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
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	Y
Product Code: **Agency Notes:**		**Supplier Product Code:** **Supplier Notes:** 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
Product Code: **Agency Notes:**		**Supplier Product Code:** **Supplier Notes:** 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
Product Code: **Agency Notes:**		**Supplier Product Code:** **Supplier Notes:**			
BVK	First Offer - $291,666.66	12 / month	$3,499,999.92	Y	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 - $660,475.00	12 / month	$7,925,700.00	Y	Y
Product Code: **Agency Notes:**		**Supplier Product Code:** **Supplier Notes:**			

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
Product Code: **Agency Notes:**		**Supplier Product Code:** **Supplier Notes:** Total Annual Hours: 6,022 Total Monthly Hours: 502			
Zimmerman Agency **[Ad]**	First Offer - $74,689.00	12 / month	$896,268.00		Y
Product Code: **Agency Notes:**		**Supplier Product Code:** **Supplier Notes:** 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
Product Code: **Agency Notes:**		**Supplier Product Code:** **Supplier Notes:** Total Annual Hours: 6,022 Total Monthly Hours: 502			
Zimmerman Agency **[Ad]**	First Offer - $74,689.00	12 / month	$896,268.00		Y
Product Code: **Agency Notes:**		**Supplier Product Code:** **Supplier Notes:** 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--01-03 **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:**			
Aqua **[Ad]**	First Offer - $102,850.00	12 / month	$1,234,200.00	Y	Y
Product Code: **Agency Notes:**		**Supplier Product Code:** **Supplier Notes:**			
&Barr	First Offer - $105,560.00	12 / month	$1,266,720.00		Y
Product Code: **Agency Notes:**		**Supplier Product Code:** **Supplier Notes:**			
PPK	First Offer - $109,628.00	12 / month	$1,315,536.00		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 - $161,666.00	12 / month	$1,939,992.00		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 - $262,440.00	12 / month	$3,149,280.00		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 - $654,349.00	12 / month	$7,852,188.00		Y
Product Code: **Agency Notes:**		**Supplier Product Code:** **Supplier Notes:**			

Supplier Totals

f Cactus Marketing Communications $2,640,000.00 (3/3 items)

Bid Contact **Kristen Taylor Smith**
kristen@cactusinc.com
Ph 303-455-7545

Address **2128 15th. Street**
Denver, CO 80202

Bid Notes **Thank you, please enjoy!**

Agency 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**
lpuente@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"
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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:

**

Starmark

Bid Contact	**Jacqui Hartnett** **lpuente@starmark.com** **Ph 954-874-**9000	Address	**210 S. Andrews** **Fort Lauderdale, FL 33301**
Supplier Code	VC0000039094		

Item #	Line Item	Notes	Unit Price	Qty/Unit	Attch.	Docs
GEN2116476P1--01-01	Flat Fee Services - Year 1	**Supplier Product Code:** **Supplier Notes:** See PDF for Evaluation Criteria See Excel Sheet for Pricing Support	**First Offer -** $147,940.00	12 / month **$1,775,280.00**	**Y**	**Y**
GEN2116476P1--01-02	Flat Fee Services - Year 2	**Supplier Product Code:** **Supplier Notes:** See PDF for Evaluation Criteria See Excel Sheet for Pricing Support	**First Offer -** $147,940.00	12 / month **$1,775,280.00**	**Y**	**Y**
GEN2116476P1--01-03	Flat Fee Services - Year 3	**Supplier Product Code:** **Supplier Notes:** See PDF for Evaluation Criteria See Excel Sheet for Pricing Support	**First Offer -** $147,940.00	12 / month **$1,775,280.00**	**Y**	**Y**

Supplier Total **$5,325,840.00**

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Starmark

Item: **Flat Fee Services - Year 1**

Attachments

CBE Intent Letters.pdf

Insurance Certificates.pdf

Starmark 7.0 GEN2116476P1- Advertising Agency Pricing Support 3_21.xlsx

Starmark_International_Solicitation_GEN2116476P1_Advertising_Agency_Services_03202019.pdf

BROWARD COUNTY FLORIDA
OFFICE OF ECONOMIC AND SMALL BUSINESS DEVELOPMENT

LETTER OF INTENT

BETWEEN BIDDER/OFFEROR AND COUNTY BUSINESS ENTERPRISE (CBE) FIRM/SUPPLIER

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

Solicitation No.: GEN2116476P1

Project Title: Advertising Agency Services

Bidder/Offeror Name: Starmark

Address: 210 S Andrews Avenue City: Ft. Lauderdale State: FL Zip: 33301

Authorized Representative: Jacqui Hartnett Phone: 954-874-9000

CBE Firm/Supplier Name: LP Media, Inc

Address: 3107 Stirling Road, Suite 204 City: Ft. Lauderdale State: FL Zip: 33312

Authorized Representative: Frank Linero Phone: 954-926-5722

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[1]	CBE Contract Amount[2]	CBE Percentage of Total Project Value
Motion Picture and Video Production	512110		4.50 %
			%
			%

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

CBE Firm/Supplier Authorized Representative

Signature: Frank Linero Digitally signed by Frank Linero Date: 2019.02.22 13:27:40 -05'00' Title: President Date: 02/22/2019

Bidder/Offeror Authorized Representative

Signature: Jacqui Hartnett Title: President Date: 2/22/2019

[1] Visit Census.gov and select NAICS to search and identify the correct codes. Match type of work with NAICS code as closely as possible.

[2] 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**

BROWARD COUNTY FLORIDA
OFFICE OF ECONOMIC AND SMALL BUSINESS DEVELOPMENT

LETTER OF INTENT

BETWEEN BIDDER/OFFEROR AND COUNTY BUSINESS ENTERPRISE (CBE) FIRM/SUPPLIER

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

Solicitation No.: GEN2116476P1

Project Title: Advertising Agency Services

Bidder/Offeror Name: Starmark

Address: 210 S Andrews Avenue City: Ft. Lauderdale State: FL Zip: 33301

Authorized Representative: Jacqui Hartnett Phone: 954-874-9000

CBE Firm/Supplier Name: PL&P Advertising, LLC

Address: 200 NE 44 Street City: Oakland Park State: FL Zip: 33334

Authorized Representative: Al Padron Phone: 954-567-1455

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[1]	CBE Contract Amount[2]	CBE Percentage of Total Project Value
Printing	32311		1.5 %
			%
			%

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

CBE Firm/Supplier Authorized Representative

Signature: _____ Title: President Date: 2/22/19

Bidder/Offeror Authorized Representative

Signature: Jacqueline Hartnett Title: Pres/Dir Date: 2/22/19

[1] Visit Census.gov and select NAICS to search and identify the correct codes. Match type of work with NAICS code as closely as possible.

[2] 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**

ACORD®

CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)
2/12/2019

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).

PRODUCER	CONTACT NAME: Jim Wagner	
Commercial Lines - (248) 353-5800 USI Insurance Services LLC 4000 Town Center, Suite 800 Southfield, MI 48075	PHONE (A/C, No, Ext): 248.621.9828	FAX (A/C, No): 610.537.2371
	E-MAIL ADDRESS: jim.wagner@usi.com	
	INSURER(S) AFFORDING COVERAGE	NAIC #
	INSURER A : XL Specialty Insurance Company	37885
INSURED Starmark International 201 S Andrews Ave Fort Lauderale FL 33301	INSURER B :	
	INSURER C :	
	INSURER D :	
	INSURER E :	
	INSURER F :	

COVERAGES **CERTIFICATE NUMBER:** 13889691 **REVISION NUMBER:** See below

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	
	COMMERCIAL GENERAL LIABILITY						EACH OCCURRENCE	$
	☐ CLAIMS-MADE ☐ OCCUR						DAMAGE TO RENTED PREMISES (Ea occurrence)	$
							MED EXP (Any one person)	$
							PERSONAL & ADV INJURY	$
	GEN'L AGGREGATE LIMIT APPLIES PER:						GENERAL AGGREGATE	$
	☐ POLICY ☐ PRO-JECT ☐ LOC						PRODUCTS - COMP/OP AGG	$
	OTHER:							$
	AUTOMOBILE LIABILITY						COMBINED SINGLE LIMIT (Ea accident)	$
	ANY AUTO						BODILY INJURY (Per person)	$
	OWNED AUTOS ONLY ☐ SCHEDULED AUTOS						BODILY INJURY (Per accident)	$
	HIRED AUTOS ONLY ☐ NON-OWNED AUTOS ONLY						PROPERTY DAMAGE (Per accident)	$
								$
	UMBRELLA LIAB ☐ OCCUR						EACH OCCURRENCE	$
	EXCESS LIAB ☐ CLAIMS-MADE						AGGREGATE	$
	DED ☐ RETENTION $							$
A	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY Y / N			RWC6200370	01/01/19	01/01/20	X PER STATUTE ☐ OTH-ER	
	ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? ☐ N / A (Mandatory in NH)						E.L. EACH ACCIDENT	$ 1,000,000
	If yes, describe under DESCRIPTION OF OPERATIONS below						E.L. DISEASE - EA EMPLOYEE	$ 1,000,000
							E.L. DISEASE - POLICY LIMIT	$ 1,000,000

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)

Evidence of Coverage

CERTIFICATE HOLDER

Broward County
115 South Andrews Avenue
Fort Lauderdale, FL 33301

CANCELLATION

SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.

AUTHORIZED REPRESENTATIVE

Jean Brandon

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ACORD 25 (2016/03)

ACORD®

CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)
2/12/2019

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).

PRODUCER Risk Strategies Company 420 Lexington Avenue Suite 2700 New York, NY 10170	CONTACT NAME: PHONE (A/C, No, Ext): FAX (A/C, No): E-MAIL ADDRESS:
INSURED Starmark International 210 S Andrews Ave Fort Lauderdale FL 33301	INSURER(S) AFFORDING COVERAGE — NAIC # INSURER A : AXIS Insurance Company — 37273 INSURER B : INSURER C : INSURER D : INSURER E : INSURER F :

COVERAGES **CERTIFICATE NUMBER:** 47016322 **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	
	COMMERCIAL GENERAL LIABILITY						EACH OCCURRENCE	$
	☐ CLAIMS-MADE ☐ OCCUR						DAMAGE TO RENTED PREMISES (Ea occurrence)	$
							MED EXP (Any one person)	$
							PERSONAL & ADV INJURY	$
	GEN'L AGGREGATE LIMIT APPLIES PER:						GENERAL AGGREGATE	$
	☐ POLICY ☐ PRO-JECT ☐ LOC						PRODUCTS - COMP/OP AGG	$
	OTHER:							$
	AUTOMOBILE LIABILITY						COMBINED SINGLE LIMIT (Ea accident)	$
	ANY AUTO						BODILY INJURY (Per person)	$
	OWNED AUTOS ONLY / SCHEDULED AUTOS						BODILY INJURY (Per accident)	$
	HIRED AUTOS ONLY / NON-OWNED AUTOS ONLY						PROPERTY DAMAGE (Per accident)	$
								$
	UMBRELLA LIAB ☐ OCCUR						EACH OCCURRENCE	$
	EXCESS LIAB ☐ CLAIMS-MADE						AGGREGATE	$
	DED ☐ RETENTION $							$
	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY Y / N						☐ PER STATUTE ☐ OTH-ER	
	ANYPROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? ☐ N / A (Mandatory in NH)						E.L. EACH ACCIDENT	$
	If yes, describe under DESCRIPTION OF OPERATIONS below						E.L. DISEASE - EA EMPLOYEE	$
							E.L. DISEASE - POLICY LIMIT	$
A	Professional E&O Liability		✓	MCN000129481801	7/11/2018	7/11/2019	Each Loss	2,000,000
							Aggregate	2,000,000

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)

Waiver of Subrogation is included in favor of Boward County and where required by executed writtten contract.

CERTIFICATE HOLDER

STAR019

Broward County
115 South Andrews Avenue
Fort Lauderdale FL 33301

CANCELLATION

SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.

AUTHORIZED REPRESENTATIVE

MB Christian

Mike Christian

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ACORD CERTIFICATE OF LIABILITY INSURANCE

Broward County Board of County Commissioners

DATE (MM/DD/YY) 02/12/2019

GEN216476P1

PRODUCER	Serial # 143070
SOUTHEAST INSURANCE GROUP 2665 SOUTH BAYSHORE DRIVE, STE 1001 COCONUT GROVE, FL 33133 PHONE: (305) 442-1500	THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW.

INSURED	INSURERS AFFORDING COVERAGE	NAIC#
STARMARK INTERNATIONAL, INC. 210 S. ANDREWS AVENUE FORT LAUDERDALE, FL 33301	INSURER A: PACIFIC INDEMNITY CO. / CHUBB	20346
	INSURER B: FEDERAL INSURANCE CO. / CHUBB	20281
	INSURER C: HISCOX INSURANCE CO.	10200
	INSURER D:	
	INSURER E:	

COVERAGES

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 POLICES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES, AGGREGATE LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	ADD'L INSRD	TYPE OF INSURANCE	POLICY NUMBER	POLICY EFFECTIVE DATE (MM/DD/YY)	POLICY EXPIRATION DATE (MM/DD/YY)	LIMITS	
A	X	GENERAL LIABILITY [X] COMMERCIAL GENERAL LIABILITY [ ] CLAIMS MADE [X] OCCUR GEN'L AGGREGATE LIMIT APPLIES PER: [X] POLICY [ ] PRO-JECT [ ] LOC	36051302	9-8-2018	9-8-2019	EACH OCCURRENCE DAMAGE TO RENTED PREMISES (Ea occurence) MED EXP (Any one person) PERSONAL & ADV INJURY GENERAL AGGREGATE PRODUCTS - COMP/OP AGG	$ 1,000,000 $ 1,000,000 $ 5,000 $ 1,000,000 $ 2,000,000 $ 2,000,000
B		AUTOMOBILE LIABILITY [ ] ANY AUTO [ ] ALL OWNED AUTOS [ ] SCHEDULED AUTOS [X] HIRED AUTOS [X] NON-OWNED AUTOS	73605301	9-8-2018	9-8-2019	COMBINED SINGLE LIMIT (Ea accident) BODILY INJURY (Per person) BODILY INJURY (Per accident) PROPERTY DAMAGE (Per accident)	$ 1,000,000 $ ----- $ ----- $ -----
		GARAGE LIABILITY [ ] ANY AUTO				AUTO ONLY - EA ACCIDENT OTHER THAN AUTO ONLY: EA ACC AGG	$ $ $
A	X	EXCESS/UMBRELLA LIABILITY [X] OCCUR [ ] CLAIMS MADE [ ] DEDUCTIBLE [ ] RETENTION $	78188419 FOLLOW FORM OF PRIMARY.	9-8-2018	9-8-2019	EACH OCCURRENCE AGGREGATE PROD COMP AGG EXCESS COVERAG PERSON INJURY	$ 5,000,000 $ 5,000,000 $ INCLUDED $ 5,000,000 $ 5,000,000
		WORKER'S COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? If yes, describe under SPECIAL PROVISIONS below				[ ] WC STATU-TORY LIMITS [ ] OTH-ER EL EACH ACCIDENT EL DISEASE - EA EMPLOYEE EL DISEASE - POLICY LIMIT	 $ NONE $ $
C		OTHER CRIME INSURANCE	UC21229173.18	10-19-2018	10-19-2019	EMPLOYEE THEFT CLIENTS PROPERTY	$ 100,000 $ 100,000

DESCRIPTION OF OPERATIONS/LOCATIONS/VEHICLES/EXCLUSIONS ADDED BY ENDORSEMENT/SPECIAL PROVISIONS

CERTIFICATE HOLDER IS INCLUDED AS AN ADDITIONAL INSURED AS THEIR INTEREST MAY APPEAR AS RESPECTS TO THE OPERATIONS OF INSURED UNDER THIS POLICY, AS REQUIRED BY WRITTEN CONTRACT, SUBJECT TO POLICY TERMS, CONDITIONS & EXCLUSIONS.

CERTIFICATE HOLDER

BROWARD COUNTY
115 SOUTH ANDREWS AVENUE
FORT LAUDERDALE, FL 33301

CANCELLATION

SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, THE ISSUING INSURER WILL ENDEAVOR TO MAIL 30 DAYS WRITTEN NOTICE TO THE CERTIFICATE HOLDER NAMED TO THE LEFT, BUT FAILURE TO DO SO SHALL IMPOSE NO OBLIGATION OR LIABILITY OF ANY KIND UPON THE INSURER, ITS AGENTS OR REPRESENTATIVES.

AUTHORIZED REPRESENTATIVE 13459

KATHLEEN PENNEY-GOEBEL

ACORD 25 (2001/08)

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STARMARK INTERNATIONAL SOLICITATION

GEN2116476P1

ADVERTISING AGENCY SERVICES

3.20.2019

1.0 ABILITY OF PROFESSIONAL PERSONNEL

INTRODUCTION

Starmark's experience in travel and tourism can be defined in a number of ways. There is the list of household brand names and globally recognized destinations that call Starmark a partner. There are the measurable results of millions of digital impressions, surging web traffic and increased hotel bookings that are exceeding objectives and expectations. And finally, there is the recognition by our peers and industry experts that have chosen Starmark as the recipient of top tier honors and awards.

Starmark and the Greater Fort Lauderdale Convention & Visitors Bureau (GFLCVB) teams have set the record for the most wins in a single year at the VISIT FLORIDA Governors conference including winning Five Best of Show wins. Although Greater Fort Lauderdale was competing against destinations like Miami and the Florida Keys with substantially larger budgets, our integrated marketing campaigns were judged to be the best in the state. Our work on behalf of Greater Fort Lauderdale also received top honors with coveted Hermes Creative Awards, MarCom Awards, Addys, and Communicators Awards.

These award-winning concepts are driven by some of the best strategists, creative and media specialist in the world who have been working on the Greater Fort Lauderdale CVB, Port Everglades and FLL marketing programs for 12 years. An integral part of the team is Lisa Hoffman and Dale Baron. Lisa, a brilliant strategist and brand ambassador, Lisa has over 25 years of experience in the tourism business, 18 of those years working with the GFLCVB. Dale Baron, Executive Creative Director and Starmark partner has been responsible for the creative leadership on the GFL account for the last 12 years along with Marlo Russom, Associated Creative Director who has been evolving the GFLCVB Brand since 2010. Kaire Linderpere, Account Director and Project Manager for the GFLCVB, Port Everglades and FLL accounts has extensive experience in handling large media driven strategic programs.

Together, the entire Starmark team works in a culture and environment that reaches for Big Ideas. We thrive on innovation and finding new ways to connect with our target audiences. Most of all, this is the group that makes the work in this proposal come to life, the group that lives and breathes Greater Fort Lauderdale tourism every day.

35
ADDYS

8
COMMUNICATORS

51
FLAGLERS

7
MARCOM

1
WEBAWARD

7
HERMES

MMA

CREATIVE AGENCY
RANKED #5

GREATER
FORT LAUDERDALE

MEET OUR STARS LEADERSHIP

linkedin.com/in/peggyne

PEGGY NORDEEN
Chief Executive Officer/Founder

Peggy is the co-founder of Starmark, originally launching the company in Chicago in 1978. The company has been on the Inc. 500 list of fastest growing privately held companies seven times. In 2013, Peggy was recognized as one of the top five Women-Led Businesses in Florida by the Commonwealth Institute of South Florida and PNC Bank.

Peggy is known as an integrated marketing communications strategist, creative writer, speaker and author. Her column Competitive Edge appears regularly in the *South Florida Business Journal*. As Starmark CEO, she strives to connect the agency's talented professionals with companies and organizations that have challenging marketing and public relations needs.

linkedin.com/in/jacquihartnett

JACQUI HARTNETT
President

Jacqui is a multi-faceted executive who brings a wealth of professionalism, strategic capabilities and management expertise to Starmark. She manages the agency's operations and leads the Business Development team. Her eye for detail and management skills are valuable assets in planning and galvanizing the success of client programs.

Prior to rejoining Starmark in 2005, Jacqui served as Executive Vice President and partner with GFX International in Chicago, an Inc. 500-ranked national retail graphics solutions company. She began her career as an account coordinator at Starmark Chicago, where, within two years of joining the agency, she became Director of Operations.

linkedin.com/in/bcirce

BRETT CIRCE
Chief Digital Officer

Brett strives to place Starmark's big ideas in the larger context of the online world. With all aspects of business and branding now touching mobile, social and web, Brett ensures that client strategies and tactics integrate seamlessly in the digital realm, in real time.

Brett is an acclaimed Internet pioneer who won his first eCommerce website award from Yahoo in 1995. He has served as president of two technology companies, TKOnet and OmniPilot Software. Brett was the recipient of the 2006 South Florida Business Journal Up & Comers Award in the category of Advertising and PR. Brett's latest invention is the patented FanWise social reward technology that pioneers the merchandising of social media updates.

linkedin.com/in/dalebaron

DALE BARON
VP, Executive Creative Director

Dale is the creative dynamo behind Starmark's integrated consumer and business-to-business programs. Using digital, broadcast, social media, print, direct mail and out of home, Dale has been instrumental in developing some of the agency's most successful campaign work. He helps cultivate the vision, voice and identity of each brand, and has served as creative director for clients such as the Greater Fort Lauderdale Convention & Visitors Bureau, Fort Lauderdale-Hollywood International Airport, Port Everglades, FAU, University of Miami and NSU. Dale's work is behind an impressive list of industry accolades, including ADDY Awards, Flagler Awards, Webby Awards and Magellan Awards.

GREATER FORT LAUDERDALE

MEET OUR STARS ACCOUNT SERVICE

linkedin.com/in/katygewartowski

KATY GEWARTOWSKI

VP, Client Services

Katy is an account strategist leading marketing programs spanning the traditional and digital realm. She excels at collaborating with clients to create relevant campaigns through engaging and innovative delivery methods. Katy launched her career in public relations at Silversea Cruises, a role that sparked her interest and expertise in all things luxury and travel/hospitality. She originally joined the Starmark team in 2001, expanding her skill set to include custom publishing and general marketing services. She also worked at Kaplan University, overseeing content development and managing internal and external creative resources.

linkedin.com/in/lisahoffman

LISA HOFFMAN-LINERO

Brand Strategist

Lisa is a seasoned executive with more than 25 years of account service experience in the South Florida market. She has an extensive background in the travel and hospitality industry, having worked with clients including Wyndham Resorts, Royal Caribbean, and Cruise Lines International Association (CLIA). For Starmark, she is responsible for strategic planning and brand stewardship for Greater Fort Lauderdale Convention & Visitors Bureau (GFLCVB), Port Everglades and Fort Lauderdale-Hollywood International Airport. Under her leadership of the GFLCVB account, the destination has seen increased growth and higher occupancy rates every year. Lisa has led award winning international guerilla events in Toronto, London, New York and Chicago. These events have delivered results including a 2000% ROI, 100+% increase in bookings year-over-year, and more.

linkedin.com/in/andrewrusso01

ANDREW W. RUSSO

VP, Data Scientist

For over 25 years, Andrew had delivered improved sales and marketing ROI through leveraging data, analytics and technology to formulate and execute sales and marketing strategies and supporting tactics. His background includes executive management and C-level consulting that provides unique perspectives developed both as a marketing executive and consultant to Fortune 500 executive management.

Andrew was a pioneer in the early use of statistics and data mining techniques to drive sales and marketing performance, an approach which evolved into the field of CRM and data science. His experience spans many industries including financial services, utilities and energy, travel and hospitality, telecommunications, technology, and non-profits.

linkedin.com/in/kairelindpere

KAIRE LINDPERE

Account Director: Project Manager

Kaire honed her skills for handling large, complex accounts while working in the fast-paced, competitive retail industry. Managing $40M broadcast budgets and supporting annual goals across 40 weekly campaign cycles – they're second nature for her.

She brings to the team a collaborative approach and an essential expertise at executing a strategic vision across a variety of media and platforms.

GREATER FORT LAUDERDALE

MEET OUR STARS ACCOUNT SERVICE

linkedin.com/in/suekane

SUE KANE
Controller

While Sue is a whiz at balancing the books and a master at managing advertising accounting software, she is more than just a “numbers person.” From accounting management and estimating to traffic and operations, Sue boasts diverse experience across the board.

She began her career at HDC Advertising, where she spent more than 20 years, and later joined the ranks of InterMedia, KSC Studio and Harris Corp. Sue has extensive experience managing the reporting requirements for client programs as described in the RFP.

linkedin.com/in/jefftitelius

JEFF TITELIUS
Digital Services Account Manager

Jeff is the digital services manager for Starmark. In this role, he oversees the full cycle of digital production, from strategy and creative development, through execution and final delivery. Projects under his supervision include the full spectrum of digital assets, including banner ads, enewsletters, and ongoing optimization and maintenance programs for ecommerce websites.

Prior to joining Starmark, Jeff worked for Disney Parks, where his responsibilities included managing content strategy and developing award-winning websites.

MEET OUR STARS CREATIVE

linkedin.com/in/mrussom

MARLO RUSSOM

Associate Creative Director/Writer

Marlo's storytelling has touched countless consumers for clients such as the Greater Fort Lauderdale Convention & Visitors Bureau, Florida's Emerald Coast, the British Virgin Islands, SeaWorld Parks & Entertainment, Waldorf Astoria Orlando, Reunion Resort Orlando and Kaplan University. She's worked at both boutique shops and worldwide agencies and is a multiple award winner in print, broadcast, out of home and digital — taking home several ADDYs, Flaglers and Tellys, including five "Bests of Show" during her career.

linkedin.com/in/williamlukach

WILLIAM LUKACH

Senior Art Director

William is a strategic visual design professional with 15+ years working within the New York advertising community. His experience includes working with brands such as Starwood Hotels, Darden Restaurants and Diageo Spirits. He has conceptualized, designed and managed client projects involving brand identity, ecommerce, interactive and mobile. He has a unique background for a digital creative in that he also has a bachelor's degree in business administration as well as an associate's in fashion design.

linkedin.com/in/noah-scheiner

NOAH SCHEINER

Senior Art Director

Noah's professional expertise lies in the ever-changing world of graphic design and advertising. He has worked on global brands such as Travelers Insurance, Coca-Cola, Citibank and Sony. He has been a leader on teams from the design and production of print collateral, to the concept and development of international campaigns for the Greater Fort Lauderdale Convention & Visitors Bureau and Nickelodeon Hotels & Resorts in the online/offline arena. Noah's work has been awarded Gold and Silver Addys for Original Illustration and Best Website Design.

linkedin.com/in/jennifer-williams

JENNIFER WILLIAMS

Art Director

This FAU Cum Laude graduate came to Starmark as an intern, and we liked her so much we wouldn't let her go. Jennifer brings amazing design skills in branding, packaging and other areas of the industry. Since joining the team full time, Jennifer has been instrumental on brand initiatives for the Greater Fort Lauderdale Convention & Visitors Bureau, the Broward Center for the Performing Arts and NSU,

GREATER FORT LAUDERDALE

MEET OUR STARS CREATIVE

linkedin.com/in/maxgetz

MAXWELL GETZ
UX/UI Designer

Max brings to Starmark his unique ability to integrate cutting-edge technologies into everyday applications. He has years of experience working in the fields of media, security, identity management, biometrics and virtual reality. His background in production and the visual arts combines with a command of essential UX/UI principles to form a fresh marketing perspective. Max is proficient in web, mobile, software, animation and videography, and his diverse skill set makes him a valuable player on the Starmark team.

linkedin.com/in/angelique-marlieb

ANGELIQUE MARLIEB
Senior Copywriter

Angelique is a senior copywriter for Starmark and has more than a decade of agency experience. She has a knack for bringing strategy together with strong ideas and great writing to produce exciting creative. This includes print, interactive, social media, blogging, TV, radio, collateral, direct mail and experiential marketing. Her brand experience includes the Greater Fort Lauderdale Convention & Visitors Bureau, Norwegian Cruise Line, Discovery Familia, Project Beauty, Sobieski vodka and Nickelodeon Hotels & Resorts.

linkedin.com/in/carolineikaplan

CAROLINE KAPLAN
Junior Copywriter

Caroline is a creative wordsmith that brings a deep love for storytelling to Starmark. From a very early age, she has been inspired by the stories around her and aspires for her own words to create a similar impact. Her background in theater and improvisation allows her to bring fresh ideas to any brainstorm or line of copy. Caroline has a flair for writing for social media, editorials, video, print and digital. She has a Bachelor's degree in Advertising and a Graduate Certificate in Web Design and Online Communications from the University of Florida.

MEET OUR STARS DIGITAL

linkedin.com/in/amkwapatira

ANTOINETTE MKWAPATIRA

Back End Programmer

Antoinette shares a wealth of experience in LAMP stack applications with the team at Starmark. Before joining us in 2015, she specialized in customizing enterprise-level shopping cart applications. Antoinette has over a decade of experience in the e-commerce and marketing industry and has participated in over 60 website launches and numerous other development efforts on diverse hosting environments. She is also co-organizer of a national conference for online sellers that draws participation from top selling platforms and attendees from all around the world.

linkedin.com/in/sergio-tarrago

SERGIO TARRAGO

Cloud Systems Engineer

Sergio Tarrago is a talented Systems Engineer with more than 10 years of experience developing cloud technologies and hosting platforms.

A Software Engineer graduate of CUJAE (La Habana), he specializes in web services integration, IAAS, PAAS, high-scale hosting, web security and performance tuning.

linkedin.com/in/alex-alvarez

ALEX ALVAREZ

Full Stack Web Developer

With more than 14 years experience, Alex is Starmark's web master. He taught himself to program at the early age of 13, and he has transformed those skills into a successful decade-long career at major TV networks, like Telemundo and Univision. His aptitude for technology allows him to create useful, functional sites that are visited by people all over the world. Alex has already made a huge impact at Starmark, rebuilding the Greater Fort Lauderdale Vacation Planner tool to be more interactive and mobile-friendly and improving the Broward College website for students, faculty and parents.

linkedin.com/in/estherlemtu

ESTHER LEM TU

Front End Developer

Esther is Starmark's Interactive Developer, whose most recent work includes Starmark's new website, as well as projects for SeaWorld Parks & Entertainment. Prior to Starmark, Esther worked for DraftFCB in New York. Esther's skills include interactive, creative and programming.

MEET OUR STARS MEDIA

linkedin.com/in/sherene-khan-irani

SHERENE IRANI
Media Director

Sherene brings to Starmark 25+ years of media planning and buying experience for client budgets that have ranged from $8 million to over $100 million. Her innovative strategies and thought leadership have been instrumental in the success and evolution of the Greater Fort Lauderdale Convention & VIsitors Bureau brand, as well as Port Everglades and FLL. Prior to joining Starmark, Sherene's media expertise and ingenuity helped catapult brands such as AutoNation, Atlantis, Party City and Pep Boys. She also manages client relationships and nurtures media partnerships both domestically and internationally.

linkedin.com/in/andrewschoettler

ANDREW SCHOETTLER
Digital Marketing Specialist

Drew brings four years of digital marketing experience to the Starmark team. His varied creative background gives him a broad set of skills and the ability to work with a team to deliver great customer experiences and excellent content performance.

Drew helps Starmark clients develop content and SEO strategies that build credibility and trust with their audiences. His life has taken him through North Carolina, Texas, Georgia, Rhode Island, Connecticut and Southern California before finally landing here in South Florida.

linkedin.com/in/ruizmonica

MONICA RUIZ
Social Media Strategist

Monica is a social media strategist who lives and breaths for engagement and conversions. She brings over six years of social media and digital marketing experience to Starmark. Prior to joining the team, she served as the Social Media and Content Manager at PuppySpot.com, formally known as Purebred Breeders, LLC. She's worn many hats that include public relations, customer service ambassador, philanthropist, storyteller and lead generator.

Her role at as a Starmark Digital Strategist includes Paid Social, Paid Search, SEO, and analytics' tactics. She graduated from Florida Atlantic University and holds a BA in Multimedia Communications with a minor in Women Studies.

linkedin.com/in/jacquelineharlan

JACQUELINE HARLAN
Media Coordinator

Jacqueline plays a vital role on the Starmark account team and has more than 4 years of experience in the agency world. She is the deadline queen, responsible for spearheading all campaign asset production projects. With a Bachelor's degree in Advertising from the University of Florida, she is hooked on creating results and finding strategic, innovative ways for brands to become a part of the conversation, instead of interrupting it. Jacqueline has done full channel media planning for B2B and B2C clients at the local, state, regional, national and international level including: the Jacksonville Jaguars, Nanuku Auberge Resort Fiji, Earthcore Industries, The Florida Theater, Winn Dixie & BI-LO grocery stores, Florida Power & Light Services, Manatee Lagoon, NextEra Energy resources and the Greater Fort. Lauderdale Convention & Visitors Bureau

GREATER FORT LAUDERDALE

MEET OUR STARS PRODUCTION

linkedin.com/in/karen-deryk

KAREN DERYK

Production Director

A motivated and resourceful self-starter with 20 years of production experience, Karen's organization and attention to detail ensure jobs are produced efficiently and cost-effectively. Her knowledge of integrated marketing, brand development and production management have ensured success for many client projects, including the Greater Fort Lauderdale CVB, Port Everglades, Fort Lauderdale-Hollywood International Airport and many others.

Prior to joining the Starmark team, Karen served as Production Director at Wunderman Cato Johnson in Miami, and Production Manager at BBDO in Toronto — both worldwide agencies with global networks.

linkedin.com/in/penilong

PENI LONG

Production Designer

Peni is a talented artist and graphic designer with nearly 25 years of experience. At Starmark, her responsibilities include producing print ads, brochures and collateral materials, as well as photo retouching and logo design. In previous positions, Peni led design projects for print, designed and managed the layout of commercial ads for newspapers, and prepared all approved creative for output. Peni has created work for an impressive list of clients including HCA West Florida, Prudential Financial Services and Universal Resort, Orlando.

"THIS IS BEYOND AN AGENCY RELATIONSHIP; THESE FOLKS ARE AN EXTENSION OF OUR TEAM. WITHOUT STARMARK, WE DON'T SUCCEED."

Sharon O'Donnell, Vice President Marketing
Kaplan University

GREATER FORT LAUDERDALE

2.0 PROJECT APPROACH

PROJECT APPROACH

We start with an annual plan that provides a snapshot of the year ahead. This plan is based on achieving the objectives that are set forth by our clients. We study these objectives and carefully craft tactics that will help us achieve our goals. The annual plan that we develop is an outline of an upcoming calendar year. This roadmap takes into consideration all events, seasonalities, promotions and other variables that will impact messaging. It's a "big picture" of what is ahead in the next year.

It is important to note that Starmark is engaged in client planning, we meet with all CVB department heads and marketing representatives in order to most effectively understand the team needs. In some cases we start planning 6 months in advance. This allows time to carefully craft and evaluate our planned tactics. We meet with industry partners (like our media partners) and we join forces to deliver the strongest programs. Our creative teams also meet with our industry partners. Powerful ideas come from educated opinions across all professions and platforms. When we put the right people together, amazing things happen.

Once an annual plan and its projected budget is approved, the Account Service team works with the integrated Starmark team members to create a Roadmap of all the identified stories (deliverables) that are needed to achieve the program goals. We share the Roadmaps with the client team to make sure we have all the necessary information and our aligned on the program goals and deliverables. We tackle programs in this way to make sure that we accurately schedule all projects, prepare any necessary timelines and prioritize as accurately as we can. Our Agile process accommodates changes in the plan so new opportunities that are always on the horizon can be taken advantage of to support the annual marketing plan. We track our stories (deliverable) status via the Basecamp system, our online communication portal and through weekly status meetings. See our Agile Methodology pages that follow that demonstrate our collaborative and transparent approach to Program Management.

PROJECT APPROACH

COST ESTIMATES AND CONTROLS

Cost estimates are developed based on approved contracts and rates. Regardless of the estimate, if there is a change in scope or the project necessitates additional time, the Agency will not increase an estimate unless it is pre-approved. Our estimate review process is digital and is based on daily time sheets that are completed by all SMI employees.

ACCOUNTING BILLING & REPORTING PROCESS

Through our agency's collaborative Agile approach, Starmark's experienced accounting team will partner closely with your stakeholders to ensure mutual understanding and agreement on all GFL CVB/Broward County requirements and processes, including billing, workflow, monthly reporting, quarterly reconciliations and any other financial reporting needs you have.

Daily transparency

Our Agile Workstreams (which include both account and team) do quick check-ins each morning to assure the team full transparency regarding status of active deliverables, scope changes, new scope and/or cancelled work. Any project work you've approved, changed or canceled can be reconciled on your roadmap quickly and easily – with no hidden surprises.

Business flexibility

Because we work in two-week sprints and always plan for change, flexibility is baked right into all our processes, including accounting. Should you need to shift gears or adapt quickly to evolving business needs, it won't be a painful process.

Bidding, estimates and approvals

We collaborate directly with Production Managers to ensure all contracts with third party vendor partners are based on written approval of estimates prepared by Starmark and authorized by a CVB staff member or a written purchase order.

Signed estimates, purchase orders or insertion orders will be required for all applicable production, creative and media services.

Starmark will seek qualified bids according to SOX regulations for public companies and Government Service Agencies. These provide for very stringent bidding and reporting procedures which are subject to client audit at any time.

Accounting folders are maintained to provide all necessary paperwork and documentation for all approved expenditures and required invoice support including affidavits and copies of publications, and/or screen shots for verification that media placement was fulfilled.

Examples of finance team reporting may include:

- Detailed monthly budget reporting including projects authorized, by brand, by market segment as well as the Partner portion of all cooperative programs.
- Forecast and project production costs.

Reports are issued monthly and reviewed by the account management team to keep your roadmap on target and within budget.

PROJECT APPROACH

DISCOVER THE BREAKTHROUGH METHODOLOGY THAT **SETS US APART FROM THE REST** — DRIVING BETTER RESULTS AND HIGHER CLIENT SATISFACTION.

Starmark is an Agile Agency, which means we follow a methodology that ensures full mutual understanding and accountability, from initial strategy and planning to post program analysis and beyond. We live and breathe this approach in everything we do and every service we provide.

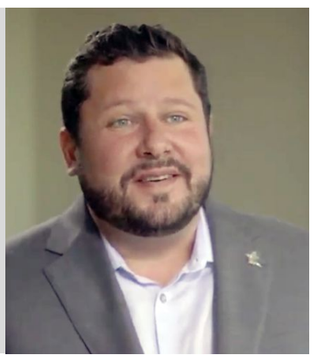
“Agile” is more than a way to deliver work, it’s a purposeful process we follow for every project, and it results in less redesigning, redeveloping and retesting, and more client satisfaction. Now that got your attention, right?

PARTNER WITH US ONCE, AND IT WILL CHANGE THE WAY YOU THINK ABOUT WORKING WITH AN AGENCY FOREVER:

- Your goals and requirements will be clearly and mutually understood by all individuals from your team and ours.
- Our strategies and tactics to achieve your goals will be well-defined, understood and agreed to by both teams.
- All criteria for success will be conveyed in plain, jargon-free English, so everything is crystal clear and misunderstandings can be minimized.
- Your account will include a cross-functional team with expertise spanning all key disciplines.
- Together, we build shared ownership to work more creatively, yet efficiently and effectively to meet or exceed your business goals.

THE ROAD MAPPING PROCESS IS INCREDIBLE FOR A NUMBER OF REASONS. IT HELPS US UNDERSTAND THE FULL SCOPE OF THE PROJECT, BOTH ON OUR SIDE AND ON THE AGENCY SIDE...IT HELPS US FIND OPPORTUNITIES OR CHALLENGES THAT WE MAY NOT HAVE THOUGHT OF WITHOUT THAT PROCESS.

Brandon Hensler, Exec. Dir. of PR & Marketing Communications, Nova Southeastern University



PROJECT APPROACH

DISCOVER BETTER WORKFLOW THROUGH:

1. **Greater Transparency.** We communicate clearly and candidly on every aspect of your campaign or project, including number of hours needed; work in progress; risks; open issues; and any potential challenges that could delay completion. Nothing is hidden from you. The more insight and information we can share about the work we do for you, the better you can manage your program with confidence.

2. **Less Noise.** The primary cause of productivity loss in any project is “noise”. This includes needlessly complex tools, documents and specifications, as well as constant disruption from unmanaged communications. Our Project Managers are skilled at building the “bubble” around the team while it is in execution mode, minimizing costly noise. We proactively communicate upfront to make sure everyone knows what to deliver and when. Then we free our experts to focus exclusively on your work.

3. **Less Waste.** Our teams focus on creating value, not documents. We prioritize individuals and interactions over processes and tools; working software over comprehensive documentation; customer collaboration over contract negotiation; and the flexibility to respond to change vs rigidly following a plan.

As an Agile Agency, Starmark’s purposeful process ensures full mutual understanding and accountability, from initial strategy and planning to post-program analysis and beyond.

- Understanding goals
- Well defined strategies and tactics
- Jargon-free success criteria
- Cross - functional team
- Shared ownership

AGILE DRIVES RESULTS

You will be inspired by the success that can be achieved through a truly collaborative business effort.

HIGHER SATISFACTION REDUCED COST GREATER FLEXIBILITY

PROJECT APPROACH

AGILE PLANNING ACTIVITIES INCLUDE:

PROGRAM CONTEXT WORKSHOP "Why this project exists"
The first collaborative client/agency meeting is the Program Context Workshop. It involves all participants working together to define program context, key drivers, critical success factors and known risks. Program Context establishes mutual understanding of GFL CVB team needs and provides foundational information needed to allow the Starmark team to focus on a subsequent Project Roadmap Workshop.

WE EXPLORE SIX STRATEGIC TOPICS:

Business Context: Why does this project exist? Assessing current market situation, positioning, competitors, features, business needs, attributes, challenges. What new/unmet needs are being addressed? What other projects does this relate to? Who are the stakeholders?

Goals: What does this project need to accomplish? How will things change as a result of this project's success? What things does this project need to enable for the business? Metrics, organizational goals. What does this project mean to the stakeholders?

Platform/Approach: What do we need to produce? What we are working with? Existing vs. desired technologies. Integrations that need to occur. Interdependencies. Budget and schedule details.

Success Factors: For this project to succeed, what things need to happen? Reviews & approvals. Quantifiable and measurable KPIs. Documentation and research/testing. Education and communications. Coordination, mistakes to avoid. How does this project need to be run? Escalation and governance.

Risks/Open Issues: Unknowns, questions and potential challenges. Things, people & roles we know may be a problem. Externalities—things we cannot control (approvals, resources, interfaces). Things we don't yet know. Questions that we need to ask.

Doneness: Understanding the criteria that will be used to determine what "finished" looks like. Aesthetics and experience, presentation, communication, customer journey and flow. Testing, validation, functionality, recognition and acceptance.

Deliverable: After the session we will deliver a transcribed program context report prior to our Project Roadmap Workshop.

PROJECT APPROACH

AGILE PLANNING ACTIVITIES INCLUDE:

PROGRAM CONTEXT WORKSHOP "What we need to deliver"
We start with an internal team session that includes experts from each discipline (account services, writing, design, interactive developers, production, media, project management, etc.). Together we develop a working roadmap that covers both business context and tactical deliverables based upon our understanding of the project.

We then invite the project stakeholders from GFL CVB team to join us for a collaborative session. We walk through our working roadmap and our thinking to date. Then all of us – the CVB team and Starmark – talk about the business context and which tactical elements make sense vs. which don't. We add items, cross out others, change wording; all fueled by your needs, feedback and perspective. When our session is done, everyone leaves with a mutual understanding and clear agreement on what is needed and what we're going to deliver.

A finished marketing plan roadmap delivers these six elements:

Clear Scope: Identifying all the "stories" (project scope that will be delivered) Scope is independent, negotiable, valuable, estimatable, small and testable.

Structure: A natural grouping stories into a logical framework that helps everyone plan and work more efficiently, we call this an "epic".

Success Criteria: How do we know when the story is complete? When all the success criteria are met.

Issues/Risks: What are the questions or items that still require resolution?

Priority: Assigning every story one of three priority level informs planning and scheduling.

Cost: We estimate the hours required for each "role" on a story based on the roles required to complete all the success criteria. Sometimes the cost of a story can effect the story priority, or the story may be altered to value engineer it to reduce the story hours. Some stories may be assigned to the CVB team or other support teams.

The Starmark team will begin the Roadmap which will then be reviewed by CVB team and Starmark team in an all-day meeting.

PROJECT APPROACH

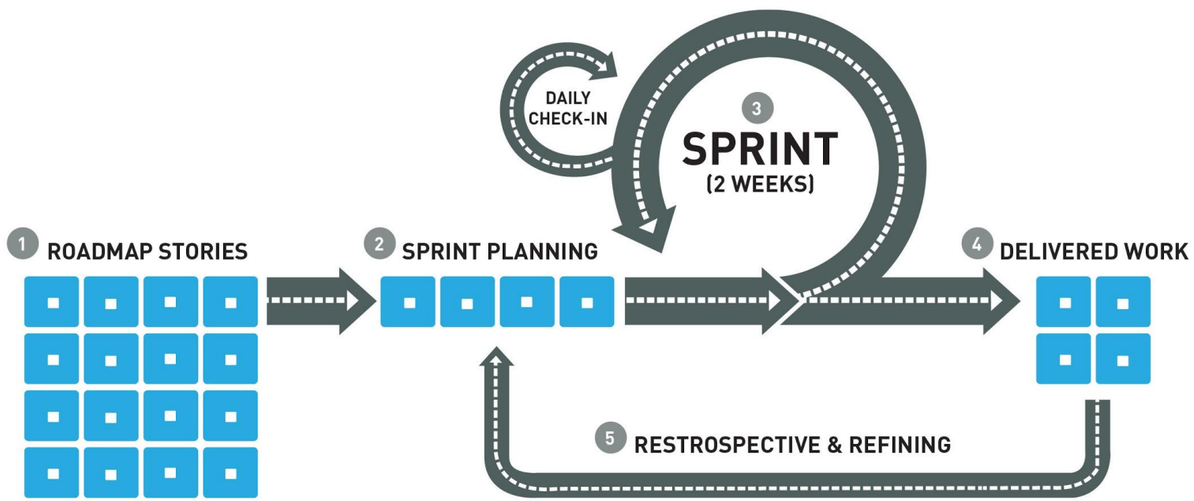
SPRINT PLANNING:

Deliver…Deliver…Deliver!

At Starmark, you'll never wait longer than two weeks to see finished work product. We call this "Sprint Planning." We divide the project roadmap into manageable sprints, based upon the priority determined in the roadmap. No matter how large or complex your project, you receive completed, tangible items every two weeks.

Depending upon which phase the project is in, your Sprint deliverables could be a competitive research deck, a flowchart and wireframe, page templates, a copy deck, photo selects or other scheduled items.

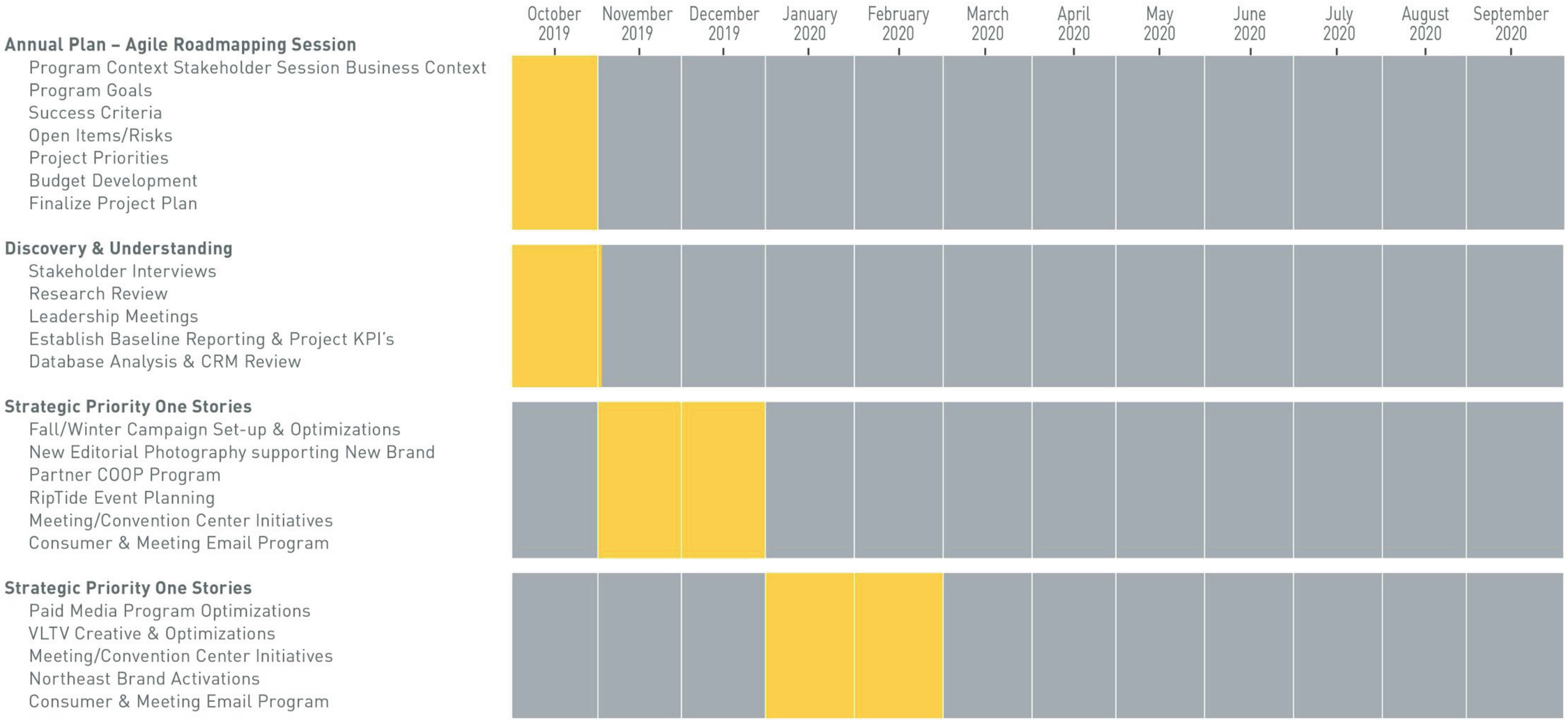
Bottom line: you're kept in the loop start to finish. You get continuous work product throughout the process. Best of all, the entire project will feel even easier and smoother to manage with each passing week!



1. All the stories of the roadmap are prioritized.
2. A group of stories are selected for each sprint.
3. There are several touchpoints between client and team during each sprint – usually two to three.
4. We deliver completed work product.
5. At the end of each sprint, we review our performance to help us drive even better results on the next sprint.

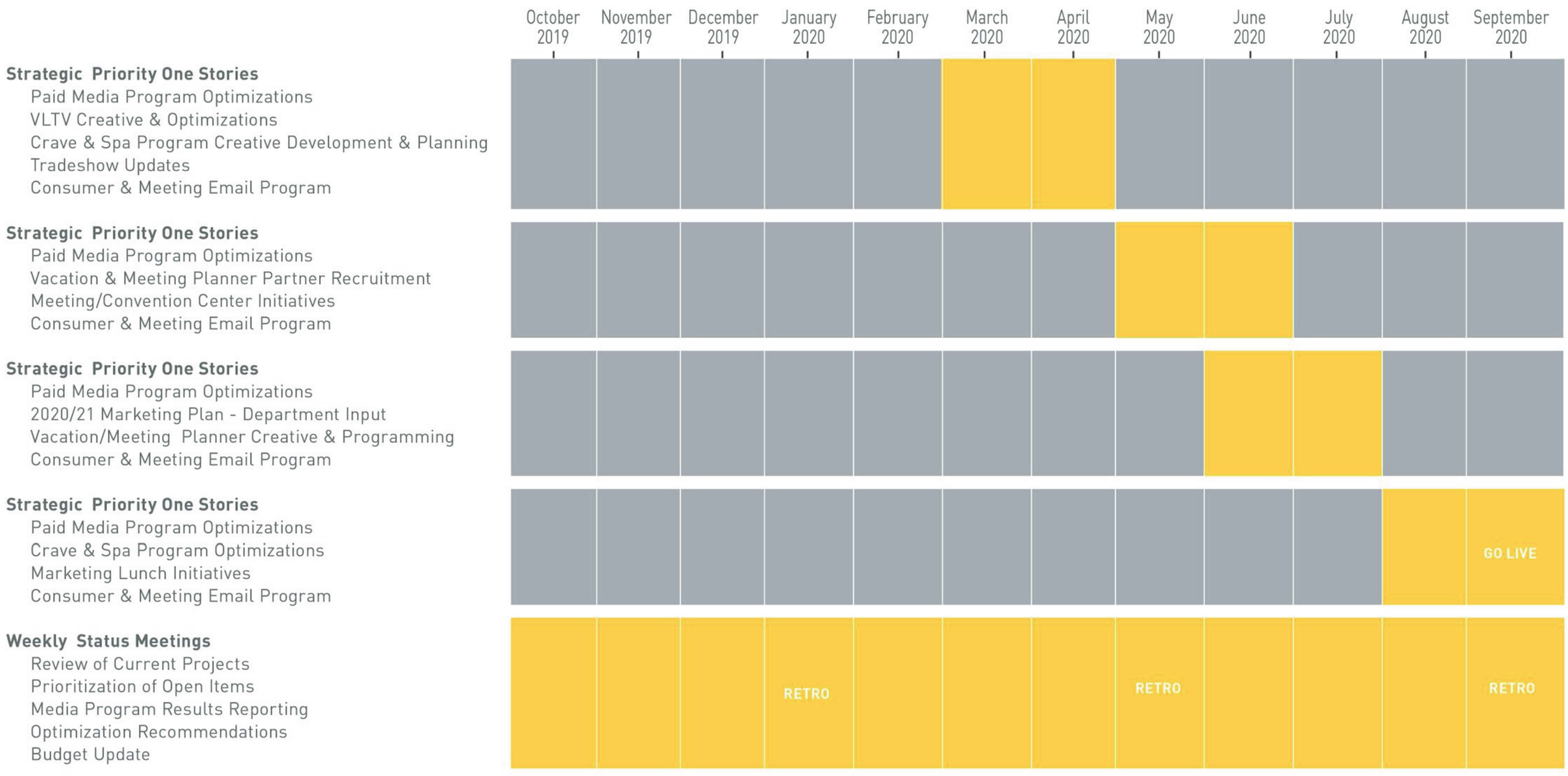
PROJECT APPROACH

The project plan assumes 10-12 months (24 sprints) for priority one deliverables (Stories). An Actual project plan will be created after the teams complete the Roadmap and determine Greater Fort Lauderdale CVB and Starmark story assignments and priorities.



GREATER FORT LAUDERDALE

PROJECT APPROACH



GREATER FORT LAUDERDALE

2.1A CREATIVE PORTFOLIO

IDEA: PREPARE STUDENTS WITH THE KNOWLEDGE AND SKILLS EMPLOYERS SEEK

INTEGRATED CAMPAIGN

Don't Blend In Social Business :30

Don't Blend In Broadcast

starmark.com/kaplan

KAPLAN UNIVERSITY

A new campaign to articulate Kaplan University's promise: to prepare students with the knowledge and skills employers seek, to help students advance in the working world. Kaplan University's core target audience includes many adults already working full time. They're either looking to advance in their existing career or escape a dead-end job to make a fresh start. Thanks to the relevant, real-world knowledge and skills Kaplan teaches, graduates are better prepared than most candidates. Starmark wanted to show that Kaplan University graduates are very different from the sea of other candidates, thanks to the school's thorough academic preparation.

Broadcast spots showed employees going about their workday and blending into their surroundings. Other employees and managers didn't seem to notice them at all. It's as if they were invisible.

Then, things change. As the audience sees them take an online Kaplan University class; work an internship; or pass a certification, each of our heroes proudly emerges from their background and stands out vibrantly. Wardrobe changes and other visuals help convey their empowering ascent into higher-level positions and career satisfaction.

This campaign required three versions, to cover Nursing, IT and Business programs. It also needed still photography, plus specialized footage for social media that was different from the broadcast ad footage.

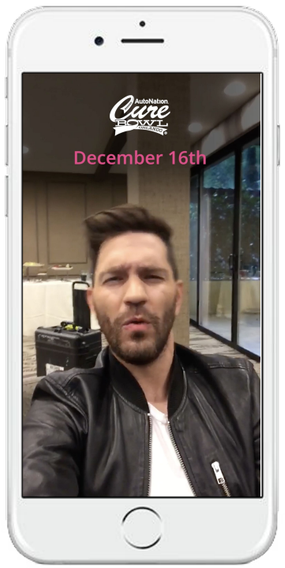
Our broadcast spots would employ both visuals and voiceover to tell our story. However, social versions were shot and edited to communicate well even without sound to make an impression within users' social media feeds even when muted.

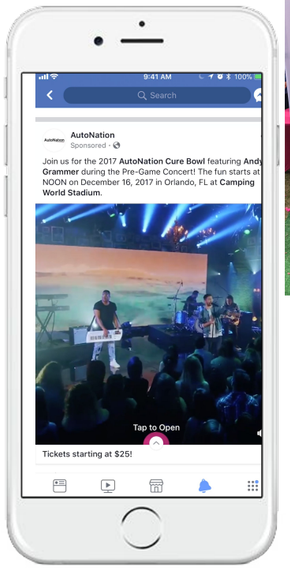
GREATER FORT LAUDERDALE

IDEA:

CREATING
#WECANTACKLETHIS
CONNECTIONS
AT THE
AUTONATION
CURE BOWL

EVENT





AUTONATION

Starmark worked with AutoNation to create excitement and attendance for the 2017 AutoNation Cure Bowl and its pre-game concert featuring multi-platinum recording artist Andy Grammer, even before fans knew which teams would be playing.

An organic social teaser campaign featuring Andy Grammer gifs touted the pre-game concert. This was paired with a Facebook Canvas campaign showcasing Andy Grammer concert videos, game day information, ticket sales and ideal selfie spots to create awareness and anticipation ahead of the event.

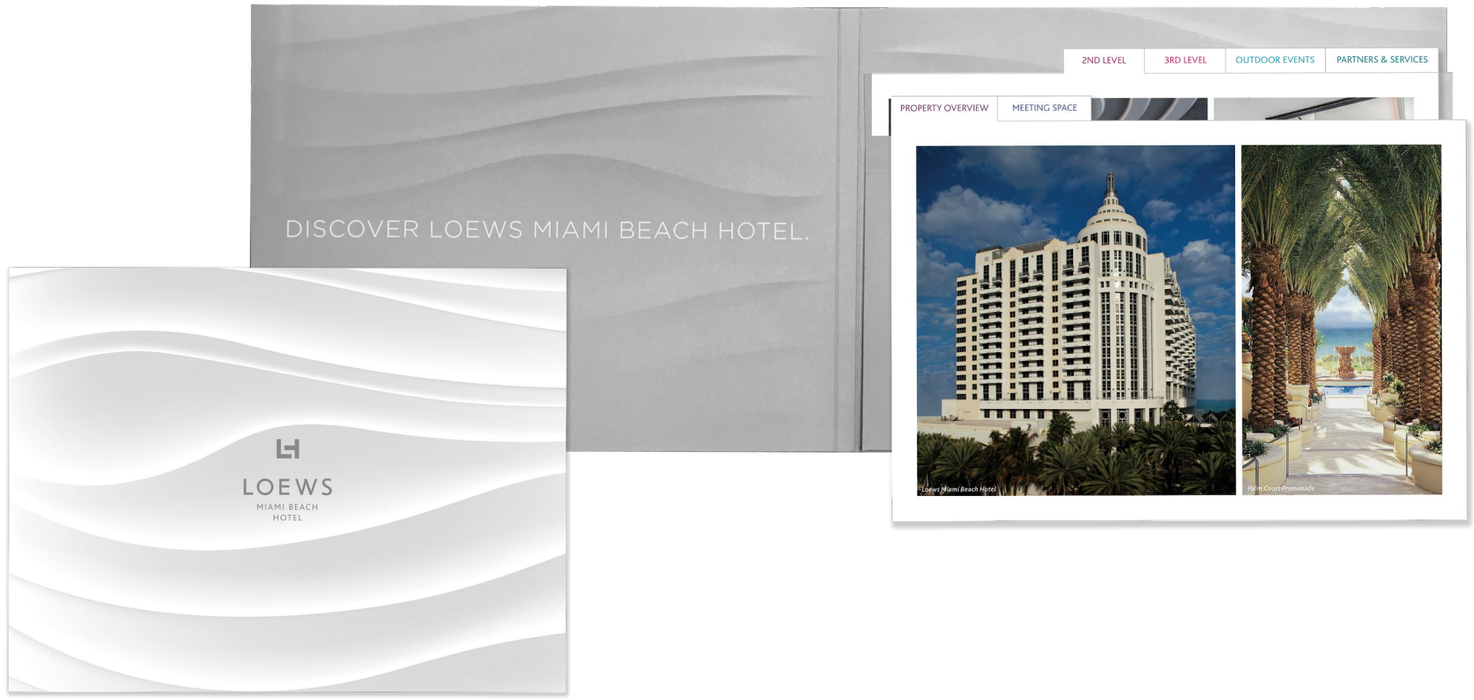
Before the game, attendees visited a social tent to get “Pinked Out” for the game and snap selfies in support of breast cancer research. Prior to kickoff, a 9-year-old Make-A-Wish enhancement recipient got to realize his dream of a once-in-a-lifetime weekend at the AutoNation Cure Bowl. Breast cancer survivors and advocates also unveiled a large-format quilt, and AutoNation and the Orlando Sports Foundation unveiled a $3.3 million check for breast cancer research. A team of Starmark and AutoNation team members captured and shared fun and heart-felt events through social media.

The pre-game concert, photo ops, in-stadium announcements, promotions and social extensions surrounded breast cancer survivors and supporters in love, as well as connecting five million social followers, football fans and music lovers with the mission, ensuring that the $3.3 million raised for research since 2015 is just the start.

GREATER FORT LAUDERDALE

IDEA:
SHOWCASE CHIC NEW MEETING SPACE TO MEETING PLANNERS

INTEGRATED MARKETING



LOEWS MIAMI BEACH HOTEL

The Loews Miami Beach Hotel, situated in the heart of South Beach, completed a $3M+ full redesign in their meeting and event spaces, and new collateral, both print and video, was essential to communicate the new look and feel in the marketplace.

The client looked to Starmark to create a sales kit with a wow factor. The team wanted to capture and showcase the four-star diamond-luxury experience offered at the hotel and to standout against their competitive suite.

Starmark conducted several stakeholder interviews with meeting planner professionals and the sales team to fully understand what they look for when considering a meeting space and used these insights to develop the design strategy and content. Starmark then directed a photography shoot of the remodeled spaces to build a new image library to support the sales kit.

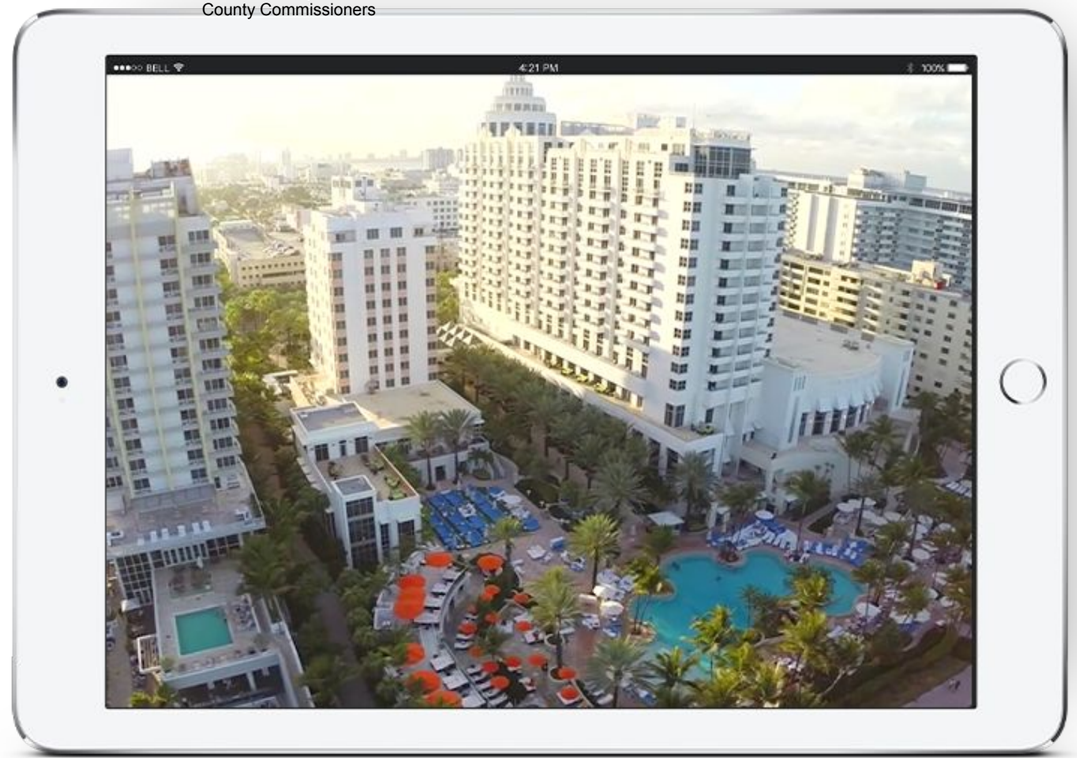
Starmark's big idea—a modern and sleek collateral package to showcase unique messaging for specific markets all presented in a modular way for ease and flexibility for future updates. The kit included newly designed floor plans, property maps, one-page inserts and a brochure.

GREATER FORT LAUDERDALE

IDEA:

STARMARK PRODUCTION SHOWCASES THE ALLURE OF LOEWS MIAMI BEACH HOTEL

VIDEO



http://bit.ly/Loews_Hotel_Miami

LOEWS MIAMI BEACH HOTEL

The Loews Miami Beach Hotel asked Starmark to create a video designed to showcase their luxury property and prime location to the meeting planning industry. Often requested by corporate and incentive planners, the hotel did not have an existing multimedia component to support these needs. The strategy was to create an appealing meetings video that would bring the Loews Miami Beach Hotel to life in a vibrant and engaging manner.

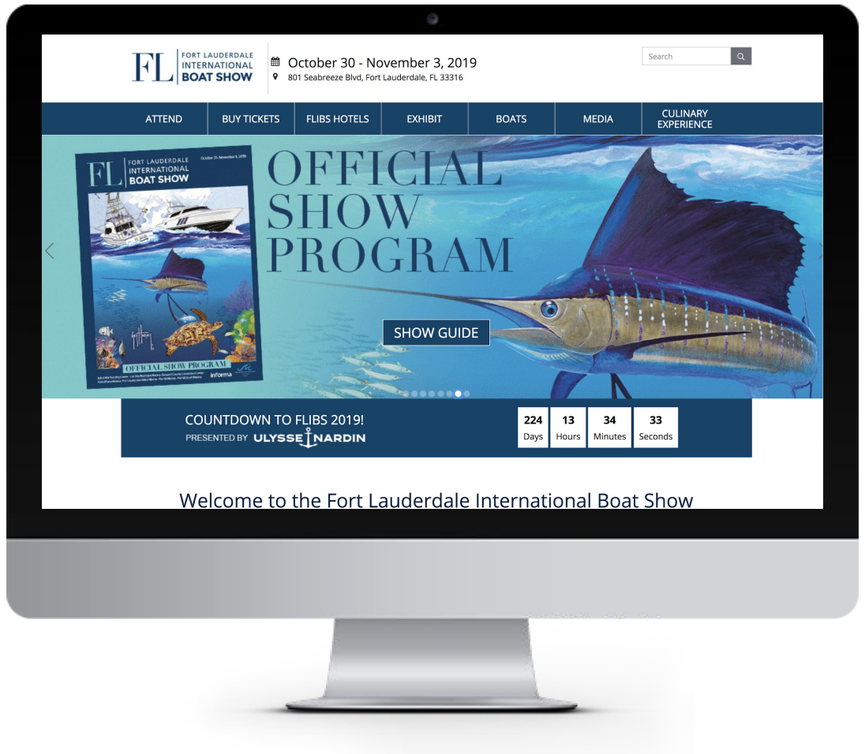
The Starmark team concepted and shot the video from a meeting planner's perspective. When putting together the elements of the video, the team made sure to demonstrate the hotel's brand values: exciting, approachable and local. This video focuses on the facilities and amenities that make the hotel an ideal choice for any group event. It also conveys that part of the overall appeal is the ideal location in South Beach.

Starmark created the video with a key take-away in mind: The Loews Miami Beach Hotel is the property of choice for anyone looking to be engaged and pampered. Guests receive the highest level of service and amenities in an exciting destination with much to see and do.

GREATER FORT LAUDERDALE

IDEA: HOW DO YOU REPOSITION THE LARGEST INTERNATIONAL BOAT SHOW? TELL THE WORLD THEY'RE NUMBER ONE!

BRANDING



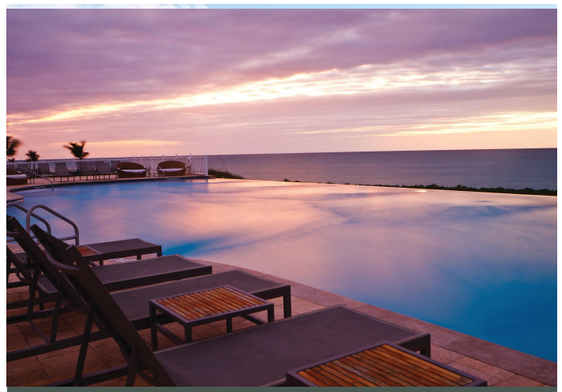
SHOW MANAGEMENT

Show Management, producers of the Fort Lauderdale International Boat Show (FLIBS), has turned to Starmark to create a new brand mark, website redesign and strategic media campaign for this year's event.

Starmark has repositioned FLIBS as the "#1 Boat Show on the Planet" with a new campaign that includes print advertisements, radio scripts and eye-catching downtown "light pole banners." Approximately 1,000 exhibitors from the leading marine companies worldwide display boats, superyachts and accessories on land and in water at seven site locations during the Boat Show.

This year's 56th annual event is November 5th through November 9th. The show is owned by the Marine Industries Association of South Florida and produced by Show Management. Starmark currently manages the marketing and public relations initiatives for the Marine Industries Association of South Florida and supports coordinating messaging for both organizations.

GREATER FORT LAUDERDALE



IDEA: STARMARK BUILDS NEW WEBSITE FOR RESORTS WORLD BIMINI

WEBSITE

RESORTS WORLD BIMINI

The Resorts World Bimini vacation experience combines 750 acres of the luxury Caribbean beachfront resort and casino on North Bimini Island in the Bahamas with a cruise aboard the Bimini Superfast ship–both offering exciting activities, exceptional entertainment and casino gaming for all who embark on these island getaways.

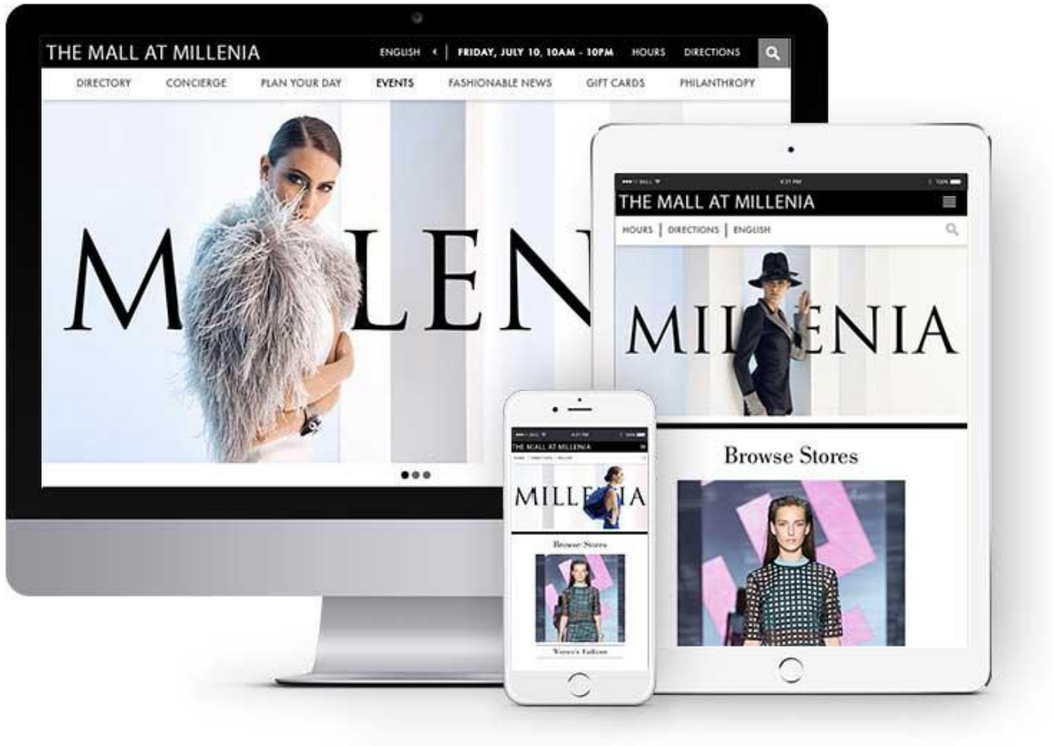
The Starmark team was tasked with the challenge of developing a brand new multi-lingual, fully-responsive website with land and cruise booking-engine integration. In addition to showcasing destination content, the website highlights cruise and land packages, wedding and group travel, dining onboard and on land, casino gaming plus a section devoted to special offers. Plus, the new RWBimini.com is travel-agent friendly with its dedicated portal for industry professionals that includes electronic brochures, logos, high-res images, booking incentives and a wealth of other resources.

“The new site allows us to truly do justice to the beauty and Caribbean charm on Bimini Island,” says Senior Director of Marketing for Resorts World, Gary Inks. “Creating a unified and seamless booking experience between the lodging and transportation systems was our single largest challenge and we’re very happy to have accomplished that goal.”

GREATER FORT LAUDERDALE

IDEA: STARMARK REDESIGNS WEBSITE FOR THE MALL AT MILLENIA

WEBSITE



THE FORBES COMPANY

The Mall at Millenia, Orlando's world-class shopping destination, is a spectacularly designed 1.2 million-square-foot center, offering 150 of the world's finest stores, services and eateries. The Forbes Company, owner and manager of the mall, sought a redesigned website to showcase the mall's fusion of cutting-edge fashion and world-class shopping, as well as the exceptional guest service.

The Starmark team designed a responsive website, making it easy for online users to navigate the site on various devices of their choice – tablet, phone or desktop. The site gives users all the information on the mall's international collection of luxury brands, best of brand retailers and diverse dining options. Users even get to choose what viewing option of the store/restaurant directory suits them best – alphabetical order, list, logo or map. In addition, the site features two localization options including Portuguese and Spanish with German and Chinese coming online later this year.

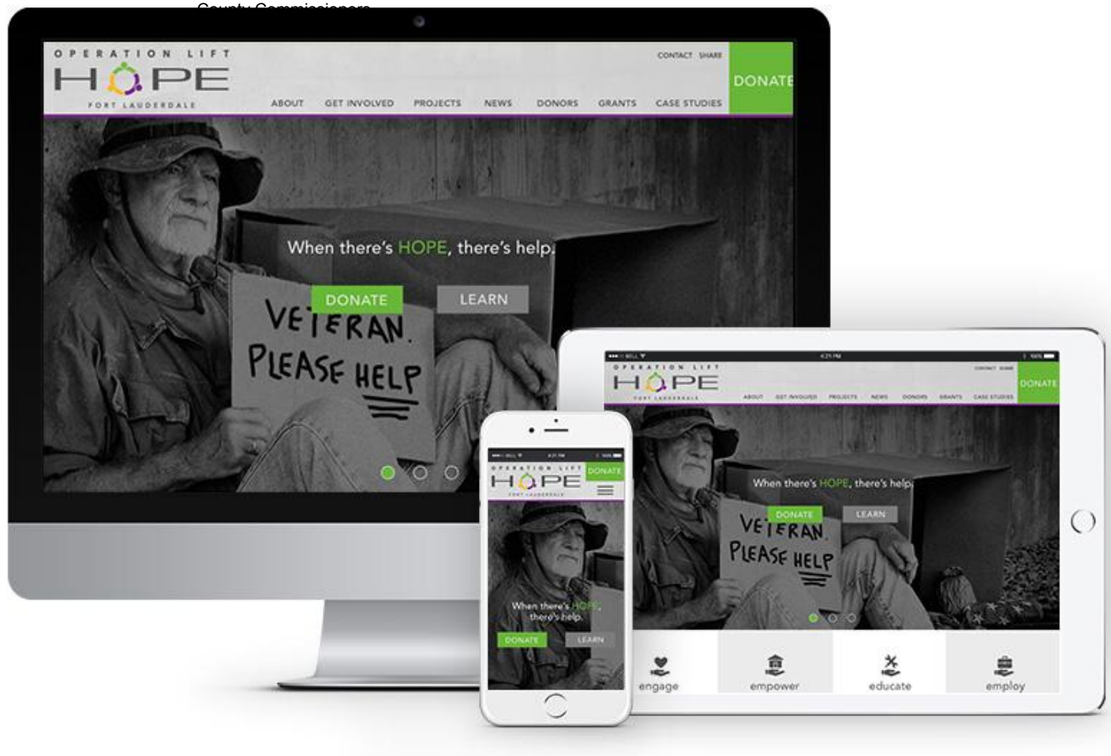
Extending the superior amenities that the mall offer its visitors, the website features a prominent "Plan Your Day" tab which features directions to the mall, introductions to Orlando's art and culture scene, hotel accommodations, car rentals and suggestions for theme park visits and other area activities.

The Mall at Millenia provides an unparalleled shopping experience, and now they have a world-class website to match.

GREATER FORT LAUDERDALE

IDEA: HOW DO WE EDUCATE THE COMMUNITY ABOUT A DYNAMIC EFFORT TO ELIMINATE HOMELESSNESS

WEBSITE



OPERATION LIFT HOPE

Operation Lift Hope is a dynamic effort within our community uniting leaders from Fort Lauderdale business, government, faith based and social agencies striving to eliminate homelessness in Fort Lauderdale for veterans by the end 2016 and families by 2020.

To broadcast its mission, Starmark was asked to redesign and expand the Operation Lift Hope website. Using Agile methodology, Starmark roadmapped the project and identified business objectives, goals and success criteria. Production was quickly underway and the result is a modern and user friendly website built to support the fundraising efforts, showcase the extent of the partners' collaboration and generate greater public awareness.

"*Starmark has done a remarkable job with the Operation Lift Hope website. Their creative staff has been amazing to work with as they designed and produced the new website in record time. Starmark leadership sets the tone that creates the "customer first" atmosphere while demanding personal excellence in all transactions regardless of the team players involved. The Starmark associates became real team players that embodied the excellence we look for in our own companies. This website is an important milestone in our efforts to bring our community partners together to eliminate homelessness.*" – Andy Mitchell, President of Fairwinds Group and Chair of Operation Lift Hope.

GREATER FORT LAUDERDALE

TOURISM CASE STUDY - NICKELODEON PUNTA CANA

OBJECTIVE:
Karisma Hotels & Resorts is renowned for its signature Gourmet Inclusive® Luxury Experience in Mexico and the Caribbean. Viacom International Media Networks has delivered big laughs and beloved characters on Nickelodeon™. They were partnering together to launch the only 5-star Nickelodeon resort in the Caribbean— Nickelodeon Hotels & Resorts Punta Cana and reached out to Starmark to launch the campaign for their July 2017 grand opening.

KEY INSIGHTS:
When parents plan a family vacation, they want their kids to have fun; a place where they can all play together. But they also seek balance – a destination that will appeal to themselves as well, with opportunities for exciting entertainment, luxury and pampering.

Consumer Brochure

TOURISM CASE STUDY - NICKELODEON PUNTA CANA

CREATIVE EXECUTION:
Starmark needed to achieve a tricky balance. Nickelodeon was not known as a luxury resort brand. This property would be its first foray into the luxury space. But the Nick characters are hugely popular with kids and offered Karisma, (already a known upscale experience), a clear differentiator to attract family target audiences, compared to other nearby luxury all-inclusives.

CONSUMER CAMPAIGN:
The Starmark team developed a campaign strategy that predominantly positioned Nickelodeon Punta Cana as the ultimate destination for luxury vacations − with a Nickelodeon twist. We amplified the five-star luxury value proposition with subtle, yet fun touches of the wacky silliness that Nickelodeon fans know and adore.

The campaign: Five-star luxury meets Nickelodeon fun
Print, digital and social ads subtly utilized all the Nick IP characters: SpongeBob, Dora and Teenage Ninja Turtles were all included, but more as a nod or a wink, versus a full campaign takeover. The emphasis always stayed on the luxe resort vacation experience, with doodles of the characters adding life and personality.

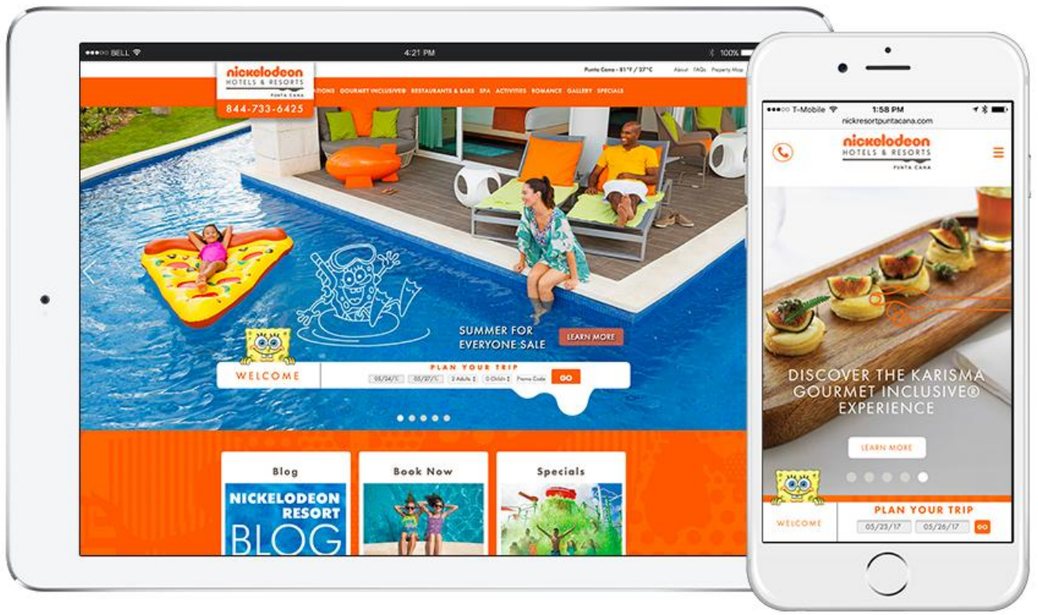
Consumer Print Ad

TOURISM CASE STUDY - NICKELODEON PUNTA CANA

Strategic Photo and Video Production:
Strategically combining still and video together in one planned shoot delivered more value for our client's existing budget and ensured greater visual continuity across all the assets.

All Ad Efforts Drove to the Resort's New Website:
Here, Karisma's luxury product proudly took center stage. We focused heavily on the five-star spa pampering, the gourmet restaurants, lively bars, and upscale amenities to ensure parents immediately knew this was a vacation the entire family would enjoy. All while sprinkling touches of the silly, irrepressible Nickelodeon personality its young fans loved throughout.

On Property Branding:
Starmark created unique brandmarks for all the restaurant and bar properties onsite to bring them to life visually, as each had its own backstory, atmosphere, personality and cuisine. We also created property signage and in-room collateral reinforcing the luxury with a twist value proposition.



Mobile Optimized Website

Spanish Language OOH Billboard

TOURISM CASE STUDY - NICKELODEON PUNTA CANA

Branding for Restaurant & Food Truck

Branding Food & Beverage Outlets

TOURISM CASE STUDY - NICKELODEON PUNTA CANA

Sweepstakes Creation:
We developed and ran a sweepstakes promotion that drew 52,957 entries, building the property's database of prospective clients.

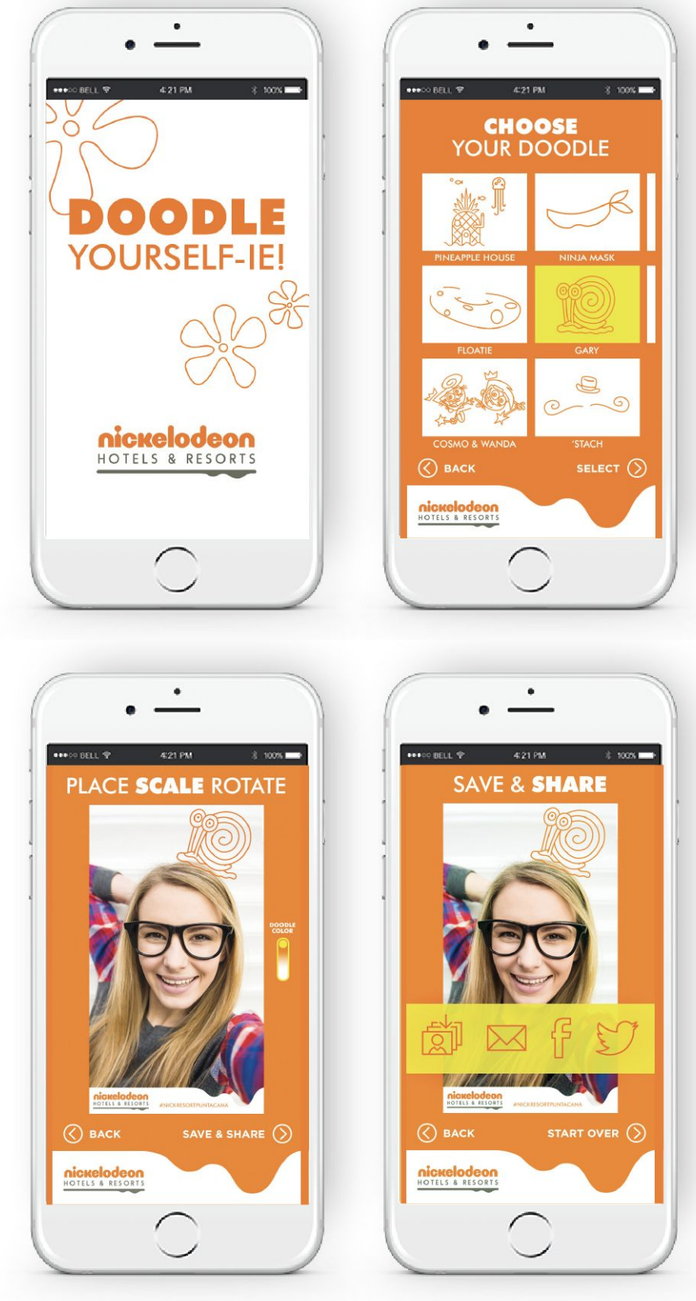
App Development:
We created the "Doodle Your Self-ie" app that debuted at the resort's grand opening and was promoted heavily in social media to drive post activity and conversation. It put families right in the center of our campaign, as they snapped pictures of themselves, then added doodles of their favorite Nick characters into the shots.

Trade Campaign:
We planned and executed a trade media strategy in key industry publications and websites, letting agents know there was an exciting new family property to sell to their clients, with grand opening commission specials that were among the highest in the sector. We developed both collateral and a roadshow presentation highlighting resort renderings, amenities and features.

What Guests and Clients Had to Say:
A full year after the campaign ran, Viacom conducted onsite guest surveys, which validated everything Starmark strove to convey in all the campaign work. Parents specifically mentioned that what first drew them to the resort and what they liked best about their vacation was the unique mix of experiences, from silly play to sumptuous amenities and pampering. It had it all!

WE KNEW STARMARK HAD THE EXPERTISE AND CREATIVITY IN DESTINATION MARKETING TO HELP US MAKE AN IMPACT. WE'RE OFFERING AN UNMATCHED COMBINATION OF 'FAMILY-FRIENDLY' AND 'LUXURY' IN THE CARIBBEAN, SO WE NEEDED TO LAUNCH WITH THE PERFECT MARKETING MESSAGE. THE RESORT INVITES GUESTS TO LET THEIR IMAGINATIONS LOOSE AND EMBARK ON A NEW KIND OF FAMILY VACATION, AND THIS CAMPAIGN DELIVERS THAT MESSAGE PERFECTLY.

Armando Chomat,
Chief Sales & Marketing Officer at Karisma Hotels & Resorts.

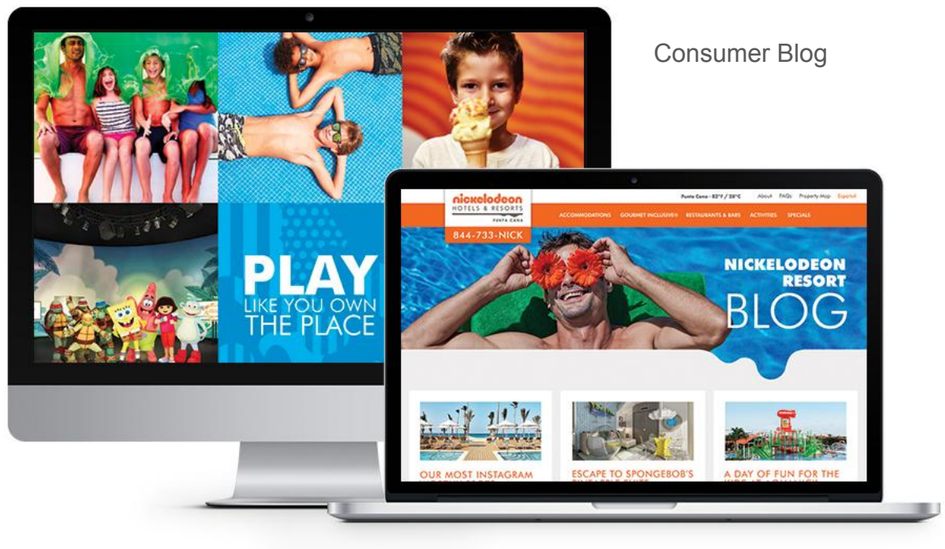


GREATER FORT LAUDERDALE

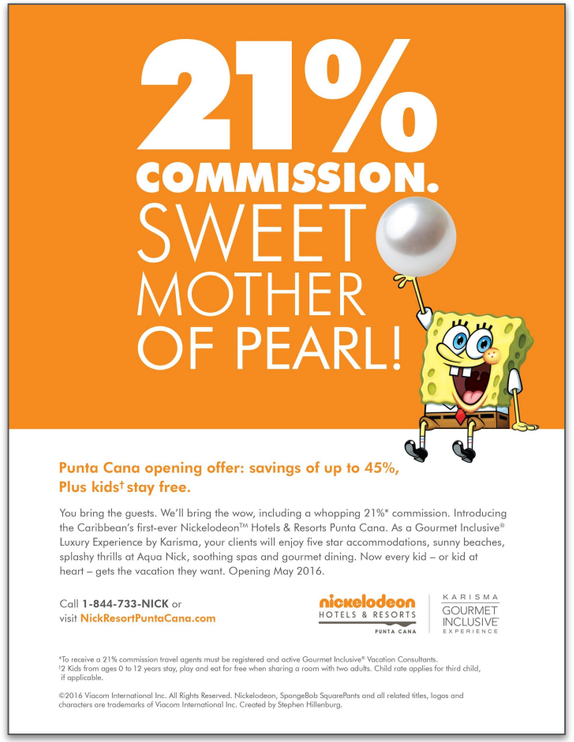
TOURISM CASE STUDY - NICKELODEON PUNTA CANA

VIP Grand Opening Invitation

Consumer Blog



Trade Print Ad



starmark.com/nickTV

TOURISM CASE STUDY: GREATER FORT LAUDERDALE CONVENTION & VISITORS BUREAU

HELLO SUNNY MILLENNIAL MULTIMEDIA CAMPAIGN

GOALS AND OBJECTIVES

During the spring of 2014, Greater Fort Lauderdale and its marketing partners initiated a primary and secondary research study with regards to marketing the destination to millennials, a completely new and untapped market. The timing was right to start an outreach to a younger audience and build a life-long brand relationship.

Since Greater Fort Lauderdale had not marketed to this demographic in a long time, the Greater Fort Lauderdale Convention & Visitors Bureau (GFLCVB) knew it had a single opportunity to make an impact.

The timing was good –closest competitors had not addressed millennials – yet. Research indicated that a highly desirable, authentic product. There was a tremendous long-term growth opportunity.

GREATER FORT LAUDERDALE

HELLO SUNNY MILLENNIAL MULTIMEDIA CAMPAIGN

REQUIREMENTS AND CHALLENGES

- Determine the most effective strategies and tactics to reach an audience literally born with a cell phone attached to their hip!
- Introduce the Greater Fort Lauderdale (GFL) Hello Sunny brand in a way that resonates. Get millennials to love and share our brand – ultimately giving us a try Deliver messaging against our strategic positioning for this market – “Action packed fun in a “chill” beach destination”
- Use research findings to craft messaging
  - Engage vs. sell
  - Make meaningful organic connections
  - Address younger and older millennial segments (as defined in Target Audience) differently
- Use research findings to plan and buy media (social, on-demand radio and television, mobile)
- Use research findings to showcase the destination’s “surprise” offerings. Tell the story of what local millennials share and love.

2016 U.S. Travel Association Award

2016 Henry Media Winner

HELLO SUNNY MILLENNIAL MULTIMEDIA CAMPAIGN

STRATEGY DEVELOPED TO ACHIEVE GOALS AND OBJECTIVES
Starmark's discovery phase included a digital study to establish a benchmark for brand awareness. We were not surprised to learn that we had some brand awareness, but little brand perception.

At the same time, we conducted an in-depth study on reaching millennials. Their habits and lifestyles called for different tactics. The strategy used for this segment was so different that we had to create a video to demonstrate it to our key stakeholders and decision makers - *Day in the Life.*

Local focus groups advised on the activities, locations and best-kept secrets. We even heard from in-state millennials about why they choose GFL and what they like to do here.

Our research led to a main message that differentiated us and communicated the GFL experience:

Action packed fun in a "chill" beach destination.

To millennials GFL appealed because there is so much activity and so many choices for fun. The difference is the vibe. GFL is very "chill". It's easy to "just be" here and enjoy. It's real here.

We had multiple stories to tell and activities to showcase.

http://bit.ly/DayInLifeInGFL

Seven 15-second videos were created as extensions to the highly successful Hello Sunny brand campaign.
The spots feature millennials enjoying the destination in ways they can relate to, as well as sharing their experiences. From bonfires on the beach, to Sunday dockside brunches, to mountain bike trails and horseback riding, the videos showcase the many activities that can be enjoyed here by this generation of young professionals. The videos include a "Hello Sunny" song created and produced for the campaign.

Social media and broadcast integration
The :15 spots utilize #hellosunny as a social sharing device and were created as bookends to run on television and on-demand broadcast. The bookends are designed to rotate "chill" and "action" spots to demonstrate "action packed fun in a "chill" destination.

Spots ran on Hulu and ABC Watch. In addition they ran in Northeast markets (Boston, Chicago and New York) on specific millennial targeted shows during a winter TV flight. Pandora and Spotify ran the videos virtually year-round. A social media paid advertising plan also ran year-round on Facebook.

Millennial Team No Fear

Millennial Night Owls

Millennial Be Free

Millennial Nature Vibes

Millennial Beach Hair Don’t Care

Millennial Shop til You Dock

http://bit.ly/CVB_Millennials

GREATER FORT LAUDERDALE

HELLO SUNNY MILLENNIAL MULTIMEDIA CAMPAIGN

Digital and out of home
The campaign was supported by digital banner ads, billboards, a web landing page, YouTube channel and content developed for multiple platforms.

TRACKING AND OPTIMIZATION
The approach we took against the millennial segment was primarily a digital effort. As such, we had the ability to monitor and optimize most of the campaign. For social media, we were able to hypertarget against activities, personas, habits. For example, we discovered that horseback riding images in our parks responded very well with millennials interested in warm weather outdoor activities. We removed images/messages that were not performing as well and pushed dollars against messages that solicited engagements and resulted in full video views. For on-demand broadcast, we chose to work with platforms like Hulu, so we only paid for 100% video views.

A key learning for us was that we discovered the millennial campaign was appealing to our older audiences as well. The energy and essence of fun crossed generations. Older audiences were drawn to beach music concert images, bonfires, groups of friends. So much so, that we shifted a long-term strategy of focusing on primarily couples and families to groups of friends and families.

The digital millennial program worked beautifully with programmatic buys. Programmatic buys enabled hypertargeted messaging and the delivery of messages to our audience at the time they were looking for it. It is critical to pay attention on a daily basis to be able to effectively optimize. The daily tracking and optimization results in a greater ROI then just buy and run. It requires talented individuals who understand the nuances of market engagement and reaction.

VALUE DELIVERED AGAINST CHOSEN METRICS

- In 2015, Greater Fort Lauderdale welcomed 15.4 million visitors (+8% from 2014) spending more than $14.2 billion (+10% from 2014) in Broward's economy. These were the highest results ever. For the first time, Greater Fort Lauderdale led the state of Florida in terms of occupancy.
- Pandora uses this Hello Sunny campaign as their case study to showcase effective marketing to millennials.
- Kaplan University used the GFL Millennial campaign for the same reason.
- The GFLCVB has been invited to present the case study at marketing seminars and webinars.
- In 2016 a DK Schifflet Brand Awareness study identified GFL as a major destination attracting millennials. This was a historic first for the destination;
- In addition, the campaign won a Gold Addy Award for Cinematography.

GREATER FORT LAUDERDALE

TOURISM CASE STUDY: GREATER FORT LAUDERDALE CVB

CHALLENGE:
On a limited budget, in London,U.K., how do we build awareness and interest to visit Greater Fort Lauderdale?

In 2015, the state of California, for the first time, became a competitive threat to the state of Florida. After five years of advertising in the U.K., California passed Florida as a likely destination among U.K. consumers and only lagged Spain and New York, according to research conducted on behalf of Visit California. Recent research by Brand USA indicated that California had surpassed Florida in terms of destination interest among U.K. travelers interested in visiting the U.S. U.K. leisure travelers (primarily London) account for over 50% of European travel to Greater Fort Lauderdale (GFL). This is a key international origin market for GFL and a major target in 2016.

SOLUTION:
A strategic January winter blitz in London. A consumer activation fueled by media and multiple, multi-day tactics throughout the city.

STRATEGY:
We participated in a co-op media buy with Visit Florida in the London market. We also augmented the offerings of the Visit Florida plan with additional tactics, such as consumer activations, to dramatically increase our presence and footprint.

GREATER FORT LAUDERDALE

TOURISM CASE STUDY: GREATER FORT LAUDERDALE CVB

TACTICS:
Over a 2-day period, we deployed 25 “Hello Sunny” suns to strategic, high-traffic locations. We visited Liverpool Street Station, Southbank, St. Paul’s Cathedral and the London Eye/London Bridge location. We drew large crowds, distributed fun facts and contest entries to win a trip to Greater Fort Lauderdale. Social sharing opportunities, using #HelloSunny, were encouraged to increase entries. GFL partnered with British Airways to provide special packages to Greater Fort Lauderdale.

The strategy included 2-month media presence in the same market to support the activation, multiply impressions and promote the special British Holidays packages. The media included:

- 25 fully branded taxi cabs that featured GFL video content for all passengers. Passengers were seated on GFL covered seats and received branded receipts. All messaging drove passengers to British Holidays packages and contest entries.
- A wrapped bus shelter in one of London’s busiest shopping districts.
- :30 radio spots on Magic Radio in addition to editorial content by DJ Angie Greaves.
- Digital advertising including; Sojern UK, Expedia UK, Travelzoo UK, Tripadvisor and Facebook.
- A ½ page print ad in the London Daily Telegraph.
- 29 Remote Radio Station interviews with then CEO, Nicki Grossman and renowned psychologist and personality, Goeff Beattie. The topic of discussion was Blue Monday and how it impacts people who live in regions with less sunlight.

TOURISM CASE STUDY: GREATER FORT LAUDERDALE CVB

RESULTS:
British Airways Holidays booked just under 67% more GFL holiday packages, year over year. In 2015, when GFL did not have an ad schedule or promotion in London, British Airways Holidays was -32% in bookings year over year. In 2016, during January, the bookings increased to +35% (total of 67% increase).

- Hello Sunny ambassadors interacted with over 15,400 consumers (based on distributed content).
- In terms of web activity, sunny.org had a 6% increase in organic visits from U.K., year over year. There was a 766% increase in social traffic, year over year, which meant our paid social media ads performed extremely well. Our Facebook ads generated 77,101 video views at a cost of only $0.01 per view. We reached 97,713 targeted accounts.
- #HelloSunny increased Visit Lauderdale London's organic engagement by 30.52% during the week of the activation.
- On Twitter, on January 20, London tweets increased by over 200%, while increasing 282% on 1/21. Twitter likes increased 186% during the activation days.
- A Periscope experiment (5 different sessions during the radio interviews) resulted in over 200 views with over 72 total hours viewed. Pretty incredible. One of the viewers happened to be based on a U.K. Military base and called in to request the Nicki Grossman/Geoff Beattie interview be taped for all U.K. Military bases. This added over 1 million impressions to the radio program.
- During the 1-month flight, the Hello Sunny bus shelter generated 450,000 impressions.
- The fleet of 25 taxis, generated 13.5 billion impressions according to the vendor traffic counts.
- The Daily Telegraph newspaper ad generated 1,082,072 impressions.
- Digital ad buys on Sojern, Expedia and Tripadvisor delivered 5,342,742 impressions, with an average click thru rate of .136 (industry standard is .08%). Sojern’s 2015 Hotel Insights Report states that Fort Lauderdale is the #2 top-riser in the Hotel Search and Bookings Report for Q4.

GREATER FORT LAUDERDALE

TOURISM CASE STUDY: GREATER FORT LAUDERDALE CVB

MEDIA VALUE ADDED NEGOTIATIONS:
Additional time for wrapped taxis = 327 GRPS with a 7.22 frequency and 23,623,000 additional impressions. The all-areas playout statistics from October to February achieved 98,298 total impacts.

- Magic Radio Digital support with a landing page on their own site (10,143 page views and 7,066 contest entries).
- The radio buy delivered an additional 27% reach.
- Live Activation of 25 Sunny characters arriving at Magic Radio Station with an on-air mention and social posts (reaching 117,775 people).

TOURISM CASE STUDY: NICKELODEON RESORT BLACK FRIDAY

OBJECTIVE:
Nickelodeon Hotels and Resorts wanted to run a Black Friday sale and asked Starmark to develop a compelling online campaign that would appeal to their family target audience.

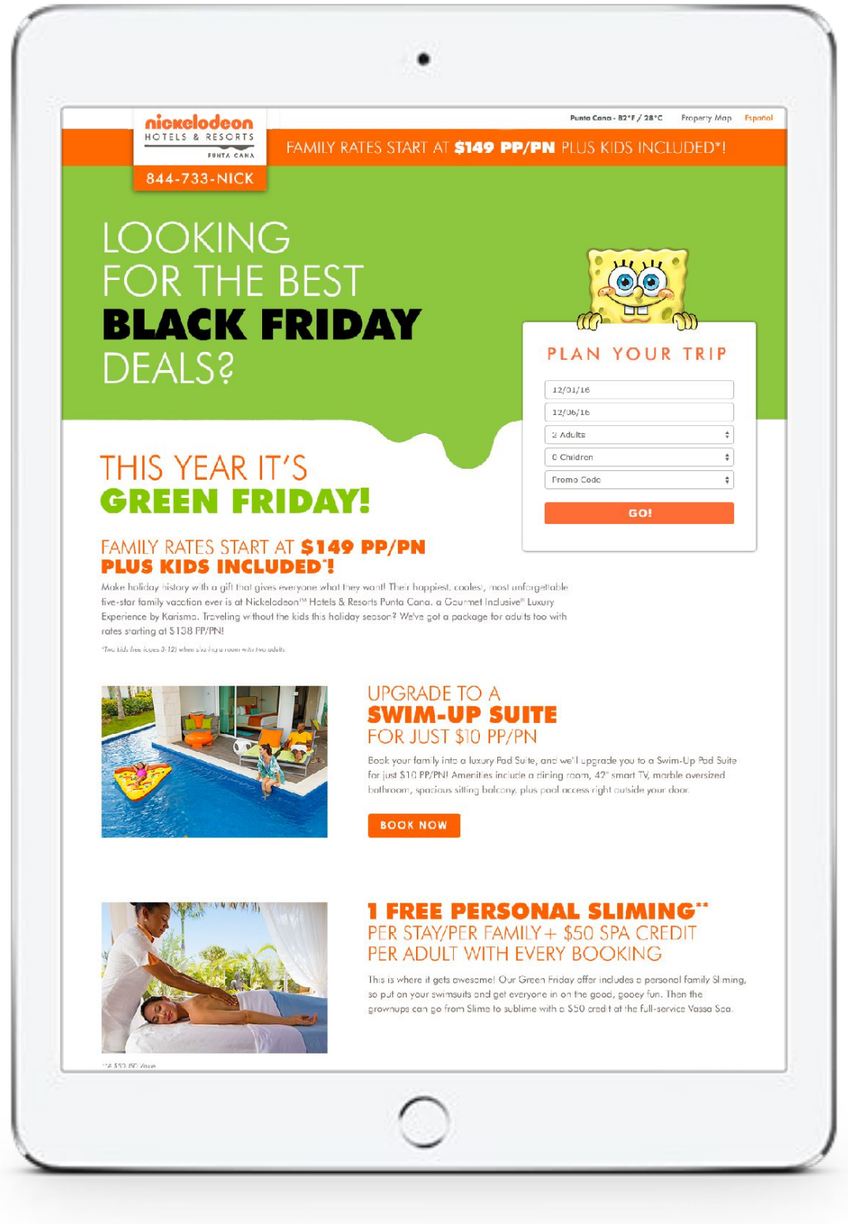
KEY INSIGHTS:
Given the resort's unique brand personality that combines a luxe family vacation with "out there" Nickelodeon personality, Starmark knew that no ordinary Black Friday approach would do. We wanted to craft a campaign that was uniquely Nickelodeon, yet still stayed true to the original brand personality balance: *5-star luxury meets Nickelodeon fun!*

CREATIVE EXECUTION:
While other brands jostled for Black Friday positioning, Starmark moved the needle by changing the conversation to a color that is pure Nickelodeon: a slime-tastic Green Friday.

Starmark created an integrated online campaign that consists of animated email broadcasts, animated web banners, and an animated landing page, all featuring a hero image that captures the precise moment when anticipation and thrill-factor meet in the splashiest, most unforgettable way possible.

The email broadcasts told the Nickelodeon Hotels and Resorts Punta Cana story of family-friendly luxury and whimsy as they generated an impressive open rate of 12%, with a 15.65% CTR.

Web banners fully owned the Green Friday concept and generated a click-thru rates of .18% and .24%. The banners and email blasts brought traffic to the landing page before and during the sale event.



TOURISM CASE STUDY: NICKELODEON RESORT BLACK FRIDAY

2.1C BRAND ARCHITECTURE

THE STARTRACK PROCESS

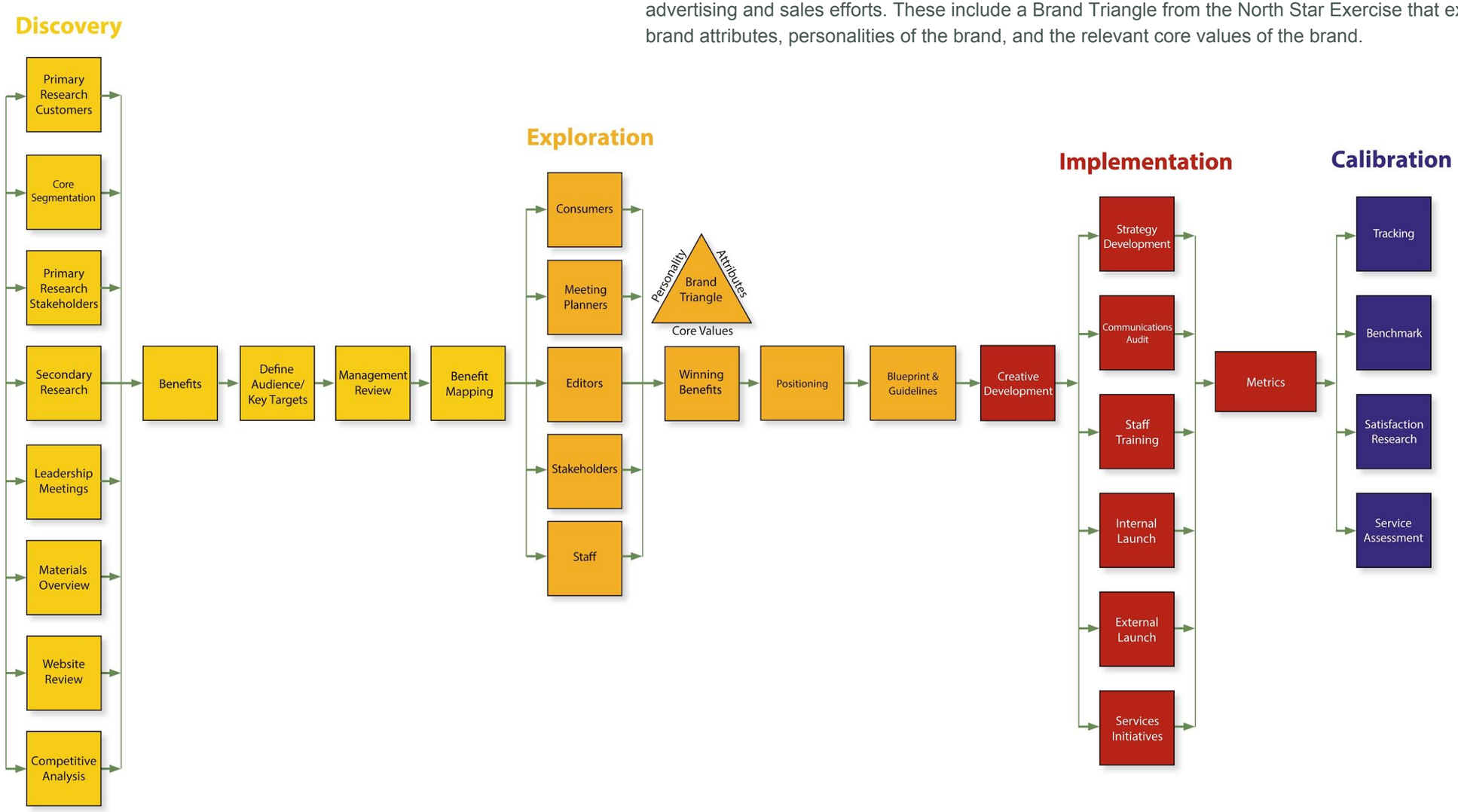
The Creative Process

Starmark's creative process is designed to produce smart communication that can propel a brand to a place of distinction. To do that, we employ seasoned Writers, Art Directors, and Creative Directors. Each is a talented asset whose sole purpose is to bring your brand to life, and we have a process in place that helps to create parameters to govern their thinking. The result is work that is well-informed and singularly focused.

We Begin with Gaining Insights

Starmark's creative process is founded in an approach we call StarTrack™. It's a disciplined methodology that helps us link the goals of our clients to the needs and preferences of customers and prospects. Using the StarTrack process, we examine and build a clear brand definition based on what drives decisions related to brand selection. Because it's critical to understand the most important, most appealing and most distinctive attributes of our clients' offerings, StarTrack highlights the strongest elements, in priority order. In total, this examination will lead to a clear position that allows us to gain attention, define distinction, capture preference, encourage trial and stimulate appeal.

The end result of the is a clearly defined and "published" set of brand tools to be used in marketing, advertising and sales efforts. These include a Brand Triangle from the North Star Exercise that expresses brand attributes, personalities of the brand, and the relevant core values of the brand.



2.1D GROUP SALES MARKETING APPROACH

LET MEETING PLANNERS KNOW THE BEACH HAS A BUSINESS SIDE

OBJECTIVE:
Starmark created the Meet Sunny brand, leveraging the highly successful Hello Sunny overall branding campaign, and positioning Greater Fort Lauderdale as “the lighter, brighter side of meetings.” The team developed a three-part direct mail campaign that was sent to meeting planners. Enveloped around the theme “Wake up, charge up, meet up,” each piece was uniquely designed to communicate the Meet Sunny positioning.

GREATER FORT LAUDERDALE CONVENTION & VISITORS BUREAU

Package #1 included a sunny yellow coffee mug with a Meet Sunny logo and a fun industry related message – “Bye-Bye Boring Meetings.” Also included was a blend of local gourmet coffee from renowned Chef Jean Gourmet Emporium – a favorite off-site venue for meeting attendees. The package was purposely housed in a recycled kraft paper box, to address the environmental “green” issues and concerns that impact this industry.

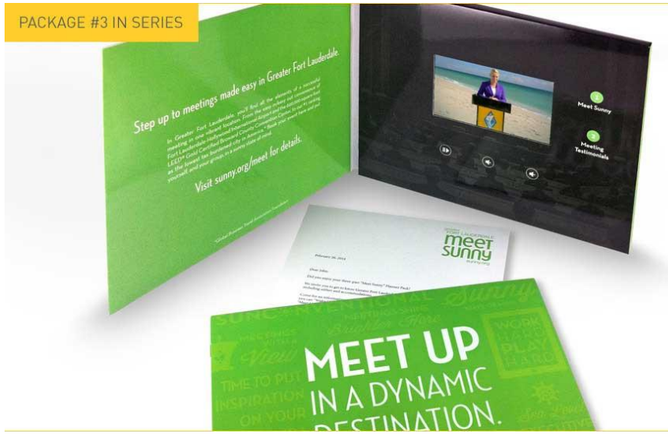
Package #2 followed exactly one week later. This package contained a 3-panel brochure with the headline “Charge up your team.” It featured beautiful waterway yacht meetings and other outdoor activities. The brochure invited the reader to put the power of the sun behind their meeting and their mobile device. The package surprise was a solar powered “Meet Sunny” mobile phone charger.

Package #3 followed exactly one week after #2. It included a custom brochure, with built-in video technology. The booklet featured the new Meet Sunny video as well as testimonials.

PACKAGE #1 IN SERIES

PACKAGE #2 IN SERIES

PACKAGE #3 IN SERIES



THE BIG RESULTS

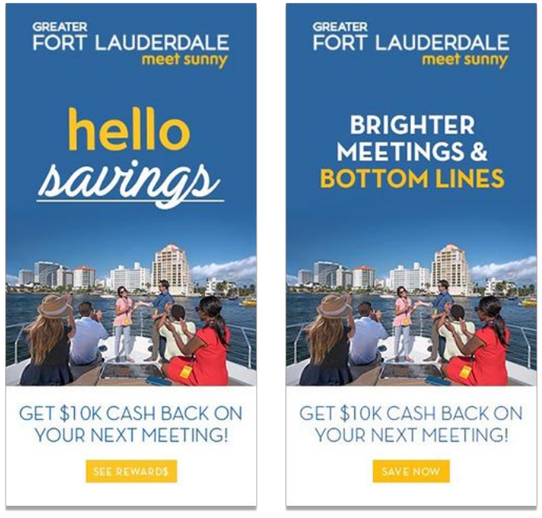
- In less than 3 months, 25 site visits were booked as a direct result of the campaign
- A large Annual Association Convention booked as a result of the mailer.
- 17% of respondents visited the microsite for the program
- Meeting traffic on sunny.org increased 57% during the month of the program

GROUP SALES MARKETING APPROACH

GENERATE BUZZ AND BOOKINGS WITH A MEETINGS INCENTIVE PACKAGE

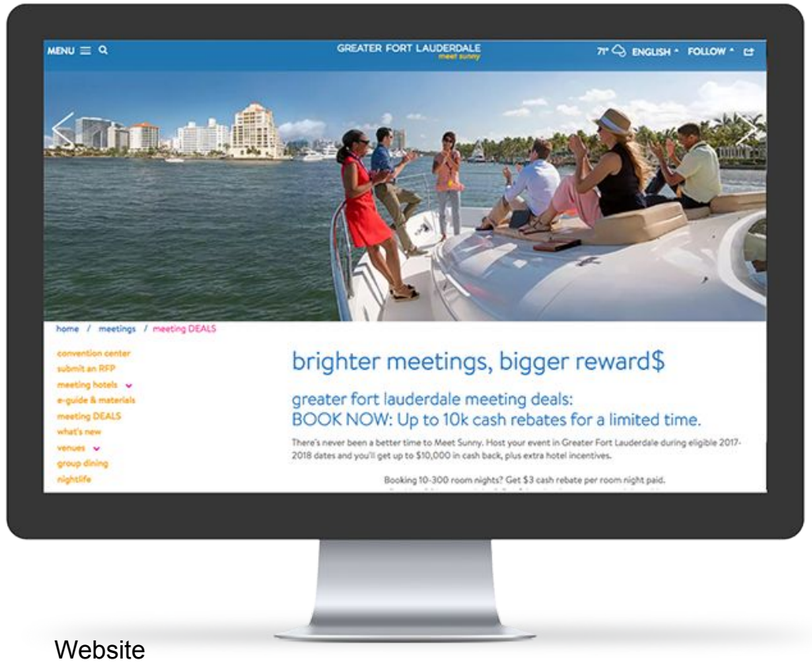
An Incentive Package That Drew $7 Million In Revenue
Starmark developed a new incentive package called “Hello Savings” for the Greater Fort Lauderdale Convention and Visitors Bureau. Since business-meeting bookings between August and December were typically slower, the package strategically offered U.S.-based meeting planners up to $10,000 in the form of cash-back rebates, along with extra hotel perks, when they booked eligible 2017-2018 dates”

The campaign successfully resulted in 19 meeting bookings closed, adding $7 million in additional revenue impact.



Digital Banners

Landing Page



Website

GROUP SALES MARKETING APPROACH

MEETING PLANNERS MEET THEIR MATCH.

Waldorf Astoria 360°, a new meetings App, giving viewers an in-depth virtual site tour of the 500-acre Resort, its meeting facilities, accommodation styles, leisure activities and amenities. The unique meetings App uses the built-in functionality of a gyroscope to give viewers a floor-to-ceiling panoramic look at 15 key points of interest to meeting and wedding planners. Features include video and photo galleries, property maps, meeting space with specifications and floor plans, 360° tours of guest rooms, a live Facebook feed, a LinkedIn Group feature, interactive “plan your meeting” tool and contact information. The LinkedIn Group feature allows the Resort to post industry updates and meeting trends information, which can be shared with meeting professionals.

Meeting planner app

App page with aerial view of property

Interactive floorplan with drag-and-drop functionality

GROUP SALES MARKETING APPROACH

“INSPIRED MEETINGS” INSPIRES PLANNERS TO BOOK.

Starmark created this Westin Diplomat meetings video to highlight the many benefits of planning an event at the location. Featuring breathtaking footage of the property intercut with elegant art cards communicating Westin brand messaging, the video has received almost 6,000 views to date.

To view the video, go to starmark.com/videos

2.2A ACCOUNT MANAGEMENT APPROACH

ACCOUNT MANAGEMENT APPROACH

Starmark looks forward to continuing to support the CVB, Fort Lauderdale-Hollywood International Airport and Port Everglades with a seasoned team that has extensive experience in domestic and international media and markets. Our knowledge and successes span across all segments; from consumer to meetings and conventions; and from European markets to domestic niche markets. Starmark's expertise is not just limited to destination marketing. Our shared backgrounds provide you with deep and broad knowledge ranging from cruise lines and resorts to mass consumer and luxury – to business and transportation expertise critical to Port Everglades and Fort Lauderdale-Hollywood International Airport (FLL).

CVB's business will continue to be managed by the existing dedicated Account Service Team who understands and believes in the Brand Essence of Greater Fort Lauderdale. Instead of "breaking in" a new team, your team will hit the ground running.

THE STARMARK STAR PERFORMERS

- All Team Members have years of integrated brand messaging experience in the travel and tourism category.
- All Team Members are already in place, meaning there will be no learning curve, no playing catch-up.
- All Team Members have a proven track record with the CVB, Port Everglades and Fort Lauderdale-Hollywood International Airport with a keen understanding of the synergy of these three entities, and the importance of working together and sharing resources.
- All Team Members work in Broward County and understand our tourism and business challenges and opportunities.

ACCOUNT MANAGEMENT APPROACH

SCOPE OF ACCOUNT SERVICES EXPERTISE

Starmark will continue to act as a partner, advisor and provider of marketing and advertising services. Following is a comprehensive list of how we anticipate proceeding with our working relationship:

- Work directly with CVB, Port Everglades, Fort Lauderdale-Hollywood International Airport to develop, implement, and manage a strategic advertising and branding plan.

- Manage primary and secondary research initiatives, whether they originate with Starmark or with Bureau partners and/or vendors.

- Plan, negotiate and execute the Annual Media Plan (see Media Planning and Buying) including online, offline and out-of-home.

- Develop creative strategies that support the annual advertising plan. Coordinate between creative and media to ensure optimal planning and execution.

- Concept, execute and supervise the creative and production of all advertising materials, including the following: print, television, out-of-home, interactive, promotions, broadcast, social, collateral, guerilla efforts, corporate and destination videos, and cooperative programs.

ACCOUNT MANAGEMENT APPROACH

- Coordinate and administer all negotiated value added placement and deliverables. This effort requires a separate schedule aside from annual media plan. Value added can include, but is not limited to, email blasts, advertorial spreads, out-of-home efforts, links, listings and event participation.
    - Develop turnkey cooperative programs for consumer and meetings segments. This includes the management of gflcvb.starmark.com, the turnkey site designed to streamline the co-op effort, along with sales, support materials, annual planning, coordination of materials collections from partners and media, copy editing, formatting, approvals process, billing and overall administration on behalf of the CVB.
    - As an extension of the CVB's marketing team, Starmark will continue to participate in and attend partner meetings, community presentations and departmental meetings. We will also assist in the development and execution of presentation materials and leave-behinds.
    - Partner with CVB to brainstorm and develop new initiatives to support marketing objectives, specific sales efforts and opportunities such as PRIDE 2020.
    - Integrated brand messaging is key. Starmark will continue to partner with the Public Relations agency and website developers to ensure consistency. We will work hand-in- hand to support all CVB programs, promotions and events with a single unified voice.
    - Develop and maintain methodologies to measure success and R.O.I. of all programs.
    - Budget development, management and monthly reporting. This includes monthly CDBE reporting and compliance checkpoints.
    - Weekly Status Meeting.
    - On-site collaboration/representation/partnership.

SOCIAL MEDIA MARKETING SERVICES

PRACTICES

- BRANDING
- ADVERTISING
- DIGITAL
- MEDIA
- DIRECT
- SEARCH
- SOCIAL
- DATA SCIENCE

Your social media marketing campaign is developed, led and managed by experienced specialists with years of successful client relationships.

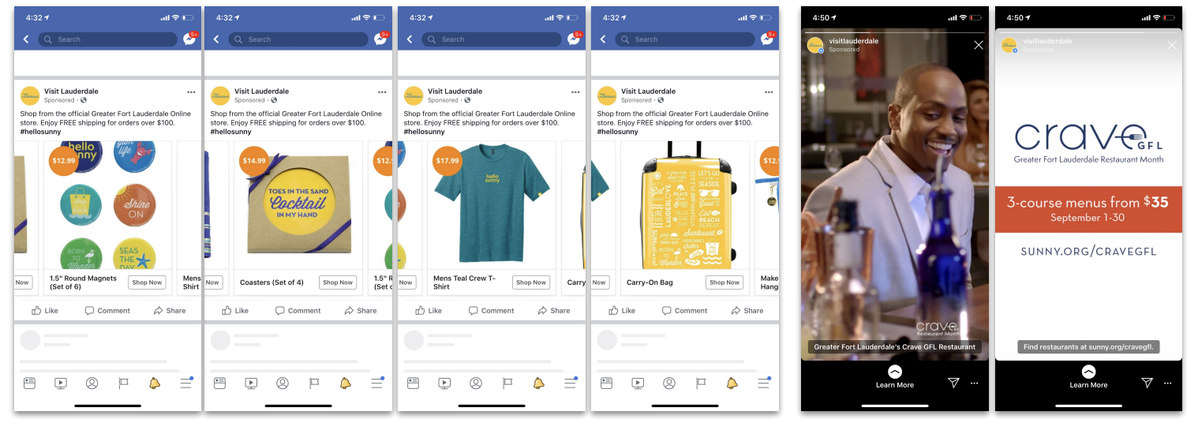
We help you meet your customers where they are with a focus on the journey, the right content and the right strategy to deliver organic growth. We're great at managing multiple campaigns and message platforms, and if needed, crisis management solutions. We never stop evaluating, aggressively optimizing and applying what we learn to give you better results.

Our approach can help you reach your goals for awareness, loyalty and response by tapping into your brand's authenticity. It's a tough balancing act to master in today's social media landscape, but we have a proven track record of helping our clients get there.

Our social team is entirely in-house, so we can deliver whatever level of support you need with a seamless workflow and a reasonable cost. By listening carefully to your goals, ensuring mutual understanding and continuously improving our performance, we meet your social media objectives – and ensure that your social media program acts as a cohesive, complementary part of your overall marketing efforts

Here's just some of what Starmark's social services include:

- Owned Media
- Paid Media
- Earned Media
- Reporting & Optimization



GREATER FORT LAUDERDALE

VIDEO AND PHOTOGRAPHY SERVICES

PRACTICES

- BRANDING
- ADVERTISING
- DIGITAL
- MEDIA
- DIRECT
- SEARCH
- SOCIAL
- DATA SCIENCE

Starmark's photography and video services include both creative and production support for any budget, goal or requirement. Because we're Agile, we roadmap every shoot ahead of time for maximum efficiency. No blown budgets. No missed call times. No wasted opportunities.

Each project begins with creative development of the concept and our recommendations for approach – then we manage each shoot, from pre-production to final edited product. We collaborate with a stable of top professionals and production companies that we trust for great work and reasonable rates. And because we plan as a team, we can evaluate your project's short-term and long-term needs early on – so we all know what to capture based on where it will be used. That extra up-front planning also comes in handy for negotiating for the best possible rates on talent and usage.

And before your project is even on the air, in print or online, you mastered assets and raw footage are catalogued and housed in our secure Digital Asset Management system for easy collaboration, access and use.

Behind the Scenes Video
starmark.com/azul

TRADITIONAL PRINT PRODUCTION SERVICES

PRACTICES

BRANDING

ADVERTISING

DIGITAL

MEDIA

DIRECT

SEARCH

SOCIAL

DATA SCIENCE

Our Production team has the chops to negotiate and execute services on any scale. We're Sarbanes-Oxley compliant, and our Certified Vendor Process helps us get you there on time and on budget.

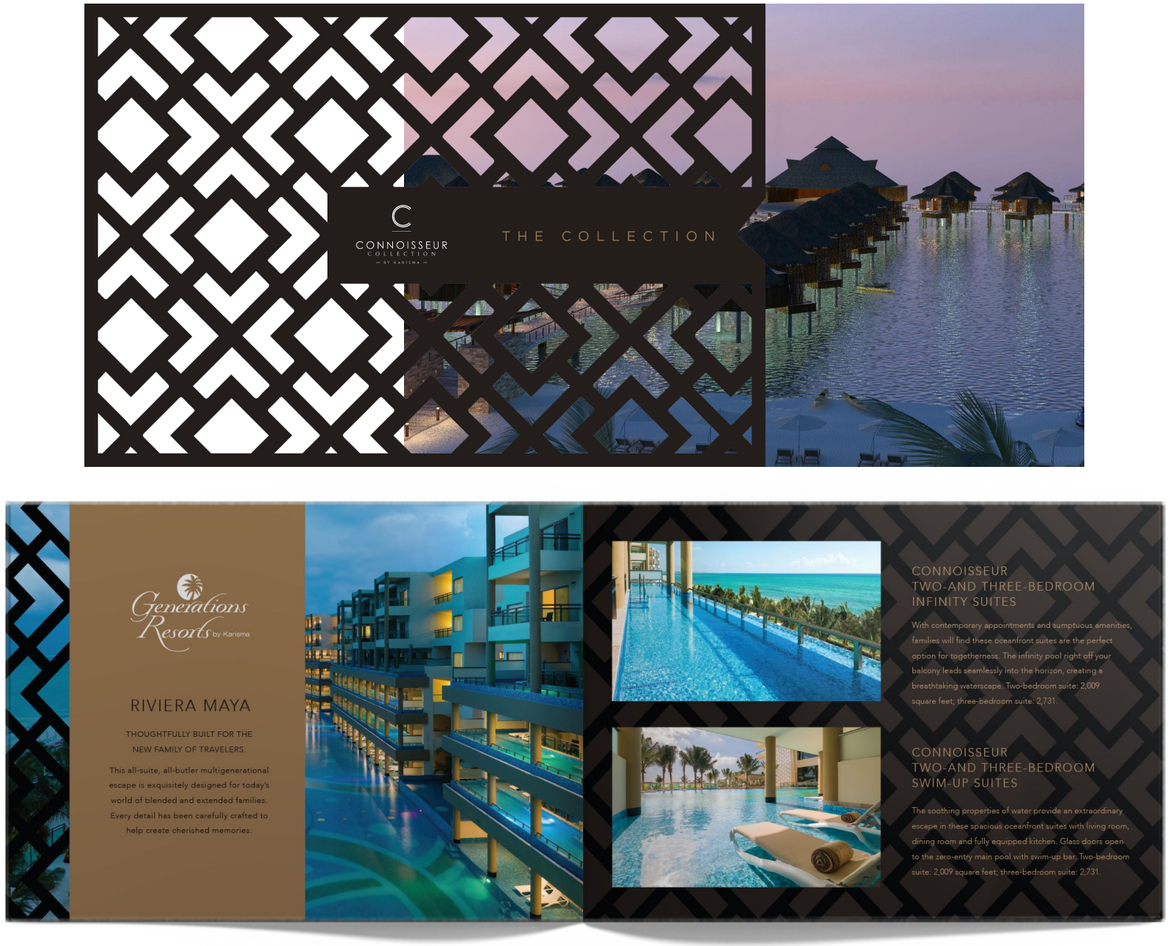
We seek three bids for competitive pricing, with multiple sources for photography, printing, fulfillment and specialty requests. We'll work with you to create the best workflow for procurement.

We go above and beyond to ensure our clients the best possible value by:

- Reviewing/comparing quotes against previous, similar jobs within past 12 months.
- Sourcing vendor partners close to home to avoid costly shipping charges, where possible.
- Requesting value-add additions from vendor partners, depending upon job and scope.
- Proactively researching volume discount opportunities, when applicable.

While ensuring you the best possible value for your money is a priority, making sure we also recommend the best fit for the job at hand is equally important. We take quality control very seriously and invest the time and due diligence to make sure any third-party we recommend has the right experience and specialized expertise to prevent wasted time, rework and disappointment.

Over the past 40 years, we've built relationships with top-quality vendor partners who have earned our trust by delivering consistently strong value and performance. They've come through for us and our clients under tight deadlines or budget constraints.



MEDIA BUYING PHILOSOPHY

PRACTICES

BRANDING

ADVERTISING

DIGITAL

MEDIA

DIRECT

SEARCH

SOCIAL

DATA SCIENCE

As a fully integrated communications agency delivering global media and marketing solutions, we specialize in taking a more unexpected and impactful approach that surrounds your target audiences, intercepting them where they spend the most time and where they will be most receptive to your messaging.

Proactive
Our media buyers get involved from the initial roadmap with the integrated team. We start from a zero base that considers all consumer touch points and media options, building every plan on research-based insights that provide a window into our target's day.

Tactical
With this solid foundation in place, we're in a much stronger position to execute successfully: negotiating and executing your buys, maintaining schedules, and tracking results.

Extending Value Beyond Media Buying Alone
In addition to years of senior-level media buying expertise, our media team is as **data-driven** as our other specialists at Starmark. We all use data science as a core business asset to inform recommendations we make and actions we take on behalf of our clients. When leveraged properly, data generates new customers at lower cost, increases current customer profitability and reduces costly attrition.

YOUR ADVANTAGE

One of Starmark's strongest verticals is the tourism and hospitality industry. We KNOW destination marketing and have been creating and executing award-winning international strategies for decades. This assures you some key advantages:

- We are in the know of the latest and greatest media and digital opportunities to reach your unique segments. There is no learning curve here; We're ready to roll.
- Starmark creates shared annual editorial and content calendars that cross all media and channels, allowing us to collaborate in the cloud with our clients, other partners and vendors. From topic pillars to monthly messaging, our calendars ensure integrated messaging in advertising, content development, PR, events and sales.
- Starmark provides full media reports via monthly dashboards. We are also able to provide reporting for any time frame, campaign or single medium. Starmark works with both ADARA and Arrivalist to provide more significant statistics on which media are actually driving visitation. The availability of this information often influences future planning and purchase.

MEDIA BUYING PHILOSOPHY

Starmark's deep media planning and buying experience give you a few important advantages:

- Fresh, forward-thinking ways to reach consumers and travel trade
- Buys that reach your target markets effectively
- Strong negotiation skills that maximize your investment, while still ensuring quality, on-target placement and additional value-add opportunities
- Measurable R.O.I.
- Flexible campaigns that are optimized throughout their duration.

In addition to the Leisure segment, we believe targeting by segment delivers stronger results:

Foodie:
Our efforts have contributed to an emergence of restaurants, food trucks, foodie events and festivals are now part of the list of most popular experiences in GFL, spawning the original programming of CraveGFL on VLTV.

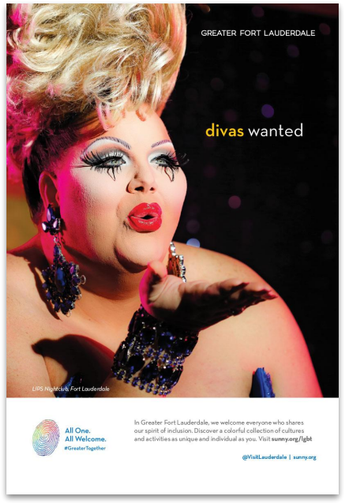
Culture:
The Underground Create Tour in GFL was implemented based on increase in demand for art related experiences. Tours and art walks are being implemented into consumer activations both locally and out of market.

LGBT+:
Over the years, GFL has emerged as Florida's LGBT capital. The inclusivity and innovative outreach continues to place GFL in the top tier LGBT+ destinations in the country. We even use transgender models in all our Leisure ads.

International:
As we see increases in bookings form destinations like Germany, China, India & Latin America, we translated our digital vacation planner to not just feed the demand, but to increase it.

Our media strategies are designed to maximize brand impact with a mix of paid, earned and owned media; delivering brand engagement, meaningful targeted impressions and a measurable return on investment.

Media plans are uniquely crafted for every brand to meet their individual objectives through collaboration between media, data science, creative, strategy and client. Prior to planning for a new fiscal year, we make it a practice of convening for 1-2 full days to review presentations from key media partners. The purpose is to have the entire team aware of new opportunities, new offerings and new technology. The inclusion of an entire team leads to creative thinking and new ideas before the media planning roadmap begins.



GREATER FORT LAUDERDALE

MEDIA SERVICES

BROADCAST

Broadcast is a powerful awareness medium, ideal for targeting audiences at the top of the funnel. With DTV and streaming radio, you multiply that power by adding precise targeting capabilities to the mix.

The Starmark media team has 30+ years of media planning and buying experience, including extensive knowledge of digital and streaming opportunities. We were already exploring breakthrough digital capabilities on behalf of our tourism clients when these technologies were in their infancy.

Your media advantages as a Starmark client:

We negotiate the most efficient and effective schedules.

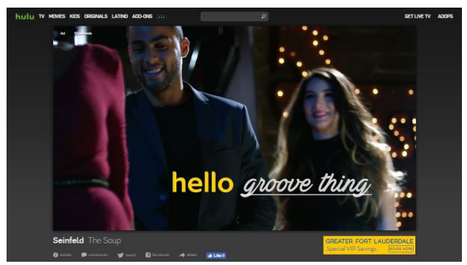
- Our clients pay the same rate regardless of annual budget because we negotiate on the agency rate, not the client rate.
- Traditional radio, television and cable buys are negotiated based on 10% below Low SQAD cost per point.
- We're always on the leading edge of promotions with local stations because our campaigns are not about spots and dots but more integrated events and activations.
- We post all Television and Cable buys to 100% and monitor rotations for all campaigns.
- Digital TV analytics are based upon 90-100% completed views.

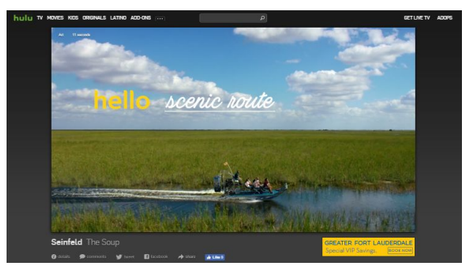
Continued optimization

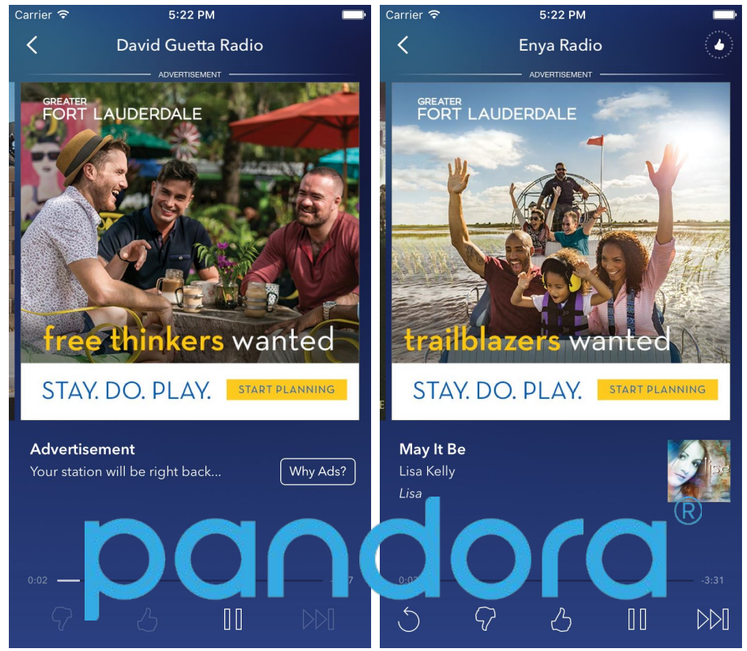
Our team continues to optimize all digital radio buys based on best performing creative and placement. The buys are market-specific, based on the objective and target audience. We then fine-tune the campaign bi-weekly to ensure we are reaching the right audience and negotiating the best added value.

The model for best-in-class targeting

Starmark's digital radio targeting and buying prowess inspired Pandora to develop a case study about us, using our Greater Fort Lauderdale Millennial Campaign as a best-in-class example of "how to target your audience on streaming radio".







MEDIA SERVICES

PAID SOCIAL

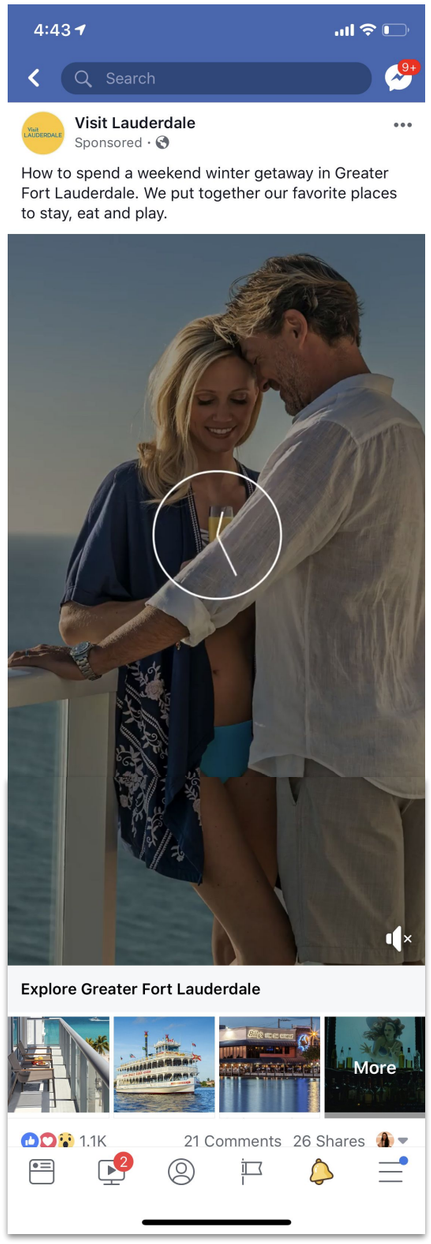
In or work for tourism clients, we continue to witness the rapid uptick in travelers seeking travel planning inspiration on a variety of social platforms and sources. We believe social media is integral to capture in-market travelers during the inspiration/awareness part of their journey.

The research backs up our insights
A recent Nielsen study revealed that more than half of all travelers surveyed checked social media for travel tips. Another study found that 97% of millennials share photos on social media while traveling.

Social platform strategies
The key to effective social marketing is choosing the *right* platforms. We evaluate each channel – Facebook, Instagram, Pinterest, YouTube, Snapchat, and others – to confirm where our target audience is actually spending their time. That's what informs our strategy.

All backed by data science
Before launching a single campaign, we develop a testing matrix to define tests for messaging, CTA, creative and ad type. Once this matrix has been defined, we use first-party data third-party data to create custom audiences, lookalike audience and behavioral campaigns.

The model for best-in-class social marketing strategy
Starmark's paid social targeting and buying prowess compelled Facebook to create a case study about Greater Fort Lauderdale titled: "Bringing visitors to Fort Lauderdale with Facebook trip consideration".

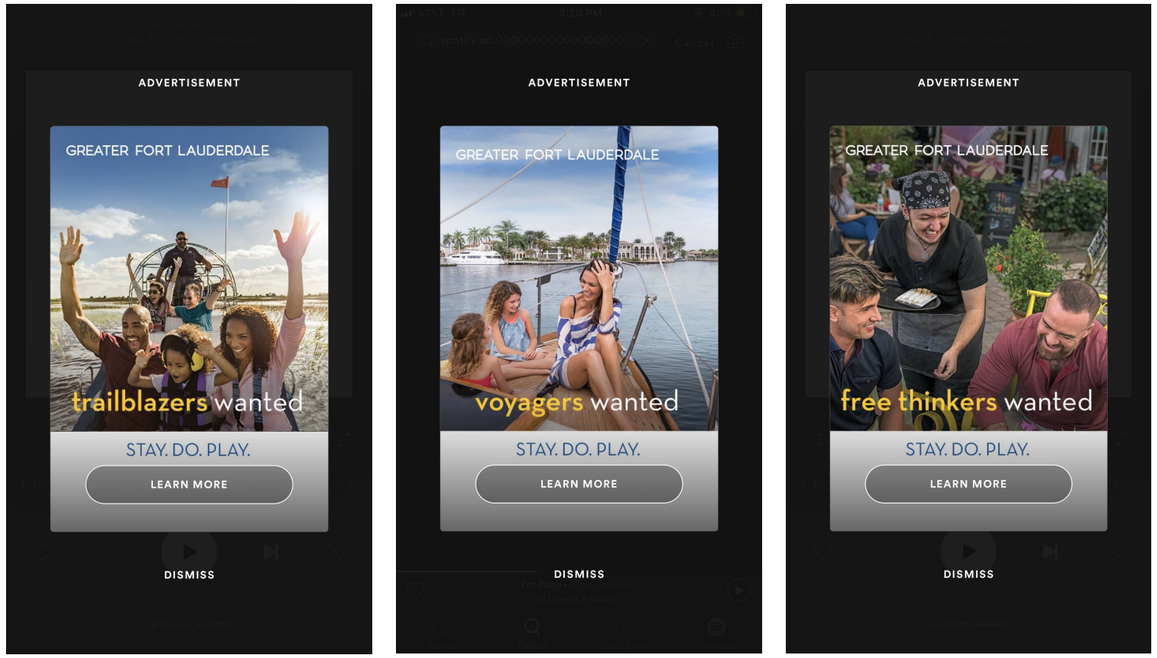


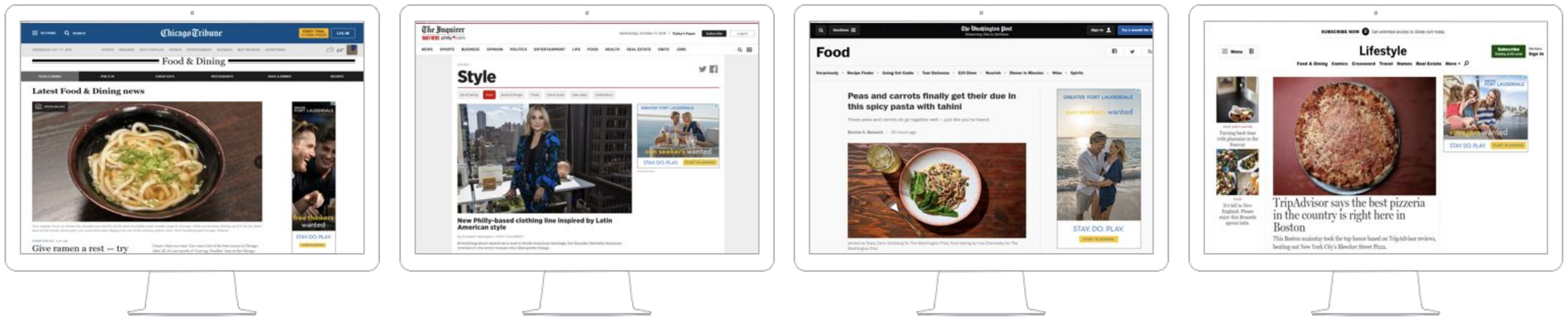
MEDIA SERVICES

DISPLAY, PROGRAMMATIC, RETARGETING

Our approach to display marketing is data-driven and results-oriented. Based on agreed-upon goals, we develop and implement programmatic display campaigns designed to achieve key performance indicators. With access to third-party data sources, (like Oracle, Epsilon, Exelate, and others), we continuously target various in-market data segments.

By utilizing a mix of display (ex: prospecting, lookalike, contextual), video, native and other tactics, we can reach the right audience with the right message at the right time. We'll also look to best-of-breed third party partners including Tripadvisor, ADARA, Sojern and others, to craft unique campaigns that allow us to reach the in-market traveler. See how we tie this all together with **Media Attribution Modeling** (detailed later in this response).





MEDIA SERVICES

OUT OF HOME

Today's out of home options and approaches are limited only by the imagination. Along with traditional billboards and taxi toppers are unusual opportunities like liveries and rickshaws at activations and events; sidewalk chalk art; and Times Square billboards.

Starmark's philosophy: out-of-home should always be an open canvas for fresh thinking and buzz-worthy impact:

- When our team was asked to promote the new FLL parking initiative, (a series of improvements launched to reverse the airport's declining parking revenues), we placed digital boards around the airport and used high-traffic areas – like elevator doors, escalators and columns – for signage and wraps.

- The digital billboard along the main highway approaches to the airport featured a real-time counter. Every driver passing saw the big bold message about all the new FLL parking and the actual number of spaces open at the moment. The integrated campaign increased FLL's revenue by 12% over the prior year.

- For SeaWorld's Antarctica debut, we wrapped Hyundai cars and drove them on a 10 city tour to support the activation schedule. We included "countdown" billboards near the park to promote the grand opening.

GREATER FORT LAUDERDALE

MEDIA SERVICES

- We strategically placed local Bus Shelters in Chicago, Boston and New York during the coldest time of the year to promote the warm Fort Lauderdale beaches:
    - In NY, we **heated bus benches** for guests who were waiting in the cold. In addition, we featured the Times Square board that can be seen during the New Year's Eve countdown and also serves as a huge backdrop for our activiations.
    - In Boston we swapped out the digital display on the end of the shelter with **a live satellite uplink** to the beach where people could converse with "Mr. Sunny", win prizes and more.
    - In Chicago we branded a vending machine that gave away sunglasses for **a social mention**, which were then worn by people in the surrounding area, increasing our reach.

We've also partnered with many large corporate sponsors and brands over the years, including Dunkin, Southwest and Coke, to create engaging, unforgettable out-of-home activations for our clients.

MEDIA SERVICES

PRINT MEDIA

While many mistakenly dismiss or overlook print to focus primarily on newer channels and platforms, we've validated numerous times that print is still a strong and viable upper-funnel strategy to capture attention and drive audiences to find out more about a destination. We can reach the right audience, regardless of industry, market or country.

Here are other insights we can offer around smart print strategies in 2019 and beyond:

Strong internationally:
In markets such as Germany and Brazil, print is still king.

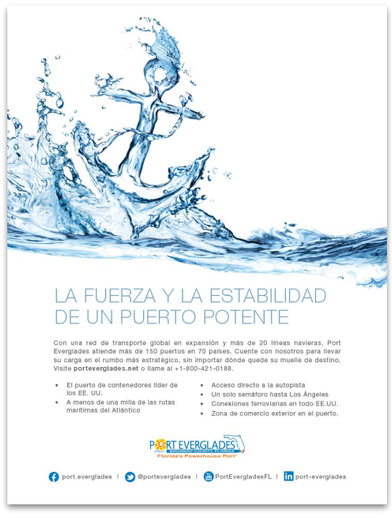
Used by the trade:
Print is a trusted source for B2B in particular. Tour operators and travel agents still use print, as many customers ask for a printed piece to take with them when considering a destination. Meeting planners still rely on print for facts, details and current trends; they provide significant feedback for the destination ad studies.

Read by 35+ demographic:
The average print reader is 35+ and still likes print as a resource.

Respected:
As everyone and everything is shared online 24/7, the shelf life of posts are typically counted in hours, if not minutes. While it's notable to see oneself featured online, it's not especially impactful or lasting. But seeing oneself published in print still is.

Creative and flexible:
Print isn't just about a full page. Cover wraps, belly bands and inserts add big impact in the smallest spaces. Advertorials empower advertisers to tell warm, engaging stories about their destination and product that stand out beyond a typical ad.

There is a permanence and a prominence to print that social media lacks. It's still human nature to value print recognition – and to be influenced by others in the industry who are published as well.



MEDIA EFFECTIVENESS

To optimize media effectiveness, (as well as other core marketing, sales and creative strategies), we use the scientific side of marketing: **data**, **analytics** and **technology**.

Our specialized suite of data science and predictive analytics services was created to address many unmet data and advanced analytical needs of our clients. With 25+ years of experience in business intelligence and predictive analytics, we are able to select the methods and technologies best suited to meet the objectives of each project.

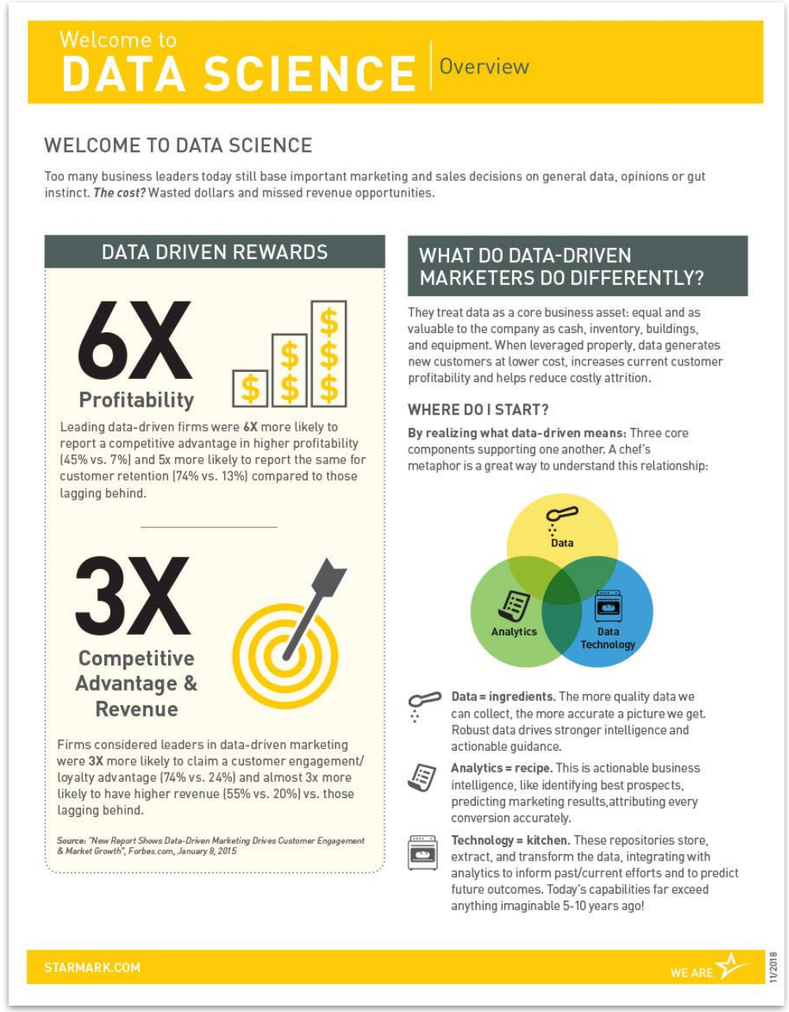
Below are brief overviews of our consulting approach and the specialized services we offer clients:

What is Effective Data Science?
It starts with a deep knowledge of what makes data useful – or not useful. It also requires understanding how to structure the data, centralize and house the data, fabricate new data, and eliminate abnormalities to assure our foundation for analytics – the data – truly represents the population.

How Do We Leverage Predictive Analytics?
When you combine (1) High-quality data; (2) Leading-edge technology; and (3) Human expertise, you can generate new intelligence that didn't exist before.

- Predictive Analytics focus on future events.
- Business Intelligence Analytics focus on impact from past and current events.

***Most importantly, analytics are actionable**:* a recipe for reaching targets at the best times and places, with more relevant appeals to boost response and conversion. Starmark combines the results of neural net models, which become inputs to a logistic regression model (i.e., a model of models). It's the best of both worlds, and it's only available from the data science experts at Starmark.



ANALYTIC SERVICES

PRACTICES

- BRANDING
- ADVERTISING
- DIGITAL
- MEDIA
- DIRECT
- SEARCH
- SOCIAL
- DATA SCIENCE

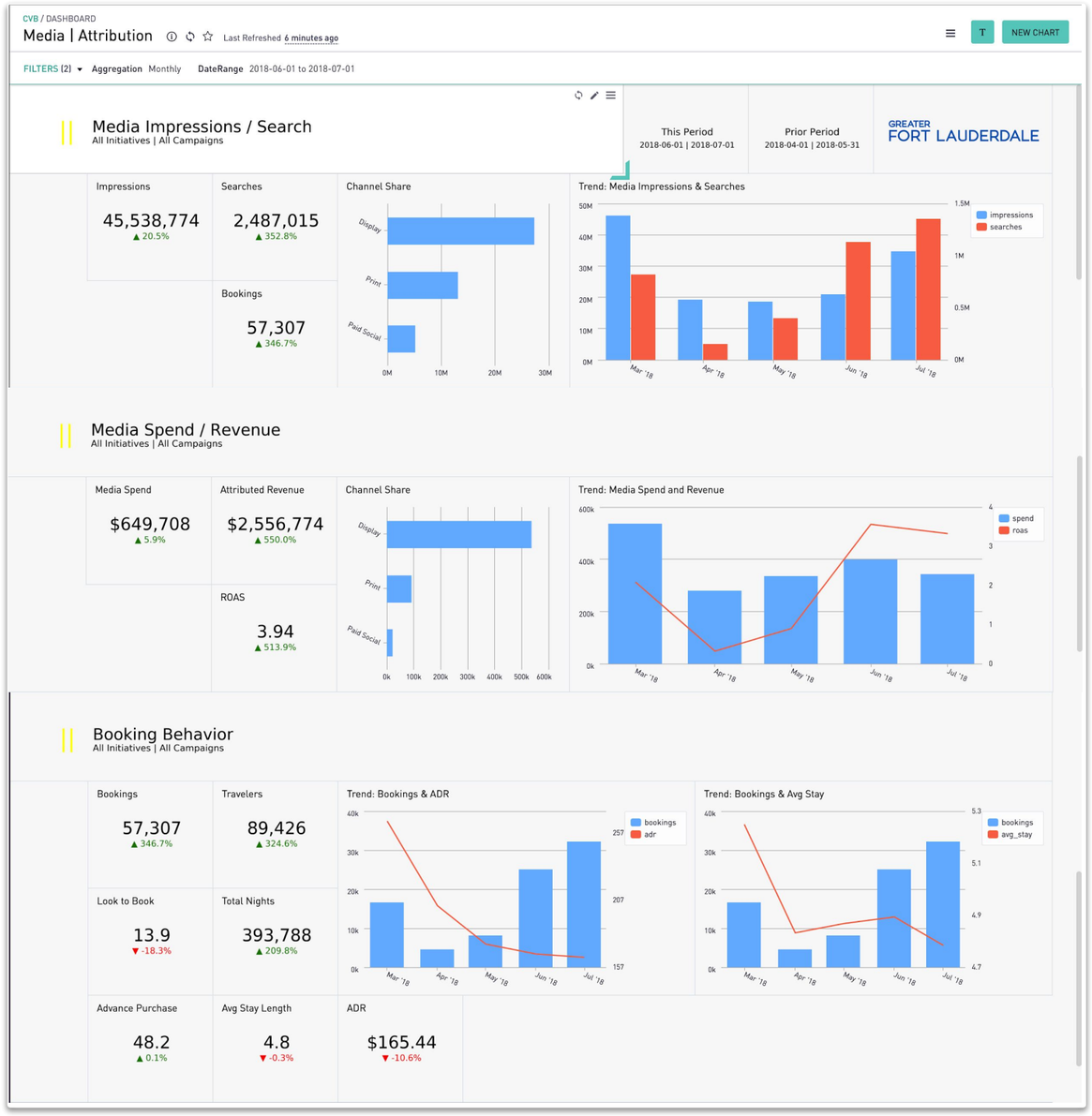
INTEGRATED DASHBOARDS

Following our philosophy that any marketing plan has to be traceable, measurable and actionable, we ensure that every key performance indicator (KPI) we select directly measures the performance toward your goals.

Starmark builds custom business dashboards to meet the reporting needs of any campaign or organization. These dashboards: 1) include an easy visualization of all KPIs with insights and recommendations; 2) establish an omnichannel view of your marketing campaigns and data sources, from website and call analytics to eCommerce conversions and CRM data; 3) enable real-time awareness of KPIs and campaign performance; and 4) break down all results by campaign/medium/source with most relevant KPIs for each.

- The Executive Summary dashboard provides senior leadership with a global view of the overall performance and health of all ongoing campaigns.
- Each campaign in turn has its own dashboard. Those dashboards are organized in such a way that the overall performance is displayed first, followed by the campaign breakdown by medium (SEM, Social, Media, Display, etc.), then further broken down by Source (SEM: AdWords, BingAds; Social Media: Facebook, Instagram; etc.)
- The final dashboard provides intelligence on all organic traffic whether related to the website or social media accounts.

Each concludes with actionable insights and recommendations. As example, if we're evaluating the optimal cadence of our creative updates, we may recommend creative refreshes. Perhaps 7-10 days for SEM; 12-14 days for social or a full month for display, etc.



DIGITAL SERVICES & PROGRAMING

PRACTICES

BRANDING

ADVERTISING

DIGITAL

MEDIA

DIRECT

SEARCH

SOCIAL

DATA SCIENCE

Since winning our first e-commerce website award from Yahoo! in 1995, Starmark has stayed on the edge of technology, developing and pioneering effective websites for our clients as part of integrated marketing initiatives of all sizes. Our approach connects people with relevant information throughout their journeys. Then we deliver, track, measure and optimize conversions to keep improving your results.

Full-service development and optimization:

- User Experience Designers provide end-to-end strategic guidance, counsel and problem-solving services.
- Digital Account Managers guide you through roadmap, budget and goal-setting decisions.
- Back End Developers craft functional and systems integration requirements.
- The Application Architect assists with architecture planning and decision-making.

- The Cloud Systems Engineer evaluates the production environment to ensure security and availability.
- Performance reviews evaluate the production environment for ways to improve site speed, capacity and response times.
- Code audits review developer code and integrations for optimal operation.
- Business Intelligence Analysts review your data to ensure accuracy, locate gaps, identify optimization opportunities and report the progress of KPIs towards the program goals.
- Data Modeling Services provide customized, recurring data analysis utilizing the latest machine learning and data science techniques.

OUR WEBSITE NEEDED TO COMMUNICATE THAT OUR STORES ARE THE STARS...IT NEEDED TO BE CLEAN AND EASY TO NAVIGATE, BUT ALSO PROVIDED INCREDIBLE FASHION LEADERSHIP AND CONTENT THAT MIRRORS OUR BRAND. I THINK THAT STARMARK REALLY DID A GREAT JOB IN PROVIDING THAT TO US.

– Michele Jacobs,
Corporate Director of Marketing & Operations, Florida

WEB APP FOR STREAMLINED HANDHELD EXPERIENCES

PRACTICES

BRANDING

ADVERTISING

DIGITAL

MEDIA

DIRECT

SEARCH

SOCIAL

DATA SCIENCE

Expectations for how a mobile website should respond and perform are more important than ever. The more “app-like” it feels – where visitors can tap, swipe and navigate like their favorite native apps – the more inviting it will be.

While this isn’t right for every website, it’s perfect for sites or microsites that have a clearly defined funnel to guide users in a more app like way to the ultimate site goal.

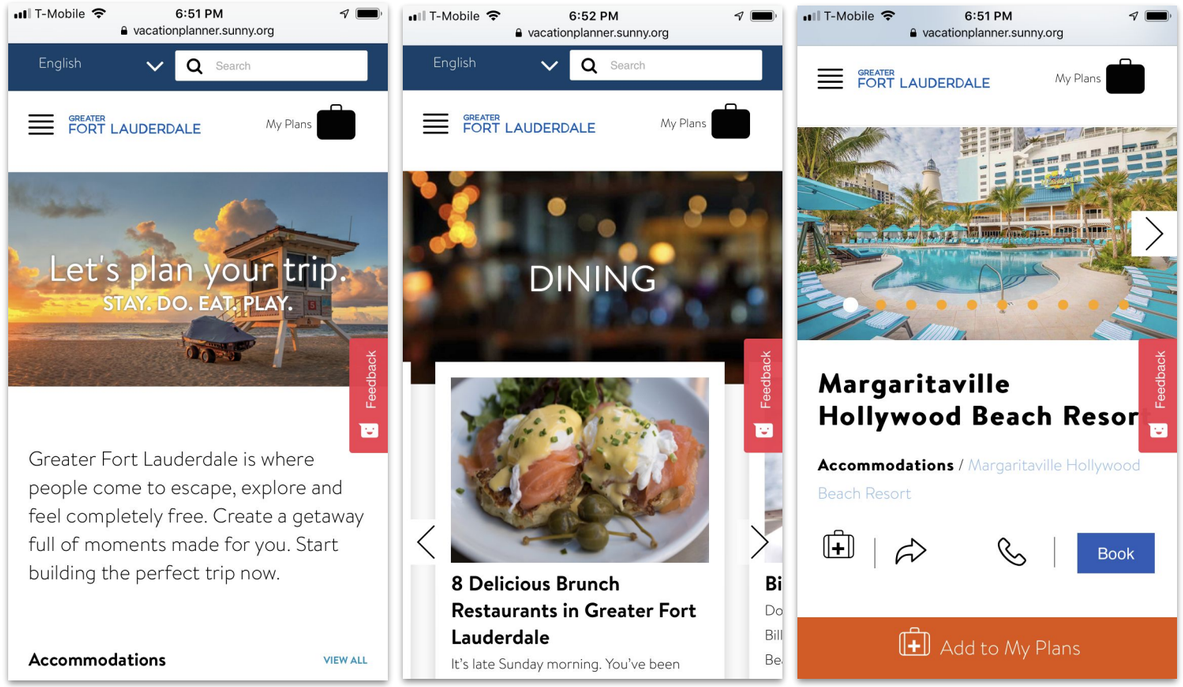
As an example, the vacation web app designed and produced by Starmark for the GFL CVB reflect the GFL CVB’s persona strategy, with useful content uniquely appealing to different consumers’ preferred styles of travel.

Our team built upon the success of the previous year’s planner by developing a web application with new engaging content that inspires the next generation of travelers to visit the destination.

A new meetings guide section equips meeting planners with an outline of top group activities and convention-geared hotels.

Local hotels, restaurants and attractions gained the chance to appear in full-page advertorials with clickable links and video placements. Advertisers also earn additional mentions in editorial content, priority positioning in search results, and curated pick sponsorship highlighted throughout the planner.

Starmark’s 2019 launch of this international digital planning tool successfully positioned Greater Fort Lauderdale as a destination overflowing with fun things to do and places to go.



NATIVE MOBILE APPS

PRACTICES

BRANDING

ADVERTISING

DIGITAL

MEDIA

DIRECT

SEARCH

SOCIAL

DATA SCIENCE

The Starmark team can develop leading-edge apps, including apps with augmented reality (AR) capabilities, to boost awareness, create social conversation and generate buzz in engaging ways.

We've developed apps that:

- Help theme parks, events and other destinations generate desire to visit many months in advance.
- Allow audiences to meet and interact with characters one-to-one at an event or right in their own homes
- Shoot AR videos of themselves, friends and family, augmented with a variety of scenes from a destination or experience.
- Include live cams, video trailers, fun quizzes, fast facts, e-commerce capabilities, contests and direct social engagement through prep-populated handles and hashtags.
- Are based on close collaboration with theme park designers, using their 3D models and textures to create strong synergy between the app and the actual destination, event or experience we're promoting.
- Include location-aware features to respond to users' locations with relevant information.
- Build communities of people with common interests, encouraging them to create user generated content (UGC) and interact with others by sharing it on social media.

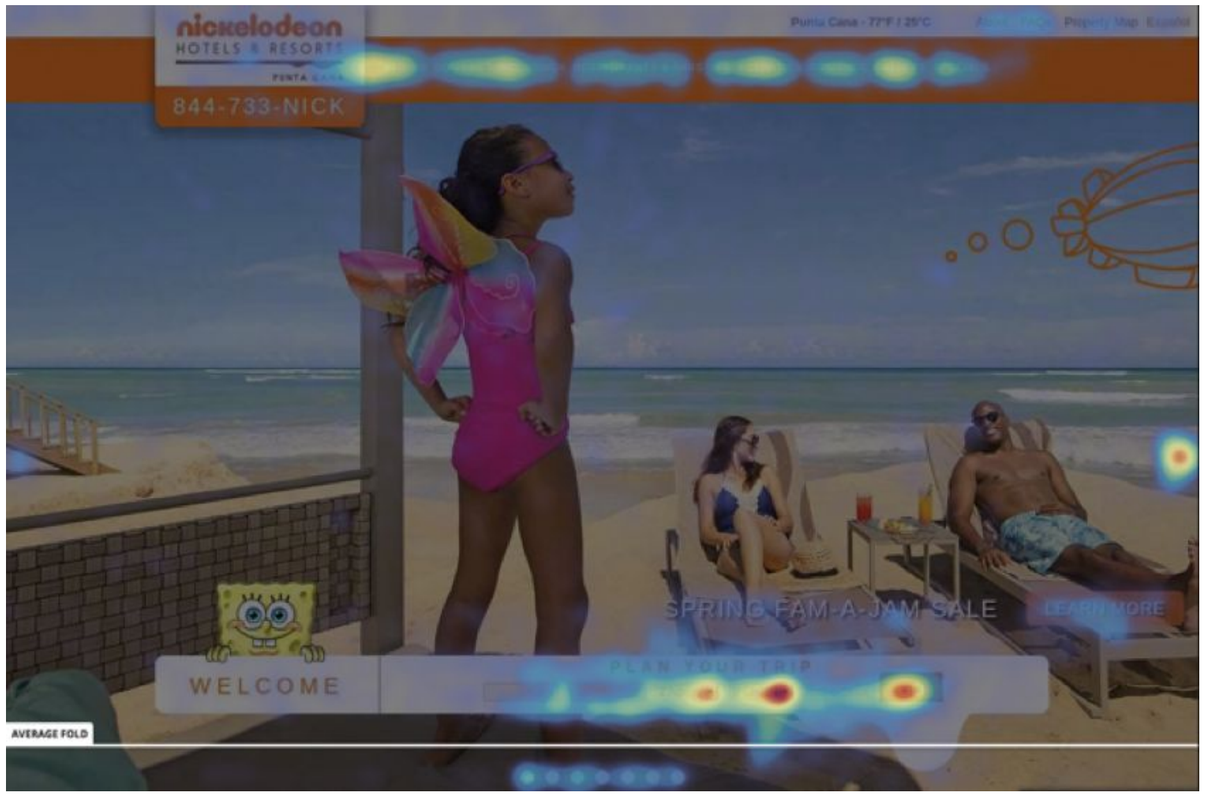
Example: Starmark developed an Augmented Reality (AR) app strategy for SeaWorld Orlando that took fans on an unforgettable Antarctic adventure – no flight needed. It played a key role at every stage of the campaign, driving awareness, participation and social shares at SeaWorld's 10-city "Epic Voyage" Antarctica Tour, as well as in consumers' own homes.

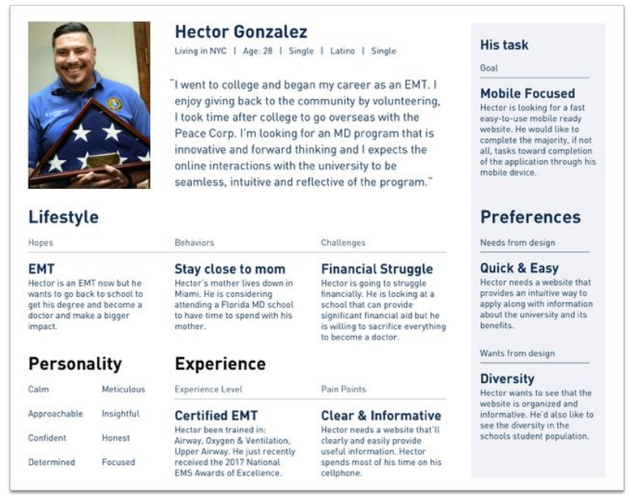
Fans eagerly shared 94,000 pics and videos, driving big viral buzz and awareness for the attraction. The app successfully moved consumers from interest to desire to action, all while creating brand loyalty and new connections through sharing with family and friends.

UX/UI
(USER EXPERIENCE AND USER INTERFACE)

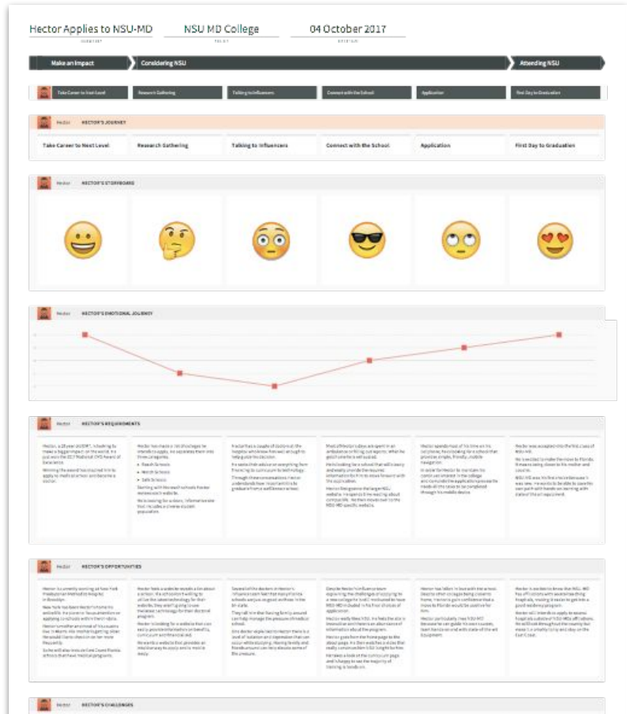
PRACTICES

- BRANDING
- ADVERTISING
- DIGITAL
- MEDIA
- DIRECT
- SEARCH
- SOCIAL
- DATA SCIENCE





Heatmaps, Personas and Buyer Journeys



The UX team here at Starmark is dedicated to the pursuit of making products your users will love. To accomplish this goal, we employ scientifically and statistically valid techniques to clearly understand the customer's needs, goals, and behaviors in the most objective way possible. These research and testing techniques show us how how each and every design decision might impact the target users and how it aligns with the overall business goals.

It's a great way to mitigate economic risk and deliver high-quality, high-performing experiences that users love.

CONTENT MARKETING

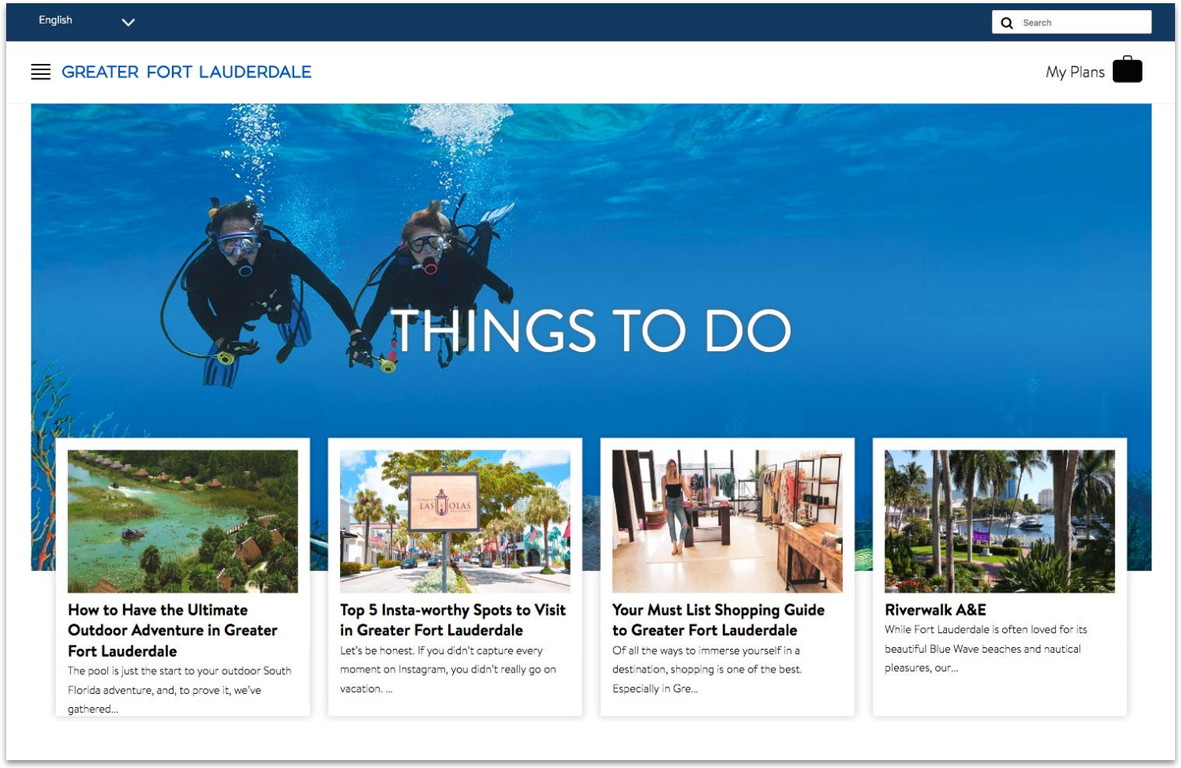
PRACTICES

- **BRANDING**
- ADVERTISING
- DIGITAL
- MEDIA
- DIRECT
- **SEARCH**
- **SOCIAL**
- DATA SCIENCE

Our cross-disciplinary approach to content marketing connects Search Engine Optimization (SEO), Conversion Rate Optimization (CRO) and content creation to deliver expertise, trust and authority (EAT) – along with better conversion performance.

Our experts can help you harness your in-house authority to create topic pillars and clusters full of high-performing content that fills the gaps in your customers' journeys that you couldn't otherwise reach. With a focus on quality of quantity, we'll help you build on one success to create the next. And it all happens in an open, collaborative Agile environment that delivers every two weeks.

We track the trends, changes in media, nuances of channels to constantly test and improve your content performance.



INNOVATION LAB

Trail blazing technology to solve client challenges
Innovation has been ingrained into the Starmark culture since the company was founded. The Lab's mission takes it a big step further by providing a formalized structure that engages clients and challenges team members to explore and learn. It's an ongoing process that continually brings game-changing ideas to your business.

We travel to the edges of technology, pursue emerging areas today that we know will have a huge impact on our clients tomorrow.

In one sprint, we pick an experiment to:

Investigate:
Pick a target, what do we want to solve or learn?

Prototype:
Build something

Learn:
Tangible learnings that we can use going forward

REALITIES
The Lab is harnessing extraordinary Augmented Reality, Virtual Reality and Mixed Reality hardware breakthroughs, including the Microsoft HoloLens and Magic Leap One Creator Edition, to revolutionize awareness and sales through edutainment and technology.

Users can "Dance with the Penguins" for SeaWorld Antarctica

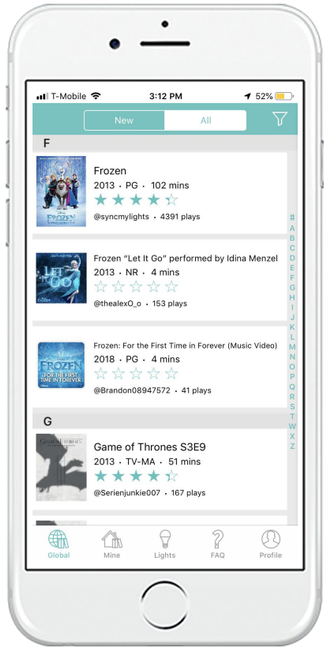
Users can explore the airport sustainability project in Augmented Reality

Users can take a 360° tour of a Brightline Train

INNOVATION LAB

COMMUNITY BUILDING

How do you take a group of people who are all passionate about the same topic and build a community around it? That's what The Lab did with Sync My Lights. An app that lets owners of Philips Hue Lights synchronize their lights with their favorite movies, TV shows, or music videos. Launched as a Lab experiment, the app now has a loyal community 100,000 strong.



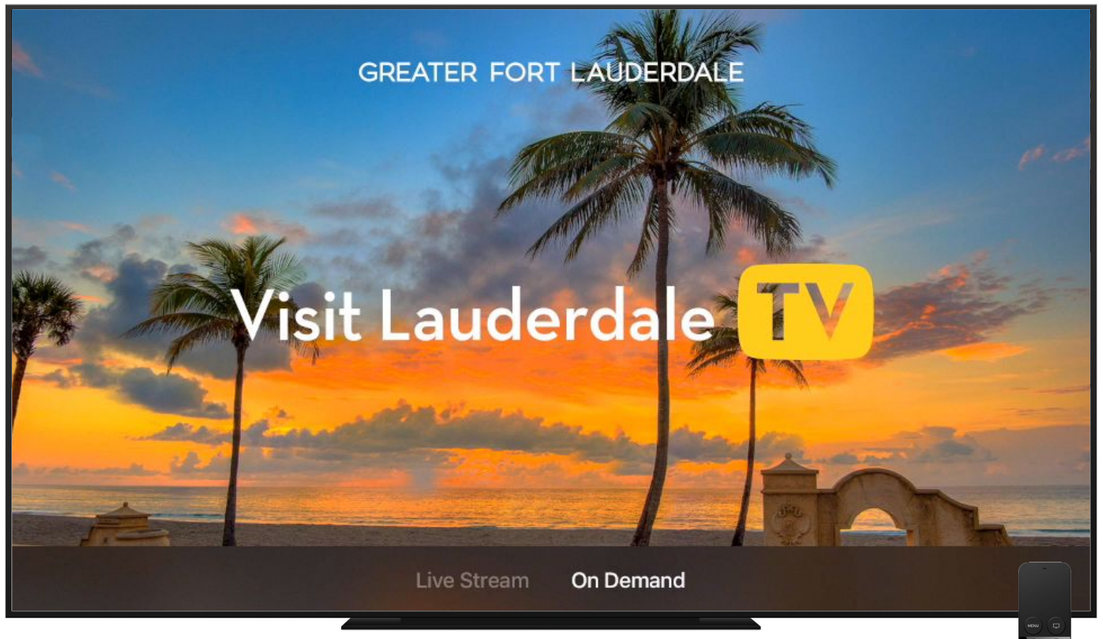
INTELLIGENT AGENTS

Alexa, Cortana, Siri, or Google. From a device, your phone, or as a chat bot, intelligent agents will transform the way people search, explore, and engage with brands. Businesses who proactively embrace it be recommended by these agents.

INNOVATION LAB

BRANDED MEDIA

Twenty years ago, a website put the “little guy” on the same footing as the big players in terms of online presence. Owning your own media – like out of home, or your own TV network – could be a similar disruption today. It’s a great way to keep people engaged with your brand and your content, without outside distractions.



VisitLauderdale.TV available online, on social, on AppleTV and Roku

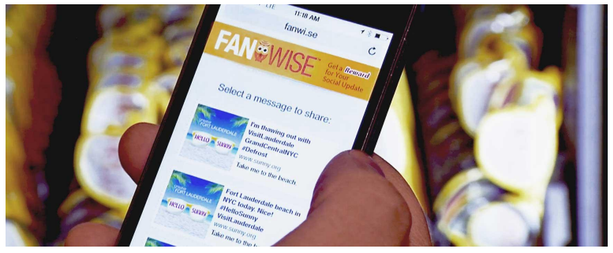
Branded bus shelter with satellite TV uplink to Fort Lauderdale Beach

INNOVATION LAB

FROM THE LAB

SOCIAL CONVERSATION

We haven't met a brand yet that didn't want more positive social media engagement. A solution that we built as a Lab experiment then rolled out to a variety of machines and industries. Now we hold **two U.S. patents** on those methods. It's groundbreaking technology, available only from Starmark.



GREATER FORT LAUDERDALE

2.2B TOURISM BUSINESS INTELLIGENCE

TOURISM BUSINESS INTELLIGENCE

An agency can't say that it is committed to results unless research is an integral part of its business. We believe in research and know how to make the best use of it. The secret to creating brand-building ideas is combining the right research tools with intuition, experience and insightful analysis. Research is only as good as the skilled thinkers who use it.

To open a brand to new possibilities, Starmark's Research team taps into a rich tool chest. Options range from sophisticated quantitative research studies designed to provide insights into our target audiences' attitudes and behavior, to more unconventional studies that put us into our target's world. Some crack old preconceptions. Some pry loose new perspectives. Some rearrange information in startling new ways. Our leadership in a research approach was demonstrated this year in our Project Management of the US Domestic and International Focus Groups along with the facilitation of the North Star Stakeholder session.

TOURISM BUSINESS INTELLIGENCE

ETHNOGRAPHIC AND OBSERVATIONAI RESEARCH

Our commitment to research and the insights it unlocks applies equally to the research our clients provide. You know Greater Fort Lauderdale and its visitors best (although with our years of experience on the account, we come a close second), so your insights provide valuable knowledge for us upfront. As part of the Discovery phase in our process, we will review all of your existing data and research. If necessary, we will fill in any information gaps with primary or secondary research. Next, we will apply the findings to your communications plan, identifying the messages and media that will resonate best with existing travelers, in-state residents and new travelers.

Starmark has handpicked the best secondary resources available. These include the following:

- Forrester Research: Identifies and analyzes trends in technology and their impact on business; focuses on the business implications of technology change; to create a unified technology plan that gains business advantage.
- Yankelovich: Tracks and forecasts consumer value and lifestyle trends
- Lexis-Nexis: The largest news and business online information service available
- American Association of Advertising Agencies: Our membership in this organization allows us access to their extensive library of marketing-related topics and case studies.
- Smith Travel Research

We also study periodic research with our GFL CVB team provided by:

- D.K. Shifflet Broward County Monthly Hotel/Motel Trend Survey
- Travel Industry Association
- Office of Travel & Tourism Industries
- Associations Now
- Value-Added (negotiated) Research by Media.
- Digital surveys for creative and message testing

These research instruments provide metrics for our programs and provide insight for our brand and planning process.

2.3A MEDIA PLANNING & BUYING - VALUE ADDED OPPORTUNITIES

MEDIA PLANNING AND BUYING: HOW WE LEVERAGE VALUE ADDED OPPORTUNITIES

We push our vendors to go the extra mile. In fact, they've come to expect it from us now, knowing they have to rise to the challenge to offer us more innovative value-added programs to compliment exceptional rates.

These aggressive rate negotiations and value added programs are accomplished through our extensive knowledge of the travel-related media, long-term relationships and track record with the media sales force.

Negotiating value added programs is a critical part of our media planning process, since it helps maximize and leverage the media budget. From our standpoint, these value added programs must be innovative and surpass the boundaries of traditional advertising to put Greater Fort Lauderdale in front of the consumer in ways they wouldn't necessarily expect. These programs allow for multi-faceted, integrated campaigns across multiple mediums. What's more, value added programs have no cost to the GFLCVB.

STARMARK GOES BEYOND

Of equal importance is the development of assets and materials necessary to take advantage of value added opportunities. The projects are coordinated and delivered to ensure that GFLCVB doesn't miss any valuable impressions.

VALUE ADDED ELEMENTS OF EXTREME INTEREST:

- A major event/dinner or party with a Greater Fort Lauderdale theme, hosted by the media vendor
- Out of home or broadcast. We request the media use their parent company or outside sources to provide other forms of media at no cost
- Opt-in emails, with the media vendor required to report five-and 13-day performance for emails and the ability to provide tracking of multiple links within the email
- Digital eNewsletters
- Year round home page exposure with content and link on a publication website
- Partnerships with non-endemic travel advertisers
- Sweepstakes, promotions and public relations opportunities
- Advertorial content
- Guerilla marketing opportunities
- Sponsorships

We're also extremely interested in determining ROI for advertising programs through conversion studies that can demonstrate the number of visitors that actually visited Greater Fort Lauderdale. And the program should extend beyond U.S. boundaries to garner international exposure, as well.

HIGHLIGHTS OF NEGOTIATED VALUE ADDED, 2015 - 2019 YTD

	VALUE
NEW YORK TIMES MAGAZINE	
4 Bonus Issues Full Page upgraded to a 2 Page Spread	$455,125
NEW YORK TIMES GREAT GETAWAYS EMAILS	
3 Bonus E-blasts to 357,000 subscribers	$31,500
UNITED HEMISPHERE MAGAZINE & DIGITAL SEGMENT	
FPFC :30 Video 20 Minute Destination Package 11.5 MM Monthly Distribution	$250,000
BOSTON.COM	
2 Bonus E-blasts to 108,000 subscribers	$4,000
SMART REACH DIGITAL	
Over 10MM added value impressions from 2017-2019	$50,000
LOVE IS LOVE PROMOTION	
Bonus included but not limited to NYTimes display banners and Passport Magazine FPFC	$166,440
INSTINCT MAGAZINE	
Rates- 75% off Rate card 2015	$107,597

GREATER FORT LAUDERDALE

MEDIA PLANNING AND BUYING: HOW WE LEVERAGE VALUE ADDED OPPORTUNITIES

HIGHLIGHTS OF NEGOTIATED VALUE ADDED, 2015 - 2019 YTD, continued

	VALUE
LA 411 MAGAZINE	
Bonus Full page in 2018 Issue	$4,376
AICP SPONSORSHIP	
Presenting Host Sponsor of the AICP Base Camp Evening Cocktail Social	$5,000
OUT OF HOME	
2 Months at No Charge 50% Savings of Time Square Twin boards	$361,630
MEETINGS TODAY	
Bonus Newsletter to 35,000 Subscribers	$2,700
MPI NEWSLETTER	
Bonus E-blast to 16,000 Subscribers	$6,000
TELEVISION & CABLE	
Spot Markets (Philadelphia, Pittsburgh, Washington DC, Boston, Miami-Ft. Lauderdale, New York, Chicago, Tampa, Orlando)	$1,266,,996

	VALUE
RADIO	
Spot Markets (New York, Chicago, Boston, South Florida)	$172,786
BRAND USA PROGRAMS	
Germany, UK, Canada, Brazil, India, and Global Inspiration Guide 2 Years Upgraded print from 1/2 pages to full Page full color, include additional clicks and impressions with VisitUSA and Expedia.	$1,265,042
CNN BRAZIL	
Turner Medis negotiated an additional 34K in bonus spots to run in LATAM	$34,000
VISIT FLORIDA CANADA	
Metro Station Takeover	$19,755
TOTAL ESTIMATED VALUE	**$4,202,947**

Starmark manages the value added programs closely to ensure the media delivers on all aspects as promised.

2.3B MEDIA PLANNING & BUYING - CO-OP ADVERTISING & SPONSORSHIPS

INDUSTRY CO-OP ADVERTISING

Starmark is responsible for Greater Fort Lauderdale CVB's Industry Cooperative Program. The program is completely turnkey and continues to grow in its offerings, industry participation and overall results. Last year the co-op program saved industry partners 25% in advertising spend. Greater Fort Lauderdale's co-operative program has proven to be a vital tool for the hotel industry to promote their businesses and take full advantage of all available cost savings opportunities.

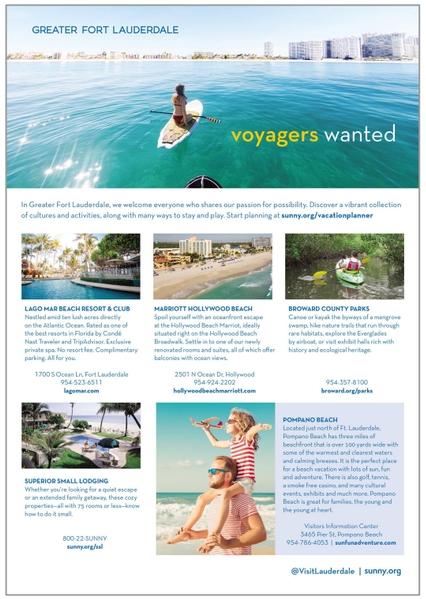
The co-op program will continue evolve to offer multidimensional benefits to the hospitality industry. The programs supplement the advertising budgets of both the hospitality industry and the destination. The objective is to create a brand umbrella message for Greater Fort Lauderdale and provide tailored opportunities and partnerships that may not be easily affordable or accessible. The co-op programs offer the hospitality industry discounted rates, national exposure and special value added benefits that could not be purchased independently.

The co-op program will be designed to be flexible in timing, structure, costs and markets impacted. Industry input and suggestions are always welcome. Multi-tiered rate levels will be established in order for partners of all sizes to participate.

Co-op advertising is a primary offering of Greater Fort Lauderdale CVB. Starmark's role is the following:

- Work with media vendors and outlets to build the best overall programs.
- Combine creative staff, media staff and strategic planning staff at an annual "creative thinking" workshop designed for out of the box planning and staying current. Media partners attend this day-long session.
- Research industry offerings particularly in the digital category.
- Negotiate to build the most cost-effective and fully integrated programs.
- Develop an annual co-op plan and present it to GFLCVB's constituents and partners.
- Manage sales, artwork collections, approvals process and billing.
- Trouble shooting and assistance to all industry partners.
- Report ROI results on a quarterly basis.
- Monitor and track performance to allow flexibility and adjustments.

Meetings Coop Ad



Leisure Coop Ad

International Coop Ad

MEDIA PLANNING & BUYING: INDUSTRY CO-OP ADVERTISING

There are two types of co-op programs:

Co-op programs sold by GFLCVB and Starmark
The agency will administer and assist in selling all co-operative programs. This includes the collection of co-op funds, tracking and processing for the client.

Co-op programs sold by the media vendor
Starmark will provide partner contact information to assist the media vendors in the selling process, with the success of these programs becoming the responsibility of the media sales force. To help this process, we will publish the co-op program in the Greater Fort Lauderdale annual marketing plan, which is posted on the sunny.org website.

GFLCVB and Starmark are not financially responsible for partner participation in the co-operative programs sold directly by the media. The media is responsible for billing individual participants for their financial commitment.

Starmark will also work with the media to explore co-branded programs with large national companies. These opportunities should not be limited to travel-related companies. Promotional and value added opportunities are extremely important — particularly digital, name acquisition, public relations and promotional elements.

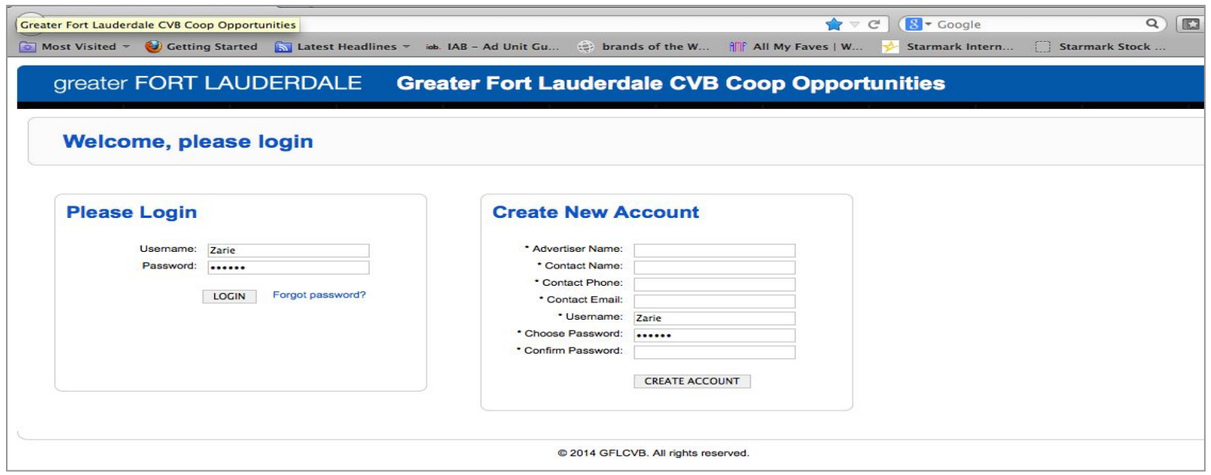
The Greater Fort Lauderdale co-operative program will cover all target segments, including:

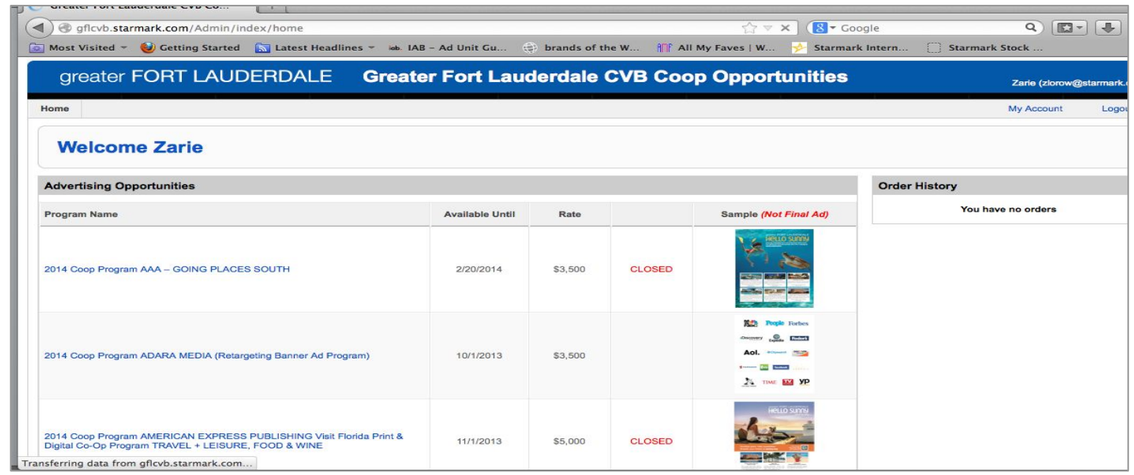
- Leisure Consumer
- LGBT+
- Spa and Crave enthusiast
- Multicultural
- International
- Meetings
- Weddings
- Sports
- Activations/Sponsorships

GREATER FORT LAUDERDALE

MEDIA PLANNING & BUYING: INDUSTRY CO-OP ADVERTISING

To simplify the co-op process for GFLCVB's partners, Starmark designed and built a web site, gflcvb.starmark.com. The site allows for partners to place orders, generate invoices, submit artwork – all in one place. The site continues to evolve as the needs change.





GFLCVB.STARMARK.COM

Benefits of COOP Web Site:

- Easy to use.
- Partners set up personal, private accounts.
- All information is stored in one place.
- Invoices generate automatically.
- All specs, media stats located in one place.
- Completely turnkey program.
- Starmark is always available to assist partners with questions.

3.0 PAST PERFORMANCE EVIDENCE OF KNOWLEDGE & EXPERIENCE

Vendor Reference Verification Form

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

Reference for: Starmark

Organization/Firm Name providing reference:
Premier Worldwide Marketing

Contact Name: Kelly Poling Title: Sr. VP Marketing Reference date: 03/06/2019

Contact Email: kpoling@karismahotels.com Contact Phone: 703-863-9111

Name of Referenced Project: Creative Agency of Record for portfolio of brands

Contract No.	Date Services Provided:			Project Amount:
N/A	10/01/2015	to	Present	Confidential

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:

Starmark has served as our creative agency of record for multiple hotel brands, including Azul Beach Resorts, Nickelodeon, and Margaritaville. Their work includes guest research, brand and creative strategy, creative campaign development, web site development, and advertising production.

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: _____

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

Vendor Reference Verification Form

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

Reference for: Starmark

Organization/Firm Name providing reference:
Seaworld Parks & Entertainment

Contact Name: Crystal O'Hea Title: SENIOR DIRECTO Reference date: 02/28/2019

Contact Email: Crystal.O'Hea@seaworld.com Contact Phone: 407.226.5543

Name of Referenced Project: Brand Roadmap

Contract No. Date Services Provided: Project Amount:

N/A 11/15/2018 to 12/31/2019

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:

Agile roadmap of brand work and strategic business plans

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)

Declined to answer budget for confidential reasons - - also project is phased and ongoing, so budget will be variable.

THIS SECTION FOR COUNTY USE ONLY

Verified via: ____EMAIL ____VERBAL Verified by: _____ Division: _____ Date: _____

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BROWARD COUNTY FLORIDA

Vendor Reference Verification Form

Broward County Solicitation No. and Title:

GEN2116476P1, Advertising Agency Services

Reference for: Starmark

Organization/Firm Name providing reference:

Kaplan University

Contact Name: Sharon O'Donnell Title: Former VP of Mark Reference date: 02/28/2019

Contact Email: sodonnell28@gmail.com Contact Phone: 954-790-7385

Name of Referenced Project:

Contract No. N/A | Date Services Provided: 2009 to 2017 | Project Amount: Confidential

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 campaign strategy, planning, development and execution. Starmark operated as a key partner in working to build the Kaplan University brand and drive acquisition at national and local levels. Their integrated campaign planning capabilities, combined with their creative talent, always proved to be valued asset in our overall marketing plan.

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)

Excellent partner. Collaborated well across all levels of the organization. The team had great integrity and was honest about what could be done given timelines and budgets, yet always over-delivers.

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PAST PERFORMANCE EVIDENCE OF KNOWLEDGE & EXPERIENCE

GREATER FORT LAUDERDALE

Company:	Greater Fort Lauderdale Convention & Visitors Bureau 101 NE 3rd Avenue Fort Lauderdale, FL 33301 Tel: 954.765.4466 www.sunny.org
Contact:	Stracy Ritter, President
Start Date:	2007
Description:	Convention & Visitors Bureau
Services:	Integrated Marketing Services including US Markets, Women, African American and LGBT Target Markets.
Role & Responsibility:	Agency of Record
Project Manager:	Kaire Lindpere

PAST PERFORMANCE EVIDENCE OF KNOWLEDGE & EXPERIENCE

STEALING THE SPOTLIGHT AT RIPTIDE MUSIC FESTIVAL BY ENGAGING FANS WITH AN INTERACTIVE BOOTH

For the 2nd year in a row, Starmark and the Greater Fort Lauderdale Convention & Visitors Bureau (GFLCVB) took over Riptide Music Festival on Fort Lauderdale beach with a booth to remember. Named “House of GFL,” the booth promoted Underground Lauderdale, a division of GFLCVB that celebrates local music, arts and culture. On Nov. 30-Dec. 2, hundreds of music fans lined up outside the tent, ready to get flash tattoos and free swag, as well as participate in a live art activation and a one-of-a-kind photo booth experience.

The Starmark creative team contributed to the House of GFL booth from start to finish. From designing the booth to coming up with its activities, they created the ultimate Riptide hotspot. Each detail of the layout was inspired by Greater Fort Lauderdale’s up-and-coming music scene. The atmosphere reflected the acoustic vibes heard throughout the destination, with twinkling lights and boxwood tables setting the tone. Underground Lauderdale’s new mission statement, written by Starmark, and more chalkboard signage got their moment in the spotlight, sitting on display inside the tent.

House of GFL Set

PAST PERFORMANCE EVIDENCE OF KNOWLEDGE & EXPERIENCE

Festival-goers were treated to four interactive booth stations– the first of which made a splash in the community. The team recruited renowned artist Hector Prado to lead the attendees in a collaborative art activation. Visitors let their creativity run wild, expressing themselves by painting on the canvas. Prado brought his own “Fantastic Realism” flair to the project, transforming their creations into a masterpiece. Each canvas represented the four pillars of Underground: music, create, fashion and film. His big reveal on the last day of the festival was a show within itself, and the art will live on beyond the festival as a traveling art installation promoting arts in the destination.

The team provided attendees an opportunity to share their Riptide experience, while letting out their inner rockstar. Putting a twist on your typical photo booth, the “OrcaVue” video booth acted as a valuable lead-generator for the GFLCVB. With a microphone and instruments for props, people jammed out on stage as a 360 degree camera captured every angle in slow motion. After filling out their information, participants received their 360 debut via email and were encouraged to post their videos on social media tagging #RiptideFest18 and @VisitLauderdale. The videos online were a success, hitting approximately 250,000 total impressions and a total reach of about 80,000.

Live Art Activation

PAST PERFORMANCE EVIDENCE OF KNOWLEDGE & EXPERIENCE

Besides embracing creativity and striking a pose, attendees could also complete their trendy festival looks with free Greater Fort Lauderdale branded swag and Starmark's custom Riptide and Underground flash tattoos. Word about the tattoos spread quickly– soon, the whole beach was decked out in gold and black.

Riptide was documented on social media all weekend long promoting the booth's activations and festival performances throughout. From livestreams with witty captions to Instagram stories and Facebook posts, it was clear that Starmark's and the GFLCVB's vision came to fruition– the House of GFL was a massive hit.

Underground 360 Video Booth

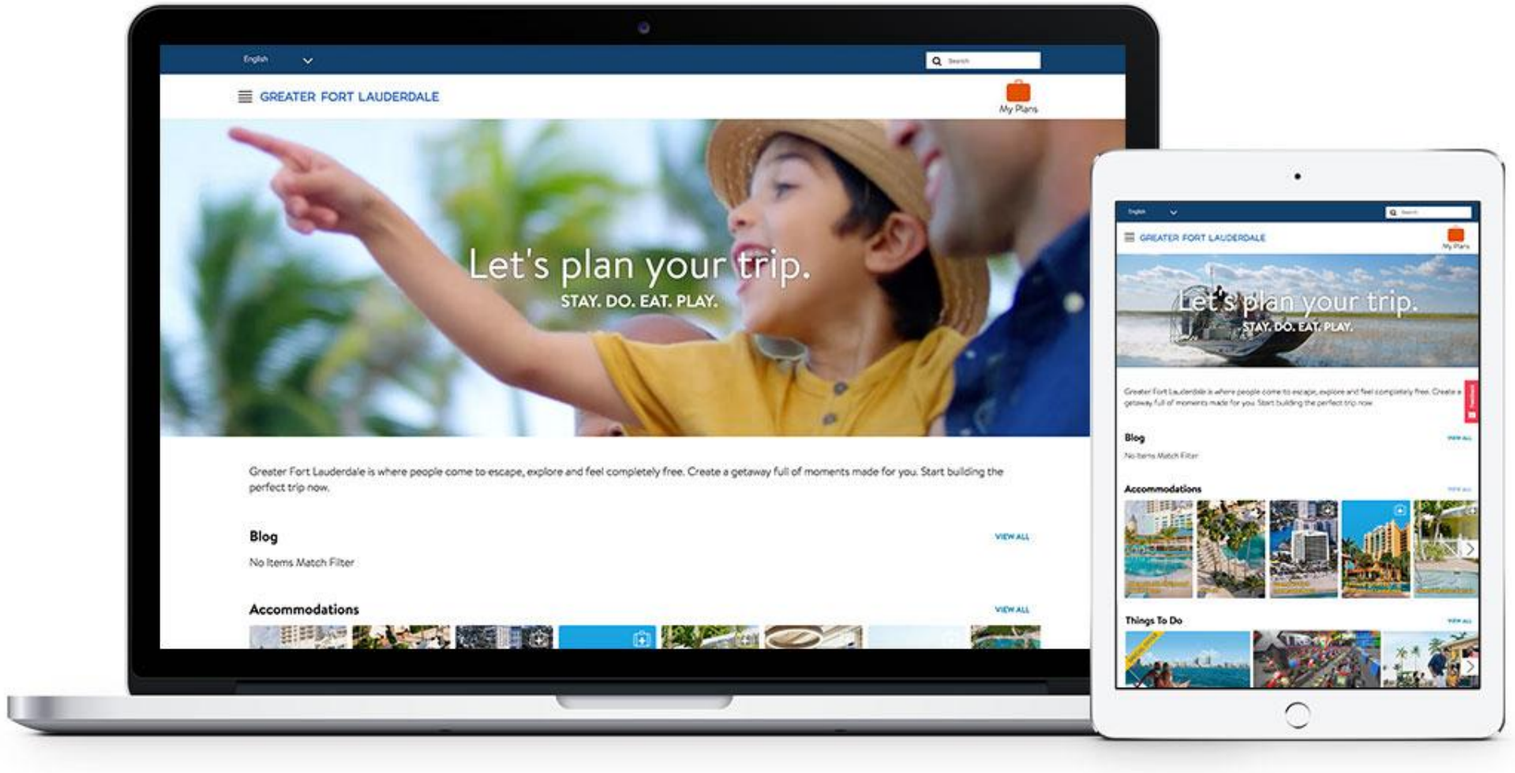
PAST PERFORMANCE EVIDENCE OF KNOWLEDGE & EXPERIENCE

REVAMPING A DESTINATION'S PLANNING TOOLS TO ATTRACT A NEW WAVE OF VISITORS

Starmark was excited to announce the launch of the 2019 Digital Vacation Planner, Meetings Guide and Visit Lauderdale TV for the Greater Fort Lauderdale Convention and Visitors Bureau (GFLCVB). Building on the success of the previous year's planner and the former Hello Sunny TV, the Starmark team transformed these tools that will inspire a generation of travelers to visit the destination as they peruse the pages of engaging content.

Starmark's vacation planner design updates reflect GFLCVB's persona strategy, offering useful content that is uniquely appealing to consumers' preferred style of travel. New SEO-driven editorial feature articles, like "How to Have the Ultimate Outdoor Adventure in Greater Fort Lauderdale" and "Your Must List Shopping Guide to Greater Fort Lauderdale," draw consumers in, while vibrant images and videos compel them to further explore. The addition of a meetings guide section gives meeting planners an outline of all the best group activities and meeting hotels in the area.

Consumers were not the only ones to reap the benefits of the international planning tool. Local hotels, restaurants and attractions were granted the opportunity to appear in full page advertorials with clickable links and video placement. The advertisers also earned additional mentions in editorial content, priority positioning in search results and curated pick sponsorship highlighted throughout the entire planner. With the launch of the 2019 tool, Starmark successfully positioned Greater Fort Lauderdale as a destination overflowing with fun things to do and places to go.



PAST PERFORMANCE EVIDENCE OF KNOWLEDGE & EXPERIENCE

LAVISH PAMPERING AWAITS DURING GREATER FORT LAUDERDALE'S 'SPATEMBER'

Starmark partnered with the Greater Fort Lauderdale Convention & Visitors Bureau (GFLCVB) to promote Spatember, a month-long tradition when Greater Fort Lauderdale's most blissful resort and day spas offer premiere packages full of lavish pampering with special offers.

By leveraging the Hello Sunny brand campaign (also produced by Starmark), which was shot with the intention of utilizing the spa scene for the upcoming September GFLCVB promotion, the team focused on the "what" and "when" of the event. The result was an "ahh-inspiring" campaign highlighting the memorable mother/daughter experience with a TV spot showcasing a moment of relaxation and time shared together. Launching in mid-August, the campaign also includes radio, print and banner ads.

Spatember
GREATER FORT LAUDERDALE

GREATER
FORT LAUDERDALE

PAST PERFORMANCE EVIDENCE OF KNOWLEDGE & EXPERIENCE

CELEBRATING GREATER FORT LAUDERDALE'S TOP RESTAURANTS

Starmark partnered with the Greater Fort Lauderdale Convention & Visitors Bureau (GFLCVB) to promote Crave GFL Restaurant Month — a celebration of Greater Fort Lauderdale's top restaurants, chefs and cuisine throughout the month of September.

The team created a relatable campaign that acknowledges one of the most frustrating parts of dining out, agreeing on a place to eat, while touting the unique dining experiences and special menus available during Crave GFL as the solution.

Viewers easily identified with the indecisive couple in the TV spot. Starmark also brought the classic dining dilemma to social media with videos of back-and-forth texting conversations and amusing food memes.

TV Spot

Print Ad

Billboard

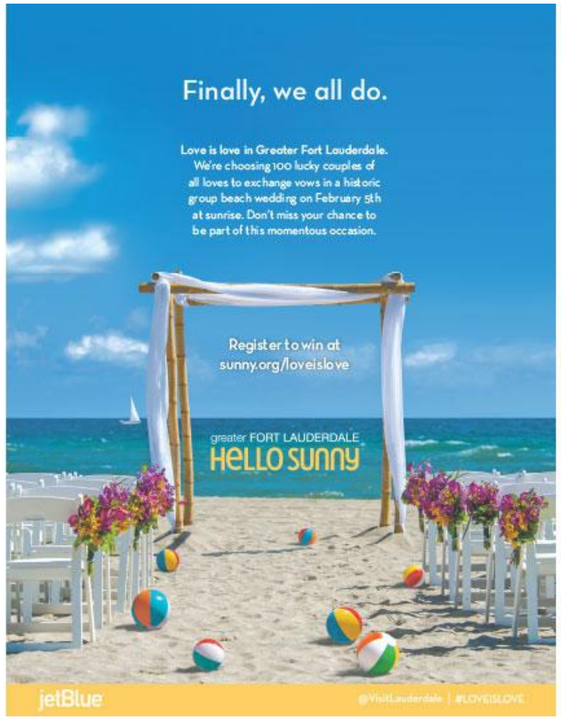
GREATER FORT LAUDERDALE

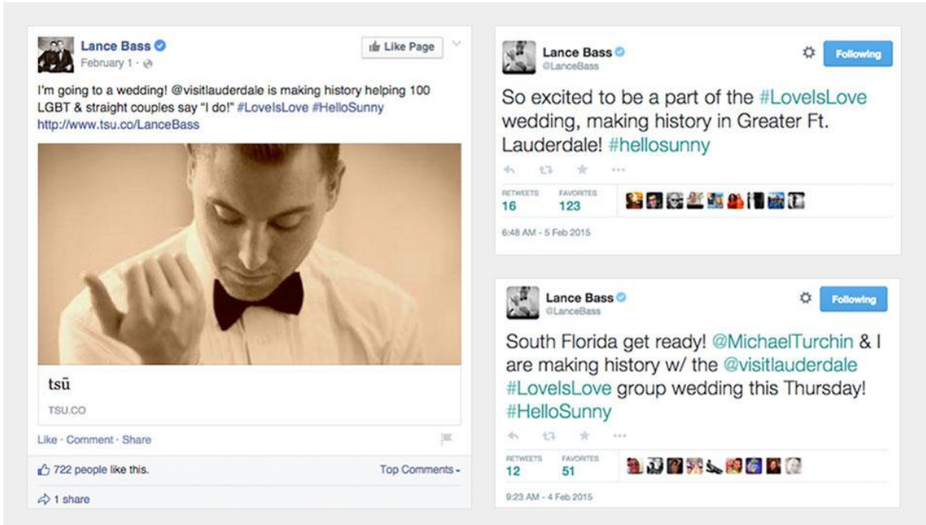
PAST PERFORMANCE EVIDENCE OF KNOWLEDGE & EXPERIENCE

CELEBRATE FLORIDA'S LANDMARK MARRIAGE EQUALITY RULING WITH AN EPIC CELEBRATION, HELLO SUNNY STYLE

Following months of top-secret planning in anticipation of Florida's marriage equality ruling, Starmark and the Greater Fort Lauderdale Convention & Visitors Bureau (GFLCVB) rolled out the rainbow carpet with a ground-breaking LGBT campaign titled "Love is Love."

The campaign, which was created within the GFLCVB's popular Hello Sunny brand, was the first of its kind, inviting 100 couples of all loves to exchange vows on beautiful Fort Lauderdale Beach. Elements included videos, print and digital ads touting the headline "Finally, We All Do," and a microsite where couples could enter to win a trip and hotel stay, and take part in the sunrise ceremony.





PAST PERFORMANCE EVIDENCE OF KNOWLEDGE & EXPERIENCE

At the Love is Love ceremony, (which took place January 6, 2015 – just one month after the court ruling) NSYNC member and Dancing with the Stars alum Lance Bass delivered a moving address on the meaning of love as the event's official "Love is Love" ambassador with his new husband Michael Turchin. He also posted about the event on his social media channels. A highlight of the ceremony was the pronouncement that the couples were all legally married, which was commemorated with an all out beach ball toss.

The campaign captured the hearts of viewers, and the press, with *Passport Magazine* creating a touching video recapping the event.

http://bit.ly/LoveIsLoveGFL

PAST PERFORMANCE EVIDENCE OF KNOWLEDGE & EXPERIENCE

Company:	Fort Lauderdale-Hollywood International Airport Broward County/Aviation 2200 SW 45th Street, Suite 101, Dania Beach, FL 33312 Tel: 954.359.6100 www.broward.org/airport
Contact:	Steve Belleme, Business Development Manager
Start Date:	2006
Description:	International airport
Services:	Integrated Marketing Services
Role & Responsibility:	Agency of Record
Project Manager:	Lisa Hoffman

PAST PERFORMANCE EVIDENCE OF KNOWLEDGE & EXPERIENCE

SCHLEP-FREE: PARKING GETS EASY PEASY AT FLL

The number-one source of revenue for Fort Lauderdale-Hollywood International Airport (FLL) is parking. But revenues were declining due to aggressive off-site vendors. Airport officials asked Starmark for help to reverse the trend – and Starmark delivered with double-digit revenue gains.

Research and Strategy

Starmark began with a comprehensive study, including many onsite passenger conversations. The airport spent a year and millions of dollars to upgrade their parking systems, based on the findings revealed from the research.This included new infrastructure enhancements; wayfinding for the garages; a digital system to keep track of open spots; new services like valet parking; and more.

Sharing the News

Once FLL officials were ready to share the news with the flying public, Starmark developed a compelling new campaign that could convey all the benefits in a memorable way.

Titled “Park Smart, Park Onsite”, the new campaign featured a bold brandmark, colorful, animated graphics, a new light-hearted attitude and clear message: it’s easier than ever before to park onsite. No more schlepping across lots, driving in circles or not finding a parking space!

The result: FLL’s revenue increased by 12% over the previous year.

PAST PERFORMANCE EVIDENCE OF KNOWLEDGE & EXPERIENCE

Company:	Port Everglades c/o Greater Fort Lauderdale Convention and Visitors Bureau 1850 Eller Drive, Fort Lauderdale, FL 33316 Tel: 954.523.3404 www.broward.org/port
Contact:	Ellen Kennedy, Manager of Corporate and Community Relations ekennedy@broward.org
Start Date:	2006
Description:	Port
Services:	Integrated Marketing Services
Role & Responsibility:	Agency of Record
Project Manager:	Karie Lindpere

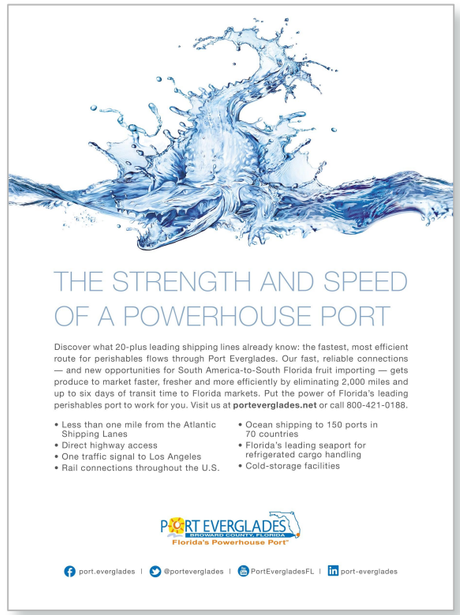
PAST PERFORMANCE EVIDENCE OF KNOWLEDGE & EXPERIENCE

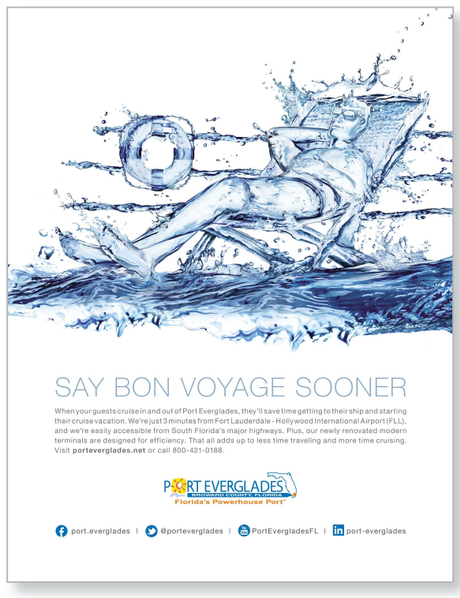
UNLEASHING THE POTENTIAL OF A POWERHOUSE MARKETING CAMPAIGN

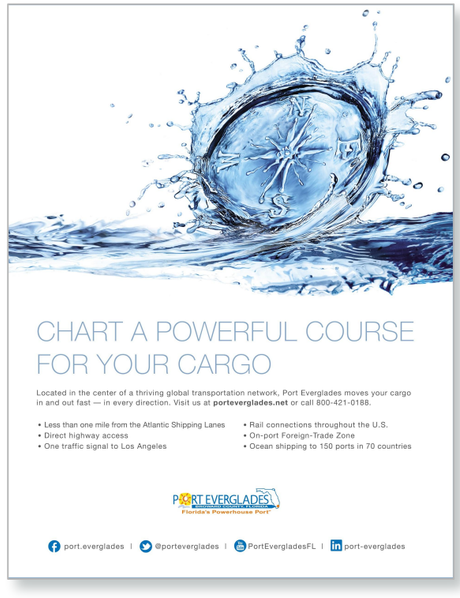
Starmark launched the “Florida’s Powerhouse Port” campaign six years ago. Today, the campaign continues to communicate and differentiate Port Everglades‘ strategy in powerful ways. It features ever-changing water graphics that illustrate attributes of Port Everglades. For example, an alligator illustration made from moving and splashing water, demonstrates strength, speed and power. Dolphins jumping represent speed, friendliness and intelligence.

The Port Everglades campaign differentiates it from its competitors with its unique simplicity and bold graphics. It is integrated throughout Port Everglades’ communications, including; video, digital, print, exhibits and events, collateral and throughout all community messaging.

This year, the American Advertising Federation awarded Starmark and Port Everglades a gold addy for creativity in elements of advertising.







PAST PERFORMANCE EVIDENCE OF KNOWLEDGE & EXPERIENCE

Company:	Memorial Healthcare System 3111 Stirling Road, Hollywood, FL 33312 Tel: 954-265-5400 mhs.net
Contact:	Selima Khan VP of Marketing Communications selkhan@mhs.net
Start Date:	2016
Description:	Healthcare System
Services:	Integrated Marketing Services
Role & Responsibility:	Project Agency for Memorial System & Joe DiMaggio Children's Hospital
Project Manager:	Katy Gerwartowski

PAST PERFORMANCE EVIDENCE OF KNOWLEDGE & EXPERIENCE

ENCOURAGE WOMEN TO GET THE HEALTHCARE THEY NEED FOR THEIR ENTIRE FAMILY — ALL IN A SINGLE LOCATION.

Memorial Hospital Miramar had built an excellent reputation for expert Women's Services and care, but was mostly being visited by patients in the immediate area. The hospital partnered with Starmark to help extend its reach to women living further away in neighboring cities. Starmark introduced Memorial Hospital Miramar to these women and their families with a campaign that communicated this was the place where they could go to receive "the specialized care every woman deserves."

Portrait-style images featured real patients holding their MRI and CT scans. The team used a testimonial approach to telling the patients' stories about the positive experiences they had at Memorial, making it highly relatable to readers. The result was a compelling campaign that showcased the high-quality services available, along with the human touch for which Memorial is known.

PAST PERFORMANCE EVIDENCE OF KNOWLEDGE & EXPERIENCE

CELEBRATING 25 YEARS OF PATIENT & FAMILY CENTERED CARE

As the 25th Anniversary of Joe DiMaggio Children's Hospital approached, hospital leaders asked Starmark to assist them with a new campaign that would raise awareness of South Florida's best-kept secret and celebrate the hospital's quarter-century of outstanding patient- and family-centered specialist care.

Starmark created a commemorative campaign featuring the hospital's iconic symbol − a red baseball glove with a heart at its core. Custom-made branded MLB-style red baseball gloves were produced and placed in the hands of 60 influential "heavy hitters": an elite group of South Florida's leaders including big names from the sports world, like Jeff Conine and Giancarlo Stanton, to Congressman Ted Deutch and Florida Senator Lauren Book. All were recruited to give their "Red Glove salute" and share the impact that Joe DiMaggio Children's Hospital has had on the community and/or their personal lives.

In addition to high-profile photos, social/web videos and broadcast TV spots, the Red Glove campaign generated additional media attention and news coverage, as well as appearances at community events and schools. Inspired by the whimsy of this playful brand icon, Starmark generated buzz, excitement and energy surrounding the 25-year celebration by putting it directly into the "gloves" of the community.

PAST PERFORMANCE EVIDENCE OF KNOWLEDGE & EXPERIENCE

Company:	Nova Southeastern University 3301 College Avenue, Fort Lauderdale 33324 954-262.3954 nova.edu
Contact:	Brandon Hensler Director of University Relations brandon.hensler@nova.edu
Start Date:	2006
Description:	Ungraduate, Graduate Higher Education
Services:	Integrated Marketing Services
Role & Responsibility:	Project Agency for Traditional & Digital Services
Project Manager:	Jacqui Hartnett

PAST PERFORMANCE EVIDENCE OF KNOWLEDGE & EXPERIENCE

SHARING A NEW MODEL OF TEACHING AND PRACTICING MEDICINE

Nova Southeastern University, based in Fort Lauderdale with campuses throughout Florida and in Puerto Rico, was launching the new Dr. Kiran C. Patel College of Allopathic Medicine. The mission: to educate the next generation of physician leaders. Students would gain a rare opportunity to experience a new model of teaching and practicing medicine that better reflected today's real-world health issues and tomorrow's opportunities.

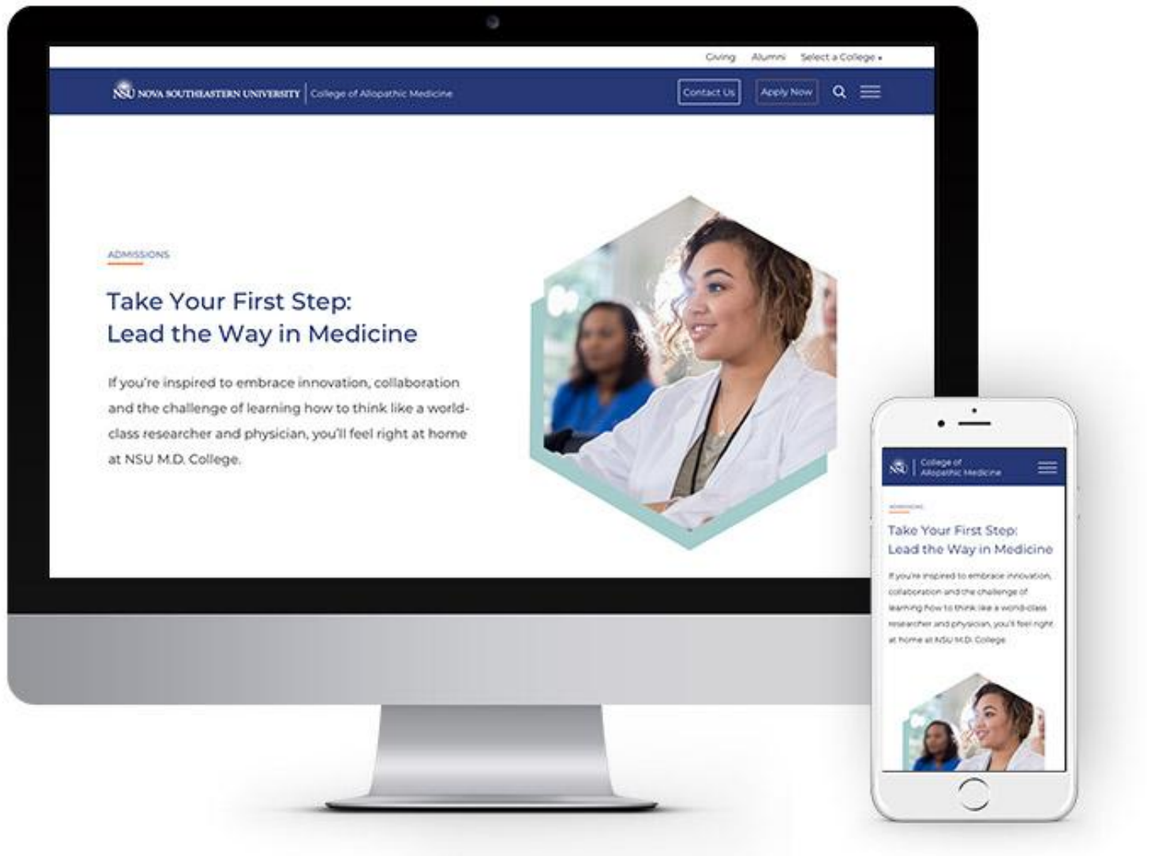
Challenge: Finding The Right Applicants Nationwide

NSU MD leaders weren't worried about attracting enough applicants to its 2018 charter class. Their concern: finding the right applicants nationwide who could succeed in this unique hybrid case- and problem-based MD program. Along with strong grades and test scores, candidates needed a passion for medicine; the drive to lead; teamwork skills; and the discipline to work independently.

The Website: The Vision of NSU MD

Without existing classes or alumni, the website would be the vision and voice of NSU MD. It had to be as innovative as the program itself, appealing to millennial audiences. Based upon Starmark's results for other universities, including NSU's own H. Wayne Huizenga College of Business and Entrepreneurship and Abraham S. Fischler College of Education, NSU MD chose the agency as the best partner.

The team conducted in-depth target user experience testing to inform its best-practices recommendations for site structure, organization and layout. The leading-edge, mobile-first design captures the college's innovative spark, while infusing the friendly warmth of its South Florida locale. The copy is short, compelling and audience-friendly, sharing NSU MD's differentiating benefits and offering easy pathways to deeper detail.



AWARD WINNER!

NSU DR. KIRAN C. PATEL COLLEGE OF ALLOPATHIC MEDICINE WINS THREE RADIANCE AWARDS AT PRSA

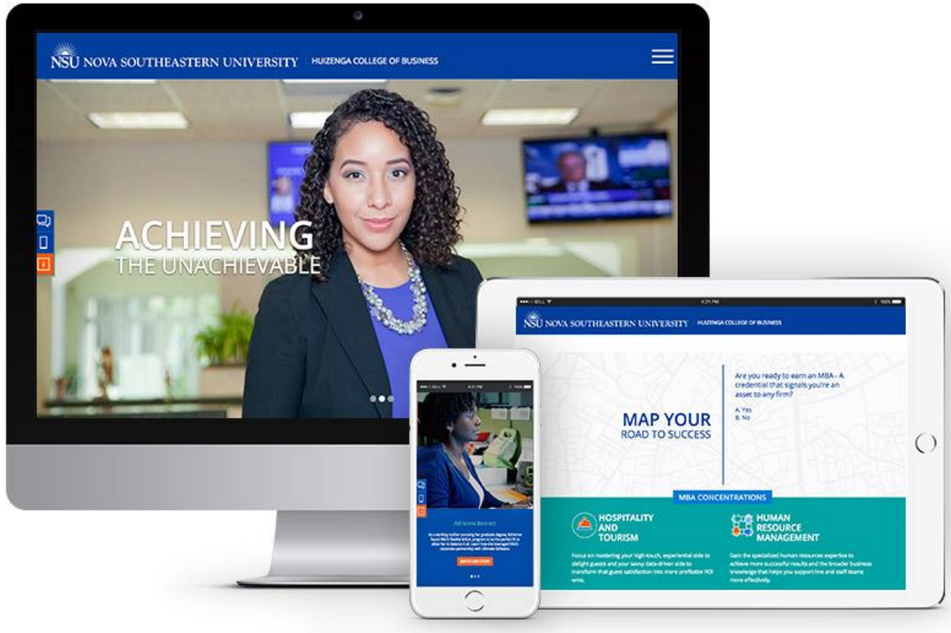
GREATER FORT LAUDERDALE

PAST PERFORMANCE EVIDENCE OF KNOWLEDGE & EXPERIENCE

CREATE A NEW WEBSITE WITH BOLD DESIGN AND POWERED BY SOPHISTICATED INLINE OPTIMIZATION AND TRACKING

Under new leadership, the NSU marketing team had aggressive new goals to drive more qualified leads and completed applications for its flagship graduate programs in the Fischler College of Education and Huizenga College of Business. The university's legacy website is large with a lot of general content and required a fresh approach to a leaner, more specialized lead-generation tool that would achieve their acquisition goals.

Starmark developed new fully-responsive microsites with bright, modern and clean designs that stand apart from the university's legacy site. With its main objective to drive student applications, Starmark developed a landing page design that targets personas by each college with laser-focused calls-to-action driving them to the next step without overwhelming them during the process. The Starmark team collaborated with the NSU team using Agile methodology to develop the site under an aggressive timeline to be ready for the new enrollment season. Behind the scenes, the agency integrated multiple optimization and tracking tools to optimize the pages and calculate ROI.



Broward County Board of
County Commissioners

4.0 WORKLOAD OF THE FIRM

WORKLOAD OF THE FIRM

The chart below represents active clients engaged with the Starmark team within the last 5 years. All clients project plans vary based on the nature of their business requirements. The type of services and Senior Project Manager responsible for the workload has been listed.

CLIENT PARTNER	SERVICE BEGAN	SERVICE	PROJECT MANAGER
A Child is Missing	1999	Integrated Marketing	Peggy Nordeen
ACAI	2015	Strategic Planning	Peggy Nordeen
American Diabetes Association	2017	Integrated Marketing	Jacqui Hartnett
Auberge Beach Residences & Spa Fort Lauderdale	2014	Social Media	Peggy Nordeen
AutoNation	2006	Strategic Planning & Digital Marketing	Jacqui Hartnett
Bradford Marine	2016	Integrated Marketing	Jacqui Hartnett
Brightline	2017	Integrated Marketing	Katy Gewartowski
Broward College	2018	Agency of Record	Jacqui Hartnett
CareerSource Florida	2014	Integrated Marketing	Kelsey Eisenbeis
Carnival Corporation	2018	Integrated Marketing	Kathleen Heston
Catholic Health Services	2011	Integrated Marketing	Jacqui Hartnett
Chesapeake Amusements	2018	Integrated Marketing	Kathleen Heston
Copa Airlines	2014	Paid Media	Diego Naranjo
Cross Country Home Services	2008	Integrated Marketing	Brett Circe

WORKLOAD OF THE FIRM, cont.

CLIENT PARTNER	SERVICE BEGAN	SERVICE	PROJECT MANAGER
Crown Castle Fiber	2015	Agency of Record	Jacqui Hartnett
Darden Restaurants	2018	Digital Marketing	Brett Circe
Discovery Cove Florida	2011	Integrated Marketing	Katy Gewartowski
Elegants Hotels Group	2016	Integrated Marketing	katy Gewartowski
Florida Atlantic University	2000	Digital Marketing	Brett Circe
FPL Energy Services	2015	Integrated Marketing	Kaire Lindpere
HMS National	2005	Integrated Marketing	Brett Circe
Joe DiMaggio Children's Hospital	2015	Integrated Marketing	Katy Gewartowski
Kaplan University	2008	Integrated Marketing	Katy Gewartowski
Margaritaville Holdings	2016	Integrated Marketing	Jacqui Hartnett
Marine Industry Association of South Florida	2000	Integrated Marketing	Peggy Nordeen
Memorial Healthcare System	2011	Integrated Marketing	Jacqui Hartnett
Nipro Diagnostics	2015	Integrated Marketing	Diego Naranjo
North Palm Beach County Chamber of Commerce	2013	Branding	Katy Gewartowski
Nova Southeastern University	2006	Integrated Marketing	Jacqui Hartnett
Planet Hollywood International, Inc.	2016	Integrated Marketing	Kelsey Eisenbeis

WORKLOAD OF THE FIRM, cont.

CLIENT PARTNER	SERVICE BEGAN	SERVICE	PROJECT MANAGER
Premier Worldwide Marketing	2016	Agency of Record	Katy Gewartowski
Resorts World Bimini	2014	Digital Marketing	Brett Circe
Right Management	2018	Social Media	Kathleen Heston
SeaWorld Orlando	2011	Integrated Marketing	Jacqui Hartnett
Serge Ferrari North America	2018	Integrated Marketing	Kathleen Heston
Show Management - Fort Lauderdale International Boat Show	2014	Integrated Marketing	Diana Hernandez
Stiles Corp.	2018	Branding	Hillary Small
T-Y Group (Harbor Linen)	2016	Digital Marketing	Brett Circe
The Broward Center for Performing Arts	2010	Integrated Marketing	Jacqui Hartnett
The Forbes Company	2013	Digital Marketing	Brett Circe
Tyco Integrated Security	2016	Integrated Marketing	Karie Lindpere
uVu Technologies	2012	Integrated Marketing	Brett Circe
Viacom International Media Networks	2016	Integrated Marketing	Katy Gewartowski
Wyndham Extra Holidays	2015	Integrated Marketing	Katy Gewartowski

Because of our multi-office organization, our fine-tuned business forecasting procedures and efficient project management processes and software, Starmark is able to accomplish both cost-effective staffing and workflow scheduling to meet client deadlines. The number of projects and the customized needs of those projects are monitored on an on-going basis, and work is scheduled by in-house project management staff.

7.0 PRICING SUPPORT

PRICING SUPPORT

Year 2												
Oct	**Nov**	**Dec**	**Jan**	**Feb**	**Mar**	**Apr**	**May**	**Jun**	**Jul**	**Aug**	**Sep**	
$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	
$20,809	$20,809	$20,809	$20,809	$20,809	$20,809	$20,809	$20,809	$20,809	$20,809	$20,809	$20,809	
$10,405	$10,405	$10,405	$10,405	$10,405	$10,405	$10,405	$10,405	$10,405	$10,405	$10,405	$10,405	
$1,951	$1,951	$1,951	$1,951	$1,951	$1,951	$1,951	$1,951	$1,951	$1,951	$1,951	$1,951	
$1,951	$1,951	$1,951	$1,951	$1,951	$1,951	$1,951	$1,951	$1,951	$1,951	$1,951	$1,951	
										Year 2 Subtotal:	$468,206	
$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	
$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	
$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	
$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	
$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	
										Year 2 Subtotal:	$561,847	
$650	$650	$650	$650	$650	$650	$650	$650	$650	$650	$650	$650	
$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	
$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	
$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	
$325	$325	$325	$325	$325	$325	$325	$325	$325	$325	$325	$325	
										Year 2 Subtotal:	$152,167	
$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	
$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	
$2,601	$2,601	$2,601	$2,601	$2,601	$2,601	$2,601	$2,601	$2,601	$2,601	$2,601	$2,601	
$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	
$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	
										Year 2 Subtotal:	$593,061	
$147,940	**$147,940**	**$147,940**	**$147,940**	**$147,940**	**$147,940**	**$147,940**	**$147,940**	**$147,940**	**$147,940**	**$147,940**	**$1,330,160**	

Year 2											
Oct	**Nov**	**Dec**	**Jan**	**Feb**	**Mar**	**Apr**	**May**	**Jun**	**Jul**	**Aug**	**Sep**
25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2
134.4	134.4	134.4	134.4	134.4	134.4	134.4	134.4	134.4	134.4	134.4	134.4
67.2	67.2	67.2	67.2	67.2	67.2	67.2	67.2	67.2	67.2	67.2	67.2
12.6	12.6	12.6	12.6	12.6	12.6	12.6	12.6	12.6	12.6	12.6	12.6
12.6	12.6	12.6	12.6	12.6	12.6	12.6	12.6	12.6	12.6	12.6	12.6
25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2
50.4	50.4	50.4	50.4	50.4	50.4	50.4	50.4	50.4	50.4	50.4	50.4
100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8
100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8
25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2
4.2	4.2	4.2	4.2	4.2	4.2	4.2	4.2	4.2	4.2	4.2	4.2
25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2
25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2
25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2
2.1	2.1	2.1	2.1	2.1	2.1	2.1	2.1	2.1	2.1	2.1	2.1
100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8
50.4	50.4	50.4	50.4	50.4	50.4	50.4	50.4	50.4	50.4	50.4	50.4
16.8	16.8	16.8	16.8	16.8	16.8	16.8	16.8	16.8	16.8	16.8	16.8
100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8
50.4	50.4	50.4	50.4	50.4	50.4	50.4	50.4	50.4	50.4	50.4	50.4

Year 2											
Oct	**Nov**	**Dec**	**Jan**	**Feb**	**Mar**	**Apr**	**May**	**Jun**	**Jul**	**Aug**	**Sep**
$54,143	$54,143	$54,143	$54,143	$54,143	$54,143	$54,143	$54,143	$54,143	$54,143	$54,143	$54,143
$416,666	$416,666	$416,666	$416,666	$416,666	$416,666	$416,666	$416,666	$416,666	$416,666	$416,666	$416,666

PRICING SUPPORT

			Year 1											
FLAT FEE SERVICES	**Role ID**		**Oct**	**Nov**	**Dec**	**Jan**	**Feb**	**Mar**	**Apr**	**May**	**Jun**	**Jul**	**Aug**	**Sep**
Account Strategy, Planning, Stewardship and Services														
Vice President	AS-VP	$155	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902
Account Director	AS-M	$155	$20,809	$20,809	$20,809	$20,809	$20,809	$20,809	$20,809	$20,809	$20,809	$20,809	$20,809	$20,809
Account Coordinator	AS-C	$155	$10,405	$10,405	$10,405	$10,405	$10,405	$10,405	$10,405	$10,405	$10,405	$10,405	$10,405	$10,405
Project Management & QA	PM/QA	$155	$1,951	$1,951	$1,951	$1,951	$1,951	$1,951	$1,951	$1,951	$1,951	$1,951	$1,951	$1,951
Budget Management	AS-F	$155	$1,951	$1,951	$1,951	$1,951	$1,951	$1,951	$1,951	$1,951	$1,951	$1,951	$1,951	$1,951
													Year 1 Subtotal:	$468,206
Creative Concepting, Development and Production														
Creative Director	C-CD	$155	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902
Associate Creative Director	C-ACD	$155	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803
Art Director	C-AD	$155	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607
Copywriter	C-COPY	$155	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607
Studio Services	PROD	$155	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902
													Year 1 Subtotal:	$561,847
Digital Media, Email, Vaction Planner & VLTV														
Development Manager	I-DM	$155	$650	$650	$650	$650	$650	$650	$650	$650	$650	$650	$650	$650
Back End Developer	I-BE	$155	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902
Front End Developer	I-FE	$155	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902
Digital Producer	AS-M	$155	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902
Information Technology Specialist	IT	$155	$325	$325	$325	$325	$325	$325	$325	$325	$325	$325	$325	$325
													Year 1 Subtotal:	$152,167
Media Strategy, Planning, Buying and Stewardship														
Media Strategist	M-STRAT	$155	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607
Digital Marketing Specialist	M-MEDIA	$155	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803
Search & SEO Specialist	M-SSS	$155	$2,601	$2,601	$2,601	$2,601	$2,601	$2,601	$2,601	$2,601	$2,601	$2,601	$2,601	$2,601
Social Media Specialist	M-SSS	$155	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607
Business Analyst	M-RA	$155	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803
													Year 1 Subtotal:	$593,061
			$147,940	**$147,940**	**$147,940**	**$147,940**	**$147,940**	**$147,940**	**$147,940**	**$147,940**	**$147,940**	**$147,940**	**$147,940**	**$147,940**

			Year 1											
AVERAGE PROJECTED LEVEL OF EFFORT	**Weekly Hours**		**Oct**	**Nov**	**Dec**	**Jan**	**Feb**	**Mar**	**Apr**	**May**	**Jun**	**Jul**	**Aug**	**Sep**
Account Strategy, Planning, Stewardship and Services														
Vice President		6	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2
Account Director*		32	134.4	134.4	134.4	134.4	134.4	134.4	134.4	134.4	134.4	134.4	134.4	134.4
Account Coordinator		16	67.2	67.2	67.2	67.2	67.2	67.2	67.2	67.2	67.2	67.2	67.2	67.2
Project Management & QA		3	12.6	12.6	12.6	12.6	12.6	12.6	12.6	12.6	12.6	12.6	12.6	12.6
Finance		3	12.6	12.6	12.6	12.6	12.6	12.6	12.6	12.6	12.6	12.6	12.6	12.6
Creative Concepting, Development and Production														
Creative Director		6	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2
Associate Creative Director		12	50.4	50.4	50.4	50.4	50.4	50.4	50.4	50.4	50.4	50.4	50.4	50.4
Art Director*		24	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8
Copywriter*		24	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8
Studio Services		6	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2
Digital Media, Email, Vaction Planner & VLTV														
Development Manager		1	4.2	4.2	4.2	4.2	4.2	4.2	4.2	4.2	4.2	4.2	4.2	4.2
Back End Developer		6	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2
Front End Developer		6	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2
Digital Producer		6	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2
Information Technology Specialist		0.5	2.1	2.1	2.1	2.1	2.1	2.1	2.1	2.1	2.1	2.1	2.1	2.1
Media Strategy, Planning, Buying and Stewardship														
Media Strategist		24	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8
Digital Marketing Specialist		12	50.4	50.4	50.4	50.4	50.4	50.4	50.4	50.4	50.4	50.4	50.4	50.4
Search & SEO Specialist		4	16.8	16.8	16.8	16.8	16.8	16.8	16.8	16.8	16.8	16.8	16.8	16.8
Social Media Specialist		24	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8
Business Analyst		12	50.4	50.4	50.4	50.4	50.4	50.4	50.4	50.4	50.4	50.4	50.4	50.4

		Year 1											
OUT OF POCKET		**Oct**	**Nov**	**Dec**	**Jan**	**Feb**	**Mar**	**Apr**	**May**	**Jun**	**Jul**	**Aug**	**Sep**
Production & All OOP		$54,143	$54,143	$54,143	$54,143	$54,143	$54,143	$54,143	$54,143	$54,143	$54,143	$54,143	$54,143
Media		$416,666	$416,666	$416,666	$416,666	$416,666	$416,666	$416,666	$416,666	$416,666	$416,666	$416,666	$416,666

PRICING SUPPORT

Year 2												
Oct	**Nov**	**Dec**	**Jan**	**Feb**	**Mar**	**Apr**	**May**	**Jun**	**Jul**	**Aug**	**Sep**	
$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	
$20,809	$20,809	$20,809	$20,809	$20,809	$20,809	$20,809	$20,809	$20,809	$20,809	$20,809	$20,809	
$10,405	$10,405	$10,405	$10,405	$10,405	$10,405	$10,405	$10,405	$10,405	$10,405	$10,405	$10,405	
$1,951	$1,951	$1,951	$1,951	$1,951	$1,951	$1,951	$1,951	$1,951	$1,951	$1,951	$1,951	
$1,951	$1,951	$1,951	$1,951	$1,951	$1,951	$1,951	$1,951	$1,951	$1,951	$1,951	$1,951	
										Year 2 Subtotal:	$468,206	
$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	
$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	
$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	
$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	
$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	
										Year 2 Subtotal:	$561,847	
$650	$650	$650	$650	$650	$650	$650	$650	$650	$650	$650	$650	
$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	
$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	
$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	
$325	$325	$325	$325	$325	$325	$325	$325	$325	$325	$325	$325	
										Year 2 Subtotal:	$152,167	
$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	
$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	
$2,601	$2,601	$2,601	$2,601	$2,601	$2,601	$2,601	$2,601	$2,601	$2,601	$2,601	$2,601	
$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	
$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	
										Year 2 Subtotal:	$593,061	
$147,940	**$147,940**	**$147,940**	**$147,940**	**$147,940**	**$147,940**	**$147,940**	**$147,940**	**$147,940**	**$147,940**	**$147,940**	**$1,330,160**	

Year 2											
Oct	**Nov**	**Dec**	**Jan**	**Feb**	**Mar**	**Apr**	**May**	**Jun**	**Jul**	**Aug**	**Sep**
25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2
134.4	134.4	134.4	134.4	134.4	134.4	134.4	134.4	134.4	134.4	134.4	134.4
67.2	67.2	67.2	67.2	67.2	67.2	67.2	67.2	67.2	67.2	67.2	67.2
12.6	12.6	12.6	12.6	12.6	12.6	12.6	12.6	12.6	12.6	12.6	12.6
12.6	12.6	12.6	12.6	12.6	12.6	12.6	12.6	12.6	12.6	12.6	12.6
25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2
50.4	50.4	50.4	50.4	50.4	50.4	50.4	50.4	50.4	50.4	50.4	50.4
100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8
100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8
25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2
4.2	4.2	4.2	4.2	4.2	4.2	4.2	4.2	4.2	4.2	4.2	4.2
25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2
25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2
25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2
2.1	2.1	2.1	2.1	2.1	2.1	2.1	2.1	2.1	2.1	2.1	2.1
100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8
50.4	50.4	50.4	50.4	50.4	50.4	50.4	50.4	50.4	50.4	50.4	50.4
16.8	16.8	16.8	16.8	16.8	16.8	16.8	16.8	16.8	16.8	16.8	16.8
100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8
50.4	50.4	50.4	50.4	50.4	50.4	50.4	50.4	50.4	50.4	50.4	50.4

Year 2											
Oct	**Nov**	**Dec**	**Jan**	**Feb**	**Mar**	**Apr**	**May**	**Jun**	**Jul**	**Aug**	**Sep**
$54,143	$54,143	$54,143	$54,143	$54,143	$54,143	$54,143	$54,143	$54,143	$54,143	$54,143	$54,143
$416,666	$416,666	$416,666	$416,666	$416,666	$416,666	$416,666	$416,666	$416,666	$416,666	$416,666	$416,666

PRICING SUPPORT

Year 3 Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	
												Totals
$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	**$140,462**
$20,809	$20,809	$20,809	$20,809	$20,809	$20,809	$20,809	$20,809	$20,809	$20,809	$20,809	$20,809	**$749,129**
$10,405	$10,405	$10,405	$10,405	$10,405	$10,405	$10,405	$10,405	$10,405	$10,405	$10,405	$10,405	**$374,565**
$1,951	$1,951	$1,951	$1,951	$1,951	$1,951	$1,951	$1,951	$1,951	$1,951	$1,951	$1,951	**$70,231**
$1,951	$1,951	$1,951	$1,951	$1,951	$1,951	$1,951	$1,951	$1,951	$1,951	$1,951	$1,951	**$70,231**
										Year 3 Subtotal:	$468,206	
$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	**$140,462**
$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	**$280,924**
$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	**$561,847**
$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	**$561,847**
$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	**$140,462**
										Year 3 Subtotal:	$561,847	
$650	$650	$650	$650	$650	$650	$650	$650	$650	$650	$650	$650	**$23,410**
$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	**$140,462**
$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	**$140,462**
$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	**$140,462**
$325	$325	$325	$325	$325	$325	$325	$325	$325	$325	$325	$325	**$11,705**
										Year 3 Subtotal:	$152,167	
$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	**$561,847**
$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	**$280,924**
$2,601	$2,601	$2,601	$2,601	$2,601	$2,601	$2,601	$2,601	$2,601	$2,601	$2,601	$2,601	**$93,641**
$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	**$561,847**
$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	**$280,924**
										Year 3 Subtotal:	$593,061	
$147,940	**$147,940**	**$147,940**	**$147,940**	**$147,940**	**$147,940**	**$147,940**	**$147,940**	**$147,940**	**$147,940**	**$147,940**	**$1,330,160**	**$5,325,842**

Year 3 Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	
												Totals
25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	**907.20**
134.4	134.4	134.4	134.4	134.4	134.4	134.4	134.4	134.4	134.4	134.4	134.4	**4,838.40**
67.2	67.2	67.2	67.2	67.2	67.2	67.2	67.2	67.2	67.2	67.2	67.2	**2,419.20**
12.6	12.6	12.6	12.6	12.6	12.6	12.6	12.6	12.6	12.6	12.6	12.6	**453.60**
12.6	12.6	12.6	12.6	12.6	12.6	12.6	12.6	12.6	12.6	12.6	12.6	**453.60**
25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	**907.20**
50.4	50.4	50.4	50.4	50.4	50.4	50.4	50.4	50.4	50.4	50.4	50.4	**1,814.40**
100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	**3,628.80**
100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	**3,628.80**
25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	**907.20**
4.2	4.2	4.2	4.2	4.2	4.2	4.2	4.2	4.2	4.2	4.2	4.2	**151.20**
25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	**907.20**
25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	**907.20**
25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	**907.20**
2.1	2.1	2.1	2.1	2.1	2.1	2.1	2.1	2.1	2.1	2.1	2.1	**75.60**
100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	**3,628.80**
50.4	50.4	50.4	50.4	50.4	50.4	50.4	50.4	50.4	50.4	50.4	50.4	**1,814.40**
16.8	16.8	16.8	16.8	16.8	16.8	16.8	16.8	16.8	16.8	16.8	16.8	**604.80**
100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	**3,628.80**
50.4	50.4	50.4	50.4	50.4	50.4	50.4	50.4	50.4	50.4	50.4	50.4	**1,814.40**
												34,398.00

Year 3 Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	
$54,143	$54,143	$54,143	$54,143	$54,143	$54,143	$54,143	$54,143	$54,143	$54,143	$54,143	$54,153	**$1,949,158**
$416,666	$416,666	$416,666	$416,666	$416,666	$416,666	$416,666	$416,666	$416,666	$416,666	$416,666	$416,690	**$15,000,000**

SUBTOTALS (3 Years)	Percent	Total
Agency Flat Fee	23.67%	$5,325,842
Media Commission	1.00%	$225,000
Production & All OOP	8.66%	$1,949,158
Media	66.67%	$15,000,000
	Total	**$22,500,000**

TOTAL BUDGET		
	Year 1	$7,500,000
	Year 2	$7,500,000
	Year 3	$7,500,000
	Total	**$22,500,000**

PRICING SUPPORT

OPTIONAL SERVICES		
Branding Services		
Social Media Services		
Adverse Impact Services		
Website Design Services		

OPTIONAL SERVICES RATES	Role ID	
Account Strategy, Planning, Stewardship and Services		
Vice President	AS-VP	$240
Account Director*	AS-M	$120
Account Coordinator	AS-C	$60
Project Management & QA	PM/QA	$130
Budget Management	AS-F	$100
Creative Concepting, Development and Production		
Creative Director	C-CD	$225
Associate Creative Director	C-ACD	$175
Art Director*	C-AD	$150
Copywriter*	C-COPY	$150
Studio Services	PROD	$120
Website, CRM, Database and App Services		
Development Manager	I-DM	$150
Back End Developer	I-BE	$150
Front End Developer	I-FE	$120
Digital Producer	AS-M	$120
Information Technology Specialist	IT	$60
Organic Social Media and Stewardship		
Media Strategist	M-STRAT	$150
Digital Marketing Specialist	M-MEDIA	$150
Search & SEO Specialist	M-SSS	$150
Social Media Specialist	M-SSS	$150
Business Analyst	M-RA	$150

STARMARK
BIG IDEAS

Branding
Advertising
Digital
Media
Search
Social
Data Science

STARMARK.COM

Starmark

Item: **Flat Fee Services - Year 2**

Attachments

CBE Intent Letters.pdf

Starmark 7.0 GEN2116476P1- Advertising Agency Pricing Support 3_21.xlsx

Starmark_International_Solicitation_GEN2116476P1_Advertising_Agency_Services_03202019.pdf

BROWARD COUNTY FLORIDA
OFFICE OF ECONOMIC AND SMALL BUSINESS DEVELOPMENT

LETTER OF INTENT

BETWEEN BIDDER/OFFEROR AND COUNTY BUSINESS ENTERPRISE (CBE) FIRM/SUPPLIER

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

Solicitation No.: GEN2116476P1

Project Title: Advertising Agency Services

Bidder/Offeror Name: Starmark

Address: 210 S Andrews Avenue City: Ft. Lauderdale State: FL Zip: 33301

Authorized Representative: Jacqui Hartnett Phone: 954-874-9000

CBE Firm/Supplier Name: LP Media, Inc

Address: 3107 Stirling Road, Suite 204 City: Ft. Lauderdale State: FL Zip: 33312

Authorized Representative: Frank Linero Phone: 954-926-5722

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[1]	CBE Contract Amount[2]	CBE Percentage of Total Project Value
Motion Picture and Video Production	512110		4.50 %
			%
			%

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

CBE Firm/Supplier Authorized Representative

Signature: Frank Linero Digitally signed by Frank Linero Date: 2019.02.22 13:27:40 -05'00' Title: President Date: 02/22/2019

Bidder/Offeror Authorized Representative

Signature: Jacqui Hartnett Title: President Date: 2/22/2019

[1] Visit Census.gov and select NAICS to search and identify the correct codes. Match type of work with NAICS code as closely as possible.

[2] 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**

BROWARD COUNTY FLORIDA
OFFICE OF ECONOMIC AND SMALL BUSINESS DEVELOPMENT

LETTER OF INTENT

BETWEEN BIDDER/OFFEROR AND COUNTY BUSINESS ENTERPRISE (CBE) FIRM/SUPPLIER

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

Solicitation No.: GEN2116476P1

Project Title: Advertising Agency Services

Bidder/Offeror Name: Starmark

Address: 210 S Andrews Avenue City: Ft. Lauderdale State: FL Zip: 33301

Authorized Representative: Jacqui Hartnett Phone: 954-874-9000

CBE Firm/Supplier Name: PL&P Advertising, LLC

Address: 200 NE 44 Street City: Oakland Park State: FL Zip: 33334

Authorized Representative: Al Padron Phone: 954-567-1455

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[1]	CBE Contract Amount[2]	CBE Percentage of Total Project Value
Printing	32311		1.5 %
			%
			%

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

CBE Firm/Supplier Authorized Representative

Signature: _____ Title: President Date: 2/22/19

Bidder/Offeror Authorized Representative

Signature: Jacqueline Hartnett Title: Pres/Dir Date: 2/22/19

[1] Visit Census.gov and select NAICS to search and identify the correct codes. Match type of work with NAICS code as closely as possible.

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Rev.: June 2018 **Compliance Form No. 004**

STARMARK INTERNATIONAL SOLICITATION

GEN2116476P1

ADVERTISING AGENCY SERVICES

3.20.2019

1.0 ABILITY OF PROFESSIONAL PERSONNEL

INTRODUCTION

Starmark's experience in travel and tourism can be defined in a number of ways. There is the list of household brand names and globally recognized destinations that call Starmark a partner. There are the measurable results of millions of digital impressions, surging web traffic and increased hotel bookings that are exceeding objectives and expectations. And finally, there is the recognition by our peers and industry experts that have chosen Starmark as the recipient of top tier honors and awards.

Starmark and the Greater Fort Lauderdale Convention & Visitors Bureau (GFLCVB) teams have set the record for the most wins in a single year at the VISIT FLORIDA Governors conference including winning Five Best of Show wins. Although Greater Fort Lauderdale was competing against destinations like Miami and the Florida Keys with substantially larger budgets, our integrated marketing campaigns were judged to be the best in the state. Our work on behalf of Greater Fort Lauderdale also received top honors with coveted Hermes Creative Awards, MarCom Awards, Addys, and Communicators Awards.

These award-winning concepts are driven by some of the best strategists, creative and media specialist in the world who have been working on the Greater Fort Lauderdale CVB, Port Everglades and FLL marketing programs for 12 years. An integral part of the team is Lisa Hoffman and Dale Baron. Lisa, a brilliant strategist and brand ambassador, Lisa has over 25 years of experience in the tourism business, 18 of those years working with the GFLCVB. Dale Baron, Executive Creative Director and Starmark partner has been responsible for the creative leadership on the GFL account for the last 12 years along with Marlo Russom, Associated Creative Director who has been evolving the GFLCVB Brand since 2010. Kaire Linderpere, Account Director and Project Manager for the GFLCVB, Port Everglades and FLL accounts has extensive experience in handling large media driven strategic programs.

Together, the entire Starmark team works in a culture and environment that reaches for Big Ideas. We thrive on innovation and finding new ways to connect with our target audiences. Most of all, this is the group that makes the work in this proposal come to life, the group that lives and breathes Greater Fort Lauderdale tourism every day.

35
ADDYS

8
COMMUNICATORS

51
FLAGLERS

7
MARCOM

1
WEBAWARD

7
HERMES

CREATIVE AGENCY
RANKED #5

GREATER FORT LAUDERDALE

MEET OUR STARS ACCOUNT SERVICE

linkedin.com/in/katygewartowski

KATY GEWARTOWSKI

VP, Client Services

Katy is an account strategist leading marketing programs spanning the traditional and digital realm. She excels at collaborating with clients to create relevant campaigns through engaging and innovative delivery methods. Katy launched her career in public relations at Silversea Cruises, a role that sparked her interest and expertise in all things luxury and travel/hospitality. She originally joined the Starmark team in 2001, expanding her skill set to include custom publishing and general marketing services. She also worked at Kaplan University, overseeing content development and managing internal and external creative resources.

linkedin.com/in/lisahoffman

LISA HOFFMAN-LINERO

Brand Strategist

Lisa is a seasoned executive with more than 25 years of account service experience in the South Florida market. She has an extensive background in the travel and hospitality industry, having worked with clients including Wyndham Resorts, Royal Caribbean, and Cruise Lines International Association (CLIA). For Starmark, she is responsible for strategic planning and brand stewardship for Greater Fort Lauderdale Convention & Visitors Bureau (GFLCVB), Port Everglades and Fort Lauderdale-Hollywood International Airport. Under her leadership of the GFLCVB account, the destination has seen increased growth and higher occupancy rates every year. Lisa has led award winning international guerilla events in Toronto, London, New York and Chicago. These events have delivered results including a 2000% ROI, 100+% increase in bookings year-over-year, and more.

linkedin.com/in/andrewrusso01

ANDREW W. RUSSO

VP, Data Scientist

For over 25 years, Andrew had delivered improved sales and marketing ROI through leveraging data, analytics and technology to formulate and execute sales and marketing strategies and supporting tactics. His background includes executive management and C-level consulting that provides unique perspectives developed both as a marketing executive and consultant to Fortune 500 executive management.

Andrew was a pioneer in the early use of statistics and data mining techniques to drive sales and marketing performance, an approach which evolved into the field of CRM and data science. His experience spans many industries including financial services, utilities and energy, travel and hospitality, telecommunications, technology, and non-profits.

linkedin.com/in/kairelindpere

KAIRE LINDPERE

Account Director: Project Manager

Kaire honed her skills for handling large, complex accounts while working in the fast-paced, competitive retail industry. Managing $40M broadcast budgets and supporting annual goals across 40 weekly campaign cycles – they're second nature for her.

She brings to the team a collaborative approach and an essential expertise at executing a strategic vision across a variety of media and platforms.

GREATER FORT LAUDERDALE

MEET OUR STARS LEADERSHIP

linkedin.com/in/peggyne

PEGGY NORDEEN
Chief Executive Officer/Founder

Peggy is the co-founder of Starmark, originally launching the company in Chicago in 1978. The company has been on the Inc. 500 list of fastest growing privately held companies seven times. In 2013, Peggy was recognized as one of the top five Women-Led Businesses in Florida by the Commonwealth Institute of South Florida and PNC Bank.

Peggy is known as an integrated marketing communications strategist, creative writer, speaker and author. Her column Competitive Edge appears regularly in the *South Florida Business Journal*. As Starmark CEO, she strives to connect the agency's talented professionals with companies and organizations that have challenging marketing and public relations needs.

linkedin.com/in/jacquihartnett

JACQUI HARTNETT
President

Jacqui is a multi-faceted executive who brings a wealth of professionalism, strategic capabilities and management expertise to Starmark. She manages the agency's operations and leads the Business Development team. Her eye for detail and management skills are valuable assets in planning and galvanizing the success of client programs.

Prior to rejoining Starmark in 2005, Jacqui served as Executive Vice President and partner with GFX International in Chicago, an Inc. 500-ranked national retail graphics solutions company. She began her career as an account coordinator at Starmark Chicago, where, within two years of joining the agency, she became Director of Operations.

linkedin.com/in/bcirce

BRETT CIRCE
Chief Digital Officer

Brett strives to place Starmark's big ideas in the larger context of the online world. With all aspects of business and branding now touching mobile, social and web, Brett ensures that client strategies and tactics integrate seamlessly in the digital realm, in real time.

Brett is an acclaimed Internet pioneer who won his first eCommerce website award from Yahoo in 1995. He has served as president of two technology companies, TKOnet and OmniPilot Software. Brett was the recipient of the 2006 South Florida Business Journal Up & Comers Award in the category of Advertising and PR. Brett's latest invention is the patented FanWise social reward technology that pioneers the merchandising of social media updates.

linkedin.com/in/dalebaron

DALE BARON
VP, Executive Creative Director

Dale is the creative dynamo behind Starmark's integrated consumer and business-to-business programs. Using digital, broadcast, social media, print, direct mail and out of home, Dale has been instrumental in developing some of the agency's most successful campaign work. He helps cultivate the vision, voice and identity of each brand, and has served as creative director for clients such as the Greater Fort Lauderdale Convention & Visitors Bureau, Fort Lauderdale-Hollywood International Airport, Port Everglades, FAU, University of Miami and NSU. Dale's work is behind an impressive list of industry accolades, including ADDY Awards, Flagler Awards, Webby Awards and Magellan Awards.

GREATER FORT LAUDERDALE

MEET OUR STARS ACCOUNT SERVICE

linkedin.com/in/katygewartowski

KATY GEWARTOWSKI

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linkedin.com/in/lisahoffman

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linkedin.com/in/andrewrusso01

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linkedin.com/in/kairelindpere

KAIRE LINDPERE

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GREATER FORT LAUDERDALE

MEET OUR STARS ACCOUNT SERVICE

linkedin.com/in/suekane

SUE KANE
Controller

While Sue is a whiz at balancing the books and a master at managing advertising accounting software, she is more than just a “numbers person.” From accounting management and estimating to traffic and operations, Sue boasts diverse experience across the board.

She began her career at HDC Advertising, where she spent more than 20 years, and later joined the ranks of InterMedia, KSC Studio and Harris Corp. Sue has extensive experience managing the reporting requirements for client programs as described in the RFP.

linkedin.com/in/jefftitelius

JEFF TITELIUS
Digital Services Account Manager

Jeff is the digital services manager for Starmark. In this role, he oversees the full cycle of digital production, from strategy and creative development, through execution and final delivery. Projects under his supervision include the full spectrum of digital assets, including banner ads, enewsletters, and ongoing optimization and maintenance programs for ecommerce websites.

Prior to joining Starmark, Jeff worked for Disney Parks, where his responsibilities included managing content strategy and developing award-winning websites.

MEET OUR STARS CREATIVE

linkedin.com/in/mrussom

MARLO RUSSOM

Associate Creative Director/Writer

Marlo's storytelling has touched countless consumers for clients such as the Greater Fort Lauderdale Convention & Visitors Bureau, Florida's Emerald Coast, the British Virgin Islands, SeaWorld Parks & Entertainment, Waldorf Astoria Orlando, Reunion Resort Orlando and Kaplan University. She's worked at both boutique shops and worldwide agencies and is a multiple award winner in print, broadcast, out of home and digital — taking home several ADDYs, Flaglers and Tellys, including five "Bests of Show" during her career.

linkedin.com/in/williamlukach

WILLIAM LUKACH

Senior Art Director

William is a strategic visual design professional with 15+ years working within the New York advertising community. His experience includes working with brands such as Starwood Hotels, Darden Restaurants and Diageo Spirits. He has conceptualized, designed and managed client projects involving brand identity, ecommerce, interactive and mobile. He has a unique background for a digital creative in that he also has a bachelor's degree in business administration as well as an associate's in fashion design.

linkedin.com/in/noah-scheiner

NOAH SCHEINER

Senior Art Director

Noah's professional expertise lies in the ever-changing world of graphic design and advertising. He has worked on global brands such as Travelers Insurance, Coca-Cola, Citibank and Sony. He has been a leader on teams from the design and production of print collateral, to the concept and development of international campaigns for the Greater Fort Lauderdale Convention & Visitors Bureau and Nickelodeon Hotels & Resorts in the online/offline arena. Noah's work has been awarded Gold and Silver Addys for Original Illustration and Best Website Design.

linkedin.com/in/jennifer-williams

JENNIFER WILLIAMS

Art Director

This FAU Cum Laude graduate came to Starmark as an intern, and we liked her so much we wouldn't let her go. Jennifer brings amazing design skills in branding, packaging and other areas of the industry. Since joining the team full time, Jennifer has been instrumental on brand initiatives for the Greater Fort Lauderdale Convention & Visitors Bureau, the Broward Center for the Performing Arts and NSU,

GREATER FORT LAUDERDALE

MEET OUR STARS CREATIVE

linkedin.com/in/maxgetz

MAXWELL GETZ
UX/UI Designer

Max brings to Starmark his unique ability to integrate cutting-edge technologies into everyday applications. He has years of experience working in the fields of media, security, identity management, biometrics and virtual reality. His background in production and the visual arts combines with a command of essential UX/UI principles to form a fresh marketing perspective. Max is proficient in web, mobile, software, animation and videography, and his diverse skill set makes him a valuable player on the Starmark team.

linkedin.com/in/angelique-marlieb

ANGELIQUE MARLIEB
Senior Copywriter

Angelique is a senior copywriter for Starmark and has more than a decade of agency experience. She has a knack for bringing strategy together with strong ideas and great writing to produce exciting creative. This includes print, interactive, social media, blogging, TV, radio, collateral, direct mail and experiential marketing. Her brand experience includes the Greater Fort Lauderdale Convention & Visitors Bureau, Norwegian Cruise Line, Discovery Familia, Project Beauty, Sobieski vodka and Nickelodeon Hotels & Resorts.

linkedin.com/in/carolineikaplan

CAROLINE KAPLAN
Junior Copywriter

Caroline is a creative wordsmith that brings a deep love for storytelling to Starmark. From a very early age, she has been inspired by the stories around her and aspires for her own words to create a similar impact. Her background in theater and improvisation allows her to bring fresh ideas to any brainstorm or line of copy. Caroline has a flair for writing for social media, editorials, video, print and digital. She has a Bachelor's degree in Advertising and a Graduate Certificate in Web Design and Online Communications from the University of Florida.

MEET OUR STARS DIGITAL

linkedin.com/in/amkwapatira

ANTOINETTE MKWAPATIRA

Back End Programmer

Antoinette shares a wealth of experience in LAMP stack applications with the team at Starmark. Before joining us in 2015, she specialized in customizing enterprise-level shopping cart applications. Antoinette has over a decade of experience in the e-commerce and marketing industry and has participated in over 60 website launches and numerous other development efforts on diverse hosting environments. She is also co-organizer of a national conference for online sellers that draws participation from top selling platforms and attendees from all around the world.

linkedin.com/in/sergio-tarrago

SERGIO TARRAGO

Cloud Systems Engineer

Sergio Tarrago is a talented Systems Engineer with more than 10 years of experience developing cloud technologies and hosting platforms.

A Software Engineer graduate of CUJAE (La Habana), he specializes in web services integration, IAAS, PAAS, high-scale hosting, web security and performance tuning.

linkedin.com/in/alex-alvarez

ALEX ALVAREZ

Full Stack Web Developer

With more than 14 years experience, Alex is Starmark's web master. He taught himself to program at the early age of 13, and he has transformed those skills into a successful decade-long career at major TV networks, like Telemundo and Univision. His aptitude for technology allows him to create useful, functional sites that are visited by people all over the world. Alex has already made a huge impact at Starmark, rebuilding the Greater Fort Lauderdale Vacation Planner tool to be more interactive and mobile-friendly and improving the Broward College website for students, faculty and parents.

linkedin.com/in/estherlemtu

ESTHER LEM TU

Front End Developer

Esther is Starmark's Interactive Developer, whose most recent work includes Starmark's new website, as well as projects for SeaWorld Parks & Entertainment. Prior to Starmark, Esther worked for DraftFCB in New York. Esther's skills include interactive, creative and programming.

MEET OUR STARS MEDIA

linkedin.com/in/sherene-khan-irani

SHERENE IRANI
Media Director

Sherene brings to Starmark 25+ years of media planning and buying experience for client budgets that have ranged from $8 million to over $100 million. Her innovative strategies and thought leadership have been instrumental in the success and evolution of the Greater Fort Lauderdale Convention & VIsitors Bureau brand, as well as Port Everglades and FLL. Prior to joining Starmark, Sherene's media expertise and ingenuity helped catapult brands such as AutoNation, Atlantis, Party City and Pep Boys. She also manages client relationships and nurtures media partnerships both domestically and internationally.

linkedin.com/in/andrewschoettler

ANDREW SCHOETTLER
Digital Marketing Specialist

Drew brings four years of digital marketing experience to the Starmark team. His varied creative background gives him a broad set of skills and the ability to work with a team to deliver great customer experiences and excellent content performance.

Drew helps Starmark clients develop content and SEO strategies that build credibility and trust with their audiences. His life has taken him through North Carolina, Texas, Georgia, Rhode Island, Connecticut and Southern California before finally landing here in South Florida.

linkedin.com/in/ruizmonica

MONICA RUIZ
Social Media Strategist

Monica is a social media strategist who lives and breaths for engagement and conversions. She brings over six years of social media and digital marketing experience to Starmark. Prior to joining the team, she served as the Social Media and Content Manager at PuppySpot.com, formally known as Purebred Breeders, LLC. She's worn many hats that include public relations, customer service ambassador, philanthropist, storyteller and lead generator.

Her role at as a Starmark Digital Strategist includes Paid Social, Paid Search, SEO, and analytics' tactics. She graduated from Florida Atlantic University and holds a BA in Multimedia Communications with a minor in Women Studies.

linkedin.com/in/jacquelineharlan

JACQUELINE HARLAN
Media Coordinator

Jacqueline plays a vital role on the Starmark account team and has more than 4 years of experience in the agency world. She is the deadline queen, responsible for spearheading all campaign asset production projects. With a Bachelor's degree in Advertising from the University of Florida, she is hooked on creating results and finding strategic, innovative ways for brands to become a part of the conversation, instead of interrupting it. Jacqueline has done full channel media planning for B2B and B2C clients at the local, state, regional, national and international level including: the Jacksonville Jaguars, Nanuku Auberge Resort Fiji, Earthcore Industries, The Florida Theater, Winn Dixie & BI-LO grocery stores, Florida Power & Light Services, Manatee Lagoon, NextEra Energy resources and the Greater Fort. Lauderdale Convention & Visitors Bureau

MEET OUR STARS PRODUCTION

linkedin.com/in/karen-deryk

KAREN DERYK

Production Director

A motivated and resourceful self-starter with 20 years of production experience, Karen's organization and attention to detail ensure jobs are produced efficiently and cost-effectively. Her knowledge of integrated marketing, brand development and production management have ensured success for many client projects, including the Greater Fort Lauderdale CVB, Port Everglades, Fort Lauderdale-Hollywood International Airport and many others.

Prior to joining the Starmark team, Karen served as Production Director at Wunderman Cato Johnson in Miami, and Production Manager at BBDO in Toronto — both worldwide agencies with global networks.

linkedin.com/in/penilong

PENI LONG

Production Designer

Peni is a talented artist and graphic designer with nearly 25 years of experience. At Starmark, her responsibilities include producing print ads, brochures and collateral materials, as well as photo retouching and logo design. In previous positions, Peni led design projects for print, designed and managed the layout of commercial ads for newspapers, and prepared all approved creative for output. Peni has created work for an impressive list of clients including HCA West Florida, Prudential Financial Services and Universal Resort, Orlando.

THIS IS BEYOND AN AGENCY RELATIONSHIP;
THESE FOLKS ARE AN EXTENSION OF OUR TEAM.
WITHOUT STARMARK, WE DON'T SUCCEED.

Sharon O'Donnell, Vice President Marketing
Kaplan University

GREATER FORT LAUDERDALE

2.0 PROJECT APPROACH

PROJECT APPROACH

We start with an annual plan that provides a snapshot of the year ahead. This plan is based on achieving the objectives that are set forth by our clients. We study these objectives and carefully craft tactics that will help us achieve our goals. The annual plan that we develop is an outline of an upcoming calendar year. This roadmap takes into consideration all events, seasonalities, promotions and other variables that will impact messaging. It's a "big picture" of what is ahead in the next year.

It is important to note that Starmark is engaged in client planning, we meet with all CVB department heads and marketing representatives in order to most effectively understand the team needs. In some cases we start planning 6 months in advance. This allows time to carefully craft and evaluate our planned tactics. We meet with industry partners (like our media partners) and we join forces to deliver the strongest programs. Our creative teams also meet with our industry partners. Powerful ideas come from educated opinions across all professions and platforms. When we put the right people together, amazing things happen.

Once an annual plan and its projected budget is approved, the Account Service team works with the integrated Starmark team members to create a Roadmap of all the identified stories (deliverables) that are needed to achieve the program goals. We share the Roadmaps with the client team to make sure we have all the necessary information and our aligned on the program goals and deliverables. We tackle programs in this way to make sure that we accurately schedule all projects, prepare any necessary timelines and prioritize as accurately as we can. Our Agile process accommodates changes in the plan so new opportunities that are always on the horizon can be taken advantage of to support the annual marketing plan. We track our stories (deliverable) status via the Basecamp system, our online communication portal and through weekly status meetings. See our Agile Methodology pages that follow that demonstrate our collaborative and transparent approach to Program Management.

PROJECT APPROACH

COST ESTIMATES AND CONTROLS

Cost estimates are developed based on approved contracts and rates. Regardless of the estimate, if there is a change in scope or the project necessitates additional time, the Agency will not increase an estimate unless it is pre-approved. Our estimate review process is digital and is based on daily time sheets that are completed by all SMI employees.

ACCOUNTING BILLING & REPORTING PROCESS

Through our agency's collaborative Agile approach, Starmark's experienced accounting team will partner closely with your stakeholders to ensure mutual understanding and agreement on all GFL CVB/Broward County requirements and processes, including billing, workflow, monthly reporting, quarterly reconciliations and any other financial reporting needs you have.

Daily transparency

Our Agile Workstreams (which include both account and team) do quick check-ins each morning to assure the team full transparency regarding status of active deliverables, scope changes, new scope and/or cancelled work. Any project work you've approved, changed or canceled can be reconciled on your roadmap quickly and easily – with no hidden surprises.

Business flexibility

Because we work in two-week sprints and always plan for change, flexibility is baked right into all our processes, including accounting. Should you need to shift gears or adapt quickly to evolving business needs, it won't be a painful process.

Bidding, estimates and approvals

We collaborate directly with Production Managers to ensure all contracts with third party vendor partners are based on written approval of estimates prepared by Starmark and authorized by a CVB staff member or a written purchase order.

Signed estimates, purchase orders or insertion orders will be required for all applicable production, creative and media services.

Starmark will seek qualified bids according to SOX regulations for public companies and Government Service Agencies. These provide for very stringent bidding and reporting procedures which are subject to client audit at any time.

Accounting folders are maintained to provide all necessary paperwork and documentation for all approved expenditures and required invoice support including affidavits and copies of publications, and/or screen shots for verification that media placement was fulfilled.

Examples of finance team reporting may include:

- Detailed monthly budget reporting including projects authorized, by brand, by market segment as well as the Partner portion of all cooperative programs.
- Forecast and project production costs.

Reports are issued monthly and reviewed by the account management team to keep your roadmap on target and within budget.

PROJECT APPROACH

DISCOVER THE BREAKTHROUGH METHODOLOGY THAT **SETS US APART FROM THE REST** — DRIVING BETTER RESULTS AND HIGHER CLIENT SATISFACTION.

Starmark is an Agile Agency, which means we follow a methodology that ensures full mutual understanding and accountability, from initial strategy and planning to post program analysis and beyond. We live and breathe this approach in everything we do and every service we provide.

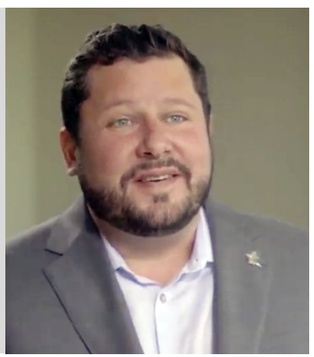
“Agile” is more than a way to deliver work, it’s a purposeful process we follow for every project, and it results in less redesigning, redeveloping and retesting, and more client satisfaction. Now that got your attention, right?

PARTNER WITH US ONCE, AND IT WILL CHANGE THE WAY YOU THINK ABOUT WORKING WITH AN AGENCY FOREVER:

- Your goals and requirements will be clearly and mutually understood by all individuals from your team and ours.
- Our strategies and tactics to achieve your goals will be well-defined, understood and agreed to by both teams.
- All criteria for success will be conveyed in plain, jargon-free English, so everything is crystal clear and misunderstandings can be minimized.
- Your account will include a cross-functional team with expertise spanning all key disciplines.
- Together, we build shared ownership to work more creatively, yet efficiently and effectively to meet or exceed your business goals.

THE ROAD MAPPING PROCESS IS INCREDIBLE FOR A NUMBER OF REASONS. IT HELPS US UNDERSTAND THE FULL SCOPE OF THE PROJECT, BOTH ON OUR SIDE AND ON THE AGENCY SIDE...IT HELPS US FIND OPPORTUNITIES OR CHALLENGES THAT WE MAY NOT HAVE THOUGHT OF WITHOUT THAT PROCESS.

Brandon Hensler, Exec. Dir. of PR & Marketing Communications, Nova Southeastern University



GREATER FORT LAUDERDALE

PROJECT APPROACH

DISCOVER BETTER WORKFLOW THROUGH:

1. **Greater Transparency.** We communicate clearly and candidly on every aspect of your campaign or project, including number of hours needed; work in progress; risks; open issues; and any potential challenges that could delay completion. Nothing is hidden from you. The more insight and information we can share about the work we do for you, the better you can manage your program with confidence.

2. **Less Noise.** The primary cause of productivity loss in any project is “noise”. This includes needlessly complex tools, documents and specifications, as well as constant disruption from unmanaged communications. Our Project Managers are skilled at building the “bubble” around the team while it is in execution mode, minimizing costly noise. We proactively communicate upfront to make sure everyone knows what to deliver and when. Then we free our experts to focus exclusively on your work.

3. **Less Waste.** Our teams focus on creating value, not documents. We prioritize individuals and interactions over processes and tools; working software over comprehensive documentation; customer collaboration over contract negotiation; and the flexibility to respond to change vs rigidly following a plan.

As an Agile Agency, Starmark’s purposeful process ensures full mutual understanding and accountability, from initial strategy and planning to post-program analysis and beyond.

- Understanding goals
- Well defined strategies and tactics
- Jargon-free success criteria
- Cross - functional team
- Shared ownership

AGILE DRIVES RESULTS

You will be inspired by the success that can be achieved through a truly collaborative business effort.

HIGHER SATISFACTION REDUCED COST GREATER FLEXIBILITY

PROJECT APPROACH

AGILE PLANNING ACTIVITIES INCLUDE:

PROGRAM CONTEXT WORKSHOP "Why this project exists"
The first collaborative client/agency meeting is the Program Context Workshop. It involves all participants working together to define program context, key drivers, critical success factors and known risks. Program Context establishes mutual understanding of GFL CVB team needs and provides foundational information needed to allow the Starmark team to focus on a subsequent Project Roadmap Workshop.

WE EXPLORE SIX STRATEGIC TOPICS:

Business Context: Why does this project exist? Assessing current market situation, positioning, competitors, features, business needs, attributes, challenges. What new/unmet needs are being addressed? What other projects does this relate to? Who are the stakeholders?

Goals: What does this project need to accomplish? How will things change as a result of this project's success? What things does this project need to enable for the business? Metrics, organizational goals. What does this project mean to the stakeholders?

Platform/Approach: What do we need to produce? What we are working with? Existing vs. desired technologies. Integrations that need to occur. Interdependencies. Budget and schedule details.

Success Factors: For this project to succeed, what things need to happen? Reviews & approvals. Quantifiable and measurable KPIs. Documentation and research/testing. Education and communications. Coordination, mistakes to avoid. How does this project need to be run? Escalation and governance.

Risks/Open Issues: Unknowns, questions and potential challenges. Things, people & roles we know may be a problem. Externalities—things we cannot control (approvals, resources, interfaces). Things we don't yet know. Questions that we need to ask.

Doneness: Understanding the criteria that will be used to determine what "finished" looks like. Aesthetics and experience, presentation, communication, customer journey and flow. Testing, validation, functionality, recognition and acceptance.

Deliverable: After the session we will deliver a transcribed program context report prior to our Project Roadmap Workshop.

PROJECT APPROACH

AGILE PLANNING ACTIVITIES INCLUDE:

PROGRAM CONTEXT WORKSHOP "What we need to deliver"
We start with an internal team session that includes experts from each discipline (account services, writing, design, interactive developers, production, media, project management, etc.). Together we develop a working roadmap that covers both business context and tactical deliverables based upon our understanding of the project.

We then invite the project stakeholders from GFL CVB team to join us for a collaborative session. We walk through our working roadmap and our thinking to date. Then all of us – the CVB team and Starmark – talk about the business context and which tactical elements make sense vs. which don't. We add items, cross out others, change wording; all fueled by your needs, feedback and perspective. When our session is done, everyone leaves with a mutual understanding and clear agreement on what is needed and what we're going to deliver.

A finished marketing plan roadmap delivers these six elements:

Clear Scope: Identifying all the "stories" (project scope that will be delivered) Scope is independent, negotiable, valuable, estimatable, small and testable.

Structure: A natural grouping stories into a logical framework that helps everyone plan and work more efficiently, we call this an "epic".

Success Criteria: How do we know when the story is complete? When all the success criteria are met.

Issues/Risks: What are the questions or items that still require resolution?

Priority: Assigning every story one of three priority level informs planning and scheduling.

Cost: We estimate the hours required for each "role" on a story based on the roles required to complete all the success criteria. Sometimes the cost of a story can effect the story priority, or the story may be altered to value engineer it to reduce the story hours. Some stories may be assigned to the CVB team or other support teams.

The Starmark team will begin the Roadmap which will then be reviewed by CVB team and Starmark team in an all-day meeting.

GREATER FORT LAUDERDALE

PROJECT APPROACH

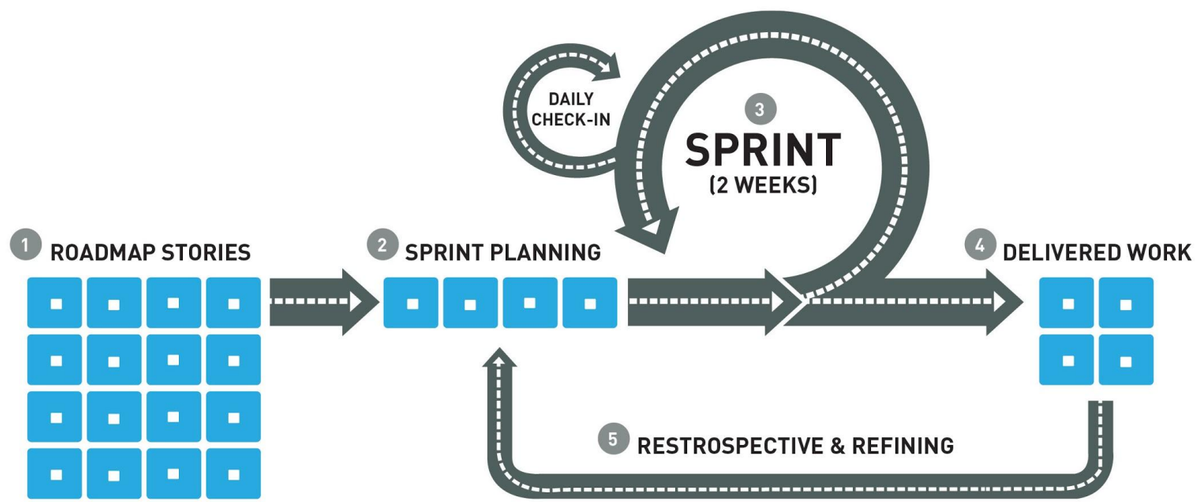
SPRINT PLANNING:

Deliver…Deliver…Deliver!

At Starmark, you'll never wait longer than two weeks to see finished work product. We call this "Sprint Planning." We divide the project roadmap into manageable sprints, based upon the priority determined in the roadmap. No matter how large or complex your project, you receive completed, tangible items every two weeks.

Depending upon which phase the project is in, your Sprint deliverables could be a competitive research deck, a flowchart and wireframe, page templates, a copy deck, photo selects or other scheduled items.

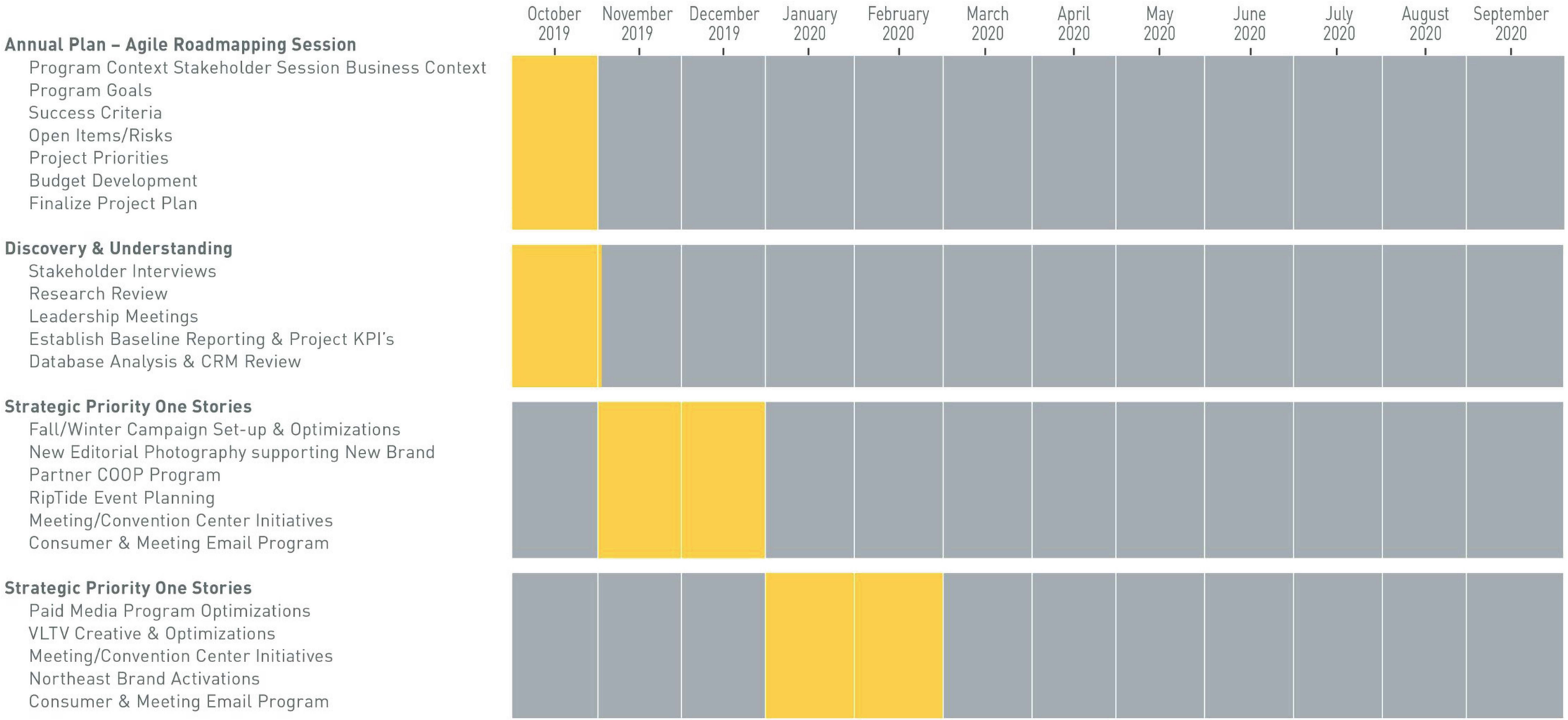
Bottom line: you're kept in the loop start to finish. You get continuous work product throughout the process. Best of all, the entire project will feel even easier and smoother to manage with each passing week!



1. All the stories of the roadmap are prioritized.
2. A group of stories are selected for each sprint.
3. There are several touchpoints between client and team during each sprint – usually two to three.
4. We deliver completed work product.
5. At the end of each sprint, we review our performance to help us drive even better results on the next sprint.

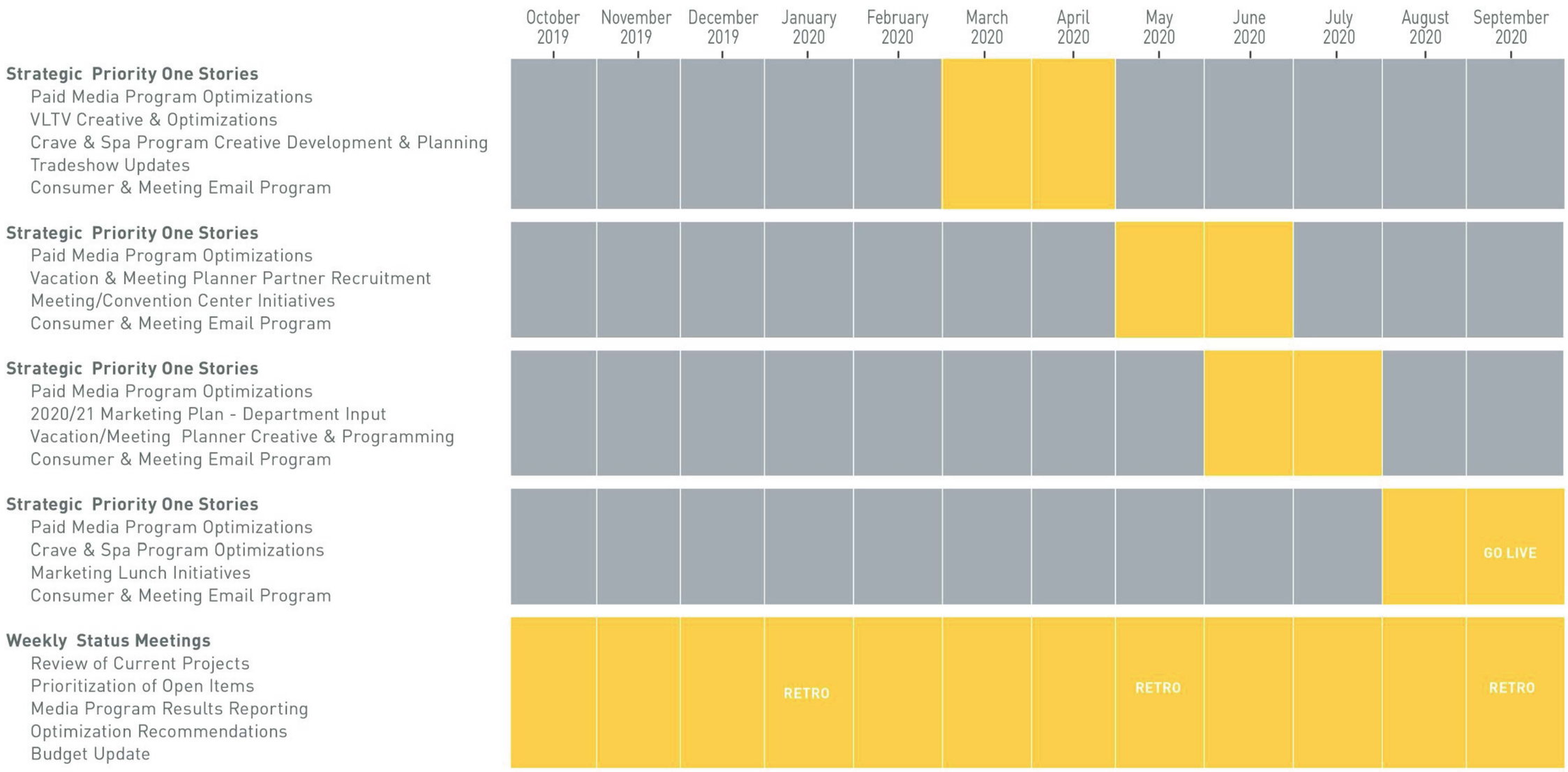
PROJECT APPROACH

The project plan assumes 10-12 months (24 sprints) for priority one deliverables (Stories). An Actual project plan will be created after the teams complete the Roadmap and determine Greater Fort Lauderdale CVB and Starmark story assignments and priorities.



GREATER FORT LAUDERDALE

PROJECT APPROACH

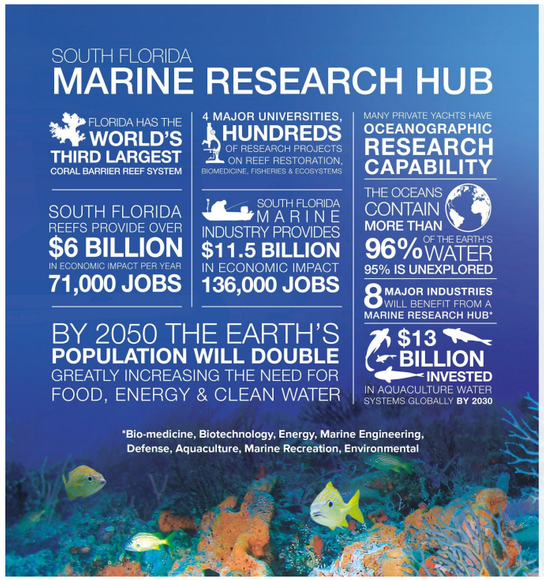


GREATER FORT LAUDERDALE

2.1A CREATIVE PORTFOLIO

IDEA: POSITION AND BRAND SOUTH FLORIDA AS THE WORLD'S MARINE RESEARCH LEADER

BRANDING



MARINE RESEARCH HUB

To position South Florida as the global hub for marine research that advances medicine, food, energy and climate science during the Fort Lauderdale International Boat Show, the Marine Research Hub needed a compelling brand proposition and visual identity. And it needed them fast.

The Starmark team developed a set of core values, personality and identity for the brand to inform the visual approach, helping to create and critique dozens of potential designs. Selected brandmark designs and mobile landing pages were tested with a focus group, refined and deployed – all within 2 months.

The brand and accompanying landing page are now live and receiving initial interest leading up to and during the 2018 Fort Lauderdale International Boat Show, beginning what will be a legacy of investment in and expansion of marine research in South Florida for years to come.

Florida has the world's third largest coral barrier reef system. Four major Universities have produced hundreds of research projects from reef restoration, to biomedicine, to fisheries and ecosystems. These are just a few of the facts that inspired the Greater Fort Lauderdale Alliance to promote South Florida as the leading Marine Research Hub.

The Marine Research Hub will foster the excellence in research talent and the successful commercialization of marine research in our economically vibrant region and the Starmark team could not be more proud to be part of this exciting endeavor!

GREATER FORT LAUDERDALE

IDEA: PREPARE STUDENTS WITH THE KNOWLEDGE AND SKILLS EMPLOYERS SEEK

INTEGRATED CAMPAIGN

Don't Blend In Social Business :30

Don't Blend In Broadcast

starmark.com/kaplan

KAPLAN UNIVERSITY

A new campaign to articulate Kaplan University's promise: to prepare students with the knowledge and skills employers seek, to help students advance in the working world. Kaplan University's core target audience includes many adults already working full time. They're either looking to advance in their existing career or escape a dead-end job to make a fresh start. Thanks to the relevant, real-world knowledge and skills Kaplan teaches, graduates are better prepared than most candidates. Starmark wanted to show that Kaplan University graduates are very different from the sea of other candidates, thanks to the school's thorough academic preparation.

Broadcast spots showed employees going about their workday and blending into their surroundings. Other employees and managers didn't seem to notice them at all. It's as if they were invisible.

Then, things change. As the audience sees them take an online Kaplan University class; work an internship; or pass a certification, each of our heroes proudly emerges from their background and stands out vibrantly. Wardrobe changes and other visuals help convey their empowering ascent into higher-level positions and career satisfaction.

This campaign required three versions, to cover Nursing, IT and Business programs. It also needed still photography, plus specialized footage for social media that was different from the broadcast ad footage.

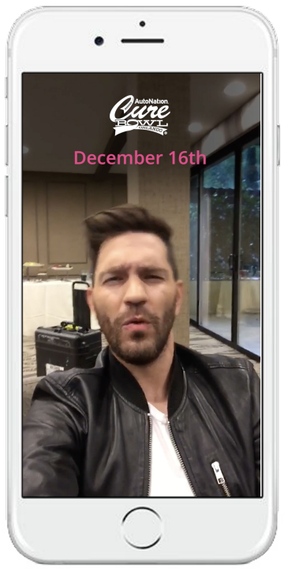
Our broadcast spots would employ both visuals and voiceover to tell our story. However, social versions were shot and edited to communicate well even without sound to make an impression within users' social media feeds even when muted.

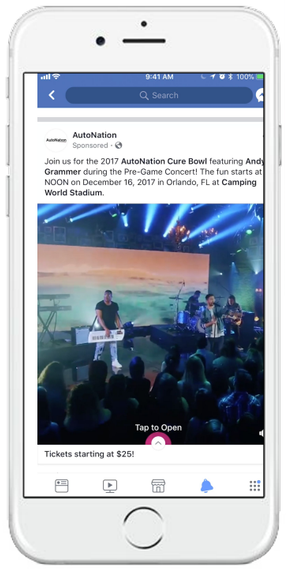
GREATER FORT LAUDERDALE

IDEA:

CREATING
#WECANTACKLETHIS
CONNECTIONS
AT THE
AUTONATION
CURE BOWL

EVENT





AUTONATION

Starmark worked with AutoNation to create excitement and attendance for the 2017 AutoNation Cure Bowl and its pre-game concert featuring multi-platinum recording artist Andy Grammer, even before fans knew which teams would be playing.

An organic social teaser campaign featuring Andy Grammer gifs touted the pre-game concert. This was paired with a Facebook Canvas campaign showcasing Andy Grammer concert videos, game day information, ticket sales and ideal selfie spots to create awareness and anticipation ahead of the event.

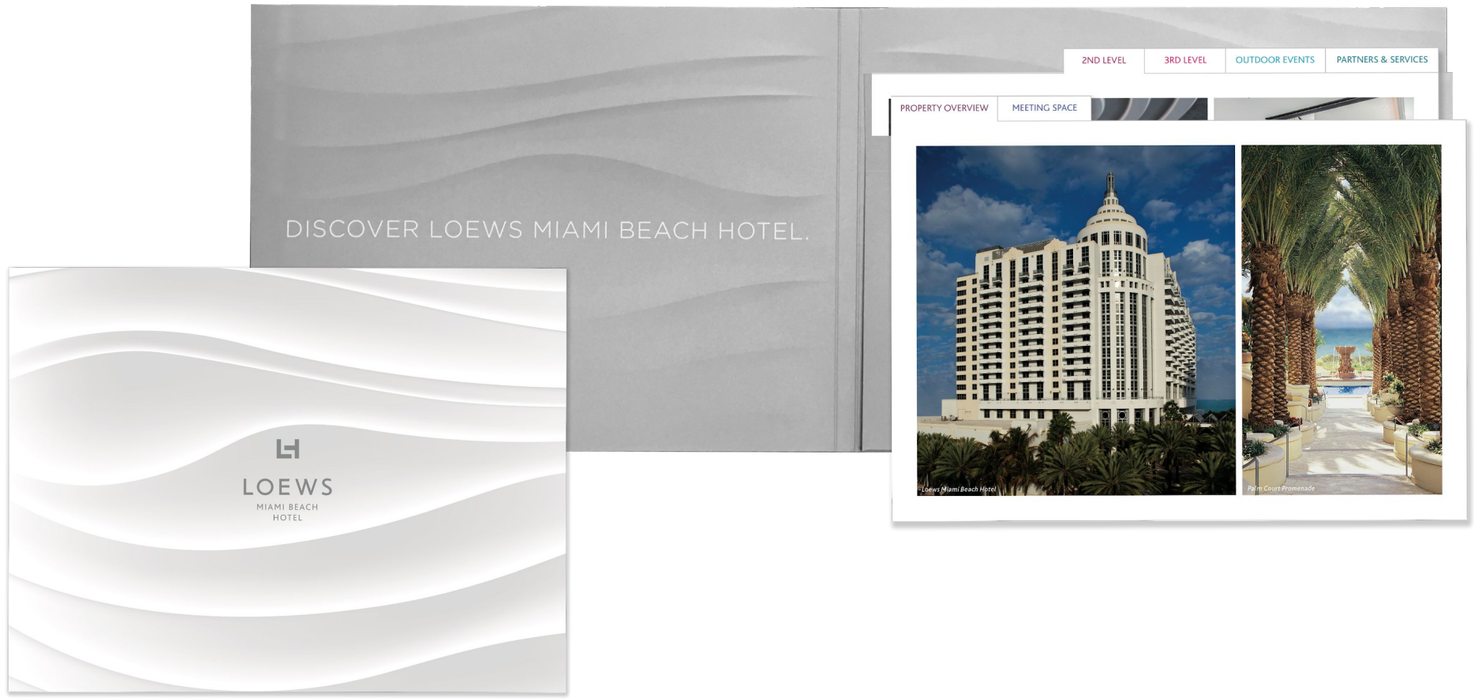
Before the game, attendees visited a social tent to get “Pinked Out” for the game and snap selfies in support of breast cancer research. Prior to kickoff, a 9-year-old Make-A-Wish enhancement recipient got to realize his dream of a once-in-a-lifetime weekend at the AutoNation Cure Bowl. Breast cancer survivors and advocates also unveiled a large-format quilt, and AutoNation and the Orlando Sports Foundation unveiled a $3.3 million check for breast cancer research. A team of Starmark and AutoNation team members captured and shared fun and heart-felt events through social media.

The pre-game concert, photo ops, in-stadium announcements, promotions and social extensions surrounded breast cancer survivors and supporters in love, as well as connecting five million social followers, football fans and music lovers with the mission, ensuring that the $3.3 million raised for research since 2015 is just the start.

GREATER FORT LAUDERDALE

IDEA:
SHOWCASE CHIC NEW MEETING SPACE TO MEETING PLANNERS

INTEGRATED MARKETING



LOEWS MIAMI BEACH HOTEL

The Loews Miami Beach Hotel, situated in the heart of South Beach, completed a $3M+ full redesign in their meeting and event spaces, and new collateral, both print and video, was essential to communicate the new look and feel in the marketplace.

The client looked to Starmark to create a sales kit with a wow factor. The team wanted to capture and showcase the four-star diamond-luxury experience offered at the hotel and to standout against their competitive suite.

Starmark conducted several stakeholder interviews with meeting planner professionals and the sales team to fully understand what they look for when considering a meeting space and used these insights to develop the design strategy and content. Starmark then directed a photography shoot of the remodeled spaces to build a new image library to support the sales kit.

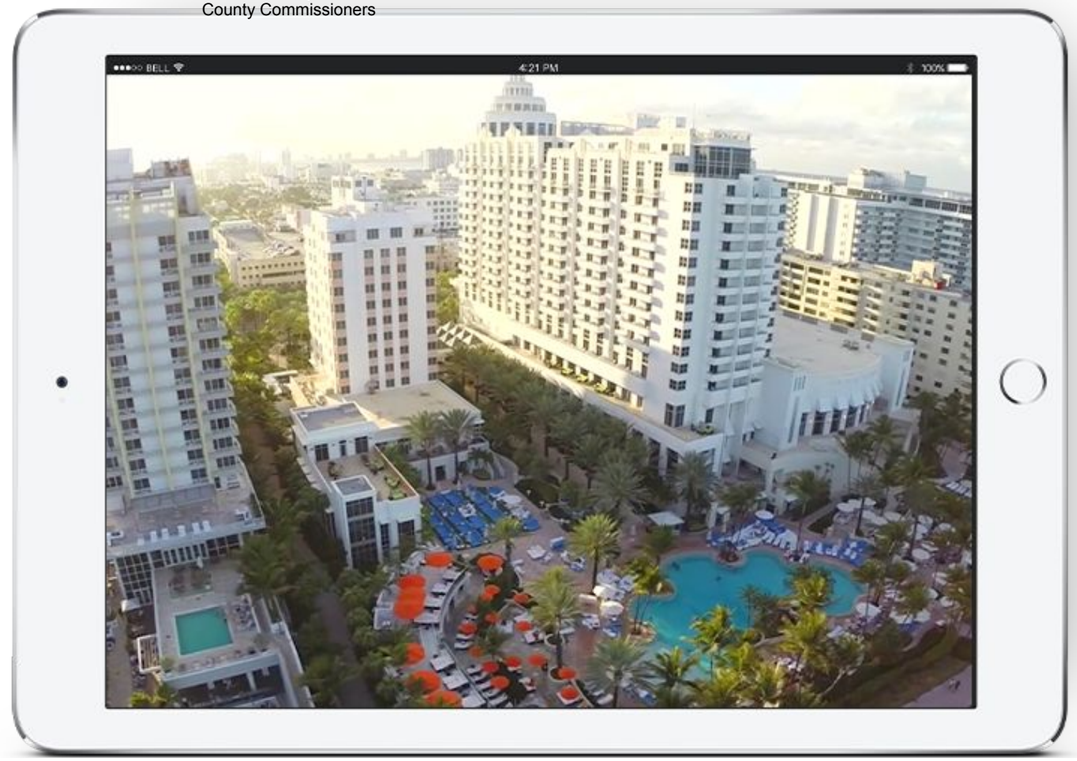
Starmark's big idea—a modern and sleek collateral package to showcase unique messaging for specific markets all presented in a modular way for ease and flexibility for future updates. The kit included newly designed floor plans, property maps, one-page inserts and a brochure.

GREATER FORT LAUDERDALE

IDEA:

STARMARK PRODUCTION SHOWCASES THE ALLURE OF LOEWS MIAMI BEACH HOTEL

VIDEO



http://bit.ly/Loews_Hotel_Miami

LOEWS MIAMI BEACH HOTEL

The Loews Miami Beach Hotel asked Starmark to create a video designed to showcase their luxury property and prime location to the meeting planning industry. Often requested by corporate and incentive planners, the hotel did not have an existing multimedia component to support these needs. The strategy was to create an appealing meetings video that would bring the Loews Miami Beach Hotel to life in a vibrant and engaging manner.

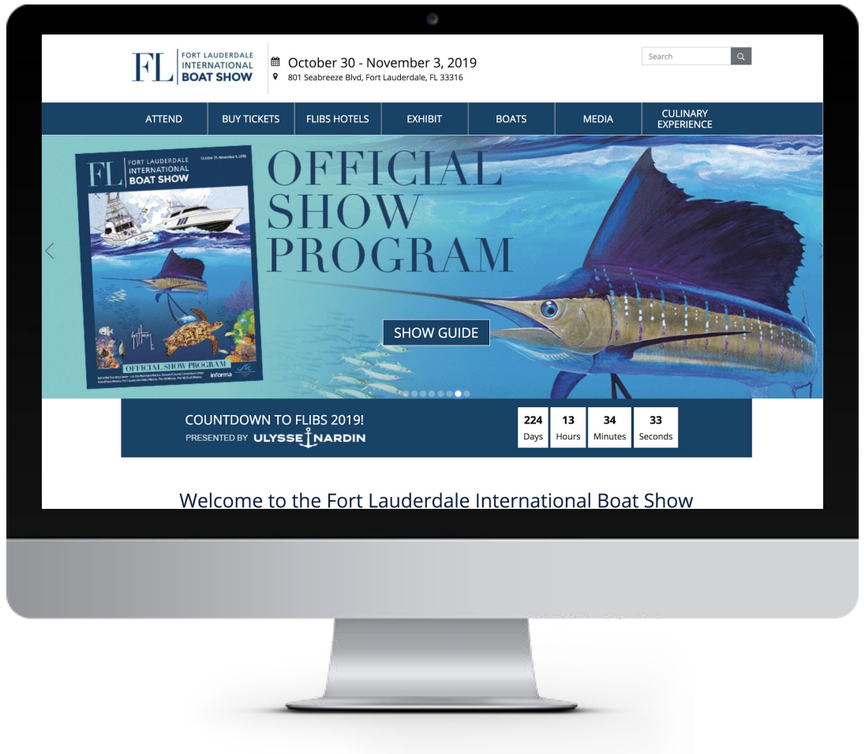
The Starmark team concepted and shot the video from a meeting planner's perspective. When putting together the elements of the video, the team made sure to demonstrate the hotel's brand values: exciting, approachable and local. This video focuses on the facilities and amenities that make the hotel an ideal choice for any group event. It also conveys that part of the overall appeal is the ideal location in South Beach.

Starmark created the video with a key take-away in mind: The Loews Miami Beach Hotel is the property of choice for anyone looking to be engaged and pampered. Guests receive the highest level of service and amenities in an exciting destination with much to see and do.

GREATER FORT LAUDERDALE

IDEA: HOW DO YOU REPOSITION THE LARGEST INTERNATIONAL BOAT SHOW? TELL THE WORLD THEY'RE NUMBER ONE!

BRANDING



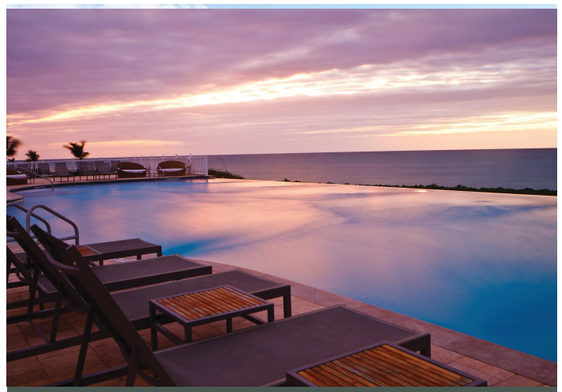
SHOW MANAGEMENT

Show Management, producers of the Fort Lauderdale International Boat Show (FLIBS), has turned to Starmark to create a new brand mark, website redesign and strategic media campaign for this year's event.

Starmark has repositioned FLIBS as the "#1 Boat Show on the Planet" with a new campaign that includes print advertisements, radio scripts and eye-catching downtown "light pole banners." Approximately 1,000 exhibitors from the leading marine companies worldwide display boats, superyachts and accessories on land and in water at seven site locations during the Boat Show.

This year's 56th annual event is November 5th through November 9th. The show is owned by the Marine Industries Association of South Florida and produced by Show Management. Starmark currently manages the marketing and public relations initiatives for the Marine Industries Association of South Florida and supports coordinating messaging for both organizations.

GREATER FORT LAUDERDALE



IDEA: STARMARK BUILDS NEW WEBSITE FOR RESORTS WORLD BIMINI

WEBSITE

RESORTS WORLD BIMINI

The Resorts World Bimini vacation experience combines 750 acres of the luxury Caribbean beachfront resort and casino on North Bimini Island in the Bahamas with a cruise aboard the Bimini Superfast ship–both offering exciting activities, exceptional entertainment and casino gaming for all who embark on these island getaways.

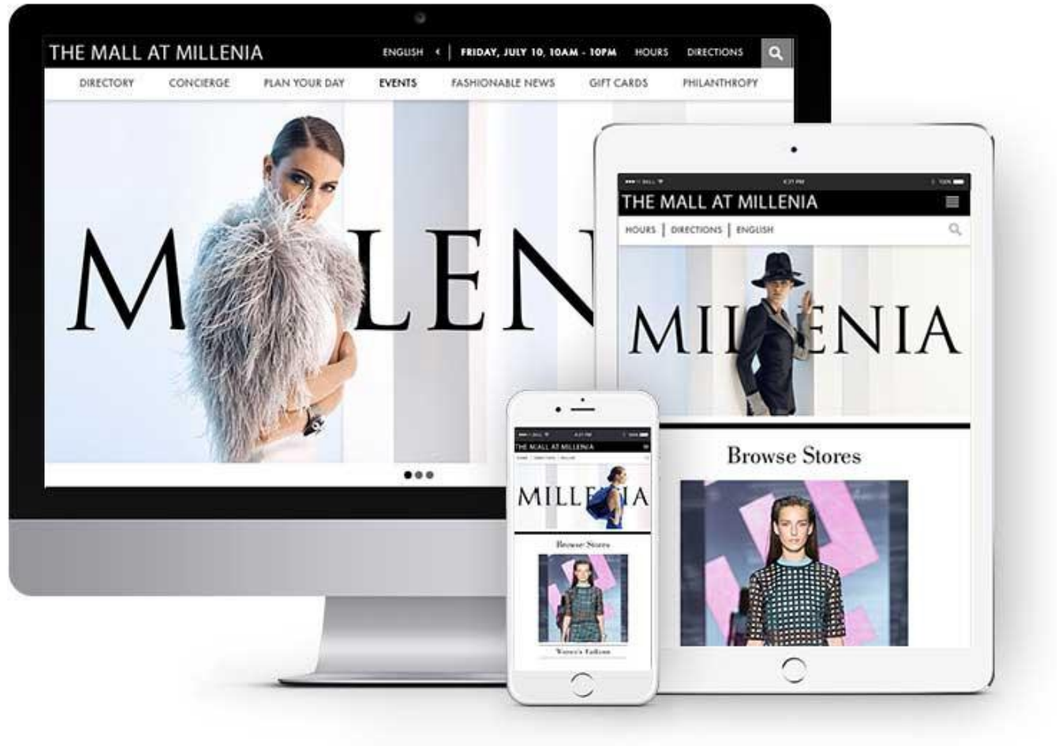
The Starmark team was tasked with the challenge of developing a brand new multi-lingual, fully-responsive website with land and cruise booking-engine integration. In addition to showcasing destination content, the website highlights cruise and land packages, wedding and group travel, dining onboard and on land, casino gaming plus a section devoted to special offers. Plus, the new RWBimini.com is travel-agent friendly with its dedicated portal for industry professionals that includes electronic brochures, logos, high-res images, booking incentives and a wealth of other resources.

“The new site allows us to truly do justice to the beauty and Caribbean charm on Bimini Island,” says Senior Director of Marketing for Resorts World, Gary Inks. “Creating a unified and seamless booking experience between the lodging and transportation systems was our single largest challenge and we’re very happy to have accomplished that goal.”

GREATER FORT LAUDERDALE

IDEA: STARMARK REDESIGNS WEBSITE FOR THE MALL AT MILLENIA

WEBSITE



THE FORBES COMPANY

The Mall at Millenia, Orlando's world-class shopping destination, is a spectacularly designed 1.2 million-square-foot center, offering 150 of the world's finest stores, services and eateries. The Forbes Company, owner and manager of the mall, sought a redesigned website to showcase the mall's fusion of cutting-edge fashion and world-class shopping, as well as the exceptional guest service.

The Starmark team designed a responsive website, making it easy for online users to navigate the site on various devices of their choice – tablet, phone or desktop. The site gives users all the information on the mall's international collection of luxury brands, best of brand retailers and diverse dining options. Users even get to choose what viewing option of the store/restaurant directory suits them best – alphabetical order, list, logo or map. In addition, the site features two localization options including Portuguese and Spanish with German and Chinese coming online later this year.

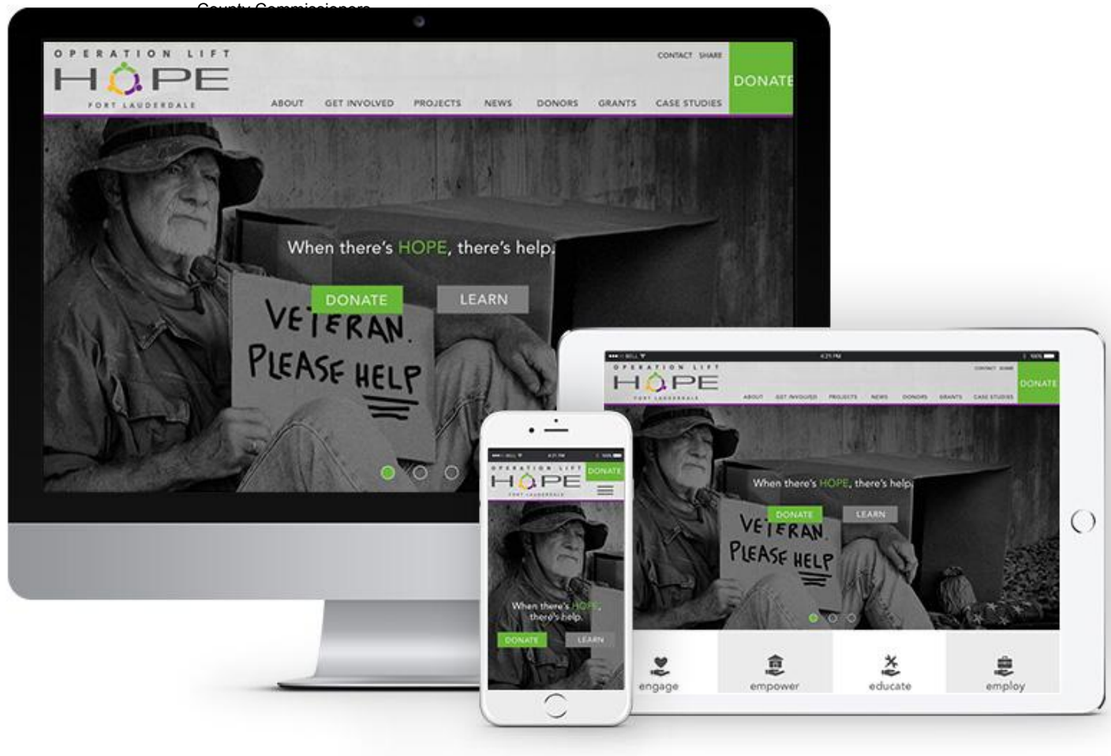
Extending the superior amenities that the mall offer its visitors, the website features a prominent "Plan Your Day" tab which features directions to the mall, introductions to Orlando's art and culture scene, hotel accommodations, car rentals and suggestions for theme park visits and other area activities.

The Mall at Millenia provides an unparalleled shopping experience, and now they have a world-class website to match.

GREATER FORT LAUDERDALE

IDEA: HOW DO WE EDUCATE THE COMMUNITY ABOUT A DYNAMIC EFFORT TO ELIMINATE HOMELESSNESS

WEBSITE



OPERATION LIFT HOPE

Operation Lift Hope is a dynamic effort within our community uniting leaders from Fort Lauderdale business, government, faith based and social agencies striving to eliminate homelessness in Fort Lauderdale for veterans by the end 2016 and families by 2020.

To broadcast its mission, Starmark was asked to redesign and expand the Operation Lift Hope website. Using Agile methodology, Starmark roadmapped the project and identified business objectives, goals and success criteria. Production was quickly underway and the result is a modern and user friendly website built to support the fundraising efforts, showcase the extent of the partners' collaboration and generate greater public awareness.

"*Starmark has done a remarkable job with the Operation Lift Hope website. Their creative staff has been amazing to work with as they designed and produced the new website in record time. Starmark leadership sets the tone that creates the "customer first" atmosphere while demanding personal excellence in all transactions regardless of the team players involved. The Starmark associates became real team players that embodied the excellence we look for in our own companies. This website is an important milestone in our efforts to bring our community partners together to eliminate homelessness.*" – Andy Mitchell, President of Fairwinds Group and Chair of Operation Lift Hope.

GREATER FORT LAUDERDALE

2.1B TOURISM CASE STUDIES

TOURISM CASE STUDY - NICKELODEON PUNTA CANA

OBJECTIVE:
Karisma Hotels & Resorts is renowned for its signature Gourmet Inclusive® Luxury Experience in Mexico and the Caribbean. Viacom International Media Networks has delivered big laughs and beloved characters on Nickelodeon™. They were partnering together to launch the only 5-star Nickelodeon resort in the Caribbean— Nickelodeon Hotels & Resorts Punta Cana and reached out to Starmark to launch the campaign for their July 2017 grand opening.

KEY INSIGHTS:
When parents plan a family vacation, they want their kids to have fun; a place where they can all play together. But they also seek balance – a destination that will appeal to themselves as well, with opportunities for exciting entertainment, luxury and pampering.

Consumer Brochure

TOURISM CASE STUDY - NICKELODEON PUNTA CANA

CREATIVE EXECUTION:
Starmark needed to achieve a tricky balance. Nickelodeon was not known as a luxury resort brand. This property would be its first foray into the luxury space. But the Nick characters are hugely popular with kids and offered Karisma, (already a known upscale experience), a clear differentiator to attract family target audiences, compared to other nearby luxury all-inclusives.

CONSUMER CAMPAIGN:
The Starmark team developed a campaign strategy that predominantly positioned Nickelodeon Punta Cana as the ultimate destination for luxury vacations − with a Nickelodeon twist. We amplified the five-star luxury value proposition with subtle, yet fun touches of the wacky silliness that Nickelodeon fans know and adore.

The campaign: Five-star luxury meets Nickelodeon fun
Print, digital and social ads subtly utilized all the Nick IP characters: SpongeBob, Dora and Teenage Ninja Turtles were all included, but more as a nod or a wink, versus a full campaign takeover. The emphasis always stayed on the luxe resort vacation experience, with doodles of the characters adding life and personality.

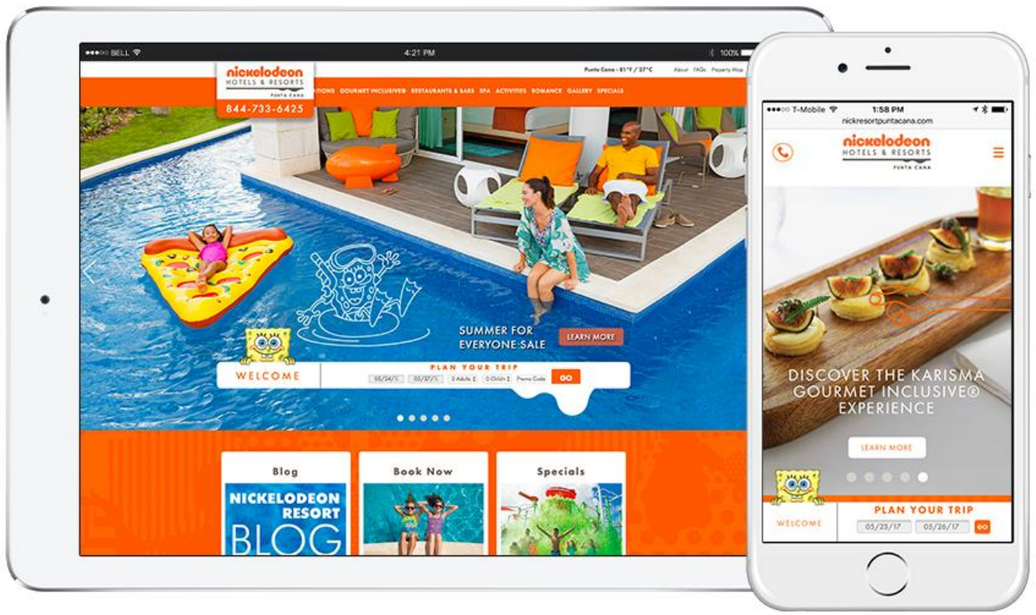
Consumer Print Ad

TOURISM CASE STUDY - NICKELODEON PUNTA CANA

Strategic Photo and Video Production:
Strategically combining still and video together in one planned shoot delivered more value for our client's existing budget and ensured greater visual continuity across all the assets.

All Ad Efforts Drove to the Resort's New Website:
Here, Karisma's luxury product proudly took center stage. We focused heavily on the five-star spa pampering, the gourmet restaurants, lively bars, and upscale amenities to ensure parents immediately knew this was a vacation the entire family would enjoy. All while sprinkling touches of the silly, irrepressible Nickelodeon personality its young fans loved throughout.

On Property Branding:
Starmark created unique brandmarks for all the restaurant and bar properties onsite to bring them to life visually, as each had its own backstory, atmosphere, personality and cuisine. We also created property signage and in-room collateral reinforcing the luxury with a twist value proposition.



Mobile Optimized Website

Spanish Language OOH Billboard

TOURISM CASE STUDY - NICKELODEON PUNTA CANA

Branding for Restaurant & Food Truck

Branding Food & Beverage Outlets

TOURISM CASE STUDY - NICKELODEON PUNTA CANA

Sweepstakes Creation:
We developed and ran a sweepstakes promotion that drew 52,957 entries, building the property's database of prospective clients.

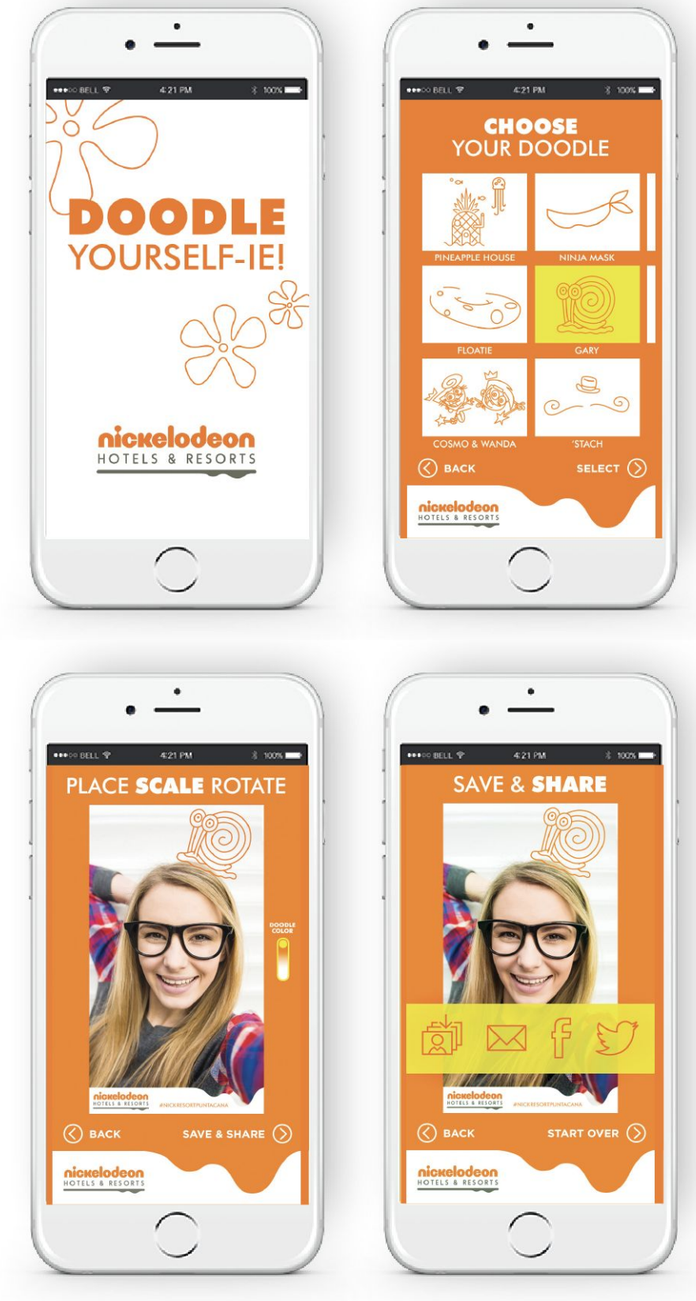
App Development:
We created the "Doodle Your Self-ie" app that debuted at the resort's grand opening and was promoted heavily in social media to drive post activity and conversation. It put families right in the center of our campaign, as they snapped pictures of themselves, then added doodles of their favorite Nick characters into the shots.

Trade Campaign:
We planned and executed a trade media strategy in key industry publications and websites, letting agents know there was an exciting new family property to sell to their clients, with grand opening commission specials that were among the highest in the sector. We developed both collateral and a roadshow presentation highlighting resort renderings, amenities and features.

What Guests and Clients Had to Say:
A full year after the campaign ran, Viacom conducted onsite guest surveys, which validated everything Starmark strove to convey in all the campaign work. Parents specifically mentioned that what first drew them to the resort and what they liked best about their vacation was the unique mix of experiences, from silly play to sumptuous amenities and pampering. It had it all!

WE KNEW STARMARK HAD THE EXPERTISE AND CREATIVITY IN DESTINATION MARKETING TO HELP US MAKE AN IMPACT. WE'RE OFFERING AN UNMATCHED COMBINATION OF 'FAMILY-FRIENDLY' AND 'LUXURY' IN THE CARIBBEAN, SO WE NEEDED TO LAUNCH WITH THE PERFECT MARKETING MESSAGE. THE RESORT INVITES GUESTS TO LET THEIR IMAGINATIONS LOOSE AND EMBARK ON A NEW KIND OF FAMILY VACATION, AND THIS CAMPAIGN DELIVERS THAT MESSAGE PERFECTLY.

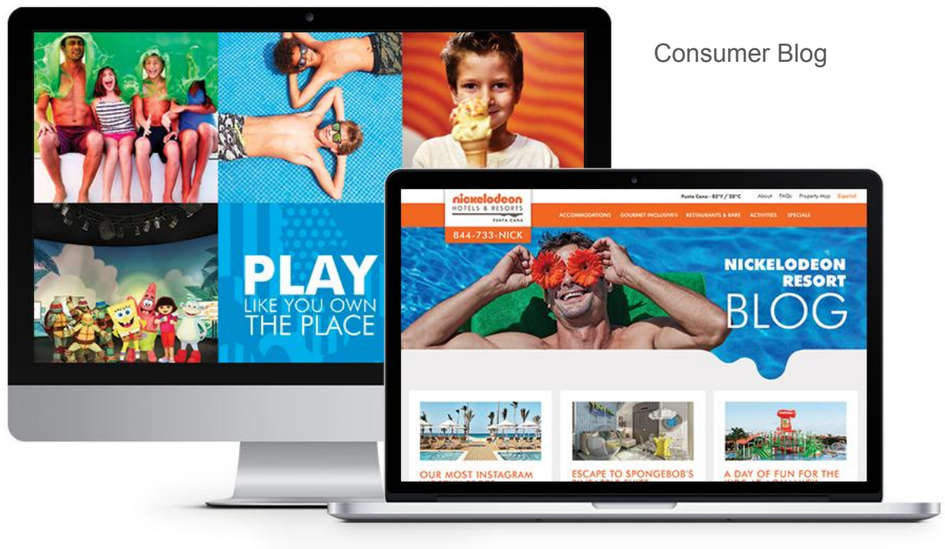
Armando Chomat,
Chief Sales & Marketing Officer at Karisma Hotels & Resorts.



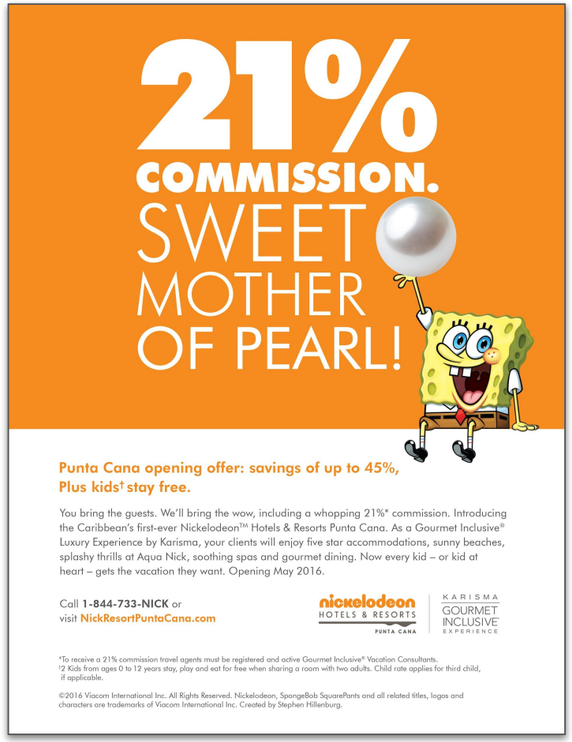
TOURISM CASE STUDY - NICKELODEON PUNTA CANA

VIP Grand Opening Invitation

Consumer Blog



Trade Print Ad



starmark.com/nickTV

TOURISM CASE STUDY: GREATER FORT LAUDERDALE CONVENTION & VISITORS BUREAU

HELLO SUNNY MILLENNIAL MULTIMEDIA CAMPAIGN

GOALS AND OBJECTIVES

During the spring of 2014, Greater Fort Lauderdale and its marketing partners initiated a primary and secondary research study with regards to marketing the destination to millennials, a completely new and untapped market. The timing was right to start an outreach to a younger audience and build a life-long brand relationship.

Since Greater Fort Lauderdale had not marketed to this demographic in a long time, the Greater Fort Lauderdale Convention & Visitors Bureau (GFLCVB) knew it had a single opportunity to make an impact.

The timing was good –closest competitors had not addressed millennials – yet. Research indicated that a highly desirable, authentic product. There was a tremendous long-term growth opportunity.

GREATER FORT LAUDERDALE

HELLO SUNNY MILLENNIAL MULTIMEDIA CAMPAIGN

REQUIREMENTS AND CHALLENGES

- Determine the most effective strategies and tactics to reach an audience literally born with a cell phone attached to their hip!
- Introduce the Greater Fort Lauderdale (GFL) Hello Sunny brand in a way that resonates. Get millennials to love and share our brand – ultimately giving us a try Deliver messaging against our strategic positioning for this market – “Action packed fun in a “chill” beach destination”
- Use research findings to craft messaging
  - Engage vs. sell
  - Make meaningful organic connections
  - Address younger and older millennial segments (as defined in Target Audience) differently
- Use research findings to plan and buy media (social, on-demand radio and television, mobile)
- Use research findings to showcase the destination’s “surprise” offerings. Tell the story of what local millennials share and love.

2016 U.S. Travel Association Award

2016 Henry Media Winner

HELLO SUNNY MILLENNIAL MULTIMEDIA CAMPAIGN

STRATEGY DEVELOPED TO ACHIEVE GOALS AND OBJECTIVES

Starmark's discovery phase included a digital study to establish a benchmark for brand awareness. We were not surprised to learn that we had some brand awareness, but little brand perception.

At the same time, we conducted an in-depth study on reaching millennials. Their habits and lifestyles called for different tactics. The strategy used for this segment was so different that we had to create a video to demonstrate it to our key stakeholders and decision makers - *Day in the Life.*

Local focus groups advised on the activities, locations and best-kept secrets. We even heard from in-state millennials about why they choose GFL and what they like to do here.

Our research led to a main message that differentiated us and communicated the GFL experience:

Action packed fun in a "chill" beach destination.

To millennials GFL appealed because there is so much activity and so many choices for fun. The difference is the vibe. GFL is very "chill". It's easy to "just be" here and enjoy. It's real here.

We had multiple stories to tell and activities to showcase.

http://bit.ly/DayInLifeInGFL

Seven 15-second videos were created as extensions to the highly successful Hello Sunny brand campaign.

The spots feature millennials enjoying the destination in ways they can relate to, as well as sharing their experiences. From bonfires on the beach, to Sunday dockside brunches, to mountain bike trails and horseback riding, the videos showcase the many activities that can be enjoyed here by this generation of young professionals. The videos include a "Hello Sunny" song created and produced for the campaign.

Social media and broadcast integration

The :15 spots utilize #hellosunny as a social sharing device and were created as bookends to run on television and on-demand broadcast. The bookends are designed to rotate "chill" and "action" spots to demonstrate "action packed fun in a "chill" destination.

Spots ran on Hulu and ABC Watch. In addition they ran in Northeast markets (Boston, Chicago and New York) on specific millennial targeted shows during a winter TV flight. Pandora and Spotify ran the videos virtually year-round. A social media paid advertising plan also ran year-round on Facebook.

Millennial Team No Fear

Millennial Night Owls

Millennial Be Free

Millennial Nature Vibes

Millennial Beach Hair Don’t Care

Millennial Shop til You Dock

http://bit.ly/CVB_Millennials

GREATER FORT LAUDERDALE

HELLO SUNNY MILLENNIAL MULTIMEDIA CAMPAIGN

Digital and out of home
The campaign was supported by digital banner ads, billboards, a web landing page, YouTube channel and content developed for multiple platforms.

TRACKING AND OPTIMIZATION
The approach we took against the millennial segment was primarily a digital effort. As such, we had the ability to monitor and optimize most of the campaign. For social media, we were able to hypertarget against activities, personas, habits. For example, we discovered that horseback riding images in our parks responded very well with millennials interested in warm weather outdoor activities. We removed images/messages that were not performing as well and pushed dollars against messages that solicited engagements and resulted in full video views. For on-demand broadcast, we chose to work with platforms like Hulu, so we only paid for 100% video views.

A key learning for us was that we discovered the millennial campaign was appealing to our older audiences as well. The energy and essence of fun crossed generations. Older audiences were drawn to beach music concert images, bonfires, groups of friends. So much so, that we shifted a long-term strategy of focusing on primarily couples and families to groups of friends and families.

The digital millennial program worked beautifully with programmatic buys. Programmatic buys enabled hypertargeted messaging and the delivery of messages to our audience at the time they were looking for it. It is critical to pay attention on a daily basis to be able to effectively optimize. The daily tracking and optimization results in a greater ROI then just buy and run. It requires talented individuals who understand the nuances of market engagement and reaction.

VALUE DELIVERED AGAINST CHOSEN METRICS

- In 2015, Greater Fort Lauderdale welcomed 15.4 million visitors (+8% from 2014) spending more than $14.2 billion (+10% from 2014) in Broward's economy. These were the highest results ever. For the first time, Greater Fort Lauderdale led the state of Florida in terms of occupancy.
- Pandora uses this Hello Sunny campaign as their case study to showcase effective marketing to millennials.
- Kaplan University used the GFL Millennial campaign for the same reason.
- The GFLCVB has been invited to present the case study at marketing seminars and webinars.
- In 2016 a DK Schifflet Brand Awareness study identified GFL as a major destination attracting millennials. This was a historic first for the destination;
- In addition, the campaign won a Gold Addy Award for Cinematography.

GREATER FORT LAUDERDALE

TOURISM CASE STUDY: GREATER FORT LAUDERDALE CVB

CHALLENGE:
On a limited budget, in London,U.K., how do we build awareness and interest to visit Greater Fort Lauderdale?

In 2015, the state of California, for the first time, became a competitive threat to the state of Florida. After five years of advertising in the U.K., California passed Florida as a likely destination among U.K. consumers and only lagged Spain and New York, according to research conducted on behalf of Visit California. Recent research by Brand USA indicated that California had surpassed Florida in terms of destination interest among U.K. travelers interested in visiting the U.S. U.K. leisure travelers (primarily London) account for over 50% of European travel to Greater Fort Lauderdale (GFL). This is a key international origin market for GFL and a major target in 2016.

SOLUTION:
A strategic January winter blitz in London. A consumer activation fueled by media and multiple, multi-day tactics throughout the city.

STRATEGY:
We participated in a co-op media buy with Visit Florida in the London market. We also augmented the offerings of the Visit Florida plan with additional tactics, such as consumer activations, to dramatically increase our presence and footprint.

GREATER FORT LAUDERDALE

TOURISM CASE STUDY: GREATER FORT LAUDERDALE CVB

TACTICS:
Over a 2-day period, we deployed 25 “Hello Sunny” suns to strategic, high-traffic locations. We visited Liverpool Street Station, Southbank, St. Paul’s Cathedral and the London Eye/London Bridge location. We drew large crowds, distributed fun facts and contest entries to win a trip to Greater Fort Lauderdale. Social sharing opportunities, using #HelloSunny, were encouraged to increase entries. GFL partnered with British Airways to provide special packages to Greater Fort Lauderdale.

The strategy included 2-month media presence in the same market to support the activation, multiply impressions and promote the special British Holidays packages. The media included:

- 25 fully branded taxi cabs that featured GFL video content for all passengers. Passengers were seated on GFL covered seats and received branded receipts. All messaging drove passengers to British Holidays packages and contest entries.
- A wrapped bus shelter in one of London’s busiest shopping districts.
- :30 radio spots on Magic Radio in addition to editorial content by DJ Angie Greaves.
- Digital advertising including; Sojern UK, Expedia UK, Travelzoo UK, Tripadvisor and Facebook.
- A ½ page print ad in the London Daily Telegraph.
- 29 Remote Radio Station interviews with then CEO, Nicki Grossman and renowned psychologist and personality, Goeff Beattie. The topic of discussion was Blue Monday and how it impacts people who live in regions with less sunlight.

TOURISM CASE STUDY: GREATER FORT LAUDERDALE CVB

RESULTS:
British Airways Holidays booked just under 67% more GFL holiday packages, year over year. In 2015, when GFL did not have an ad schedule or promotion in London, British Airways Holidays was -32% in bookings year over year. In 2016, during January, the bookings increased to +35% (total of 67% increase).

- Hello Sunny ambassadors interacted with over 15,400 consumers (based on distributed content).
- In terms of web activity, sunny.org had a 6% increase in organic visits from U.K., year over year. There was a 766% increase in social traffic, year over year, which meant our paid social media ads performed extremely well. Our Facebook ads generated 77,101 video views at a cost of only $0.01 per view. We reached 97,713 targeted accounts.
- #HelloSunny increased Visit Lauderdale London's organic engagement by 30.52% during the week of the activation.
- On Twitter, on January 20, London tweets increased by over 200%, while increasing 282% on 1/21. Twitter likes increased 186% during the activation days.
- A Periscope experiment (5 different sessions during the radio interviews) resulted in over 200 views with over 72 total hours viewed. Pretty incredible. One of the viewers happened to be based on a U.K. Military base and called in to request the Nicki Grossman/Geoff Beattie interview be taped for all U.K. Military bases. This added over 1 million impressions to the radio program.
- During the 1-month flight, the Hello Sunny bus shelter generated 450,000 impressions.
- The fleet of 25 taxis, generated 13.5 billion impressions according to the vendor traffic counts.
- The Daily Telegraph newspaper ad generated 1,082,072 impressions.
- Digital ad buys on Sojern, Expedia and Tripadvisor delivered 5,342,742 impressions, with an average click thru rate of .136 (industry standard is .08%). Sojern’s 2015 Hotel Insights Report states that Fort Lauderdale is the #2 top-riser in the Hotel Search and Bookings Report for Q4.

GREATER FORT LAUDERDALE

TOURISM CASE STUDY: GREATER FORT LAUDERDALE CVB

MEDIA VALUE ADDED NEGOTIATIONS:
Additional time for wrapped taxis = 327 GRPS with a 7.22 frequency and 23,623,000 additional impressions. The all-areas playout statistics from October to February achieved 98,298 total impacts.

- Magic Radio Digital support with a landing page on their own site (10,143 page views and 7,066 contest entries).
- The radio buy delivered an additional 27% reach.
- Live Activation of 25 Sunny characters arriving at Magic Radio Station with an on-air mention and social posts (reaching 117,775 people).

TOURISM CASE STUDY: NICKELODEON RESORT BLACK FRIDAY

OBJECTIVE:
Nickelodeon Hotels and Resorts wanted to run a Black Friday sale and asked Starmark to develop a compelling online campaign that would appeal to their family target audience.

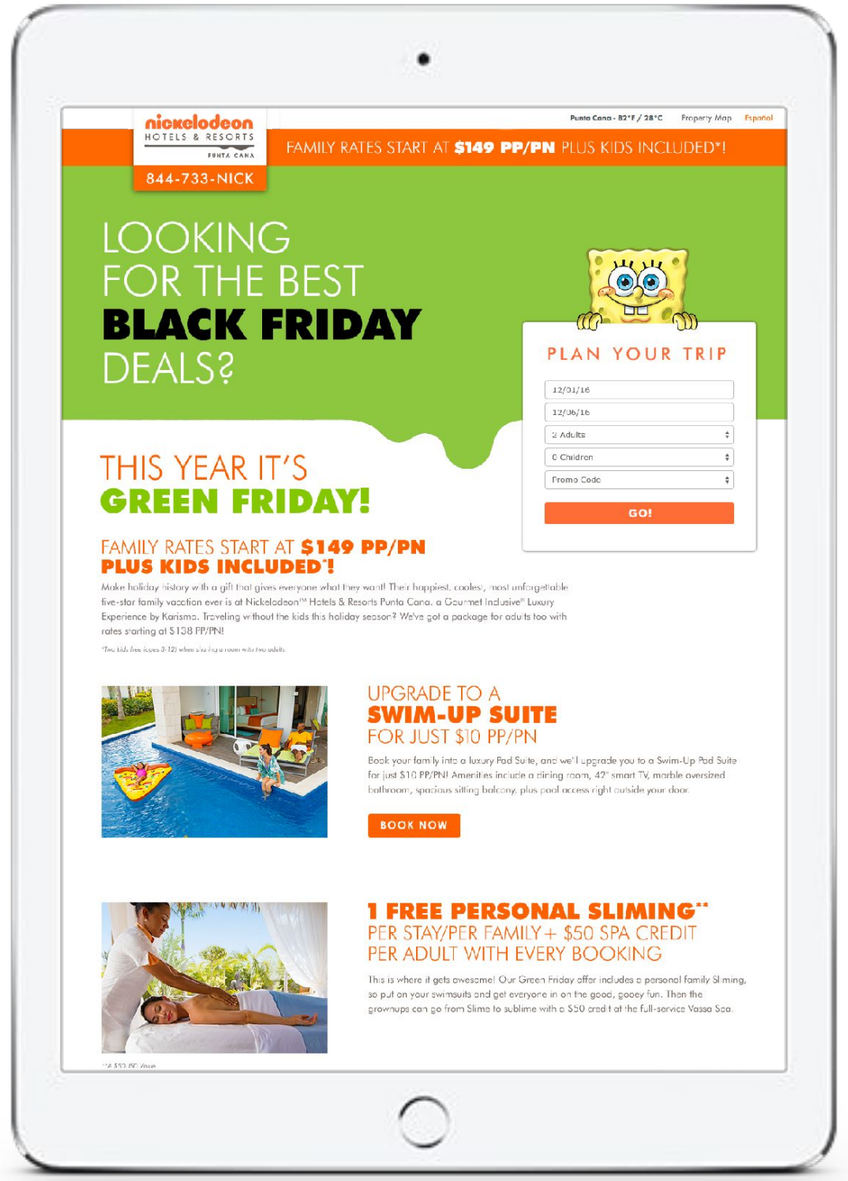
KEY INSIGHTS:
Given the resort's unique brand personality that combines a luxe family vacation with "out there" Nickelodeon personality, Starmark knew that no ordinary Black Friday approach would do. We wanted to craft a campaign that was uniquely Nickelodeon, yet still stayed true to the original brand personality balance: *5-star luxury meets Nickelodeon fun!*

CREATIVE EXECUTION:
While other brands jostled for Black Friday positioning, Starmark moved the needle by changing the conversation to a color that is pure Nickelodeon: a slime-tastic Green Friday.

Starmark created an integrated online campaign that consists of animated email broadcasts, animated web banners, and an animated landing page, all featuring a hero image that captures the precise moment when anticipation and thrill-factor meet in the splashiest, most unforgettable way possible.

The email broadcasts told the Nickelodeon Hotels and Resorts Punta Cana story of family-friendly luxury and whimsy as they generated an impressive open rate of 12%, with a 15.65% CTR.

Web banners fully owned the Green Friday concept and generated a click-thru rates of .18% and .24%. The banners and email blasts brought traffic to the landing page before and during the sale event.



TOURISM CASE STUDY: NICKELODEON RESORT BLACK FRIDAY

2.1C BRAND ARCHITECTURE

THE STARTRACK PROCESS

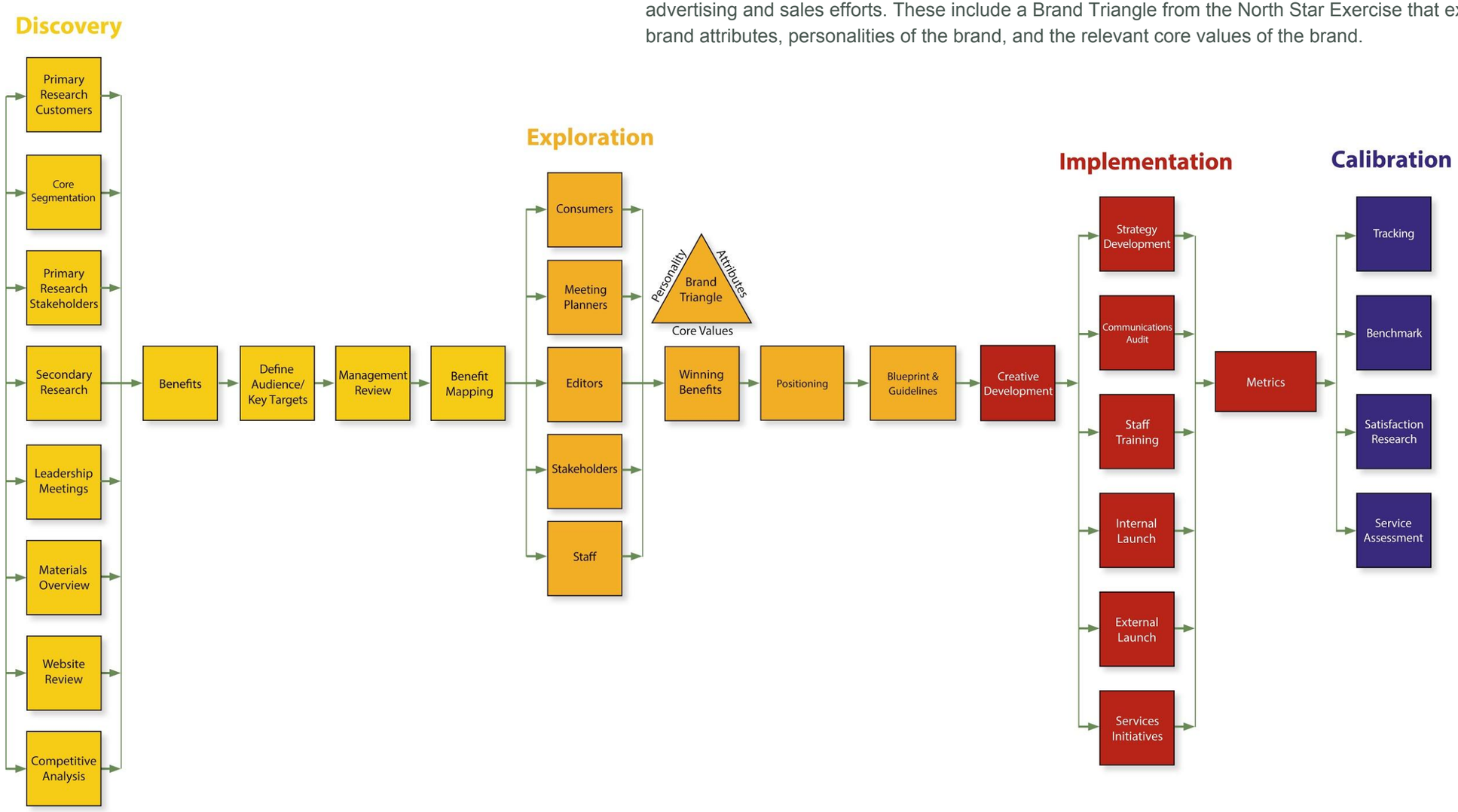
The Creative Process

Starmark's creative process is designed to produce smart communication that can propel a brand to a place of distinction. To do that, we employ seasoned Writers, Art Directors, and Creative Directors. Each is a talented asset whose sole purpose is to bring your brand to life, and we have a process in place that helps to create parameters to govern their thinking. The result is work that is well-informed and singularly focused.

We Begin with Gaining Insights

Starmark's creative process is founded in an approach we call StarTrack™. It's a disciplined methodology that helps us link the goals of our clients to the needs and preferences of customers and prospects. Using the StarTrack process, we examine and build a clear brand definition based on what drives decisions related to brand selection. Because it's critical to understand the most important, most appealing and most distinctive attributes of our clients' offerings, StarTrack highlights the strongest elements, in priority order. In total, this examination will lead to a clear position that allows us to gain attention, define distinction, capture preference, encourage trial and stimulate appeal.

The end result of the is a clearly defined and "published" set of brand tools to be used in marketing, advertising and sales efforts. These include a Brand Triangle from the North Star Exercise that expresses brand attributes, personalities of the brand, and the relevant core values of the brand.



2.1D GROUP SALES MARKETING APPROACH

LET MEETING PLANNERS KNOW THE BEACH HAS A BUSINESS SIDE

OBJECTIVE:
Starmark created the Meet Sunny brand, leveraging the highly successful Hello Sunny overall branding campaign, and positioning Greater Fort Lauderdale as “the lighter, brighter side of meetings.” The team developed a three-part direct mail campaign that was sent to meeting planners. Enveloped around the theme “Wake up, charge up, meet up,” each piece was uniquely designed to communicate the Meet Sunny positioning.

GREATER FORT LAUDERDALE CONVENTION & VISITORS BUREAU

Package #1 included a sunny yellow coffee mug with a Meet Sunny logo and a fun industry related message – “Bye-Bye Boring Meetings.” Also included was a blend of local gourmet coffee from renowned Chef Jean Gourmet Emporium – a favorite off-site venue for meeting attendees. The package was purposely housed in a recycled kraft paper box, to address the environmental “green” issues and concerns that impact this industry.

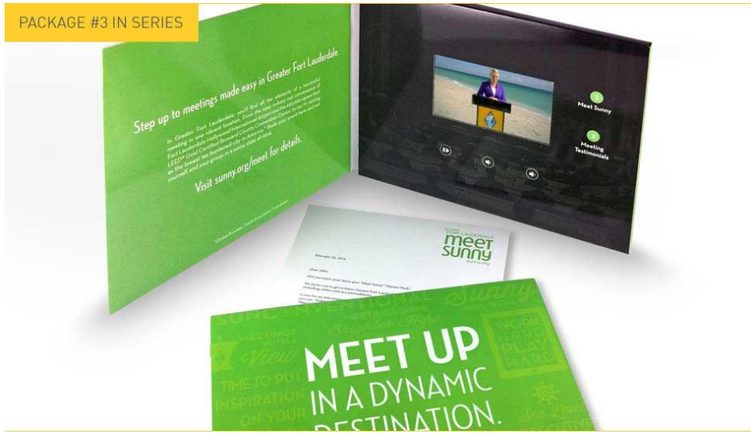
Package #2 followed exactly one week later. This package contained a 3-panel brochure with the headline “Charge up your team.” It featured beautiful waterway yacht meetings and other outdoor activities. The brochure invited the reader to put the power of the sun behind their meeting and their mobile device. The package surprise was a solar powered “Meet Sunny” mobile phone charger.

Package #3 followed exactly one week after #2. It included a custom brochure, with built-in video technology. The booklet featured the new Meet Sunny video as well as testimonials.

PACKAGE #1 IN SERIES

PACKAGE #2 IN SERIES

PACKAGE #3 IN SERIES



THE BIG RESULTS

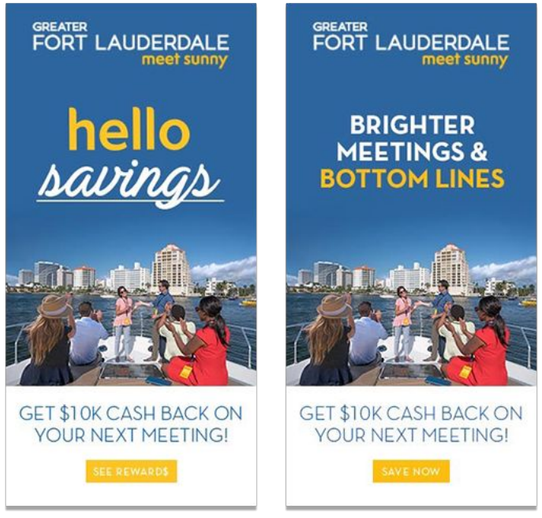
- In less than 3 months, 25 site visits were booked as a direct result of the campaign
- A large Annual Association Convention booked as a result of the mailer.
- 17% of respondents visited the microsite for the program
- Meeting traffic on sunny.org increased 57% during the month of the program

GROUP SALES MARKETING APPROACH

GENERATE BUZZ AND BOOKINGS WITH A MEETINGS INCENTIVE PACKAGE

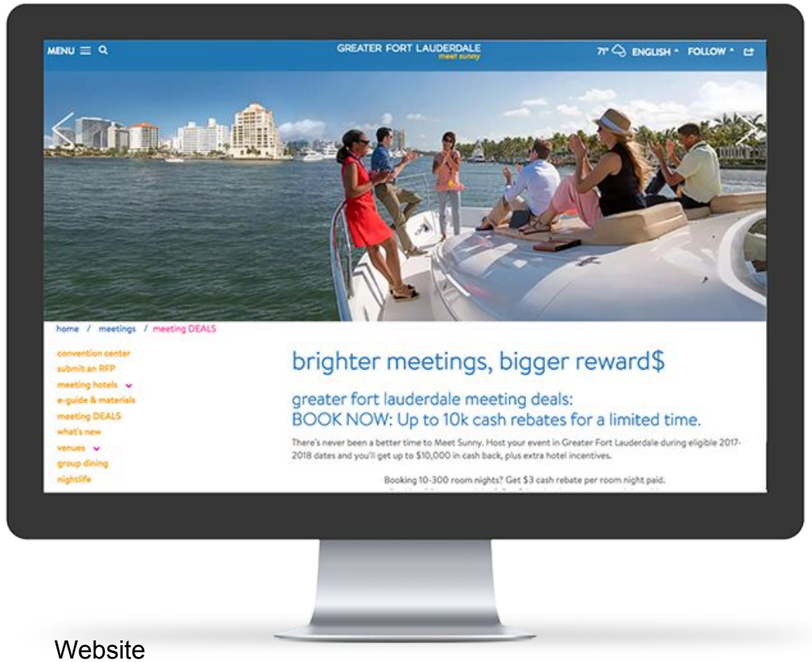
An Incentive Package That Drew $7 Million In Revenue
Starmark developed a new incentive package called “Hello Savings” for the Greater Fort Lauderdale Convention and Visitors Bureau. Since business-meeting bookings between August and December were typically slower, the package strategically offered U.S.-based meeting planners up to $10,000 in the form of cash-back rebates, along with extra hotel perks, when they booked eligible 2017-2018 dates”

The campaign successfully resulted in 19 meeting bookings closed, adding $7 million in additional revenue impact.



Digital Banners

Landing Page



Website

GROUP SALES MARKETING APPROACH

MEETING PLANNERS MEET THEIR MATCH.

Waldorf Astoria 360°, a new meetings App, giving viewers an in-depth virtual site tour of the 500-acre Resort, its meeting facilities, accommodation styles, leisure activities and amenities. The unique meetings App uses the built-in functionality of a gyroscope to give viewers a floor-to-ceiling panoramic look at 15 key points of interest to meeting and wedding planners. Features include video and photo galleries, property maps, meeting space with specifications and floor plans, 360° tours of guest rooms, a live Facebook feed, a LinkedIn Group feature, interactive “plan your meeting” tool and contact information. The LinkedIn Group feature allows the Resort to post industry updates and meeting trends information, which can be shared with meeting professionals.

Meeting planner app

App page with aerial view of property

Interactive floorplan with drag-and-drop functionality

GROUP SALES MARKETING APPROACH

“INSPIRED MEETINGS” INSPIRES PLANNERS TO BOOK.

Starmark created this Westin Diplomat meetings video to highlight the many benefits of planning an event at the location. Featuring breathtaking footage of the property intercut with elegant art cards communicating Westin brand messaging, the video has received almost 6,000 views to date.

To view the video, go to starmark.com/videos

2.2A ACCOUNT MANAGEMENT APPROACH

ACCOUNT MANAGEMENT APPROACH

Starmark looks forward to continuing to support the CVB, Fort Lauderdale-Hollywood International Airport and Port Everglades with a seasoned team that has extensive experience in domestic and international media and markets. Our knowledge and successes span across all segments; from consumer to meetings and conventions; and from European markets to domestic niche markets. Starmark's expertise is not just limited to destination marketing. Our shared backgrounds provide you with deep and broad knowledge ranging from cruise lines and resorts to mass consumer and luxury – to business and transportation expertise critical to Port Everglades and Fort Lauderdale-Hollywood International Airport (FLL).

CVB's business will continue to be managed by the existing dedicated Account Service Team who understands and believes in the Brand Essence of Greater Fort Lauderdale. Instead of "breaking in" a new team, your team will hit the ground running.

THE STARMARK STAR PERFORMERS

- All Team Members have years of integrated brand messaging experience in the travel and tourism category.
- All Team Members are already in place, meaning there will be no learning curve, no playing catch-up.
- All Team Members have a proven track record with the CVB, Port Everglades and Fort Lauderdale-Hollywood International Airport with a keen understanding of the synergy of these three entities, and the importance of working together and sharing resources.
- All Team Members work in Broward County and understand our tourism and business challenges and opportunities.

ACCOUNT MANAGEMENT APPROACH

SCOPE OF ACCOUNT SERVICES EXPERTISE

Starmark will continue to act as a partner, advisor and provider of marketing and advertising services. Following is a comprehensive list of how we anticipate proceeding with our working relationship:

- Work directly with CVB, Port Everglades, Fort Lauderdale-Hollywood International Airport to develop, implement, and manage a strategic advertising and branding plan.

- Manage primary and secondary research initiatives, whether they originate with Starmark or with Bureau partners and/or vendors.

- Plan, negotiate and execute the Annual Media Plan (see Media Planning and Buying) including online, offline and out-of-home.

- Develop creative strategies that support the annual advertising plan. Coordinate between creative and media to ensure optimal planning and execution.

- Concept, execute and supervise the creative and production of all advertising materials, including the following: print, television, out-of-home, interactive, promotions, broadcast, social, collateral, guerilla efforts, corporate and destination videos, and cooperative programs.

ACCOUNT MANAGEMENT APPROACH

- Coordinate and administer all negotiated value added placement and deliverables. This effort requires a separate schedule aside from annual media plan. Value added can include, but is not limited to, email blasts, advertorial spreads, out-of-home efforts, links, listings and event participation.
    - Develop turnkey cooperative programs for consumer and meetings segments. This includes the management of gflcvb.starmark.com, the turnkey site designed to streamline the co-op effort, along with sales, support materials, annual planning, coordination of materials collections from partners and media, copy editing, formatting, approvals process, billing and overall administration on behalf of the CVB.
    - As an extension of the CVB's marketing team, Starmark will continue to participate in and attend partner meetings, community presentations and departmental meetings. We will also assist in the development and execution of presentation materials and leave-behinds.
    - Partner with CVB to brainstorm and develop new initiatives to support marketing objectives, specific sales efforts and opportunities such as PRIDE 2020.
    - Integrated brand messaging is key. Starmark will continue to partner with the Public Relations agency and website developers to ensure consistency. We will work hand-in- hand to support all CVB programs, promotions and events with a single unified voice.
    - Develop and maintain methodologies to measure success and R.O.I. of all programs.
    - Budget development, management and monthly reporting. This includes monthly CDBE reporting and compliance checkpoints.
    - Weekly Status Meeting.
    - On-site collaboration/representation/partnership.

SOCIAL MEDIA MARKETING SERVICES

PRACTICES

- BRANDING
- ADVERTISING
- DIGITAL
- MEDIA
- DIRECT
- SEARCH
- SOCIAL
- DATA SCIENCE

Your social media marketing campaign is developed, led and managed by experienced specialists with years of successful client relationships.

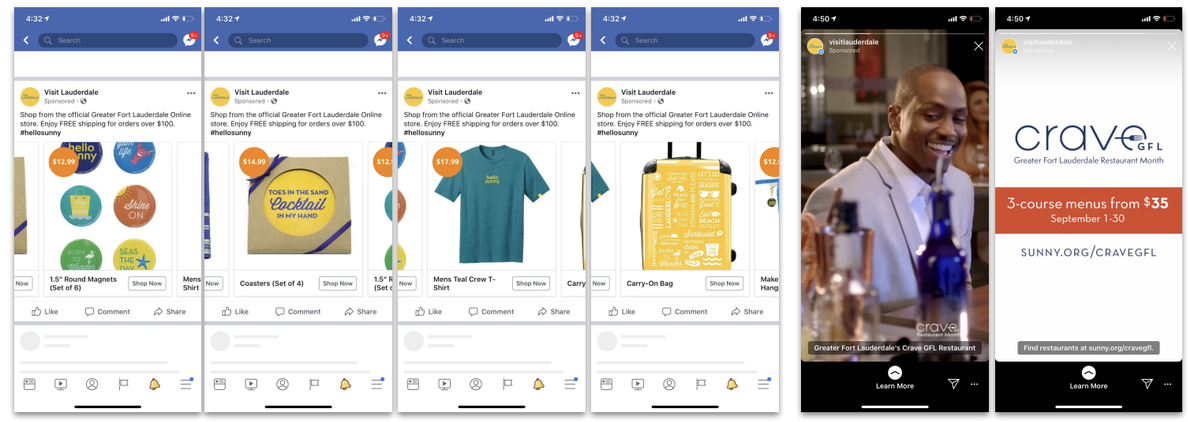
We help you meet your customers where they are with a focus on the journey, the right content and the right strategy to deliver organic growth. We're great at managing multiple campaigns and message platforms, and if needed, crisis management solutions. We never stop evaluating, aggressively optimizing and applying what we learn to give you better results.

Our approach can help you reach your goals for awareness, loyalty and response by tapping into your brand's authenticity. It's a tough balancing act to master in today's social media landscape, but we have a proven track record of helping our clients get there.

Our social team is entirely in-house, so we can deliver whatever level of support you need with a seamless workflow and a reasonable cost. By listening carefully to your goals, ensuring mutual understanding and continuously improving our performance, we meet your social media objectives – and ensure that your social media program acts as a cohesive, complementary part of your overall marketing efforts

Here's just some of what Starmark's social services include:

- Owned Media
- Paid Media
- Earned Media
- Reporting & Optimization



VIDEO AND PHOTOGRAPHY SERVICES

PRACTICES

- BRANDING
- ADVERTISING
- DIGITAL
- MEDIA
- DIRECT
- SEARCH
- SOCIAL
- DATA SCIENCE

Starmark's photography and video services include both creative and production support for any budget, goal or requirement. Because we're Agile, we roadmap every shoot ahead of time for maximum efficiency. No blown budgets. No missed call times. No wasted opportunities.

Each project begins with creative development of the concept and our recommendations for approach – then we manage each shoot, from pre-production to final edited product. We collaborate with a stable of top professionals and production companies that we trust for great work and reasonable rates. And because we plan as a team, we can evaluate your project's short-term and long-term needs early on – so we all know what to capture based on where it will be used. That extra up-front planning also comes in handy for negotiating for the best possible rates on talent and usage.

And before your project is even on the air, in print or online, you mastered assets and raw footage are catalogued and housed in our secure Digital Asset Management system for easy collaboration, access and use.

Behind the Scenes Video
starmark.com/azul

TRADITIONAL PRINT PRODUCTION SERVICES

PRACTICES

BRANDING

ADVERTISING

DIGITAL

MEDIA

DIRECT

SEARCH

SOCIAL

DATA SCIENCE

Our Production team has the chops to negotiate and execute services on any scale. We're Sarbanes-Oxley compliant, and our Certified Vendor Process helps us get you there on time and on budget.

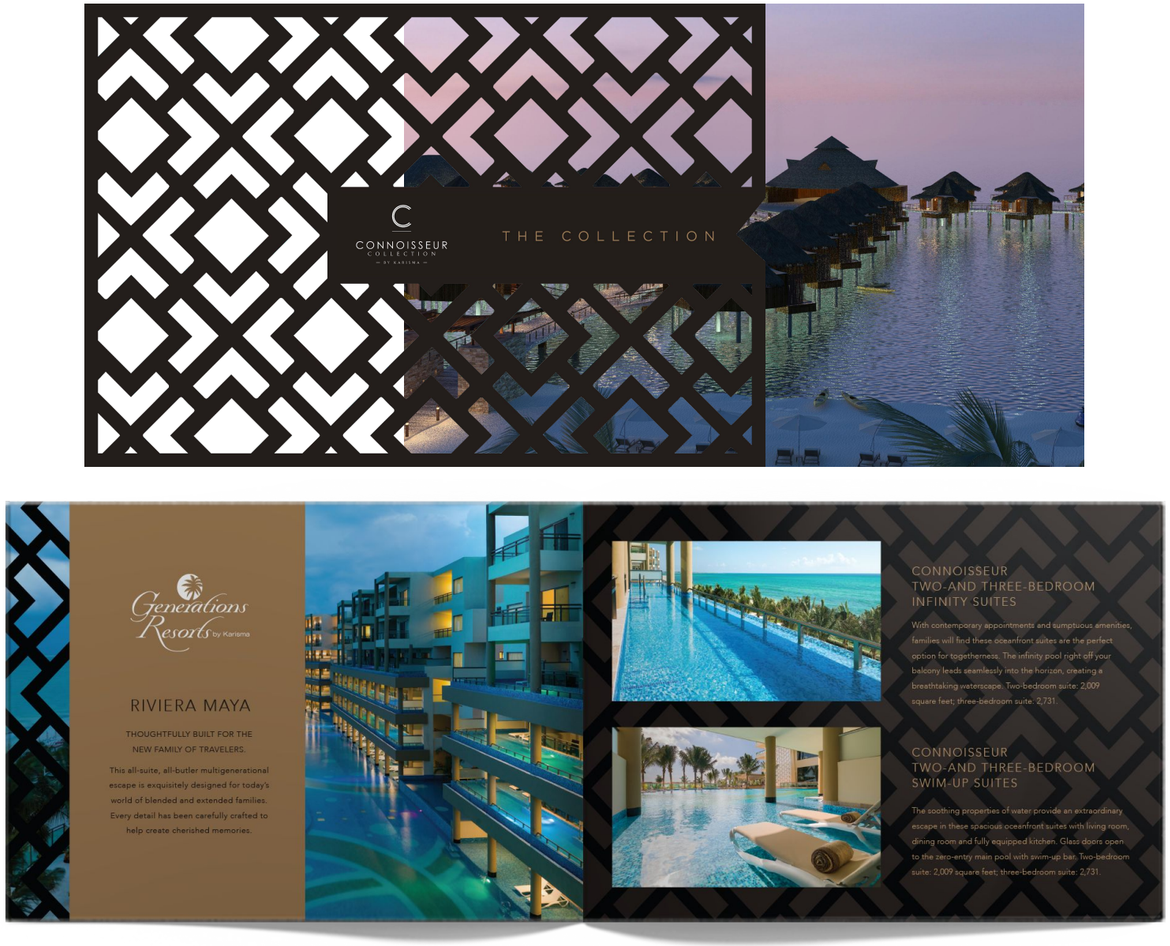
We seek three bids for competitive pricing, with multiple sources for photography, printing, fulfillment and specialty requests. We'll work with you to create the best workflow for procurement.

We go above and beyond to ensure our clients the best possible value by:

- Reviewing/comparing quotes against previous, similar jobs within past 12 months.
- Sourcing vendor partners close to home to avoid costly shipping charges, where possible.
- Requesting value-add additions from vendor partners, depending upon job and scope.
- Proactively researching volume discount opportunities, when applicable.

While ensuring you the best possible value for your money is a priority, making sure we also recommend the best fit for the job at hand is equally important. We take quality control very seriously and invest the time and due diligence to make sure any third-party we recommend has the right experience and specialized expertise to prevent wasted time, rework and disappointment.

Over the past 40 years, we've built relationships with top-quality vendor partners who have earned our trust by delivering consistently strong value and performance. They've come through for us and our clients under tight deadlines or budget constraints.



MEDIA BUYING PHILOSOPHY

PRACTICES

BRANDING

ADVERTISING

DIGITAL

MEDIA

DIRECT

SEARCH

SOCIAL

DATA SCIENCE

As a fully integrated communications agency delivering global media and marketing solutions, we specialize in taking a more unexpected and impactful approach that surrounds your target audiences, intercepting them where they spend the most time and where they will be most receptive to your messaging.

Proactive
Our media buyers get involved from the initial roadmap with the integrated team. We start from a zero base that considers all consumer touch points and media options, building every plan on research-based insights that provide a window into our target's day.

Tactical
With this solid foundation in place, we're in a much stronger position to execute successfully: negotiating and executing your buys, maintaining schedules, and tracking results.

Extending Value Beyond Media Buying Alone
In addition to years of senior-level media buying expertise, our media team is as **data-driven** as our other specialists at Starmark. We all use data science as a core business asset to inform recommendations we make and actions we take on behalf of our clients. When leveraged properly, data generates new customers at lower cost, increases current customer profitability and reduces costly attrition.

YOUR ADVANTAGE

One of Starmark's strongest verticals is the tourism and hospitality industry. We KNOW destination marketing and have been creating and executing award-winning international strategies for decades. This assures you some key advantages:

- We are in the know of the latest and greatest media and digital opportunities to reach your unique segments. There is no learning curve here; We're ready to roll.
- Starmark creates shared annual editorial and content calendars that cross all media and channels, allowing us to collaborate in the cloud with our clients, other partners and vendors. From topic pillars to monthly messaging, our calendars ensure integrated messaging in advertising, content development, PR, events and sales.
- Starmark provides full media reports via monthly dashboards. We are also able to provide reporting for any time frame, campaign or single medium. Starmark works with both ADARA and Arrivalist to provide more significant statistics on which media are actually driving visitation. The availability of this information often influences future planning and purchase.

MEDIA BUYING PHILOSOPHY

Starmark's deep media planning and buying experience give you a few important advantages:

- Fresh, forward-thinking ways to reach consumers and travel trade
- Buys that reach your target markets effectively
- Strong negotiation skills that maximize your investment, while still ensuring quality, on-target placement and additional value-add opportunities
- Measurable R.O.I.
- Flexible campaigns that are optimized throughout their duration.

In addition to the Leisure segment, we believe targeting by segment delivers stronger results:

Foodie:
Our efforts have contributed to an emergence of restaurants, food trucks, foodie events and festivals are now part of the list of most popular experiences in GFL, spawning the original programming of CraveGFL on VLTV.

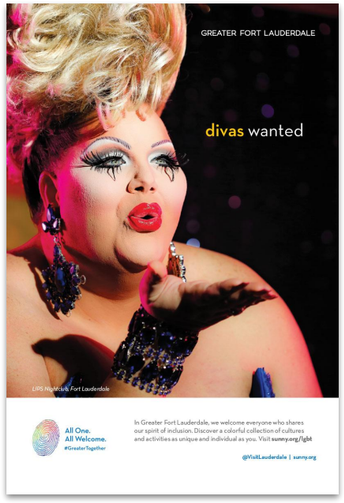
Culture:
The Underground Create Tour in GFL was implemented based on increase in demand for art related experiences. Tours and art walks are being implemented into consumer activations both locally and out of market.

LGBT+:
Over the years, GFL has emerged as Florida's LGBT capital. The inclusivity and innovative outreach continues to place GFL in the top tier LGBT+ destinations in the country. We even use transgender models in all our Leisure ads.

International:
As we see increases in bookings form destinations like Germany, China, India & Latin America, we translated our digital vacation planner to not just feed the demand, but to increase it.

Our media strategies are designed to maximize brand impact with a mix of paid, earned and owned media; delivering brand engagement, meaningful targeted impressions and a measurable return on investment.

Media plans are uniquely crafted for every brand to meet their individual objectives through collaboration between media, data science, creative, strategy and client. Prior to planning for a new fiscal year, we make it a practice of convening for 1-2 full days to review presentations from key media partners. The purpose is to have the entire team aware of new opportunities, new offerings and new technology. The inclusion of an entire team leads to creative thinking and new ideas before the media planning roadmap begins.



GREATER FORT LAUDERDALE

MEDIA SERVICES

BROADCAST

Broadcast is a powerful awareness medium, ideal for targeting audiences at the top of the funnel. With DTV and streaming radio, you multiply that power by adding precise targeting capabilities to the mix.

The Starmark media team has 30+ years of media planning and buying experience, including extensive knowledge of digital and streaming opportunities. We were already exploring breakthrough digital capabilities on behalf of our tourism clients when these technologies were in their infancy.

Your media advantages as a Starmark client:

We negotiate the most efficient and effective schedules.

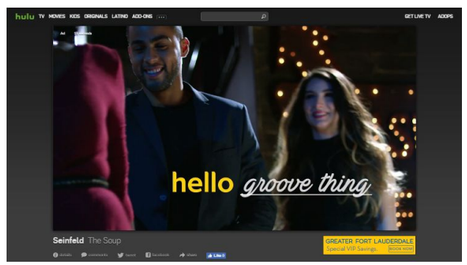
- Our clients pay the same rate regardless of annual budget because we negotiate on the agency rate, not the client rate.
- Traditional radio, television and cable buys are negotiated based on 10% below Low SQAD cost per point.
- We're always on the leading edge of promotions with local stations because our campaigns are not about spots and dots but more integrated events and activations.
- We post all Television and Cable buys to 100% and monitor rotations for all campaigns.
- Digital TV analytics are based upon 90-100% completed views.

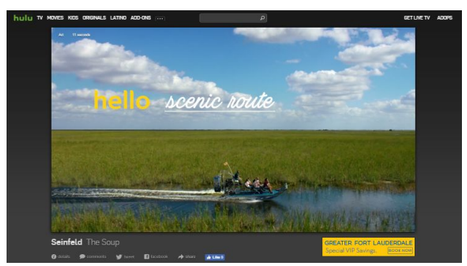
Continued optimization

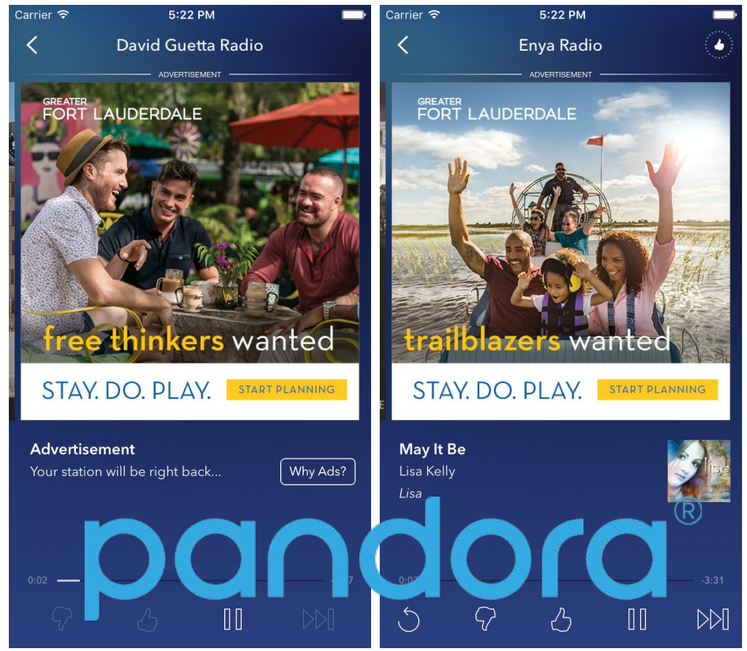
Our team continues to optimize all digital radio buys based on best performing creative and placement. The buys are market-specific, based on the objective and target audience. We then fine-tune the campaign bi-weekly to ensure we are reaching the right audience and negotiating the best added value.

The model for best-in-class targeting

Starmark's digital radio targeting and buying prowess inspired Pandora to develop a case study about us, using our Greater Fort Lauderdale Millennial Campaign as a best-in-class example of "how to target your audience on streaming radio".







MEDIA SERVICES

PAID SOCIAL

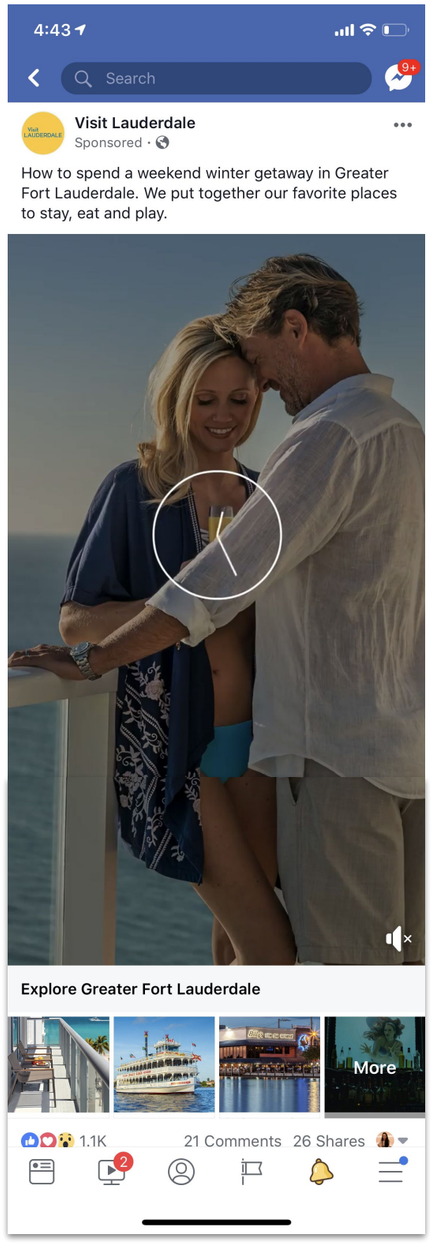
In or work for tourism clients, we continue to witness the rapid uptick in travelers seeking travel planning inspiration on a variety of social platforms and sources. We believe social media is integral to capture in-market travelers during the inspiration/awareness part of their journey.

The research backs up our insights
A recent Nielsen study revealed that more than half of all travelers surveyed checked social media for travel tips. Another study found that 97% of millennials share photos on social media while traveling.

Social platform strategies
The key to effective social marketing is choosing the *right* platforms. We evaluate each channel – Facebook, Instagram, Pinterest, YouTube, Snapchat, and others – to confirm where our target audience is actually spending their time. That's what informs our strategy.

All backed by data science
Before launching a single campaign, we develop a testing matrix to define tests for messaging, CTA, creative and ad type. Once this matrix has been defined, we use first-party data third-party data to create custom audiences, lookalike audience and behavioral campaigns.

The model for best-in-class social marketing strategy
Starmark's paid social targeting and buying prowess compelled Facebook to create a case study about Greater Fort Lauderdale titled: "Bringing visitors to Fort Lauderdale with Facebook trip consideration".

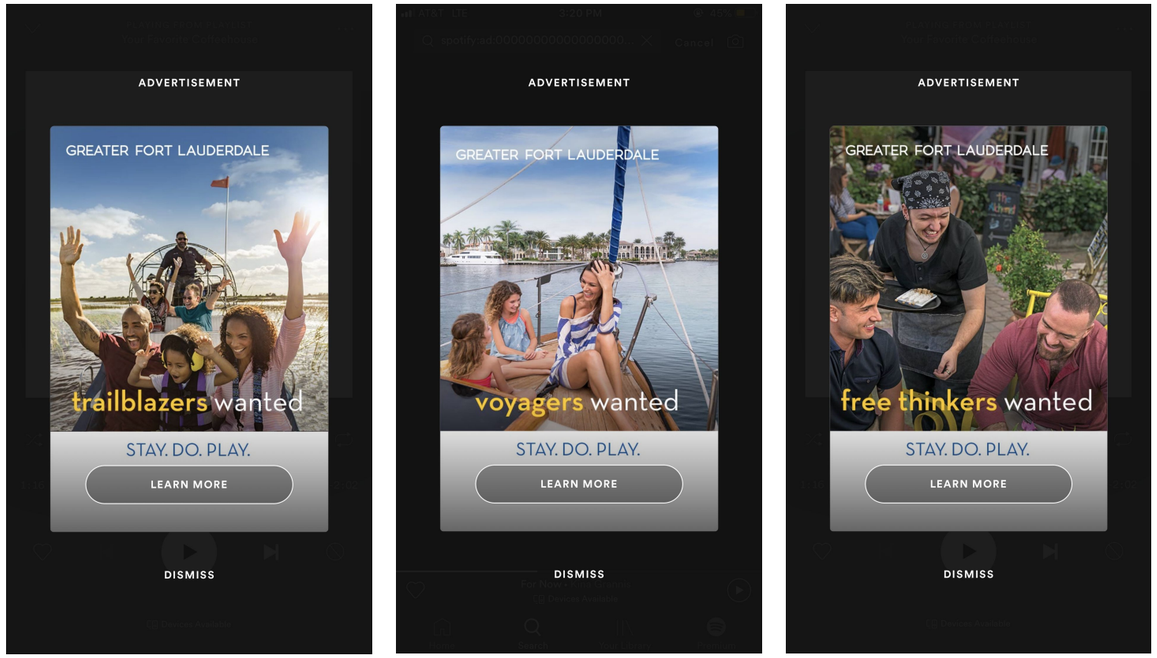


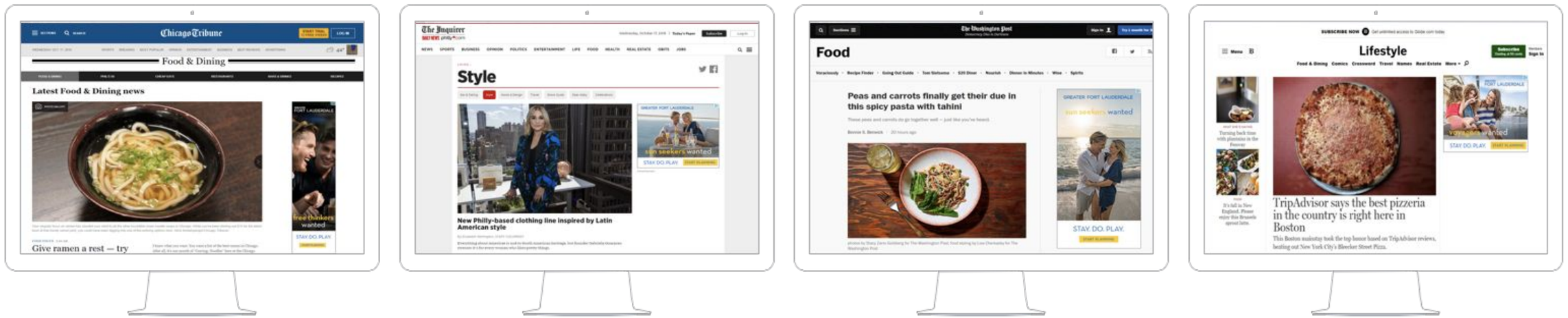
MEDIA SERVICES

DISPLAY, PROGRAMMATIC, RETARGETING

Our approach to display marketing is data-driven and results-oriented. Based on agreed-upon goals, we develop and implement programmatic display campaigns designed to achieve key performance indicators. With access to third-party data sources, (like Oracle, Epsilon, Exelate, and others), we continuously target various in-market data segments.

By utilizing a mix of display (ex: prospecting, lookalike, contextual), video, native and other tactics, we can reach the right audience with the right message at the right time. We'll also look to best-of-breed third party partners including Tripadvisor, ADARA, Sojern and others, to craft unique campaigns that allow us to reach the in-market traveler. See how we tie this all together with **Media Attribution Modeling** (detailed later in this response).





MEDIA SERVICES

OUT OF HOME

Today's out of home options and approaches are limited only by the imagination. Along with traditional billboards and taxi toppers are unusual opportunities like liveries and rickshaws at activations and events; sidewalk chalk art; and Times Square billboards.

Starmark's philosophy: out-of-home should always be an open canvas for fresh thinking and buzz-worthy impact:

- When our team was asked to promote the new FLL parking initiative, (a series of improvements launched to reverse the airport's declining parking revenues), we placed digital boards around the airport and used high-traffic areas – like elevator doors, escalators and columns – for signage and wraps.

- The digital billboard along the main highway approaches to the airport featured a real-time counter. Every driver passing saw the big bold message about all the new FLL parking and the actual number of spaces open at the moment. The integrated campaign increased FLL's revenue by 12% over the prior year.

- For SeaWorld's Antarctica debut, we wrapped Hyundai cars and drove them on a 10 city tour to support the activation schedule. We included "countdown" billboards near the park to promote the grand opening.

GREATER FORT LAUDERDALE

MEDIA SERVICES

- We strategically placed local Bus Shelters in Chicago, Boston and New York during the coldest time of the year to promote the warm Fort Lauderdale beaches:
    - In NY, we **heated bus benches** for guests who were waiting in the cold. In addition, we featured the Times Square board that can be seen during the New Year's Eve countdown and also serves as a huge backdrop for our activiations.
    - In Boston we swapped out the digital display on the end of the shelter with **a live satellite uplink** to the beach where people could converse with "Mr. Sunny", win prizes and more.
    - In Chicago we branded a vending machine that gave away sunglasses for **a social mention**, which were then worn by people in the surrounding area, increasing our reach.

We've also partnered with many large corporate sponsors and brands over the years, including Dunkin, Southwest and Coke, to create engaging, unforgettable out-of-home activations for our clients.

MEDIA SERVICES

PRINT MEDIA

While many mistakenly dismiss or overlook print to focus primarily on newer channels and platforms, we've validated numerous times that print is still a strong and viable upper-funnel strategy to capture attention and drive audiences to find out more about a destination. We can reach the right audience, regardless of industry, market or country.

Here are other insights we can offer around smart print strategies in 2019 and beyond:

Strong internationally:
In markets such as Germany and Brazil, print is still king.

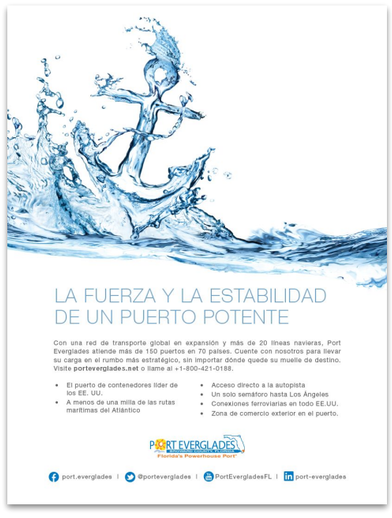
Used by the trade:
Print is a trusted source for B2B in particular. Tour operators and travel agents still use print, as many customers ask for a printed piece to take with them when considering a destination. Meeting planners still rely on print for facts, details and current trends; they provide significant feedback for the destination ad studies.

Read by 35+ demographic:
The average print reader is 35+ and still likes print as a resource.

Respected:
As everyone and everything is shared online 24/7, the shelf life of posts are typically counted in hours, if not minutes. While it's notable to see oneself featured online, it's not especially impactful or lasting. But seeing oneself published in print still is.

Creative and flexible:
Print isn't just about a full page. Cover wraps, belly bands and inserts add big impact in the smallest spaces. Advertorials empower advertisers to tell warm, engaging stories about their destination and product that stand out beyond a typical ad.

There is a permanence and a prominence to print that social media lacks. It's still human nature to value print recognition – and to be influenced by others in the industry who are published as well.



MEDIA EFFECTIVENESS

To optimize media effectiveness, (as well as other core marketing, sales and creative strategies), we use the scientific side of marketing: **data**, **analytics** and **technology**.

Our specialized suite of data science and predictive analytics services was created to address many unmet data and advanced analytical needs of our clients. With 25+ years of experience in business intelligence and predictive analytics, we are able to select the methods and technologies best suited to meet the objectives of each project.

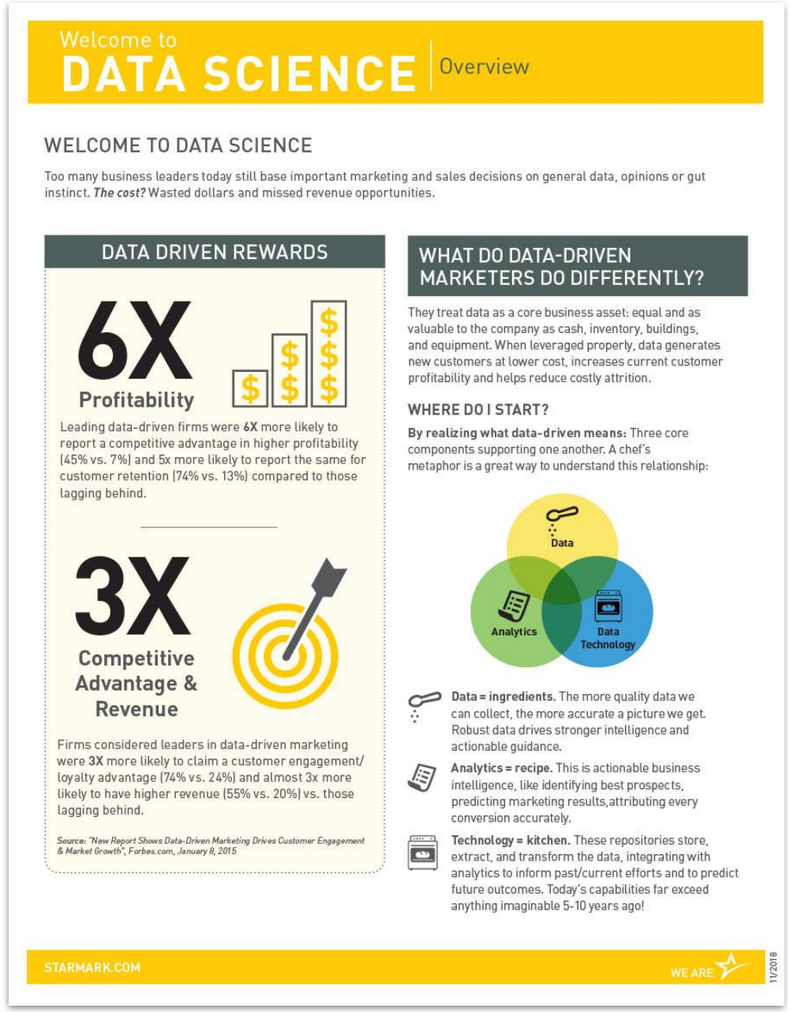
Below are brief overviews of our consulting approach and the specialized services we offer clients:

What is Effective Data Science?
It starts with a deep knowledge of what makes data useful – or not useful. It also requires understanding how to structure the data, centralize and house the data, fabricate new data, and eliminate abnormalities to assure our foundation for analytics – the data – truly represents the population.

How Do We Leverage Predictive Analytics?
When you combine (1) High-quality data; (2) Leading-edge technology; and (3) Human expertise, you can generate new intelligence that didn't exist before.

- Predictive Analytics focus on future events.
- Business Intelligence Analytics focus on impact from past and current events.

***Most importantly, analytics are actionable**:* a recipe for reaching targets at the best times and places, with more relevant appeals to boost response and conversion. Starmark combines the results of neural net models, which become inputs to a logistic regression model (i.e., a model of models). It's the best of both worlds, and it's only available from the data science experts at Starmark.



ANALYTIC SERVICES

PRACTICES

- BRANDING
- ADVERTISING
- DIGITAL
- MEDIA
- DIRECT
- SEARCH
- SOCIAL
- DATA SCIENCE

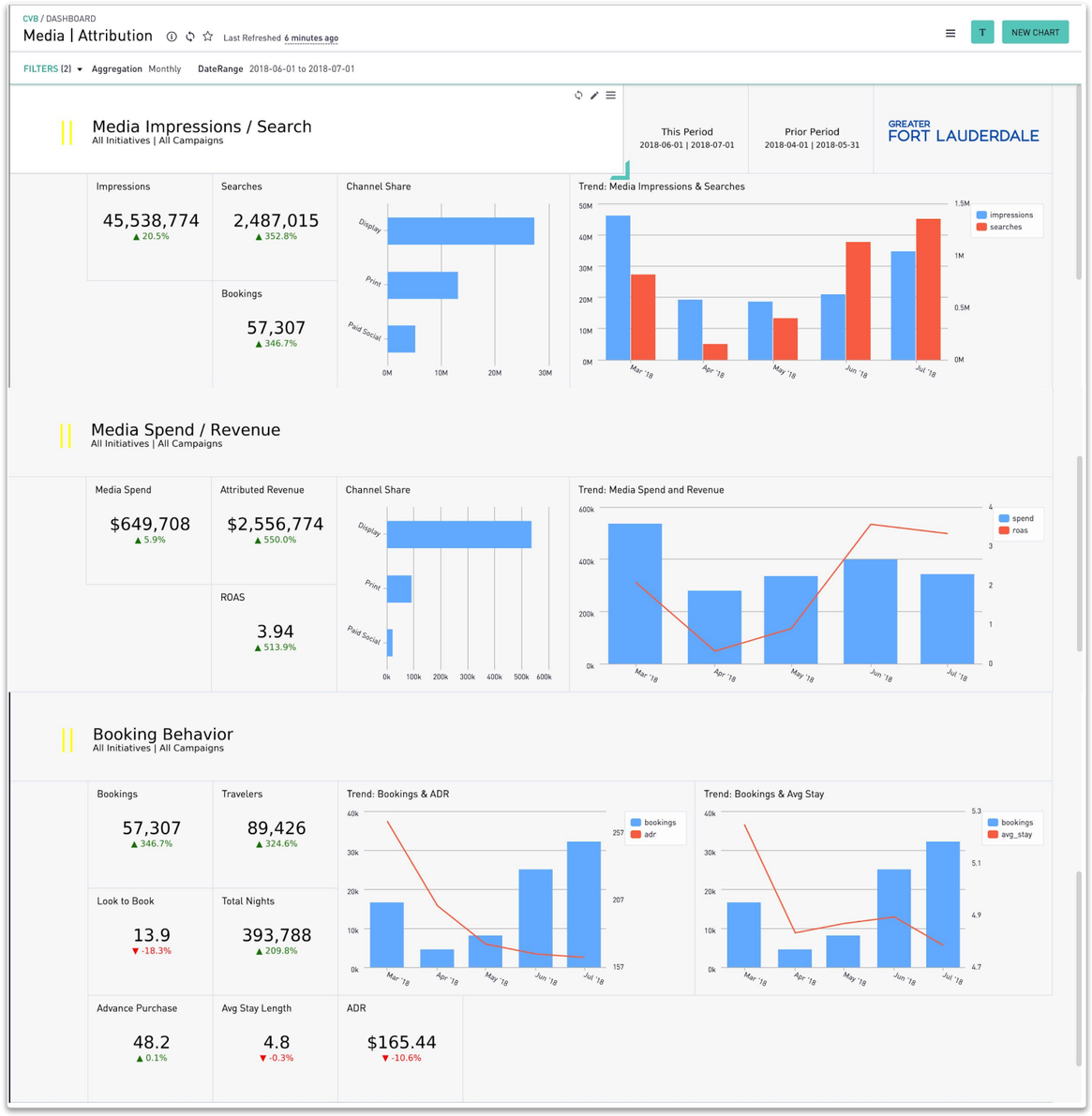
INTEGRATED DASHBOARDS

Following our philosophy that any marketing plan has to be traceable, measurable and actionable, we ensure that every key performance indicator (KPI) we select directly measures the performance toward your goals.

Starmark builds custom business dashboards to meet the reporting needs of any campaign or organization. These dashboards: 1) include an easy visualization of all KPIs with insights and recommendations; 2) establish an omnichannel view of your marketing campaigns and data sources, from website and call analytics to eCommerce conversions and CRM data; 3) enable real-time awareness of KPIs and campaign performance; and 4) break down all results by campaign/medium/source with most relevant KPIs for each.

- The Executive Summary dashboard provides senior leadership with a global view of the overall performance and health of all ongoing campaigns.
- Each campaign in turn has its own dashboard. Those dashboards are organized in such a way that the overall performance is displayed first, followed by the campaign breakdown by medium (SEM, Social, Media, Display, etc.), then further broken down by Source (SEM: AdWords, BingAds; Social Media: Facebook, Instagram; etc.)
- The final dashboard provides intelligence on all organic traffic whether related to the website or social media accounts.

Each concludes with actionable insights and recommendations. As example, if we're evaluating the optimal cadence of our creative updates, we may recommend creative refreshes. Perhaps 7-10 days for SEM; 12-14 days for social or a full month for display, etc.



DIGITAL SERVICES & PROGRAMING

PRACTICES

BRANDING

ADVERTISING

DIGITAL

MEDIA

DIRECT

SEARCH

SOCIAL

DATA SCIENCE

Since winning our first e-commerce website award from Yahoo! in 1995, Starmark has stayed on the edge of technology, developing and pioneering effective websites for our clients as part of integrated marketing initiatives of all sizes. Our approach connects people with relevant information throughout their journeys. Then we deliver, track, measure and optimize conversions to keep improving your results.

Full-service development and optimization:

- User Experience Designers provide end-to-end strategic guidance, counsel and problem-solving services.
- Digital Account Managers guide you through roadmap, budget and goal-setting decisions.
- Back End Developers craft functional and systems integration requirements.
- The Application Architect assists with architecture planning and decision-making.
- The Cloud Systems Engineer evaluates the production environment to ensure security and availability.
- Performance reviews evaluate the production environment for ways to improve site speed, capacity and response times.
- Code audits review developer code and integrations for optimal operation.
- Business Intelligence Analysts review your data to ensure accuracy, locate gaps, identify optimization opportunities and report the progress of KPIs towards the program goals.
- Data Modeling Services provide customized, recurring data analysis utilizing the latest machine learning and data science techniques.

OUR WEBSITE NEEDED TO COMMUNICATE THAT OUR STORES ARE THE STARS...IT NEEDED TO BE CLEAN AND EASY TO NAVIGATE, BUT ALSO PROVIDED INCREDIBLE FASHION LEADERSHIP AND CONTENT THAT MIRRORS OUR BRAND. I THINK THAT STARMARK REALLY DID A GREAT JOB IN PROVIDING THAT TO US.

– Michele Jacobs,
Corporate Director of Marketing & Operations, Florida

WEB APP FOR STREAMLINED HANDHELD EXPERIENCES

PRACTICES

BRANDING

ADVERTISING

DIGITAL

MEDIA

DIRECT

SEARCH

SOCIAL

DATA SCIENCE

Expectations for how a mobile website should respond and perform are more important than ever. The more “app-like” it feels – where visitors can tap, swipe and navigate like their favorite native apps – the more inviting it will be.

While this isn’t right for every website, it’s perfect for sites or microsites that have a clearly defined funnel to guide users in a more app like way to the ultimate site goal.

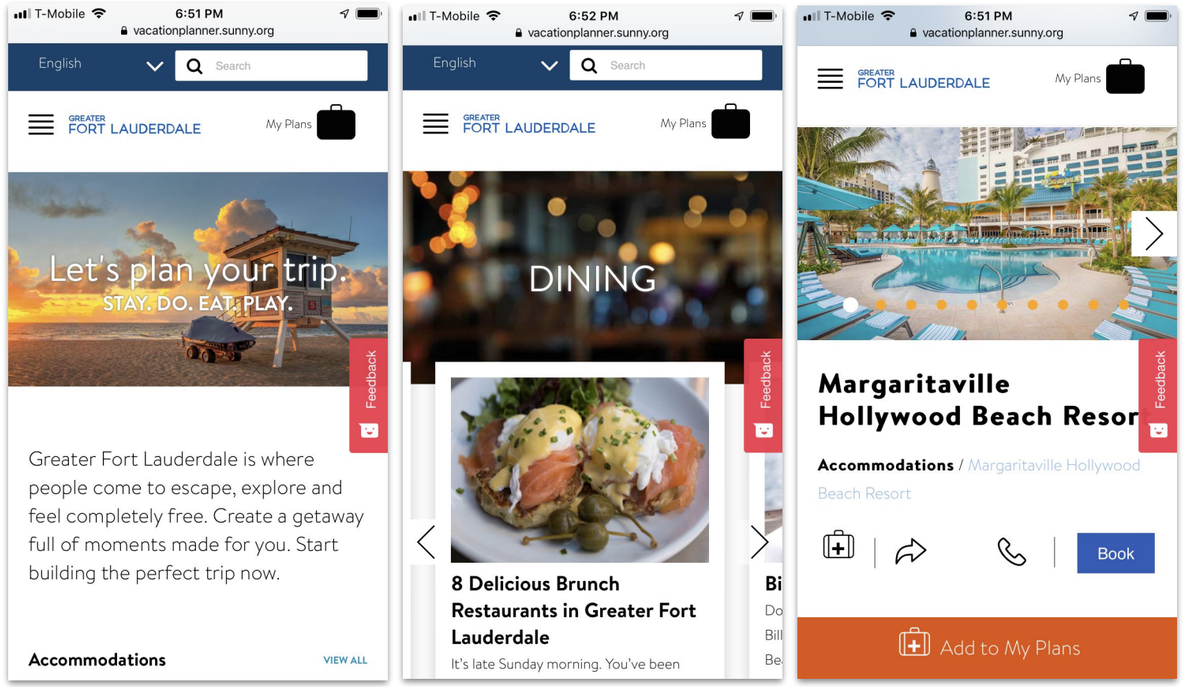
As an example, the vacation web app designed and produced by Starmark for the GFL CVB reflect the GFL CVB’s persona strategy, with useful content uniquely appealing to different consumers’ preferred styles of travel.

Our team built upon the success of the previous year’s planner by developing a web application with new engaging content that inspires the next generation of travelers to visit the destination.

A new meetings guide section equips meeting planners with an outline of top group activities and convention-geared hotels.

Local hotels, restaurants and attractions gained the chance to appear in full-page advertorials with clickable links and video placements. Advertisers also earn additional mentions in editorial content, priority positioning in search results, and curated pick sponsorship highlighted throughout the planner.

Starmark’s 2019 launch of this international digital planning tool successfully positioned Greater Fort Lauderdale as a destination overflowing with fun things to do and places to go.



NATIVE MOBILE APPS

PRACTICES

BRANDING

ADVERTISING

DIGITAL

MEDIA

DIRECT

SEARCH

SOCIAL

DATA SCIENCE

The Starmark team can develop leading-edge apps, including apps with augmented reality (AR) capabilities, to boost awareness, create social conversation and generate buzz in engaging ways.

We've developed apps that:

- Help theme parks, events and other destinations generate desire to visit many months in advance.
- Allow audiences to meet and interact with characters one-to-one at an event or right in their own homes
- Shoot AR videos of themselves, friends and family, augmented with a variety of scenes from a destination or experience.
- Include live cams, video trailers, fun quizzes, fast facts, e-commerce capabilities, contests and direct social engagement through prep-populated handles and hashtags.
- Are based on close collaboration with theme park designers, using their 3D models and textures to create strong synergy between the app and the actual destination, event or experience we're promoting.
- Include location-aware features to respond to users' locations with relevant information.
- Build communities of people with common interests, encouraging them to create user generated content (UGC) and interact with others by sharing it on social media.

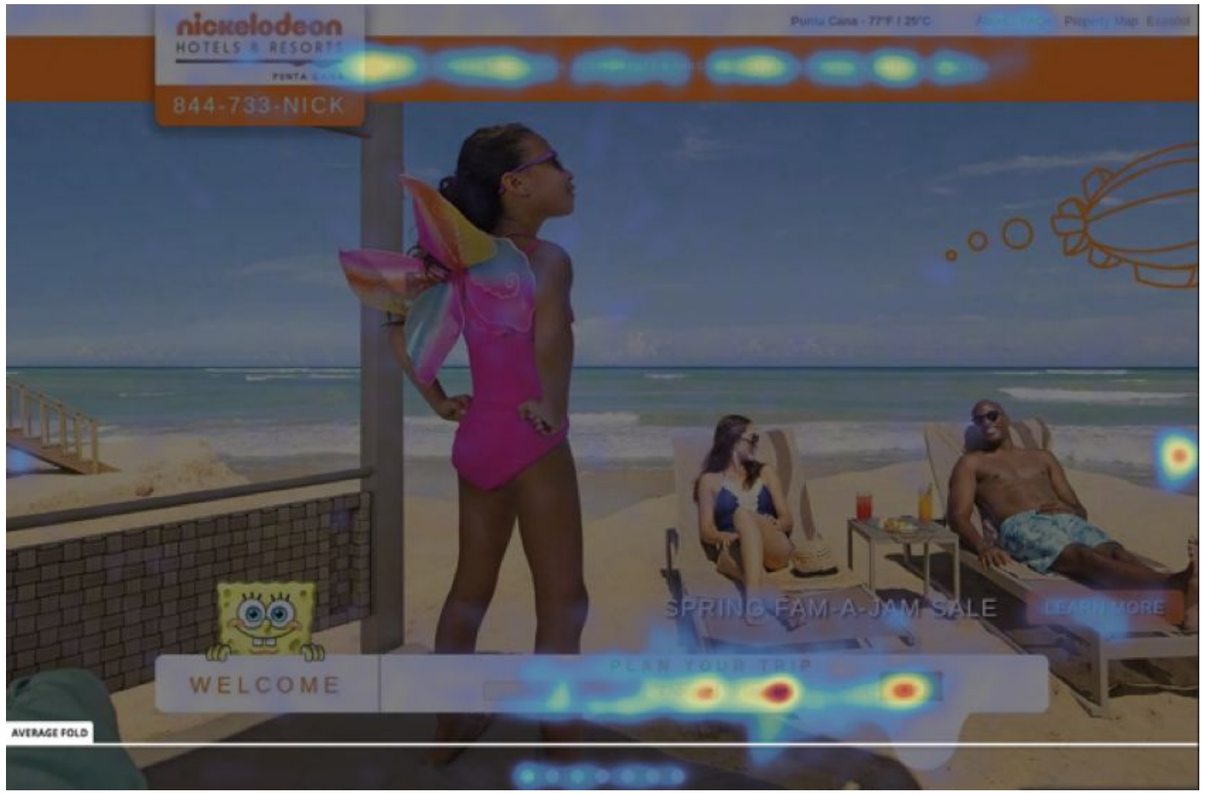
Example: Starmark developed an Augmented Reality (AR) app strategy for SeaWorld Orlando that took fans on an unforgettable Antarctic adventure – no flight needed. It played a key role at every stage of the campaign, driving awareness, participation and social shares at SeaWorld's 10-city "Epic Voyage" Antarctica Tour, as well as in consumers' own homes.

Fans eagerly shared 94,000 pics and videos, driving big viral buzz and awareness for the attraction. The app successfully moved consumers from interest to desire to action, all while creating brand loyalty and new connections through sharing with family and friends.

UX/UI
(USER EXPERIENCE AND USER INTERFACE)

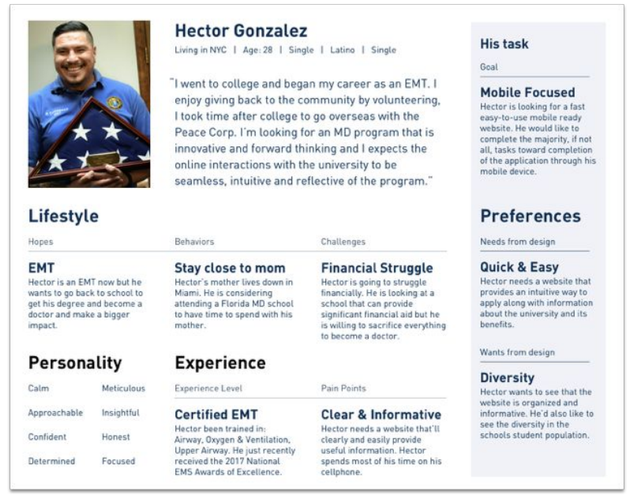
PRACTICES

- BRANDING
- ADVERTISING
- DIGITAL
- MEDIA
- DIRECT
- SEARCH
- SOCIAL
- DATA SCIENCE

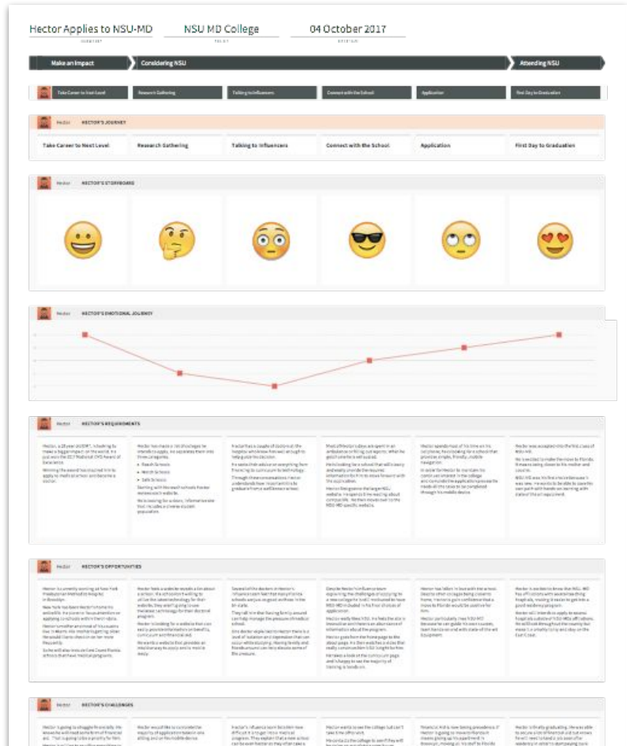


The UX team here at Starmark is dedicated to the pursuit of making products your users will love. To accomplish this goal, we employ scientifically and statistically valid techniques to clearly understand the customer's needs, goals, and behaviors in the most objective way possible. These research and testing techniques show us how how each and every design decision might impact the target users and how it aligns with the overall business goals.

It's a great way to mitigate economic risk and deliver high-quality, high-performing experiences that users love.



Heatmaps, Personas and Buyer Journeys



CONTENT MARKETING

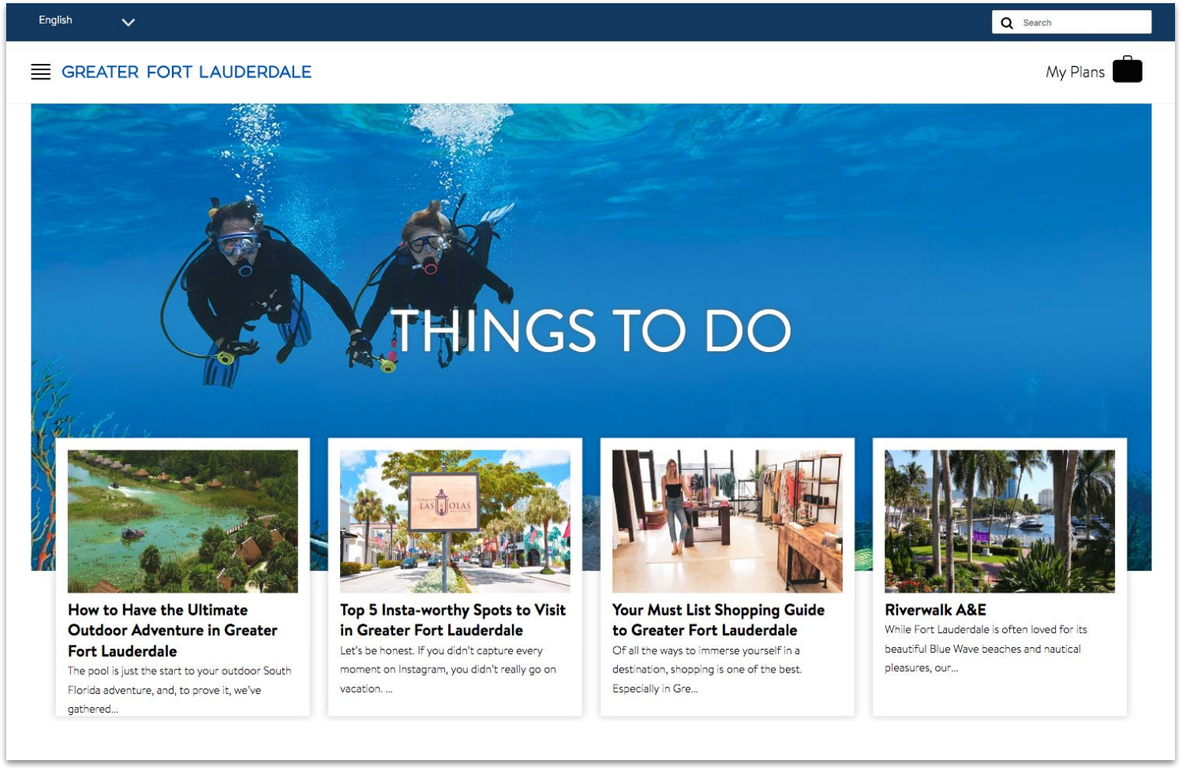
PRACTICES

- **BRANDING**
- ADVERTISING
- DIGITAL
- MEDIA
- DIRECT
- **SEARCH**
- **SOCIAL**
- DATA SCIENCE

Our cross-disciplinary approach to content marketing connects Search Engine Optimization (SEO), Conversion Rate Optimization (CRO) and content creation to deliver expertise, trust and authority (EAT) – along with better conversion performance.

Our experts can help you harness your in-house authority to create topic pillars and clusters full of high-performing content that fills the gaps in your customers' journeys that you couldn't otherwise reach. With a focus on quality of quantity, we'll help you build on one success to create the next. And it all happens in an open, collaborative Agile environment that delivers every two weeks.

We track the trends, changes in media, nuances of channels to constantly test and improve your content performance.



INNOVATION LAB

Trail blazing technology to solve client challenges
Innovation has been ingrained into the Starmark culture since the company was founded. The Lab's mission takes it a big step further by providing a formalized structure that engages clients and challenges team members to explore and learn. It's an ongoing process that continually brings game-changing ideas to your business.

We travel to the edges of technology, pursue emerging areas today that we know will have a huge impact on our clients tomorrow.

In one sprint, we pick an experiment to:

Investigate:
Pick a target, what do we want to solve or learn?

Prototype:
Build something

Learn:
Tangible learnings that we can use going forward

REALITIES
The Lab is harnessing extraordinary Augmented Reality, Virtual Reality and Mixed Reality hardware breakthroughs, including the Microsoft HoloLens and Magic Leap One Creator Edition, to revolutionize awareness and sales through edutainment and technology.

Users can "Dance with the Penguins" for SeaWorld Antarctica

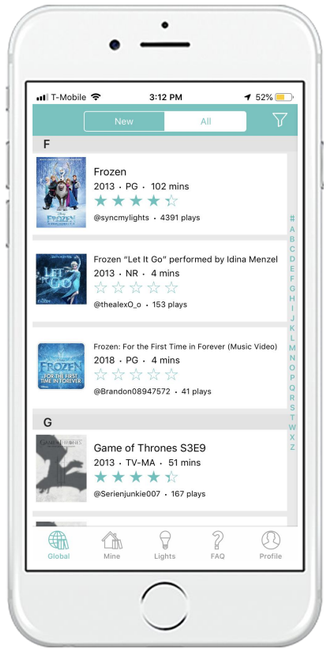
Users can explore the airport sustainability project in Augmented Reality

Users can take a 360° tour of a Brightline Train

INNOVATION LAB

COMMUNITY BUILDING

How do you take a group of people who are all passionate about the same topic and build a community around it? That's what The Lab did with Sync My Lights. An app that lets owners of Philips Hue Lights synchronize their lights with their favorite movies, TV shows, or music videos. Launched as a Lab experiment, the app now has a loyal community 100,000 strong.



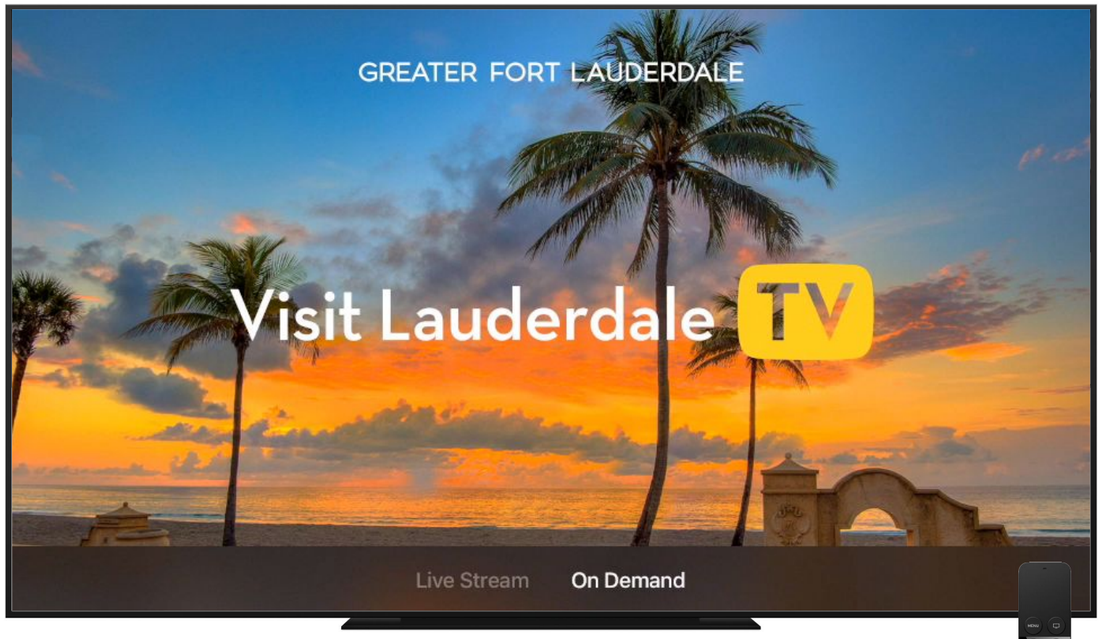
INTELLIGENT AGENTS

Alexa, Cortana, Siri, or Google. From a device, your phone, or as a chat bot, intelligent agents will transform the way people search, explore, and engage with brands. Businesses who proactively embrace it be recommended by these agents.

INNOVATION LAB

BRANDED MEDIA

Twenty years ago, a website put the “little guy” on the same footing as the big players in terms of online presence. Owning your own media – like out of home, or your own TV network – could be a similar disruption today. It’s a great way to keep people engaged with your brand and your content, without outside distractions.



VisitLauderdale.TV available online, on social, on AppleTV and Roku

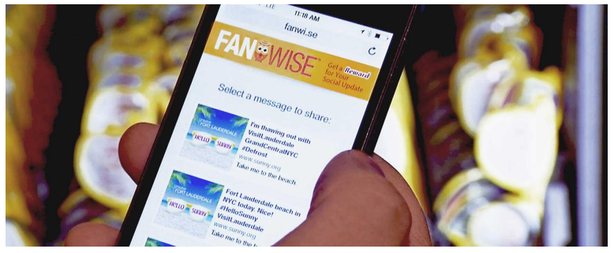
Branded bus shelter with satellite TV uplink to Fort Lauderdale Beach

INNOVATION LAB

FROM THE LAB

SOCIAL CONVERSATION

We haven't met a brand yet that didn't want more positive social media engagement. A solution that we built as a Lab experiment then rolled out to a variety of machines and industries. Now we hold **two U.S. patents** on those methods. It's groundbreaking technology, available only from Starmark.



GREATER FORT LAUDERDALE

2.2B TOURISM BUSINESS INTELLIGENCE

TOURISM BUSINESS INTELLIGENCE

An agency can't say that it is committed to results unless research is an integral part of its business. We believe in research and know how to make the best use of it. The secret to creating brand-building ideas is combining the right research tools with intuition, experience and insightful analysis. Research is only as good as the skilled thinkers who use it.

To open a brand to new possibilities, Starmark's Research team taps into a rich tool chest. Options range from sophisticated quantitative research studies designed to provide insights into our target audiences' attitudes and behavior, to more unconventional studies that put us into our target's world. Some crack old preconceptions. Some pry loose new perspectives. Some rearrange information in startling new ways. Our leadership in a research approach was demonstrated this year in our Project Management of the US Domestic and International Focus Groups along with the facilitation of the North Star Stakeholder session.

TOURISM BUSINESS INTELLIGENCE

ETHNOGRAPHIC AND OBSERVATIONAI RESEARCH

Our commitment to research and the insights it unlocks applies equally to the research our clients provide. You know Greater Fort Lauderdale and its visitors best (although with our years of experience on the account, we come a close second), so your insights provide valuable knowledge for us upfront. As part of the Discovery phase in our process, we will review all of your existing data and research. If necessary, we will fill in any information gaps with primary or secondary research. Next, we will apply the findings to your communications plan, identifying the messages and media that will resonate best with existing travelers, in-state residents and new travelers.

Starmark has handpicked the best secondary resources available. These include the following:

- Forrester Research: Identifies and analyzes trends in technology and their impact on business; focuses on the business implications of technology change; to create a unified technology plan that gains business advantage.
- Yankelovich: Tracks and forecasts consumer value and lifestyle trends
- Lexis-Nexis: The largest news and business online information service available
- American Association of Advertising Agencies: Our membership in this organization allows us access to their extensive library of marketing-related topics and case studies.
- Smith Travel Research

We also study periodic research with our GFL CVB team provided by:

- D.K. Shifflet Broward County Monthly Hotel/Motel Trend Survey
- Travel Industry Association
- Office of Travel & Tourism Industries
- Associations Now
- Value-Added (negotiated) Research by Media.
- Digital surveys for creative and message testing

These research instruments provide metrics for our programs and provide insight for our brand and planning process.

2.3A MEDIA PLANNING & BUYING - VALUE ADDED OPPORTUNITIES

MEDIA PLANNING AND BUYING: HOW WE LEVERAGE VALUE ADDED OPPORTUNITIES

We push our vendors to go the extra mile. In fact, they've come to expect it from us now, knowing they have to rise to the challenge to offer us more innovative value-added programs to compliment exceptional rates.

These aggressive rate negotiations and value added programs are accomplished through our extensive knowledge of the travel-related media, long-term relationships and track record with the media sales force.

Negotiating value added programs is a critical part of our media planning process, since it helps maximize and leverage the media budget. From our standpoint, these value added programs must be innovative and surpass the boundaries of traditional advertising to put Greater Fort Lauderdale in front of the consumer in ways they wouldn't necessarily expect. These programs allow for multi-faceted, integrated campaigns across multiple mediums. What's more, value added programs have no cost to the GFLCVB.

STARMARK GOES BEYOND

Of equal importance is the development of assets and materials necessary to take advantage of value added opportunities. The projects are coordinated and delivered to ensure that GFLCVB doesn't miss any valuable impressions.

VALUE ADDED ELEMENTS OF EXTREME INTEREST:

- A major event/dinner or party with a Greater Fort Lauderdale theme, hosted by the media vendor
- Out of home or broadcast. We request the media use their parent company or outside sources to provide other forms of media at no cost
- Opt-in emails, with the media vendor required to report five-and 13-day performance for emails and the ability to provide tracking of multiple links within the email
- Digital eNewsletters
- Year round home page exposure with content and link on a publication website
- Partnerships with non-endemic travel advertisers
- Sweepstakes, promotions and public relations opportunities
- Advertorial content
- Guerilla marketing opportunities
- Sponsorships

We're also extremely interested in determining ROI for advertising programs through conversion studies that can demonstrate the number of visitors that actually visited Greater Fort Lauderdale. And the program should extend beyond U.S. boundaries to garner international exposure, as well.

HIGHLIGHTS OF NEGOTIATED VALUE ADDED, 2015 - 2019 YTD

	VALUE
NEW YORK TIMES MAGAZINE	
4 Bonus Issues Full Page upgraded to a 2 Page Spread	$455,125
NEW YORK TIMES GREAT GETAWAYS EMAILS	
3 Bonus E-blasts to 357,000 subscribers	$31,500
UNITED HEMISPHERE MAGAZINE & DIGITAL SEGMENT	
FPFC :30 Video 20 Minute Destination Package 11.5 MM Monthly Distribution	$250,000
BOSTON.COM	
2 Bonus E-blasts to 108,000 subscribers	$4,000
SMART REACH DIGITAL	
Over 10MM added value impressions from 2017-2019	$50,000
LOVE IS LOVE PROMOTION	
Bonus included but not limited to NYTimes display banners and Passport Magazine FPFC	$166,440
INSTINCT MAGAZINE	
Rates- 75% off Rate card 2015	$107,597

GREATER FORT LAUDERDALE

MEDIA PLANNING AND BUYING: HOW WE LEVERAGE VALUE ADDED OPPORTUNITIES

HIGHLIGHTS OF NEGOTIATED VALUE ADDED, 2015 - 2019 YTD, continued

	VALUE
LA 411 MAGAZINE	
Bonus Full page in 2018 Issue	$4,376
AICP SPONSORSHIP	
Presenting Host Sponsor of the AICP Base Camp Evening Cocktail Social	$5,000
OUT OF HOME	
2 Months at No Charge 50% Savings of Time Square Twin boards	$361,630
MEETINGS TODAY	
Bonus Newsletter to 35,000 Subscribers	$2,700
MPI NEWSLETTER	
Bonus E-blast to 16,000 Subscribers	$6,000
TELEVISION & CABLE	
Spot Markets (Philadelphia, Pittsburgh, Washington DC, Boston, Miami-Ft. Lauderdale, New York, Chicago, Tampa, Orlando)	$1,266,,996

	VALUE
RADIO	
Spot Markets (New York, Chicago, Boston, South Florida)	$172,786
BRAND USA PROGRAMS	
Germany, UK, Canada, Brazil, India, and Global Inspiration Guide 2 Years Upgraded print from 1/2 pages to full Page full color, include additional clicks and impressions with VisitUSA and Expedia.	$1,265,042
CNN BRAZIL	
Turner Medis negotiated an additional 34K in bonus spots to run in LATAM	$34,000
VISIT FLORIDA CANADA	
Metro Station Takeover	$19,755
TOTAL ESTIMATED VALUE	**$4,202,947**

Starmark manages the value added programs closely to ensure the media delivers on all aspects as promised.

2.3B MEDIA PLANNING & BUYING - CO-OP ADVERTISING & SPONSORSHIPS

INDUSTRY CO-OP ADVERTISING

Starmark is responsible for Greater Fort Lauderdale CVB's Industry Cooperative Program. The program is completely turnkey and continues to grow in its offerings, industry participation and overall results. Last year the co-op program saved industry partners 25% in advertising spend. Greater Fort Lauderdale's co-operative program has proven to be a vital tool for the hotel industry to promote their businesses and take full advantage of all available cost savings opportunities.

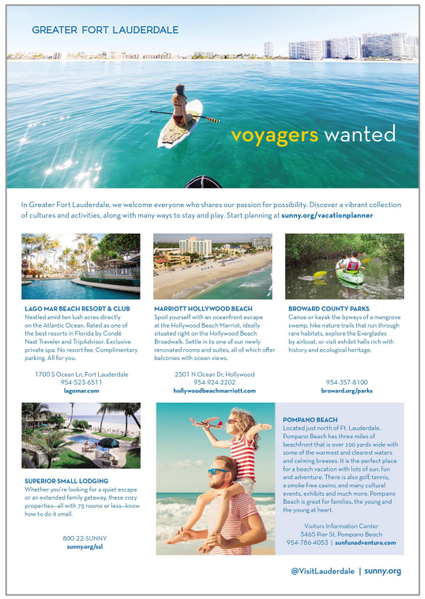
The co-op program will continue evolve to offer multidimensional benefits to the hospitality industry. The programs supplement the advertising budgets of both the hospitality industry and the destination. The objective is to create a brand umbrella message for Greater Fort Lauderdale and provide tailored opportunities and partnerships that may not be easily affordable or accessible. The co-op programs offer the hospitality industry discounted rates, national exposure and special value added benefits that could not be purchased independently.

The co-op program will be designed to be flexible in timing, structure, costs and markets impacted. Industry input and suggestions are always welcome. Multi-tiered rate levels will be established in order for partners of all sizes to participate.

Co-op advertising is a primary offering of Greater Fort Lauderdale CVB. Starmark's role is the following:

- Work with media vendors and outlets to build the best overall programs.
- Combine creative staff, media staff and strategic planning staff at an annual "creative thinking" workshop designed for out of the box planning and staying current. Media partners attend this day-long session.
- Research industry offerings particularly in the digital category.
- Negotiate to build the most cost-effective and fully integrated programs.
- Develop an annual co-op plan and present it to GFLCVB's constituents and partners.
- Manage sales, artwork collections, approvals process and billing.
- Trouble shooting and assistance to all industry partners.
- Report ROI results on a quarterly basis.
- Monitor and track performance to allow flexibility and adjustments.

Meetings Coop Ad



Leisure Coop Ad

International Coop Ad

GREATER FORT LAUDERDALE

MEDIA PLANNING & BUYING: INDUSTRY CO-OP ADVERTISING

There are two types of co-op programs:

Co-op programs sold by GFLCVB and Starmark
The agency will administer and assist in selling all co-operative programs. This includes the collection of co-op funds, tracking and processing for the client.

Co-op programs sold by the media vendor
Starmark will provide partner contact information to assist the media vendors in the selling process, with the success of these programs becoming the responsibility of the media sales force. To help this process, we will publish the co-op program in the Greater Fort Lauderdale annual marketing plan, which is posted on the sunny.org website.

GFLCVB and Starmark are not financially responsible for partner participation in the co-operative programs sold directly by the media. The media is responsible for billing individual participants for their financial commitment.

Starmark will also work with the media to explore co-branded programs with large national companies. These opportunities should not be limited to travel-related companies. Promotional and value added opportunities are extremely important — particularly digital, name acquisition, public relations and promotional elements.

The Greater Fort Lauderdale co-operative program will cover all target segments, including:

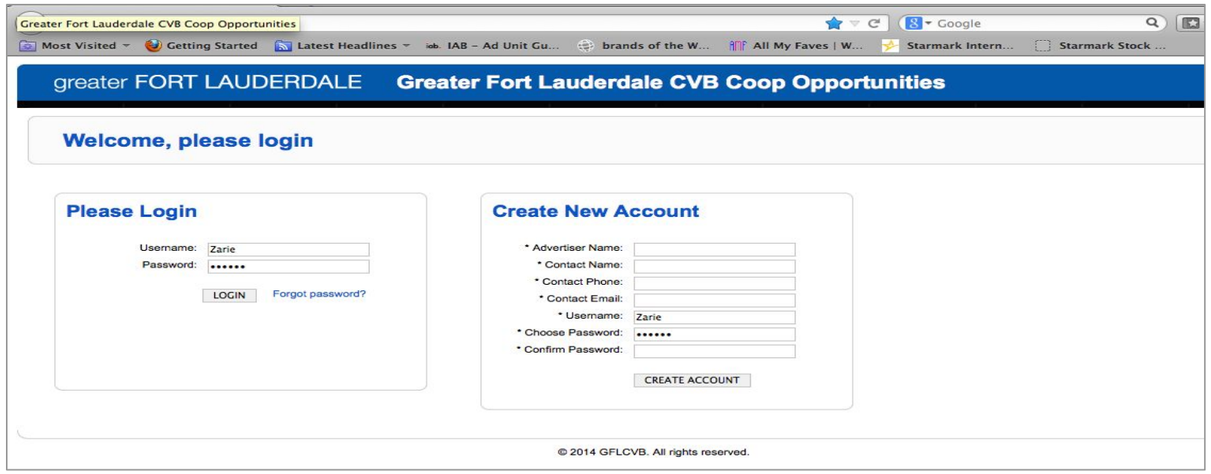
- Leisure Consumer
- LGBT+
- Spa and Crave enthusiast
- Multicultural
- International
- Meetings
- Weddings
- Sports
- Activations/Sponsorships

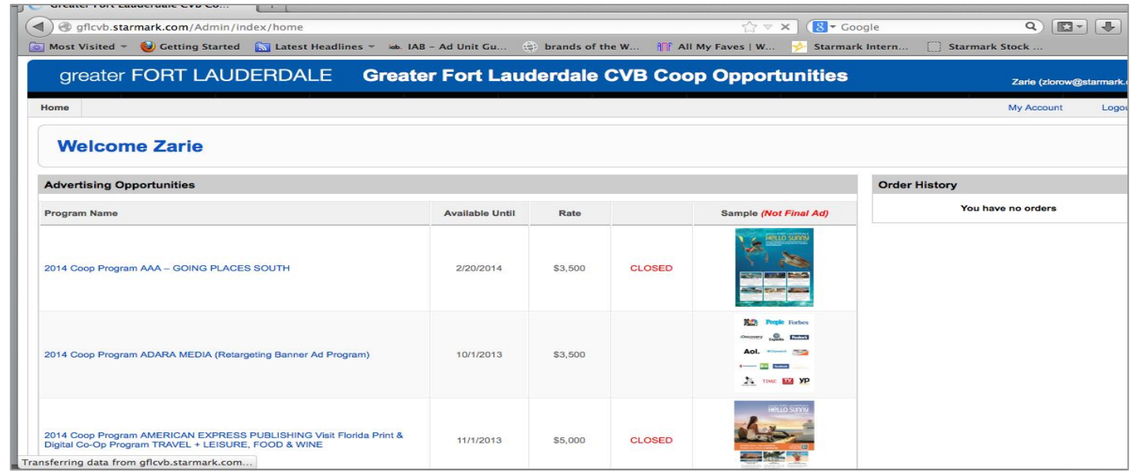
boston.com
Chicago Tribune
tripadvisor
SMART REACH DIGITAL
Powered by Entercom
Expedia
TRAVELZOO
FOOD and TRAVEL MAGAZINE
TRAVEL+ LEISURE
PADSQUAD
hulu
mobilefuse
meredith
gumgum
The New York Times

GREATER FORT LAUDERDALE

MEDIA PLANNING & BUYING: INDUSTRY CO-OP ADVERTISING

To simplify the co-op process for GFLCVB's partners, Starmark designed and built a web site, gflcvb.starmark.com. The site allows for partners to place orders, generate invoices, submit artwork – all in one place. The site continues to evolve as the needs change.





GFLCVB.STARMARK.COM

Benefits of COOP Web Site:

- Easy to use.
- Partners set up personal, private accounts.
- All information is stored in one place.
- Invoices generate automatically.
- All specs, media stats located in one place.
- Completely turnkey program.
- Starmark is always available to assist partners with questions.

3.0 PAST PERFORMANCE EVIDENCE OF KNOWLEDGE & EXPERIENCE

Vendor Reference Verification Form

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

Reference for: Starmark

Organization/Firm Name providing reference:
Premier Worldwide Marketing

Contact Name: Kelly Poling Title: Sr. VP Marketing Reference date: 03/06/2019

Contact Email: kpoling@karismahotels.com Contact Phone: 703-863-9111

Name of Referenced Project: Creative Agency of Record for portfolio of brands

Contract No.	Date Services Provided:			Project Amount:
N/A	10/01/2015	to	Present	Confidential

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:

Starmark has served as our creative agency of record for multiple hotel brands, including Azul Beach Resorts, Nickelodeon, and Margaritaville. Their work includes guest research, brand and creative strategy, creative campaign development, web site development, and advertising production.

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: _____

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

Vendor Reference Verification Form

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

Reference for: Starmark

Organization/Firm Name providing reference:
Seaworld Parks & Entertainment

Contact Name: Crystal O'Hea Title: SENIOR DIRECTO Reference date: 02/28/2019

Contact Email: Crystal.O'Hea@seaworld.com Contact Phone: 407.226.5543

Name of Referenced Project: Brand Roadmap

Contract No. Date Services Provided: Project Amount:

N/A 11/15/2018 to 12/31/2019

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:

Agile roadmap of brand work and strategic business plans

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)

Declined to answer budget for confidential reasons - - also project is phased and ongoing, so budget will be variable.

THIS SECTION FOR COUNTY USE ONLY

Verified via: ____EMAIL ____VERBAL Verified by: _____ Division: _____ Date: _____

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

BROWARD COUNTY FLORIDA

Vendor Reference Verification Form

Broward County Solicitation No. and Title:

GEN2116476P1, Advertising Agency Services

Reference for: Starmark

Organization/Firm Name providing reference:

Kaplan University

Contact Name: Sharon O'Donnell Title: Former VP of Mark Reference date: 02/28/2019

Contact Email: sodonnell28@gmail.com Contact Phone: 954-790-7385

Name of Referenced Project:

Contract No. N/A | Date Services Provided: 2009 to 2017 | Project Amount: Confidential

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 campaign strategy, planning, development and execution. Starmark operated as a key partner in working to build the Kaplan University brand and drive acquisition at national and local levels. Their integrated campaign planning capabilities, combined with their creative talent, always proved to be valued asset in our overall marketing plan.

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)

Excellent partner. Collaborated well across all levels of the organization. The team had great integrity and was honest about what could be done given timelines and budgets, yet always over-delivers.

THIS SECTION FOR COUNTY USE ONLY

Verified via: ____EMAIL ____VERBAL Verified by: _____ Division: _____ Date: _____

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PAST PERFORMANCE EVIDENCE OF KNOWLEDGE & EXPERIENCE

GREATER FORT LAUDERDALE

Company:	Greater Fort Lauderdale Convention & Visitors Bureau 101 NE 3rd Avenue Fort Lauderdale, FL 33301 Tel: 954.765.4466 www.sunny.org
Contact:	Stracy Ritter, President
Start Date:	2007
Description:	Convention & Visitors Bureau
Services:	Integrated Marketing Services including US Markets, Women, African American and LGBT Target Markets.
Role & Responsibility:	Agency of Record
Project Manager:	Kaire Lindpere

PAST PERFORMANCE EVIDENCE OF KNOWLEDGE & EXPERIENCE

STEALING THE SPOTLIGHT AT RIPTIDE MUSIC FESTIVAL BY ENGAGING FANS WITH AN INTERACTIVE BOOTH

For the 2nd year in a row, Starmark and the Greater Fort Lauderdale Convention & Visitors Bureau (GFLCVB) took over Riptide Music Festival on Fort Lauderdale beach with a booth to remember. Named “House of GFL,” the booth promoted Underground Lauderdale, a division of GFLCVB that celebrates local music, arts and culture. On Nov. 30-Dec. 2, hundreds of music fans lined up outside the tent, ready to get flash tattoos and free swag, as well as participate in a live art activation and a one-of-a-kind photo booth experience.

The Starmark creative team contributed to the House of GFL booth from start to finish. From designing the booth to coming up with its activities, they created the ultimate Riptide hotspot. Each detail of the layout was inspired by Greater Fort Lauderdale’s up-and-coming music scene. The atmosphere reflected the acoustic vibes heard throughout the destination, with twinkling lights and boxwood tables setting the tone. Underground Lauderdale’s new mission statement, written by Starmark, and more chalkboard signage got their moment in the spotlight, sitting on display inside the tent.

House of GFL Set

PAST PERFORMANCE EVIDENCE OF KNOWLEDGE & EXPERIENCE

Festival-goers were treated to four interactive booth stations– the first of which made a splash in the community. The team recruited renowned artist Hector Prado to lead the attendees in a collaborative art activation. Visitors let their creativity run wild, expressing themselves by painting on the canvas. Prado brought his own “Fantastic Realism” flair to the project, transforming their creations into a masterpiece. Each canvas represented the four pillars of Underground: music, create, fashion and film. His big reveal on the last day of the festival was a show within itself, and the art will live on beyond the festival as a traveling art installation promoting arts in the destination.

The team provided attendees an opportunity to share their Riptide experience, while letting out their inner rockstar. Putting a twist on your typical photo booth, the “OrcaVue” video booth acted as a valuable lead-generator for the GFLCVB. With a microphone and instruments for props, people jammed out on stage as a 360 degree camera captured every angle in slow motion. After filling out their information, participants received their 360 debut via email and were encouraged to post their videos on social media tagging #RiptideFest18 and @VisitLauderdale. The videos online were a success, hitting approximately 250,000 total impressions and a total reach of about 80,000.

Live Art Activation

PAST PERFORMANCE EVIDENCE OF KNOWLEDGE & EXPERIENCE

Besides embracing creativity and striking a pose, attendees could also complete their trendy festival looks with free Greater Fort Lauderdale branded swag and Starmark's custom Riptide and Underground flash tattoos. Word about the tattoos spread quickly– soon, the whole beach was decked out in gold and black.

Riptide was documented on social media all weekend long promoting the booth's activations and festival performances throughout. From livestreams with witty captions to Instagram stories and Facebook posts, it was clear that Starmark's and the GFLCVB's vision came to fruition– the House of GFL was a massive hit.

Underground 360 Video Booth

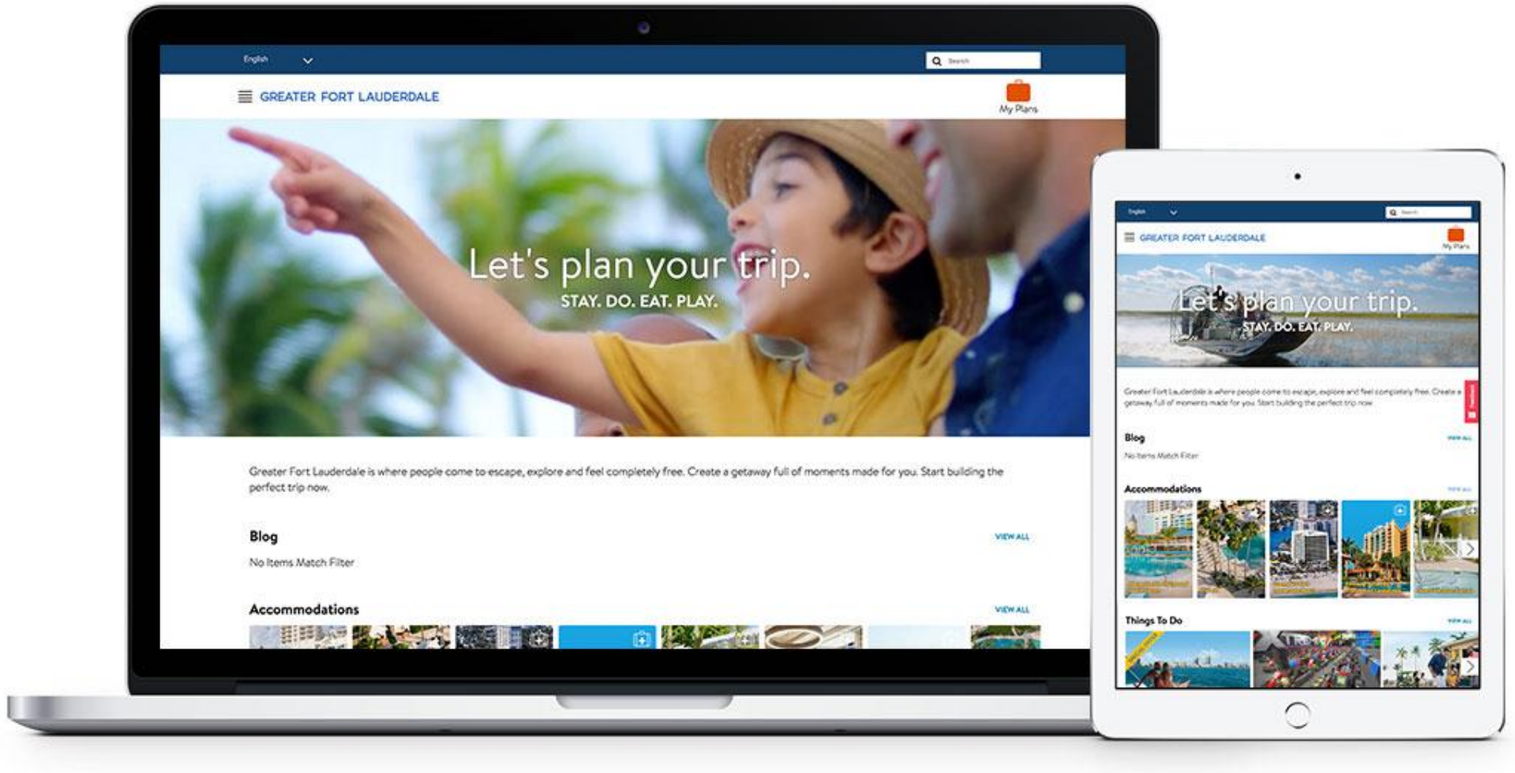
PAST PERFORMANCE EVIDENCE OF KNOWLEDGE & EXPERIENCE

REVAMPING A DESTINATION'S PLANNING TOOLS TO ATTRACT A NEW WAVE OF VISITORS

Starmark was excited to announce the launch of the 2019 Digital Vacation Planner, Meetings Guide and Visit Lauderdale TV for the Greater Fort Lauderdale Convention and Visitors Bureau (GFLCVB). Building on the success of the previous year's planner and the former Hello Sunny TV, the Starmark team transformed these tools that will inspire a generation of travelers to visit the destination as they peruse the pages of engaging content.

Starmark's vacation planner design updates reflect GFLCVB's persona strategy, offering useful content that is uniquely appealing to consumers' preferred style of travel. New SEO-driven editorial feature articles, like "How to Have the Ultimate Outdoor Adventure in Greater Fort Lauderdale" and "Your Must List Shopping Guide to Greater Fort Lauderdale," draw consumers in, while vibrant images and videos compel them to further explore. The addition of a meetings guide section gives meeting planners an outline of all the best group activities and meeting hotels in the area.

Consumers were not the only ones to reap the benefits of the international planning tool. Local hotels, restaurants and attractions were granted the opportunity to appear in full page advertorials with clickable links and video placement. The advertisers also earned additional mentions in editorial content, priority positioning in search results and curated pick sponsorship highlighted throughout the entire planner. With the launch of the 2019 tool, Starmark successfully positioned Greater Fort Lauderdale as a destination overflowing with fun things to do and places to go.



PAST PERFORMANCE EVIDENCE OF KNOWLEDGE & EXPERIENCE

LAVISH PAMPERING AWAITS DURING GREATER FORT LAUDERDALE'S 'SPATEMBER'

Starmark partnered with the Greater Fort Lauderdale Convention & Visitors Bureau (GFLCVB) to promote Spatember, a month-long tradition when Greater Fort Lauderdale's most blissful resort and day spas offer premiere packages full of lavish pampering with special offers.

By leveraging the Hello Sunny brand campaign (also produced by Starmark), which was shot with the intention of utilizing the spa scene for the upcoming September GFLCVB promotion, the team focused on the "what" and "when" of the event. The result was an "ahh-inspiring" campaign highlighting the memorable mother/daughter experience with a TV spot showcasing a moment of relaxation and time shared together. Launching in mid-August, the campaign also includes radio, print and banner ads.

Spatember
GREATER FORT LAUDERDALE

GREATER
FORT LAUDERDALE

PAST PERFORMANCE EVIDENCE OF KNOWLEDGE & EXPERIENCE

CELEBRATING GREATER FORT LAUDERDALE'S TOP RESTAURANTS

Starmark partnered with the Greater Fort Lauderdale Convention & Visitors Bureau (GFLCVB) to promote Crave GFL Restaurant Month — a celebration of Greater Fort Lauderdale's top restaurants, chefs and cuisine throughout the month of September.

The team created a relatable campaign that acknowledges one of the most frustrating parts of dining out, agreeing on a place to eat, while touting the unique dining experiences and special menus available during Crave GFL as the solution.

Viewers easily identified with the indecisive couple in the TV spot. Starmark also brought the classic dining dilemma to social media with videos of back-and-forth texting conversations and amusing food memes.

TV Spot

Print Ad

Billboard

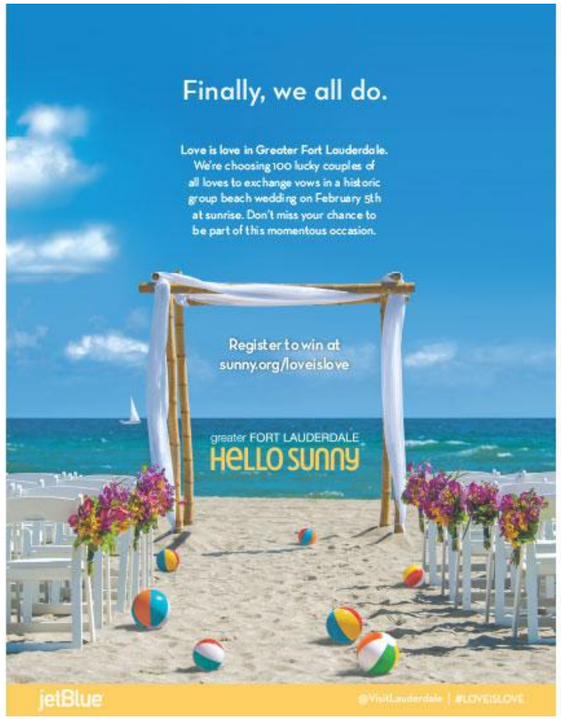
GREATER FORT LAUDERDALE

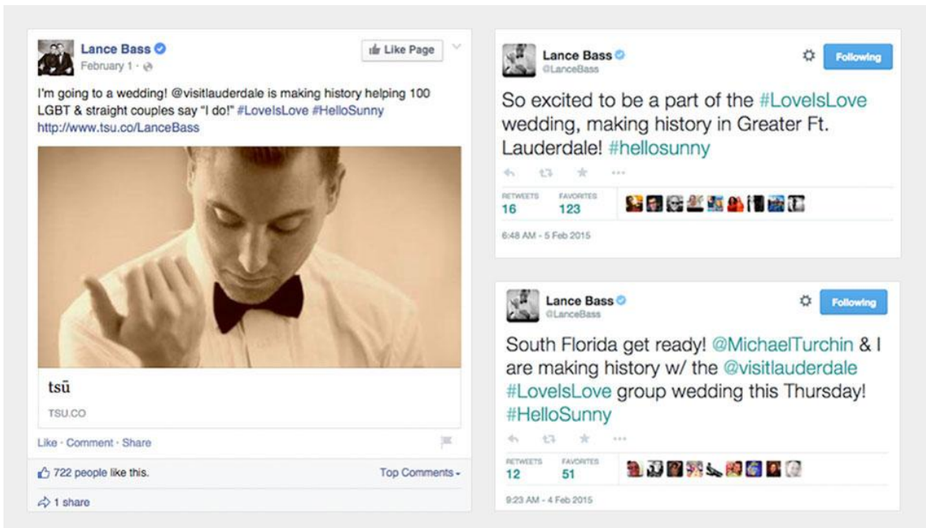
PAST PERFORMANCE EVIDENCE OF KNOWLEDGE & EXPERIENCE

CELEBRATE FLORIDA'S LANDMARK MARRIAGE EQUALITY RULING WITH AN EPIC CELEBRATION, HELLO SUNNY STYLE

Following months of top-secret planning in anticipation of Florida's marriage equality ruling, Starmark and the Greater Fort Lauderdale Convention & Visitors Bureau (GFLCVB) rolled out the rainbow carpet with a ground-breaking LGBT campaign titled "Love is Love."

The campaign, which was created within the GFLCVB's popular Hello Sunny brand, was the first of its kind, inviting 100 couples of all loves to exchange vows on beautiful Fort Lauderdale Beach. Elements included videos, print and digital ads touting the headline "Finally, We All Do," and a microsite where couples could enter to win a trip and hotel stay, and take part in the sunrise ceremony.





PAST PERFORMANCE EVIDENCE OF KNOWLEDGE & EXPERIENCE

At the Love is Love ceremony, (which took place January 6, 2015 – just one month after the court ruling) NSYNC member and Dancing with the Stars alum Lance Bass delivered a moving address on the meaning of love as the event's official "Love is Love" ambassador with his new husband Michael Turchin. He also posted about the event on his social media channels. A highlight of the ceremony was the pronouncement that the couples were all legally married, which was commemorated with an all out beach ball toss.

The campaign captured the hearts of viewers, and the press, with *Passport Magazine* creating a touching video recapping the event.

http://bit.ly/LoveIsLoveGFL

PAST PERFORMANCE EVIDENCE OF KNOWLEDGE & EXPERIENCE

Company:	Fort Lauderdale-Hollywood International Airport Broward County/Aviation 2200 SW 45th Street, Suite 101, Dania Beach, FL 33312 Tel: 954.359.6100 www.broward.org/airport
Contact:	Steve Belleme, Business Development Manager
Start Date:	2006
Description:	International airport
Services:	Integrated Marketing Services
Role & Responsibility:	Agency of Record
Project Manager:	Lisa Hoffman

PAST PERFORMANCE EVIDENCE OF KNOWLEDGE & EXPERIENCE

SCHLEP-FREE: PARKING GETS EASY PEASY AT FLL

The number-one source of revenue for Fort Lauderdale-Hollywood International Airport (FLL) is parking. But revenues were declining due to aggressive off-site vendors. Airport officials asked Starmark for help to reverse the trend – and Starmark delivered with double-digit revenue gains.

Research and Strategy

Starmark began with a comprehensive study, including many onsite passenger conversations. The airport spent a year and millions of dollars to upgrade their parking systems, based on the findings revealed from the research.This included new infrastructure enhancements; wayfinding for the garages; a digital system to keep track of open spots; new services like valet parking; and more.

Sharing the News

Once FLL officials were ready to share the news with the flying public, Starmark developed a compelling new campaign that could convey all the benefits in a memorable way.

Titled “Park Smart, Park Onsite”, the new campaign featured a bold brandmark, colorful, animated graphics, a new light-hearted attitude and clear message: it’s easier than ever before to park onsite. No more schlepping across lots, driving in circles or not finding a parking space!

The result: FLL’s revenue increased by 12% over the previous year.

PAST PERFORMANCE EVIDENCE OF KNOWLEDGE & EXPERIENCE

Company:	Port Everglades c/o Greater Fort Lauderdale Convention and Visitors Bureau 1850 Eller Drive, Fort Lauderdale, FL 33316 Tel: 954.523.3404 www.broward.org/port
Contact:	Ellen Kennedy, Manager of Corporate and Community Relations ekennedy@broward.org
Start Date:	2006
Description:	Port
Services:	Integrated Marketing Services
Role & Responsibility:	Agency of Record
Project Manager:	Karie Lindpere

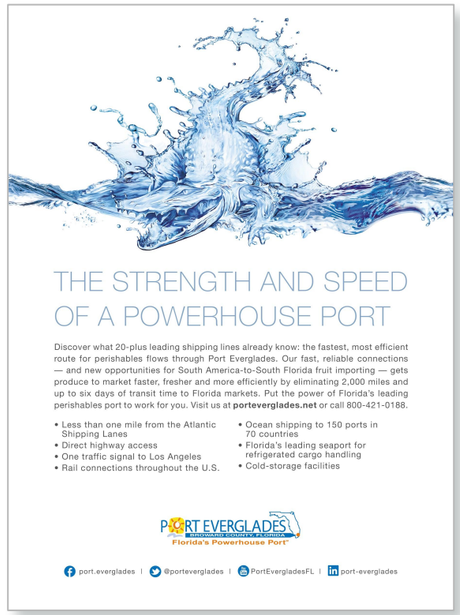
PAST PERFORMANCE EVIDENCE OF KNOWLEDGE & EXPERIENCE

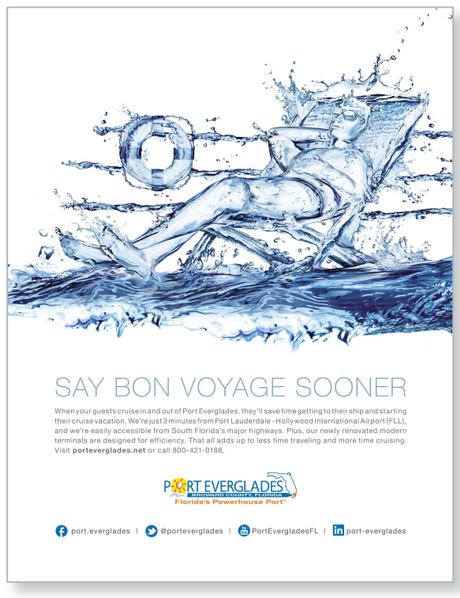
UNLEASHING THE POTENTIAL OF A POWERHOUSE MARKETING CAMPAIGN

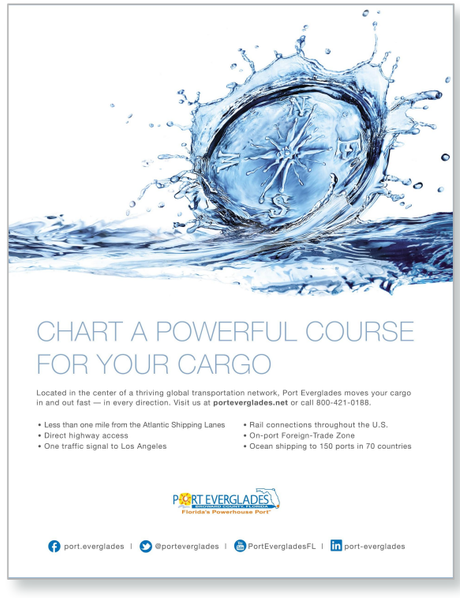
Starmark launched the “Florida’s Powerhouse Port” campaign six years ago. Today, the campaign continues to communicate and differentiate Port Everglades‘ strategy in powerful ways. It features ever-changing water graphics that illustrate attributes of Port Everglades. For example, an alligator illustration made from moving and splashing water, demonstrates strength, speed and power. Dolphins jumping represent speed, friendliness and intelligence.

The Port Everglades campaign differentiates it from its competitors with its unique simplicity and bold graphics. It is integrated throughout Port Everglades’ communications, including; video, digital, print, exhibits and events, collateral and throughout all community messaging.

This year, the American Advertising Federation awarded Starmark and Port Everglades a gold addy for creativity in elements of advertising.







PAST PERFORMANCE EVIDENCE OF KNOWLEDGE & EXPERIENCE

Company:	Memorial Healthcare System 3111 Stirling Road, Hollywood, FL 33312 Tel: 954-265-5400 mhs.net
Contact:	Selima Khan VP of Marketing Communications selkhan@mhs.net
Start Date:	2016
Description:	Healthcare System
Services:	Integrated Marketing Services
Role & Responsibility:	Project Agency for Memorial System & Joe DiMaggio Children's Hospital
Project Manager:	Katy Gerwartowski

PAST PERFORMANCE EVIDENCE OF KNOWLEDGE & EXPERIENCE

ENCOURAGE WOMEN TO GET THE HEALTHCARE THEY NEED FOR THEIR ENTIRE FAMILY — ALL IN A SINGLE LOCATION.

Memorial Hospital Miramar had built an excellent reputation for expert Women's Services and care, but was mostly being visited by patients in the immediate area. The hospital partnered with Starmark to help extend its reach to women living further away in neighboring cities. Starmark introduced Memorial Hospital Miramar to these women and their families with a campaign that communicated this was the place where they could go to receive "the specialized care every woman deserves."

Portrait-style images featured real patients holding their MRI and CT scans. The team used a testimonial approach to telling the patients' stories about the positive experiences they had at Memorial, making it highly relatable to readers. The result was a compelling campaign that showcased the high-quality services available, along with the human touch for which Memorial is known.

PAST PERFORMANCE EVIDENCE OF KNOWLEDGE & EXPERIENCE

CELEBRATING 25 YEARS OF PATIENT & FAMILY CENTERED CARE

As the 25th Anniversary of Joe DiMaggio Children's Hospital approached, hospital leaders asked Starmark to assist them with a new campaign that would raise awareness of South Florida's best-kept secret and celebrate the hospital's quarter-century of outstanding patient- and family-centered specialist care.

Starmark created a commemorative campaign featuring the hospital's iconic symbol − a red baseball glove with a heart at its core. Custom-made branded MLB-style red baseball gloves were produced and placed in the hands of 60 influential "heavy hitters": an elite group of South Florida's leaders including big names from the sports world, like Jeff Conine and Giancarlo Stanton, to Congressman Ted Deutch and Florida Senator Lauren Book. All were recruited to give their "Red Glove salute" and share the impact that Joe DiMaggio Children's Hospital has had on the community and/or their personal lives.

In addition to high-profile photos, social/web videos and broadcast TV spots, the Red Glove campaign generated additional media attention and news coverage, as well as appearances at community events and schools. Inspired by the whimsy of this playful brand icon, Starmark generated buzz, excitement and energy surrounding the 25-year celebration by putting it directly into the "gloves" of the community.

PAST PERFORMANCE EVIDENCE OF KNOWLEDGE & EXPERIENCE

Company:	Nova Southeastern University 3301 College Avenue, Fort Lauderdale 33324 954-262.3954 nova.edu
Contact:	Brandon Hensler Director of University Relations brandon.hensler@nova.edu
Start Date:	2006
Description:	Ungraduate, Graduate Higher Education
Services:	Integrated Marketing Services
Role & Responsibility:	Project Agency for Traditional & Digital Services
Project Manager:	Jacqui Hartnett

PAST PERFORMANCE EVIDENCE OF KNOWLEDGE & EXPERIENCE

SHARING A NEW MODEL OF TEACHING AND PRACTICING MEDICINE

Nova Southeastern University, based in Fort Lauderdale with campuses throughout Florida and in Puerto Rico, was launching the new Dr. Kiran C. Patel College of Allopathic Medicine. The mission: to educate the next generation of physician leaders. Students would gain a rare opportunity to experience a new model of teaching and practicing medicine that better reflected today's real-world health issues and tomorrow's opportunities.

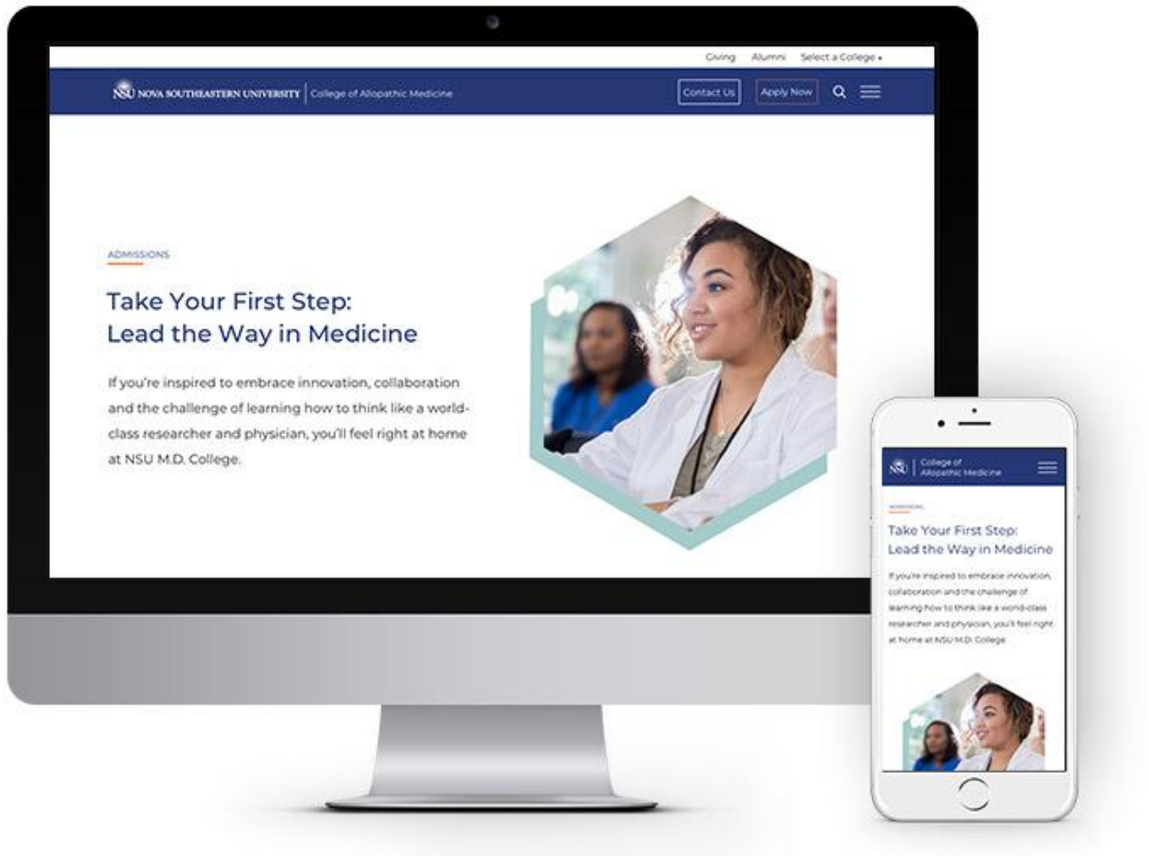
Challenge: Finding The Right Applicants Nationwide

NSU MD leaders weren't worried about attracting enough applicants to its 2018 charter class. Their concern: finding the right applicants nationwide who could succeed in this unique hybrid case- and problem-based MD program. Along with strong grades and test scores, candidates needed a passion for medicine; the drive to lead; teamwork skills; and the discipline to work independently.

The Website: The Vision of NSU MD

Without existing classes or alumni, the website would be the vision and voice of NSU MD. It had to be as innovative as the program itself, appealing to millennial audiences. Based upon Starmark's results for other universities, including NSU's own H. Wayne Huizenga College of Business and Entrepreneurship and Abraham S. Fischler College of Education, NSU MD chose the agency as the best partner.

The team conducted in-depth target user experience testing to inform its best-practices recommendations for site structure, organization and layout. The leading-edge, mobile-first design captures the college's innovative spark, while infusing the friendly warmth of its South Florida locale. The copy is short, compelling and audience-friendly, sharing NSU MD's differentiating benefits and offering easy pathways to deeper detail.



AWARD WINNER!

NSU DR. KIRAN C. PATEL COLLEGE OF ALLOPATHIC MEDICINE WINS THREE RADIANCE AWARDS AT PRSA

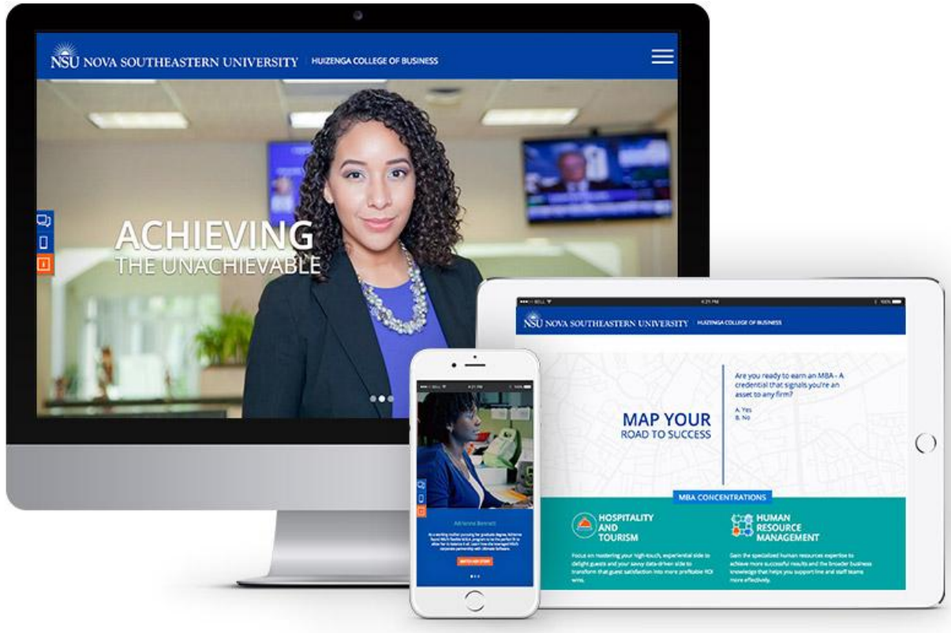
GREATER FORT LAUDERDALE

PAST PERFORMANCE EVIDENCE OF KNOWLEDGE & EXPERIENCE

CREATE A NEW WEBSITE WITH BOLD DESIGN AND POWERED BY SOPHISTICATED INLINE OPTIMIZATION AND TRACKING

Under new leadership, the NSU marketing team had aggressive new goals to drive more qualified leads and completed applications for its flagship graduate programs in the Fischler College of Education and Huizenga College of Business. The university's legacy website is large with a lot of general content and required a fresh approach to a leaner, more specialized lead-generation tool that would achieve their acquisition goals.

Starmark developed new fully-responsive microsites with bright, modern and clean designs that stand apart from the university's legacy site. With its main objective to drive student applications, Starmark developed a landing page design that targets personas by each college with laser-focused calls-to-action driving them to the next step without overwhelming them during the process. The Starmark team collaborated with the NSU team using Agile methodology to develop the site under an aggressive timeline to be ready for the new enrollment season. Behind the scenes, the agency integrated multiple optimization and tracking tools to optimize the pages and calculate ROI.



Broward County Board of
County Commissioners

4.0 WORKLOAD OF THE FIRM

WORKLOAD OF THE FIRM

The chart below represents active clients engaged with the Starmark team within the last 5 years. All clients project plans vary based on the nature of their business requirements. The type of services and Senior Project Manager responsible for the workload has been listed.

CLIENT PARTNER	SERVICE BEGAN	SERVICE	PROJECT MANAGER
A Child is Missing	1999	Integrated Marketing	Peggy Nordeen
ACAI	2015	Strategic Planning	Peggy Nordeen
American Diabetes Association	2017	Integrated Marketing	Jacqui Hartnett
Auberge Beach Residences & Spa Fort Lauderdale	2014	Social Media	Peggy Nordeen
AutoNation	2006	Strategic Planning & Digital Marketing	Jacqui Hartnett
Bradford Marine	2016	Integrated Marketing	Jacqui Hartnett
Brightline	2017	Integrated Marketing	Katy Gewartowski
Broward College	2018	Agency of Record	Jacqui Hartnett
CareerSource Florida	2014	Integrated Marketing	Kelsey Eisenbeis
Carnival Corporation	2018	Integrated Marketing	Kathleen Heston
Catholic Health Services	2011	Integrated Marketing	Jacqui Hartnett
Chesapeake Amusements	2018	Integrated Marketing	Kathleen Heston
Copa Airlines	2014	Paid Media	Diego Naranjo
Cross Country Home Services	2008	Integrated Marketing	Brett Circe

WORKLOAD OF THE FIRM, cont.

CLIENT PARTNER	SERVICE BEGAN	SERVICE	PROJECT MANAGER
Crown Castle Fiber	2015	Agency of Record	Jacqui Hartnett
Darden Restaurants	2018	Digital Marketing	Brett Circe
Discovery Cove Florida	2011	Integrated Marketing	Katy Gewartowski
Elegants Hotels Group	2016	Integrated Marketing	katy Gewartowski
Florida Atlantic University	2000	Digital Marketing	Brett Circe
FPL Energy Services	2015	Integrated Marketing	Kaire Lindpere
HMS National	2005	Integrated Marketing	Brett Circe
Joe DiMaggio Children's Hospital	2015	Integrated Marketing	Katy Gewartowski
Kaplan University	2008	Integrated Marketing	Katy Gewartowski
Margaritaville Holdings	2016	Integrated Marketing	Jacqui Hartnett
Marine Industry Association of South Florida	2000	Integrated Marketing	Peggy Nordeen
Memorial Healthcare System	2011	Integrated Marketing	Jacqui Hartnett
Nipro Diagnostics	2015	Integrated Marketing	Diego Naranjo
North Palm Beach County Chamber of Commerce	2013	Branding	Katy Gewartowski
Nova Southeastern University	2006	Integrated Marketing	Jacqui Hartnett
Planet Hollywood International, Inc.	2016	Integrated Marketing	Kelsey Eisenbeis

WORKLOAD OF THE FIRM, cont.

CLIENT PARTNER	SERVICE BEGAN	SERVICE	PROJECT MANAGER
Premier Worldwide Marketing	2016	Agency of Record	Katy Gewartowski
Resorts World Bimini	2014	Digital Marketing	Brett Circe
Right Management	2018	Social Media	Kathleen Heston
SeaWorld Orlando	2011	Integrated Marketing	Jacqui Hartnett
Serge Ferrari North America	2018	Integrated Marketing	Kathleen Heston
Show Management - Fort Lauderdale International Boat Show	2014	Integrated Marketing	Diana Hernandez
Stiles Corp.	2018	Branding	Hillary Small
T-Y Group (Harbor Linen)	2016	Digital Marketing	Brett Circe
The Broward Center for Performing Arts	2010	Integrated Marketing	Jacqui Hartnett
The Forbes Company	2013	Digital Marketing	Brett Circe
Tyco Integrated Security	2016	Integrated Marketing	Karie Lindpere
uVu Technologies	2012	Integrated Marketing	Brett Circe
Viacom International Media Networks	2016	Integrated Marketing	Katy Gewartowski
Wyndham Extra Holidays	2015	Integrated Marketing	Katy Gewartowski

Because of our multi-office organization, our fine-tuned business forecasting procedures and efficient project management processes and software, Starmark is able to accomplish both cost-effective staffing and workflow scheduling to meet client deadlines. The number of projects and the customized needs of those projects are monitored on an on-going basis, and work is scheduled by in-house project management staff.

7.0 PRICING SUPPORT

Starmark International, Inc. is a privately held corporation. The financial information required including our billing rates and financial statements – contain confidential, business proprietary information and is a trade secret that is exempt from Public Records Law pursuant to Sections 815.045, 815.04(3)(a), and 119.071(1)(c) (to the extent applicable), Florida Statutes, and Sepro Corp. v. Florida Dep't Environmental Protection, 839 So. 2d 781 (Fla. 1st DCA 2003) Nonetheless, we will make such information available for review by Broward County to enable it to fully evaluate our response, but such information must be used exclusively for evaluating our response and not be provided in response to a public records request or otherwise distributed.

Confidential financial documents mailed per instructions to:
Broward County Purchasing Division
115 South Andrews Ave, Room 212
Fort Lauderdale, FL 33301

STARMARK
BIG IDEAS

Branding
Advertising
Digital
Media
Search
Social
Data Science

STARMARK.COM

PRICING SUPPORT

			Year 1											
FLAT FEE SERVICES	**Role ID**		**Oct**	**Nov**	**Dec**	**Jan**	**Feb**	**Mar**	**Apr**	**May**	**Jun**	**Jul**	**Aug**	**Sep**
Account Strategy, Planning, Stewardship and Services														
Vice President	AS-VP	$155	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902
Account Director	AS-M	$155	$20,809	$20,809	$20,809	$20,809	$20,809	$20,809	$20,809	$20,809	$20,809	$20,809	$20,809	$20,809
Account Coordinator	AS-C	$155	$10,405	$10,405	$10,405	$10,405	$10,405	$10,405	$10,405	$10,405	$10,405	$10,405	$10,405	$10,405
Project Management & QA	PM/QA	$155	$1,951	$1,951	$1,951	$1,951	$1,951	$1,951	$1,951	$1,951	$1,951	$1,951	$1,951	$1,951
Budget Management	AS-F	$155	$1,951	$1,951	$1,951	$1,951	$1,951	$1,951	$1,951	$1,951	$1,951	$1,951	$1,951	$1,951
													Year 1 Subtotal:	$468,206
Creative Concepting, Development and Production														
Creative Director	C-CD	$155	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902
Associate Creative Director	C-ACD	$155	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803
Art Director	C-AD	$155	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607
Copywriter	C-COPY	$155	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607
Studio Services	PROD	$155	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902
													Year 1 Subtotal:	$561,847
Digital Media, Email, Vaction Planner & VLTV														
Development Manager	I-DM	$155	$650	$650	$650	$650	$650	$650	$650	$650	$650	$650	$650	$650
Back End Developer	I-BE	$155	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902
Front End Developer	I-FE	$155	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902
Digital Producer	AS-M	$155	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902
Information Technology Specialist	IT	$155	$325	$325	$325	$325	$325	$325	$325	$325	$325	$325	$325	$325
													Year 1 Subtotal:	$152,167
Media Strategy, Planning, Buying and Stewardship														
Media Strategist	M-STRAT	$155	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607
Digital Marketing Specialist	M-MEDIA	$155	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803
Search & SEO Specialist	M-SSS	$155	$2,601	$2,601	$2,601	$2,601	$2,601	$2,601	$2,601	$2,601	$2,601	$2,601	$2,601	$2,601
Social Media Specialist	M-SSS	$155	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607
Business Analyst	M-RA	$155	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803
													Year 1 Subtotal:	$593,061
			$147,940	**$147,940**	**$147,940**	**$147,940**	**$147,940**	**$147,940**	**$147,940**	**$147,940**	**$147,940**	**$147,940**	**$147,940**	**$147,940**

			Year 1											
AVERAGE PROJECTED LEVEL OF EFFORT	**Weekly Hours**		**Oct**	**Nov**	**Dec**	**Jan**	**Feb**	**Mar**	**Apr**	**May**	**Jun**	**Jul**	**Aug**	**Sep**
Account Strategy, Planning, Stewardship and Services														
Vice President		6	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2
Account Director*		32	134.4	134.4	134.4	134.4	134.4	134.4	134.4	134.4	134.4	134.4	134.4	134.4
Account Coordinator		16	67.2	67.2	67.2	67.2	67.2	67.2	67.2	67.2	67.2	67.2	67.2	67.2
Project Management & QA		3	12.6	12.6	12.6	12.6	12.6	12.6	12.6	12.6	12.6	12.6	12.6	12.6
Finance		3	12.6	12.6	12.6	12.6	12.6	12.6	12.6	12.6	12.6	12.6	12.6	12.6
Creative Concepting, Development and Production														
Creative Director		6	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2
Associate Creative Director		12	50.4	50.4	50.4	50.4	50.4	50.4	50.4	50.4	50.4	50.4	50.4	50.4
Art Director*		24	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8
Copywriter*		24	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8
Studio Services		6	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2
Digital Media, Email, Vaction Planner & VLTV														
Development Manager		1	4.2	4.2	4.2	4.2	4.2	4.2	4.2	4.2	4.2	4.2	4.2	4.2
Back End Developer		6	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2
Front End Developer		6	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2
Digital Producer		6	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2
Information Technology Specialist		0.5	2.1	2.1	2.1	2.1	2.1	2.1	2.1	2.1	2.1	2.1	2.1	2.1
Media Strategy, Planning, Buying and Stewardship														
Media Strategist		24	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8
Digital Marketing Specialist		12	50.4	50.4	50.4	50.4	50.4	50.4	50.4	50.4	50.4	50.4	50.4	50.4
Search & SEO Specialist		4	16.8	16.8	16.8	16.8	16.8	16.8	16.8	16.8	16.8	16.8	16.8	16.8
Social Media Specialist		24	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8
Business Analyst		12	50.4	50.4	50.4	50.4	50.4	50.4	50.4	50.4	50.4	50.4	50.4	50.4

		Year 1											
OUT OF POCKET		**Oct**	**Nov**	**Dec**	**Jan**	**Feb**	**Mar**	**Apr**	**May**	**Jun**	**Jul**	**Aug**	**Sep**
Production & All OOP		$54,143	$54,143	$54,143	$54,143	$54,143	$54,143	$54,143	$54,143	$54,143	$54,143	$54,143	$54,143
Media		$416,666	$416,666	$416,666	$416,666	$416,666	$416,666	$416,666	$416,666	$416,666	$416,666	$416,666	$416,666

PRICING SUPPORT

Year 2												
Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	
$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	
$20,809	$20,809	$20,809	$20,809	$20,809	$20,809	$20,809	$20,809	$20,809	$20,809	$20,809	$20,809	
$10,405	$10,405	$10,405	$10,405	$10,405	$10,405	$10,405	$10,405	$10,405	$10,405	$10,405	$10,405	
$1,951	$1,951	$1,951	$1,951	$1,951	$1,951	$1,951	$1,951	$1,951	$1,951	$1,951	$1,951	
$1,951	$1,951	$1,951	$1,951	$1,951	$1,951	$1,951	$1,951	$1,951	$1,951	$1,951	$1,951	
										Year 2 Subtotal:	$468,206	
$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	
$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	
$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	
$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	
$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	
										Year 2 Subtotal:	$561,847	
$650	$650	$650	$650	$650	$650	$650	$650	$650	$650	$650	$650	
$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	
$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	
$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	
$325	$325	$325	$325	$325	$325	$325	$325	$325	$325	$325	$325	
										Year 2 Subtotal:	$152,167	
$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	
$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	
$2,601	$2,601	$2,601	$2,601	$2,601	$2,601	$2,601	$2,601	$2,601	$2,601	$2,601	$2,601	
$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	
$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	
										Year 2 Subtotal:	$593,061	
$147,940	**$147,940**	**$147,940**	**$147,940**	**$147,940**	**$147,940**	**$147,940**	**$147,940**	**$147,940**	**$147,940**	**$147,940**	**$1,330,160**	

Year 2											
Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2
134.4	134.4	134.4	134.4	134.4	134.4	134.4	134.4	134.4	134.4	134.4	134.4
67.2	67.2	67.2	67.2	67.2	67.2	67.2	67.2	67.2	67.2	67.2	67.2
12.6	12.6	12.6	12.6	12.6	12.6	12.6	12.6	12.6	12.6	12.6	12.6
12.6	12.6	12.6	12.6	12.6	12.6	12.6	12.6	12.6	12.6	12.6	12.6
25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2
50.4	50.4	50.4	50.4	50.4	50.4	50.4	50.4	50.4	50.4	50.4	50.4
100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8
100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8
25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2
4.2	4.2	4.2	4.2	4.2	4.2	4.2	4.2	4.2	4.2	4.2	4.2
25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2
25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2
25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2
2.1	2.1	2.1	2.1	2.1	2.1	2.1	2.1	2.1	2.1	2.1	2.1
100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8
50.4	50.4	50.4	50.4	50.4	50.4	50.4	50.4	50.4	50.4	50.4	50.4
16.8	16.8	16.8	16.8	16.8	16.8	16.8	16.8	16.8	16.8	16.8	16.8
100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8
50.4	50.4	50.4	50.4	50.4	50.4	50.4	50.4	50.4	50.4	50.4	50.4

Year 2											
Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
$54,143	$54,143	$54,143	$54,143	$54,143	$54,143	$54,143	$54,143	$54,143	$54,143	$54,143	$54,143
$416,666	$416,666	$416,666	$416,666	$416,666	$416,666	$416,666	$416,666	$416,666	$416,666	$416,666	$416,666

PRICING SUPPORT

Year 3 Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	
												Totals
$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	**$140,462**
$20,809	$20,809	$20,809	$20,809	$20,809	$20,809	$20,809	$20,809	$20,809	$20,809	$20,809	$20,809	**$749,129**
$10,405	$10,405	$10,405	$10,405	$10,405	$10,405	$10,405	$10,405	$10,405	$10,405	$10,405	$10,405	**$374,565**
$1,951	$1,951	$1,951	$1,951	$1,951	$1,951	$1,951	$1,951	$1,951	$1,951	$1,951	$1,951	**$70,231**
$1,951	$1,951	$1,951	$1,951	$1,951	$1,951	$1,951	$1,951	$1,951	$1,951	$1,951	$1,951	**$70,231**
										Year 3 Subtotal:	$468,206	
$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	**$140,462**
$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	**$280,924**
$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	**$561,847**
$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	**$561,847**
$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	**$140,462**
										Year 3 Subtotal:	$561,847	
$650	$650	$650	$650	$650	$650	$650	$650	$650	$650	$650	$650	**$23,410**
$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	**$140,462**
$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	**$140,462**
$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	**$140,462**
$325	$325	$325	$325	$325	$325	$325	$325	$325	$325	$325	$325	**$11,705**
										Year 3 Subtotal:	$152,167	
$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	**$561,847**
$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	**$280,924**
$2,601	$2,601	$2,601	$2,601	$2,601	$2,601	$2,601	$2,601	$2,601	$2,601	$2,601	$2,601	**$93,641**
$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	**$561,847**
$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	**$280,924**
										Year 3 Subtotal:	$593,061	
$147,940	**$147,940**	**$147,940**	**$147,940**	**$147,940**	**$147,940**	**$147,940**	**$147,940**	**$147,940**	**$147,940**	**$147,940**	**$1,330,160**	**$5,325,842**

Year 3 Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	
												Totals
25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	**907.20**
134.4	134.4	134.4	134.4	134.4	134.4	134.4	134.4	134.4	134.4	134.4	134.4	**4,838.40**
67.2	67.2	67.2	67.2	67.2	67.2	67.2	67.2	67.2	67.2	67.2	67.2	**2,419.20**
12.6	12.6	12.6	12.6	12.6	12.6	12.6	12.6	12.6	12.6	12.6	12.6	**453.60**
12.6	12.6	12.6	12.6	12.6	12.6	12.6	12.6	12.6	12.6	12.6	12.6	**453.60**
25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	**907.20**
50.4	50.4	50.4	50.4	50.4	50.4	50.4	50.4	50.4	50.4	50.4	50.4	**1,814.40**
100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	**3,628.80**
100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	**3,628.80**
25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	**907.20**
4.2	4.2	4.2	4.2	4.2	4.2	4.2	4.2	4.2	4.2	4.2	4.2	**151.20**
25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	**907.20**
25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	**907.20**
25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	**907.20**
2.1	2.1	2.1	2.1	2.1	2.1	2.1	2.1	2.1	2.1	2.1	2.1	**75.60**
100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	**3,628.80**
50.4	50.4	50.4	50.4	50.4	50.4	50.4	50.4	50.4	50.4	50.4	50.4	**1,814.40**
16.8	16.8	16.8	16.8	16.8	16.8	16.8	16.8	16.8	16.8	16.8	16.8	**604.80**
100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	**3,628.80**
50.4	50.4	50.4	50.4	50.4	50.4	50.4	50.4	50.4	50.4	50.4	50.4	**1,814.40**
												34,398.00

Year 3 Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	
$54,143	$54,143	$54,143	$54,143	$54,143	$54,143	$54,143	$54,143	$54,143	$54,143	$54,143	$54,153	**$1,949,158**
$416,666	$416,666	$416,666	$416,666	$416,666	$416,666	$416,666	$416,666	$416,666	$416,666	$416,666	$416,690	**$15,000,000**

SUBTOTALS (3 Years)	Percent	Total
Agency Flat Fee	23.67%	$5,325,842
Media Commission	1.00%	$225,000
Production & All OOP	8.66%	$1,949,158
Media	66.67%	$15,000,000
	Total	**$22,500,000**

TOTAL BUDGET		
	Year 1	$7,500,000
	Year 2	$7,500,000
	Year 3	$7,500,000
	Total	**$22,500,000**

PRICING SUPPORT

OPTIONAL SERVICES		
Branding Services		
Social Media Services		
Adverse Impact Services		
Website Design Services		

OPTIONAL SERVICES RATES	Role ID	
Account Strategy, Planning, Stewardship and Services		
Vice President	AS-VP	$240
Account Director*	AS-M	$120
Account Coordinator	AS-C	$60
Project Management & QA	PM/QA	$130
Budget Management	AS-F	$100
Creative Concepting, Development and Production		
Creative Director	C-CD	$225
Associate Creative Director	C-ACD	$175
Art Director*	C-AD	$150
Copywriter*	C-COPY	$150
Studio Services	PROD	$120
Website, CRM, Database and App Services		
Development Manager	I-DM	$150
Back End Developer	I-BE	$150
Front End Developer	I-FE	$120
Digital Producer	AS-M	$120
Information Technology Specialist	IT	$60
Organic Social Media and Stewardship		
Media Strategist	M-STRAT	$150
Digital Marketing Specialist	M-MEDIA	$150
Search & SEO Specialist	M-SSS	$150
Social Media Specialist	M-SSS	$150
Business Analyst	M-RA	$150

STARMARK
BIG IDEAS

Branding
Advertising
Digital
Media
Search
Social
Data Science

STARMARK.COM

Starmark

Item: **Flat Fee Services - Year 3**

Attachments

CBE Intent Letters.pdf

Starmark 7.0 GEN2116476P1- Advertising Agency Pricing Support 3_21.xlsx

Starmark_International_Solicitation_GEN2116476P1_Advertising_Agency_Services_03202019.pdf

BROWARD COUNTY FLORIDA
OFFICE OF ECONOMIC AND SMALL BUSINESS DEVELOPMENT

LETTER OF INTENT

BETWEEN BIDDER/OFFEROR AND COUNTY BUSINESS ENTERPRISE (CBE) FIRM/SUPPLIER

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

Solicitation No.: GEN2116476P1

Project Title: Advertising Agency Services

Bidder/Offeror Name: Starmark

Address: 210 S Andrews Avenue City: Ft. Lauderdale State: FL Zip: 33301

Authorized Representative: Jacqui Hartnett Phone: 954-874-9000

CBE Firm/Supplier Name: LP Media, Inc

Address: 3107 Stirling Road, Suite 204 City: Ft. Lauderdale State: FL Zip: 33312

Authorized Representative: Frank Linero Phone: 954-926-5722

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[1]	CBE Contract Amount[2]	CBE Percentage of Total Project Value
Motion Picture and Video Production	512110		4.50 %
			%
			%

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

CBE Firm/Supplier Authorized Representative

Signature: Frank Linero Digitally signed by Frank Linero Date: 2019.02.22 13:27:40 -05'00' Title: President Date: 02/22/2019

Bidder/Offeror Authorized Representative

Signature: Jacqui Hartnett Title: President Date: 2/22/2019

[1] Visit Census.gov and select NAICS to search and identify the correct codes. Match type of work with NAICS code as closely as possible.

[2] 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**

BROWARD COUNTY FLORIDA
OFFICE OF ECONOMIC AND SMALL BUSINESS DEVELOPMENT

LETTER OF INTENT

BETWEEN BIDDER/OFFEROR AND COUNTY BUSINESS ENTERPRISE (CBE) FIRM/SUPPLIER

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

Solicitation No.: GEN2116476P1

Project Title: Advertising Agency Services

Bidder/Offeror Name: Starmark

Address: 210 S Andrews Avenue City: Ft. Lauderdale State: FL Zip: 33301

Authorized Representative: Jacqui Hartnett Phone: 954-874-9000

CBE Firm/Supplier Name: PL&P Advertising, LLC

Address: 200 NE 44 Street City: Oakland Park State: FL Zip: 33334

Authorized Representative: Al Padron Phone: 954-567-1455

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[1]	CBE Contract Amount[2]	CBE Percentage of Total Project Value
Printing	32311		1.5 %
			%
			%

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

CBE Firm/Supplier Authorized Representative

Signature: _____ Title: President Date: 2/22/19

Bidder/Offeror Authorized Representative

Signature: Jacqueline Hartnett Title: Pres/Dir Date: 2/22/19

[1] Visit Census.gov and select NAICS to search and identify the correct codes. Match type of work with NAICS code as closely as possible.

[2] 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**

STARMARK INTERNATIONAL SOLICITATION

GEN2116476P1

ADVERTISING AGENCY SERVICES

3.20.2019

1.0 ABILITY OF PROFESSIONAL PERSONNEL

INTRODUCTION

Starmark's experience in travel and tourism can be defined in a number of ways. There is the list of household brand names and globally recognized destinations that call Starmark a partner. There are the measurable results of millions of digital impressions, surging web traffic and increased hotel bookings that are exceeding objectives and expectations. And finally, there is the recognition by our peers and industry experts that have chosen Starmark as the recipient of top tier honors and awards.

Starmark and the Greater Fort Lauderdale Convention & Visitors Bureau (GFLCVB) teams have set the record for the most wins in a single year at the VISIT FLORIDA Governors conference including winning Five Best of Show wins. Although Greater Fort Lauderdale was competing against destinations like Miami and the Florida Keys with substantially larger budgets, our integrated marketing campaigns were judged to be the best in the state. Our work on behalf of Greater Fort Lauderdale also received top honors with coveted Hermes Creative Awards, MarCom Awards, Addys, and Communicators Awards.

These award-winning concepts are driven by some of the best strategists, creative and media specialist in the world who have been working on the Greater Fort Lauderdale CVB, Port Everglades and FLL marketing programs for 12 years. An integral part of the team is Lisa Hoffman and Dale Baron. Lisa, a brilliant strategist and brand ambassador, Lisa has over 25 years of experience in the tourism business, 18 of those years working with the GFLCVB. Dale Baron, Executive Creative Director and Starmark partner has been responsible for the creative leadership on the GFL account for the last 12 years along with Marlo Russom, Associated Creative Director who has been evolving the GFLCVB Brand since 2010. Kaire Linderpere, Account Director and Project Manager for the GFLCVB, Port Everglades and FLL accounts has extensive experience in handling large media driven strategic programs.

Together, the entire Starmark team works in a culture and environment that reaches for Big Ideas. We thrive on innovation and finding new ways to connect with our target audiences. Most of all, this is the group that makes the work in this proposal come to life, the group that lives and breathes Greater Fort Lauderdale tourism every day.

35
ADDYS

8
COMMUNICATORS

51
FLAGLERS

7
MARCOM

1
WEBAWARD

7
HERMES

MMA

CREATIVE AGENCY
RANKED #5

GREATER
FORT LAUDERDALE

MEET OUR STARS LEADERSHIP

linkedin.com/in/peggyne

PEGGY NORDEEN
Chief Executive Officer/Founder

Peggy is the co-founder of Starmark, originally launching the company in Chicago in 1978. The company has been on the Inc. 500 list of fastest growing privately held companies seven times. In 2013, Peggy was recognized as one of the top five Women-Led Businesses in Florida by the Commonwealth Institute of South Florida and PNC Bank.

Peggy is known as an integrated marketing communications strategist, creative writer, speaker and author. Her column Competitive Edge appears regularly in the *South Florida Business Journal*. As Starmark CEO, she strives to connect the agency's talented professionals with companies and organizations that have challenging marketing and public relations needs.

linkedin.com/in/jacquihartnett

JACQUI HARTNETT
President

Jacqui is a multi-faceted executive who brings a wealth of professionalism, strategic capabilities and management expertise to Starmark. She manages the agency's operations and leads the Business Development team. Her eye for detail and management skills are valuable assets in planning and galvanizing the success of client programs.

Prior to rejoining Starmark in 2005, Jacqui served as Executive Vice President and partner with GFX International in Chicago, an Inc. 500-ranked national retail graphics solutions company. She began her career as an account coordinator at Starmark Chicago, where, within two years of joining the agency, she became Director of Operations.

linkedin.com/in/bcirce

BRETT CIRCE
Chief Digital Officer

Brett strives to place Starmark's big ideas in the larger context of the online world. With all aspects of business and branding now touching mobile, social and web, Brett ensures that client strategies and tactics integrate seamlessly in the digital realm, in real time.

Brett is an acclaimed Internet pioneer who won his first eCommerce website award from Yahoo in 1995. He has served as president of two technology companies, TKOnet and OmniPilot Software. Brett was the recipient of the 2006 South Florida Business Journal Up & Comers Award in the category of Advertising and PR. Brett's latest invention is the patented FanWise social reward technology that pioneers the merchandising of social media updates.

linkedin.com/in/dalebaron

DALE BARON
VP, Executive Creative Director

Dale is the creative dynamo behind Starmark's integrated consumer and business-to-business programs. Using digital, broadcast, social media, print, direct mail and out of home, Dale has been instrumental in developing some of the agency's most successful campaign work. He helps cultivate the vision, voice and identity of each brand, and has served as creative director for clients such as the Greater Fort Lauderdale Convention & Visitors Bureau, Fort Lauderdale-Hollywood International Airport, Port Everglades, FAU, University of Miami and NSU. Dale's work is behind an impressive list of industry accolades, including ADDY Awards, Flagler Awards, Webby Awards and Magellan Awards.

GREATER FORT LAUDERDALE

MEET OUR STARS ACCOUNT SERVICE

linkedin.com/in/katygewartowski

KATY GEWARTOWSKI

VP, Client Services

Katy is an account strategist leading marketing programs spanning the traditional and digital realm. She excels at collaborating with clients to create relevant campaigns through engaging and innovative delivery methods. Katy launched her career in public relations at Silversea Cruises, a role that sparked her interest and expertise in all things luxury and travel/hospitality. She originally joined the Starmark team in 2001, expanding her skill set to include custom publishing and general marketing services. She also worked at Kaplan University, overseeing content development and managing internal and external creative resources.

linkedin.com/in/lisahoffman

LISA HOFFMAN-LINERO

Brand Strategist

Lisa is a seasoned executive with more than 25 years of account service experience in the South Florida market. She has an extensive background in the travel and hospitality industry, having worked with clients including Wyndham Resorts, Royal Caribbean, and Cruise Lines International Association (CLIA). For Starmark, she is responsible for strategic planning and brand stewardship for Greater Fort Lauderdale Convention & Visitors Bureau (GFLCVB), Port Everglades and Fort Lauderdale-Hollywood International Airport. Under her leadership of the GFLCVB account, the destination has seen increased growth and higher occupancy rates every year. Lisa has led award winning international guerilla events in Toronto, London, New York and Chicago. These events have delivered results including a 2000% ROI, 100+% increase in bookings year-over-year, and more.

linkedin.com/in/andrewrusso01

ANDREW W. RUSSO

VP, Data Scientist

For over 25 years, Andrew had delivered improved sales and marketing ROI through leveraging data, analytics and technology to formulate and execute sales and marketing strategies and supporting tactics. His background includes executive management and C-level consulting that provides unique perspectives developed both as a marketing executive and consultant to Fortune 500 executive management.

Andrew was a pioneer in the early use of statistics and data mining techniques to drive sales and marketing performance, an approach which evolved into the field of CRM and data science. His experience spans many industries including financial services, utilities and energy, travel and hospitality, telecommunications, technology, and non-profits.

linkedin.com/in/kairelindpere

KAIRE LINDPERE

Account Director: Project Manager

Kaire honed her skills for handling large, complex accounts while working in the fast-paced, competitive retail industry. Managing $40M broadcast budgets and supporting annual goals across 40 weekly campaign cycles – they're second nature for her.

She brings to the team a collaborative approach and an essential expertise at executing a strategic vision across a variety of media and platforms.

GREATER FORT LAUDERDALE

MEET OUR STARS ACCOUNT SERVICE

linkedin.com/in/suekane

SUE KANE
Controller

While Sue is a whiz at balancing the books and a master at managing advertising accounting software, she is more than just a “numbers person.” From accounting management and estimating to traffic and operations, Sue boasts diverse experience across the board.

She began her career at HDC Advertising, where she spent more than 20 years, and later joined the ranks of InterMedia, KSC Studio and Harris Corp. Sue has extensive experience managing the reporting requirements for client programs as described in the RFP.

linkedin.com/in/jefftitelius

JEFF TITELIUS
Digital Services Account Manager

Jeff is the digital services manager for Starmark. In this role, he oversees the full cycle of digital production, from strategy and creative development, through execution and final delivery. Projects under his supervision include the full spectrum of digital assets, including banner ads, enewsletters, and ongoing optimization and maintenance programs for ecommerce websites.

Prior to joining Starmark, Jeff worked for Disney Parks, where his responsibilities included managing content strategy and developing award-winning websites.

MEET OUR STARS CREATIVE

linkedin.com/in/mrussom

MARLO RUSSOM

Associate Creative Director/Writer

Marlo's storytelling has touched countless consumers for clients such as the Greater Fort Lauderdale Convention & Visitors Bureau, Florida's Emerald Coast, the British Virgin Islands, SeaWorld Parks & Entertainment, Waldorf Astoria Orlando, Reunion Resort Orlando and Kaplan University. She's worked at both boutique shops and worldwide agencies and is a multiple award winner in print, broadcast, out of home and digital — taking home several ADDYs, Flaglers and Tellys, including five "Bests of Show" during her career.

linkedin.com/in/williamlukach

WILLIAM LUKACH

Senior Art Director

William is a strategic visual design professional with 15+ years working within the New York advertising community. His experience includes working with brands such as Starwood Hotels, Darden Restaurants and Diageo Spirits. He has conceptualized, designed and managed client projects involving brand identity, ecommerce, interactive and mobile. He has a unique background for a digital creative in that he also has a bachelor's degree in business administration as well as an associate's in fashion design.

linkedin.com/in/noah-scheiner

NOAH SCHEINER

Senior Art Director

Noah's professional expertise lies in the ever-changing world of graphic design and advertising. He has worked on global brands such as Travelers Insurance, Coca-Cola, Citibank and Sony. He has been a leader on teams from the design and production of print collateral, to the concept and development of international campaigns for the Greater Fort Lauderdale Convention & Visitors Bureau and Nickelodeon Hotels & Resorts in the online/offline arena. Noah's work has been awarded Gold and Silver Addys for Original Illustration and Best Website Design.

linkedin.com/in/jennifer-williams

JENNIFER WILLIAMS

Art Director

This FAU Cum Laude graduate came to Starmark as an intern, and we liked her so much we wouldn't let her go. Jennifer brings amazing design skills in branding, packaging and other areas of the industry. Since joining the team full time, Jennifer has been instrumental on brand initiatives for the Greater Fort Lauderdale Convention & Visitors Bureau, the Broward Center for the Performing Arts and NSU,

GREATER FORT LAUDERDALE

MEET OUR STARS CREATIVE

linkedin.com/in/maxgetz

MAXWELL GETZ
UX/UI Designer

Max brings to Starmark his unique ability to integrate cutting-edge technologies into everyday applications. He has years of experience working in the fields of media, security, identity management, biometrics and virtual reality. His background in production and the visual arts combines with a command of essential UX/UI principles to form a fresh marketing perspective. Max is proficient in web, mobile, software, animation and videography, and his diverse skill set makes him a valuable player on the Starmark team.

linkedin.com/in/angelique-marlieb

ANGELIQUE MARLIEB
Senior Copywriter

Angelique is a senior copywriter for Starmark and has more than a decade of agency experience. She has a knack for bringing strategy together with strong ideas and great writing to produce exciting creative. This includes print, interactive, social media, blogging, TV, radio, collateral, direct mail and experiential marketing. Her brand experience includes the Greater Fort Lauderdale Convention & Visitors Bureau, Norwegian Cruise Line, Discovery Familia, Project Beauty, Sobieski vodka and Nickelodeon Hotels & Resorts.

linkedin.com/in/carolineikaplan

CAROLINE KAPLAN
Junior Copywriter

Caroline is a creative wordsmith that brings a deep love for storytelling to Starmark. From a very early age, she has been inspired by the stories around her and aspires for her own words to create a similar impact. Her background in theater and improvisation allows her to bring fresh ideas to any brainstorm or line of copy. Caroline has a flair for writing for social media, editorials, video, print and digital. She has a Bachelor's degree in Advertising and a Graduate Certificate in Web Design and Online Communications from the University of Florida.

MEET OUR STARS DIGITAL

linkedin.com/in/amkwapatira

ANTOINETTE MKWAPATIRA

Back End Programmer

Antoinette shares a wealth of experience in LAMP stack applications with the team at Starmark. Before joining us in 2015, she specialized in customizing enterprise-level shopping cart applications. Antoinette has over a decade of experience in the e-commerce and marketing industry and has participated in over 60 website launches and numerous other development efforts on diverse hosting environments. She is also co-organizer of a national conference for online sellers that draws participation from top selling platforms and attendees from all around the world.

linkedin.com/in/sergio-tarrago

SERGIO TARRAGO

Cloud Systems Engineer

Sergio Tarrago is a talented Systems Engineer with more than 10 years of experience developing cloud technologies and hosting platforms.

A Software Engineer graduate of CUJAE (La Habana), he specializes in web services integration, IAAS, PAAS, high-scale hosting, web security and performance tuning.

linkedin.com/in/alex-alvarez

ALEX ALVAREZ

Full Stack Web Developer

With more than 14 years experience, Alex is Starmark's web master. He taught himself to program at the early age of 13, and he has transformed those skills into a successful decade-long career at major TV networks, like Telemundo and Univision. His aptitude for technology allows him to create useful, functional sites that are visited by people all over the world. Alex has already made a huge impact at Starmark, rebuilding the Greater Fort Lauderdale Vacation Planner tool to be more interactive and mobile-friendly and improving the Broward College website for students, faculty and parents.

linkedin.com/in/estherlemtu

ESTHER LEM TU

Front End Developer

Esther is Starmark's Interactive Developer, whose most recent work includes Starmark's new website, as well as projects for SeaWorld Parks & Entertainment. Prior to Starmark, Esther worked for DraftFCB in New York. Esther's skills include interactive, creative and programming.

MEET OUR STARS MEDIA

linkedin.com/in/sherene-khan-irani

SHERENE IRANI
Media Director

Sherene brings to Starmark 25+ years of media planning and buying experience for client budgets that have ranged from $8 million to over $100 million. Her innovative strategies and thought leadership have been instrumental in the success and evolution of the Greater Fort Lauderdale Convention & VIsitors Bureau brand, as well as Port Everglades and FLL. Prior to joining Starmark, Sherene's media expertise and ingenuity helped catapult brands such as AutoNation, Atlantis, Party City and Pep Boys. She also manages client relationships and nurtures media partnerships both domestically and internationally.

linkedin.com/in/andrewschoettler

ANDREW SCHOETTLER
Digital Marketing Specialist

Drew brings four years of digital marketing experience to the Starmark team. His varied creative background gives him a broad set of skills and the ability to work with a team to deliver great customer experiences and excellent content performance.

Drew helps Starmark clients develop content and SEO strategies that build credibility and trust with their audiences. His life has taken him through North Carolina, Texas, Georgia, Rhode Island, Connecticut and Southern California before finally landing here in South Florida.

linkedin.com/in/ruizmonica

MONICA RUIZ
Social Media Strategist

Monica is a social media strategist who lives and breaths for engagement and conversions. She brings over six years of social media and digital marketing experience to Starmark. Prior to joining the team, she served as the Social Media and Content Manager at PuppySpot.com, formally known as Purebred Breeders, LLC. She's worn many hats that include public relations, customer service ambassador, philanthropist, storyteller and lead generator.

Her role at as a Starmark Digital Strategist includes Paid Social, Paid Search, SEO, and analytics' tactics. She graduated from Florida Atlantic University and holds a BA in Multimedia Communications with a minor in Women Studies.

linkedin.com/in/jacquelineharlan

JACQUELINE HARLAN
Media Coordinator

Jacqueline plays a vital role on the Starmark account team and has more than 4 years of experience in the agency world. She is the deadline queen, responsible for spearheading all campaign asset production projects. With a Bachelor's degree in Advertising from the University of Florida, she is hooked on creating results and finding strategic, innovative ways for brands to become a part of the conversation, instead of interrupting it. Jacqueline has done full channel media planning for B2B and B2C clients at the local, state, regional, national and international level including: the Jacksonville Jaguars, Nanuku Auberge Resort Fiji, Earthcore Industries, The Florida Theater, Winn Dixie & BI-LO grocery stores, Florida Power & Light Services, Manatee Lagoon, NextEra Energy resources and the Greater Fort. Lauderdale Convention & Visitors Bureau

GREATER FORT LAUDERDALE

MEET OUR STARS PRODUCTION

linkedin.com/in/karen-deryk

KAREN DERYK

Production Director

A motivated and resourceful self-starter with 20 years of production experience, Karen's organization and attention to detail ensure jobs are produced efficiently and cost-effectively. Her knowledge of integrated marketing, brand development and production management have ensured success for many client projects, including the Greater Fort Lauderdale CVB, Port Everglades, Fort Lauderdale-Hollywood International Airport and many others.

Prior to joining the Starmark team, Karen served as Production Director at Wunderman Cato Johnson in Miami, and Production Manager at BBDO in Toronto — both worldwide agencies with global networks.

linkedin.com/in/penilong

PENI LONG

Production Designer

Peni is a talented artist and graphic designer with nearly 25 years of experience. At Starmark, her responsibilities include producing print ads, brochures and collateral materials, as well as photo retouching and logo design. In previous positions, Peni led design projects for print, designed and managed the layout of commercial ads for newspapers, and prepared all approved creative for output. Peni has created work for an impressive list of clients including HCA West Florida, Prudential Financial Services and Universal Resort, Orlando.

THIS IS BEYOND AN AGENCY RELATIONSHIP;
THESE FOLKS ARE AN EXTENSION OF OUR TEAM.
WITHOUT STARMARK, WE DON'T SUCCEED.

Sharon O'Donnell, Vice President Marketing
Kaplan University

GREATER FORT LAUDERDALE

2.0 PROJECT APPROACH

PROJECT APPROACH

We start with an annual plan that provides a snapshot of the year ahead. This plan is based on achieving the objectives that are set forth by our clients. We study these objectives and carefully craft tactics that will help us achieve our goals. The annual plan that we develop is an outline of an upcoming calendar year. This roadmap takes into consideration all events, seasonalities, promotions and other variables that will impact messaging. It's a "big picture" of what is ahead in the next year.

It is important to note that Starmark is engaged in client planning, we meet with all CVB department heads and marketing representatives in order to most effectively understand the team needs. In some cases we start planning 6 months in advance. This allows time to carefully craft and evaluate our planned tactics. We meet with industry partners (like our media partners) and we join forces to deliver the strongest programs. Our creative teams also meet with our industry partners. Powerful ideas come from educated opinions across all professions and platforms. When we put the right people together, amazing things happen.

Once an annual plan and its projected budget is approved, the Account Service team works with the integrated Starmark team members to create a Roadmap of all the identified stories (deliverables) that are needed to achieve the program goals. We share the Roadmaps with the client team to make sure we have all the necessary information and our aligned on the program goals and deliverables. We tackle programs in this way to make sure that we accurately schedule all projects, prepare any necessary timelines and prioritize as accurately as we can. Our Agile process accommodates changes in the plan so new opportunities that are always on the horizon can be taken advantage of to support the annual marketing plan. We track our stories (deliverable) status via the Basecamp system, our online communication portal and through weekly status meetings. See our Agile Methodology pages that follow that demonstrate our collaborative and transparent approach to Program Management.

PROJECT APPROACH

COST ESTIMATES AND CONTROLS

Cost estimates are developed based on approved contracts and rates. Regardless of the estimate, if there is a change in scope or the project necessitates additional time, the Agency will not increase an estimate unless it is pre-approved. Our estimate review process is digital and is based on daily time sheets that are completed by all SMI employees.

ACCOUNTING BILLING & REPORTING PROCESS

Through our agency's collaborative Agile approach, Starmark's experienced accounting team will partner closely with your stakeholders to ensure mutual understanding and agreement on all GFL CVB/Broward County requirements and processes, including billing, workflow, monthly reporting, quarterly reconciliations and any other financial reporting needs you have.

Daily transparency

Our Agile Workstreams (which include both account and team) do quick check-ins each morning to assure the team full transparency regarding status of active deliverables, scope changes, new scope and/or cancelled work. Any project work you've approved, changed or canceled can be reconciled on your roadmap quickly and easily – with no hidden surprises.

Business flexibility

Because we work in two-week sprints and always plan for change, flexibility is baked right into all our processes, including accounting. Should you need to shift gears or adapt quickly to evolving business needs, it won't be a painful process.

Bidding, estimates and approvals

We collaborate directly with Production Managers to ensure all contracts with third party vendor partners are based on written approval of estimates prepared by Starmark and authorized by a CVB staff member or a written purchase order.

Signed estimates, purchase orders or insertion orders will be required for all applicable production, creative and media services.

Starmark will seek qualified bids according to SOX regulations for public companies and Government Service Agencies. These provide for very stringent bidding and reporting procedures which are subject to client audit at any time.

Accounting folders are maintained to provide all necessary paperwork and documentation for all approved expenditures and required invoice support including affidavits and copies of publications, and/or screen shots for verification that media placement was fulfilled.

Examples of finance team reporting may include:

- Detailed monthly budget reporting including projects authorized, by brand, by market segment as well as the Partner portion of all cooperative programs.
- Forecast and project production costs.

Reports are issued monthly and reviewed by the account management team to keep your roadmap on target and within budget.

PROJECT APPROACH

DISCOVER THE BREAKTHROUGH METHODOLOGY THAT **SETS US APART FROM THE REST** — DRIVING BETTER RESULTS AND HIGHER CLIENT SATISFACTION.

Starmark is an Agile Agency, which means we follow a methodology that ensures full mutual understanding and accountability, from initial strategy and planning to post program analysis and beyond. We live and breathe this approach in everything we do and every service we provide.

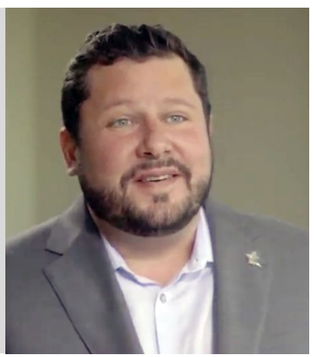
“Agile” is more than a way to deliver work, it’s a purposeful process we follow for every project, and it results in less redesigning, redeveloping and retesting, and more client satisfaction. Now that got your attention, right?

PARTNER WITH US ONCE, AND IT WILL CHANGE THE WAY YOU THINK ABOUT WORKING WITH AN AGENCY FOREVER:

- Your goals and requirements will be clearly and mutually understood by all individuals from your team and ours.
- Our strategies and tactics to achieve your goals will be well-defined, understood and agreed to by both teams.
- All criteria for success will be conveyed in plain, jargon-free English, so everything is crystal clear and misunderstandings can be minimized.
- Your account will include a cross-functional team with expertise spanning all key disciplines.
- Together, we build shared ownership to work more creatively, yet efficiently and effectively to meet or exceed your business goals.

THE ROAD MAPPING PROCESS IS INCREDIBLE FOR A NUMBER OF REASONS. IT HELPS US UNDERSTAND THE FULL SCOPE OF THE PROJECT, BOTH ON OUR SIDE AND ON THE AGENCY SIDE...IT HELPS US FIND OPPORTUNITIES OR CHALLENGES THAT WE MAY NOT HAVE THOUGHT OF WITHOUT THAT PROCESS.

Brandon Hensler, Exec. Dir. of PR & Marketing Communications, Nova Southeastern University



GREATER FORT LAUDERDALE

PROJECT APPROACH

DISCOVER BETTER WORKFLOW THROUGH:

1. **Greater Transparency.** We communicate clearly and candidly on every aspect of your campaign or project, including number of hours needed; work in progress; risks; open issues; and any potential challenges that could delay completion. Nothing is hidden from you. The more insight and information we can share about the work we do for you, the better you can manage your program with confidence.

2. **Less Noise.** The primary cause of productivity loss in any project is “noise”. This includes needlessly complex tools, documents and specifications, as well as constant disruption from unmanaged communications. Our Project Managers are skilled at building the “bubble” around the team while it is in execution mode, minimizing costly noise. We proactively communicate upfront to make sure everyone knows what to deliver and when. Then we free our experts to focus exclusively on your work.

3. **Less Waste.** Our teams focus on creating value, not documents. We prioritize individuals and interactions over processes and tools; working software over comprehensive documentation; customer collaboration over contract negotiation; and the flexibility to respond to change vs rigidly following a plan.

As an Agile Agency, Starmark’s purposeful process ensures full mutual understanding and accountability, from initial strategy and planning to post-program analysis and beyond.

- Understanding goals
- Well defined strategies and tactics
- Jargon-free success criteria
- Cross - functional team
- Shared ownership

AGILE DRIVES RESULTS

You will be inspired by the success that can be achieved through a truly collaborative business effort.

HIGHER SATISFACTION REDUCED COST GREATER FLEXIBILITY

PROJECT APPROACH

AGILE PLANNING ACTIVITIES INCLUDE:

PROGRAM CONTEXT WORKSHOP "Why this project exists"
The first collaborative client/agency meeting is the Program Context Workshop. It involves all participants working together to define program context, key drivers, critical success factors and known risks. Program Context establishes mutual understanding of GFL CVB team needs and provides foundational information needed to allow the Starmark team to focus on a subsequent Project Roadmap Workshop.

WE EXPLORE SIX STRATEGIC TOPICS:

Business Context: Why does this project exist? Assessing current market situation, positioning, competitors, features, business needs, attributes, challenges. What new/unmet needs are being addressed? What other projects does this relate to? Who are the stakeholders?

Goals: What does this project need to accomplish? How will things change as a result of this project's success? What things does this project need to enable for the business? Metrics, organizational goals. What does this project mean to the stakeholders?

Platform/Approach: What do we need to produce? What we are working with? Existing vs. desired technologies. Integrations that need to occur. Interdependencies. Budget and schedule details.

Success Factors: For this project to succeed, what things need to happen? Reviews & approvals. Quantifiable and measurable KPIs. Documentation and research/testing. Education and communications. Coordination, mistakes to avoid. How does this project need to be run? Escalation and governance.

Risks/Open Issues: Unknowns, questions and potential challenges. Things, people & roles we know may be a problem. Externalities—things we cannot control (approvals, resources, interfaces). Things we don't yet know. Questions that we need to ask.

Doneness: Understanding the criteria that will be used to determine what "finished" looks like. Aesthetics and experience, presentation, communication, customer journey and flow. Testing, validation, functionality, recognition and acceptance.

Deliverable: After the session we will deliver a transcribed program context report prior to our Project Roadmap Workshop.

PROJECT APPROACH

AGILE PLANNING ACTIVITIES INCLUDE:

PROGRAM CONTEXT WORKSHOP "What we need to deliver"
We start with an internal team session that includes experts from each discipline (account services, writing, design, interactive developers, production, media, project management, etc.). Together we develop a working roadmap that covers both business context and tactical deliverables based upon our understanding of the project.

We then invite the project stakeholders from GFL CVB team to join us for a collaborative session. We walk through our working roadmap and our thinking to date. Then all of us – the CVB team and Starmark – talk about the business context and which tactical elements make sense vs. which don't. We add items, cross out others, change wording; all fueled by your needs, feedback and perspective. When our session is done, everyone leaves with a mutual understanding and clear agreement on what is needed and what we're going to deliver.

A finished marketing plan roadmap delivers these six elements:

Clear Scope: Identifying all the "stories" (project scope that will be delivered) Scope is independent, negotiable, valuable, estimatable, small and testable.

Structure: A natural grouping stories into a logical framework that helps everyone plan and work more efficiently, we call this an "epic".

Success Criteria: How do we know when the story is complete? When all the success criteria are met.

Issues/Risks: What are the questions or items that still require resolution?

Priority: Assigning every story one of three priority level informs planning and scheduling.

Cost: We estimate the hours required for each "role" on a story based on the roles required to complete all the success criteria. Sometimes the cost of a story can effect the story priority, or the story may be altered to value engineer it to reduce the story hours. Some stories may be assigned to the CVB team or other support teams.

The Starmark team will begin the Roadmap which will then be reviewed by CVB team and Starmark team in an all-day meeting.

PROJECT APPROACH

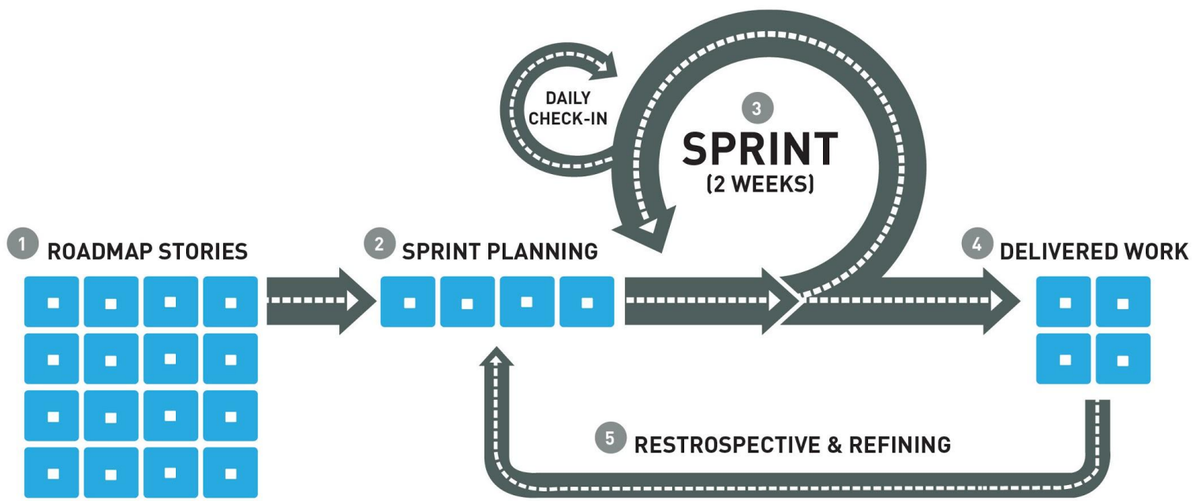
SPRINT PLANNING:

Deliver…Deliver…Deliver!

At Starmark, you'll never wait longer than two weeks to see finished work product. We call this "Sprint Planning." We divide the project roadmap into manageable sprints, based upon the priority determined in the roadmap. No matter how large or complex your project, you receive completed, tangible items every two weeks.

Depending upon which phase the project is in, your Sprint deliverables could be a competitive research deck, a flowchart and wireframe, page templates, a copy deck, photo selects or other scheduled items.

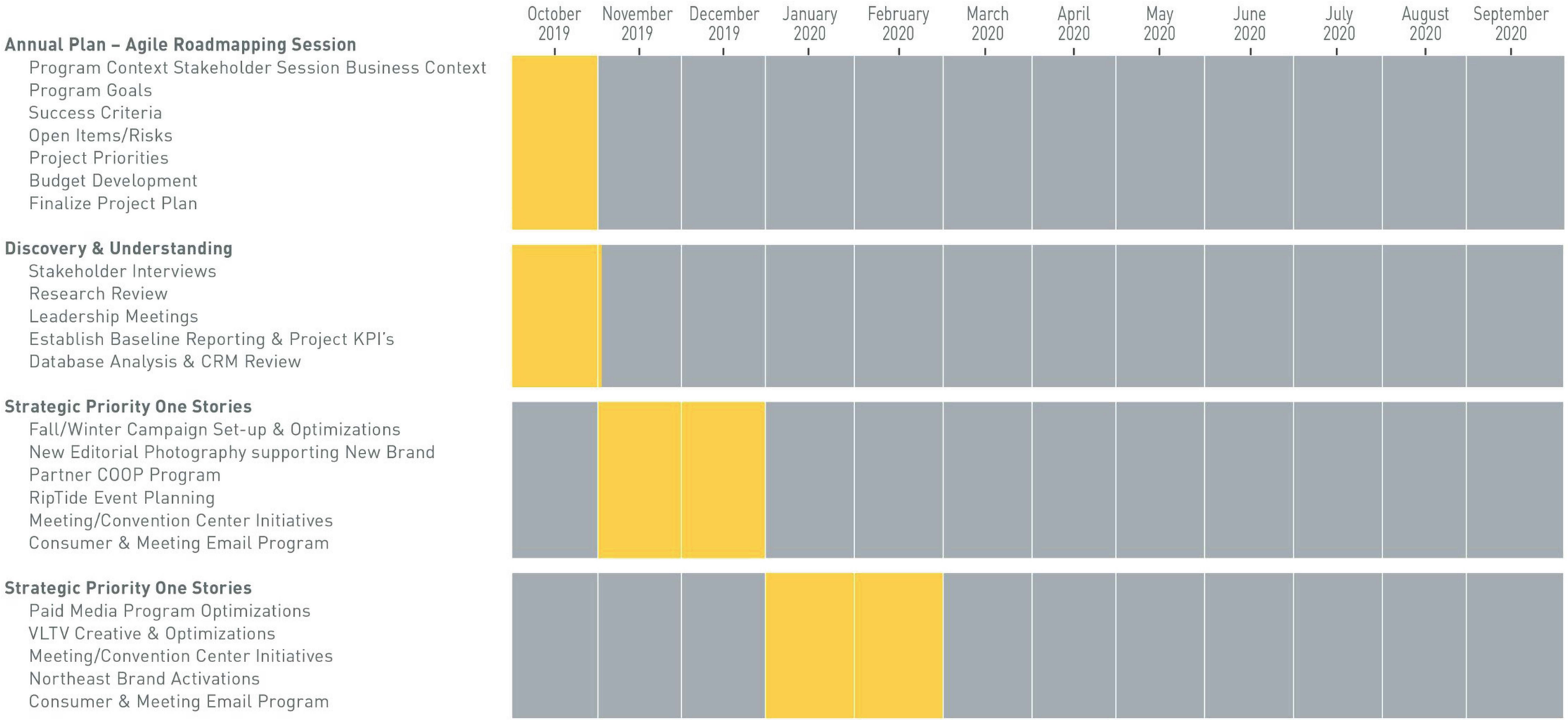
Bottom line: you're kept in the loop start to finish. You get continuous work product throughout the process. Best of all, the entire project will feel even easier and smoother to manage with each passing week!



1. All the stories of the roadmap are prioritized.
2. A group of stories are selected for each sprint.
3. There are several touchpoints between client and team during each sprint – usually two to three.
4. We deliver completed work product.
5. At the end of each sprint, we review our performance to help us drive even better results on the next sprint.

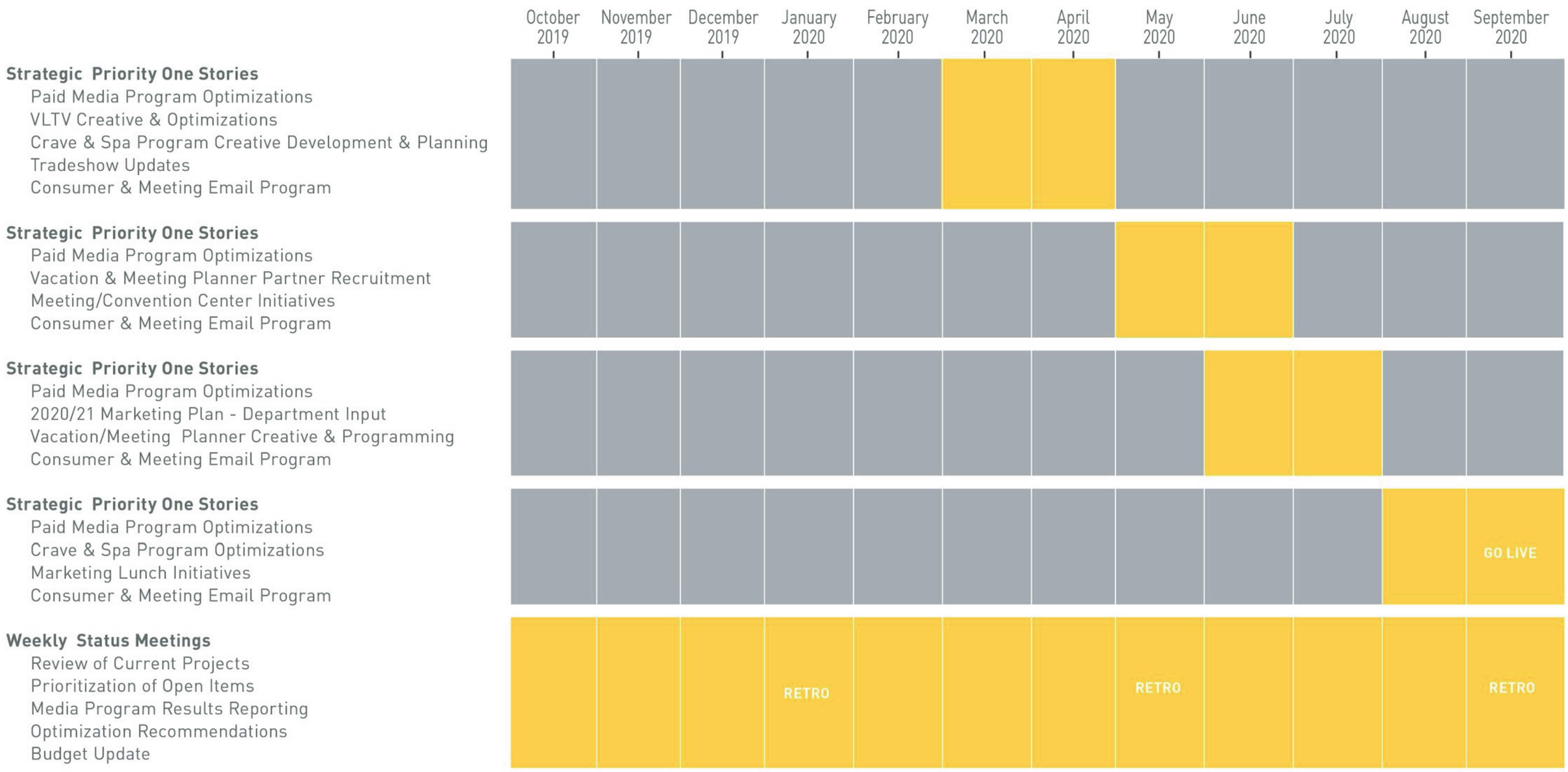
PROJECT APPROACH

The project plan assumes 10-12 months (24 sprints) for priority one deliverables (Stories). An Actual project plan will be created after the teams complete the Roadmap and determine Greater Fort Lauderdale CVB and Starmark story assignments and priorities.



GREATER FORT LAUDERDALE

PROJECT APPROACH

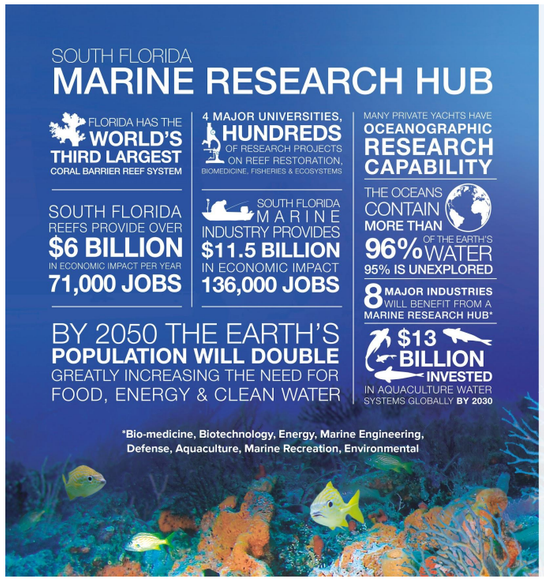


GREATER FORT LAUDERDALE

2.1A CREATIVE PORTFOLIO

IDEA: POSITION AND BRAND SOUTH FLORIDA AS THE WORLD'S MARINE RESEARCH LEADER

BRANDING



MARINE RESEARCH HUB

To position South Florida as the global hub for marine research that advances medicine, food, energy and climate science during the Fort Lauderdale International Boat Show, the Marine Research Hub needed a compelling brand proposition and visual identity. And it needed them fast.

The Starmark team developed a set of core values, personality and identity for the brand to inform the visual approach, helping to create and critique dozens of potential designs. Selected brandmark designs and mobile landing pages were tested with a focus group, refined and deployed – all within 2 months.

The brand and accompanying landing page are now live and receiving initial interest leading up to and during the 2018 Fort Lauderdale International Boat Show, beginning what will be a legacy of investment in and expansion of marine research in South Florida for years to come.

Florida has the world's third largest coral barrier reef system. Four major Universities have produced hundreds of research projects from reef restoration, to biomedicine, to fisheries and ecosystems. These are just a few of the facts that inspired the Greater Fort Lauderdale Alliance to promote South Florida as the leading Marine Research Hub.

The Marine Research Hub will foster the excellence in research talent and the successful commercialization of marine research in our economically vibrant region and the Starmark team could not be more proud to be part of this exciting endeavor!

GREATER FORT LAUDERDALE

IDEA: PREPARE STUDENTS WITH THE KNOWLEDGE AND SKILLS EMPLOYERS SEEK

INTEGRATED CAMPAIGN

Don’t Blend In Social Business :30

Don’t Blend In Broadcast

starmark.com/kaplan

KAPLAN UNIVERSITY

A new campaign to articulate Kaplan University’s promise: to prepare students with the knowledge and skills employers seek, to help students advance in the working world. Kaplan University’s core target audience includes many adults already working full time. They’re either looking to advance in their existing career or escape a dead-end job to make a fresh start. Thanks to the relevant, real-world knowledge and skills Kaplan teaches, graduates are better prepared than most candidates. Starmark wanted to show that Kaplan University graduates are very different from the sea of other candidates, thanks to the school’s thorough academic preparation.

Broadcast spots showed employees going about their workday and blending into their surroundings. Other employees and managers didn’t seem to notice them at all. It’s as if they were invisible.

Then, things change. As the audience sees them take an online Kaplan University class; work an internship; or pass a certification, each of our heroes proudly emerges from their background and stands out vibrantly. Wardrobe changes and other visuals help convey their empowering ascent into higher-level positions and career satisfaction.

This campaign required three versions, to cover Nursing, IT and Business programs. It also needed still photography, plus specialized footage for social media that was different from the broadcast ad footage.

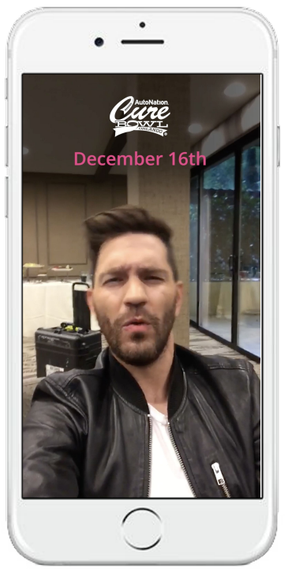
Our broadcast spots would employ both visuals and voiceover to tell our story. However, social versions were shot and edited to communicate well even without sound to make an impression within users’ social media feeds even when muted.

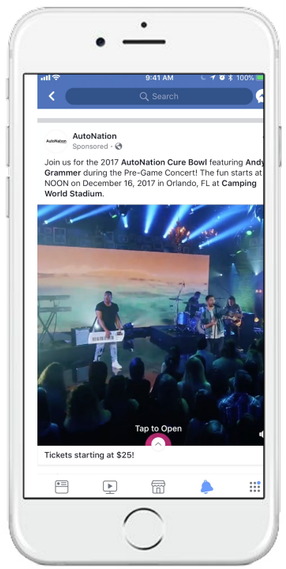
GREATER FORT LAUDERDALE

IDEA:

CREATING
#WECANTACKLETHIS
CONNECTIONS
AT THE
AUTONATION
CURE BOWL

EVENT





AUTONATION

Starmark worked with AutoNation to create excitement and attendance for the 2017 AutoNation Cure Bowl and its pre-game concert featuring multi-platinum recording artist Andy Grammer, even before fans knew which teams would be playing.

An organic social teaser campaign featuring Andy Grammer gifs touted the pre-game concert. This was paired with a Facebook Canvas campaign showcasing Andy Grammer concert videos, game day information, ticket sales and ideal selfie spots to create awareness and anticipation ahead of the event.

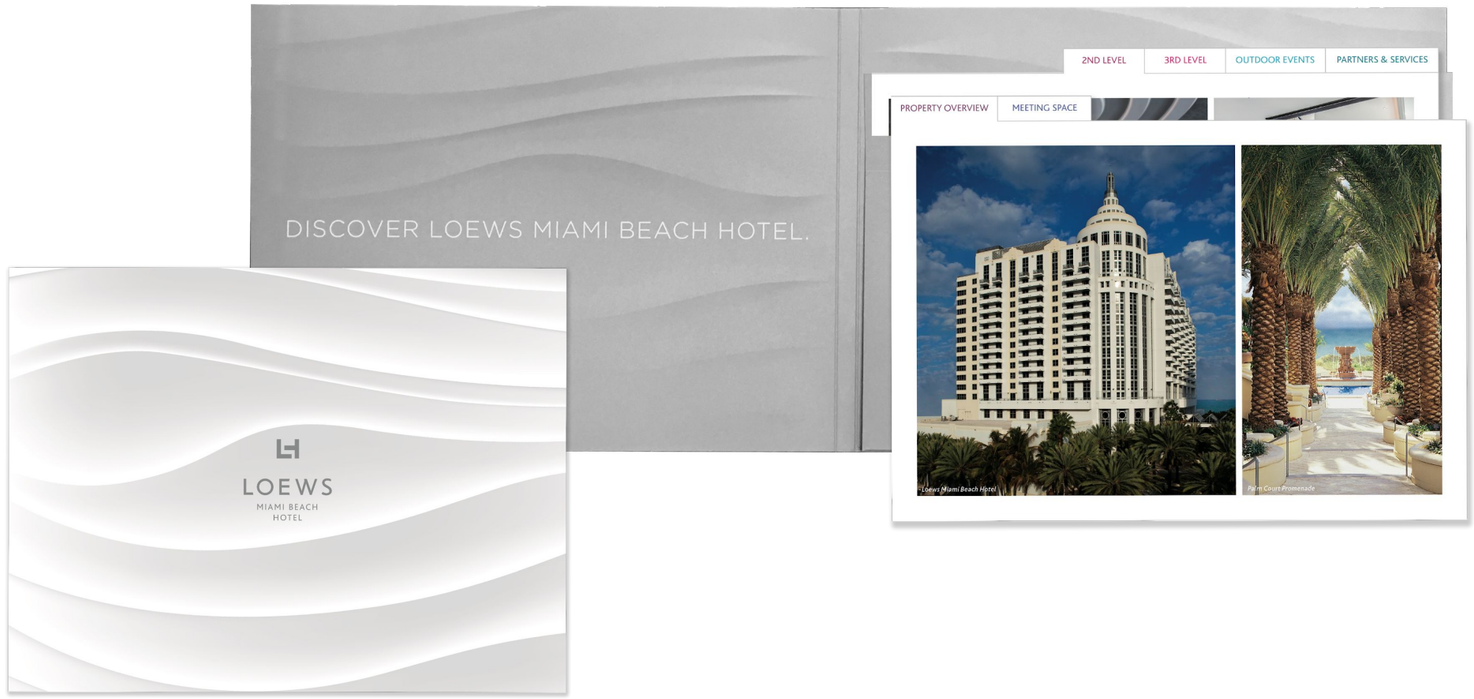
Before the game, attendees visited a social tent to get “Pinked Out” for the game and snap selfies in support of breast cancer research. Prior to kickoff, a 9-year-old Make-A-Wish enhancement recipient got to realize his dream of a once-in-a-lifetime weekend at the AutoNation Cure Bowl. Breast cancer survivors and advocates also unveiled a large-format quilt, and AutoNation and the Orlando Sports Foundation unveiled a $3.3 million check for breast cancer research. A team of Starmark and AutoNation team members captured and shared fun and heart-felt events through social media.

The pre-game concert, photo ops, in-stadium announcements, promotions and social extensions surrounded breast cancer survivors and supporters in love, as well as connecting five million social followers, football fans and music lovers with the mission, ensuring that the $3.3 million raised for research since 2015 is just the start.

GREATER FORT LAUDERDALE

IDEA:
SHOWCASE CHIC NEW MEETING SPACE TO MEETING PLANNERS

INTEGRATED MARKETING



LOEWS MIAMI BEACH HOTEL

The Loews Miami Beach Hotel, situated in the heart of South Beach, completed a $3M+ full redesign in their meeting and event spaces, and new collateral, both print and video, was essential to communicate the new look and feel in the marketplace.

The client looked to Starmark to create a sales kit with a wow factor. The team wanted to capture and showcase the four-star diamond-luxury experience offered at the hotel and to standout against their competitive suite.

Starmark conducted several stakeholder interviews with meeting planner professionals and the sales team to fully understand what they look for when considering a meeting space and used these insights to develop the design strategy and content. Starmark then directed a photography shoot of the remodeled spaces to build a new image library to support the sales kit.

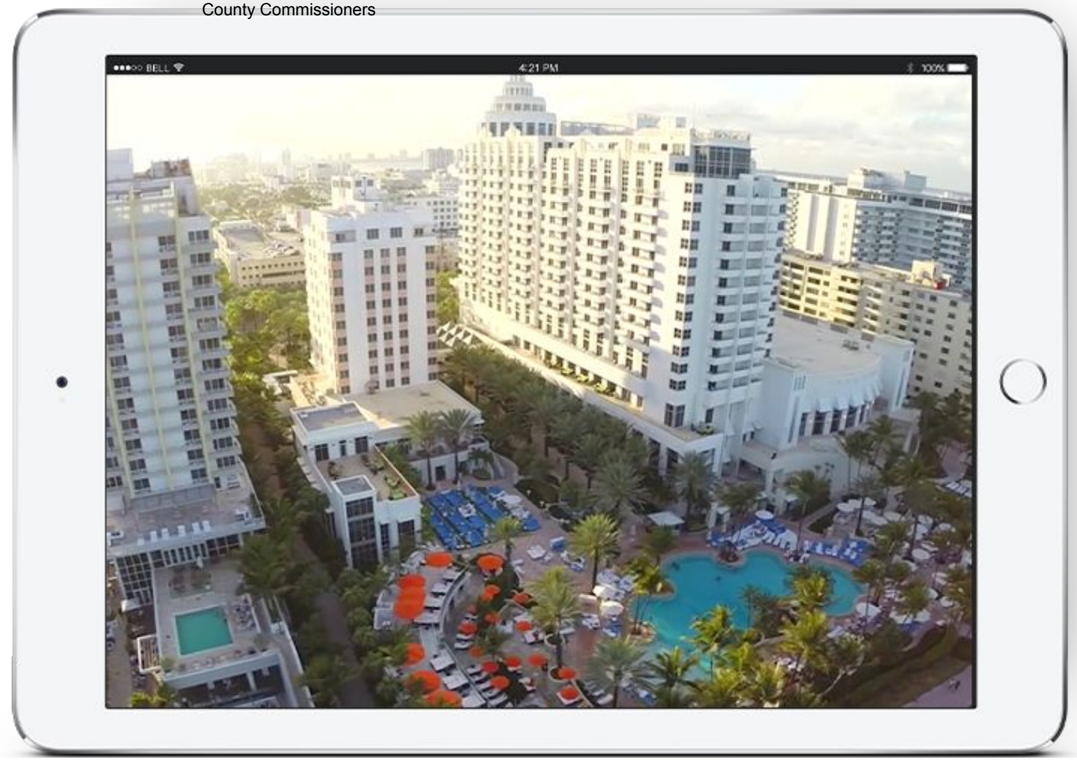
Starmark's big idea—a modern and sleek collateral package to showcase unique messaging for specific markets all presented in a modular way for ease and flexibility for future updates. The kit included newly designed floor plans, property maps, one-page inserts and a brochure.

GREATER FORT LAUDERDALE

IDEA:

STARMARK PRODUCTION SHOWCASES THE ALLURE OF LOEWS MIAMI BEACH HOTEL

VIDEO



http://bit.ly/Loews_Hotel_Miami

LOEWS MIAMI BEACH HOTEL

The Loews Miami Beach Hotel asked Starmark to create a video designed to showcase their luxury property and prime location to the meeting planning industry. Often requested by corporate and incentive planners, the hotel did not have an existing multimedia component to support these needs. The strategy was to create an appealing meetings video that would bring the Loews Miami Beach Hotel to life in a vibrant and engaging manner.

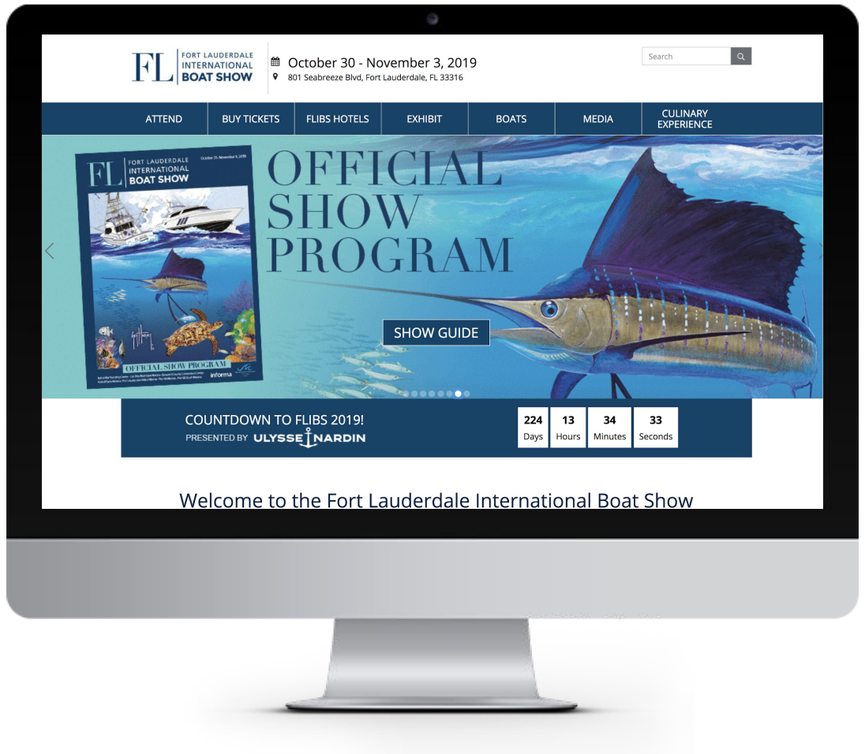
The Starmark team concepted and shot the video from a meeting planner's perspective. When putting together the elements of the video, the team made sure to demonstrate the hotel's brand values: exciting, approachable and local. This video focuses on the facilities and amenities that make the hotel an ideal choice for any group event. It also conveys that part of the overall appeal is the ideal location in South Beach.

Starmark created the video with a key take-away in mind: The Loews Miami Beach Hotel is the property of choice for anyone looking to be engaged and pampered. Guests receive the highest level of service and amenities in an exciting destination with much to see and do.

GREATER FORT LAUDERDALE

IDEA: HOW DO YOU REPOSITION THE LARGEST INTERNATIONAL BOAT SHOW? TELL THE WORLD THEY'RE NUMBER ONE!

BRANDING



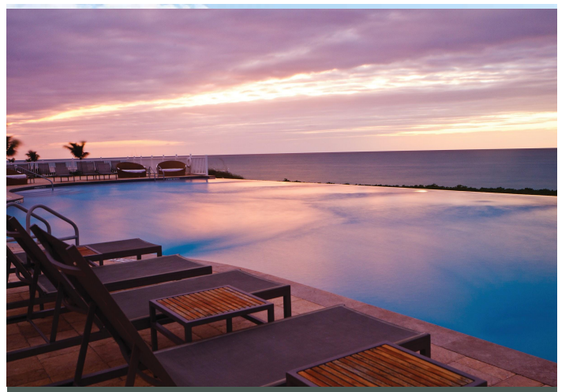
SHOW MANAGEMENT

Show Management, producers of the Fort Lauderdale International Boat Show (FLIBS), has turned to Starmark to create a new brand mark, website redesign and strategic media campaign for this year's event.

Starmark has repositioned FLIBS as the "#1 Boat Show on the Planet" with a new campaign that includes print advertisements, radio scripts and eye-catching downtown "light pole banners." Approximately 1,000 exhibitors from the leading marine companies worldwide display boats, superyachts and accessories on land and in water at seven site locations during the Boat Show.

This year's 56th annual event is November 5th through November 9th. The show is owned by the Marine Industries Association of South Florida and produced by Show Management. Starmark currently manages the marketing and public relations initiatives for the Marine Industries Association of South Florida and supports coordinating messaging for both organizations.

GREATER FORT LAUDERDALE



IDEA: STARMARK BUILDS NEW WEBSITE FOR RESORTS WORLD BIMINI

WEBSITE

RESORTS WORLD BIMINI

The Resorts World Bimini vacation experience combines 750 acres of the luxury Caribbean beachfront resort and casino on North Bimini Island in the Bahamas with a cruise aboard the Bimini Superfast ship–both offering exciting activities, exceptional entertainment and casino gaming for all who embark on these island getaways.

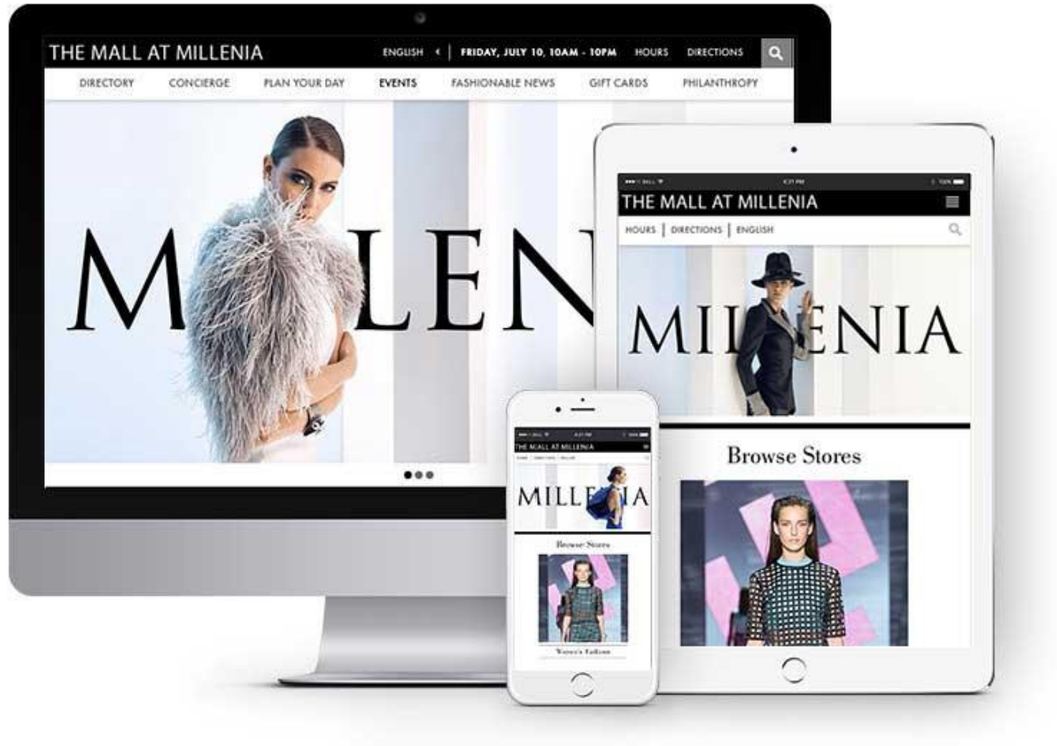
The Starmark team was tasked with the challenge of developing a brand new multi-lingual, fully-responsive website with land and cruise booking-engine integration. In addition to showcasing destination content, the website highlights cruise and land packages, wedding and group travel, dining onboard and on land, casino gaming plus a section devoted to special offers. Plus, the new RWBimini.com is travel-agent friendly with its dedicated portal for industry professionals that includes electronic brochures, logos, high-res images, booking incentives and a wealth of other resources.

“The new site allows us to truly do justice to the beauty and Caribbean charm on Bimini Island,” says Senior Director of Marketing for Resorts World, Gary Inks. “Creating a unified and seamless booking experience between the lodging and transportation systems was our single largest challenge and we’re very happy to have accomplished that goal.”

GREATER FORT LAUDERDALE

IDEA: STARMARK REDESIGNS WEBSITE FOR THE MALL AT MILLENIA

WEBSITE



THE FORBES COMPANY

The Mall at Millenia, Orlando's world-class shopping destination, is a spectacularly designed 1.2 million-square-foot center, offering 150 of the world's finest stores, services and eateries. The Forbes Company, owner and manager of the mall, sought a redesigned website to showcase the mall's fusion of cutting-edge fashion and world-class shopping, as well as the exceptional guest service.

The Starmark team designed a responsive website, making it easy for online users to navigate the site on various devices of their choice – tablet, phone or desktop. The site gives users all the information on the mall's international collection of luxury brands, best of brand retailers and diverse dining options. Users even get to choose what viewing option of the store/restaurant directory suits them best – alphabetical order, list, logo or map. In addition, the site features two localization options including Portuguese and Spanish with German and Chinese coming online later this year.

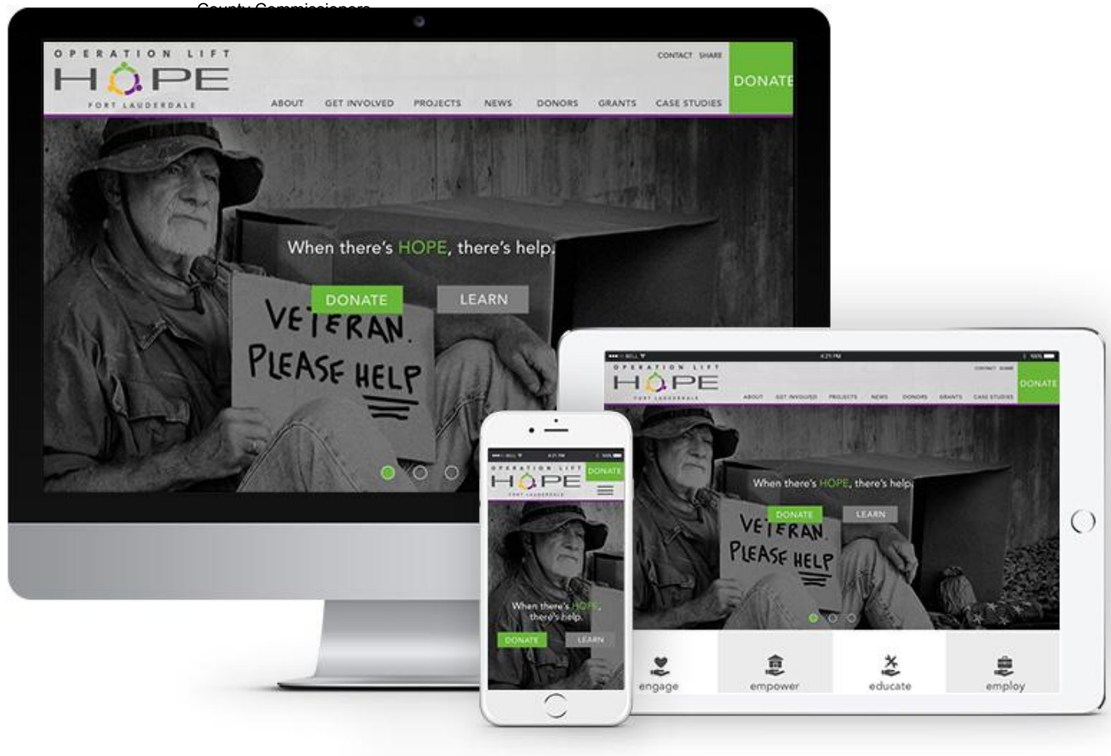
Extending the superior amenities that the mall offer its visitors, the website features a prominent "Plan Your Day" tab which features directions to the mall, introductions to Orlando's art and culture scene, hotel accommodations, car rentals and suggestions for theme park visits and other area activities.

The Mall at Millenia provides an unparalleled shopping experience, and now they have a world-class website to match.

GREATER FORT LAUDERDALE

IDEA: HOW DO WE EDUCATE THE COMMUNITY ABOUT A DYNAMIC EFFORT TO ELIMINATE HOMELESSNESS

WEBSITE



OPERATION LIFT HOPE

Operation Lift Hope is a dynamic effort within our community uniting leaders from Fort Lauderdale business, government, faith based and social agencies striving to eliminate homelessness in Fort Lauderdale for veterans by the end 2016 and families by 2020.

To broadcast its mission, Starmark was asked to redesign and expand the Operation Lift Hope website. Using Agile methodology, Starmark roadmapped the project and identified business objectives, goals and success criteria. Production was quickly underway and the result is a modern and user friendly website built to support the fundraising efforts, showcase the extent of the partners' collaboration and generate greater public awareness.

"*Starmark has done a remarkable job with the Operation Lift Hope website. Their creative staff has been amazing to work with as they designed and produced the new website in record time. Starmark leadership sets the tone that creates the "customer first" atmosphere while demanding personal excellence in all transactions regardless of the team players involved. The Starmark associates became real team players that embodied the excellence we look for in our own companies. This website is an important milestone in our efforts to bring our community partners together to eliminate homelessness.*" – Andy Mitchell, President of Fairwinds Group and Chair of Operation Lift Hope.

GREATER FORT LAUDERDALE

2.1B TOURISM CASE STUDIES

TOURISM CASE STUDY - NICKELODEON PUNTA CANA

OBJECTIVE:
Karisma Hotels & Resorts is renowned for its signature Gourmet Inclusive® Luxury Experience in Mexico and the Caribbean. Viacom International Media Networks has delivered big laughs and beloved characters on Nickelodeon™. They were partnering together to launch the only 5-star Nickelodeon resort in the Caribbean— Nickelodeon Hotels & Resorts Punta Cana and reached out to Starmark to launch the campaign for their July 2017 grand opening.

KEY INSIGHTS:
When parents plan a family vacation, they want their kids to have fun; a place where they can all play together. But they also seek balance – a destination that will appeal to themselves as well, with opportunities for exciting entertainment, luxury and pampering.

Consumer Brochure

TOURISM CASE STUDY - NICKELODEON PUNTA CANA

CREATIVE EXECUTION:
Starmark needed to achieve a tricky balance. Nickelodeon was not known as a luxury resort brand. This property would be its first foray into the luxury space. But the Nick characters are hugely popular with kids and offered Karisma, (already a known upscale experience), a clear differentiator to attract family target audiences, compared to other nearby luxury all-inclusives.

CONSUMER CAMPAIGN:
The Starmark team developed a campaign strategy that predominantly positioned Nickelodeon Punta Cana as the ultimate destination for luxury vacations − with a Nickelodeon twist. We amplified the five-star luxury value proposition with subtle, yet fun touches of the wacky silliness that Nickelodeon fans know and adore.

The campaign: Five-star luxury meets Nickelodeon fun
Print, digital and social ads subtly utilized all the Nick IP characters: SpongeBob, Dora and Teenage Ninja Turtles were all included, but more as a nod or a wink, versus a full campaign takeover. The emphasis always stayed on the luxe resort vacation experience, with doodles of the characters adding life and personality.

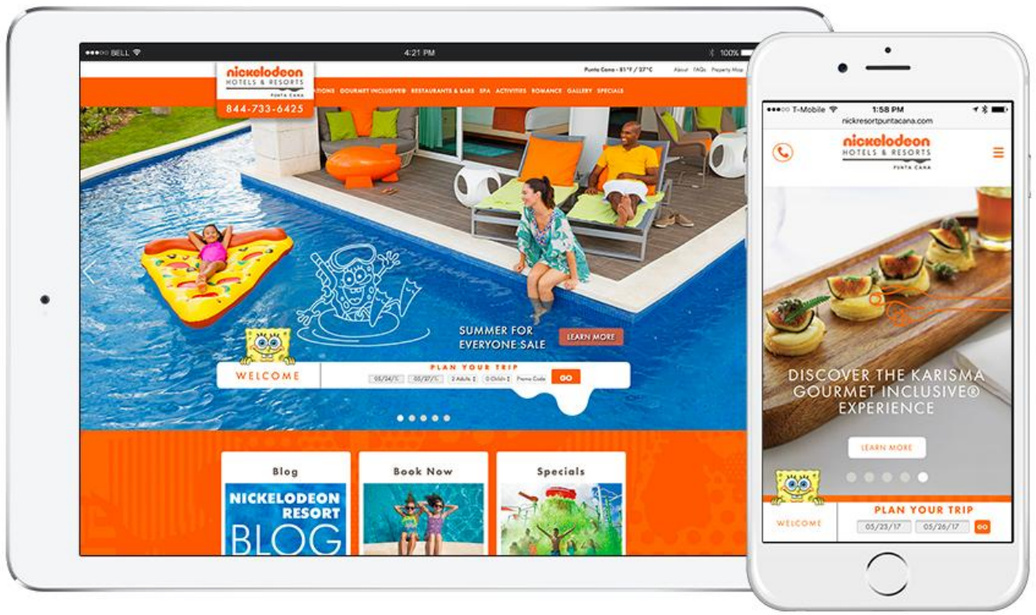
Consumer Print Ad

TOURISM CASE STUDY - NICKELODEON PUNTA CANA

Strategic Photo and Video Production:
Strategically combining still and video together in one planned shoot delivered more value for our client's existing budget and ensured greater visual continuity across all the assets.

All Ad Efforts Drove to the Resort's New Website:
Here, Karisma's luxury product proudly took center stage. We focused heavily on the five-star spa pampering, the gourmet restaurants, lively bars, and upscale amenities to ensure parents immediately knew this was a vacation the entire family would enjoy. All while sprinkling touches of the silly, irrepressible Nickelodeon personality its young fans loved throughout.

On Property Branding:
Starmark created unique brandmarks for all the restaurant and bar properties onsite to bring them to life visually, as each had its own backstory, atmosphere, personality and cuisine. We also created property signage and in-room collateral reinforcing the luxury with a twist value proposition.



Mobile Optimized Website

Spanish Language OOH Billboard

TOURISM CASE STUDY - NICKELODEON PUNTA CANA

Branding for Restaurant & Food Truck

Branding Food & Beverage Outlets

TOURISM CASE STUDY - NICKELODEON PUNTA CANA

Sweepstakes Creation:
We developed and ran a sweepstakes promotion that drew 52,957 entries, building the property's database of prospective clients.

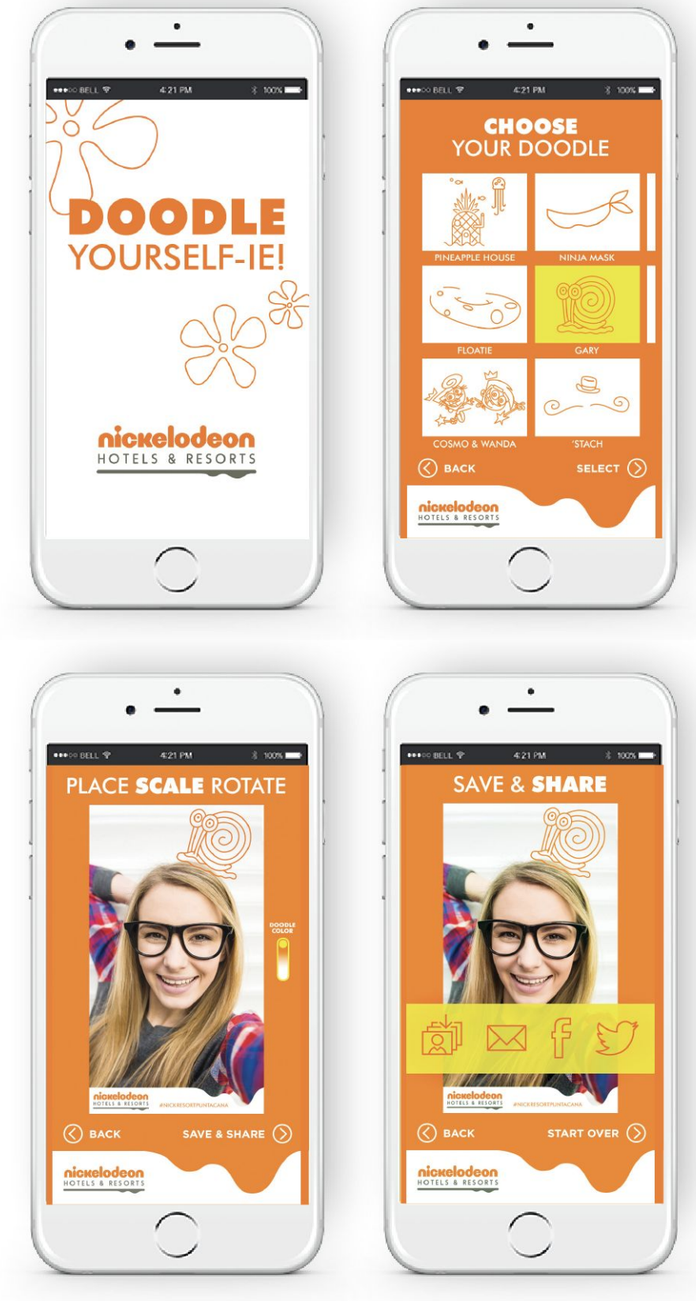
App Development:
We created the "Doodle Your Self-ie" app that debuted at the resort's grand opening and was promoted heavily in social media to drive post activity and conversation. It put families right in the center of our campaign, as they snapped pictures of themselves, then added doodles of their favorite Nick characters into the shots.

Trade Campaign:
We planned and executed a trade media strategy in key industry publications and websites, letting agents know there was an exciting new family property to sell to their clients, with grand opening commission specials that were among the highest in the sector. We developed both collateral and a roadshow presentation highlighting resort renderings, amenities and features.

What Guests and Clients Had to Say:
A full year after the campaign ran, Viacom conducted onsite guest surveys, which validated everything Starmark strove to convey in all the campaign work. Parents specifically mentioned that what first drew them to the resort and what they liked best about their vacation was the unique mix of experiences, from silly play to sumptuous amenities and pampering. It had it all!

WE KNEW STARMARK HAD THE EXPERTISE AND CREATIVITY IN DESTINATION MARKETING TO HELP US MAKE AN IMPACT. WE'RE OFFERING AN UNMATCHED COMBINATION OF 'FAMILY-FRIENDLY' AND 'LUXURY' IN THE CARIBBEAN, SO WE NEEDED TO LAUNCH WITH THE PERFECT MARKETING MESSAGE. THE RESORT INVITES GUESTS TO LET THEIR IMAGINATIONS LOOSE AND EMBARK ON A NEW KIND OF FAMILY VACATION, AND THIS CAMPAIGN DELIVERS THAT MESSAGE PERFECTLY.

Armando Chomat,
Chief Sales & Marketing Officer at Karisma Hotels & Resorts.

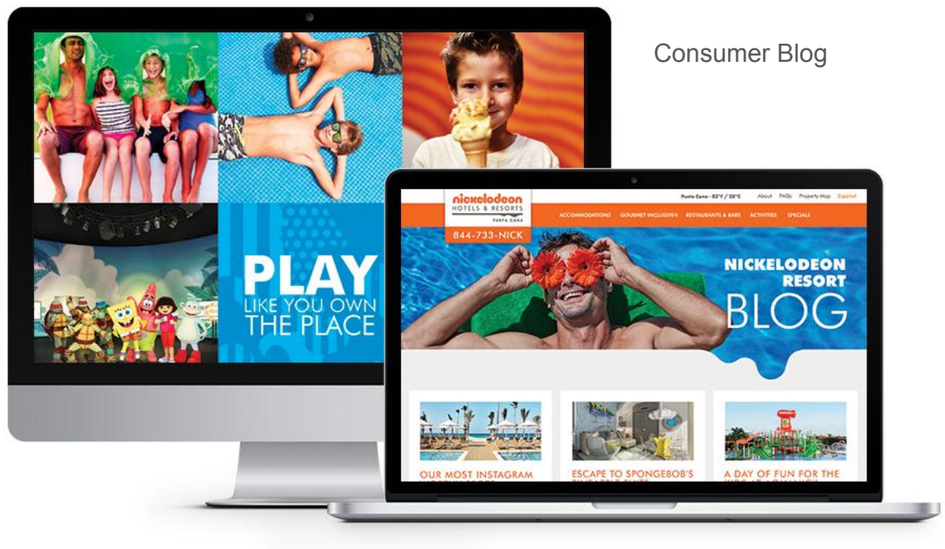


GREATER FORT LAUDERDALE

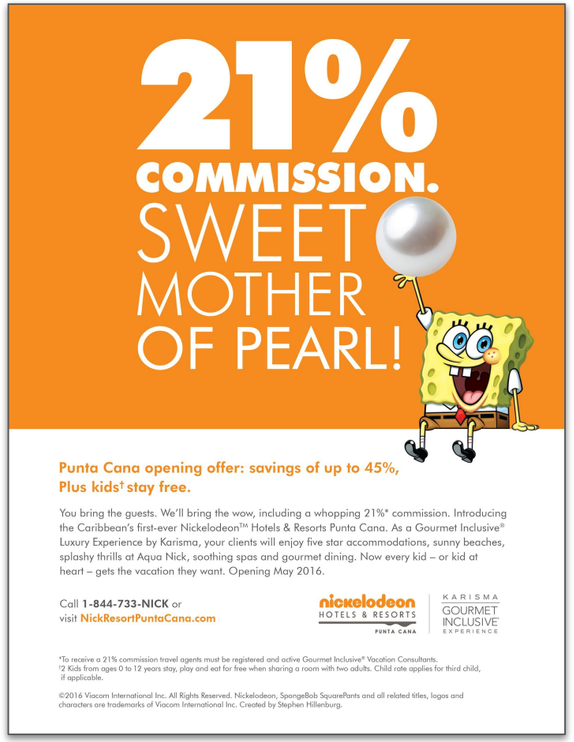
TOURISM CASE STUDY - NICKELODEON PUNTA CANA

VIP Grand Opening Invitation

Consumer Blog



Trade Print Ad



starmark.com/nickTV

TOURISM CASE STUDY: GREATER FORT LAUDERDALE CONVENTION & VISITORS BUREAU

HELLO SUNNY MILLENNIAL MULTIMEDIA CAMPAIGN

GOALS AND OBJECTIVES

During the spring of 2014, Greater Fort Lauderdale and its marketing partners initiated a primary and secondary research study with regards to marketing the destination to millennials, a completely new and untapped market. The timing was right to start an outreach to a younger audience and build a life-long brand relationship.

Since Greater Fort Lauderdale had not marketed to this demographic in a long time, the Greater Fort Lauderdale Convention & Visitors Bureau (GFLCVB) knew it had a single opportunity to make an impact.

The timing was good –closest competitors had not addressed millennials – yet. Research indicated that a highly desirable, authentic product. There was a tremendous long-term growth opportunity.

GREATER FORT LAUDERDALE

HELLO SUNNY MILLENNIAL MULTIMEDIA CAMPAIGN

REQUIREMENTS AND CHALLENGES

- Determine the most effective strategies and tactics to reach an audience literally born with a cell phone attached to their hip!
- Introduce the Greater Fort Lauderdale (GFL) Hello Sunny brand in a way that resonates. Get millennials to love and share our brand – ultimately giving us a try Deliver messaging against our strategic positioning for this market – “Action packed fun in a “chill” beach destination”
- Use research findings to craft messaging
  - Engage vs. sell
  - Make meaningful organic connections
  - Address younger and older millennial segments (as defined in Target Audience) differently
- Use research findings to plan and buy media (social, on-demand radio and television, mobile)
- Use research findings to showcase the destination’s “surprise” offerings. Tell the story of what local millennials share and love.

2016 U.S. Travel Association Award

2016 Henry Media Winner

HELLO SUNNY MILLENNIAL MULTIMEDIA CAMPAIGN

STRATEGY DEVELOPED TO ACHIEVE GOALS AND OBJECTIVES
Starmark's discovery phase included a digital study to establish a benchmark for brand awareness. We were not surprised to learn that we had some brand awareness, but little brand perception.

At the same time, we conducted an in-depth study on reaching millennials. Their habits and lifestyles called for different tactics. The strategy used for this segment was so different that we had to create a video to demonstrate it to our key stakeholders and decision makers - *Day in the Life.*

Local focus groups advised on the activities, locations and best-kept secrets. We even heard from in-state millennials about why they choose GFL and what they like to do here.

Our research led to a main message that differentiated us and communicated the GFL experience:

Action packed fun in a "chill" beach destination.

To millennials GFL appealed because there is so much activity and so many choices for fun. The difference is the vibe. GFL is very "chill". It's easy to "just be" here and enjoy. It's real here.

We had multiple stories to tell and activities to showcase.

http://bit.ly/DayInLifeInGFL

Seven 15-second videos were created as extensions to the highly successful Hello Sunny brand campaign.
The spots feature millennials enjoying the destination in ways they can relate to, as well as sharing their experiences. From bonfires on the beach, to Sunday dockside brunches, to mountain bike trails and horseback riding, the videos showcase the many activities that can be enjoyed here by this generation of young professionals. The videos include a "Hello Sunny" song created and produced for the campaign.

Social media and broadcast integration
The :15 spots utilize #hellosunny as a social sharing device and were created as bookends to run on television and on-demand broadcast. The bookends are designed to rotate "chill" and "action" spots to demonstrate "action packed fun in a "chill" destination.

Spots ran on Hulu and ABC Watch. In addition they ran in Northeast markets (Boston, Chicago and New York) on specific millennial targeted shows during a winter TV flight. Pandora and Spotify ran the videos virtually year-round. A social media paid advertising plan also ran year-round on Facebook.

Millennial Team No Fear

Millennial Night Owls

Millennial Be Free

Millennial Nature Vibes

Millennial Beach Hair Don’t Care

Millennial Shop til You Dock

http://bit.ly/CVB_Millennials

HELLO SUNNY MILLENNIAL MULTIMEDIA CAMPAIGN

Digital and out of home
The campaign was supported by digital banner ads, billboards, a web landing page, YouTube channel and content developed for multiple platforms.

TRACKING AND OPTIMIZATION
The approach we took against the millennial segment was primarily a digital effort. As such, we had the ability to monitor and optimize most of the campaign. For social media, we were able to hypertarget against activities, personas, habits. For example, we discovered that horseback riding images in our parks responded very well with millennials interested in warm weather outdoor activities. We removed images/messages that were not performing as well and pushed dollars against messages that solicited engagements and resulted in full video views. For on-demand broadcast, we chose to work with platforms like Hulu, so we only paid for 100% video views.

A key learning for us was that we discovered the millennial campaign was appealing to our older audiences as well. The energy and essence of fun crossed generations. Older audiences were drawn to beach music concert images, bonfires, groups of friends. So much so, that we shifted a long-term strategy of focusing on primarily couples and families to groups of friends and families.

The digital millennial program worked beautifully with programmatic buys. Programmatic buys enabled hypertargeted messaging and the delivery of messages to our audience at the time they were looking for it. It is critical to pay attention on a daily basis to be able to effectively optimize. The daily tracking and optimization results in a greater ROI then just buy and run. It requires talented individuals who understand the nuances of market engagement and reaction.

VALUE DELIVERED AGAINST CHOSEN METRICS

- In 2015, Greater Fort Lauderdale welcomed 15.4 million visitors (+8% from 2014) spending more than $14.2 billion (+10% from 2014) in Broward's economy. These were the highest results ever. For the first time, Greater Fort Lauderdale led the state of Florida in terms of occupancy.
- Pandora uses this Hello Sunny campaign as their case study to showcase effective marketing to millennials.
- Kaplan University used the GFL Millennial campaign for the same reason.
- The GFLCVB has been invited to present the case study at marketing seminars and webinars.
- In 2016 a DK Schifflet Brand Awareness study identified GFL as a major destination attracting millennials. This was a historic first for the destination;
- In addition, the campaign won a Gold Addy Award for Cinematography.

GREATER FORT LAUDERDALE

TOURISM CASE STUDY: GREATER FORT LAUDERDALE CVB

CHALLENGE:
On a limited budget, in London,U.K., how do we build awareness and interest to visit Greater Fort Lauderdale?

In 2015, the state of California, for the first time, became a competitive threat to the state of Florida. After five years of advertising in the U.K., California passed Florida as a likely destination among U.K. consumers and only lagged Spain and New York, according to research conducted on behalf of Visit California. Recent research by Brand USA indicated that California had surpassed Florida in terms of destination interest among U.K. travelers interested in visiting the U.S. U.K. leisure travelers (primarily London) account for over 50% of European travel to Greater Fort Lauderdale (GFL). This is a key international origin market for GFL and a major target in 2016.

SOLUTION:
A strategic January winter blitz in London. A consumer activation fueled by media and multiple, multi-day tactics throughout the city.

STRATEGY:
We participated in a co-op media buy with Visit Florida in the London market. We also augmented the offerings of the Visit Florida plan with additional tactics, such as consumer activations, to dramatically increase our presence and footprint.

GREATER FORT LAUDERDALE

TOURISM CASE STUDY: GREATER FORT LAUDERDALE CVB

TACTICS:
Over a 2-day period, we deployed 25 “Hello Sunny” suns to strategic, high-traffic locations. We visited Liverpool Street Station, Southbank, St. Paul’s Cathedral and the London Eye/London Bridge location. We drew large crowds, distributed fun facts and contest entries to win a trip to Greater Fort Lauderdale. Social sharing opportunities, using #HelloSunny, were encouraged to increase entries. GFL partnered with British Airways to provide special packages to Greater Fort Lauderdale.

The strategy included 2-month media presence in the same market to support the activation, multiply impressions and promote the special British Holidays packages. The media included:

- 25 fully branded taxi cabs that featured GFL video content for all passengers. Passengers were seated on GFL covered seats and received branded receipts. All messaging drove passengers to British Holidays packages and contest entries.
- A wrapped bus shelter in one of London’s busiest shopping districts.
- :30 radio spots on Magic Radio in addition to editorial content by DJ Angie Greaves.
- Digital advertising including; Sojern UK, Expedia UK, Travelzoo UK, Tripadvisor and Facebook.
- A ½ page print ad in the London Daily Telegraph.
- 29 Remote Radio Station interviews with then CEO, Nicki Grossman and renowned psychologist and personality, Goeff Beattie. The topic of discussion was Blue Monday and how it impacts people who live in regions with less sunlight.

TOURISM CASE STUDY: GREATER FORT LAUDERDALE CVB

RESULTS:
British Airways Holidays booked just under 67% more GFL holiday packages, year over year. In 2015, when GFL did not have an ad schedule or promotion in London, British Airways Holidays was -32% in bookings year over year. In 2016, during January, the bookings increased to +35% (total of 67% increase).

- Hello Sunny ambassadors interacted with over 15,400 consumers (based on distributed content).
- In terms of web activity, sunny.org had a 6% increase in organic visits from U.K., year over year. There was a 766% increase in social traffic, year over year, which meant our paid social media ads performed extremely well. Our Facebook ads generated 77,101 video views at a cost of only $0.01 per view. We reached 97,713 targeted accounts.
- #HelloSunny increased Visit Lauderdale London's organic engagement by 30.52% during the week of the activation.
- On Twitter, on January 20, London tweets increased by over 200%, while increasing 282% on 1/21. Twitter likes increased 186% during the activation days.
- A Periscope experiment (5 different sessions during the radio interviews) resulted in over 200 views with over 72 total hours viewed. Pretty incredible. One of the viewers happened to be based on a U.K. Military base and called in to request the Nicki Grossman/Geoff Beattie interview be taped for all U.K. Military bases. This added over 1 million impressions to the radio program.
- During the 1-month flight, the Hello Sunny bus shelter generated 450,000 impressions.
- The fleet of 25 taxis, generated 13.5 billion impressions according to the vendor traffic counts.
- The Daily Telegraph newspaper ad generated 1,082,072 impressions.
- Digital ad buys on Sojern, Expedia and Tripadvisor delivered 5,342,742 impressions, with an average click thru rate of .136 (industry standard is .08%). Sojern’s 2015 Hotel Insights Report states that Fort Lauderdale is the #2 top-riser in the Hotel Search and Bookings Report for Q4.

GREATER
FORT LAUDERDALE

TOURISM CASE STUDY: GREATER FORT LAUDERDALE CVB

MEDIA VALUE ADDED NEGOTIATIONS:
Additional time for wrapped taxis = 327 GRPS with a 7.22 frequency and 23,623,000 additional impressions. The all-areas playout statistics from October to February achieved 98,298 total impacts.

- Magic Radio Digital support with a landing page on their own site (10,143 page views and 7,066 contest entries).
- The radio buy delivered an additional 27% reach.
- Live Activation of 25 Sunny characters arriving at Magic Radio Station with an on-air mention and social posts (reaching 117,775 people).

TOURISM CASE STUDY: NICKELODEON RESORT BLACK FRIDAY

OBJECTIVE:
Nickelodeon Hotels and Resorts wanted to run a Black Friday sale and asked Starmark to develop a compelling online campaign that would appeal to their family target audience.

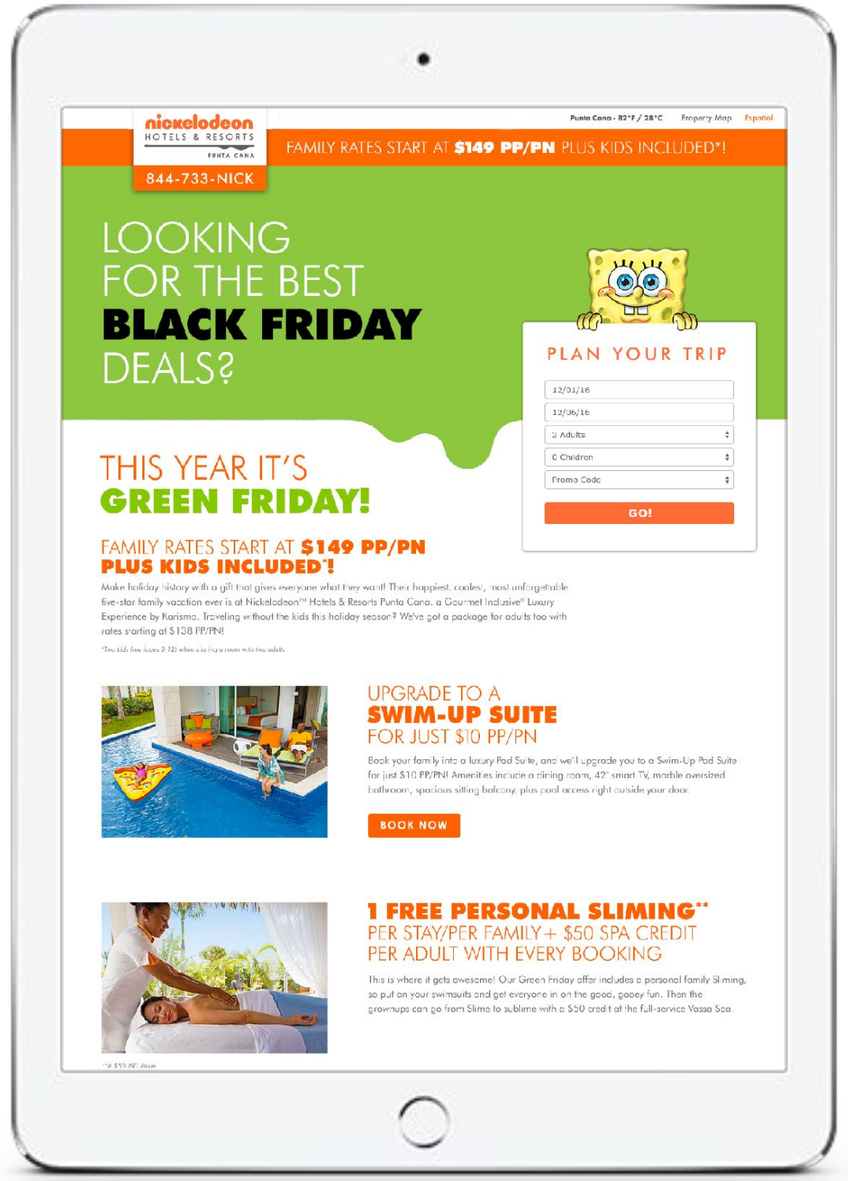
KEY INSIGHTS:
Given the resort's unique brand personality that combines a luxe family vacation with "out there" Nickelodeon personality, Starmark knew that no ordinary Black Friday approach would do. We wanted to craft a campaign that was uniquely Nickelodeon, yet still stayed true to the original brand personality balance: *5-star luxury meets Nickelodeon fun!*

CREATIVE EXECUTION:
While other brands jostled for Black Friday positioning, Starmark moved the needle by changing the conversation to a color that is pure Nickelodeon: a slime-tastic Green Friday.

Starmark created an integrated online campaign that consists of animated email broadcasts, animated web banners, and an animated landing page, all featuring a hero image that captures the precise moment when anticipation and thrill-factor meet in the splashiest, most unforgettable way possible.

The email broadcasts told the Nickelodeon Hotels and Resorts Punta Cana story of family-friendly luxury and whimsy as they generated an impressive open rate of 12%, with a 15.65% CTR.

Web banners fully owned the Green Friday concept and generated a click-thru rates of .18% and .24%. The banners and email blasts brought traffic to the landing page before and during the sale event.



TOURISM CASE STUDY: NICKELODEON RESORT BLACK FRIDAY

2.1C BRAND ARCHITECTURE

THE STARTRACK PROCESS

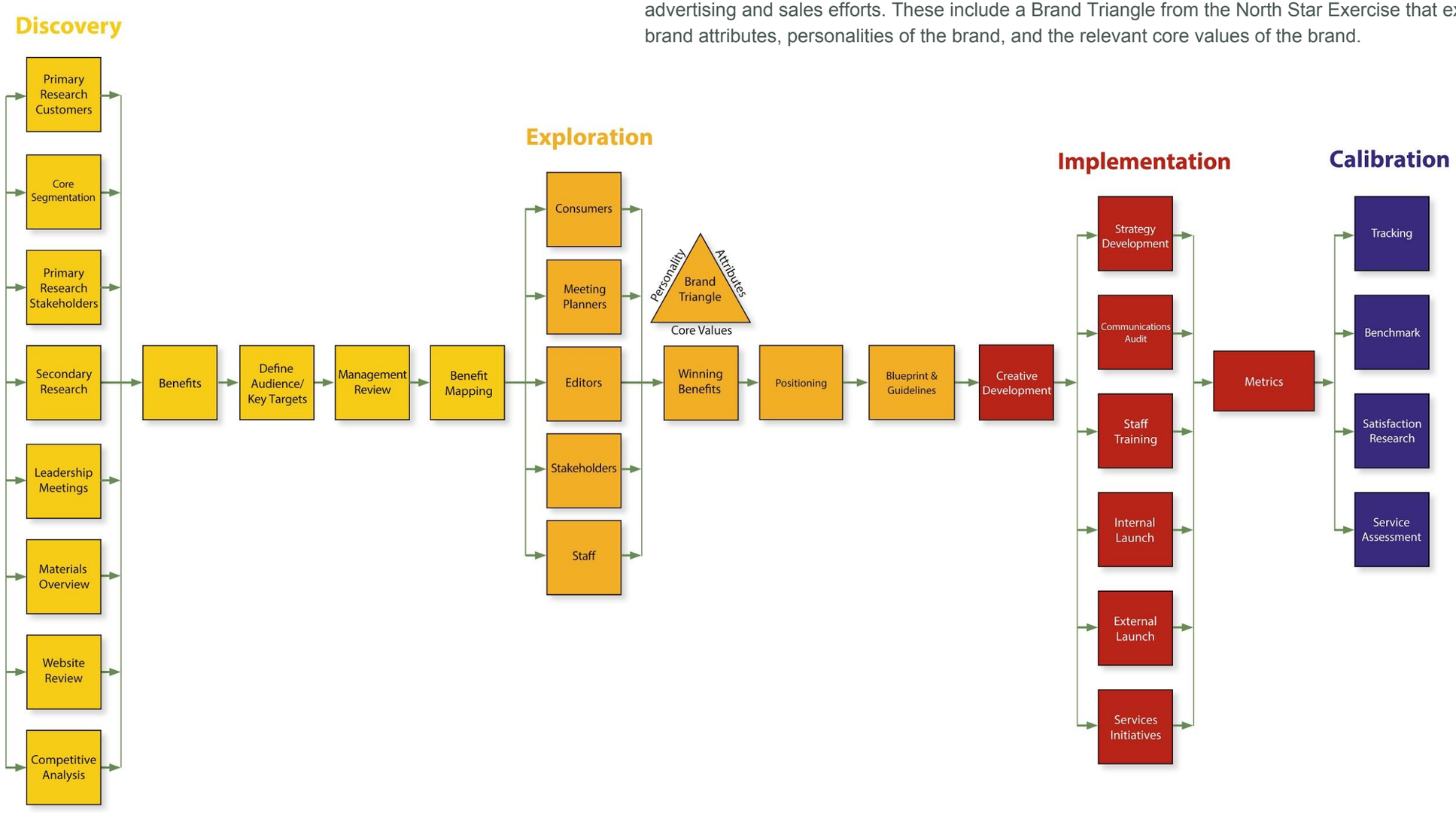
The Creative Process

Starmark's creative process is designed to produce smart communication that can propel a brand to a place of distinction. To do that, we employ seasoned Writers, Art Directors, and Creative Directors. Each is a talented asset whose sole purpose is to bring your brand to life, and we have a process in place that helps to create parameters to govern their thinking. The result is work that is well-informed and singularly focused.

We Begin with Gaining Insights

Starmark's creative process is founded in an approach we call StarTrack™. It's a disciplined methodology that helps us link the goals of our clients to the needs and preferences of customers and prospects. Using the StarTrack process, we examine and build a clear brand definition based on what drives decisions related to brand selection. Because it's critical to understand the most important, most appealing and most distinctive attributes of our clients' offerings, StarTrack highlights the strongest elements, in priority order. In total, this examination will lead to a clear position that allows us to gain attention, define distinction, capture preference, encourage trial and stimulate appeal.

The end result of the is a clearly defined and "published" set of brand tools to be used in marketing, advertising and sales efforts. These include a Brand Triangle from the North Star Exercise that expresses brand attributes, personalities of the brand, and the relevant core values of the brand.



2.1D GROUP SALES MARKETING APPROACH

LET MEETING PLANNERS KNOW THE BEACH HAS A BUSINESS SIDE

OBJECTIVE:
Starmark created the Meet Sunny brand, leveraging the highly successful Hello Sunny overall branding campaign, and positioning Greater Fort Lauderdale as “the lighter, brighter side of meetings.” The team developed a three-part direct mail campaign that was sent to meeting planners. Enveloped around the theme “Wake up, charge up, meet up,” each piece was uniquely designed to communicate the Meet Sunny positioning.

GREATER FORT LAUDERDALE CONVENTION & VISITORS BUREAU

Package #1 included a sunny yellow coffee mug with a Meet Sunny logo and a fun industry related message – “Bye-Bye Boring Meetings.” Also included was a blend of local gourmet coffee from renowned Chef Jean Gourmet Emporium – a favorite off-site venue for meeting attendees. The package was purposely housed in a recycled kraft paper box, to address the environmental “green” issues and concerns that impact this industry.

Package #2 followed exactly one week later. This package contained a 3-panel brochure with the headline “Charge up your team.” It featured beautiful waterway yacht meetings and other outdoor activities. The brochure invited the reader to put the power of the sun behind their meeting and their mobile device. The package surprise was a solar powered “Meet Sunny” mobile phone charger.

Package #3 followed exactly one week after #2. It included a custom brochure, with built-in video technology. The booklet featured the new Meet Sunny video as well as testimonials.

PACKAGE #1 IN SERIES

PACKAGE #2 IN SERIES

PACKAGE #3 IN SERIES

THE BIG RESULTS

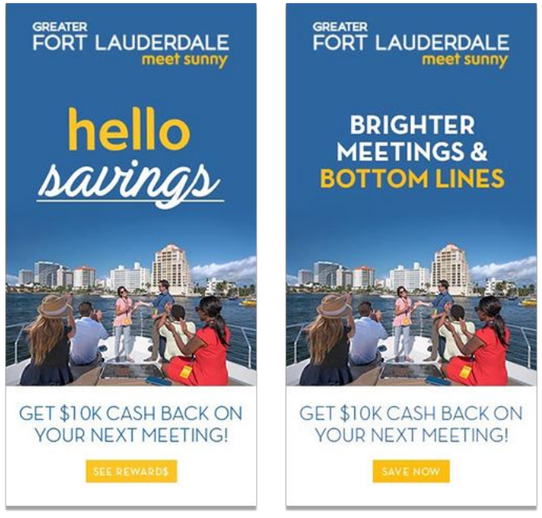
- In less than 3 months, 25 site visits were booked as a direct result of the campaign
- A large Annual Association Convention booked as a result of the mailer.
- 17% of respondents visited the microsite for the program
- Meeting traffic on sunny.org increased 57% during the month of the program

GROUP SALES MARKETING APPROACH

GENERATE BUZZ AND BOOKINGS WITH A MEETINGS INCENTIVE PACKAGE

An Incentive Package That Drew $7 Million In Revenue
Starmark developed a new incentive package called “Hello Savings” for the Greater Fort Lauderdale Convention and Visitors Bureau. Since business-meeting bookings between August and December were typically slower, the package strategically offered U.S.-based meeting planners up to $10,000 in the form of cash-back rebates, along with extra hotel perks, when they booked eligible 2017-2018 dates”

The campaign successfully resulted in 19 meeting bookings closed, adding $7 million in additional revenue impact.



Digital Banners

Landing Page

Website

GROUP SALES MARKETING APPROACH

MEETING PLANNERS MEET THEIR MATCH.

Waldorf Astoria 360°, a new meetings App, giving viewers an in-depth virtual site tour of the 500-acre Resort, its meeting facilities, accommodation styles, leisure activities and amenities. The unique meetings App uses the built-in functionality of a gyroscope to give viewers a floor-to-ceiling panoramic look at 15 key points of interest to meeting and wedding planners. Features include video and photo galleries, property maps, meeting space with specifications and floor plans, 360° tours of guest rooms, a live Facebook feed, a LinkedIn Group feature, interactive “plan your meeting” tool and contact information. The LinkedIn Group feature allows the Resort to post industry updates and meeting trends information, which can be shared with meeting professionals.

Meeting planner app

App page with aerial view of property

Interactive floorplan with drag-and-drop functionality

GROUP SALES MARKETING APPROACH

“INSPIRED MEETINGS” INSPIRES PLANNERS TO BOOK.

Starmark created this Westin Diplomat meetings video to highlight the many benefits of planning an event at the location. Featuring breathtaking footage of the property intercut with elegant art cards communicating Westin brand messaging, the video has received almost 6,000 views to date.

To view the video, go to starmark.com/videos

2.2A ACCOUNT MANAGEMENT APPROACH

ACCOUNT MANAGEMENT APPROACH

Starmark looks forward to continuing to support the CVB, Fort Lauderdale-Hollywood International Airport and Port Everglades with a seasoned team that has extensive experience in domestic and international media and markets. Our knowledge and successes span across all segments; from consumer to meetings and conventions; and from European markets to domestic niche markets. Starmark's expertise is not just limited to destination marketing. Our shared backgrounds provide you with deep and broad knowledge ranging from cruise lines and resorts to mass consumer and luxury – to business and transportation expertise critical to Port Everglades and Fort Lauderdale-Hollywood International Airport (FLL).

CVB's business will continue to be managed by the existing dedicated Account Service Team who understands and believes in the Brand Essence of Greater Fort Lauderdale. Instead of "breaking in" a new team, your team will hit the ground running.

THE STARMARK STAR PERFORMERS

- All Team Members have years of integrated brand messaging experience in the travel and tourism category.
- All Team Members are already in place, meaning there will be no learning curve, no playing catch-up.
- All Team Members have a proven track record with the CVB, Port Everglades and Fort Lauderdale-Hollywood International Airport with a keen understanding of the synergy of these three entities, and the importance of working together and sharing resources.
- All Team Members work in Broward County and understand our tourism and business challenges and opportunities.

ACCOUNT MANAGEMENT APPROACH

SCOPE OF ACCOUNT SERVICES EXPERTISE

Starmark will continue to act as a partner, advisor and provider of marketing and advertising services. Following is a comprehensive list of how we anticipate proceeding with our working relationship:

- Work directly with CVB, Port Everglades, Fort Lauderdale-Hollywood International Airport to develop, implement, and manage a strategic advertising and branding plan.

- Manage primary and secondary research initiatives, whether they originate with Starmark or with Bureau partners and/or vendors.

- Plan, negotiate and execute the Annual Media Plan (see Media Planning and Buying) including online, offline and out-of-home.

- Develop creative strategies that support the annual advertising plan. Coordinate between creative and media to ensure optimal planning and execution.

- Concept, execute and supervise the creative and production of all advertising materials, including the following: print, television, out-of-home, interactive, promotions, broadcast, social, collateral, guerilla efforts, corporate and destination videos, and cooperative programs.

ACCOUNT MANAGEMENT APPROACH

- Coordinate and administer all negotiated value added placement and deliverables. This effort requires a separate schedule aside from annual media plan. Value added can include, but is not limited to, email blasts, advertorial spreads, out-of-home efforts, links, listings and event participation.
    - Develop turnkey cooperative programs for consumer and meetings segments. This includes the management of gflcvb.starmark.com, the turnkey site designed to streamline the co-op effort, along with sales, support materials, annual planning, coordination of materials collections from partners and media, copy editing, formatting, approvals process, billing and overall administration on behalf of the CVB.
    - As an extension of the CVB's marketing team, Starmark will continue to participate in and attend partner meetings, community presentations and departmental meetings. We will also assist in the development and execution of presentation materials and leave-behinds.
    - Partner with CVB to brainstorm and develop new initiatives to support marketing objectives, specific sales efforts and opportunities such as PRIDE 2020.
    - Integrated brand messaging is key. Starmark will continue to partner with the Public Relations agency and website developers to ensure consistency. We will work hand-in- hand to support all CVB programs, promotions and events with a single unified voice.
    - Develop and maintain methodologies to measure success and R.O.I. of all programs.
    - Budget development, management and monthly reporting. This includes monthly CDBE reporting and compliance checkpoints.
    - Weekly Status Meeting.
    - On-site collaboration/representation/partnership.

SOCIAL MEDIA MARKETING SERVICES

PRACTICES

- BRANDING
- ADVERTISING
- DIGITAL
- MEDIA
- DIRECT
- SEARCH
- SOCIAL
- DATA SCIENCE

Your social media marketing campaign is developed, led and managed by experienced specialists with years of successful client relationships.

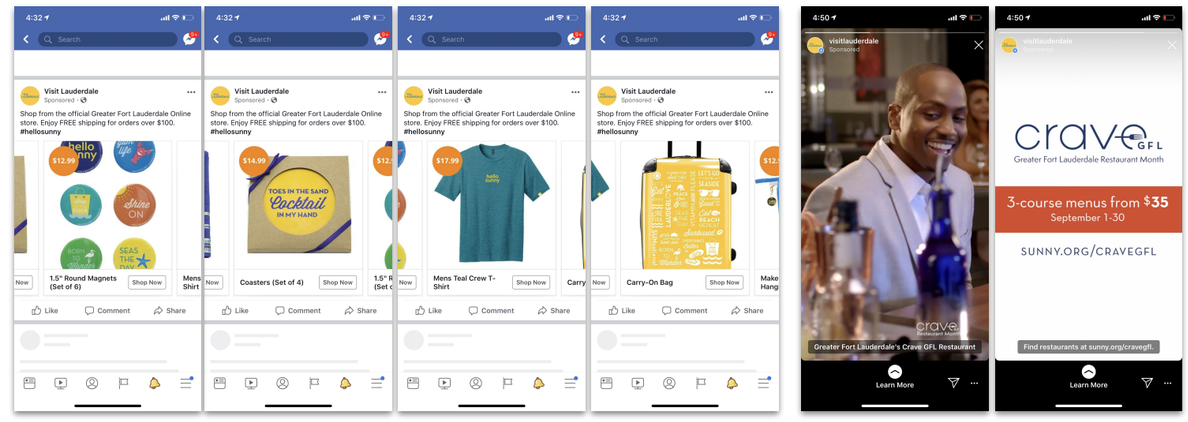
We help you meet your customers where they are with a focus on the journey, the right content and the right strategy to deliver organic growth. We're great at managing multiple campaigns and message platforms, and if needed, crisis management solutions. We never stop evaluating, aggressively optimizing and applying what we learn to give you better results.

Our approach can help you reach your goals for awareness, loyalty and response by tapping into your brand's authenticity. It's a tough balancing act to master in today's social media landscape, but we have a proven track record of helping our clients get there.

Our social team is entirely in-house, so we can deliver whatever level of support you need with a seamless workflow and a reasonable cost. By listening carefully to your goals, ensuring mutual understanding and continuously improving our performance, we meet your social media objectives – and ensure that your social media program acts as a cohesive, complementary part of your overall marketing efforts

Here's just some of what Starmark's social services include:

- Owned Media
- Paid Media
- Earned Media
- Reporting & Optimization



GREATER FORT LAUDERDALE

VIDEO AND PHOTOGRAPHY SERVICES

PRACTICES

- BRANDING
- ADVERTISING
- DIGITAL
- MEDIA
- DIRECT
- SEARCH
- SOCIAL
- DATA SCIENCE

Starmark's photography and video services include both creative and production support for any budget, goal or requirement. Because we're Agile, we roadmap every shoot ahead of time for maximum efficiency. No blown budgets. No missed call times. No wasted opportunities.

Each project begins with creative development of the concept and our recommendations for approach – then we manage each shoot, from pre-production to final edited product. We collaborate with a stable of top professionals and production companies that we trust for great work and reasonable rates. And because we plan as a team, we can evaluate your project's short-term and long-term needs early on – so we all know what to capture based on where it will be used. That extra up-front planning also comes in handy for negotiating for the best possible rates on talent and usage.

And before your project is even on the air, in print or online, you mastered assets and raw footage are catalogued and housed in our secure Digital Asset Management system for easy collaboration, access and use.

Behind the Scenes Video
starmark.com/azul

TRADITIONAL PRINT PRODUCTION SERVICES

PRACTICES

BRANDING

ADVERTISING

DIGITAL

MEDIA

DIRECT

SEARCH

SOCIAL

DATA SCIENCE

Our Production team has the chops to negotiate and execute services on any scale. We're Sarbanes-Oxley compliant, and our Certified Vendor Process helps us get you there on time and on budget.

We seek three bids for competitive pricing, with multiple sources for photography, printing, fulfillment and specialty requests. We'll work with you to create the best workflow for procurement.

We go above and beyond to ensure our clients the best possible value by:

- Reviewing/comparing quotes against previous, similar jobs within past 12 months.
- Sourcing vendor partners close to home to avoid costly shipping charges, where possible.
- Requesting value-add additions from vendor partners, depending upon job and scope.
- Proactively researching volume discount opportunities, when applicable.

While ensuring you the best possible value for your money is a priority, making sure we also recommend the best fit for the job at hand is equally important. We take quality control very seriously and invest the time and due diligence to make sure any third-party we recommend has the right experience and specialized expertise to prevent wasted time, rework and disappointment.

Over the past 40 years, we've built relationships with top-quality vendor partners who have earned our trust by delivering consistently strong value and performance. They've come through for us and our clients under tight deadlines or budget constraints.

MEDIA BUYING PHILOSOPHY

PRACTICES

BRANDING

ADVERTISING

DIGITAL

MEDIA

DIRECT

SEARCH

SOCIAL

DATA SCIENCE

As a fully integrated communications agency delivering global media and marketing solutions, we specialize in taking a more unexpected and impactful approach that surrounds your target audiences, intercepting them where they spend the most time and where they will be most receptive to your messaging.

Proactive
Our media buyers get involved from the initial roadmap with the integrated team. We start from a zero base that considers all consumer touch points and media options, building every plan on research-based insights that provide a window into our target's day.

Tactical
With this solid foundation in place, we're in a much stronger position to execute successfully: negotiating and executing your buys, maintaining schedules, and tracking results.

Extending Value Beyond Media Buying Alone
In addition to years of senior-level media buying expertise, our media team is as **data-driven** as our other specialists at Starmark. We all use data science as a core business asset to inform recommendations we make and actions we take on behalf of our clients. When leveraged properly, data generates new customers at lower cost, increases current customer profitability and reduces costly attrition.

YOUR ADVANTAGE

One of Starmark's strongest verticals is the tourism and hospitality industry. We KNOW destination marketing and have been creating and executing award-winning international strategies for decades. This assures you some key advantages:

- We are in the know of the latest and greatest media and digital opportunities to reach your unique segments. There is no learning curve here; We're ready to roll.
- Starmark creates shared annual editorial and content calendars that cross all media and channels, allowing us to collaborate in the cloud with our clients, other partners and vendors. From topic pillars to monthly messaging, our calendars ensure integrated messaging in advertising, content development, PR, events and sales.
- Starmark provides full media reports via monthly dashboards. We are also able to provide reporting for any time frame, campaign or single medium. Starmark works with both ADARA and Arrivalist to provide more significant statistics on which media are actually driving visitation. The availability of this information often influences future planning and purchase.

MEDIA BUYING PHILOSOPHY

Starmark's deep media planning and buying experience give you a few important advantages:

- Fresh, forward-thinking ways to reach consumers and travel trade
- Buys that reach your target markets effectively
- Strong negotiation skills that maximize your investment, while still ensuring quality, on-target placement and additional value-add opportunities
- Measurable R.O.I.
- Flexible campaigns that are optimized throughout their duration.

In addition to the Leisure segment, we believe targeting by segment delivers stronger results:

Foodie:
Our efforts have contributed to an emergence of restaurants, food trucks, foodie events and festivals are now part of the list of most popular experiences in GFL, spawning the original programming of CraveGFL on VLTV.

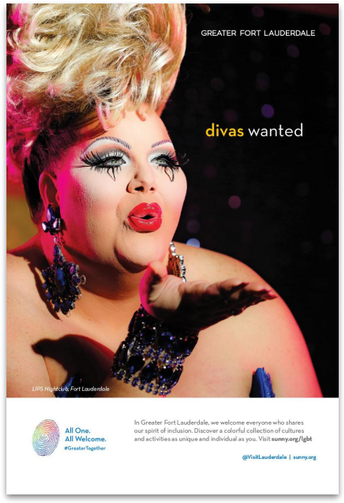
Culture:
The Underground Create Tour in GFL was implemented based on increase in demand for art related experiences. Tours and art walks are being implemented into consumer activations both locally and out of market.

LGBT+:
Over the years, GFL has emerged as Florida's LGBT capital. The inclusivity and innovative outreach continues to place GFL in the top tier LGBT+ destinations in the country. We even use transgender models in all our Leisure ads.

International:
As we see increases in bookings form destinations like Germany, China, India & Latin America, we translated our digital vacation planner to not just feed the demand, but to increase it.

Our media strategies are designed to maximize brand impact with a mix of paid, earned and owned media; delivering brand engagement, meaningful targeted impressions and a measurable return on investment.

Media plans are uniquely crafted for every brand to meet their individual objectives through collaboration between media, data science, creative, strategy and client. Prior to planning for a new fiscal year, we make it a practice of convening for 1-2 full days to review presentations from key media partners. The purpose is to have the entire team aware of new opportunities, new offerings and new technology. The inclusion of an entire team leads to creative thinking and new ideas before the media planning roadmap begins.



GREATER FORT LAUDERDALE

MEDIA SERVICES

BROADCAST

Broadcast is a powerful awareness medium, ideal for targeting audiences at the top of the funnel. With DTV and streaming radio, you multiply that power by adding precise targeting capabilities to the mix.

The Starmark media team has 30+ years of media planning and buying experience, including extensive knowledge of digital and streaming opportunities. We were already exploring breakthrough digital capabilities on behalf of our tourism clients when these technologies were in their infancy.

Your media advantages as a Starmark client:

We negotiate the most efficient and effective schedules.

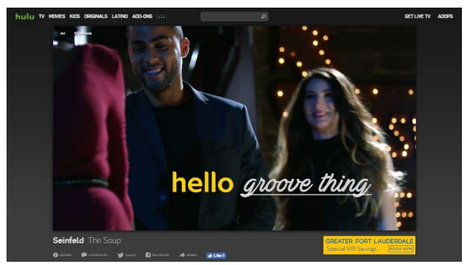
- Our clients pay the same rate regardless of annual budget because we negotiate on the agency rate, not the client rate.
- Traditional radio, television and cable buys are negotiated based on 10% below Low SQAD cost per point.
- We're always on the leading edge of promotions with local stations because our campaigns are not about spots and dots but more integrated events and activations.
- We post all Television and Cable buys to 100% and monitor rotations for all campaigns.
- Digital TV analytics are based upon 90-100% completed views.

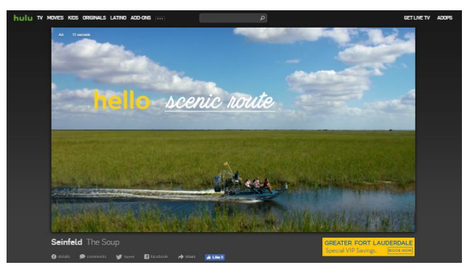
Continued optimization

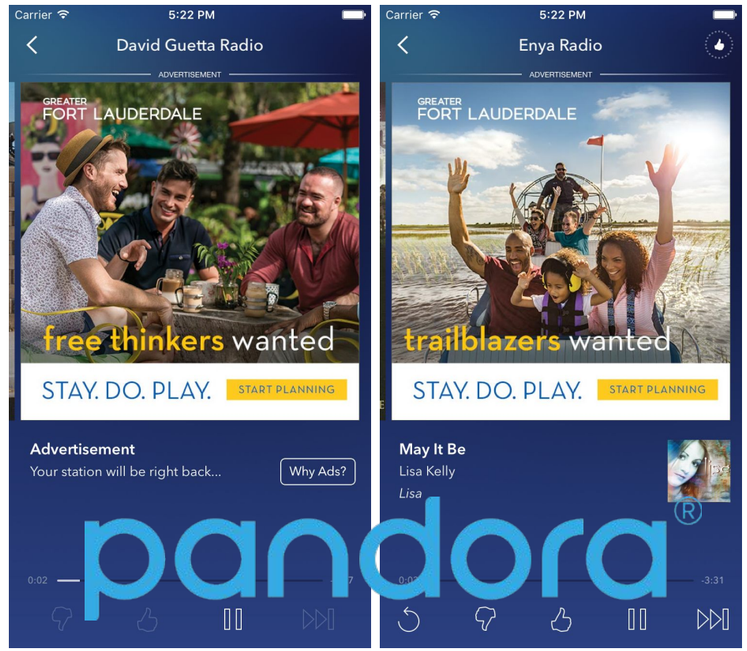
Our team continues to optimize all digital radio buys based on best performing creative and placement. The buys are market-specific, based on the objective and target audience. We then fine-tune the campaign bi-weekly to ensure we are reaching the right audience and negotiating the best added value.

The model for best-in-class targeting

Starmark's digital radio targeting and buying prowess inspired Pandora to develop a case study about us, using our Greater Fort Lauderdale Millennial Campaign as a best-in-class example of "how to target your audience on streaming radio".







MEDIA SERVICES

PAID SOCIAL

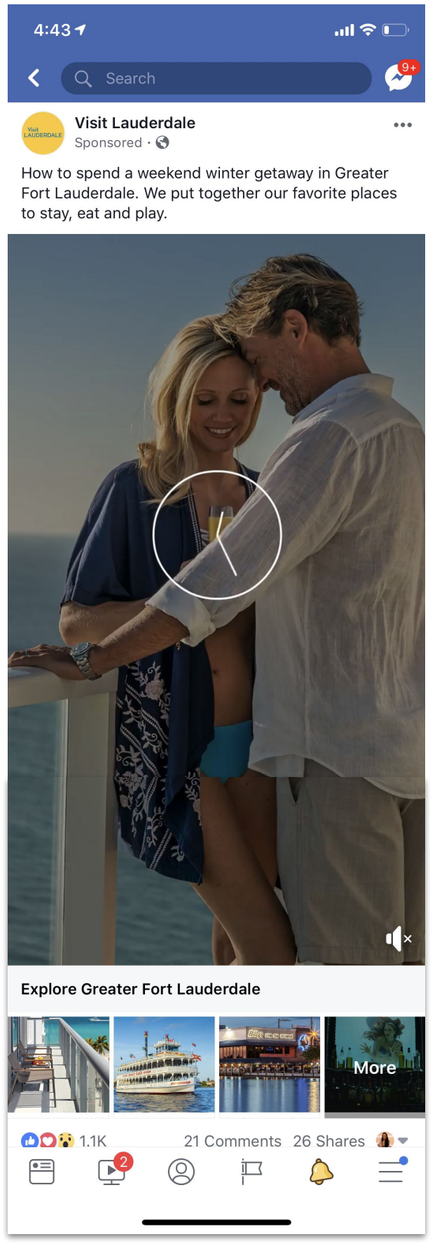
In or work for tourism clients, we continue to witness the rapid uptick in travelers seeking travel planning inspiration on a variety of social platforms and sources. We believe social media is integral to capture in-market travelers during the inspiration/awareness part of their journey.

The research backs up our insights
A recent Nielsen study revealed that more than half of all travelers surveyed checked social media for travel tips. Another study found that 97% of millennials share photos on social media while traveling.

Social platform strategies
The key to effective social marketing is choosing the *right* platforms. We evaluate each channel – Facebook, Instagram, Pinterest, YouTube, Snapchat, and others – to confirm where our target audience is actually spending their time. That's what informs our strategy.

All backed by data science
Before launching a single campaign, we develop a testing matrix to define tests for messaging, CTA, creative and ad type. Once this matrix has been defined, we use first-party data third-party data to create custom audiences, lookalike audience and behavioral campaigns.

The model for best-in-class social marketing strategy
Starmark's paid social targeting and buying prowess compelled Facebook to create a case study about Greater Fort Lauderdale titled: "Bringing visitors to Fort Lauderdale with Facebook trip consideration".

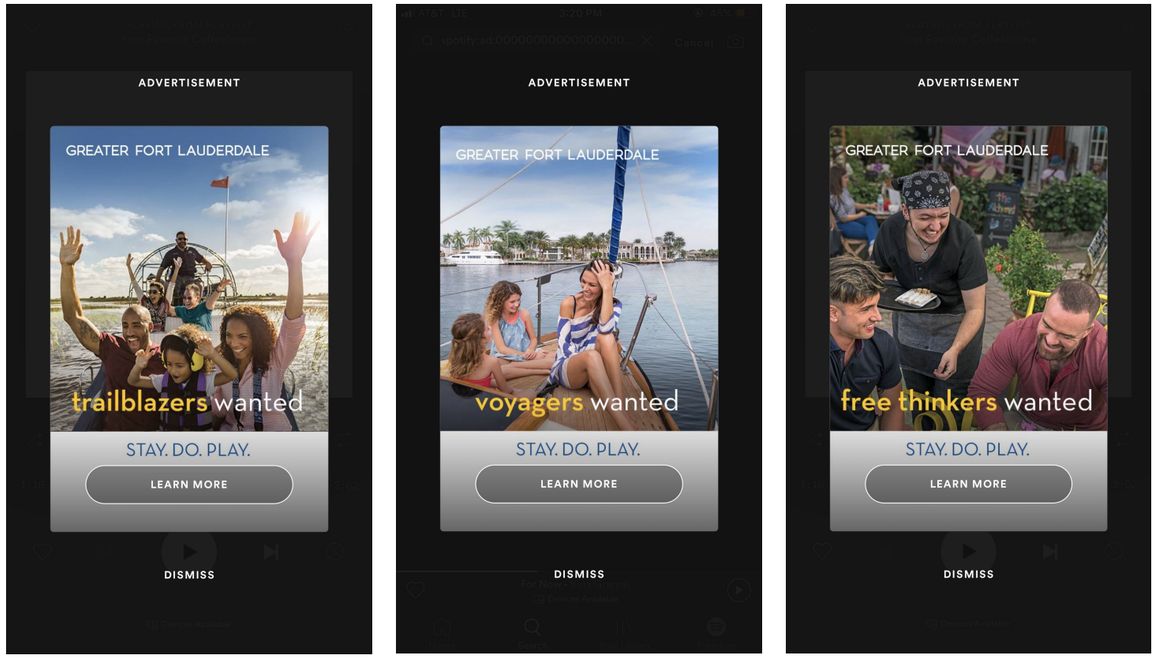


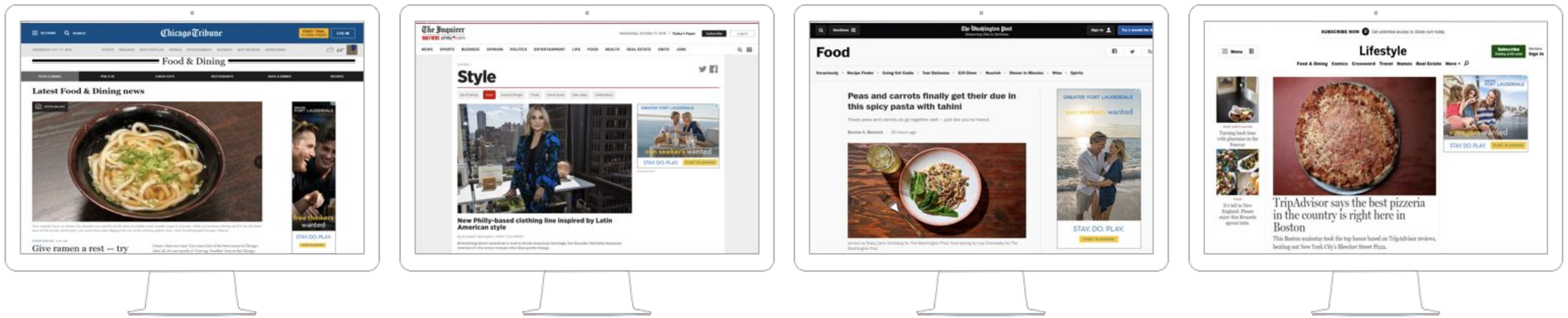
MEDIA SERVICES

DISPLAY, PROGRAMMATIC, RETARGETING

Our approach to display marketing is data-driven and results-oriented. Based on agreed-upon goals, we develop and implement programmatic display campaigns designed to achieve key performance indicators. With access to third-party data sources, (like Oracle, Epsilon, Exelate, and others), we continuously target various in-market data segments.

By utilizing a mix of display (ex: prospecting, lookalike, contextual), video, native and other tactics, we can reach the right audience with the right message at the right time. We'll also look to best-of-breed third party partners including Tripadvisor, ADARA, Sojern and others, to craft unique campaigns that allow us to reach the in-market traveler. See how we tie this all together with **Media Attribution Modeling** (detailed later in this response).





MEDIA SERVICES

OUT OF HOME

Today's out of home options and approaches are limited only by the imagination. Along with traditional billboards and taxi toppers are unusual opportunities like liveries and rickshaws at activations and events; sidewalk chalk art; and Times Square billboards.

Starmark's philosophy: out-of-home should always be an open canvas for fresh thinking and buzz-worthy impact:

- When our team was asked to promote the new FLL parking initiative, (a series of improvements launched to reverse the airport's declining parking revenues), we placed digital boards around the airport and used high-traffic areas – like elevator doors, escalators and columns – for signage and wraps.

- The digital billboard along the main highway approaches to the airport featured a real-time counter. Every driver passing saw the big bold message about all the new FLL parking and the actual number of spaces open at the moment. The integrated campaign increased FLL's revenue by 12% over the prior year.

- For SeaWorld's Antarctica debut, we wrapped Hyundai cars and drove them on a 10 city tour to support the activation schedule. We included "countdown" billboards near the park to promote the grand opening.

MEDIA SERVICES

- We strategically placed local Bus Shelters in Chicago, Boston and New York during the coldest time of the year to promote the warm Fort Lauderdale beaches:
    - In NY, we **heated bus benches** for guests who were waiting in the cold. In addition, we featured the Times Square board that can be seen during the New Year's Eve countdown and also serves as a huge backdrop for our activiations.
    - In Boston we swapped out the digital display on the end of the shelter with **a live satellite uplink** to the beach where people could converse with "Mr. Sunny", win prizes and more.
    - In Chicago we branded a vending machine that gave away sunglasses for **a social mention**, which were then worn by people in the surrounding area, increasing our reach.

We've also partnered with many large corporate sponsors and brands over the years, including Dunkin, Southwest and Coke, to create engaging, unforgettable out-of-home activations for our clients.

MEDIA SERVICES

PRINT MEDIA

While many mistakenly dismiss or overlook print to focus primarily on newer channels and platforms, we've validated numerous times that print is still a strong and viable upper-funnel strategy to capture attention and drive audiences to find out more about a destination. We can reach the right audience, regardless of industry, market or country.

Here are other insights we can offer around smart print strategies in 2019 and beyond:

Strong internationally:
In markets such as Germany and Brazil, print is still king.

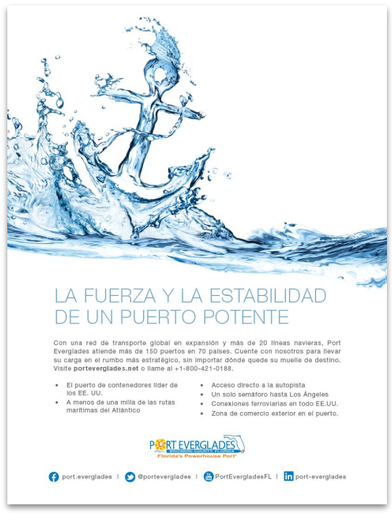
Used by the trade:
Print is a trusted source for B2B in particular. Tour operators and travel agents still use print, as many customers ask for a printed piece to take with them when considering a destination. Meeting planners still rely on print for facts, details and current trends; they provide significant feedback for the destination ad studies.

Read by 35+ demographic:
The average print reader is 35+ and still likes print as a resource.

Respected:
As everyone and everything is shared online 24/7, the shelf life of posts are typically counted in hours, if not minutes. While it's notable to see oneself featured online, it's not especially impactful or lasting. But seeing oneself published in print still is.

Creative and flexible:
Print isn't just about a full page. Cover wraps, belly bands and inserts add big impact in the smallest spaces. Advertorials empower advertisers to tell warm, engaging stories about their destination and product that stand out beyond a typical ad.

There is a permanence and a prominence to print that social media lacks. It's still human nature to value print recognition – and to be influenced by others in the industry who are published as well.



MEDIA EFFECTIVENESS

To optimize media effectiveness, (as well as other core marketing, sales and creative strategies), we use the scientific side of marketing: **data**, **analytics** and **technology**.

Our specialized suite of data science and predictive analytics services was created to address many unmet data and advanced analytical needs of our clients. With 25+ years of experience in business intelligence and predictive analytics, we are able to select the methods and technologies best suited to meet the objectives of each project.

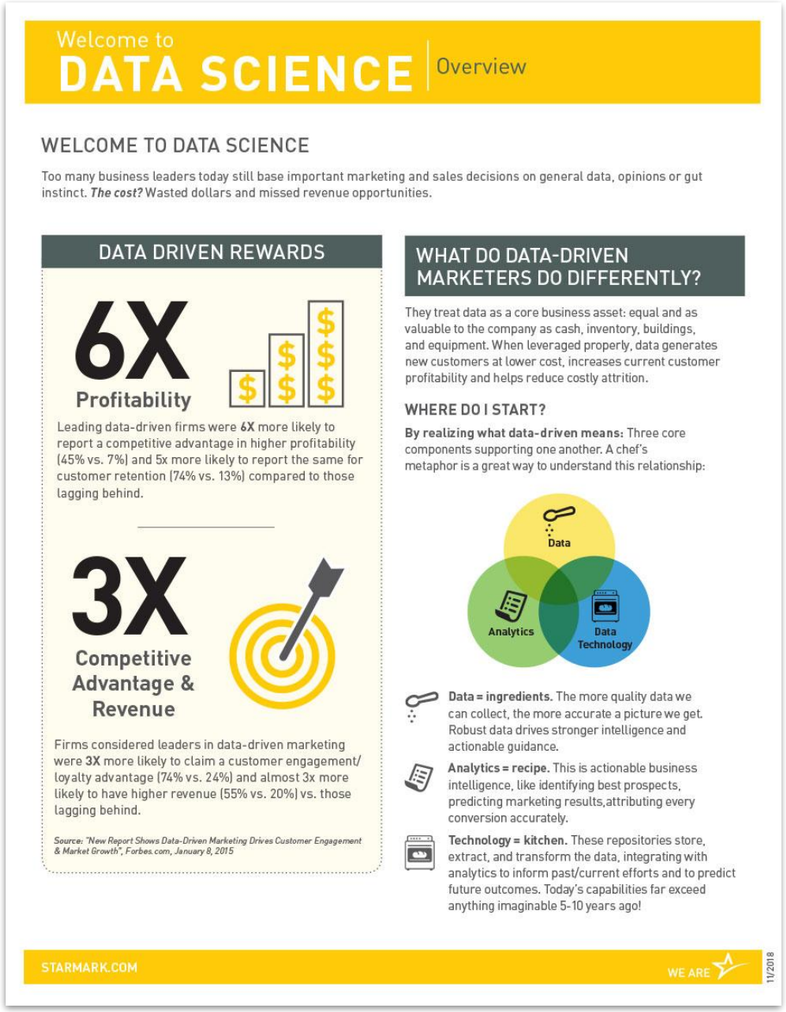
Below are brief overviews of our consulting approach and the specialized services we offer clients:

What is Effective Data Science?
It starts with a deep knowledge of what makes data useful – or not useful. It also requires understanding how to structure the data, centralize and house the data, fabricate new data, and eliminate abnormalities to assure our foundation for analytics – the data – truly represents the population.

How Do We Leverage Predictive Analytics?
When you combine (1) High-quality data; (2) Leading-edge technology; and (3) Human expertise, you can generate new intelligence that didn't exist before.

- Predictive Analytics focus on future events.
- Business Intelligence Analytics focus on impact from past and current events.

***Most importantly, analytics are actionable**:* a recipe for reaching targets at the best times and places, with more relevant appeals to boost response and conversion. Starmark combines the results of neural net models, which become inputs to a logistic regression model (i.e., a model of models). It's the best of both worlds, and it's only available from the data science experts at Starmark.



ANALYTIC SERVICES

PRACTICES

- BRANDING
- ADVERTISING
- DIGITAL
- MEDIA
- DIRECT
- SEARCH
- SOCIAL
- DATA SCIENCE

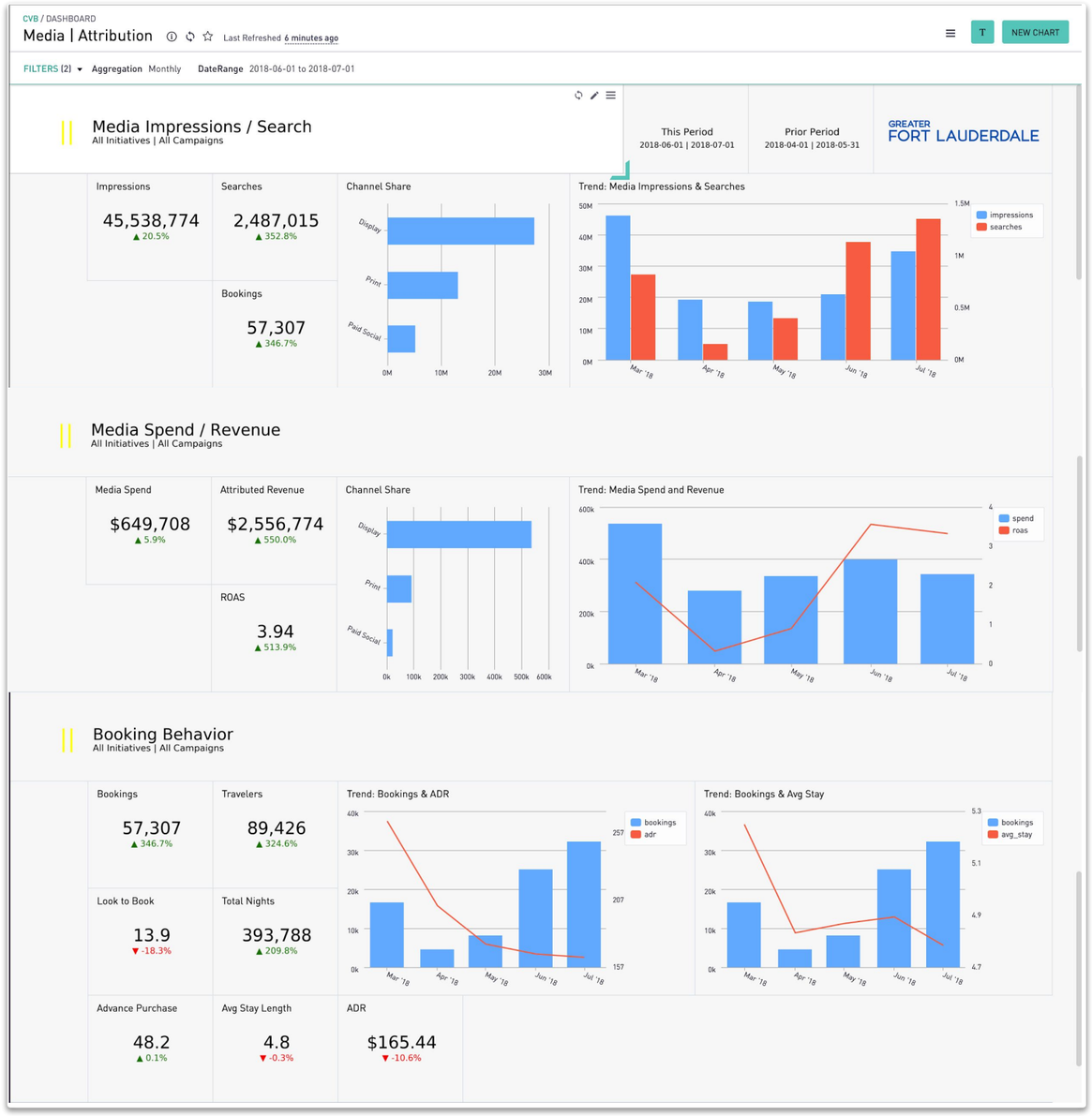
INTEGRATED DASHBOARDS

Following our philosophy that any marketing plan has to be traceable, measurable and actionable, we ensure that every key performance indicator (KPI) we select directly measures the performance toward your goals.

Starmark builds custom business dashboards to meet the reporting needs of any campaign or organization. These dashboards: 1) include an easy visualization of all KPIs with insights and recommendations; 2) establish an omnichannel view of your marketing campaigns and data sources, from website and call analytics to eCommerce conversions and CRM data; 3) enable real-time awareness of KPIs and campaign performance; and 4) break down all results by campaign/medium/source with most relevant KPIs for each.

- The Executive Summary dashboard provides senior leadership with a global view of the overall performance and health of all ongoing campaigns.
- Each campaign in turn has its own dashboard. Those dashboards are organized in such a way that the overall performance is displayed first, followed by the campaign breakdown by medium (SEM, Social, Media, Display, etc.), then further broken down by Source (SEM: AdWords, BingAds; Social Media: Facebook, Instagram; etc.)
- The final dashboard provides intelligence on all organic traffic whether related to the website or social media accounts.

Each concludes with actionable insights and recommendations. As example, if we're evaluating the optimal cadence of our creative updates, we may recommend creative refreshes. Perhaps 7-10 days for SEM; 12-14 days for social or a full month for display, etc.



DIGITAL SERVICES & PROGRAMING

PRACTICES

BRANDING

ADVERTISING

DIGITAL

MEDIA

DIRECT

SEARCH

SOCIAL

DATA SCIENCE

Since winning our first e-commerce website award from Yahoo! in 1995, Starmark has stayed on the edge of technology, developing and pioneering effective websites for our clients as part of integrated marketing initiatives of all sizes. Our approach connects people with relevant information throughout their journeys. Then we deliver, track, measure and optimize conversions to keep improving your results.

Full-service development and optimization:

- User Experience Designers provide end-to-end strategic guidance, counsel and problem-solving services.
- Digital Account Managers guide you through roadmap, budget and goal-setting decisions.
- Back End Developers craft functional and systems integration requirements.
- The Application Architect assists with architecture planning and decision-making.

- The Cloud Systems Engineer evaluates the production environment to ensure security and availability.
- Performance reviews evaluate the production environment for ways to improve site speed, capacity and response times.
- Code audits review developer code and integrations for optimal operation.
- Business Intelligence Analysts review your data to ensure accuracy, locate gaps, identify optimization opportunities and report the progress of KPIs towards the program goals.
- Data Modeling Services provide customized, recurring data analysis utilizing the latest machine learning and data science techniques.

OUR WEBSITE NEEDED TO COMMUNICATE THAT OUR STORES ARE THE STARS...IT NEEDED TO BE CLEAN AND EASY TO NAVIGATE, BUT ALSO PROVIDED INCREDIBLE FASHION LEADERSHIP AND CONTENT THAT MIRRORS OUR BRAND. I THINK THAT STARMARK REALLY DID A GREAT JOB IN PROVIDING THAT TO US.

– Michele Jacobs,
Corporate Director of Marketing & Operations, Florida

WEB APP FOR STREAMLINED HANDHELD EXPERIENCES

PRACTICES

BRANDING

ADVERTISING

DIGITAL

MEDIA

DIRECT

SEARCH

SOCIAL

DATA SCIENCE

Expectations for how a mobile website should respond and perform are more important than ever. The more “app-like” it feels – where visitors can tap, swipe and navigate like their favorite native apps – the more inviting it will be.

While this isn’t right for every website, it’s perfect for sites or microsites that have a clearly defined funnel to guide users in a more app like way to the ultimate site goal.

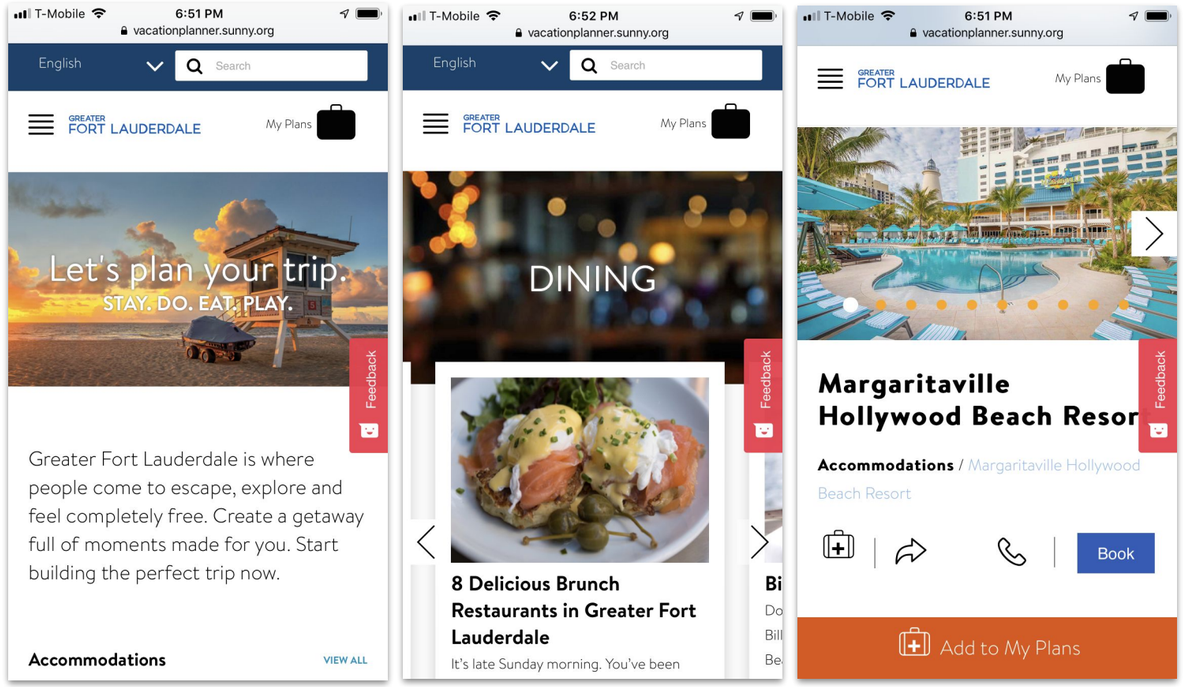
As an example, the vacation web app designed and produced by Starmark for the GFL CVB reflect the GFL CVB’s persona strategy, with useful content uniquely appealing to different consumers’ preferred styles of travel.

Our team built upon the success of the previous year’s planner by developing a web application with new engaging content that inspires the next generation of travelers to visit the destination.

A new meetings guide section equips meeting planners with an outline of top group activities and convention-geared hotels.

Local hotels, restaurants and attractions gained the chance to appear in full-page advertorials with clickable links and video placements. Advertisers also earn additional mentions in editorial content, priority positioning in search results, and curated pick sponsorship highlighted throughout the planner.

Starmark’s 2019 launch of this international digital planning tool successfully positioned Greater Fort Lauderdale as a destination overflowing with fun things to do and places to go.



NATIVE MOBILE APPS

PRACTICES

BRANDING

ADVERTISING

DIGITAL

MEDIA

DIRECT

SEARCH

SOCIAL

DATA SCIENCE

The Starmark team can develop leading-edge apps, including apps with augmented reality (AR) capabilities, to boost awareness, create social conversation and generate buzz in engaging ways.

We've developed apps that:

- Help theme parks, events and other destinations generate desire to visit many months in advance.
- Allow audiences to meet and interact with characters one-to-one at an event or right in their own homes
- Shoot AR videos of themselves, friends and family, augmented with a variety of scenes from a destination or experience.
- Include live cams, video trailers, fun quizzes, fast facts, e-commerce capabilities, contests and direct social engagement through prep-populated handles and hashtags.
- Are based on close collaboration with theme park designers, using their 3D models and textures to create strong synergy between the app and the actual destination, event or experience we're promoting.
- Include location-aware features to respond to users' locations with relevant information.
- Build communities of people with common interests, encouraging them to create user generated content (UGC) and interact with others by sharing it on social media.

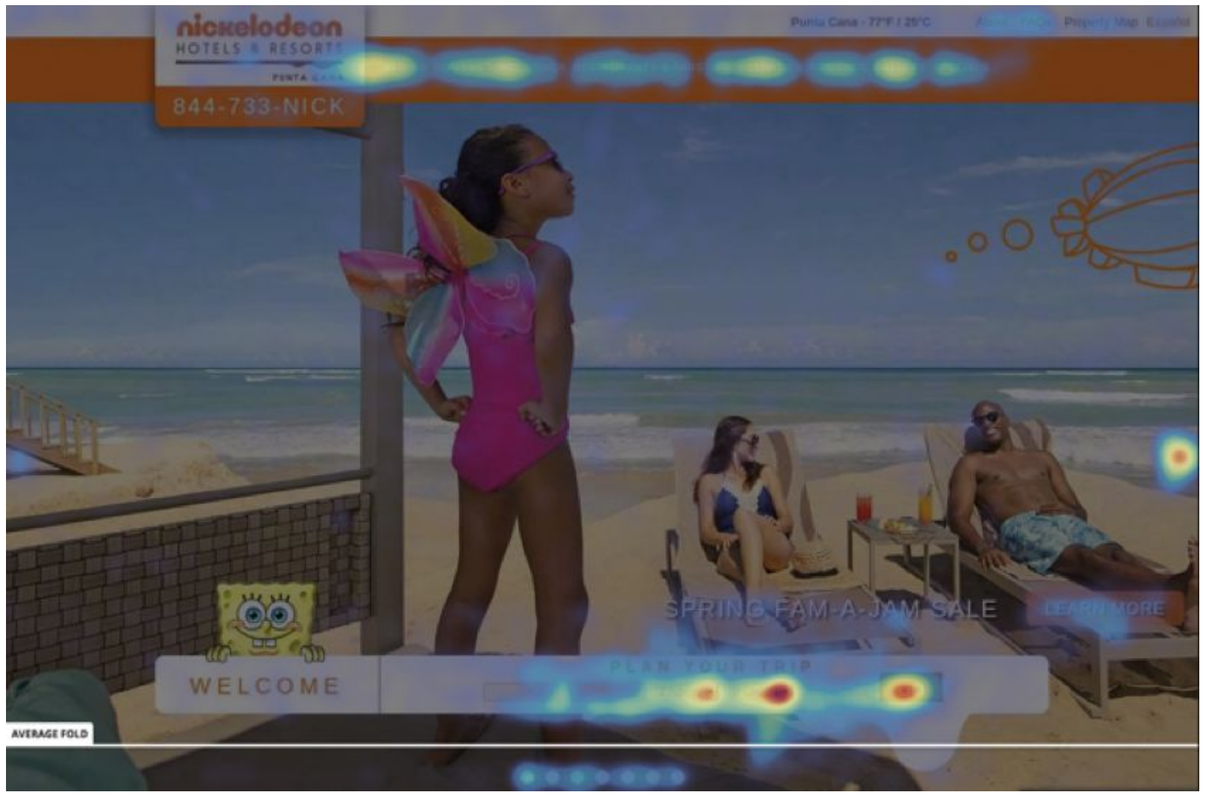
Example: Starmark developed an Augmented Reality (AR) app strategy for SeaWorld Orlando that took fans on an unforgettable Antarctic adventure – no flight needed. It played a key role at every stage of the campaign, driving awareness, participation and social shares at SeaWorld's 10-city "Epic Voyage" Antarctica Tour, as well as in consumers' own homes.

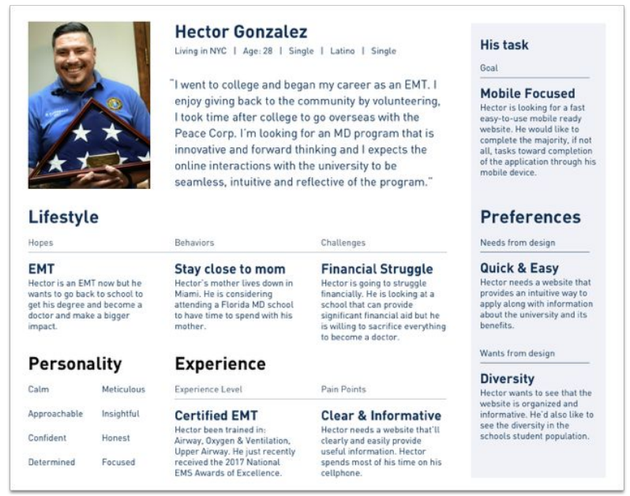
Fans eagerly shared 94,000 pics and videos, driving big viral buzz and awareness for the attraction. The app successfully moved consumers from interest to desire to action, all while creating brand loyalty and new connections through sharing with family and friends.

UX/UI
(USER EXPERIENCE AND USER INTERFACE)

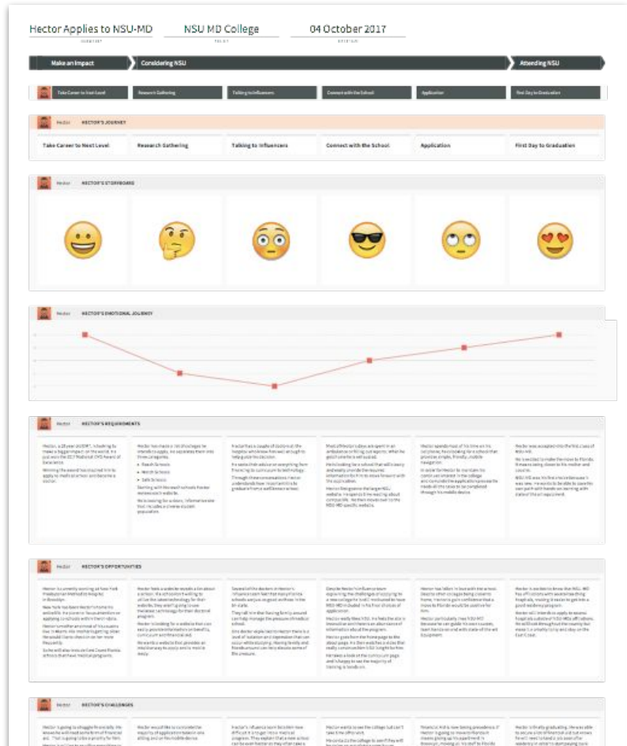
PRACTICES

- BRANDING
- ADVERTISING
- DIGITAL
- MEDIA
- DIRECT
- SEARCH
- SOCIAL
- DATA SCIENCE





Heatmaps, Personas and Buyer Journeys



The UX team here at Starmark is dedicated to the pursuit of making products your users will love. To accomplish this goal, we employ scientifically and statistically valid techniques to clearly understand the customer's needs, goals, and behaviors in the most objective way possible. These research and testing techniques show us how how each and every design decision might impact the target users and how it aligns with the overall business goals.

It's a great way to mitigate economic risk and deliver high-quality, high-performing experiences that users love.

CONTENT MARKETING

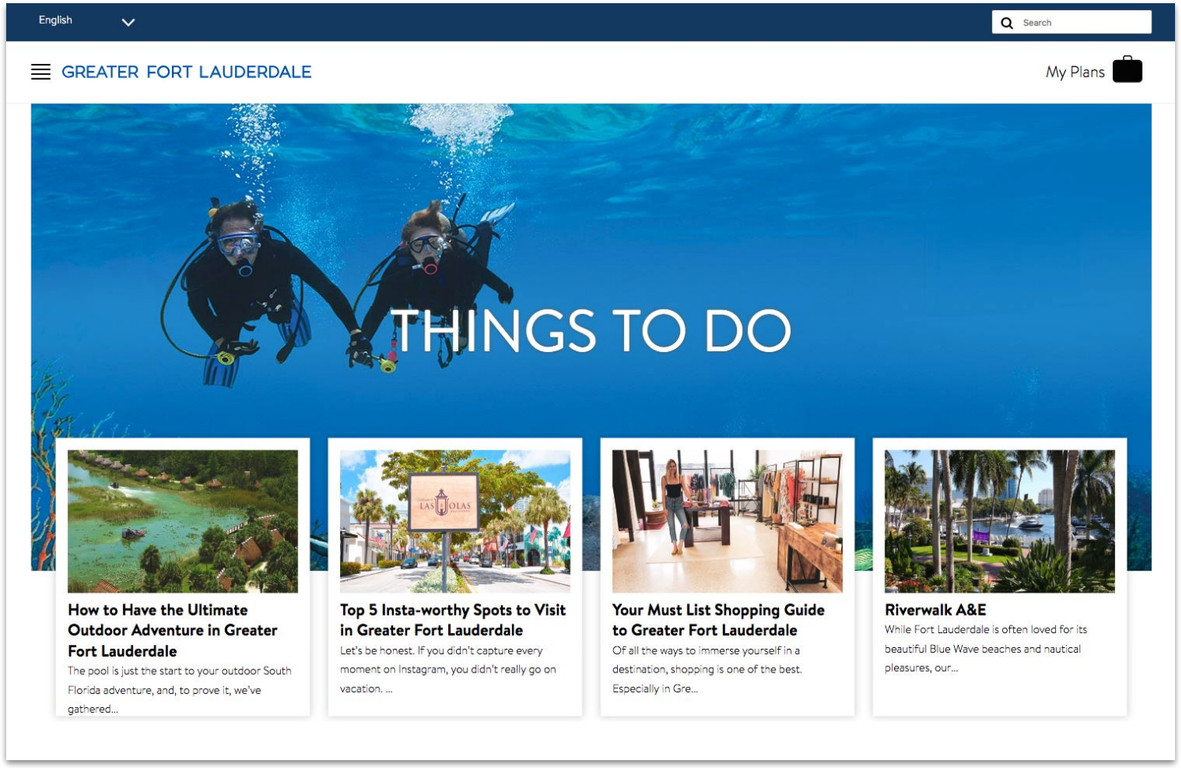
PRACTICES

- **BRANDING**
- ADVERTISING
- DIGITAL
- MEDIA
- DIRECT
- **SEARCH**
- **SOCIAL**
- DATA SCIENCE

Our cross-disciplinary approach to content marketing connects Search Engine Optimization (SEO), Conversion Rate Optimization (CRO) and content creation to deliver expertise, trust and authority (EAT) – along with better conversion performance.

Our experts can help you harness your in-house authority to create topic pillars and clusters full of high-performing content that fills the gaps in your customers' journeys that you couldn't otherwise reach. With a focus on quality of quantity, we'll help you build on one success to create the next. And it all happens in an open, collaborative Agile environment that delivers every two weeks.

We track the trends, changes in media, nuances of channels to constantly test and improve your content performance.



INNOVATION LAB

Trail blazing technology to solve client challenges
Innovation has been ingrained into the Starmark culture since the company was founded. The Lab's mission takes it a big step further by providing a formalized structure that engages clients and challenges team members to explore and learn. It's an ongoing process that continually brings game-changing ideas to your business.

We travel to the edges of technology, pursue emerging areas today that we know will have a huge impact on our clients tomorrow.

In one sprint, we pick an experiment to:

Investigate:
Pick a target, what do we want to solve or learn?

Prototype:
Build something

Learn:
Tangible learnings that we can use going forward

REALITIES
The Lab is harnessing extraordinary Augmented Reality, Virtual Reality and Mixed Reality hardware breakthroughs, including the Microsoft HoloLens and Magic Leap One Creator Edition, to revolutionize awareness and sales through edutainment and technology.

Users can "Dance with the Penguins" for SeaWorld Antarctica

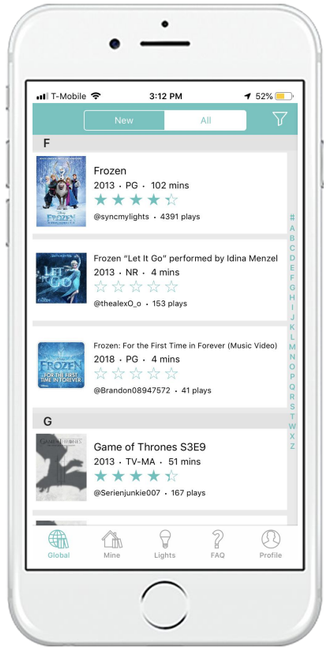
Users can explore the airport sustainability project in Augmented Reality

Users can take a 360° tour of a Brightline Train

INNOVATION LAB

COMMUNITY BUILDING

How do you take a group of people who are all passionate about the same topic and build a community around it? That's what The Lab did with Sync My Lights. An app that lets owners of Philips Hue Lights synchronize their lights with their favorite movies, TV shows, or music videos. Launched as a Lab experiment, the app now has a loyal community 100,000 strong.



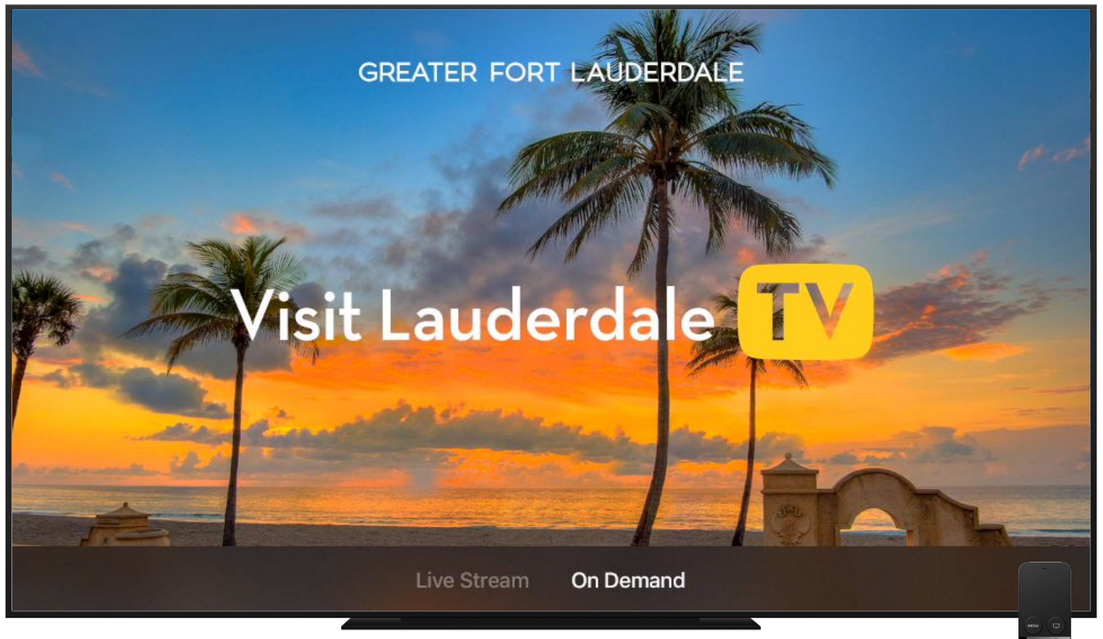
INTELLIGENT AGENTS

Alexa, Cortana, Siri, or Google. From a device, your phone, or as a chat bot, intelligent agents will transform the way people search, explore, and engage with brands. Businesses who proactively embrace it be recommended by these agents.

INNOVATION LAB

BRANDED MEDIA

Twenty years ago, a website put the “little guy” on the same footing as the big players in terms of online presence. Owning your own media – like out of home, or your own TV network – could be a similar disruption today. It’s a great way to keep people engaged with your brand and your content, without outside distractions.



VisitLauderdale.TV available online, on social, on AppleTV and Roku

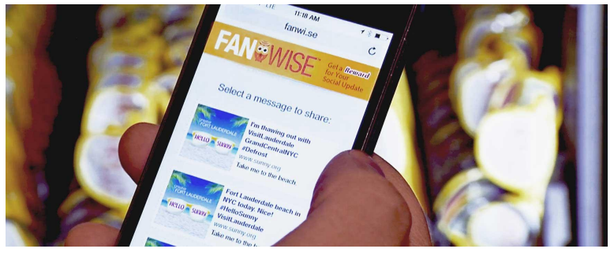
Branded bus shelter with satellite TV uplink to Fort Lauderdale Beach

INNOVATION LAB

FROM THE LAB

SOCIAL CONVERSATION

We haven't met a brand yet that didn't want more positive social media engagement. A solution that we built as a Lab experiment then rolled out to a variety of machines and industries. Now we hold **two U.S. patents** on those methods. It's groundbreaking technology, available only from Starmark.



GREATER FORT LAUDERDALE

2.2B TOURISM BUSINESS INTELLIGENCE

TOURISM BUSINESS INTELLIGENCE

An agency can't say that it is committed to results unless research is an integral part of its business. We believe in research and know how to make the best use of it. The secret to creating brand-building ideas is combining the right research tools with intuition, experience and insightful analysis. Research is only as good as the skilled thinkers who use it.

To open a brand to new possibilities, Starmark's Research team taps into a rich tool chest. Options range from sophisticated quantitative research studies designed to provide insights into our target audiences' attitudes and behavior, to more unconventional studies that put us into our target's world. Some crack old preconceptions. Some pry loose new perspectives. Some rearrange information in startling new ways. Our leadership in a research approach was demonstrated this year in our Project Management of the US Domestic and International Focus Groups along with the facilitation of the North Star Stakeholder session.

TOURISM BUSINESS INTELLIGENCE

ETHNOGRAPHIC AND OBSERVATIONAI RESEARCH

Our commitment to research and the insights it unlocks applies equally to the research our clients provide. You know Greater Fort Lauderdale and its visitors best (although with our years of experience on the account, we come a close second), so your insights provide valuable knowledge for us upfront. As part of the Discovery phase in our process, we will review all of your existing data and research. If necessary, we will fill in any information gaps with primary or secondary research. Next, we will apply the findings to your communications plan, identifying the messages and media that will resonate best with existing travelers, in-state residents and new travelers.

Starmark has handpicked the best secondary resources available. These include the following:

- Forrester Research: Identifies and analyzes trends in technology and their impact on business; focuses on the business implications of technology change; to create a unified technology plan that gains business advantage.
- Yankelovich: Tracks and forecasts consumer value and lifestyle trends
- Lexis-Nexis: The largest news and business online information service available
- American Association of Advertising Agencies: Our membership in this organization allows us access to their extensive library of marketing-related topics and case studies.
- Smith Travel Research

We also study periodic research with our GFL CVB team provided by:

- D.K. Shifflet Broward County Monthly Hotel/Motel Trend Survey
- Travel Industry Association
- Office of Travel & Tourism Industries
- Associations Now
- Value-Added (negotiated) Research by Media.
- Digital surveys for creative and message testing

These research instruments provide metrics for our programs and provide insight for our brand and planning process.

2.3A MEDIA PLANNING & BUYING - VALUE ADDED OPPORTUNITIES

MEDIA PLANNING AND BUYING: HOW WE LEVERAGE VALUE ADDED OPPORTUNITIES

We push our vendors to go the extra mile. In fact, they've come to expect it from us now, knowing they have to rise to the challenge to offer us more innovative value-added programs to compliment exceptional rates.

These aggressive rate negotiations and value added programs are accomplished through our extensive knowledge of the travel-related media, long-term relationships and track record with the media sales force.

Negotiating value added programs is a critical part of our media planning process, since it helps maximize and leverage the media budget. From our standpoint, these value added programs must be innovative and surpass the boundaries of traditional advertising to put Greater Fort Lauderdale in front of the consumer in ways they wouldn't necessarily expect. These programs allow for multi-faceted, integrated campaigns across multiple mediums. What's more, value added programs have no cost to the GFLCVB.

STARMARK GOES BEYOND

Of equal importance is the development of assets and materials necessary to take advantage of value added opportunities. The projects are coordinated and delivered to ensure that GFLCVB doesn't miss any valuable impressions.

VALUE ADDED ELEMENTS OF EXTREME INTEREST:

- A major event/dinner or party with a Greater Fort Lauderdale theme, hosted by the media vendor
- Out of home or broadcast. We request the media use their parent company or outside sources to provide other forms of media at no cost
- Opt-in emails, with the media vendor required to report five-and 13-day performance for emails and the ability to provide tracking of multiple links within the email
- Digital eNewsletters
- Year round home page exposure with content and link on a publication website
- Partnerships with non-endemic travel advertisers
- Sweepstakes, promotions and public relations opportunities
- Advertorial content
- Guerilla marketing opportunities
- Sponsorships

We're also extremely interested in determining ROI for advertising programs through conversion studies that can demonstrate the number of visitors that actually visited Greater Fort Lauderdale. And the program should extend beyond U.S. boundaries to garner international exposure, as well.

HIGHLIGHTS OF NEGOTIATED VALUE ADDED, 2015 - 2019 YTD

	VALUE
NEW YORK TIMES MAGAZINE	
4 Bonus Issues Full Page upgraded to a 2 Page Spread	$455,125
NEW YORK TIMES GREAT GETAWAYS EMAILS	
3 Bonus E-blasts to 357,000 subscribers	$31,500
UNITED HEMISPHERE MAGAZINE & DIGITAL SEGMENT	
FPFC :30 Video 20 Minute Destination Package 11.5 MM Monthly Distribution	$250,000
BOSTON.COM	
2 Bonus E-blasts to 108,000 subscribers	$4,000
SMART REACH DIGITAL	
Over 10MM added value impressions from 2017-2019	$50,000
LOVE IS LOVE PROMOTION	
Bonus included but not limited to NYTimes display banners and Passport Magazine FPFC	$166,440
INSTINCT MAGAZINE	
Rates- 75% off Rate card 2015	$107,597

GREATER FORT LAUDERDALE

MEDIA PLANNING AND BUYING: HOW WE LEVERAGE VALUE ADDED OPPORTUNITIES

HIGHLIGHTS OF NEGOTIATED VALUE ADDED, 2015 - 2019 YTD, continued

	VALUE
LA 411 MAGAZINE	
Bonus Full page in 2018 Issue	$4,376
AICP SPONSORSHIP	
Presenting Host Sponsor of the AICP Base Camp Evening Cocktail Social	$5,000
OUT OF HOME	
2 Months at No Charge 50% Savings of Time Square Twin boards	$361,630
MEETINGS TODAY	
Bonus Newsletter to 35,000 Subscribers	$2,700
MPI NEWSLETTER	
Bonus E-blast to 16,000 Subscribers	$6,000
TELEVISION & CABLE	
Spot Markets (Philadelphia, Pittsburgh, Washington DC, Boston, Miami-Ft. Lauderdale, New York, Chicago, Tampa, Orlando)	$1,266,,996

	VALUE
RADIO	
Spot Markets (New York, Chicago, Boston, South Florida)	$172,786
BRAND USA PROGRAMS	
Germany, UK, Canada, Brazil, India, and Global Inspiration Guide 2 Years Upgraded print from 1/2 pages to full Page full color, include additional clicks and impressions with VisitUSA and Expedia.	$1,265,042
CNN BRAZIL	
Turner Medis negotiated an additional 34K in bonus spots to run in LATAM	$34,000
VISIT FLORIDA CANADA	
Metro Station Takeover	$19,755
TOTAL ESTIMATED VALUE	**$4,202,947**

Starmark manages the value added programs closely to ensure the media delivers on all aspects as promised.

2.3B MEDIA PLANNING & BUYING - CO-OP ADVERTISING & SPONSORSHIPS

INDUSTRY CO-OP ADVERTISING

Starmark is responsible for Greater Fort Lauderdale CVB's Industry Cooperative Program. The program is completely turnkey and continues to grow in its offerings, industry participation and overall results. Last year the co-op program saved industry partners 25% in advertising spend. Greater Fort Lauderdale's co-operative program has proven to be a vital tool for the hotel industry to promote their businesses and take full advantage of all available cost savings opportunities.

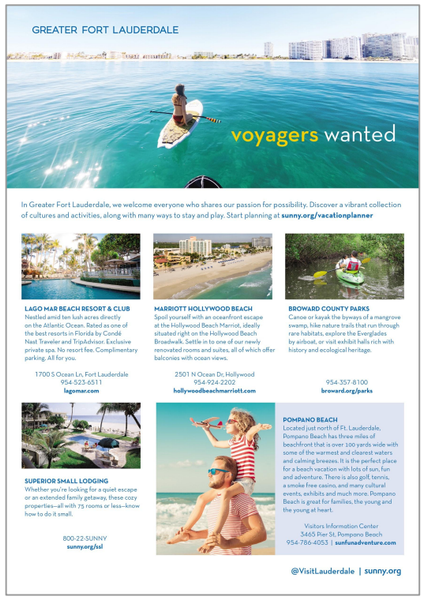
The co-op program will continue evolve to offer multidimensional benefits to the hospitality industry. The programs supplement the advertising budgets of both the hospitality industry and the destination. The objective is to create a brand umbrella message for Greater Fort Lauderdale and provide tailored opportunities and partnerships that may not be easily affordable or accessible. The co-op programs offer the hospitality industry discounted rates, national exposure and special value added benefits that could not be purchased independently.

The co-op program will be designed to be flexible in timing, structure, costs and markets impacted. Industry input and suggestions are always welcome. Multi-tiered rate levels will be established in order for partners of all sizes to participate.

Co-op advertising is a primary offering of Greater Fort Lauderdale CVB. Starmark's role is the following:

- Work with media vendors and outlets to build the best overall programs.
- Combine creative staff, media staff and strategic planning staff at an annual "creative thinking" workshop designed for out of the box planning and staying current. Media partners attend this day-long session.
- Research industry offerings particularly in the digital category.
- Negotiate to build the most cost-effective and fully integrated programs.
- Develop an annual co-op plan and present it to GFLCVB's constituents and partners.
- Manage sales, artwork collections, approvals process and billing.
- Trouble shooting and assistance to all industry partners.
- Report ROI results on a quarterly basis.
- Monitor and track performance to allow flexibility and adjustments.

Meetings Coop Ad



Leisure Coop Ad

International Coop Ad

GREATER FORT LAUDERDALE

MEDIA PLANNING & BUYING: INDUSTRY CO-OP ADVERTISING

There are two types of co-op programs:

Co-op programs sold by GFLCVB and Starmark
The agency will administer and assist in selling all co-operative programs. This includes the collection of co-op funds, tracking and processing for the client.

Co-op programs sold by the media vendor
Starmark will provide partner contact information to assist the media vendors in the selling process, with the success of these programs becoming the responsibility of the media sales force. To help this process, we will publish the co-op program in the Greater Fort Lauderdale annual marketing plan, which is posted on the sunny.org website.

GFLCVB and Starmark are not financially responsible for partner participation in the co-operative programs sold directly by the media. The media is responsible for billing individual participants for their financial commitment.

Starmark will also work with the media to explore co-branded programs with large national companies. These opportunities should not be limited to travel-related companies. Promotional and value added opportunities are extremely important — particularly digital, name acquisition, public relations and promotional elements.

The Greater Fort Lauderdale co-operative program will cover all target segments, including:

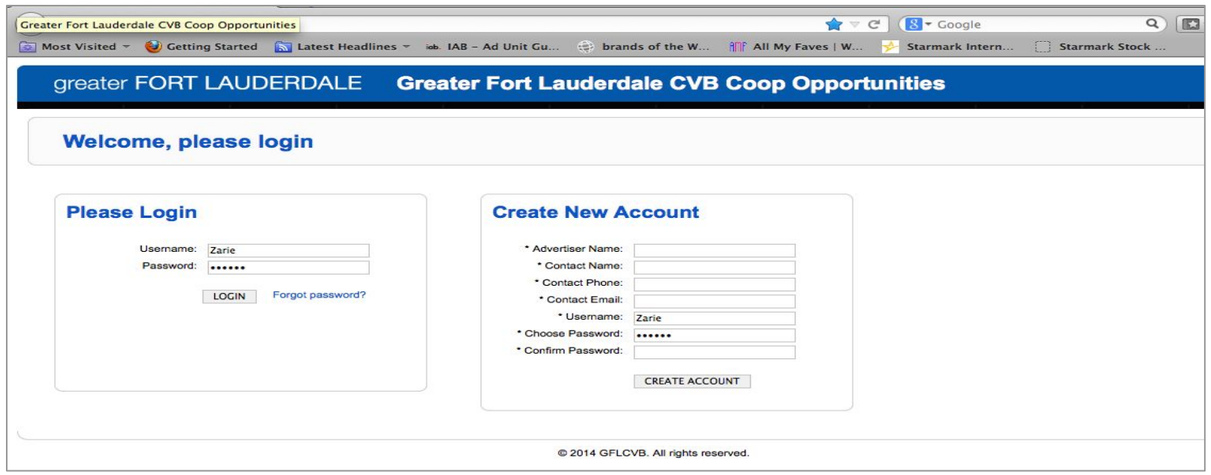
- Leisure Consumer
- LGBT+
- Spa and Crave enthusiast
- Multicultural
- International
- Meetings
- Weddings
- Sports
- Activations/Sponsorships

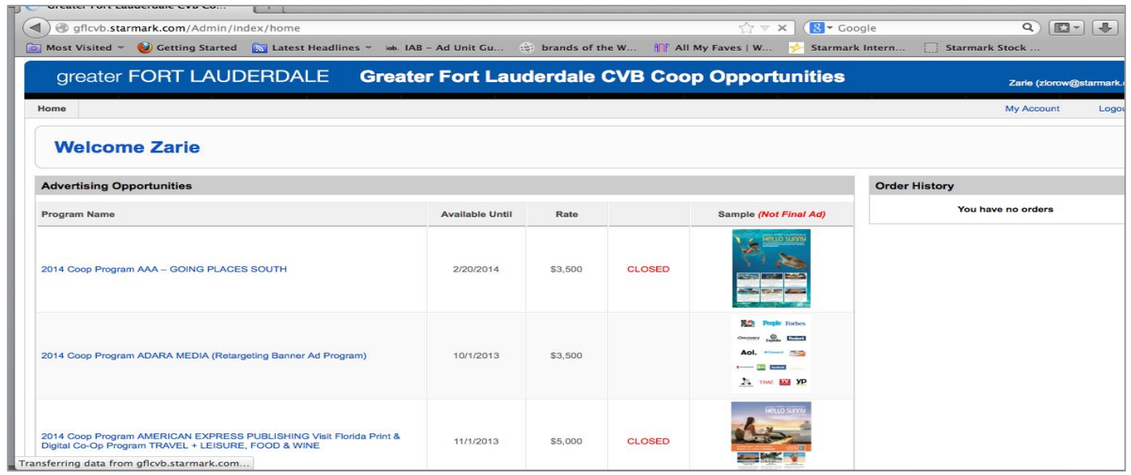
boston.com
Chicago Tribune
tripadvisor
SMART REACH DIGITAL
Powered by Entercom
Expedia
TRAVELZOO
FOOD and TRAVEL MAGAZINE
TRAVEL+ LEISURE
PADSQUAD
hulu
mobilefuse
meredith
gumgum
The New York Times

GREATER FORT LAUDERDALE

MEDIA PLANNING & BUYING: INDUSTRY CO-OP ADVERTISING

To simplify the co-op process for GFLCVB's partners, Starmark designed and built a web site, gflcvb.starmark.com. The site allows for partners to place orders, generate invoices, submit artwork – all in one place. The site continues to evolve as the needs change.





GFLCVB.STARMARK.COM

Benefits of COOP Web Site:

- Easy to use.
- Partners set up personal, private accounts.
- All information is stored in one place.
- Invoices generate automatically.
- All specs, media stats located in one place.
- Completely turnkey program.
- Starmark is always available to assist partners with questions.

3.0 PAST PERFORMANCE EVIDENCE OF KNOWLEDGE & EXPERIENCE

Vendor Reference Verification Form

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

Reference for: Starmark

Organization/Firm Name providing reference:
Premier Worldwide Marketing

Contact Name: Kelly Poling Title: Sr. VP Marketing Reference date: 03/06/2019

Contact Email: kpoling@karismahotels.com Contact Phone: 703-863-9111

Name of Referenced Project: Creative Agency of Record for portfolio of brands

Contract No.	Date Services Provided:			Project Amount:
N/A	10/01/2015	to	Present	Confidential

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:

Starmark has served as our creative agency of record for multiple hotel brands, including Azul Beach Resorts, Nickelodeon, and Margaritaville. Their work includes guest research, brand and creative strategy, creative campaign development, web site development, and advertising production.

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: _____

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

Vendor Reference Verification Form

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

Reference for: Starmark

Organization/Firm Name providing reference:
Seaworld Parks & Entertainment

Contact Name: Crystal O'Hea Title: SENIOR DIRECTO Reference date: 02/28/2019

Contact Email: Crystal.O'Hea@seaworld.com Contact Phone: 407.226.5543

Name of Referenced Project: Brand Roadmap

Contract No. Date Services Provided: Project Amount:

N/A 11/15/2018 to 12/31/2019

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:

Agile roadmap of brand work and strategic business plans

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)

Declined to answer budget for confidential reasons - - also project is phased and ongoing, so budget will be variable.

THIS SECTION FOR COUNTY USE ONLY

Verified via: ____EMAIL ____VERBAL Verified by: _____ Division: _____ Date: _____

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

BROWARD COUNTY FLORIDA

Vendor Reference Verification Form

Broward County Solicitation No. and Title:

GEN2116476P1, Advertising Agency Services

Reference for: Starmark

Organization/Firm Name providing reference:

Kaplan University

Contact Name: Sharon O'Donnell Title: Former VP of Mark Reference date: 02/28/2019

Contact Email: sodonnell28@gmail.com Contact Phone: 954-790-7385

Name of Referenced Project:

Contract No. N/A | Date Services Provided: 2009 to 2017 | Project Amount: Confidential

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 campaign strategy, planning, development and execution. Starmark operated as a key partner in working to build the Kaplan University brand and drive acquisition at national and local levels. Their integrated campaign planning capabilities, combined with their creative talent, always proved to be valued asset in our overall marketing plan.

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)

Excellent partner. Collaborated well across all levels of the organization. The team had great integrity and was honest about what could be done given timelines and budgets, yet always over-delivers.

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Verified via: ____EMAIL ____VERBAL Verified by: _____ Division: _____ Date: _____

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PAST PERFORMANCE EVIDENCE OF KNOWLEDGE & EXPERIENCE

GREATER FORT LAUDERDALE

Company:	Greater Fort Lauderdale Convention & Visitors Bureau 101 NE 3rd Avenue Fort Lauderdale, FL 33301 Tel: 954.765.4466 www.sunny.org
Contact:	Stracy Ritter, President
Start Date:	2007
Description:	Convention & Visitors Bureau
Services:	Integrated Marketing Services including US Markets, Women, African American and LGBT Target Markets.
Role & Responsibility:	Agency of Record
Project Manager:	Kaire Lindpere

PAST PERFORMANCE EVIDENCE OF KNOWLEDGE & EXPERIENCE

STEALING THE SPOTLIGHT AT RIPTIDE MUSIC FESTIVAL BY ENGAGING FANS WITH AN INTERACTIVE BOOTH

For the 2nd year in a row, Starmark and the Greater Fort Lauderdale Convention & Visitors Bureau (GFLCVB) took over Riptide Music Festival on Fort Lauderdale beach with a booth to remember. Named “House of GFL,” the booth promoted Underground Lauderdale, a division of GFLCVB that celebrates local music, arts and culture. On Nov. 30-Dec. 2, hundreds of music fans lined up outside the tent, ready to get flash tattoos and free swag, as well as participate in a live art activation and a one-of-a-kind photo booth experience.

The Starmark creative team contributed to the House of GFL booth from start to finish. From designing the booth to coming up with its activities, they created the ultimate Riptide hotspot. Each detail of the layout was inspired by Greater Fort Lauderdale’s up-and-coming music scene. The atmosphere reflected the acoustic vibes heard throughout the destination, with twinkling lights and boxwood tables setting the tone. Underground Lauderdale’s new mission statement, written by Starmark, and more chalkboard signage got their moment in the spotlight, sitting on display inside the tent.

House of GFL Set

PAST PERFORMANCE EVIDENCE OF KNOWLEDGE & EXPERIENCE

Festival-goers were treated to four interactive booth stations– the first of which made a splash in the community. The team recruited renowned artist Hector Prado to lead the attendees in a collaborative art activation. Visitors let their creativity run wild, expressing themselves by painting on the canvas. Prado brought his own “Fantastic Realism” flair to the project, transforming their creations into a masterpiece. Each canvas represented the four pillars of Underground: music, create, fashion and film. His big reveal on the last day of the festival was a show within itself, and the art will live on beyond the festival as a traveling art installation promoting arts in the destination.

The team provided attendees an opportunity to share their Riptide experience, while letting out their inner rockstar. Putting a twist on your typical photo booth, the “OrcaVue” video booth acted as a valuable lead-generator for the GFLCVB. With a microphone and instruments for props, people jammed out on stage as a 360 degree camera captured every angle in slow motion. After filling out their information, participants received their 360 debut via email and were encouraged to post their videos on social media tagging #RiptideFest18 and @VisitLauderdale. The videos online were a success, hitting approximately 250,000 total impressions and a total reach of about 80,000.

Live Art Activation

PAST PERFORMANCE EVIDENCE OF KNOWLEDGE & EXPERIENCE

Besides embracing creativity and striking a pose, attendees could also complete their trendy festival looks with free Greater Fort Lauderdale branded swag and Starmark's custom Riptide and Underground flash tattoos. Word about the tattoos spread quickly– soon, the whole beach was decked out in gold and black.

Riptide was documented on social media all weekend long promoting the booth's activations and festival performances throughout. From livestreams with witty captions to Instagram stories and Facebook posts, it was clear that Starmark's and the GFLCVB's vision came to fruition– the House of GFL was a massive hit.

Underground 360 Video Booth

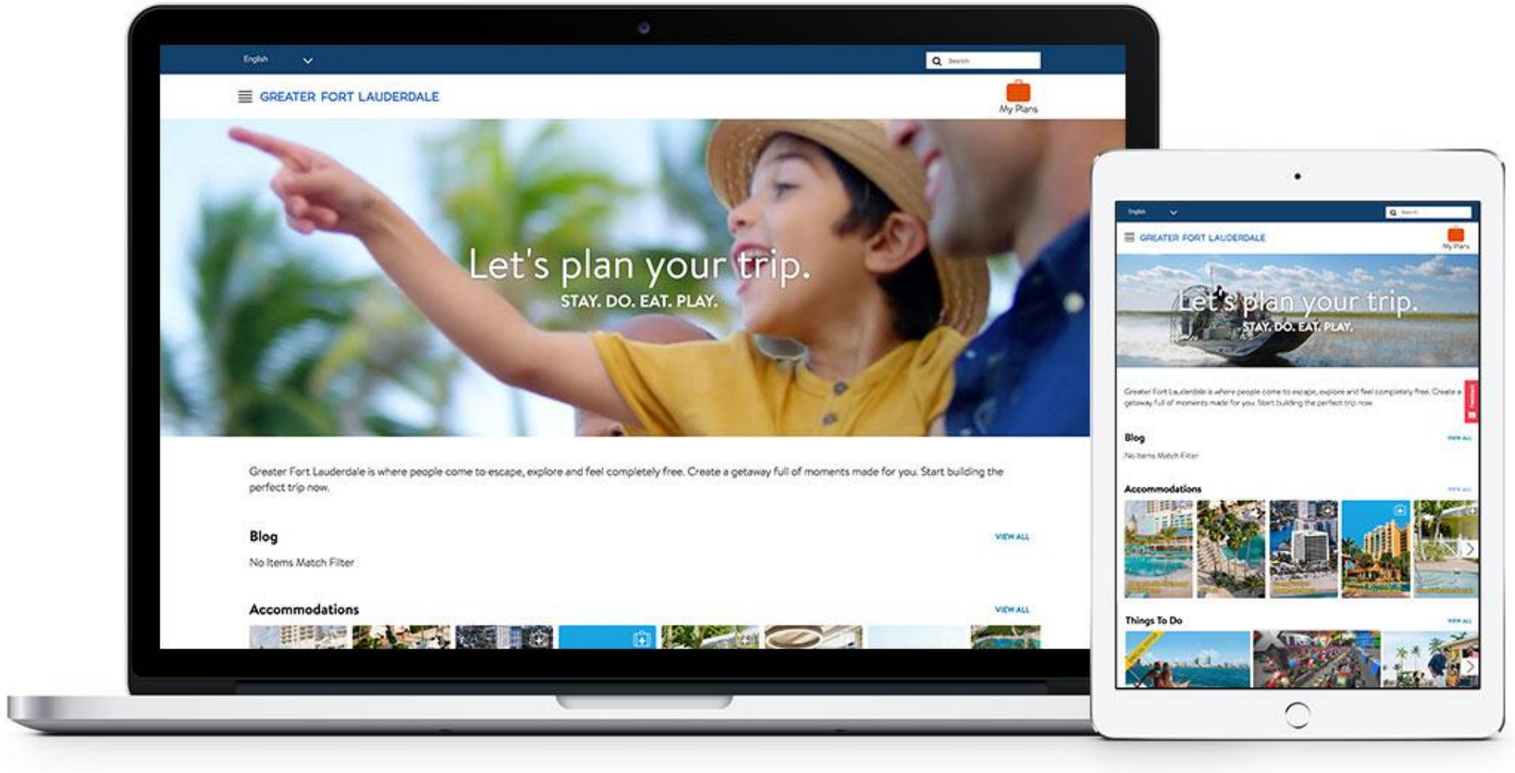
PAST PERFORMANCE EVIDENCE OF KNOWLEDGE & EXPERIENCE

REVAMPING A DESTINATION'S PLANNING TOOLS TO ATTRACT A NEW WAVE OF VISITORS

Starmark was excited to announce the launch of the 2019 Digital Vacation Planner, Meetings Guide and Visit Lauderdale TV for the Greater Fort Lauderdale Convention and Visitors Bureau (GFLCVB). Building on the success of the previous year's planner and the former Hello Sunny TV, the Starmark team transformed these tools that will inspire a generation of travelers to visit the destination as they peruse the pages of engaging content.

Starmark's vacation planner design updates reflect GFLCVB's persona strategy, offering useful content that is uniquely appealing to consumers' preferred style of travel. New SEO-driven editorial feature articles, like "How to Have the Ultimate Outdoor Adventure in Greater Fort Lauderdale" and "Your Must List Shopping Guide to Greater Fort Lauderdale," draw consumers in, while vibrant images and videos compel them to further explore. The addition of a meetings guide section gives meeting planners an outline of all the best group activities and meeting hotels in the area.

Consumers were not the only ones to reap the benefits of the international planning tool. Local hotels, restaurants and attractions were granted the opportunity to appear in full page advertorials with clickable links and video placement. The advertisers also earned additional mentions in editorial content, priority positioning in search results and curated pick sponsorship highlighted throughout the entire planner. With the launch of the 2019 tool, Starmark successfully positioned Greater Fort Lauderdale as a destination overflowing with fun things to do and places to go.



PAST PERFORMANCE EVIDENCE OF KNOWLEDGE & EXPERIENCE

LAVISH PAMPERING AWAITS DURING GREATER FORT LAUDERDALE'S 'SPATEMBER'

Starmark partnered with the Greater Fort Lauderdale Convention & Visitors Bureau (GFLCVB) to promote Spatember, a month-long tradition when Greater Fort Lauderdale's most blissful resort and day spas offer premiere packages full of lavish pampering with special offers.

By leveraging the Hello Sunny brand campaign (also produced by Starmark), which was shot with the intention of utilizing the spa scene for the upcoming September GFLCVB promotion, the team focused on the "what" and "when" of the event. The result was an "ahh-inspiring" campaign highlighting the memorable mother/daughter experience with a TV spot showcasing a moment of relaxation and time shared together. Launching in mid-August, the campaign also includes radio, print and banner ads.

Spatember
GREATER FORT LAUDERDALE

GREATER
FORT LAUDERDALE

PAST PERFORMANCE EVIDENCE OF KNOWLEDGE & EXPERIENCE

CELEBRATING GREATER FORT LAUDERDALE'S TOP RESTAURANTS

Starmark partnered with the Greater Fort Lauderdale Convention & Visitors Bureau (GFLCVB) to promote Crave GFL Restaurant Month — a celebration of Greater Fort Lauderdale's top restaurants, chefs and cuisine throughout the month of September.

The team created a relatable campaign that acknowledges one of the most frustrating parts of dining out, agreeing on a place to eat, while touting the unique dining experiences and special menus available during Crave GFL as the solution.

Viewers easily identified with the indecisive couple in the TV spot. Starmark also brought the classic dining dilemma to social media with videos of back-and-forth texting conversations and amusing food memes.

TV Spot

Print Ad

Billboard

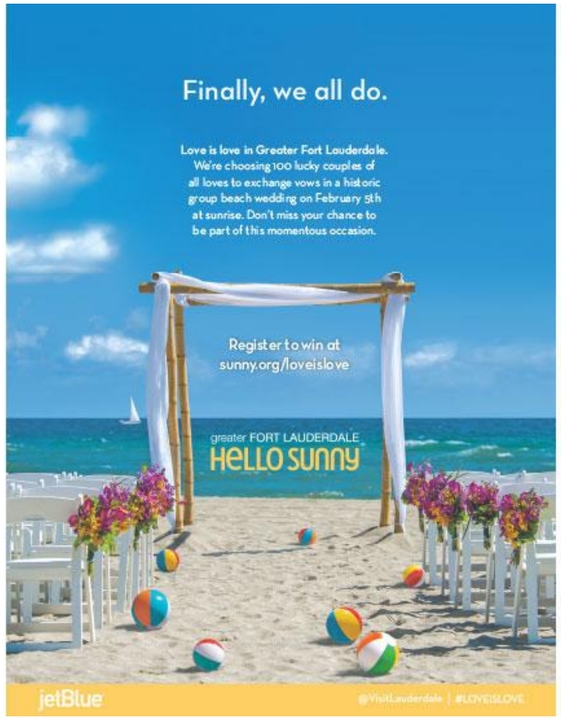
GREATER FORT LAUDERDALE

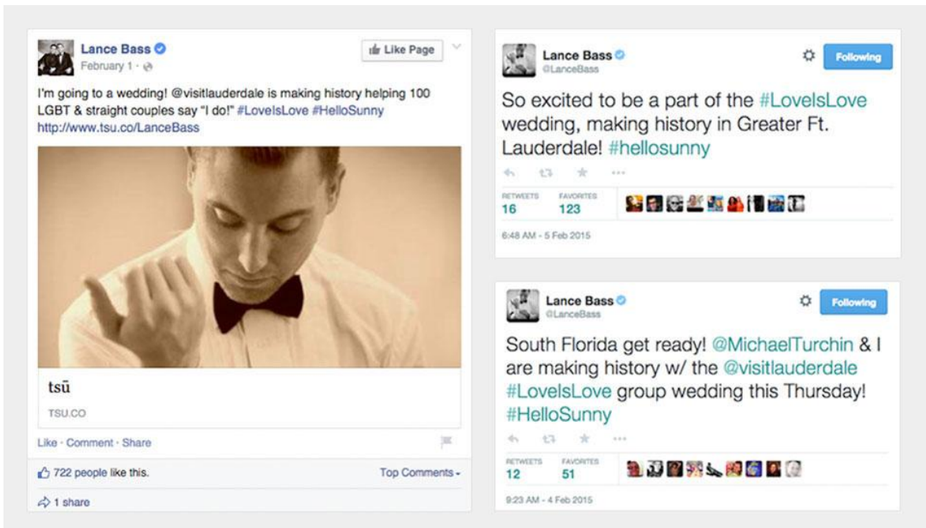
PAST PERFORMANCE EVIDENCE OF KNOWLEDGE & EXPERIENCE

CELEBRATE FLORIDA'S LANDMARK MARRIAGE EQUALITY RULING WITH AN EPIC CELEBRATION, HELLO SUNNY STYLE

Following months of top-secret planning in anticipation of Florida's marriage equality ruling, Starmark and the Greater Fort Lauderdale Convention & Visitors Bureau (GFLCVB) rolled out the rainbow carpet with a ground-breaking LGBT campaign titled "Love is Love."

The campaign, which was created within the GFLCVB's popular Hello Sunny brand, was the first of its kind, inviting 100 couples of all loves to exchange vows on beautiful Fort Lauderdale Beach. Elements included videos, print and digital ads touting the headline "Finally, We All Do," and a microsite where couples could enter to win a trip and hotel stay, and take part in the sunrise ceremony.





PAST PERFORMANCE EVIDENCE OF KNOWLEDGE & EXPERIENCE

At the Love is Love ceremony, (which took place January 6, 2015 – just one month after the court ruling) NSYNC member and Dancing with the Stars alum Lance Bass delivered a moving address on the meaning of love as the event's official "Love is Love" ambassador with his new husband Michael Turchin. He also posted about the event on his social media channels. A highlight of the ceremony was the pronouncement that the couples were all legally married, which was commemorated with an all out beach ball toss.

The campaign captured the hearts of viewers, and the press, with *Passport Magazine* creating a touching video recapping the event.

http://bit.ly/LoveIsLoveGFL

PAST PERFORMANCE EVIDENCE OF KNOWLEDGE & EXPERIENCE

Company:	Fort Lauderdale-Hollywood International Airport Broward County/Aviation 2200 SW 45th Street, Suite 101, Dania Beach, FL 33312 Tel: 954.359.6100 www.broward.org/airport
Contact:	Steve Belleme, Business Development Manager
Start Date:	2006
Description:	International airport
Services:	Integrated Marketing Services
Role & Responsibility:	Agency of Record
Project Manager:	Lisa Hoffman

PAST PERFORMANCE EVIDENCE OF KNOWLEDGE & EXPERIENCE

SCHLEP-FREE: PARKING GETS EASY PEASY AT FLL

The number-one source of revenue for Fort Lauderdale-Hollywood International Airport (FLL) is parking. But revenues were declining due to aggressive off-site vendors. Airport officials asked Starmark for help to reverse the trend – and Starmark delivered with double-digit revenue gains.

Research and Strategy

Starmark began with a comprehensive study, including many onsite passenger conversations. The airport spent a year and millions of dollars to upgrade their parking systems, based on the findings revealed from the research.This included new infrastructure enhancements; wayfinding for the garages; a digital system to keep track of open spots; new services like valet parking; and more.

Sharing the News

Once FLL officials were ready to share the news with the flying public, Starmark developed a compelling new campaign that could convey all the benefits in a memorable way.

Titled “Park Smart, Park Onsite”, the new campaign featured a bold brandmark, colorful, animated graphics, a new light-hearted attitude and clear message: it’s easier than ever before to park onsite. No more schlepping across lots, driving in circles or not finding a parking space!

The result: FLL’s revenue increased by 12% over the previous year.

PAST PERFORMANCE EVIDENCE OF KNOWLEDGE & EXPERIENCE

Company:	Port Everglades c/o Greater Fort Lauderdale Convention and Visitors Bureau 1850 Eller Drive, Fort Lauderdale, FL 33316 Tel: 954.523.3404 www.broward.org/port
Contact:	Ellen Kennedy, Manager of Corporate and Community Relations ekennedy@broward.org
Start Date:	2006
Description:	Port
Services:	Integrated Marketing Services
Role & Responsibility:	Agency of Record
Project Manager:	Karie Lindpere

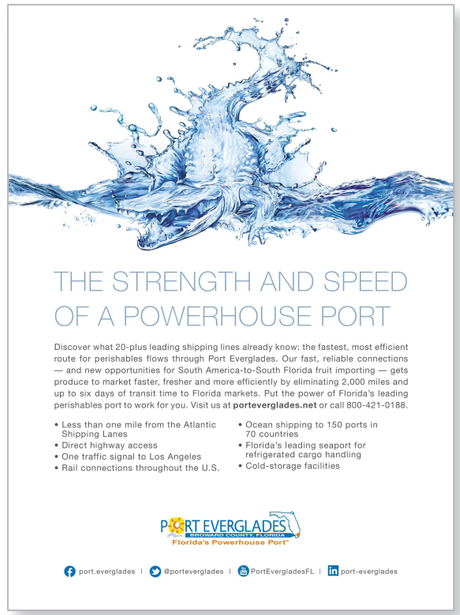
PAST PERFORMANCE EVIDENCE OF KNOWLEDGE & EXPERIENCE

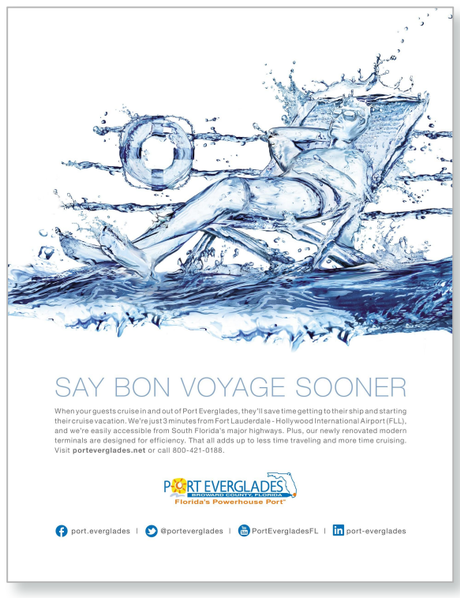
UNLEASHING THE POTENTIAL OF A POWERHOUSE MARKETING CAMPAIGN

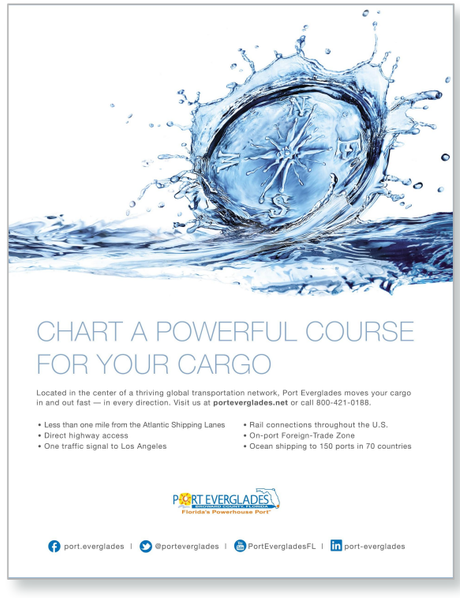
Starmark launched the “Florida’s Powerhouse Port” campaign six years ago. Today, the campaign continues to communicate and differentiate Port Everglades‘ strategy in powerful ways. It features ever-changing water graphics that illustrate attributes of Port Everglades. For example, an alligator illustration made from moving and splashing water, demonstrates strength, speed and power. Dolphins jumping represent speed, friendliness and intelligence.

The Port Everglades campaign differentiates it from its competitors with its unique simplicity and bold graphics. It is integrated throughout Port Everglades’ communications, including; video, digital, print, exhibits and events, collateral and throughout all community messaging.

This year, the American Advertising Federation awarded Starmark and Port Everglades a gold addy for creativity in elements of advertising.







PAST PERFORMANCE EVIDENCE OF KNOWLEDGE & EXPERIENCE

Company:	Memorial Healthcare System 3111 Stirling Road, Hollywood, FL 33312 Tel: 954-265-5400 mhs.net
Contact:	Selima Khan VP of Marketing Communications selkhan@mhs.net
Start Date:	2016
Description:	Healthcare System
Services:	Integrated Marketing Services
Role & Responsibility:	Project Agency for Memorial System & Joe DiMaggio Children's Hospital
Project Manager:	Katy Gerwartowski

PAST PERFORMANCE EVIDENCE OF KNOWLEDGE & EXPERIENCE

ENCOURAGE WOMEN TO GET THE HEALTHCARE THEY NEED FOR THEIR ENTIRE FAMILY — ALL IN A SINGLE LOCATION.

Memorial Hospital Miramar had built an excellent reputation for expert Women's Services and care, but was mostly being visited by patients in the immediate area. The hospital partnered with Starmark to help extend its reach to women living further away in neighboring cities. Starmark introduced Memorial Hospital Miramar to these women and their families with a campaign that communicated this was the place where they could go to receive "the specialized care every woman deserves."

Portrait-style images featured real patients holding their MRI and CT scans. The team used a testimonial approach to telling the patients' stories about the positive experiences they had at Memorial, making it highly relatable to readers. The result was a compelling campaign that showcased the high-quality services available, along with the human touch for which Memorial is known.

PAST PERFORMANCE EVIDENCE OF KNOWLEDGE & EXPERIENCE

CELEBRATING 25 YEARS OF PATIENT & FAMILY CENTERED CARE

As the 25th Anniversary of Joe DiMaggio Children's Hospital approached, hospital leaders asked Starmark to assist them with a new campaign that would raise awareness of South Florida's best-kept secret and celebrate the hospital's quarter-century of outstanding patient- and family-centered specialist care.

Starmark created a commemorative campaign featuring the hospital's iconic symbol − a red baseball glove with a heart at its core. Custom-made branded MLB-style red baseball gloves were produced and placed in the hands of 60 influential "heavy hitters": an elite group of South Florida's leaders including big names from the sports world, like Jeff Conine and Giancarlo Stanton, to Congressman Ted Deutch and Florida Senator Lauren Book. All were recruited to give their "Red Glove salute" and share the impact that Joe DiMaggio Children's Hospital has had on the community and/or their personal lives.

In addition to high-profile photos, social/web videos and broadcast TV spots, the Red Glove campaign generated additional media attention and news coverage, as well as appearances at community events and schools. Inspired by the whimsy of this playful brand icon, Starmark generated buzz, excitement and energy surrounding the 25-year celebration by putting it directly into the "gloves" of the community.

PAST PERFORMANCE EVIDENCE OF KNOWLEDGE & EXPERIENCE

Company:	Nova Southeastern University 3301 College Avenue, Fort Lauderdale 33324 954-262.3954 nova.edu
Contact:	Brandon Hensler Director of University Relations brandon.hensler@nova.edu
Start Date:	2006
Description:	Ungraduate, Graduate Higher Education
Services:	Integrated Marketing Services
Role & Responsibility:	Project Agency for Traditional & Digital Services
Project Manager:	Jacqui Hartnett

PAST PERFORMANCE EVIDENCE OF KNOWLEDGE & EXPERIENCE

SHARING A NEW MODEL OF TEACHING AND PRACTICING MEDICINE

Nova Southeastern University, based in Fort Lauderdale with campuses throughout Florida and in Puerto Rico, was launching the new Dr. Kiran C. Patel College of Allopathic Medicine. The mission: to educate the next generation of physician leaders. Students would gain a rare opportunity to experience a new model of teaching and practicing medicine that better reflected today's real-world health issues and tomorrow's opportunities.

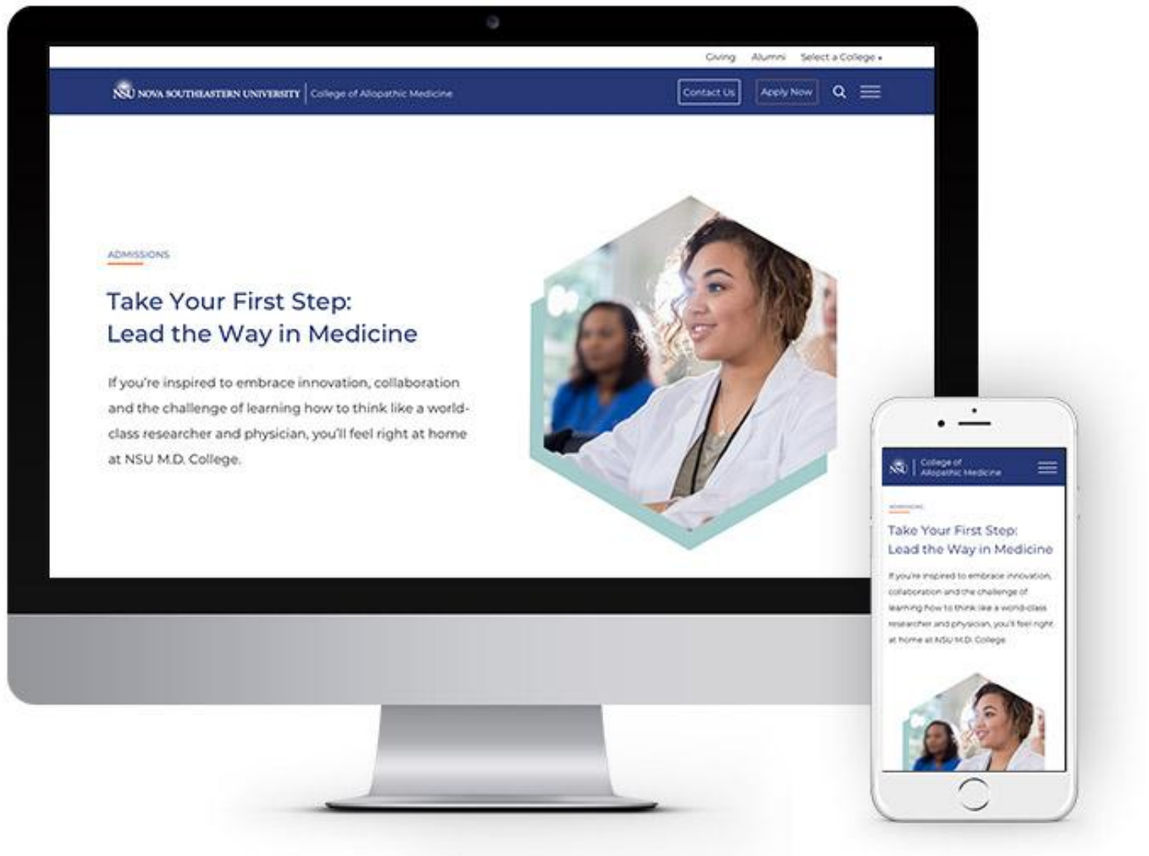
Challenge: Finding The Right Applicants Nationwide

NSU MD leaders weren't worried about attracting enough applicants to its 2018 charter class. Their concern: finding the right applicants nationwide who could succeed in this unique hybrid case- and problem-based MD program. Along with strong grades and test scores, candidates needed a passion for medicine; the drive to lead; teamwork skills; and the discipline to work independently.

The Website: The Vision of NSU MD

Without existing classes or alumni, the website would be the vision and voice of NSU MD. It had to be as innovative as the program itself, appealing to millennial audiences. Based upon Starmark's results for other universities, including NSU's own H. Wayne Huizenga College of Business and Entrepreneurship and Abraham S. Fischler College of Education, NSU MD chose the agency as the best partner.

The team conducted in-depth target user experience testing to inform its best-practices recommendations for site structure, organization and layout. The leading-edge, mobile-first design captures the college's innovative spark, while infusing the friendly warmth of its South Florida locale. The copy is short, compelling and audience-friendly, sharing NSU MD's differentiating benefits and offering easy pathways to deeper detail.



AWARD WINNER!

NSU DR. KIRAN C. PATEL COLLEGE OF ALLOPATHIC MEDICINE WINS THREE RADIANCE AWARDS AT PRSA

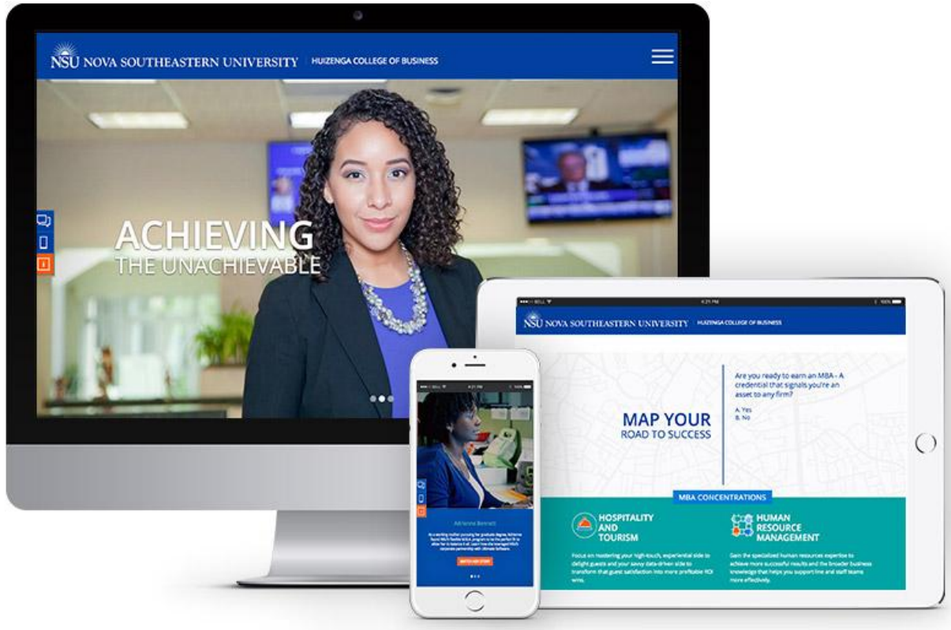
GREATER FORT LAUDERDALE

PAST PERFORMANCE EVIDENCE OF KNOWLEDGE & EXPERIENCE

CREATE A NEW WEBSITE WITH BOLD DESIGN AND POWERED BY SOPHISTICATED INLINE OPTIMIZATION AND TRACKING

Under new leadership, the NSU marketing team had aggressive new goals to drive more qualified leads and completed applications for its flagship graduate programs in the Fischler College of Education and Huizenga College of Business. The university's legacy website is large with a lot of general content and required a fresh approach to a leaner, more specialized lead-generation tool that would achieve their acquisition goals.

Starmark developed new fully-responsive microsites with bright, modern and clean designs that stand apart from the university's legacy site. With its main objective to drive student applications, Starmark developed a landing page design that targets personas by each college with laser-focused calls-to-action driving them to the next step without overwhelming them during the process. The Starmark team collaborated with the NSU team using Agile methodology to develop the site under an aggressive timeline to be ready for the new enrollment season. Behind the scenes, the agency integrated multiple optimization and tracking tools to optimize the pages and calculate ROI.



Broward County Board of
County Commissioners

4.0 WORKLOAD OF THE FIRM

WORKLOAD OF THE FIRM

The chart below represents active clients engaged with the Starmark team within the last 5 years. All clients project plans vary based on the nature of their business requirements. The type of services and Senior Project Manager responsible for the workload has been listed.

CLIENT PARTNER	SERVICE BEGAN	SERVICE	PROJECT MANAGER
A Child is Missing	1999	Integrated Marketing	Peggy Nordeen
ACAI	2015	Strategic Planning	Peggy Nordeen
American Diabetes Association	2017	Integrated Marketing	Jacqui Hartnett
Auberge Beach Residences & Spa Fort Lauderdale	2014	Social Media	Peggy Nordeen
AutoNation	2006	Strategic Planning & Digital Marketing	Jacqui Hartnett
Bradford Marine	2016	Integrated Marketing	Jacqui Hartnett
Brightline	2017	Integrated Marketing	Katy Gewartowski
Broward College	2018	Agency of Record	Jacqui Hartnett
CareerSource Florida	2014	Integrated Marketing	Kelsey Eisenbeis
Carnival Corporation	2018	Integrated Marketing	Kathleen Heston
Catholic Health Services	2011	Integrated Marketing	Jacqui Hartnett
Chesapeake Amusements	2018	Integrated Marketing	Kathleen Heston
Copa Airlines	2014	Paid Media	Diego Naranjo
Cross Country Home Services	2008	Integrated Marketing	Brett Circe

WORKLOAD OF THE FIRM, cont.

CLIENT PARTNER	SERVICE BEGAN	SERVICE	PROJECT MANAGER
Crown Castle Fiber	2015	Agency of Record	Jacqui Hartnett
Darden Restaurants	2018	Digital Marketing	Brett Circe
Discovery Cove Florida	2011	Integrated Marketing	Katy Gewartowski
Elegants Hotels Group	2016	Integrated Marketing	katy Gewartowski
Florida Atlantic University	2000	Digital Marketing	Brett Circe
FPL Energy Services	2015	Integrated Marketing	Kaire Lindpere
HMS National	2005	Integrated Marketing	Brett Circe
Joe DiMaggio Children's Hospital	2015	Integrated Marketing	Katy Gewartowski
Kaplan University	2008	Integrated Marketing	Katy Gewartowski
Margaritaville Holdings	2016	Integrated Marketing	Jacqui Hartnett
Marine Industry Association of South Florida	2000	Integrated Marketing	Peggy Nordeen
Memorial Healthcare System	2011	Integrated Marketing	Jacqui Hartnett
Nipro Diagnostics	2015	Integrated Marketing	Diego Naranjo
North Palm Beach County Chamber of Commerce	2013	Branding	Katy Gewartowski
Nova Southeastern University	2006	Integrated Marketing	Jacqui Hartnett
Planet Hollywood International, Inc.	2016	Integrated Marketing	Kelsey Eisenbeis

WORKLOAD OF THE FIRM, cont.

CLIENT PARTNER	SERVICE BEGAN	SERVICE	PROJECT MANAGER
Premier Worldwide Marketing	2016	Agency of Record	Katy Gewartowski
Resorts World Bimini	2014	Digital Marketing	Brett Circe
Right Management	2018	Social Media	Kathleen Heston
SeaWorld Orlando	2011	Integrated Marketing	Jacqui Hartnett
Serge Ferrari North America	2018	Integrated Marketing	Kathleen Heston
Show Management - Fort Lauderdale International Boat Show	2014	Integrated Marketing	Diana Hernandez
Stiles Corp.	2018	Branding	Hillary Small
T-Y Group (Harbor Linen)	2016	Digital Marketing	Brett Circe
The Broward Center for Performing Arts	2010	Integrated Marketing	Jacqui Hartnett
The Forbes Company	2013	Digital Marketing	Brett Circe
Tyco Integrated Security	2016	Integrated Marketing	Karie Lindpere
uVu Technologies	2012	Integrated Marketing	Brett Circe
Viacom International Media Networks	2016	Integrated Marketing	Katy Gewartowski
Wyndham Extra Holidays	2015	Integrated Marketing	Katy Gewartowski

Because of our multi-office organization, our fine-tuned business forecasting procedures and efficient project management processes and software, Starmark is able to accomplish both cost-effective staffing and workflow scheduling to meet client deadlines. The number of projects and the customized needs of those projects are monitored on an on-going basis, and work is scheduled by in-house project management staff.

7.0 PRICING SUPPORT

PRICING SUPPORT

			Year 1											
FLAT FEE SERVICES	**Role ID**		**Oct**	**Nov**	**Dec**	**Jan**	**Feb**	**Mar**	**Apr**	**May**	**Jun**	**Jul**	**Aug**	**Sep**
Account Strategy, Planning, Stewardship and Services														
Vice President	AS-VP	$155	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902
Account Director	AS-M	$155	$20,809	$20,809	$20,809	$20,809	$20,809	$20,809	$20,809	$20,809	$20,809	$20,809	$20,809	$20,809
Account Coordinator	AS-C	$155	$10,405	$10,405	$10,405	$10,405	$10,405	$10,405	$10,405	$10,405	$10,405	$10,405	$10,405	$10,405
Project Management & QA	PM/QA	$155	$1,951	$1,951	$1,951	$1,951	$1,951	$1,951	$1,951	$1,951	$1,951	$1,951	$1,951	$1,951
Budget Management	AS-F	$155	$1,951	$1,951	$1,951	$1,951	$1,951	$1,951	$1,951	$1,951	$1,951	$1,951	$1,951	$1,951
													Year 1 Subtotal:	$468,206
Creative Concepting, Development and Production														
Creative Director	C-CD	$155	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902
Associate Creative Director	C-ACD	$155	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803
Art Director	C-AD	$155	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607
Copywriter	C-COPY	$155	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607
Studio Services	PROD	$155	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902
													Year 1 Subtotal:	$561,847
Digital Media, Email, Vaction Planner & VLTV														
Development Manager	I-DM	$155	$650	$650	$650	$650	$650	$650	$650	$650	$650	$650	$650	$650
Back End Developer	I-BE	$155	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902
Front End Developer	I-FE	$155	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902
Digital Producer	AS-M	$155	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902
Information Technology Specialist	IT	$155	$325	$325	$325	$325	$325	$325	$325	$325	$325	$325	$325	$325
													Year 1 Subtotal:	$152,167
Media Strategy, Planning, Buying and Stewardship														
Media Strategist	M-STRAT	$155	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607
Digital Marketing Specialist	M-MEDIA	$155	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803
Search & SEO Specialist	M-SSS	$155	$2,601	$2,601	$2,601	$2,601	$2,601	$2,601	$2,601	$2,601	$2,601	$2,601	$2,601	$2,601
Social Media Specialist	M-SSS	$155	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607
Business Analyst	M-RA	$155	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803
													Year 1 Subtotal:	$593,061
			$147,940	**$147,940**	**$147,940**	**$147,940**	**$147,940**	**$147,940**	**$147,940**	**$147,940**	**$147,940**	**$147,940**	**$147,940**	**$147,940**

			Year 1											
AVERAGE PROJECTED LEVEL OF EFFORT	**Weekly Hours**		**Oct**	**Nov**	**Dec**	**Jan**	**Feb**	**Mar**	**Apr**	**May**	**Jun**	**Jul**	**Aug**	**Sep**
Account Strategy, Planning, Stewardship and Services														
Vice President		6	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2
Account Director*		32	134.4	134.4	134.4	134.4	134.4	134.4	134.4	134.4	134.4	134.4	134.4	134.4
Account Coordinator		16	67.2	67.2	67.2	67.2	67.2	67.2	67.2	67.2	67.2	67.2	67.2	67.2
Project Management & QA		3	12.6	12.6	12.6	12.6	12.6	12.6	12.6	12.6	12.6	12.6	12.6	12.6
Finance		3	12.6	12.6	12.6	12.6	12.6	12.6	12.6	12.6	12.6	12.6	12.6	12.6
Creative Concepting, Development and Production														
Creative Director		6	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2
Associate Creative Director		12	50.4	50.4	50.4	50.4	50.4	50.4	50.4	50.4	50.4	50.4	50.4	50.4
Art Director*		24	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8
Copywriter*		24	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8
Studio Services		6	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2
Digital Media, Email, Vaction Planner & VLTV														
Development Manager		1	4.2	4.2	4.2	4.2	4.2	4.2	4.2	4.2	4.2	4.2	4.2	4.2
Back End Developer		6	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2
Front End Developer		6	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2
Digital Producer		6	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2
Information Technology Specialist		0.5	2.1	2.1	2.1	2.1	2.1	2.1	2.1	2.1	2.1	2.1	2.1	2.1
Media Strategy, Planning, Buying and Stewardship														
Media Strategist		24	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8
Digital Marketing Specialist		12	50.4	50.4	50.4	50.4	50.4	50.4	50.4	50.4	50.4	50.4	50.4	50.4
Search & SEO Specialist		4	16.8	16.8	16.8	16.8	16.8	16.8	16.8	16.8	16.8	16.8	16.8	16.8
Social Media Specialist		24	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8
Business Analyst		12	50.4	50.4	50.4	50.4	50.4	50.4	50.4	50.4	50.4	50.4	50.4	50.4

		Year 1											
OUT OF POCKET		**Oct**	**Nov**	**Dec**	**Jan**	**Feb**	**Mar**	**Apr**	**May**	**Jun**	**Jul**	**Aug**	**Sep**
Production & All OOP		$54,143	$54,143	$54,143	$54,143	$54,143	$54,143	$54,143	$54,143	$54,143	$54,143	$54,143	$54,143
Media		$416,666	$416,666	$416,666	$416,666	$416,666	$416,666	$416,666	$416,666	$416,666	$416,666	$416,666	$416,666

PRICING SUPPORT

Year 2												
Oct	**Nov**	**Dec**	**Jan**	**Feb**	**Mar**	**Apr**	**May**	**Jun**	**Jul**	**Aug**	**Sep**	
$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	
$20,809	$20,809	$20,809	$20,809	$20,809	$20,809	$20,809	$20,809	$20,809	$20,809	$20,809	$20,809	
$10,405	$10,405	$10,405	$10,405	$10,405	$10,405	$10,405	$10,405	$10,405	$10,405	$10,405	$10,405	
$1,951	$1,951	$1,951	$1,951	$1,951	$1,951	$1,951	$1,951	$1,951	$1,951	$1,951	$1,951	
$1,951	$1,951	$1,951	$1,951	$1,951	$1,951	$1,951	$1,951	$1,951	$1,951	$1,951	$1,951	
										Year 2 Subtotal:	$468,206	
$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	
$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	
$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	
$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	
$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	
										Year 2 Subtotal:	$561,847	
$650	$650	$650	$650	$650	$650	$650	$650	$650	$650	$650	$650	
$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	
$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	
$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	
$325	$325	$325	$325	$325	$325	$325	$325	$325	$325	$325	$325	
										Year 2 Subtotal:	$152,167	
$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	
$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	
$2,601	$2,601	$2,601	$2,601	$2,601	$2,601	$2,601	$2,601	$2,601	$2,601	$2,601	$2,601	
$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	
$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	
										Year 2 Subtotal:	$593,061	
$147,940	**$147,940**	**$147,940**	**$147,940**	**$147,940**	**$147,940**	**$147,940**	**$147,940**	**$147,940**	**$147,940**	**$147,940**	**$1,330,160**	

Year 2											
Oct	**Nov**	**Dec**	**Jan**	**Feb**	**Mar**	**Apr**	**May**	**Jun**	**Jul**	**Aug**	**Sep**
25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2
134.4	134.4	134.4	134.4	134.4	134.4	134.4	134.4	134.4	134.4	134.4	134.4
67.2	67.2	67.2	67.2	67.2	67.2	67.2	67.2	67.2	67.2	67.2	67.2
12.6	12.6	12.6	12.6	12.6	12.6	12.6	12.6	12.6	12.6	12.6	12.6
12.6	12.6	12.6	12.6	12.6	12.6	12.6	12.6	12.6	12.6	12.6	12.6
25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2
50.4	50.4	50.4	50.4	50.4	50.4	50.4	50.4	50.4	50.4	50.4	50.4
100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8
100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8
25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2
4.2	4.2	4.2	4.2	4.2	4.2	4.2	4.2	4.2	4.2	4.2	4.2
25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2
25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2
25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2
2.1	2.1	2.1	2.1	2.1	2.1	2.1	2.1	2.1	2.1	2.1	2.1
100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8
50.4	50.4	50.4	50.4	50.4	50.4	50.4	50.4	50.4	50.4	50.4	50.4
16.8	16.8	16.8	16.8	16.8	16.8	16.8	16.8	16.8	16.8	16.8	16.8
100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8
50.4	50.4	50.4	50.4	50.4	50.4	50.4	50.4	50.4	50.4	50.4	50.4

Year 2											
Oct	**Nov**	**Dec**	**Jan**	**Feb**	**Mar**	**Apr**	**May**	**Jun**	**Jul**	**Aug**	**Sep**
$54,143	$54,143	$54,143	$54,143	$54,143	$54,143	$54,143	$54,143	$54,143	$54,143	$54,143	$54,143
$416,666	$416,666	$416,666	$416,666	$416,666	$416,666	$416,666	$416,666	$416,666	$416,666	$416,666	$416,666

PRICING SUPPORT

Year 3 Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	
												Totals
$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	**$140,462**
$20,809	$20,809	$20,809	$20,809	$20,809	$20,809	$20,809	$20,809	$20,809	$20,809	$20,809	$20,809	**$749,129**
$10,405	$10,405	$10,405	$10,405	$10,405	$10,405	$10,405	$10,405	$10,405	$10,405	$10,405	$10,405	**$374,565**
$1,951	$1,951	$1,951	$1,951	$1,951	$1,951	$1,951	$1,951	$1,951	$1,951	$1,951	$1,951	**$70,231**
$1,951	$1,951	$1,951	$1,951	$1,951	$1,951	$1,951	$1,951	$1,951	$1,951	$1,951	$1,951	**$70,231**
										Year 3 Subtotal:	$468,206	
$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	**$140,462**
$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	**$280,924**
$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	**$561,847**
$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	**$561,847**
$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	**$140,462**
										Year 3 Subtotal:	$561,847	
$650	$650	$650	$650	$650	$650	$650	$650	$650	$650	$650	$650	**$23,410**
$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	**$140,462**
$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	**$140,462**
$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	$3,902	**$140,462**
$325	$325	$325	$325	$325	$325	$325	$325	$325	$325	$325	$325	**$11,705**
										Year 3 Subtotal:	$152,167	
$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	**$561,847**
$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	**$280,924**
$2,601	$2,601	$2,601	$2,601	$2,601	$2,601	$2,601	$2,601	$2,601	$2,601	$2,601	$2,601	**$93,641**
$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	$15,607	**$561,847**
$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	$7,803	**$280,924**
										Year 3 Subtotal:	$593,061	
$147,940	**$147,940**	**$147,940**	**$147,940**	**$147,940**	**$147,940**	**$147,940**	**$147,940**	**$147,940**	**$147,940**	**$147,940**	**$1,330,160**	**$5,325,842**

Year 3 Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	
												Totals
25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	**907.20**
134.4	134.4	134.4	134.4	134.4	134.4	134.4	134.4	134.4	134.4	134.4	134.4	**4,838.40**
67.2	67.2	67.2	67.2	67.2	67.2	67.2	67.2	67.2	67.2	67.2	67.2	**2,419.20**
12.6	12.6	12.6	12.6	12.6	12.6	12.6	12.6	12.6	12.6	12.6	12.6	**453.60**
12.6	12.6	12.6	12.6	12.6	12.6	12.6	12.6	12.6	12.6	12.6	12.6	**453.60**
25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	**907.20**
50.4	50.4	50.4	50.4	50.4	50.4	50.4	50.4	50.4	50.4	50.4	50.4	**1,814.40**
100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	**3,628.80**
100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	**3,628.80**
25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	**907.20**
4.2	4.2	4.2	4.2	4.2	4.2	4.2	4.2	4.2	4.2	4.2	4.2	**151.20**
25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	**907.20**
25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	**907.20**
25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	**907.20**
2.1	2.1	2.1	2.1	2.1	2.1	2.1	2.1	2.1	2.1	2.1	2.1	**75.60**
100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	**3,628.80**
50.4	50.4	50.4	50.4	50.4	50.4	50.4	50.4	50.4	50.4	50.4	50.4	**1,814.40**
16.8	16.8	16.8	16.8	16.8	16.8	16.8	16.8	16.8	16.8	16.8	16.8	**604.80**
100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	**3,628.80**
50.4	50.4	50.4	50.4	50.4	50.4	50.4	50.4	50.4	50.4	50.4	50.4	**1,814.40**
												34,398.00

Year 3 Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	
$54,143	$54,143	$54,143	$54,143	$54,143	$54,143	$54,143	$54,143	$54,143	$54,143	$54,143	$54,153	**$1,949,158**
$416,666	$416,666	$416,666	$416,666	$416,666	$416,666	$416,666	$416,666	$416,666	$416,666	$416,666	$416,690	**$15,000,000**

SUBTOTALS (3 Years)	Percent	Total
Agency Flat Fee	23.67%	$5,325,842
Media Commission	1.00%	$225,000
Production & All OOP	8.66%	$1,949,158
Media	66.67%	$15,000,000
	Total	**$22,500,000**

TOTAL BUDGET		
	Year 1	$7,500,000
	Year 2	$7,500,000
	Year 3	$7,500,000
	Total	**$22,500,000**

PRICING SUPPORT

OPTIONAL SERVICES		
Branding Services		
Social Media Services		
Adverse Impact Services		
Website Design Services		

OPTIONAL SERVICES RATES	Role ID	
Account Strategy, Planning, Stewardship and Services		
Vice President	AS-VP	$240
Account Director*	AS-M	$120
Account Coordinator	AS-C	$60
Project Management & QA	PM/QA	$130
Budget Management	AS-F	$100
Creative Concepting, Development and Production		
Creative Director	C-CD	$225
Associate Creative Director	C-ACD	$175
Art Director*	C-AD	$150
Copywriter*	C-COPY	$150
Studio Services	PROD	$120
Website, CRM, Database and App Services		
Development Manager	I-DM	$150
Back End Developer	I-BE	$150
Front End Developer	I-FE	$120
Digital Producer	AS-M	$120
Information Technology Specialist	IT	$60
Organic Social Media and Stewardship		
Media Strategist	M-STRAT	$150
Digital Marketing Specialist	M-MEDIA	$150
Search & SEO Specialist	M-SSS	$150
Social Media Specialist	M-SSS	$150
Business Analyst	M-RA	$150

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Digital
Media
Search
Social
Data Science

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Supplier: **Starmark**

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:

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

   d. After completion of scoring, the County may negotiate pricing as in its best interest.

4. For Requests for Letters of Interest or Request for Qualifications, the following shall apply:

   a. The Selection or Evaluation Committee will create a short list of the most qualified firms.

   b. The Selection or Evaluation Committee will either:

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

F. Demonstrations

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

G. Presentations

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

H. Public Art and Design Program

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

I. Committee Appointment

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

J. Committee Questions, Request for Clarifications, Additional Information

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

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

K. Vendor Questions

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

L. Confidential Material/ Public Records and Exemptions

1. Broward County is a public agency subject to Chapter 119, Florida Statutes. Upon receipt, all submittals become "public records" and shall be subject to public disclosure consistent with Chapter 119, Florida Statutes. Submittals may be posted on the County's public website or included in a public records request response, unless there is a declaration of "confidentiality" pursuant to the public records law and in accordance with the procedures in this section.

2. Any confidential material(s) the Vendor asserts is exempt from public disclosure under Florida Statutes must be labeled as "Confidential", and marked with the specific statute and subsection asserting exemption from Public Records.

3. To submit confidential material, three hardcopies must be submitted in a sealed envelope, labeled with the solicitation number, title, date and the time of solicitation opening to:

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

4. Material will not be treated as confidential if the Vendor does not cite the applicable Florida Statute (s) allowing the document to be treated as confidential.

5. Any materials that the Vendor claims to be confidential and exempt from public records must be marked and separated from the submittal. If the Vendor does not comply with these instructions, the Vendor's claim for confidentiality will be deemed as waived.

6. Submitting confidential material may impact full discussion of your submittal by the Selection or Evaluation Committee because the Committee will be unable to discuss the details contained in the documents cloaked as confidential at the publicly noticed Committee meeting.

M. Copyrighted Materials

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

N. State and Local Preferences

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

O. Local Preference

Except where otherwise prohibited by federal or state law or other funding source restrictions, a local Vendor whose submittal is within 5% of the highest total ranked Vendor outside of the preference area will become the Vendor with whom the County will proceed with negotiations for a

final contract. Refer to **Local Vendor Certification Form (Preference and Tiebreaker)** for further information.

P. Tiebreaker Criteria

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

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

Q. Posting of Solicitation Results and Recommendations

The Broward County Purchasing Division's 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.

Estimated Contract Amount	Filing Fee
$30,000 - $250,000	$ 500
$250,001 - $500,000	$1,000
$500,001 - $5 million	$3,000
Over $5 million	5,000

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

T. Right of Appeal

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

1. The appeal must be in writing and sent to the Director of Purchasing within ten (10) calendar days of the determination by the Selection or Evaluation Committee to be deemed timely.

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: **Starmark**

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:**Starmark International, Inc.**
2. Doing Business As/ Fictitious Name (if applicable):**Starmark**
3. Federal Employer I.D. no. (FEIN):**65-0817203**
4. Dun and Bradstreet No.:**012934407**
5. Website address (if applicable): **www.starmark.com**
6. Principal place of business address: **210 S Andrews Ave Fort Lauderdale, FL 33301**
7. Office location responsible for this project: **210 S Andrews Ave, Fort Lauderdale, FL 33301**
8. Telephone no.:**954-874-9000** Fax no.:**954-874-9010**
9. Type of business (check appropriate box):
   - ☐ Corporation (specify the state of incorporation):
   - ☑ Sole Proprietor
   - ☐ Limited Liability Company (LLC)
   - ☐ Limited Partnership
   - ☐ General Partnership (State and County Filed In)
   - ☐ Other - Specify
10. List Florida Department of State, Division of Corporations document number (or registration number if fictitious name): **98000018940**
11. List name and title of each principal, owner, officer, and major shareholder:
    a) **Peggy Nordeen**
    b) **Jacqueline Hartnett**
    c) **Brett Circe**
    d) **Dale Baron**
12. AUTHORIZED CONTACT(S) FOR YOUR FIRM:

    Name: **Jacqueline Hartnett**

Title: **President**

E-mail: **jhartnett@starmark.com**

Telephone No.: **954-874-9000**

Name:

Title:

E-mail:

Telephone No.:

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. If yes, Living Wage increased the pricing by% or decreased the pricing by%.	☐ Yes ☐ No ☑ N/A

Cone of Silence Requirement Certification:

The Cone of Silence Ordinance, Section 1-266, Broward County Code of Ordinances prohibits certain communications among Vendors, Commissioners, County staff, and Selection or Evaluation Committee members. Identify on a separate sheet any violations of this Ordinance by any members of the responding firm or its joint ventures. After the application of the Cone of Silence, inquiries regarding this solicitation should be directed to the Director of Purchasing or designee. The Cone of Silence terminates when the County Commission or other awarding authority takes action which ends the solicitation.

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:

Jacqui Hartnett	**President**	**2/19/19**
*AUTHORIZED SIGNATURE/NAME	TITLE	DATE

Vendor Name: **Starmark**

* 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: **Starmark**

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: Jacqui Hartnett Date: 2/19/19

Title: President

Vendor Name: Starmark

Supplier: **Starmark**

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).

Jacqui Hartnett	President	Starmark	2/19/19
Authorized Signature/Name	**Title**	**Vendor Name**	**Date**

Supplier: **Starmark**

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: **Starmark**

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

Vendor Name: Starmark

Supplier: **Starmark**

AFFILIATED ENTITIES OF THE PRINCIPAL(S) CERTIFICATION FORM

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

a. All Vendors are required to disclose the names and addresses of "affiliated entities" of the Vendor's principal(s) over the last five (5) years (from the solicitation opening deadline) that have acted as a prime Vendor with the County.

b. The County will review all affiliated entities of the Vendor's principal(s) for contract performance evaluations and the compliance history with the County's Small Business Program, including CBE, DBE and SBE goal attainment requirements. "Affiliated entities" of the principal(s) are those entities related to the Vendor by the sharing of stock or other means of control, including but not limited to a subsidiary, parent or sibling entity.

c. The County will consider the contract performance evaluations and the compliance history of the affiliated entities of the Vendor's principals in its review and determination of responsibility.

The Vendor hereby certifies that: (select one)

☑ No principal of the proposing Vendor has prior affiliations that meet the criteria defined as "Affiliated entities"

☐ Principal(s) listed below have prior affiliations that meet the criteria defined as "Affiliated entities"

Principal's Name:

Names of Affiliated Entities:

Principal's Name:

Names of Affiliated Entities:

Principal's Name:

Names of Affiliated Entities:

Authorized Signature Name: **Jacqui Hartnett**

Title: **President**

Vendor Name: **Starmark**

Date: **2/19/19**

Supplier: **Starmark**

AGREEMENT EXCEPTION FORM

The completed form(s) should be returned with the Vendor's submittal. If not provided with submittal, it shall be deemed an affirmation by the Vendor that it accepts the terms and conditions of the County's Agreement as disclosed in the solicitation.

The Vendor must either provide specific proposed alternative language on the form below. Additionally, a brief justification specifically addressing each provision to which an exception is taken should be provided.

☑ There are no exceptions to the terms and conditions of the County Agreement as referenced in the solicitation; or

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

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

Vendor Name: **Starmark**

Supplier: **Starmark**

RFP-RLI-RFQ LOCAL PREFERENCE AND TIE BREAKER CERTIFICATION FORM

The completed and signed form should be returned with the Vendor's submittal to determine Local Preference eligibility, however it must be returned at time of solicitation submittal to qualify for the Tie Break criteria. If not provided with submittal, the Vendor must submit within three business days of County's request for evaluation of Local Preference. Proof of a local business tax should be submitted with this form. Failure to timely submit this form or local business tax receipt may render the business ineligible for application of the Local Preference or Tie Break Criteria.

In accordance with Section 21.31.d. of the Broward County Procurement Code, to qualify for the Tie Break Criteria, the undersigned Vendor hereby certifies that (check box if applicable):

☑ The Vendor is a local Vendor in Broward County and:

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

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

☑ The Vendor is a local Vendor in Broward and:

a. has a valid Broward County local business tax receipt issued at least one year prior to solicitation opening;
b. has been in existence for at least one-year prior to the solicitation opening;
c. provides services on a day-to-day basis, at a business address physically located within the Broward County limits in an area zoned for such business; and
d. the services provided from this location are a substantial component of the services offered in the Vendor's proposal.

Local Business Address: **210 S Andrews Ave**
Fort Lauderdale, FL 33301

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.

Jacqui Hartnett	**President**	**Starmark**	**2/19/19**
AUTHORIZED SIGNATURE/NAME	**TITLE**	**COMPANY**	**DATE**

Supplier: **Starmark**

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: **Starmark**

Vendor's address listed in its submittal is:

210 S Andrews Ave
Fort Lauderdale, FL 33301

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.

Jacqui Hartnett	**President**	**Starmark**	**2/19/19**
Authorized Signature/Name	Title	Vendor Name	Date

Supplier: **Starmark**

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: **Return on Marketing**

   Subcontracted Firm's Address: **73 SW 12th Ave, #104, Dania Beach, FL 33004**

   Subcontracted Firm's Telephone Number: **561-289-3921**

   Contact Person's Name and Position: **Lisa Hoffman**
   Contact Person's E-Mail Address: **lisah@returnonmarketing.biz**

   Estimated Subcontract/Supplies Contract Amount: **TBD**

   Type of Work/Supplies Provided: **Communication Strategy**

2. Subcontracted Firm's Name: **None**

   Subcontracted Firm's Address:

   Subcontracted Firm's Telephone Number:

   Contact Person's Name and Position:

   Contact Person's E-Mail Address:

Supplier: **Starmark**

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	**Advertising Services**	**R1215501P1**	**BCC,CVB,Airport & Port Marketing**	**10/01/2014**	**$42,381,722.16**
2	**Advertising Services**	**R00588407R1 RLI#20071017-0-CVB-01**	**BCC,CVB,Airport & Port Marketing**	**5/01/2009**	**$6,769,152.32**
3					
4					
5					
				Grand Total	**49,150,924.48**

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: Starmark

Jacqueline Hartnett	**President**	**3/13/2019**
Authorized Signature/ Name	**Title**	**Date**

Supplier: **Starmark**

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.

Jacqui Hartnett	**President**	**Starmark**	**2/19/19**
Authorized Signature/Name	**Title**	**Vendor Name**	**Date**

Supplier: **Starmark**

Security Requirements

A. General Security Requirements and Criminal Background Screening:

1. All contractor and sub-contractor personnel requiring unescorted access to Broward County facilities must obtain a County issued contractor identification badge (contractor ID badge); except as specifically stated herein.
2. The background screening requirements for obtaining a contractor ID badge will depend on the facility to which unescorted access is being requested. Contract Administrators or designees and contractors may contact Broward County Security at (954) 357-6000 or FMsecurity@broward.org for the required background screening requirements associated with access to specific facilities. Contract Administrators will communicate all current and appropriate requirements to the contractor and sub-contractor throughout the contract period.

B. General Facilities:

1. Contractor and sub-contractor personnel servicing and requiring unescorted access to General Facilities must have a County issued contractor ID badge (contractor ID badge) which will be the responsibility of the contractor to obtain. Depending upon the request, the badge may carry electronic access privileges. The badge must be visible and worn at all times together with the contractor's company/business contractor ID badge. Similar to employee security/ID badges, requests for contractor ID badges are initially approved by the requesting agency director or designee and then submitted to Facilities Management Division (FMD) Security for final approval.
2. The issuance of a contractor ID badge for unescorted access to General Facilities requires a "Level 1" FDLE background check, which can be conducted by the Florida Department of Law Enforcement (FDLE). This "Level 1" FDLE background check is the contractor's responsibility and should be included in the bid price. FDLE background checks can be done by the contractor by phone at (850) 410-8109 or online at https://web.fdle.state.fl.us/search/app/default
3. Upon completion of the background check, the contractor must attach a copy of the results to the contractor's application for a contractor ID badge. The Project Manager or designee utilizing the service of the contractor will be the "Sponsor" and will either provide the contractor with a Contractor ID Badge Request Form or assist the contractor in completing an on-line application for the County issued contractor ID badge.
4. Requests for a contractor ID badge requiring an FDLE background check may require lengthy processing and review by the Broward Sheriff's Office (BSO). Contractors and subcontractors must therefore submit the request to Broward County Security at least two (2) weeks prior to the start of service by the contractor. When identification badges are ready, Broward County Security will contact the contractor to arrange pick up. Upon pick up, the applicant must present a valid Florida identification and must be accompanied by his or her supervisor. Broward County Security will then supply contractor ID badge valid for the anticipated period within which the work will be performed. The validity period must be clearly stated on the Contractor ID Badge Request Form; however, the period of validity will not exceed one (1) year. Background checks will be required for renewal of contractor ID badge. At the termination of the contract and separation of employee services, the contractor is responsible for the collection and return of all contractor ID badge to the Project Manager and/or to Broward County Security.
5. Compliance with the County's security requirements is part of the overall contract performance evaluation. Final payment will, in part, be contingent on the return of all contractor ID badges issued to contractor personnel.
6. Broward County Security is located at Governmental Center East, 115 South Andrews Avenue Fort Lauderdale, FL 33301. Telephone (954) 357-6000.
7. All contractors must wear distinctive and neat appearing uniforms with vendor's company

name. Sub-contractor personnel must also have Broward County issued contractor IDs and meet the same security requirements and uniform standards as the primary contractor.

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.