

**City of Key West, Florida**  
**Request for Proposal - # 23-001**  
**Transit Bus Advertising**  
**April 26, 2023**



52 Tuscan Way, 202-133 | St. Augustine, FL 32092

Patrick Mency, CEO and PRESIDENT  
Phone: 855-552-3624 | [patrick@fueloutdoor.com](mailto:patrick@fueloutdoor.com)

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## COVER LETTER

April 14, 2023

City Clerk  
City of Key West  
1300 White Street  
Key West, Florida 33040

RE: RFP # 23-001 Transit Bus Advertising

Dear City of Key West,

For more than 15 years, only one disadvantaged business enterprise outdoor advertising company has been the prominent firm in the management of Outdoor Advertising Programs: FUEL Media Holdings. Our Company is well-known and respected in a vast majority of municipalities, including North Florida, Georgia, Louisiana, Indiana, Ohio, and South Carolina. We are known for the consistent quality of our products, high maintenance standards, and strong financial stability. Additionally, we actively participate in the community, joining local civic organizations like the Chamber of Commerce in each city where we operate. Most importantly, the key personnel who make up our organization remain consistent over the long term. Our partners, owners, and managers have worked together for more than seven years. FUEL is eager to provide our expertise and dedicated staff to the City of Key West. Our proposal summarizes our experience in successfully conducting similar operations in other municipalities. It demonstrates our firm's abilities to service the City of Key West's needs at a level far superior to that of our competitors.

FUEL has contracts providing bus advertising services in several municipalities. In all our cities, we provide a menu of products and services unmatched in the industry. Furthermore, we have a proven track record in outdoor advertising sales. Our performance in advertising sales also greatly assists the local businesses who usually cannot afford high-priced billboards and other forms of media. Our current advertisers will provide testimony to the success of their outdoor advertising campaigns. Our management team has over 80 years of combined experience dealing with contractual and service issues common to municipal environments. We have assembled a team of superior managers and staff members to implement these services. FUEL Media Holdings principals are intimately involved in the day-to-day operations in each city. This allows for a level of focus that the City of Key West can only receive from our firm. We invite a close examination of our service history. It will show our vision, competence, and commitment to excellence in all our endeavors.

On behalf of myself and the entire FUEL team, we are committed to this project and trust this proposal meets with your approval. Thank you for the opportunity to submit our proposal, and we look forward to engaging in a long-term partnership with the City of Key West, its citizens, and local businesses. Please feel free to contact me for any additional information.

Respectfully submitted,



Patrick Mency

CEO and PRESIDENT | Fuel Media Holdings, LLC

52 Tuscan Way, 202-133 | St. Augustine FL 32092 | [patrick@fueloutdoor.com](mailto:patrick@fueloutdoor.com)

## QUALIFICATIONS OF FIRM

### MISSION STATEMENT

We exist to deliver superior services and extraordinary financial returns to our clients, transit partners and members. We act as a vital resource for our public transportation partners.

### OUR GUIDING PRINCIPLES

- Maximize revenue and growth for our transit partners
- Deliver the highest quality service to our customers
- Respond promptly to our customers' needs and those of our transit partners
- Maintain the highest degree of integrity and professionalism
- Continue to innovate and create new products and services
- Demonstrate financial accountability

### ADVERTISING EXPERIENCE

FUEL delivers financial returns while enhancing the reputation of our transit authority partners for more than twelve years. Our experience and dedicated resources consistently result in greater revenues for the transit agencies we serve. We will have an exclusive focus for the City of Key West's Advertising Program market area. There are no conflicts between competing multimedia interest and the services we provide.

### UNIQUE MARKET ADVANTAGES

- Sales strategy of long-term local sales in addition to regional and national sales.
- Existing sales and operations team dedicated to the City of Key West
- Fully integrated services providing a turn-key program for successful transit advertising





# QUALIFICATIONS OF FIRM

Fuel Media Holdings has recorded continuous revenue growth over the last ten years. As of March 2023, our company owns or operates more than 2,000 advertising displays throughout the United States in 25 municipalities.

## COMPANY DESCRIPTION

Years in business: 15

Principal contact: Patrick Mency, CEO and President  
52 Tuscan Way, 202-133 | St. Augustine, FL 32092  
855-552-3624 | patrick@fueloutdoor.com

As a result of Superior Service, FUEL Media Holdings has been awarded the following contracts:

### INDIANA

2019 Gary, IN (RFP Award)/ Buses & Shelters

### OHIO

2019 Toledo, OH (RFP Award)/ Benches

### LOUISIANA

2018 Lake Charles, LA (RFP Award)/ Buses, Benches & Shelters

### GEORGIA

2016 Hinesville, GA (Sole Source)/ Benches & Shelters  
2017 Walthourville, GA (Sole Source)/ Benches  
2019 Macon-Bibb County, GA (Sole Source)/ Benches & Shelters

### FLORIDA

2009 Callaway, FL (Sole Source)/ Benches  
2009 Baldwin, FL (Sole Source)/ Benches  
2010 Lake County, FL (RFP Award)/ Buses  
2010 Escambia County, FL (RFP Award)/ Buses, Benches & Shelters  
2011 Pensacola, FL (Sole Source)/ Benches & Shelters  
2014 Clay County, FL (Sole Source)/ Buses & Benches  
2014 Green Cove Springs, FL (Sole Source)/ Benches  
2016 Hilliard, FL (Sole Source)/ Benches  
2017 Fernandina Beach, FL (Sole Source)/ Benches  
2018 Bay County, FL (RFP Award) Buses  
2019 Palatka, FL (Sole Source)/ Benches  
2021 Palm Bay, FL (RFP Award)/ Benches & Shelters  
2022 Volusia County, FL (RFP Award) Benches & Shelters

### COLORADO

2021 Grand Junction, CO (RFP Award)/ Buses, Benches & Shelters

### MARYLAND

2022 Gaithersburg, MD (RFP Award)/ Shelters

### TEXAS

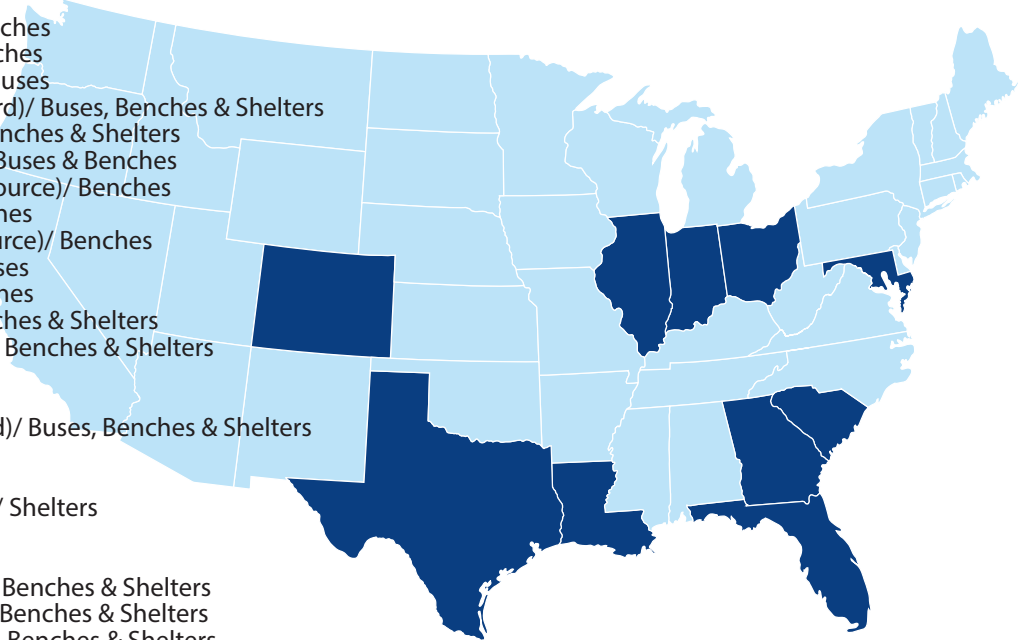
2021 Killeen, TX (RFP Award)/ Buses, Benches & Shelters  
2021 Belton, TX (RFP Award)/ Buses, Benches & Shelters  
2021 Temple, TX (RFP Award)/ Buses, Benches & Shelters  
2021 Harker Heights, TX (RFP Award)/ Buses, Benches & Shelters  
2021 Copperas Cove, TX (RFP Award)/ Buses, Benches & Shelters

### SOUTH CAROLINA

2021 Sumter County, SC (RFP Award)/ Buses & Shelters

### ILLINOIS

2022 Crest Hill, IL (RFP Award)/ Benches



## QUALIFICATIONS OF FIRM



### CITY OF LAKE CHARLES

NICHOLASE HUNTER  
MAYOR

1155 Ryan Street • P.O. Box 900  
Lake Charles, LA 70602-0900 (337)  
491-1253 • FAX (337) 491-1335

DEPARTMENT OF  
PUBLIC WORKS  
Transit Division

#### Letter of Reference for FUEL Media Holdings

January 8, 2023

To whom it may concern:

I am writing as a business reference to offer a formal recommendation for FUEL Media. FUEL Media has been our outdoor advertising agency for over three years, and we are in the process of extending the agreement with them now. They manage advertising for our transit, bus shelters and bus benches. Over the years, I have seen their growth and development in the industry. The owners, Patrick Mency and Cheryl Anderson often perform local site visits to check personally on the quality of work and review field operations.

As our outdoor advertising agency, FUEL Media has significantly increased our business and outdoor product sales. We are now experiencing a wait list for advertising spaces on our buses. We have received no complaints or issues from our existing advertising customers. In addition, they are very timely in delivering the monthly sales revenue reports and revenue payments. The wrap installers that they send to our site are professional and get the job done within the timeframes we have allocated for the buses to be out of service.

FUEL Media has the unique positioning of being a DBE in the outdoor advertising agency. They have helped us meet our DBE goals without compromising any service standards or deliverables. They have the expertise and experience of a large-scale agency with the responsiveness, character, and true partnership that any company would want.

In the future, if I can be of any assistance in giving more information about FUEL Media, please feel free to contact me.

Sincerely,

A handwritten signature in black ink, appearing to read "Al Hoover".

Mr. Al Hoover  
Transit Manager, City of Lake Charles  
1155 Ryan Street

Lake Charles, LA 70601 (337) 491-1253

Al.hoover@cityoflc.us

## QUALIFICATIONS OF FIRM



November 7, 2022

To whom it may concern:

I would like to take the opportunity to offer a formal recommendation for FUEL Media Holdings. We have partnered with FUEL for 5 years as our transit advertising agency. FUEL has developed our outdoor advertising program into a successful program with positive sales revenue to the Bay County Transportation Planning Organization. During this partnership, FUEL has learned the importance of the transit vehicles assets as well as the important and vital services it offers the citizens of Bay County, Florida.

Here are a few milestones accomplished:

- Currently 100% sold of the fixed route bus inventory with full wrap buses
- Currently 70% sold of the on-demand bus inventory
- 90% retention rate of renewal contracts with existing advertising vendors
- Secured a host of local businesses.
- Joined and retain membership with the Bay County and Panama City Beach Chamber of Commerce.

FUEL is eager to provide excellent customer. Their quick responsiveness and personal attention to details and problem solving has helped us have a successful program each year of our agreement. They have developed a great working relationship with our staff and our current Bay County advertising clients. They are a proven partner you can count on.

Please feel free to contact me for any additional information.

Respectfully,

A handwritten signature in blue ink, appearing to read "Lamar Hobbs", written over a blue rectangular stamp area.

Mr. Lamar Hobbs  
Transit Program Administrator



1010 Cone Avenue  
Panama City, Florida 32401

(850) 769-0557  
BaywayTransit.org

## QUALIFICATIONS OF FIRM



November 7, 2022

Re: Letter of Reference for FUEL Media Holdings

Dear Proposal Review Committee:

I am pleased to submit this letter of recommendation for FUEL Media Holdings. For the past 3 years, FUEL has understood the complex business aspects of transit advertising and even during a world-wide pandemic, they worked hard and were eager to provide the best-in-class service that GPTC has come to rely on.

At the beginning of the partnership, we all faced the unprecedented challenges of maintaining operations during a global pandemic that affected us all. Thanks to the business alignment with FUEL, we persevered despite the impact on the outdoor transit industry. We worked together and gained a unique understanding of the need to evaluate budgets and seek cost-effective business solutions that helped streamline operations and add value to the outdoor transit opportunities for GPTC throughout the region.

FUEL demonstrated its commitment to providing exceptional value to the GPTC advertising program. Some of their proven creative and executable transit accomplishments include:

- Implemented a new product offer High Visible Advertising Columns at the Adam Benjamin Metro Center.
- Utilize paratransit buses and bus shelters for advertising panels.
- Secured several new local businesses to invest in advertising space with the GPTC, which assist in growing the economy for Gary and surrounding communities.
- Joined the Gary and Crossroads Chambers of Commerce and used memberships for outreach
- Sponsored Gary Chamber Luncheons to increase awareness of GPTC advertising program.
- Established a local presence with FUEL staffers working in the community.

FUEL has the unique distinction of being the only disadvantage business enterprise outdoor advertising company. That impressed us and we benefited from that experience in the work they performed. When compared to our previous vendor relationships, FUEL has operated at a superior level. The partnership FUEL has been a win-win for both our companies and for the Northwest Indiana citizens and local businesses. We appreciate the opportunity to provide this letter of support.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "David Wright".

Mr. David Wright  
Director of Planning and Marketing  
Gary Public Transportation Corporation  
[PlanningManager@gptcbus.com](mailto:PlanningManager@gptcbus.com)  
219-885-7555

Corporate Office  
100 West 4th Avenue | Gary, IN 46402  
[garytransit.com](http://garytransit.com) | 219.885.7555

Operations Facility  
2101 W. 35th Avenue | Gary, IN 46402  
219.884.6100

## **QUALIFICATIONS OF FIRM - DBE Certification Letter**

FUEL Media Holdings, LLC  
25 N Market St, 117  
Jacksonville, FL 32202

In Re: DBE Firm Certification

Dear Patrick Mency,

The Jacksonville Transportation Authority (JTA) is pleased to announce that your firm has been certified as a Disadvantaged Business Enterprise [DBE] in Florida, under a Unified Certification Program [UCP] in accordance with 49 CFR, PART 26.

DBE Certification is continuing from the date of this letter and will conclude on the anniversary date of your firm's certification. Continued certification and participation in the DBE program is contingent upon your firm renewing its eligibility annually through this office. You will be notified in advance of your obligation to continue eligibility in a timely fashion. Failure of your firm's recertification will result in immediate action to decertify the firm.

Your firm's listing in the Florida Department of Transportation's Florida Unified Certification Program is affirmation of your firm's continued certification. This listing can be accessed via the internet at:

<https://fdotxwp02.dot.state.fl.us/EqualOpportunityOfficeBusinessDirectory/CustomSearch.aspx>

Please be advised that DBE Certification is subject to actions by governmental agencies that can impact the disadvantaged status of DBE firms. Be further advised that your DBE Certification with the Florida Department of Transportation dually certifies your firm with all Florida UCP Members. DBE Certification is NOT a guarantee of work, but enables the firm to compete for and perform contract work on all USDOT Federal Aid (FAA, FTA & FHWA) projects in Florida as a DBE contractor, sub-contractor, and consultant / sub-consultant or material supplier.

Original Certification Date  
April 4, 2016

Certification Renewal Date  
April 4, 2023

If at any time there is a material change in your firm, including, but not limited to name change, principal ownership, officer, Directors, scope of work performed, daily operations, affiliations with other businesses, individuals or physical locations of the firm, you must immediately notify this office in writing. Notification of the aforementioned circumstances should include all applicable supporting documentation. Upon this Authority's receipt of your amendment(s) you will receive necessary instructions.

## **QUALIFICATIONS OF FIRM - DBE Certification Letter**

NAICS 541850: ADVERTISING SERVICES, INDOOR OR OUTDOOR DISPLAY  
NAICS 541850: BILLBOARD DISPLAY ADVERTISING SERVICES  
NAICS 541850: BUS DISPLAY ADVERTISING SERVICES  
NAICS 541850: DISPLAY ADVERTISING SERVICES  
NAICS 541850: INDOOR DISPLAY ADVERTISING SERVICES  
NAICS 541850: OUTDOOR ADVERTISING  
NAICS 541850: OUTDOOR DISPLAY ADVERTISING SERVICES  
NAICS 541850: TRANSIT ADVERTISING SERVICES

### **FDOT SPECIALTY CODE(S) & DESCRIPTIONS**

Indoor and Outdoor advertising. Bus Bench Installation and Maintenance.

Questions or concerns should be directed to this office by mail or telephone. Our telephone number is 904-633-8533 / Fax 904-630-3166.

Sincerely,

Ken Middleton  
Director, Diversity & Equity Program

If you have any questions please email us at [jtafla@dbesystem.com](mailto:jtafla@dbesystem.com).

Jacksonville Transportation Authority  
Senior Manager, Diversity & Equity Program  
<http://www.jtafla.com/>  
(904) 632-5275 or 633-8533

Accordingly, your firm may compete for and perform work on all USDOT Federal Aid projects throughout Florida that receive credit for works performed in the following areas:

NAICS



## QUALIFICATIONS OF STAFF

As will be seen from the resumes of FUEL Media Holdings key staff members, our company has unusual depth of managerial experience. We have the knowledge and diverse skills that outdoor advertising projects require; from understanding and interpreting local conditions, working with communities, manufacturing know-how, and vetting local contractors.



**PATRICK MENCY**  
CEO and PRESIDENT/ Co-owner

Patrick Mency has over 20 years of sales, field operations, and management experience. Prior to FUEL, Patrick was a Co-Partner with the nation's largest bench advertising company. The company holds contracts throughout the United States provided bench & shelter advertising for numerous cities. Patrick sold his shares to launch Fuel Media Holdings.

As an expert in local laws, Mency also worked with other outdoor advertising companies, traveling across the country to help that firm forge successful partnerships with municipalities throughout the U.S. He is consistently sought after to help other towns and cities interested in streetscape programs to help write RFP's and educate local governments about the sometimes intricate process of granting such rights while helping to revitalize small businesses and increase city revenue.



**CHERYL ANDERSON**  
VICE PRESIDENT / Co-owner

Cheryl joined as co-owner in January 2016. She brings over 30 years of consulting, training, and managing complex projects experience. Her responsibilities include marketing planning and campaigns, market research, and identifying new business opportunities. Cheryl works with our diverse business clients in developing marketing strategies for aggressive growth of their brand within their advertising budgets. In addition, she is responsible for the advertising sales production and the hiring and training of our sales team. Cheryl oversees all transit advertising programs to monitor our sales goals and revenue projections.

Cheryl previously worked as an Administrator with the City of Tallahassee working in customer and field services operations, implementing new product and services for improving the customer's experience. Cheryl has managed and coordinated services for a Marketing Services Program which included recruiting new businesses to join; retaining and building relationships to assist with their marketing campaigns and implementation strategies in the Florida market.

Cheryl holds a Bachelor of Science Degree in Marketing from the Krannert School of Management, Purdue University.

## QUALIFICATIONS OF STAFF



**RHEA MENCY**  
**VICE PRESIDENT OPERATIONS**

Rhea oversees the implementation of all internal processes, inventory management, and office management. Rhea manages the installation of bus benches and bus shelters in all markets. Her knowledge and understanding of required permitting on a state and local level provide for a seamless transition from any current advertising program to our new bus bench design advertising program.

She has a Bachelor of Science Degree in Construction Management Engineering from Purdue University.



**LARRY WRIGHT**  
**NATIONAL AND REGIONAL ACCOUNTS EXECUTIVE**

Larry brings over 30 years of leading national, local sales and marketing experience to FUEL. He is responsible for negotiating all national and regional sales accounts. Larry has worked in the radio and billboard advertising sector of the advertising industry. He has overseen sales operations, programming sales, and marketing. He has served as the General Manager for many radio stations including ESPN Radio and as the Director of Sales for Cumulus Broadcasting. He has been the creator and producer for commercial radio and TV advertisements.



**DAMON SCHOOLEY**  
**DESIGN DEVELOPMENT**

As a graphic designer with over 15 years of experience, Damon has partnered with six outdoor advertising companies to develop design solutions for thousands of clients. He oversees the design and printing process for more than 5,000 advertising sites ranging from national brands to small independently owned businesses. Using effective communication skills, Damon works closely with clients to create striking layouts that best convey an advertiser's message. Whether it's adhering to the brand standards of an established company or developing a brand identity from scratch, it is done with great attention to detail. His creativity will help to deliver aesthetically pleasing designs to the project.

Damon holds a Bachelor of Science Degree in Graphic Design and Communication from LaRoche University.

## QUALIFICATIONS OF STAFF



### **KASSANDRA CHANDLER**

#### **DIRECTOR OF DIGITAL/SOCIAL MEDIA STRATEGIES**

Kassandra is responsible for the social media and marketing direction of FUEL. In addition, Kassandra is responsible for the redesign of our website. She oversees the planning and execution of all social media campaigns leading to an increase in sales. Kassandra provides innovative solutions and right-sized technology services for FUEL. She is an accomplished information technology executive with an extensive career leading the digital transformation at a variety of private and public sector organizations. Kassandra is also founder and principal consultant at Systematic Design Consultants LLC, an information technology firm. As a Chief Information Officer consultant, Kassandra is an industry subject matter expert in leading overall strategy, execution, and management of technology investments and operations.

Kassandra holds a Bachelor of Science in Management from the Krannert School of Management, Purdue University.



### **JOSH COCKRELL, MPP**

#### **BUSINESS DEVELOPMENT**

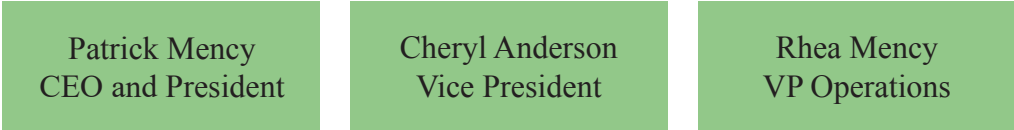
Josh has more than 10 years of experience in providing economic development and government relations consulting for public agencies, nonprofit organizations, and businesses throughout Northeast Florida. He provides research and business development and strategic planning for FUEL to achieve our strategic business goals. Prior to working with FUEL, he was Director of Economic Development for Gilmore Hagan Partners where he represented a variety of clients including Jacksonville Airport Authority, Jacksonville Transportation Authority, St. Johns County Industrial Development Authority, and many others. Josh other past experiences include coordinating a capital campaign for a new hospital in Clay County and serving as Director of Marketing and Community Relations.

Josh holds a Masters degree in Public Policy from Jacksonville University, Jacksonville, Florida and a Bachelor of Arts in Political Science from the College of Charleston, Charleston, South Carolina.

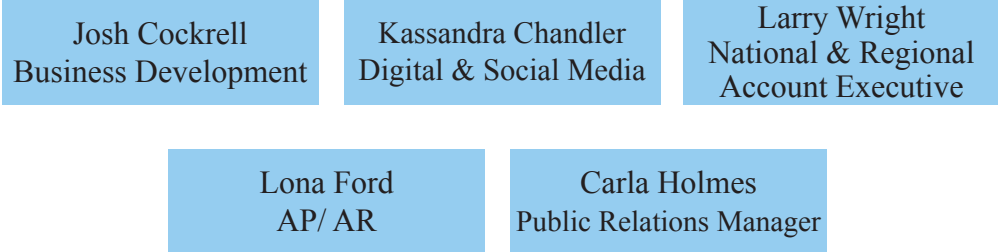
# QUALIFICATIONS OF STAFF

FUEL Team Organization  
The organization chart depicted below lists key personnel.

## EXECUTIVE TEAM



## MANAGEMENT TEAM



## SUPPORT TEAM



## **BUSINESS / MARKETING / SALES**

### **Installation and Maintenance Procedures**

FUEL will provide experienced, knowledgeable personnel to fulfill our installation duties for the City of Key West throughout the contract term.

FUEL installers have undergone thorough training to ensure that transit vehicles are treated with the greatest care possible.

FUEL's installers have pre-posting and inspection procedures for each vehicle while taking extra precautions not to cover bus numbers, branding and identification, and other critical information.

- **3M Fleet Graphic Materials:** FUEL has almost exclusively used 3M products or similar materials. All of our installers have extensive training in 3M Graphic Materials.
- **Maintaining advertising inventory:** FUEL maintains an up-to-date inventory record showing the current number of buses available as well as the specific products that are displayed both on the interiors and exteriors of buses. FUEL's advertising inventory record includes the effective contract dates for each display, including the expiration date for each contract.
- **Scheduling:** FUEL is experienced in all scheduling aspects, including extreme weather conditions. We aim to establish and maintain mutually beneficial relations with the City of Key West shop personnel.
- **Application and removal of advertising:** FUEL will replace an expired advertising copy with an advertisement of the same size or clean the surface to the pre-installation condition. FUEL will not layer advertisement panels on the buses and will ensure that panels are free from wrinkles, blisters, or similar defects. In addition, the advertisements will be straight against the vehicle contour lines and appear sharp.
- **Timeliness:** FUEL's standard maintenance program includes regular bus yard inspections. When a display needs maintenance, our installation, and production staff quickly respond to repair the damage and get the ad reinstalled and working for the customer.

FUEL has a fully staffed sales and operations team. In all of our markets, we will provide all necessary sales and operations staff to complete the contract requirements.

FUEL has a proven track record of managing multiple contract transitions. We work closely with the authority's personnel to ensure advertisements meet the authority's standards and provide the highest quality posting through expert sign applicators and the best vinyl materials available. In addition, we work with various suppliers to obtain the best products for our clients and the Transit Authority.

## **BUSINESS / MARKETING / SALES**

**Market Manager:** The FUEL market manager will be the primary contact for the City of Key West and will manage office staff and relationships with vendors and clients. The manager will monitor sales initiatives to achieve acceptable utilization of advertising space and ensure that the client's advertising campaign meets the guidelines proposed by the City of Key West and maximizes market revenue.

**Sales Manager:** The FUEL sales manager will coordinate the day-to-day sales operations for the City of Key West and manage relationships with vendors and clients. The manager will monitor all leading market sales initiatives to achieve acceptable utilization of advertising space, monitor all potential sales to ensure all clients fit within the acceptable guidelines proposed by the City of Key West, and assure maximum revenue for the market.

**Operations Manager:** The fuel operations manager is experienced in transit advertising and relations with installation vendors and will manage the installation and removal of displays, chart inventory, report inspection, maintenance, repairs, photograph displays, and provide proof of performance reports.

**Sales Administration:** Experienced in transit advertising sales support, our administrative personnel will record and report the sales activity in our internal system, including the advertiser's name, contact, credit terms, invoice date, billing amounts, and contract period. Additionally, they will assist sales staff and provide marketing support as needed.

**FUEL will enforce the standards of City of Key West's advertising policy. We will pursue quality clients and advertisers and mitigate those advertisers or content that may conflict with the City of Key West policies.**

**Quality Control:** Inspection and maintenance of advertising displays will be monitored by staff. For example, suppose it is noticed that repairs are needed. In that case, staff will provide the advertiser's name, display type, and corresponding bus number to the operation manager, and an inspection will follow.

**Inspection:** Track down the bus needing repair and inspect the problem area. Document bus number and advertiser, photograph, and relay to administration and account executive to gather information on printer vendor used and contract duration.

**Estimate Solution:** Estimate whether the entire display needs replacing or a partial display may be applied to repair. The solution will be based on the display's size and the contract's duration.

**Reporting capabilities:** Once executed, the advertising contract will be reviewed by administrative staff to ensure all information is properly completed and will require approval by the market manager. Once approved, the contract will be entered into our reporting system, and the following information will be recorded:

- Name of advertiser
- Billing contact information
- Contract period



## **BUSINESS / MARKETING / SALES**

- Displays purchased
- Billing periods and amounts
- Invoice dates

After the contract is entered into the reporting system, the contract will be given to the operations manager to chart inventory. The operations manager will record the following information in the internal database:

- Contract start date installation date
- Display types
- Quantity of displays

The operations manager will monitor the progress of printing and shipping and report any changes to the internal charting spreadsheet, admin, and account executive. If there is any change to the contract start date, the administration will reflect the change in the revenue reporting system. When displays are shipped, operations will place the job on the installation schedule given to the subcontractor. Once displays are shipped to the installation facility (vendor), the displays are inspected and then installed according to the installation schedule.

Once displays are installed, photographs of advertisements will prepare a proof-of-performance (POP) report for company records and our clients. The POP report will contain the following information:

- Advertiser and campaign name
- Account executive name
- Contract start date and installation date
- Display types or shelters
- Bus numbers corresponding with displays
- Photographs of displays on buses or shelters

The admin and operations reporting systems will record and report the information required by the City of Key West, including advertising names, invoice dates, billing periods, collections, contract periods, total sales, billings, revenues, locations of all advertising posted, and photographs.

Reports are generated to include but are not limited to the following:

- Monthly reconciliation reports by:
  - Mode
  - Showing type
  - Advertiser
  - Start date
  - Duration
  - Quantities
  - Inventory usage

## **BUSINESS / MARKETING / SALES**

- Gross revenue

FUEL will work with the City of Key West to ensure that all reports required for this contract will be 100% satisfactory.

We have great partnerships with each Transit Authority in all our transit advertising markets. The principles of FUEL work with each authority's marketing and accounting department to ensure that we are generating maximum sales and that the Transit Authority receives prompt, on-time payments and reports that reflect the requirements of each contract.

FUEL's operations manager will be accountable for managing inventory control and posting reports in compliance with all advertising clients. Inventory is kept on a per bus and shelter basis to ensure that the timely posting, removal process, and space availability are maintained on an ongoing basis.

### **Design Services**

FUEL's design team is available to each client to create or assist in designing their advertisements. The staff will make changes to fit existing artwork to our transit formats, answer any questions regarding templates and production, and offer advice and tips for creating dynamic, successful transit advertisements. Designing for transit is often very challenging. Balancing the concept and content while maintaining high visibility is imperative to the ad campaign's success. FUEL's design team specializes in design for transit and the adaption of existing ads and branding for billboards and other media platforms to the transit medium.

### **Sales and Marketing Plan**

FUEL has a basic philosophy that carries over to each market area and is the key to our success. That philosophy is –Transit Advertising Works! We will bring this message to potential advertisers when representing the City of Key West.

Our philosophy is to generate enthusiasm about the product we sell by being enthusiastic about the product itself. As dedicated transit advertising professionals, we must believe in the product and exude this enthusiasm to potential clients.

Our marketing philosophy entails that we are not selling signs but RESULTS. We help our advertising customers meet their objectives in reaching people and creating awareness for products and services in the City of Key West market. We seek out those categories of potential advertisers we know through our vast experience that benefit from transit advertising. We have identified key categories such as healthcare, education, entertainment, retail, media, law firms, insurance agencies, and real estate agencies that have annual budgets for investing in outdoor advertising.

How will FUEL work to increase sales yearly for the City of Key West?

## **BUSINESS / MARKETING / SALES**

1. We have dedicated transit advertising sales professionals. In each market, we operate to represent the transit authority as the only product we sell. We do not represent multimedia formats like some larger media companies where dollars could be allocated to where it best suits their bottom line, not yours.
2. Advertising on and in the City of Key West vehicles will be our sole business in the City of Key West market. We will position your products against the other media formats, focusing on maximizing market reach and frequency of exposure.
3. We will position the creative capabilities and unique public interaction that advertising on the City of Key West buses will provide marketers. No medium brings the advertiser's message to the people where they live, work and play like transit advertising.

### **Local Sales**

Local sales are the backbone of any market. Our goal is to maximize our sales relationships on the local level. It starts with having a sales team with intimate knowledge of the local market. This knowledge of the market and how the City of Key West buses and facilities interact with the public within that market makes us experts at showing potential clients how we create successful transit advertising campaigns.

Two ways to secure local dollars are through ad agencies/media buying companies and direct sales. We focus on both elements. Our sales team will work to ensure that all advertising agencies and media buying companies in the local market are being serviced and are aware that FUEL is the transit advertising contractor.

### **Expectations**

FUEL's sales philosophy is "prospect smarter, not harder." While we do not rule out anybody as a potential client (within the City of Key West's guidelines), we prospect with a purpose. Instead of blindly making phone calls and usually never getting past the gatekeeping, we require our team to do their homework and learn about the businesses and organizations in the market area. For example, researching companies that are growing and seeking a more robust advertising strategy in the future. We want our team to know in detail what is happening in the communities we serve. We want to be the first in the door to discuss opportunities for promoting the campaign on the City of Key West buses far in advance. In transit advertising, thinking six months or more out when securing business helps to make the advertising program more successful.

We also have expectations that despite today's reliance on the internet and email for contact with customers, we seek to develop personal relationships with clients where possible. It is in building these personal relationships that can sway media decisions as to where to spend their advertising dollars.

# BUSINESS / MARKETING / SALES

## Regional and National Sales Plan

Regional sales are handled similarly to National sales, with the local sales team having more input for regional sales. Immediately upon award, our Regional and National Account Executive will personally reach out to our regional and national ad agencies and media buying companies. In addition, we will create regional/national promotional materials to disseminate through the market.

Our Executive Team will ensure we do not miss out on potential national and regional dollars. Upon the RFP Award, our action plan will include email blasts notifying our national contacts that FUEL is now handling the City of Key West's market. We will follow up with materials, including rate cards, coverage maps, and demographic information. This effort will ensure that key national and regional representatives know whom to call for this market.

## Para –Transit Advertising Strategy

Many of our competitors have a limited vision that only large buses attract potential customers. At FUEL, we see every vehicle as an opportunity to inform communities regarding local businesses and increase sales revenue. In addition, we see Paratransit vehicles as an opportunity for small and local businesses to get into the outdoor advertising space by purchasing lower-cost advertising.

The Paratransit buses serve as moving billboards for small businesses to invest in the growth and development of their business. These vehicles with wrap advertisement priced at an affordable rate of \$250-\$500 per month(depending on the market area pricing) will increase the economic vitality of local businesses and potentially generate additional annual gross sales revenue.



# PROMOTIONAL LITERATURE

## Sample Media Kit

**GPTCII**  
GARY PUBLIC TRANSPORTATION CORPORATION

**MEDIA KIT**  
Serving Cary & Northwest Indiana

**FUEL**  
OUTDOOR MEDIA

### WHY TRANSIT ADVERTISING?

Nothing does it like an advertisement on the bus! You can't tune it out. You can't change the channel. You can't zap it with the remote. You can't ignore it by taking a different route. You aren't bundled together for a :10 second spot that fits their schedule but not yours.

- REACH - No other media puts you in front of more people.
- FREQUENCY - Potential customers see your ad - over and over.
- HIGH VISIBILITY - Face it. A bus is hard to miss.
- DELIVERY - Buses deliver your ad to where potential customers are.
- ALL DAY EXPOSURE - Day! No :10 second or :30 seconds here.
- EYE-LEVEL - Attention grabbing ad delivers your message to potential buyers.
- INESCAPABLE - Bus ads command attention. You can't tune them out.
- ATTENTION GRABBING - Rolling Billboards create instant recognition.

### Moving Billboards

Circulating in the busiest areas of cities, bus advertising offers exposure to local commuters, drivers and pedestrians. These 'moving billboards' are displayed on the bus exterior and come in a variety of sizes and high-impact formats to reach your audience. Available in various sizes and formats, from side panel displays to fully wrapped buses. Transit advertising can deliver exposure where other Out-Of-Home (OOH) advertising may be prohibited.

### Continuous Exposure Year Round

Wrap the entire Bus with your ad to make a dramatic impact. Bus ads move throughout residential and core business areas, delivering your message throughout the marketplace all day, every day. This continuity builds consumers' familiarity with your company and brand. Bus ads are great for branding campaigns, which typically run for at least one year.

### Capture the Market

Use a high quantity of smaller Bus ads to saturate the market in a short amount of time. Bus ads are highly effective for announcing new products, seasonal specials or short term advertising campaigns. These ads can run for a period of time (typically 3 to 6 months). Bus ads capture consumers' attention so they act upon a particular promotion immediately.

### OOH Benefits

Consumers are steadily on-the-go, and they see Out-Of-Home ads along the way. Nielsen's recent study revealed that not only do consumers notice Out-Of-Home ads, but they take action after seeing them.

**83%** of people who notice OOH ads also notice the ad's message.  
37% notice the message most/all of the time.  
46% notice the message some of the time.

**80%** of consumers have noticed an OOH ad in the past month.  
62% notice an OOH ad each week.

- 61% DIGITAL BILLBOARD
- 54% BUS AD
- 45% STREET LEVEL AD
- 33% SHELTER AD

### Out-Of-Home Advertising Connects to Mobile

Participants reported the following actions on their smartphone in response to OOH ads (in the past month):

- 13% SEARCHED ONLINE ABOUT THE ADVERTISER
- 23% ACCESSED A COUPON OR DISCOUNT
- 22% VISITED THE ADVERTISER'S SITE
- 13% DOWNLOADED OR USED AN APP
- 13% TOOK A PHOTO OF AN AD

SOURCE: NIELSEN 2016 OOH STUDY

### Advertising Coverage

**GPTCII**  
GARY PUBLIC TRANSPORTATION CORPORATION

**Advertising Coverage**

Map showing advertising coverage areas in Cary, Indiana, including routes and locations.

Legend:

- 1. Downtown Cary
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### Products

**Full Bus Wraps**  
Full wrap buses combine the size of a billboard with market penetration and eye level impact - decided advantages of Bus Advertising.  
These large broadcast mediums draw attention to your message and reach active on-the-go consumers in the marketplace.

**King Kong**  
High traffic counts combined with extra large size give your message high visibility. These displays stand out from traditional mediums with large, distinctive graphics. They provide coverage from street level to street level, spanning the height of a bus.



# PROMOTIONAL LITERATURE

## Sample Media Kit

**King Wrap**  
King wraps offer superior eye-level coverage and penetration, reaching commuters, workers and areas where traditional outdoor media is limited or unavailable. The ultimate mass reach medium, Exterior Bus Advertising is the most cost-effective and most efficient form of advertising available today.

**Queen Wrap**  
Queen size bus ads offer superior eye-level coverage and penetration, reaching commuters, workers and areas where traditional outdoor media is limited or unavailable. The ultimate mass reach medium, Exterior Bus Advertising is the most cost-effective and most efficient form of advertising available today.

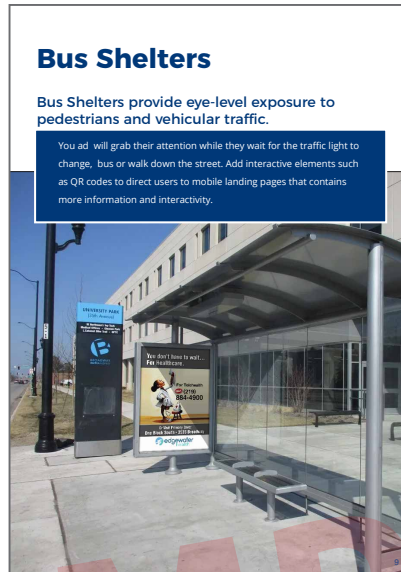
**Tail**  
High-impact Tailight Displays establish brand awareness. Mounted for maximum visibility, this format reaches pedestrians while also commanding the attention of drivers. This product is located on the rear of the bus, commands the attention of passersby as they are located at eye level in heavily populated areas.



### Bus Shelters

Bus Shelters provide eye-level exposure to pedestrians and vehicular traffic.

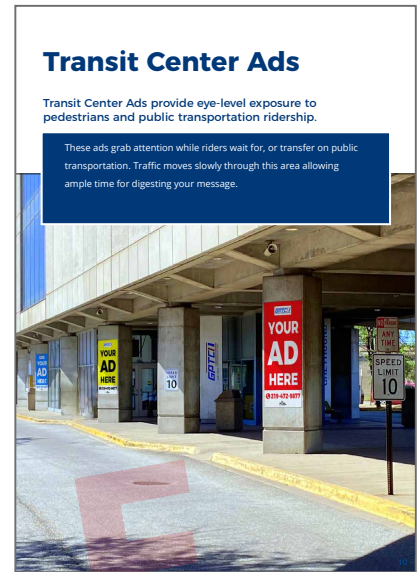
You ad will grab their attention while they wait for the traffic light to change, bus or walk down the street. Add interactive elements such as QR codes to direct users to mobile landing pages that contains more information and interactivity.




### Transit Center Ads

Transit Center Ads provide eye-level exposure to pedestrians and public transportation ridership.


These ads grab attention while riders wait for, or transfer on public transportation. Traffic moves slowly through this area allowing ample time for digesting your message.









### Transit Advertising Data



Annual Ridership: 785,218  
Annual Total Miles: 954,756 per year  
GPTC provides fixed route transit in Gary and nine other communities in Northwest Indiana.



### Advertising Options

|   |   |
|---|---|
| <br>Full Wrap<br>(Both Sides & Back) | <br>King Kong          |
| <br>King                             | <br>Tail               |
| <br>Bus Shelters                     | <br>Transit Column Ads |



**CALL  
YOUR LOCAL  
SALES REP  
TODAY!**

**219.472.9877**





## **REQUIRED CERTIFICATIONS**


**ANTI-KICKBACK AFFIDAVIT**

STATE OF FLORIDA

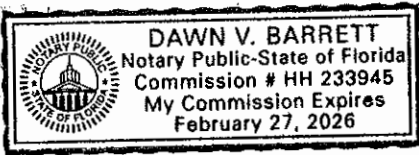
COUNTY OF DUVAL

I the undersigned hereby duly sworn, depose and say that no portion of the sum herein response will be paid to any employee 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: Patrick Mency



Sworn to (or affirmed) and subscribed before me by means of [] physical presence or [] online notarization, this ~~April 14~~ day of April, 2023, by Patrick Mency



(NOTARY SEAL)



(Signature of Notary Public- State of Florida)

Dawn V Barrett

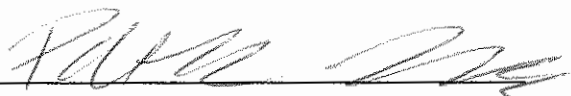
(Name of Notary Typed, Printed, or Stamped)

Personally Known  OR Produced Identification   
Type of Identification Produced \_\_\_\_\_

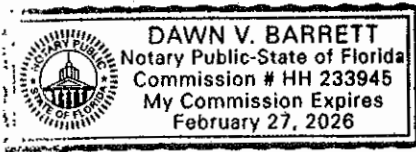
**NON-COLLUSION AFFIDAVIT**

STATE OF FLORIDA  
COUNTY OF DUVAL

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

BY: Patrick Mercy 

Sworn to (or affirmed) and subscribed before me by means of  physical presence or  online notarization, this 14 day of April, 2023, by Patrick Mercy



(NOTARY SEAL)

  
\_\_\_\_\_  
(Signature of Notary Public- State of Florida)

Dawn V Barrett  
\_\_\_\_\_  
(Name of Notary Typed, Printed, or Stamped)

Personally Known  OR Produced Identification \_\_\_\_\_

Type of Identification Produced \_\_\_\_\_

**SWORN STATEMENT PURSUANT TO SECTION 287.133(3)(A)**  
**FLORIDA STATUTES, ON PUBLIC ENTITY CRIMES**

THIS FORM MUST BE SIGNED AND SWORN TO IN THE PRESENCE OF A NOTARY PUBLIC OR OTHER OFFICIAL AUTHORIZED TO ADMINISTER OATHS,

1. This sworn statement is submitted for Patrick Mency, CEO and President  
(print individual's name and title)

by Fuel Media Holdings, LLC  
(print name of entity submitting sworn statement)

whose business address is 52 Tuscan Way, 202-133 St. Augustine, FL 32092

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

47-3026032

(if the entity has no FEIN, include the Social Security Number of the individual signing this sworn statement): \_\_\_\_\_

2. 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 of the United States, including, but not limited to, any bid or contract for goods or services to be provided to any public entity or an agency or political subdivision of any other state or of the United States and involving antitrust, fraud, theft, bribery, collusion, racketeering, conspiracy, or material misrepresentation.

3. I understand that "conviction" as defined in Paragraph 287.133(1)(g), 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 or information after July 1, 1989, as a result of a jury verdict, nonjury trial, or entry of a plea of guilty or nolo contendere.

4. 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 agent who are active in the management of an affiliate. The ownership by one person of shares constituting a controlling interest

in another person, or a pooling of equipment of 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.

5. I understand that a "person" as defined in Paragraph 287.133(1)(e), Florida Statute 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 a public entity. The term "person" includes those officers, directors, executives, partners, shareholders, employees, members, and agents who are active in management of an entity.
6. Based on information and belief, the statement which I have marked below is true in relation to the entity submitting this sworn statement (indicate which statement applies).

    x     Neither the entity submitting this sworn statement, or any of its officers, directors, executives, partners, shareholders, employees, members, or agents who are active in the management of the entity, nor any affiliate of the entity has been charged with and convicted of a public entity crime subsequent to July 1, 1989.

           The entity submitting this sworn statement, or one or more of its officers, directors, executives, partners, shareholders, employees, members, or agents who are active in the management of the entity or an affiliate of the entity has been charged with and convicted of a public entity crime subsequent to July 1, 1989.

           The entity submitting this sworn statement, or one or more of its officers, directors, executives, partners, shareholders, employees, members, or agents who are active in the management of the entity or an affiliate of the entity has been charged with and convicted of a public entity crime subsequent to July 1, 1989. However, there has been a subsequent proceeding before a Hearing Officer of the State of Florida, Division of Administrative Hearings and the Final Order entered by the Hearing Officer determined that it was not in the public interest to place the entity submitting this sworn statement on the convicted vendor list (attach a copy of the final order).

I UNDERSTAND THAT THE SUBMISSION OF THIS FORM TO THE CONTRACTING OFFICER FOR THE PUBLIC ENTITY IDENTIFIED IN PARAGRAPH ONE (1) ABOVE IS FOR THAT PUBLIC ENTITY ONLY AND, THAT THIS FORM IS VALID THROUGH DECEMBER 31 OF THE CALENDAR YEAR IN WHICH IT IS FILED. I ALSO UNDERSTAND THAT I AM REQUIRED TO INFORM THE PUBLIC ENTITY PRIOR TO ENTERING INTO A CONTRACT IN EXCESS OF THE THRESHOLD AMOUNT PROVIDED IN SECTION 287.017, FLORIDA STATUTES, FOR THE CATEGORY TWO OF ANY CHANGE IN THE INFORMATION CONTAINED IN THIS FORM.

[Signature]  
(SIGNATURE)

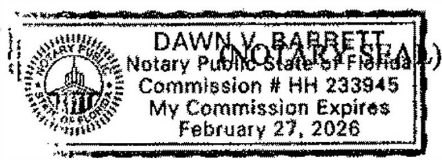
April 14, 2023  
(DATE)

STATE OF FLORIDA

COUNTY OF DUVAL

Sworn to (or affirmed) and subscribed before me by means of  physical presence or  online notarization, this 14 day of April, 2023, by Patrick Morisy

[Signature]  
(Signature of Notary Public- State of Florida)



Dawn V. Barrett  
(Name of Notary Typed, Printed, or Stamped)

Personally Known  OR Produced Identification

Type of Identification Produced \_\_\_\_\_

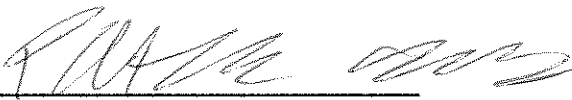


**EQUAL BENEFITS FOR DOMESTIC PARTNERS AFFIDAVIT**

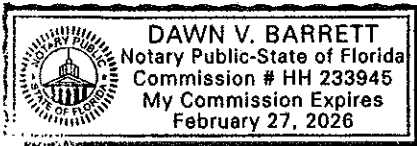
STATE OF FLORIDA

COUNTY OF DUVAL

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

By: Patrick Mency 

Sworn to (or affirmed) and subscribed before me by means of [] physical presence or [] online  
notarization, this 24 day of April, 2023, by Patrick Mency



(NOTARY SEAL)

  
(Signature of Notary Public – State of Florida)

Dawn V. Barrett  
(Signature of Notary Public – State of Florida)

Personally Known  OR Produced Identification \_\_\_\_\_

Type of Identification Produced \_\_\_\_\_

**CONE OF SILENCE AFFIDAVIT**

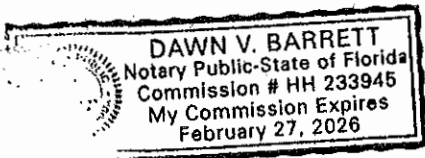
**Pursuant to City of Key West Code of Ordinances Section 2-773 (attached below)**

STATE OF FLORIDA  
COUNTY OF DUVAL

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

*Patrick Macey*  
(signature)  
April 14, 2023  
(date)

Sworn to (or affirmed) and subscribed before me by means of [  ] physical presence or [  ] online notarization, this 14 day of April, 2023, by Patrick Macey



(NOTARY SEAL)

*Dawn V. Barrett*  
(Signature of Notary Public -- State of Florida)  
*Dawn V. Barrett*  
(Signature of Notary Public -- State of Florida)

Personally Known  OR Produced Identification \_\_\_\_\_  
Type of Identification Produced \_\_\_\_\_

**Sec. 2-773. Cone of Silence.**

- (a) *Definitions.* For purposes of this section, reference to one gender shall include the other, use of the plural shall include the singular, and use of the singular shall include the plural. The following definitions apply unless the context in which the word or phrase is used requires a different definition:
- (1) *Competitive solicitation* means a formal process by the City of Key West relating to the acquisition of goods or services, which process is intended to provide an equal and open opportunity to qualified persons and entities to be selected to provide the goods or services. Competitive solicitation shall include request for proposals ("RFP"), request for qualifications ("RFQ"), request for letters of interest ("RFLI"), invitation to bid ("ITB") or any other advertised solicitation.
  - (2) *Cone of silence* means a period of time during which there is a prohibition on communication regarding a particular competitive solicitation.
  - (3) *Evaluation or selection committee* means a group of persons appointed or designated by the city to evaluate, rank, select, or make a recommendation regarding a vendor or the vendor's response to the competitive solicitation. A member of such a committee shall be deemed a city official for the purposes of subsection (c) below.
  - (4) *Vendor* means a person or entity that has entered into or that desires to enter into a contract with the City of Key West or that seeks an award from the city to provide goods, perform a service, render an opinion or advice, or make a recommendation related to a competitive solicitation for compensation or other consideration.
  - (5) *Vendor's representative* means an owner, individual, employee, partner, officer, or member of the board of directors of a vendor, or a CONTRACTOR, lobbyist, or actual or potential subcontractor or sub-CONTRACTOR who acts at the behest of a vendor in communicating regarding a competitive solicitation.
- (b) *Prohibited communications.* A cone of silence shall be in effect during the course of a competitive solicitation and prohibit:
- (1) Any communication regarding a particular competitive solicitation between a potential vendor or vendor's representative and the city's administrative staff including, but not limited to, the city manager and his or her staff;
  - (2) Any communication regarding a particular competitive solicitation between a potential vendor or vendor's representative and the mayor, city commissioners, or their respective staff;
  - (3) Any communication regarding a particular competitive solicitation between a potential vendor or vendor's representative and any member of a city evaluation and/or selection committee therefore; and
  - (4) Any communication regarding a particular competitive solicitation between the mayor, city commissioners, or their respective staff, and a member of a city evaluation and/or selection committee therefore.
- (c) *Permitted communications.* Notwithstanding the foregoing, nothing contained herein shall prohibit:

- (1) Communication between members of the public who are not vendors or a vendor's representative and any city employee, official or member of the city commission;
  - (2) Communications in writing at any time with any city employee, official or member of the city commission, unless specifically prohibited by the applicable competitive solicitation.
    - (A) However, any written communication must be filed with the city clerk. Any city employee, official or member of the city commission receiving or making any written communication must immediately file it with the city clerk.
    - (B) The city clerk shall include all written communication as part of the agenda item when publishing information related to a particular competitive solicitation;
  - (3) Oral communications at duly noticed pre-bid conferences;
  - (4) Oral presentations before publicly noticed evaluation and/or selection committees;
  - (5) Contract discussions during any duly noticed public meeting;
  - (6) Public presentations made to the city commission or advisory body thereof during any duly noticed public meeting;
  - (7) Contract negotiations with city staff following the award of a competitive solicitation by the city commission; or
  - (8) Purchases exempt from the competitive process pursuant to [section 2-797](#) of these Code of Ordinances;
- (d) *Procedure.*
- (1) The cone of silence shall be imposed upon each competitive solicitation at the time of public notice of such solicitation as provided by [section 2-826](#) of this Code. Public notice of the cone of silence shall be included in the notice of the competitive solicitation. The city manager shall issue a written notice of the release of each competitive solicitation to the affected departments, with a copy thereof to each commission member, and shall include in any public solicitation for goods and services a statement disclosing the requirements of this ordinance.
  - (2) The cone of silence shall terminate at the time the city commission or other authorized body makes final award or gives final approval of a contract, rejects all bids or responses to the competitive solicitation or takes other action which ends the competitive solicitation.
  - (3) Any city employee, official or member of the city commission that is approached concerning a competitive solicitation while the cone of silence is in effect shall notify such individual of the prohibitions contained in this section. While the cone of silence is in effect, any city employee, official or member of the city commission who is the recipient of any oral communication by a potential vendor or vendor's representative in violation of this section shall create a written record of the event. The record shall indicate the date of such communication, the persons with whom such communication occurred, and a general summation of the communication.
- (e) *Violations/penalties and procedures.*
- (1) A sworn complaint alleging a violation of this ordinance may be filed with

the city attorney's office. In each such instance, an initial investigation shall be performed to determine the existence of a violation. If a violation is found to exist, the penalties and process shall be as provided in section 1-15 of this Code.

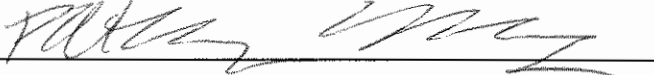
- (2) In addition to the penalties described herein and otherwise provided by law, a violation of this ordinance shall render the competitive solicitation void at the discretion of the city commission.
- (3) Any person who violates a provision of this section shall be prohibited from serving on a City of Key West advisory board, evaluation and/or selection committee.
- (4) In addition to any other penalty provided by law, violation of any provision of this ordinance by a City of Key West employee shall subject said employee to disciplinary action up to and including dismissal.
- (5) If a vendor is determined to have violated the provisions of this section on two more occasions it shall constitute evidence under City Code section 2-834 that the vendor is not properly qualified to carry out the obligations or to complete the work contemplated by any new competitive solicitation. The city's purchasing agent shall also commence any available debarment from city work proceeding that may be available upon a finding of two or more violations by a vendor of this section. (*Ord. No. 13-11, § 1, 6-18-2013*)

**VENDOR CERTIFICATION REGARDING  
SCRUTINIZED COMPANIES LISTS**

|  |                  |                   |
|--|------------------|-------------------|
| Respondent Vendor Name: <u>Fuel Media Holdings, LLC</u>                                    |                  |                   |
| Vendor FEIN: <u>47-3026032</u>   |                  |                   |
| Vendor's Authorized Representative Name and Title: <u>Patrick Mency, CEO and PRESIDENT</u> |                  |                   |
| Address: <u>52 Tuscan Way, 202-133</u>   |                  |                   |
| City: <u>St. Augustine</u>   | State: <u>FL</u> | Zip: <u>32092</u> |
| Phone Number: <u>855-552-3624</u>  |                  |                   |
| Email Address: <u>patrick@fueloutdoor.com</u>  |                  |                   |

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

AS THE PERSON AUTHORIZED TO SIGN ON BEHALF OF RESPONDENT, I HEREBY CERTIFY THAT THE COMPANY IDENTIFIED ABOVE IN THE SECTION ENTITLED "RESPONDENT VENDOR NAME" IS NOT LISTED ON EITHER THE SCRUTINIZED COMPANIES THAT BOYCOTT ISRAEL LIST, SCRUTINIZED COMPANIES WITH ACTIVITIES IN SUDAN LIST OR THE SCRUTINIZED COMPANIES WITH ACTIVITIES IN THE IRAN PETROLEUM ENERGY SECTOR LIST I UNDERSTAND THAT PURSUANT TO SECTION 287.135, FLORIDA STATUTES, THE SUBMISSION OF A FALSE CERTIFICATION MAY SUBJECT SUCH COMPANY TO CIVIL PENALTIES, ATTORNEY'S FEES, AND/OR COSTS AND TERMINATION OF THE CONTRACT AT THE OPTION OF THE AWARDING GOVERNMENTAL ENTITY.

|  |  |  |
|--|--|--|
| CERTIFIED BY:  | <u>Patrick Mency</u><br><small>PRINT NAME</small>                                    | <u>CEO and PRESIDENT</u><br><small>PRINT TITLE</small> |
| WHO IS AUTHORIZED TO SIGN ON BEHALF OF THE ABOVE REFERENCED COMPANY. |  |  |
| Authorized Signature:  |  |  |

## **CITY OF KEY WEST INDEMNIFICATION FORM**

PROPOSER agrees to protect, defend, indemnify, save and hold harmless The City of Key West, all its Departments, Agencies, Boards, Commissions, officers, City's CONTRACTOR, agents, servants and employees, including volunteers, from and against any and all claims, debts, demands, expense and liability arising out of injury or death to any person or the damage, loss of destruction of any property which may occur or in any way grow out of any act or omission of the PROPOSER, its agents, servants, and employees, or any and all costs, expense and/or attorney fees incurred by the City as a result of any claim, demands, and/or causes of action except of those claims, demands, and/or causes of action arising out of the negligence of The City of Key West, all its Departments, Agencies, Boards, Commissions, officers, agents, servants and employees. The PROPOSER agrees to investigate, handle, respond to, provide defense for and defend any such claims, demand, or suit at its sole expense and agrees to bear all other costs and expenses related thereto, even if it (claims, etc.) is groundless, false or fraudulent. The City of Key West does not waive any of its sovereign immunity rights, including but not limited to, those expressed in Section 768.28, Florida Statutes. PROPOSER understands and agrees that any and all liabilities regarding the use of any subcontractor for services related to this agreement shall be borne solely by the PROPOSER. Ten dollars of the consideration paid by the City is acknowledged by PROPOSER as separate, good and sufficient consideration for this indemnification.

This indemnification shall be interpreted to comply with Section 725.06 and 725.08, Florida Statutes.

These indemnifications shall survive the term of this agreement. In the event that any action or proceeding is brought against the City of Key West by reason of such claim or demand, PROPOSER shall, upon written notice from the City of Key West, resist and defend such action or proceeding by counsel satisfactory to the City of Key West.

The indemnification provided above shall obligate PROPOSER to defend at its own expense to and through appellate, supplemental or bankruptcy proceeding, or to provide for such defense, at the City of Key West's option, any and all claims of liability and all suits and actions of every name and description covered above which may be brought against the City of Key West whether performed by PROPOSER, or persons employed or utilized by PROPOSER.


The PROPOSER's obligation under this provision shall not be limited in any way by the agreed upon Contract Price as shown in this agreement, or the PROPOSER's limit of or lack of sufficient insurance protection.

**[REMAINDER OF THIS PAGE IS INTENTIONALLY LEFT BLANK]**



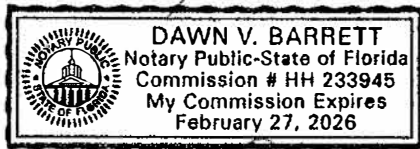
COMPANY SEAL


PROPOSER: Fuel Media Holdings, LLC  
52 Tuscan Way, 202-133  
Address St. Augustine, FL 32092

Signature   
Patrick Mency April 14, 2023  
Print Name Date  
CEO and PRESIDENT  
Title

NOTARY FOR THE PROPOSER  
STATE OF \_\_\_\_\_  
COUNTY OF \_\_\_\_\_

The foregoing instrument was acknowledged before me by means of  physical presence or  
 online notarization, this 14 day of April, 2023,  
by Patrick Mency



Signature of Notary  Print, Type or Stamp Name of Notary

Personally Known  OR Produced Identification \_\_\_\_\_

Type of Identification Produced  
\_\_\_\_\_

**DRUG-FREE WORK PLACE**

The undersigned firm, in accordance with Florida statute 287.087, hereby certifies that \_\_\_\_\_

Fuel Media Holdings, LLC does:

*(Name of Firm)*

1. Publish a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession, or use of a controlled substance is prohibited in the workplace and specifying the actions that will be taken against employees for violations of such prohibition.
2. Inform employees about the dangers of drug abuse in the workplace, the business's policy of maintaining a drug-free workplace, any available drug counseling, rehabilitation, and employee assistance programs, and the penalties that may be imposed upon employees for drug abuse violations.
3. Give each employee engaged in providing the commodities or contractual services that are proposed a copy of the statement specified in subsection (1).
4. In the statement specified in subsection (1), notify the employees that, as a condition of working on the commodities or contractual services that are under proposal, the employee will propose by the terms of the statement and will notify the employer of any conviction of, or plea of guilty or nolo contendere to, any violation of Chapter 893 or of any controlled substance law of the United States or any state, for a violation occurring in the workplace no later than five (5) days after such conviction.
5. Impose a sanction on or require the satisfactory participation in a drug abuse assistance or rehabilitation program if such is available in the employee's community, by any employee who is so convicted.
6. Make a good faith effort to continue to maintain a drug-free workplace through implementation of this section.

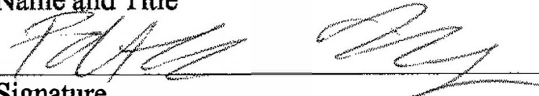
As the person authorized to sign the statement, I certify that this firm complies fully with the above requirements.

Patrick Mency, CEO and PRESIDENT

April 14, 2023

Name and Title

Date



Signature

Fuel Media Holdings, LLC

Firm

52 Tuscan Way, 202-133

Street address

St. Augustine, FL 32092

City, State, Zip

**CERTIFICATION REGARDING DEBARMENT (PRIME)**

**Certification Regarding Debarment, Suspension, And Other Responsibility Matters  
Primary Covered Transactions**

TO BE COMPLETED BY PRIMARY CONTRACTOR

- A. The prospective primary participant (contractor) certifies to the best of its knowledge and belief, that it and its principals (subcontractors and suppliers):
1. Are not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from covered transactions by any Federal department or agency;
  2. Have not within a three (3) year period preceding this bid proposal been convicted of or had a civil judgment rendered against them for commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public (Federal, State, or local) transaction or contract under a public transaction; violation of Federal or State antitrust statutes or commission of embezzlement, theft, forgery, bribery, falsification or destruction of records, making false statements, or receiving stolen property.
  3. Are not presently indicted for or otherwise criminally or civilly charged by a government entity (Federal, State, or local) with commission of any of the offenses enumerated in paragraph (1) (b) of this certification; and
  4. Have not within a three-year period preceding this bid proposal had one or more public transactions (Federal, State, or local) terminated for cause or default.
- B. Where the prospective primary participant is unable to certify to any of the statements in this certification, such prospective participant shall attach an explanation to this bid proposal.


As the person authorized to sign the statement, I certify that this firm complies fully with the above requirements.

Patrick Mency, CEO and PRESIDENT

April 14, 2023

Name and Title

Date

  
Signature

Fuel Media Holdings, LLC

Firm

52 Tuscan Way, 202-133

Street address

St. Augustine, FL 32092

City, State, Zip

## Exhibit B: Proposal Ranking Form and Scoring Worksheet

Project Name: **Transit Bus Advertising**

Project Number: **RFP #23-001**

Firm

Fuel Media Holdings, LLC

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Date

April 14, 2023

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| SELECTION CRITERIA   | POINTS ALLOWED | POINTS SCORED |
|--|----------------|---------------|
| Company experience and history, staffing/personnel, and capabilities | 10             |               |
| Marketing and Sales Plan   | 10             |               |
| Qualifications, Quality of Work and References                       | 10             |               |
| Revenue and Minimum Guarantee  | 70             |               |
| <b>Total Points</b>  | <b>100</b>     |               |

| EXHIBIT B   |   |                       |  |                                |
|---|---|-----------------------|--|--------------------------------|
| RFP 23-??? Scoring Worksheet: Transit Bus Advertising |   |                       |  |                                |
| <b>Firm Name:</b>                                     | Fuel Media Holdings, LLC                      |                       |  |                                |
|   | <b>Range of possible scores per criterion</b> | <b>Score assigned</b> |  | <b>Comments/considerations</b> |
| <b>Company experience, staffing, and capabilities</b> | <b>0-10</b>                                   |                       |  |                                |
| Unresponsive  | 0-1   |                       | Submittal lacks required information to evaluate the proposal or firm demonstrates no experience in transit marketing and advertising.   |                                |
| Acceptable  | 2-4   |                       | Team members have less than 5 years experience in transit marketing and advertising. Firm has some directly related experience and has completed limited in transit marketing and advertising.   |                                |
| Advantageous  | 5-7   |                       | Team members have at least 5 years experience in transit marketing and advertising. Firm has significant experience completing multiple projects that reflect the scope in RFP Section B.  |                                |
| Highly advantageous                                   | 8-10  |                       | Team members have experience that surpasses aforementioned standards. Highly experienced firm has completed extensive work in transit marketing and advertising. Firm has a significant track record of highly successful work demonstrating expert knowledge and skill. |                                |
| <b>Criterion score</b>                                |   | <b>0</b>              |  |                                |
| <b>Marketing and Sales Plan</b>                       | <b>0-10</b>                                   |                       |  |                                |
| Unresponsive  | 0-1   |                       | Submittal lacks required information to evaluate the proposal or approach and methodology are not clearly stated.  |                                |
| Acceptable  | 2-4   |                       | Firm's approach and methodology includes a satisfactory description of a plan to capitalize on paid advertising opportunities as well as how they will implement that plan.  |                                |
| Advantageous  | 5-7   |                       | Firm's approach and methodology includes a clear and concise description of a plan to capitalize on paid advertising opportunities as well as implementation of that plan.   |                                |
| Highly advantageous                                   | 8-10  |                       | Firm's approach and methodology provides comprehensive planning and implementation of transit advertising aforementioned standards .   |                                |
| <b>Criterion score</b>                                |   | <b>0</b>              |  |                                |
| <b>Qualifications and References</b>                  | <b>0-10</b>                                   |                       |  |                                |
| Unresponsive  | 0-1   |                       | Submittal lacks required information to evaluate the proposal or firm demonstrates minimal qualifications and references.  |                                |
| Acceptable  | 2-4   |                       | Firm provided some information showing team's performance, capacity to work successfully together and depth of experience on similar assignments ; submittal includes less than 5 examples of successful advertising projects; submittal includes 3 references.          |                                |

|   |             |          |  |  |
|---|-------------|----------|--|--|
| Advantageous  | 5-7         |          | Firm's narrative demonstrates team's performance, capacity to work successfully together and depth of experience on similar assignments ; submittal includes 5 examples of successful advertising projects; submittal includes 3 references.   |  |
| Highly advantageous   | 8-10        |          | Firm's performance, capacity to work successfully together and depth of experience surpasses aforementioned standards demonstrating exemplary advertising projects; submittal includes 3 references  |  |
| <b>Criterion score</b>  |             | <b>0</b> |  |  |
| <b>Revenue and Minimum Guarantee</b>  | <b>0-70</b> |          |  |  |
| Formula score between 0 & 16<br>(Score determined by formula;<br>negative score gets 0) | 0-16        |          | Revenue scores are determined by the proposal with the highest total revenue; highest revenues gets the maximum number of revenue points; remaining proposals are rated using the following formula:<br><br>[1 - (B-A)/A] x C = Final Revenue Score<br><br>A = Highest Offeror's Revenue<br>B = Offeror's revenue being scored<br>C = maximum number of revenue points available |  |
| Formula score between 17 & 34<br>(Score determined by formula)                          | 17-34       |          | Cost scores are determined by the proposal with the lowest total cost; lowest total cost gets the maximum number of cost points; remaining proposals are rated using the following formula:<br><br>[1 - (B-A)/A] x C = Final Cost Score<br><br>A = lowest Offeror's cost<br>B = Offeror's cost being scored<br>C = maximum number of cost points available                       |  |
| Formula score between 35 & 52<br>(Score determined by formula)                          | 35-52       |          | Cost scores are determined by the proposal with the lowest total cost; lowest total cost gets the maximum number of cost points; remaining proposals are rated using the following formula:<br><br>[1 - (B-A)/A] x C = Final Cost Score<br><br>A = lowest Offeror's cost<br>B = Offeror's cost being scored<br>C = maximum number of cost points available                       |  |
| Highest cost proposal<br>(Gets max points)  | 53-70       |          | Cost scores are determined by the proposal with the lowest total cost; lowest total cost gets the maximum number of cost points; remaining proposals are rated using the following formula:<br><br>[1 - (B-A)/A] x C = Final Cost Score<br><br>A = lowest Offeror's cost<br>B = Offeror's cost being scored<br>C = maximum number of cost points available                       |  |
| <b>Criterion score</b>  |             | <b>0</b> |  |  |
| <b>Total firm score</b>   |             | <b>0</b> |  |  |

### Exhibit C: Revenue Proposal

Firm Name: FUEL Media Holdings, LLC

Project Name: **Transit Bus Advertising**

Project Number: **RFP #23-001**

**Exterior Bus Wrap Vinyl Advertising (lump sum):** Please enter a lump sum guaranteed minimum and percentage of advertising revenue that will be paid to the City on a quarterly basis.

| Year   | Annual Guaranteed Minimum | Percentage of Advertising revenue |
|--|---------------------------|-----------------------------------|
| Year 1   | \$ 3,000                  | 50%                               |
| Year 2   | \$ 3,000                  | 50%                               |
| Year 3   | \$ 3,000                  | 50%                               |
| Year 4 – (Year 1 of two-year option to renew)                | \$ 3,000                  | 50%                               |
| Year 5 – (Year 2 of two-year option to renew)                | \$ 3,000                  | 50%                               |
| <b>Total 5-Year Guaranteed Minimum Revenue for Bus Wraps</b> | \$ 15,000                 |                                   |

**Interior Printed Styrene or Laminated Signs:** Please enter a lump sum guaranteed minimum and percentage of advertising revenue that will be paid to the City on a quarterly basis.

| Year  | Annual Guaranteed Minimum | Percentage of Advertising revenue |
|---|---------------------------|-----------------------------------|
| Year 1  | \$ 250                    | 50%                               |
| Year 2  | \$ 250                    | 50%                               |
| Year 3  | \$ 250                    | 50%                               |
| Year 4 – (Year 1 of two-year option to renew)                             | \$ 250                    | 50%                               |
| Year 5 – (Year 2 of two-year option to renew)                             | \$ 250                    | 50%                               |
| <b>Total 5-Year Guaranteed Minimum Revenue for Interior Printed Signs</b> | \$ 1,250                  |                                   |



**Interior Electronic Media (Signage/Video):** Please enter a lump sum guaranteed minimum and percentage of advertising revenue that will be paid to the City on a quarterly basis.

| <b>Year</b>  | <b>Annual Guaranteed Minimum</b> | <b>Percentage of Advertising revenue</b> |
|--|----------------------------------|--|
| Year 1   | \$ 1,000                         | 50%                                      |
| Year 2   | \$ 1,000                         | 50%                                      |
| Year 3   | \$ 1,000                         | 50%                                      |
| Year 4 – (Year 1 of two-year option to renew)                                | \$ 1,000                         | 50%                                      |
| Year 5 – (Year 2 of two-year option to renew)                                | \$ 1,000                         | 50%                                      |
| <b>Total 5-Year Guaranteed Minimum Revenue for Interior Electronic Media</b> | <b>\$ 5,000</b>                  |  |

\*Based on 20 screens

**WiFi landing page/ advertising on City provided on-board internet access service :** Please enter a lump sum guaranteed minimum and percentage of advertising revenue that will be paid to the City on a quarterly basis.

| <b>Year</b>  | <b>Annual Guaranteed Minimum</b> | <b>Percentage of Advertising revenue</b> |
|--|----------------------------------|--|
| Year 1   | \$ 250                           | 50%                                      |
| Year 2   | \$ 250                           | 50%                                      |
| Year 3   | \$ 250                           | 50%                                      |
| Year 4 – (Year 1 of two-year option to renew)                                    | \$ 250                           | 50%                                      |
| Year 5 – (Year 2 of two-year option to renew)                                    | \$ 250                           | 50%                                      |
| <b>Total 5-Year Guaranteed Minimum Revenue for WiFi landing page/advertising</b> | <b>\$ 1,250</b>                  |  |

|  |           |
|--|-----------|
| <b>5-Year Total Guaranteed Minimum Revenue for all advertising medium listed above (This total used for scoring)</b> | \$ 22,500 |
|--|-----------|