

February 24, 2014

Marilyn Wilbarger
City of Key West
201 William Street
Key West, FL 33040

Dear Marilyn:

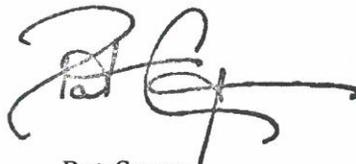
This letter of intent will establish the basic framework for use of the elevator face upstairs in the Key West ferry terminal for advertising media.

If the use of this space is mutually agreed upon, Pat Croce Companies intends to apply full color advertising graphics directly to the elevator face. The space measures 43" by 84 1/4".

Pat Croce Companies intend to offer \$250 per month for a time period of 5-10 years on the condition that we act as the agent in re-selling the elevator face during the duration of the contract.

This letter is not an official offer and all details will need to be negotiated and executed through a formal Purchase Agreement.

Sincerely,



Pat Croce

PC:sb

Advertising Proposal
For
Key West Ferry Terminal
Refer to AOA's Last RFP

1. Add light boxes to existing walls.
2. Place custom brochure racks next to elevator.
3. Refurbish map downstairs with new marguard anti fading lexan into all existing ad spaces along with ads.
4. Like all my other contracts with the City and County, I would like an option for a second 5-year term. So, I would like a 5-year term plus a 5-year option.
5. I will pay the Key West Bight \$1,000.00 per month or 30% of gross sales or whichever is greater.



March 15, 2014

M. Wilbarger
City of Key West
201 William Street
Key West, FL 33040

RE: Advertising Space Available for Lease in the Ferry Terminal at the Key West Bight

The Ferry terminal is a great sense of arrival for visitors to Key West.

In an effort to showcase our local restaurants, attractions and hotels, I would like the opportunity to create an affordable opportunity for a larger sample of local experiences for visitors to learn about on their first visit but more importantly for them to want to come back in the future and stay longer.

I would like the opportunity to utilize the available advertising space in the ferry terminal to include the following:

- Wall space, 4 areas (approximately 27 square feet per section)
- Elevator door wraps
- Elevator interior walls (for event advertising)
- Brochure rack
- Greeters and welcome bags

I already have a group of regular advertisers, some of whom have expressed interest in expanding their product placement.

Advertising will be aesthetically pleasing images with no soundtrack to conflict with the existing music currently playing over the Public Address system.

I can offer monthly payments of \$2,000 to the City of Key West with an additional 12% if revenue exceeds \$5,000 per month.

Thank you for your consideration of this letter of interest.

Respectfully,

Vanessa McCaffrey, President
Vacation Key West, Inc.