



BOCA RATON | ORLANDO | NEW YORK

A PRESENTATION TO
Greater Fort Lauderdale CVB



In-House Services



Traditional

- Brand Strategy and Development
- **Media Planning and Buying**
- Creative and Copy Development
- **Video Production**
- **In-house Green Screen CYC Studio and Edit Suite**
- **Pre and Post-Production Video Services**
- Market Research and Analysis
- **Broadcast Production**
- **In-house Audio Booth**
- **In-house, Licensed Drone and Pilot**

Digital

- **Custom Website Development**
- Website Hosting and Maintenance
- Social Media Content and Paid Ad Management
- Search Engine Marketing
- Search Engine Optimization
- **3D Animation and Motion Graphics**
- Eblast Deployment
- Geo-fencing/Precise Mobile Targeting
- Blog Content
- Cross Device Interactive Campaigns including IP Address Targeting, Contextual/Behavioral Targeting and Retargeting
- Interactive Display Ad Concept, Creation and HTML5 Coding
- **API Integration**

Ability of Professional Personnel

Pace is comprised of highly skilled professionals, with longevity as a team, working together across a full spectrum of agency services delivering fully integrated strategies to clients in travel/tourism, real estate, education and healthcare. We have a deep bench of talent to draw from for our clients.

We are eager to work with the **Greater Fort Lauderdale CVB** and we're assigning our top talent to your account. Additionally, if awarded this account, **Pace** will review staffing to determine if additional team members will be required to service the account in the most efficient way possible.



DIANA RISER
PRESIDENT

CARA FASKE
CEO

CREATIVE

ACCOUNT MANAGEMENT

MEDIA

WEB

OCTAVIO GUZMAN
CREATIVE DIRECTOR

MICHAEL SCHNEIDER
SENIOR ACCOUNT MANAGER
AND DIGITAL STRATEGIST

NICOLE CONTEGNI
MEDIA DIRECTOR

SERGIO MELICIO
DIRECTOR OF INTERACTIVE MEDIA

GEORGE ASLANIAN
COPYWRITER

PETE SHEPARD
PRODUCTION DIRECTOR AND MOTION
GRAPHICS SPECIALIST

MELISSA MATA
SENIOR ACCOUNT DIRECTOR

MORGAN PANDULA
MEDIA PLANNER/BUYER

BRIAN CORCHIOLO
WEB DEVELOPER AND
MULTIMEDIA PROGRAMMER

TONY PINEDA
ART DIRECTOR

ROBERTO BASTIDAS
ART DIRECTOR AND VIDEO
PRODUCTION SPECIALIST

KAREN STOLZENBERG
CLIENT SERVICES

KERRY ANDERSON
MEDIA INVESTMENT STRATEGIST

RUTH AGADA
WEB DEVELOPER AND 3D ANIMATOR

JESSICA SAND
CREATIVE DIRECTOR

MICHAEL GONZALEZ
VIDEO PRODUCTION MANAGER

MAEGHAN GOUGH
SOCIAL MEDIA MANAGER

LEO ASTROLOGO
ART DIRECTOR

MICHAEL SHERMAN
SOCIAL MEDIA MANAGER

HERNAN PASCUCCELLI
ART DIRECTOR

ABILITY OF PROFESSIONAL PERSONNEL



Diana Riser

PRESIDENT

24+ YEARS OF EXPERIENCE

TRAVEL+
LEISURE

TRAVEL+LEISURE
family

FOOD & WINE
DEPARTURES



AVI
AVENTURA
MALL

WA | WORTH AVENUE
PALM BEACH *Since 1938*



BOCA RATON RESORT & CLUB
A WALDORF ASTORIA RESORT

DDA DOWNTOWN
DEVELOPMENT
AUTHORITY
Downtown Delray Beach, Florida

MARGARITAVILLE
Resort
ORLANDO

SALT VISIT LAKE

SOBE
WFF

VISITFLORIDA®


SUNSET KEY COTTAGES
KEY WEST, FL


Ocean properties, Ltd.
Hotels and Resorts
& Affiliates



MARGARITAVILLE®
Resort & Marina
KEY WEST, FLORIDA

MNI
targeted
media

AMERICAN EXPRESS
publishing



Nicole Contegni

MEDIA DIRECTOR

26+ YEARS OF EXPERIENCE





E*TRADE:

Launched to consumers in 1996 only online.

Nicole utilized innovative and aggressive media negotiations, leveraging annual Magazine schedules for Pay For Performance BRC inserts to generate customer sign-ups.

1997 TrailBlazer award recognized Nicole as one of the best up-and-coming media planners in the nation.

CARNIVAL/ WORLD'S LEADING CRUISE LINES:

Planned Full Media Mix with Network TV, Digital, Co-Op Newspaper (Travel Agents), Spot Radio (Promotions) and Print Magazines.

Planned themed cruises support with national Magazine partnerships.

Managed corporate newspaper contract negotiations for all seven cruise lines, and managed direct response lead generation digital plan.

Leveraged National Cable schedules with Added Value buys that incorporated on-air travel vignettes (Food Network/Fine Living)
\$58MM dollars in annual media spend

FLORIDA LOTTERY & FLORIDA POWER & LIGHT:

Managed statewide/regional Media Planning (spanning over a course of 18+ years from 2001 - 2018).

Heavy In-State/Regional Media Management and Vendor Partnership achievements:

- **Lottery: \$25MM dollars in annual media spend**
- **FP&L: \$17.1MM dollars in annual media spend**
- **36% Value Added**
- 300+ broadcast stations across the state
- 22+ newspapers across the state
- Managed Sports/B2B Sponsorships with \$1MM - \$2MM annual spend



Octavio Guzman

CREATIVE DIRECTOR

25+ YEARS OF EXPERIENCE

CERTIFIED
VACATIONS



Elite Island Resorts
CARIBBEAN



MARGARITAVILLE
Resort & Marina
KEY WEST, FLORIDA





Michael Schneider

SENIOR ACCOUNT MANAGER
& DIGITAL STRATEGIST

15+ YEARS OF EXPERIENCE





George Aslanian

COPYWRITER





Tony Pineda

ART DIRECTOR



Project Approach



Discovery

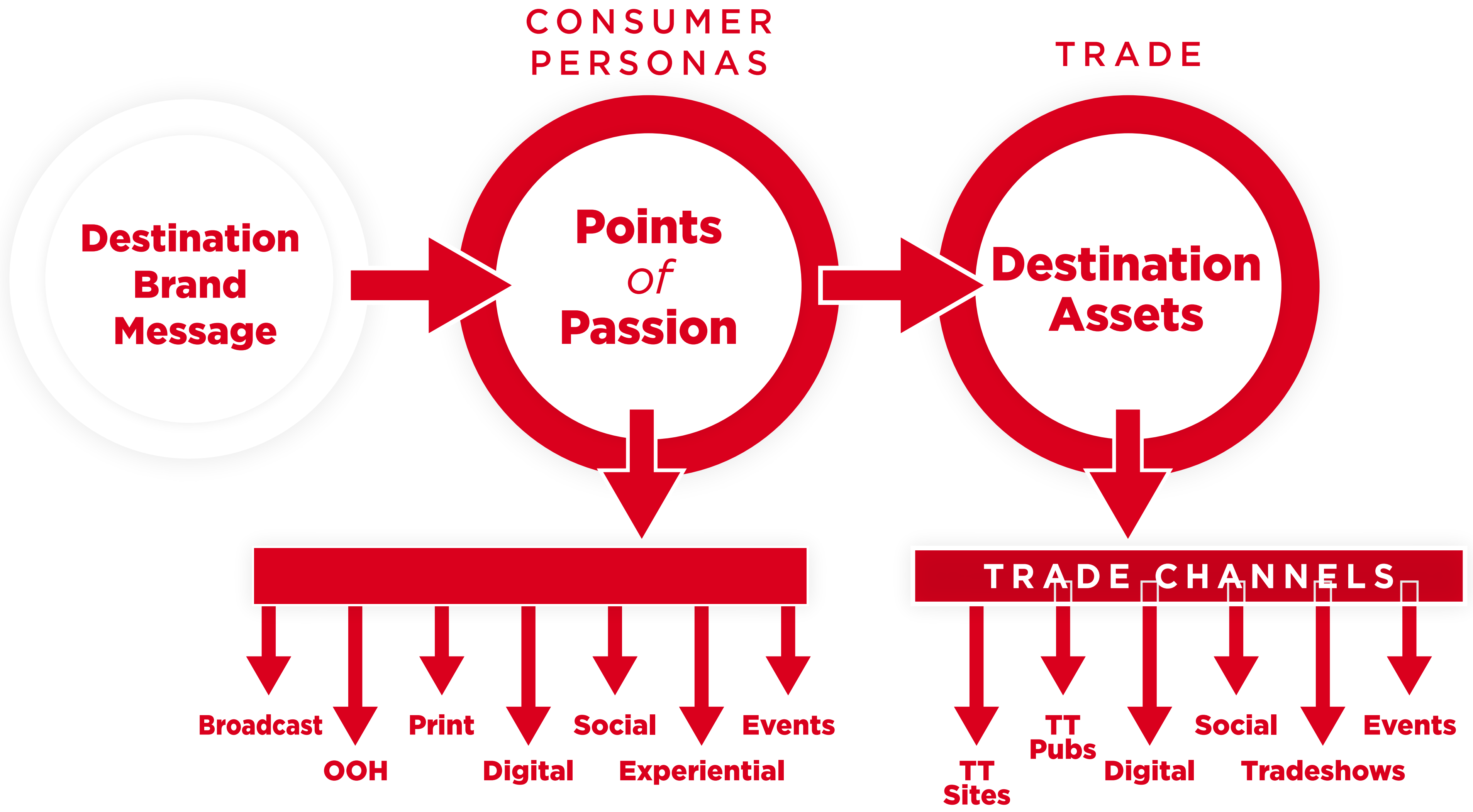
Meet with leadership and stakeholders to define goals. Use existing research to establish direction, targets and benchmarks.

Pick-Up

Use existing assets to update direction and seamlessly pick up and deliver on CVB's media and creative commitments.

Develop

Use knowledge garnered in discovery to develop new media and creative strategies. Develop new message platform.





Greater Fort Lauderdale:

Develop campaign messaging to educate travelers on the breadth and depth of the area which will increase engagement of a wider array of the market's partners.

Points of Passion:

- Beach – it's pristine, it's iconic, it's unlike anything else in the country and especially in the region
- Spas and wellness, relaxation
- Intracoastal – one of the most elaborate and extensive waterways in the country, perfect to experience nature, watersports, boating
- Local/boutique shopping
- Cosmopolitan yet casual atmosphere
- Entertainment- nightlife, music, gaming
- Culinary
- Sports
- Culture/Diversity



Greater Fort Lauderdale:

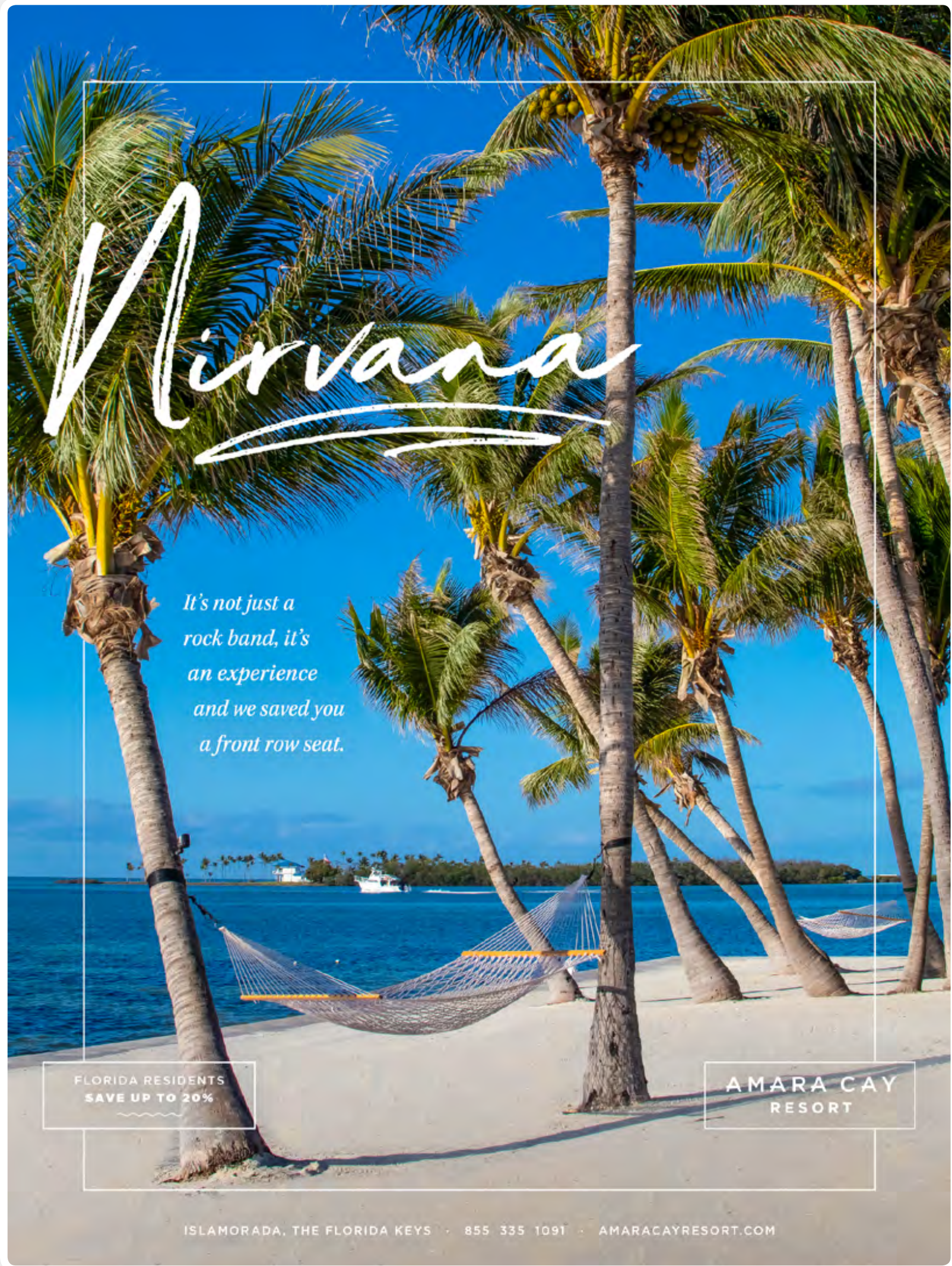
Maximize relationships with Greater Fort Lauderdale's tourism partners - hotels, convention center, attractions, restaurants, events, etc.

Partner Engagement:

- Co-operative marketing
- Ways to participate in market-wide initiatives, i.e. Concierge-provided curated experiences to provide travelers with Insider Access, social media contesting, etc
- Social Media Street Team inclusion
- Marketing campaign assets for their own use
- Ongoing website integration
- Social media integration
- Press visit participation - individual or group

Creative Portfolio





Find your
Postcard
Moment.

From "A beach in the Keys?"
to "Piña colada, please."
Every moment's a Postcard Moment.

HOLIDAYISLE.COM POSTCARDINN BEACH RESORT & MARINA ISLAMORADA, FL 305.664.2321

Find your
Postcard
Moment.

From "Get there fast" by boat or car, to
"Take it slow" at the Kokomo Poolside Bar.
Every moment's a Postcard Moment.

HOLIDAYISLE.COM POSTCARDINN BEACH RESORT & MARINA ISLAMORADA, FL 305.664.2321



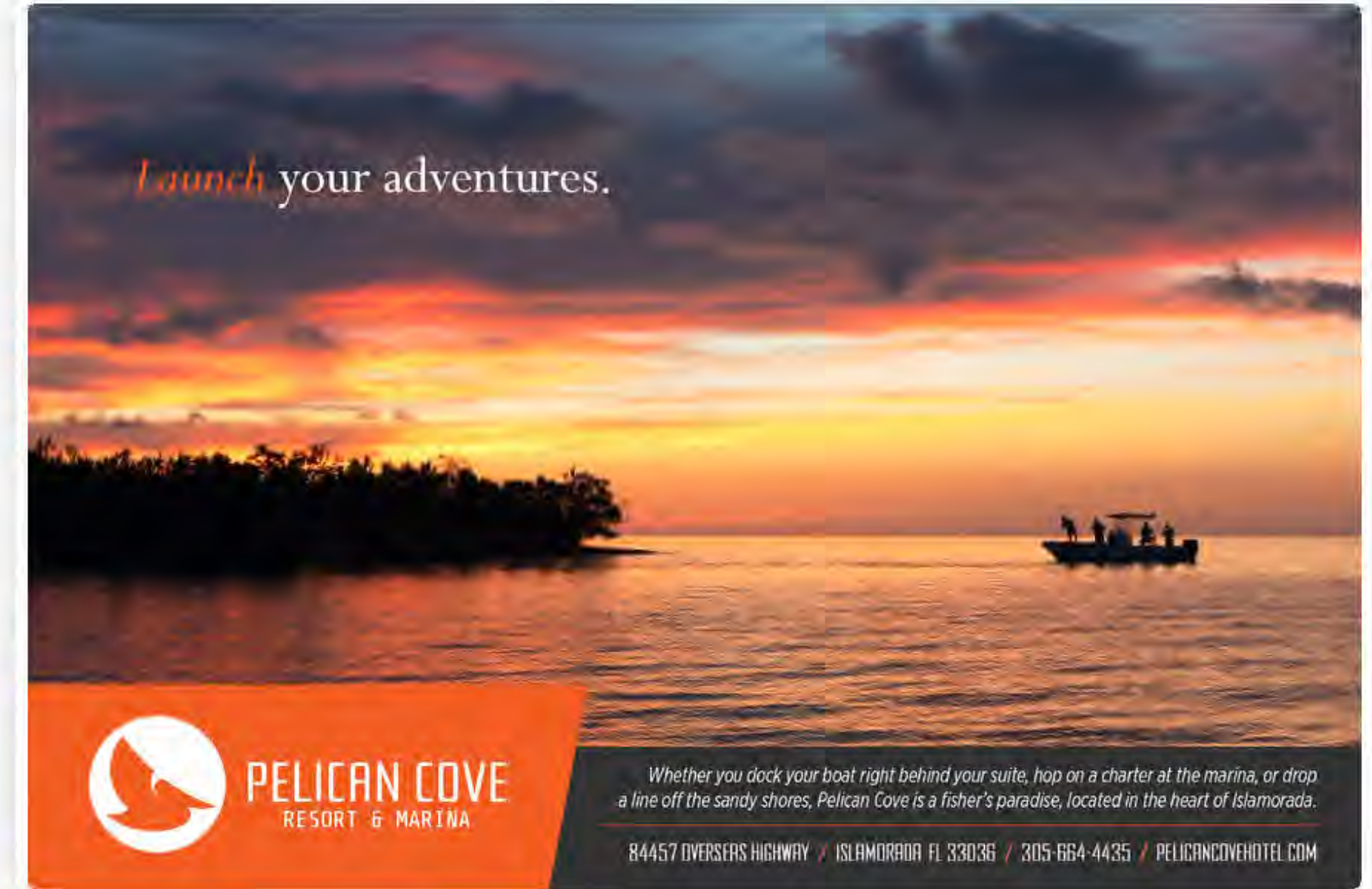
Infinity pool.

Whether you call it a private beach or a 41.1 million square mile pool, it's one of the only ones in all of the Florida Keys and it's reserved exclusively for Pelican Cove guests.

84457 OVERSEAS HIGHWAY
ISLAMORADA, FL 33036
305-664-4435
PELICANCOVEHOTEL.COM



PELICAN COVE
RESORT & MARINA



Launch your adventures.



PELICAN COVE
RESORT & MARINA

Whether you dock your boat right behind your suite, hop on a charter at the marina, or drop a line off the sandy shores, Pelican Cove is a fisher's paradise, located in the heart of Islamorada.

84457 OVERSEAS HIGHWAY / ISLAMORADA FL 33036 / 305-664-4435 / PELICANCOVEHOTEL.COM



Build a reel connection.



PELICAN COVE
RESORT & MARINA

Whether you dock your boat right behind your suite, hop on a charter at the marina, or drop a line off the sandy shores, Pelican Cove is a fisher's paradise, located in the heart of Islamorada.

84457 OVERSEAS HIGHWAY / ISLAMORADA FL 33036 / 305-664-4435 / PELICANCOVEHOTEL.COM



Stay together.



Play however.

Spacious accommodations that everyone can fit in.

Activities that give everyone a chance to break out.

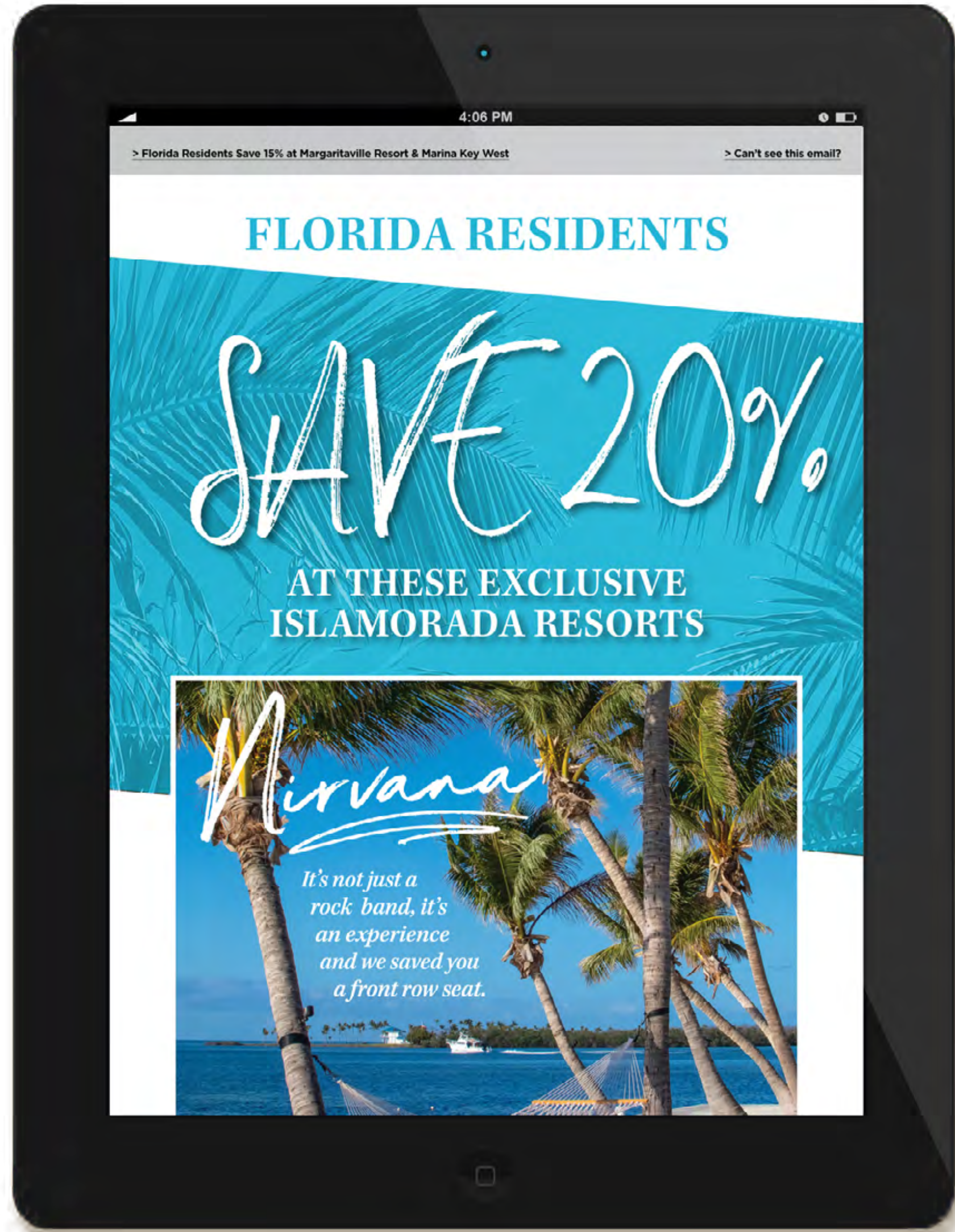
La Siesta Resort & Marina features spacious houses, cottages and suites overlooking the ocean, along with a serene private beach, fresh water swimming pool and complimentary kayak, bicycle, paddleboard, paddleboat and fishing rod rentals, ensuring there's something for everyone on your trip to enjoy.



LA SIESTA

Resort & Marina

MILE MARKER 80.2 OCEANSIDE | ISLAMORADA, FL 33036 | 305-664-2132 | LASIESTARESORT.COM



FLORIDA RESIDENTS

SAVE 20%

AT THESE EXCLUSIVE ISLAMORADA RESORTS

Mirvana

It's not just a rock band, it's an experience and we saved you a front row seat.

AMARA CAY RESORT

AMARACAYRESORT.COM
ISLAMORADA, THE FLORIDA KEYS · 855 335 1091

BOOK NOW

Stay together. Play however.

Spacious accommodations that everyone can fit in. Activities that give everyone a chance to break out.

LA SIESTA Resort & Marina

LASIESTARESORT.COM
ISLAMORADA, THE FLORIDA KEYS · 305 664 2132

BOOK NOW

OFFER IS VALID FOR FLORIDA RESIDENTS ONLY. VOUCHER/COMPONENT/POSTCARD MOMENT CAN BE PRESENTED AT CHECK-IN BASED ON AVAILABILITY. ADDITIONAL RESTRICTIONS AND/OR BLACKOUT DATES MAY APPLY. DISCOUNT APPLIES TO ROOM RATES ONLY. DOES NOT APPLY TO INCIDENTAL CHARGES OR OTHER APPLICABLE TAXES OR FEES. CANNOT BE COMBINED WITH OTHER OFFERS. DOES NOT APPLY TO GROUPS OF 10 OR MORE. NOT VALID ON EXISTING RESERVATIONS.

FLORIDA RESIDENTS

SAVE 20%

AT THESE EXCLUSIVE ISLAMORADA RESORTS

Find your Postcard Moment.

POSTCARD INN BEACH RESORT & MARINA ISLAMORADA, FL

HOLIDAYISLE.COM
ISLAMORADA, THE FLORIDA KEYS · 305 664 2321

BOOK NOW

Infinity pool.

PELICAN COVE RESORT & MARINA

PELICANCOVEHOTEL.COM
ISLAMORADA, THE FLORIDA KEYS · 855 335 1073

BOOK NOW

OFFER IS VALID FOR FLORIDA RESIDENTS ONLY. VOUCHER/COMPONENT/POSTCARD MOMENT CAN BE PRESENTED AT CHECK-IN BASED ON AVAILABILITY. ADDITIONAL RESTRICTIONS AND/OR BLACKOUT DATES MAY APPLY. DISCOUNT APPLIES TO ROOM RATES ONLY. DOES NOT APPLY TO INCIDENTAL CHARGES OR OTHER APPLICABLE TAXES OR FEES. CANNOT BE COMBINED WITH OTHER OFFERS. DOES NOT APPLY TO GROUPS OF 10 OR MORE. NOT VALID ON EXISTING RESERVATIONS.

EBLAST, MULTI-PROPERTY CO-OP
ISLAMORADA COLLECTION



BEFORE



AFTER



Discover
THE PALM BEACHES
FLORIDA

Now through December 31st, stay 2+ nights at any one of our 78 participating Hotels, Resorts or B&Bs, and get an additional night for just \$19.09.*

Inventory is limited, so book now. Then, discover all that The Palm Beaches have to offer.

FOUNDED APRIL 1909, PALM BEACH COUNTY CELEBRATES THE DEAL OF THE CENTURY
rooms for only **\$19.09***

47 MILES OF BEACHES | 125 MILES OF WATERWAYS | 170 GOLF COURSES
43 MUSEUMS | 27 FAMILY ATTRACTIONS | 63 PARKS & ECO-SITES
WORLD-CLASS SHOPPING | VIBRANT NIGHTLIFE | WATER SPORTS

800.554.7256 | PalmBeachFL.com

*Advanced reservation required and stays must be contiguous. Restrictions apply. Offer based on availability. Minimum night stay varies by hotel.

Palm Beach County Florida
THE BEST OF EVERYTHING.
PALM BEACH COUNTY CONVENTION AND VISITORS BUREAU

world-class resorts
championship golf
historic architecture
pristine beaches
a shopper's paradise
Florida's Cultural Capital

\$19.09 Final Night Stay Promo

FOR LEISURE TRAVEL

5.5:1 ROAS

Rooms from only
\$19.09*
*See website for details

**MOMENTS AWAY...
A WORLD APART**

PalmBeachFL.com *Discover* **THE PALM BEACHES**

CONDE NASTE 1909 OFFER
PBCCVB

MIAMI DRIVE MARKET OUTDOOR BOARD
PBCCVB

CASE STUDY

\$19.09 Final Night Stay Limited Promo FOR MEETING PLANNERS

Target:

Meeting planners booking corporate meetings with 250+ attendees & Association/SMERF meetings

Media:

Leading meetings publications, along with targeted e-mail deployments

Results:

39,450 room nights
\$4,931,300 in additional revenue



Co-op Out-of-Market Promotions

AMERICAN AIRLINES PARTNERSHIP



Media:

OUT-OF-MARKET:

Digital Transit Advertising, Newspaper, and radio traffic sponsorships

IN-MARKET:

Outdoor and radio

AMERICAN AIRLINES CO-OP AD
PBCCVB

CHICAGO TRANSIT ADVERTISING
PBCCVB

Reciprocating In-Market Promo

AMERICAN AIRLINES PARTNERSHIP

NONSTOP. DAILY. FROM PALM BEACH INT'L.

CHICAGO

PalmBeachFL.com **AmericanAirlines®**



How The Team Approaches Group Sales Marketing



Our approach to **group sales marketing for a destination or travel product** begins with the **brand architecture**. If the brand architecture is sound, then the overarching throughline it creates will be able to weave seamlessly through group-focused advertising and marketing efforts, creating a brand experience that connects with meeting planners on an individual level, while meeting the needs of all decision makers throughout the planning process.



How The Team Approaches Group Sales Marketing



Group Sales Team Meeting Discovery

- Venues, convention center, future expansion
- Existing approach and collateral review
- Competition
- Challenges
- Identify best targets/opportunities

Craft Message, Presentation and Tools

- Leisure brand architecture leads the way — vacation-starved consumers
- Collateral and tools that break through the clutter

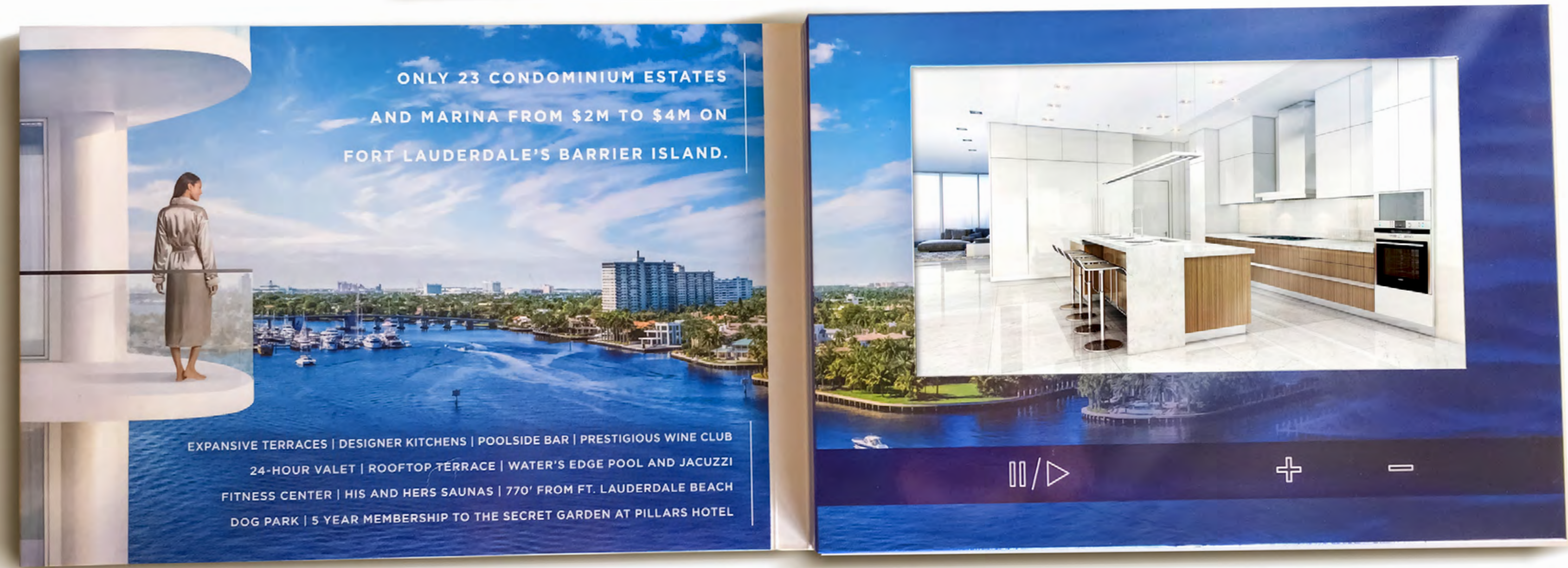
Planner engagement and communication

- Microsite, innovative collateral, experiential and dynamic trade show booths, video content, email marketing and social media engagement, A/R, video mailers
- Email campaigns with valuable, resourceful content to stay engaged
- Use of editorials, third-party testimonial messaging
- Create custom messaging/outreach when needed

FSAE AD, MARGARITAVILLE RESORT & MARINA, KEY WEST



VIDEO MAILER



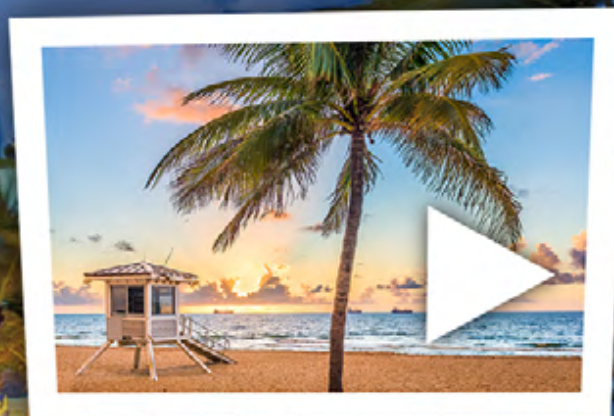


YOUR LOGO

FIRST MESSAGE



SECOND MESSAGE



BRAND MESSAGE
THIRD MESSAGE



#YOURHASHTAG   

SAMPLE AD

YourURL.com LOREM IPSUM LOREM IPSUM DOLOR SIT AMET, CONSECTETUER ADIPISCING ELIT SAMPLE_URL.COM



Case Study: Margaritaville Resort Orlando – Groups/Meeting Planners



Double Truck Magazine Ad



Email Campaign

Situation Overview: Margaritaville Resort Orlando was new to market in the a highly competitive DMA of Orlando, FL. Their goal was to launch a teaser campaign to generate advanced bookings for groups and meetings by showcasing their new and unique offerings to meeting planners.

Objective: Launch and build momentum of bookings with group/meeting planners at the newly opened Margaritaville Resort Orlando.

Strategy: Utilize relatable and more eye-catching creative to garner the attention of the meeting planner decision makers and focus on the unique selling propositions that hotel has to offer. This was executed through dedicated eblasts, print publications, and collateral distributed to the planners.

Results: From Oct 2018 to Jan 2019 we generated 205 leads and of those 58 definite/tentative bookings.



Digital Banner Ads

Media Planning and Buying





THE **FULL-CIRCLE** PROCESS

We utilize a Full-Circle Process with each step flowing logically into the next

Full circle takes insights from the brand foundation springboarding it and extending into the overall media experience.

It involves a disciplined approach in which the plans are built from a thorough understanding of the business, a clear set of business objectives and well defined target audience(s), which are deep rooted in real-time analytics to adjust and inform more effective combinations.



SYNDICATED TOOLS



Market Research

Digital Insight



Broadcast (TV/RADIO)
Market Costs

Survey
Software

Media/Data
Measurement

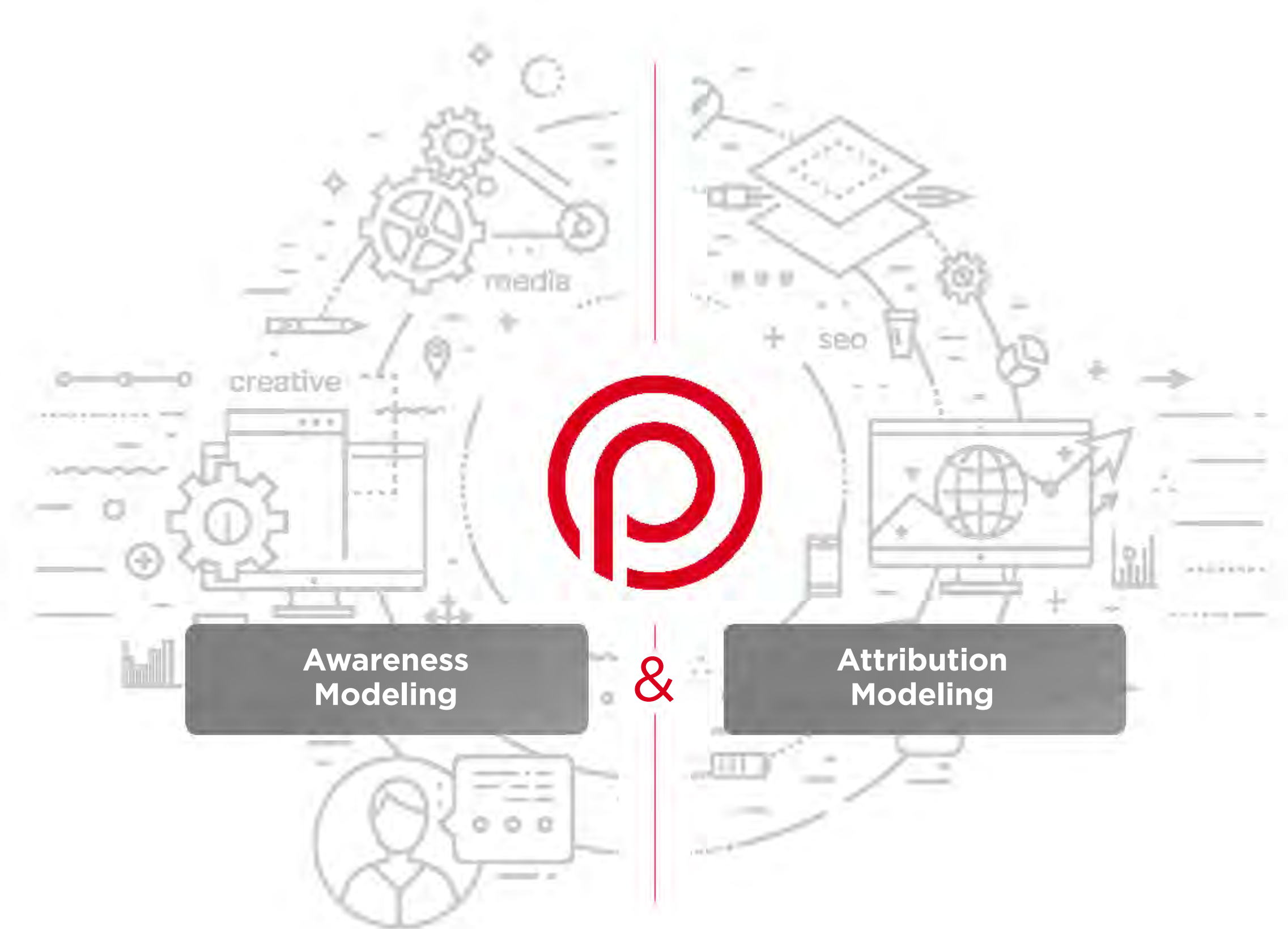


Ad Exchanges, Dps & Dmps

Media Buying Platform



PROPRIETARY PARTNERSHIPS





We will deliver
+40% *in* overall value
through a variety of mechanisms inclusive of market cost value savings, buy savings and added value.

Pace media will continue to draw heavily on the media team's collective experience of 25+ years working on Florida-based accounts within Travel, Real Estate, Healthcare and Education related industries that all serve key stakeholders that positively impact economic development.

From the onset, we look to establish competitively going-in pricing and performance indicators that are guided by leading cost and performance industry platforms such as Squad and Google Benchmarks.

These create the pathways for negotiations to work harder and smarter. We have a strong and vigorous philosophy of negotiating the best value on behalf of our clients without compromising quality and integrity.

We have knowledge and first-hand experience of necessary strategies and tactics of launching an integrated 360° plan and the importance to be cognizant to the ever-changing trends of the media landscape and corresponding impact to media consumption patterns.

We will prioritize strategically aligned partnerships with key media vendors that offer corporate sponsorships, integrations and content rich share agreements.

We are constantly working with best-in-class practices and conduct business with the utmost professional courtesy and transparency.

We are committed to cultivating longstanding partnerships that are meticulously curated and rigorously maintained through extensive stewardship practices.

We talk with the media partners daily and check schedules weekly, and post monthly to ensure that KPIs are being met.

Buying & Negotiations



Media Groups & Ownership – Exclusive Partnership Extensions

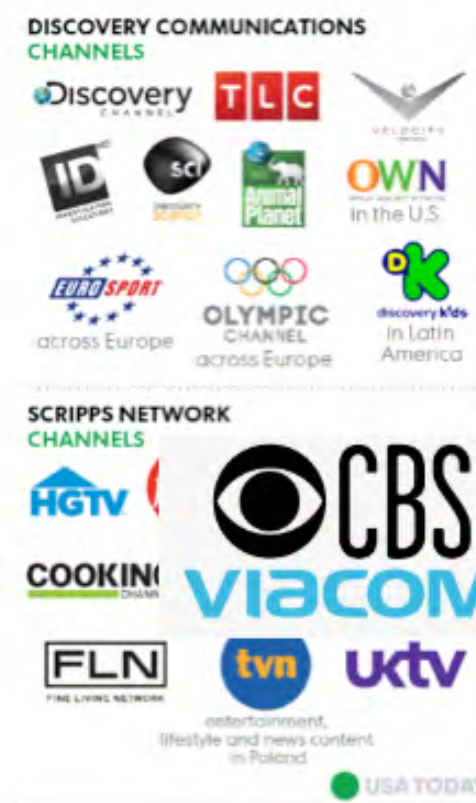
COMCAST
NBCUNIVERSAL



iHeart
MEDIA



Discovery
COMMUNICATIONS scrippsnetworks
INTERACTIVE



AMERICAN EXPRESS
publishing



CBS
VIACOM



BOMA
BLACK OWNED MEDIA ALLIANCE

Tribune Media
SBG
SINCLAIR BROADCAST GROUP

GANNETT

GateHouse Media®



SPORTS MEDIA
LGBT+



BEASLEY
MEDIA GROUP, INC.



Some examples of the standard added value components can include and are not limited to:

- **Bonus & no charge units (:15s and :30s)**
- **Prime/news/weather sponsorship billboards**
- **Radio streaming companion banners**
- **Brand-Lift Surveys**

Volume Spend negotiations with tiered/preferred media partners can leverage on-air content to be embedded into the fabric of the stations in exchange promotions and digital/social extensions

- Watch to Win Promotions featuring on-air and online support
- Radio Remotes with localized DJ celebrities who can endorse and influence planning tools, and benefits through events, promotions
- In-Content vignettes and squeeze-backs offering a unique way to break through commercial-pod clutter and stand alone in highly sought after content
- On-Air Interviews with visual demonstrations to showcase the benefits of the various travel planning tools that the CVB has to offer
- Augmented Reality/Virtual reality extensions with customizable microsite build-outs for print advertisements and/or trade show materials



What separates Pace from the rest is the ability to **optimize a campaign's media mix in real-time** down to an actual IP level, which **tracks a user for the entire life of a campaign** without the ability to erase pixels.

Through our proprietary software, we use an iterative process that combines basic cookies with IP addresses to track the path to conversion, which provides actionable data in real time.

We call this our “track-back” technology and this offers us a competitive advantage to see the actual pathway of a consumer’s journey without guessing it.

We can then effectively manage efficiencies by informing budget re-allocation towards converting tactics, channels, and messaging combinations.

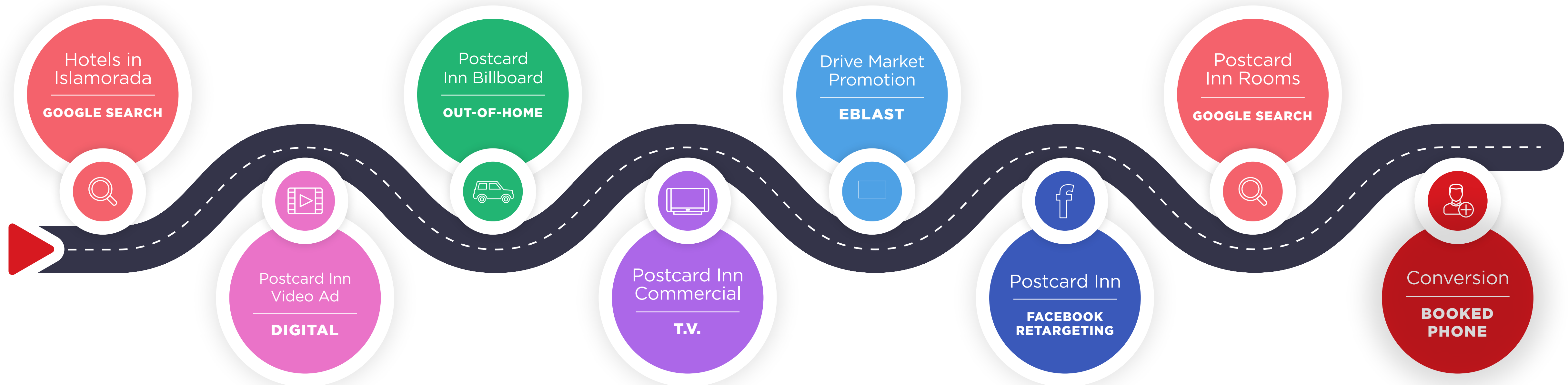
Being able to identify a comprehensive view of the buyer’s journey from inception to final action/interaction enables us to positively impact both bottom line results with more efficient use of budgets and attribute the performance of the consumer journey from top to bottom.

We are able to identify and prioritize those combinations of creative messaging and media channels that work the best while simultaneously minimizing lost opportunities, all to ensure optimal ROAS.

SOME OF THE MECHANISMS THAT WE CAN TEST:

- **Converting keywords and phrases**
- **Ad copy and ad color**
- **Networks**
- **Day of week, time of day**
- **Specific to geography; we can pinpoint a user’s location down to zip code and even street level**

Real-Time Customer Experience



Conversion Time	Advertisement	Label	Name	Phone Number	Address
3/7/2019 3:36:41 PM · EST	<p>Postcard Inn Beach Resort & Marina Islamorada</p> <p><small>Ad</small> www.holidayisle.com</p> <p>From days on the water to nights in paradise. Every moment here is a Postcard Moment. For a limited time, stay 2 nights & get the third one free!</p>	Call Completed	Max Johnson	516-767-3243	102 Main St.

Co-Operative Management



Organically built within the media plan are “shared” co-op partner benefits, offering a greater level of exposure at highly discounted investment levels.


We will offer valuable benefits to key partners with shared co-op inclusion with turn-key solutions, by maximizing pricing efficiencies that leverage Lowest-Unit Cost negotiation strategies.

We further extend negotiations to include volume-driven pricing efficiency gains with key preferred partnerships and sponsorships.

At the onset of the program, it will be imperative to provide a benefits summary with costs, tangible savings, clear exposure deliverables and ease of participation.

Deliver an effective shared media calendar for all parties with the capabilities to maximize outreach across a myriad of target consumers.


We are creative in developing co-op programs that entice key stakeholders and partners to not leave \$ on the table within the marketplace and garner maximum participation.







Living color.

Key West's legendary laid back attitude makes it the perfect place to chill all year round. But with warm, clear water, endless sunshine and an eclectic assortment of artists and entertainers, you really never know what will spring up.

fla-keys.com/keywest 1.800.527.8539



 <p>Key West Marriott Beachside The Marriott features exceptional suites, spa amenities, complimentary Wi-Fi, complimentary transportation on the island and one of the finest restaurants. 866-678-5490 or 305-296-8100 keywestmarriott.com</p>	 <p>Ocean Key Resort & Spa Bright interiors and stunning views. Superior fine dining, tranquil sculpture and the world famous Sunset Pier. Waterfront in Old Town. 800-328-9815 oceankey.com</p>	 <p>HQO Suites Experience Key West Opulence. Luxurious suites with wet bars & private plunge pools. Relax at the rooftop pool bar with sweeping views of Old Town. 305-294-3432 HQOsuites.com</p>	 <p>The Conch House Heritage Inn Historic Key West B&B inn, pool, parking, cocktail hour. Old Town, Trip Advisor Hall Of Fame 5-Star, class, elegant accommodations. 800-307-5886 or 305-293-0030 conchhouse.com</p>
 <p>Sunset Key Cottages An exclusive tropical island sanctuary of charming cottages. Lettuce beachfront dining and unforgettable sunsets await you. A boat ride away. 305-292-5100 sunsetkeycottages.com</p>	 <p>Casa Palma - A Waldorf Astoria Resort Key West's largest private natural beach, toes-in-the-sand dining, two dazzling pools, world-class waterports, rejuvenating spa, steps from Duval Street. 305-296-3335 casapalmaresort.com</p>	 <p>The Reach - A Waldorf Astoria Resort Steps from Duval Street, adresses with every room, private natural beach, spectacular oceanfront dining, sparkling pool & exhilarating waterports. 305-296-5000 reachresort.com</p>	

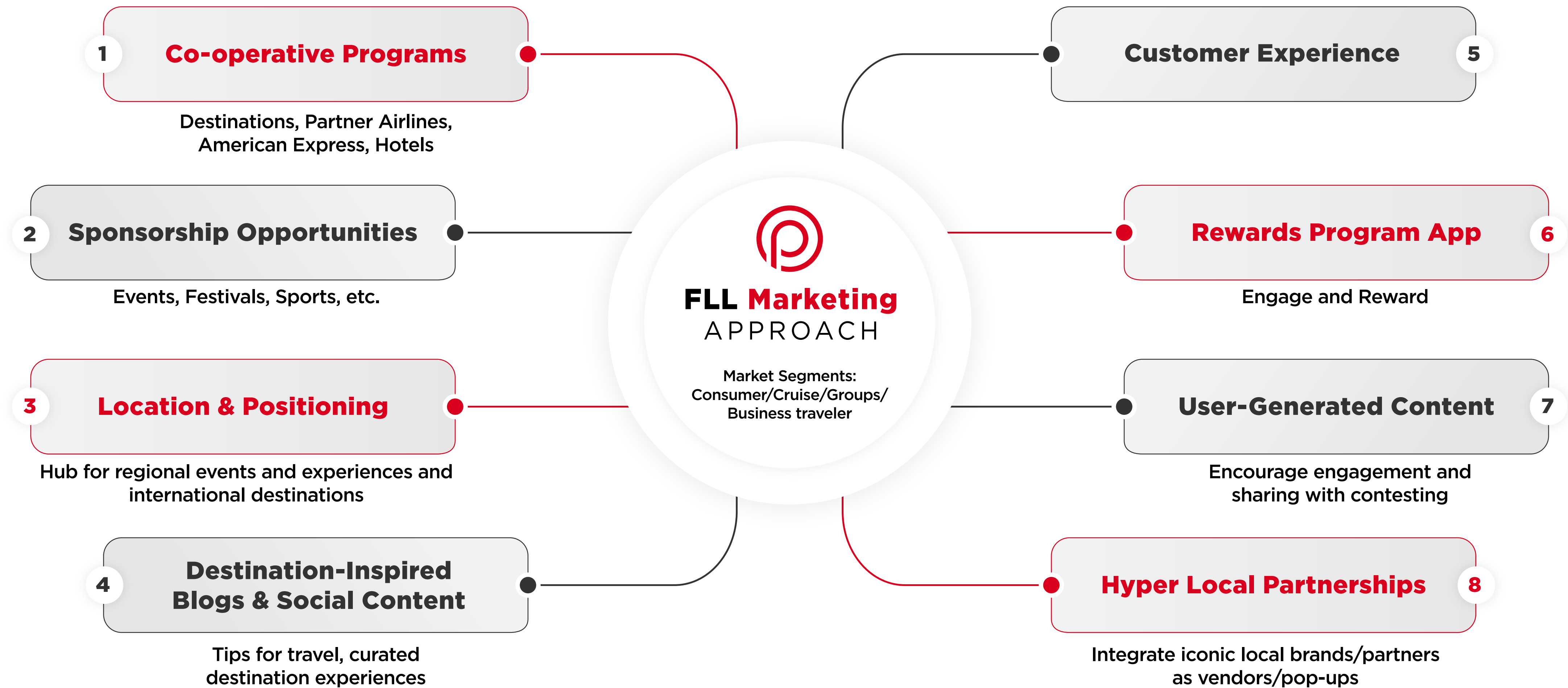
Approach to FLL Marketing





Destination Based Strategy

FLL Destinations Domestic & International



The Boca Raton Airport identified that it had a need to improve the perception held by the local community as an asset that only benefits a few select groups within the City of Boca Raton.

Pace provided solutions to this perception issue including a graphic design rebrand along with instituting a strategic plan to the airport's commitment to engaging the community. The timing for this transformation was ideal, as the airport was poised to open a new US Customs and Border Protection facility on the airfield.

The initial transformation began with a brand new logo and visual identity. From website to letterhead to monument sign, Pace provided the airport with a modern look that highlighted the uniqueness of this city asset.



As the US Customs facility opened, Pace provided press and media relations to support the grand opening and to continue to shape what people thought of the airport. A facet of this message was to promote how this new addition to the airport benefited the community as a whole, and not just the private aviation users.

To further improve public relations and perception, Pace has supported the airport's commitment to engage more of the community by hosting public events on and off the airfield,



LOGO DESIGN

creating scholarship opportunities for those interested in the aviation field, and initiating an educational outreach program that presents students with a wide variety of career opportunities that airports provide, beyond pilots and mechanics.

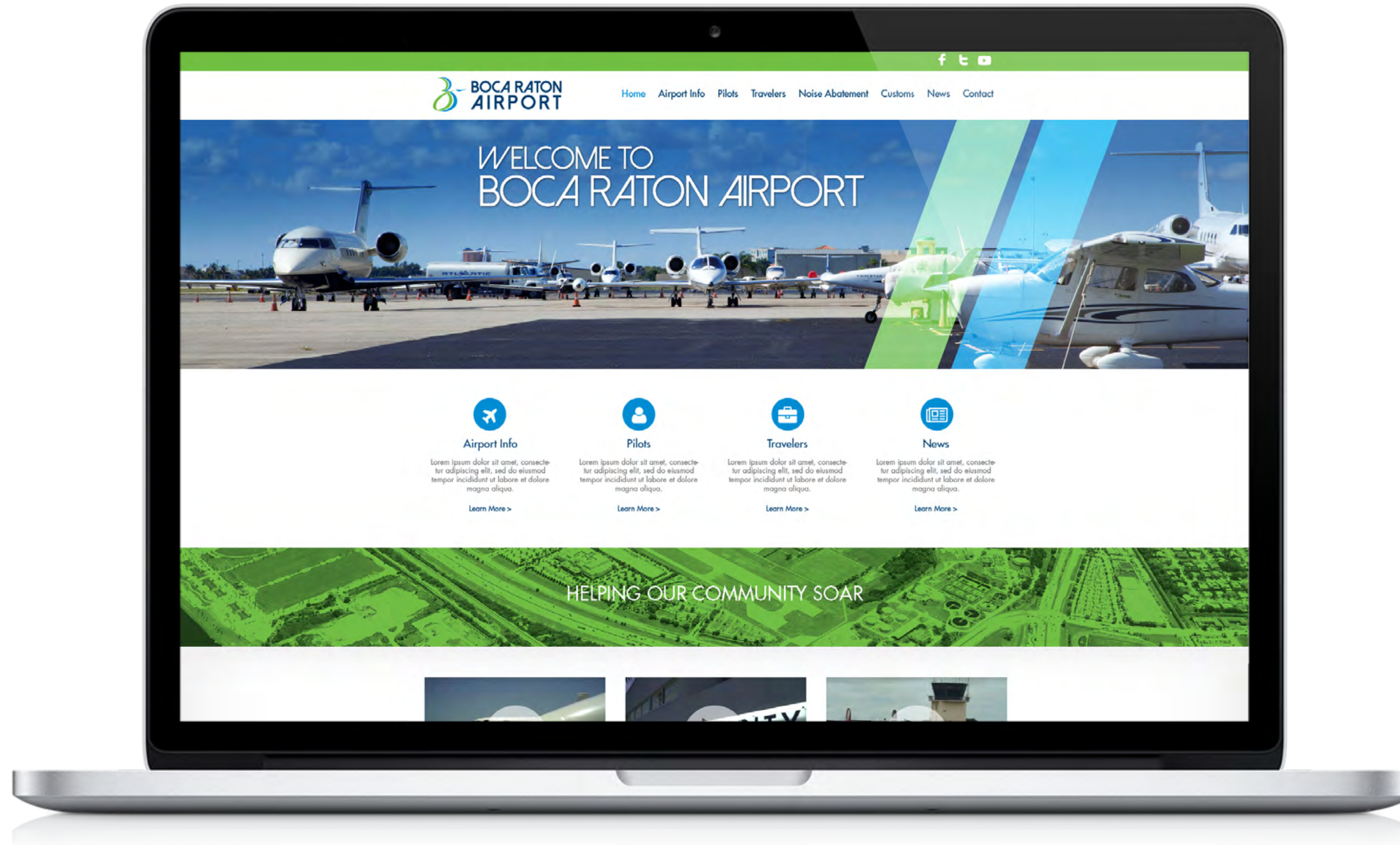
While remaining steadfast and focused on community engagement, the airport has improved its public perception not only as a world class executive airport, but also a community asset that benefits more people in the community than ever before.



TAGLINE



CUSTOMS KIOSK
BOCA RATON AIRPORT



Thank You



Appendix

Workload of the Firm



List All Completed and Active Projects



Broward College — **active**

Georgia Southern University — **active**

Boca Raton Regional Hospital — **active**

City of Boca Raton — **active**

Envera Security Solutions — **active**

Boca Raton Airport Authority — **active**

Ocean Properties — **active**

Trustbridge Hospice of Broward County — **active**

Margaritaville Key West Resort and Marina — **active**

Sunset Key Cottages — **active**

Islamorada Resort Collection - **active**

Encore at Reunion — **active**

Spectrum Plus — **active**

Elite Homes — **active**

A Woman's Place — **active**

Ascend Properties — **active**

PointeMidtown — **active**

Miami Center for Architecture & Design — **active**

Nose & Sinus Institute of Boca Raton — **active**

The Manors at the Colony Preserve — **active**

Colony Reserve — **active**

Unified Physicians Management — **active**

Genesis Women's Healthcare — **active**

Square Care Health — **active**

13th Floor Homes — **completed**

Miami Marlins — **completed**

Bristol Palm Beach — **completed**

Venetian Pointe — **completed**

Global Response — **completed**

Global Safes — **completed**

Juno Bay Colony — **completed**

Groundstone — **completed**

Mardi Gras Casino — **completed**

Calder Casino and Race Course — **completed**

26 Degree Brewing Co. — **completed**

Centerra — **completed**

Margaritaville Resort Orlando — **completed**

Mound House Fort Myers Beach — **completed**

Florida Atlantic University — **completed**

SobelCo Developments — **completed**

Landmark South (Doral) — **completed**

References:

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Price



Price



Estimated Account/Media Management Hours	600 per month	7,200 annually	\$936,000 annually
Estimated Creative Hours	665 per month	7,980 annually	\$1,037,400 annually
Estimated Production Hard Costs*	\$67,000 per month		\$804,000 annually
(Exact monthly allocation to be determined)			\$2,777,400 annually /\$231,450 monthly

Media Budget (no commissions allowed)	\$4,000,000 annually
Extra Media Spend Above the \$4M (commission allowed)	\$720,000 annually
Total Est. FY Annual Budget:	\$7,497,400 annually

EST. MONTHLY HOURLY BREAKDOWN	EST. HOURS**
Account Management	350
Creative Design	665
Creative	350
Copywriting	100
Production Direction	75
Video	40
Social Media	75
Administrative	25

*This is the estimated annual budget for any third party production expenditures including but not limited to Printing/Collateral including annual vacation guide, meetings guide, Superior Small Lodging directory, Visitors Map brochure and others as needed), App Development, Postage, Translation Services, Tradeshow Displays, Pop-up Activations, any cost associated with video production/photo shoots, etc. As outlined in the RFP and the Q and A responses, all production costs are to be included in the flat monthly service fee, upon a discovery meeting with the client, the agency will create an outline of costs within these budget parameters to ensure we meet objectives but stay within the allocated amount for various initiatives.

**The GFLCVB will not be billed for agency hours that are not utilized.

Pricing Support



	October	November	December	January	February	March	April	May	June	July	August	September	Total Cost
Account/Media Management Hours	600	600	600	600	600	600	600	600	600	600	600	600	\$936,000
Creative Hours	665	665	665	665	665	665	665	665	665	665	665	665	\$1,037,400
Production Hard Costs (no commission)	\$67,000	\$67,000	\$67,000	\$67,000	\$67,000	\$67,000	\$67,000	\$67,000	\$67,000	\$67,000	\$67,000	\$67,000	\$804,000
												Annual	\$2,777,400
												Monthly	\$231,450

Est. Monthly Hourly Breakdown	
Account Management	350
Media Strategy	250
Creative	350
Copywriting	100
Production Direction	75
Video	40
Social Media	75
Administrative	25

Est. Production Hard Costs	
Exact Monthly Allocation TBD	
Talent	\$54,000
Market Research (CBE Partner)	\$200,000
This is the estimated annual budget for any third part production expenditures including but not limited to Printing/Collateral including annual vacation guide, meetings guide, Superior Small Lodging directory, Visitors Map brochure and others as needed), App Development, Postage, Translation Services, Tradeshow Displays, Pop-up Activations, any cost associated with video production/photo shoots, etc. Upon a discovery meeting with the client, the agency will create an outline of costs within these budget parameters to ensure we meet objectives but stay within the allocated amount for various initiatives.	\$500,000
Misc. - TBD Slush Fund	\$50,000

Media Budget (no commissions allowed)	\$4,000,000
Extra Media Spend Above the \$4M (commission allowed)	\$720,000
Total Est. Annual Budget:	\$7,497,400

Supplementary Creative Work



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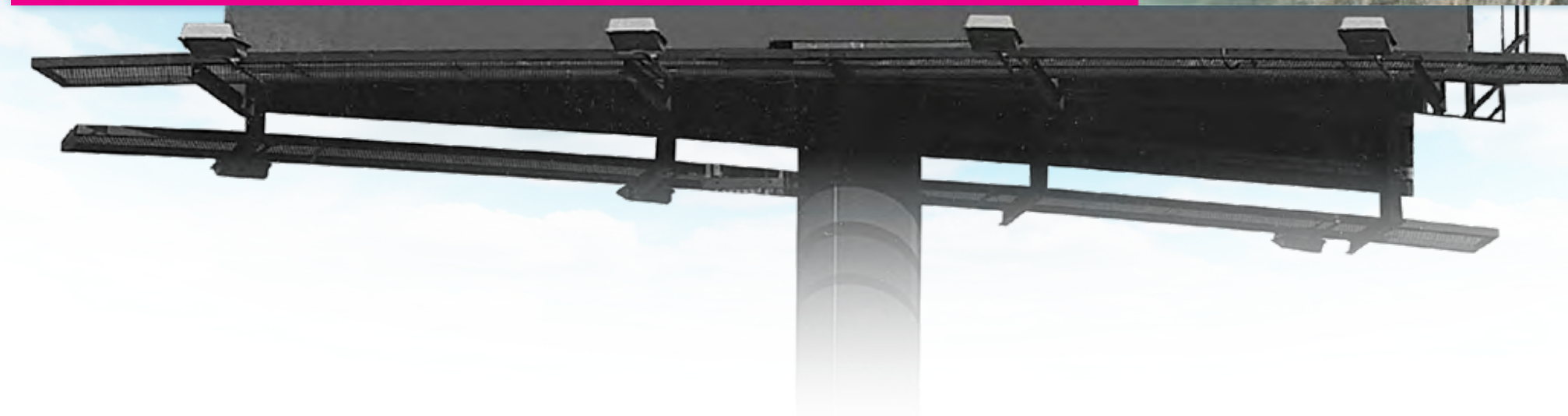
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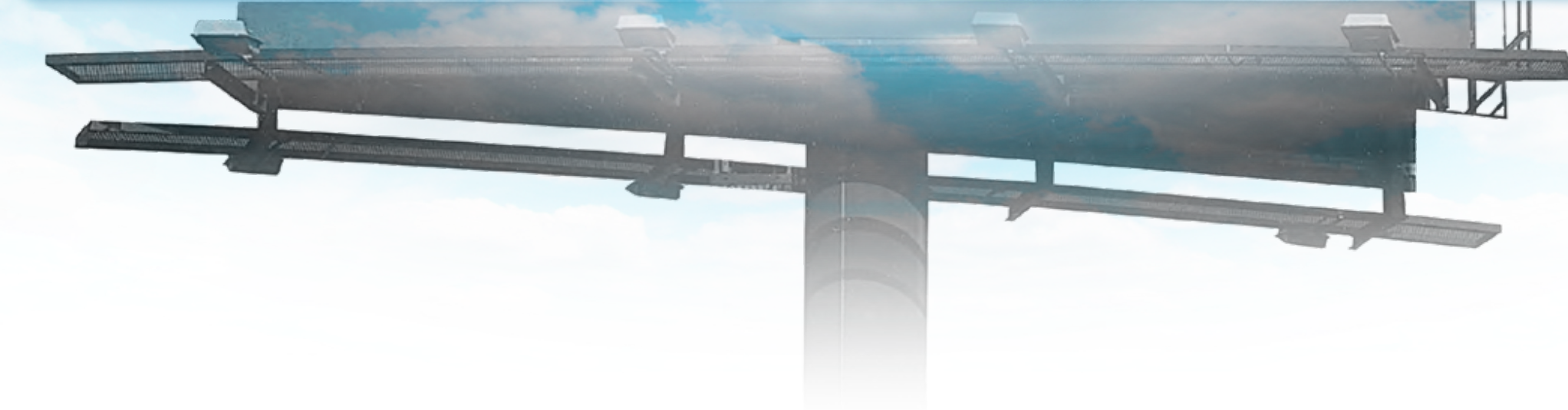
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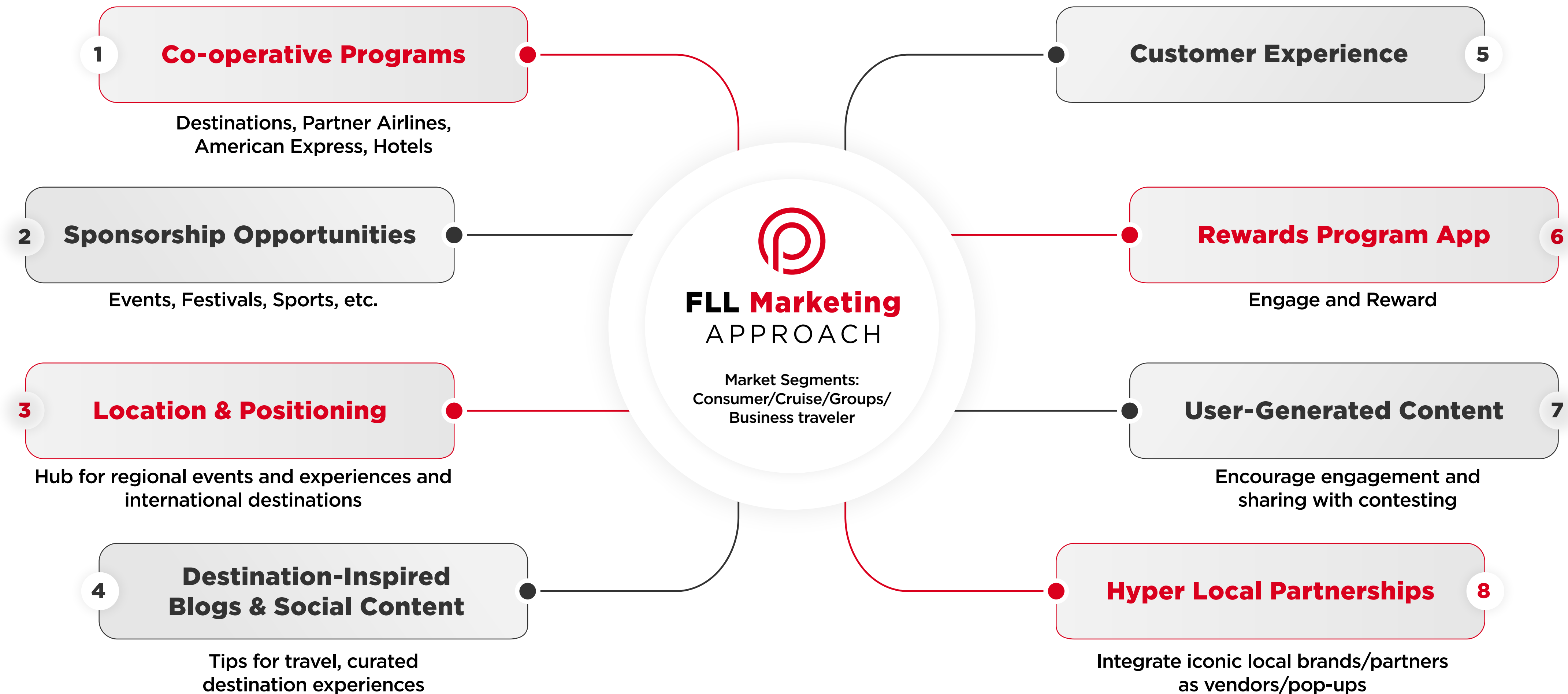
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Destination Based Strategy

FLL Destinations Domestic & International





1 | Co-operative Programs

Co-operative programs to create ***budget efficiencies*** with partner airlines, American Express and destinations based on flights, new and new non-stop flights. Messaging and imagery will be created in partnership with the GFLCVB and other destinations to inspire and drive ***interest and engagement*** as well as ease of travel.

2 | Sponsorship Opportunities

Co-operative or sponsorship driven opportunities ***partnering with local events/festivals*** to drive traffic from key feeder markets.



3 : Location & Positioning

Position FLL as **central to access to South Florida in partnership** with the GFLCVB. Brand the Greater Fort Lauderdale area while showcasing the **easy access to Miami and Palm Beach Experiences**. Start in Fort Lauderdale, Brightline to the Superbowl, the Miami Open, we'll be here for you when you are ready to chill... Start in Fort Lauderdale, Brightline to West Palm Beach for Sunfest. Fly here to Cruise. Fly here to go to the Everglades.

4 : Destination-Inspired Blogs & Social Content

GFLCVB and destination inspired blogs or social media content to **engage with travelers** during their time at the airport. Promote when they log onto the free wi-fi. Travel tips, content regarding the above customer experience options at FLL, destination facts and **curated experiences**.



5 · Customer Experience

Market the ***ease of flying*** into FLL and its amenities:

Terminal Tunes, Baby Oasis, Luggage Storage, Pet Relief Areas, Outdoor Walking Path, Viewing Tower, Restaurants and Shopping

6 · Rewards Program App

Rewards Programs APP that allows travelers to ***earn points they can use within the airport*** shopping/dining or with partners like Lyft/Uber, Brightline, local hotels and restaurants.



7 | User-Generated Content

Inspire user generated content via social media through rewards and contesting.

They can submit an image, selfie, story or travel moment via social or email for **data capture and further engagement**.

8 | Hyper Local Partnerships

Create hyper local partnerships for pop-ups and brand partnerships that integrate GFLCVB stakeholders and **bring the authentic Greater Fort Lauderdale experiences to life**. Iconic or emerging Fort Lauderdale brands that speak to the authentic assets of the area or even regionally.



Airport marketing will provide destination-based awareness, which heavily relies on location-based media solutions targeting traveling consumers at varying touchpoints with arrival and departure market focus. **Digital OOH and mobile** including **social integration** and **data capture** will be key as well as **weather-triggered technology for customized messaging**. Collaborating with targeted destinations, airline partners, amex, etc. will help expand the budgets for these initiatives.



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