

DISCOVER YOUR “FLAIR and FUN” at KEY WEST HISTORIC SEAPORT



August 26, 2015

Presented to the
City of Key West
RFP #10-015
Marketing
Services

Jim Killgore
jim@bgadgroup.com
770.874.3200 (o)
770.490.0782 (c)

Darien Southerland
d.southerland@bgadgroup.com
770.874.3200 (o)
678.520.6290 (c)

Lauren Nickel
lauren@bgadgroup.com
770.874.3200 (o)
626.616.3384 (c)



Table of Contents

Cover Letter	3
Work Process and Approach.....	4
Client References	5
Meet Your BG AD Group Team.....	6-7
Work Examples: Case Studies	8-11
Carriage Automotive.....	9
Liberty University	10
Lee Company	11
Helping Non Profit Groups	12
Helping Mainstream Businesses.....	13
Projects Similar in Scope.....	14
Fee Structure	15
Proposed Use of Local Businesses	16
Scope and Goals.....	17-18
Appendix	19-26

We Propose to Understand Key West Historic Seaport



Thank you for the opportunity to submit this RFP.

Urgency is a key word our firm uses daily with each client we represent. BG AD Group will employ that kind of urgency from traditional media, branding, social and interactive media, to production as part of our daily challenge. We will be urgent in creating relevant, fresh, cutting edge ideas that reach the targeted demographic towards the goal of generating a marketing campaign that will build a fun, innovative and memorable brand that will help you capture viable leads.

Our methodology is simple. We take a research-driven, comprehensive approach that uses a mix of communication strategies to engage, inform, and influence target audiences. In the process, we ask these questions:

- What are your goals?
- Who is your audience?
- What do you want them to know or what action do you want them to take?

To better serve you, we will meet with you to help define your needs and goals, determine the scope of the project, provide communication recommendations based on research and experience, develop a project timeline, and oversee the execution.

This is not our first rodeo. We've been preparing for this assignment our entire lives. We have over 40 years combined in marketing and advertising as well as customer focus.

Darien has been on the laser point of media and advertising doing things that no one else does. He's our visionary and trail blazer, having built one of the largest radio stations in the country and starting BG AD Group in 2013. Jim is our resident map maker. Having lived and worked in over 50 countries, served on numerous nonprofits boards, he knows people; how they think, react and feel. Matt is the digital guru. Whether it's app development or SEO, Matt has worked with international groups ranging Comcast to Multicast. If you want to see his digital work check out The Home Depot web site. Lauren's drive and education make her a valuable asset, especially with her millennial input and control of social media. Lindsey keeps this office running through her dedication and organization. Sandy handles all of our accounting and came to us after years of working for the government.

Our goal is to serve with the highest level of excellence and passion. We seek to establish strategic partnerships in which each party brings its respective expertise to help achieve shared goals.

Jim Killgore
Nonprofit CSO - Partner
BG AD Group
O:770-874-3200
C:770-490-0782
Jim@bgadgroup.com

1827 Powers Ferry RD
Building 15, Suite 100
Atlanta, GA 30339
www.BGADGroup.com

Work Process and Approach



Dr. James L. Killgore, our Chief Solutions Officer, will be the Project Lead. Matt Herbert will be responsible for digital media strategy as well as qualitative analysis of data and overseeing the web and mobile brand strategies. Darien Southerland has 14 years of experience with media negotiations, sponsorship and event management, creative, branding, and digital and print advertising. Darien specializes in out of the box ideas that place the client in a prominent position and gets them their “unfair share” of voice. Lauren Nickel will manage the social media and promotional elements of this agreement as well as on site management and partnership relations. You will have our cell #'s – we're available 24/7.

- We are the “go to” team for all your **things media**. We make it clear to each media rep that all questions, etc. go through us. You all are far too busy to have to **field questions and requests from various media outlets**. We will evaluate what is best for you and present to you a fully vetted list of recommendations.
- Our employees are part of the media buying process including evaluation of **Rankers, Arbitron, Nielson, SEO**, etc. Some focus more on the research and others on the negotiations. Our office Administrative staff are skilled in all elements of billing. President, Darien Southerland is the final BG authority on all **media buys**. Due to his superb negotiating skills, **he is involved in media buys from start to finish**. Before any buy is finalized, we'll go over each buy in a understandable **spread sheet showing times, dates, value adds and prices for each buy**. **You will be part of the process** as we check in with you at least weekly (more or less depending upon your desires). Though we do extensive work in event marketing, **75% of our annual revenue is generated through media buys**. Thus, we are highly adept at all forms of media buying.
- When **we sit down with you** to discuss initial elements of the buy, we'll give you an **extensive form to complete** helping you define things like “sacred cows” buys and events that worked well and those that didn't, clearly defined **demographics**, etc. Together, we'll work out a defined **time table** to outline key dates and events which will include “end game” **objectives**.
- Depending on what you desire, we are able to provide all elements of **creative** – copy writing, voice overs, video production, graphic design, photography, web and app development.
- We use **existing relationships** with media partners, current sponsors, and past clients of both our firm and Key West partners. By **leveraging relationships we create a more cost effective media campaign**.



Client References

Carriage Automotive Group

Chuck Mjolsness-EVP
2815 Browns Bridge Rd
Gainesville, GA 30504
(678) 717-2150
chuck@carriageautogroup.com

Liberty University

Kristin Conrad-Director of Marketing
1971 University Blvd.
Lynchburg, VA 24515
(434) 592-4941
klconrad@liberty.edu

College Football Hall of Fame

Kimberly Beaudin-VP Marketing
250 Marietta St NW
Atlanta, GA 30313
(404) 880-4800
kbeaudin@cfbhall.com

For information on the services provided some of these clients, view the Case Studies.



We'd love to visit!

Grab a perfect fish sandwich at B.O.'S Fish Wagon, catch a high speed ferry to Historic Fort Jefferson, grab some souvenirs at The Little Red at Flagler Station, and watch a sunset over the Gulf of Mexico. We hope then you'll come visit us here in Hotlanta and see how much fun it is!



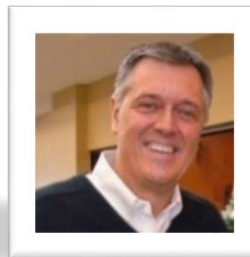
Meet your BG AD Group Team



Darien Southerland

Chief Strategy Officer - Partner

Darien's energy is contagious and imbued with a sense of urgency when it comes to obtaining results for BG AD Group clients. He has a unique ability to match client brands with perfect audiences, sometimes creating an event for that opportunity. A fierce negotiator, Darien is also an award-winning sales leader and trainer. With expertise in automotive marketing, Darien has mastered the art of merging community relations with traffic-driven marketing to help BG AD Group automotive clients succeed. Darien lives by this creed, "People will forget what you say, people will forget what you did, but people will never forget how you made them feel."



Dr. Jim Killgore

Nonprofit CSO - Partner

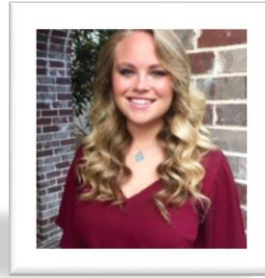
Jim's 25 plus years of non-profit CEO / COO leadership has helped him figure out how to avoid land mines (and even help put the pieces back together) for businesses and organizations. A seasoned professional, he's helped organizations become effective at their unique tasks. He served as President of ACF of Atlanta, started GC2 Consulting; working with for profit and non-profit organizations with executive searches, coaching and business development and marketing. Jim previously served as the President and CEO of ACMC and served as a senior executive of an international organization in Islamabad, Pakistan where he worked in over 50 countries.





Matt Herbert
E Strategist - Partner

Matt is a master at enabling BG AD Group to partner with thought leaders and organizations to amplify their message and create greater connection, all while creating consistent and sustainable income streams. Matt has developed high impact on line marketing for organizations like John Maxwell's, Maximum Impact, Catalyst, Todd Duncan Sales Mastery, Lead Like Jesus, Remarkable Movement, Trimm International, Real Omni Media, Multicast and The Home Depot.



Lauren Nickel
Strategic Marketing Assistant

Lauren comes to us from The University of Alabama where she recently graduated with a degree in Advertising. Her driven personality and positive attitude make her a great addition to the BG team. She worked on the Fox Sports University campaign at Alabama where she became a social media maven.



Lindsey Bryce
Office Manager

Lindsey joined the BG team having served as Office Manager for two companies in the greater Atlanta area. Starting her work career with Chick-fil-A as a Team Leader and Shift Supervisor Lindsey brings with her not just a smile, with excellent customer service, but great leadership training and skills. She's also an awesome Project Manager for our newest client, The College Football Hall of Fame.



Sandy Hamrich
Account Manager

Sandy Hamrich came to BG AD Group in 2013, after retiring from the Department of Defense. She has worked in a wide variety of jobs from Office Manager, Budget Officer and retiring as Air Force Emergency Management Adviser working with FEMA during Disaster Relief Operations throughout the United States. Ask her about working for Colin Powell!

Work Examples: Case Studies

- Carriage Kia Case Study
- Liberty University Case Study
- Lee Company Case Study





THE STORY – Partnership means just that – Partnership. In 2005 Darien Southerland started handling the advertising for a small KIA dealership in Gainesville, Georgia for an Atlanta radio station. Over a period of time the owner of the dealership asked Darien to assist with all media including billboard, print and events to help promote the dealership. In 2012 Darien Southerland started BG AD Group. Carriage KIA was the first client. To date Carriage is now one of the top KIA dealerships in America.

ORIGINAL OBJECTIVE – While many other KIA dealers were focused on “bad credit customers”, BG AD Group focused on creating a different model; a “family friendly” KIA dealership not focused on price, but a dealership that consumers would look to as being a leader among the brand.

PROBLEMS TO OVERCOME – The KIA brand only had 2% of market nationally. The local Honda and Toyota stores averaged well over 100 vehicles per month and had heritage dealership names in the Gainesville community. In addition, Carriage was located approximately 45 minutes northeast of Atlanta, Georgia without access to malls and other dealerships in the area.

SOLUTION – The dealership started marketing to the family friendly market. Carriage hosted community events and invited potential consumers into their showroom to prove there was a difference at Carriage KIA. BG AD Group employed announcers from Metro Atlanta and Northeast Georgia radio stations to invite consumers to the dealership. The atmosphere of the dealership was positioned to invite families and moms to experience a new way to buy a car. It has been a success.

RESULTS – Results do not lie. Carriage KIA has become not only a top KIA dealer in the state of Georgia but one of the top in the nation. They have never missed a Corporate Business Operating plan objective. Carriage KIA has had the distinction of being a PRESIDENTS CLUB award winner and Top Service Provider.

FUTURE – Carriage KIA continues its growth and will open a second dealership in Northwest Georgia in 2015-2016.

BG AD Group has been a huge part of CARRIAGE KIA success, I am glad they represent Carriage and other KIA dealers in the regions I oversee.

Percy Vaughn – Executive Vice President - KIA North America Eastern Division

Results and numbers speaks for themselves, BG AD GROUP and Darien Southerland's ideas have helped Carriage KIA be a leader in the market and top KIA dealer in the nation.

Terry Mahoney – Southern Regional Manager - KIA North America

If I owned a dealership BG AD GROUP is who I would use to handle my advertising!!!

Randy Forbus – Atlanta District Manager KIA Motors America

LIBERTY UNIVERSITY

BACKGROUND – Liberty University is the largest Christian University in the world with over 12,000 residential and over 92,000 online students. The online program has been so successful for the school that Liberty’s leadership was concerned that potential residential students and their families would see Liberty as an online school only. Also, Liberty was not sure on how to market to a new “pipeline” of tomorrow’s students. They asked BG AD Group to develop a national marketing / branding campaign.

OUR OBJECTIVES – Increase public awareness of the Liberty University brand on a national and regional bases. (i.e., its academic excellence, personal environment, unsurpassed facilities, active campus life, etc.). Increase brand communication between online and residential departments. Serve Liberty’s Marketing Department by more branding recognition, exposure opportunities and increased return for their investment (i.e. more enrolled students).

CAMPAIGN – BG AD Group began by reviewing previous LU advertising campaigns. Started advertising in a broader scope to include faith-based outlets and secular venues like nationally syndicated radio and TV with a message designed to resonate with potential families. We reviewed and analyzed LU response data looking for regional trends and developed a “middle America” media plan capitalizing on targeted DMA’s. BG utilized a media mix that incorporating both traditional and non-traditional media (guerrilla marketing). The overall annual branding campaign noted the Liberty University brand on a daily basis. Established a focus on a “Moms” demographic as opposed to near term potential students influencing middle school ages by marketing the LU brand to their mothers. Ruthlessly vetted each media opportunity to ensure that Liberty’s brand is not “embarrassed”. Provided a 3:1 value add for Liberty’s marketing dollars.

RESULTS – With a combination of on-going client communication, value adds, and providing advertising opportunities that have been under budget, Liberty University has enjoyed a brand position as the leading national Christian University in the country. For the first time in the school’s history, Liberty’s residential stretch goal has been exceeded showing that the school offers much more than just online opportunities.

“Since working with BG AD Group, for the first time in history we exceeded our “stretch” goal for residential enrollment. Whether it has been sponsorship of events like Winter Jam or strategically placed media spots, BG AD Group has been highly effective for our marketing and branding efforts.”

SUSANA LEON – Director of Recruitment, Residential Enrollment, Liberty University

“We appreciate the partnership with BG AD Group. You all do a great job and I have full confidence in our partnership.”

RON KENNEDY – Executive Vice President, Marketing, Liberty University



BACKGROUND – May 2014, BG AD Group was approached by the largest HVAC company in Middle Tennessee / Huntsville AL. The opportunity - ignite Lee Company's advertising campaign. Spring results had not been as expected. Budget was limited due to existing media placement and creative expenses. Instructions were simple - increase consumer leads and make the phones ring. We were told, "You have a few challenges. No new TV creative can be done, due to budget. Some radio and TV contracts are already in place. Also, we want you to review, renegotiate to obtain better frequency, reach and results." Further, we could not allow Lee Company to lose any additional market share to other Nashville competitors who had outspent them 2 to1 in marketing.

OUR PROCESS - In June of 2014 BG AD Group met with every traditional media vendor in the Nashville market. Reviewing every station and every format. Based on the values of Lee Company, we looked at media partners with similar values and audiences. We explained to each vendor that for each dollar spent, three dollars in value add needed to be secured. We examined Lee Company's current media partnerships knowing we had to use existing creative content.

CAMPAIGN - Lee Company was heavily leveraged into sports marketing with the Tennessee Titans and the Nashville Predators. BG AD Group had to determine how to maximize these sponsorships driving consumers to call Lee Company first. Females ages 35-54 was the targeted demographic. Lee Company needed to increase its HVAC, plumbing and electrical calls while tripling the size of current service plan consumers. BG AD Group used the Titans and Predators partnerships to drive Lee Company brand into metro Nashville. We placed TV commercials in strategic positions to target the female demographic.

RESULTS - Revenues are up. Calls are up. Service plans hit goals. BG AD Group continues to work with Lee Company, adding print and internet marketing as part of the list of services we provide. We are on site monthly and in daily contact determining what we can do better. Brand and positioning are important but return on investment drives a campaign.



Helping Non Profit Groups

Besides businesses, nonprofit and family-friendly groups look to BG AD Group to position their brand and message into the mainstream marketplace; maintaining their unique calling, mission and brand identity into new arenas of opportunity. Some groups we've worked with include:

- College Football Hall of Fame
- Liberty University
- Visible Music College
- Winter Jam
- Toccoa Falls College
- University of Mobile
- Dove Awards
- Anderson University
- North Greenville University
- Truett-McConnel College
- Bryan College
- Belhaven University



We recognize that “money” talks. Groups that may be small in number have great influence through economic positioning. By helping nonprofit groups enter the media mainstream through spending marketing dollars, people take notice expanding their impact and influence.



Speaking of influence, recognize this guy who came by our office? Ask us and we'll tell you the story.



Helping Mainstream Businesses

We've helped mainstream companies find value in developing marketing relationships with nonprofit, family-friendly groups. It's profitable for them and has helped them "reach" an important segment of the populace. Bottom-line, customers in the faith-based and nonprofit arena spend money. Businesses get that and value the loyalty these customers provide. Here's a partial list of businesses we've helped:

- GON
- KIA
- Lee Company (Nashville TN)
- Ford
- Pepsi
- US Air Force
- US Army
- Sleep Number Beds
- Glock
- 1-800 Flowers
- Israel Ministry of Tourism
- Arrow Exterminators
- Nissan

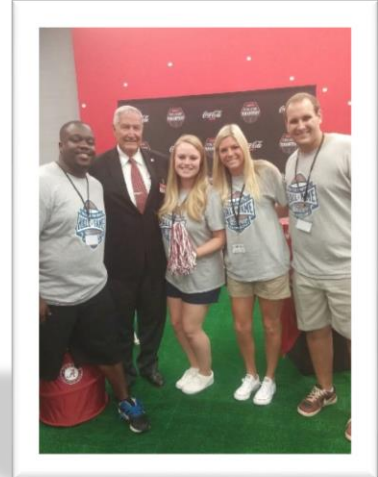


By blending nonprofit and faith-based, family-friendly groups with mainstream market place business, we are intentional in providing quality and "out of the box" marketing opportunities for both sets of clients. Whether it's partnering KIA with the Dove Awards, Pepsi with Winter Jam or Nissan with Third Day, we listen to each client to understand their unique goals. We work hard to find creative ways to "make it happen".





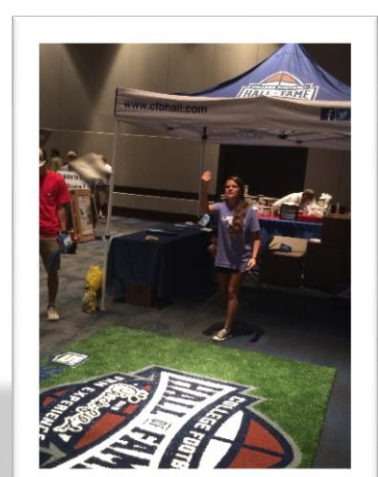
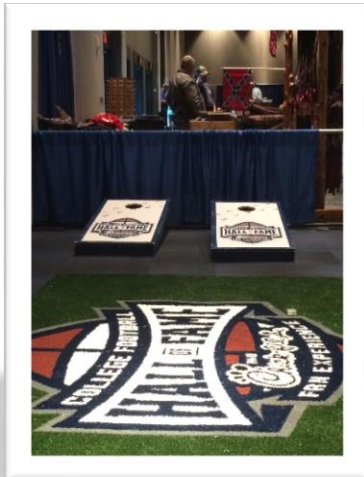
Projects Similar in Scope



College Football Hall of Fame

Our newest client, College Football Hall of Fame, has been a great opportunity for us to take charge of event marketing and work with local businesses.

Lindsey Bryce, our office manager, is in charge of organizing the events and event staff. We have an average of eight (8) events a week ranging from the Atlanta Bar-B-Q Festival to the Atlanta Falcons Training Camp.



Georgia Outdoor News

We have done some great work with Georgia Outdoor News in the past year. We were in charge of their media buying and the promotional aspects of their annual Outdoor Blast event. This event had a great turnout and we were even able to use our connections to set up a booth for the College Football Hall of Fame!



Fee Structure

% Mark-up of Ad Cost

Social Media: **12%**
Print: **15%**
In-Theater: **12%**
Outdoor: **12%**
Radio: **13%**
Television: **13%**
Website: **10%**
Video E-Blasts: **10%**

Ad Discount (off the gross rate) **_2.5_ %**

Placement of ad within **_24_** hours of submission of Key West authorized request

Business Hours: 8am-7pm est

Creative (not including production costs): \$90.00 per hour

Submitted by: James L. Killgore

Signature: 

Title: Nonprofit CSO

Company Name: BG AD Group
Federal ID#: 45-433566

Address: 1827 Powers Ferry Rd, Building 15, Suite 100
ST/ZIP: Atlanta, GA 30339
TEL: 770-874-3200
FAX: 770-874-3222
eMail: jim@bgadgroup.com



Proposed Use of Local Businesses

Media Partners in KEY WEST that BG AD Group has either worked with or their parent company.





Scope and Goals

Counseling for New Marketing Concepts and Development – BG will work with you to develop innovative and trusted concepts. These ideas will form the heart of your revamped marketing strategy, and we will give you a detailed plan and schedule of how we will promote them after development.

Stretch and challenge you with creative “out of the box” opportunities – Position and evaluate media and marketing opportunities to increase contacts and branding. We will design a plethora of irresistible new marketing ideas and a strategic plan to promote them. Through various survey instruments, we’ll help you “bottle” the Key West experience and share it as part of an overall media campaign.

Provide qualitative and quantitative analytics – Through various survey systems, we will provide "pipeline" info on where you can identify where your new Key West visitors are now and where they will come; determine their “DNA” to make your campaign making targeted and cost effective. No guess work.

We Mean Business.

We are serious about our work. But that doesn't mean that we don't love what we do! We like to keep a fun work environment here at BG AD Group because we've found that our best work is accomplished when we are able to keep things positive. We are a great group to work with and can't wait to start working with you!





Scope and Goals Continued

Engage internal and external stakeholders through onsite, electronic and phone internal communication to accomplish your goals.

Brand Positioning, Naming, and Graphic Identity – BG AD Group’s creative team, business experts, media specialists and event planners will collaborate with you to develop a brand that aligns with your long-term vision. The end result will be a unique identity that will leave an unforgettable impression on potential and current consumers to Key West.

A Thorough Analysis of Your Competitors – We will conduct a meticulous analysis of your competitors’ marketing strategies. This will allow our team to determine which techniques are working well in other communities and identify untapped opportunities. We’ll offer recommendations guided by those insights on how you can make every aspect of your marketing more effective.

Marketing Strategy Development for Both Online and Offline Media – We will develop a comprehensive promotional strategy to steadily expand your influence and encourage long-term growth. This strategy will describe how to utilize a balanced approach between digital and traditional media, allowing you to take advantage of a variety of platforms in today’s converged media environment. Help you begin “fishing” in new ponds in order to reach potential consumers.



May We Have Your Autograph?

BG AD Group is known not only for our excellent customer service and great results, but we have a pretty spectacular autograph wall as well. Every client that has come through our doors has signed the wall. We have signatures ranging from Joe Biden to Judge Hatchett and our local media vendors. Check us out and add your signature!

Appendix

- I. Anti-Kickback Affidavit
- II. Sworn Statement on Public Entity Crimes
- III. Indemnification Form
- IV. Domestic Partnership Affidavit
- V. Cone of Silence Affidavit





Anti-Kickback Affidavit

ANTI - KICKBACK AFFIDAVIT

STATE OF GA)
COUNTY OF Cobb) : 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.

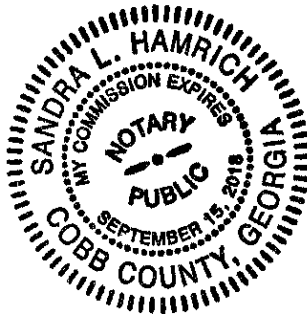
By: _____

Sworn and subscribed before me this day of 24, August 2015.

NOTARY PUBLIC, State of GA at Large

My Commission Expires:

9/15/2018



Sandra L. Hamrich



Sworn Statement on Public Entity Crimes

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 **Key West Historic Seaport RFP #10-015**

2. This sworn statement is submitted by **BG AD Group**
(Name of entity submitting sworn statement)

whose business address is **1827 Powers Ferry Road Building 15, Suite 100, Atlanta, GA 30229**

and (if applicable) its Federal Employer Identification Number (FEIN) is **45-4335666**

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

3. My name is **Darien Southerland**
(Please print name of individual signing)

and my relationship to the entity named above is **Chief Strategy Officer- Partner**

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).

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

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

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



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

[Signature]
(Signature)

8/24/15
(Date)

STATE OF GA

COUNTY OF Cobb

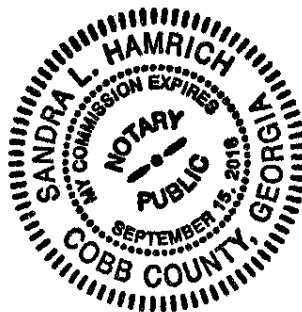
[Signature]
(Name of individual signing)

PERSONALLY APPEARED BEFORE ME, the undersigned authority,
who, after first being sworn by me, affixed his/her

signature in the space provided above on this 24 day of August, 2015.

My commission expires:

Sandra L. Hamrich
NOTARY PUBLIC





Indemnification Form

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: BG AD Group SEAL:
1827 Powers Ferry Road Building 15 Suite 100 Atlanta GA 30339
Address

Signature

Darien Southerland

Print Name

Chief Strategy Officer-Partner

Title

DATE: August 24 2015

Domestic Partnership Affidavit



EQUAL BENEFITS FOR DOMESTIC PARTNERS AFFIDAVIT

STATE OF GA)
) SS
COUNTY OF Cobb)

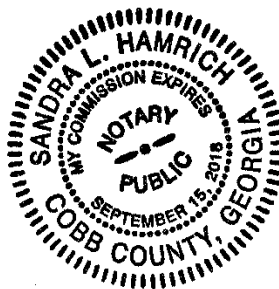
I, the undersigned hereby duly sworn, depose and say that the firm of BG AD Group provides benefits to domestic partners of its employees on the same basis as it provides benefits to employees' spouses per City of Key West Ordinance Sec. 2-799.

By: 

Sworn and subscribed before me this
24 Day of August, 2015.

Sandra L. Hamrich
NOTARY PUBLIC, State of GA at Large

My Commission Expires: 9/15/2018





Cone of Silence Affidavit

CONE OF SILENCE AFFIDAVIT

STATE OF GA)
 : SS
COUNTY OF Cobb)

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

By: [Signature]

Sworn and subscribed before me this
24 Day of August, 2015.

Sandra L. Hamrich
NOTARY PUBLIC, State of GA at Large

My Commission Expires: 9/15/2018

