



Proposal for Marketing Service for Key West Historic Seaport **RFP # 10-015**

August 26, 2015



August 26, 2015
Key West Office of the City Clerk
3126 Flagler St.
Key West FL 33040



Dear Selection Committee Members,

Please accept our submission and proposal for **Marketing Services Key West Historic Seaport RFP # 10-015**. We at McBride Marketing Group LLC thank you for the opportunity to become your full-service, marketing agency.

McBride Marketing Group is an award-winning destination marketing agency. Since 2001, the Agency has been awarded more than 100 awards by the American Advertising Federation, Florida Public Relations Association and the Governor's Conference on Tourism Flagler Awards. We understand the considerable complexities, nuances and layers of marketing a destination in Florida. Combined with our experience marketing key retail centers, we are primed to take on the role as Agency of Record for the Key West Historic Seaport.

Your timing is perfect. Since 2008, we have been the advertising agency for the Space Coast Office of Tourism promoting the area with defining flair and continuity across all media. With that chapter now closed, we look forward to the opportunity to apply our destination marketing experience to successfully market the Historic Seaport.

Our small agency packs a big punch. As our tourism partners can attest, we are easy to work with because we listen, organize and create marketing that delivers the biggest bang for your budget. No prima donnas, no junior designers or copywriters, no dramas, headaches or hassles...just exceptional, award-winning work from seven highly creative, friendly professionals – all in-house, all seasoned in their respective areas of advertising, public relations, digital/online marketing and website development.

We have reach and can extend yours. Founded in 2001 by Mike McBride on Florida's Space Coast, McBride Marketing Group has extensive resources and working relationships within Florida's tourism marketing community. From our Key West style office building, we can work creative wonders to effectively drive the right message in every marketing application for Key West Historic Seaport.

We've been seeing each other secretly. And it's been awesome. Our team is familiar with the destination having made multiple visits to Key West over the years. We've jet skied around the island, dined along the Harbor Walk, dove the clear waters, savored the sunset in Mallory Square, toured historic homes and celebrated way too much on Duval Street. Still under the spell of the Conch Republic, we are ready to make the Key West Historic Seaport our second home...and become your loudest and proudest promoter.

Thank you for your consideration.

Sincerely,

Mike McBride
President and CMO
McBride Marketing Group LLC
321-259-1795
mike@mcbridemarketinggroup.com
www.mcbridemarketinggroup.com
668 Law Street
Melbourne, FL 32935

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2. WORK PROCESS



We are a full-service marketing agency.

We provide all of the traditional media, digital media, creative, and marketing communications services. Internally, our work includes:

Market/Media Research

Gathering, filtering and conclusive analysis of all the factors that impact the strategic development of a marketing plan

Brand Identity

Analysis, strategy, development, rollout and reinforcement of brand symbol sets and continuity applications that capture and retain mindshare

Broadcast Advertising

Planning, negotiating, creative, copywriting, direction and production of video, radio, network TV and cable TV advertising

Print Advertising

Planning, concept, copywriting, layout, art direction, production and insertion of newspaper and magazine advertising



"We love every visit to the Conch Republic."

Digital Marketing

A full-service Google Partner Agency with 6 Google certifications, strategic planning, concept, copywriting for quarterly digital magazine spotlighting destination and seasonal activities and attractions

Website Development

Strategic planning, concept, copywriting, layout, production and launch of highly engaging websites that are search engine optimized, mobile responsive, CMS enabled, and socially integrated

Outdoor Advertising

Strategic planning, concept, copywriting, layout, art direction, production and placement of billboard, transit, signage and vehicle

Print Collateral

Strategic planning, concept, copywriting, layout, art direction, production and printing of concise, creative print collateral, brochures, publications and sales support

Tradeshow & Event Support

Concept, design and creation of show-stopping tradeshow booth and graphics as well as pre-, during and post-show promotion

Packaging / POS

Strategic planning, layout, art direction, and production of product packaging, labels and in-store point-of-sale displays

Public Relations

Strategic planning, concept, copywriting, packaging and distribution of media kits, articles and news releases to editors via electronic, mail or wire services, as well as product launches, image positioning, event planning, internal and media relations

Direct Mail

Strategic planning, concept, copywriting, layout, production and distribution of direct marketing collateral, catalogs, and inserts

Our workflow moves from discovery and shared goals through all of the production and deployment stages.

For new clients, we spend a lot of face-to-face time up front to get to know both our client and the destination better. As outlined in section 5, we perform a destination analysis to determine core branding, messaging and key claims, partners and stakeholders, hierarchy of visitor-focused assets, local resources, and existing creative assets.

With this analysis and client consent, we can create a foundation of marketing assets that can be applied across all branding, advertising, public relations and media efforts requested through task orders.

Once a task order is issued, we perform the following steps:

1. Review task order with team, research options
2. Confer with client on elements of task order including budget, project logistics, scheduling, measuring, etc.
3. Create a Project Brief presenting Agency's recommendations including creative direction and deployment options
4. Confer with client on Project Brief approval



"The heritage and self expression is evident everywhere you look."

5. Commence with creative production, media negotiations/planning and if necessary, coding, photography, etc.
6. Review predetermined, intermediate stages with client for approvals
7. Review final project versions with client for approval.
8. Deploy final project for insertion, printing, coding, mailing, etc.
9. Monitor and report ROI to client

3. CLIENT REFERENCES



The Space Coast Office of Tourism

430 Brevard Avenue, Suite 150
Cocoa Village, FL 32922
Rob Varley, Recently Retired Executive Director
(Client Contact from 10/08 – 11/14)
Cell: 321-615-2685
rvhowdy@aol.com
Provided strategic planning support, creative development (traditional & digital) and media planning/negotiation/placement (traditional & digital, all media placement was without commission and billed direct)



Ocean Partners Associates – Hotel Management Co.

3425 N. Atlantic Avenue
Cocoa Beach, FL 32940
Phone: 321-392-1003 Fax: 321-392-1002
Tom Williamson – Partner/General Manager Courtyard by Marriott
Cocoa Beach and Hampton Inn Cocoa Beach
tom@oceanpartnerscb.com
Provided digital strategic planning support, creative development (digital) and media planning/negotiation/placement (all media placement is without commission and billed direct)



Forever Florida - Ziplines & Adventures in the Wild

4755 N. Kenansville Road
St. Cloud, FL 34773
Phone: 407-957-9794 Fax: 407-957-1227
Sandy Sweatt
Sales & Marketing Manager
Cell: 321-482-9433
sandy@foreverflorida.com
Provided strategic planning support, creative development (traditional & digital plus web design) and media planning/negotiation/placement (traditional & digital, all media placement was without commission and billed direct)



Brevard Nature Alliance

P.O. Box 517
Titusville, FL 32781-0517
Tel: (321) 268-5224
Fax: (321) 268-0921
Neta Harris
neta@brevardnaturealliance.org
Worked with organizers to promote the Space Coast Birding & Wildlife Festival, the largest event of its kind. The event showcases the largest collection of endangered wildlife and plants in the U.S. as is advertised by the Agency in print, outdoor, TV and digital.

4. EXPERIENCE OF AGENCY STAFF

Proposed Key West Historic Seaport Agency Team:



Project Manager:

MIKE MCBRIDE

President / Chief Marketing Officer

Mike McBride leads the Team with more than 30 years experience. His career began in Atlanta where he functioned as Creative Director for accounts including Coor's, Burger King, Coca-Cola, Bellsouth and Kellogg's. McBride was recruited by global textile corporation, Home Innovations, as VP of Marketing Services to manage all domestic and international marketing efforts for customers such as Target, JCPenney and Calvin Klein Home.

In 1998, he was recruited to Brevard County as creative and marketing strategist at Doubletake Advertising. Three years later he launched U.S.Ad, which operates today as McBride Marketing Group. MMG, recognized as one of best boutique advertising agencies in Florida, has a focus on marketing Florida tourism and hospitality clients.



Project Management Team:

CHIP EICKMANN

VP Business Development, Account Manager/Media Management

Chip has enjoyed a long career in media, including 20+ years for the Walt Disney Company. He was also responsible for the creative development and marketing for the Rouse Company and Federated Stores Realty. He is a Shopping Center Certified Marketing Director (CMD) and winner of the MAXI, the prestigious Shopping Center Industry Award for Marketing Excellence.

In his 20 years with the Walt Disney Company, he was responsible for marketing, advertising, promotion and media for the Walt Disney World Magic Kingdom. He then worked as Cooperative Advertising Manager for Walt Disney World and Disneyland and finally Senior Advertising Sales Manager/Travel Category Manager for the Disney Magazine Group before moving to Brevard.



REBECCA CRISAFULLI

VP Digital Marketing/Account Manager/Public Relations

Rebecca brings more than 20 years of marketing communications, public relations, web design and sales experience to McBride Marketing. She's worked for private and public companies and PR agencies, and as an independent consultant throughout New England and here in Brevard County. She has led PR and communications efforts for multi-million dollar acquisitions and successfully launched new products and start-up companies, but is also a versatile hands-on marketer. She earned an MBA from Webster University at Patrick AFB, a BS in pre-law from Rivier College in NH, and is certified in Google Adwords.

She currently serves as President of the Space Coast Chapter of the Florida Public Relations Association (FPRA) and is pursuing national accreditation in public relations (APR). She also sits on the Board of Directors of the Brevard Cultural Alliance and previously served for three years as Marketing VP/Chair of the M.I.T. Enterprise Forum of South Florida.



Team Members:
ANDY ZAVALLA

Sr. Art Director

Andy Zavalla made a name for himself in Brevard with award winning work at Creative Images, DoubleTake Advertising, Accent Graphics and USAAd before being named Senior Art Director for McBride Marketing Group. Andy's experience gives him a keen understanding of design and print production. He works closely with the web development team formulating effective e-marketing and internet programs. For 15 years, he also served as an adjunct professor at Eastern Florida State College teaching graphic design.



JENNIFER GAMMICHIA

Digital Marketing/SEM Specialist

Jeni is certified in all things Google, including Fundamentals, Advanced Search, Display, Video and Tag Manager. She adeptly handles social media as well as traditional media management. A University of Florida Advertising graduate, Jeni has worked for Denmark (the agency), Progressive Communications, and Thornado Hospitality. Jeni is an active member of the Space Coast Chapter of the Florida Public Relations Association (FPRA), stood on the Ad2 Orlando board of directors for five years and was President of the Ad2 Chapter in 2011.



MELISSA NORRIS

Senior Web Developer/Programmer

After graduating from the University of Miami, Melissa worked in marketing for one of the world's largest online travel agencies where she handled content for brands such as CheapTickets, Orbitz and Yahoo! Travel. She later joined an SEO company where she created SEM campaigns and SEO friendly websites. After working for one of the nation's top 20 advertising agencies, she was hired at McBride Marketing 6 years ago and continues to expand her online skillsets, and develops award-winning (non-template) mobile responsive websites from scratch.



SUZANNE MCBRIDE

CPA, MBA, CFO

A Certified Public Accountant with an MBA, Suzanne keeps vigil on budget moving through the agency and provides accountant-quality billing and government compliance to all clients. Suzanne has consulted with and audited various non-profits and government entities during her CPA career.

A marketing graduate of the FSU College of Business, Suzanne first worked as a media buyer at an Atlanta agency before her focus changed to finance and accounting.

5. MARKETING AND COMMUNICATIONS STRATEGIC APPROACH

We provide an integrated approach to destination marketing.

While we serve clients in many industries, we have a uniquely targeted expertise in tourism and destination marketing. We integrate the traditional with the non-traditional whether it's print or broadcast advertising, digital marketing, public relations, branding, SEM/SEO strategies, promotions, tradeshow support or just a really great idea.



Since 2008, we have successfully marketed Florida's Space Coast – a moniker for what is essentially the greater Cocoa Beach area. Cocoa Beach has similar qualities to Key West including an eclectic community with a laid back vibe. With award-winning results, we provided the following services:

Strategic Marketing –

Services including Market Research, Facilitation of Marketing Forums, Development and Presentation of Annual Marketing Plan, Daily Research and Qualification of Prospective Marketing/Media Options, and Outreach to Coop Partners

Media Management –

Planning, Negotiations, Placements and Audits Across All Media.

TV Campaigns –

Development of Multiple Broadcast Television Destination Spots (including two Flagler award winners), Event Spots and Event Tagged Spots, TV Billboards and Promotion Tagged Spots for Network and Cable TV.

Print Campaigns –

Development of Print Advertising for Newspaper Inserts, Directories, Travel Guides, International Publications and Consumer Magazines including Oprah, Better Homes & Gardens, Parents, and AAA Living. Inserts included distribution in Wall St. Journal, New York Times, Chicago Tribune, Washington Post, Toronto Star and Atlanta Journal Constitution.

Web Development –

Mobile Deals Site, Washington Nationals Home Game Splashpage, SpaceCoastLaunches Microsite, Web Content Development for 100+ Page Destination Website.

Digital Marketing –

SEM Search/Display/Video/Retargeting, Google, Bing, Facebook Advertising, TripAdvisor, TravelSpike, ShermansTravel, TravelZoo, Division-D, Park Ranger, VisitOrlando.com and Florida Reflection.

Collateral Development –

Outdoor Adventure Guide, Snooze 'n Cruise Brochure, Meeting Planner Guidebook, Chinese Brochure, Brazilian Brochure, FIT Brochure, Space Coast Stadium Brochure.

Consumer Promotions –

Photo Contest, Savor Our Space, Pet Friendly Promo, Try Our Space Sweepstakes, Take Off for Lift Off Promo, Summer Surfing BOGO Promo, #ineedmyspace Promo, Washington Nationals Promo, and Birding & Wildlife Festival Promotion.

Tradeshow Support –

Development of Tradeshow Booth and Pull-Up Banners for Each "Things To Do" Category.

B-Roll and Image Library Development –

Developed a Massive Still and Video Library Spanning 7 Years. Coordinated "Run & Gun" shoots lasting as long as 10 Days. Coordinated an army of models numbering up to 70 and representing all ages, genders and ethnicities. Directed professional photographers, videographers and TV crews in as many as 60 locations with hundreds of setups.



We leverage long-term associations with large Florida DMOs, tourism and co-op partners.

- Florida Restaurant and Lodging Association
- Visit Orlando – the official DMO of the most visited destination in the United States
- Visit Florida – the Official Marketing Agency of Florida
- Kennedy Space Center Visitor Complex/Delaware North
- Experience Kissimmee
- Canaveral Port Authority
- Walt Disney World
- Super Boats International
- SeaWorld
- Universal Studios
- Film in Florida

We perform a Destination Analysis to determine available area and creative assets, prospective markets and media, and shared goals.

We listen and observe.

We approach new clients with the understanding that they are the experts of their destination. We listen to your perspective on the brand, the visitor profiles, the area's marketable assets, the marketing history, the vision of the area's future and communication channels.

We interview key stakeholders and leaders, gather existing qualitative and quantitative data from the DMO, and develop an internal and informal analysis from which we draw preliminary conclusions. Though we have already performed our own recon of the destination, a familiarization trip would be scheduled to accomplish the following:

- Have the benefit of a client-guided tour
- Learn backstories to key landmarks, attractions and tourism corridors
- Meet local partners, resource and service providers
- Build contact list of hoteliers, key guide/rental operators, providers, retailers, etc.
- Create photo catalog on area assets and sample local attractions and activities
- Build relationship with Key West Historic Seaport staff



"We enjoyed our conch chowder on Harbor Walk."

We research and analyze.

Key West has existing studies and metrics that offer useful marketing data. Most Florida destinations receive reports from *Visit Florida* that provide insights into visitor and seasonal trends, feeder markets, length of stays, etc. The STAR Report from Smith Travel Research measures monthly property performance metrics and allows DMO's and properties to follow trends in occupancy, ADR and RevPAR.

After an assessment of the existing data, we can determine if there is a need for more qualitative research that focuses on the behavior of

existing and prospective visitors. We partner with highly regarded research firms including Randall Travel Marketing and RDS Market Research for research services including:

- Audit of current status, history and market share analysis
- Market mix analysis
- Visitor profile and conversion research
- Recommended marketing position

One conclusion from the research will likely uncover challenges with the Key West Historic Seaport brand with regards to:

- Its awareness and perceived value proposition to visitors
- Defining its role within the overall Key West experience

To rise above the many varieties of existing Key West marketing, KWHS marketing will have to answer:

What exactly is it?

It is the heart of fun in Key West! However, in preparing this RFP response, we discovered a distinct lack of clarity with the Key West Historic Seaport brand. The Key West Historic District (Old Town) is roughly the western half of the island and touted to hold the majority of tourist attractions. There are conflicting sources that state either Key West Historic Seaport is part of Old Town or separate from Old Town. This ambiguity clouds the presentation of KWHS key claims.

What's in it for me?

For visitors searching online, there are many websites showcasing the Key West experience. The websites that specifically promote the Key West Historic Seaport do not really define the scope and scale of the district. Therefore, there is considerable confusion for prospective visitors as to whether KWHS is simply an attraction like Harbor Walk and Bight Marina or just the shoreline areas from Mallory Square to the Dry Tortugas Ferry.

Only Wikipedia (and a vacation home site) define KWHS as “a neighborhood within the City of Key West, Florida, located to the northeast of Fleming Street between White and Whitehead Streets.”



"The hammerhead at the Aquarium."



"The hammered at Sloppy Joe's."

We complete marketing strategies based on research findings.

We collaborate on creating a marketing and branding blueprint.

With our internal and external research complete, we will present the data and our insights. With our extensive branding and destination marketing experience, we'll give strategy and recommendations on:

- HOW to define the KWHS brand
- WHAT the key claims and messages are
- WHO our targets audiences are
- WHERE they can be reached

We Define the Brand Goals.

- Big picture thinking: what works, what hasn't
- Evaluate current messaging and desired positioning
- Determine goals for growth, reach, engagement, bookings

We evaluate key audiences.

- Establish current visitor profile
- Drive markets vs. fly markets
- Who is listening, taking action, what activities do they participate in
- How have these audiences changed in last 1-3 years
- What do they search for online
- What prompts them to visit
- What do they do when they're here

We complete a SWOT analysis. Initial observations are:

STRENGTHS – Attraction-rich destination

- There is nothing like the Conch Republic
- Dining along Harbor Walk and Bight Marina
- Museums and the Aquarium
- Sunset at Mallory Square
- Unique shopping
- Boating excursions and fishing charters
- Diving and watersports
- The famous section of Duval Street
- High density of classic Key West homes
- Trolley and bus scenic tours
- One-of-a-kind events

WEAKNESSES – Hard to reach destination

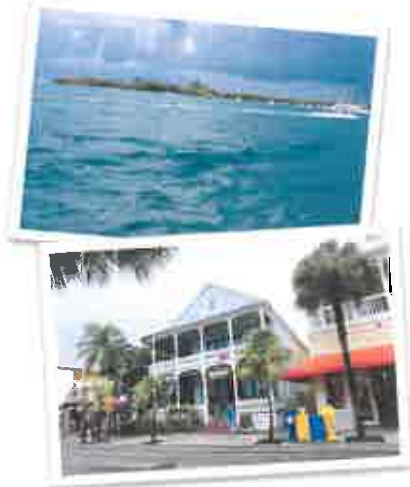
- Small inventory of rooms, expensive room rates
- Extensive drive time to destination
- Expensive flights to destination

OPPORTUNITIES – Define the destination within a destination

- Chance to educate prospects on KWHS
- There is a lot of marketing opportunity online
- Package KWHS as the heart of fun in Key West

THREATS –

- Competing Florida and Caribbean destinations are providing similar vacation experiences – sometimes closer, sometimes cheaper
- Choosing the wrong marketing agency



"The waters and watering holes were both inviting."

We produce stunning creative and media assets.

We collaborate on building a marketing arsenal.

Marketing a destination is all about getting would-be visitors to visualize themselves there having fun. McBride Marketing Group has assembled exceptional B-Roll libraries for clients. KWHS needs a robust image library of stunning images and videos to optimize the impact in all marketing communications and PR efforts.

- Our award-mongering creative uses immersive imagery and compelling copy to instantly draw in the viewer
- Content is organized for easy access and simplified to showcase a diversity of draws as a quick read
- Clearly define calls-to-action create trackable conversions for each medium



We make sense of the media maze.

We leverage traditional media experience and relationships.

The team has over 35 years of tourism media planning and negotiating experience for companies and destinations including Walt Disney, Cocoa Beach Hotel Association, and Space Coast Office of Tourism. These media channels include:

- Broadcast Media
- Outdoor/Out Of Home Media
- Print Media
- Direct Marketing
- Digital Marketing

We excel in Emerging/Digital Media.

Our digital marketing team is led by Rebecca Crisafulli who has more than 15 years of digital media management experience for a wide variety of companies. With destination marketing, it is important to consider online visitor behaviors that lead to visitations and how to address each stage.



"We found a treasure at every turn."



In developing digital media campaigns, we:

- Measure your digital footprint to create digital marketing goals
- Consider relevant digital media options and partners for online advertising – VisitFlorida, ShermansTravel Media, TravelZoo, Collins Digital Media, Collinson/Interfuse, Division-D, etc.



- Perform ongoing SEO to client websites
- Manage Adwords campaigns – search, display, video
- Manage Facebook paid advertising – display, carousel, video
- Manage remarketing campaigns
- Geo-fencing – competitive DMO's
- Deploy email marketing with existing lists or building lists
- Integrate social marketing – Facebook, Twitter, Instagram, Pinterest, Youtube, LinkedIn, Tumblr, Google+, etc.
- Measure and report on results, address questions and concerns, adjust campaigns as needed

We perform Public Relations services.

Rebecca Crisafulli was selected as 2015 Rising Leader winner at the recent Florida Public Relations Association Annual Conference in Orlando. She leads the PR efforts at McBride Marketing Group with expertise and experience to:

- Evaluate recent earned media, sentiment and positioning
- Determine goals for growth, reach and value of earned media
- Evaluate existing photo/video library and make recommendations for new creative that may be needed for journalists, FAM tours, social media and advertising
- Conduct media training with key spokespersons
- Review and discuss crisis communications plan
- Outline and prioritize media targets and channels
- Measure and report

Orlando Sentinel
The Atlanta Journal-Constitution
Leading Tomorrow's Georgia

Chicago Tribune

WALL STREET JOURNAL

The New York Times

The Miami Herald 

6. WORK SAMPLES



Tradeshow Display for Space Coast Office of Tourism

We create award-winning advertising like the "Space for Fun" campaign for the Space Coast Office of Tourism..



ORLANDO'S CLOSEST BEACHES

cocoa beach ♦ melbourne beaches ♦ palm bay ♦ titusville

Your space
for fun.



www.VisitSpaceCoast.com



Launch more fun with rockets, cruises, wildlife, shopping and dining, and 72 miles of beaches.

321.784.4800

BOOK NOW

COURTYARD
by Marriott

Make room for a little fun.

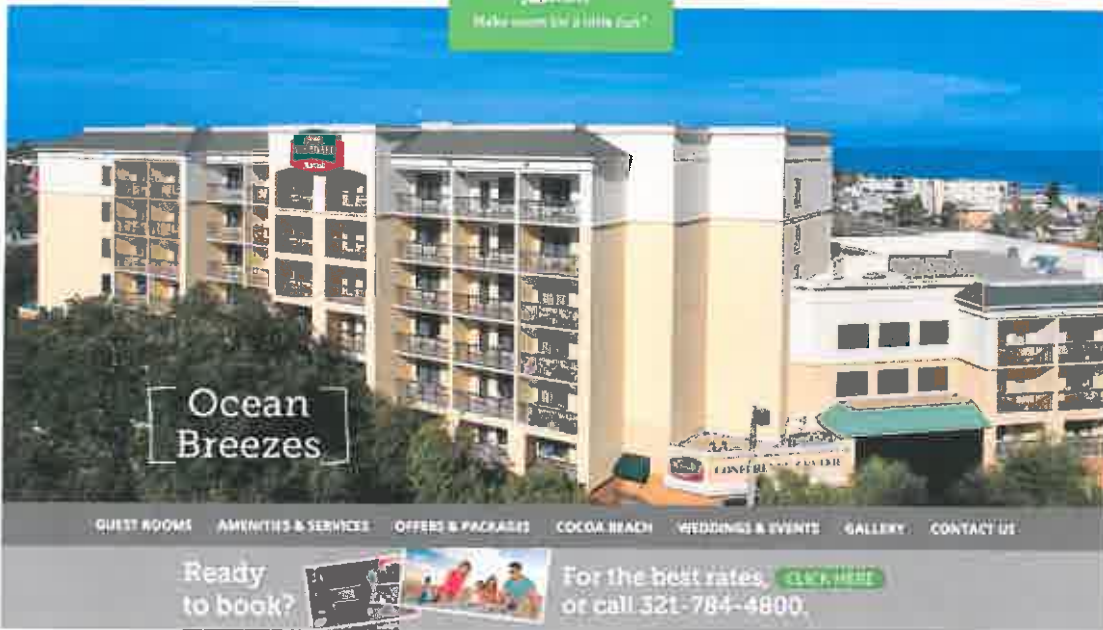
Search

321.784.4800 BOOK NOW



Welcome to Courtyard
by Marriott Cocoa Beach

At the Courtyard by Marriott Cocoa Beach-Port Canaveral hotel, it's easy to find your place in the sun. It's just as easy to find your place in the sun. It's just as easy to find your place in the sun. It's just as easy to find your place in the sun.



Guest Rooms



Amenities



Meetings & Events



Things to Do



Dining



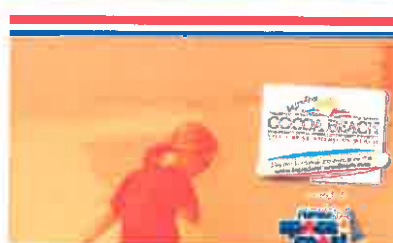
Offers & Packages

Our web work is
mobile responsive
and search engine
optimized like this
site for Courtyard
by Marriott.

Welcome to Courtyard by Marriott Cocoa Beach

At the Courtyard by Marriott Cocoa Beach-Port Canaveral hotel, it's easy to find your place in the sun. It's just as easy to find your place in the sun. It's just as easy to find your place in the sun.





"No one will dance with me. I think it's this dress."

See Jackson
The Sinbad
South Beach, Miami, Florida

If our locations could talk, the stories they could tell.

What story will your location tell?

Head to Florida where you will find everything from the world's most beautiful beaches and fourth (5) small towns to open cattle plains, menacing swamps and jungles with amazing seas. Come enjoy the deep, experienced crew base, 3rd largest talent pool, state-of-the-art sound stages and infrastructure - all with a gorgeous year-round climate and \$242 million in tax credits.

Florida - there's so much more between the beaches.



877.FLA.FILM • 818.508.7772

"So that's what opening a can of whoop-a** feels like."

Mike Squire
The Sinbad, Miami, FL

If our locations could talk, the stories they could tell.

As a proud sponsor, the Governor's Office of Film & Entertainment would like to welcome you to the 2010 Crystal Ball Awards.



877.FLA.FILM • 818.508.7772

The only good varmint is dead varmint... I think."

Bill Murray
Caddyshack (Columb 1979)
Orlando, Florida

If our locations could talk, the stories they could tell.

What story will your location tell?

Head to Florida where you will find everything from the world's most beautiful beaches and fourth (5) small towns to open cattle plains, menacing swamps and jungles with amazing seas. Come enjoy the deep, experienced crew base, 3rd largest talent pool, state-of-the-art sound stages and infrastructure - all with a gorgeous year-round climate and \$242 million in tax credits.

Florida - there's so much more between the beaches.



877.FLA.FILM • 818.508.7772

Our print ads stand out with compelling creative like this ad series for Film in Florida.

7. CASE STUDIES



Following are examples of our success in destination marketing.

Since 2001, the Agency has been awarded more than 100 awards by the American Advertising Federation, Florida Public Relations Association and the Governor's Conference on Tourism Flagler Awards. Though we ran out of wall space to showcase them all, we never rest on our laurels. We are never satisfied.

Case Studies include:

The Space Coast Office of Tourism

430 Brevard Avenue, Suite 150

Cocoa Village, FL 32922

Rob Varley, Recently Retired Executive Director

(Client Contact from 10/08 – 11/14)

Cell: 321-615-2685

www.visitSpaceCoast.com

rvhowdy@aol.com



Since 2008, McBride Marketing Group has been the architect of tourism marketing in Brevard County and has earned 25 advertising awards for destination marketing on Florida's Space Coast. MMG has:

- Rebranded the county from tired and uninspired to vibrant and multi-faceted
- Continuously enhanced the image of Florida's Space Coast by creating immersive imagery that showcases the area like never before, like nowhere else. These efforts provided new creative assets for print and digital advertising, social media, complete website re-launch, video campaigns, as well as public relations and FAM tours.
- Evolved online digital marketing strategy with integrated SEM campaigns, social paid promotions, and ongoing web content, pixel/tag placement and SEO
- Worked with Space Coast Office of Tourism staff, Kennedy Space Center Visitor Complex, Canaveral Port Authority, Trip Advisor, Visit Orlando and Visit Florida to develop highly efficient media/marketing strategies that helped to bring hotel occupancy rates, RevPAR and ADR rates back to pre-financial crisis levels
- In 2014, the Space Coast Integrated Marketing Campaign won BEST OF SHOW at the American Advertising Federation Space Coast. The "I Need My Space" jingle created for broadcast went all the way to nationals.
- In 2012 and 2014, the Space Coast Office of Tourism won Flagler Awards at the Annual Florida Governor's Conference on Tourism for destination TV spots created by McBride Marketing Group
- Helped move the area from the great recession crisis and downscaling of the space program to record visitor growth, occupancy rates and RevPAR in 2015.
- Chip Eickmann was the account lead. Mike McBride was the creative director. Rebecca Crisafulli was the digital marketing specialist. Melissa Norris programmed the responsive website and banner ads.



Cocoa Beach Hotel Association

Tom Williamson, General Manager, Partner
Ocean Partners, Ltd
Courtyard/Hampton Inn Cocoa Beach
Phone: 321-392-1003
www.legendaryCocoaBeach.com
tom@oceanpartnerscb.com

This association of hoteliers in Cocoa Beach and Cape Canaveral represents the lion's share of rooms in Brevard County. As their lead agency since 2009, we have:

- Crafted a new brand image of greater Cocoa Beach to refresh and restart the perception of one of America's most recognizable beaches. Part of this effort was developing a tagline (Cocoa Beach, the Great American Beach) to leverage the nostalgic equity in a positive, patriotic way.
- Worked with tourism partners to develop cooperative advertising opportunities with a variety of media
- Produced award-winning creative that revitalized the image of Cocoa Beach and moved the focus to family-friendly
- Created direct response guidebooks, billboards, print ads, TV spots, digital banners, and online video
- Designed and developed a vibrant, fully mobile responsive website to promote Cocoa Beach and direct visitors to learn more about and directly book with member hotels. The site supports customized landing pages for digital marketing and email outreach
- Led the creation of direct response guidebooks, billboards, print ads, TV spots, digital banners, and online video
- Developed monthly email campaigns highlighting the destination, upcoming events and launches, and relevant places to stay
- Managed SEO, SEM and social media weekly to ensure continual optimization of content to campaigns and seasonal search trends
- Chip Eickmann is the account lead. Mike McBride is the creative director. Rebecca Crisafulli is the digital marketing specialist. Melissa Norris programmed the responsive website and makes banner ads.

Forever Florida - Ziplines & Adventures in the Wild

4755 N. Kenansville Road
St. Cloud, FL 34773
www.ForeverFlorida.com
Sandy Sweatt
Sales & Marketing Manager
Cell: 321-482-9433
sandy@foreverflorida.com

Since 2013, McBride Marketing Group has been the Agency of Record for this one-of-a-kind, eco-thrill park out in the Florida Wilderness with attractions like the only zipline roller coaster in the U.S. and Florida's longest and fastest ziplines. In that time, MMG has:

- Completely rebranded and renamed the attraction.
- Spearheaded a media blitz about the new name, new attractions and new promotions

- Developed a radio campaign to promote new attractions and the Florida Residents' promotion
- Devised a region-wide outdoor media buy to create awareness and response with visitors from Orlando. The creative messaging positioned the attraction as a full- or half- day adventure to escape from the crowds and commotion at Orlando theme parks.
- Developed a responsive, mobile-friendly website to give visitors an engaging online experience and calls-to-action on their smart phones
- Chip Eickmann is the account lead. Mike McBride is the creative director. Jeni Gammichia is the digital marketing specialist. Melissa Norris programmed the responsive website and makes banner ads.



The Governor Office of Film & Entertainment

The Capitol, Suite 2001

Tallahassee, FL 32399

850-921-1300

No remaining contacts. Office was restructured and budget minimized after Gov. Scott took office.

- McBride Marketing Group beat out more than 250 regional and national agencies to win the Governor's Office of Film & Entertainment account.
- Our spec advertising helped to win the account and became the creative direction for a digital and print campaign that showcased and associated the State's many unique locations with famous movies filmed in Florida.
- We supported the account's national sales efforts with sales collateral and a tradeshow display. Mike McBride was the account lead. Andy Zavalla was the art director. Melissa Norris was the web programmer who coded one of the early examples of responsive websites for the account.

8. PRICING AND FEE SCHEDULE

Agency Rates:

- | | |
|--|------------|
| 1. Project Management / Media:
(all project specific administrative work) | \$80/hour |
| 2. Creative Services:
(concepting, design, copywriting) | \$100/hour |
| 3. Production Services:
(layout, programming, prepress,
photo retouch/composition) | \$90/hour |
| 4. Account Management:
(all non-project specific administrative
Work) | \$80/hour |



"The shopping is all over the place."



9. AGENCY WORKLOAD CAPACITY AND TOURISM EXPERIENCE

McBride Marketing Group brings strategic and tactical experience and strength to the development of the Key West Historic Seaport Brand and its success as a Destination.

With more than 50 years of Travel and Tourism experience by its team, McBride Marketing Group has the tools and skill sets to craft an effective brand building and development plan. We have 100 to 200 hours of work capacity each month to devote to a signature client such as KWHS.



Agency Travel and Tourism Clients include the Space Coast Office of Tourism, Cocoa Beach Hotel Association, Melbourne Beaches Hotel Association, Forever Florida, Ocean Partners Associates – Courtyard by Marriott-Cocoa Beach, Hampton Inn-Cocoa Beach, Best Western Oceanfront-Cocoa Beach & Days Inn-Cocoa Beach, Hilton Oceanfront-Cocoa Beach, Hilton Oceanfront-Melbourne Beach, Tuckaway Shores Resort-Melbourne Beach, Crowne Plaza Oceanfront-Melbourne Beach, Wakulla Suites-Cocoa Beach, Melbourne International Airport, Doubletree Philadelphia Airport, Georgian Terrace Hotel and Mountain Top Inn & Resort in Georgia.

Team Travel and Tourism experience includes Walt Disney World Resort, Disneyland Resort, Thornado Hospitality Group, Cruises.com, Cheaptickets.com, Yahoo Travel and Orbitz.

Travel and Tourism Associations with which the Agency and Team have worked include Visit Florida, Visit Orlando, Experience Kissimmee, Destination Daytona, Southeast Tourism Society, Brand USA and Travel Industry of America.

Agency, Team Travel and Tourism media experience includes print, television, radio, out-of-home, collateral material, direct mail, and digital – SEO, SEM, eBlasts, Social Media, website development and maintenance. Creative efforts have included major integrated media campaigns supporting major marketing efforts for attractions, destination marketing organizations and hotel groups. We have relationships with travel media giants including Collinson Media/Interfuse, Madden Media, Miles Media.

Examples of Travel and Tourism Category efforts include:

- Repositioning Florida's Space Coast at retirement of NASA Space Shuttle Fleet and start of transition to new Manned Space Travel Program including new brand design – "Your Vacation with the Right Stuff" followed by "Your Space for Fun."
- Repositioning Cocoa Beach for the Cocoa Beach Hotel Association to leading Florida Family Beach Destination – Legendary Cocoa Beach, the Great American Beach
- Repositioning area chamber as Melbourne Regional Chamber of East Central Florida and the Chamber's CVB as "The Melbourne Coast" including new brand development for both
- Development of Melbourne Beaches Hotel Association position as sophisticated relaxed area on the Space Coast and brand design
- Development of the Forever Florida – Ziplines & Adventures in the Wild branding and marketing





McBride Marketing Group is a Certified Google Partner.

The **Google Partner** badge represents more than just a logo that we flash to prove our expertise. We wear it with the upmost pride since it represents an ongoing and progressive working partnership with Google. In Google's own words, the badge recognizes companies that excel with Google's products. Their businesses are healthy, their customers are happy, and they demonstrate Google best practices.

Including **Adwords Fundamentals Certifications**, which is required of any agency to earn the Google badge, McBride Marketing Group has six Google certifications. Each certification requires coursework and extensive testing, (with an 80%-90% passing score, depending on the exam) each monitored and accounted for by Google.



- **Certification of Google Video Advertising** - This certification demonstrates proficiency in video advertising, including best practices for creating, managing, and optimizing AdWords for video campaigns.
- **Certification of Google Adwords Display Network Advertising** - This certification demonstrates proficiency in display advertising, including best practices for creating, managing, and optimizing AdWords Display campaigns.
- **Certification of Google Adwords Search Network Advertising** - This certification demonstrates proficiency in search advertising, including best practices for creating, managing, and optimizing AdWords search campaigns.
- **Google Tag Manager Fundamentals** - This certification demonstrates proficiency in Google Tag Manager, including best practices for simplifying the tag implementation and management process for marketers, analysts, and developers.

10. AGENCY FACILITY AND AVAILABILITY OF SUPPORT STAFF



We have been providing marketing excellence since 2001.

The Agency was launched 14 years ago by Mike McBride and is headquartered in our 111 year-old Key West style building in the historic Eau Gallie Arts District in Melbourne, Florida. Each year, our work competes with work from larger agencies with much larger staffs, larger clients and larger budgets. Yet, our awards continue to stack up as testimony to our ability to bring on the best in creative communications regardless of our size.



Marketing experience matters.

McBride Marketing Group is currently staffed by seven professionals who are highly strategic, seasoned, creative and obsessive about their craft. The cohesive team has more than 100 years in marketing, with 50 years in Tourism marketing alone. More than half of the staff has been with the agency for seven years or longer. In 2013, the Agency was elected as one of *The Most Admired Entrepreneurial Businesses* by Space Coast Business Magazine.

We run a tight ship.

In 2014, the Agency billed \$770,000 and handled another \$1 million+ in non-commissioned media. We carry no debt, operate well beneath our means, and have never filed for any kind of bankruptcy or defaulted on any loans or lines of credit. Our full-time CFO and Office Manager holds a Masters in Business Accounting and is a Certified Public Accountant. Our Dunn & Bradstreet # is: 61-047-0556 with high marks for Overall Rating, PayDex®, Viability and Portfolio Comparison.

We are always available for our clients with...

Fluid lines of communication.

Transparency is imperative to the Client/Agency partnership. This ensures that all relevant considerations are taken into account when formulating marketing strategies and message content. It also allows the relationship to develop trust – the foundation of great business partnerships. **We are accessible 24/7 day or night** as the world of marketing never sleeps.

Client inclusion – every step of the way.

We research. We listen. We observe. We advise and execute...all the while, keeping the client involved in every step. We don't put on "agency airs." We find common ground both in marketing direction and in working relationships. We excel with clients that demand the best in marketing communications.

Quantifiable goals and expectations.

We consider all options to deploy the most effective advertising in terms of results and cost efficiency. Goals are set and tied to quantifiable metrics including web visits/conversions, CTRs, occupancy rates or ADR. We put mechanisms in place to monitor response and analyze marketing ROI.

Discipline and process.

Marketing strategies require a combination of market intel, product (or destination) analysis and media magic. Marketing implementation requires that reliable systems and resources be in place to achieve the greatest cost efficiency, the highest message accuracy and the best brand representation. Our extensive agency management system tracks all time, costs and projects...24/7.

Safe stewards of the budget.

At McBride Marketing Group, we have evolved with the waves of new generations of consumers, marketing trends, technologies, media channels, attitudes and perceptions. Yet, we are careful not to follow unproven tactics. We taper our continuous improvement with common sense and analytic scrutiny to qualify emerging options before integrating them into our client's media mix.

Consistency in message and tone.

Working closely with our client, we create a distinct character to the presentation of the brand, the key claims and the outreach to target audiences. With enough continuity, it builds awareness across the entire media mix. With enough frequency, it becomes the friendly reminders that establishes mindshare and converts to action.



"The Seaport proudly celebrates its history."



"Homeport to ships of all shapes & sizes."

11. SUBCONTRACTORS

We have trusted subcontractors that are specialists in supporting roles.

McBride Marketing Group has internal staff that handles media management, digital marketing including SEO/SEM/CPC, branding, copywriting, creative and art direction, banner ads, web programming including mobile responsive sites, public relations, some photography projects and video production. We also work with specialists including professional photographers and videographers, modeling agencies, illustrators, etc.

Without yet going through our discovery and strategy processes, it is not completely clear which subcontractors we will need. We can, however, list photography and videography subcontractors that we will likely use to refresh the image library.

Subcontractors:

Video Production:

Tightline Productions

1902 Oak St

Melbourne, FL 32901

321.725.4668

www.tightlineproductions.com

Still Photography:

Dominic Agostini Photography

143 Clairbourne Ave.

Satellite Beach, FL 32937

321.557.7124

dominic@dominicphoto.com

www.dominicphoto.com

Drone Video/Photography:

Intelligent Aerials Media

1317 Avalon Drive

Rockledge, Florida 32955

321.482.8004

www.iAerials.com



12. LOCAL BUSINESS AND MARKETING USE

Key West has a long history of marketing its destination. In an area of less than six square miles, there are around 25,000 Key West residents. We understand this makes for a close-knit community that wants to be involved in the process of marketing its hometown. We invite this collaboration and would facilitate it in a number of ways:

- Public marketing input forums to give interested parties and stakeholders a voice BEFORE work is done
- Presentations to the public to keep residents apprised of progress on marketing efforts
- Subcontracting to area photographers, videographers, guides, printers and artists when appropriate for a project.



"Bight Marina has a sweet fleet."

- Partnering with retail, dining and entertainment, lodging, attractions and venues in promoting a diversity of features in the area
- Utilizing local models for photography and video projects including B-Roll generation

We propose to work very closely with the staff of Key West Historic Seaport to navigate the delicate political waters as they relate to:

- Local politics
- Other local marketing partners
- Community leaders
- Equitable use of category providers such as hotels, restaurants, shops, event organizers and charters

There are other ways to involve the community. One campaign concept would be to feature "key characters" residing in KWHS who convey the local creative culture. These authentic Conch Republic "ambassadors" would have a backstory and relevance to specific things-to-do around the Seaport.

13. REQUIRED ATTACHMENTS

- Anti-Kickback Affidavit
- Public Entity Crimes Florida Statutes Statement
- Indemnification Form
- Local Vendor Form
- Domestic Partnership Affidavit
- Cone of Silence Affidavit
- Requirements listed in Proposal Submittal Requirements
- Insurance Forms



*"Iconic Key West in all directions...in one place—
Key West Historic Seaport."*

ANTI - KICKBACK AFFIDAVIT

STATE OF Florida)
COUNTY OF Brevard) : SS

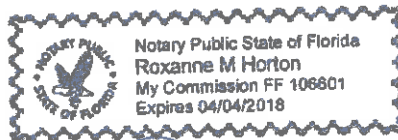
I, the undersigned hereby duly sworn, depose and say that no portion of the sum herein bid will be paid to any employees of the City of Key West as a commission, kickback, reward or gift, directly or indirectly by me or any member of my firm or by an officer of the corporation.


By: 

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

NOTARY PUBLIC, State of FL at Large

My Commission Expires: 4/4/18





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

2. This sworn statement is submitted by McBride Marketing Group, LLC
(Name of entity submitting sworn statement)

whose business address is 668 Law Street, Melbourne, FL 32935

and (if applicable) its Federal Employer Identification Number (FEIN) is 20-3016413

(If the entity has no FEIN, include the Social Security Number of the individual
signing this sworn statement n/a

3. My name is Michael McBride
(Please print name of individual signing)

and my relationship to the entity named above is owner

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).

☒ 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.)

[Signature]
(Signature)

(Date)

STATE OF FLORIDA

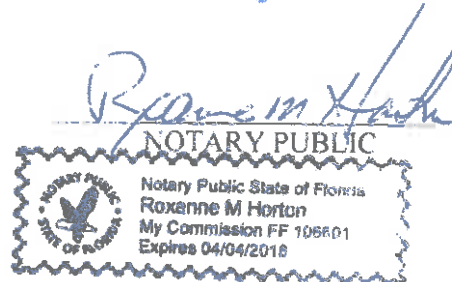
COUNTY OF BREVARD

PERSONALLY APPEARED BEFORE ME, the undersigned authority.

Michael N. McBride who, after first being sworn by me, affixed his/her
(Name of individual signing)

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

My commission expires: 4-4-18



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: McBride Marketing Group, LLC

SEAL:

668 Law Street, Melbourne, FL 32935

Address

Signature

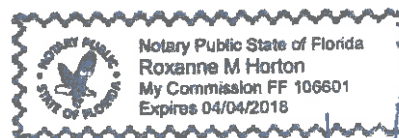
Print Name

Michael McBride

Title

DATE:

Owner



**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 N/A Phone: _____

Current Local Address: _____ Fax: _____
(P.O. Box numbers may not be used to establish status)

Length of time at this address: _____

Date: _____
Signature of Authorized Representative

STATE OF _____ COUNTY OF _____

The foregoing instrument was acknowledged before me this _____ day of _____, 2015.

By _____, of _____
(Name of officer or agent, title of officer or agent) (Name of corporation acknowledging)

or has produced identification _____ as identification
(Type of identification)

Signature of Notary

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

Print, Type or Stamp Name of Notary

Title or Rank

EQUAL BENEFITS FOR DOMESTIC PARTNERS AFFIDAVIT

STATE OF Florida)
COUNTY OF Brevard) : SS

I, the undersigned hereby duly sworn, depose and say that the firm of McBride Marketing Group 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

25 Day of August, 2015.

[Signature]
NOTARY PUBLIC, State of FL at Large



My Commission Expires: 4-4-18

CONE OF SILENCE AFFIDAVIT

STATE OF Florida)
 : SS
COUNTY OF Brevard)

I the undersigned hereby duly sworn depose and say that all owner(s), partners, officers, directors, employees and agents representing the firm of McBride Marketing Group 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).

[Signature]

Sworn and subscribed before me this

25 Day of August, 2015.

[Signature]

NOTARY PUBLIC, State of FL at Large

My Commission Expires: 4-4-18



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.)

Strategic Marketing Consultations,	Public Relation Services
Traditional and Digital Advertising Services,	Creative Production Services:
Web Development Svcs, Creative Production,	Estimated Total Cost: \$80,000

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:

Tightline Productions

Name

1902 Oak Street Melbourne FL 32901

Street City State Zip

Dominic Agostini Photography

Name

143 Clairbourne Avenue Satellite Beach FL 32937

Street City State Zip

Intelligent Aerials Media

Name

1317 Avalon Drive Rockledge FL 32955

Street City State Zip

PROPOSER

The name of the Proposer submitting this Proposal is

McBride Marketing Group, LLC

doing business at

668 Law Street, Melbourne, FL 32935

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:

Michael McBride

If Sole Proprietor or Partnership

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

Signature of Proposer

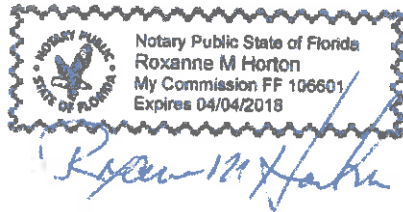
Title

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)

McBride Marketing Group
Name of Corporation



By

Title

Attest

Secretary



CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)

08/24/2015

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER Bill & Sheila Gaylor Insurance Prof 477 N Harbor City Blvd Melbourne FL 32935		CONTACT NAME: Sheila Gaylor PHONE (A/C, No, Ext): (321) 259-5813 FAX (A/C, No): (321) 259-7793 E-MAIL ADDRESS: sheila@billandsheila.com	
INSURED MCBRIDE MARKETING GROUP, LLC 668 LAW STREET MELBOURNE FL 32935		INSURER(S) AFFORDING COVERAGE INSURER A: WESTERN WORLD INSURER B: TRAVELERS INSURER C: CHUBB INSURER D: INSURER E: INSURER F:	

COVERAGES**CERTIFICATE NUMBER:****REVISION NUMBER:**

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL INSR	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS	
A	GENERAL LIABILITY <input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR			NPP8231879	07/02/2015	07/02/2016	EACH OCCURRENCE \$ 1,000,000	
			DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 100,000					
			MED EXP (Any one person) \$ 5,000					
			PERSONAL & ADV INJURY \$ NOT INCLUDED					
	GEN'L AGGREGATE LIMIT APPLIES PER: <input checked="" type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC						GENERAL AGGREGATE \$ 2,000,000	
							PRODUCTS - COMP/OP AGG \$ INCLUDED	
	AUTOMOBILE LIABILITY <input type="checkbox"/> ANY AUTO <input type="checkbox"/> ALL OWNED AUTOS <input type="checkbox"/> HIRED AUTOS <input type="checkbox"/> SCHEDULED AUTOS <input type="checkbox"/> NON-OWNED AUTOS						COMBINED SINGLE LIMIT (Ea accident) \$	
							BODILY INJURY (Per person) \$	
							BODILY INJURY (Per accident) \$	
							PROPERTY DAMAGE (Per accident) \$	
	UMBRELLA LIAB <input type="checkbox"/> EXCESS LIAB <input type="checkbox"/> DED <input type="checkbox"/> RETENTION \$						EACH OCCURRENCE \$	
							AGGREGATE \$	
B	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below	Y/N <input type="checkbox"/>	N/A	IHUB-0385T81-2-14	11/01/2014	11/01/2015	<input checked="" type="checkbox"/> WC STATUTORY LIMITS E.L. EACH ACCIDENT \$ 1,000,000 E.L. DISEASE - EA EMPLOYEE \$ 1,000,000 E.L. DISEASE - POLICY LIMIT \$ 1,000,000	
C	PROFESSIONAL LIABILITY			82278007	10/01/2014	10/01/2015	\$1,000,000/\$1,000,000	

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

ADVERTISING AND MARKETING CONSULTANTS

CERTIFICATE HOLDER**CANCELLATION**CITY OF KEY WEST
3126 FLAGLER STREET

KEY WEST

FL 33040

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

AUTHORIZED REPRESENTATIVE

Sheila J. Gaylor

State of Florida



Department of State

I certify from the records of this office that MCBRIDE WOODBRIDGE MARKETING LLC, is a limited liability company organized under the laws of the State of Florida, filed on June 27, 2005, effective June 22, 2005.

The document number of this company is L05000066090.

I further certify that said company has paid all fees due this office through December 31, 2005, and its status is active.

Given under my hand and the
Great Seal of the State of Florida
at Tallahassee, the Capitol, this the
Fifth day of July, 2005



CR26022 (2-03)

Glenda E. Hood

Glenda E. Hood
Secretary of State

State of Florida



Department of State

I certify from the records of this office that MCBRIDE WOODBRIDGE MARKETING LLC which changed its name to MCBRIDE MARKETING GROUP, LLC, is a limited liability company organized under the laws of the State of Florida, filed on June 27, 2005, effective June 22, 2005.

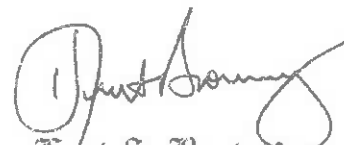
The document number of this company is L05000066090.

I further certify that said company has paid all fees due this office through December 31, 2010, that its most recent annual report was filed on January 5, 2010, and its status is active.

Given under my hand and the
Great Seal of the State of Florida
at Tallahassee, the Capital, this the
Sixteenth day of April, 2010



CR2EO22 (01-07)


Kurt S. Browning
Secretary of State

2014 - 2015

BREVARD COUNTY BUSINESS TAX RECEIPT
SUBJECT TO COUNTY ZONING RESTRICTIONS
TAX RECEIPT SHOULD BE DISPLAYED ON PREMISES

ACCOUNT NO.
885011213

THE PERSON(S), OR ENTITY BELOW:

BUSINESS PERIOD:

OCTOBER 1, 2014 - SEPTEMBER 30, 2015

EXPIRES:

SEPTEMBER 30, 2015

MCBRIDE MARKETING GROUP LLC

668 LAW ST
MELBOURNE FL 32935

ISSUED PURSUANT AND SUBJECT TO FLORIDA STATUTES AND BREVARD COUNTY CODE ISSUANCE
DOES NOT CERTIFY COMPLIANCE WITH ZONING OR OTHER LAWS.
BUSINESS TAX RECEIPT IS SUBJECT TO REVOCATION FOR ZONING VIOLATIONS, AND / OR FAILURE
TO MAINTAIN REGULATORY PRE-REQUISITES AS REQUIRED FOR BUSINESS CLASSIFICATION(S), OR
SUBSEQUENT ACTIVITIES.
A PERMIT IS REQUIRED TO ADVERTISE (Including with signage) "GOING OUT OF BUSINESS"

LOCATION:

668 LAW ST
CITY OF MELBOURNE, FL 32935

LISA CULLEN, CFC, Brevard County Tax Collector
P O Box 2500, Titusville, Florida 32781-2500
(321) 264-6910 or (321) 633-2199 ext. 46910

OWNED BY:

MCBRIDE MARKETING GROUP LLC

BUSINESS CLASSIFICATIONS, DISCLAIMERS, AND RELATED FEES:

EXEMPTIONS: NON EXEMPT

	PENALTY:	
470001	GENERAL PUBLIC SERVICE	
820005	2014 - 2015 RECEIPT AMT	

3.00

\$37.00

RCT. NUM TILL DATE AMT PAID
PAID-9718468.0001-0001 HST 07/08/2014 37.00

MAIN OFFICE: 400 South St., 6th Floor Titusville, FL 32780

BRANCH OFFICES: Merritt Island Office, 1450 N. Courtenay Pkwy
Melbourne Office, 1515 Sarno Road
Palm Bay Office, 450 Cogan Dr. SE
Titusville Office, 800 Park Ave
Indian Harbour Beach Office, 240 E. E. Gamie Blvd

BREVARD COUNTY

BELOW IS YOUR LOCAL BUSINESS TAX RECEIPT
PLEASE DETACH AND CONSPICUOUSLY DISPLAY TO PUBLIC VIEW

* * * N O T I C E * * *

THIS RECEIPT MUST BE RENEWED BY
9/30/2016

Renewal AFTER 9/30/2016 will result in late
fees of up to 25% of the annual cost.

City of Melbourne

Local Business Tax Receipt
FY 2016

BTR 24884



Business Name: MCBRIDE MARKETING GROUP LLC
Location: 668 Law St

Classification:

101 Marketing/management Consulta

Comments/ Restrictions:
Design Studio

Michelle M. Ennis

Issue Date 10/1/2015

Exp Date: 9/30/2016

TAX RECEIPT SHALL BE TRANSFERRED WITHIN 30 DAYS OF CHANGE OF OWNERSHIP OR LOCATION. NOTIFY REVENUE OFFICE UPON CLOSING BUSINESS