lightship Studios believes in taking a unique strategic approach to each client’s needs and develops a comprehensive integrated marketing plan based on data driven insights. We consider a high level of customer service to be a pillar of our values. This is all coupled with our innate understanding that authentic storytelling across all channels ultimately connects consumers emotionally to a brand in a more meaningful and long lasting way.

Lightship continues to value the two decade partnership with Disney Parks and Resorts and is proud to have welcomed new clients such as the City of Wilton Manors and an expanded role in marketing the Safety Harbor Resort and Spa among others. We also value our close working relationships with many non-profits such as the Gay Men’s Chorus of South Florida, The Stonewall National Museum & Archives, The Smart Ride and the Our Night Out arts & culture initiative.

# 1. Ability of Professional Personnel

## ABOUT LIGHTSHIP STUDIOS



ANDY PERROTT - FOUNDER + CEO + EXECUTIVE PRODUCER

Andy Perrott is an Emmy Award winning Executive Producer, Director and Creative Executive who has worked extensively with Walt Disney World, The Travel Channel, Hilton, Pepsi, Kraft, and many other household brands. Perrott has produced a number of primetime holiday specials for Walt Disney and ABC; his tenure as EP of the Walt Disney World Christmas Day Parade saw increased viewership (5.5 million viewers), attracted stars like Celine Dion, Beyonce and Stevie Wonder, and resulted in his accepting the 2005 Emmy Award for Best Special.

Perrott is a pioneer in the field of destination and tourism video marketing; after brokering a landmark deal between Walt Disney World Parks and Resorts and the Discovery-owned Travel channel, he went on to produce more than a dozen specials that showcase theme parks, resorts, restaurants and cruise lines on mass market TV that viewers chose to watch, resulting in incredible exposure for Disney and many other destination marketing brands.

Andy prides himself on being an entrepreneurial thinker who thrives in high-pressure situations that require on-the-fly creative solutions, particularly in live or time-sensitive circumstances. He brings a personal pride and intense commitment to every project.



# 1. Ability of Professional Personnel

## ABOUT LIGHTSHIP STUDIOS



DENISE WISSMANN - CO-FOUNDER + CMO + STUDIOS

Denise Wissmann is a creative thinker, creator and leader. Early in her career, she won multiple design scholarships to the top 10 design schools, and has moved up quickly in each position she has held subsequently. Denise boasts extensive experience in emerging tech projects, including AR initiatives, interactive Web Virtual Reality, 360-degree videos, and Google Device Pairing Controls. In her six years as Creative Lead at MAD Studios, she founded and developed the new Video, Emerging Tech and Animation departments, securing new client contracts and boosting the agency revenue by 23% and client roster by 15% YOY.

A fateful partnership between the agency and Lightship led to Denise and Andy meeting and working together on multiple video projects for clients, including NET10 Wireless, Singing Machine, and ACR Artex. In 2017, she left her old position to join the Lightship team as CMO, founding the Lightship Studios arm to relaunch the company as a full-service creative advertising agency and video production company. Today she is proud to lead a cross-functional team of dreamers, innovators and storytellers hungry to create.

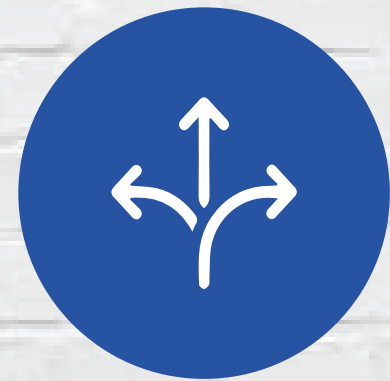
# 1. Ability of Professional Personnel

ABOUT LIGHTSHIP STUDIOS

## Why Lightship?



Emmy award-winning full-service creative agency committed to creative excellence



Lean & agile team reacting quickly to client needs; focused on business goals to exceed client's KPIs



Results driven rooted in data insights required for measurable ROI.



Data-driven strategy supported by real-time tracking for clear & measurable ROI



Change Agent excelling at connecting with viewers emotionally to catalyze conversion

## Our Resources

- + 90 degree cyc wall
- + Green screen studio
- + Remote camera system with integrated teleprompters
- + Full control room with live broadcasting
- + Podcast studio with live video broadcasting
- + International broadcasting capabilities across all platforms
- + Asset management system



# 1. Ability of Professional Personnel

ABOUT LIGHTSHIP STUDIOS

## What We Do

### PRODUCTION

- + Television Production
- + TV Commercial Production
- + Commercial Video Production
- + Multiple In-house Studios
- + Live Broadcasting
- + Live Video Podcasting
- + Event Production & Broadcasting
- + Animation
- + Photography
- + Audio Mixing

01

### DESIGN & DEVELOPMENT

- + Artificial Intelligence
- + Augmented Reality
- + Virtual Reality
- + App & Web Development
- + Retention Life Cycle Communication
- + Email Marketing
- + SMS Marketing
- + Digital Marketing

02

### SOCIAL & SEO

- + Artificial Intelligence
- + Augmented Reality
- + Virtual Reality
- + App & Web Development
- + Retention Life Cycle Communication
- + Email Marketing
- + SMS Marketing
- + Digital Marketing
- + Social Media Marketing

03

### AWARDS

- + National Emmy® Award Winner
- + Silver ADDY Award Winner (multiple years)
- + Gold & Silver Telly Award Winner (multiple years)
- + Gold & Silver Davey Award Winner (multiple years)

# 1. Ability of Professional Personnel

## PROJECT MANAGER & KEY STAFF

Dreamers, Innovators, & Storytellers  
READY TO CREATE



CLAUDIA BLUM - MARKETING DIRECTOR /  
PROJECT MANAGER

A spirited leader with significant marketing experience at Hard Rock International, a global hospitality brand with 200+ locations in over 70 countries. Success in overseeing the development, design and deployment of brand-aligned marketing programs across multiple channels worldwide. Rare combination of business strategy, technical knowledge and creativity. Proven ability to rally internal teams and leverage outside resources to ensure high-caliber work. Customer focused with a passion for coaching teams on brand standards.



MIKE DVORAVIC - CREATIVE DIRECTOR

A passionate multidisciplinary creative director who strives to lead by example and ensure the team is always aligned for success. Strong proponent of sustaining impeccable consistency in design, preserving the integrity of a brand, and delivering original concepts which transform into realities. Maintains extensive experience leading teams and creating campaigns across a range of digital consumer and business interactions including mobile, social, and environmental. Drive peers towards success, while inspiring them towards accelerated growth which contributes to recognizable performances within the client organization.



LAURA KENNEY - DIRECTOR OF  
PARTNERSHIP MARKETING

Relationship and Partnership Marketing expert with over 19 years of experience working for Walt Disney Parks and Resorts in Orlando, FL. Lead the Synergy, Partnership Marketing and Promotions team to develop, pitch and activate partner-based integrated marketing programs that drive measurable value for the Walt Disney World Resort while supporting key marketing strategies and messaging. Programs leveraged other partners resources to create innovative win-win synergistic marketing opportunities across traditional and digital/social media channels.

# 1. Ability of Professional Personnel

## KEY STAFF



MICHELLE COHEN SHERMAN - MEDIA  
PLANNER / BUYER

Proven record of achievement with start-ups, small businesses and publicly traded corporations. Exceeded revenue growth through strategic media buying to meet business objectives. Seasoned at client service relationships as well as communication. Positive and analytical leader who lead multi-million-dollar clients to achieve optimum sales results. Particular strengths as a top negotiator, multimedia expert and problem solver.



DENNIS DEAN - DIRECTOR OF PHOTOGRAPHY

Internationally recognized, award-winning photographer known for his creative abilities, strong composition, and dramatic lighting. Dean specializes in state of the art digital photography - from billboards (out-of-home) and travel publications to museum exhibits and original collections. With over 30 published books of his images, his work has also been in countless exhibitions from the U.S. to the U.K., including two in London’s acclaimed Adonis Art Gallery. His specialties include on-location travel and lifestyle shoots on both land and sea. He has captured engaging photography throughout the Caribbean, Mediterranean, Baltic Sea, Europe and throughout the US. Dennis is part of the core creative team at Lightship Studios where he is both head photographer and graphic designer.



LOUIS PEDRAZA - DIRECTOR OF  
PRODUCTION

With 16 years of experience with Lightship, Pedraza is an Innovative and multi-talented creative producer and project manager with high level of creativity and exceptional relationship-building skills. Excellent collaborative skills with extensive experience in entertainment production. Producer Louis Pedraza has been writing and producing engaging, effective creative for over 15 years. He is an experienced Creative Producer, Production Manager & Writer with a demonstrated history of working in video marketing and advertising. He is focused on curating the best teams to execute complex projects on challenging timelines. Over the years he has worked on everything from million-dollar marketing projects for high-profile clients to small budget, highly creative entertainment shoots.



# 1. Ability of Professional Personnel

## KEY STAFF



### CHRISTINE DAVID - SEO/SEM MANAGEMENT

Relationship and Partnership Marketing expert with over 19 years of experience working for Walt Disney Parks and Resorts in Orlando, FL. Lead the Synergy, Partnership Marketing and Promotions team to develop, pitch and activate partner-based integrated marketing programs that drive measurable value for the Walt Disney World Resort while supporting key marketing strategies and messaging. Programs leveraged other partners resources to create innovative win-win synergistic marketing opportunities across traditional and digital/social media channels.



### MATT HUNT - SENIOR WEB DEVELOPER

Involved in User Sessions, gathering requirements and developing web applications using Agile Methodology. Worked on advanced UI design and development using AngularJs, NodeJs, HTML5 and CSS. Extensively use Bootstrap for creating web pages. Use JSP, JavaScript, CSS, Bootstrap, AngularJS to create interactive user interface. Experience developing dynamic UI using AngularJS. Developed REST architecture based web services to facilitate communication between clients and servers. Built a real-time mouse/click user analytics web service with Node.js, Expressjs.



### TALO THOMSON - SENIOR COPY WRITER

Effective and engaging ad copy for major telecommunications brands including Email, web, SMS and video. Copywriting for a variety of B2B and B2C clients: Websites, blogs, press releases, social media, apps, Yelp reviews, scripts and more. Host Immersive Branding sessions with clients to discover brand identity and develop marketing tactics, writing post-meeting briefs reviewing that brand’s unique value and positing messaging strategies for omni-channel consideration. Develop and craft paid Facebook ads, bolstered by keyword research and social data, the latter producing analytics reports reviewing campaign success rates and demographic revelations.



# 1. Ability of Professional Personnel

## RESEARCH & DIGITAL MEDIA VENDOR



**CHUCK DINSMORE - PARTNER**

**MARTY GOULD - PARTNER**

### DATA CLIQUE

Data Clique is a marketing analytics firm, based in Fort Lauderdale, whose principals have more than 25 years’ experience in the field of lifestyle segmentation research and analysis. This research and profile development system assists B2C and B2B businesses and organizations who seek to acquire a deeper level of information and understanding on their existing and potential customers. Using consumer preference and demographic data, Data Clique identifies similar groups of consumers by their behavioral lifestyle habits and preferences in order to develop look-alike profiles and models for a better market understanding.

This type of specific behavioral targeting enables business-to-consumer organizations to create an accurate and comprehensive view of their customers, prospects and markets. As a partner with Experian Marketing Services, Data Clique has access to tools and data at a far deeper level than standard demographic information. Our system accurately identifies 98 percent of American households by more than 800 different data attributes, providing a flexible marketing and advertising foundation for clients of any size.

### QUANTITATIVE RESEARCH

Data Clique conducts callout research studies of all types and sizes. The development of the survey questionnaire is customized to meet our clients’ specific needs. Our research partners provide call center facilities and targeted survey groups across the United States. We only use live calling, no robo-calling. Reporting includes a summary report, complete sets of tables and crosstabs.

### QUALITATIVE RESEARCH

Data Clique and our principals have conducted focus group research for nearly 30 years. We handle all aspects of preparing each project, from participant recruitment to verbatim transcriptions. We develop customized worksheets for participants to gain further insight and provide the client with another level of analysis. Groups can be conducted in any location. Video transcription is available, as is streaming video for those projects than can be effective with online participants.

### ARTIFICIAL INTELLIGENCE

Data Clique has partnered with one of the nation’s forerunners in AI research. This type of research provides a deeper level of insight by conducting long-form one-on-one interviews that delve beyond surface level answers and discover deeper insights that can greatly impact an organization’s marketing and advertising.

### DIGITAL DISPLAY MARKETING AND DIRECT TARGETING

Data Clique’s work products are used to develop customized, curated lists for direct mail, Paid Social Media Targeting, Pay per Click, and Digital Display Advertising, A brief description of each tactic and related pricing is attached.

SAM Certified Small Business Enterprise, CAGE 7QJY9, DUNS 085755922  
Member and Certified LGBT Business Enterprise,  
National LGBT Chamber of Commerce, Cert.  
2017 Small Business of the Year, Greater Ft. Lauderdale Chamber of Commerce  
Experian Preferred Partner

# 1. Ability of Professional Personnel

AI & APP DEVELOPMENT VENDOR



## CHRIS STEGNER - CEO

Chris Stegner is the Founder and CEO of Very Big Things, an award-winning digital products agency headquartered in South Florida. Stegner is a lifelong entrepreneur, serial startup founder, technology executive, business visionary and public speaker. He formed his first company at the age of 13, in the 3D animation software and education space. His passion for all-things-digital and business development led him to build numerous companies from the ground up, resulting in lucrative acquisitions. He’s experienced as a venture capitalist and a creator. In addition, he’s worked at a boutique agency that consulted for iconic brands such as Apple, Microsoft and T-Mobile. In 2017, he was recognized as the “Technology Entrepreneur of the Year” by the Greater Miami Chamber of Commerce. When he’s not creating the world’s best digital products, he enjoys spending time with his family and kids in and around the water.

## VERY BIG THINGS

Very Big Things (VBT) is an award-winning digital products and services agency. Headquartered in South Florida, VBT designs and develops digital experiences for web, mobile, virtual reality, augmented reality, and other emerging technologies. VBT’s incredibly skilled team of designers, developers, and creators, is dedicated to the best processes while working closely with clients on unified goals. Simple. They strive to create some of the best digital products in the world.

The VBT client roster spans from tiny startups to Fortune 500 companies.

Here’s what they some had to say:

“Partnering with Very Big Things has been one of the greatest decisions we have made to date.” -Andrew Parker, CEO, Papa Technologies

“I couldn’t have imagined a better partnership with VBT. They consistently delivered on every commitment, provided great ideas to simplify our user experience and took real ownership over every aspect of our app. Initial customer feedback has been outstanding.” -Peter Offringa, CTO, Boatsetter

“I honestly have never worked with a better team, and I have been doing this 20 years! Very Big Things is truly amazing!” -David Zeiler, Certify Ed

Very Big Things builds really cool stuff with technology.

# 1. Ability of Professional Personnel

## PRINTING & PROMOTIONAL PRODUCTS VENDOR



**JENIFER RAMIREZ - CEO**

**JOHN RAMIREZ - COO**

### FLAGRANT SOLUTIONS

Flagrant International Solutions provides turnkey solutions with the products and services they deliver their clients. They are proud to offer the highest quality products that meet any customer’s budget. Flagrant specializes in printing and promotional products for corporate ventures, special projects, nonprofits and government entities. They offer over 160,000 customizable products and a diverse catalogue of digital and traditional print materials. They understand the importance of an effective brand strategy and how to partner to fulfill those needs with creative solutions that give their clients an edge in increasingly competitive markets.

They understand the importance of providing high-quality services no matter in the country an order is being placed.

In addition to being a minority owned and women owned business in January 2016 they formally became a Certified Disadvantaged Business Enterprise (DBE). They are also SBE/CBE certified in Broward County.



# 1. Ability of Professional Personnel

## STUDIOS FACILITIES & ASSET MANAGEMENT



### RYAN SALAZAR - CEO

Ryan Salazar has extensive experience in managing large production facilities with high-volume work and was previously the Director of Engineering at Zimmerman Advertising. At Zimmerman, he designed and implemented asset management workflows for a staff of 37 and managed millions of assets. For example, Ryan was able to streamline production processes so StudioZ could process as many as 1,800 television and 800 radio spots every month! This partnership with Lightship allows for the same abilities, much more modern technology and at a lower price point than a large ad agency with high overhead.

### STUDIO 4028

Studio 4028 is the brainchild of up-and-coming media entrepreneur Ryan Salazar. This state-of-the-art facility is a video production, satellite uplink, soundstage and green screen studio right in Fort Lauderdale. Studio 4028 fosters a playground for creative minds to express and produce their wildest ideas and creations. The company specializes in LIVE internet streaming via Facebook LIVE and YouTube LIVE along with every other method of streaming one can think of. The production studios have satellite transmission capabilities allowing clients to connect with ABC, CBS, CNBC, CNN, FOX, ITV, Paramount Studios and more!

With over 6,000 square feet of film, television and podcast production space, there are two green screen studios, two white cycloramas, a rebrandable interview set, a video podcast studio, four lighting grids, master control room, edit suites, hair & makeup and so much more!

Salazar's Studio 4028 will not only provide Lightship with state of the art production facilities but an advanced asset management system. This 40TB system will handle all current and future GFLCVB assets and provide easy trackable online approvals of design, artwork, photo and video content. It will then be able to distribute the content to various platforms all over the world as needed.

# Project Approach

# 02





## 2. PROJECT APPROACH

### INSIGHT

#### WHAT WE KNOW

Tourism is the life blood of Fort Lauderdale. Between the seagrass and the sawgrass, Greater Fort Lauderdale offers more than 34,000 lodging accommodations across luxury resorts, hotels, and Superior Small Lodgings. More than 165 miles of navigable inland waterways and 23 miles of Blue Wave certified beaches ensure that visitors are never far from a water source or waterfront setting. We offer a vibrant cosmopolitan culture set against a Caribbean climate and endless blue waters.

Big plans are in the works. A future expansion of The Greater Fort Lauderdale/ Broward County Convention Center (BCCC) and development of Convention Center Hotel HQ will support meetings industry growth in the future.

Currently, this county-owned facility serves as the gateway for business travelers, providing a warm welcome alongside five-star concierge services. The BCCC catalyzes hotel room usage, increases tourist tax collections and heightens economic impact.

As plans for the new-and-improved BCCC get underway, the Lightship team will work closely with the GFLCVB to develop a marketing plan to maximize exposure and target key markets.





## 2. PROJECT APPROACH

### INSIGHT

#### LOCAL ECONOMY - GLOBAL INFLUENCE

##### GLOBAL GROWTH

Greater Fort Lauderdale is poised to become a major nexus of global trade, as the international airport, private airports and ports, and Port Everglades are positioned for growth. More than 40% of local businesses are engaged in or actively support international commerce. It's clear the city is globalizing, as many diversity enriched companies set up offices in Fort Lauderdale.

##### ON THE WATER

With The marine industry as leading the charge in big business in South Florida, including boat yards, marinas, manufacturers, and refit and repair services. The industry has an economic impact of generating \$11.5 billion in local revenue with supporting 136,000 jobs. Another major impact is the Annual International Boat Show bringing in a huge influx visitors and revenue which then trickles into to the tourism and hospitality markets as well

##### HOT TECH ALERT

Downtown Fort Lauderdale is home to a growing list of Fortune 500 companies. Our emerging "Internet Coast" region hosts more than 6,000 high-tech, rapidly growing firms, such as Chewy, Magic Leap, and Launch Potato.

Such growth has given rise to some calling South Florida the "New Silicon Beach." Incubators, accelerators, and major startup apps are growing each year. The absence of income tax, coupled with the natural allure of a tropical place, has proven irresistible for many startup founders seeking a hot, growth-centric market.





## 2. PROJECT APPROACH

### INSIGHT

#### TOURISM STRONG: STATISTICS

Broward's second largest industry is tourism, as anyone who has visited, fallen in love and relocated here will be unsurprised to learn. Here are some key stats:

- 180,000 people are employed in the tourism industry in Broward
- One tourism job is supported for every 85 visitors to the region
- In 2015 alone, Broward welcomed 15.4 million visitors
- In 2015 tourism added more than \$14.2 billion to the local economy

#### LEISURE TRAVEL IS GROWING

Visitation has been growing steadily, as well as money spent. 2018 marks another record high for Fort Lauderdale; the year-end average daily rate (ADR) for hotel rooms was \$142.31 for 2017, a 1.8% increase from 2016; above the national average of \$126.72, and above the Florida average of \$138.06.





## 2. PROJECT APPROACH

### INSIGHT

#### HOSPITALITY IS CHANGING

As consumers seek out new experiences in exotic locations, their behavior indicates a clear desire: more. They want more than an anonymous hotel room; they crave customization and personalization for an overall more authentic and enjoyable travel experience.

The desire for authenticity has led to the blurring of hospitality categories, as AirBnB and home-rental options have flooded the market and travelers consider more options than ever before. Potential visitors to GFL take their pick from:

- Vacation rentals
- Private lodgings a la AirBnB
- Luxury Hotels
- Timeshares
- Hostels
- Camping

While hotels are adapting by offering services like grocery shopping and guided tours, private rentals are offering hotel services via AirBnB Plus and Experiences. The lines may be blurring, but one thing remains clear: consumers seek an elevated experience, more than a mere room to sleep and leave their belongings, but a place that serves their unique needs as they explore a new city.





## 2. PROJECT APPROACH

### INSIGHT

WHAT DOES THIS MEAN FOR ATTRACTING TRAVELERS, INCREASING TOURISM AND DEVELOPING NEW BUSINESS RELATIONSHIPS?

Using trusted research arms (SKIFT, DestinationNext, and ActON) along with our subcontractor, Data Clique, and their proprietary in-depth analytics, our team has gleaned Travel Industry Trends to inform and shape our marketing strategy and tactic proposal.

#### DATA CLIQUE'S UNIQUE ACUMEN & WHY IT'S INVALUABLE

Data Clique is a marketing analytics firm, based in Fort Lauderdale, whose principals have more than 25 years' experience in the field of lifestyle segmentation research and analysis. This research and profile development system assists B2C and B2B businesses and organizations who seek to acquire a deeper level of information and understanding on their existing and potential customers. Using consumer preference and demographic data, Data Clique identifies similar groups of consumers by their behavioral lifestyle habits and preferences in order to develop look-alike profiles and models for a better market understanding.

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## 2. PROJECT APPROACH

### TRAVEL TRENDS

Dreamers, Innovators, & Storytellers  
READY TO CREATE

# Top Travel Trends



According to Skif, there is a growing demand of giving more control to consumers while building in serendipity and surprise.

Travelers want more control over their trips than ever before and new digital tools allow them to co-create a trip within the structure of the apps and services.

AI technology enables faster decision-making by customers, thereby increasing business for a destination. It shortens the time of purchase and enhances personalized offerings

“Experiential” travel continues to gain more popularity. Examples include dinner cruises, snorkel excursions or Las Olas food tours.

Personalization is the name of the game in 2018 when it comes to the travel customer experience. (Skift, 2018)

The Bourdain Effect: Travelers want to immerse in the culture and live like a local. This illustrates why cultural categories like food tours, cooking classes, and historical and heritage experiences are seeing bookings skyrocket.

Wellness is on the fast track in travel decisions as people are seeking out healthier, more active vacations.

Bite-sized travel: People are squeezing in more curated travel itineraries into shorter time frames.

Bleisure is officially a thing: Mixing business with leisure travel

Travelers around the world are increasingly opting out of line-ups.

Midsized cities embrace transformative placemaking

Personalization in travel marketing: Evolving the upselling, cross-selling, and everything in between

## 2. PROJECT APPROACH

### USER JOURNEY

#### BUT FIRST HOW DO PEOPLE SEARCH?

Data shows that 26% of travel searches in the last quarter of 2018 occurred on a mobile device. In other parts of the world, it's even higher: Travel related searches on a mobile device totaled 47% in Europe; 40% in Asia; 38% in the Middle East and Africa; and 34% in Latin America. (Sojern Global Travel Insights, 2018)

Going on a trip was the largest discretionary purchase last year according to nearly 60% of leisure travelers. Before making this investment, travelers are taking time to research all the possibilities. Over 40% of travelers waver back and forth between dreaming about a vacation and planning for it. With online sessions decreasing and bookings increasing we can ascertain the decision making time is shrinking. Now the big questions:

What are top go-to websites travelers use?

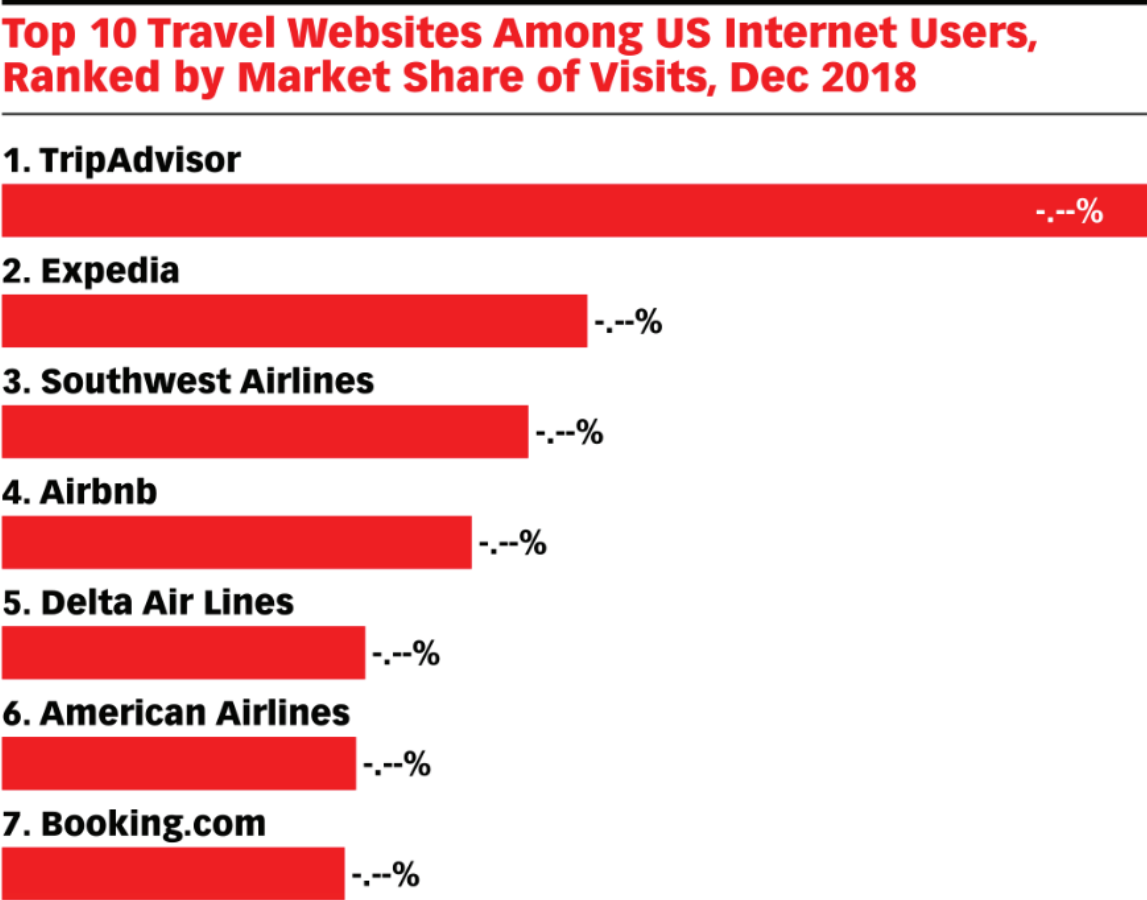
What are user journey travel moments that matter?

For travel brands, this means seizing the upon key opportunities to earn (and re-earn) each potential traveler's consideration in every micro-moment they experience.

**Be there.** We have to be visible, and identify the relevant, micro-moments and channels the travelers that fit the GFLCVB targeted demographic, then commit to being present.

**Be useful.** Be relevant to the person's need in that moment and commit to being present to guide them through the end steps of the user journey. Then connect them to the inspiration they're looking for and to the answers they want in a timely manner.

#### HOW DO PEOPLE SEARCH FOR TRAVEL INSIGHT?



#### WHAT MOTIVATES PEOPLE TO TRAVEL?

While key motivation still stems from 3 primary drivers, in 2018, there was a significant increase from travelers indicating the desire to use travel as a means to relax and get a way from every day life stresses.

- 57% Want to spend time with family & friends
- 49% want to relax and rejuvenate
- 47% Want to get away from every day life and stressors



## 2. PROJECT APPROACH PERCEPTION

### THE OLD FORT LAUDERDALE PERCEPTION

TripAdvisor is the default website for travel advice, and owns the lion’s share of web traffic for eventual tourists.

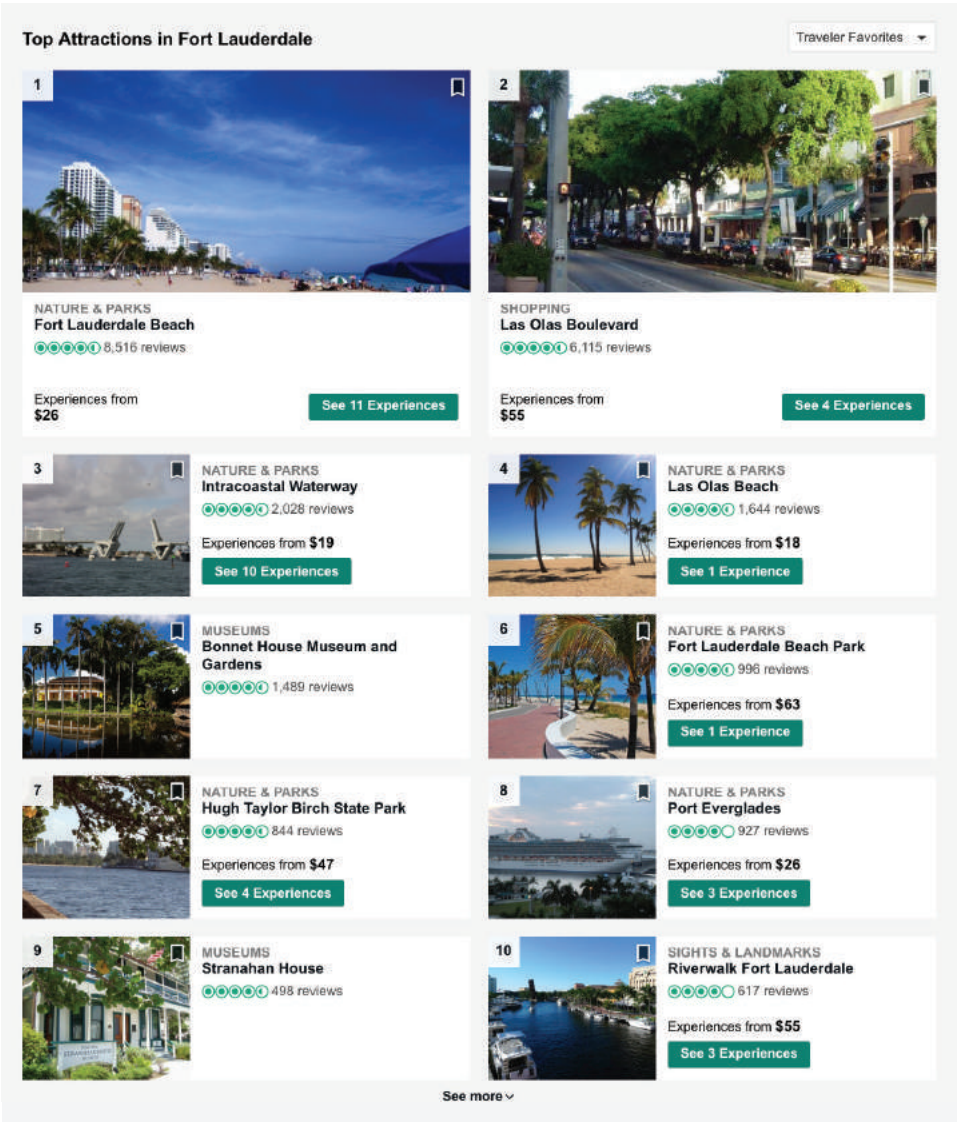
So what do potential visitors see when they consider TripAdvisor’s top attractions in Fort Lauderdale? What anyone might expect to see: beaches, historic houses, a street lined with cafes. We can do better. We can do so much more. How do we attract the range of premium leisure travelers, families, and tourists? These attractions are passive. Yet Lauderdale is an active and energized city.

### OLD TONE OF VOICE

Retired  
Beachy  
Tired

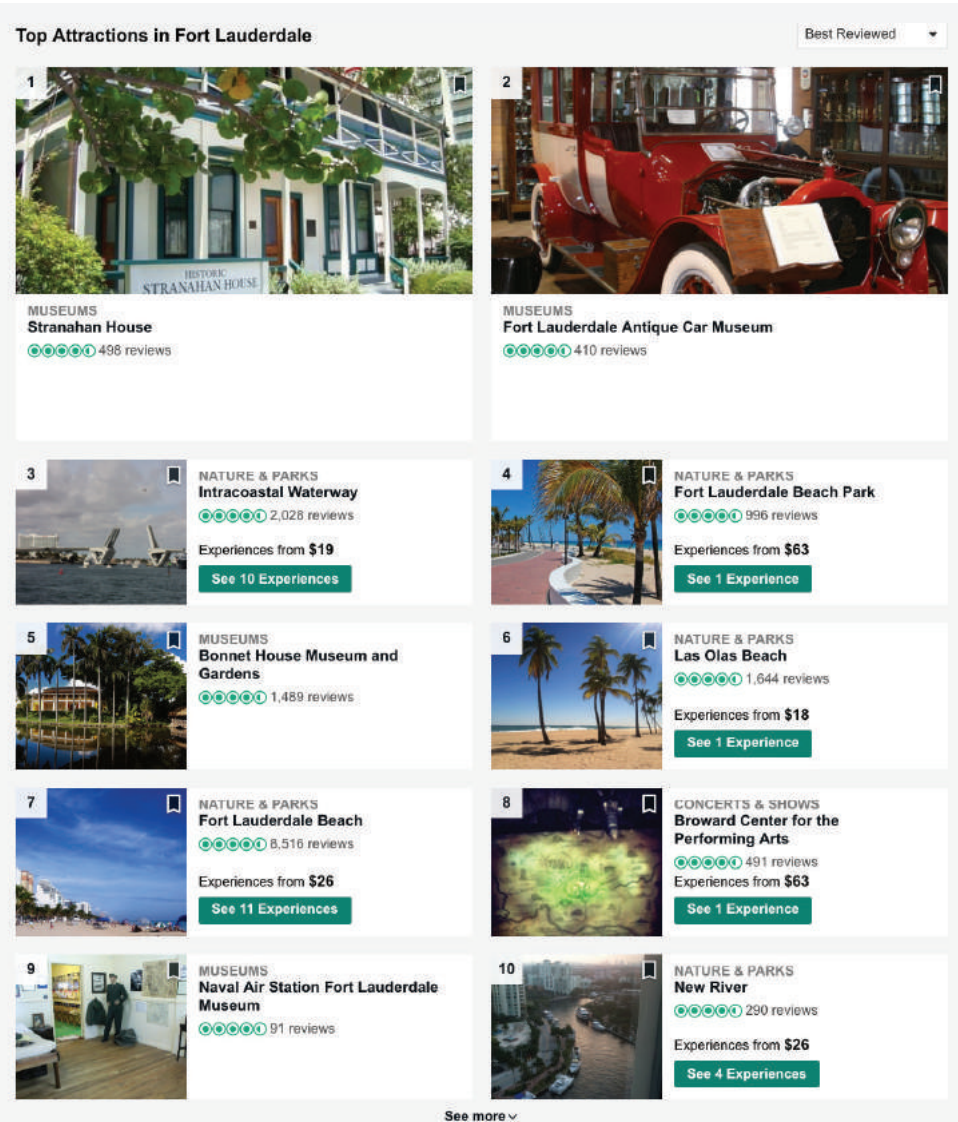
Tranquil  
Relaxing  
Slow

### TOP TRIP ADVISOR ATTRACTIONS - THINGS TO DO



### TRIP ADVISOR - TRAVELER FAVORITES

1. Fort Lauderdale Beach
2. Las Olas Boulevard
3. Intercoastal Waterway



### TRIP ADVISOR - BEST REVIEWED

1. Stranahan House
2. Antique Car Museum
3. Intercoastal Waterway



## 2. PROJECT APPROACH

### VISION

#### REPOSITION THE REVITALIZED GREATER FORT LAUDERDALE

We want to elevate the perception of Greater Fort Lauderdale by more effective aspirational positioning and clearly-defined differentiators. Through gains in brand cohesion across all of our community intersections, we will inform, inspire and impact the community.

A lifestyle brand is a company that markets its products or services to embody the interests, attitudes and opinions of a group or a culture. Lifestyle brands seek to inspire, guide and motivate people, with the goal of their products contributing to the definition of the consumer’s way of life.

We want to elevate the profile of Greater Fort Lauderdale in the minds of future travelers and business executives around the country and even local residents.

#### TONE OF VOICE

<b>Vibrant</b>	<b>Inviting</b>
<b>Authentic</b>	<b>Experiential</b>
<b>Diverse</b>	<b>Cosmopolitan</b>





## 2. PROJECT APPROACH

### AUDIENCE

#### WITH NEW PERCEPTION COMES NEW DEMOGRAPHICS

Part of our research arm, Data Clique will use their proprietary partnership with Experian to develop key data we can use to pinpoint prospects who are the PERFECT FIT for the GFLCVB tourism segmentation. Their system accurately identifies 98 percent of American households by more than 800 different data attributes, providing a flexible marketing and advertising foundation for clients of any size. This data informs the resulting personas, which can be summarized as, “Types of People Most Likely to Travel to Florida: Key Attributes and Target Populations”. We will favor our targeting tactics to these groups as they are more highly likely to be further down the conversion funnel.

Once we have access to the current email list we can then reverse engineer the ideal target audience based on:

- + Household Makeup, Home Ownership, Family Status
- + Detailed Prospect Analysis: Purchase Preferences, Behavioral Characteristics, Demographics
- + Detailed Mapping at Household Level
- + Target Audience/List Development & Management

#### BUILDING A BETTER CUSTOMER MODEL

- Domestic Travel for Vacation
- Foreign Travel for Vacation
- Love the Idea of Traveling
- Prefer Traveling in U.S. to Foreign Countries
- Interested in International Events
- Interested in the Beach
- Interested in Other Cultures
- Best Average Credit
- Lowest Average Credit Risks

#### WHAT MOTIVATES PEOPLE TO TRAVEL?

While key motivation still stems from 3 primary drivers, in 2018 there was a significant increase from travelers indicating the desire to use travel as a means to relax and get a way from every day life stresses.

- 57% Want to spend time with family & friends
- 49% want to relax and rejuvenate
- 47% Want to get away from every day life and stressors



## 2. PROJECT APPROACH

### AUDIENCE

#### TARGETED DEMOGRAPHICS BASED ON ASSUMPTIONS

##### KEY AUDIENCES - CONSUMER DEMOGRAPHIC

Baby Boomers  
Gen X  
Millennials  
Families / MultiGen  
Couples  
LGBT+

##### KEY AUDIENCES - LIFESTYLE

Culinary  
Experiential  
Luxury  
Arts & Culture  
Health/Wellness  
Film/Music  
Sports/Active  
Cruise  
Yachting/Boating  
Watersports  
SuperBowl 2020  
Pride

##### KEY AUDIENCES - TRADE

Meetings/Conventions/Incentive  
Business Travelers  
Film/Entertainment/Music  
Transportation: Cruise/Airline/Rail  
Travel Agents/Travel Trade





## 2. PROJECT APPROACH

### AUDIENCE

#### GEO-TARGETS BASED ON ASSUMPTIONS

##### DOMESTIC

- Florida 32%
- New York 8.6%
- California 5.1%
- New Jersey 5.0%
- Indiana 4.9%
- Ohio 4.3%
- Massachusetts 3.2%
- North Carolina 3.1%
- Georgia 2..9%
- Illinois 2.6%
- Minnesota 2.6%
- Pennsylvania 2.6%
- Maryland 2.2%
- Tennessee 2.2%

##### INTERNATIONAL

- Canada 47.5%
- Germanic 10.1%
- Bahamas 10.1%
- Brazil 9.2%
- Colombia 7.8%
- \*\*Scandinavia 6.5%
- United Kingdom 6.0%
- Argentina 2.9%
- Netherlands 1.9%
- France 1.7%
- Australia 1.2%
- Spain 1.2%
- Italy 1.0%
- China, Prc 0.6%



## 2. PROJECT APPROACH

### BRAND POSITIONING & MESSAGING APPROACH

#### BRAND POSITIONING

Greater Fort Lauderdale has been evolving from exclusively being known as a warm, friendly, laid-back beach image to a more authentic experiential cosmopolitan destination. Primarily, we contextualize this historically: Fort Lauderdale has grown up. The city has developed and evolved, offering more attractions and reasons to live here or visit than any time in history. We’ve shaken off our raison d’être as just a spring break stopover and become a place that offers far more attractions to far more types of people. The region has transformed itself with inviting, inclusive and diverse world-class restaurants & hotels, cultural offerings, hidden gems, and a vibrant arts and culture scene.

On a secondary level, we suggest that Lauderdale offers more than its neighbors to the north and particularly the south. Not that we name names or slide into negativity. As a playful yet proud means of distinction, this tagline subtly places GFL as a superlative Floridian — and global — city.

Because today, people want experiences that revolve around their specific desires and needs, we want travelers to discover a destination that offers individualized, authentic and personalized experiences, and there’s no better place to create those moments and memories than Greater Fort Lauderdale.

#### MESSAGING STRATEGY

Using a customer-centric approach with personalized messaging integrated into marketing strategies, and positioning Greater Fort Lauderdale as something more, Lightship will develop a robust integrated marketing strategy ecosystem to connect with customers through every stage of their experience, from awareness to interest to booking to visiting to post-visit.

When engaging with top travel decision makers, we want to pair the right GFL destination offerings, brand strengths, community support to the right target demographic. We believe in curating and segmenting content with the right messaging and making to relevant to each targeted demographic. What a luxe traveler values is different than a culture hound values. We believe those destination offerings & brand strengths need to speak specifically to those values. We plan on capitalizing on a segmented messaging strategy where copy and content will be curated and tweaked to speak to each demographics values and interests.



## 2. PROJECT APPROACH

### GREATER AWAITS

# Greater Awaits

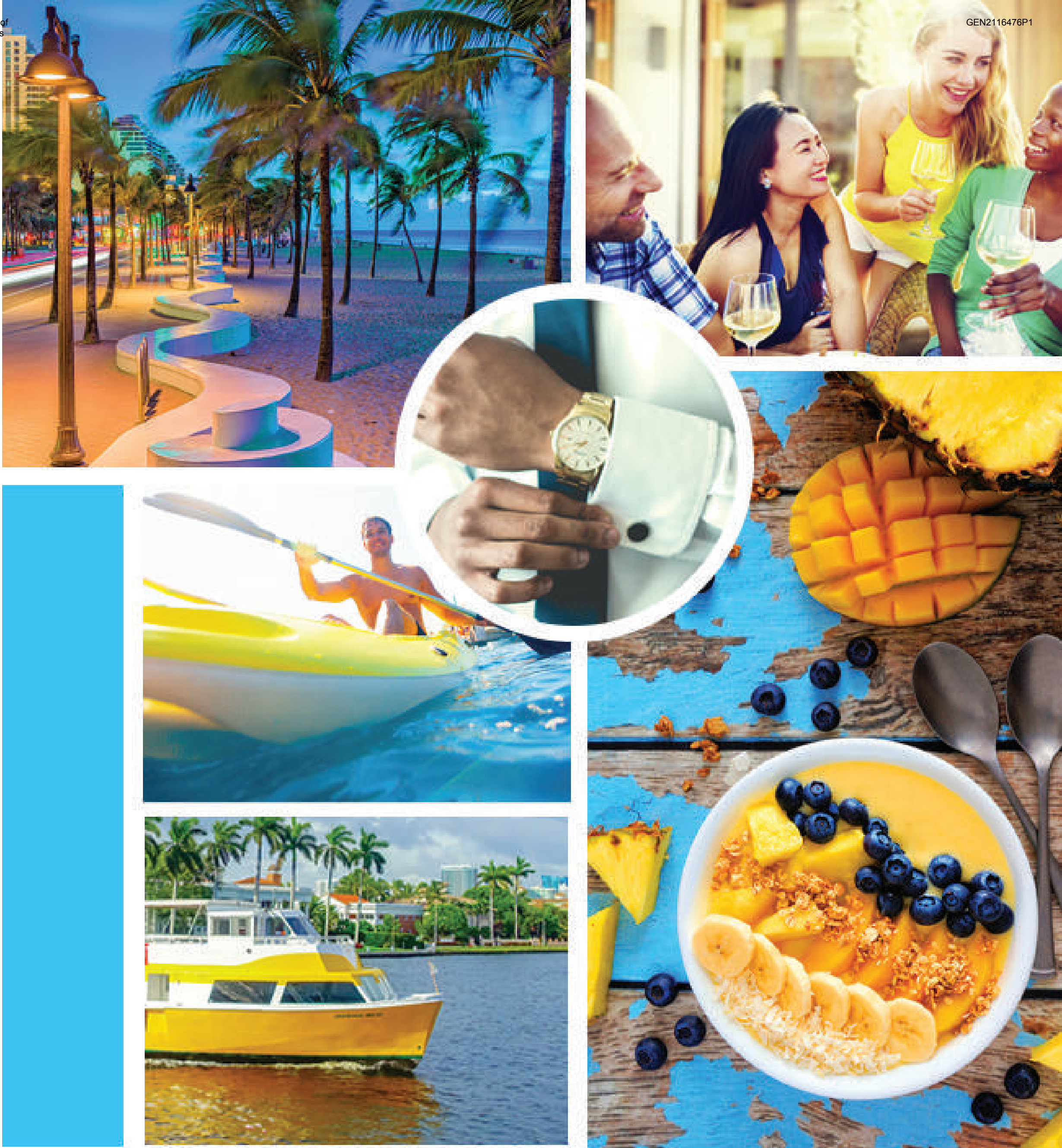
SUBHEADLINE: "What are you waiting for?"

Fort Lauderdale is more than a simple place, confined by location. The city has a spirit - a warmth - a tangible energy as distinct as its history. Many visitors ranging from the busy business traveler, to the luxe traveler, to the free spirit understand tourism that is more quality than quantity.

The "Greater Awaits" concept plays off the quintessential status of life and travel, and is a tagline that tells customers it's okay to expect more from their travel experiences. We want to apply this thinking to every-stage of the customer journey. In the end, we are encouraging them to take action to book their next trip. We want to convey: "Greater Awaits" when you book your next trip; "Greater Awaits" when you arrive in GFL; "Greater Awaits" just around the corner.

### KEY LANGUAGE:

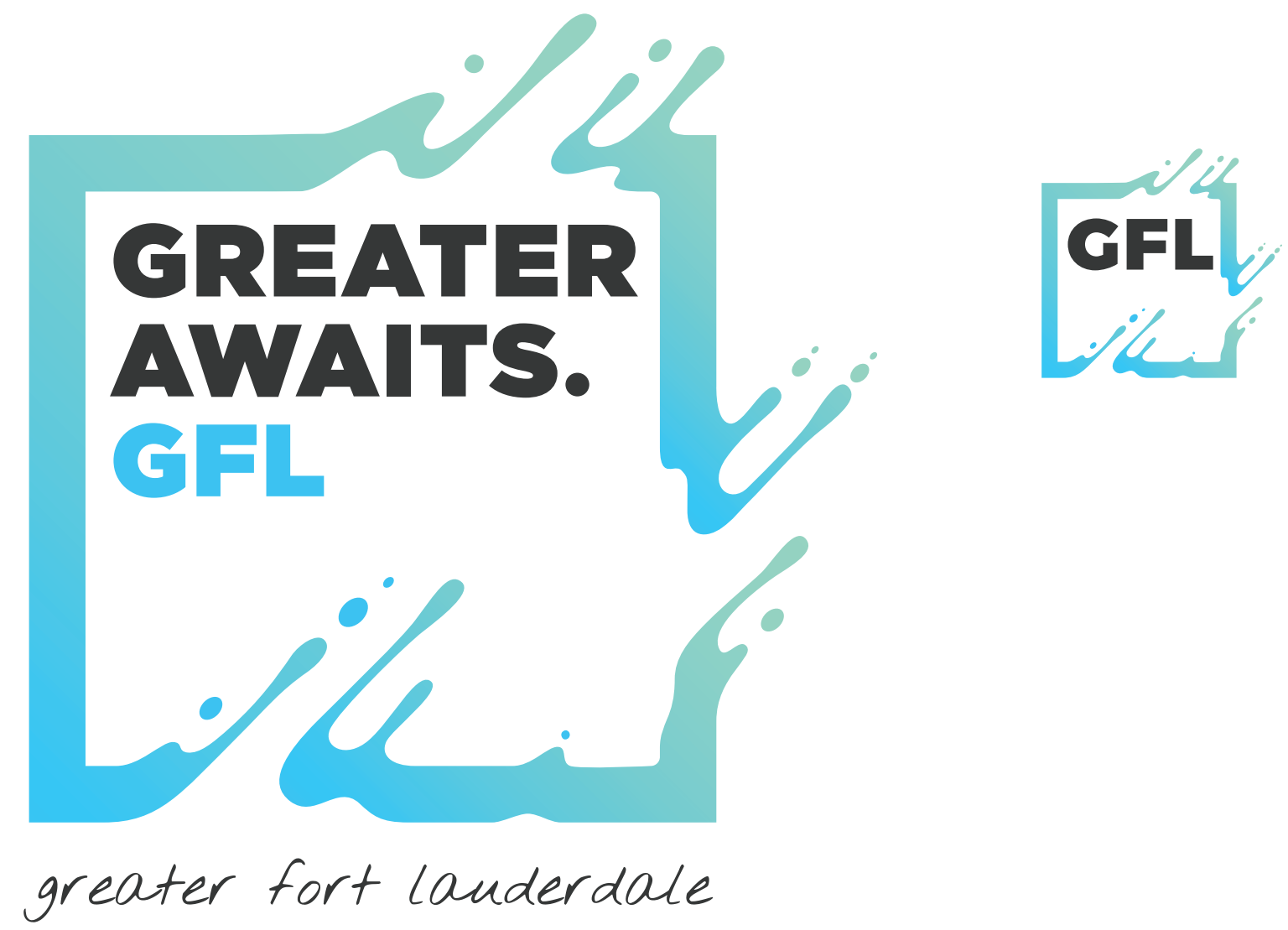
- |              |                 |
|--------------|-----------------|
| Energetic    | Inclusive       |
| Experiential | Bold            |
| Authentic    | Cosmopolitan    |
| Diversity    | Warm + Inviting |



## 2. PROJECT APPROACH

GREATER AWAITS

— Dreamers, Innovators, & Storytellers  
READY TO CREATE



### The Watermark

From the seagrass to the sawgrass we are touched by water. We want to create a mark that reflects the vibrancy and revitalization of Greater Fort Lauderdale. Using the idea of water, we want to wash away the confined box of the old Florida preception people have associated with Fort Lauderdale and wlcome in a new paradigm of vibrant authenticity with greater things awaiting around every corner.



## 2. PROJECT APPROACH

### GREATER AWAITS

### E-commerce Merchandise

Capitalizing on the new brand perception Lightship would like to enhance the e-commerce component to the website. We want to develop more than just a city brand. We want to create a lifestyle brand. Merchandising may seem like a simple tactic on the surface but it's more. We want to use it in an effort to attract new and returning visitors by increasing brand reach and brand loyalty through designing and developing merchandise. Nowadays people don't want to be "sold to", instead, they want to engage in experiences with brands that they can resonate with on an emotional level and we can do that in part through creating a lifestyle brand.





## 2. PROJECT APPROACH

GREATER AWAITS





## 2. PROJECT APPROACH

### GREATER AWAITS

### Logo & Ad-Hoc Usage

With Greater Fort Lauderdale being such a diverse community, we want to use our logo mark to celebrate and show we are unified while maintaining our new city's identity. Below are some ways the logo maybe adapted to show our inclusiveness.

#### PRIDE MONTH



#### VETERAN SUPPORT



#### BREAST CANCER



#### AIDS AWARENESS





## 2. PROJECT APPROACH

### GREATER AWAITS - SUPPORTING SOCIAL MEDIA

#### #GreaterAwaits #GFL

From dipping a paddle into the water in one of our 165 miles of navigatable waterways, to the smell of fresh citrus and pastries from The Yellow Green Market, to the lights on stage at one of our many music festivals, to the sound of waves crashing on our pristine beaches, to a photo-op from one of our citywide murals, to a toe dipped in the water in one of our rooftop hotel pools - because Greater Awaits around every corner. Show us what Greater Fort Lauderdale is to you and tag your photos #GreaterAwaitsGFL on social maedia!





2. PROJECT APPROACH  
GREATER AWAITS

— Dreamers, Innovators, & Storytellers  
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## 2. PROJECT APPROACH

GREATER AWAITS - QUARTERLY CAMPAIGNS

### QUARTERLY CAMPAIGNS

To focus our marketing efforts we want to create quarterly campaigns that embrace the new Greater Awaits branding. We plan to break our yearly marketing into manageable 90-day chunks that will allow us focus and pivot when needed. Throughout the year we will receive feedback and data showing what is working and what is not. This will allow us to plan more effectively for the two following years.

QUARTER 4 - 2019 LAUNCH NEW BRANDING

Greater Awaits.  
What Are You Waiting For?

01

QUARTER 1 - 2020

We're Here. Where Are You?

02

QUARTER 2 - 2020

The Warmest Welcome.

03

QUARTER - 2020

The Waterway Of Life.

04



## 2. PROJECT APPROACH

GREATER AWAITS - Q1 WE'RE HERE. WHERE ARE YOU?

### WE'RE HERE. WHERE ARE YOU?

A bold in-your-face campaign that employs clever variations on the campaign title line. We're Here... Where are You? showcases the many sides of Greater Fort Lauderdale with alluring video and photography targeting consumers suffering through cold weather climates. Designed to push the envelope and providing opportunities to be edgy, the answer to We're Here...Where are You? will vary greatly. More importantly those featured in the campaign will be of diverse ethnic origin, nationality and sexual orientation playing with expressions and phrases that are popular yet colloquial in their demographic. Dynamic imagery will capture visitors of all backgrounds enjoying the many varied experiences of Greater Fort Lauderdale.

Where are You?

Cheers Mate!

F\_\_\_\_ Yeah!

Ya Man!

Yasss Queen!

Dónde estás, Papi!

Ahazou!

As-salamu alaikum!





# 2. PROJECT APPROACH

GREATER AWAITS - Q1 WE'RE HERE. WHERE ARE YOU?

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Channel Plan - Q1 2020			
Content Piece:	"We're Here. Where Are You?"		
Primary Goal:	Increase brand recognition and brand reach		
Secondary Goals:	Increase travel bookings		
Promotion Period:	Start Date: JAN 01, 2020		End Date: MAR 31, 2020
OWNED	Strategy	Desired Outcome	Metrics to Measure
Website	Create content to add to website	Drive traffic & increase brand reach	Traffic, clicks, shares & subscriptions
Campaign / Target Specific Landing Pages	The hub & catalyst for all campaign specific integrated marketing traffic	Drive traffic & increase bookings	Traffic, clicks, shares & subscriptions
Blog	Create engaging SEO content	Drive traffic & increase SEO	Traffic, shares & SEO
	Lifecycle communication w/ad hoc	Retain and drive traffic	Clicks & open rates
Email List	Triggered retargeted	Retain and keep GFL top-of-mind	Clicks & open rates
SMS	Triggered retargeted	Retain and drive traffic	Click through rates
SEO + SEM	Optimized per each quarterly campaign landing page and bi-monthly blog posts	Increase brand reach and conversions	Clicks, bounce,session time
Video Series	Create compelling content in a a storytelling manner of the new GFL branding and the Greater Awaits Story	Increase brand awareness & engagement	Views & shares
Podcast Series	Create compelling content in a a storytelling manner of the new GFL branding and the Greater Awaits Story	Increase brand awareness & engagement	Views & shares
Promotional Items	Create branded content to hand out at tradeshowes and evetn activations	Increase brand awareness & reach	Amount passed out
New App	Create an customizable and presonalized travel experience in an "We're Here. Where Are You?"	Increase user engagement & conversions	Downloads and usage time
In App Ads and Push Notifications	Triggered retargeted	Retain and drive traffic	Clicks through rates
EARNED	Strategy	Desired Outcome	Metrics to Measure
3rd Party Site Reviews	Engage with brand advovates	Increase the frequency and high-rating scaled reviews on 3rd party sites	Monitor star ratings
Social Media	Engage with brand advovates	Increase brand reach, user engagements, and shares	Engagement, shares & hashtag

PAID	Strategy	Desired Outcome	Metrics to Measure
Social Ads	Segmented Facebook ads targeted the multiple demographics	Increase brand reach, user engagements, and shares	Impressions, engagement, shares & hashtag
	Share the compelling content video and podcast cantent showing the new GFL branding and Greater Awaits Story	Increase brand reach and conversions	Views & shares
You-Tube PreRoll			
Over The Top Television (OTT)	Move to a more digital broadcasting platform to increase validity of brand	Increase brand reach and conversions	Impressions & clicks
Digital Display	High-Optimized Demographics through Data Clique	Increase brand reach and conversions	Impressions & clicks
Chatbot Lifecycle	Create a decission tree to facilitate great customer service prompting users to provide data	Collect email and phone number for retargeting	Collected emails and phone numbers
Pay-Per-Click (PPC)		Increase brand reach and conversions	Impressions & clicks
Out-of-home advertising (OOH)	Create compelling OOH featuring new branding specific and the GFL value proposition to each geoloaction	increase brand awareness	
Direct Mail	Create a compelling and engaging driect mailer featuring new branding paried with the GFL value proposition tracked by a uique url	Increase brand reach and conversions	Unique url
Magazine Advertorials	Create a compelling and engaging driect mailer featuring new branding paried with the GFL value proposition	Increase brand reach and conversions	Hashtag
Television Broadcasting		Increase brand reach and conversions	Unique url
Radio	Create 15 and 30 second spots relevant to geotargeted locations	Increase brand reach and conversions	Unique url
Pandora			
Total Traffic and Weather Network ads (TTWN)	Create specific weather event triggered ads during winter storms promote the sunny warmth of GFL	Increase bookings during winter storm events	Overall FLL web bookings
Event Activation	Create immersive event expeirence using our Web VR	Increase brand equity and conversions	Traffic to activation, data ccollected
Sponsored Placement	Partner with relevant media for paid/sponsored posts featuring new branding and the GFL value proposition	Increase brand equity and conversions	Unique url
Co-Op Partnerships	Partner with and established brand to increase brand equity	Increase brand equity and conversions	Unique url



## 2. PROJECT APPROACH

### GREATER AWAITS - Q2 THE WARMEST WELCOME

### THE WARMEST WELCOME.

We all know the beaches of Fort Lauderdale offer visitors a warm welcome. This campaign starts with thoughts of our iconic beaches but then welcomes would-be guests into the vibrant life inside Greater Fort Lauderdale. The campaign focuses on the diversity of people and distinctive experiences that make Broward County an unparalleled place to live and play. The Warmest Welcome campaign further welcomes visitors from across the globe for Greater Fort Lauderdale’s key springtime events including Pride of the Americas, the Tortuga Music Festival and what many consider to be the super bowl of Air Shows. With inviting and captivating imagery that promotes all aspects of the GFL experience along with curated events - visitors will be captivated and motivated to make Greater Fort Lauderdale their next destination.





## 2. PROJECT APPROACH

GREATER AWAITS - Q2 THE WARMEST WELCOME

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### Channel Plan - Q2 2020

Content Piece:	"The Warmest Welcome."		
Primary Goal:	Increase brand recognition and brand reach		
Secondary Goals:	Increase travel bookings		
Promotion Period:	Start Date: APR 01, 2020		End Date: JUN 30, 2020
OWNED	Strategy	Desired Outcome	Metrics to Measure
Website	Create content to add to website	Drive traffic & increase brand reach	Traffic, clicks, shares & subscriptions
Campaign / Target Specific Landing Pages	The hub & catalyst for all campaign specific integrated marketing traffic	Drive traffic & increase bookings	Traffic, clicks, shares & subscriptions
Blog	Create engaging SEO content	Drive traffic & increase SEO	Traffic, shares & SEO
	Lifecycle communication w/ad hoc	Retain and drive traffic	Clicks & open rates
Email List	Triggered retargeted	Retain and keep GFL top-of-mind	Clicks & open rates
SMS	Triggered retargeted	Retain and drive traffic	Click through rates
SEO + SEM	Optimized per each quarterly campaign landing page and bi-monthly blog posts	Increase brand reach and conversions	Clicks, bounce,session time
Video Series	Create compelling content in a a storytelling manner of the new GFL branding and the Greater Awaits Story	Increase brand awareness & engagement	Views & shares
Podcast Series	Create compelling content in a a storytelling manner of the new GFL branding and the Greater Awaits Story	Increase brand awareness & engagement	Views & shares
Promotional Items	Create branded content to hand out at tradeshow and evetn activations	Increase brand awareness & reach	Amount passed out
New App	Create an customizable and presonalized travel experience in an app with AR and VR features	Increase user engagement & conversions	Downloads and usage time
In App Ads and Push Notifications	Triggered retargeted	Retain and drive traffic	Clicks through rates
EARNED	Strategy	Desired Outcome	Metrics to Measure
3rd Party Site Reviews	Engage with brand advovates	Increase the frequency and high-rating scaled reviews on 3rd party sites	Monitor star ratings
Social Media	Engage with brand advovates	Increase brand reach, user engagements, and shares	Engagement, shares & hashtag

PAID	Strategy	Desired Outcome	Metrics to Measure
Social Ads	Segmented Facebook ads targeted the multiple demographics	Increase brand reach, user engagements, and shares	Impressions, engagement, shares & hashtag
	Share the compelling content video and podcast cantent showing the new GFL branding and Greater Awaits Story	Increase brand reach and conversions	Views & shares
You-Tube PreRoll			
Over The Top Television (OTT)	Move to a more digital broadcasting platform to increase validity of brand	Increase brand reach and conversions	Impressions & clicks
Digital Display	High-Optimized Demographics through Data Clique	Increase brand reach and conversions	Impressions & clicks
Chatbot Lifecycle	Create a decission tree to facilitate great customer service prompting users to provide data	Collect email and phone number for retargeting	Collected emails and phone numbers
Pay-Per-Click (PPC)		Increase brand reach and conversions	Impressions & clicks
Out-of-home advertising (OOH)	Create compelling OOH featuring new branding specific and the GFL value proposition to each geoloaction	increase brand awareness	
Direct Mail	Create a compelling and engaging driect mailer featuring new branding paried with the GFL value proposition tracked by a uique url	Increase brand reach and conversions	Unique url
Magazine Advertorials	Create a compelling and engaging driect mailer featuring new branding paried with the GFL value proposition	Increase brand reach and conversions	Hashtag
Television Broadcasting		Increase brand reach and conversions	Unique url
Radio	Create 15 and 30 second spots relevant to geotargeted locations	Increase brand reach and conversions	Unique url
Total Traffic and Weather Network ads (TTWN)	Create specific weather event triggered ads during winter storms	Increase bookings during winter storm events	Overall FLL web bookings
	Create immersive event expeirence using our Web VR	Increase brand equity and conversions	Traffic to activation, data ccollected
Event Activation			
Sponsored Placement	Partner with relevant media for paid/sponsored posts featuring new content	Increase brand equity and conversions	Unique url
Co-Op Partnerships	Partner with and established brand to increase brand equity	Increase brand equity and conversions	Unique url



## 2. PROJECT APPROACH

### GREATER AWAITS - Q3 LIFE ON THE BRIGHTSIDE

### THE WATERWAY OF LIFE.

This campaign capitalizes on Greater Fort Lauderdale’s most valuable and often overlooked asset the water! Most know of Fort Lauderdale Beach, but few realize there are 165 miles of navigable waterways crossing into the western reaches of the county. Life is different on the water - Greater Fort Lauderdale even looks very different when cruising down this never ending network of canals. Fishing? It’s world class in both fresh and saltwater. And let’s not forget, GFL is the gateway to the Everglades, with miles of pristine landscape and natural wildlife to explore via airboat or on foot. On the other end of the county, Port Everglades is the cruising gateway to the Caribbean and the Gulf, boasting the world record for the most cruise passengers in one day. This campaign unveils the many and often surprising sides to the Waterway of Life in Greater Fort Lauderdale offering a diverse array of options that will suit any authentic traveler’s desires.

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2. PROJECT APPROACH  
GREATER AWAITS - Q3 THE WATERWAY OF LIFE

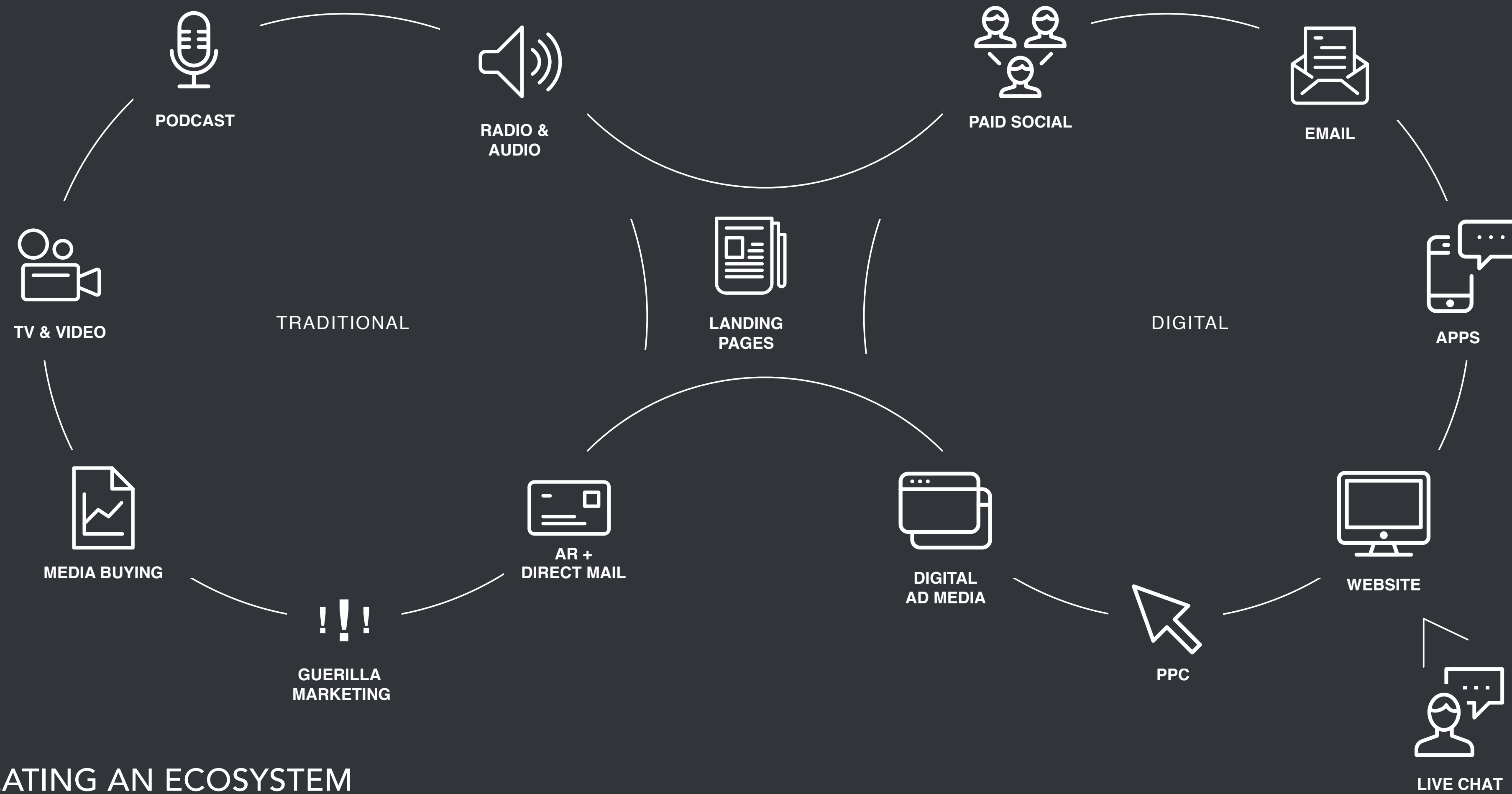
Dreamers, Innovators, & Storytellers  
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Channel Plan - Q3 2020			
Content Piece:	"The Waterway Of Life"		
Primary Goal:	Launch new branding and change perception		
Secondary Goals:	Increase travel bookings		
Promotion Period:	Start Date: JUL 01, 2020		End Date: SEP 30, 2020
OWNED	Strategy	Desired Outcome	Metrics to Measure
Website	Create content to add to website	Drive traffic & increase brand reach	Traffic, clicks, shares & subscriptions
Campaign / Target Specific Landing Pages	The hub & catalyst for all campaign specific integrated marketing traffic	Drive traffic & increase bookings	Traffic, clicks, shares & subscriptions
Blog	Create engaging SEO content	Drive traffic & increase SEO	Traffic, shares & SEO
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## 2. PROJECT APPROACH

### COMMUNICATIONS ECOSYSTEM



## CREATING AN ECOSYSTEM

We unify Traditional and Digital marketing channels by applying consistent branding, messaging and strategies. Using cross-channels to feed into each other to promote, reinforce, and strengthen each other to create an ecosystem. We constantly monitor, analyze, tweak and report on what efforts.



## 2. PROJECT APPROACH

### CHANNEL STRATEGY

#### PROPOSED BUDGET FOR MEDIA SPEND PER CATEGORY

At Lightship we pride ourselves in flanking our creative with research and data driven decisions for our clients. Our plan is to partner with the GFLCVB research initiatives and bolster them with insights from our media planner and digital advertising partner (Data Clique) after they have developed targeted customer profiles. With the new research and information, we will work with the GFLCVB team to determine the most comprehensive media plan and appropriate spend that targets the best potential visitors at the right time on the right channel right channels where they are consuming information. Until that time, we feel it is premature to place specific numbers on specific media channels. We do, however, recommend relying heavily on targeted digital campaigns as our experience has shown that not only are these among the most effective campaigns targeting methods, they also reap the most valuable information that allows continual feedback based revisions to ultimately dial in the most optimal result.





## 2. PROJECT APPROACH

### GREATER AWAITS - KEY TACTICS

# ALL ABOUT THE EXPERIENCE - APP

Technology has played a key role in re-shaping the tourism landscape. An estimated 85% of travelers use travel apps to plan a trip, and the current GFL app serves these basic needs.

Lightship would like to reimagine the current GFL app to make it more relevant to users. It's no longer enough to assume travelers simply the want only dining and adventure options suited to their tastes; travelers nowadays expect much more.

Let's extend the lifespan of the GFL app experience by using AI technology, customization tools and personalization. By retooling the daily Vacation Planner with an option to specify interests and hyper-precise locations across the 31 municipalities, users design a local tour reflecting their unique interests and goals. For instance, you can plan a day around what you love. So when if you're interested in 30% history, 20% romance, 30% food, and 20% of the cliché tourist moment - the app does its thing, and suddenly you're being taken on a tour of Fort Lauderdale which truly customized and personal tour speaking to your wants. The app will also aggregate the GFL calendar so users can easily locate any upcoming events throughout the 31 municipalities.

### CALL OUT THE CLIMATE!

When people travel to Fort Lauderdale most notable is how amazing the weather is. We want to build in a weather comparison display and show the weather in Fort Lauderdale versus where they came from.

To entice a return visit and build out retention marketing, we want to develop strategic push notifications to communicate new eateries and experiences begging to be discovered. By collecting engagement data through usage, we will know the best times to target and can optimize accordingly.





## 2. PROJECT APPROACH

### GREATER AWAITS - KEY TACTICS

## MORE THAN JUST AN APP

### EMERGING TECHNOLOGY

Everyone wants to experience a destination in some way before committing to book. So, they search images, videos, visit websites and read reviews. Somehow this practice of exploring destinations works - but why not employ the latest technology that makes possible to experience the feeling of being present at a particular place? We are talking about Augmented Reality (AR) and Virtual Reality (VR) technology.

We also know that experiential attractions are what is driving a lot of travel decisions. Within the proposed new app, we will integrate Augmented Reality tours that will accompany the daily planner. We will give travelers a local spin on each destination including insider knowledge and insider info. When users scan an area hot spots will appear. The user will continue to hit the hotspot and a video will appear with, perhaps a local telling a little hidden history, unknown factoid, local lore or a unique experience.

As the saying goes a picture is worth 1000 words. Now imagine having it wrapped around you. With in the app we will remind people what it's like to find your happy place...perhaps the perfect Fort Lauderdale beach. We will transform a tourist experience to be an immersive web based Virtual Reality experience.

We will extend the lifespan of this tactic by tying it to digital display ads. This will let enthusiasts explore the destination before actually buying a package. Imagine a user scrolling through the web and discovering an ad for Fort Lauderdale. They are then taken to a correlating landing page where there is an immersive beach scene with waves rolling in, and of course the sun always shining - truly an experience to discover first hand.





## 2. PROJECT APPROACH

### GREATER AWAITS - KEY TACTICS

## VIDEO IS KEY

Lightship is proud to offer unparalleled video production experience and capabilities, bolstered by our fully equipped studio with cyc walls, video podcasting studio and live broadcast capabilities. There is extensive and conclusive research that video is the most powerful and compelling form of communication. Now more than ever, a robust video strategy must be at the forefront of every marketing and advertising initiative.

Lightshup possesses the know-how to completely revitalize the look and feel of Visit Lauderdale TV, elevating the production value along with the overall brand image. Rather than the chaotic “run-and-gun” approach to production, we meticulously plan each shoot for cohesive, seamless content that draws in and engages the curiosity of the viewer.

As the original leaders in Brandertainment, Lightship proposes a brand-meets-content approach to the following GFL video strategies. Our anchor hosts will take viewers and listeners on a guided tour of a topic of our choosing every two weeks; as we groom and develop recognizable talent who will come to represent the revitalized Visit Lauderdale TV. This content will be initially produced in 5 - 10 minute web series for the SVOD platforms Apple TV, Hulu and Roku and recut in various lengths and various versions for social media, internet and digital advertising. A major objective of our strategy is to compile an extensive resource of video (and photographic) assets that cover all aspects of the Greater Fort Lauderdale experience.





## 2. PROJECT APPROACH

GREATER AWAITS - KEY TACTICS

### ENTERTAINMENT & CULINARY: FORK YEAH GFL SERIES

FORMAT/TONE: We want to capitalize on the “Bourdain effect” with a charismatic, authentic host who delights in sharing his or her favorite watering holes and overlooked foodie and entertainment gems in Greater Fort Lauderdale. This smart but playful show will tell the stories of the hottest eateries, must experience nightlife scenes, and showcase this alluring but unexpected side of Fort Lauderdale.

DELIVERABLES / TIMELINE: 20 five to ten minute webisodes, delivered bi-weekly throughout the year, with eight weeks set aside for planning.

GOAL: Drive customers into GFL’s incredible culinary and entertainment establishments that are often overlooked by visitors, ramp up social media engagement, lift dining at local hotel restaurants and push for an increase of Heads in Beds





## 2. PROJECT APPROACH

### GREATER AWAITS - KEY TACTICS

## EXPERIENTIAL: UNDISCOVERED GFL SERIES

**FORMAT/TONE:** This is all about the places and experiences even many locals don't know. A person can live here for decades and still remain utterly unaware of hot cultural spots they'd adore... if only they knew. This SVOD series will draw attention to undiscovered cultural gems, like the Rodeo in Davie the street music festivals of Delray but still cover the big hits like Tortuga. With a wraparound format and anchor-desk host, this "magazine" format show will live in the moment, reviewing past events and sneak-peaking exciting upcoming experiences worth a second glance.

**DELIVERABLES/TIMELINE:** 20 one-to-three minute videos, delivered bi-weekly throughout the year, with eight weeks set aside for planning

**GOAL:** Drive attendance to overlooked attractions, develop Fort Lauderdale as a complex, multifaceted diverse destination, and drive up social engagement.





## 2. PROJECT APPROACH

GREATER AWAITS - KEY TACTICS

### PODCASTING

This live studio based show will be set is the podcast studio at Lightship HQ in Oakland Park and serve as a more casual, expanded counterpart to the Undiscovered GFL video series, with a focus on local cultural goings-on a la The Sun Sentinel’s Weekender. The host will review h highlights from the recent past and spotlight three to four upcoming events, such as Dry Tortuga Music Festival, the Air Show and Wicked Manors. Guests from throughout Fort Lauderdale who have a stake in the topic of conversation will be invited to join the conversation. A playful tone will set viewers at ease, while a tight, focused format will pinpoint key takeaways for upcoming events, so curious listeners will have all the info they need to know to plan their up their upcoming travels.

DELIVERABLES/TIMELINE: Ten 20 - 45 minute podcast shows, both audio and video recordings, delivered monthly for one year.





## 2. PROJECT APPROACH

GREATER AWAITS - KEY TACTICS

### DIRECT MAIL WITH AR & VR

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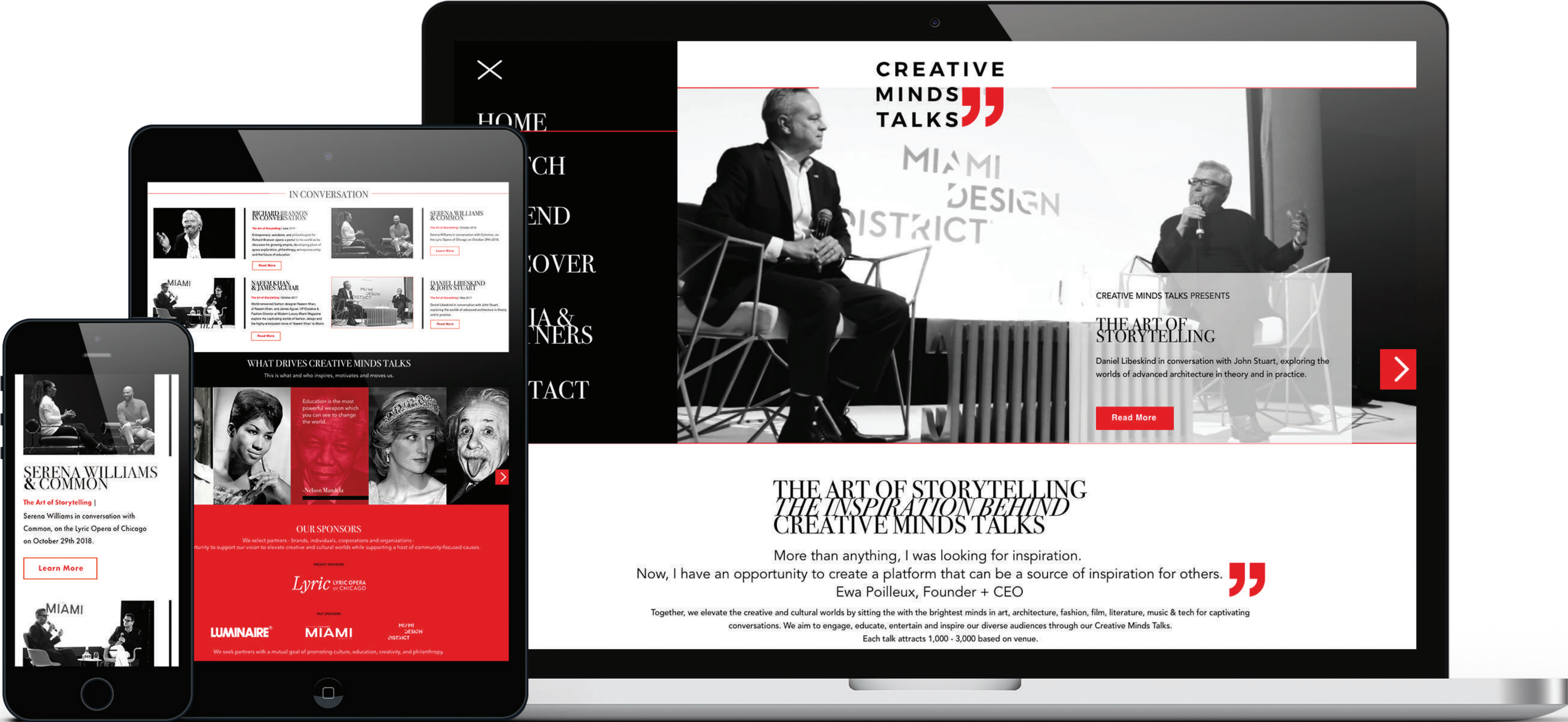




2.1-A PROJECT APPROACH  
CREATIVE PORTFOLIO

CREATIVE MINDS TALKS  
WEB DEVELOPMENT

Dreamers, Innovators, & Storytellers  
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## 2.1-A PROJECT APPROACH

CREATIVE PORTFOLIO

LIGHTSHIP

promo reel

[CLICK HERE](#)





2.1-A PROJECT APPROACH  
CREATIVE PORTFOLIO

ROCKY MARCIANO + MSC CRUISE  
CO-OP PROMO





2.1-A PROJECT APPROACH  
CREATIVE PORTFOLIO

ULTIMATE WALT DISNEY WORLD  
BROADCAST SPECIAL

CLICK HERE

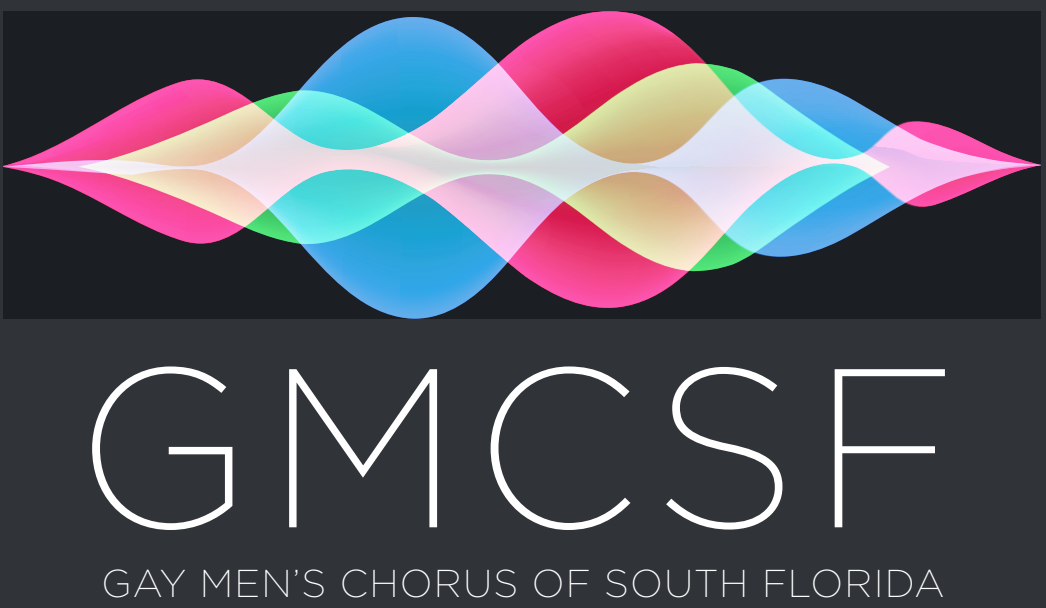
Dreamers, Innovators, & Storytellers  
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2.1-A PROJECT APPROACH  
CREATIVE PORTFOLIO

GAY MEN'S CHORUS  
OF SOUTH FLORIDA AOR

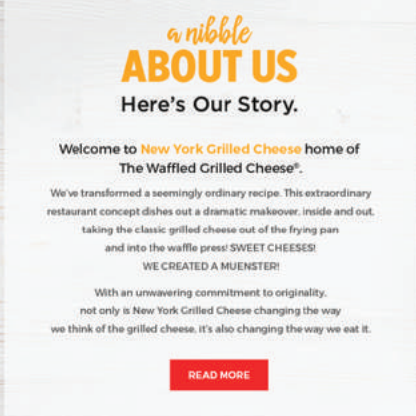
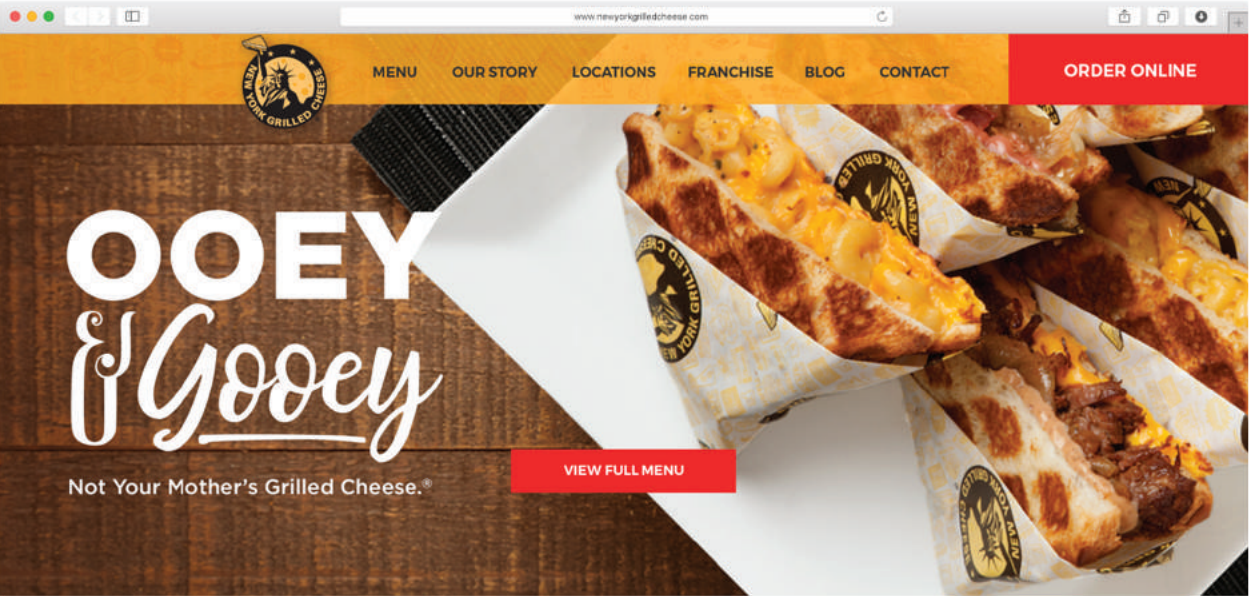
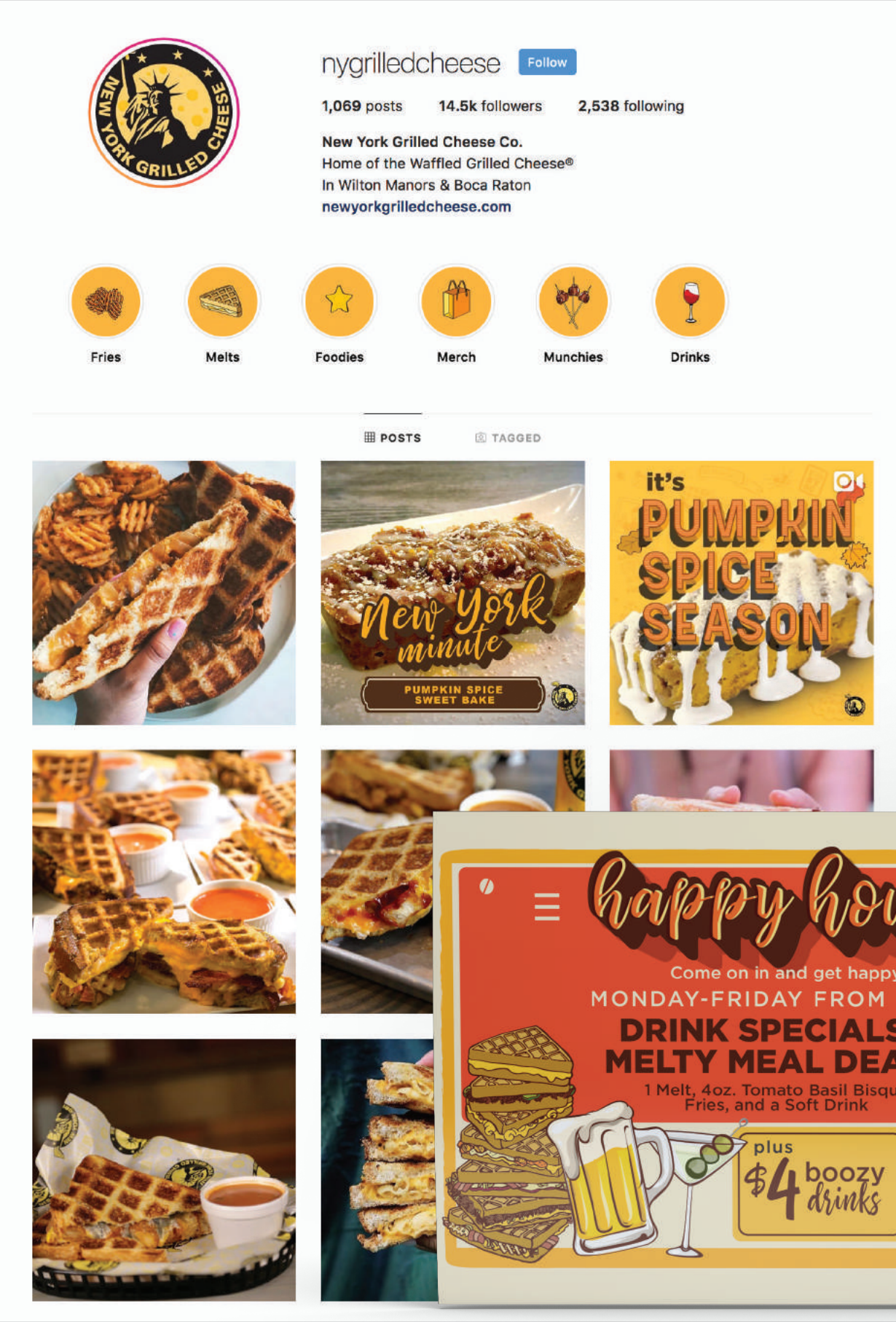




2.1-A PROJECT APPROACH  
CREATIVE PORTFOLIO

NEW YORK GRILLED CHEESE AOR

Dreamers, Innovators, & Storytellers  
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2.1-A PROJECT APPROACH  
CREATIVE PORTFOLIO

STONEWALL NATIONAL MUSEUM & ARCHIVES

CLICK HERE

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2.1-A PROJECT APPROACH  
CREATIVE PORTFOLIO

OUR NIGHT OUT AOR

CLICK HERE

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LIGHTSHIP

2.1-A PROJECT APPROACH  
CREATIVE PORTFOLIO

HOTEL COMPILATION  
PHOTOGRAPHY & REEL

CLICK HERE

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## 2.1-C PROJECT APPROACH

### BRAND ARCHITECTURE APPROACH

The Lightship Team kicks off every nascent working relationship with a Brand Immersion Session. This intensive meeting of minds takes several hours, in which our team asks probing questions to decipher your brand promise, charisma, and ideal plan for growth. It's not easy, but anything worth doing rarely is! By challenging clients to describe the WHY behind their business goals, we generate crucial conversations that will inform how we understand both brand identity and aspirations for the future. This is our first step toward melding our two teams into one team with a shared vision and common goal.

Once our team is onboarded we have a kickoff meeting, involving all stakeholder. We do this to gain clarity on project requirements, scope, and timeline to plan schedules and resources accordingly. This systematic approach ensures we comprehend your macro strategy, so we may deliver on the micro details.

For a destination or travel product, it's key that we comprehend why travelers and locals alike seek out and love the destination. What are the major attractions and markets? What are the developing travel trends and opportunities they represent? We consider both micro details via testimonials and anecdotes, as well as macro trends in demographic and travel data, as we jointly develop a strategy to showcase a location in its best possible light. As we develop more granular strategy, we continuously return to the overarching goal, such as Heads in Beds, or increased event bookings to ensure all creative aligns towards the goals.

As brand storytellers, we love to push the envelope when it comes to bold visuals and high-impact stories. On the marketing side, we are aggressive with tactics, especially when they show success. We keep in constant contact with the client and continuously monitor ongoing campaigns, so when a strategy is not bearing fruit we pivot quickly to one that does.

From the very beginning of our working relationship, we feel it is extremely important to develop camaraderie as we work together on one team. Our clients' success is our success, and vice versa. Our most rewarding business relationships share the bond of shared purpose, mutual support and striving for growth.

In regards to the account management it will be co-managed by our Creative Director Mike Dvoravic and Marketing Director Claudia Blum. They will orchestrate, direct, monitor, all aspects of the account. They will be responsible



## 2.1-D PROJECT APPROACH

### GROUP SALES APPROACH

At Lightship we pride ourselves in flanking our creative with research and data driven decisions for our clients. Our plan is to partner with the GFLCVB research initiatives and bolster them with insights from our media planner and digital advertising partner (Data Clique) after they have developed targeted customer profiles. when they have developed likely customer profiles. Through the information gleaned With the new research and information, we will work with the GFLCVB team to determine the most comprehensive media plan and appropriate spend that targets the best potential visitors at the right time on the right channel right channels where they are consuming information. Until that time, we feel it is premature to place specific numbers on specific media channels. We do, however, recommend relying heavily on targeted digital campaigns as our experience has shown that not only are these among the most effective campaigns targeting methods, they also reap the most valuable information that allows continual feedback based revisions to ultimately dial in the most optimal result.





## 2.2-A ACCOUNT MANAGEMENT

### BUDGET ACCOUNT MANAGEMENT

Lightship is very familiar with handling a multimillion dollar projects for a destination marketing organization. Our engagements for Disney Parks and Resorts required extensive creative planning, cooperative decision making, production planning and detailed budgeting. Over a 10-year period, we were responsible for effectively executing projects with a budget of an average of \$3 million per year to be spent within a 6 month period. We provided detailed cost reporting (an example is included in the additional documentation, with back-up for all expense outlays.) Any changes of more than 10% on any given budget line were approved in writing in advance by Disney.

Our proposed project management for the GFLCVB would utilize many of the practices we have perfected through our large-scale production management and execution experience with entities such as Disney and Discovery Networks. We have put a project management team in place that will handle creative strategy, marketing strategy and production management. Our bid for this RFP is based on a detailed line-item budget that considers all aspects of the current GFLCVB ask. We know that this will evolve with creative and strategic discussions in advance of the commencement of work. The budget will include all tactics in detail, including project management, creative production, digital production and media placement.

Our seasoned Line Producer will oversee the budget, as well as final negotiations with all subcontractors, and follow up on time and resource execution to ensure that all areas stay within budget. We use a purchase-order system to keep track of all committed expenses and provide monthly detailed cost reports. As strategy and tactics evolve with new research and data, we will reallocate funds in consultation and with the approval of the GFLCVB. If there is an increase in scope in one area (upon mutual agreement) we look for savings in other areas to ensure that there is a zero-sum gain to the overall budget.

We understand the ever-changing demands of the advertising, marketing and production industries and respond quickly to adapt to revisions and make the proper adjustments. We only request additions to a final budget if there are major changes in the scope of the project that require additional resources beyond what the overall budget can possibly absorb. We manage all aspects of production of collateral within the budget and never charge rush fees or change fees.

We also believe you should have a direct line to creative, with a consistent window into project progress, which we provide courtesy of our online project management tool, Avaza. All clients are provided logins for Avaza, which assists in communication, planning, and task approval. Goals and milestones structure each timeline in Avaza, and meeting these achievements is very important to us. Any edits or updates to the project are recorded in Avaza, allowing both teams to remain aligned on expectations and timelines. We believe in open communication and transparency, so periodic feedback plays an important role. Avaza tools, such as a live in-chat feature, allow for constant and consistent communication, so no stone goes unturned. KPIs and Resource trackers in Avaza provide another added layer of oversight, ensuring all stakeholders are up to date at all times. We consistently monitor timelines and refer back to project objectives, which is vital when juggling multiple projects with various deadlines.)

We will also employ an advanced Asset Management system administered by Studio 4028 that allows secure storage of a graphic and video content, online collaboration and approval tools and direct media delivery resources.



## 2.2-B ACCOUNT MANAGEMENT

### DIRECT MARKETING ORGANIZATIONS KNOWLEDGE

At Lightship, we value research and data-driven decisions to inform our decisions and guide our creative tactics. For this project, we have already conducted a great deal of research and gleaned initial insight in order to create this presentation that we outlined in Section 2. We understand the research initiatives that the GFLCVB has planned and will partner to use those results to inform the final comprehensive strategy. In addition, this research will be supplemented by our data partners at Data Clique who have the resources to create specific customer profiles that we can target to reach the goals of the GFLCVB in a meaningful and measurable way.

Dreamers, Innovators, & Storytellers  
READY TO CREATE





## 2.3-A MEDIA PLANNING AND BUYING: VALUE-ADDED OPPORTUNITIES

Through our proposed brand revitalization and campaign strategy we have included many added value propositions to enhance visitors travel experience in Greater Fort Lauderdale.

GFL APP including AR and VR immersive components

GFL Online Planner Enhancements

GFL Visitors Guide

GFL Webseries

## 2.3-B MEDIA PLANNING AND BUYING: PARTNERSHIP (CO-OP) ADVERTISING & SPONSORSHIP OPPORTUNITIES

We understand that Partnership Marketing is one of the strongest and most cost effective ways to extend branch reach and enhance brand value. We propose to develop, pitch and activate partner-based integrated marketing programs that will drive value for the Greater Fort Lauderdale Chamber of Commerce. These collaborations with strategic brands will support key tactics that ultimately result in increased hotel and resort bookings across Greater Fort Lauderdale. Our Partnership Marketing Director has more than 10 years of experience with a major destination marketing organization and has the contacts and know-how to create innovative win-win marketing opportunities using traditional and digital/social media channels.





# Past Performance Evidence of Knowledge and Experience

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# 03





### 3 PAST PERFORMANCE EVIDENCE OF KNOWLEDGE AND EXPERIENCE:

#### Disney - Broadcasting & Production of Special Event

Walt Disney World had produced a live Christmas special for ABC “in-house” for years, but ratings were poor.

Disney executives needed to justify the considerable budget of \$4 million with not only improved ratings, but also a rise in vacation and resort bookings or else face axing the program altogether.

#### SOLUTION:

Impressed by Lightship’s track record of producing effective branded entertainment, Disney awarded Lightship this project.

The Lightship team completely re-imagined the program, presenting the show as a live “must be seen” or missed event.

A Brandertainment approach, with subtle inclusion of the parks and resorts allowed viewers to respond to the content as creative entertainment, not advertising. Lightship was not only able to improve the show’s ratings dramatically (to more than 5.5 million viewers), but also grew to attract big-name celebrities, like Beyoncé, Mariah Carey, Celine Dion, Enrique Iglesias and more.

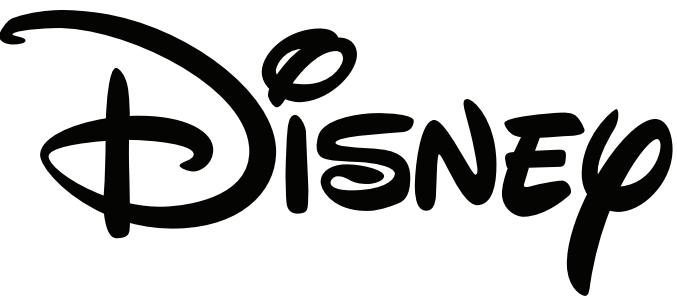
In 2005, Lightship accepted the National Emmy for Outstanding Special. Most importantly, during Lightship’s decade of production of the special, Disney tracked an unprecedented number of bookings that responded directly to the broadcast through a unique 1-800 number promoted on the show.

(Exact metrics are proprietary, but Disney’s confidence in Lightship grew, along with the budget, during their ten-year management of the special).

#### Key Personnel

Executive Producer: Andy Perrott  
Line Producer/Project Manager: Robin Cohen  
Production Coordinator: Louis Pedraza

[CLICK HERE](#)





### 3 PAST PERFORMANCE EVIDENCE OF KNOWLEDGE AND EXPERIENCE:

#### Walt Disney Parks Resorts 26 International Travel Spots

For many South Americans, traveling to the United States can seem a daunting task. Through research, Disney recognized Central and South Americans faced numerous barriers to travel to the United States. These encompassed all aspects of the travel experience, from obtaining a visa to navigating the airport and larger region upon arrival. Simply put, many felt overwhelmed by all aspects of the American travel experience, which prevented many from booking trips.

#### Key Personnel

Executive Producer: Andy Perrott

Line Producer/Project Manager: Robin Cohen

Production Coordinator: Louis Pedraza

[CLICK HERE](#)

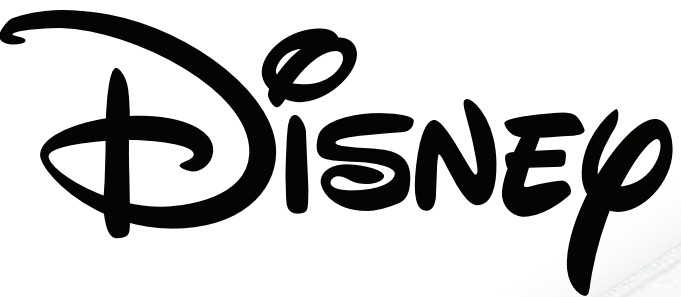
#### SOLUTION:

Disney contracted Lightship to develop a video campaign in both Spanish and Portuguese that would address all aspects of traveling to and within the US.

After an extensive casting process, Lightship curated two families whose dialect and speech would ring authentically with the widest possible audience. The team produced 26 videos for Disney Online in both Spanish and Portuguese.

By walking viewers through a visit to the States, from booking a flight to experiencing all aspects of the Disney Parks, Resorts and Cruise Line first-hand, we addressed common questions, eased fear, and made a Disney vacation feel like an adventure they were equipped to pursue.

As a result, bookings from Central and South America rose significantly as tracked by a unique URL.





# 3 PAST PERFORMANCE EVIDENCE OF KNOWLEDGE AND EXPERIENCE:

## Safety Harbor Resort & Spa

Safety Harbor Resort and Spa was looking for a high-end television production partner to produce commercials and videos of the style and caliber of Disney’s Parks and Resort’s commercials. The resort’s brand image was also in need of a dramatic update, and they chose Lightship for its ability to not only provide high-value video production, but also turnkey marketing services across many channels and platforms. Initially, the ask was for commercials and promotional videos that would boost sales and increase bookings for weddings, business meetings, spa appointments, transient travelers and staycationers.

## SOLUTION:

Lightship developed an integrated video and photography marketing strategy that would encompass broadcast spots, online videos, targeted social media posts, digital display ads, and Pay-Per-Click.

After the initial creative was delivered, the marketing team was so excited, they replaced their social media team with Lightship. The impressive amount of content produced has allowed Lightship to continually revitalize the brand with fresh and inspiring content across all channels.

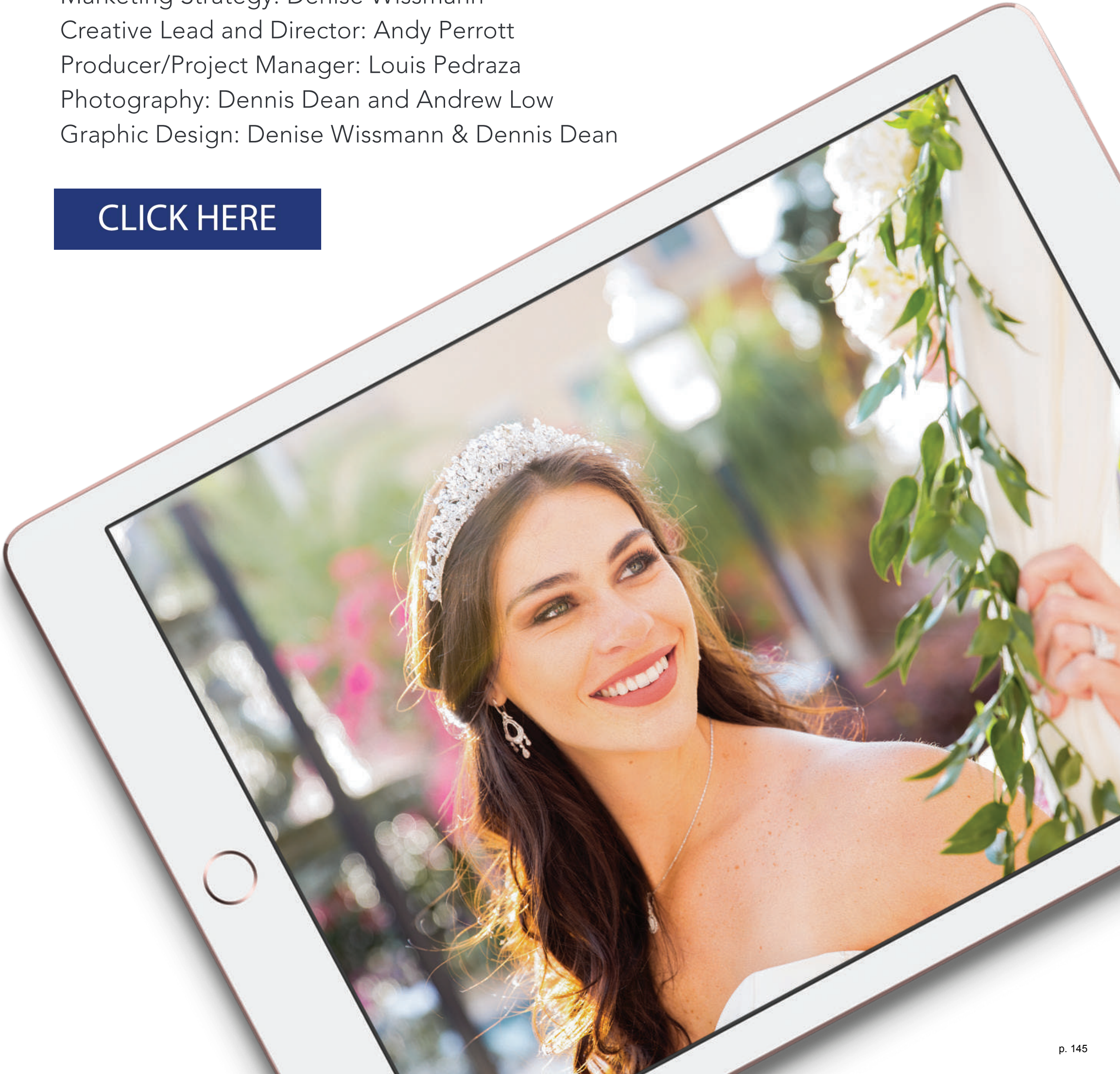
Each broadcast spot resulted in a measurable increase in bookings for that target. To date, the resort has seen the following results: Brides and Wedding Planners: After a 30-second “Fairytale Wedding” ad aired, bridal leads numbering 450 called to inquire with many going on to book. More than 200 weddings were booked at the resort that year, exceeding the resort’s goal.

Spa: The resort’s 50,000 square foot spa saw an increase of 15% in bookings after a Lightship-produced spot went out on social media, targeting the regional area and promoting the benefits of membership. That year membership also increased by 10%. Business travelers and meeting planners: A targeted video featuring striking footage of conference spaces and resort amenities resulted in a 20% increase in conference bookings.

## Key Personnel

Marketing Strategy: Denise Wissmann  
Creative Lead and Director: Andy Perrott  
Producer/Project Manager: Louis Pedraza  
Photography: Dennis Dean and Andrew Low  
Graphic Design: Denise Wissmann & Dennis Dean

[CLICK HERE](#)





# 3 PAST PERFORMANCE EVIDENCE OF KNOWLEDGE AND EXPERIENCE:

## Wilton Drive Improvement District

The city of Wilton Manors was embarking on a two-year construction project for its main thoroughfare, Wilton Drive. The height of the project would coincide with the very busy and lucrative tourist season -- twice. Local businesses were understandably concerned as they faced the hassle of daily construction, limiting access for both cars and pedestrians and potentially threatening their business livelihood. Among eight agencies, Lightship was awarded the marketing of this revitalization project.

### Key Personnel

Marketing Strategist: Denise Wissmann  
Executive Producer and Director: Andy Perrott  
Project Manager: Louis Pedraza  
Photography: Dennis Dean & Andrew Low  
Graphic Design: Denise Wissmann & Dennis Dean

## SOLUTION:

We proposed a multi-pronged strategy based around a new website (digital hub) that acts as the main resource to communicate up-to-date information regarding the street’s revitalization project while simultaneously promoting businesses along Wilton Drive. Lightship created a digital ecosystem based around this new responsive website. The site, WiltonDrive.org, along with weekly email blasts, social media platforms, original video and photography content, quickly became the number one resource for all things Wilton Drive. Businesses and patrons finally had a comprehensive resource for the city’s main shopping and entertainment district. It is critical to Lightship that each business is supported during the construction period. Also, quarterly themed campaigns, along with special events are created to bring patronage to Wilton Drive establishments by targeting and engaging local and out of town visitors to experience the iconic road.

Since launching in August of 2018, the WiltonDrive.org website, has steadily grown with visitors and email subscribers alike. New visitors status is consistently above 84% while user sessions are over 1.25 minutes. Email campaigns have exceeded industry average rates for open and click throughs: with open rates + 67% and click throughs + 34%.





# Workload of the Firm

# 04





4 WORKLOAD OF THE FIRM

The following projects were worked on concurrently with others. It is impossible to define the exact overlap. We assign management and teams to each project and clearly spell out the expectations of work and time frame. We have strict budget parameters for time and resources that are carefully managed. We have a team of freelance professionals who we bring in who specialize in specific areas which allows us to expand to handle any size project. Previous projects for Disney have had over 100 staff and free-lance contractors involved all of whom we managed to a successful result. We communicate with our clients constantly to ensure that expectations are always exceeded.

COMPLETED PROJECTS:

Disney Destinations, LLC	International Video Series
Disney Destinations, LLC	Television Special Production
New York Grilled Cheese Co.	Agency of Record & Video Production
KEL Attorneys	Regional Commercial Production
Brickmarkers USA	Production of Online Promotional Spots
IT Strategy Group	Online Promotional Video Production
Z-Roc Dermatology	Online Promotional Video Production
TSR Adventures	Video Production for Event
Hotspots Media Group	Theatrical Promotional Video Production
LSPJ Law	Online Promotional Video Production

Worth Avenue Yachts	Event Production / Online Promotion Prod.
Orange Theory Fitness	Timelapse Video Production
Dominion Sports, LLC	Product Introduction Video
Tri-Rail	Regional Commercial Production
Practice Perfect	Regional Commercial Production
Watermill Flowers	Training Video Production
Law Ruler Software	Online Promotional Video Production
Rocky Marciano Wine	Co-op Promotional Marketing
MAD Studios	Various Video Production Projects
GFLCC	Event Production & Video Production
Fort Lauderdale Behavioral Health	Online Promotional Video Production
RG Cosmetics	Online Promotional Video Production
Pride Center	Event Video Production & Recap Videos
Goodman Public Relations	Event Video Production & Recap Videos
Stonewall ]Museum & Archives	Online Promotional Video Production
Adam’s Interiors	Online Promotional Video Production
Our Night Out	Online Promotional Video Production
Our Fund	Online Promotional Video Production



4 WORKLOAD OF THE FIRM

COMPLETED PROJECTS CONTINUED:

Sharon Gless	Event Video Production
Snowbirds Wines	Online Promotional Video Production
Pride Center	Event Video Production & Recap Videos
Douglas Elliman Real Estate	Online Promotional Video Production
Revamp Group	Online Promotional Video Production
Take Shape Plastic Surgery	Television Show Teaser Production
Wheelhouse IT	Online Promotional Video Production
Bluewater Crew Training	Online Promotional Video Production
SR Construction	Timelapse Video Production
American Meetings	Online Promotional Video Production
Pride Fort Lauderdale	Event Video Production & Recap Videos
Merchant Processing Solutions	Co-op Promotional Print Collateral

CURRENT PROJECTS:

Wilton Drive Improvement District	Agency of Record
Safety Harbor Resort & Spa	Regional Commercial Prod & Social Media
Gay Mens Chorus of South Florida	Agency of Record & Video Production
AIDS Healthcare Foundation & Impulse Group	Online Series Prod &Event Video Prod
Julian’s Fountain of Youth	Short Film Production
Our Night Out	Event Production & Agency of Record
Triumph Consulting	Animation Video Production
Crusin’ Tikis	Website Design and Development
First SE Mortgage	Agency of Record & Web Development

RECENTLY AWARDED PROJECTS:

Creative Minds Talks	Website Design & Development
Brightstar Credit Union	Online Promotional Video Production



# Location

# 05





# 5 LOCATION

Lightship Studios relocated its offices and studios on February 1, 2019 to 4030 NE 6th Avenue in Oakland Park, FL, which is designated as a HUBZone. Lightship is currently waiting for final SBA-HUBZone confirmation. The process is lengthy, as it requires updating corporate information with Dunn & Bradstreet before that information appears in the Federal Government’s System for Awards Management and the SBA. We anticipate having this certification completed in the next two weeks. Please see attached documentation providing evidence of our office being located in a HUBZone.

## COMPANY INFO:

Home Base: Fort Lauderdale, FL

Territory: Worldwide

Business Size: Small Business

SBA - HUBZone Small Business

NGLCC - Certified LGBTE - #11539

Diversity: LGBTBE Certified 11539

Cage Code: 7EQ49

DUNS Number: 079877824

EIN#: 27-2125647

### GOODS & SERVICES:

NAICS:  
541810, 512110, 541613, 541922,  
541511, 541890, 541430, 541430,  
541840, 541870, 541850, 541860,  
541613, 711310, 541613, 519130



Price

06





## 6 PRICE

YEARLY BUDGET: For line item budget please see document  
labeled: Lightship\_Section-7\_PrincingSupport

2020 FY BUDGET: \$7,925,700.00  
MONTHLY RETAINER: \$660,475.00

2021 FY BUDGET: \$7,737,096.00  
MONTHLY RETAINER: \$644,758.00

2022 FY BUDGET: \$7,852,188.00  
MONTHLY RETAINER: \$654,349.00



# Pricing Support

# 07





BUDGET NOTES:

SOLICITATION: GEN2116476P1

TITLE: ADVERTISING AGENCY SERVICES

DATE & TIME: MARCH 20, 2019, 5:00PM

VENDOR: LIGHTSHIP MEDIA, INC. d/b/a LIGHTSHIP STUDIOS

LIGHTSHIP GFLCCVB PROPOSED FY2020 BUDGET HIGHLIGHTS

1. The development, creation and execution of an overall brand revision on all channels including necessary design collateral to support website, social media, digital advertising, and traditional advertising (including broadcast, print, outdoor). This will not be an additional expense.
2. Four unique campaigns to support the overall brand and target visitors with unique messages to spur demand for travel and room bookings over the course of each year.
3. Two major research initiatives - one quantitative and one qualitative - to explore and establish brand and campaign priorities to engage travelers.

4. Application development that includes comprehensive vacation planner, calendar of events, weather API, Augmented Reality component, Web Virtual Reality component, push notifications and data collection.
5. Four major production broadcast spots for domestic and international use in multiple languages.
6. Talent allocation for use of major celebrities in broadcast spots as deemed appropriate through research and strategy.
7. One original major artist recording and sync to support one broadcast spot.
8. Allocation for up to 8 social media influencers to travel to Fort Lauderdale and take part in campaign initiatives.
9. Development and production of two online series of 20 episodes each (a total of 30 shoot days) to cover all aspects of the Greater Fort Lauderdale experience. One series will be host driven while the second will be "magazine" style with in studio wrap-arounds. Segments and footage will be intended for Apple TV / Hulu / Roku / online and recut in appropriate lengths and tagged for all social media channels.



BUDGET NOTES CONTINUED:

10. Live monthly video podcast featuring the “magazine” series talent and up to 4 local guests depending on the topic of discussion.

11. On location professional photography is included at all video shoots to support digital display, social media, GFLCVB website and all print needs.

12. Partnership Marketing Director to develop all coop and partnership marketing initiatives to support overall brand and individual campaigns.

13. SEO Management for optimizing web traffic and overseeing PPC campaigns.

14. Translation into 6 languages for major overall brand and campaign elements.

15. Allocation for printed collateral and promotional items.
16. Advanced marketing deployment and research platforms.

17. Advanced asset storage and management system that allows for easy notes and approval of all assets including graphic and video media.



# Thank you

WE'RE READY TO CREATE.



## Supplier: Lightship Studios

### 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: **Lightship Studios**

**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:**Lightship Media, Inc.**
2. Doing Business As/ Fictitious Name (if applicable):**Lightship Studios**
3. Federal Employer I.D. no. (FEIN):**27-2125647**
4. Dun and Bradstreet No.: **079877824**
5. Website address (if applicable): **www.lightshipstudios.com, www.lightshiptv.com**
6. Principal place of business address: **4030 NE 6th Avenue  
Oakland Park, FL 33334**
7. Office location responsible for this project: **4030 NE 6th Avenue  
Oakland Park, FL 33334**
8. Telephone no.:**9546211350** Fax no.:
9. Type of business (check appropriate box):
  - ☒ Corporation (specify the state of incorporation):**Florida**
  - ☐ Sole Proprietor
  - ☐ Limited Liability Company (LLC)
  - ☐ Limited Partnership
  - ☐ General Partnership (State and County Filed In) **Florida**
  - ☐ Other - Specify
10. List Florida Department of State, Division of Corporations document number (or registration number if fictitious name): **P10000023485**
11. List name and title of each principal, owner, officer, and major shareholder:
  - a) **Andrew S. Perrott**
  - b)
  - c)
  - d)

12. AUTHORIZED CONTACT(S) FOR YOUR FIRM:



Name: **Andy Perrott**

Title: **President**

E-mail: **andy@lightshipstudios.com**

Telephone No.: **954-621-1350**

Name: **Denise Wissmann**

Title: **Chief Marketing Officer**

E-mail: **denise@lightshipstudios.com**

Telephone No.: **954-621-1350**

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>Andrew S. Perrott</b>	<b>President</b>	<b>12/14/2019</b>
*AUTHORIZED SIGNATURE/NAME	TITLE	DATE

Vendor Name: **Lightship Media, Inc. d/b/a Lightship Studios**

\* 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: Lightship Studios

### 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: Andrew S. Perrott Date: 02/17/2019**

**Title: President**

**Vendor Name: Lightship Studios**



**Supplier: Lightship Studios****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).

**Andrew S.Perrott**  
Authorized Signature/Name

**President**  
Title

**Lightship Studios**  
Vendor Name

**andy@lightshiptv.com**  
Date





## Supplier: Lightship Studios

### 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: Lightship Studios****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	<b>SEE CONFIDENTIAL INFORMATION SENT SEPARATELY</b>
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: <b>andy@lightshiptv.com</b> Telephone Number:

**Vendor Name: Lightship Studios**



**Supplier: Lightship Studios**

**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: **Andrew S.Perrott**

Names of Affiliated Entities: **Lightship Entertainment,Inc.**

Principal's Name: **Andrew S. Perrott**

Names of Affiliated Entities: **Harborlight Entertainment,Inc.**

Principal's Name:

Names of Affiliated Entities:

Authorized Signature Name: **Andrew S.Perrott**

Title: **President**

Vendor Name: **Lightship Studios**

Date: **andy@lightshiptv.com**

**Supplier: Lightship Studios****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)

<b>Term or Condition Article / Section</b>	<b>Insert version of exception or specific proposed alternative language</b>	<b>Provide brief justification for change</b>
<b>Evaluation Criteria Section 3</b>	<b>Describe prime Vendor's experience on projects of similar nature, scope and duration, along with evidence of satisfactory completion, both on time and within budget, for the past ten years.</b>	<b>Work in the revised date range reflects projects of similar scope as requested</b>
<b>Litigation History Form</b>	<b>Confidential information submitted by hand on 3/18/19 at 4:00PM</b>	<b>Florida Statute 946.517 Confidentiality of Corporate Records</b>

**Vendor Name:** andy@lightshiptv.com



**Supplier: Lightship Studios****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:
- has a valid Broward County local business tax receipt;
  - has been in existence for at least six-months prior to the solicitation opening;
  - at a business address physically located within Broward County;
  - in an area zoned for such business;
  - provides services from this location on a day-to-day basis, and
  - services provided from this location are a substantial component of the services offered in the Vendor's proposal.

In accordance with Local Preference, Section 1-74, et. seq., Broward County Code of Ordinances, a local business meeting the below requirements is eligible for Local Preference. To qualify for the Local Preference, the undersigned Vendor hereby certifies that (check box if applicable):

- ☒ The Vendor is a local Vendor in Broward and:
- has a valid Broward County local business tax receipt issued at least one year prior to solicitation opening;
  - has been in existence for at least one-year prior to the solicitation opening;
  - 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
  - the services provided from this location are a substantial component of the services offered in the Vendor's proposal.

Local Business Address: **4030 NE 6th Avenue**  
**Oakland Park, FL33334**

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.

**Andrew S. Perrott****President****Lightship Media,  
Inc.****andy@lightshiptv.com****AUTHORIZED  
SIGNATURE/NAME****TITLE****COMPANY****DATE**

**Supplier: Lightship Studios**

**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: **Lightship Media, Inc.**

Vendor's address listed in its submittal is:

**4030 NE 6th Avenue  
Oakland Park, FL 33334**

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>Andrew S. Perrott</b>	<b>President</b>	<b>Lightship Studios</b>	<b>andy@lightshiptv.com</b>
Authorized Signature/Name	Title	Vendor Name	Date

**Supplier: Lightship Studios**

**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: **Data Clique Marketing Intelligence**

Subcontracted Firm's Address: **3000 NE 30th PI #110 Fort Lauderdale, FL . 33306**

Subcontracted Firm's Telephone Number: **9548399995**

Contact Person's Name and Position: **Chuck Dinsmore, Co-founder**

Contact Person's E-Mail Address: **chuck@dataclique.com**

Estimated Subcontract/Supplies Contract Amount: **\$1.8 million**

Type of Work/Supplies Provided: **digital display advertising and research**

2. Subcontracted Firm's Name: **Flagrant International Solutions, Inc.**

Subcontracted Firm's Address: **490 Ali Baba Ave. Opa-locka FL . 33054**

Subcontracted Firm's Telephone Number: **3056398800**

Contact Person's Name and Position: **John A. Ramirez, Owner/Chief Operating Officer**

Contact Person's E-Mail Address: **john@flagrantsolutions.com**



**Supplier: Lightship Studios****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					
<b>Grand Total</b>					<b>00.00</b>

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: Lightship Studios****Andrew S Perrott**  
**Authorized Signature/ Name****President**  
**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					00.00	

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: Lightship Studios**

**Andrew S Perrott**  
**Authorized Signature/ Name**

**President**  
**Title**

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



**Supplier: Lightship Studios**

### **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.

**Andrew S.Perrott**  
**Authorized Signature/Name**

**Presdient**  
**Title**

**Lightship Studios**  
**Vendor Name**

**andy@lightshiptv.com**  
**Date**

## Supplier: Lightship Studios

### 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.