



COVER LETTER

To Whom It May Concern:

Thank you for the opportunity to respond to the City's RFP for the *Climate Action Plan: Marketing and Advertising*.

PSG will evaluate the goals and objectives of the CAP and develop an optimal message and comprehensive integrated marketing campaign that reflects residents' expectations for local climate action and improved quality of life. The campaign will be results-oriented, measurable and multi-phased. The ultimate goal is to affect stakeholder behavior in a reasonable and positive manner that leads to a net 15% (60,000 ton) reduction in City-wide CO2 emission by 2015 using 2005 baseline data described in the CAP.

We look forward to helping the city position itself as a leader in sustainability and climate-change mitigation and preparation.

Warm Regards,

Beth Smith-Martin, Partner
Project Manager
Progressive Strategy Group, LLC

INFORMATION PAGE

Project Name: RFP #011-11: Climate Action Plan: Marketing and Advertisement

Responding Firm: Progressive Strategy Group, LLC

Contact: Beth Smith-Martin, *Partner*, Project Manager
1702 N. Roosevelt BLVD, Suite 201
Key West, FL 33040
(305) 292-4635 (phone)
(305) 292-4635 (fax)
beth@progressivestrategy.com

PROGRESSIVE STRATEGY GROUP ORGANIZATIONAL CHART

(All personnel shall be located in Key West)



COMPANY INFORMATION

Progressive Strategy Group (PSG) is a refreshing Key West Think Shop representing a collection of bright analysts and innovative communicators with a passion for improving business, planet, and people.

A management and strategy consulting firm, PSG provides professional services in the areas of Marketing, Information Technology, Organizational Development and Outsourcing. For additional information, please visit our website at www.progressivestrategy.com

METHODOLOGY AND APPROACH

INITIATIVE

1. Client & Project Team Meeting to build working rapport and clarify:
 - a. Milestones & Primary Objectives
 - b. Internal Communications Protocol
 - c. Stakeholders
 - d. Additional Expectations
2. Hold Town Hall Workshop to assess & clarify representative citizen viewpoints concerning the Climate Action Plan
3. Deliver Project Plan
4. Develop and deploy robust city-wide survey to obtain statistically significant data regarding citizen, business owner and visitor viewpoints, expectations, barriers to acceptance, and ranking of initiative importance to implement the Climate Action Plan.
 - a. Internet Survey
 - b. Street Level Intercept Survey
 - c. Phone Survey
5. Compile survey data, establish baseline for future surveys and develop primary psychographic segmentation w/ Regard to Interpretation of Climate Action Plan.
6. Create survey data/ psychographic database to analyze community viewpoints and prioritize Climate Action Plan initiatives.
7. Conduct Focus Group Benefits Analysis to identify and articulate optimal Brand Positioning and Value Proposition (CORE MESSAGE).
8. Create Logo, Tagline and creative brief (style-sheet, voice, tone & manner) that supports and promotes the Brand Position and Value Proposition.
9. Develop Outreach / Public Education Programs: Internal (City of Key West) & External (Residents, Visitors, K-12, Stakeholders).
10. Develop Media Plan
11. Design Brochure / Print Ads (3), Flyer and Postcard for Outreach Programs
12. Design, Develop & Program comprehensive website as advocate for Climate Action Plan and public information clearing house for how residents / visitors can take part in Climate Action Plan initiatives launched, in-progress and measurement of their success. Show-case efforts and link to climate F.A.Q.'s and green information portals.
13. Launch aggressive social media campaign.
14. Develop public/stakeholder relations strategy and recommend initiatives.
15. Project review, asset and data transfer to City, provide continuing recommendations.

PERSONNEL

Damian James Vantriglia

830 Caroline Street, Key West, FL 33040 - facebook.com/vantriglia
305-809-0223 ofc. 305-741-9411 cel. keys.websites skype

Personal

- Born 1978, Key West, FL
- Married, Leah (Jabour)

Education

- Key West High School (1996)
- A.S.; University of South Florida
- Continuing Education; MIS, Clinical Psychology
- Microsoft Certified Desktop Technician



Professional

- 1997-1999, Dragon Productions, Founder
- 1999-2001, Nightlife Entertainment and Recording, CEO
- 2001-2011, Keys Websites, Owner
- 2011 GreenGo LLC, President
- 2010-2011 Progressive Strategy Group, Technical Adviser

Skills

- Technical Consulting
- Data Collection & Analysis
- Internet Technology

Personal Interests

- Travel
- Sports
- Music

Community Involvement

- MARC House
- Reef Relief
- Habitat for Humanity
- Art Behind Bars
- Support Keys Schools

Mr. Robin Smith-Martin

1702 N. Roosevelt BLVD | Key West, FL 33040 | rob@progressivestrategy.com | (1) 305.890.6163

Experienced and innovative marketing communications strategist, who is trustworthy, flexible, and hardworking. Tenacity and determination are key personality traits that drive history of successful marketing communications engagements. Results-oriented positive attitude inundates every project.

Key Skills

- Stakeholder Relationship Management
 - Financial Analysis (P&L Management)
 - Marketing Research & Focus Groups
 - Public Speaking & Presentations
 - Focused Communicator
 - Global Perspective
 - Tenacious Problem Solver
 - Strategic & Tactical Messaging
 - Press Relations
 - Political Acumen
 - Copy Writing & Editing
 - Website Development
 - Excel / Powerpoint / Word
 - Efficient Project Management
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Professional Experience

ELECTED TO MONROE COUNTY SCHOOL BOARD, Monroe County, FL, USA (2010-2014)

PROGRESSIVE STRATEGY GROUP, LLC | Asheville, NC / Key West, FL USA

Finance, Marketing, I.T. Consulting

Principal Advisor (09/2005 – present)

Finance, Marketing, and I.T. consultant delivering market analysis, operational and financial planning, and integrated communications strategy and tactics creating sustainable value for clients measured in improved earnings.

THE GOSS AGENCY, Asheville, NC, USA

Marketing, PR and Advertising

Senior Strategist (10/2005 – 02/2008)

- Developed Company's Strategic Growth Plan
- Created Comprehensive Marketing Strategy for Thoms Estate (Real Estate Development)
Built marketing team, and pitched integrated marketing plan.
- Launched new Goss Division, **Inside Ideas**, targeting In-house Marketing Directors
- Developed Cooperative Marketing Program for Eastern Band of Cherokee Indians

KEYSMEDIA, Key West, FL, USA

Multimedia Firm

Director (1997-2004)

Leader of Digital Media Production Company serving South-Florida, Mexico, Bahamas, Cuba, and Jamaica—creating TV commercials, websites, promotional films, corporate communications, and live-event webcasting.

Activities & Volunteerism

- Elected Monroe County School Board (2010-2014)
- Member Monroe County School Board District I.T. Committee
- Vice-President Reef Relief Board of Directors (2010-2011)
- Campaign Manager, Mike Mongo for Mayor (2010)
- City of Key West Climate Action Team (2009)
- Keys Energy Advisory Committee (2003)
- Advisor to Keys Hydro Power Energy Corp. 2004-2010
- CFO and Marketing Director for Key West Jam Shack, LLC
- Passion for International Financial Markets

EDUCATION

| | |
|--|--|
| CHARTERED FINANCIAL ANALYST PROGRAM | LEVEL II CANDIDATE |
| UNIVERSITY OF SOUTH CAROLINA, Columbia, SC | MBA (Marketing) 2005 |
| Vienna University of Business & Economics, Austria | MBA (Finance) 2004 |
| KENYON COLLEGE, Gambier, OH, USA | BA English/Political Science 1996 |
| EXETER UNIVERSITY, Exeter, U.K | Completion, 1995 |
| FLORIDA STATE UNIVERSITY, Tallahassee, FL, USA | 1992-1993 |
| KEY WEST HIGH SCHOOL, Key West, FL, USA | Diploma, 1992 |
| THE CHRIST SCHOOL, Arden, NC, USA | 1988-1991 |

LANGUAGES

English: Native

Spanish: Good

German: Basic

Mike Mongo

Activist & Strategist, Master-at-Brands, Author, Teacher and IT

mikemongo@gmail.com

Summary

Over the past 25 years or so, brand impact-and-impression moved from a science to a religion. Brands are essentially a form of deities. What people want from brands are relationships.

Being professionally involved with the phenomenon of brands means servicing brands without serving brands. A strong brand can be intoxicatingly or subtly persuasive. It is the brand strategist's responsibility to nurture and encourage what is necessary for a brand's continued good health and development but not its imbalanced expansion.

Having been professionally instrumental in the strategies of brands with such unusually exaggerated market presence—OBEY, Ecko, Wodu—my goals all build upon my past experience: I want to have fun; I want to learn the hard way; I want increased credibility.

Above all else, I work to become even better at what I do. Contributing creatively to a brand's birth-and-upbringing is the most fulfilling and rewarding professional work in the world.

Mike Mongo

Spring 2011

Specialties

"I get paid to be right."

Experience

Brand Strategist, Partner at WODU Media

October 2006 - Present (4 years 10 months)

This position developed subsequent to independently working with WODU Media's Peter Downie. By applying an specific aptitude for branding technique to WODU's design discipline, a subtle refinement of the overall WODU aesthetic was fomented. This refinement – namely, maximizing client branding by identifying relevant market nodal signifiers, and fine-tuning and customizing these signifiers for heightened brand penetration – was my responsibility.

Co-author, Brand Evangelist at OBEY GIANT

April 1992 - May 2005 (13 years 2 months)

http://en.wikipedia.org/wiki/Andre_the_Giant_Has_a_Posse#History

Publisher at Hip-Hop Verses The World Magazine
January 1996 - July 1997 (1 year 7 months)

Special Assistant to CEO at ECKO Unlimited
October 1996 - January 1997 (4 months)

Seth Gerzberg's secret agent to streets and stars of Left Coast, USA.

Senior Director at 4080 Hip-Hop Magazine
May 1994 - December 1995 (1 year 8 months)

Operations manager of highly influential US hip-hop music magazine title; second to publisher.

Artistic Director at Island Society
September 1985 - April 1994 (8 years 8 months)
Really, really big parties.

Owner, Publisher at *Upwith Herald / Charleston City Paper*
April 1992 - January 1994 (1 year 10 months)

Founded and sold alternative newsweekly *Upwith Herald* which became *Charleston City Paper*.

Education

College of Charleston
Greek, arts, 1990 – 1991

Kennesaw State University
English, 1988 – 1990

Berry College
Fine art, 1986 – 1988

St. Petersburg College
General Education, 1983 – 1985

Interests

Public mental health, social media, internet technologies, creative arts, space travel

Beth Smith-Martin

2503 B Fogarty Ave, Key West, FL 33040
305.292.4635

Experience

Progressive Strategy Group, LLC, Key West, FL 33040
Project Manager, Partner
August 2010-Present

Paradise Dental Care, Key West, FL 33040
Office Manager
November 2001- January 2004

Historic Tours of America, Key West, FL 33040
Staff Accountant
October 1998-October 2001

WIIS-Island 107.1 FM Radio, Key West, FL 33040
Traffic Director, Advertising Management & Sales
January 1997-May 1999

Education

University of New Orleans
BA in Business Administration, December 1996

Florida State of University
Liberal Arts 1992-1993

References Available Upon Request

Ognjen Skobo | CV

Contact:

web: totaltzars.com
mail: os@totaltzars.com
tel: (305) 292-4635

Birth date: 16.06.1986

Education:

-Bachelor of Audio Video engineering
College for Professional Studies for Electrical and Computer Engineering
Vojvode Stepe 283, 11 000 Belgrade, Serbia

Spoken languages:

English
Greek
Spanish
Czech

Software:

Maya, ZBrush, Adobe Premier,
PhotoShop, Illustrator, Flash

Skills:

HTML, CSS, WordPress,
Software installation, Computer maintenance and repair,
Network maintenance

Working experience:

2010-2011 Progressive Strategy Group, LLC

Key West, FL, USA
www.progressivestrategy.com
-Multi-media & Print Designer

2010. Total Tzars 3D animation studio - freelance

Bulevar Vojvode Misica 43, Belgrade, Serbia
www.totaltzars.com
· Senior Modeler and Animator
-3D modeling and animation for uses in game industry

2007. WoduMedia Marketing Agency,

Duval Square, 33040 Key West, Florida, USA
www.wodumedia.com
· Associate Designer
-Working on developing of graphic for uses in marketing
industry, print design, web design

2006. College for Professional Studies for Electrical and Computer Engineering,

Vojvode Stepe 283, 11 000 Belgrade, Serbia
· Associate Professor:
- Lectured computer animation techniques
- Prepared a tutorial manual for computer animation courses
- Instructed students on how to complete their projects
- Supervised students team work

QUALIFICATIONS

The Progressive Strategy Group has more than fifty years in combined experience in brand development and marketing strategy. Perhaps equally important, we subscribe to global best practices modified to meet the unique needs of our local communities. Two of our advisors have lived in Key West for more than thirty years; another two advisors have lived here for more than fifteen years.

Working in marketing, I.T., and organizational development, we have experienced the full depth and breadth of our small economy. We have worked with hotels, B&B's, charter boats, restaurants, bike & scooter rentals, wedding planners, musicians, builders, NGO's, doctors, dentists, bars, and politicians. Through time and exposure, we developed acute insight into the various demographic and psychographic segments of our community, including visitors, part-time residents, full-time residents, and born-and-bred conchs. We have developed considerable understanding of these segment's motivations and barriers to change.

We care about our community, our environment and our economy, and we have worked together to improve these areas, professionally and philanthropically—with specific reference to our work with Reef Relief.

Of particular relevance to this RFP, our firm's long-time vision statement: “[t]o provide creative, profitable solutions for change toward an environmentally, socially, and economically sustainable future.

We have a history of designing and implementing innovative marketing & political campaigns that speak to the needs and expectations of our diverse and unique Key West community.

Progressive Strategy Group is a member of Green America's Green Business Network, GLEE, and Reef Relief.

REPRESENTATIVE DESIGN PROJECTS AND CLIENT REFERENCES

Northwind & Power / Ridgeline Energy (<http://northwindandpower.com>)

PSG developed a comprehensive information portal showcasing new and proposed wind-farm projects, case studies, external links and best practices.

For more information please contact Northwind & Power V.P. Owen Grant at (518) 213-4714

Jimmy Buffett's Margaritaville Store (<http://margaritaville.com>)

PSG was hired to conduct a strategic review of the Margaritaville Store. The analysis resulted in the introduction of the "Green Office Audit," and the establishment of a corporate sustainability committee. We conducted a comprehensive market / customer segmentation analysis utilizing street-level resident / visitor intercepts, in-store survey, and online survey. Survey analysis supported recommendations for improved brand positioning toward greater "authenticity."

For more information please contact General Manager, Denise DiSalvo at (305) 296-9089.

The Goss Agency (<http://thegossagency.com>)

PSG was retained by the ad agency to develop and brand an internal marketing consultancy to outsource corporate marketing efforts. Innovative direct mail and internet marketing campaigns produced the division's successful launch.

For more information please contact Creative Director, Jeffrey Goss at (828) 259-9910.

REFERENCES

- <http://keywestjamshack.com> (sample website)
<http://keywestjamshack.com/postcard.pdf> (sample postcard)
<http://keywestjamshack.com/brochure.pdf> (sample brochure)
- <http://northwindandpower.com> (sample website)
- <http://mikemongoformayor.com> (sample website)
<http://mikemongoformayor.com/poster.pdf> (sample poster)

PROPOSAL COST BREAKDOWN

*See proposal page 5 (Methodology & Approach) for initiative descriptions.

| INITIATIVE | COST | |
|------------|-----------------|--|
| 1 | \$ 500 | |
| 2 | \$ 500 | |
| 3 | \$ 500 | |
| 4 | \$ 4,800 | |
| 5 | \$ 2,500 | |
| 6 | \$ 1,500 | |
| 7 | \$ 9,000 | |
| 8 | \$ 3,500 | |
| 9 | \$ 3,000 | |
| 10 | \$ 1,500 | |
| 11 | \$ 5,500 | |
| 12 | \$12,000 | |
| 13 | \$ 1,500 | |
| 14 | \$ 1,500 | |
| 15 | \$ 500 | |
| Subtotal | \$48,300 | |
| | \$ 4,830 | 10% Contingency |
| | \$53,130 | Fifty-three Thousand, One-hundred Thirty Dollars |