



MARKETING
COMMUNICATION
DESIGN

100 SECOND AVENUE SOUTH

ST. PETERSBURG, FL 33701

WelcomeToAqua.com

RFP # 10-015

Marketing Services

KEY WEST HISTORIC SEAPORT
JULY 2015

PROPOSAL DUE DATE:
35:00 PM (EST), AUGUST 26, 2015

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Submitted by:

AQUA MARKETING & COMMUNICATIONS, INC.
100 SECOND AVENUE SOUTH SUITE 302-S
ST. PETERSBURG, FL 33701

www.WelcomeToAqua.com

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Marketing & Communications, Inc.

To Whom It May Concern:

We believe this response represents a unique opportunity for you in your search for a firm to market Key West's Historic Seaport. This response is from a full-service marketing communications firm that specializes in promoting Florida destinations for governments – particularly cities and counties. We are currently recognized internationally as one of the best destination marketing firms in the business. Our staff is familiar with the Historic Seaport district, and understands its potential for the City.

Formed in 2011 Aqua was quickly vetted and selected by a number of governmental clients within the state, including two, county-based visitors bureaus and two municipalities heavily dependent on tourism. Since its inception, Aqua has continued to gain tourism, economic development and destination clients across the state. In 2013 Aqua united with The Watauga Group of Orlando, one of the nation's leading media strategy firms. The combined organization boasts 22 people and total sales volume of \$23 million.

Aqua and its staff understand the full gamut of requirements to competitively define and market Florida destinations, and have done so for several in the state, leading to international acclaim. Working together as a firm, our staff has served 19 separate governmental entities, including eight destinations in the state, as well as having marketed special districts.

Beyond tourism and governmental accounts, our team has experience in a wide range of ancillary industries such as hotels and resorts, restaurants, attractions, and airports in the state, across the country as well as internationally.

Consistently awarded for our work statewide through VISIT FLORIDA, and internationally through Hospitality Sales and Marketing International, our firm is credited with over 280 awards, including 46 Flagler Awards from VISIT FLORIDA and 65 Adrian Awards from HSMAI.

We believe that we are the best qualified fit for the City's needs in order market and promote the Historic Seaport, and look forward to aiding the CRA, the City and the citizens of Key West in any way possible.

Name of Person Authorized to Represent the Firm:	David M. Di Maggio
Entity Name:	Aqua Marketing & Communications, Inc.
Address:	100 Second Avenue South St. Petersburg, FL 33701
Phone:	(727) 687-4670
Website:	www.WelcomeToAqua.com
Email Address:	DaveD@WelcomeToAqua.com

Sincerely,

David M. Di Maggio
President



Aqua Marketing & Communications, Inc.

100 Second Avenue South • Suite 302-S • St. Petersburg, FL 33701
(727) 687-4670 • www.WelcomeToAqua.com

2. Description of Work Process

Aqua strongly believes in prior planning and works with clients to construct specific, detailed plans prior to executing any work. Plans define goals and objectives, determine tactical components, set timelines and due dates, determine budgets and financial parameters and determine measurements of success. A hallmark of our process is superlative communication at all times between agency and client, assuring the client of status, quality and meeting project goals.

As is our approach to marketing communications projects described under number 7., our work process for individual projects is highlighted by four specific stages.

1. *Intake – All known information sources are identified and information is gathered and considered by agency staff.*
2. *Planning – Considering the input above, specific plans are constructed, which result in a variety of recommendations for the client to consider. During planning, timelines, budgets and success measurements are determined and assigned to the project.*
3. *Execution – The selected strategies and tactics are developed by the agency and then, after review and approval by the client, deployed per the plans devised above.*
4. *Review and Measurement – Per the success measurements determined during the planning process, the agency and client review the outcomes of the project, make judgments concerning the strategies and tactics utilized and make plans for future initiatives.*

Throughout the process, the firm's client account staff ensures communication between the agency and client. Typically, set meeting times allow for communication and project review at pre-determined milestones. Additionally, after any meeting or client contact, agency staff issue a Meetings Report highlighting items discussed and actions to be taken by either the agency or client.

It should be noted that client review and approval is ensured throughout the process and that no monies are spent, or work deployed without prior client review and documented approval.

Additionally it should be noted that time or distance are never an issue in working with the firm. Aqua successfully serves a variety of clients across the state, and knows how to minimize and eliminate any issue of distance. Costs of distance are never assigned to the client, and the agency meets in person without cost to the client.

3. Three Client References

Name: The Bradenton Area Convention & Visitors Bureau
Address: 1 Haben Blvd.
Palmetto, FL 34221
Phone: (941) 705-1287
Fax: (941) 729-1820
Email: elliott.falcione@bacvb.com
Contact: Elliott Falcione, Executive Director



Name: Pelican Bay
Address: 6251 Pelican Bay Boulevard
Naples, FL 34108
Phone: (239) 398-7074
Fax: (239) 597-7529
Email: jimh@pelicanbay.org
Contact: Jim Hoppenstadt, President



Name: The City of West Palm Beach
Address: 401 Clematis Street
West Palm Beach, FL 33401
Phone: (561) 351-7268
Fax: N/A
Email: ECohen@wpb.org
Contact: Elliot Cohen, Director of Communications



4. Name and qualifications of the individuals who will provide the requested services



Dave Di Maggio PRESIDENT

Dave is one of destination marketing's most award-winning professionals, recognized internationally for his work through a wide range of tourism, travel and hospitality clients.

His work is consistently awarded through Hospitality Sales and Marketing International's Adrian Awards as well as Visit Florida's Flagler Awards. Dave is a frequent judge of industry award shows as well as a frequent lecturer on the subjects of destination marketing, branding and marketing message strategy.

Dave has deep experience in aiding visitation marketing clients through every phase of market cycle and brand life, and has established successful programs for a wide variety of visitor niche targets – from eco-nature, sports, to film, group, and more.

Some of the tourism, travel and hospitality accounts Dave has worked on include:

- *The City of West Palm Beach*
- *The City of Dunedin, Florida*
- *The City of St. Petersburg, Florida*
- *John's Pass Village (Treasure Island, Florida)*
- *The City of Deltona Office of Economic Development*
- *The Bradenton Area Convention & Visitors Bureau*
- *The Charlotte Harbor & The Gulf Islands Visitor & Convention Bureau*
- *Naples, Marco Island, Everglades Convention & Visitors Bureau*
- *The Seminole County Convention & Visitors Bureau*
- *The Seminole County Office of Economic Development*
- *The Amelia Island Convention & Visitors Bureau*
- *The St. Petersburg/Clearwater Convention & Visitors Bureau (Florida)*
- *Colonial Williamsburg (Williamsburg, VA)*
- *TradeWinds Island Resorts (St. Pete Beach, FL)*



Katie Varano ACCOUNT EXECUTIVE

Katie brings a deep level of experience, organization and leadership to Aqua, spearheading the agency's media and account services. She serves as project manager for client Pelican Bay near Naples, FL, providing supplemental account and media support for additional clients including Charlotte Harbor Visitor and Convention Bureau and Bradenton Area Convention and Visitors Bureau.

Previously, Katie managed the Naples office of Paradise Advertising and Marketing (founded by Aqua President Dave Di Maggio), overseeing the firm's largest account, Naples, Marco Island and Everglades Convention and Visitors Bureau, developing marketing campaigns and providing project management. In addition, Katie previously served as Media Planner for Universal McCann in New York, managing national and regional budgets, implementing strategic campaigns and serving as liaison between vendors and clients regarding added-value negotiations.

Katie also has experience supporting Southwest Florida International Airport, providing account service, strategic planning and media plan management, further strengthening her expertise in tourism and hospitality marketing.

Some of the accounts Katie has worked on include:

- *The Bradenton Area Convention & Visitors Bureau*
- *Pelican Bay (Naples, FL)*
- *The Charlotte Harbor & The Gulf Islands Visitor & Convention Bureau*
- *Naples, Marco Island, Everglades Convention & Visitors Bureau*
- *Inn on Fifth (Naples, FL)*
- *Southwest Florida International Airport*
- *Collier County Museums*
- *Bacardi Superior Rum*
- *Orion Bank*

Names and Qualifications

continued



Thom Hart CREATIVE DIRECTOR

Pairing rock-solid design and illustration skills with a passion for creativity, Thom’s artistic vision and innovative branding ability are invaluable assets to the Aqua creative team.

Early in his successful 18-year career in the industry, Thom quickly climbed the ranks from Graphic Designer to Assistant Creative Director at Tampa firms HLA Group and Paradise Advertising & Marketing, Inc.

Thom’s work has consistently garnered Flagler Awards from Visit Florida, and Adrian Awards from Hospitality Sales & Marketing Association International.

He graduated Magna Cum Laude from the University of Central Florida with a B.A. in Art/Graphic Design and a minor in Business Administration.

Some of the tourism, travel and hospitality accounts Thom has worked on include:

- The City of West Palm Beach, Florida
- The City of St. Petersburg, Florida
- The City of Deltona Office of Economic Development
- The Bradenton Area Convention & Visitors Bureau
- The Charlotte Harbor & The Gulf Islands Visitor & Convention Bureau
- Naples, Marco Island, Everglades Convention & Visitors Bureau
- The Seminole County Convention & Visitors Bureau
- The Seminole County Office of Economic Development
- The Amelia Island Convention & Visitors Bureau
- TradeWinds Island Resorts (St. Pete Beach, FL)



Neil Romaine MEDIA SERVICES

Neil’s resume reads like a Who’s Who across a wide variety of client industries, including travel, tourism and hospitality.

Neil brings 25 years of industry experience, including serving as senior vice president, media director, of YPB&R, Orlando (now MMGY/Global).

At Aqua, Neil contributes to strategic planning and marketing for agency clients and plays a key role in Aqua’s client relations.

Neil is a graduate of State University of New York College at Geneseo.

Some of the accounts Neil has worked on include:

- The City of West Palm Beach, Florida
- The Bradenton Area Convention & Visitors Bureau
- The Breakers, Palm Beach, Florida
- Sunscreen Film Festival
- The Chiles Restaurant Group (Anna Maria, Florida)
- The St. Petersburg/Clearwater Convention & Visitors Bureau (Florida)
- The Amelia Island Convention & Visitors Bureau
- Kessler Hotels Collection
- Waldorf Astoria Hotels
- Hilton Hotels
- The Lee County Convention & Visitors Bureau
- Visit Mexico, Mexican Department of Tourism
- The Big Red Boat
- The Pier House, Key West
- The TradeWinds Islands Resort (St. Pete Beach, FL)
- Wyndham Resorts

Names and Qualifications

continued



Megan Brewster PUBLIC RELATIONS DIRECTOR

Megan honed her public relations skills at top full-service agencies in both New York City and Florida, and has developed and executed national and local communications campaigns for a broad range of clients in the health-care, arts, travel and tourism, food and beverage, consumer services, sports, real estate and non-profit industries/sectors. Megan’s PR expertise lies in media relations, writing and strategic planning and also includes social media support, media training, community relations and event planning.

Originally from the Boston area, Megan holds a Bachelor of Arts degree in Communications with an emphasis in Public Relations, a minor in Spanish and a Certificate in Business from Seton Hall University. She was also a four year Big East Academic All-Star as a member of University’s Division I Diving Team.

Some of the accounts Megan has worked on include:

- The City of West Palm Beach, Florida
- The City of Dunedin, Florida
- The Bradenton Area Convention and Visitors Bureau
- The Chiles Restaurant Group, Anna Maria, Florida
- Pelican Bay, Naples, Florida
- Coldwell Banker Real Estate
- Moffitt Cancer Center
- American Society of Composers, Authors and Publishers (ASCAP)
- Association of National Advertisers (ANA)
- HowStuffWorks.com
- The National Children’s Study
- Petfinder.com
- First Watch Restaurants
- Friedrich’s Ataxia Research Alliance
- World’s Finest Chocolate
- Tampa Bay Radiation Oncology
- LiveFree! Coalition



Fran Rinna ACCOUNT MANAGER

With decades of experience as a senior level marketing professional, Fran is an expert in tourism and hospitality marketing. She previously served as Account Group Head for the agency managing the visitation marketing of the Cincinnati Visitors Bureau, directing strategy and overseeing creation and implementation of all marketing campaigns.

She also served as Marketing Project Manager for the Sirata Resort in St. Pete Beach, where she oversaw its grand-opening event, and the TradeWinds Resort – the largest resort on Florida’s west coast operating with a \$2.5 million marketing budget – where she successfully developed and executed theme, strategies and tactics to generate awareness.

At Aqua, Fran directs the marketing efforts of the Chiles Restaurant Group (a historic group of restaurants on Anna Maria Island) and assists in the development and execution of destination marketing for the Bradenton Area Convention and Visitors Bureau.

Some of the accounts Fran has worked on include:

- The Bradenton Area Convention and Visitors Bureau
- The Chiles Restaurant Group, Anna Maria, Florida
- Sunscreen Film Festival
- The Cincinnati Visitors Bureau
- The TradeWinds Island Resorts (St. Pete Beach, FL)
- The Sirata Beach Resort (St. Pete Beach, FL)
- BellSouth Telecommunications
- Bosch and Bosch Motorworks
- FTD
- RadioShack
- JC Penney
- Gerber
- GTE Wireless
- Intermedia Communications
- Carhartt
- BoRics

Names and Qualifications

continued



Kim Oliphant

ACCOUNT COORDINATION AND DESIGN

With an eye for singular design and art direction skills honed from years of corporate and agency-side experience, Kim plays a critical role in the creative at Aqua. Her passion for creating exceptional brands extends throughout her work, infusing it with artwork that resonates powerfully with any audience.

A former Creative Team Manager for national retailer Montgomery Ward, Kim escaped the cold climes of Chicago in 2001, and worked for Florida's YP&B and Paradise Advertising & Marketing, Inc. before joining Aqua as Senior Art Director.

In addition to her many talents as a graphic artist, Kim's past experience with studio management and account service has proven invaluable at Aqua. She has also excelled in office management, media and production traffic, and flash coding for online advertising. Kim is a graduate of Illinois State University with a B.S. in Fine Arts and a concentration in Visual Communications.

Some of the tourism, travel and hospitality accounts Kim has worked on include:

- The City of West Palm Beach, Florida
- The City of St. Petersburg, Florida
- John's Pass Village (Treasure Island, Florida)
- The City of Deltona Office of Economic Development
- The Bradenton Area Convention & Visitors Bureau
- The Charlotte Harbor & The Gulf Islands Visitor & Convention Bureau
- The Seminole County Convention & Visitors Bureau
- The Naples, Marco Island, Everglades Convention & Visitors Bureau
- The Amelia Island Convention & Visitors Bureau
- The St. Petersburg/Clearwater Convention & Visitors Bureau (Florida)
- The Salvador Dali Museum (St. Petersburg, FL)
- The Chiles Restaurant Group, Anna Maria, Florida



Dave Wilson

CLIENT MANAGEMENT, E-COMMERCE/CRM STRATEGIES

Dave's career spans more than 30 years and a range of marketing disciplines in support of a broad spectrum of industries, including campaigns for highly successful tourism, travel and hospitality clients.

His experience in Florida is extensive, highlighted by the marketing leadership of realty firm Michael Saunders & Company, one of Florida's largest real estate firms, with more than 500 agents and \$3.1 billion in sales. He also lead the creative department of a 50-person advertising agency in creating campaigns for leaders in the travel and hospitality industry including Radisson Hotels, Country Inns & Suites and Walt Disney World Village Hotels.

In addition to his work in general advertising and marketing, Dave has also been deeply involved in direct and social marketing for regional and national clients reaching both consumer and business-to-business markets.

Some of the travel, tourism and hospitality accounts Dave has worked on include:

- The City of West Palm Beach, Florida
- The Bradenton Area Convention & Visitors Bureau
- The Charlotte Harbor & The Gulf Islands Visitor & Convention Bureau
- Pelican Bay, Naples, Florida
- The Chiles Restaurant Group, Anna Maria, Florida
- Naples, Marco Island, Everglades Convention & Visitors Bureau
- The Seminole County Convention & Visitors Bureau
- The Amelia Island Convention & Visitors Bureau
- The Southwest Florida International Airport
- The TradeWinds Island Resorts (St. Pete Beach, FL)
- The Inn on Fifth (Naples, Florida)
- The Marco Island Marriott
- The Salvador Dalí Museum (St. Petersburg, Florida)

Names and Qualifications

continued



Tim Sinclair DIGITAL DEVELOPMENT

Tim began studying web design and development in 1997 at Wisconsin Lutheran College in Milwaukee, Wisconsin, graduating with his bachelor's degree in 2001. A Florida native, Tim returned to his hometown to accept his first position as a junior designer with Fusion Creative in St. Petersburg, eventually leading to starting his own firm in 2005.

Tim is well known for web solutions that are beautiful, functional and modern, believing that technology should never get in the way of simplicity and usability. This philosophy has resulted in designs that serve their intended purpose while

avoiding the technology frustration that has become commonplace in the web development industry. Tim believes it is his responsibility to take a client's vision and turn it into a reality through no-nonsense, creative solutions that work.

Some of the accounts Tim has worked on include:

- *The City of St. Petersburg, Florida*
- *City of Deltona Economic Development*
- *Pelican Bay, Naples, Florida*
- *The Bradenton Area Convention & Visitors Bureau*
- *Naples, Marco Island & the Everglades Convention & Visitors Bureau*
- *The Seminole County Convention & Visitors Bureau*
- *The Salvador Dalí Museum (St. Petersburg, Florida)*
- *Encore Resorts*
- *Thousand Trails RV Resorts*
- *The Bank of Tampa*
- *Tampa Bay Buccaneers*
- *Milwaukee Brewers*
- *Tampa Bay Rays*
- *The Bank of Central Florida*
- *Cornerstone Custom Homes*
- *University of Washington*
- *Bayfront Medical Center*
- *St. Anthony's Hospital*
- *All Children's Hospital*



Amy Spoor COPYWRITER AND CONTENT DEVELOPER

Amy comes to Aqua with an impressive background in writing for every type of marketing endeavor, including websites, direct mail campaigns, annual reports and more. Amy also has extensive public relations experience across a wide range of industries.

Prior to joining Aqua, Amy served as Senior Marketing and Public Information Office for the City of Tallahassee functioning as city spokesperson for all media, provided strategic communications counsel and served as executive producer and host of government TV programming.

At Aqua, Amy serves as Lead Copywriter for client Pelican Bay responsible for writing the community's new website. Amy also provided public relations support for the 10th Annual Sunscreen Film Festival. Amy is a graduate of Florida State University with a B.A. in Communications with an emphasis in Public Relations.

Some of the accounts Amy has worked on include:

- *Pelican Bay (Naples, FL)*
- *The Bradenton Area Convention & Visitors Bureau*
- *Sunscreen Film Festival*
- *The Sembler Company*
- *HCA West Florida*
- *Dean Mead*
- *Fifth Third Bank Tampa Bay*
- *ARS Wealth Advisors*
- *Junior Achievement of Central Florida*
- *FLIRT Communications*
- *Frankel Communications*
- *Taylor Energy Center*
- *Orlando Magic community relations department*
- *Darden Restaurants*
- *Walt Disney World – Disney Meetings department*

Names and Qualifications

continued



Kaley Volkmann PUBLIC RELATIONS ACCOUNT COORDINATOR

As Public Relations Coordinator at Aqua, Kaley provides Public Relations and Social Media support for a variety of the agency clients. include the Bradenton Area Convention and Visitors Bureau, the City of Dunedin and the Chiles Restaurant Group.

Prior to joining Aqua, Kaley completed public relations internships at Dalton Agency in Jacksonville, 180 Communications and Moore Communications Group in Tallahassee where she provided media relations and event support for a broad range of clients in the healthcare, sports, non-profit, and governmental client sectors.

Originally from Lakeland, Florida, Kaley graduated from Florida State University, Tallahassee, with a Bachelor of Science in Information, Communication, Technology degree, with a minor in Hospitality Management.

Some of the accounts Kaley has worked on include:

- *The City of Dunedin, Florida*
- *The Bradenton Area Convention & Visitors Bureau*
- *The Chiles Restaurant Group (Anna Maria, Florida)*
- *Gate Hospitality Group*
- *Ford Motor Company*
- *Dreaming Cow Creamery*
- *Trigger Point Performance Therapy*
- *Intrepid Sportswear*
- *Purmotion Sports Equipment*
- *Fit Approach Health Community*
- *Large Urology Group Practice Association (LUGPA)*
- *PhRMA*
- *Georgia Economic Development Council*
- *Jacksonville Humane Society*
- *Florida Sheriff's Association*
- *HTH Pool & Spa Care*



Jaime Harkins ART DIRECTOR

With passion for art since a young age and an eye for design, Jaime brings to Aqua extensive graphic design experience with proven expertise in creating print collateral, digital web banners, LED display and social media graphics across a variety of industries.

Previously providing design support for the Tampa Bay Rays, Jaime is an expert in the creation of print collateral including programs, advertisements and posters – as well as web banners, social media graphics, logos and weekly LED displays. Prior to that, she held a graphic artist position with Whole Foods Market where she was responsible for designing signage, décor, illustrations and social media graphics.

At Aqua, Jaime serves as Art Director providing direction and designing creative for longstanding client Bradenton Area Convention and Visitors Bureau as well as the Chiles Restaurant Group and Pelican Bay. Jaime is a graduate of Florida State University with a B.A. in Studio Art & Advertising. Her various skill set also includes freehand illustrations, social media content creation and event planning and execution.

Some of the accounts Jaime has worked on include:

- *The Bradenton Area Convention & Visitors Bureau*
- *Pelican Bay (Naples, FL)*
- *Pinellas Seminole Club*
- *RedBull Energy Drink*
- *Tampa Bay Rays*
- *The Chiles Restaurant Group (Anna Maria, FL)*
- *Whole Foods Market*

5. How Aqua approaches marketing and communications projects and how it assists clients in using existing resources and leveraging the work it provides for them.

Our approach

Given that Aqua strives to create exclusive, tailored brand positions for its clients, our approach demands that we presume nothing. We draw on our proven experience and expertise in travel, hospitality and tourism marketing and add what we discover about each client, creating thoughtful, well-considered approaches designed to allow the client to stand uniquely in the marketplace.

Research/Discovery/Input

Aqua strongly believes that all efforts begin and end with research. At the beginning of the project/relationship, the agency would hope to obtain information such as:

- *Client promotional history*
- *Known competition*
- *Adverse and proactive factors that may affect visitation marketing efforts*
- *Prior budget allocation*
- *Visitation/response histories*
- *Special opportunities*

It can be expected that the agency would expect time from the CRA or City staff in an effort to deepen its understanding of the account. Additionally, although our staff is already familiar with the Seaport and the City, it can be expected that the agency would thoroughly immerse itself in both in an effort to become as familiar as possible with the area and the tasks at hand.

Planning

After all data is gathered, a formal period of planning would occur, starting with the development of specific performance objectives. These are typically stated in reference to visitor tracking information such as length of stay, expenditures during visit, visitation market (compared to other available activities) direct and indirect economic impact, and any other ROI indicators that may be identified.

Execution

At this stage an overall marketing plan is devised, clearly stating the brand and brand position, and including the advertising (media and creative/message plans), public relations plan, online (website, social media and SEO plan) as well as digital CRM plan. Aqua believes that the development and execution of a destination's plan should be comprehensive – integrating and harmonizing all marketing and communications channels, strategies and tactics within a single, seamless, coordinated effort.

At this stage, several creative approaches and potential strategies are devised, considered and discussed between the client and agency. Aqua prefers and strongly recommends that brand and message conclusions considered during this period be carefully researched and tested with respondents reflecting the target profile, and especially considering their potential effectiveness against the destination's competitive set.

How Aqua approaches marketing and communications projects

continued

Measurement/Analytics

Once all efforts have been executed and in the marketplace, Aqua would want to engage post-analysis, measuring the effectiveness of the various efforts. The agency's reporting of efforts, depending on marketing function are usually reviewed and reported on a monthly, quarterly and annual basis.

Some usual measurements and analysis include:

- *Destination's aggregate revenues*
- *Overall visitation counts*
- *Visitation by targeted segments*
- *Media ROI and response analysis*
- *Public Relations exposure and estimated media value*
- *Social Media Key Performance indicators*
- *SEO and Website Analytics reporting*
- *Digital/CRM response and Key Performance indicators*
- *Destination brand perception and awareness analysis*
- *Overall awareness/conversion analysis*

Assisting clients in using existing resources and leveraging the work it provides for them.

Seeking to maximize Return on Investment for every client, Aqua always considers what existing client resources may be available and how it may best leverage the work it provides for clients. At the very onset of the assignment, Aqua will determine what existing resources may be available and will define how those resources may be best applied to fullest client advantage.

Examples of some of the resources may include:

- *Existing budgets and financial resources*
- *Existing research, data or marketing information*
- *The involvement of existing councils, partnerships or participant groups*
- *The availability of local talent pools or contributing vendors*
- *Existing client relationships*
- *Marketing assets available through participants, members or economic interests*
- *Coordinating with or sharing work responsibilities with existing client staff*

Aqua always seeks to allow every client to leverage the work it provides for the client in as many ways as possible. Specific ways work can be leveraged is always peculiar to the specific client, so as the Work Plan is developed opportunities for leveraging will be identified. Then, as work is developed, new ways to leverage the work may also come to light. Some examples of leveraging may include:

- *Sharing of assets through co-operative efforts*
- *Licensing and distributing client work*
- *Developing partnerships and additional sources of client funding*
- *The consistent, comprehensive application of all client assets*

6. Work Examples

Aqua can provide a full range of examples demonstrating that it easily exceeds the qualification and experience listed in your RFP. The following are just a few, limited examples. Many more can be made available if requested.

Graphic Design Example:

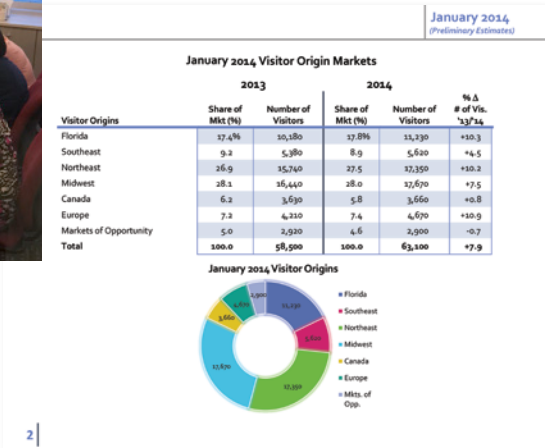


MANATEE COUNTY CONVENTION & VISITORS BUREAU SPORTS MARKETING COLLATERAL

Market Research:



FOCUS GROUP



STATISTICS DASHBOARD

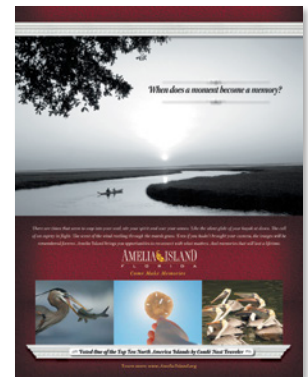
Work Examples

continued



DESTINATION ADS
FOR NAPLES, MARCO ISLAND & THE EVERGLADES CONVENTION & VISITORS BUREAU

Marketing Campaign Examples:



DESTINATION ADS FOR AMELIA ISLAND CONVENTION & VISITORS BUREAU

Brand Development:



THE BRADENTON AREA
CONVENTION AND VISITORS BUREAU

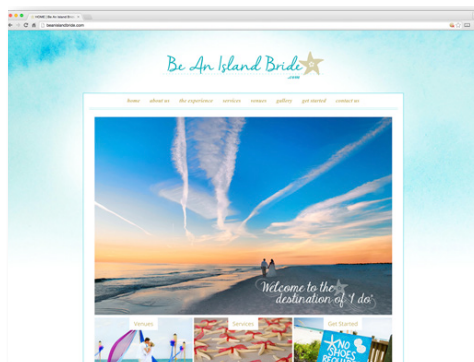


CITY OF WEST PALM BEACH



SOUTHWEST FLORIDA INTERNATIONAL AIRPORT

Website Design and Development Examples:



BEANISLANDBRIDE.COM



PELICANBAY.ORG
CURRENTLY UNDER
DEVELOPMENT

7. Three Similar Projects

Bradenton Area Convention & Visitors Bureau

Aqua’s relationship with Manatee County tourism began in 2011 with the County choosing the agency through RFP to brand and position the County as a visitation destination. It was the first time the County had considered its brand and how it might best compete against other areas within one of the most highly competitive vacation destinations in the world.



Through an extensive process involving research methodologies and proven strategies, Aqua accurately identified the area’s most competitive position, and defined a new destination brand within the state of Florida. The brand was deployed consistently and comprehensively throughout all the destination’s marketing efforts, and as a result, inquiry to the area jumped over 30 percent with visitation to the area increasing 33 percent from its top markets of visitor origin.

Given the success of the Branding effort, the County once again selected the agency through a strenuous RFP process as its Agency of Record, allowing Aqua to apply its talent and experience to the CVB’s broad-based advertising and marketing efforts. The subsequent creation and rollout of the destination’s advertising campaign brought with it national and international acclaim, with the agency’s work lauded by Hospitality Sales and Marketing International as some of the best worldwide, and Visit Florida’s Flagler Awards recognizing the efforts as among the best in the state.

As a result, in 2013 the Bradenton Area CVB awarded the Bureau’s domestic Public Relations account to Aqua, and since that time, the agency has overseen the successful development and execution of an extensive PR campaign devised to support and complement the overall marketing plan. As such, Aqua’s PR team has executed media missions in top DMAs, overseen successful FAM trips and press events and earned coverage in outlets including the Wall Street Journal, USA Today, Toronto Star, New York Times, Boston Globe and more. To date, the PR efforts have garnered more than 575 million impressions and achieved close to \$6.6 million in media value – stretching the CVB’s marketing budget exponentially.

As a result of all marketing efforts, in 2014, the Bradenton Area experienced its fourth consecutive year of record-breaking visitation, with year-over-year visitation to the destination surging to 2,839,300 – the highest count in the destination’s history and up 5.5 percent over three years. The destination saw a total economic impact of \$994,743,400, an increase of 9.4 percent over the year before.

A five year review also indicates an unprecedented pattern of growth, with the destination having experienced a 32.3 percent increase in total visitors, a 39.7 percent increase in tourism’s economic impact and a 21.2 percent increase in tourism jobs.

Most importantly, the destination has experienced a dramatic percentage increase relative to its competitive set, indicating that it is achieving greater share of market.

Individuals that worked on the project:

- | | |
|-------------------------|-------------------------|
| ■ <i>Dave Di Maggio</i> | ■ <i>Neil Romaine</i> |
| ■ <i>Fran Rinna</i> | ■ <i>Kaley Volkmann</i> |
| ■ <i>Katie Varano</i> | ■ <i>Dave Wilson</i> |
| ■ <i>Thom Hart</i> | ■ <i>Tim Sinclair</i> |
| ■ <i>Kim Oliphant</i> | ■ <i>Amy Spoor</i> |
| ■ <i>Megan Brewster</i> | |

Reference:

Name: The Bradenton Area Convention & Visitors Bureau
Address: 1 Haben Blvd.
Palmetto, FL 34221
Phone: (941) 705-1287
Fax: (941) 729-1820
Email: elliott.falcione@bacvb.com
Contact: Elliott Falcione, Executive Director

Three Similar Projects

continued

DESTINATION BRANDING ADS



GERMAN VISITOR GUIDE



PUBLIC RELATIONS EXAMPLES:

USA TODAY
AND
CHICAGO TRIBUNE



TELEVISION

Three Similar Projects

continued

The City of St. Petersburg, Florida

For decades, St. Petersburg was perceived nationally as a dated, nondescript community populated by wintering senior citizens loitering on the city’s iconic green benches. The area was a regular punch line during monologues on late night television shows. And unfortunately, local and regional residents largely accepted that national perception. But in fact, the city was experiencing a genuine renaissance, with trendy eateries, lively entertainment venues, professional sports teams, intriguing museums and world-class attractions just waiting to be discovered.



St. Petersburg launched a campaign to define the city as a vibrant, current place to visit, prove that the city has much to offer, and dispel assumed perceptions about St. Petersburg. Initially, there was a thorough review of the market situation, competing entertainment/dining/retail areas, and the city’s assets and attributes. After an analysis of that review, a new brand was created, positioning the community as “Surprising St. Pete.”

Rather than attempt to communicate broadly about the varied neighborhoods throughout the area, it was determined to focus on St. Petersburg’s revitalized downtown, and allow the “halo effect” to enhance perceptions of the greater metropolitan area. To prove that downtown was genuinely surprising, extensive efforts were made to identify unique and undiscovered experiences that could be highlighted along with downtown’s well-known entities.

The brand was fully expressed – including tagline, logo, graphic design and messaging – for use in all media. A comprehensive campaign was developed that was executed in print ads, broadcast commercials, new website, public relations, and well thought-out social engagement plan. In addition, a partnership program was developed to educate downtown businesses on the city’s marketing program and motivate them to actively participate and contribute to ongoing promotional efforts.

The “Surprising St. Pete” campaign was successful in raising the profile of downtown St. Petersburg to city residents and the broader Tampa Bay area. Visitation increased significantly for restaurants, entertainment venues and attractions. In addition, the city government leveraged the strategy and campaign elements to support efforts of the local economic development council.

Individuals that worked on the project:

- *Dave Di Maggio*
- *Thom Hart*
- *Kim Oliphant*
- *Tim Sinclair*

Reference:

Name: The City of St. Petersburg
Address: 175 5th Street N.
St Petersburg, FL 33701
Phone: (727) 410-0154
Fax: N/A
Email: FosFos@aol.com
Contact: Bill Foster, Mayor

Three Similar Projects continued

ENTICING



Top sports. Top arts. Top chefs. Over-the-top excitement.

Zach Gross is one of many award-winning chefs who make dining in downtown St. Pete a world-class experience. A semifinalist for the prestigious James Beard Award, Zach's as serious about his cooking as he is about his tattoos. He, like his restaurant, Z Gille, and its stunning home in the Signature Tower, are a taste of the new St. Pete. And that's just an appetizer.

SURPRISING ST Pete

For surprisingly good deals, events and prizes, visit SurprisingStPete.com.

facebook.com/surprisingstpete
twitter.com/surprisingstpete

INSPIRING



Art scene. Bay scene. City scene. What a scene.

Don't miss Chihuly's spectacular new exhibit, designed so that art and architecture work together to create a visitor experience unlike any other worldwide. It's the latest addition to one of nation's most vibrant art communities – ranked the number one arts destination by *American Style Magazine*. And it's right here in your own backyard.

SURPRISING ST Pete

For surprisingly good deals, events and prizes, visit SurprisingStPete.com.

facebook.com/surprisingstpete
twitter.com/surprisingstpete

SOARING

BRANDING ADS



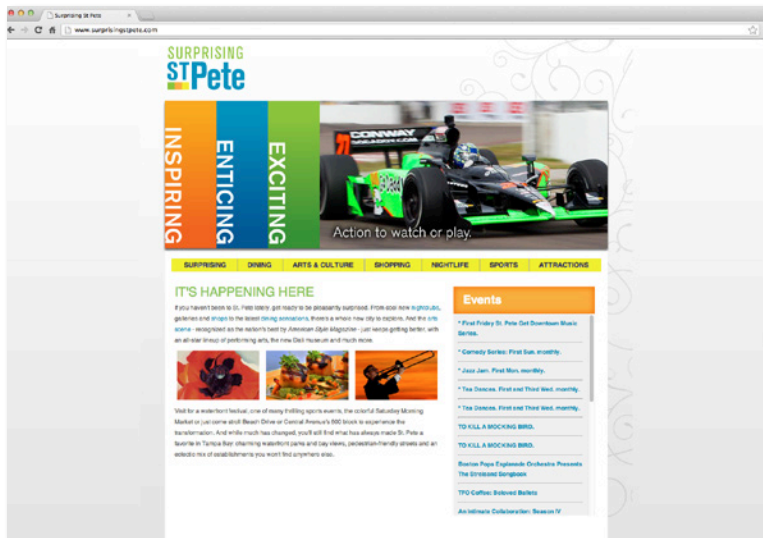
Dine it. Shop it. Walk it. Fly it.

While there's plenty of fun to be found in downtown St. Pete, resident Billy Parker prefers to take to the sky kitesurfing along the waterfront. As one of the best kitesurfers in the world, Billy competes across the globe. But he's always happy to return to St. Pete, home to the largest waterfront park in the nation. Most like the scenic views, the festivals, the concerts. Billy – just give him some wind.

SURPRISING ST Pete

facebook.com/surprisingstpete
twitter.com/surprisingstpete

For surprisingly good deals, events and prizes, visit SurprisingStPete.com.



SURPRISING ST Pete

INSPIRING ENTICING EXCITING

Action to watch or play.

IT'S HAPPENING HERE

If you haven't been to St. Pete lately, get ready to be pleasantly surprised. From cool new restaurants, galleries and shops to the best dining experiences, there's a whole new city to explore. And the city scene – recognized as the nation's best by *American Style Magazine* – just keeps getting better, with an all-star lineup of performing arts, the new Dick Museum and much more.

Events

- * First Friday St. Pete Get Downtown Music Series.
- * Comedy Series: First Sat. monthly.
- * Jazz Jam: First Mon. monthly.
- * The Dances: First and Third Wed. monthly.
- * The Dances: First and Third Wed. monthly.
- * TO KILL A ROCKING BRID.
- * Boston Pops Orchestra Presents The Strimling Songbook
- * TPO Coffee: Second Wed.
- * An Intimate Collaboration: Second Fri.

WEBSITE

Three Similar Projects

continued

The City of West Palm Beach, Florida

The purpose of the district was to define and delineate a specific area of the city dedicated to financial and professional services firms. The strategy was that by creating a specific district, the city could attract additional financial and professional service firms. The district would be co-marketed by the city, the county EDC as well as the city's downtown development authority.

In order to define the new district and prepare it for marketing, the city relied on Aqua to provide the following services:

- *Guide the city in defining the geographic boundaries of the district, considering future marketing of the district*
- *Devise a brand for the district, and to provide a range of potential names for the district that would be unique and appropriate to the city*
- *Devise a logo and brand identification for the district*
- *Devise a brand color palette and other aspects of the brand both marketable for the district and consistent with the overall economic development brand being devised by the city*
- *Devise a number of “placemaking” devices that could be used to visual delineate and define the district*
- *A marketing plan and approach, to market the district to the most likely targeted prospects*
- *Aid the city in announcing and rolling out the district to the market*

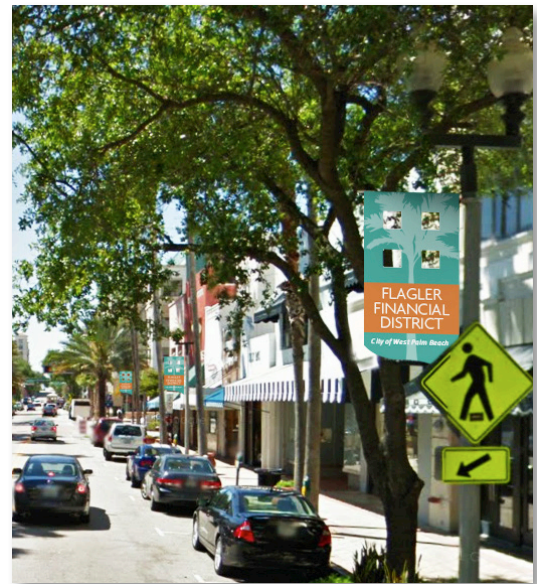
After creating and executing all the above, the city had a well-defined district, and one marketed through collateral, online, public relations and one-on-one representation to potential businesses that could consider the district. The end result was the announcement of a number of new firms moving to the district, including the relocation of the Florida regional headquarters of Dixie Crystals. Additionally several “support” businesses (office supplies, restaurants, cafes) moved to the district. Most importantly, office lease rates in the area increased and developers showed renewed interest in bringing more Class A office space to the area.

Individuals that worked on the project:

- *Dave Di Maggio*
- *Thom Hart*
- *Kim Oliphant*
- *Dave Wilson*
- *Megan Brewster*
- *Neil Romaine*

Reference:

Name: The City of West Palm Beach
Address: 401 Clematis Street
West Palm Beach, FL 33401
Phone: (561) 351-7268
Fax: N/A
Email: ECohen@wpb.org
Contact: Elliot Cohen, Director of Communications



FLAGLER FINANCIAL DISTRICT
PLACEMAKING

8. Hourly Rates or other Fee Structures

Background

Aqua provides flexible compensation arrangements tailored to each client's needs. We are more than willing to discuss your goals and objectives, review our budget and arrive at a compensation arrangement that works best for the City.

Therefore, please consider the following an initial starting point. We would be happy to discuss compensation with you and arrive at a solution that's best.

Typical Compensation Structures

There are two, typical structures by which the agency is usually compensated. Both require at least some framework of a plan for marketing activities, allowing for the estimating of workload and services required of the agency. Aqua can assure you that it can help the City to quickly arrive at such a plan quickly. Alternatively, the agency can work within an assigned budget, with a corresponding number of man-hours available to the client.

Structure #1:

Typically accounts are compensated through an annual fee paid monthly, with creative, production and other project-based services estimated in advance and billed monthly upon completion. Total charges are not to exceed a pre-determined annual budget set in advance of the agency doing any work.

The annual fee (paid monthly), is based on 15% of the gross media budget. The agency essentially forgoes commissions and markups normally paid to it by media outlets. Instead, the media is billed to the client at net cost – offsetting the cost of the fee. Not only does the client essentially use the typical agency commission structure to its advantage, this approach removes the agency from the position of being compensated by the media, and potentially encouraging strategies and media purchases advantageous to the agency. More appropriately, the agency clearly works on behalf of the client.

Services typically compensated under the fee include:

- *Account planning*
- *Agency Account Supervision*
- *Media planning, negotiation, placement and post analysis*
- *SEM and AdWord placement*
- *Media trafficking*
- *Media bookkeeping and billing*
- *Media reconciliation and reporting*
- *General account administration and bookkeeping*

Additionally, public relations, social media, website maintenance and SEO, and any CRM/e-commerce functions are typically billed on a monthly basis against an agreed, pre-determined annual budget.

In all cases, proof of performance and complete vendor payment documentation is presented with each monthly bill, along with proof of client approvals of costs and plans or directions.

Hourly Rates or other Fee Structures

continued

Structure #2:

That said, the vast majority of Aqua’s clients simply choose to compensate the firm through a percentage of budget. Using that method, a figure is selected, usually as a percentage of the budget, with the agency being available for a total number of hours during the contract period, usually understood as a certain number of hours per month. For this method, the agency reports hours spent each month against the fee. If during the month the hours appear to approach exceeding the monthly allotment, the client is notified and is allowed to make a decision as to whether the client wishes to “spend” further hours. Any over or under utilization of the agency is reconciled on a quarterly basis.

Hourly Rates:

The firm’s hourly rates for services are attached as shown.

Fee Schedule

President/Strategic Planning	\$300
Account Executive.	\$250
Creative Director	\$250
Senior Art Director.	\$175
Graphic Design	\$150
Copywriter	\$150
Public Relations Director.	\$250
Public Relations Coordinator.	\$150
Digital Development	\$250
Social Media Coordinator	\$125
Media Services	\$150

Aqua stresses that it can always arrive at a compensation method and hourly fees that are acceptable for clients and proving to be in the clients’ best interests.

9. Firm's Workload Capacity & Level of Experience commensurate with the level of service required by the City.

We understand the staffing requirements of an account of the relative size and potential budget of your account, and you can be assured that at all times we will meet or exceed the staffing necessary for the account.

As a well-managed, full-service marketing communications firm, the majority of its staff are kept near capacity most of the time, ensuring Return on Investment to agency ownership. As a firm that believes deeply in client planning, most man-hours necessary to meet client expectations are known in advance, assuring that performance expectations are met.

But understand that as a marketing firm, Aqua must constantly demonstrate the capacity to absorb unexpected work, react to client opportunities, and provide the nimble, quick-footed responses required of today's marketing environment. Beyond its current staff, Aqua employs a dedicated cadre of skilled freelance talent and other vendors and partnerships that allow the agency to be ever able to meet client needs.

In short, it's the nature of our business to scale as necessary to meet client needs.

As a firm specializing in destination marketing specifically for governmental entities, and having worked for a broad number of destinations across the state, our level of experience allows us to quickly ramp up and apply our expertise for new clients, achieving results sooner and with fewer headaches.

It should be noted that Scope denoted in the RFP is well within the experience and service capacities of the firm, with the agency having performed the same duties for a number of larger clients across the state.

10. Proposer's facilities & availability of support staff

Aqua is headquartered in downtown St. Petersburg, with a service office in the Naples area and its media services office in Orlando. The firm is currently considering an additional service office in the West Palm Beach area to serve client needs. From its headquarters in St. Petersburg, the firm serves a broad variety of clients across the state, and has served clients as far away as Bangor, Maine and Hamilton, Bermuda.

Time and distance are never an issue in working with the firm. Aqua knows how to minimize and eliminate any issue of distance and has devised a number of methods to make working with clients easy, efficient and effective. The firm's staff is always available for clients whenever necessary, and strives to be as convenient for clients as if working with a local firm.

That said, Aqua is only a little over an hour away by air.

11. List of tasks, responsibilities, and qualifications of any subconsultants proposed to be used on a routine basis.

As an experienced full-service marketing communications firm specializing in promoting destinations for a variety of governmental entities across the state, Aqua doesn't anticipate the need for subconsultants in any form at any time.

12. Proposed use of local businesses and markets in and around the lower Keys. Include the steps you have taken in the past to support local business and promote community involvement as well as the steps you would take if selected for this project.

Aqua fully understands that our efforts aren't limited to just doing a superlative job and billing you for it. Our efforts in serving the client should positively impact the economic benefit of the client community, as well as define and create strong partnerships for our clients, supporting clients' efforts.

There are several steps that we have taken to support local business and promote community involvement. Many of them and more may also be considered if selected for the project. Some include:

Hiring locally – From using local vendors or even hiring staff from our clients' markets, Aqua has habitually demonstrated the ability to have its selection "give back" to the local community and provide an economic benefit beyond superlative marketing results.

Support local business and organizations – Whether identifying key partnerships for clients, providing services to those supporting our clients, or even simply providing our services on a pro bono basis to service a great cause, Aqua has consistently demonstrated the ability to support those local business and organizations that are important to our clients.

Establish partnerships and cooperative programs – Many times clients can't stand alone. Or their budgets could be stretched to maximum effectiveness through an alliance with others. Aqua knows how to create and sustain partnerships and cooperative programs for clients that unite and leverage group resources for maximum client ROI.

Create local market ambassador support groups – Getting your constituency on your team and working on your behalf can be a monumental task. But Aqua has designed and implemented programs for clients that turn industry partners and others into involved, engaged participants in clients programs, aiding their efforts. From simply understanding their role in your marketing plan, to getting out the vote, ambassadors ensure community support.

Identify and unite Key Stakeholders – Every client has their "Key Players" (both in and out of marketing) that influence, advise, direct, or even control their efforts. Aqua knows how to identify your Key Stakeholders and unite them into a cohesive fanbase, all the while improving communication, increasing support, and making your job easier and more effective.

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.)

All items enumerated in the RFP will be
performed by agency staff. Estimated total
costs will be at or below assigned budget.

Cost estimate to be determined per client-
approved plan to be devised as described
in agency's response. All costs negotiable.

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:

Name

Street

City

State

Zip

Name

Street

City

State

Zip

Name

Street

City

State

Zip

PROPOSER

The name of the Proposer submitting this Proposal is

Aqua Marketing & Communications, Inc.

doing business at

100 Second Ave. South, Suite 302-S

St. Petersburg

Florida

33701

Street

City

State

Zip

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:

David M. Di Maggio

_____	_____
_____	_____
_____	_____

If Sole Proprietor or Partnership

IN WITNESS hereto the undersigned has set his (its) hand this _____ day of _____ 2015.

Signature of Proposer

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 25 day of August 2015.

(SEAL)

Aqua Marketing & Communications, Inc.

Name of Corporation

By 

Title President

Attest David M. DiMassio
Secretary



ANTI - KICKBACK AFFIDAVIT

STATE OF FL)
COUNTY OF Pimellas) : SS

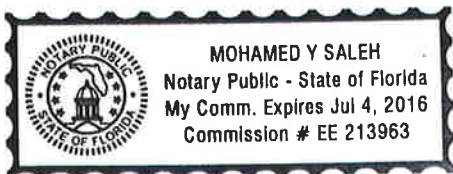
I, the undersigned hereby duly sworn, depose and say that no portion of the sum herein bid will be paid to any employees of the City of Key West as a commission, kickback, reward or gift, directly or indirectly by me or any member of my firm or by an officer of the corporation.

By: Clair M. DiNuzzo

Sworn and subscribed before me this 25th day of August, 2015.

NOTARY PUBLIC, State of Florida at Large

My Commission Expires:



[Signature]

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 _____

RFP # 10-015 Marketing Services Key West Historic Seaport July 2015

2. This sworn statement is submitted by Aqua Marketing & Communications, Inc.
(Name of entity submitting sworn statement)

whose business address is 100 Second Ave. South, Suite 302-S, St. Petersburg, Florida 33701

and (if applicable) its Federal Employer Identification Number (FEIN) is 27-4195922


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

3. My name is David M. DiMaggio
(Please print name of individual signing)

and my relationship to the entity named above is President

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 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).

 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.)

David DI Maggio
(Signature)
8-25-15
(Date)

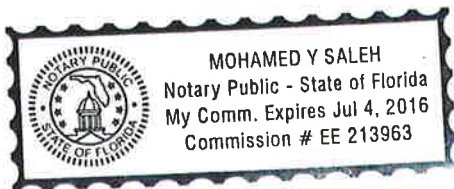
STATE OF Florida
COUNTY OF Pinellas

PERSONALLY APPEARED BEFORE ME, the undersigned authority,

David DI Maggio who, after first being sworn by me, affixed his/her
(Name of individual signing)

Signature in the space provided above on this 25th day of August, 2015.

My commission expires:



[Signature]
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 "indemnities") 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: Aqua Marketing & Communications, Inc.

SEAL:

100 Second Ave. South, Suite 302-S,
St. Petersburg, Florida 33701

Address

Signature

David M. Di Maggio

Print Name

President

Title

DATE:

8-29-15

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 Aqua Marketing & Communications, Inc. Phone: 727-687-4670
100 Second Ave. South, Suite 302-S,
Current Local Address: St. Petersburg, Florida 33701 Fax: N/A
(P.O Box numbers may not be used to establish status)

Length of time at this address: 3.5 years

David M. DiMaggio Date: 8-25-15
Signature of Authorized Representative

STATE OF Florida COUNTY OF Pinellas

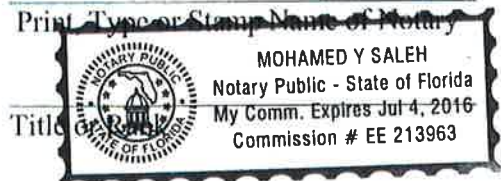
The foregoing instrument was acknowledged before me this 25th day of August, 2015.

By David DiMaggio, of Aqua
(Name of officer or agent, title of officer or agent) (Name of corporation acknowledging)

or has produced identification FL DL# D520173562710 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 Pimellas)

I, the undersigned hereby duly sworn, depose and say that the firm of Aqua Marketing & Communications, Inc. 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: [Signature]

Sworn and subscribed before me this

25th Day of August, 2015.

[Signature]
NOTARY PUBLIC, State of Florida at Large

My Commission Expires: _____



CONE OF SILENCE AFFIDAVIT

STATE OF Florida)
 : SS
COUNTY OF Pinellas)

I the undersigned hereby duly sworn depose and say that all owner(s), partners, officers, directors, employees and agents representing the firm of AQUA MARKETING & COMMUNICATIONS, 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).

David M. Drayton

Sworn and subscribed before me this

25th Day of August, 2015.

[Signature]

NOTARY PUBLIC, State of Florida at Large

My Commission Expires: _____

