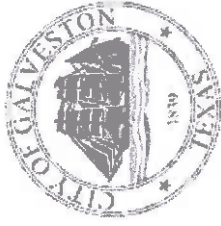


PENSACOLA



City of Tampa
Florida

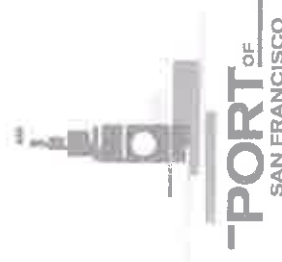


STANDING OUT IN A
SEA OF THE SAME



birdwellagency

REP # 10-015



JAMAICA
GET HILL RIGHT

THE ISLANDS OF THE
bahamas



CITY OF
Savannah

Good news! From what we've learned, standing out won't be hard. A conversion from "might visit" to "must visit" Key West Historic Seaport can happen but only with the right plan. Consumers are exposed to so much advertising that they've learned to filter out generic communications and demand experiences relevant to their specific needs and interests.

Over breakfast at Knowles House, lunch at Alonzo's and sunset beverages at Schooner Wharf Bar, we heard a common theme. Your stakeholders want more visitors in the summer, unique events and a sense of common purpose between the restaurants and retailers. An expanded tourist season means better jobs which can help attract young talent. Unique events create a vibrant sense of place for locals and visitors alike. A united front means easy co-promotion and help storytelling from the inside out. The community of ideas is rich. The tactics to make them a reality are golden.

We congratulate your desire to differentiate and define your identity among residents and visitors. It is our distinct pleasure to introduce you to our team and share how we've helped other destinations just like yours – win big!



Jane Birdwell, CEO
Birdwell Photography and Multimedia, Inc.
DBA Birdwell Agency
125 West Romana Street, Suite 222
Pensacola, FL 32502
(850) 432-2761

www.birdwellagency.com
Jane@birdwellagency.com



AGENCY HISTORY AND EXPERIENCE

Birdwell Agency is a fully independent advertising and marketing agency. No one understands consumer behavior better. We're a performance-driven group of creative professionals who are focused on excellence. We specialize in developing comprehensive approaches to advertising and marketing services on behalf of our clients. As a digital agency with an integrated philosophy at its core, Birdwell Agency has the depth and breadth of experience to advise and create for a full range of integrated media, no matter what channel - and we can prove it.

Our client list includes global, national, regional and local brands that strive to be integrated into the lifestyles of their consumers. We provide consulting, strategy and execution for all aspects of our clients' marketing and advertising initiatives. From the initial stages of planning to the final deployment, we're ready with full-service strategy, development, management and fulfillment reporting. Birdwell Agency prides itself on housing a well-rounded staff of professionals skilled in the foundational areas of marketing and advertising - account support & client relations, creative - including print, video, web and interactive and marketing/PR staff. We're known for two things, brilliant creative and driving value to the bottom line - we treat both with equal diligence.

Agency Size

Today, Birdwell Agency has 12 full-time staff members and as many full-time freelance workers, meaning we are their biggest client and when we assign work it is given top priority. This relationship allows us to scale up or down easily depending on volume of output. All of the staff listed will work on this account. Birdwell Agency controls the size of its agency to ensure the quality of work and highest level of client satisfaction. The first thing you will hear from any Birdwell Agency client is that we always exceed expectations regarding pace of work and matters of budget. We've included a sheet of

capabilities and our innovative approach to message pathways and how we express deployment. We don't just create websites and send press releases - we use tactics as storytellers, messengers, connectors, builders and protectors of a brand.

Biographies of Key Agency Personnel

Jane Birdwell, President/CEO

A passion to do good work and the talent to make it happen is what you most commonly hear about Jane Birdwell. Selected as "Innovator of the Year" by the Pensacola Business Journal, she has the ability to engage and mentor rising talents while establishing solid relationships with senior and up-and-coming leaders. She is credited with being a strong consensus builder and is extremely knowledgeable in working with boards and committees.

A strong resume that includes producing television in the 8th largest market combined with owning and publishing the fastest growing magazine in the Southeast, Atlanta Citymag, gives Birdwell Agency an undeniable edge for generating editorial content people want to open, read and act on. Riding the wave of "generation web" in Atlanta was a solid foundation for understanding and utilizing technology. Jane is a nationally recognized interactive marketing pioneer. Jane spends her free time giving back to the community.

Christopher Rosario, Lead Videographer and Editor

A skilled Producer and Director, Christopher Rosario heads the videography department and specializes in HD video, Editing, and FX based applications to create compelling digital marketing for both a local and national level. Having an understanding in graphic design and animation and currently is working on an animated series during his off hours.

Chris's Skills and Proficiencies:

Adobe Suite CS 5 with emphasis in Photoshop, AfterEffects, and Premier

*Submittal Requirement Number One, Four and Nine stated on PG. 16 of RFP # 10-015: (1) Provide a description of your firm, including its founding and history; number of employees, service areas and, awards or other forms or recognition, (4) Name and qualifications of the individuals who will provide the requested services and a current resume for each, including a description of qualifications, skills, and responsibilities. The City is interested in professionals with experience serving small governmental entities and especially serving cities comparable in size to the City of Key West. (9) Explain proposer's workload capacity and level of experience commensurate with the level of service required by the City.

HD Videographer and Cinematography
Copywriting
Final Cut Pro Editing Sweet
Audio Design and Recording
GIF Animations
Producing and Directing
Voice Over Acting

Thomas Birdwell, Photographer

Thomas manages two photographers. Thomas is an award-winning and nationally recognized photographer. Thomas's images have appeared in exhibits and galleries, as well as extensive print media. His work has been published in Southern Living, Traveler, Coastal Living, Sweet Tea, Cooking Light and more. He specializes in architecture, still life and food photography.

The fact that Birdwell Agency is blessed with in-house still and video capabilities is an advantage that cannot be ignored. A constant hurdle in creative story-telling is the lack of visual and timely visuals. Our proximity to OC and knowledge of the area and assets allows us to react to both planned and unplanned opportunities that heighten consumer engagement.

Equipment and Proficiencies:
Canon EOS- Mark II Ds Digital Camera, 6.5 mega pixels
Highest resolution in any 35mm SLR camera
Canon lens from 28mm-250mm
Correct perspective lens for shooting architecture
Tungsten & Strobe Lighting equipment
Location & Studio Photography
Panasonic HVX200 and Canon XHA1 HD Cameras. 16x9 wide angle lens,
Final Cut Studio 2, Avid Express, Adobe Premiere Pro CS4.

Lauren Brown, Graphic Designer/Photographer

Lauren is a Graphic Designer and Photographer who specializes in creating brands that resound with clients as well as creating captivating photography that enhances the brand. Her specific

gift, the ability to turn raw creative ideas and dry research/strategy documents into meaningful brand communications and experiences.

Lauren earned an A.A.S in Graphic Design Technology and an A.A.S in Photographic Technology from Pensacola State College in Pensacola, FL. She is also currently working towards receiving her B.A.S in Graphic Design Technology and Management from Pensacola State College. Recently Lauren won two Gold Addy Awards at the local and National Level for design and photography work as well as having photography featured in the Pensacola International Airport Photography Installation. When not at work, Lauren enjoys photographing weddings and portrait sessions for locals in the Pensacola area.

Skills and Proficiencies:

Adobe Suite CS5/CS6 with emphasis in Photoshop, Illustrator and Indesign
Adobe Lightroom 3 Photo Processing
GIF Animations
Web Design and Editing
Social Media Administrator
Local and Studio Photography
Nikon D700 Digital SLR
50mm f/1.8 Nikkor Lense
AF-S DX NIKKOR 18-200mm f/3.5-5.6G ED VR II

Michael Dang, Senior Web Developer

Michael is the lead web developer for Birdwell Agency. Michael specializes in website design and development including graphic manipulation, animation, and programming. Born and raised in Pensacola, Florida, Michael graduated with a bachelor's degree in fine arts from the International Academy of Design and Technology in Orlando, FL as well as an A.A.S in Graphic Design Technology from Pensacola State College. Michael has previously worked in Orlando, FL at 352 Media Group designing and coding custom websites. His experience and knowledge enables him to create graphically creative website interfaces and innovative designs.

Proficiencies:

Interactive Applications: Adobe CS6 including: Fireworks, Photoshop, and Illustrator
Programming Languages: HTML/HTML5, CSS/CS3, and jQuery
Usability engineering, experience design
Visual Studio Express 2012, Wordpress, Joomla, Filezilla, Coda

Kevin Hamil, Senior Designer / Digital Media Specialist

Kevin specializes in web design and development including graphic manipulation, web programming and digital media strategies. He works with a team to create web solutions that increase online presence and streamlines user interactivity to yield optimum conversions.

Though he has over 12 years of extensive hands-on experience Kevin continues to grow in his craft, actively expanding his knowledge in the latest trends and innovative designs. His ability to design and develop dynamic websites, edit video and audio promotions, and create engaging graphic animations allows him to efficiently merge many aspects of digital media into a singular, cohesive strategy.

Programming Languages: XHTML, HTML, CSS, XML, PHP, JavaScript, jQuery.

Production Applications: Adobe CS5/CS6/CC - Photoshop, Illustrator, Premiere, After Effects, Flash, InDesign.

Angela Strawlitch, Accounts Manager

The Accounting Specialist will provide accounting support to major financial accounting areas, including the accounts receivable/payable desk, payroll processing, general ledger accounting, and account reconciliation. Birdwell Agency excels at financial reporting with public accounts.

Angela's Responsibilities:

Provide timely and accurate payment processing by processing accounts payable checks weekly.

Input credit and debits to the accounting system in support of the payables work.

Develop and maintain reports and files on the Accounts Payable processing.

Reconciliation of media campaigns and creation of lookbook to verify ad spend.

Weekly Invoicing and Trade Receivable follow-up.

Weekly credit card reconciliation.

Bi-monthly payroll processing.

Input general ledger entries for account changes.

Develop and maintain reports and files on asset and liability account balances.

Develop and maintain regular reports via the company's accounting system.

Qualifications:

B.S. Accounting/Finance

2-3 years experience in accounting or accounts payable desk.

Knowledge of GAAP accounting rules, regulations, policies and procedures.

Proven, solid Excel skills

Proficient in Quickbooks

Emma Tang, Lead Web Developer

Emma manages a team of two web developers. Emma specializes in website design and development including graphic manipulation, animation, and programming. Born and raised in Rochester, NY Emma graduated with a bachelor's degree in fine arts from Connecticut College and is currently pursuing her Masters in Information Technology from the Rochester Institute of Technology. Her experience and knowledge enables her to create graphically creative website interfaces and innovative designs.

Emma's Proficiencies:

Interactive Applications: Adobe Dreamweaver, Flash, Premier
Programming Languages: XHTML, HTML, CSS, XML, PHP, Java,

JavaScript

Print Applications: Adobe Photoshop, Adobe Illustrator, Adobe InDesign
Usability engineering, experience design.

Jack McGee, Copywriter

A veteran writer, Jack McGee brings more than two decades of deep and varied experience in concept and creative development to Birdwell Agency. Jack has handled assignments in every medium including print and collateral, web site development, TV and radio, as well as video scripts, feature article writing, speeches and other assignments.

Prior to joining Birdwell Agency Jack held copywriting positions at The Coca-Cola Company and Bigelow Advertising in Atlanta, GA. As a freelance writer, Jack worked with a variety of major corporations in Atlanta including Orkin, UPS, Kimberly Clark, Cox Communications, Ernst & Young, Georgia Pacific, The Atlanta Bariatric Center, Emory Hospital and Unisource Worldwide, as well as numerous mid-sized companies and agencies. Jack received his bachelor's degree in Journalism from the University of Georgia.

Tracy L. Downing, Web Media Strategist and Research Specialist

Tracy is a seasoned marketer with 20 solid years of experience on both the corporate and creative sides of the house. Clients value her ability to deliver innovation that offers bottom-line results through keen insight, creative business solutions, brand leadership, and an understanding of creative development and strategy.

As a corporate marketer, Tracy held marketing management positions with such esteemed companies as IBM, Drake Technologies and Sylvan Prometric. In those roles she gained invaluable experience in public relations, branding, market research and one-to-one marketing. During that time she co-wrote and published The Complete Guide to Certification for Computing Professionals with McGraw-Hill.

After leaving the corporate world, Tracy joined the respected brand and design firm, Yamamoto Moss. There she led the strategy and creative development on major client initiatives for Royal Caribbean International, Holland America Lines, Celebrity Cruises, the IRS, and Fortis Financial Group, among others. Since 2005 Tracy has worked as an independent consultant, conducting qualitative research and leading experience design projects for a diverse range of clients in travel and tourism, banking, and pharmaceuticals, among others. She has an intimate knowledge of qualitative market research, marketing communications, branding, and experience design.

Tracy graduated summa cum laude from Augsburg College in Minneapolis with a BA in Communications and pursued graduate studies at Northwestern University and the University of St. Thomas.

Megan Bildner, Public Relations Specialist

Megan manages two copywriters. Megan brings a strong public relations background to Birdwell Agency. She handles media relations, web site counsel, strategic counsel, and special events. Prior to joining Birdwell Agency in 2004, Megan was employed at Jackson Spalding in Atlanta. Stephanie worked on a wide variety of business-to-business and consumer public relations for clients including Delta Airlines, Orkin, McDonald's, BellSouth Mobility and Atlanta Children's Hospital.

Prior to her work in Atlanta, Megan worked with a central Florida public relations agency where she helped conceive and implement an initiative to makeover a Ronald McDonald House suite in honor of America's favorite boy band, 'NSYNC. She secured the band's live appearance for the room's unveiling and facilitated their interaction with the children staying at the house and the media. Megan consequently helped to earn the agency the National McDonald's 2000 Communications Best Bets Award for marketing and promotions.

Megan received her bachelor's degree in public relations from the University of Florida, where she graduated with honors as a member

of Golden Key National Honor Society. She also holds a master's degree in communications from Auburn University. Megan serves on Sacred Heart Hospital's Preemie Cup committee and is a lifelong resident of Pensacola.

Virginia Bell, Web Content Generator

Virginia Bell manages a team of two marketing assistants. Virginia works with Birdwell Agency's creative team to create effective public relations and marketing strategies. Her responsibilities include developing and managing media and community relations, marketing, advertising and special events for various campaigns. Virginia brings a strong communications background to Birdwell Agency.

Prior to joining the team, Virginia was employed by the Estée Lauder Companies in New York City as a Global Communications Associate for the La Mer and Prescriptives brands. Prior to her work in New York City, Virginia received her bachelor of science degree in human ecology and business from the University of Tennessee. Virginia serves on the Fiesta of Five Flags board and is a native of Pensacola.

Laurel Lindahl, Creative Director

Laurel is a creative director who specializes in creating brands that resound with the people who are meant to love them most. Her specific gift, the ability to turn raw creative ideas and dry research/strategy documents into meaningful brand communications and experiences, has come in fairly handy throughout her 14-year career in brand marketing.

As editorial director of Minneapolis-based brand design firm Yamamoto Moss, Laurel was schooled in the art of experience design by industry pioneers, Joe Pine and Jim Gilmore. While at the firm, in addition to designing memorable brand experiences for clients in the hospitality, tourism and luxury travel industries, Laurel created and/or managed brand voices for Royal Caribbean International, Celebrity Cruises, Tremblant Resorts, Proctor & Gamble, 3M, Northwest Airlines, and Target Archer Farms. Other clients include Target Corporation, General Mills, Sony, Virgin Pulse Wireless, Bixby

Energy, Boston Scientific, The Avon Foundation, Best Buy, MTV Networks, Beyoncé Knowles, P. Diddy, and Bank of America. Laurel earned a B.A. in English literature/writing from Bethel University in St. Paul, MN, and holds a certificate in fine art and graphic design from Parsons School of Design in New York. She can spot a typo at 50 feet, reads a book a week, and excels at parallel parking.

FACILITIES AND AVAILABILITY OF SUPPORT STAFF

Birdwell Agency is capable of providing art and copy production, photography and media buys, scheduling and placement all in-house. While Birdwell Agency does not provide printing services we have a network of printers that offer competitive pricing for promotional items. No aspect of this response will be partnered, subbed or shared by multiple agencies or individuals. Birdwell Agency is privileged to have one of the only in-house qualified staff with expertise in the following areas:

- Creative Development
- Programming
- Rich Media Design
- Copywriting
- Branded Search
- Graphic Design
- Email Marketing
- Public Relations
- Online Marketing
- Mobile Marketing
- Technical Specialists
- Affiliate Marketing
- Tracking, Analysis and Optimization
- Advertising Initiatives
- Audience Retargeting
- Photography, Studio and Location
- Creative Direction
- Videography
- Post-Production Services
- Brand Development
- Brand Storytelling
- Corporate Collateral
- Responsive Web Design
- Marketing Plan Development
- Social Media Initiatives
- 3D and Flash Animation
- Live Streaming Video
- Blog Posts
- Website Optimization
- Online Outreach
- Press Kits
- Press Releases
- Illustrations
- Product Flip books
- Facebook
- Twitter
- Pinterest
- YouTube
- LinkedIn
- Opt-in Email Campaigns
- Direct Mail
- Corporate Merchandising
- Video Clips/Movies
- Social and Industry Networking
- Electronic Newsletter Communication
- Google Analytics
- RFP Design Templates
- Media Buys

RECORD OF GOOD STANDING

Birdwell Agency is a certified woman-owned company in good standing with local, state and federal governments in terms of compliance with all applicable ordinances, statutes, and codes, including but not limited to fair labor practices, equal employment opportunity, environmental protection and licensing.

REFERENCES

Perdido Key Convention and Visitor's Bureau

Karen Sidel
Program Manager for Perdido Key
ksindel@cox.net
850-393-1218

Pensacola Beach Chamber

Nicole Stacey
Pensacola Beach Chamber of Commerce
penbeach@visitpensacolabeach.com
850-932-1500

Downtown Improvement Board

Ron Butlin
Downtown Pensacola
ronbutlin@downtownpensacola.com
850-434-5371

NO CONFLICT

There are currently no direct competitors nor do we anticipate pursuing any work that would conflict.



MARKETING & COMMUNICATION PROJECT APPROACH

Our approach to marketing is collaborative and focused. A fresh set of eyes on data, reports, input, opportunities, cannot be underestimated. Time-after-time, win-after-win, results are driven by our fresh perspective and tested process of aligning analysis and strategy alongside budget. Creating a plan based on logical tactical executions is what we do better than any other team. We're very skilled at figuring out what everyone agrees on. What are the initial opportunities that must be capitalized on and any pressing issues that need immediate attention? We take this knowledge and figure out how to stretch available dollars to deliver the most work that moves the needle in a positive direction. A comprehensive strategy is developed with phased concepts that can move around like pieces of a puzzle. This approach allows you the confidence that comes with a long-term view with the natural advantages of short-term flexibility. If you're looking for a one-size, cookie-cutter approach to marketing and awareness - we're not the right team.

We're all about strengthening the existing client team by using the most modern communication tools. This new generation of tools are easily maintained by people with all levels of technical proficiency. There's no hold out of information or how-to... Sometimes we are hired to create a plan and hand it off for execution by staff. Other times we're told to handle it all, which we are pleased to do. Mostly, the typical relationship falls someplace in between. Be confident from the second we onboard you can expect the highest level of professional transparency and attention to your account. It's who we are and how we work - a team approach between agency and client that produces world-class results.

Utilizing a client's existing resources allows us to hit the ground running, creating assets that are faster, stronger, better. Inventorying and reviewing your creative bank will give us a jumping off point. The conversation starts with assets already in use and grows into how we can expand, duplicate, build on and grow from. We end with creative consensus that has everyone focused on the desired outcomes.

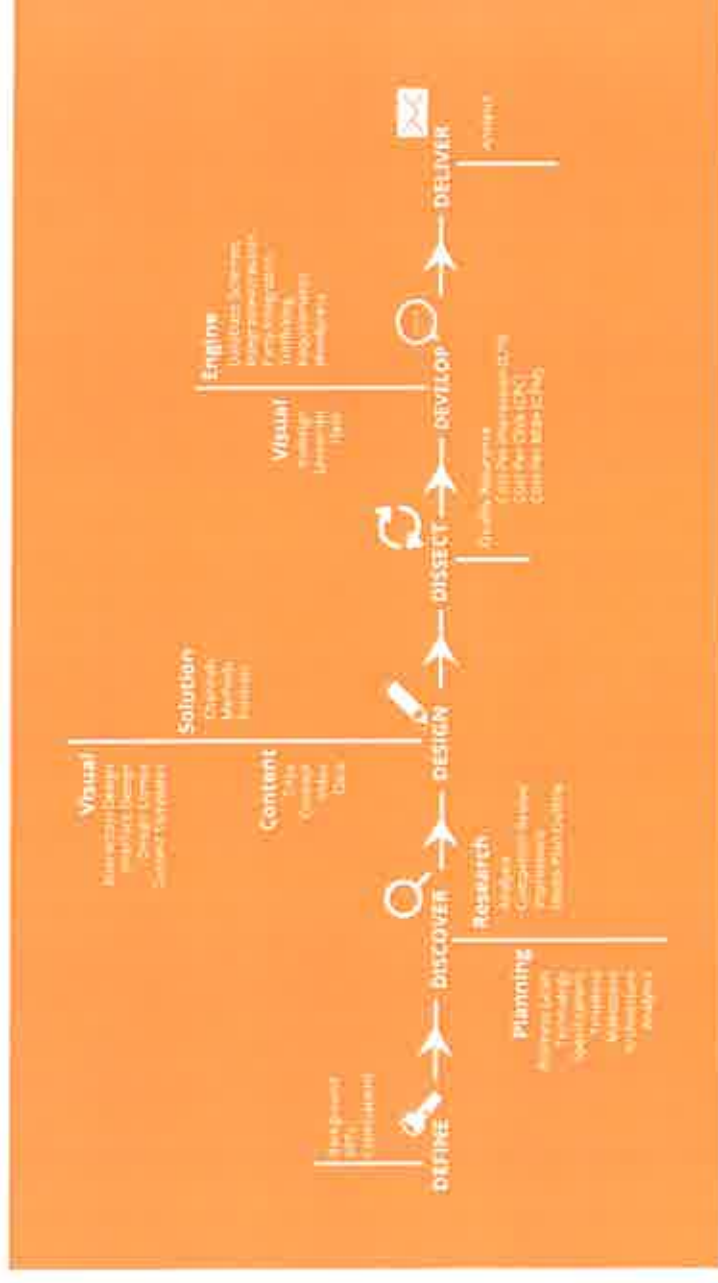
On the following pages we are pleased to share our work process, advertising process, campaign process and process for analyzing results. Process gives us a great sense of confidence in developing and executing strategy.

WORK PROCESS



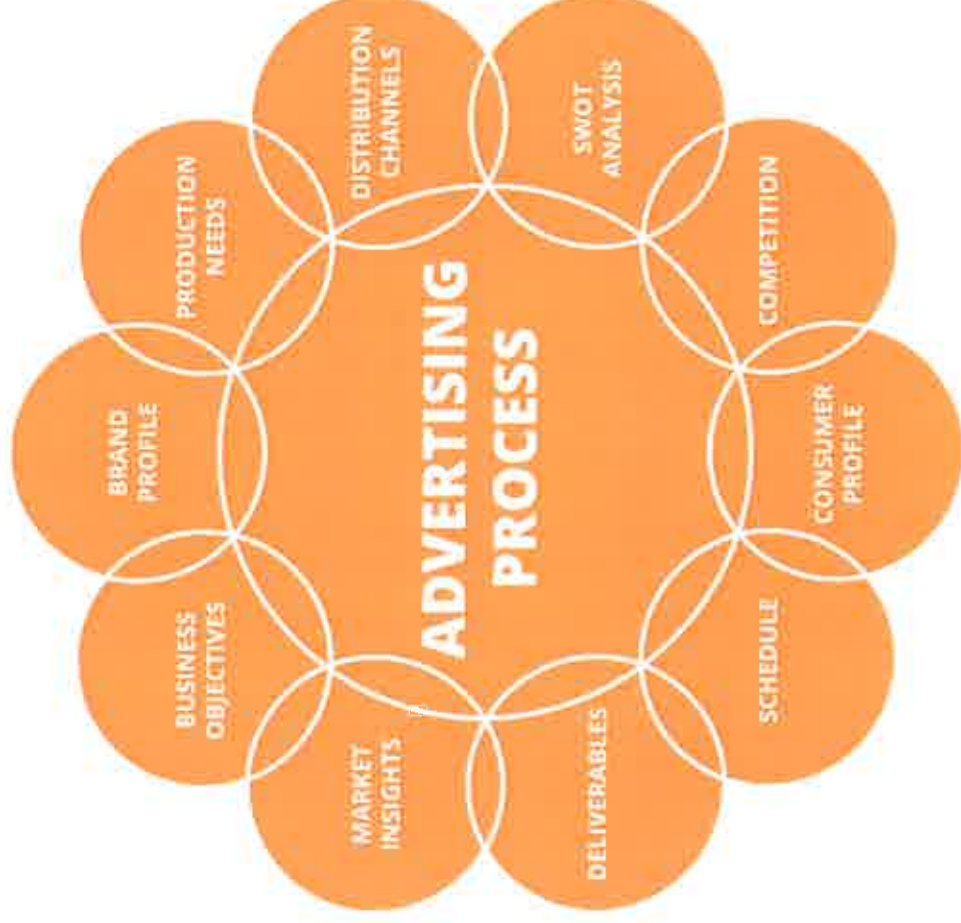
*Submittal Requirement Number Two and Five stated on PG. 16 of RFP # 10-015: (2) Provide a description of your work process. (5) Describe how the Proposer approaches marketing and communications projects. How do you assist clients in using existing resources and leveraging the work you provide for them?

CAMPAIGN PROCESS



*Submittal Requirement Number Five stated on PG. 16 of RFP # 10-015: Describe how the Proposer approaches marketing and communications projects. How do you assist clients in using existing resources and leveraging the work you provide for them?

ADVERTISING PROCESS



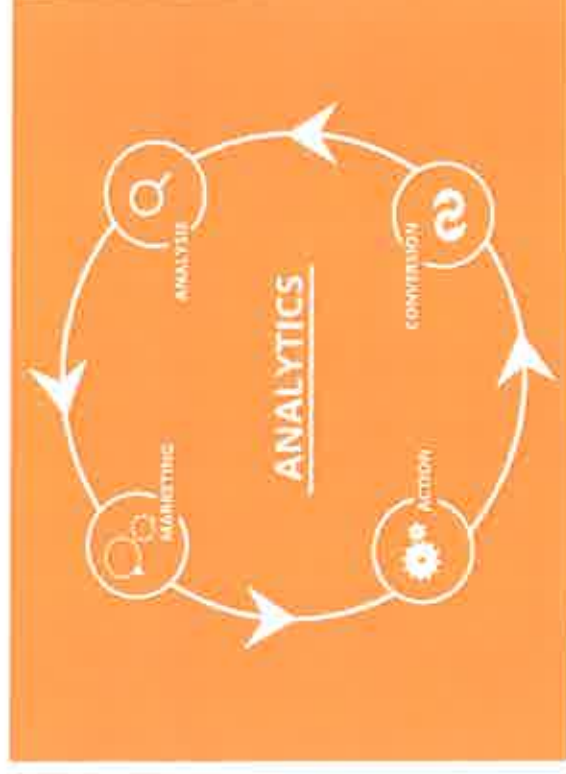
ANALYTICS

Birdwell Agency, unlike many other firms, sees analytics as more than just a way to review activity and performance. Rather, analytics is seen as a necessary starting point for any successful digital undertaking. Starting with a detailed understanding of your business objectives, several measurable and accountable Key Performance Indicators are developed to ensure that your goals are being reached.

Conversion is the driving force for web performance, and analytics is key to maximizing that conversion. Whether that pertains to lead generation, consumer self-service or other forms of e-commerce, Birdwell Agency measures every stat for the purpose of reaching the highest level of conversion.

We strongly believe in creating and tracking real-time KPI's to grow your reach and potential. Customized to each customer based on their specific needs, Birdwell Agency takes advantage of state-of-the-art privately held metrics, analysis and real time reporting to measure success.

Additionally, the agency uses Mongoose Metrics to track the company's return on marketing investment. Finally, the analysis is completed with phone conversion optimization.



*Submittal Requirement Number Seven stated on PG. 16 of RFP # 10-015: Submit three projects undertaken in the past three years (preferably for government clients of a size similar to the City) that involved services similar to the services listed in Scope of Services, of this RFP.

DOWNTOWN PENSACOLA

GOAL: Increase overall vibrancy and the number of year-round tourists and local resident visits to Downtown through event creation, stakeholder engagement and external messaging.

RESULTS: From 2010-2015 Birdwell Agency spearhead a renaissance of Historic Downtown Pensacola. Our success was measured and validated by an outside marketing research company specializing in quantitative and qualitative research. The numbers associated with the success of our program of work was unprecedented. Event attendance grew year over year, sponsorships grew, a record number of retailers and restaurants moved into the district and a cooperative promotional program was executed on a local, regional and national basis resulting in banner exposure. When third-party validation is not needed or desired, Birdwell Agency uses surveys, street teams, email, social emersion, online chatter and board/committee, stakeholder and public feedback to monitor success.

Birdwell Agency drove all marketing and advertising efforts and counts the growth and vibrancy of Downtown as a legacy account that changed an entire community for the better. The captions below elaborate on the depth of the scope of work.



Gallery Night - grew event and sponsorships from 6 nights to 12 and attendance from 3,000 to almost 15,000.



Pelican Drop - a free family fun event that brings over 60,000 locals and tourists to Downtown for the New Year's Eve Celebration.



Shop Sunday - an awareness program to showcase businesses open on Sunday while giving those not open an opportunity to beta test the environment.



Mobile - Airport advertising reminds tourists to include Downtown on their list of things to do.



Palefox Market - Boasts over 100 vendors and the driving force behind the explosion at Saturdays in Downtown.

REFERENCE

Ron Butlin

Executive Director of the Downtown Improvement Board

ronbutlin@downtownpensacola.com

850-434-5371



EAT. DRINK. SHOP. BE MERRY.

Holiday - a complete portfolio of must-attend events including an Elf Parade, Light-up Ceremony and Online Event and Shopping portal that makes Downtown holiday central.

CASE STUDY

PENSACOLA BEACH CHAMBER

GOAL: Extend traditional tourist season to attract diverse audience of visitors 12 months a year. Motivate local residents to visit the beach year-round.

RESULTS: Birdwell Agency had first hand involvement in securing celebrity appearances, storytelling, creating successful social media strategies, development and execution of electronic communication, placing media buys and more. Our success was measured through event attendance, hotel/resort reservations, stakeholder participation and campaign engagement. During ongoing and signature events, Birdwell Agency achieved 100% stakeholder participation, yearly attendance grew and a significant cost per visitor acquisition decreased. Success was determined through online analytics, engagement of banner ads, external electronic communication, event ticket sales and social media impressions. In addition, the cooperative effort of hotelier sponsors provided reservation, guest activity and expense analytics that detailed unparalleled yearly visitor increases during the extended season.

REFERENCE

Nicole Stacey

President/CEO Pensacola Beach
Chamber of Commerce
penbeach@visitspensacolabeach.com
850-932-1500



Taste of the Beach: Grew first time event into a signature "must-attend" event composed of celebrity chef competitions, live entertainment and kid-friendly activities. Taste of the Beach is a primary off-season festival bringing thousands of locals and visitors to Pensacola Beach and was recently named one of the top 20 events in the Southeast for September by the Southeast Tourism Society.



Go Irish on the Island: Over 20 beach restaurant & pub locations participating in an annual pub crawl that doubled in size year to year. Exponential growth of family based beach scavenger hunt. Overwhelming community participation and digital cross promotion via business websites and social media. Brand created from scratch, now a critically acclaimed and staple event in the community.



Art & Wine Festival: After exponential year over year growth, the festival currently features over eight are chefs, more than 50 wines and more than 20 artists.



Season Your Holidays: A complete array of unique holiday based events including toys for tots poker tournament, on-shored surfing Santa beach parade, kowabunga breakfast with surfing santa, cookie decorating, ugly xmas sweater pub crawl, three chances to catch New Year's eve fireworks and the polar bear plunge.

*Submittal Requirement Number Seven stated on Pg. 16 of RFP # 10-Q15: Submit three projects undertaken in the past three years (preferably for government clients of a size similar to the City) that involved services similar to the services listed in Scope of Services, of this RFP.

PERDIDO KEY CONVENTION AND VISITOR'S BUREAU

GOAL: Perdido Key, Florida desired to create a brand that differentiated their beach from other beaches along the Gulf Coast. Perdido Key hired Birdwell Agency to create a year round marketing campaign with specific target visitors and geographic targets.

RESULTS: Birdwell used innovative research tools to find look-a-like audiences in the target area most likely to visit Perdido Key. The digital foot-print was easily measured with modern analytic tools and a responsive website and social media campaign targeted the desired visitors. Events were created and expanded based on the visitors needs and wants, insuring expectations were exceeded. Tourism tax reported a net growth of 9-percent, covered the cost of the campaign more than ten-fold.

REFERENCE

Karen Sindel

Program Manager for Perdido Key

ksindel@cox.net

850-393-1218



A responsive website made it easy to access via phone, tablet or desktop. The visitor experience and chamber business shared the precious real estate nicely.



Banner ads mirrored words our look-a-like audience campaign used to describe themselves producing more than banner results.



Interactive tabs revealed specials which were connected to and changed to compliment availability of lodging sponsors.



Digital, print and lots and lots of co-promotion among stakeholders drove quick results.

*Submittal Requirement Number Seven stated on PG. 16 of RFP # 10-015: Submit three projects undertaken in the past three years (preferably for government clients of a size similar to the City) that involved services similar to the services listed in Scope of Services, of this RFP.

PRICING STRUCTURE

We understand the vigors that comes with public dollars. Our back-of-house accounting has an impeccable reputation regarding reporting, compliance and transparency on spent dollars.

Birdwell Agency also offers the following hourly rates if preferred by the client:

Creative/Media Production	\$125/hour or not to exceed project budget amount
Planning and Marketing Research	\$75/hour or not to exceed project budget amount
Public Relations	\$125/hour or not to exceed project budget amount
Video Production	\$125/hour or not to exceed project budget amount
Media Strategy and Purchasing	\$70/hour or not to exceed project budget amount
Administrative/Clerical	\$40/hour or not to exceed project budget amount
Original Photography	\$125/hour or half/whole day rates

*Submittal Requirement Number Eight stated on PG. 16 of RFP # 10-015: Provide hourly rates or other fee structures for the services listed in Scope of Services, of this RFP.

SUBCONSULTANTS

At this time, we don't see a need for consultants outside of our agency and extended family of partners, vendors and suppliers. Our team performs a full evaluation when responding to a request of this nature and we feel confident we have the right team in place to deliver BIG. We are excited about using local talent for photographs and video as a driver of social buzz. Connecting has never been easier or faster with free technology like; Go to Meeting, Skype, Lync, text and email - we're always just a call or click away.

USE OF LOCAL BUSINESSES AND MARKETS

In our team evaluation, engagement and cross promotion between agencies, stakeholders, media and local and surrounding businesses was a hot spot of rich opportunity. One of our first tasks if selected will be to arm those most likely to promote us with the tools to do so. Does Visit Florida have great pictures and video? What easy contest or event can we promote or create to attract major media sponsors? Does our website and social media use the strengths of local business to strengthen our events calendar? Once we onboard further exploration of actual cooperative advertising campaigns will be possible. The local community is ALWAYS the best source of good ideas but sometimes they're just too close to it to see the full potential. We find that transparency and delivering good results is a way to keep the local community involved. We have a stellar reputation of community engagement, committee process and board cooperation.

*Submittal Requirement Number Eleven and Twelve stated on PG. 16 of RFP # 10-015. . Explain proposer's facilities and availability of support staff. (11) A list of the tasks, responsibilities, and qualifications of any sub-consultants proposed to be used on a routine basis. (12) Describe your proposed use of local businesses and markets in and around the lower Keys. Include the steps you have taken in the past to support local business and promote community involvement as well as the steps you would take if selected for this project.

REQUIRED FORMS

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 26 day of August 2015.

(SEAL)

Birdwell Photography & Multimedia Inc.
Name of Corporation

By Jana Birdwell
Title CEO
Attest Secretary



19

MARKETING SERVICES
KEY WEST HISTORIC SEAPORT
PROFUSAL BUREAU OF DOCUMENTS

20

MARKETING SERVICES
KEY WEST HISTORIC SEAPORT
ANTI-KICKBACK

ANTI-KICKBACK AFFIDAVIT

STATE OF Florida)
COUNTY OF Volusia) 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: Jane B.

Sworn and subscribed before me this 21 day of August 2015.

NOTARY PUBLIC, State of Florida at Large

Dub. J. P.
My Commission Expires:



REQUIRED FORMS

Cost as determined by client

THE FOLLOWING WILL BE SUBMITTED WITH THE PROPOSAL

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

Marketing Plan (Cost as determined by client) Graphic Design & Production of Advertising/Communication Materials (Cost as determined by client)
Brand Identification (Cost as determined by client) Media Strategy Implementation and Media Buys (Cost as determined by client)
Strategic Marketing Communications & Brand Support (Cost as determined by client) Digital Presence Evaluation, Social Media Strategy & Website Update (Cost as determined by client)

SUBCONTRACTORS

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

Name _____
Street _____ City _____ State _____ Zip _____
Name _____
Street _____ City _____ State _____ Zip _____
Name _____
Street _____ City _____ State _____ Zip _____

PROPOSER

The name of the Proposer submitting this Proposal is _____
_____ doing business at _____

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MARKETING SERVICES
KEY WEST HISTORIC SEAPORT
PROPOSAL SUBMITTAL REQUIREMENTS

*We are incorporated in the State of Florida and this form does pertain to us.

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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:

If Sole Proprietor or Partnership

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

Signature of Proposer

Title

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MARKETING SERVICES
KEY WEST HISTORIC SEAPORT
PROPOSAL SUBMITTAL REQUIREMENTS

REQUIRED FORMS

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 Birdwell Photography & Multimedia Inc.
(Name of entity submitting sworn statement)
whose business address is 125 West Romana Street Pensacola, FL 32502

and (if applicable) its Federal Employer Identification Number (FEIN) is 57-1180220

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

3. My name is Jane Birdwell
(Please print name of individual signing)
and my relationship to the entity named above is CEO

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 entitruist, 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, writ 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, nojury
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.)

REQUIRED FORMS

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.)

Jane Birrell
(Signature) 8-21-15
(Date)

STATE OF Florida
COUNTY OF Essex

PERSONALLY APPEARED BEFORE ME, the undersigned authority,

Jane Birrell, who, after first being sworn by me, affixed his/her,
(Name of individual signing)

Signature in the space provided above on this 21 day of August, 2015.

My commission expires:



Debra L. Pittman
NOTARY PUBLIC

CITY OF KEY WEST INDEMNIFICATION FORM

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

CONSULTANT:

Birdwell Photography and Multimedia Inc.

SEAL:

125 W Romana Street, Pensacola, Florida

Address

Jane Birrell
Signature

Jane Birdwell

Print Name

CEO

Title

DATE: August 20, 2015

REQUIRED FORMS

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:

- 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.
- Maintains a workforce of at least 50 percent of its employees from the city or within 30 miles of its boundaries.
- 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 _____ Phone: _____
Current Local Address: _____ Fax: _____
(P.O. Box numbers may not be used to establish status)

Length of time at this address: _____

Signature of Authorized Representative _____ Date: _____

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 _____

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MARKETING SERVICES
KEY WEST HISTORIC SEAPORT
LOCAL VENDORS FORM

*Not a local VENDOR pursuant to Ordinance 09-22 Section 2-798. As reflected in past projects the Birdwell Agency will utilize local businesses and markets in and around the lower keys (if desired by the committee).

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EQUAL BENEFITS FOR DOMESTIC PARTNERS AFFIDAVIT

STATE OF _____)
COUNTY OF _____ : SS
_____)

I, the undersigned hereby duly sworn, depose and say that the firm of _____ 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

_____ Day of _____, 2015.

NOTARY PUBLIC, State of _____ at Large

My Commission Expires: _____

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MARKETING SERVICES
KEY WEST HISTORIC SEAPORT
DOMESTIC PARTNERS AFFIDAVIT

*We do not believe this document pertains to the response, but support all equal rights issues.

REQUIRED FORMS

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CONE OF SILENCE AFFIDAVIT

STATE OF Florida)
COUNTY OF Essex : ss

I, the undersigned hereby duly sworn depose and say that all owner(s), partners, officers, directors, employees and agents representing the firm of Biodiesel Photography & Multimedia Inc. 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).

June P.
Sworn and subscribed before me this

21 Day of August, 2015.

Dubois P.

NOTARY PUBLIC, State of Florida at Large

My Commission Expires:



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MARKETING SERVICES
KEY WEST HISTORIC SEAPORT
CONE OF SILENCE

Thank You.

birdwellagency

Birdwell Agency | 125 W. Romana St. Ste. 222 | Pensacola, FL 32502 | 850.432.2761 | www.birdwellagency.com