Bid Tabulation Packet for Solicitation GEN2116476P1

Advertising Agency Services

Bid Designation: Public



Bid #GEN2116476P1 - Advertising Agency Services

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

GEN2116476P101-01 Flat Fee Se Supplier	Unit Price	Qty/Unit	Total Price	Attch.	Docs
Zimmerman Agency [Ad] Product Code: Agency Notes:	First Offer - \$74,689.00	12 / month Supplier Product Cod Supplier Notes: Unit price is monthly fee	\$896,268.00 de:	Y	<u> </u>
Cactus Marketing Communications	First Offer - \$80,000.00	12 / month	\$960,000.00	Υ	Υ
Product Code: Agency Notes:		Supplier Product Coc Supplier Notes: Propo- including all creative dev copy writing, digital med etc. Total Annual Hours: 6,899 Total Monthly Hours: 575	osed monthly fee (Fla relopment fees, proje ia and content strate	ect manag	ement,
MMGY Global	First Offer - \$83,245.00	12 / month	\$998,940.00	Υ	Υ
Product Code: Agency Notes:		Supplier Product Coo Supplier Notes: MMG and 3 of the stated contra	Y Global's submissio		ears 1, 2
Metropolitan Public Strategies	First Offer - \$99,083.00	12 / month	\$1,188,996.00	Υ	Υ
Product Code: Agency Notes:		Supplier Product Coo Supplier Notes:	de:		
&Barr	First Offer - \$99,500.00	12 / month	\$1,194,000.00	Υ	Υ
Product Code: Agency Notes:		Supplier Product Coo Supplier Notes:	de:		
PPK	First Offer - \$103,335.00	12 / month	\$1,240,020.00	Υ	Υ
Product Code: Agency Notes:		Supplier Product Coo Supplier Notes:	de:		
Aqua [Ad]	First Offer - \$123,916.00	12 / month	\$1,486,992.00	Υ	Υ
Product Code: Agency Notes:		Supplier Product Coo Supplier Notes:	de:		
Starmark	First Offer - \$147,940.00	12 / month	\$1,775,280.00	Υ	Υ
Product Code: Agency Notes:		Supplier Product Coo Supplier Notes: See PDF for Evaluation C See Excel Sheet for Pricin	Criteria		
 Fuseideas	First Offer - \$161,667.00	12 / month	\$1,940,004.00	Υ	Υ
Product Code: Agency Notes:	[]	Supplier Product Coc Supplier Notes: Pleas document for Pricing Su	de: e see Fuseideas' uplo		

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

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

	county conn	<u> </u>	
MMGY Global	First Offer - \$75,712.00	12 / month \$908,544.00 Y	Υ
Product Code: Agency Notes:		Supplier Product Code: GEN2116476P101-02 Supplier Notes: MMGY Global's submission cover and 3 of the stated contract.	ers years 1, 2
Metropolitan Public Strategies	First Offer - \$99,083.00	12 / month \$1,188,996.00	Υ
Product Code:		Supplier Product Code:	
Agency Notes:		Supplier Notes:	
&Barr	First Offer - \$102,485.00	12 / month \$1,229,820.00	Υ
Product Code: Agency Notes:		Supplier Product Code: Supplier Notes:	<u> </u>
Aqua [Ad]	First Offer - \$102,850.00	12 / month \$1,234,200.00 Y	Υ
Product Code:		Supplier Product Code:	
Agency Notes:	П	Supplier Notes:	
PPK	First Offer - \$106,435.00	12 / month \$1,277,220.00	Υ
Product Code: Agency Notes:		Supplier Product Code: Supplier Notes:	
Starmark	First Offer - \$147,940.00	12 / month \$1,775,280.00 Y	Υ
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	Υ
Product Code:		Supplier Product Code:	
Agency Notes: Relebrand	First Offer - \$170,000.00	Supplier Notes: 12 / month \$2,040,000.00 Y	У
Product Code: Agency Notes:		Supplier Product Code: Supplier Notes:	1
Pace Communications Group, Inc.	First Offer - \$231,450.00	12 / month \$2,777,400.00	Υ
Product Code: Agency Notes:		Supplier Product Code: Supplier Notes:	
ModOp	First Offer - \$263,440.00	12 / month \$3,161,280.00	Υ
Product Code: Agency Notes:		Supplier Product Code: Supplier Notes: We have used estimates based deliverables, increasing video production and digit experiences.	•
Nobox Marketing	First Offer - \$268,197.00	12 / month \$3,218,364.00 Y	Υ
Product Code:		Supplier Product Code:	
Agency Notes:	11	Supplier Notes:	
BVK	First Offer - \$291,666.66	12 / month \$3,499,999.92	Υ
Product Code: Agency Notes:		Supplier Product Code: Supplier Notes:	
Paradise Advertising	First Offer - \$291,666.66	12 / month \$3,499,999.92 Y	Υ
Product Code: Agency Notes:	11 3 425 1,555.00	Supplier Product Code: Supplier Notes:	
Lightship Studios	First Offer - \$644,758.00	12 / month \$7,737,096.00	Υ
Product Code: Agency Notes:	11. 11.51.51.51.51.51.51.51.51.51.51.51.51.5	Supplier Product Code:	

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

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

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

Supplier Totals

ouppiioi i	01415		
f Cactus	Marketing Communications	\$2,640,000.00 (3/3 item	ıs)
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 Zimmer	man Agency [Ad]	\$2,688,804.00 (3/3 i	tems)
Bid Contact	Angela Meredith ameredith@brightredagency.com Ph 850-668-2222	Address TALLAHASSEE, FL 32308	3
Agency Notes:		Supplier Notes:	Head Attch:
f MMGY (Global	\$2,816,028.00	(3/3 items)
D: 10		A 11 4404 BB 11 B	

Bid Contact Hawley Montgomery

Bid Notes

hmontgomery@mmgyglobal.com

Ph 816-471-5988

Address 4601 Madison Avenue Kansas City, MO 64112

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

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

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

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

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

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

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

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

Zimmerman Agency

Bid Contact Angela Meredith

 $amered ith @\,bright redagency.com$

Ph 850-668-2222

Address TALLAHASSEE, FL 32308

Item #	Line Item	Notes		Unit Price	Qty/Unit		Attch.	Docs
GEN2116476P101-01	Flat Fee Services - Year 1	Supplier Product Code: Supplier Notes: Unit price is monthly fee	First Offer - \$	74,689.00	12 / month	\$896,268.00	Υ	Y
GEN2116476P101-02	Flat Fee Services - Year 2	Supplier Product Code: Supplier Notes: Unit price is monthly fee	First Offer - \$	74,689.00	12 / month	\$896,268.00		Y
GEN2116476P101-03	Flat Fee Services - Year 3	Supplier Product Code: Supplier Notes: Unit price is monthly fee	First Offer - \$	74,689.00	12 / month	\$896,268.00		Y

Zimmerman Agency

Item: Flat Fee Services - Year 1

Attachments

Local Preference Tie Breaker Form.pdf

The Zimmerman Agency Evaluation Criteria for Broward County RFP.pdf

Zimmerman Reference 1.jpg

Zimmerman Reference 2.pdf

Zimmerman Reference Form 3.pdf

Supplier Response Form RFP-RLI-RFQ LOCAL PREFERENCE AND TIE BREAKER CERTIFICATION FORM

The completed and signed form should be returned with the Vendor's submittal to determine Local Preference eligibility, however it must be returned at time of solicitation submittal to qualify for the Tie Break criteria. If not provided with submittal, the Vendor must submit within three business days of County's request for evaluation of Local Preference. Proof of a local business tax should be submitted with this form. Failure to timely submit this form or local business tax receipt may render the business ineligible for application of the Local Preference or Tie Break Criteria.

In accordance with Section 21.31.d. of the Broward County Procurement Code, to qualify for the Tie Break Criteria, the undersigned Vendor hereby certifies that (check box if applicable):

The Vendor is a local Vendor in Broward County and:

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

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

The Vendor is a local Vendor in Broward and:

- a. has a valid Broward County local business tax receipt issued at least one year prior to solicitation opening;
- b. has been in existence for at least one-year prior to the solicitation opening;
- c. provides services on a day-to-day basis, at a business address physically located within the Broward County limits in an area zoned for such business; and
- d. the services provided from this location are a substantial component of the services offered in the Vendor's proposal.

Local Business Address:

Vendor does not qualify for Tie Break Criteria or Local Preference, in accordance with the above requirements. The undersigned Vendor hereby certifies that (check box if applicable): The Vendor is not a local Vendor in Broward County.

AUTHORIZED SIGNATURE/NAME

TITLE

COMPANY

DATE

We do not qualify as a local vendor in Broward County.

Please enter your password below and click Save to update your response.

Please be aware that typing in your password acts as your electronic signature, which is just as legal and binding as an original signature. (See <u>Electronic Signatures in Global and National Commerce Act</u> for more information.)

To take exception:

- 1) Click Take Exception.
- 2) Create a Word document detailing your exceptions.
- 3) Upload exceptions as an attachment to your offer on BidSync's system.

By completing this form, your bid has not yet been submitted. Please click on the place offer button to finish filling out your bid.

Username ameredith@brightredagency.com

Password *

Save Take Exception Close

* Required fields







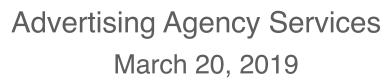




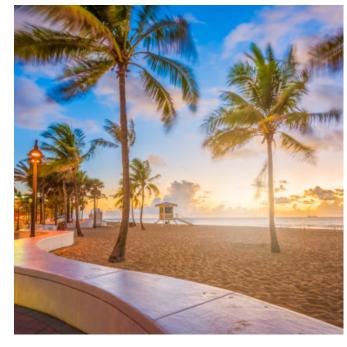
























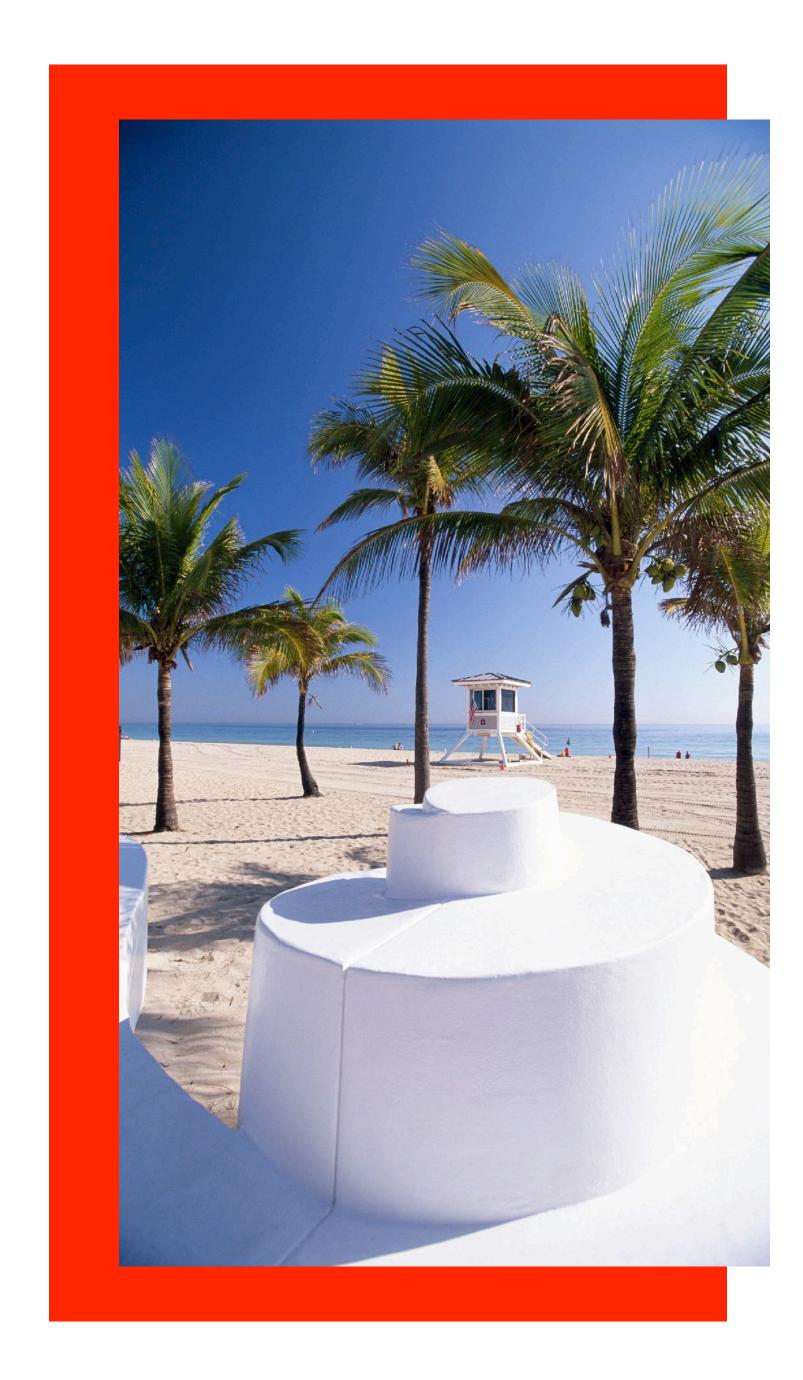


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BidSync



GEN2116476P1



Hello!

Thank you for the opportunity to present the talent, experience, creativity, and resources that have helped establish The Zimmerman Agency among the leading integrated marketing firms in the travel and hospitality category.

As lifelong visitors and in some cases residents of Broward County, to say that we are enthusiastic about this opportunity would be a serious understatement. During this process, we've heard stories, and seen pictures of our people as children experiencing your destination, and as adults enjoying the beaches, Sawgrass Mills, Los Olas Boulevard, the waterways, the Hall of Fame Pool, fishing, boating, the arts, gardens, and more.

As an agency with an extraordinary depth of experience motivating people to travel, I can say without reservation that Greater Fort Lauderdale represents one of the greatest opportunities in the world to creatively represent the spirit, uniqueness, and robust offerings of the destination to capture a larger share of the future for you, and your industry partners.

On the pages that follow, we have provided context to the strategic framework, creative methodology, unique balance of brand and demand approach, and the experience that will make The Zimmerman Agency an effective and highly determined partner for the Greater Fort Lauderdale Convention & Visitors Bureau, the airport, port, and parks and recreation.

This response represents the requirements outlined in your Request for Proposal, and the significant depth, scope, and resources we will provide. What you won't be able to feel, or see, is the unique DNA of our people. We call it a "Pirate Culture." We encourage our people to seek solutions where none seem to exist and to help our clients do whatever it takes to increase share, drive revenue, meet incredible deadlines, and intensify the focus on winning. It's what pirates do.

In today's world, where Greater Fort Lauderdale has to compete for attention, consideration, and share of wallet in incredibly competitive environments, we believe you will benefit from having a team of pirates by your side, willing to fight with you and each of your team members to build upon the incredible brand you have already built.

Thank you again for your consideration. We look forward to meeting you, and earning the opportunity to work with you.

CEO & FOUNDER

BidSync



EXECUTIVE SUMMARY

The Greater Fort Lauderdale Convention & Visitors Bureau (GFLCVB) has the enviable task of representing one of the greatest warm weather destinations in the world. And, the Aviation Department (airport), Port Everglades Department (port) and Parks and Recreation provide and support attributes that make Greater Fort Lauderdale a complete destination for diverse and highly attractive target audiences.

The Zimmerman Agency is one of the most respected and experienced marketing communications firms in the travel and hospitality category. As you will learn in this document, the agency has relevant experience with destination marketing organizations throughout North America and the Caribbean providing similar services to those you seek in this request for proposal. In addition, we have worked directly with airports, ports and parks and recreation departments to provide similar support services.

In addition, the agency is partnering with Adept Marketing, a Broward County based strategic communications firm that is a small, minority and womanowned company, certified as a Small Business Enterprise (SBE) by the state of Florida and a Broward County Business Enterprise (CBE) certified marketing consulting services.

Travel and hospitality is a highly competitive category. Every day Greater Fort Lauderdale competes for the time and attention of leisure travelers, group and incentive meeting planners, cruise passengers, purpose-driven travelers and niche audiences seeking the distinct attributes you provide. And, they have a choice. They have a choice where they go, when they go and what they do. And, today that choice is literally at their fingertips. The battle for a DMO is not limited to your comp set. It's also a battle to keep up with the constantly evolving channels of communications, the changing mindset of the audience, the ebb and flow of the economy, and the ability to meet demand. You will need an audience partner that is "built" to help you compete and win.

In this document, we introduce a proprietary planning methodology that we call Momentum® Planning. Momentum is a strategic planning process that will allow you to incorporate the insights, opinions, and voices of the constituents who understand the destination product, your local industry and what visitors are looking for. The methodology enables a unified Ambition, and is the foundation for brand development, strategic planning and creative development. The objective of Momentum Planning is to accelerate growth and to claim a larger share of the future for the destination and your local

industry partners.

Our creative department is lead by Liz Paradise. Liz has not only been the recipient of the most coveted award in all of advertising; the Cannes Lion, but she has actually judged at Cannes. Prior to joining our agency she was the Global Creative Director at Disney. She understand travel, and leads a department of creative pioneers who all understand what it takes to motivate a travel audience.

To meet and exceed the media planning and placement expectations as set forth in the RFP, The Zimmerman Agency has an in-house media department that is lead by one of the most experienced travel media professionals in the industry. While the agency capabilities are deep, they are made more significant to the GFLCVB when we apply the more than \$30 billion in media clout that we gain through Omnicom media partners, including our sister Omnicom agency, Zimmerman Advertising (no, Curtis and Jordan are not related) headquartered in Fort Lauderdale.

Because digital channels are important to travel planning today, and will be even more important when 5G technology is introduced in 2020, the agency includes 38 digital professionals that connect media and messages and technology to reach and engage audiences and inspire and motivate them to visit Greater Fort Lauderdale.

Finally, we will assign a senior team of travel marketing professionals to steward and lead the effort on your behalf. Curtis Zimmerman will be the principal supervisor and Andy Jorishie will develop Momentum Planning and ultimately the strategy behind the marketing communications we deploy. The Adept team will include Dana Pollitt and Julie Ruffolo and Cameus Chicoye, who has been involved in many creative projects for Broward County and will provide critical support and execution.

The Adept team will provide critical on-the-ground support as we develop and implement the cooperative marketing campaigns and programs.

In the past thirty years, we have been fortunate to represent an amazing group of clients in hospitality and travel. It would be our honor to have the opportunity to work with the Greater Fort Lauderdale Convention & Visitors Bureau as well as the airport, port, and parks and rec. We've spent our lives visiting or living in Broward County. Now we want the opportunity to invite the world to experience all you have to offer.



AGENCY PROFILE

Agency Structure
Travel Experience
Key Staff Profiles





The Basics

The Zimmerman Agency is among the leading marketing communications firms in the hospitality and travel category. For more than thirty years, the agency has helped travel-related clients increase visits, boost conversions, gain occupancy, grow share, increase ADR, respond to crisis, sell more tickets, and incrementally drive more revenue. Our experience with destination marketing organizations is extensive, and our ability to understand the needs of your local industry partners will be invaluable.

The agency is built on a hyper-integrated platform with a uniquely balanced structure of creative, media, digital, and social media. The result is the ability to deliver highly prescriptive cross-channel solutions without prejudice to one discipline over another.

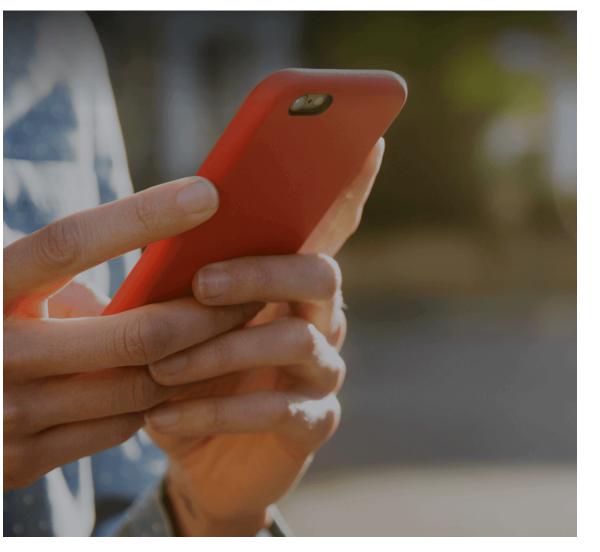
The agency is part of Omnicom, the world's largest marketing communications holding company, providing expanded reach, technology, and resources.

This response also represents a partnership with Adept Strategy, a local Broward County marketing firm, that will provide marketing support services including creative, editing, content development, and on the ground support.

- The Zimmerman Agency was founded in 1987 by Curtis and Carrie Zimmerman.
- Today, The Zimmerman Agency is owned by the Omnicom Group, but still operated with the same entrepreneurial spirit of the founders.
- The agency employs 146 amazing professionals, with capitalized billings of \$148 million.
- On a map, you can find the agency at 1821 Miccosukee Commons, Tallahassee, Florida 32308. On a digital device, you will find the agency at zimmerman.com.
- ADEPT is a small, minority and woman-owned company, certified as an Airport Concessions Disadvantaged Business Enterprise (ACDBE) in Florida.
- ADEPT is State of Florida certified Small Business Enterprise (SBE) for Public Relations, Marketing and Advertising Consulting Services and Broward County Business Enterprise (CBE) certified in administrative management and general management consulting services, marketing consulting services and customer service management consulting services.











Built For What GFLCVB Is Seeking

Or, what is co-activation, how is it related to cross-channel marketing, and why should it matter to you?

The Zimmerman Agency is built on a cross-channel platform with process and systems to encourage—and often demand—a fluid balance of each discipline working in synergy, and unified behind one clear objective. For Greater Fort Lauderdale, that means you gain the advantage of one agency with an equal balance of traditional, digital, and social media. The equal balance means every discipline has an equal voice, and we will co-activate solutions for the GFLCVB to maximize the potential of each effort. We will use Momentum[®] Planning to develop one, fresh, differentiating proposition to unify messages across channels. One unified team with the advantage of specialists in each discipline working in synergy to craft an approach that connects your destination brand and your audience. It's no longer a one dimensional world, so why should your approach focus on one dimension of marketing, when you can have them all in one agency?

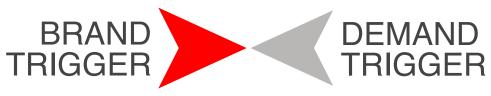
Creative + Content

There is really nothing traditional about advertising anymore, but our teams have done an impressive job keeping pace with how travel audiences consume messages and how the world of communications has changed to keep pace. Our creative teams don't think "advertising" first. They think "idea" first and activation second. Media teams develop connection maps to ensure messages reach the audience where and when it is most advantageous. We clearly understand Greater Fort Lauderdale is in a battle for results. We will seek a balance between brand triggers and demand triggers as we motivate

our audiences to the desired result.

The intersection of brand and demand.

Our job is to motivate travel to Broward County. In addition to the ability to cross-pollinate channels, we have the ability to co-activate demand and brand triggers to drive conversions.



Media + Connections

As an agency, we believe anything between you and your audiences is a form of media. So, yes, when it comes to planning and buying we will provide strategy based on the most current platforms, technology, and programming. And, our buyers will utilize years of experience in the travel category to leverage relationships and insights on how, when, and why people travel. Where you will see an immediate difference in our approach will begin with Connection Mapping, a proprietary process to evaluate how your particular audiences consume media. And, you will most certainly feel it when we apply the more than \$30 billion in media clout on behalf of Greater Fort Lauderdale.

Digital

The digital environment for The Zimmerman Agency and our clients is not limited by "digital first" thinking. Our approach from strategy to design to development and activation is predicated on a "digital always" belief that is quickly advancing to support a "mobile first" world of potential visitors.

Our parent company, Omnicom, supports our efforts through leading-edge technology and advanced resources focused on VR, IR, APP development and CRM to support our efforts for

Social Media

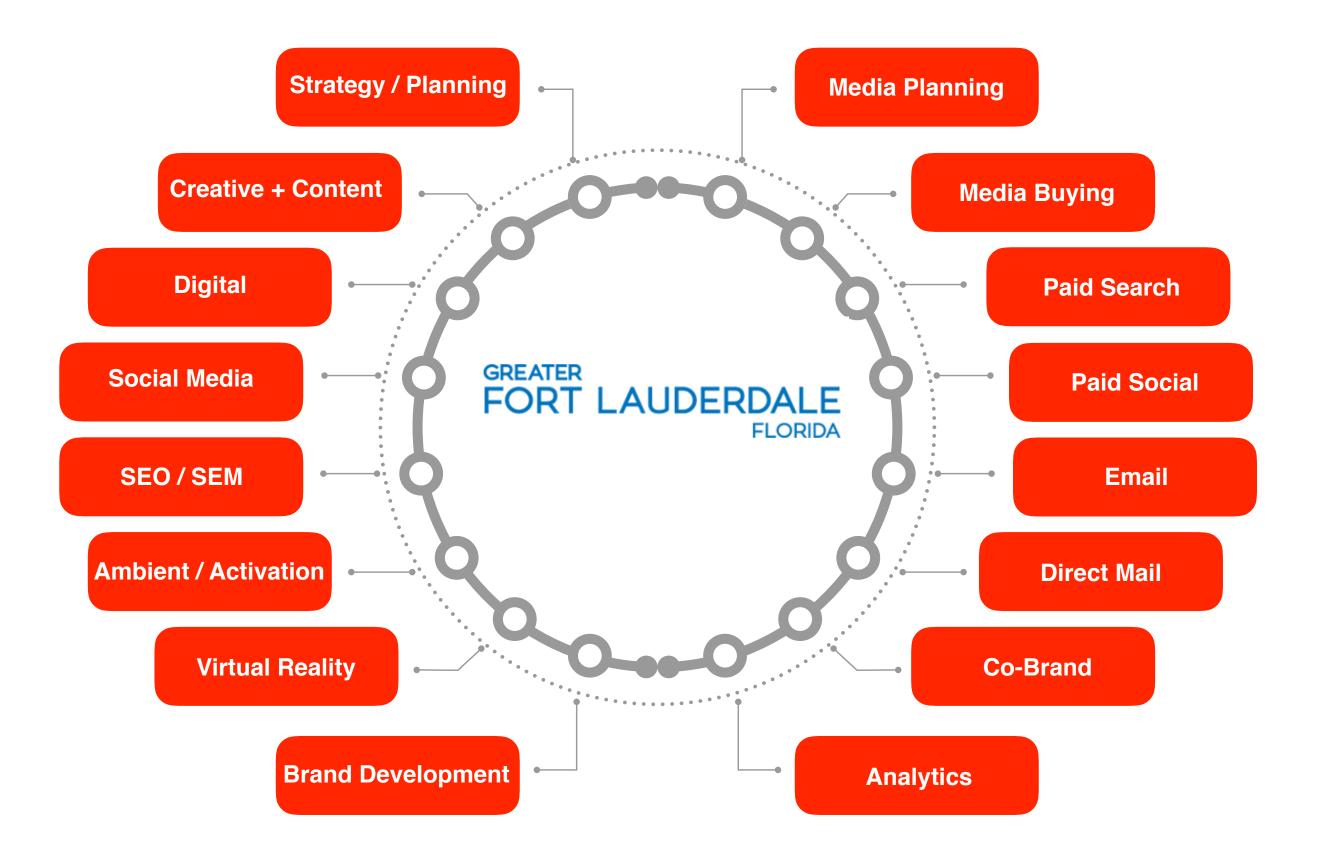
Social media is a powerful channel with the ability to deliver the message and generate measurable results. We have built a highly disciplined team with systems, technology, and infrastructure to drive results. We use proprietary Omnicom trend-spotting technology and leading-edge listening tools to help formulate strategies and tactics. We generate timely and highly creative content to engage the audience and influence sentiment, while keeping our eye on the bottom line through dashboards that operate 24/7/365. It's how we operate at the speed of a highly connected culture.



BidSync

DEPTH OF RESOURCES

We've established that The Zimmerman Agency is built on a unique platform that is totally unlike a traditional agency structure. We have four equal disciplines, all reporting to one profit center. For Greater Fort Lauderdale, that means that with one agency you get the full-service resources of creative, media planning/placement, digital, and social media. The equal balance means that every discipline has an equal voice, and we will address the needs of the GFLCVB on a prescriptive basis—based on your needs, not the limitations of what your agency can provide.







AGENCY ORGANIZATION

The Zimmerman Agency employs more than 140 amazing professionals in a hyper-integrated agency environment. The agency delivers creative solutions to client challenges across channels and through an aggressive approach to integration that we call "co-activation." The strength and depth of our organization allows the agency to provide prescriptive solutions based on the needs of our clients, not the limitations of the agency.

Media

Media Director Media Planners Digital Planners Media Buyers Digital Buyers Media Analyst

Creative + Content

Chief Creative Officer
Creative Directors
Content Director
Digital Designers
Art Directors
Copywriters
Designer
Studio Tech

Account Management

Principal Supervisor
Account Directors
Account Supervisors
Account Managers
Project Managers
Account Coordinators

Strategy / Planning

Director of Strategy Account Planners

Digital

Director of Digital Digital Strategists Digital Producers Digital Analyst

Social Media

Director of Digital Social Strategists Community Managers Content Strategists Content Developers Analyst

Public Relations

Managing Director
Account Directors
Account Supervisors
Account Managers
Account Coordinators
Media Specialists

Production

Director of Production Broadcast Producer Production Manager Traffic Coordinator

Accounting

Controllers
Accounts Payable
Accounts Receivable

Administration

Director of Operations
Director of Human Resources
Office Manager
Admin





LOCAL PARTNER

The Zimmerman Agency has developed a working partnership with Adept Strategy & Public Relations to provide specific project support, local insight and planning, and to enhance the agency's ability to execute and manage on the ground opportunities in Broward County. Adept is approved by the State of Florida as a Small Business Enterprise and as a Broward County Business Enterprise to provide the services required in this Request For Proposal.



Broward County headquartered, Fort Lauderdale, Florida based ADEPT is a leading South Florida advertising, marketing, and communications agency. ADEPT offers expertise in economic development, travel, tourism & hospitality, government & public affairs, social media, and digital marketing. Our broad range of experience allows us to provide a better outlook on economic, political, and social dynamics that influence important constituencies.

ADEPT represents various industry sectors, ranging from education to infrastructure providers, public-private partnerships to nonprofits, government and concessionaire groups. Our team aligns with, advocates for and advances our client's goals. ADEPT develops solutions and achieves results through its comprehensive network of relationships at the local, state, and federal levels of government as well as with corporations, foundations, and nonprofits. ADEPT focuses on providing public and private clients with experts in advertising, marketing, and communications. The ADEPT team is extremely involved within Broward's greater Fort Lauderdale community, with civic-based organizations, charities, and with many local events throughout South Florida.

The ADEPT Team is an advertising, marketing, and communications agency made up of cutting-edge professionals with travel, tourism and hospitality, transportation, infrastructure, environmental and governmental affairs/relations experience. We have a hands-on approach to advertising and marketing outreach techniques to capture targeted interested parties. We analyze all alternatives and map out the competitive environment by conducting detailed reviews of existing data to help our clients clarify and present their objectives.

If fully applied, advertising and marketing are the communication disciplines suitable to help bring parties together, build common understanding and drive interest and traffic to areas and locations represented by agencies like the Broward CVB.

ADEPT will work with The Zimmerman Agency, the Broward CVB staff and leadership, Fort Lauderdale International Airport, Port Everglades, Parks and Recreation and area business, associations/organizations and other groups to develop thoughtful campaigns. The Adept team is well versed and experienced working with the CVB, having completed numerous video productions and boasting a proud working relationship. ADEPT is currently working on three major Port Everglades projects, the Port Everglades Master/Vision Plan, the Port Everglades Slip 1 Construction Project and the new Convention Center Hotel and Expansion Development Team. Members from ADEPT have worked with FLL Airport Staff and management on a number of projects including the South Runway Expansion. We pride ourselves on wonderful working relationships with Broward County staff and leadership.

Additionally, our team can provide project support services including digital support, social media, video production and editing, graphic design, document control, and office and administrative tasks.

ADEPT is a small, minority and woman-owned company, certified as an Airport Concessions Disadvantaged Business Enterprise (ACDBE) in Florida, under the Unified Certification Program (UCP) in accordance with 49 CFR, PART 26 administered by the Florida Department of Transportation (FDOT). ADEPT is certified Small Business Enterprise (SBE) for Public Relations services by South Florida Water Management District (SFWMD). ADEPT is State of Florida certified Small Business Enterprise (SBE) for Public Relations, Marketing and Advertising Consulting Services and Broward County Business Enterprise (CBE) certified in administrative management and general management consulting services, marketing consulting services, and customer service management consulting services.





USE OF SUBCONTRACTORS

The Zimmerman Agency maintains a significant depth of resources in-house which will greatly limit the needs for sub-contractors. As previously described in this document, the agency is partnering with Adept Marketing, a local provider of marketing and communications services. For primary research, the agency partners with a number of firms based on the specific needs of and objectives of the research. The agency frequently partners with Downs & St. Germain, a primary research firm with significant presence in the hospitality and travel category.

Downs & St. Germain Research

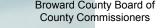
Downs & St. Germain is a full-service market research firm located in Tallahassee, Florida. Serving clients since 1981, Downs & St. Germain Research specializes in developing marketing and strategic recommendations from survey results and focus groups. The partners of Downs & St. Germain Research blend their acumen of marketing principles such as market segmentation, positioning, promotion, niche marketing, distribution, product strategy and pricing with their experience and knowledge about various markets to develop insightful marketing strategies from research results. The firm turns focus group and survey reports into action documents that establish a blueprint for your organization's marketing plan.

Hospitality and Travel Experience:

Delta Airlines, Visit Florida, Visit South Walton, Visit Sarasota, North Carolina's Crystal Coast, Brevard County Tourist Development Council, Florida Association of Destination Marketing Organizations, Visit Central Florida, Visit Polk Count, and more.







Travel Experience

From the sun and warmth of the country of Aruba to the ski slopes of Park City, Utah. From the shores of North Carolina's Crystal Coast to a college town experience in Tallahassee. From resorts on Miami Beach, to boutique hotels in Seattle. From new hotels on Tverskya Street in Moscow, to restored iconic hotels on Madison Avenue in New York. From the history of St. Augustine, Florida, to the hippest new offerings from Ibiza, Spain. From cruise ships to the fastest new ride in America's most famous theme park. Hospitality and travel is the lifeblood of The Zimmerman Agency. We will craft strategies, tactics, and messages to invite your audiences to experience more of what Broward County has to offer.

Our people, our systems, and our processes are structured to accommodate the needs of travel clients. While we spend a significant amount of time focussed on trends that affect travelers, rates and spending that impact RevPar, airlift that influences arrivals, and mix of business that supports segments—we understand that the world of hospitality revolves around our ability to drive revenue.

Although we are incredibly proud of the work we do in the category, we will spend just as much time talking about our approach to analytics and ability to make adjustments to keep pace with the speed of culture.



For more than thirty years, The Zimmerman Agency has worked with destinations all over the world to invite visitors to their shores, their rooms, their attractions and the experiences that differentiate them from any other destination. We understand the business of a DMO and the often complex relationship between the audience and your industry partners.

DESTINATIONS





















































PROPERTIES

From the very beginning, The Zimmerman
Agency has provided meaningful marketing
communications to hotels and resorts
throughout the world. While the logos could fill
three pages of this document, the most
important message is that we understand what it
takes to drive revenue for an individual property.





























































BRANDS

We have had the amazing experience of working with an incredible list of travel brands that include hotel brands, cruise lines, airlines, theme parks, railroads, and management companies. The relationships provide a unique perspective on the world that ultimately affects a destination.



































PEOPLE / LEADERSHIP

Marketing and advertising for Florida counties is a unique endeavor that our team knows well. To be successful as a marketing communications company on behalf of Greater Fort Lauderdale will require not only experience, but also the intuitive ability to chart a clear path through a field of competitors, challenges, and opportunities. The Zimmerman Agency will provide the GFLCVB an experienced team of marketing professionals who understand the complex planning process needed to meet and exceed the goals of the county and the many people and entities it serves.

Twice each month our strategy teams will provide your account teams with insights on the industry and the audiences that are important to you. We will begin every day exploring what is happening in the spaces relevant to the county and its entities, and how that will relate to your needs.

When you build a world-class agency, you seek the best people from markets near and far. You seek the skills and resources that complement the needs of our clients and the desires of their audiences. We have always been fortunate to find amazing people looking for a chance to work for national and global clients while living in the awesome surroundings and lifestyle that Tallahassee provides.









CURTIS ZIMMERMAN

President / CEO

Curtis began his career in account management in Atlanta at the Southeast office of legendary Doyle Dane Bernbach. The Atlanta Business Chronicle soon named him the "Rising Star" in Atlanta's Advertising Industry. His efforts were rewarded when, at 27, he was named partner, the first to be added in the 20-year history of the city's largest independent agency. In 1987—with no clients, little money and a strong desire to raise their children in a smaller city—he and wife Carrie moved to Tallahassee to launch The Zimmerman Agency.

Curtis has been responsible for the growth and development

of advertising, digital, and social media as the agency ascended to become one of the largest and most creative in the South.

His experience and commitment to strategy has been the backbone of agency client planning. It's no surprise he is actively involved in all aspects of our our client's business on a daily basis.

Hospitality and Travel Experience:

Cayman Islands, British Virgin Islands, Florida's Emerald Coast, North Carolina's Crystal Coast, Marriott Hotels, IHG, Autograph Collection, Ritz-Carlton Company, Interstate Hotels, Yachts of Seaborn, and too many hotels and resorts to mention.



ANDY JORISHIE

EVP, Strategy Director

Andy began his 25-year journey in the advertising business at Y&R NY, where he spent nearly a decade working on some of the agency's largest brands, including The Walt Disney Company, CitiBank, US Army, and People Magazine. From there, he took a greater leadership role in strategy when he joined Kirshenbaum Bond & Partners and was responsible for the EFFIE Award-winning Citibank AAdvantage account and Sony's foray into the online business. Andy joined the agency in 2004, and became Strategy Director in 2010. He is responsible for the creation and development of Momentum, the agency's proprietary planning process.

He personally leads Momentum Planning and is part of the strategic planning process for all clients.

Andy is truly part of the agency's unique DNA. His amazing work and dedication were rewarded in 2017 when he was named Managing Director.

Hospitality and Travel Experience:

Club Med, Ritz-Carlton, Islands of the Bahamas, British Virgin Islands, Cayman Islands, Marriott's Autograph Collection, The Whitley, The Alexandrian, Salamander Resorts, and many more.



LIZ PARADISE

Chief Creative Officer

Liz is one of the most heralded creative talents to come out of the southeast. She began her career as a copywriter at The Martin Agency and after five years and many awards she moved to McKinney where she progressed to become the Executive Creative Director of the award-winning agency.

Prior to joining the agency, she was the creative director at the Walt Disney Company. And, it's no secret in the ad agency business that Liz was one of the stars of the AMC hit show "The Pitch."

Her accolades include awards from the One Show, Cannes, DA&D, Communication Arts, the New York Art Directors Club, and more.

Liz is a writer by trade, and a very hands-on creative leader. In addition to her strong experience in travel, she has worked on Audi, Nationwide Insurance, ESPN, EAS Sports Nutrition, NASDAQ, and more.

Hospitality and Travel Experience:

Walt Disney World, Disney Cruise Line, Disney Vacation Club, Disney Springs, Travelocity, Virgin America, Virginia Tourism, Norwegian Cruise Line, Royal Caribbean Cruise Line, and Celebrity Cruise Lines.



JOHN NICHOLAS SVP / Media Director

Four years into his career, John was named the "Rising Media Star" in South Florida. He made a strong name for himself as a senior media planner and buyer at Beber Silverstein and then with Crispin, Porter & Bogusky, establishing an envious career path among his contemporaries. The Zimmerman Agency benefited from John's desire to move his family to the friendly surroundings of Tallahassee. John's wealth of experience in media technology and available resources is consistently applied in the global marketplace. While the agency's depth in media is considerably buoyed by the Omnicom advantage, it is John's astute planning that

makes the relationship work for our clients. John's ability to add value to our clients business stems from his aptitude at analyzing and planning based on the facts. He has worked with DelMonte, Tobacco Free Florida, Cooper Tires, Pilot Pens, Vision Airlines, Marriott Hotels & Resorts, Flowers Foods, Wonder Bread, Ritz-Carlton, and many more.

Hospitality and Travel Experience:

Visit Tallahassee, Florida's Emerald Coast, Visit Florida, North Carolina's Crystal Coast, Hard Rock Hotels, Sea Pines Resort, British Virgin Islands, Florida's Space Coast, Marriott Hotels and Resorts and more.



BRIAN FEENEY

Associate Creative Director

Brian is a no BS type of guy. He loves creative, loves our clients but, no doubt about it, he's a straight shooter. And, in today's marketing world, that's what clients—and what we need.

Although he is an award winning art director by trade, don't be surprised to see work that includes his copywriting. While he's from Virginia, we recruited him from Tennessee where he spent more than ten years providing creative leadership on a diverse list of accounts that includes ESPN, McDonald's, University of Tennessee Athletics, Gatlinburg Tourism, Tennessee Children's Hospital, Shoney's, Ochsner Health System, and MAACO.

The clients, culture, and vision of the agency lured him to Tallahassee, where he is already making an impact as a creative leader.

He is a proud Tennessee Volunteer as well as a VCU Brandcenter graduate and is passionate about his animal rescue work, adopting two special needs dogs of his own.

Hospitality and Travel Experience:

Visit Albuquerque, Gatlinburg Convention and Visitors Bureau, Pigeon Forge, and Taos Ski Valley.



3/21/2019

JASON PIROTH

Associate Creative Director

For years, we said it was too difficult to have an intern in the creative department because they needed too much hand-holding from the writers and art directors—time they didn't have. In 2002, Jason convinced us otherwise and spent his days and nights as an intern in between doing homework, earning his degree, working on assignments of his own, and cheering for his Seminoles. He did an incredible job and even before he graduated we hired him as a Junior Writer.

For the next 10 years, Jason honed his craft as a writer,

producing award winning creative for the Ritz-Carlton Company, McDonald's, Diners Club, The Islands of the Bahamas, Pilot Pens, and more. His hard work and dedication to the agency were rewarded in 2012, when he became the Associate Creative Director/Copywriter and assumed responsibility for overseeing writing and content development for online and offline teams.

Hospitality and Travel Experience:

The Islands of the Bahamas, Club Med, Florida's Emerald Coast, Florida's Space Coast, Almond Resorts, The Muse Hotel, NY, Sea Pines Resort, Our Lucaya, Bahamas, TPC Sawgrass, and The Roosevelt Hotel, NY.



JENN KENNEDY

SVP/ Digital Director

Jenn is a proven digital leader with more than fifteen years experience working with clients and actually consulting with agencies to capture and grow a larger share of the digital landscape.

She has an extensive digital skill set, including content strategy, digital brand development and deployment, SEO and SEM, database and SMS marketing, e-commerce integration, CRM and ROI-driven customer acquisition campaigns. Prior to joining the agency, Jenn was in Austin where she consulted directly with agencies to improve the implementation of digital solutions for their clients.

Since joining the agency, she has been an engine in the evolution of all things digital, including the ongoing integration with the consumer journey, marketing sciences, and analytics.

While strategy seems to keep Jenn's work grounded, to escape from the crazy, hectic, always evolving world of digital, Jenn is a marathon runner.

Hospitality and Travel Experience:

Cayman Islands Tourism, Visit Tallahassee, Renaissance Aruba, Streamsong Resort, Davidson Hotels, Pivot Hotels, Interstate Hotels, Club Med, Grand Lucayan—Bahamas, Hard Rock All Inclusive, and Dollywood.



CHRISTINA LATA

Senior Social Media Strategist

Co-leader of the Social Media department, Christina is a data-driven specialist in Social Media Strategy. Her skill set encompasses the full spectrum of social media including strategy development and implementation, content creation, and data-analytics with a specialization in paid media and generating measurable ROI. Since becoming a team member at the agency, Christina has been an integral part in growing the department both in size and critical thinking. Her client experience includes: Hunter Fan Company, Contractor Connection, Clarion University of Pennsylvania, Hurricane Grill & Wings, TPC

Network, and more. Prior to joining Zimmerman, she focused on her academic career earning a Bachelor of Science from Indiana University of Pennsylvania, followed by a Master's Degree in Communications and Media Studies from Florida State University.

Hospitality and Travel Experience:

Aruba Tourism Authority, Montage Palmetto Bluff, Kessler Collection, Visit Tallahassee, and more.



SARA HARRIS

Associate Director of Digital

Sara is a senior digital strategist with more than 10 years of experience developing solutions to meet client brand objectives based on consumer insight and data. Sara has a proven track record in the development of strategic plans as well as expertise in user experience, email marketing, creative development, SEO, production and analysis. Sara's prior experience includes leading in-house marketing departments in which she developed brand strategy and structural design from email and to the most complex and complicated website development projects. Today, Sara leads planning and client

initiatives specific to the most effective use of the digital ecosystem.

Her client experience includes Studer Group, Pilot Pen, Cooper Tires, Clarion University, Hunter Fan, Gold Toe Socks, and more.

Hospitality and Travel Experience:

Visit Tallahassee, Aruba Resort & Casino, Bahamas, Eden Roc, Equinox, Hyatt All-Inclusive Resorts, and North Carolina's Crystal Coast.



MARIA NEDVICK

Account Supervisor

Maria has spent the majority of her career in marketing and communications on the client side of the business, providing a unique perspective to the client/agency relationship.

As the Marketing Manager for Vanity Fair / Fruit of the Loom, she was responsible for product management and execution of all business plan elements, including pricing, packaging, product promotions, and distribution. She was responsible for a broad product portfolio that included cross-channel marketing with a focus on digital.

Maria made the leap to the agency world joining GS&F Advertising in Nashville where she immediately gained

experience in hospitality and travel working on the TSA Pre ✓ and Visit Franklin accounts.

Her experience from the client side has been invaluable to agency clients. She is a strong, insightful account leader that understands the value and importance of managing to performance.

Hospitality and Travel Experience:

Visit Franklin, TSA Pre ✓



CAROL KLOPFENSTEIN

Director of Production

Carol joined The Zimmerman Agency after spending five very cold years in Chicago in traffic and production at Bentley, Barnes & Lynne. During her first two years with the agency, she established the entire traffic system, including computerized scheduling and systems control.

Under her supervision, the agency integrated production, traffic and accounting functions to create significant client service efficiency. In reality, most clients don't get to see the tremendous contribution that Carol makes on their behalf; and, such is a production manager's role.

The final product clearly has her stamp of approval, and the high level of production value we provide clients is a testament to her ability. No matter how large or how small the project, Carol thinks creatively and dynamically to accommodate the most technical levels of production, from direct mail and point-of-purchase, to trade shows, and collateral.

Hospitality and Travel Experience:

Cayman Islands, Florida's Emerald Coast, Sea Pines Resort, Aruba Tourism Authority, Aruba Resort & Casino, Bahamas, Eden Roc, Equinox, Hyatt All-Inclusive Resorts, and North Carolina's Crystal Coast.



MICHAEL BUNTON

Director of Digital Production

Mike joined the agency following ten years running his own successful digital development business. In addition to his skills (and amazing contributions) as head of Digital Production, he is a highly experienced network administrator, web developer and programmer, providing a unique perspective on his job, and client opportunities.

He gained additional experience at the Institute for Intergovernmental Research as the web developer managing digital assignments for the U.S. Department of Homeland Security and U.S. Department of Justice, including the highly

complex RISS ATIX and national security database initiatives that were featured on Good Morning America.

Mike holds multiple certifications in I.T., Web Development and Design. Mike is not only an incredible leader for our staff and clients, he is the coach of the Killer Z Softball Team.

Hospitality and Travel Experience:

Streamsong Resort, Renaissance Aruba, Dollywood, Visit Tallahassee, Cayman Islands Tourism, Grand Lucayan, Hotel Crescent Court, Interstate Hotels, Club Med, and Davidson Hotels.



JULIE RUFFLE

Managing Partner, Multicultural Affairs

Julie formed the agency in 2013 and has grown the agency to having served more than fifty clients in the last 6 years. At an early age, Julie expressed interest in Hospitality and Public Affairs. She graduated from University UNIESP in Sao Paulo, Brazil with a degree in Hospitality Management & Event Planning. She has handled all aspects of advertising campaign development, monitoring, reporting, accounting, events, trade and trunk shows and social/digital media. Her ability to engage with minority and under-represented groups through implementing outreach strategies and developing innovative methods and direct public

involvement campaigns help clients reach every spectrum of the community. She is actively involved in volunteering and serves as the communications chair for the South Florida Chapter of Advancing Women in Transportation, among other volunteer roles and acts of service.

Hospitality and Travel Experience:

The City of Key West, The Key West Historic Seaport, Broward County Convention Center Hotel and Expansion, Xtreme Action Park, Broward County Convention Center Hotel & Expansion, Broward County 2018 Port Everglades Master/Vision Plan Third Update, and more.



DANA POLLITT

Partner, Advertising, Marketing, Govt./Public Relations

Dana is an expert in strategic partnering with both private and public sector clients and campaigns. He has an excellent understanding of South Florida Transportation (Port, Rail & Transit) and Infrastructure Programs. Well-rounded in advertising, media and governmental relations and a leader in Developing Economic and Small Business Opportunities, Mr. Pollitt is actively involved in the Broward County community. He has served on numerous boards and committees, and is currently the 2019 Chair for the Broward County Office of Economic and Small Business Development Board, the Executive Board of the Downtown Fort Lauderdale

Transportation Management Association (Sun Trolley), the Executive Board of Directors for Envision Uptown Inc., and is on the City of Fort Lauderdale Executive Airport Advisory Board. He is fluent in English, Spanish, and Portuguese.

Hospitality and Travel Experience:

The City of Key West, The Key West Historic Seaport, Broward County Convention Center Hotel and Expansion, Xtreme Action Park, Broward County Convention Center Hotel & Expansion, Broward County 2018 Port Everglades Master/Vision Plan Third Update, and more.

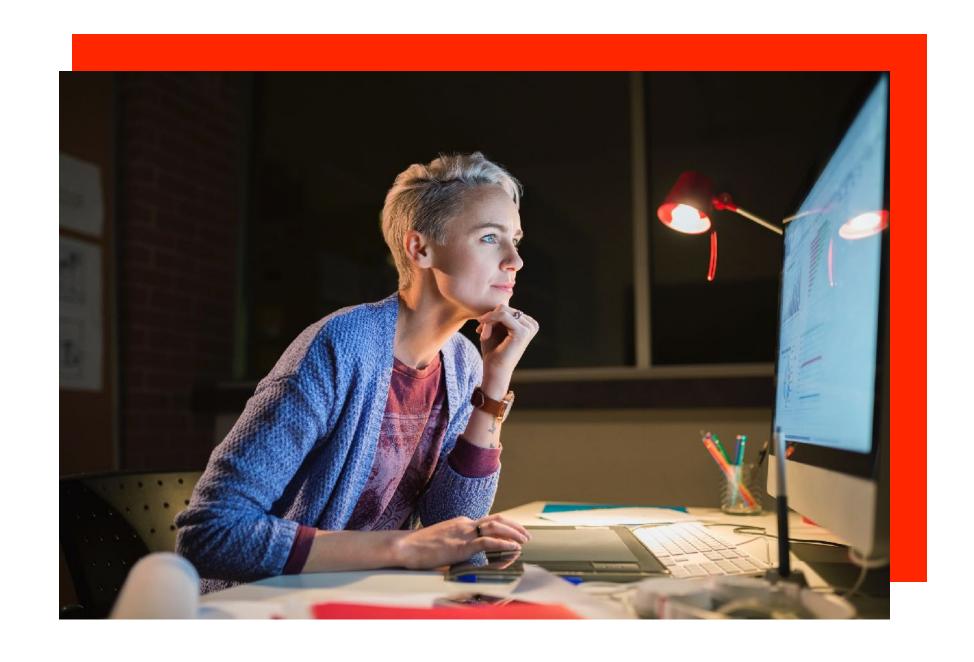
ACCOUNT MANAGEMENT

How we structure the team that will become an extension of the GFLCVB team is a reflection of the scope of service and client the needs. The Adept team will play a considerable role in the management and implementation of the co-op marketing plan. Ultimately, we believe the client should have a voice in how we structure a team. We call the first three weeks of every relationship "ignition," which allows for team adjustments based on client needs, chemistry, and needed depth.



DIGITAL

Digital isn't new, and thinking digital first is no longer enough. We provide a fully dedicated practice of digital native thinkers that allow us to deliver for our clients, and to their audiences, in the most relevant and timely platforms possible. We don't separate digital from the way we think about your business objectives and what will drive GFLCVB audiences to a desired conversion. This is what makes us different. We have the tools, technology, and talent to execute with digital leadership, and the strategic intelligence to keep every discipline in the agency focused on your business objectives. We recently completed building out the entire digital ecosystem for the Cayman Islands, and our work in CRM, database communications, and digital media has give the agency a well-earned reputation for being digitally nimble. As the world continues to turn at a far more digital speed, and 5G technology is introduced to the smartphones of an audience shopping for a destination, you will want an agency that adapts every day. The added power of Omnicom allows us to stay ahead of the cutting edge of available technology and resources. We challenge any agency you might consider to compare the technology and resources that we can put behind Greater Fort Lauderdale's effort to level the playing field and gain advantages and influences through digital channels.







DIGITAL FOCUSED ON DESTINATION MARKETING

The Zimmerman Agency provides a fully dedicated practice of 38 digital native thinkers that allows us to deliver for our travel clients, and to their audiences, in the most relevant and timely platforms possible. We don't separate digital from the way we think about your business objectives, and what will drive your audience to a desired conversion. It's what makes us different. The tools, technology, and talent to execute with digital leadership, and the strategic intelligence to keep every discipline in the agency focused on your business objectives and the right channels to drive growth.

Virtual reality and artificial intelligence are now in play

in hospitality and travel. The agency is now engaged for travel clients with both emerging technologies.

Email Marketing

The resurgence of direct marketing in travel can be measured at the bottom line. The agency has incredible experience generating enviable ROI for email marketing.

Social Media

The agency has developed a Social Media Command Center where teams of strategists, community managers, content managers, and analysts work to support travel clients.

Website Development

The Zimmerman Agency has developed numerous websites for destinations. We understand what is important to potential visitors, and how and why they visit a DMO site for planning and booking.

SEO/SEM

Optimization is incredibly important, but the travel game is shifting into a highly competitive battle in Search Engine Marketing. We have dedicated teams supported by the powerful Omnicom bidding tools and purchasing clout.

Digital Media

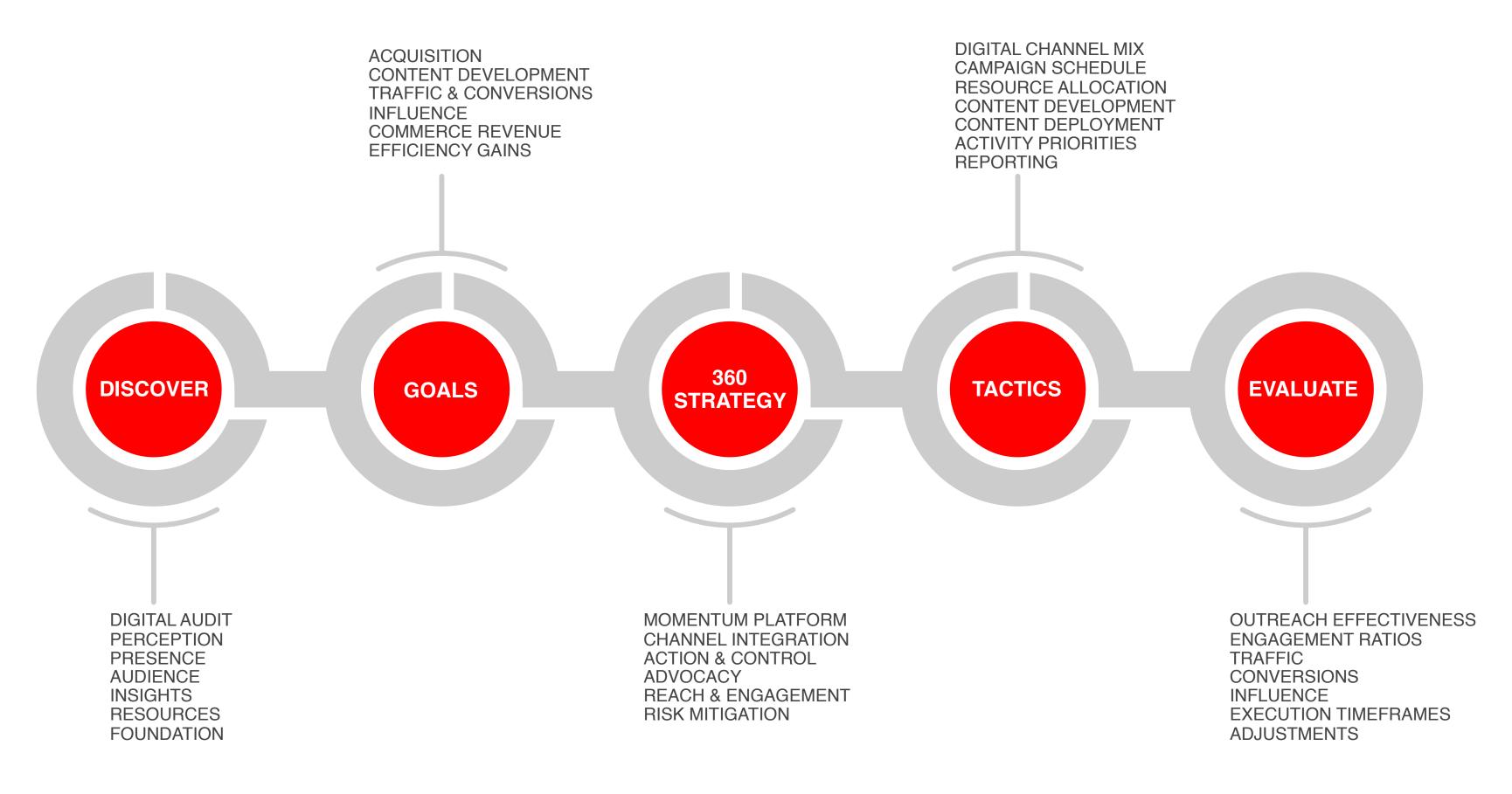
Our media teams have evolved to keep pace with how the audience plans for travel. In addition to strong competency for travel clients in media, the agency also employs media analysts to gain an understanding of performance in close to real time.





GAINING MORE CONSUMER CENTRIC DIGITAL

The continuing evolution of digital is being driven by personalization based on more human, adaptive experiences across all channels. GFLCVB's digital channels must shift from a focus on the brand to a focus on the individual consumer in a cross-platform environment. We've structured our approach to digital to accommodate a balance of strategy and content (creativity) and the need to make adjustments based on timely analytics to make effective decisions.







PREPARED FOR YOUR NEEDS TODAY AND TOMORROW

In the agency world, it's not necessarily what you can provide today, it's how prepared you are to provide what clients will need tomorrow. As you've already discovered, digital provides another way for Greater Fort Lauderdale to gain advantages, and you clearly want the right partner to help you do more. In addition to the people and resources the agency brings to the table, and the ability to co-activate with other marketing disciplines, Omnicom supports the agency with leading-edge technology and advanced tools and resources that extend to a world that is growing increasingly dependent on artificial intelligence, virtual, and people-driven marketing sciences.

SP PLANNING	UX USER EXPERIENCE	CD CONTENT DEVELOPMENT	USER INTERFACE	SEN SEARCH ENGINE MARKETING
SEO OPTIMIZATION	SIN SOCIAL MEDIA	NS MARKETING SCIENCES	ARTIFICIAL INTELLIGENCE	EMAIL
CRIVI CUSTOMER MARKETING	MOBILE	ECMMERCE	ANALYTICS	\$+ PROMOTIONS

A full suite of digital services that will continue to evolve at the pace of technology.





ACCESS TO OMNICOM POWERED TECHNOLOGY

The digital team at The Zimmerman Agency will provide the GFLCVB team access to leading edge technology and resources. Omnicom continuously powers the agency and our clients by seeking partners and solutions for specific challenges that apply to the hospitality and travel marketing landscape.























































SOCIAL / MEDIA

Social media is not a "check-box" for our destination clients. It is a powerful channel with the ability to carry Greater Fort Lauderdale's message and generate measurable results. We have built a highly disciplined team with systems, technology, and infrastructure to drive results. Algorithms are becoming smarter, so there's no short route to genuine engagement. It's not enough to encourage people to like, comment, or share your post. Today, Omnicom is exploring personalized "inspired content" and soon we will have access to Artificial Intelligence that will help the agency generate personalized content for GFLCVB that will be delivered to potential visitors on an individual basis. We use proprietary Omnicom trendspotting technology and leading-edge listening tools to help formulate strategies and tactics. We generate timely and highly creative content to engage the audience and influence sentiment, while keeping our eye on the bottom line through dashboards that operate 24/7/365 with the ability to update every 15 minutes. It's how we operate at the speed of a highly connected culture.

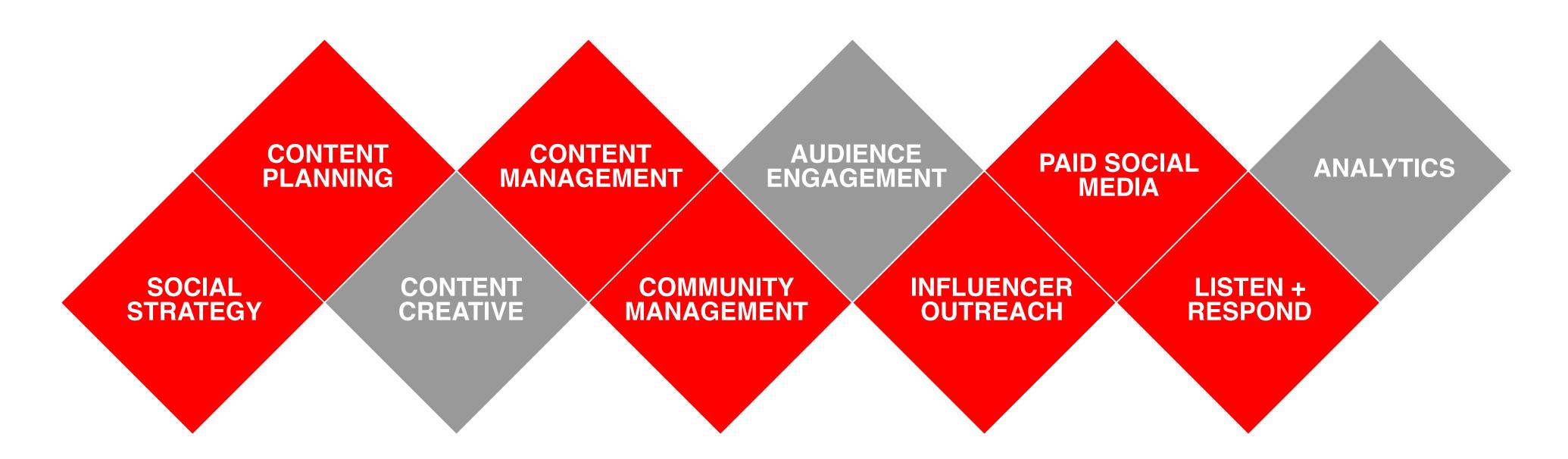






SOCIAL MEDIA IN A HYPER-INTEGRATED ENVIRONMENT

Social media is not a stepchild at The Zimmerman Agency. We've invested and developed a full-service social media component that just so happens to be at its best when collaborating in an integrated digital environment to produce results. Teams operate in "pods" from our Social Media Command Center, where we live-monitor global activity that influences social communities. Teams consist of a digital strategist, content manager, community manager, and analyst, supported by the most powerful listening tools on earth. Through the following capabilities, we provide engagement, influence and, ultimately, conversions that lead to revenue.



An entire social media command center that will continue to evolve at the speed of culture.





SOCIAL MEDIA COMMAND CENTER

The Zimmerman Agency has strategically developed a comprehensive Social Media Command Center supported by advanced technology and integration. The physical structure supports highly collaborative and intuitive social media teams.

— Platform Activation —

The agency monitors, optimizes, and activates all relevant social media channels. From strategy to development, to conversion and measurement, agency teams execute seamless social media engagement.

— Strategy —

Strategy is the cornerstone of effective social media. Digital strategists provide the foundation for all agency efforts, ensuring social media activation is based on key client performance indicators.



Analytics

The agency has developed a robust suite of analytics and reporting tools that includes dashboard reporting 24/7/365.

— Pods

Teams are situated in physical pods to include strategy, community management, content, and analytics for real-time collaboration.

--- Content

Agency creative teams focus on content development, including creative concepts, production, and execution.

Trends/Monitoring — When you visit the Command Center, you w

When you visit the Command Center, you will be impressed by the level of technology there. Teams are surrounded by monitors providing the latest trends with a focus on client driven subject matter.





MEDIA / CONNECTIONS

We believe anything between you and your audiences is media. And, we recognize that individuals—not audiences—consume media differently. We use industry leading technology and our proprietary *Connection Mapping* process to connect messages and individuals to optimize the conversation with and about our clients. We are relentless in our approach to add value for clients. Tough but fair negotiations—and the leverage of \$30 billion of Omnicom media buying clout—leads to expanded reach and exposure for the destination.

Planning and buying media in the hospitality and travel category is different. Certainly, there are similarities to other categories. We use the same tools and technology. We understand and appreciate the value of a programmatic approach, and we negotiate and leverage buys. However, the true difference between our team and others when it comes to a destination account is our ability to leverage our experience in the industry, our understanding of audiences and segments that are important to you and your industry partners, and the relationships in the category that we have built over three decades. If you ask your media reps, we are confident they will tell you we are knowledgable and fair negotiators for our clients and, when it comes to the bottom line, we get more for the media dollar than any other agency or media buying firm in the category.





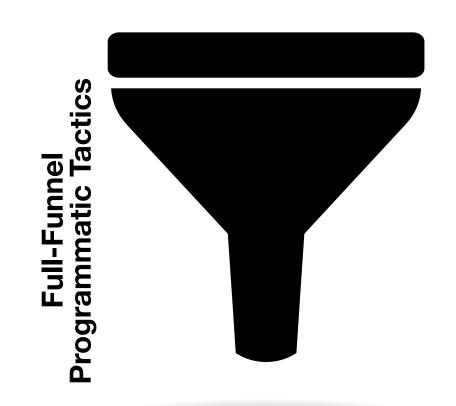


CROSS-CHANNEL MEDIA PLANNING & BUYING

It goes without saying that the media world has changed. And, it's not just new methods and technology leading to programatic planning and buying. As previously stated, as an Omnicom owned agency, we will actively leverage more the \$30 billion of purchasing clout for Greater Fort Lauderdale. This means lower rates, more to invest, greater leverage and more opportunities. We are relentless in our approach to add value for clients. We have developed a tremendous balance of traditional and digital capabilities to keep our clients ahead of their competition. And, we are diligent to remain on the cutting-edge of new and emerging media and planning technology.

Full funnel/cross channel media planning and buying.

Every campaign is custom built to achieve measurable results and desired outcomes.









Proprietary audience audit, pre-roll video/rich media ad units, premium publisher relationships.

Proprietary custom algorithms, event-driven (e.g. weather), audience targeting (demo, behavioral data), contextual targeting

Site visitor retargeting, search query retargeting, CRM-driven display retargeting

REACH TARGET AUDIENCES ACROSS MULTIPLE MEDIA CHANNELS

Tactics can be activated across multiple media channels for unified cross-platform audience targeting.



VIDEO





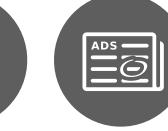






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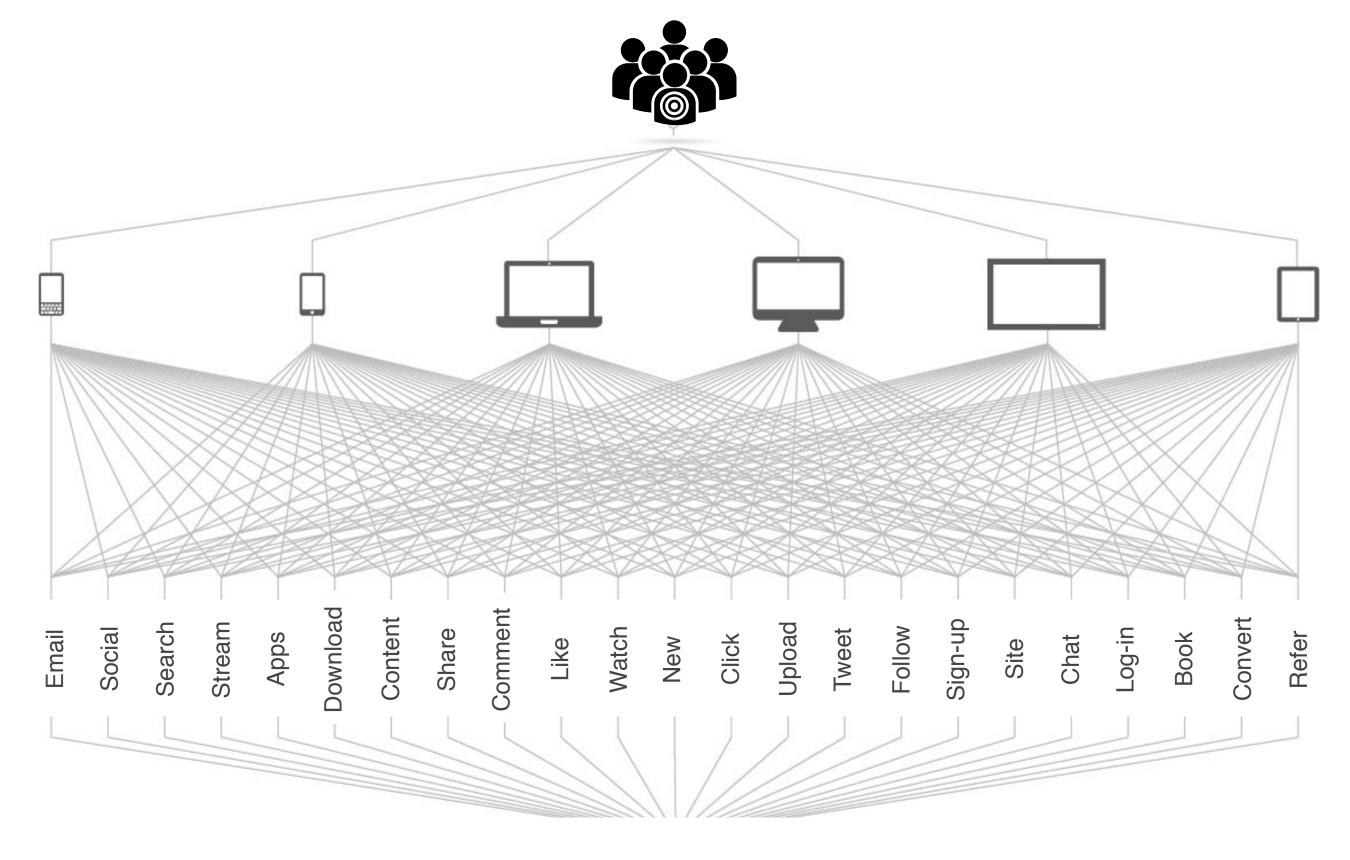
DIGITAL ADDRESSABLE TRADITIONAL





AGENCY WORK FOCUSED ON AUDIENCE TARGETING

Our broad range of media services, and the significant access to technology through Omnicom will allow us to place a heavy emphasis on leveraging data and technology solutions to increase ROI and drive deeper marketing integration into the online and offline consumer journey. Solutions are built client by client, with no preference towards a particular tech partner, so you can be assured that you will receive the best fit for Greater Fort Lauderdale.



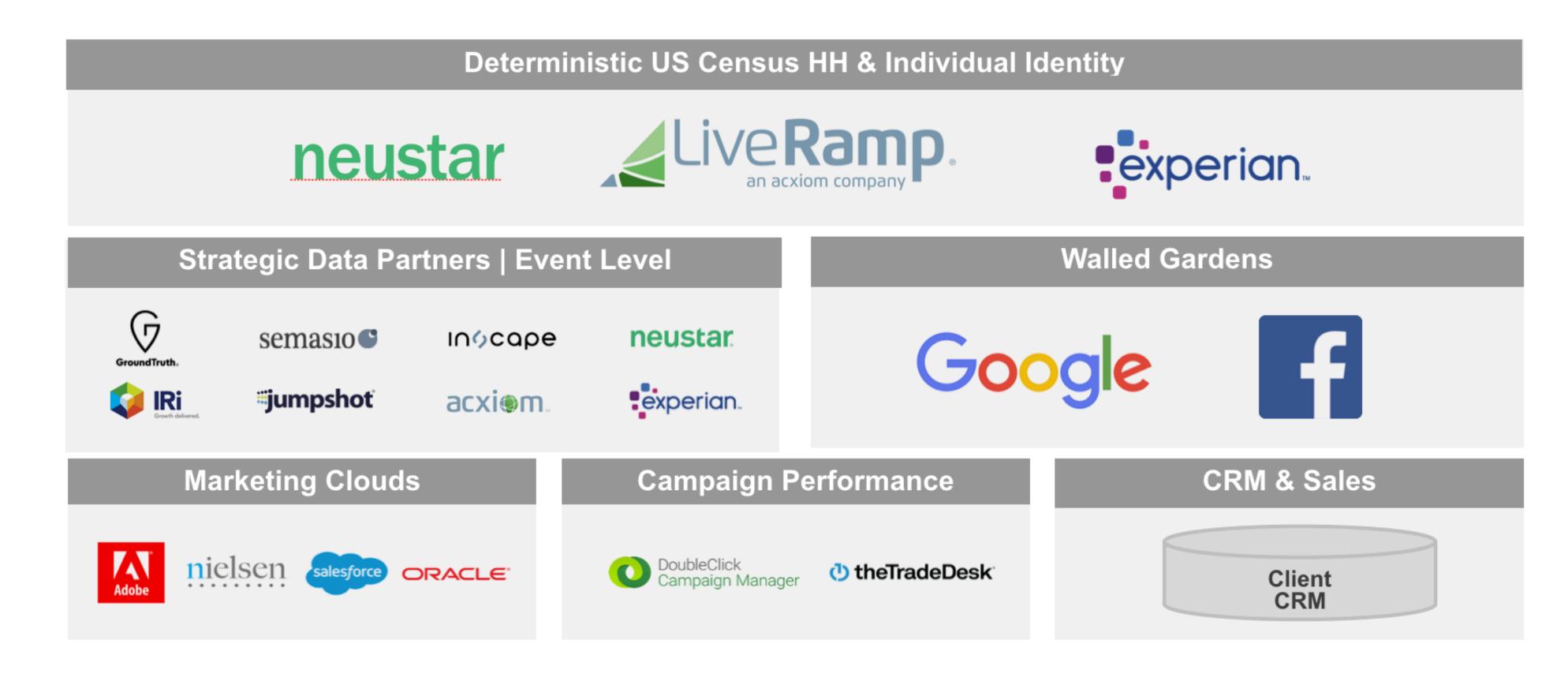






PEOPLE BASED TARGETING THROUGH ADVANCED DATA

The Omnicom Agile Data Platform utilized by the agency is an open data and analytics environment that ingests tens of thousands of data attributes to create a true view of the potential visitor. In the hands of our data scientists, Greater Fort Lauderdale will benefit from the Agile Data Platform, as it is a powerful, advantageous tool to drive real growth.

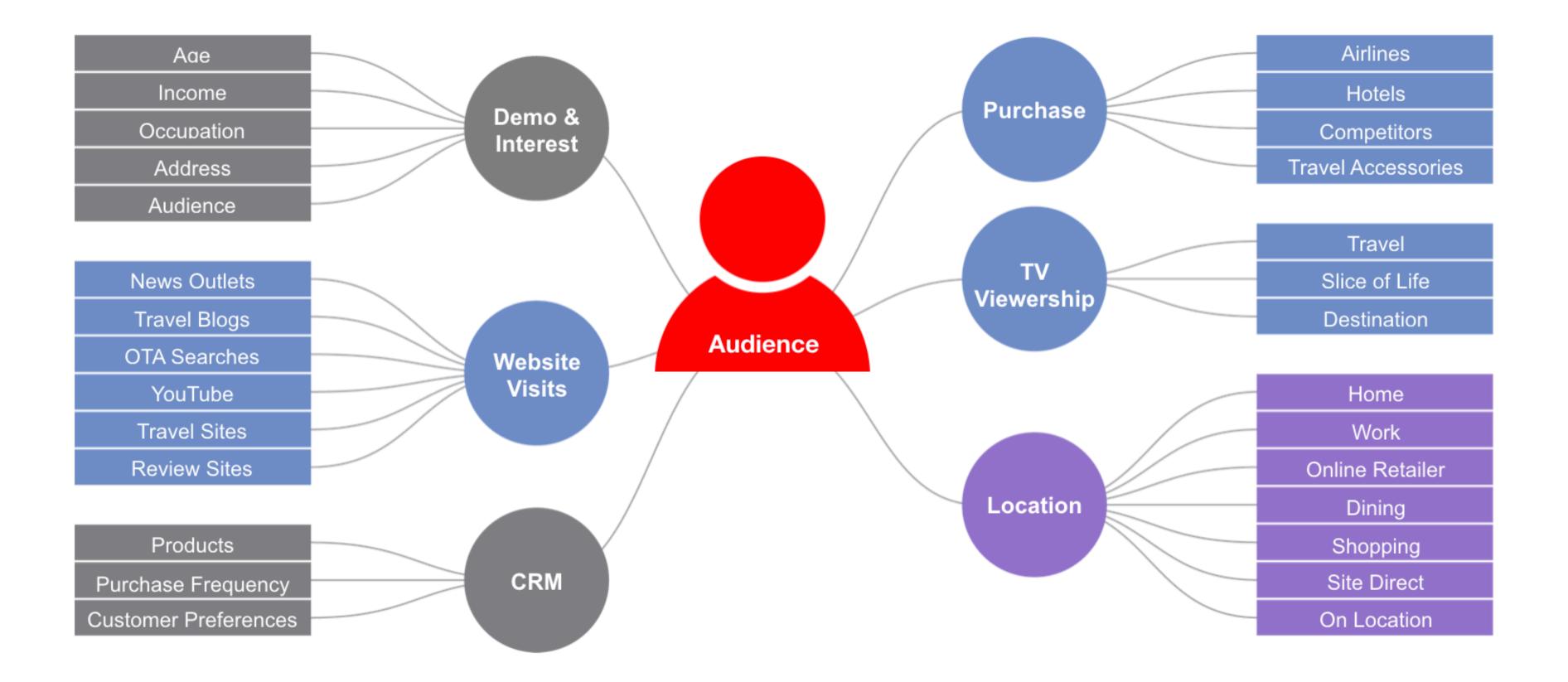






CREATING A MORE SYNERGIZED AUDIENCE

The future of marketing for hospitality will required personalization. For Greater Fort Lauderdale, we will develop marketing tactics that aim to go beyond demographic groups and instead offer customized campaigns targeted at the individual. Algorithms help connect and identity at a personal level by looking to identify, graph, and match people based on attributes. Algorithms will use behavioral data and attributes to determine the target individual's unique personality and decide on the optimal creative to display or product to suggest from a set of possible options.

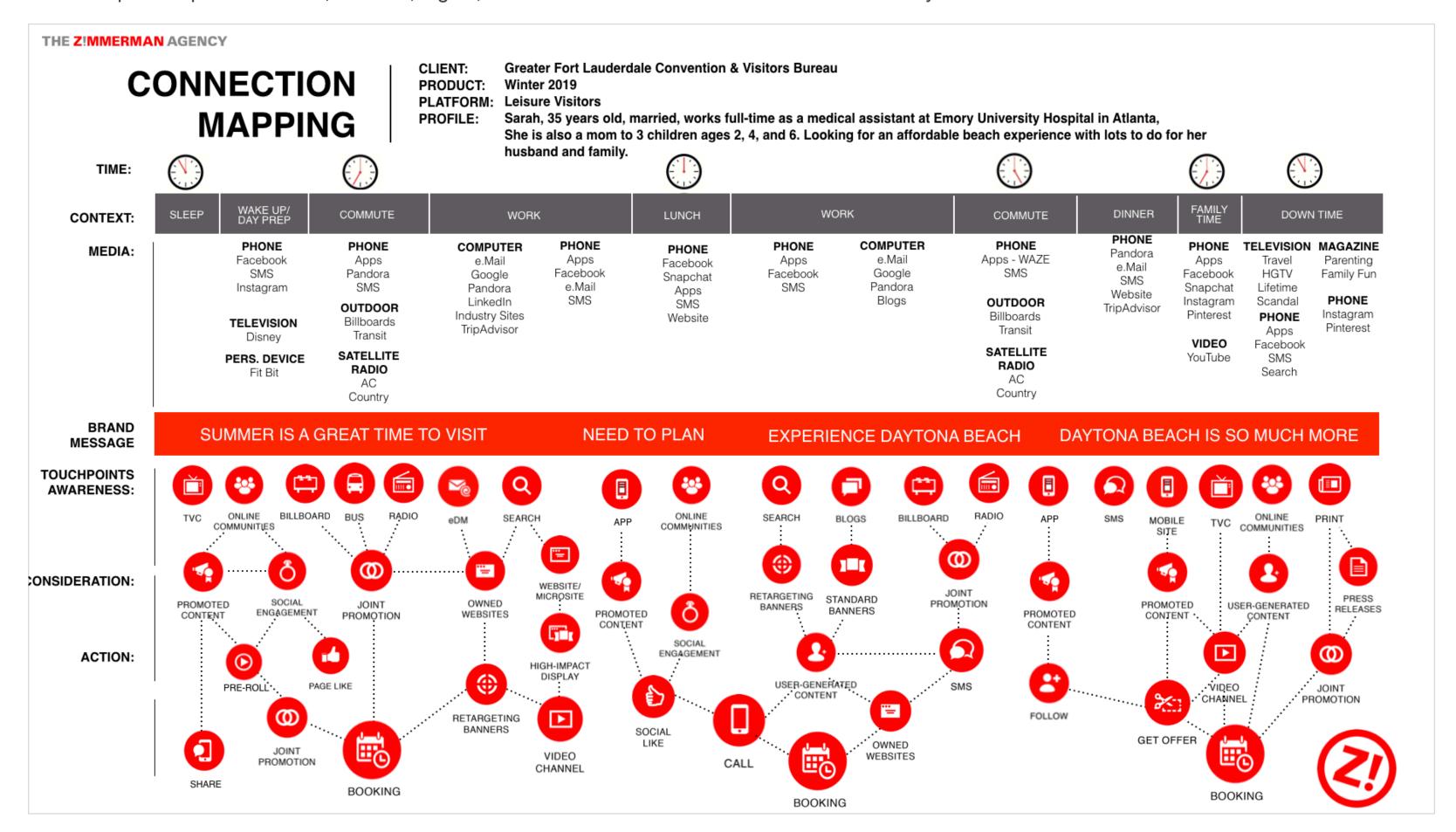






CONNECTION MAPPING

Planning and buying of media to influence an audience to travel takes more than a traditional approach. It begins by understanding that there are up to 300 potential touchpoints in the travel planning process. We have to understand and analyze how the audience actually consumes media, and how that actually differs by day, by departure, and by consumer. It's why we created Connection Mapping. To draw a parallel path for media, creative, digital, and social to understand how to more effectively connect with and influence the audience.







BACKED BY \$30 BILLION IN PURCHASING CLOUT

In addition to the in-house media planning and buying resources of The Zimmerman Agency, the GFLCVB will gain the added \$30 billion in purchasing clout of Omnicom. When we negotiate on your behalf, you will gain unparalleled strength and resources of the world's largest media buying companies. This year, Omnicom will introduce OMNI, the most powerful targeting system available with the ability to utilize artificial intelligence to develop personally inspired content and deliver it with precision to reach your audiences. We currently have three people in training, and Greater Fort Lauderdale may be one of the first clients in the hospitality category to benefit from this incredible new resource.

In 2018, Omnicom media companies placed more than \$30 billion in media in North America.

We will use that leverage and clout to negotiate on your behalf.





VALUE ADDED MEDIA

Clients give The Zimmerman Agency media teams high marks for their ability to negotiate and deliver on value added media. For more than 10 consecutive years, the agency has delivered an average of 31% in value added return on our clients media investment. Value added can be delivered in matching media space, digital equivalency, promotions, co-brand promotions, schedule extensions, and more. The combination of our teams experience in hospitality and travel, the power and clout of Omnicom, and an approach to negotiating that places a value on our partnership with the media consistently delivers for our clients at the bottom line.

The Zimmerman Agency provides an average of 31% in Value Added Media for clients in hospitality and travel.





COOPERATIVE ADVERTISING PROGRAMS

The Zimmerman Agency and our partners at Adept have considerable experience developing and implementing cooperative marketing programs. Adept will take the lead in securing cooperative partners, and ensure effective and efficient implementation and reporting. The agencies will collaborate with the GFLCVB team to gain an understanding of past success, and the programs that may have created obstacles. The teams have experience working on cooperative advertising programs for the following destination accounts.



















WORLD CLASS MEDIA AND TARGETING TECHNOLOGY

In today's media world, technology is an arsenal for a client. Omnicom enables advanced planning through the most advanced planning tools in the world. The GFLCVB team will gain the advantage from industry leading technology, media research and analytics to drive efficiency and effectiveness.



































WORLD CLASS SECONDARY DATA AND INSIGHTS

The Zimmerman Agency utilizes a world-class suite of secondary data resources to enable teams and clients with the latest trends and insights that affect travel and the audience experience.

Below are the tools that we use on a daily basis. Strategy and media teams typically utilize these tools in concert with media and targeting specific technology.



















Broward County Board of
County Commissioners

TECHNICAL EXPERTISE

The depth of the agency's in-house resources allows our teams to be nimble and efficient in multiple platforms and applications. Whether it is a ColdFusion website, a Simpleview CRM, or a complex data application—there is no limit to the solutions we will consider—and our technical capabilities expand across the robust marketing technology landscape.

As an Omnicom agency, we have access to the game-changing technology and resources to allow our clients to grow at the speed of culture. We provide a fully dedicated practice of digital native thinkers that allow us to deliver for our clients, and to their audiences, in the most relevant and timely platforms possible.

Advertising & Promotions	Content & Experience	Social & Relationships	Commerce & Sales	Data
Display & Programmatic Paid Search & Social Ads Native & Content Advertising Mobile Marketing	Interactive Content Email Marketing	Influencer Management Review Management Chatbots Customer Experience CRM Loyalty Programs Referral Programs	Channel & Local Marketing Business Intelligence Affiliate Marketing Ecommerce Management Booking Engine Marketing	Marketing Analytics, Performance & Attribution Modeling Dashboards Data Visualization Tag Management DMP Predictive Modeling
Advertising & Promotions	Content & Experience	Social & Relationships	Commerce & Sales	Data
doubleclick by Google:	User Testing	NETBASE SOCIAL INTELLIGENCE YOU CAN TRUST	ORACLE°	Google Analytics
facebook	WORDPRESS	SnapChat	Google	SpyFu
YouTube	ORACLE" + Bronto	tapinfluence	Adobe Adobe	hotjar
Instagram	evergage	Marketo [®]	TravelClick ™	SimilarWeb
twitter	mediavalet™	bazaarvoice:	AMD.	DOMO
Outbrain	MOZ	simpleview	salesforce	FALCON.IO



APPROACH

Momentum Planning
Brand Development
Analytics
Supporting Group Sales
Creative + Content
Case Studies
Brand Development
Cost Controls
Media Planning / Buying





Momentum Planning

Momentum Planning® is our strategic methodology. It's how we develop insights, actions, ideas, behaviors, and messages to influence audiences and create new growth. It is also how we provide a framework to our creative briefs to ensure the work is on brand and on strategy based on the measurable objectives. There is a universal truth among all clients: growth is an ambition. The desire for arrivals, overnight stays, rate, occupancy, incremental spending, likes, admissions, or brand awareness will be ever present in our work for GFLCVB. Our strategic framework is rooted in Momentum. Momentum is not simply about communications. If we embrace Momentum, it can transform a destination and ignite internal and external audiences to serve as brand disciples in the effort to generate growth for GFLCVB. The agency's strategy director and his team will conduct Momentum Days in multiple locations relevant to your destination to facilitate making inclusion, a valuable part of gaining support from the internal audience. Arriving at the Momentum Idea is actually the starting point. The Ambition will serve as the "north star" to our efforts and the creative campaign will be developed with a clear lens that focuses on the Momentum Idea and our ability to create messages that are relevant to the audience, the opportunity, the demand, and the key business objectives. There are four critical points to the process outlined below.



Truths

The truths that may affect our ability to achieve GFLCVB's business objectives, including, but not limited to, the category, individual partners, the audiences, current channels, and more.



Insights

Insights and analysis to identify opportunities to affect growth. This includes primary and secondary research, trends, competition and observations.



Ambition

Ambition establishes what success looks like when we get there. It's not a mission statement or a metrics related to attendance. It's how we will be perceived by and positioned to our audiences and in the world.



Momentum

A fresh, bold, differentiating idea to propel
Greater Fort Lauderdale toward the Ambition.
This becomes the genesis of creative thinking
and a rallying cry for the organization.

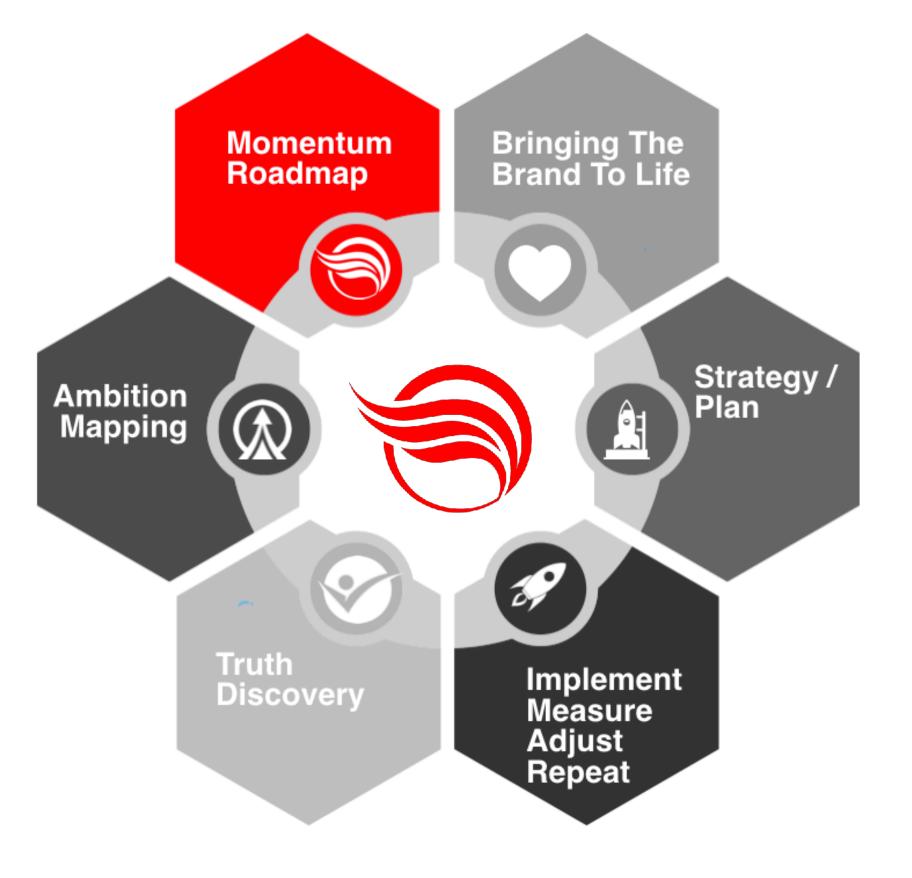


CHOREOGRAPHED PROCESS TO GAIN MOMENTUM

Typically, the creative process begins with a *Momentum* Day(s) to gain input and insight from internal and external constituents. Agency and client teams, and key constituents, will explore and identify the context surrounding the destination brand, the brand platform, audiences, competition, and culture that may affect our ability to achieve business objectives. Ambition Mapping is a tool to provide structure and purpose, and ultimately to understand what "success" will look like for the GFLCVB. The Roadmap incorporates all four components of *Momentum* and establishes the core idea that will serve as the genesis for strategic and creative thinking. Implementation begins with the design phase of the process to establish visual, verbal, and behavioral ways we will "bring the brand to life." The Integrated Plan is prescriptive by nature, and will allow the teams to co-activate traditional, non-traditional, and emerging channels to connect with our audiences.

SIX-STEP PROCESS

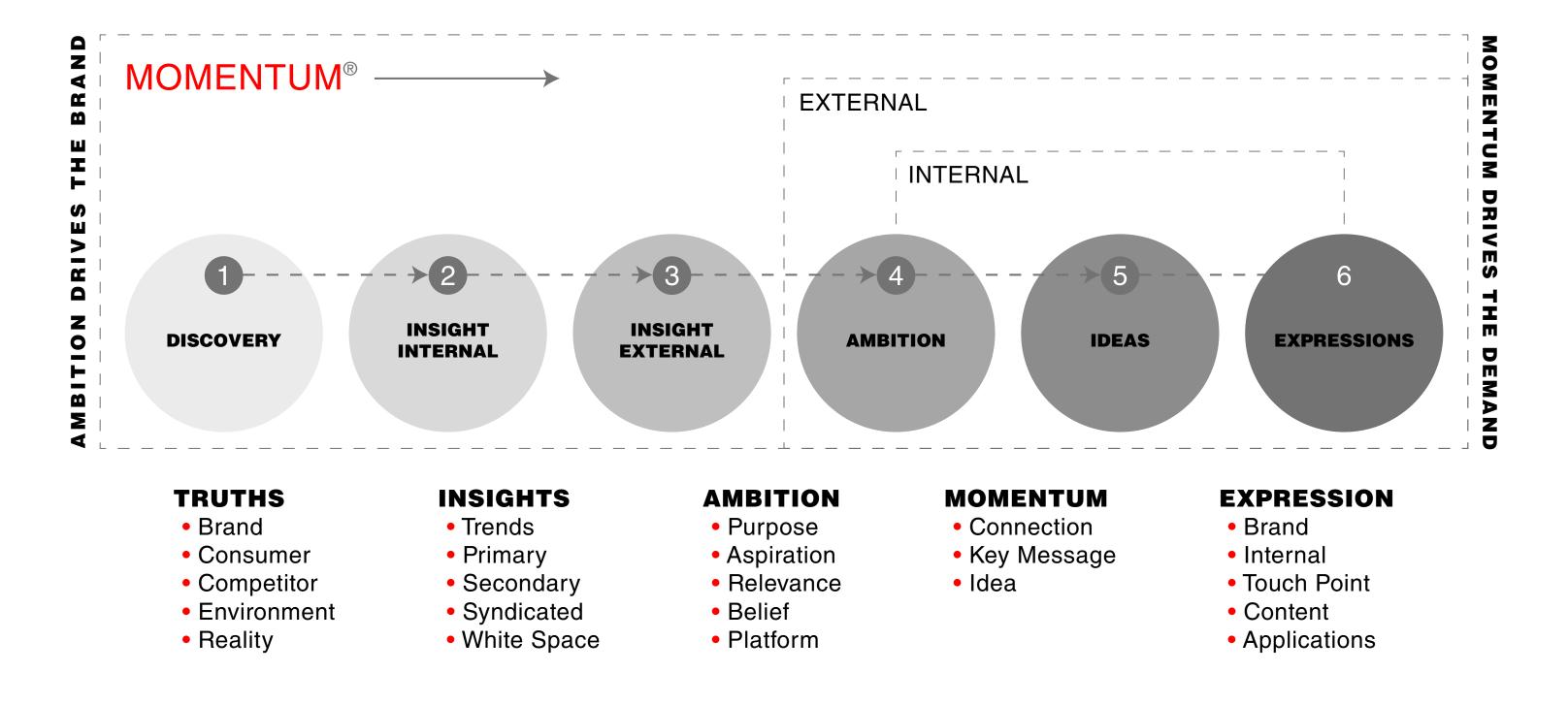
The first four steps in the process are designed to generate a "roadmap" for the brand. The fourth stage focuses on how the brand will come to life—concurrently, the agency will work with you to develop an integrated marketing plan with a prescriptive approach to the most effective way(s) to deliver the message. Ultimately, measurement becomes a constant throughout the process.





AMBITION DRIVES THE BRAND, MOMENTUM DRIVES DEMAND

Momentum Planning is a powerful, meaningful planning methodology that will have significant implications on GFLCVB, and the destination brand, but the impact doesn't end there. We might argue that the Ambition is as important, and potentially more important that the Momentum Idea itself. By definition, Ambition is what success looks like. It's not a mission statement, and it's not a business objective. It is the "north star" for all of our actions on behalf of GFLCVB. It is what drives us forward, and serves as the navigation for strategies and tactics—the brand. At the end of the proverbial day, we understand clearly that there is a bottom line and our actions and initiatives must lead us there. It's why we say that Ambition drives the brand, and Momentum drives the demand. The Momentum Idea becomes the genesis of creative thinking, tactical pursuit, activations, and executions that will inspire internal and external audiences to develop an affinity and demand for the brand.



THE INTERSECTION OF BRAND AND DEMAND

The Zimmerman Agency believes that the big idea still has value, and that creativity still matters. We also believe we have an inherent responsibility to gain attention. However, when most agencies place those responsibilities at the top of the purchase funnel, we have not forgotten the objective is to accelerate growth throughout the funnel. The concept of brand for a destination isn't limited to position and awareness, it is actually built to accelerate growth and therefore has to play a critical role in lower purchase funnel tactics.

The hyper-integrated structure of the agency provides the unique ability to be far more prescriptive in our approach, and much more tactical in the need to deliver measurable results, and that means the brand trigger becomes the connective tissue throughout everything we do.



BRAND IS A PROMISE. DEVELOPMENT BRINGS IT TO LIFE.

Momentum is at the core of everything we do, including brand development. Establishing a vision to create a new platform for growth is the genesis of the brand strategy, which is the ability to calculate the most effective and meaningful way to bring the brand story to life and is truly a reflection of who you are and what you represent from the inside out.

Your brand allows you to shake hands with the audience and deliver your promise to fulfill their needs. Your identity is the element of the brand that may begin with a logo, but should be reflected at every internal and external touch-point. Our process enables brands to gain Momentum and to thrive.



BRAND PLANNING

The process begins with the *Momentum*Planning Day(s) in order to gain an understanding of the brand from the inside, and a projection of what success looks like from the outside. The strategy provides navigation.

Brand strategy is a compass to connect the soul of a brand to the heart of an audience.



BRAND DEVELOPMENT

Design is only one way to craft the appropriate method to reflect the brand. Establishing beliefs and behaviors is the key to a brand that connects and stands out in the mind of your audience.

Great brand design is not created. It is merely a reflection of what a great brand stands for.

BRAND EXECUTION

The ability to implement the brand at all connection points requires immense discipline, and the experience to foresee how, when, and where the brand will reach internal and external audiences.

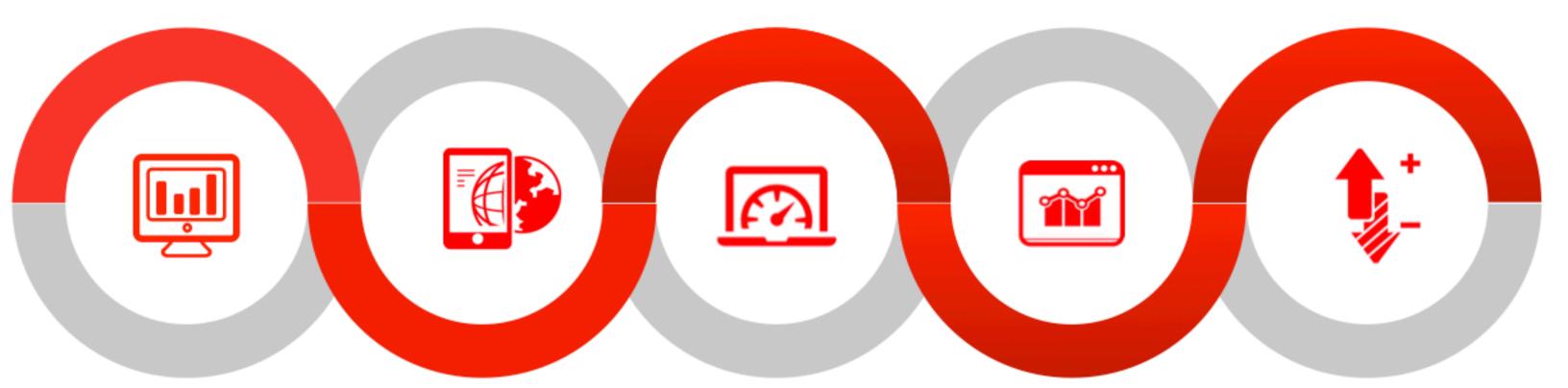
A successful brand is based on the consistent ability to tell a great story and live up to its promise.



ANALYTICS AND REPORTING

Analytics and reporting is critical to maintaining the pulse of marketing and communications for Greater Fort Lauderdale. By insisting on timely reporting, your team can make adjustments that will greatly influence the outcome of marketing. Due to the prevalence of digital channel outreach to planners and decision makers that will influence meeting and incentive business, the ability to look at results in "near real time" will allow for timely adjustments that can make the difference between a highly successful campaign, and a campaign that simply meets basic objectives. The agency develops Bright Red Insights to provide a formal reporting dashboard that provides an aggregate view of all key reporting. The dashboards are available on a password protected basis 24/7/365 and are updated every 15 minutes.





Digital/Website

Digital performance related to visitors, messaging, and comp set.

Social Media

Overall performance of social media including; engagement, sentiment and promotional performance.

Response

All channels related to the response to online and offline advertising.

Public Relations

Analysis of publicity, promotions and events and the associated ROI.

Performance

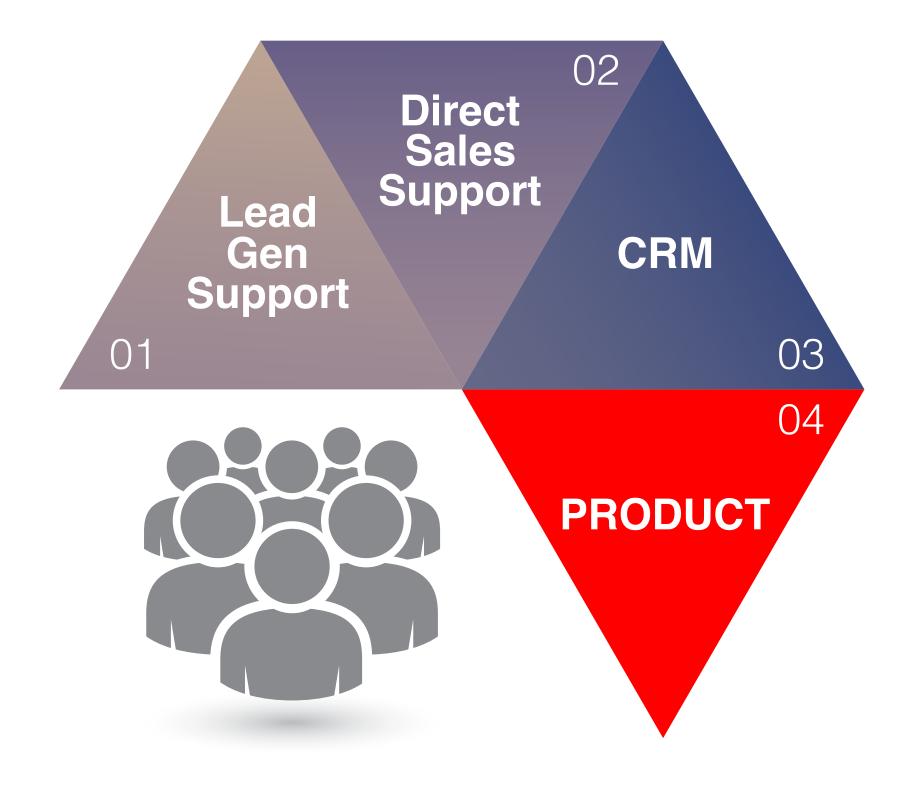
Period-by-period comparisons of results by category.





APPROACH TO GROUP SALES SUPPORT

In addition to the work we do for Destination Marketing Organizations, we have an amazing amount of experience working with hotels and resorts that rely on group business for a significant amount of the business mix. Too often the client doesn't include their agency in the sales process, let alone give them the ability to support them throughout the funnel. We believe great sales takes place at the intersection of brand and demand. For Greater Fort Lauderdale, the convention center is certainly the focus of opportunity, but in reality the backdrop of incredible properties with meeting space position the destination to have everything medium to large group meeting planners seek.



In the effort to go as we seek strat

LEAD GENERATING SUPPORT

In the effort to generated leads, the agency can be a collaborator as we seek strategies to better position the destination and convention center to groups who seek what we have to offer. Email marketing, group promotions, landing pages, collateral, and more create a role for the agency.

02

DIRECT SALES SUPPORT

As we learn more about your sales team, structure, and approach, the agency should be a strong ally in the effort to attract, pitch. and close business. That includes creative pitch concepts, direct mail, email, presentations, and the development of content that is relevant to the group.

03

CRM SUPPORT

CRM is obviously a critical component of direct sales for group business. And, while the focus on backend is the foundation of a successful CRM, the agency provides support in execution and implementation of creative and timely components of the program.

04

PRODUCT POSITIONING

Finally, the agency should play a significant role in the effort to position the destination for the types of groups you seek. Highlighting space, shopping, golf, attractions, dining options, the beach, transportation and more should be the cornerstone to grabbing a larger share of the group market.





COST CONTROLS

The Zimmerman Agency had developed systems and control variables to ensure strict adherence to budget. Any assignment that requires an expenditure on behalf of the GFLCVB is entered into an internal system. The system ensures that any time, estimate, estimate approval, media expenditure of media request approval and creative assignment is linked directly to the assignment control, and purchase order. Any expenditure on behalf of the GFLCVB must have written approval. The agency maintains a working spreadsheet of the budget and each month will report on projected expenditures and actual expenditures and any required adjustments.

2 **GFLCVB** 3

The process begins with the budget and the plan. That becomes the navigation for any recommendations that require spending including, but not limited to, creative, production, media, merchandising, travel -elated expenses, event-related expenses, and cost of shipping. At the outset of any project (expense related, or otherwise), the assignment is initiated into the agency's back-end management system. Any expense related item will require a purchase order. Any expense related item will require an estimate and written approval.

Agency media and production teams are responsible for developing estimates based on the best negotiated price, and the required level of production quality for the particular assignment. Production requires three bids. The agency will provide the client with a line-item estimate of any expense-related item. Because we will be working on a flat fee, with no mark-up, the estimate will be specific to hard costs. Prior to moving forward, the agency MUST receive written approval for the estimate. For media, the agency will provide the client with a Media Request Approval Form, which will serve as the clients written approval prior to purchase.

The agency has a director of operations that works with production, media, and accounting to ensure purchase orders, job numbers, and estimates have been provided and approved on every assignment. For production estimates, the agency will include a 10% contingency on the estimate for any instance were reasonable overage arises, i.e., requests for increase quantities, required retouching on photography, weather related issues, etc. Should the production team anticipate there will be an overage due to a client request or otherwise, the agency will produce a revised estimate to ensure proper controls are in place.

Cost and quality control for production are the responsibility of the production manager. The agency will assign a production manager to the assignment that will work with the vendor on estimating, cost control, and the relevant measure of quality control for the assignment. It would not be uncommon for a production manager to require a vendor to revise or reprint production to ensure the final product matches the clients expectation.

Production, media, and operations each have an audit function to ensure the final billing has met the estimate, or the media expense and projection of performance. As an Omnicom owned agency, The Zimmerman Agency is also audited to ensure strict adherence to budget, estimate, and cost control.





SAMPLE TIMELINE

The RFP requests that we include a sample timeline that is representative of the process / work program to fulfill the marketing mission of the GFLCVB during the next five years. While the timeline below is representative, the reality is that together we will determine the path forward based on the business objectives, past experience, needs of your local industry partners and what could effectively result in the greatest return on your marketing investment the GFLCVB has ever realized.

- Agency ignition
- Brand Immersion
- Digital Audit
- Social Media Audit
- Momentum® Planning Sessions
- GFLCVB
- Partners
- Consumers
- Groups

- Cooperative Media Execution
- Communications Plan Development
- Media Plan Development
- Creative Brief Development
- Creative Brief Approval
- Creative Development Begins

- Cooperative Media Execution
- Creative Approved
- Creative Estimating
- Production
- Establish Measurement Criteria
- Analytics Dashboard Launch

- Analytics and Reporting
- Media Plan optimization
- Ongoing Media

- 20/21 Communications Planning
- 20/21 Media Planning
- Ongoing Media
- Analytics and Reporting
- Creative Development
- Creative Approved
- Creative Estimating
- Ongoing Media
- Analytics and Reporting

• Present 20/21

Plan Approved

- Production Begins for Communications Plan
 - Ongoing Media

20/21

Analytics and Reporting

- Momentum Planning
- Competitive Analysis
- Perceptual Mapping
- Brand Architecture
- Brand Positioning
- Cooperative Media

- Momentum Plan approval
- Execution

- Cooperative Media Execution
 - Communications Plan Approval
 - Creative Development
 - Creative Presented
 - Creative Revisions
 - Copytesting (As Needed)

- Campaign Launch
- Ongoing Media
- Analytics and Reporting
- 20/21 Planning Worksession
- Media Audit Update
- Ongoing Media
- Analytics and Reporting
- 20/21 Media Plan Approved Develop 20/21 Creative

20/21 Communications

- Brief
- Creative Brief Approved
- Creative Development Begins
- Ongoing Media
- Analytics and Reporting





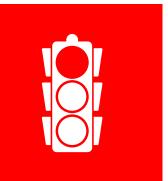


In this document, we've provided a glimpse into how we think, how we plan, and how we will execute for Greater Fort Lauderdale. It's fair to say that beyond the results we produce, most potential clients want to know how we create. On the following pages, we provide a portfolio of work across all channels. The best work we've ever done, we are doing right now!



Gaining Momentum

On prior pages, you've learned about Momentum. It's our planning methodology, but it also serves up the genesis to our creative thinking. We don't wait for the strategy team—we work with the strategy team to ensure a platform that enables, inspires, and informs great creative.



Gaining Stopping Power

It's a little bit of a conundrum. We use Momentum to help us create stopping power. Without it, we're wasting money, and time, and effort. We will push our teams and our clients to create work that makes the audience pause and pay attention, and continue a path to purchase; but, we have to stop them first!



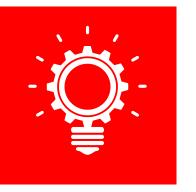
Great Creative Is A Great Strategy

Great creative and a great strategy are not mutually exclusive. When they are aligned, you still need an agency that is willing and able to find the critical balance between getting the audience to pay attention to your brand in a sea of competition for a share of the wallet of your audiences.



The Bottom-Line Is The Bottom-Line

Unlike some agencies, we don't believe retail is a dirty word. In fact, we embrace it. We are challenged, and we will challenge you to find a place at the intersection of the brand trigger and the demand trigger where great creative can live and thrive. When that happens the sales funnel will turn upside down, and the result will be increased demand, and a better, more effective role for the brand.

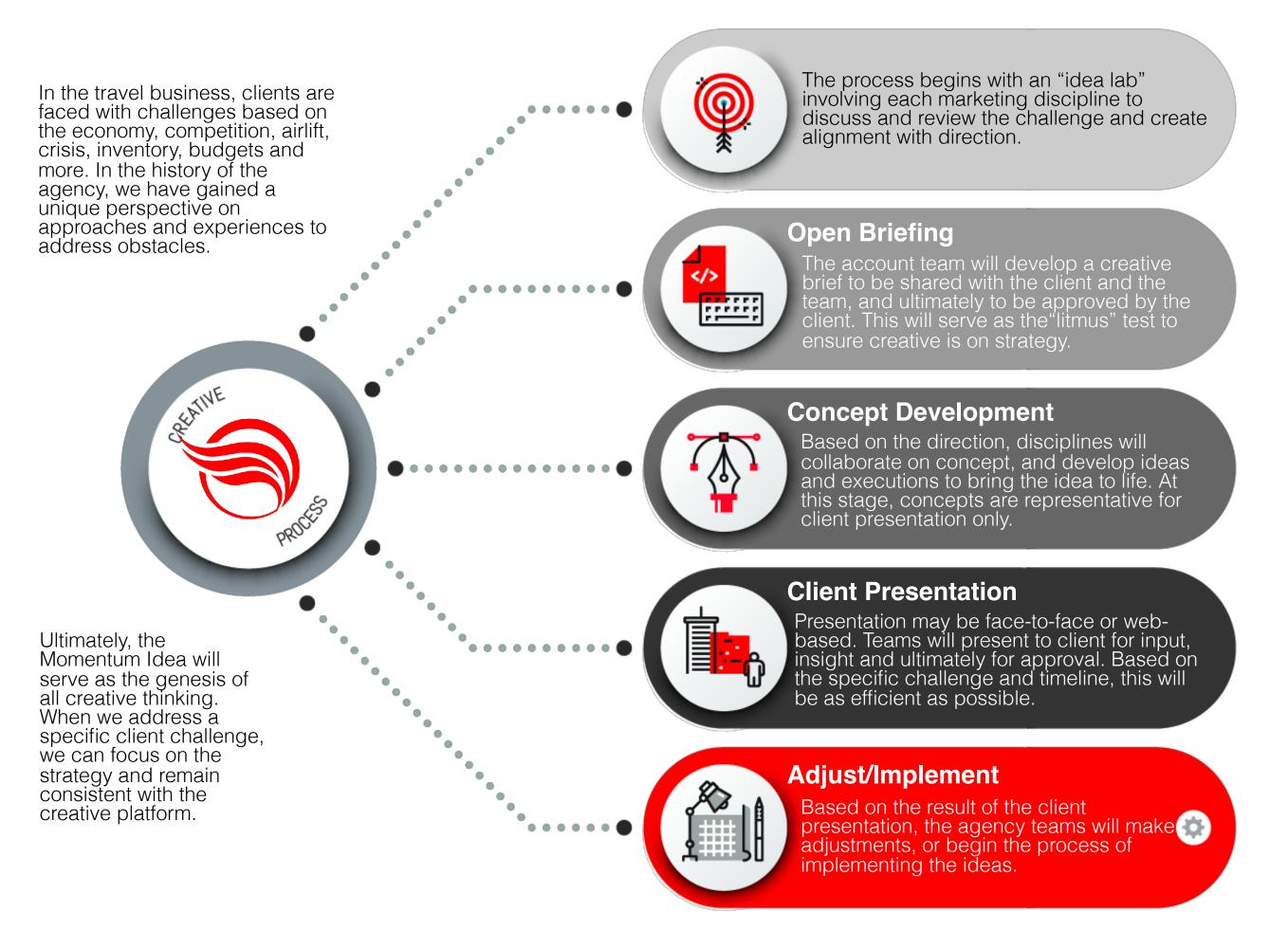


It's a Content Driven World

At this risk of stating the obvious, we all understand that for cross-channel integration to work, we have to think idea first, and content and channels second. We believe it so much we have hired our first Content Director. For our clients, Eric and his teams will become agents of change for the agency and the way we create on your behalf.

HOW THE CREATIVE PROCESS WORKS

It's the nature of our business to approach client challenges with creative solutions. It is in our DNA to be nimble, and the benefit of having a Momentum Idea is that it will serve as the genesis of thinking, allowing us to focus on the strategy to approach the specific challenge.



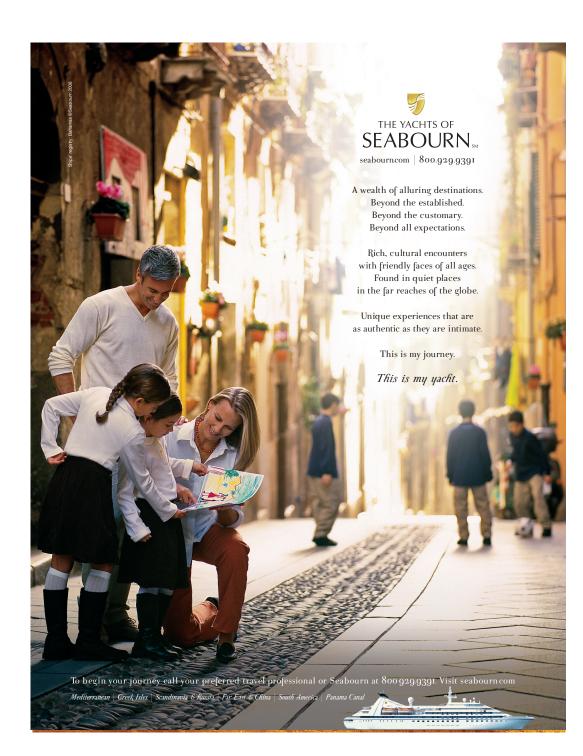
We are a process-driven agency, but we understand that process doesn't always fit when challenges occur. It's in the agency's DNA to be nimble and address challenges at a strategic level in a timely manner to allow creative teams to focus on solutions. Operating in a hyperintegrated environment also means that teams will collaborate on solutions providing the client with options.

On this page we've outlined a the process to address client creative needs. However, often times challenges don't provide time—we understand and have the depth of resources to help the GFLCVB at a moments notice.

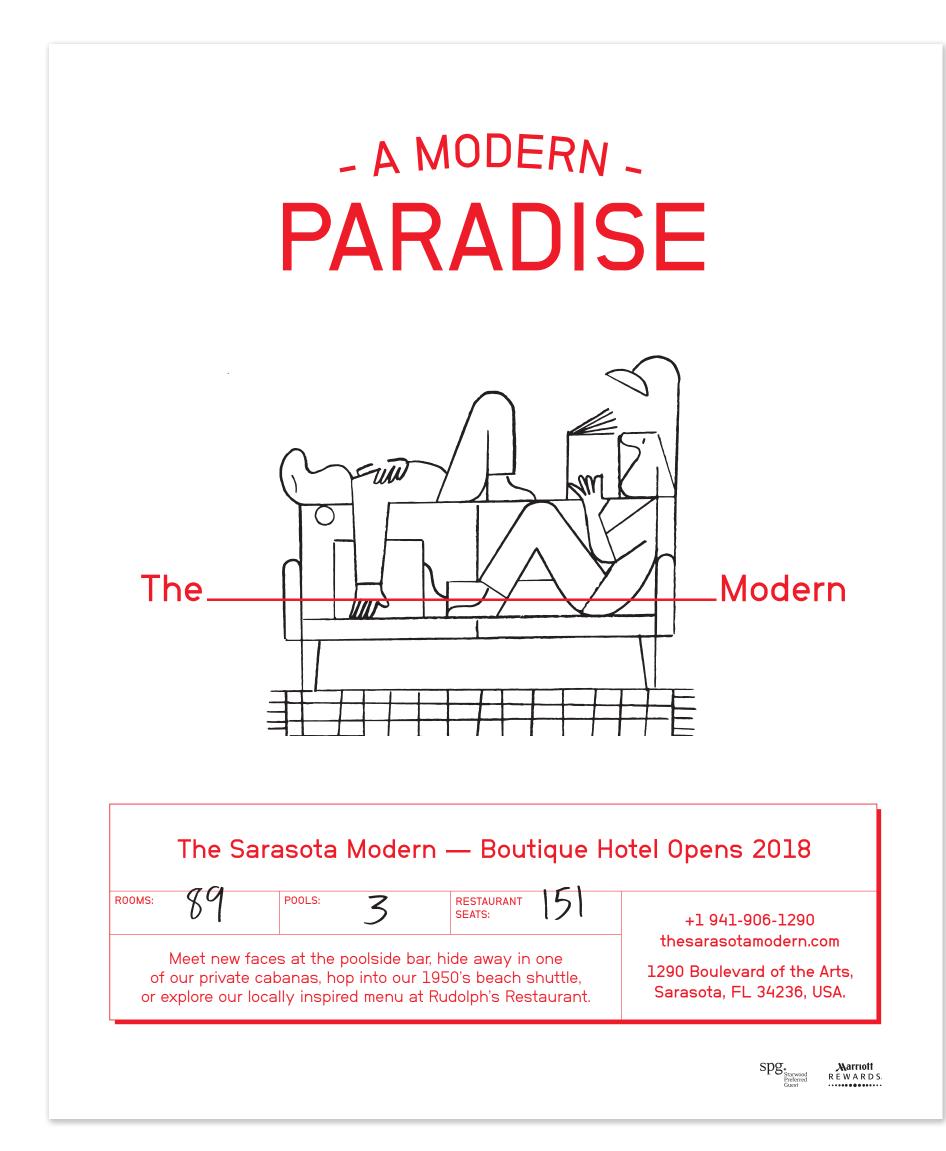


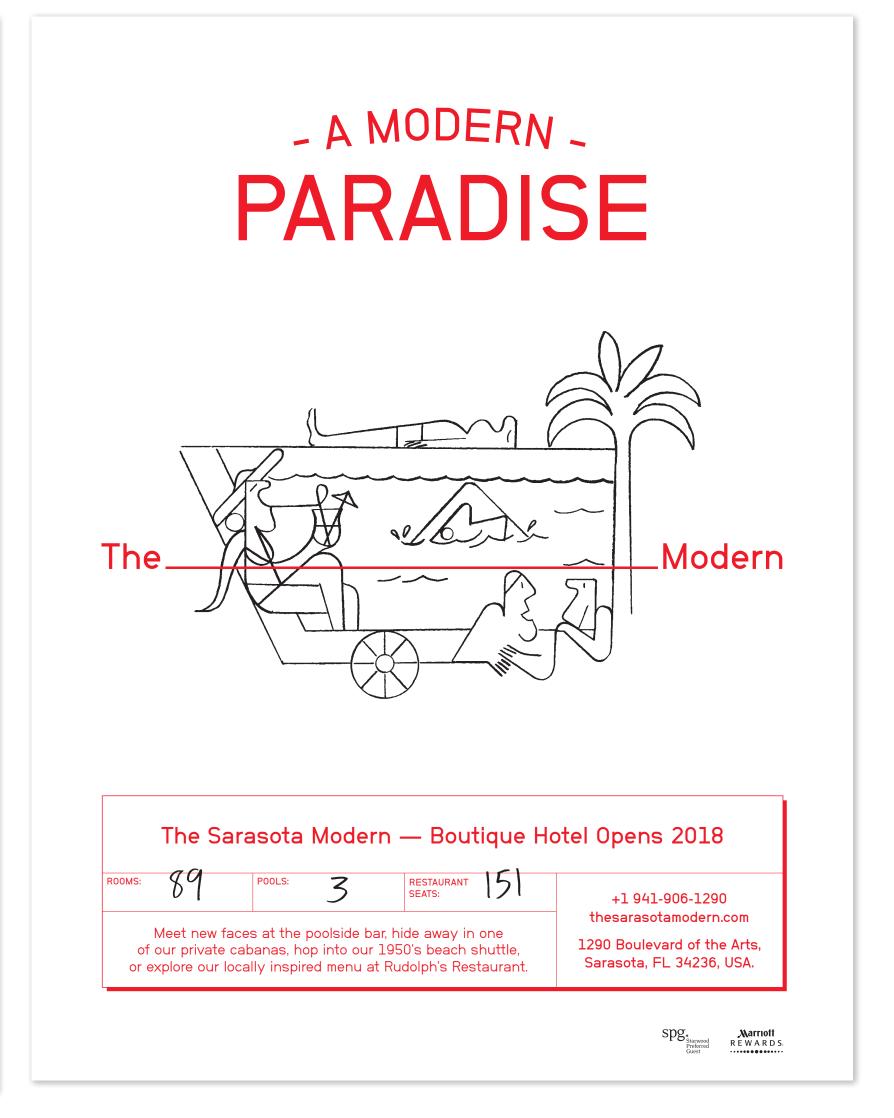
PRINT

Print. Just when you think the entire world has shifted to digital, a print opportunity shows up and you can't ignore it. Although 92.1% of people that shop for a travel related experience search online, it's interesting to discover than almost 80% of women say they have been influenced by a print ad when considering where or what to do on their next vacation. Any way you look at it, print is part of a cross-channel universe, and we just happen to still do print incredibly well. We also understand that print often provides a great launching pad to repurpose assets and content that may apply to social, email, and other channels. There are additional examples of print work created by The Zimmerman Agency on the following pages.





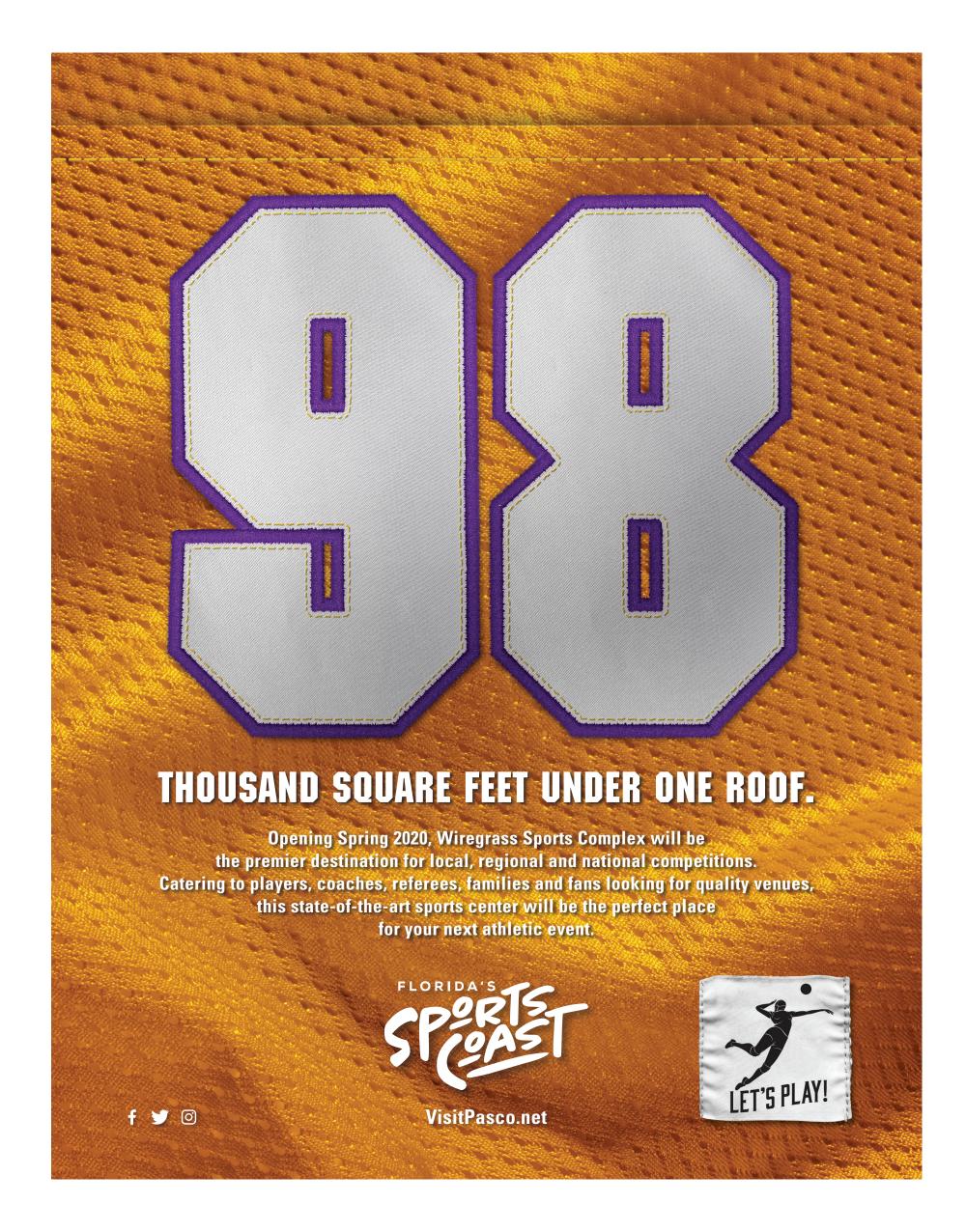




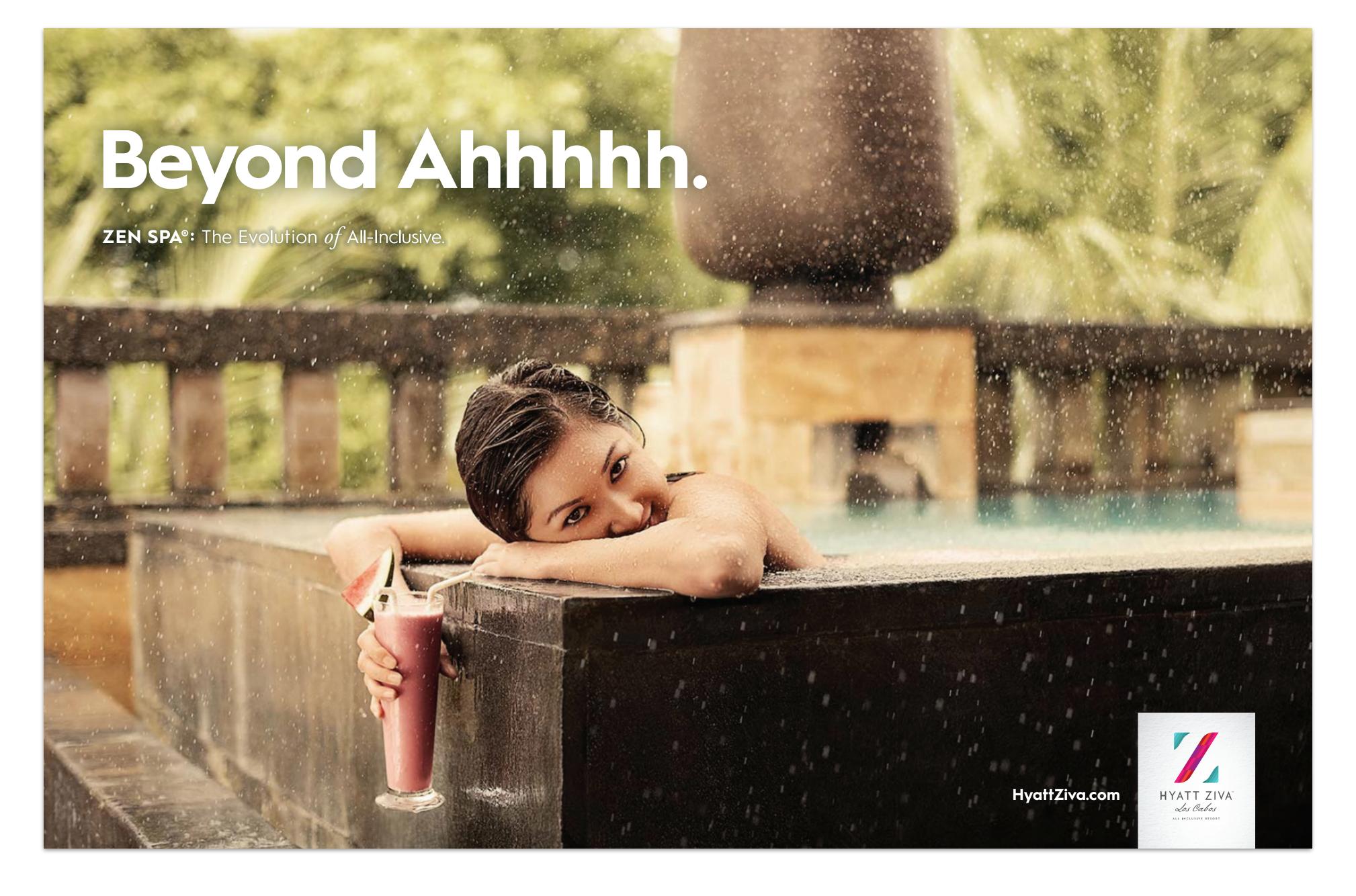
GEN2116476P1











GEN2116476P1





It's much more thrilling to have a falcon on your arm.



True luxury doesn't always come in a box, but rather in unique experiences that remain with you for a lifetime. Like the ones you'll encounter only at the Equinox. You'll return with memories to treasure. Whether it's falconry, off-road driving, golf, skiing or fly fishing, one thing is for sure. Visit equinoxresort.com or call 800.123.4567.

MEMORIES ARE THE MOST PRECIOUS POSSESSIONS



Not the kind of bag that belongs on our golf course.



Like the ones you II encounter only at the Equinox. Whether it's golf, off-road driving, falconry or fly-fishing, one thing is for sure, you'll return with memories to treasure. **Visit equinoxresort.com or call 866.201.5293.**





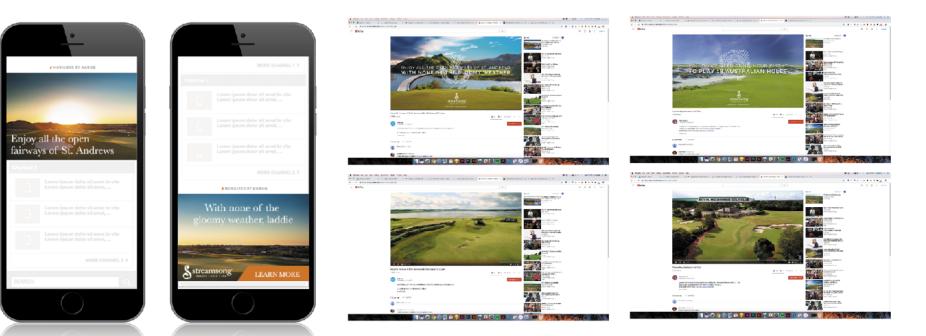




DIGITAL

We recently completed the website representing the Cayman Islands that was recognized by HMSAI as the best new destination website in the world. We've launched personalized emails for Urban Plates, and we are developing AI generated inspired content for Domino Sugar, and our clients have rediscovered the effectiveness of smart, creative email. As 5G technology arrives, we are prepared for the alarming shift to mobile first, and potentially mobile only. There are additional examples of digital work created by The Zimmerman Agency on the following pages.

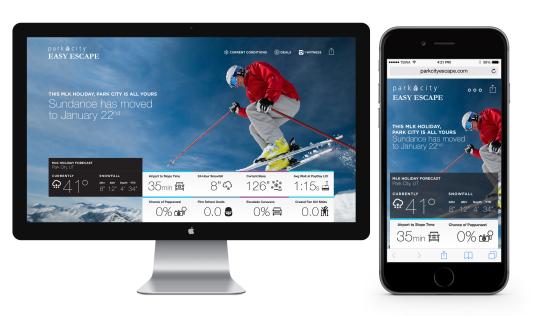




Marketing Digital Ecosystem



Animated Banner Ads



Promotional Landing Page

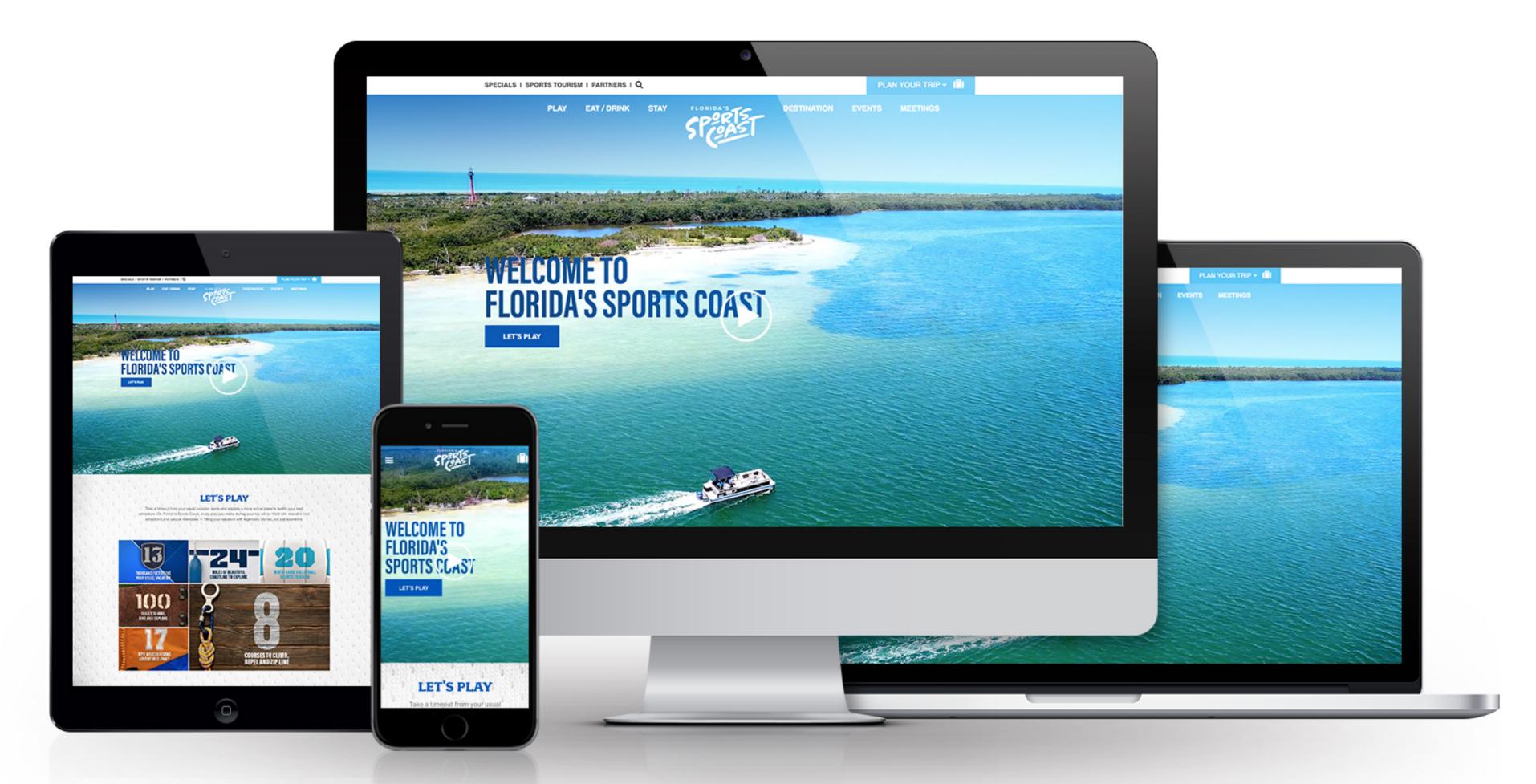




Urban Plates E.mail



Pilot Pen Enso Website

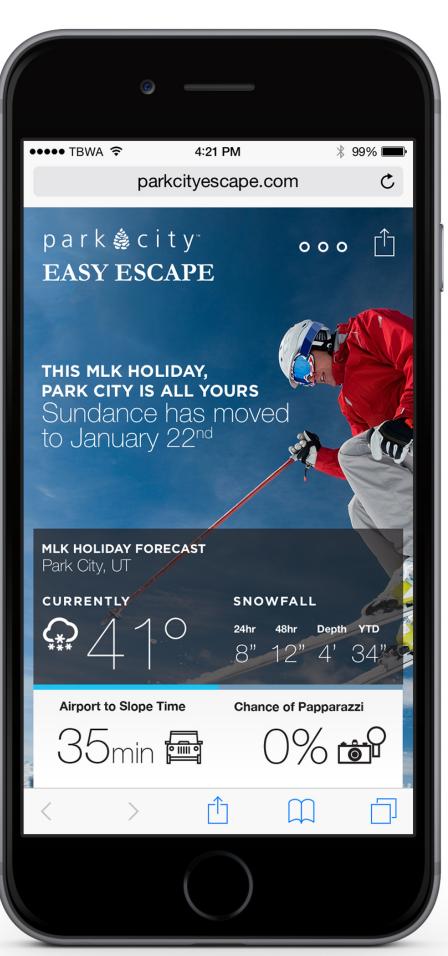


Florida's Sports Coast Site

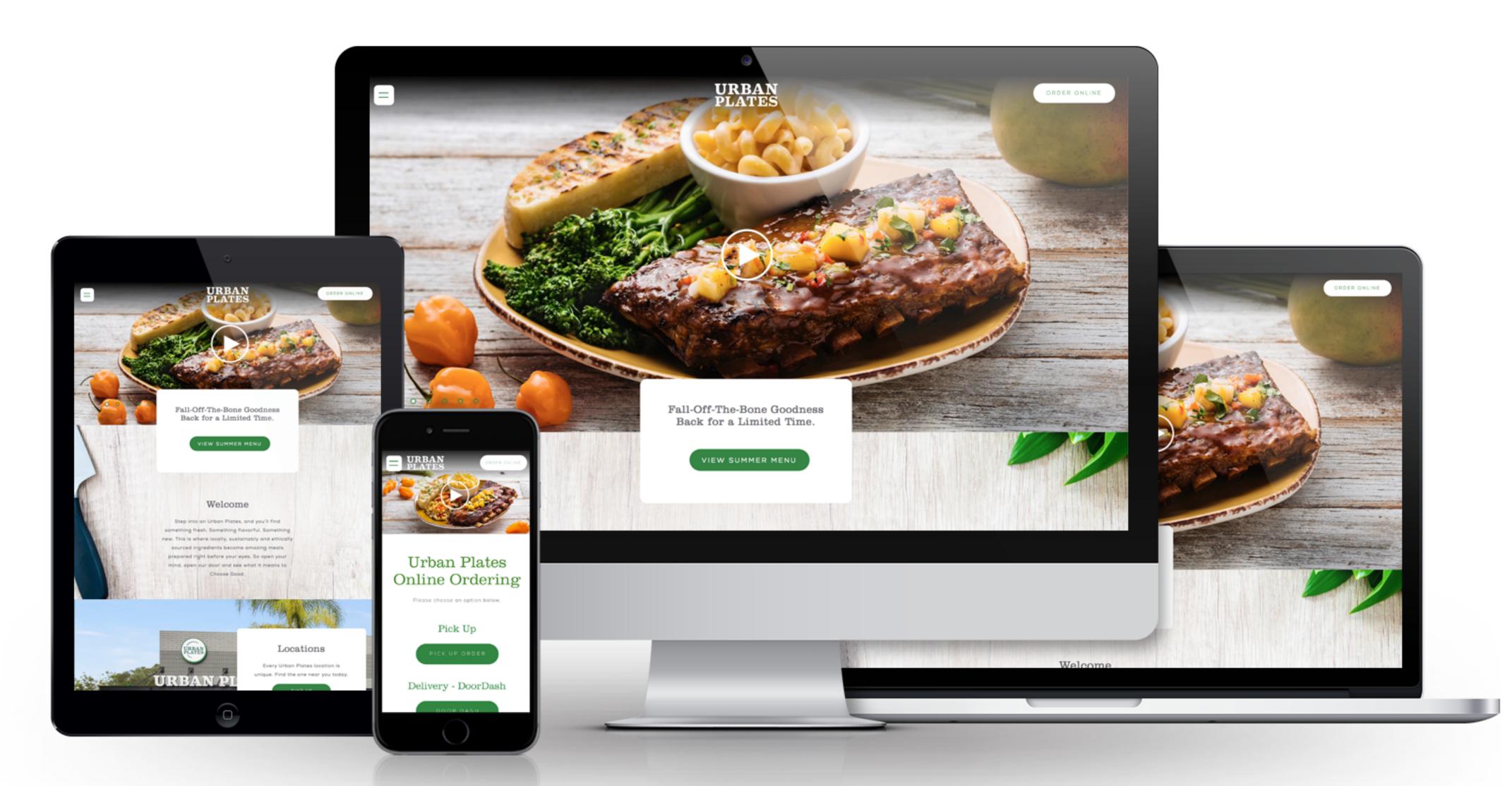


Visit Virginia Beach Microsite





Visit Park City Promotion Site

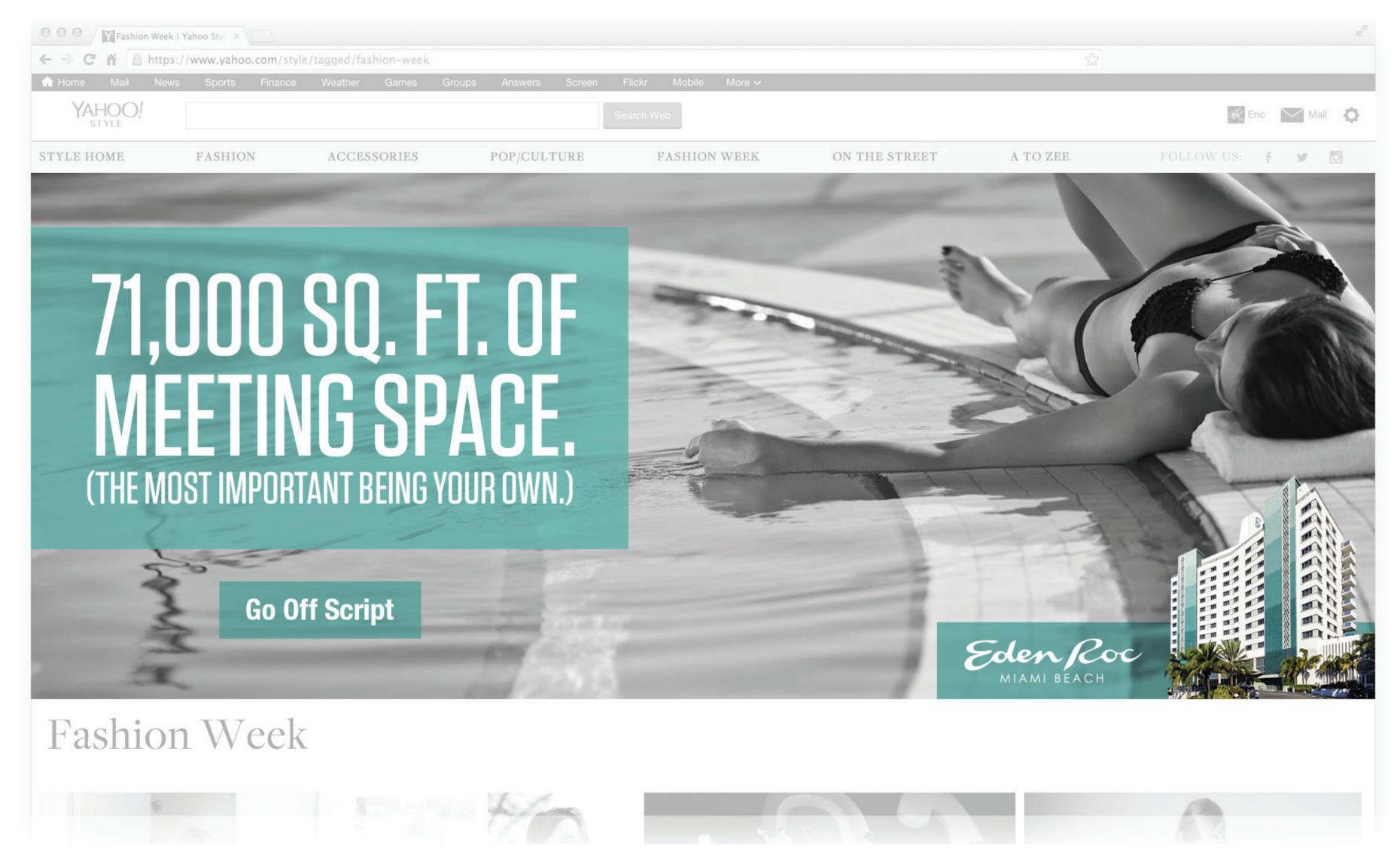


Urban Plates Website

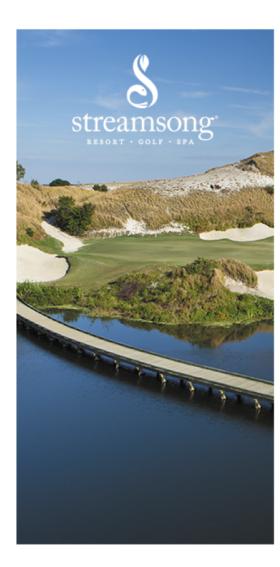


Bojangle's Website

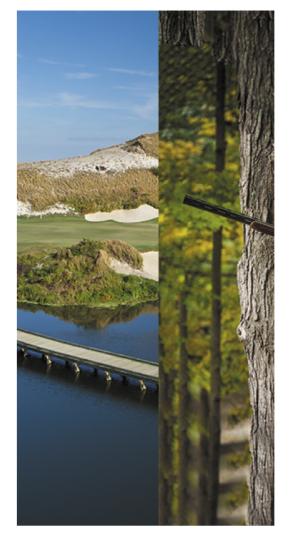
3/21/2019



Eden Roc Takeover













Streamsong Banner Ads

VVB-0033

GO BEACHLESS: OUTDOORS - Banner Ad 300x250



VIRGINIA BEACH PUBLIC NOTICE







Open with Virginia Beach logo.

Headline 1 appears.

Icons and headline 2 appear.

Photo appears.

Photo appears.



BE DARING

EXPLORE OUR OUTDOOR ADVENTURES

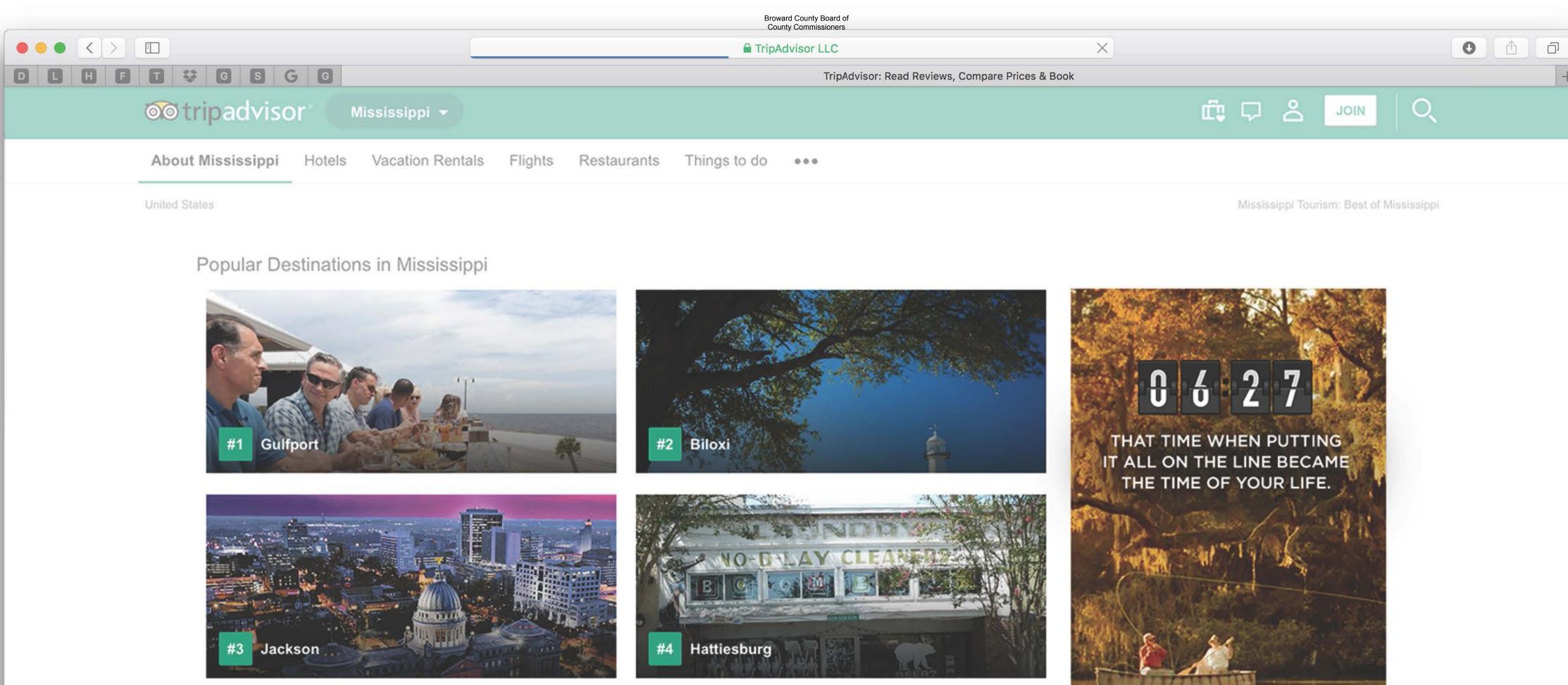


Photo appears.

Headline 3 appears.

Final headline appears.

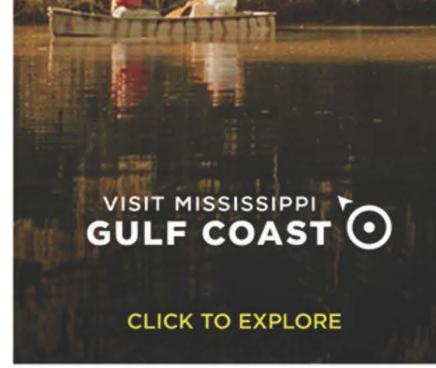
Button appears.



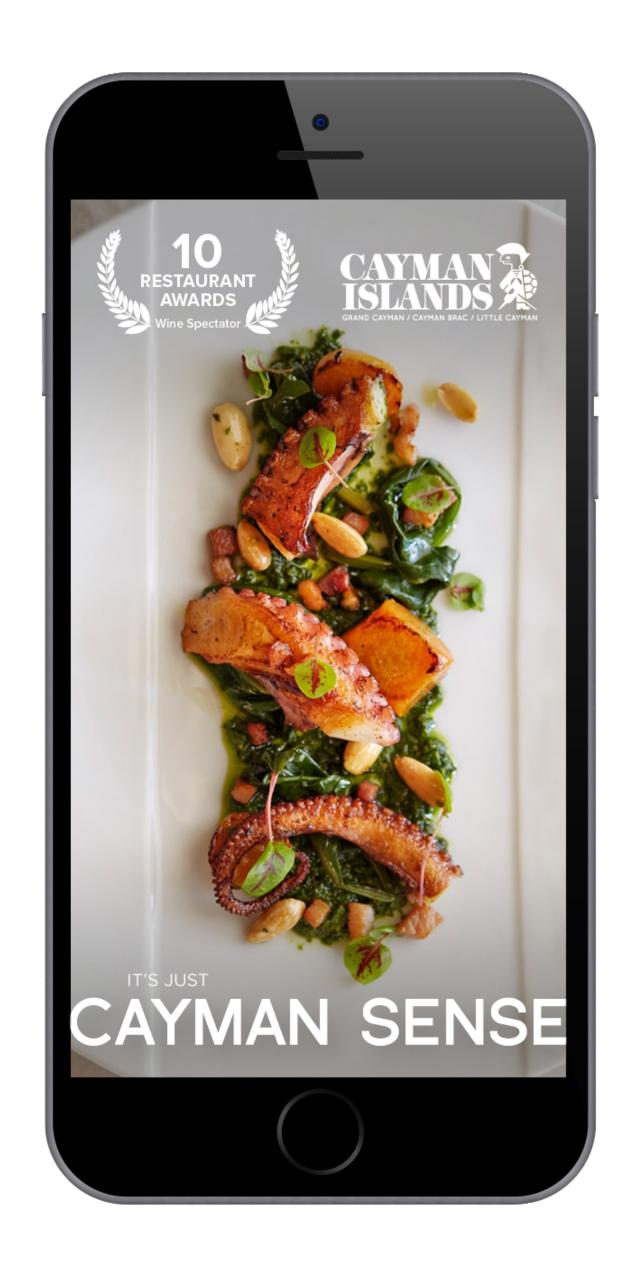




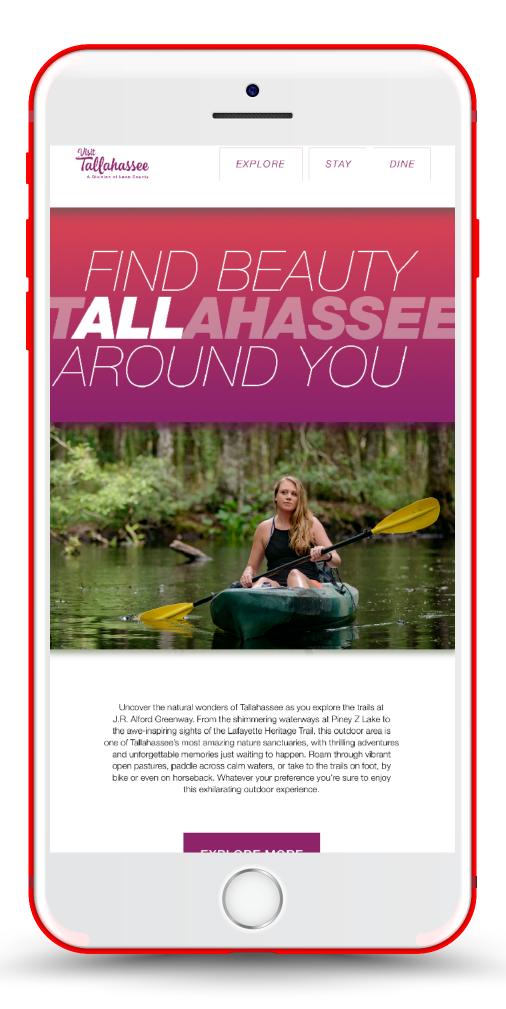
BidSync



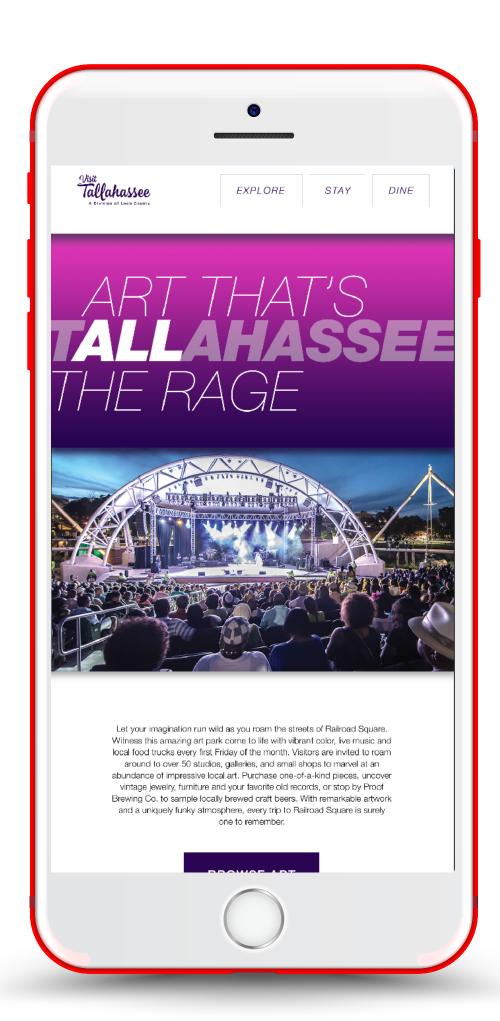
See more popular destinations in Mississippi 🗸



Cayman Islands e.mail



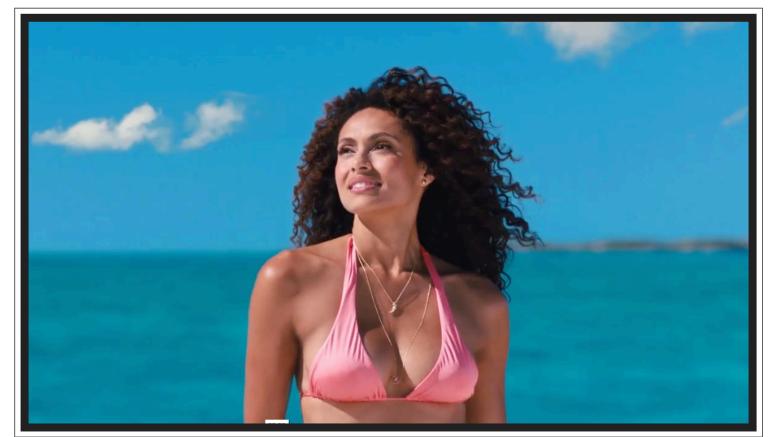




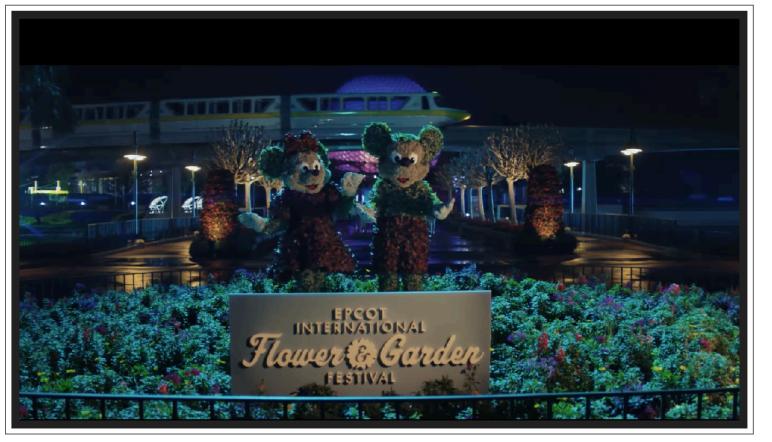
Visit Tallahassee E.Mail

TELEVISION

There is no doubt that the world we live in is a cross-channel environment driven by the medium and messages that are most relevant to the way your audience consumes media. And, while this response to your RFP is filled with creative examples that are deployed in various mediums and modems, the simple reality is that television remains a powerful medium. We've provided three examples on these pages, and we're happy to provide more.





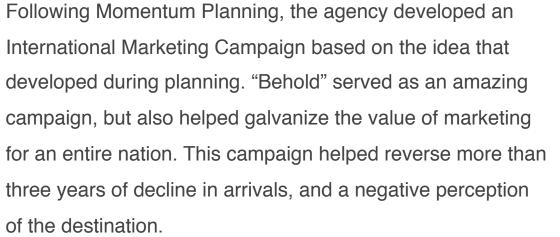




of the destination.



Press To Play













You don't hire someone like Liz Paradise, taking into consideration she was the Executive Creative Director for Disney, and not include some of her work in a response to an RFP. To be clear, our agency did not create this spot, but the person that will head up your creative did. Combine that with our intimate knowledge of the brand triggers that motivate audiences to travel and the demand triggers that motivates audiences to spend money at a retail level, and it's a pretty compelling combination.





SOCIAL MEDIA CONTENT

Social media content is a rich form of currency to audiences seeking entertainment, enrichment, and fulfillment. Social content comes in long form, short form, and really short form, and the preference from visual and video content far outweighs any other consideration. We have invested heavily in social media due to the highly potent nature of the channel. We operate from a disciplined social media command center where teams work in "pods" to plan, manage, and develop content to drive desired results for our clients. The shift from driving awareness, engagement, and sentiment to thought leadership, ROI and conversations requires that social media becomes idea driven and grounded in the same performance indicators that any other channel is responsible for. For our clients, social media is not a step-child. It is an equal participant in the overall cross-channel approach to marketing communications. We took Krystal Burgers, and in less than 18 months, they went from not appearing in the Top 20 Most Engaged Brands in the restaurant category to #3—a by-product of the simple fact that we didn't have the money to compete with larger brands in the category, and social media leveled the playing field.















The real cause of the Revolutionary War was that our Founding Fathers didn't like the sound of colony-fried steak.

~ Country Fried Steak Krystal



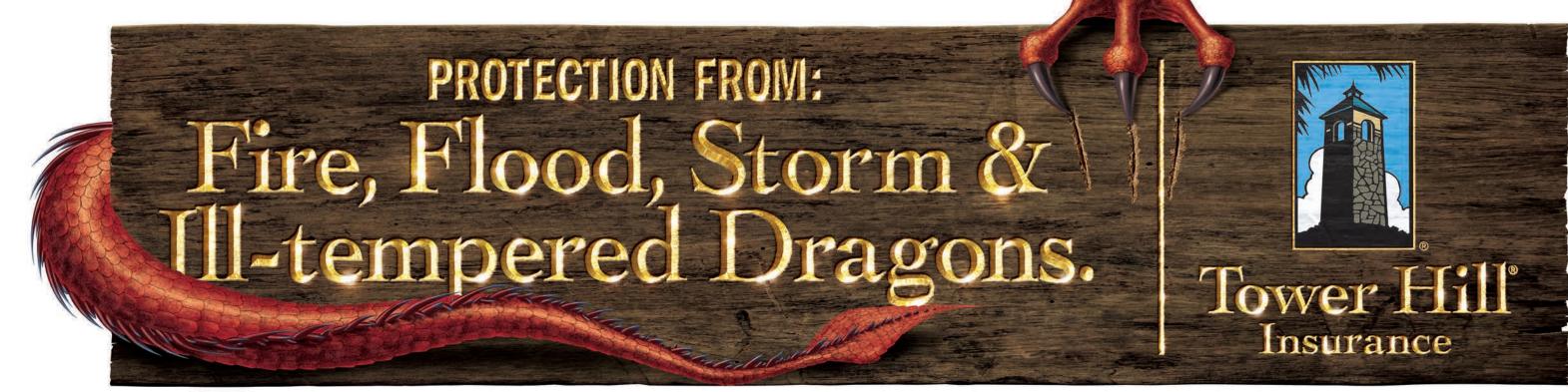




OUT-OF-HOME

Out-of-Home is an interesting medium. You have a limited amount of time—and an even more limited span of attention—to deliver a message. You need to grasp your objective, do what it takes to cut through the

proverbial clutter, and pay attention to a few not-so-subtle rules to gain the attention of the audience. Below are a few examples of how we have successfully utilized outdoor on behalf of our clients.









OTHER

Broward County Board of

County Commissioners

It's tough to fit everything we will provide to GFLCVB into one document. The Zimmerman Agency is a nimble, hungry, and willing partner to help provide truly cross-channel marketing communications. We don't limit our teams. We don't limit our clients. As we discover opportunities to build awareness and excitement for the brand and generate revenue at the bottom line. We will also bring additional ideas to the proverbial table to help our collective teams succeed.

Direct Mail







Merchandising







Minority and LGBT Focus







Activations





ADEPT

Adept has an outstanding relationship with Broward County as well as significant fashion experience.



115 S. Andrews Avenue, Room 506 • Fort Lauderdale, Florida 33301 • 954-357-6990 • FAX 954-357-6936

MEMORANDUM

TO:) Connie Mangan

Purchasing Manager

FROM:) Margaret Stapleton, Director

Office of Public Communications

DATE:) April 12, 2016

SUBJECT:) Convention Center Project Proposal – PR/Outreach Firm

This memo summarizes feedback from Office of Public Communications and the Convention Center Expansion Project Communications Team regarding the portion of the Matthews proposal addressing public relations and outreach activities.

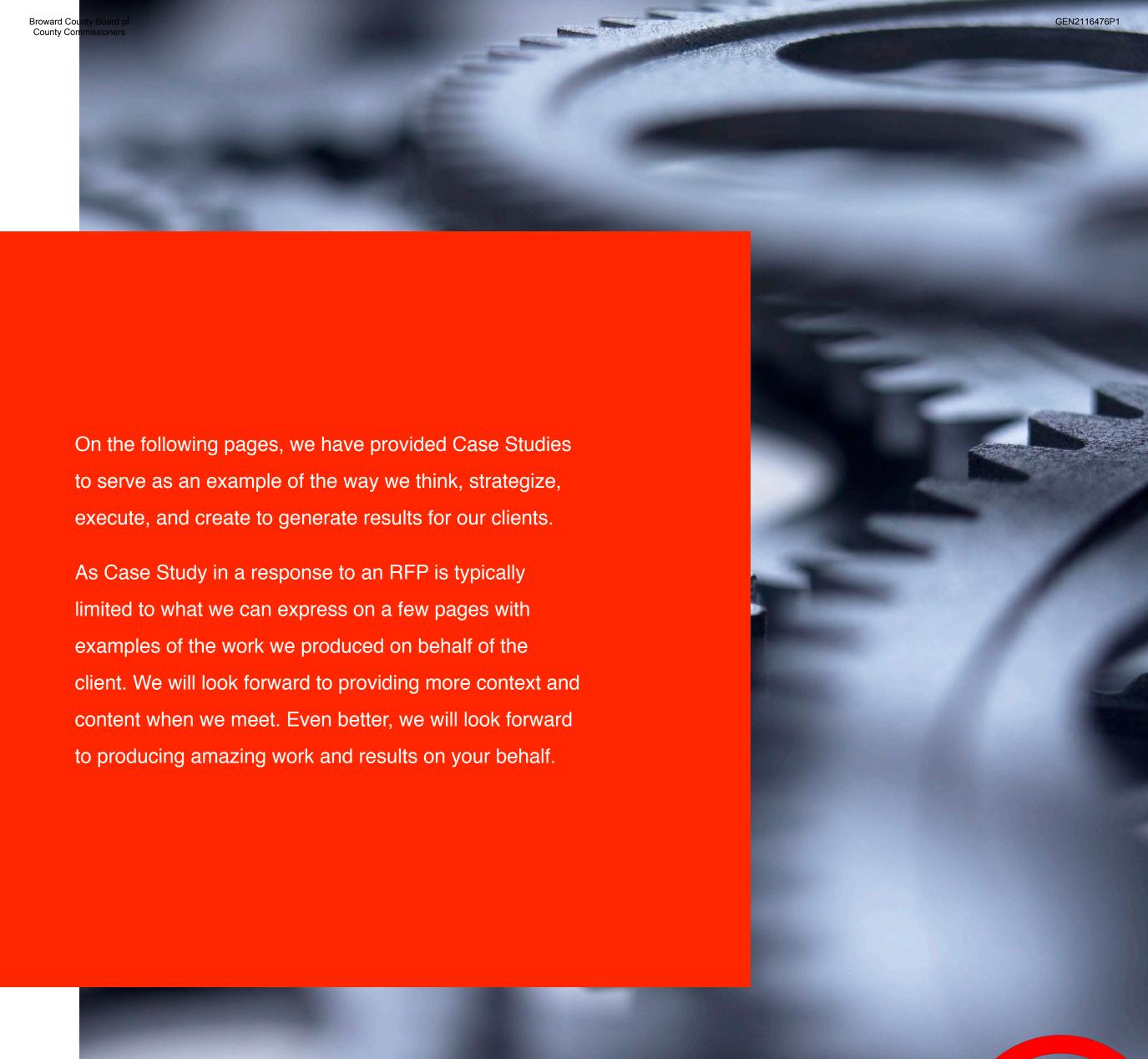
- The Matthews submittal meets the requirements of Part 6-B of the RLI (Public Relations/Outreach Firm – Qualification Submittal Requirements. The selected partner, ADEPT Strategy & Public Relations, submitted required acceptable samples of work in public sector projects, hospitality projects or public-private sector projects.
- Principal academic and experience backgrounds seems consistent with credentials required to mount an effective PR/outreach program for this type of project.
- ADEPT is a Florida DBE, a Florida SBE for Public Relations, Marketing and Advertising Consulting Services, and a Broward County CBE in administrative management and general management consulting services, marketing consulting services and customer service management consulting services.
- The team supporting this project would be locally based with local experience in similar infrastructure projects. They are currently engaged in the Port Everglades Slip #1 Design project, and the WAVE project, although not working directly with any member of the Communications Team. They have in-house video and web design services and appear to be technically competent with latest trends, including social media.
- Because of local involvement, they seem to already be well aware of the project issues, and have extensive contacts in the same stakeholder groups we are targeting: e.g. neighborhood associations, 17th Street and Port contacts, business organizations and local city governments.
- They are multi-lingual and have a network of media contacts.

They propose to help us clarify and present objectives through a three-pronged approach that is in line with the County Project Team's project communications plan, addressing 1) Stakeholder Liaison Services, 2) Public Involvement and 3) Industry Outreach. They will:

Broward County Board of County Commissioners

Mark D. Bogen • Beam Furr • Dale V.C. Holness • Marty Kiar • Chip LaMarca • Stacy Ritter • Tim Ryan • Barbara Sharief • Lois Wexler broward.org





CASE STUDIES

VISIT VIRGINIA BEACH CASE STUDY

The Zimmerman Agency is engaged by Visit Virginia Beach to provide strategy and cross-channel creative solutions. The agency met with three groups in Virginia Beach to conduct Momentum Planning. The voices, opinions, and insights of key local industry partners helped the agency navigate a solution that has been embraced and activated by the entire destination.



Situation

Stagnant growth, restless industry partners, and growing competition were countered by an expanded product with new development, new visitor options and an aggressive vision for the future. This is actually a complete coast destination, but due to the name, a sometimes colorful and often negative legacy, and a marketing program that was basically a "rinse and repeat" option, the destination enjoyed high awareness and declining consideration from an audience with the discretionary income to actually make a difference.



Key Strategy

The word "Beach" is part of the destinations name, and beachfront accommodations are clearly the beneficiary. However, Virginia Beach encompasses more than 500 square miles and is a complete coastal destination featuring history, dining, museums, aquarium, parks and recreation, convention center, and impressive sports facilities. The Ambition for the destination is to be recognized as a Complete Coast Destination. The Momentum Idea that serves as the cornerstone of our efforts is: 500 Square Miles To Explore Your Passions.



Key Initiatives

The agency created a campaign founded in controversy. A provocative approach to invite visitors to Go Beachless. While the campaign could risk alienating a "pro-beach" audience, we "manufactured" a pro-beach counter argument to the campaign. Not only does this campaign embrace a cross-channel approach—it literally takes the campaign to the streets of Virginia Beach and to key origin markets that impact the spring and summer seasons. A micro-site and long form video were developed as the focal point, and the effort is supported by outdoor, train wraps, bus wraps, local and origin market activations, and aggressive social media activation.



Outcomes

This is a brand new current campaign, so measurable results have not yet registered. But, early indications from digital traffic, and the positive support from local industry partners, shows great promise for the effort. Industry partners have been very vocal about the need for a new, refreshed approach to marketing communications and the unique approach to co-activation, and are united in their support for this campaign.



On the following pages, we have provided examples of the creative and content that has been developed to support the initiatives for Visit Virginia Beach.





TELEVISION / VIDEO

We just launched a new campaign for Visit Virginia Beach. The strategy was to position the destination beyond the beach. The objective it to be perceived as a complete coastal destination.

The agency created a conflict between two groups—one telling the audience it's okay to go "BEACHLESS" in Virginia Beach, and another forming a coalition to support the beaches, and "GO BEACH." The spots below were produced as a :90, :30 and :15. The long form video appears on the micro-site that coordinated with the launch of the campaign in key markets.











DIGITAL

Digital plays a key role in our ability to execute the multiple dimensions of the campaign. In addition to a microsite developed specifically to pose the arguments for GO BEACHLESS! and GO BEACH, social media is an opportunity to use multiple format creative executions, and digital advertising is a chance to tell the true story of GO BEACHLESS and promote the alternative to the beach.



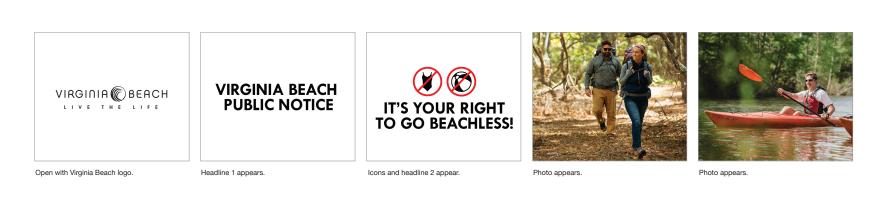
Gobeachless, com Campaign Microsite

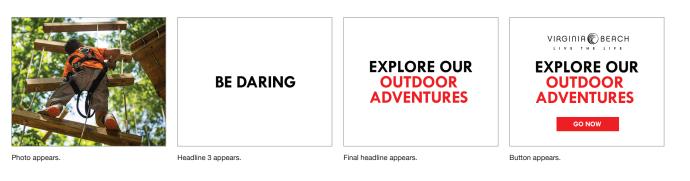


Facebook Canvas Ad



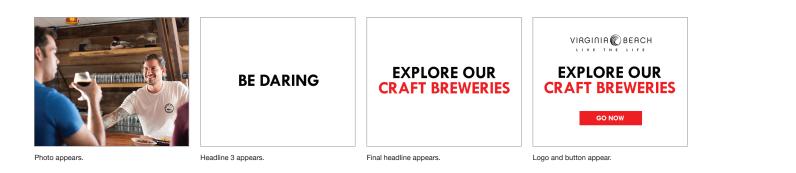






VVB-0020 GO BEACHLESS: CRAFT BEERS - Banner Ad 300x250







OTHER

GO BEACHLESS is a highly integrated cross-channel campaign with too many elements and moving parts to do justice in a few pages of this creative update. On these pages, we've provide a few examples to give you a flavor of the depth of the campaign.



Beach Flyover



Bus Wrap



Outdoor Boards



Railcar Wrap

GEN2116476P1

OTHER

In key markets, we are activating the debate to capture the attention of our audience. In addition to the eyes and ears of our prospective visitors, we've also captured the attention of news media interested in reporting on a new, innovative campaign to promote travel to Virginia Beach.















CAYMAN ISLANDS CASE STUDY

Social media content is a rich form of currency to audiences seeking entertainment, enrichment, and fulfillment. Social content comes in long form, short form, and really short form, and the preference from visual and video content far outweighs any other consideration. We have invested heavily in social media due to the highly potent nature of the channel. We operate from a disciplined social media command center.



Situation

While the Cayman Islands is successfully positioned among the most sophisticated and upscale Caribbean island destinations, U.S. leisure travelers had a fuzzy view of its complete offerings beyond the financial sector, given the preponderance of banking in Cayman. In fact, Cayman has year-round offerings tailor made for the upscale leisure traveler, including diving, shopping, and cuisine. Our challenge was making people aware of it.



Key Strategy

The agency executed Momentum planning sessions for key Cayman destination stakeholders, and we outlined the opportunity for generating fresh definition and interest in the wider variety of tourist activities in the country. In fact, Cayman had won awards around the world for their beaches, their cuisine, and their attractions. As a result, choosing a Cayman vacation just "makes sense." In fact, it makes Cayman Sense.



Key Initiatives

Our goal with this campaign was to define the differentiating attributes of the three unique islands and show that the beauty and warmth of the Caymanian people are matched only by the spectacle and allure of the islands themselves. The agency presented a case for cross-channel, highly integrated communications with a focus on content as the thread through each marketing discipline. As a by-product of the effort, the agency reconstructed the digital ecosystem and in doing so launched a new site, and an effective CRM program. For the first time, social media was utilized in a balanced approach between the brand, events, and offers. And, while television and print have been the traditional mediums of choice, the agency worked closely with the destination's media partner to prepare a case for programmatic media supported by nimble, digitally driven content.



Outcomes

The Cayman Sense campaign led the Cayman Islands to their best recorded year in history with an increase in tourism of 13.4% YOY. This streak continued through 2018 with record-breaking visitation each month. These tourism numbers were driven by a staggering increase in brand consideration (up 20% among U.S. affluent travelers to the Caribbean). Importantly, the destination welcomed 1.3 million visitors for the first time, which further represents the impact of the campaign.

On the following pages, we have provided examples of the creative and content that has been developed to support the initiatives for the Cayman Islands.

105

93

CAYMAN ISLANDS CASE STUDY

The campaign was launched in markets in the northeast during an incredibly cold winter with record breaking snow, and lingering weather that made the idea of a warm, Cayman Islands vacation make more sense than every before.



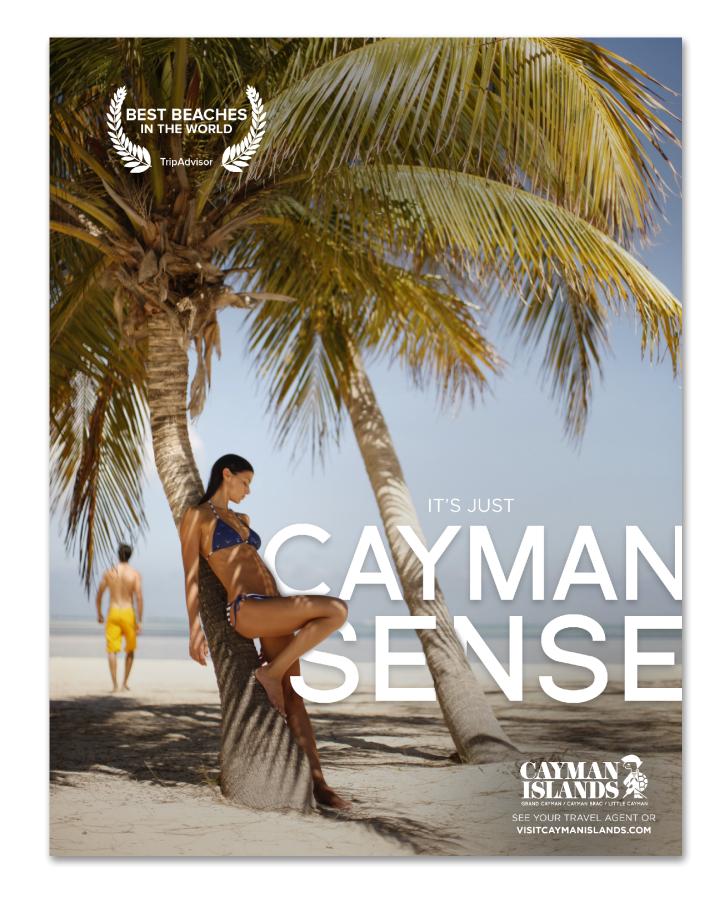


CAYMAN ISLANDS CASE STUDY

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CLUB MED CASE STUDY

Club Med is the original all-inclusive resort brand, and truly an icon in the travel category. However, after more than 75 years the reputation as the place for party, sex, and sun had become an obstacle when competing for lucrative family travel, and more affluent couples and getaway travel. This combined with 16 quarters of negative comp sales was clearly the challenge.



Situation

Club Med is the original all-inclusive resort brand, and truly an icon in the travel category. But, after more than 75 years the reputation as the place for party, sex and sun had become an obstacle when competing for lucrative family travel, and more affluent couples and getaway travel. This combined with 16 quarters of negative comp sales was clearly the challenge. In addition, the competition in the all-inclusive category has become fierce requiring a fight for further differentiation.



Key Strategy

So much of the work we do begins with, and continues to rely on, research and timely insights. In this case, the evidence was clear that Club Med needed a serious repositioning in the market. It was not one thing—but, everything that was needed to establish a clear Ambition, and the role of Momentum Planning was critical to the path we would follow.



Key Initiatives

Club Med had become a one dimensional marketing company relying on many of the same techniques and disciplines that made the brand successful in Europe. While direct mail continued to be a key component, the agency introduced a stronger reliance on digital channels including long and short form video, and expanded platforms for social media and content distribution, and database marketing shifted to CRM. The addition of public relations into the marketing mix also resulted in greater awareness and consideration of Club Med for families and a more affluent audience. In addition to the agency's internal, integrated resources Club Med and The Zimmerman Agency enjoyed a close alliance with the brand's media partner resulting in a willingness to explore and challenge channel conventions.



Outcomes

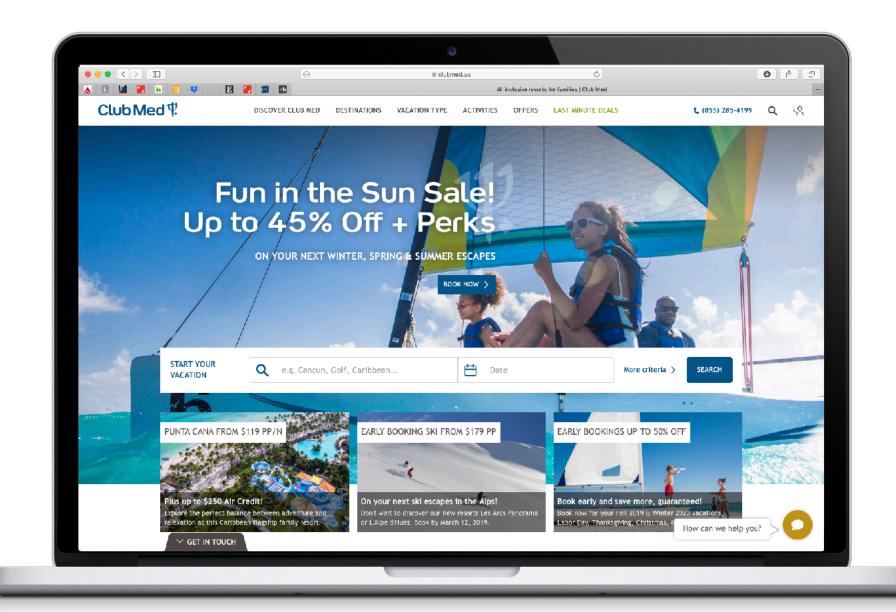
Club Med returned from sixteen negative quarters of negative comps to realize growth and a positive return on the advertising spend, highlighted by double-digit growth in North America. Research indicated greater awareness among the critical affluent family market, and a significant increase in consideration of Club Med by all adults as a result of the campaign. The agency's efforts were rewarded by national recognition for the digital campaign, including an HMSAI Gold for Best Digital Campaign, and a Global Webby Award for innovation in the category.

On the following pages, we have provided examples of the creative and content that has been developed to support the initiatives for Club Med.

Locations Posts Photos Videos → Share Tuesday at 6:00 PM . 😵 The best snow days are the ones spent with family. The ones in the Alps top the rest. #SorryRockies **100** 22K 1.5K Comments 5.6K Shares

CLUB MED CASE STUDY

Social media content is a rich form of currency to audiences seeking entertainment, enrichment and fulfillment. Social content comes in long form, short form and really short form, and the preference from visual and video content far outweighs any other consideration. We have invested heavily in social media due to the highly potent nature of the channel. We operate from a disciplined social media command center.









Press To Play





Club Med

p. 111

ISLANDS OF THE BAHAMAS BRAND DEVELOPMENT

The Zimmerman Agency does a significant amount of work in brand development for destinations, hotels and resorts, and brands. The Momentum Planning process serves as the foundation for planning,



Situation

The Islands of the Bahamas had simply lost its allure. The brand position was confusing, and conscious consideration of individual resorts overshadowed the considerable appeal of the islands themselves. The agency was hired to help the destination recapture a rightful position as a premier Caribbean destination.



Key Strategy

The process started with research to evaluate awareness and consideration. *The agency conducted Momentum Planning sessions on seven islands with more than 40 local industry partners and constituents to incorporate the heart of the islands into the heart of the brand.* With more than 700 islands, and declining visitor arrivals in all but one of the primary islands, the agency recommended reinvigorating the brand from the inside.



Key Initiatives

The agency developed a brand platform and ultimately an identity for each island. Based on the new position, the agency launched a new campaign to *Behold* the True Wonder of the Bahamas. Each "star" featured in the campaign was a Bahamian, or had close ties to the Bahamas. Local influencers served as ambassadors for the campaign itself to instill a sense of local enthusiasm for the campaign. And, each component of the integrated campaign implored the audience to Behold all the Bahamas offers.

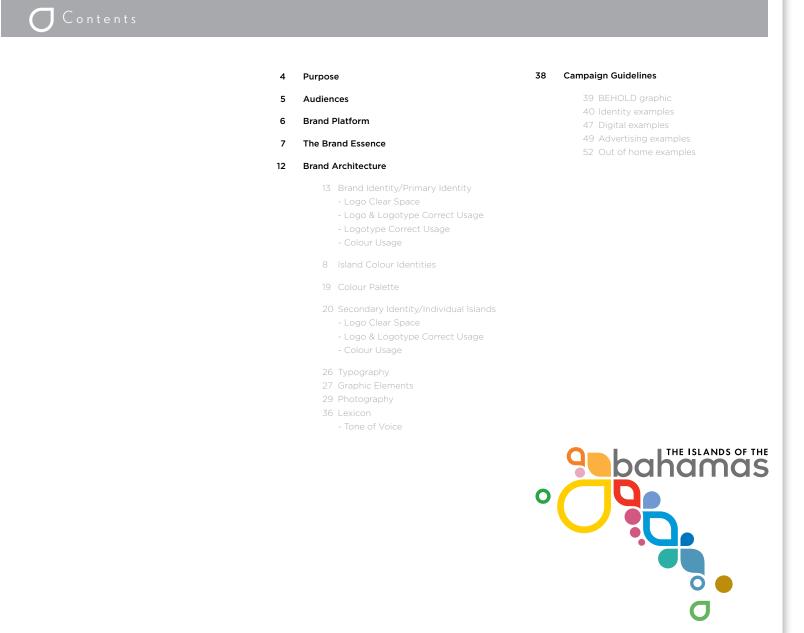


Outcomes

In addition to the development of a refreshed positioning and identity for the Islands of the Bahamas, the agency developed individual identity for fifteen different islands that rely on tourism as the lifeblood of their local economy. The brand platform also served as the cornerstone for subsequent advertising and digital efforts.

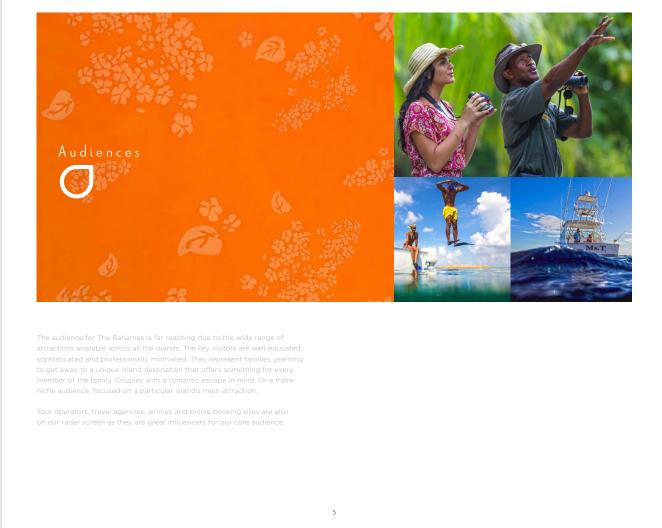
As part of *Momentum*, the agency developed a new brand identity and a far-reaching roadmap to how the brand would be delivered, managed, and leveraged by the destination, including the major islands that had been seeking greater representation via the overarching brand. On the following pages, we have provided examples of how the agency developed the revitalized brand for the Bahamas. This example does not include all of the pages, nor does it come with full context of how and why this "tool" became an invaluable resource for the Ministry of Tourism.

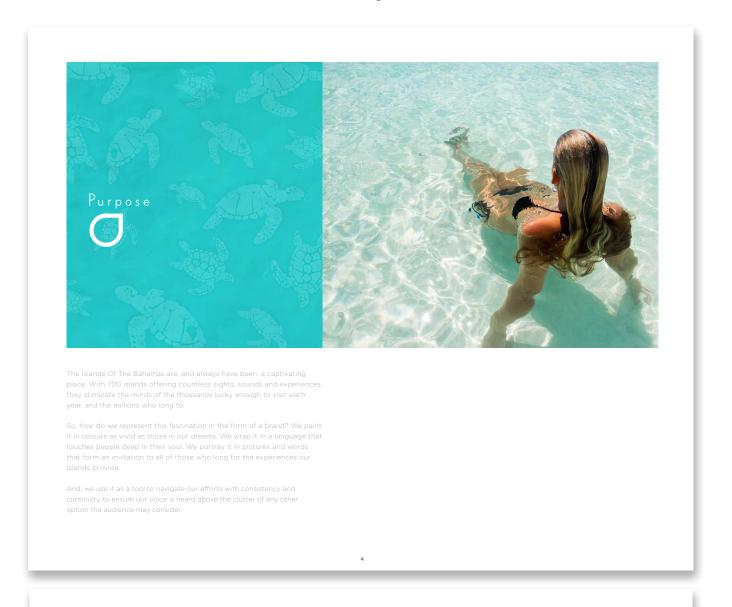


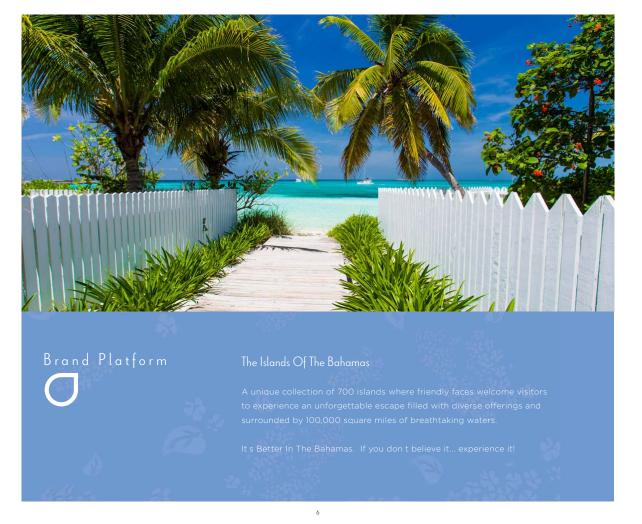


The Momentum Planning process resulted in an amazing foundation for the destination brand. The agency captured the brand foundation for the brand as a believable, enabling platform for how and to whom the brand would truly matter.



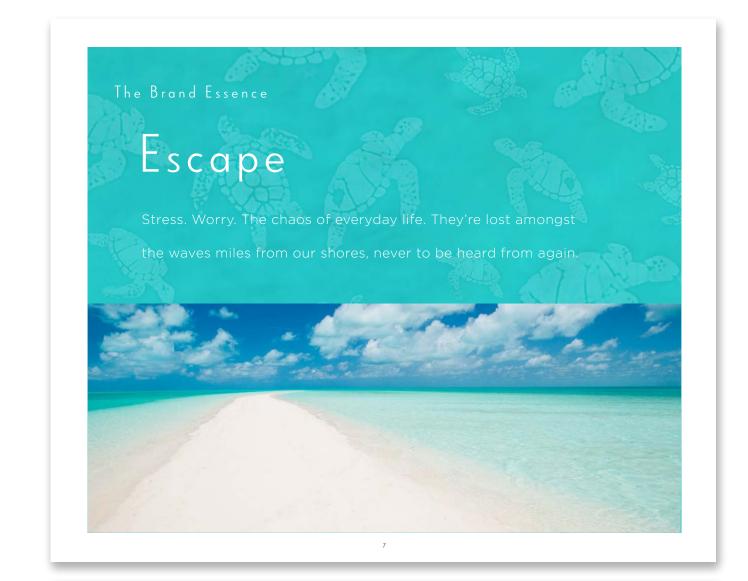


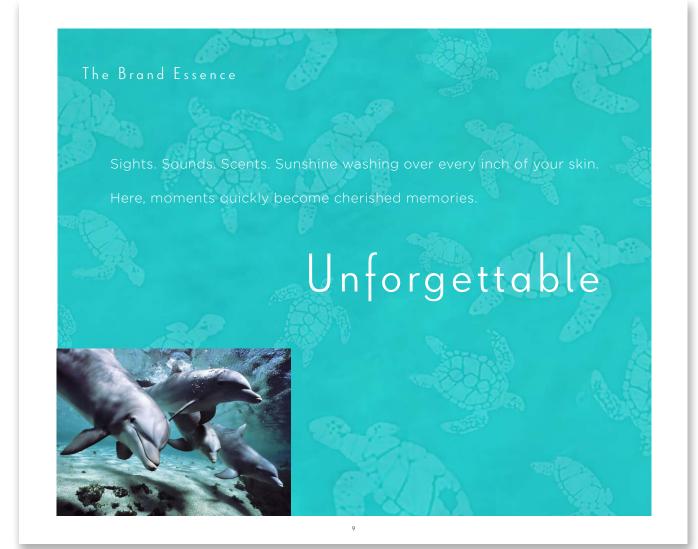




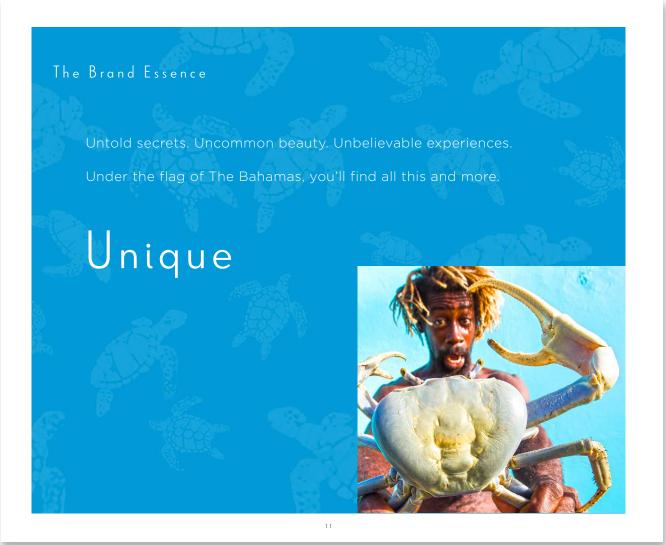
p. 114

The client and agency uncovered the brand essence (6 total) to provide some definition for what the brand would represent in the mind of the internal and external audiences. It also served as a "roadmap" for our communications efforts.



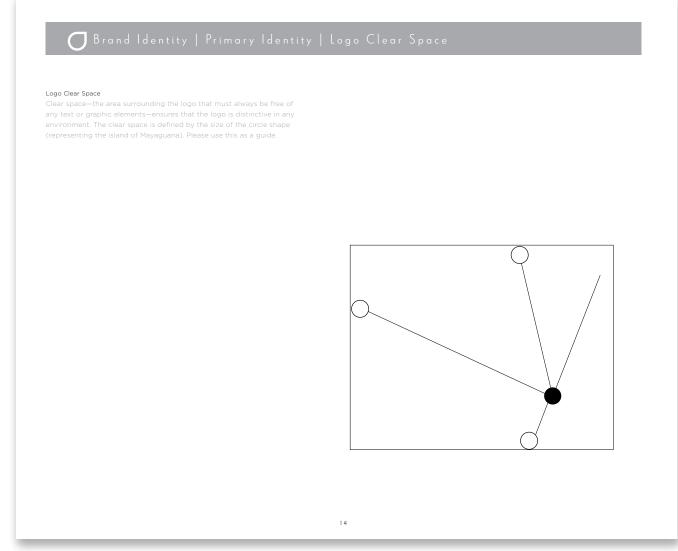


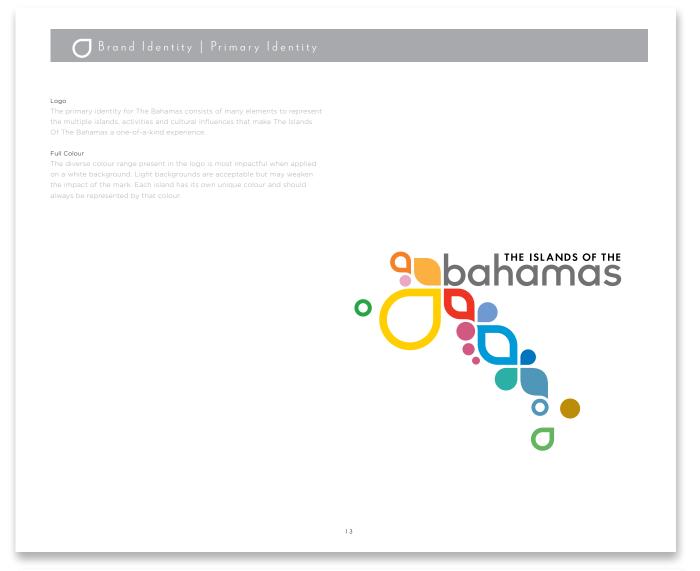




The Islands of the Bahamas brand identity is among the most recognized of any in the entire travel category. However, we will need rules to understand how to best utilize and deploy the identity for anyone in the position to promote the Islands.



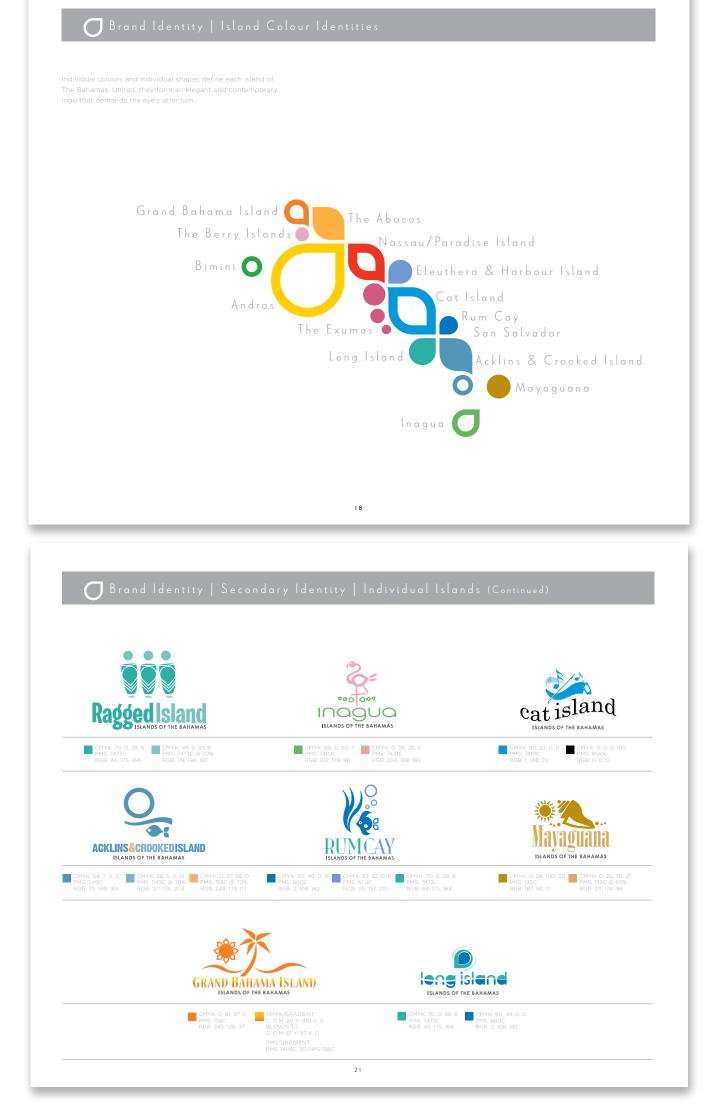


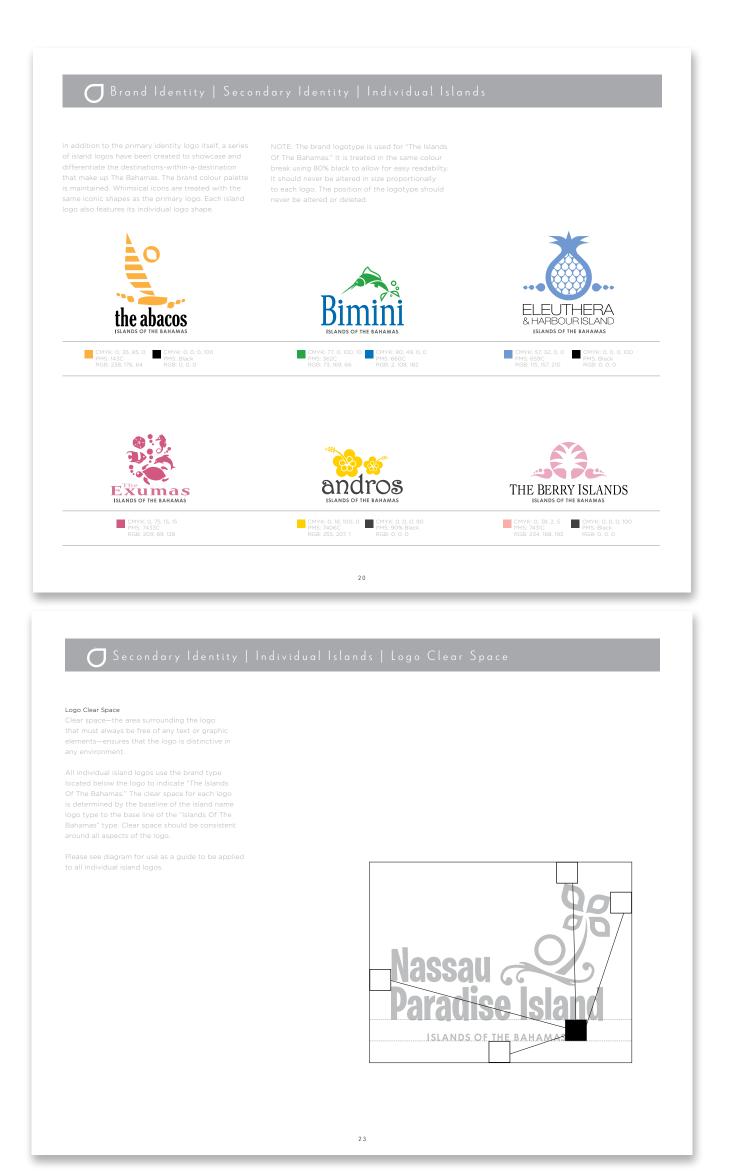




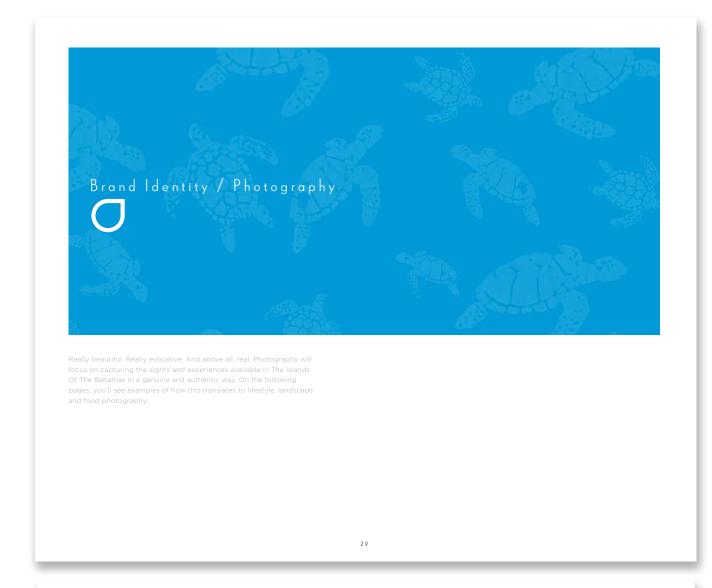
The Bahamas encompasses more than 700 islands. The Ministry identified 16 islands that represented significant tourism entities on their own.

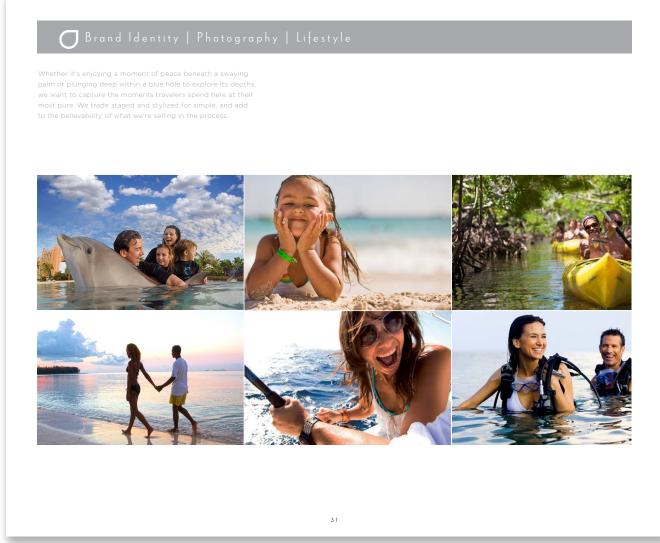
The agency developed a role for each within the master brand and an architecture for each island.





Prior to the *Momentum Planning* and refreshed branding, there were no guidelines for images that would represent the brand. The agency developed standards for photography, graphics—even for fabrics that would be used for the brand.





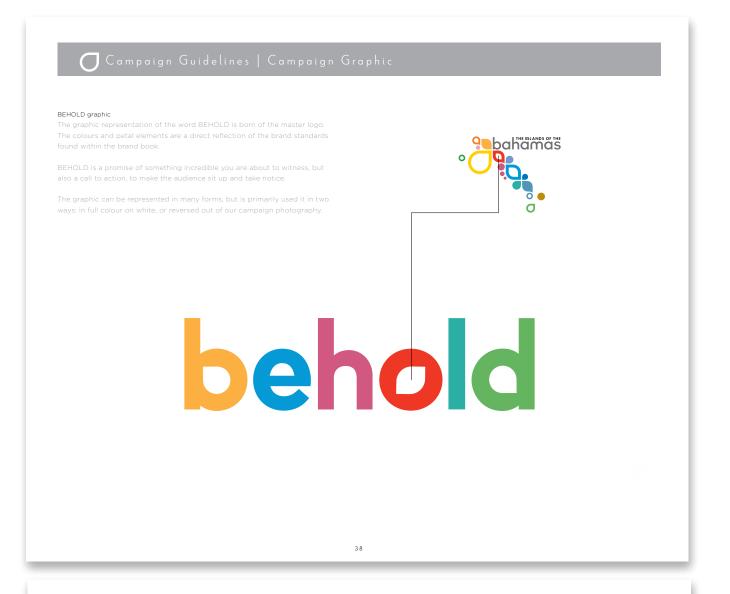




As a component of the branding effort, the agency developed standards for the campaign and extensions of the campaign to build enthusiasm among the internal audience and maintain consistency for the external audience.









Behold, A Unique And Integrated Campaign

Behold truly became the campaign that got the entire nation to believe in tourism again. Following years of internal turmoil regarding new resorts, controversial distribution of funds, vocal and public debate about a new airport and political unrest, this new campaign was the voice of the nation. In the television commercial, we discovered and cast a young girl who would become widely known as the "face of the nation." The campaign utilized recognizable talent with a direct connection to the country. Shakira Ledard is a supermodel who was transitioning to major motion pictures, and a native of the Bahamas. Rick Fox was a member of the Los Angeles Lakers, and was becoming a major fashion model and producer, and a native of the Bahamas. David Copperfield is one of the best known magicians and entertainers, and the owner of an island and major promoter of the Bahamas in his own right.



An interesting side note to the development of the campaign is that the *Momentum Idea* does not always become the main idea behind a campaign. It is the inspiration, but not always apparent in the work itself. After five days of *Momentum Planning*, the agency was conducting a session on the island of Bimini. The session was being held in a function room of a small church. There was a women who was not a participant in the sessions making sandwiches for the group. During one of the breaks, she asked agency principal Curtis Zimmerman what we were doing. After a brief explanation, the group returned to work. At the end of the day, the woman who had made sandwiches and catered to the group came up to Curtis and gave him a small piece of yellow paper with the following words written by hand: **Behold**, **this is my home**. That small piece of paper from a woman who didn't know or care what the word "brand" meant was the origin of the *Momentum Idea* and the catalyst to the campaign.



Broward County Board of
County Commissioners













Television







Expandable Banner Ad



WORKLOAD

Client List / Present / Prior Five Years





CLIENT LIST

The list below is representative of our client list during the prior five years.

apartments.com

A.C.Moore

Aruba Tourism Authority

Autograph Collection by Marriott

Banyan Cay Resort

Blue Diamond Resorts

Brown Palace Hotel

Casa De Campo

Cayman Islands Tourist Board

Citizens & Northern Bank

Clarion University of Pennsylvania

Club Med

Cooper Tires

Conn's Home Good

CoStar Group

Davidson Hotels & Resorts

Dollywood Park & Resort

Domino Sugar

Eden Roc Hotel

Equinox Resort

Firehouse Subs

Hard Rock Hotels

Hotel Du Pont

HEI Hotels

Hunter Fan

Interstate Hotels

Kessler Collection

Krystal Burgers

Mahekal Resort

Mansfield University of Pennsylvania

Noble House Hotels

PA State System of Higher Ed.

Party City

Pilot Pens

Ponte Vedra Inn & Club

North Carolina's Crystal Coast

Salamander Hotels & Resorts

Sarasota Modern Hotel

Streamsong Resort

TastyKake

TaxSlayer

TPC Golf

Urban Plates Restaurants

Visit Central Florida

Visit Florida's Sports Coast

Visit Park City, Utah

Visit Tallahassee

Visit Virginia Beach

Westgate Resorts

Wonder Bread

YouFit





PRICING

Scope of Services
Proposed Monthly Fee
Pricing Support





SCOPE OF SERVICES

The Zimmerman Agency provides clients with a unique depth of services. And, while the scope of services on this page is representative of the service the agency will provide to GFLCVB, we believe a relationship evolves with the needs of the client, the audience and the mediums and channels that ultimately affect travel. We are prepared to make adjustments to meet the needs of GFLCVB. Furthermore, while it is not a component of the services as outlined in the Request For Proposal, The Zimmerman Agency will provide strategic, creative, and media support as necessary for Crisis Communications within the monthly fee.

PLANNING

- Momentum Planning
- Strategic Planning
- Brand, marketing, creative
- Marketing Communications Plan

MEDIA / CONNECT

- Media Research
- Plan Development
- Create/Implement Coop Plan
- Secure Coop Partners
- Optimize Media Buys
- Negotiate Across All Channels
- Audit Media Buys
- Presentation Participation
- Manage Media Budget
- Email Marketing

CREATIVE/CONTENT

- Concept Development
- Content Development
- Art Direction
- Copywriting
- Design
- Studio Services
- Editorial Services
- Collateral Development
- Production Management

ANALYTICS

- Insights Dashboards
- Competitive Audit

ACCOUNT SERVICE

- Account Management
- Weekly Status Calls
- In-person Meetings
- Project Management
- Attend Stakeholder Meetings
- Presentation Participation
- Accounting/Billing Stewardship
- Asset Management
- Reporting

OTHER*

- Brand Development
- Crisis Management Support





Broward County Board of
County Commissioners
GEN2116476P1

APPROACH TO COMPENSATION

With more than thirty years of experience, we believe the best way to engage and compensate the agency should be based on five simple principles:

Determine the approach through collaboration. There is no one-size-fits-all method.

Allow the agency to utilize a level of manpower that will allow the team to succeed on your behalf.

Remain totally transparent throughout the process. Even when things change.

Agree upon a compensation that is fair to both parties and allows the agency to make a reasonable profit.

Review compensation and performance every six months to ensure both parties are satisfied and motivated.

RECOMMENDED METHODOLOGY

Typically, the agency will begin a process like this by utilizing an equation recommended by the 4A's. We assess the anticipated manpower requirements, determine the cost of manpower based on cost, plus overhead, plus margin. The obvious downside to that approach is that we truly have not had the opportunity to adequately assess the needs of GFLCVB and your current structure and reporting.

In a perfect world, we would recommend an interim engagement of thirty days on a fixed fee basis where both parties would assess the true requirements, necessary manpower, most efficient method of reporting, and final level of compensation that would correspond to what we have learned during that period.

During the first thirty days, the agency could also facilitate the ongoing needs of the client, ramp up teams and learnings, complete immersion trips to each park, establish best practices for communications, etc.

At the conclusion of the first thirty days, teams would be in place, compensation would be established, and both GFLCVB and The Zimmerman Agency would have a foundation for success.

We understand everything isn't based on a "perfect world" scenario, but this is a response to an RFP which often requires speculation, and an opportunity to provide optional considerations.

The spreadsheet to the right includes the manpower based on our current understanding of what would be required.

SCOPE OF SERVICES

Based on the Request For Proposal, our understanding of the needs of the GFLCVB, and our experience working with Destination Marketing Organizations we anticipate delivering upon the following scope of services to support marketing and communications to domestic and international markets.

- Account leadership / Day-to-day account management
- Development of a research-based brand, marketing and advertising strategy
- Development of creative and content including: creative direction, art direction, copywriting, design
- Development and implementation of content management
- Project management to facilitate the planning and execution of creative and content development
- Production management inclusive of quality and budget control
- Maintenance of the digital vacation planner and meeting planner brochures
- Implementation of monthly email marketing program
- Media research, planning, negotiating and purchasing to including digital media analytics and reporting
- Development and implementation of a comprehensive cooperative media program
- Crisis management support
- Accounting and documentation including time management and media and production proof of performance

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The terms and conditions provided in the Request for Proposal are acceptable without modification. The agency recommends a performance and compensation review at established intervals.

Should the client provide a work authorization of media services in excess of \$4 million, the agency will receive an amount that will yield the agency a commission.



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BidSync

3/21/2019

PUBLISHED HOURLY RATES

For Greater Fort Lauderdale, the agency will operate under a month flat fee. Should there be any services required outside of the agreed to scope and compensation, the agency would estimate those cost in advance using a the published hourly rate.

Creative + Content Development

 Creative Director 	\$225 per hour
 Content Director 	\$200 per hour
 Senior Art Director 	\$175 per hour
 Senior Copywriter 	\$175 per hour
 Art Director 	\$150 per hour
 Copywriter 	\$150 per hour
 Senior Designer 	\$150 per hour
 Designer 	\$125 per hour
Studio Tech	\$100 per hour

Digital Development

 Digital Direct 	ctor	\$200 pe	er hour
 Digital Strat 	egist	\$150 pe	er hour
Senior Designation	gner	\$175 pe	er hour
Designer		\$150 pe	er hour
• Production	Manager	\$150 pe	er hour
 Developer 		\$150 pe	er hour
Project Man	ager	\$100 pe	er hour
 Studio Tech 		\$100 pe	er hour

Video Production / Editing

	Videographer	\$175 per hour
•	Editing / Post	\$150 per hour
•	Processing	\$100 per hour

Production Management

 Production Director 	\$175 per hou
 Broadcast Producer 	\$150 per hou
 Broadcast Traffic 	\$100 per hou
 Print Production 	\$150 per hou
 Digital Producer 	\$150 per hou
 Project Management 	\$125 per hou
 Studio Tec 	\$100 per hou

Social Media Activation

 Digital Strategist 	\$175 per hour
 Community Manager 	\$135 per hour
 Content Strategy 	\$150 per hour
 Content Developer 	\$150 per hour
 Search / Respond 	\$ 75 per hour
 Digital Analyst 	\$125 per hour

Account Planning

 Strategy Director 	\$225 per hour
 Account Planner 	\$150 per hour
 Research 	\$100 per hour

Crisis Management

 Account Director 	\$175 per hour
 Account Supervisor 	\$150 per hour
 Account Manager 	\$100 per hour
 Account Coordinator 	\$ 75 per hour
 Social Media Strategy 	\$175 per hour
 Media Specialist 	\$125 per hour

Event Execution

•	On-site Staffing	\$125 per hour
•	Production Manager	\$150 per hour
•	Social Media Support	\$135 per hour



ATTACHMENTS

References
Litigation History
Location Attestation Form
Financial Information
Ability to Conduct Business in Florida
Insurance Forms





REFERENCES

The following references have been uploaded into BidSync.



Lauren Townsend
Marketing Director
Visit Virginia Beach
2101 Parks Ave, Suite 500
Virginia Beach, VA 23451
757.359.8970
Itownsen@vbgov.com



Kris Keprios
Senior Tourism Sales
and Marketing Manager
Visit Central Florida
2701 Lake Myrtle Park Road
Auburndale, FL 33823
863.551.4727
kris@visitcentralflorida.org



Adam Thomas
Tourism Director
Florida's Sports Coast
8731 Citizens Dr. Suite 135
New Port Richey, FL 34654
727.514.6574
athomas@flsportscoast.com



LITIGATION HISTORY

The Zimmerman Agency is not currently nor has it in the last three years been in litigation or had any allegations of fraud, negligence, error or omissions, or malpractice filed against it.

The Zimmerman Agency and its parent company, Omnicom, have never filed bankruptcy or any form of Reorganization under the Bankruptcy Code.

The Zimmerman Agency and its parent company, Omnicom, have never received any sanctions.

The Zimmerman Agency and its parent company, Omnicom, is not now nor have they ever been under investigation by any regulatory or governmental body.



LOCATION ATTESTATION FORM

DPX Form

Supplier Response Form RFP-RFQ-RLI LOCATION ATTESTATION FORM (EVALUATION CRITERIA)

The completed and signed form and supporting information (if applicable, for Joint Ventures) should be returned with the Vendor's submittal. If not provided with submittal, the Vendor must submit within three business days of County's request. Failure to timely submit this form and supporting information may affect the Vendor's evaluation. Provided information is subject to verification by the County.

A Vendor's principal place of business location (also known as the nerve center) within Broward County is considered in accordance with Evaluation Criteria. The County's definition of a principal place of business is:

- As defined by the Broward County Local Preference Ordinance, "Principal place of business means the
 nerve center or center of overall direction, control and coordination of the activities of the bidder
 [Vendor]. If the bidder has only one (1) business location, such business location shall be considered its
 principal place of business."
- 2. A principal place of business refers to the place where a corporation's officers direct, control, and coordinate the corporation's day-to-day activities. It is the corporation's 'nerve center' and in practice it should normally be the place where the corporation maintains its headquarters; provided that the headquarters is the actual center of direction, control, and coordination, i.e., the 'nerve center', and not simply an office where the corporation holds its board meetings (for example, attended by directors and officers who have traveled there for the occasion).

The Vendor's principal place of business in Broward County shall be the Vendor's "Principal Address" as indicated with the Florida Department of State Division of Corporations, for at least six months prior to the solicitation's due date.

Check one of the following:

- ☐ The Vendor certifies that it has a principal place of business location (also known as the nerve center) within Broward County, as documented in Florida Department of State Division of Corporations (Sunbiz), and attests to the following statements:
 - 1. Vendor's address listed in its submittal is its principal place of business as defined by Broward County;
 - 2. Vendor's "Principal Address" listed with the Florida Department of State Division of Corporations is the same as the address listed in its submittal and the address was listed for at least six months prior to the solicitation's opening date. A copy of Florida Department of State Division of Corporations (Sunbiz) is attached as verification.
 - 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;
 - 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

RFP-RFQ-RLI Location Attestation Form Evaluation Criteria.htm[3/8/19, 3:23:23 PM]

DPX Form 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: The Zimmerman Agency Vendor's address listed in its submittal is: 1821 Miccosukee Commons Dr. Tallahassee, FL 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. Curtis Zimmerman President 2/25/19 The Zimmerman Agency Authorized Vendor Name Signature/Name Please enter your password below and click Save to update your response.

DPX Form To take exception: 1) Click Take Exception. 2) Create a Word document detailing your exceptions. 3) Upload exceptions as an attachment to your offer on BidSync's system. By completing this form, your bid has not yet been submitted. Please click on the place offer button to finish filling out Username ameredith@brightredagency.com Password Save Take Exception Close * Required fields

RFP-RFQ-RLI Location Attestation Form Evaluation Criteria.htm[3/8/19, 3:23:23 PM]





BidSync

Please be aware that typing in your password acts as your electronic signature, which is just as legal and binding as an original

signature. (See Electronic Signatures in Global and National Commerce Act for more information.)

RFP-RFQ-RLI Location Attestation Form Evaluation Criteria.htm[3/8/19, 3:23:23 PM]

LETTER OF INTENT

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LETTER OF INTENT

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

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

Solicitation No.: GEN2116476P1		
Project Title: Advertising Agency Services		
Bidder/Offeror Name: The Zimmerman Agency		
Address: 1821 Miccosukee Commons Dr.	City: Tallahassee	State: FL Zip: 32308
Authorized Representative: Curtis Zimmerman		Phone: 850-668-2222
CBE Firm/Supplier Name: Adept		
Address: 5300 Powerline Rd. #207	City: Fort Lauderdale	State: FL Zip: 33309
Authorized Representative: Julie Ruffolo		Phone: 954-769-1533

- B. By signing below, the bidder/offeror is committing to utilize the above-named CBE to perform the work described
- 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	NAICS1	CBE Contract Amount ²	CBE Percentage of Total Project Value
Cooperative Marketing Program			7.00 %
Marketing Support			3.00 %
	-		%

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

CBE Firm/Supplier Authorized Representative

Date: 03/13/2019 Title: Managing Director Bidder/Offerer Authorized Representative _ Date: 03/13/2019 Title: President

Compliance Form No. 004 Rev.: June 2018

¹ Visit <u>Census.gov</u> and select <u>NAICS</u> to search and identify the correct codes. Match type of work with NAICS code as

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.

INSURANCE FORMS

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							MED EXP (Any one person)	\$	
							PERSONAL & ADV INJURY	\$	
GEN'L A	AGGREGATE LIMIT APPLIES PER:						GENERAL AGGREGATE	\$	
PO	DLICY PRO- JECT LOC						PRODUCTS - COMP/OP AGG		
	THER:						COMBINED SINGLE LIMIT	\$	
	MOBILE LIABILITY						(Ea accident)	\$	
L	NY AUTO WNED SCHEDULED						BODILY INJURY (Per person) BODILY INJURY (Per accident	\$	
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RODUCER			CONTACT NAME:	(-)			
Marsh USA, Inc. 1166 Avenue of the Americas			PHONE (A/C, No, Ext):		FAX (A/C, No	o):	
New York, NY 10036 Attn: EMAIL: OMNICOM.REQUEST@MARSH.	COM		E-MAIL ADDRESS:				
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(THE ZIMMERMAN AGENCY) 437 MADISON AVENUE			INSURER C:				
NEW YORK, NY 10022			INSURER D :				
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ANYPROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED?	N/A				E.L. EACH ACCIDENT	\$	
(Mandatory in NH) If yes, describe under					E.L. DISEASE - EA EMPLOYE	EE \$	
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Broward County 115 South Andrews Avenue Fort Lauderdale, FL 33301			THE EXPIRA	ATION DATE T	DESCRIBED POLICIES BE HEREOF, NOTICE WILL ICY PROVISIONS.		
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122BidSync

3/21/2019

Broward County Board of
County Commissioners

LOBBYIST FORM

		Broward County Board of County Commissioners	Bid GEN2116476
	orm should be submitted wit	TRATION REQUIREMENT CERTIFICATION FORM the the solicitation response but must be submitted to fully comply with the solicitation responsive for failure to fully comply with the solicitation of the solicitat	
The Vendor cert solicitation, it shat that each lobbyist Lobbyist Registra a contract in coinvestigation dete	tifies that it understands if all be deemed non-responsi st retained has timely filed that ation Act, Section 1-262, Bro nnection with the solicitation	it has retained a lobbyist(s) to lobby in conne- ive unless the firm, in responding to the compet he registration or amended registration required ward County Code of Ordinances; and it understa on, the County learns that the certification wa illful or intentional on the part of the Vendor, the C	ction with a competitive itive solicitation, certifies dunder Broward County and sthat if, after awarding as erroneous, and upon
The Vendor herel	by certifies that: (select one)		
	ained a lobbyist(s) to lobby i sitation, the County will be not	n connection with this competitive solicitation; h	owever, if retained after
retained	has timely filed the registra	onnection with this competitive solicitation and cation or amended registration required under Brand County Code of Ordinances.	
	equirement of this solicitation solicitation be listed below:	n that the names of any and all lobbyists retaine	d to lobby in connection
	D. D. Herr		
Name of Lobbyist			
Lobbyist's Firm:	Adept 1-769-1533		
	a@adept.co		
Authorized Signa Title: Presider		Date: 3/15/1	9
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AUTHORITY TO CONDUCT BUSINESS IN FLORIDA

State of Florida Department of State

I certify from the records of this office that THE ZIMMERMAN AGENCY LLC is a Delaware limited liability company authorized to transact business in the State of Florida, qualified on April 16, 2009.

The document number of this limited liability company is M0900001432.

I further certify that said limited liability company has paid all fees due this office through December 31, 2018, that its most recent annual report was filed on July 26, 2018, and that its status is active.

I further certify that said limited liability company has not filed a Certificate of Withdrawal.

Given under my hand and the Great Seal of the State of Florida at Tallahassee, the Capital, this the Thirteenth day of November, 2018



Ken Diffen Secretary of State

Tracking Number: CU6257324238

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

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

THANK YOU

Thank you for the time and attention to learn a little more about The Zimmerman Agency and what we offer to our clients. We are excited about the potential of working with Greater Fort Lauderdale and look forward to our continuing conversations.

THE Z!MMERMAN AGENCY

Curtis Zimmerman • 850.668.2222 • 850.264.8278 • curtis@zimmerman.com

GEN2116476P1



Vendor Reference Verification Form

Broward County Solicitation No. and Title:								
GEN2116476P1, Advertising Agend	y Services							
Reference for: The Zimmerman Agency								
Organization/Firm Name providing reference:								
Visit Central Florida (Polk County)								
Contact Name: Kris Keprios Title: Sales and Markt. Reference date: 03/10/2019								
Contact Email: kris@visitcentralflorida.org		Con	tact Phone: 8	63-551-4727				
Name of Referenced Project: Agency of Reco	ord							
Contract No. Date Services Provided: Project Amount:								
09/01/2018	to							
Vendor's role in Project: ✓ Prime Vendor ☐	Subconsultant/Su	ubcontractor						
Would you use this vendor again? ✓ Yes	□No If No	, please specify	y in Additional	Comments (be	low).			
Description of services provided by Vendor:								
Full creative and media buying agency of re-	cord for Polk Co	ounty.						
Please rate your experience with the referenced Vendor:	Needs Improvement	Satisfactory	Excellent	Not Applicable				
Vendor's Quality of Service		П			1			
a. Responsiveb. Accuracy	H	H	<u> </u>	H				
c. Deliverables		7						
2. Vendor's Organization:		_						
a. Staff expertiseb. Professionalism	H	H	✓	H				
b. Professionalismc. Turnover		H	V					
3. Timeliness of:		_						
a. Project		\checkmark						
b. Deliverables		\checkmark						
4. Project completed within budget			\checkmark					
5. Cooperation with:								
a. Your Firmb. Subcontractor(s)/Subconsultant(s)	H		✓					
c. Regulatory Agency(ies)	H	H	▼	H				
			<u> </u>					
Additional Comments: (provide on additional sheet if needed)								
THIS SECT	TION FOR COUNTY US	SE ONLY						
Verified via:EMAILVERBAL Verified by:	<u>.</u>	Division: _		Date:	_			
	lada a that bear and a first	ful as issued at the			41			



Vendor Reference Verification Form

Broward County Solicitation No. and Title:				
Reference for:				
Organization/Firm Name providing reference) :			
Contact Name:	Title:	Refe	rence date:	
Contact Email:		Con	tact Phone:	
Name of Referenced Project:				
Contract No. Date Service	es Provided: to		Project Ar	nount:
Vendor's role in Project: Prime Vendor	Subconsultan	t/Subcontractor		
Would you use this vendor again? Yes	No If	No, please specif	y in Additiona	l Comments (below).
Description of services provided by Vendo	or:			
Please rate your experience with the referenced Vendor:	Needs Improvemen	Satisfactory t	Excellent	Not Applicable
 Vendor's Quality of Service a. Responsive b. Accuracy c. Deliverables 				
2. Vendor's Organization:a. Staff expertiseb. Professionalismc. Turnover				
3. Timeliness of:a. Projectb. Deliverables				
4. Project completed within budget				
5. Cooperation with:a. Your Firmb. Subcontractor(s)/Subconsultant(sc. Regulatory Agency(ies)	S)			
Additional Comments: (provide on additional sheet if needed))			
THIS S	ECTION FOR COUNT	Y USE ONLY		
/erified via:EMAILVERBAL 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 3/2 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 40 Procurement Code.

Supplier: Zimmerman Agency

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

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

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

A. Responsiveness Criteria:

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

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

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

1. Lobbyist Registration Requirement Certification

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

2. Addenda

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

B. Responsibility Criteria:

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

The Selection or Evaluation Committee will recommend to the awarding authority a determination of

a Vendor's responsibility. At any time prior to award, the awarding authority may find that a Vendor is not responsible to receive a particular award.

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

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

1. Litigation History

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

2. Financial Information

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

in order to demonstrate the Vendor's financial capabilities.

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

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

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

3. Authority to Conduct Business in Florida

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

submission to this solicitation may be deemed non-responsible.

g. If successful in obtaining a contract award under this solicitation, the Vendor must remain in good standing throughout the contractual period of performance.

4. Affiliated Entities of the Principal(s)

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

5. Insurance Requirements

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

C. Additional Information and Certifications

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

1. Vendor Questionnaire

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

2. Standard Certifications

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

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

3. Subcontractors/Subconsultants/Suppliers Requirement

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

D. Standard Agreement Language Requirements

- The acceptance of or any exceptions taken to the terms and conditions of the County's Agreement shall be considered a part of a Vendor's submittal and will be considered by the Selection or Evaluation Committee.
- 2. The applicable Agreement terms and conditions for this solicitation are indicated in the **Special Instructions to Vendors.**
- 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.
- Any confidential material(s) the Vendor asserts is exempt from public disclosure under Florida Statutes must be labeled as "Confidential", and marked with the specific statute and subsection asserting exemption from Public Records.
- 3. To submit confidential material, three hardcopies must be submitted in a sealed envelope, labeled with the solicitation number, title, date and the time of solicitation opening to:

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

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

M. Copyrighted Materials

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

N. State and Local Preferences

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

O. Local Preference

Except where otherwise prohibited by federal or state law or other funding source restrictions, a local Vendor whose submittal is within 5% of the highest total ranked Vendor outside of the preference area will become the Vendor with whom the County will proceed with negotiations for a

final contract. Refer to Local Vendor Certification Form (Preference and Tiebreaker) for further information.

P. Tiebreaker Criteria

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

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

Q. Posting of Solicitation Results and Recommendations

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

R. Review and Evaluation of Responses

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

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

S. Vendor Protest

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

1. Any protest concerning the solicitation or other solicitation specifications or requirements must be made and received by the County within seven business days from the posting of the solicitation or addendum on the Purchasing Division's website. Such protest must be made in writing to the Director of Purchasing. Failure to timely protest solicitation specifications or requirements is a waiver of the ability to protest the specifications or requirements.

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

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

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

T. Right of Appeal

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

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

U. Rejection of Responses

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

V. Negotiations

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

W. Submittal Instructions:

- 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.
- 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.

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.

	e Vendor Questionnaire be knowledgeable about the proposing Vendor's business and operations.
1.	Legal business name: The Zimmerman Agency
2.	Doing Business As/ Fictitious Name (if applicable):
3.	Federal Employer I.D. no. (FEIN):27-0833307
4.	Dun and Bradstreet No.:17-761-6612
5.	Website address (if applicable): Zimmerman.com
6.	Principal place of business address: 1821 Miccosukee Commons Dr. Tallahassee, FL 32308
7.	Office location responsible for this project: Tallahassee
3.	Telephone no.:850-668-2222 Fax no.:850-656-4622
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): M09000001432
11.	List name and title of each principal, owner, officer, and major shareholder:
	 a) Curtis Zimmerman, President Advertising b) Carrie Zimmerman, President PR c) d)

12. AUTHORIZED CONTACT(S) FOR YOUR FIRM:

Name: Curtis Zimmerman

Title: **President**

E-mail: **curtis@zimmerman.com** Telephone No.: **850-668-2222**

Name: Angela Meredith

Title: New Business Coordinator
E-mail: Curtis Zimmerman, President

Telephone No.: 850-668-2222

13.	Has your firm, its principals, officers or predecessor organization(s) been debarred or suspended by any government entity within the last three years? If yes, specify details in an attached written response.	☐ Yes 🗹 No
14.	Has your firm, its principals, officers or predecessor organization(s) ever been debarred or suspended by any government entity? If yes, specify details in an attached written response, including the reinstatement date, if granted.	□Yes ☑No
15.	Has your firm ever failed to complete any services and/or delivery of products during the last three (3) years? If yes, specify details in an attached written response.	□Yes ☑No
16.	Is your firm or any of its principals or officers currently principals or officers of another organization? If yes, specify details in an attached written response.	∐Yes ☑ No
17.	Have any voluntary or involuntary bankruptcy petitions been filed by or against your firm, its parent or subsidiaries or predecessor organizations during the last three years? If yes, specify details in an attached written response.	∐Yes ⊡ No
18.	Has your firm's surety ever intervened to assist in the completion of a contract or have Performance and/or Payment Bond claims been made to your firm or its predecessor's sureties during the last three years? If yes, specify details in an attached written response, including contact information for owner and surety.	∐Yes ☑No
19.	Has your firm ever failed to complete any work awarded to you, services and/or delivery of products during the last three (3) years? If yes, specify details in an attached written response.	∐Yes ☑No
20.	Has your firm ever been terminated from a contract within the last three years? If yes, specify details in an attached written response.	□Yes ☑No
21.	Living Wage solicitations only: In determining what, if any, fiscal impacts(s) are a result of the Ordinance for this solicitation, provide the following for informational purposes only. Response is not considered in determining the award of this	
	contract. Living Wage had an effect on the pricing.	☐ Yes ☐ No ☑ N/A
	If yes, Living Wage increased the pricing by% or decreased the pricing by%.	

Cone of Silence Requirement Certification:

The Cone of Silence Ordinance, Section 1-266, Broward County Code of Ordinances prohibits certain communications among Vendors, Commissioners, County staff, and Selection or Evaluation Committee members. Identify on a separate sheet any violations of this Ordinance by any members of the responding firm or its joint ventures. After the application of the Cone of Silence, inquiries regarding this solicitation should be directed to the Director of Purchasing or designee. The Cone of Silence terminates when the County Commission or other awarding authority takes action which ends the solicitation.

The Vendor hereby certifies that: (check each box)

- ☑ The Vendor has read Cone of Silence Ordinance, Section 1-266, Broward County Code of Ordinances; and
- The Vendor understands that the Cone of Silence for this competitive solicitation shall be in effect beginning upon the appointment of the Selection or Evaluation Committee, for communication regarding this

solicitation with the County Administrator, Deputy County Administrator, Assistant County Administrators, and Assistants to the County Administrator and their respective support staff or any person, including Evaluation or Selection Committee members, appointed to evaluate or recommend selection in this RFP/RLI process. For Communication with County Commissioners and Commission staff, the Cone of Silence allows communication until the initial Evaluation or Selection Committee Meeting.

▼ The Vendor agrees to comply with the requirements of the Cone of Silence Ordinance.

Drug-Free Workplace Requirements Certification:

Section 21.31.a. of the Broward County Procurement Code requires awards of all competitive solicitations requiring Board award be made only to firms certifying the establishment of a drug free workplace program. The program must consist of:

- 1. Publishing a statement notifying its employees that the unlawful manufacture, distribution, dispensing, possession, or use of a controlled substance is prohibited in the offeror's workplace, and specifying the actions that will be taken against employees for violations of such prohibition;
- 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
 - 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
 - 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:

Curtis Zimmerman	President	2/25/2019
*AUTHORIZED SIGNATURE/NAME	TITLE	DATE

Vendor Name: The Zimmerman Agency

^{*} I certify that I am authorized to sign this solicitation response on behalf of the Vendor as indicated in Certificate as to Corporate Principal, designation letter by Director/Corporate Officer, or other business authorization to bind on behalf of the Vendor. As the Vendor's authorized representative, I attest that any and all statements, oral, written or otherwise, made in support of the Vendor's response, are accurate, true and correct. I also acknowledge that inaccurate, untruthful, or incorrect statements made in support of the Vendor's response may be used by the County as a basis for rejection, rescission of the award, or termination of the contract and may also serve as the basis for debarment of Vendor pursuant to Section 21.119 of the Broward County Procurement Code. I certify that the Vendor's response is made without prior understanding, agreement, or connection with any corporation, firm or person submitting a response for the same items/services, and is in all respects fair and without collusion or fraud. I also certify that the Vendor agrees to abide by all terms and conditions of this solicitation, acknowledge and accept all of the solicitation pages as well as any special instructions sheet(s).

LOBBYIST REGISTRATION REQUIREMENT CERTIFICATION FORM

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

The Vendor certifies that it understands if it has retained a lobbyist(s) to lobby in connection with a competitive solicitation, it shall be deemed non-responsive unless the firm, in responding to the competitive solicitation, certifies that each lobbyist retained has timely filed the registration or amended registration required under Broward County Lobbyist Registration Act, Section 1-262, Broward County Code of Ordinances; and it understands that if, after awarding a contract in connection with the solicitation, the County learns that the certification was erroneous, and upon investigation determines that the error was willful or intentional on the part of the Vendor, the County may, on that basis, exercise any contractual right to terminate the contract for convenience.

The Vendor hereby certifies that: (select one)	
It has not retained a lobbyist(s) to lobby in connection with this competitive solicitation; however, if retained solicitation, the County will be notified.	ined after
It has retained a lobbyist(s) to lobby in connection with this competitive solicitation and certified that each retained has timely filed the registration or amended registration required under Broward County 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 convitation be listed below:	onnection
Name of Lobbyist:	
Lobbyist's Firm:	
Phone:	
E-mail:	
Name of Lobbyist:	
Lobbyist's Firm:	
Phone:	
E-mail: ameredith@brightredagency.com	
Authorized Signature/Name: Curtis Zimmerman Date: 2/25/19	
Title: President	
Vendor Name: The Zimmerman Agency	

DOMESTIC PARTNERSHIP ACT CERTIFICATION FORM (REQUIREMENT AND TIEBREAKER)

Refer to Special Instructions to identify if Domestic Partnership Act is a requirement of the solicitation or acts only as a tiebreaker. If Domestic Partnership is a requirement of the solicitation, the completed and signed form should be returned with the Vendor's submittal. If the form is not provided with submittal, the Vendor must submit within three business days of County's request. Vendor may be deemed non-responsive for failure to fully comply within stated timeframes. To qualify for the Domestic Partnership tiebreaker criterion, the Vendor must currently offer the Domestic Partnership benefit and the completed and signed form must be returned at time of solicitation submittal.

The Domestic Partnership Act, Section 16 $\frac{1}{2}$ -157, Broward County Code of Ordinances, requires all Vendors contracting with the County, in an amount over \$100,000 provide benefits to Domestic Partners of its employees, on the same basis as it provides benefits to employees' spouses, with certain exceptions as provided by the Ordinance.

For all submittals over \$100,000.00, the Vendor, by virtue of the signature below, certifies that it is aware of the requirements of Broward County's Domestic Partnership Act, Section 16-½ -157, Broward County Code of Ordinances; and certifies the following: (check only one below).

V	F	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
	ti	he Vendor will comply with the requirements of the County's Domestic Partnership Act at ime of contract award and provide benefits to Domestic Partners of its employees on the same basis as it provides benefits to employees' spouses.
		The Vendor will not comply with the requirements of the County's Domestic Partnership Act at time of award.
	F	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).

Curtis Zimmerman Authorized Signature/Name President Title The Zimmerman Agency Vendor Name 02/25/19 Date



Office of Economic and Small Business Requirements: CBE Goal Participation

- A. In accordance with the Broward County Business Opportunity Act of 2012, Section 1-81, Code of Ordinances, as amended (the "Business Opportunity Act"), the County Business Enterprise (CBE) Program is applicable to this contract. All Vendors responding to this solicitation are required to utilize CBE firms to perform the assigned participation goal for this contract.
- B. The CBE participation goal will be established based on the expected expenditure amount for the proposed scope of services for the project. The Office of Economic and Small Business Development (OESBD) will not include alternate items, optional services or allowances when establishing the CBE participation goal. If the County subsequently chooses to award any alternate items, optional services or allowances as determined by OESBD and the Contract Administrator to be related to the scope of services, OESBD may apply the established CBE participation goal. In such an instance, the County will issue a written notice to the successful Vendor that the CBE participation goal will also apply to the alternate items, optional services or allowances. Vendor shall submit all required forms pertaining to its compliance with the CBE participation goal, as applicable. Failure by Vendor to submit the required forms may result in the rejection of Vendor's solicitation submittal prior to the award or failure to comply with the contract requirements may have an impact on the vendor performance evaluation post award, as applicable.
- C. CBE Program Requirements: Compliance with CBE participation goal requirements is a matter of responsibility; Vendor should submit all required forms and information with its solicitation submittal. If the required forms and information are not provided with the Vendor's solicitation submittal, then Vendor must supply the required forms and information no later than three (3) business days after request by OESBD. Vendor may be deemed non-responsible for failure to fully comply with CBE Program Requirements within these stated timeframes.
 - 1. Vendor should include in its solicitation submittal a Letter Of Intent Between Bidder/Offeror and County Business Enterprise (CBE) Subcontractor/Supplier for each CBE firm the Vendor intends to use to achieve the assigned CBE participation goal. The form is available at the following link: http://www.broward.org/EconDev/Documents/CBELetterOfIntent.pdf
 - 2. If Vendor is unable to attain the CBE participation goal, Vendor should include in its solicitation submittal an **Application for Evaluation of Good Faith Efforts** and all of the required supporting information. The form is available at the following link: http://www.broward.org/EconDev/WhatWeDo/Documents/GoodFaithEffortEval.pdf
- D. OESBD maintains an online directory of CBE firms. The online directory is available for use by Vendors at https://webapps4.broward.org/smallbusiness/sbdirectory.aspx.
- E. For detailed information regarding the CBE Program contact the OESBD at (954) 357-6400 or visit the website at: http://www.broward.org/EconDev/SmallBusiness/
- F. If awarded the contract, Vendor agrees to and shall comply with all applicable requirements of the Business Opportunity Act and the CBE Program in the award and administration of the contract.
 - 1. No party to this contract may discriminate on the basis of race, color, sex, religion,

- national origin, disability, age, marital status, political affiliation, sexual orientation, pregnancy, or gender identity and expression in the performance of this contract.
- 2. All entities that seek to conduct business with the County, including Vendor or any Prime Contractors, Subcontractors, and Bidders, shall conduct such business activities in a fair and reasonable manner, free from fraud, coercion, collusion, intimidation, or bad faith. Failure to do so may result in the cancellation of this solicitation, cessation of contract negotiations, revocation of CBE certification, and suspension or debarment from future contracts.
- 3. If Vendor fails to meet or make Good Faith Efforts (as defined in the Business Opportunity Act) to meet the CBE participation commitment (the "Commitment"), then Vendor shall pay the County liquidated damages in an amount equal to fifty percent (50%) of the actual dollar amount by which Vendor failed to achieve the Commitment, up to a maximum amount of ten percent (10%) of the total contract amount, excluding costs and reimbursable expenses. An example of this calculation is stated in Section 1-81.7, Broward County Code of Ordinances.
- 4. Vendor shall comply with all applicable requirements of the Business Opportunity Act in the award of this contract. Failure by Vendor to carry out any of these requirements shall constitute a material breach of the contract, which shall permit the County to terminate this contract or to exercise any other remedy provided under this contract, the Broward County Code of Ordinances, the Broward County Administrative Code, or other applicable laws, with all such remedies being cumulative.
- 5. Vendor shall pay its CBE subcontractors and suppliers, within fifteen (15) days following receipt of payment from the County, for all completed subcontracted work and supplies. If Vendor withholds an amount from CBE subcontractors or suppliers as retainage, such retainage shall be released and paid within fifteen (15) days following receipt of payment of retained amounts from the County.
- 6. Vendor understands that the County will monitor Vendor's compliance with the CBE Program requirements. Vendor must provide OESBD with a Monthly Utilization Report (MUR) to confirm its compliance with the Commitment agreed to in the contract; timely submission of the MUR every month throughout the term of the contract, including amendment and extension terms, is a condition precedent to the County's payment of Vendor under the contract.

LITIGATION HISTORY FORM

The completed form(s) should be returned with the Vendor's submittal. If not provided with submittal, the Vendor must submit within three business days of County's request. Vendor may be deemed non-responsive for failure to fully comply within stated timeframes.

✓ There are no material✓ Material Case(s) are	al cases for this Vendor; or disclosed below:
Is this for a: (check type)	If Yes, name of Parent/Subsidiary/Predecessor:
☐ Parent, ☐ Subsidiary,	
or	Or No
☐ Predecessor Firm?	
Party	
Case Number, Name, and Date Filed	
Name of Court or other	
tribunal	
Type of Case	Bankruptcy Civil Criminal Administrative/Regulatory
Claim or Cause of Action	
and Brief description of	
each Count	
Brief description of the	
Subject Matter and Project Involved	
Disposition of Case	
Disposition of case	Pending
(Attach copy of any applicable Judgment, Settlement Agreement and	Judgment Vendor's Favor
Satisfaction of Judgment.)	If Judgment Against, is Judgment Satisfied? Yes No
Opposing Counsel	Name:
	Email: ameredith@brightredagency.com
	Telephone Number:

Vendor Name: The Zimmerman Agency

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:

Tricipal's Name:

Names of Affiliated Entities:

Vendor Name: The Zimmerman Agency

Date: 02/25/19

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 Specific proposed alternative Cange Insert version of exception or Specific proposed alternative Insurance Insert version of exception or Specific proposed alternative Insurance Insert version of exception or Specific proposed alternative Insert version of ex					

Vendor Name: The Zimmerman Agency

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

Local Business Address:

Vendor does not qualify for Tie Break Criteria or Local Preference, in accordance with the above requirements. The undersigned Vendor hereby certifies that (check box if applicable): The Vendor is not a local Vendor in Broward County.

Curtis Zimmerman	President	The Zimmerman Agency	2/25/19
AUTHORIZED SIGNATURE/NAME	TITLE	COMPANY	DATE

RFP-RFQ-RLI LOCATION ATTESTATION FORM (EVALUATION CRITERIA)

The completed and signed form and supporting information (if applicable, for Joint Ventures) should be returned with the Vendor's submittal. If not provided with submittal, the Vendor must submit within three business days of County's request. Failure to timely submit this form and supporting information may affect the Vendor's evaluation. Provided information is subject to verification by the County.

A Vendor's principal place of business location (also known as the nerve center) within Broward County is considered in accordance with Evaluation Criteria. The County's definition of a principal place of business is:

- As defined by the Broward County Local Preference Ordinance, "Principal place of business means the nerve center or center of overall direction, control and coordination of the activities of the bidder [Vendor]. If the bidder has only one (1) business location, such business location shall be considered its principal place of business."
- 2. A principal place of business refers to the place where a corporation's officers direct, control, and coordinate the corporation's day-to-day activities. It is the corporation's 'nerve center' and in practice it should normally be the place where the corporation maintains its headquarters; provided that the headquarters is the actual center of direction, control, and coordination, i.e., the 'nerve center', and not simply an office where the corporation holds its board meetings (for example, attended by directors and officers who have traveled there for the occasion).

The Vendor's principal place of business in Broward County shall be the Vendor's "Principal Address" as indicated with the Florida Department of State Division of Corporations, for at least six months prior to the solicitation's due date.

Check one of the following:

- ☐ The Vendor certifies that it has a principal place of business location (also known as the nerve center) within Broward County, as documented in Florida Department of State Division of Corporations (Sunbiz), and attests to the following statements:
 - Vendor's address listed in its submittal is its principal place of business as defined by Broward County;
 - 2. Vendor's "Principal Address" listed with the Florida Department of State Division of Corporations is the same as the address listed in its submittal and the address was listed for at least six months prior to the solicitation's opening date. A copy of Florida Department of State Division of Corporations (Sunbiz) is attached as verification.
 - 3. Vendor must be located at the listed "nerve center" address ("Principal Address") for at least six (6) months prior to the solicitation's opening date;
 - 4. Vendor has not merged with another firm within the last six months that is not headquartered in Broward County and is not a wholly owned subsidiary or a holding company of another firm that is not headquartered in Broward County;
 - 5. If awarded a contract, it is the intent of the Vendor to remain at the referenced address for the duration of the contract term, including any renewals, extensions or any approved

interim contracts for the services provided under this contract; and

6. The Vendor understands that if after contract award, the County learns that the attestation was erroneous, and upon investigation determines that the error was willful or intentional on the part of the Vendor, the County may, on that basis exercise any contractual right to terminate the contract. Further any misleading, inaccurate, false information or documentation submitted by any party affiliated with this procurement may lead to suspension and/or debarment from doing business with Broward County as outlined in the Procurement Code, Section 21.119.

If the Vendor is submitting a response as a Joint Venture, the following information is required to be submitted:

- a. Name of the Joint Venture Partnership
- b. Percentage of Equity for all Joint Venture Partners
- c. A copy of the executed Agreement(s) between the Joint Venture Partners
- ✓ Vendor does not have a principal place of business location (also known as the nerve center) within Broward County.

Vendor Information:

Vendor Name: The Zimmerman Agency

Vendor's address listed in its submittal is:

1821 Miccosukee Commons Dr. Tallahassee, FL 32308

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.

Curtis Zimmerman	President	The Zimmerman Agency	2/25/19
Authorized Signature/Name	Title	Vendor Name	Date

SUBCONTRACTORS/SUBCONSULTANTS/SUPPLIERS REQUIREMENT FORM Request for Proposals, Request for Qualifications, or Request for Letters of Interest

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

- A. The Vendor shall submit a listing of all subcontractors, subconsultants and major material suppliers (firms), if any, and the portion of the contract they will perform. A major material supplier is considered any firm that provides construction material for construction contracts, or commodities for service contracts in excess of \$50,000, to the Vendor.
- B. If participation goals apply to the contract, only non-certified firms shall be identified on the form. A non-certified firm is a firm that is not listed as a firm for attainment of participation goals (ex. County Business Enterprise or Disadvantaged Business Enterprise), if applicable to the solicitation.
- C. This list shall be kept up-to-date for the duration of the contract. If subcontractors, subconsultants or suppliers are stated, this does not relieve the Vendor from the prime responsibility of full and complete satisfactory performance under any awarded contract.
- D. After completion of the contract/final payment, the Vendor shall certify the final list of non-certified subcontractors, subconsultants, and suppliers that performed or provided services to the County for the referenced contract.
- E. The Vendor has confirmed that none of the recommended subcontractors, subconsultants, or suppliers' principal(s), officer(s), affiliate(s) or any other related companies have been debarred from doing business with Broward County or any other governmental agency.

If none, state "none" on this form. Use additional sheets as needed. Vendor should scan and upload any additional form(s) in BidSync.

1. Subcontracted Firm's Name: Adept

Subcontracted Firm's Address: 5300 Powerline Rd #207

Subcontracted Firm's Telephone Number: 954-769-1533

Contact Person's Name and Position: **Dana Pollitt** Contact Person's E-Mail Address: **dana@adept.co**

Estimated Subcontract/Supplies Contract Amount: 3-7%

Type of Work/Supplies Provided: marketing support services

2. Subcontracted Firm's Name:

Subcontracted Firm's Address:

Subcontracted Firm's Telephone Number:

Contact Person's Name and Position:

Contact Person's E-Mail Address:

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	n/a	n/a	n/a	n/a	n/a
2					
3					
4					
5					
	-	•	-	Grand Total	n/a

Has the Vendor been a member/p. County? Yes □	artner of a Joint No ☑	Venture firm that was awarded a contract by the
If Yes, Vendor must submit a Join	t Vendor Volur	ne of Work Attestation Form.
Vendor Name: The Zimmerman	Agency	
Curtis Zimmerman	President	3/13/19
Authorized Signature/ Name	Title	Date

VOLUME OF PREVIOUS WORK ATTESTATION JOINT VENTURE FORM

If applicable, this form and additional required documentation should be submitted with the Vendor's submittal. If not provided with submittal, the Vendor must submit within three business days of County's request. Failure to timely submit this form and supporting documentation may affect the Vendor's evaluation.

The calculation of Volume of Previous Work for a prime Vendor previously awarded a contract as a member of a Joint Venture firm is based on the actual equity ownership of the Joint Venture firm. Volume of Previous Work is not based on the total payments to the Joint Venture firm.

Vendor must list all projects it received payment from Broward County Board of County Commissioners during the past five years as a member of a Joint Venture. The Vendor attests to the following:

Item No.	Project Title	Solicitation/ Contract Number:	Department or Division	Date Awarded	JV Equity %	Paid to Date Dollar Amount
1	n/a	n/a	n/a	n/a	n/a	n/a
2						
3						
4						
5						
Grand Total					n/a	

Vendor is required to submit an executed Joint Venture agreement(s) and any amendments for each project listed above. Each agreement must be executed prior to the opening date of this solicitation.

Vendor Name: The Zimmerman Agency

Curtis Zimmerman President 3/13/19
Authorized Signature/ Name Title Date

SCRUTINIZED COMPANIES LIST REQUIREMENT CERTIFICATION FORM

The completed and signed form(s) should be returned with the Vendor's submittal. If not provided with submittal, the Vendor must submit within three business days of County's request. Vendor may be deemed non responsive for failure to fully comply within stated timeframes.

Any company, principals, or owners on the Scrutinized Companies with Activities in Sudan List, the Scrutinized Companies with Activities in the Iran Petroleum Energy Sector List, or the Scrutinized Companies that Boycott Israel List is prohibited from submitting a response to a solicitation for goods or services in an amount equal to or greater than \$1 million.

The Vendor, by virtue of the signature below, certifies that:

- a. The Vendor, owners, or principals are aware of the requirements of Sections 287.135, 215.473, and 215.4725 Florida Statutes, regarding Companies on the Scrutinized Companies with Activities in Sudan List, the Scrutinized Companies with Activities in the Iran Petroleum Energy Sector List, or the Scrutinized Companies that Boycott Israel List; and
- b. The Vendor, owners, or principals, are eligible to participate in this solicitation and are not listed on either the Scrutinized Companies with Activities in Sudan List, the Scrutinized Companies with Activities in the Iran Petroleum Energy Sector List, or the Scrutinized Companies that Boycott Israel List; and
- c. If awarded the Contract, the Vendor, owners, or principals will immediately notify the County in writing if any of its principals are placed on the Scrutinized Companies with Activities in Sudan List, the Scrutinized Companies with Activities in the Iran Petroleum Energy Sector List, or the Scrutinized Companies that Boycott Israel List.

Curtis Zimmerman President The Zimmerman 2/25/19
Agency
Authorized Signature/Name Title Vendor Name Date

Security Requirements

A. General Security Requirements and Criminal Background Screening:

- 1. All contractor and sub-contractor personnel requiring unescorted access to Broward County facilities must obtain a County issued contractor identification badge (contractor ID badge); except as specifically stated herein.
- 2. The background screening requirements for obtaining a contractor ID badge will depend on the facility to which unescorted access is being requested. Contract Administrators or designees and contractors may contact Broward County Security at (954) 357-6000 or FMsecurity@broward.org for the required background screening requirements associated with access to specific facilities. Contract Administrators will communicate all current and appropriate requirements to the contractor and sub-contractor throughout the contract period.

B. General Facilities:

- 1. Contractor and sub-contractor personnel servicing and requiring unescorted access to General Facilities must have a County issued contractor ID badge (contractor ID badge) which will be the responsibility of the contractor to obtain. Depending upon the request, the badge may carry electronic access privileges. The badge must be visible and worn at all times together with the contractor's company/business contractor ID badge. Similar to employee security/ID badges, requests for contractor ID badges are initially approved by the requesting agency director or designee and then submitted to Facilities Management Division (FMD) Security for final approval.
- 2. The issuance of a contractor ID badge for unescorted access to General Facilities requires a "Level 1" FDLE background check, which can be conducted by the Florida Department of Law Enforcement (FDLE). This "Level 1" FDLE background check is the contractor's responsibility and should be included in the bid price. FDLE background checks can be done by the contractor by phone at (850) 410-8109 or online at https://web.fdle.state.fl.us/search/app/default_
- 3. Upon completion of the background check, the contractor must attach a copy of the results to the contractor's application for a contractor ID badge. The Project Manager or designee utilizing the service of the contractor will be the "Sponsor" and will either provide the contractor with a Contractor ID Badge Request Form or assist the contractor in completing an on-line application for the County issued contractor ID badge.
- 4. Requests for a contractor ID badge requiring an FDLE background check may require lengthy processing and review by the Broward Sheriff's Office (BSO). Contractors and subcontractors must therefore submit the request to Broward County Security at least two (2) weeks prior to the start of service by the contractor. When identification badges are ready, Broward County Security will contact the contractor to arrange pick up. Upon pick up, the applicant must present a valid Florida identification and must be accompanied by his or her supervisor. Broward County Security will then supply contractor ID badge valid for the anticipated period within which the work will be performed. The validity period must be clearly stated on the Contractor ID Badge Request Form; however, the period of validity will not exceed one (1) year. Background checks will be required for renewal of contractor ID badge. At the termination of the contract and separation of employee services, the contractor is responsible for the collection and return of all contractor ID badge to the Project Manager and/or to Broward County Security.
- Compliance with the County's security requirements is part of the overall contract performance evaluation. Final payment will, in part, be contingent on the return of all contractor ID badges issued to contractor personnel.
- 6. Broward County Security is located at Governmental Center East, 115 South Andrews Avenue Fort Lauderdale, FL 33301. Telephone (954) 357-6000.
- 7. All contractors must wear distinctive and neat appearing uniforms with vendor's company

- name. Sub-contractor personnel must also have Broward County issued contractor IDs and meet the same security requirements and uniform standards as the primary contractor.
- Contractors will not be allowed unescorted on the job site without proper County issued contractor ID badges.

C. Facilities Critical to Security and Public Safety:

Many Broward County government facilities will have areas designated as critical to security and public safety, pursuant to Broward County Ordinance 2003-08 Sections 26-121 and 26-122, as may be amended. The issuance of a contractor ID badge for unescorted access to facilities critical to security and public safety may entail a comprehensive statewide and national background check. Unescorted access to certain facilities occupied by the Broward Sheriff's Office (BSO) and the State Attorney's Office will require a national fingerprint-based records check per the Criminal Justice Information System (CJIS) policy.

A contractor employee found to have a criminal record consisting of felony conviction(s) shall be disqualified from access to the State Attorney's Offices and certain BSO facilities. A contractor employee with a record of misdemeanor offense(s) may be granted access if the System Security Officer (CSO), Terminal Access Coordinator (TAC), and FDLE determines that the nature of the offense(s) do not warrant disqualification. Applicants shall also be disqualified on the basis of confirmations that arrest warrants are outstanding for such applicants.

D. Contractor Work Crews:

Background investigations are generally not required for each member of a contractor work crew working on county premises and outside a building or structure. Examples are landscape crews and roofers. If it is necessary to enter the building or structure unescorted, these work crew members should obtain a contractor ID badge. If not, work crew members must be escorted at all times by the project manager, or designee, and must be under the direct supervision of a foreperson for the contractor. The foreperson must be aware of the crew members' whereabouts, has completed the appropriate background check for the location and type of work being undertaken, and has been issued and is displaying a contractor ID badge.

All members of a night cleaning crew must complete a background investigation appropriate to the requirements of the facility and so should all work crew members not escorted when working at a critical county facility.

Notwithstanding, the using agency is best positioned and suited to determine the safeguards and requirements that should be in place to manage the risks and consequences associated with the roles and activities of contractor, subcontractor, and work crews, when requesting a contractor ID badge. The agency is aware of the characteristics of the client population being served by the classes of persons, the need to safeguard high-value assets, and the requirement to comply with all statutory requirements governing background investigations.

E. Other Vendors:

Consultants, delivery personnel, and vending machine operators, without a County issued contractor badge, may obtain a Visitor pass and should be escorted by County personnel when accessing and working in designated non-public and employee work areas at both general facilities and facilities critical to security and public safety.

F. Port Everglades Locations:

1. The Port Everglades Department requires persons to present, at port entry, a valid driver's license, and valid reason for wishing to be granted port access in order to obtain a temporary/visitor ID badge. For persons who will visit the Port more than 15 times in a 90 day period, a permanent identification badge must be obtained and paid for by the contractor for all employees, subcontractors, agents and servants visiting or working on the port project. A restricted access badge application process will include fingerprints and a comprehensive background check. Badges must be renewed annually and the

fees paid pursuant to Broward County Administrative Code, Section 42.6. For further information, please call 954-765-4225.

- 2. All vehicles that are used regularly on the dock apron must have a Dockside Parking Permit. Only a limited number of permits will be issued per business entity. The fee is \$100.00 per permit/vehicle. Individuals requesting a permit must possess a valid Portissued Restricted Access Area badge with a "Dock" destination. Requests for Dockside Parking Permits must be submitted in writing, on company letterhead, to the ID Badge Office. Applicants must demonstrate a need for access to the dock apron. Requests shall be investigated, and approved, if appropriate justification is provided. Supporting documentation must be supplied, if requested. Dock permits are not transferable and must be affixed to the lower left corner of the permitted vehicle's windshield. Should the permit holder wish to transfer the permit to another vehicle during the term of issuance, the permit will be removed and exchanged at no charge for a new permit. Only one business entity representative will be permitted on the dock at a time at the vessel location.
- 3. The Federal Government has instituted requirements for a Transportation Worker Identification Credential (TWIC) for all personnel requiring unescorted access to designated secure areas within Port Everglades. The contractor will be responsible for complying with the applicable TWIC requirements. For further information, please call 1-855-347-8371, or go on line to https://www.tsa.gov/for-industry/twic.

G. Airport Security Program and Aviation Regulations:

- 1. Consultant/contractor agrees to observe all security requirements and other requirements of the Federal Aviation Regulations applicable to Consultant/contractor, including without limitation, all regulations of the United States Department of Transportation, the Federal Aviation Administration and the Transportation Security Administration, and the Consultant/contractor agrees to comply with the County's Airport Security Program and the Air Operations area (AOA) Vehicle Access Program, and amendments thereto, and to comply with such other rules and regulations as may be reasonably prescribed by the County, and to take such steps as may be necessary or directed by the County to insure that sub lessees, employees, invitees and guests observe these requirements. If required by the Aviation Department, Consultant/contractor shall conduct background checks of its employees in accordance with applicable Federal regulations.
- 2. If as a result of the acts or omissions of Consultant/contractor, its sub lessees, employees, invitees or quests, the County incurs any fines and/or penalties imposed by any governmental agency, including without limitation, the United States Department of Transportation, the Federal Aviation Administration or the Transportation Security Administration, or any expense in enforcing any federal regulations, including without limitation, airport security regulations, or the rules or regulations of the County, and/or any expense in enforcing the County's Airport Security Program, then consultant/contractor agrees to pay and/or reimburse the County all such costs and expenses, including all costs of administrative proceedings, court costs, and attorneys' fees and all costs incurred by County in enforcing this provision. Consultant/contractor further agrees to rectify any security deficiency or other deficiency as may be determined as such by the County or the United States Department of Transportation, Federal Aviation Administration, the Transportation Security Administration, or any other federal agency. In the event consultant/contractor fails to remedy any such deficiency, the County may do so at the cost and expense of consultant/contractor. The County reserves the right to take whatever action is necessary to rectify any security deficiency or other deficiency.
- 3. Operation of Vehicles on the AOA: Before the consultant/contractor shall permit any employee of consultant/contractor or any sub consultant/subcontractor to operate a motor vehicle of any kind or type on the AOA (and unless escorted by an Aviation Department approved escort), the consultant/contractor shall ensure that all such vehicle operators possess current, valid, and appropriate Florida driver's licenses. In addition, any motor vehicles and equipment of consultant/contractor or of any sub consultant/subcontractor operating on the AOA must have an appropriate vehicle identification permit issued by the Aviation Department, which identification must be

- displayed as required by the Aviation Department.
- 4. Consent to Search/Inspection: The consultant/contractor agrees that its vehicles, cargo, goods, and other personal property are subject to being inspected and searched when attempting to enter or leave and while on the AOA. The consultant/contractor further agrees on behalf of itself and its sub consultant/subcontractors that it shall not authorize any employee or other person to enter the AOA unless and until such employee other person has executed a written consent-to-search/inspection form acceptable to the Aviation Department. Consultant/contractor acknowledges and understands that the forgoing requirements are for the protection of users of the Airport and are intended to reduce incidents of cargo tampering, aircraft sabotage, thefts and other unlawful activities at the Airport. For this reason, consultant/contractor agrees that persons not executing such consent-to-search/inspection form shall not be employed by the consultant/contractor or by any sub consultant/contractor at the Airport in any position requiring access to the AOA or allowed entry to the AOA by the consultant/contractor or by any sub consultant/contractors.
- 5. The provisions hereof shall survive the expiration or any other termination of this contract.

H. Water and Wastewater Services (WWS):

- 1. Contractors/Consultants may receive a WWS ID Badge and/or Access Card and/or Keys while working at WWS facility work sites. These items provide modified access to certain areas and systems otherwise restricted to non-WWS employees and can only be obtained from the WWS Security Manager. These items may be rescinded at the discretion of the WWS Security Officer. The WWS ID Badge, Access Card and/or Keys remain the property of Broward County and must be returned to your WWS contact person at the end of the contract/project.
- All contractors will complete and sign the WWS Contractor/Consultant Security Memorandum and provide a copy of their Driver's License to be recorded on Schlage Card Access System Profile.
- A lost or stolen ID Badge and/or Access Card and/or Keys must be reported to the Security Manager immediately.
- 4. WWS may terminate access to any contractor who acts inappropriately while on County property and has the right to contact BSO if necessary to have the contractor removed and/or file charges against them.

I. Additional Security Requirements for Parks and Recreation:

- Contractor expressly understands and agrees that a duty is hereby created under this Contract that requires contractor to provide ongoing disclosure throughout the term of this Contract as provided for herein relative to the criminal background screening required by this Section.
- 2. Contractor shall perform criminal background screening as identified in Item 3 below on its officers, employees, agents, independent contractors and volunteers who will be working under this contract in any County park ("collectively referred to as "County Park Property"). Further, if contractor is permitted to utilize subcontractors under this contract, contractor shall perform or ensure that the background screening as required in Item 3 below is conducted on any permitted subcontractor, which term includes the subcontractor's officers, employees, agents, independent contractors and volunteers who will be working under this contract on County Park property.
- 3. Contractor shall not permit any person who is listed as a sexual predator or sexual offender on the Florida Department of Law Enforcement, Sexual Offenders and Predators Website or the United States Department of Justice, National Sex Offender Public Website, to provide any services for contractor on County Park Property. All persons subject to the criminal background screening under this contract shall be rescreened annually based on the date of initial screening.
- 4. Contractor shall maintain copies of the results of the criminal background screening required by this Section for the term of this contract and promptly forward copies of same to County, upon its request.
- Contractor shall be required to furnish to County's Parks and Recreation Project Manager, on a monthly basis, an Affidavit affirming the persons listed in the Affidavit have been background screened as required in Item 3 above and have been deemed eligible by

- contractor to work on County Park property. Contractor's monthly Affidavit shall update information from the previous Affidavit by reconfirming the status of persons who have previously been deemed eligible as provided for above and updating the list, when applicable, to specifically identify new persons providing services for contractor under this Contract who have been background screened as required in Item 3 above and deemed eligible to work on County Park Property. The Contract Administrator may, in his or her discretion, permit contractor to furnish the monthly Affidavit in an electronic format.
- 6. In the event contractor obtains, or is provided, supplemental criminal background information, including police reports and arrest information, which potentially disqualifies a person previously deemed eligible by contractor to provide services under this contract, contractor shall take immediate action to review the matter; however, during such review time and until a determination of eligibility is made by contractor based on the requirements of this Section, contractor shall immediately cease allowing the person to work on County Park Property. Additionally, contractor shall be required to inform any person background screened pursuant to this Section who is providing services under this contract, to notify contractor within forty-eight (48) hours of any arrest related to sexual misconduct which has occurred after the person was deemed eligible to work on County Park Property.
- 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.