



Duval Street Media

Key West Historic Seaport

Duval Street Media has prepared this Marketing Communication and Advertising Services of the Key West Historic Seaport proposal for the City of Key West to accomplish the goals of:

- Increasing awareness of activity at the Key West Historic Seaport through a comprehensive marketing plan incorporating several media.
- Manage the digital presence of the Key West Historic Seaport
- Create an active advertising campaign to market events and businesses at the Seaport
- Produce compelling content to attract visitors and locals alike to experience the Key West Historic Seaport for themselves.

Dear Key West City Clerk,

Duval Street Media is pleased to submit this proposal for Marketing, Communication, and Advertising Services for the Key West Historic Seaport. We have created a high level marketing strategy and we are confident that we can meet the needs for the Historic Seaport. Helping local landmarks thrive is one of the reasons we founded Duval Street Media and it would be an honor to be involved with the promotion of a revitalized Key West Historic Seaport.

Thank you for your consideration,

Jamie Mattingly
Co-founder, Duval Street Media

Christopher Massicotte
Co-founder, Duval Street Media

About Duval Street Media

- Duval Street Media, LLC 1615 Laird St. Key West, FL 33040 Ph: (305) 394-4014, email: jamie@duvalstmedia.com www.duvalstreetmedia.com

Duval Street Media is a full service marketing agency focusing on local businesses and organizations. We combine great content with our expertise in reaching the audiences our clients need in order to achieve their goals.

We met the way most people in Key West meet; in a bar. Chris had been in town for only a few weeks when he struck up a conversation with Jamie while she was working. He mentioned to her that he worked in Democratic politics and discovered that we both shared the same passion for political community organizing. We stayed in touch for most of the year through political circles, including volunteering to help organize the March for Our Lives in March of 2018. Chris returned to Washington to work on the 2018 election but as soon as it was over he headed back to Key West as fast as possible. After reconnecting we identified a need for good cost-effective marketing for the many small businesses operating in Key West and Duval Street Media, LLC was born. Combining Jamie's content creation, local knowledge and relationships with Chris' extensive marketing and political experience, Duval Street Media has seen success and steady growth even after launching months before the covid-19 pandemic shutdown the country.

Duval Street Media and its team has a proven track record when it comes to coordinating events that benefit the community. Owner Jamie Mattingly organized the original Women's March in Key West, which successfully saw over 3,500 participants show up without a single issue or problem, and has since helped organize or consulted on four other community marches. During the beginning days of the pandemic, we helped organize a safe way for the Safer Cleaner Ships team to collect petition signatures for members of the community that supported the efforts. Bringing together local businesses, organizations and leaders is something we think is very important for the community and one of the reasons we wanted to start Duval Street Media.

References:

1. Evan Haskell and Arlo Haskell - The Key West Committee for Safer Cleaner Ships
 - a. Evan Haskell ph: (305) 393-5797 evhaskell@gmail.com
 - b. Arlo Haskell ph: (305) 395-1899 alrohaskell@gmail.com
2. Heather Carruthers, former Monroe County Commissioner
 - a. Heather Carruthers ph: (305) 509-2122 hcarruthers@k2mdesign.com
3. Kurt Matarrazzo: Owner Tucker's Provisions
 - a. Kurt Matarrazzo (305) 304-5004 kurt@tuckersprovisions.com

Our Team

Christopher Massicotte | chris@duvalstmedia.com

Christopher has spent the last 15 years of his career in Washington, DC as a political strategist working on everything from fundraising and voter contact databases to digital advertising. Chris joined DSPolitical, a digital targeting and advertising firm, as a partner in its very early days and helped grow it into one of the most prominent and award winning firms in the political industry. Chris was in Key West on vacation recovering after the 2016 Election when he woke up in the middle of the night and said to himself, "I'm not going back." He promptly moved to Key West and instantly fell in love with the island and the community of "One Human Family". After coming to the conclusion that politics was going to shorten his life he decided to help businesses in Key West do what they do best, put a smile on every visitor to the island. Chris is also an LGBTQ rights activist and serves on the Campaign Board of the LGBTQ Victory Fund, an organization solely dedicated to electing LGBTQ people to office at all levels. Prior to entering politics, Chris worked as an IT auditor at PwC. He is a graduate of Villanova University with a degree in accounting and the University of Pennsylvania with a master's degree in government administration. He lives in Key West with his dog Harper and his fiance Eric. He is happiest when he is surrounded by water.

Jamie Mattingly | jamie@duvalstmedia.com

Jamie Mattingly grew up in Key West, proudly representing the Key West High School Conchs on the soccer and softball fields. After graduating in 2005, she attended University of Central Florida where she graduated with a bachelors in History. In 2008 she fell in love with video production and graphic design, and began filming and editing events. In 2012 she launched Key West Videography and started filming weddings and creating promotional videos for local businesses. In 2016 she was the lead organizer of the Women's March in Key West, coordinating with the city, staff, speakers, safety teams, and more. Between 2006-2019 Jamie also bartended at multiple businesses in the downtown area. During this time she learned about Key West's busy and slow season, traffic patterns, and spent countless hours talking with visitors, learning why they love Key West and what keeps them coming back. This hands-on experience has given her an advantage in understanding Key West's tourism market. In 2019 Chris Massicotte approached Jamie about starting a digital marketing company to help local businesses attract clients, combining his marketing and analytical experience with her local knowledge and content creation. She has since launched countless successful campaigns, helped her clients build professional websites, and assisted them in seeing month-over-month revenue growth at levels they have never seen. When she is not working at Duval Street Media, she enjoys coaching her two daughters' softball team and making art at her husband's woodshop, Washed Up Key West. Jamie cares deeply for the local community and has led efforts to beautify Stock Island by creating the Stock Island Art District, encouraging local artists and businesses to create stunning art murals in public places to drive traffic to Stock Island businesses.

Scope of Work

Develop an overall marketing plan that positions the Key West Historic Seaport as a premier tourist destination.

Duval Street Media will implement a marketing strategy that will successfully reposition the Key West Historic Seaport as the premier tourist destination in the Florida Keys. To do this, we will execute the following:

1. Content Creation

- a. Capture high-quality photos and videos of the Seaport, shopping, restaurants, views, watersports, and sailing adventures.
 - i. Using this content, we will create ad campaigns that convert into foot traffic.
 - ii. We believe the natural beauty of the Seaport is a major selling point, so we will never use stock footage or pre-made videos. All of our content will be captured *in Key West by our team.*
- b. Redesign and update the website
 - i. Prioritize speed and functionality to increase web scores and SEO
 - ii. Create a relevant and updated calendar of events for the Seaport and Key West.
 1. By including Key West we are increasing the chances that tourists will find our website during the planning phase of the vacation, which will increase the likelihood that they visit the Seaport.
 - iii. Redesign participating businesses pages to look better
- c. Maintain a blog, with a new or updated post each month.
- d. Create, develop, and continue to grow an email list for a recurring newsletter.
 - i. The newsletter will include the blogs, upcoming events, discounts, fun facts, specials, etc.
 - ii. With the emergence of new privacy laws and a focus on protecting personal data, creating our own customer lists is becoming more and more important. We will work to grow our list by creating relevant and appealing content each month.
- e. Create a visually appealing brochure that is designed to encourage foot traffic to the Seaport.

2. Advertising

a. Digital

- i. Google: Local (maps, network display, search, and youtube) & Keyword targeted search ads.
- ii. Social Media: Facebook & Instagram location-based targeted ads designed to convert
- iii. Ad Groups: we will have multiple campaigns running at any given time, targeting specific audience segments like “families” “foodies” or “fishermen” and tailoring our messaging towards them.

- b. Local Print & Digital
 - i. We will use our established relationships with local media to run ads when we think they will be most effective, depending on the campaign and target audience.
 - ii. Rack Cards/Brochures/local concierge
 - c. Local TV
 - i. Destination Network/Key TV
 - 3. New and exciting events
 - a. We will help develop, market and launch new and exciting events designed to attract tourists and locals, and to grow the existing events attendance
 - i. Examples: Artist Walk (invite local artists to paint around the Seaport), Kids “Go Fish” Run (like a poker run, but for kids), locals day that include major discounts, free scavenger hunt, Seaport bar crawl.

Identify new marketing avenues for the Key West Historic Seaport and assist in identifying its brand.

Before beginning, we will evaluate all avenues being used by the current marketing company, including youtube ads, Key TV, brochures, rack cards, local print, and bus stands. Avenues that have proven to be successful will be expanded upon using a/b testing, monitoring and optimization. In addition to the avenues we have been able to determine they are currently using, we will use:

1. Google local and keyword search ads
2. Facebook and Instagram location-based targeted ads
3. Monthly Newsletters
4. Guest Travel Blogs and social media influencer testimonials

We will identify the Seaport as a premier one-stop-shop tourist destination that offers the best of Key West, including restaurants, shopping, watersports and sails, events, history, and views. Highlighting that variety, we will micro-target audience segments that focus on themes like family friendly, foodies, nature lovers, history buffs, and more. We will also advertise to locals to remind them of all of the great, year round events, restaurants, shops, sights, and adventures, plus free parking for residents.

Develop strategic marketing communications and brand support to assist the Key West Historic Seaport in promoting initiatives, events, and programs.

We will assist the Seaport in promoting initiatives, events, and programs by using marketing communications that have proven to be effective. Combining paid media, earned media, social media marketing, blogs, newsletters, and partnerships with stunning creatives, we will use every avenue we have to spread the word to locals and visitors. We will a/b test all of our ad’s copy, audience, and creatives, ensuring we are promoting the best combination. We will use headline writing techniques that successfully grab attention and convert. Through these efforts and by hosting great initiatives, events, and programs, we will help build and promote brand awareness and loyalty for the Seaport.

We will create a unique email address designated for the Seaport business community where they can reach out to inform us about upcoming events, specials, or to contact us for any reason. We will also have a dropbox folder for them to upload photos they would like us to post on our social pages or to use in our marketing efforts. This direct line of communication and content sharing will allow us to plan ahead but to also post and advertise businesses and events in real time.

Graphic design and production of advertising and communication materials (write, edit, and proof copy).

All of our graphic design, copywriting, communication materials, and production of ads are done in-house, allowing us to be able to quickly design and create effective and timely ads and content. We use the Adobe Suite of programs for our graphic design, photography and video editing, including but not limited to illustrator, premiere pro, photoshop, and adobe stock. We use soundstripe for all of our music, which is fully licensed and authorized for our marketing purposes. Our graphic design experience includes logos, brochures, flyers, native display ads, banner ads, bus stop ads, and more. We specialize in product photography, lifestyle images, video production, and drone footage. All of our copywriting follows recommended industry techniques and is edited with Grammarly and checked by at least two other team members.

Recommend and implement media strategies, including media buys.

We will put our advertising dollars to work where they will be most effective by rigorously a/b testing, monitoring and optimization. Platforms and content that proves to be most effective will be expanded upon, and ones that are shown to be least effective will end. To effectively reach visitors and locals we will use:

1. Targeted paid digital advertising
 - a. Google
 - i. Local Ads
 1. These ads appear when people are in town, in the form of search, maps, native display, or youtube videos.
 - ii. Keyword Search
 1. Examples: "Things to do in Key West" "Where to eat" "breweries near me"
 - b. Social Media
 - i. Content: Videos, photos, graphics, carousels, testimonials
 - ii. Call to Action: "Get Directions" "Learn More"
 - c. Local Digital
2. Organic digital: Social media, newsletter, blogs
3. Television: Key TV
4. Print: Brochures, flyers, local publications

Negotiate with advertising media and oversee and evaluate services provided by advertising media.

All of our ad buys will go through a vigorous initial testing and optimization phase, and will continue to be monitored and optimized when we see the opportunity. We will keep records of key performance indicators (KPIs) and include those statistics in a monthly email blast to all participating businesses at the Seaport. KPIs vary from campaign to campaign, but can include reach, impressions, views, clicks, landing page views, website traffic, event responses, and more. Print ad buys will be determined by the target audience, the publication's readership and reach, and selected campaign goals. Local TV ads will be run with Key TV and we will request monthly viewership statistics from them to determine if they are worth continuing or expanding upon.

Offer input on the Key West Historic Seaport's current digital presence (including the current website and any social media sites).

After a careful assessment of the Seaports current marketing efforts, we have found the current problems:

1. Website loading on mobile is slow or non existent
 - a. Needs to be optimized for speed and for mobile-first
2. Website could be redesigned to look more modern and professional.
3. The current Instagram link is for *locals only*, we should be targeting tourists as well.
 - a. Solution: Create Link Tree that includes links to the variety that the seaport offers
 - i. Seaport Website, Bight, Restaurants, On The Water, Shopping, etc
4. Their social media accounts and youtube page are full of repeated posts over the last few months. As the public face of the Seaport, these platforms should be updated regularly with high quality and relevant content.
 - a. A lot of people go to these pages to get an idea of what to expect when visiting the Seaport, when they see the pages in their current form they are likely unimpressed and possibly even become uninterested all together.
5. Low-quality content
 - a. Blurry photos, Stock videos
 - b. Key West is stunning, we *don't need to use stock footage*, we should be using real photos and videos from the Seaport.
6. Social Media only highlights a few of the participating businesses
7. Participating Seaport businesses routinely tag the Seaport in high quality photos that the Seaport should be sharing on its pages, but for some reason they just keep repeating the same low quality photos from the same businesses.
 - a. We will setup a system to ensure all participating businesses are included in our efforts. When needed, we will provide support and coaching on how to create high quality content we can share.
8. Videos use old school graphics and edit techniques
9. Not running ads on social media and no tracking pixel

- a. Not retargeting people who have shown an interest
- b. For example: If someone clicks on our ad after searching for “best restaurants in Key West” we now know they are at least a little interested in the Seaport. To help push them over the line from an interested person to someone who visits the Seaport, we will retarget them with ads that show the other amazing things the Seaport has to offer, like great views, shopping, and entertainment.
- 10. Needs updated google trackers
- 11. KW Bight Marina video shows an aerial view of the marina, but none of the amenities, local businesses, or Key West lifestyle. Remembering the marketing principle “sell a good night’s sleep, not a mattress” we should be selling it all, not just the slip.
- 12. Website Photos are not clickable, you have to click the actual hyperlink - small inconveniences cause visitors to leave.
- 13. Vendor profiles are hard to read and not visually appealing
- 14. Key West Bight website doesn’t include “things to do”
- 15. “Work Here, Play Here, Live Here.” Replace this
 - a. This is not a good tag line to represent what the Seaport has to offer.
- 16. Foursquare is not a smart use of time or effort.

We believe we can improve upon the current marketing efforts. They rely heavily on print media (brochures, print ads, bus stops) and on local information TV, neither of which allow for a/b testing and optimization. They are not running any social media ads, and as far as I can tell no google ads either (although it seems like they might have been running youtube ads as recently as a year ago). Their graphics, transitions, and video editing styles are also outdated. We live in a world of very short attention spans, we have about 3 seconds to capture someone’s attention online, and their videos do not do that. The style does not successfully represent the vibrant, fun community that the Seaport has to offer. Our team stays on top of graphic designs trends, the latest video and photo editing techniques, and marketing strategies, making us the perfect agency to fix these problems. We also live in Key West and will be capturing new and inviting photos and videos on a regular basis, something out of town firms cannot do.

Manage, maintain, and update the Historic Seaport website and Key West Bight Marina website during the duration of the contract.

We will first update the site’s design and layout using new, high quality content, redesign and update the business profiles, add the proper google and facebook tracking pixels, and optimize the site for performance and speed which will help its SEO. Next, we will create landing pages for our ad campaigns, so when a potential visitor clicks an ad they are directed to a webpage that focuses on what the ad was promoting (restaurants, fun on the water, etc). Our calendar of events will include participating business events and specials, and other events from around the Keys. By including other events we will attract more web traffic, which will lead to more foot traffic. Our blog will be updated monthly as well.

Webcam Monitoring and Maintenance

We will begin by hiring a webcam service company to evaluate the current status of the Seaports live webcams. We will negotiate the monthly rates for hosting and contact the company when maintenance is needed. We will also monitor the cams everyday to ensure they are working properly and facing in the proper directions. When special events are happening or the webcams capture something of interest we will promote the webcams to increase viewership.

Our Approach to Marketing and Communication

Our approach to marketing and communication can be summed up in a few words. Research. Produce. Test. Refine. Get Results.

We started Duval Street Media to combine the latest technologies and proven best practices with brilliant content and our experience in marketing. We work with our clients to clearly define their goals, and then set detailed plans to achieve them. For new clients we typically ask for a half day with as many stakeholders as possible. We conduct a discovery session where we take time to listen. We want to know what has been done, what resources we can utilize and what we can improve on. We then move on to goal setting. We settle upon long and short term goals with timelines. After that initial meeting we produce a detailed working document similar to the scope of work section above to give us a roadmap to achieve our goals.

Internally we use project management tools to ensure that we are meeting timelines and goals.

During our engagement we propose setting up an email account to inform us about new events and other requests. We will send a monthly update via email detailing set KPIs, what we did that month and what we are planning for the next month. We understand that stakeholders are very busy with other work. We propose doing a quarterly meeting or call to develop and track longer term strategy and to set goals. We will work to be as proactive as possible to propose solutions and areas of improvement.

Previous Work Examples

See attached USB project files

1. Milagro restaurant and Bar hired us to get professional photos and videos of their restaurant, food, and drinks, build them a website, and to create and execute a paid marketing strategy to increase bookings. We have attached the following examples of our work with them:

- a. Professional Photography: Photos used on the website, social media posts, and ad campaigns
 - b. Video Production: Video used on social media accounts and for advertising to locals and visitors.
 - c. Organic Social Media Post: Creative made to announce the reopening of the restaurant.
 - d. Landing Page Example: Enticing photo, large Call to Action, relevant happy hour info
 - e. Sample Ad carousel: Ad ranked as “above average” on Facebook and Instagram
2. One of our jobs with Safer Cleaner Ships was to create a campaign launch video that would successfully bring in more support and donations. The attached video was awarded “Best Campaign Launch Video for a Ballot Initiative in 2020” by Campaigns and Elections Magazine.
3. We use a variety of marketing strategies for our client Tuckers Provisions, including but not limited to Google and social media ads, mobile-first web design, product pages designed for sales, and high quality content. Attached you will find sample ads, landing pages, desktop vs mobile layouts, and social media content, as well as a portion of their most recent newsletter.
4. Additional Content Folder: In addition to the specific examples above, we included a few other examples that showcase our skills and the kind of content that can be expected from our agency.

3 Project Examples

Safer Cleaner Ships - Cruise Ship Referendum - Campaign Launch Video

www.Safercleanerships.com

Evan Haskell and Arlo Haskell - The Key West Committee for Safer Cleaner Ships

Evan Haskell ph: (305) 393-5797 Evhaskel@gmail.com

Arlo Haskell ph: (305) 395-1899 arlohaskel@gmail.com

Safer Cleaner Ships approached Duval Street Media looking for digital marketing services for proposed referenda, to collect the required signatures to get the referenda on the ballot. We quickly built them a website and did paid promotion on social media to guide Key West voters to petition collection sites at the height of the pandemic. We helped them create a simple message to engage and educate voters through video and display advertising. As a result SCS collected the required number of signatures in only 3 weeks. Once it was settled that the referendums would appear on the November ballot Safer Cleaner Ships hired us to be their campaign consultants, content creators, and ad buyers. Duval Street Media has extensive experience in running political campaigns as one of our partners worked as a campaign consultant prior to moving to Key West.

Our first order of business was to create a budget and a campaign timeline. We conducted an online poll that informed our messaging to persuade voters. To be as efficient as possible we produced as much

content as we could as early as possible, allowing us to cycle new content throughout the campaign to make it look fresh. We developed a detailed media plan that featured several media channels including local print and digital, voter targeted display and video ads, YouTube and paid social media platforms and direct mail. Our market research told us that local TV spots would be an inefficient use of campaign funds and that we could better reach our target audience on other platforms.

The committee let us know that they had an old friend that was interested in doing a PSA for them, so we wrote a script for a campaign launch video and sent it to her. Days later, we received uncut takes and b-roll footage from the spokeswoman. Our team then got to work, editing together the audio track over footage of her speaking, with cuts to the ocean, cruise ships, silt plumes, and other visuals we thought were powerful and assisted in getting across the message. The end result was a beautifully made, powerful video that captured the hearts of thousands of viewers who showed support for the referendums. Duval Street Media was honored for this work with an award from Campaigns and Elections Magazine for Best Campaign Launch Video for a Ballot Initiative.

During the campaign we met with the board of Safer Cleaner Ships twice weekly to review content and messaging and then to review results as we were constantly testing interaction rates as well as completion rates. When video completion rates began to fall it indicated that it was time to update our creative. We had to constantly evolve during the campaign to combat the mountain of disinformation that the opposing campaign was sending out. Anticipating that this would happen, we polled as many possible scenarios and messages that we could think of and were ready to counter the attacks with messages that we knew voters would understand immediately after they came out. In the end we won all 3 ballot initiatives with margins that were very close to the results of our initial poll, despite being outspent by the opposing campaigns.

Tucker's Provisions - Content Creation and Ad Buying
Kurt Matarazzo - 305-304-5819
Kurt@tuckersprovisions.com
Tuckersprovisions.com

When we began with Tucker's Provisions they had a basic e-commerce website, no social media presence in over 2 years, no newsletters in over 2 years, and no major marketing campaigns ever. We came on board to deliver their goals of increasing foot traffic and in-store sales, and increasing brand awareness, with a tangential goal of increasing online sales.

To accomplish these goals, we created high-quality content that included product images, lifestyle model photography, videos, landing pages, newsletters, and social media posts. We added server-side tracking to the website to accurately track website events like visits, purchases, and add-to-carts, which help us retarget potential customers lower in our marketing funnel. We used this content to upgrade the website, build landing pages designed to convert, restart their social media presence, and create ad campaigns on

both Google and Social Media, Facebook and Instagram specifically. After launching campaigns, we began testing every aspect from copy to creative, monitoring their effectiveness, and optimizing where we saw opportunities. As a result of our efforts, they saw in-store sales growth month over month at 2.5x their normal rate.

After seeing their in-store sales increase, they wanted to begin expanding their online sales. Methods we use to do this include but are not limited to: Google and Facebook ads, remarketing campaigns, dynamic ad campaigns, landing pages, brand ambassadors, and professional photo and video shoots. Ad campaigns are constantly updated, tested, and optimized for best performance. Even though online sales were not initially a part of our scope, we are on track to more than double their sales year over year, with month-over-month growth steadily rising.

Milagro Restaurant and Bar - Full Service Marketing
Maggie Montoya - 305-440-3534
magdalena.montoya@milagrorestaurant.net

Co-Owners Maggie Montoya and Kevin Montoya had an established business but had recently moved locations from Big Pine to Key West. They hired us to build them a website and to help them get the word out about their new location to locals and visitors.

To begin, we met with the owners and learned about their business, history, and goals. After that, we did market research and then proposed a marketing campaign that we were confident would successfully accomplish their goals. We started with a professional photo and video shoot that included the restaurant, cocktails, food, and the kitchen. After creating high quality content, we built them a professional website complete with tracking pixels and ad-platform-specific landing pages for collecting and analyzing website traffic. Once that was complete we built out a search and local campaign on Google Ads, including keywords like “best seafood in Key West” and “fine dining key west”. We also launched campaigns on social media targeting locals and tourists separately with ads that highlight happy hour, cocktails, and dinner. Each ad sent users to a landing page relevant to the ad they just clicked on. For example, our happy hour campaign sends users to a landing page that first highlights their happy hour specials, rather than sending them to our home page and having the user find the happy hour specials on their own. This important but often overlooked strategy helps our ads rank better and lead to lower cost per click. After a/b testing headlines, creatives, audience segments, and optimizing keywords, their ads began being ranked as “above average” when compared to ads from other businesses competing for a similar audience. Due to the high quality content and paid ads that have been optimized for highest engagement, their website consistently has 4000 views each month and their Google my Business profile sees 124,000 views each month. We create all of our content in house which has allowed us to be able to turn around videos, graphic designs or photos very quickly. So, when Milagro reaches out to let us know that they are closing for 15 days in September, we can respond within minutes with a professional graphic to post on their social

media, we can update the hours on their website and Google profiles, and we can pause all paid ads until they return.

Hourly Rates

Our fee structure is based on a \$150 per hour rate. Typically when engaging with a new client we will start with a discovery, planning, and set-up the project on a lump sum payment. Each month we require a retainer for recurring services such as content creation, social media management, ad buys, ad monitoring and optimization, website maintenance, analytics, communications, and copywriting. We estimate that this will take no less than 25 hours per month. Any services that fall outside those aforementioned, or if we go over the 25 hour estimate, would be billed at our hourly rate of \$150. Any services provided by subcontractors will follow guidelines laid out in this RFP.

Work load capacity

Duval Street Media is set up to be scalable to meet the needs of our clients. We monitor our current workload with our projected workload and plan accordingly. Outside of the two owners we currently do not have any full time employees. We occasionally use outsourced and contract support for things such as copywriting, ad buying, web development and coding. Additionally one of our partners, Christopher Massicotte, recently resigned from his position in Washington, DC and is now full-time at Duval Street Media. Our experience in this space runs deep. Jamie Mattingly has been producing video and graphic content for over 10 years and is an expert at conveying intended messages through video and still images, and is a Conch who understands Key West from the local and tourist perspective. For the last decade Christopher has worked in the political advertising industry. He has become an expert in effective media planning, ad buying across several mediums, and maximizing efficiency to make the most of marketing budgets.

Facilities & Support Staff

Like many marketing agencies borne of the pandemic, Duval Street Media does not maintain a central office. The two partners work primarily out of their home offices in Key West and regularly meet with their clients in the Keys wherever they are. The two partners both live and work full-time in the Keys and our agency is solely focused on businesses and organizations within the Florida Keys. Our support network is diverse and spread around the country. We use local talent whenever possible, but we also have the added benefit of being able to utilize resources anywhere in the country.

Subcontractors

1. Upon being awarded this work, we will hire a company to host, monitor, and repair the live webcams when needed.
2. Dubera is a video production firm started by a Key West conch. They have become famous for stunning timelapse footage and are certified FPV drone pilots. Working for Ultra Music Festival, they have traveled the globe creating epic mini movies about the culture and landmarks of the city that the concert is being hosted in. We intend to have one of these made for the Historic Seaport.
 - a. www.dubera.com for samples of their work.
3. Web Developer for occasional coding work when needed.
4. Keys TV to run local information TV ads to hotels

Planned use of local business/markets

We have relationships with local publishers like Keys Weekly, The Citizen and others. We already work with a number of businesses in Key West. We are a member of the KW Business Guild and have relationships with people at the Key West Chamber of Commerce. We utilize local publishers like Our Key West, which distributes its magazine to over 300 local vacation rentals.

Connecting our clients with other local businesses and forging local partnerships is something we value. For example, we connected our client Tucker's Provisions with multiple local hotels, like the Gardens, The Marquesa, and the Kimpton Properties. We use the stunning properties to take lifestyle photos for Tucker's marketing efforts, and allow the hotels to use the photos for theirs. Not only are we selling our clients clothes, we are selling the Key West lifestyle. We intend to use this experience to successfully capitalize on the variety of participating businesses at the Seaport to attract visitors.

[END OF DOCUMENT]

THE FOLLOWING WILL BE SUBMITTED WITH THE PROPOSAL

List items to be performed by CONTRACTOR's own forces and the estimated total cost of these items. (Use additional sheets if necessary.)

See Attached Sheet

SUBCONTRACTORS

The Proposer further proposes that the following subcontracting firms or businesses will be awarded subcontracts for the following portions of the work in the event that the Proposer is awarded the Contract:

Dubera - Rob Burgoine

Name

201 SE 2nd Ave #2902, Miami, FL, Zip

Key TV / Destination Network

Name

8317 Front Beach Rd., Panama City, FL, 33040

Name

Street, City, State, Zip

PROPOSER

The name of the Proposer submitting this Proposal is

Duval Street Media, LLC doing business at

1615 Laird St., Key West, FL, 33040

Street, City, State, Zip

List of Items to be performed by CONTRACTORS own forces and the estimated costs of these items.

Initial Start-Up costs - \$7500

1. Web development
2. Content creation
3. Account onboarding

Monthly Retainer for Services - \$3750 | 25 hrs/\$150

1. Content Creation
 - a. Photos, Videos, Ads
 - b. Newsletter, Blog, Posts
2. Ad Buying, monitoring, a/b testing, optimization
3. Social Media Management
4. Client Communications
5. KPI Reporting
6. Website Maintenance

Hourly fee for services outside of monthly retainer will be billed at
\$150 per hour

which is the address to which all communications concerned with this Proposal and with the Contract shall be sent.

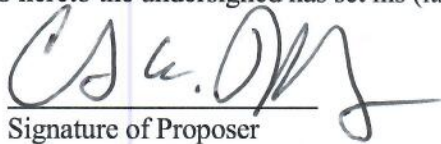
The names of the principal officers of the corporation submitting this Proposal, or of the partnership, or of all persons interested in this Proposal as principals are as follows:

Christopher Massicotte

Jamie Mattingly

If Sole Proprietor or Partnership

IN WITNESS hereto the undersigned has set his (its) hand this ____ day of ____ 20__.


Signature of Proposer

Co-Founder
Title

If Corporation

IN WITNESS WHEREOF the undersigned corporation has caused this instrument to be executed and its seal affixed by its duly authorized officers this 21 day of October 2021.

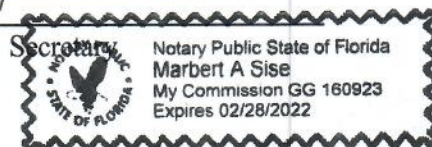
(SEAL)

Name of Corporation

By

Title

Attest



ANTI - KICKBACK AFFIDAVIT

STATE OF Florida)
COUNTY OF Monroe) : SS

I, the undersigned hereby duly sworn, depose and say that no portion of the sum herein bid will be paid to any employees of the City of Key West as a commission, kickback, reward or gift, directly or indirectly by me or any member of my firm or by an officer of the corporation.

By: _____

Sworn and subscribed before me this 27 day of October,
2021

NOTARY PUBLIC, State of Florida at Large

My Commission Expires:



SWORN STATEMENT UNDER SECTION 287.133(3)(A)
FLORIDA STATUTES, ON PUBLIC ENTITY CRIMES

THIS FORM MUST BE SIGNED IN THE PRESENCE OF A NOTARY PUBLIC OR OTHER OFFICER AUTHORIZED TO ADMINISTER OATHS.

1. This sworn statement is submitted with Bid or Proposal for Marketing Services for the
Key West Historic Seaport

2. This sworn statement is submitted by Duval Street Media
(Name of entity submitting sworn statement)

whose business address is 1615 Laird St. Key West, FL 33040

and (if applicable) its Federal Employer Identification Number (FEIN) is 84-3203563

(If the entity has no FEIN, include the Social Security Number of the individual
signing this sworn statement _____)

3. My name is Christopher Massicotte
(Please print name of individual signing)

and my relationship to the entity named above is Co-Founder

4. I understand that a "public entity crime" as defined in Paragraph 287.133(1)(g), Florida Statutes, means a violation of any state or federal law by a person with respect to and directly related to the transaction of business with any public entity or with an agency or political subdivision of any other state or with the United States, including but not limited to, any bid or contract for goods or services to be provided to any public or an agency or political subdivision of any other state or of the United States and involving antitrust, fraud, theft, bribery, collusion, racketeering, conspiracy, material misrepresentation.

5. I understand that "convicted" or "conviction" as defined in Paragraph 287.133(1)(b), Florida Statutes, means a finding of guilt or a conviction of a public entity crime, with or without an adjudication of guilt, in any federal or state trial court of record relating to charges brought by indictment information after July 1, 1989, as a result of a jury verdict, nonjury trial, or entry of a plea of guilty or nolo contendere.

6. I understand that an "affiliate" as defined in Paragraph 287.133(1)(a), Florida Statutes, means
- a. A predecessor or successor of a person convicted of a public entity crime; or
 - b. An entity under the control of any natural person who is active in the management of the entity and who has been convicted of a public entity crime. The term "affiliate" includes those officers, directors, executives, partners, shareholders, employees, members, and agents who are active in the management of an affiliate. The ownership by one person of shares constituting controlling interest in another person, or a pooling of equipment or income among persons when not for fair market value under an arm's length agreement, shall be a prima facie case that one person controls another person. A person who knowingly enters into a joint venture with a person who has been convicted of a public entity crime in Florida during the preceding 36 months shall be considered an affiliate.
7. I understand that a "person" as defined in Paragraph 287.133(1)(8), Florida Statutes, means any natural person or entity organized under the laws of any state or of the United States with the legal power to enter into a binding contract and which bids or applies to bid on contracts for the provision of goods or services let by a public entity, or which otherwise transacts or applies to transact business with public entity. The term "person" includes those officers, directors, executives, partners, shareholders, employees, members, and agents who are active in management of an entity.
8. Based on information and belief, the statement which I have marked below is true in relation to the entity submitting this sworn statement. (Please indicate which statement applies).

 X Neither the entity submitting this sworn statement, nor any officers, directors, executives, partners, shareholders, employees, members, or agents who are active in management of the entity, nor any affiliate of the entity have been charged with and convicted of a public entity crime subsequent to July 1, 1989, AND (Please indicate which additional statement applies.)

 There has been a proceeding concerning the conviction before a hearing of the State of Florida, Division of Administrative Hearings. The final order entered by the hearing officer did not place the person or affiliate on the convicted CONSULTANT list. (Please attach a copy of the final order.)

 The person or affiliate was placed on the convicted CONSULTANT list. There has been a subsequent proceeding before a hearing officer of the State of

Florida, Division of Administrative Hearings. The final order entered by the hearing officer determined that it was in the public interest to remove the person or affiliate from the convicted CONSULTANT list. (Please attach a copy of the final order.)

_____The person or affiliate has not been put on the convicted CONSULTANT list.
(Please describe any action taken by or pending with the Department of General Services.)

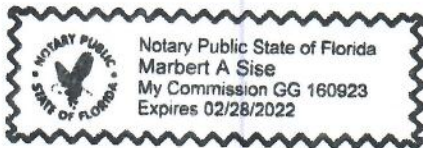
C. A. M. J.
(Signature)
10-27-2021
(Date)

STATE OF Florida
COUNTY OF Monroe

PERSONALLY APPEARED BEFORE ME, the undersigned authority,
Christopher Massicotte who, after first being sworn by me, affixed his/her
(Name of individual signing)

Signature in the space provided above on this 27 day of October, 2021

My commission expires:



Marbert A. Sise
NOTARY PUBLIC

CITY OF KEY WEST INDEMNIFICATION FORM

To the fullest extent permitted by law, the CONSULTANT expressly agrees to indemnify and hold harmless the City of Key West, their officers, directors, agents and employees (herein called the "indemnitees") from any and all liability for damages, including, if allowed by law, reasonable attorney's fees and court costs, such legal expenses to include costs incurred in establishing the indemnification and other rights agreed to in this Paragraph, to persons or property, caused in whole or in part by any act, omission, or default by CONSULTANT or its subcontractors, material men, or agents of any tier or their employees, arising out of this agreement or its performance, including any such damages caused in whole or in part by any act, omission or default of any indemnitee, but specifically excluding any claims of, or damages against an indemnitee resulting from such indemnitee's gross negligence, or the willful, wanton or intentional misconduct of such indemnitee or for statutory violation or punitive damages except and to the extent the statutory violation or punitive damages are caused by or result from the acts or omissions of the CONSULTANT or its subcontractors, material men or agents of any tier or their respective employees.

CONSULTANT: Duval Street Media, LLC
1615 Laird Street Key West, FL 33040
Address 
Signature Christopher Massicotte
Print Name Co-Founder
Title
DATE: 10/27/2021

SEAL:

**LOCAL VENDOR CERTIFICATION PURSUANT TO
CITY OF KEY WEST ORDINANCE 09-22 SECTION 2-798**

The undersigned, as a duly authorized representative of the VENDOR listed herein, certifies to the best of his/her knowledge and belief, that the VENDOR meets the definition of a "Local Business." For purposes of this section, "local business" shall mean a business which:

- a. Principle address as registered with the FL Department of State located within 30 miles of the boundaries of the city, listed with the chief licensing official as having a business tax receipt with its principle address within 30 miles of the boundaries of the city for at least one year immediately prior to the issuance of the solicitation.
 - b. Maintains a workforce of at least 50 percent of its employees from the city or within 30 miles of its boundaries.
 - c. Having paid all current license taxes and any other fees due the city at least 24 hours prior to the publication of the call for bids or request for proposals.
- Not a local VENDOR pursuant to Ordinance 09-22 Section 2-798
 - Qualifies as a local VENDOR pursuant to Ordinance 09-22 Section 2-798

If you qualify, please complete the following in support of the self-certification & submit copies of your County and City business licenses. Failure to provide the information requested will result in denial of certification as a local business.

Business Name Duval Street Media, LLC Phone: (305) 394-4014

Current Local Address: 1615 Laird St. Key West, FL 33040 Fax: _____
(P.O. Box numbers may not be used to establish status)

Length of time at this address: 1 Year

[Signature] Date: 10-27-2021
Signature of Authorized Representative

STATE OF Florida COUNTY OF Monroe

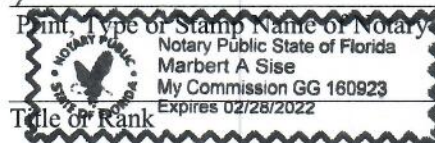
The foregoing instrument was acknowledged before me this _____ day of _____, 20____

By Christopher Massicotte, of Duval Street Media
(Name of officer or agent, title of officer or agent) (Name of corporation acknowledging)

or has produced identification Personally Known To me as identification
(Type of identification)

[Signature]
Signature of Notary


Return Completed form with
Supporting documents to:
City of Key West Purchasing



EQUAL BENEFITS FOR DOMESTIC PARTNERS AFFIDAVIT

STATE OF Florida)
 : SS
COUNTY OF Monroe)

I, the undersigned hereby duly sworn, depose and say that the firm of Duval Street Media, LLC provides benefits to domestic partners of its employees on the same basis as it provides benefits to employees' spouses per City of Key West Ordinance Sec. 2-799.

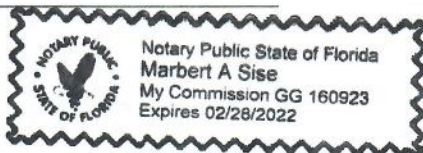
By: 

Sworn and subscribed before me this

27 Day of October, 2021.


NOTARY PUBLIC, State of _____ at Large

My Commission Expires: _____



CONE OF SILENCE AFFIDAVIT

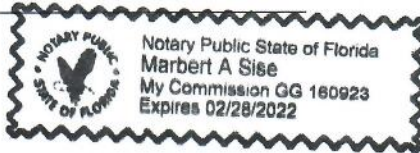
STATE OF Florida)
 : SS
COUNTY OF Monroe)

I the undersigned hereby duly sworn depose and say that all owner(s), partners, officers, directors, employees and agents representing the firm of Duval Street Media, LLC have read and understand the limitations and procedures regarding communications concerning City of Key West issued competitive solicitations pursuant to City of Key West Ordinance Section 2-773 Cone of Silence (attached).

Sworn and subscribed before me this

21 Day of October 20 21
Marbert A Sise
NOTARY PUBLIC, State of Florida at Large

My Commission Expires: _____

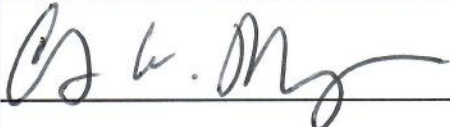


VENDOR CERTIFICATION REGARDING SCRUTINIZED COMPANIES LISTS

Respondent Vendor Name: <u>Duval Street Media, LLC</u>	
Vendor FEIN: <u>84-3203563</u>	
Vendor's Authorized Representative Name and Title: <u>Christopher Massicotte</u> <u>Co-Founder</u>	
Address: <u>1615 Laird St.</u>	
City: <u>Key West</u> State: <u>FL</u> Zip: <u>33040</u>	
Phone Number: <u>610 804 8125</u>	
Email Address: <u>chris@duvalstmedia.com</u>	

Section 287.135(2)(a), Florida Statutes, prohibits a company from bidding on, submitting a proposal for, or entering into or renewing a contract for goods or services of any amount if, at the time of contracting or renewal, the company is on the Scrutinized Companies that Boycott Israel List, created pursuant to section 215.4725, Florida Statutes, or is engaged in a boycott of Israel. Section 287.135(2)(b), Florida Statutes, further prohibits a company from bidding on, submitting a proposal for, or entering into or renewing a contract for goods or services over one million dollars (\$1,000,000) if, at the time of contracting or renewal, the company is on either the Scrutinized Companies with Activities in Sudan List or the Scrutinized Companies with Activities in the Iran Petroleum Energy Sector List, both created pursuant to section 215.473, Florida Statutes, or the company is engaged in business operations in Cuba or Syria.

As the person authorized to sign on behalf of Respondent, I hereby certify that the company identified above in the section entitled "Respondent Vendor Name" is not listed on either the Scrutinized Companies that Boycott Israel List, Scrutinized Companies with Activities in Sudan List or the Scrutinized Companies with Activities in the Iran Petroleum Energy Sector List. I understand that pursuant to section 287.135, Florida Statutes, the submission of a false certification may subject such company to civil penalties, attorney's fees, and/or costs and termination of the contract at the option of the awarding governmental entity.

Certified By: <u>Christopher Massicotte</u> <u>Co-Founder</u>
<i>Print Name</i> <i>Print Title</i>
who is authorized to sign on behalf of the above referenced company.
Authorized Signature: <u></u>

NON-COLLUSION AFFIDAVIT

STATE OF FLORIDA)

SS COUNTY OF MONROE)

I, the undersigned hereby declares that the only persons or parties interested in this Proposal are those named herein, that this Proposal is, in all respects, fair and without fraud, that it is made without collusion with any official of the Owner, and that the Proposal is made without any connection or collusion with any person submitting another Proposal on this Contract.

By: CSA. M

Sworn and subscribed before me this

27 day of October, 2021

Marbert A Sise
NOTARY PUBLIC, State of Florida at Large

My Commission Expires:

