



THE BEACHES OF  
**FORT MYERS  
AND SANIBEL**

# 2021 Lee County RFP



**RFP210140BAG,**

VCB Tourism Advertising, Program Planning, Creation & Implementation  
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MMGY has been in business under that name since 2011, but has been in business for more than 40 years under the following names: MMGY Global, MMG Worldwide, and AKA Advertising.



# 01 Qualifications, Relevant Experience & References of Firm

it's a  
good  
day



*for being young all over again.*



 **1.1, 1.2** Dear Lee County VCB Staff, Industry Partners and Advocates,

It has been such an honor and thrill to work beside you over these last many years. We have so much pride in the destination, the people that make it exceptional and the experiences it provides for travelers from all over the world. We believe that MMGY teams have played a meaningful role in crafting and delivering the community's message, and we hope you feel we have played a valued part in the amazing success and growth. Together, we increased bed-tax revenue collection by 76% and visitor expenditures by 26% during the course of our tenure – from FY 2010–11 to FY 2018–19 (pre-pandemic).

We are especially proud of how we have worked with you this last year to address the health, communication and marketing challenges presented by COVID-19. There are very few places in the world that have found the right balance of restraint and support while still allowing people the health benefits of continued travel. Lee County has found that balance beautifully while keeping the destination relevant and top of mind. As a team, we acted quickly to support the county, resulting in bed-tax revenue that was down only 10.4% ending the 2019–20 fiscal year.

It's time now to focus our attention and efforts to future opportunities and possibilities. We still have much to accomplish in recovering from the pandemic, but we are well-positioned to continue planning and executing initiatives that contribute to realizing (and exceeding) bed-tax and visitor spending goals. It is our long tenure with you, focus on travel and unique integration of services that will allow for this continued success. We could not be more optimistic and full of energy to take on the task, and we believe you will find in our proposal that we have many new – as well as past – proven strategies to pursue. From our research-driven creative development to our data-led media execution to the promotional and social programs that drive these, together we have built a well-tuned machine that has produced tangible results.

Never has it been more important to understand the travel dynamics that exist today and create data-led strategies that effectively target the right travelers at the right time on the right platform. Our industry experience coupled with our research and analytic capabilities will help lead to the development of a countywide program that delivers on the promise of travel, economic development and much-needed human recovery.

Thank you again for your partnership and for the opportunity to be a part of your special community.



Clayton Reid, CEO



Kim Lenox, VP Tourism Strategy  
Group Account Director



MMGY Global is the world's leading integrated marketing communications company specializing in the travel and hospitality industry. Headquartered in Overland Park, Kansas, with an office in Fort Myers, we have been in business for 40 years and represent 400 full-time travel and tourism marketing experts across 12 global offices.

For many years, brands such as Visit California, Brand USA, Los Cabos Tourism, Costa Rica Tourism, Tourism Cares, Tourism Vancouver, The Leading Hotels of the World and your own Lee County VCB team have trusted us to create data-led strategies and integrated campaigns that deliver maximum return on investment by connecting with the right traveler in the right way at the right time.

## A partnership with MMGY delivers across four key areas

### STRATEGIC LEADERSHIP WHEN NEEDED MOST

As the pandemic continues to redefine how we travel, MMGY is at the forefront of research and recovery planning. We have launched resources such as our Travel Intentions Pulse Survey and Travel Safety Barometer to track behaviors and mindset, as well as our Travel Advisor Sentiment Barometer. These in-depth reports paired with MMGY's extensive recovery planning process have provided critical insights and strategic guidance.

### DATA-LED STRATEGIES

We go where others don't, and we go where the data leads us. Tools like *Portrait of American Travelers*® and Terminal inform which channels to use, what media to deploy and who to target. This data-driven approach produces results and is fully measurable.

### CONNECTING EMOTION WITH DATA

There is an inextricable link between tourism and economic development. The features that make a destination emotionally appealing to leisure

travelers also engage meeting planners and motivate companies to relocate.

### INNOVATIVE APPROACH TO INTEGRATED MEDIA

MMGY leverages different data segments and sources to create unique use cases and innovative opportunities. MMGY collaborates with our clients and publishers to create integrated packages with print, digital and social extensions. Curated content, experiential programs and event sponsorships can also extend the brand through partners' voices.

*MMGY Global was founded in 1981 and is a Limited Liability Company. We hold a Certificate of Formation through the state of Delaware. We certify that neither MMGY Global nor its principals are presently disbarred, suspended, proposed for disbarment, declared ineligible or voluntarily excluded from participation in this transaction. MMGY Global declares no bankruptcy, pending litigation, planned office closures, mergers or conflicts of interest that would affect our ability to perform the required duties.*

## Mission and Values

Inspiring people to go places is more than just a line – it is at the core of everything we do. This mantra is driven by five global values we share across all agency brands and offices:

#### INCLUSIVE

By embracing our differences and learning from each other, we will grow together.

#### EMPOWERING

We believe that to go places as a company, we must give others the opportunity to shine.

#### CURIOUS

Our relentless search to understand and seek out new ideas leads to groundbreaking success.

#### CREATIVE

Being creative isn't only about design and copy, but the approach we all take to finding solutions.

#### TRANSFORMATIVE

To lead the industry, we must strive to find new opportunities and embrace change.

By fostering and supporting these values, we believe we will help create a connected, inclusive and peaceful world by promoting travel as a cultural bridge of understanding.



## Living Our Values

By championing our teams and living by our five global values we share across all agency brands and offices, we provide an environment of personal employee growth and supply our clients with a team that is energized, informed and driven to have a significant impact on your business.

### DIVERSITY, EQUITY & INCLUSION COUNCIL

MMGY Global's DEI Council is an employee-led initiative that works to uphold the agency's value of inclusivity through recruitment, thought leadership, integrated marketing and public relations.

### TEAM TRAINING

As a global, diverse agency with many specialty skill sets and interests, we provide channel teams an annual budget for training and education to use at their discretion.

### OUR SIGNATURE EVENTS

We host three signature events around the globe each year: DMO Mojo Summit, Summit at Vail and Summit Europe. Each of these events focuses on

bringing together the top minds in destination marketing, hospitality marketing and more.

### THOUGHT LEADERSHIP AND INDUSTRY CONFERENCES

Throughout the year we speak at, sponsor and attend many of the top travel and tourism conferences such as ESTO, Destinations International's Annual Convention, IPW, ITB Berlin and WTM London.

### SEE THE WORLD

Through innovative global office-swap programs for employees, voluntourism opportunities, familiarization tours (FAMs), client visits and anniversary travel vouchers, we want our team members to take every opportunity to broaden their cultural and intellectual education.

## Primary In House Services



### STRATEGY

Research & Insights  
Strategic Planning  
Destination Master Planning  
Branding  
Integrated Planning  
Terminal Audience Segmentation & Modeling



### CREATIVITY

Creative Campaign Development  
Narrative and Content Strategy  
In-House Content Creators  
Editorial  
Strategic Partnerships and Sponsorships  
Experiential



### CHANNEL DEPLOYMENT

Paid Media  
TravelDesk Programmatic  
Social  
Public Relations  
Email Marketing & Automation  
Search Engine Marketing  
Marketing Technology  
Web Personalization



### ANALYTICS/ MEASUREMENT

Data and Performance Analytics  
Destination Insights  
Data Infrastructure  
Data Intelligence

We have built MMGY Global as a parent company with multiple specialized agencies within our family, delivering true integration and holistic strategy.

 **1.3** Audited financial statements for 2016, 2017, 2018, 2019 and 2020 can be found in the appendix.




 **1.4** Itemized percentage of media billings for the last three years can be found below:

2020 – Media Type	Media Billings	Itemized % of Media Billings
Print	\$2,620,150.63	8.39%
Broadcast TV & Radio, Traditional	\$1,488,628.12	4.77%
Advanced TV & Streaming Radio	\$1,072,021.84	3.43%
Digital/Online	\$18,830,364.03	60.32%
Social Media	\$3,268,271.47	10.47%
Mobile	<i>Mobile billings included in digital</i>	
Out-of-Home	\$945,109.77	3.03%
Search	\$2,992,013.63	9.58%
<b>Total</b>	<b>\$31,216,559.49</b>	

2019 – Media Type	Media Billings	Itemized % of Media Billings
Print	\$3,651,950.00	6.88%
Broadcast TV & Radio, Traditional	\$4,148,751.32	7.82%
Advanced TV & Streaming Radio	\$492,179.60	0.93%
Digital/Online	\$33,131,951.14	62.45%
Social Media	\$3,937,429.00	7.42%
Mobile	<i>Mobile billings included in digital</i>	
Out-of-Home	\$3,165,458.98	5.97%
Search	\$4,529,208.65	8.54%
<b>Total</b>	<b>\$53,056,928.69</b>	

2018 – Media Type	Media Billings	Itemized % of Media Billings
Print	\$4,272,082.00	7.52%
Broadcast TV & Radio, Traditional	\$11,955,792.14	21.05%
Advanced TV & Streaming Radio	\$492,179.60	0.87%
Digital/Online	\$28,365,355.68	49.94%
Social Media	\$2,842,884.00	5.01%
Mobile	<i>Mobile billings included in digital</i>	
Out-of-Home	\$2,924,697.27	5.15%
Search	\$5,943,655.39	10.46%
<b>Total</b>	<b>\$56,796,646.08</b>	

 **1.5** In the last five years, we have averaged the following number of clients for each billing category:



**1.5.1** Under \$2 million – 140 per year


**1.5.2** Between \$2–\$5 million – 6 per year

**1.5.3** Between \$5–\$10 million – 4 per year

**1.5.4** Between \$10–\$15 million – 2 per year

**1.5.5** More than \$15 million – 1 per year



 **1.6, 1.6.1** We believe there is no better way to showcase our experience than through the best-in-class destinations with which we've partnered. Working exclusively in travel and hospitality, we take conflicts of interest very seriously. While we have extensive relationships throughout the travel, tourism and hospitality industries, we do not foresee any current conflicts. We have included a sampling of 25 existing clients below, but would be happy to provide a full list upon request.

Client	Year Acq.	Client	Year Acq.
<i>Aparium Hotels</i>	2020	<i>Lee County Visitor &amp; Convention Bureau</i>	2011
<i>Brand USA Europe Representation</i>	2018	<i>Meritage Resorts</i>	2017
<i>British Virgin Islands</i>	2016	<i>Oceania Cruises</i>	2016
<i>CheapCaribbean.com</i>	2014	<i>Princess Cruises</i>	2014
<i>Choice Hotels</i>	2007	<i>Rhode Island Tourism</i>	2017
<i>Colorado Tourism</i>	2018	<i>South Dakota Department of Tourism</i>	2012
<i>Costa Rica Tourism</i>	2018	<i>Visit San Jose</i>	2015
<i>Destination DC</i>	2015	<i>Tourism Los Cabos</i>	2016
<i>Destination Greater Victoria</i>	2021	<i>Travel Texas</i>	2019
<i>Etihad Airlines</i>	2019	<i>Visit California</i>	2018
<i>European Travel Commission (ETC)</i>	2020	<i>Visit Corpus Christi</i>	2020
<i>Kampgrounds of America (KOA)</i>	2017	<i>Visit KC</i>	2014
<i>Karisma Hotels &amp; Resorts</i>	2020		

### 1.6.2

Client	Year Acq.
<i>Signature Travel Network</i>	2016
<i>Intrepid Travel</i>	2014
<i>Berkshire Hathaway Travel</i>	2015

### 1.6.3

Gains		
<i>AMResorts</i>	<i>Hamilton Princess Bermuda</i>	<i>Santa Monica Travel &amp; Tourism</i>
<i>Amtrak</i>	<i>Hotel Vermont</i>	<i>Sensei Holdings</i>
<i>Aparium Hotels</i>	<i>James Hotel</i>	<i>Shizuoka Tourism</i>
<i>Colorado Tourism Office</i>	<i>Kampgrounds of America (KOA)</i>	<i>Spain Tourism</i>
<i>Costa Rica Tourism</i>	<i>Karisma Hotels &amp; Resorts</i>	<i>Travel Texas</i>
<i>Destination Ann Arbor</i>	<i>Knott's Berry Farm</i>	<i>Visit California</i>
<i>Etihad Airlines</i>	<i>Meritage Resorts</i>	<i>Visit Corpus Christi</i>
<i>Fitler Club</i>	<i>Oklahoma City CVB</i>	<i>Visit Visalia</i>
<i>Greater Palm Springs</i>	<i>Rhode Island Tourism</i>	

### 1.6.3

Losses		
<i>Adventures on the Gorge</i>	<i>Kenya Tourism Board</i>	<i>St. Maarten</i>
<i>All Travel</i>	<i>Lufthansa</i>	<i>Starline Tours</i>
<i>BahaMar</i>	<i>Instituto Nicaraguense De Turismo</i>	<i>Visit Dallas</i>
<i>Bermuda Tourism Authority</i>	<i>The Outer Banks</i>	<i>Visit Tucson</i>
<i>Canyon Ranch</i>	<i>Paradisus Resorts</i>	<i>West Hollywood</i>
<i>China National Tourist Office</i>	<i>Ponant USA</i>	<i>Wyndham Hotel Group</i>
<i>Crown Center</i>	<i>Proper Hotels</i>	<i>Zegrahm Expeditions</i>
<i>Kennebunkport VCB</i>	<i>Springfield CVB</i>	

### 1.7

LEE COUNTY VISITOR & CONVENTION BUREAU

COSTA RICA TOURISM

VISIT KC

BRITISH VIRGIN ISLANDS

### 1.8

#### COSTA RICA

**Scope of Work:** Agency of Record Inclusive of Planning, Terminal, Paid Media, Social Media, Public Relations, Representation, Creative Campaign Development, CRM, Web Projects, Experiential and Analytics/Reporting

**Contact:** Carolina Trejos | Carolina.Trejos@ict.go.cr | +506 8705 9313

**Address:** edificio ICT, Saturno, San José Province, Uruca, 10107, Costa Rica

#### DESTINATION DC

**Scope of Work:** Planning, Paid Media, Public Relations and Web Development

**Contact:** Robin McClain | robin@washington.org | 202.789.7099

**Address:** 901 7th Street NW, 4th Floor, Washington, D.C. 20001

#### SOUTH DAKOTA DEPARTMENT OF TOURISM

**Scope of Work:** Planning, Paid Media, Creative, Media, CRM, Public Relations, Social Media, Experiential and Analytics/Reporting

**Contact:** Jim Hagan | James.Hagan@travelsouthdakota.com | 605.295.1037

**Address:** 715 E. Wells Avenue, Pierre, South Dakota 57501

### 1.9

We understand and recognize that Lee County reserves the right to evaluate MMGY based on past performance.






## 02 Firm Creative Strengths



it's a  
good  
day

*to not be so serious!*



 **2.1** Our results-driven and award-winning 10-year relationship with Lee County is indisputably the result of true partnership. It's never been about one creative campaign. Instead, the goal has always been to use our deep institutional knowledge of travel, the traveler mindset and your brand to think nimbly and proactively to achieve greater and greater success. It's appropriate to mention and is completely true that our integrated approach to creative thinking has been honed and elevated because of our work with the Lee County team.

At the heart of this approach is the importance of creative and media working together to generate ideas that support and advance the same core strategic idea. That is our creative strength – utilizing data and insights to align channel teams and foster true integration.



## Integrated Campaign Development

Some believe the words “creative” and “process” simply don’t fit together – that doing creative work relies on the absence of rules or best practices. While nice in theory, in today’s complex and competitive landscape – where millions of marketing messages are vying for our attention daily – arriving at the right idea means first arming ourselves with the right information. In other words, “what” led us to an idea, and especially “why” it will work, must be clear.

At MMGY, we aren’t guessing. We deliver ideas foundationally supported by our deep knowledge of the travel industry, inspired by your brand architecture, and uncovered by taking the following steps.

There are four steps to finding and delivering the right idea:

**INSIGHTS MAPPING** Go where the data leads

**CONCEPTING** Find the right feeling

**INTEGRATED COMMUNICATION STRATEGY** Align with the audience

**CAMPAIGN EXECUTION** Make it happen

## INSIGHTS MAPPING

Using the brand campaign evolution findings as a guide, creative inspiration begins by looking at your brand through three different lenses: what travelers are currently thinking and feeling; where it fits within our collective culture; and how it competes against other destination brands. Insights are plotted on a map, filtered using proprietary and secondary research tools, and culminate in a core strategic idea. This idea is an articulation of your brand's essence and becomes the foundation of the creative campaign brief.

## The Right Way to Put People in Their Place

### LEE COUNTY EDITION

Everybody has a place they'd rather be.  
This is how to make your place their place.

#### ACT LIKE YOU OWN THE PLACE

Every destination has an "it." We're not talking about the different beaches or waterways or the wildlife or even breakfast at Heavenly Biscuit. We're talking about the way Lee County makes visitors feel. It's our job to find this elusive thing, define it and believe it. If we do, so will everyone else.

#### BEING BOLD HAS ITS PLACE

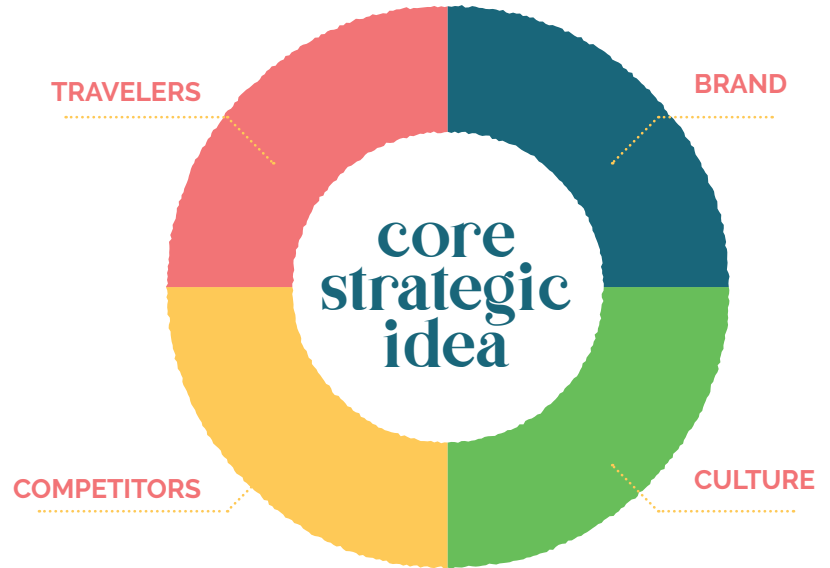
Now's not the time to be shy.  
Now is the time for Lee County to firmly plant its flag as a world-class destination. And so, our work needs to turn heads.

#### YOUR HEART IN THE RIGHT PLACE

Our work needs to first feel true and be a source of local pride. If partners, business owners and residents believe in the idea, they will be our loudest cheerleaders, even if a little laid-back.

#### ALL FALL INTO PLACE

Our strategy leads us in the right direction. A well-executed media plan goes a long way. But when visitors are compelled to contribute to the culture and spread the word, that's truly how Lee County becomes their place.



## Integrated Communication Strategy

Once we have the core strategic idea, it's time to ensure campaign message planning aligns with audience motivators and interests. One effective tool we have used with Lee County to accomplish this goal was to create story pillars. These content buckets detail both the key selling points of the destination and the emotional benefit available to the traveler.



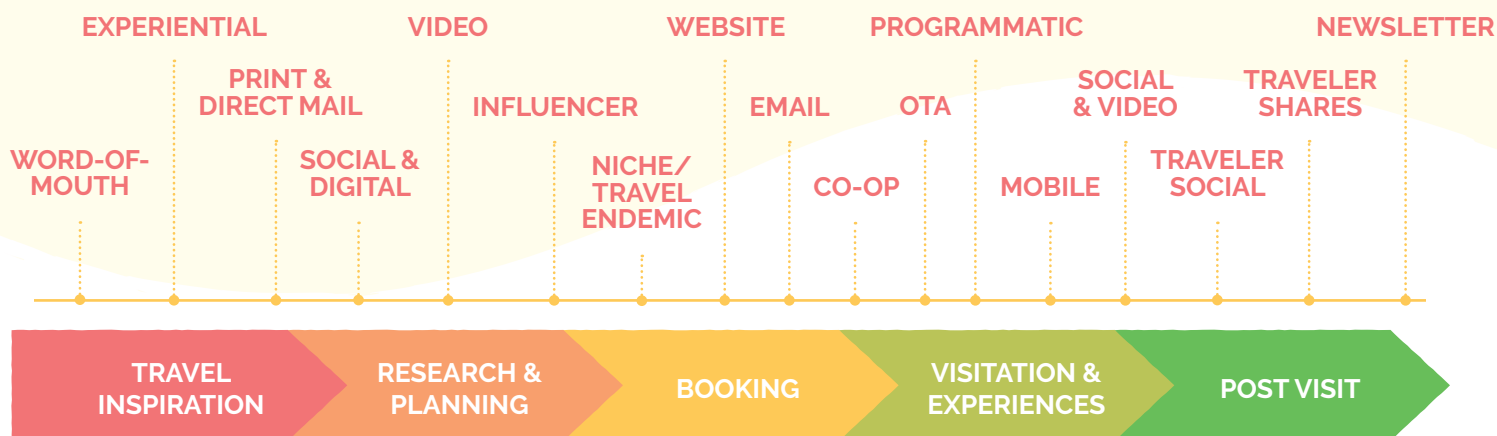


As part of our engagement, MMGY will continue to adapt our comprehensive communications plan tailored to Lee County based on the ever-changing travel climate by using the following framework:

ON THE WATER	OFF THE WATER	SHOULDER-DROP FEELING	BRIGHT SPOTS
Being on, in and around the water is key to local life. From the Caloosahatchee River to the Gulf and every waterway in between, Lee County protects its nature and wildlife for all to enjoy.	Even on land, Lee County's unique geography and abundant natural offerings provide sights, sounds and adventure unavailable elsewhere. This includes, but is not limited to: visual arts and culture, musical performances, breweries and a walkable downtown.	There's a relaxed vibe in Lee County that puts visitors at ease as soon as they arrive, from the slower-paced lifestyle to locals' friendly, laid-back nature to regional flavors and attractions. This includes, but is not limited to: museums, culinary offerings, historic sites and shopping.	Every Lee County neighborhood has its own unique identity. Combined, it's what makes the area so special, with stories that inspire visitors to have a different experience every time they visit.

Brand Architecture	It's Time		
Campaign Insight	Travelers appreciate their vacations more so now than ever before and are looking to make their time away count.		
Sound Bite	It's time to feel full of life on The Beaches of Fort Myers & Sanibel		
Phase	Awareness	Consideration	Conversion
Traveler Mindset	Searching for wide-open and uncrowded Florida beach destinations	Exploring the various Florida beaches and inland experiences that fulfill their needs based on things to do, safety and cleanliness	Determining itinerary, length of stay and the accommodations they want
Brand Role	Encourage our audiences to get out and explore Lee County by appealing to their values and needs	Connect engaged audiences to the relevant experiences they can have while in Lee County for a worthwhile trip	Drive visitation to Lee County by featuring the variety of ways they can stay and reconnect with each other
Purpose	Inspire audiences to get excited about Lee County's uncrowded natural setting and positive vibe	Connect audiences to the experiences they can have on the water and with nature and the quality and way of life that Lee County provides	Create a sense of urgency to book a trip to Lee County
Tactics	Integrated packages (including print and digital content), broadcast TV, advanced TV and audio, OOH, prospecting digital/social, website personalization, welcome series emails	Integrated packages (including print and digital content), OOH mobile retargeting, intent and interest-based digital/social/search, website content, monthly e-newsletters, co-op	Retargeted digital/social/search, partner websites, vacation date email series, partner dedicated emails, co-op
CTAs	Feel It	Learn More/Discover More	Book Now

## Traveler Journey Touch Points



## Digital Experience Platform DXP

We believe the future of destination marketing relies on a unified, data-driven, omnichannel platform. A healthy digital ecosystem relies on many smaller systems. However, to date, these disparate systems have not worked together to inform and automate marketing efforts. Our goal is to create and manage an end-to-end traveler experience that bridges the online and physical worlds.

A digital experience platform (DXP) is an integrated set of technologies that supports the composition, management, delivery and optimization of contextualized digital experiences.

- Customer data consent management
- Website content management system (CMS)
- Customer data platform (CDP)
- Customer relationship management (CRM)
- Media campaign enrichment and optimization
- Website personalization and email marketing automation
- Analytics and machine learning
- Digital asset management

With more restrictive consumer data and website browser policies changing the online landscape, brands need to proactively decide what data is collected, how the data enhances the user experience, and how the user experience will continually inform and define the destination experience.

**Our ability to lead the industry in thought and action defines MMGY. The digital experience platform we propose has not been fully realized by any tourism organization and will establish Lee County as a technological leader in destination marketing.**

By unifying your digital platforms, we can capture a full understanding of the traveler experience and create automated, machine-learning programs at scale. A primary component of our digital experience platform is an integrated analytics dashboard solution that includes consumer, content and channel scoring to identify trends in traveler engagement, media performance and visitor spend.

Through tracking and measuring traveler behavior and content engagement, we are able to understand the traveler experience and use our consumer data platform (CDP) to make informed marketing decisions that enable us to provide ongoing optimization and increased return on the investment of your program.

## The Way Forward

Despite the instability of the past 12 months, Lee County enters the post-pandemic period in an advantageous position just by being what it always has been. At its core, the new county brand, developed by MMGY in 2019–2020, combined the fundamental need all travelers share with what Lee County naturally provides: the gift of time. More than ever, people need time to relax but also time to actively pursue their passions with the people they love most.

**This balance is what Lee County offers. This is our time. Let's take it.**

Building a new campaign from this brand will help us capitalize on what travelers want now and in the future. Because life has seemingly been happening one day at a time for all of us, it's easy to only see the bad, not the good. Lee County has the opposite effect. We have the opportunity to prove that now's the time to make every day a good day.

# it's a good day

### Concept Statement

These days, all of us feel like it's difficult to distinguish one day from another. But under the sun, in the right environment and with the right people, having a good day, one that truly stands out, feels natural and easy. This is what has endeared people to Lee County for so long. This is what will drive new visitors to the destination. This is what people need right now. The simple belief that it's time for more good days. And there's one place that always delivers.

Preview your new brand campaign at [StartAGoodDayHere.com](https://StartAGoodDayHere.com).

### Brand Opportunity One

**Introducing the first destination to own paying it forward.**

Through this pay-it-forward program and cross-channel campaign, we'll provide opportunities for visitors and residents to pass their good day on while driving dispersal to more areas of the county in a way that gets national exposure.

### Brand Opportunity Two

**Let's take Good Days on tour.**

Reinventing experiential and in-market activations post-pandemic, we'll tour our national fly markets with safe in-person and social-focused online events.

### Brand Opportunity Three

**Starting a new trend: traveling in pods.**

Many families chose to quarantine in pods – now it's time to travel together. This integrated campaign will work with industry partners to target returning families and encourage them to bring a first-time family along.





## Public Relations

PR's primary objective is to help drive awareness of and spur travel to Lee County. And now, more than ever, it will be important to get as many media as possible on the ground so they can truly understand – and experience – a good day in Lee County. While much of the last two years has been focused on crisis communications, we are turning a new page with a sunny outlook on the way forward to capture pent-up demand for all the destination has to offer. After all, we are award winning, with accolades garnered over the last two years including: "The South's Best" and "America's Shelling Capital" from Southern Living and "14 Best Beaches in the U.S." from Condé Nast Traveler. And, with most of these kudos secured during the red tide crisis and pandemic, what will FY 2021–22 and beyond hold? A lot.

### THE POWER OF REACH

With the agency's knowledge of travel trends, tailored pitches and customized press trips, our New York City and Los Angeles offices (plus London as needed) have and will continue to secure A-list coverage for Lee County. From securing TV opportunities like "Raw Travel" and the upcoming debut of PBS' "Samantha Brown's Places to Love" to creating successful media events like the Tap Takeover in NYC and the virtual brewery trail and book club initiatives, plus organizing the upcoming Fall 2021 Midwest Travel Journalists Association conference in-destination, our PR program reaches coveted target audiences to turn inspiration into action.

### OUR MULTIFACETED APPROACH

We will continue to employ our integrated approach to tell the many stories and dynamic offerings of Lee County. This includes:

**ADAPT** to constantly changing media and an evolving consumer and travel landscape by providing curated options for journalists to visit firsthand through virtual, group and individual experiences.

**GENERATE** targeted local, regional and national press coverage – including print, online and broadcast media conversations – through creative storytelling opportunities that differentiate the destination.

**ENGAGE** with media, industry leaders and local partners to tell the Lee County story.

**CREATE** interest and demand through inspiring content and experiences for consumers and media.

**COLLABORATE** with impactful and like-minded brands to develop innovative programming.

**DRIVE** traffic to the VCB's website and social media channels through calls to action.

**PROTECT** the destination's image through ongoing crisis and issues management.

### ALWAYS-ON NEWS BUREAU

Building on our news bureau function, we will continue tapping the right media at the right time with the right story angles to raise awareness, buzz and visitation to the destination. In fact, we have set a very high bar for ourselves with Lee County, generating a 557% increase in impressions in FY 2018-19 and 60% during FY 2019-20, garnering a staggering 5.3 billion impressions even during the pandemic.

### IT'S A GOOD DAY

It's time to show the world a good day in the destination. To kick off our brand campaign, we will align Lee County with key market good day morning shows throughout the country, tapping meteorologists to broadcast from the beaches via live remote stand-up segments. Audiences at home can enjoy a glimpse of Lighthouse Beach Park or Bowman's Beach, and do the Sanibel Stoop with their weathercasters. Outreach would include Fox News shows "Good Day New York," "Good Day LA," "Good Day DC," "Good Day Philadelphia," "Good Day Chicago," "Good Day Austin," "Good Day Kansas" and others. We can then take good days on tour with safe post-pandemic activations and deskside meetings in these markets.

## Maintaining a Best in Class Social Media Presence for Lee County

As partners in developing Lee County's social media presence for the past seven years, MMGY is well-versed in what content works for each social product and how audiences are diversified and differentiated between platforms. This deep knowledge has helped us push strategic frameworks that not only elevate and capitalize on trending social media opportunities but allow us to proactively seek opportunities across owned, earned and paid channels. This results in a holistic approach to all content development, paid social, campaign work and influencer partnerships. MMGY's social media team members are experts at scaling support around the five pillars that are essential to success in social media:

### The Social Media Ecosystem

INSIGHTS &  
STRATEGY

PAID & ANALYTICS

INFLUENCER  
MANAGEMENT &  
ACTIVATIONS

CAMPAIGN &  
PROMOTIONS

CONTENT  
STRATEGY &  
CREATION

As we continue our work together, we'll leverage our full suite of social capabilities including:

- Bringing the destination to life through curated video, content studio work, strong imagery and unique campaigns. We've been able to increase engagement across Lee County's channels by 1.3M%, growing its collective social following to almost 900,000 active users. Our focus on quality content has garnered numerous awards for social video presence and timely campaigns.
- Optimizing social-first content by channel, keeping current and potential followers engaged from start to finish. With people four times more likely to engage with video content than other asset types, this is an ongoing focus for our social strategies.
- Focusing our efforts on the people, cultures and natural beauty that make Lee County special.
- Bolstering our strong network of influencers and content creators to promote the destination to their highly engaged audiences. Going forward, our main focus will be to partner with a diverse, inclusive mix of creators, ensuring that we reach a variety of prospective travelers.
- Utilizing our knowledge of enterprise-level platforms and tapping into key experts to drive efficiencies – from deploying and managing always-on content to uncovering insights through social listening to managing our owned channels.
- Leveraging social media CRM tools and native platforms to proactively and reactively engage with our communities, addressing questions and encouraging positive travel memories through response tactics. Our goal is to share social love with everyone who engages with us – and given that our content receives an average of 340 comments per post, that's a whole lot of love!
- Maintaining a fast-follower approach to emerging trends across social and digital media, aligning with the ever-changing landscape and optimizing for continued and future business success across owned channels.

### BRINGING GOOD DAYS TO THE #FTMYERSSANIBEL COMMUNITY

Our community naturally looks to our social media channels for a daily dose of sunshine. "Needed this!" and "Makes me smile!" are comments many of our posts receive on a daily basis. From organic content and social campaigns to influencer partnerships and paid social, we will weave in messaging that aligns with the feelings and good days Lee County generates. Natural extensions include launching a robust series of short, social-first videos highlighting local activities and experiences that bring about a good day. Our influencer partnerships will also take a new approach as we select official "Day Makers" whose positive, inspirational content will brighten their followers' days. With select partners, we'll execute giveaways that allow our Day Makers to surprise one lucky follower with a trip to the destination. Our branded Instagram filter adds notable #FtMyersSanibel elements to smiling selfies, further proving that smiles not only lead to good days but good days are made even better in Lee County.

## Email Marketing Guiding Principles

MMGY's approach to email marketing is focused on developing data-driven strategies coupled with award-winning creative work. The Lee County email marketing program continues to inspire travelers through data strategy, campaign creative and HTML development, deployment and more.

MMGY's email marketing team relies on leveraging data collected from media tactics, websites and offline sources. We ensure the data collection methods comply with industry standards and build a database that supports unique and engaging email campaigns, such as the Vacation Date and Bridal Welcome series.

Utilizing existing data points within our first-party database will always be central to our email strategy and planning. In addition, creating new audiences and segments based on past email engagement has allowed us to create more personal and dynamic email campaigns targeted at one-of-a-kind traveler data. Whether a user has opened 10 emails or only clicked on partner-offer content, it's all key to custom tailoring our messages. Our partner-focused email campaigns as well our newsletters include messaging based on the source of opt-in while implementing deployment tactics that evaluate how the user has engaged. Automated email campaigns leverage Salesforce Marketing Cloud's journey builder, which sets up a sequence of emails triggered by email engagement. Email automation continues to be a key area of exploration as we have seen positive results where open rates exceed previous stand-alone email campaigns by 10–15%.

### A DXP IS CENTRAL TO HOW WE AFFECT THE DIGITAL EXPERIENCE OF TRAVELERS

As we look toward the future of Lee County's email marketing program, we envision a digital ecosystem that provides deeper insights made possible by the previously mentioned digital experience platform. Having these insights about travelers and their engagement with website content, media, social media and more creates unique opportunities we are able to act on as key touch points in the traveler's journey. As more and more of our daily experiences increase in digital interactions, so does our need to create a unified data approach across all channels.





## Driving Incremental Travelers to DC

### SITUATION

Destination DC wanted a fresh perspective on its marketing efforts to coincide with an evolved take on the destination's rich brand story. Our charge was simple: tell the story in an effective, efficient way while reaching highly targeted, qualified consumers via strategic trip planning data and carefully curated programming. Reaching these consumers at just the right time, with just the right message was key.

### ACTION

With a \$3.5M budget, the campaign leveraged a full-funnel, integrated approach with an emphasis on targeted reach and awareness to generate brand engagement. We did this by transitioning all broadcast dollars to digital video executions. Efforts focused on key target markets of New York, Philadelphia, Boston, Chicago, Los Angeles, Atlanta and Richmond. We targeted six audiences via 1:1 addressable messaging and aligned with premium content.

Digital initiatives included TripleLift's new-to-market technology and product, ContentDial, to generate engagement and time spent with the brand, valuing both on-site and off-site actions. This allowed us to leverage iconic brands such as Rolling Stone to create and distribute custom content without the heavy investment typically associated with custom publisher deals.

We also deployed unique out-of-home placements, including hand-painted murals, flyover rooftops, and bus and kiosk wraps in key opportunity markets. These high-impact placements were geofenced to capture and retarget device IDs of exposed consumers.

Paid search utilized tiered geographical targeting: local, regional and national campaigns with keywords tailored to a user's likelihood to travel to DC. For example, "things to do this weekend" terms were restricted to DC's drive market whereas "historic vacation ideas" were targeted nationally. Custom audience combinations further increased our bidding efficiency and conversion rates.

### RESULTS

The FY 2018–2019 campaign influenced \$11.4 million in tax revenue for the city from the \$148 million in visitor spending. Taxes generated were up 8.6% over 2018, and 2019 was the highest tax ROI in the seven years of measurement. This was largely driven by the 560,000 incremental visitors influenced by targeted media.

Media metrics tout similar successes. Shifting traditional broadcast dollars to digital video produced a 54% increase in impressions and 22% improvement in CPM. Native placements generated over 1.6 years of brand engagement. MMGY negotiations resulted in \$1,063,117 in added value, equating to 30% of the total paid investment.

### Key Metrics

2019 Visitor Spend ROI: **\$3.03**

Incremental Visitors: **560,000**

Media Added Value: **\$1M**

Supporting creative materials are included in the appendix.

## 2.1.1.2 Optimizing High Impact Cooperative Marketing Opportunities

### SITUATION

The Lee County Visitor and Convention Bureau (VCB) leverages its annual media buys to provide industry partners with targeted advertising placements that directly impact partner bookings. Ultimately, these high-impact co-op opportunities allow local partners to raise their visibility among endemic and premium publishers that might otherwise be cost prohibitive. As industry experts in this realm, MMGY was charged with optimizing and expanding the Lee County VCB's integrated co-op marketing plan, upholding the integrity of the destination's brand, and developing an advertising portal that streamlined the creative production process.

### STRATEGIC PLANNING

Traditionally, industry needs have dictated that we roll out annual co-op plans before the brand's media plan is finalized, which means identifying effective placements and working them into the overall destination plan. In order to refine this process, our media and account teams worked with the VCB to finalize the majority of brand planning earlier in the year to offer co-op placements that more efficiently leveled up to the brand's initiatives.

This strategy shift has placed more emphasis on leisure intent and conversion tactics. The destination secures new audiences with prospecting methods, brings consumers further down in the purchasing funnel and allows industry partners to drive conversions more effectively.

**MMGY makes our partnership with our VCB so much easier. Being able to easily understand, quickly review and plan our entire year all at once is a huge relief** – Director of Revenue, Fort Myers Beach Accommodation Partner

### UPGRADED TECHNOLOGY

While the original co-op portal was functional, it eventually became outdated. With an investment of \$175,000, we worked with the Lee County VCB to create a one-stop shop that improved the industry's experience and centralized all co-op activity – from ordering and billing to reporting. During the discovery phase, partner feedback was solicited, but, due to COVID-19-related priority shifts, response rate was low. However, since MMGY has fostered such a close relationship with the industry for so long, our deep understanding of partner needs allowed us to catalogue and implement enhancements requested over several years.

The final product is a user-friendly, intuitive and modern tool that streamlines the traffic and accounting processes for both the partners and the VCB. Leading-edge functionality has simplified all processes, which reduces the time partners need to devote to advertising and bolsters the efficacy and impact of their placements. After the new portal launched, partners expressed sincere appreciation for the VCB's attention to their individual needs.

**The new co op portal has made the operation seamless. Everything is so user friendly and in this busy world, being able to swiftly submit materials is incredibly helpful** – Marketing Manager, Captiva Island Accommodation Partner

### STREAMLINED CREATIVE

MMGY carefully considers how to maintain the integrity of the overarching brand across our campaign work. As such, brand creative is utilized as the template for each co-op creative execution and partners are able to submit readily-available assets. This removes a significant amount of partner uncertainty and ensures the destination's brand identity is upheld and consistent.

**We respect your ability to adapt, stay organized and produce high quality, unique creative** – Local Agency Director, Multiple Attraction Partners

### SCALING UP

We provide partners with all the resources needed to create a successful marketing campaign. This allows the VCB to produce a large scale of work, easily manage the execution of thousands of deliverables each year, launch on time and deliver in full.

**The MMGY co op program makes my job marketing our resort easier and more economical Without this co op smaller boutique resorts like mine would not have access to the high quality broad marketing channels that MMGY does** – General Manager, Sanibel Accommodation Partner

### EXPANDED IMPLEMENTATION

The majority of co-ops serve Lee County's bed-tax contributing accommodation partners. More recently, additional in-market opportunities increased awareness for – and consumer spend with – attraction and restaurant partners, to positively impact local economic growth. Meanwhile, the implementation of floodlight tagging allowed us to complement more traditional media reporting metrics.

### PERSONALIZED SERVICE

MMGY has a dedicated, in-destination team member to manage the co-op program, which allows the VCB to focus on other business and industry relations. We foster existing relationships and create new partnerships all while keeping open communication with partners in order to meet every need.

**Elizabeth is extremely helpful I am very thankful for all her guidance and support** – Senior Sales Manager, Fort Myers Accommodation Partner

### OVERALL RESULTS

Many partners rely solely on the Lee County VCB's co-op program for their advertising efforts and have come to trust and seek out MMGY's experience and expertise with industry insights, advertising best practices and marketing principles. Our efforts result in partners submitting higher-quality materials, which leads to better performance and an increase in partner referrals and direct bookings. Even amid the COVID-19 pandemic, co-op messaging generated 36M highly targeted partner impressions. This activity influenced nearly 106,000 inquiries – one-fourth of all inquiries generated for the destination, including 3,800 outbound partner referrals linking directly to partner sites.

Prior to (and we anticipate following) the COVID-19 pandemic, the VCB's co-op program has offered more than 230 opportunities and has engaged more than 70 industry partners each year. Historically, over \$300,000 in annual co-op sales have been redistributed into the brand's marketing budget, providing incremental spend to further increase reach.

Supporting creative materials are included in the appendix.



### 2.1.1.3 The Essence of a Global Ad Campaign



#### SITUATION

Costa Rica has achieved immense success as a travel destination – building a reputation around its “pura vida” philosophy and pillars including ecotourism, adventure and wellness. As competition grew, it became more important for Costa Rica to break out of old strategies and develop an ownable campaign that stayed true to its identity.

#### ACTION

While our primary role was to conceive, execute and deploy a creative advertising campaign, our integrated capabilities set us apart from other creative agencies. We kicked off our creative process by analyzing Costa Rica's primary research and our proprietary data to develop three primary personas. We asked, “What does Costa Rica provide that no other destination can?” The answer: a sense of happiness and fulfillment that our audiences are seeking – even if they don't know it.

Taking a leap from tried-and-true “surf and jungle” images, we created a campaign to strike an emotional chord. Laddering up to our overarching concept of “Only the Essentials,” we developed the campaign's creative core: an illustrated alphabet incorporating images of local flora and fauna. Five inspirational words captured the essence of Costa Rica: Balance, Thrill, Recharge, Alive and Connect. The graphics became teasers to the broader campaign, which connected to evocative photography.

#### RESULTS

“Only the Essentials” kicked off with out-of-home public transportation ads – including a subway station takeover – across primary North American markets. Print, display, search, native and video were deployed through programmatic, travel and lifestyle publishers, driving traffic to VisitCostaRica.com and generating nearly 680,000 attributed web sessions in the first four months of launch.

During the United Nations Climate Week, we created a pop-up in New York City, immersing visitors in a rainforest setting with a digital photo opportunity. This activation engaged over 600 media and consumers and 72,000 passersby. Supporting social media efforts included an influencer mailer reveal and a trip sweepstakes, resulting in nearly 26.5 million social engagements and 24,000 sweepstakes entries.

Simultaneously, we celebrated the campaign launch with a speaking engagement for the Minister of Tourism at the Skift Global Forum, a Travel Massive event with 85 members of the press. We also orchestrated interviews with the Minister of Tourism, President and First Lady of Costa Rica for The New York Times, NBC New York Live, Bloomberg and BBC News. This garnered over 45 million media impressions.

Over four months, the program resulted in more than 95,000 attributed leads at VisitCostaRica.com across click-to-contact, partner referrals, brochure downloads and newsletter sign-ups. Costa Rica spent \$1.8 million across marketing, public relations and social media initiatives. As a result, the Costa Rica Tourism Board achieved 5,672 attributed hotel bookings and more than \$4.8 million in hotel revenue. The echo of the campaign continued into the first quarter of 2020 with 452,000 North American arrivals, an increase of 9.5% from the previous year.

#### Key Metrics

Increase in Arrivals: **9.5%**

Attributed Hotel ROI: **\$2.67**

Database Records: **24,000**

Supporting creative materials are included in the appendix.

#### 2.3.1

**DESTINATION DC** Washington.org

**VISIT KC** VisitKC.com

**SENSEI** Sensei.com

# 03 Firm Plan of Approach-Media Buying

FL • FORT MYERS • FL  
it's a  
good  
day  
FORT MYERS • FL



### 3.1 Travel Centric Data Led and Focused on Business Results

MMGY has extensive experience building successful integrated programs across domestic and global audiences for some of the largest travel brands, including Lee County. We take a holistic approach to media planning because we understand the power of integrated marketing strategies. This is especially true as we develop a consumer strategy that can be customized to domestic and international markets based on consumption preferences and travel patterns. Our group approach aligns with brand strategy while reaching meeting planners, travel advisors and wedding principals through full-funnel tactics delivering education and lead aggregation.

#### KEY PILLARS OF OUR INTEGRATED MEDIA STRATEGY

MMGY leverages syndicated research tools to develop an effective, efficient media strategy.

**MEASURING WHAT MATTERS** Together, we must commit up front to clear, measurable KPIs.

**DATA-LED STRATEGIES** MMGY delivers a differentiator with travel and media research and our proprietary audience modeling and data segmentation platform, Terminal.

**PURPOSEFUL PLANNING** Full-funnel media aligns **it's a good day** messaging and audiences

with travel motivators. We ensure proper tactical weighting, assign KPIs by funnel position and remain mindful of market strategy when planning.

**POWER OF PARTNERS** Our team leverages vendor relationships for increased buying power, value adds and exclusive access. In 10 years of partnership, **MMGY has negotiated more than \$31 million in added value on behalf of the VCB.**

#### CAMPAIGN EXECUTION, APPROACH AND PHILOSOPHY

Once budget is approved, we create detailed briefs outlining KPIs and targeting parameters to set clear expectations. After thorough vetting, we select and recommend the top partners and move forward with contracting. With Google Campaign Manager, we track from initial exposure through conversion while keeping a close watch on arrival metrics for holistic optimizations.

MMGY uses documents such as the campaign checklist to ensure all technical aspects have been accounted for. Our workflow platform, Workamajig, streamlines logistic and project management functions during the creation and trafficking of media assets.

#### EXISTING AUDIENCE ANALYSIS AND THE EVOLUTION OF INCLUSIVITY

As we inject more cultural intelligence into our work, we will ensure inclusive representation of our diverse global population while supporting Lee County's underserved communities and businesses. These inclusivity efforts will be guided by our Terminal addressable audiences and similar prospecting tactics. Flexing audience building blocks – such as travel spend history, travel resiliency and the likelihood of being a frequent vacationer – will remove unintended bias and drive long-term visitation against traditionally underrepresented audiences. Similar tactics will be key when developing a dedicated multicultural strategy.

Our data-led audience strategy is rooted in the latest tactics, technologies and media consumption:

- Bring good days to the mailbox via Terminal-powered addressable direct mail. This prospecting tactic aligns with growing enthusiasm for mail – up 37% during the pandemic.
- Use movement data to define emergence levels and assume the likelihood to travel.
- Remind valuable past visitors of good days in Lee County through newly available, finely segmented credit card transactions categorized by season, transaction type and spend volume. We will segment domestically and internationally and conquest competitively.
- Redefine cross-device targeting as our homes and vehicles become ever more connected.

## UPLIFTING THE INDUSTRY

MMGY has considerable expertise crafting customized co-op programs that provide an opportunity to engage a destination's industry partners at all budget levels – and the custom program we implemented for the Lee County VCB has seen overwhelming success engaging partners in a meaningful way.

Our purpose is to expand reach with a unified tourism message and to maximize tourism impact. We believe co-op should not be considered a channel but rather a messaging approach that can be applied to a number of channels ladder up to the VCB's broader strategic goals. Messaging deployed at key touch points allows partners to provide value and/or any actionable CTAs to drive conversion.

### Co Op Program Tenets

Make It Customizable

Keep It Easy to Use

Provide Cost-  
Effective Options

Deliver Results

Following are key opportunities to continue strengthening the partnership program:

- Maintain focus on low-cost, highly targeted, trackable program components.
- Amplify in-market reach to encourage exploration and incremental spend through location-based mobile, push notification takeovers, social intent retargeting and Tripadvisor itineraries.
- Through our new cloud-based co-op advertising application we are able to streamline logistics and invoicing for industry partners, the VCB and MMGY.
- Develop collaborative programs for small groups of Lee County organizations, such as hotels, attractions, restaurants or even business development groups.

MMGY provides additional value to industry partners by hosting educational workshops and through implementation of the Bandwango platform on the Lee County VCB's consumer website.

## MEDIA SHOULD MATCH BEHAVIOR

Unifying efforts through our unique DXP approach offers a powerful opportunity for paid media strategy, implementation and ongoing optimization.

Each traveler is multidimensional with varied interests based on their own unique experience and touch points throughout their planning process. This awareness ensures we're customizing tone with a consumer's level of familiarity and leveraging data to create the greatest connectivity to the destination before, during and after their trip.

We're thinking about these as macro segments as we architect future touch points for travelers. This foundation will allow actionable findings by defining the individuals and triggers that lead to broader awareness and engagement. After successfully refining channel strategies to connect with these individuals, we will continue leading DMOs with a technological platform that will sustain the destination long term.

## DRIVING EFFICIENCY AND INNOVATION

The democratization of media inventory has led to a new approach in media planning, buying and

execution. Already apparent in our media plans for the VCB, we're basing channel mix strategies and reporting KPIs on holistic marketing objectives, stakeholder transparency and true economic impact. Core to driving efficiency and innovation is embracing today's technology trends and being on the leading edge of tomorrow's platforms. While we have a number of bright and shiny ideas and opportunities, we are excited to share the below example with you.

### HIGH-IMPACT, HIGH-VISIBILITY PARTNERSHIPS

By partnering with the Scott Brothers for a cottage renovation and *Reveal* promotion, we are offering an unprecedented opportunity to ally with a nationally recognized brand while executing a multichannel campaign with owned and earned dividends. We'll extend this opportunity to align with increasing consumer preference for vacation rentals through a premium collaboration with Vrbo. **This cross-channel, first-to-market initiative would include a 50% matching investment by Vrbo.** The combined *Reveal* and Vrbo opportunities will generate destination awareness and ensure consumers consider Lee County for their next good day.



04

Personnel

it's a  
good  
day

to soak  
up the sun.





#### 4.1-4.5 One Team Together

MMGY's fully integrated agency structure is built to maximize every channel and team member's contributions throughout the entire life cycle of a relationship. Work does not get handed off from one phase to another. Instead, team members overlap to provide diverse channel oversight and accountability as ideas progress. We have detailed your full best-in-class agency team and appropriate leads on the following pages. We pride ourselves on the fact that not only do your very tenured key team members average more than 10 years with MMGY, but they also average seven years on the Lee County account. This is a testament to the excellent relationships forged with your team, our extensive training and growth opportunities, and a genuine passion for such an incredible industry. We know that each hand-selected team member will continue to provide leadership and expertise for you and will continue to complement the structure and capabilities of your own staff to drive efficiencies and ensure a well-rounded marketing approach.

#### **NO ONE KNOWS YOUR BUSINESS BETTER THAN WE DO**

We have nearly 50 staff members who actively work on the Lee County business, and this talented group has naturally become its brand ambassadors. Beyond those of us who were there from the very beginning and have forged unbreakable bonds with your team, many more of us have a personal connection with, a deep understanding of, and a true love for Lee County. If we should be so fortunate to extend our partnership, Kim Lenox will continue to lead the Lee County account. Kim has been at MMGY for more than 22 years, having been engaged in your business since the very beginning in 2011. Elizabeth Escribano joined our collective team as your dedicated local agency representative in April 2015. She brings rooted understanding and quickly develops deep connections while championing our cooperative marketing program throughout the county. Kylee Sprengel asked to join the Lee County team in 2018, having worked on other tourism business at MMGY since 2015. She's now considered an integral part of your marketing team and will continue to be as we extend our innovative approach.






#### LET'S CONTINUE THE MOMENTUM

At MMGY, we understand how critical a highly engaged and dedicated team is to the success and execution of any project. We've been partners for 10 years now and we are fully immersed in the destination as well as your organizational and business goals. We are intricately involved in all facets of marketing and management for the continual benefit of residents and the travel and tourism industry.

Because this valuable time has already been invested on both sides, we can continue rather than commence recovery work for the destination and instead keep innovating; eliminating what would take another agency months of onboarding and training to accomplish – time we don't have to lose during this critical period of rebuilding.

 **4.4** MMGY understands team members will not be substituted without the expressed permission of Lee County.



one tka . one tka  
one tka . one tka  
one tka . one tka



#### CLAYTON REID CEO

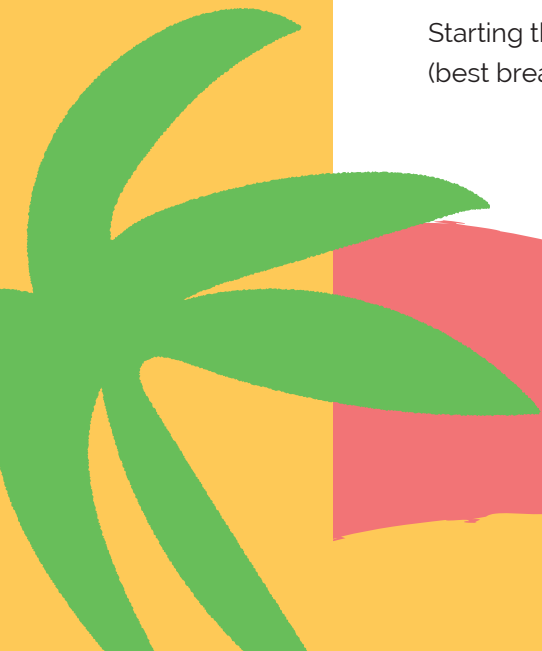
 **32 years at MMGY, 10 years with Lee County**

Considered one of the travel industry's top minds in marketing and strategic planning, Clayton Reid has worked with companies around the world for over two decades. He is responsible for MMGY Global's overall vision and leads the company's \$60 million marketing communications practice across six countries and 12 offices. Heavily involved with industry advocacy, Clayton is a sought-after speaker and has been featured by news organizations such as Bloomberg, NPR, The Wall Street Journal, The New York Times and CNN. He has served on

boards including The United States Travel Association, The New York City Hospitality Council and The World Alpine Ski Championships, and he is a strategic council member of Gerson Lehrman Group (GLG) in their travel advisory practice. Clayton has twice been awarded the American Express Steven Harvey Achievement Award for Marketing and has been selected for the exclusive Arthur Page Society. He is also an advocate for sustainability and social cause in travel, being featured by Skift and Forbes for MMGY Global's international push to make travel a platform for equality and understanding.

 **My good day moment on The Beaches of Fort Myers & Sanibel is/would be...**

Starting the morning with pancakes at Over Easy Cafe, then lunch at Crave on McGregor (best bread pudding I've ever had) and dinner at Mad Hatter, that is a good day.







## **KIM LENOX** VP, Group Account Director | Tourism Strategy

 **22 years at MMGY, 10 years with Lee County**

*The Beaches of Fort Myers & Sanibel, Ann Arbor, Barbados, Bermuda, Cleveland, Colorado, Corpus Christi, Destination DC, Houston, Visit KC, Monterey, New Mexico, Outer Banks, Rapid City, San Francisco, Visit San Jose, Santa Barbara, South Dakota, Springfield, MO, Texas*

Kim has more than two decades of experience in destination marketing and has produced numerous results-generating and award-winning campaigns through strategic planning and channel integration. Kim grew up in the travel and tourism industry and she leads the Lee County business at the agency and has since day one.

She is responsible for the client-agency relationship at the highest level and oversees the account management team efforts to establish top-level strategy for all cross-channel client initiatives. Kim provides leadership and insight with the goal of elevating creativity, driving inspiration and producing results.

 **My good day moment on The Beaches of Fort Myers & Sanibel is/would be...**

Wind in my hair, sun on my face while island hopping with Yucatan Shrimp in one hand, a cinnamon roll from HB in the other and dolphins in my wake!



## **KYLEE SPRENGEL** Account Supervisor

 **6 years at MMGY, 2 years with Lee County**

*The Beaches of Fort Myers & Sanibel, Visit San Jose, The Outer Banks, Springfield, MO, Cabarrus County CVB, Loudoun CVA*

Kylee works closely with cross-channel teams to ensure the delivery of client KPIs and implementation of integrated work. She has 10 years of experience within the travel and tourism industries, gaining exposure to a wide range of business goals and corresponding opportunities for strategic problem-solving. She serves as the Account Supervisor for The Beaches of Fort Myers & Sanibel. She provides proactive recommendations on campaign

strategy and execution, identifies opportunities for channel integration, and oversees the fulfillment of creative and digital media placements.

 **My good day moment on The Beaches of Fort Myers & Sanibel is/would be...**

Standing on Bunche Beach at sunset after having a cone from Love Boat and feeling the waves lapping on my feet - providing a sense of calm and restoration for my spirit.



## **ELIZABETH ESCRIBANO** Senior Account Executive

 **6 years at MMGY, 6 years with Lee County**

*The Beaches of Fort Myers & Sanibel*

With 10 years of advertising experience across multiple industries, Elizabeth joined MMGY in 2015 as an in-destination representative for Lee County, specifically to manage the co-op program and to serve as MMGY's liaison to the industry. In the subsequent six years of work dedicated to Lee County, she has honed her skills and now also leads trade/group and international efforts. Travel has always been an integral part of her life

as she grew up spending summers in Europe with her Spanish relatives. She understands the importance of travel in bringing people together and feels fortunate to be able to unite her passions for travel and marketing through her work.

 **My good day moment on The Beaches of Fort Myers & Sanibel is/would be...**

Walking through Times Square before heading onto the Fort Myers Beach Pier to catch a glimpse of friendly dolphins playing in the calm waters below.



## **KARLIE BRODERS** Account Executive

 **Less than 1 year at MMGY,  
Less than 1 year with Lee County**

*The Beaches of Fort Myers & Sanibel, Visit San Jose*

Karl serves as an Account Executive managing day-to-day client relations. She handles media and creative fulfillment for consumer integrated packages and for travel trade and groups. She comes from the sports industry working with teams such as Sporting Kansas City, the Kansas City Royals and the Kansas City Chiefs, specializing in grassroots marketing and fan development. Her experience allows her to truly understand

and meet client and consumer needs, and she thrives on working in fast-paced environments. As a sports enthusiast who loves bicycling, hiking and anything outdoors, she comes with dedication, energy and versatility to help make her clients' visions come to life.

 **My good day moment on The Beaches of Fort Myers & Sanibel is/would be...**

Starting my day with a guided paddleboard tour admiring the beaches and harbor scenery, enjoying all the delicious seafood on offer, and then ending the day with a sunset boat ride.





## MIKAELA PAPAGEORGIOU Account Coordinator

 **Less than 1 year at MMGY,  
Less than 1 year with Lee County**

*The Beaches of Fort Myers & Sanibel, South Dakota,  
Visit Rapid City, Ann Arbor*

Mikaela supports day-to-day client relations and deliverables between accounts and vendors. She earned her B.A. in Communication Studies, Nonprofit Leadership and Applied Critical Thought and Inquiry. In her previous role as Director of Programming at Uncover KC, she developed educational programming in the Kansas City community. An avid traveler, she once spent a


summer living in Mount Ranier and spent eight weeks backpacking through Thailand to learn about organic agricultural practices. She is dedicated to bringing her global perspectives to her work and supporting MMGY Global's mission to promote travel as a cultural bridge of understanding.

 **My good day moment on The Beaches of Fort Myers & Sanibel is/would be...**

Waking up early and grabbing coffee and treats from a local bakery, then spending the day shelling and birdwatching on the local beaches. Then wrap up the day with a picnic on the beach to watch the sunset.



## ALLY LONKER Project Coordinator

 **Less than 1 year at MMGY,  
Less than 1 year with Lee County**

*The Beaches of Fort Myers & Sanibel, South Dakota  
Department of Tourism, Colorado Tourism Office*

Ally is a Project Coordinator who focuses on managing day-to-day schedules between various projects. She communicates between account teams and creative resources to get the task at hand resolved quickly and efficiently. Ally obtains estimates and oversees the project in a larger scope. She has an experienced customer service background with a demonstrated history of working

in the marketing and advertising industry.

 **My good day moment on The Beaches of Fort Myers & Sanibel is/would be...**

Starting my morning with a Sanibel sunrise walk on the beach, wandering into all of the local shops and galleries, and ending the day with Sanibel's best homemade ice cream.



## STEWART COLOVIN EVP, Global Brand Strategy

 **17 years at MMGY, 10 years with Lee County**

Stewart leads MMGY Global's brand strategy efforts. He has created brands for destinations, hotel companies, attractions and sports franchises around the world, including Vancouver, Cleveland, Bermuda, Los Cabos, Homewood Suites by Hilton, The Rock & Roll Hall of Fame and the Cleveland Cavaliers. Prior to MMGY Global, he served as international creative director at Dentsu, Inc. in Tokyo. He has received awards at the most prestigious advertising competitions, including Best of Show at the HSMIAI Adrian Awards, twice.

 **My good day moment on The Beaches of Fort Myers & Sanibel is/would be...**

Taking the time to find the dollar I hung up at Cabbage Key almost 10 years ago, consoling an old friend on another disappointing year for the football team at FSU over beers at sunset on the dock at Bert's in Matlacha and ending the night with an order of Funnel Cake Fries from Ford's Garage. That, my friend, is a good day.



## RICK DUNN VP, Executive Creative Director

 **12 years at MMGY, 10 years with Lee County**

*The Beaches of Fort Myers & Sanibel, Visit KC, Bermuda, Cleveland, Colorado, Corps Christi, Outer Banks, South Dakota, Santa Barbara, Costa Rica, Los Cabos, Traverse City*

Rick brings more than 20 years of experience to his role of VP, Executive Creative Director, 12 of which have been at MMGY. He's worked with well-known names in travel such as CheapCaribbean.com, Bermuda Tourism Authority, Visit Kansas City, Costa Rica, Kampgrounds of America, Wyndham Hotels, Namibia Tourism Board, Visit Los Cabos,

Barbados Tourism Authority and Choice Hotels International. During his career, and especially at MMGY, his work has resulted in many HSMIAI award-winning campaigns and been featured in Creativity, Print and Communication Arts.

 **My good day moment on The Beaches of Fort Myers & Sanibel is/would be...**

Riding bikes with my family on Sanibel from Casa Ybel to get ice cream at Sanibel's Best. Bailey's General Store. The farmers market on Sanibel. Basically, anything Sanibel. Second place would be playing golf with my mom in Bonita Springs. Don't tell her though.

share the good  
share the good





## **BRENT ANDERSON** Creative Director

 **4 years at MMGY, 4 years with Lee County**

*The Beaches of Fort Myers & Sanibel, Visit KC, Costa Rica, South Dakota, San Jose, Santa Monica, Club Med, Visit Houston, Santa Barbara*

A writer at heart and designer in spirit, Brent has helped push brands to find and express their true personalities both visually and verbally for nearly 20 years. At ad agencies and brand design consultancies from Boston to Los Angeles, he has teamed with social, research and media to gather insights and identify a client's true marketing challenges – plus the ideas that could lead to solutions. At one point that even meant naming the now

ubiquitous Roomba robotic vacuum. In his time at MMGY, Brent has worked with clients like Costa Rica Tourism Board, The Beaches of Fort Myers & Sanibel, the South Dakota Department of Tourism and Visit Kansas City.

 **My good day moment on The Beaches of Fort Myers & Sanibel is/would be...**

Picnic table breakfast at the Heavenly Biscuit. Swimming in the Gulf with dolphins. Boating through Pine Island sound. Dockside grouper tacos. Taking in the sunset on the beach at the Mucky Duck with a fresh Jai Alai. Seeing the stars from Bokeelia.



## **JOEL HENNING** Associate Creative Director

 **8 years at MMGY, 8 years with Lee County**

*The Beaches of Fort Myers & Sanibel, South Dakota Department of Tourism, Outer Banks Visitor Bureau, Visit Tucson, Visit Rhode Island, Visit KC, New Mexico Tourism Department*

As an Associate Creative Director, Joel touches accounts on both the interactive and traditional sides of creative. His 15 years of experience writing for online media, social media, websites, web content, interactive video, print, radio and broadcast allow flexibility and consistency across multiplatform campaigns. Joel leads conceptual thinking and creative presentations while also working with

the copywriters in a mentor role. He brings former client experience with brands like Gatorade, AMC Theatres, Dr. Pepper and Burger King. His work has been recognized by local and national advertising award shows, including W3 and the Webby Awards.

 **My good day moment on The Beaches of Fort Myers & Sanibel is/would be...**

I always look forward to walking Andy Rosse Lane to Captiva Beach with my family, watching my kids play in the water and waiting for an osprey to fly by. But it gets even better with a slice of pie from Key Lime Bistro. That's a good day must-have.



## MANDA BLAKE Senior Art Director

 2 years at MMGY, 2 years with Lee County

*The Beaches of Fort Myers & Sanibel, South Dakota, Costa Rica, Santa Monica, Corpus Christi*

As a Senior Art Director, Manda is a steward of visual brands. Her ability to conceptualize solutions for branding, interactive, social media, typography, video, photography and experiential marketing continues to push brands forward and differentiate them within the travel vertical. Manda honed her skills with clients like Sonic Drive-In before joining MMGY. As active in the KC design community as she is away from design, Manda is an avid rock climber, mountain biker and, just recently, sailboat captain.

 **My good day moment on The Beaches of Fort Myers & Sanibel is/would be...**

It's a good day when the possibilities are endless. Kayaking in the morning, you bet. Laying on the beach all afternoon, of course. Whatever happens to come my way. If the sun is shining, it's a good day indeed.



## KATHLEEN MURRAY Art Director

 3 years at MMGY, 3 years with Lee County

*The Beaches of Fort Myers & Sanibel, South Dakota, Costa Rica, San Jose, Monterey, Washington DC, Corpus Christi*

Kathleen is an Art Director who works on integrated creative campaigns that involve various types of design. She has worked with clients including the South Dakota Department of Tourism, The Beaches of Fort Myers & Sanibel and Costa Rica Tourism. Her creative ideation and approach to solving client challenges results in out-of-the-box

solutions such as an online game called Buffalo Blitz that she illustrated from scratch for the South Dakota Department of Tourism. Travel has always been an integral part of Kathleen's life; she grew up traveling with her parents and always carves out time to take trips to new places throughout the year. Kathleen enjoys getting people excited about travel and helping expand their worldview through the work that she creates.

 **My good day moment on The Beaches of Fort Myers & Sanibel is/would be...**

My good day starts at the Heavenly Biscuit, and the rest is spent on the beach looking for shells and going for a swim.





**SHELBY HAWKINS** Art Director

 **Less than 1 year at MMGY,  
Less than 1 year with Lee County**

*The Beaches of Fort Myers & Sanibel, South Dakota*

As a new Art Director at MMGY, Shelby brings a diverse skill set to the design team. In her previous agency roles, she has worked on both digital and print executions for retail brands, B2B clients, and international franchises. She has contributed to work for South Dakota and The Beaches of Fort Myers & Sanibel.

 **My good day moment on The Beaches of Fort Myers & Sanibel is/would be...**

I'd love to visit Fort Myers and Sanibel and start my day with a relaxing walk along the shore.



**ALLIE BANASIK** Art Director

 **2 years at MMGY, Less than 1 year with Lee County**

*The Beaches of Fort Myers & Sanibel, Myrtle Beach, Corpus Christi, KOA, Travel Texas, Los Cabos, Visit Rapid City, Sonoma County*

Allie works on a wide variety of creative projects. Her skills span the platforms of print, digital, interactive and even photography. She is known for using her skills to craft some of our best websites, social content and integrated campaigns for clients. She works closely with account, strategy and user experience teams to concept and create industry-leading work. She touches

a variety of travel and tourism clients on a day-to-day basis. In her time at MMGY, she has worked with Sonoma County Tourism, Visit Rapid City, CheapCaribbean.com, Travel Texas and KOA.

 **My good day moment on The Beaches of Fort Myers & Sanibel is/would be...**

I grew up going to Fort Myers and Sanibel with my parents and older sister! It's always a good day when it's started with morning coffees and saving our spots by the pool or beach for the day. Oh, and of course, we have to stop by and see Jerry the Parrot.



## **LAURA SWEARENGIN** Art Director

 **3 years at MMGY, 2 years with Lee County**

*The Beaches of Fort Myers & Sanibel, Choice Hotels, Club Med, Club Quarters, Colorado, KOA, Visit San Jose*

Laura leads art direction and design for several large tourism clients, bringing her strong style and creativity to everything she touches. She supports creative directors and department heads in implementing a variety of successful marketing campaigns. She consistently delivers quality work that's distinctive, on brand and strategically driven. Laura is a well-rounded Art Director with traditional advertising experience (TV, video, collateral) as well as a solid grasp of the digital space (social media,

websites, banners, etc). Laura's 10-plus years working in design have been driven by her daily goal of creating great work that best represents her clients, like Visit KC, Colorado Tourism, Visit Rapid City, and The Beaches of Fort Myers & Sanibel.

 **My good day moment on The Beaches of Fort Myers & Sanibel is/would be...**

To bury my toes in the sand, soak up the sun and swim with the dolphins.



## **KATIE HOUSE** Art Director

 **5 years at MMGY, 3 years with Lee County**

*The Beaches of Fort Myers & Sanibel, Bloomington MN, Tourism Ireland, KOA, Princess Cruises, Visit San Jose, Sensei*

Katie is an Art Director who touches on a wide range of clients and projects. Her expansive skills in design and motion graphics make her a versatile and resourceful asset to the team. She loves a good challenge and enjoys taking on a variety of projects like building GIF libraries that generate 10+ million impressions. Her client portfolio has included The Beaches of Fort Myers & Sanibel, Ireland, KOA, Sensei and Travel San Jose. When she's not jamming out at her desk, you can find her either adventuring with her

D&D group, checking out the cocktail scene in KC or snuggling up with her senior cat, Sydney.

 **My good day moment on The Beaches of Fort Myers & Sanibel is/would be...**

What I look forward to when I finally visit Fort Myers is taking a deep breath of salty, fresh air and seeing the North Captiva sandbar with my own eyes. That, and enjoying some local seafood at Salty Papa's Shrimp House.





## **SARIKA CHAWLA** Narrative Content & Strategy

 **7 years at MMGY, 1 year with Lee County**

*The Beaches of Fort Myers & Sanibel, Costa Rica, Hawaii Visitors and Convention Bureau, Los Cabos, Macao Government Tourism Office, Tourism Ireland, Visit KC, Taiwan Tourism Bureau*

Sarika is the manager of narrative content and strategy who specializes in editorial planning across channels to align with brand voice, tone and messaging. As an award-winning writer, she has extensive experience in creating content across print advertorials, email marketing, website and blog copy, social media and other integrated

marketing channels. Her experience with travel brands has included working with The Beaches of Fort Myers & Sanibel, the Colorado Tourism Office, Visit KC, Tourism Ireland, Princess Cruises and Signature Travel Network.

 **My good day moment on The Beaches of Fort Myers & Sanibel is/would be...**

When I get to Fort Myers and Sanibel, I'm going to try ALL of the local food — starting with beach bread, lots of pink gold shrimp and daily stops at Queenie's Ice Cream. (Maybe I'll fit in a hike in between.)



## **RACHEL STELMACH** Director of Creative Strategy

 **2 years at MMGY, 2 years with Lee County**

*The Beaches of Fort Myers & Sanibel, Visit KC, Bloomington MN, Corpus Christi, Colorado, Costa Rica, KOA, Los Cabos, Santa Monica, Sonoma, Washington DC, Myrtle Beach*

Rachel is the Director of Channel Engagement who is responsible for integrating creative messaging into different channels and ensuring it is tailored to specific media strategies. She works closely with Data Strategy and Business Strategy to help inspire bigger creative ideas while ensuring they are driven by data. Having worked on clients such

as Kampgrounds of America, Colorado Tourism Office and Visit Rapid City, her ability to streamline messaging across various channels has delivered proven results for clients.

 **My good day moment on The Beaches of Fort Myers & Sanibel is/would be...**

I grew up going to Fort Myers and Sanibel as a kid with my mom and little sister so it always has had a special place in my heart. Since then, I have been back as an adult and found it to be equally as amazing – so anytime I'm there, I always have a good day – making new memories and reminiscing about my childhood adventures.



## **CHRISTY VAUGHT** VP, Experiential Marketing & Production

 **19 years at MMGY, 10 years with Lee County**

*The Beaches of Fort Myers & Sanibel, Visit KC, Corpus Christi, Costa Rica, KOA, Santa Monica, South Dakota, Taiwan, Visit California, Travel Texas*

Christy is the personification of the phrase "where there's a will, there's a way." As head of the experiential marketing and production departments, Christy helps imagine, plan and create opportunities for brands and destinations to interact in real time with an audience. In her 20 years at the agency, there are very few clients with whom she hasn't worked. She's brought events and activations or production pieces from idea to reality for Visit California, Destination

Cleveland, the South Dakota Department of Tourism and Uber, to name a few. Her energy and enthusiasm for travel and for people – collaborating with them or serving them – never ceases. She'll tell you it's from knowing that when you travel outside your comfort zone, you discover something new about yourself. That, and because she's always up for the next client challenge.

 **My good day moment on The Beaches of Fort Myers & Sanibel is/would be...**

Island Hopping via a private yacht to explore all that Fort Myers and Sanibel has to offer.



## **CHRIS LUCKEY** Director of Video Production

 **7 years at MMGY, 7 years with Lee County**

*The Beaches of Fort Myers & Sanibel, Visit KC, British Virgin Islands, Cleveland, Costa Rica, KOA, Los Cabos, Rhode Island, San Francisco Travel, Santa Monica, Sonoma, South Dakota, Travel Texas, Visit California, Santa Barbara*

Chris works with the creative department to prepare, shoot and edit videos for clients. From banner ads to television commercials, he weaves a compelling narrative that showcases a destination to inspire the viewer to act. His goal as an editor and videographer is to bring the art director and creative team's vision to life. Using today's

leading professional video and audio equipment, as well as post-production software, he caters to any requirements set forth by clients or the creative team.

 **My good day moment on The Beaches of Fort Myers & Sanibel is/would be...**

A warm drive up Captiva to stay at Jensens Marina. Charter a boat out to Cabbage Key for a burger and make our way to Cayo for a day of quiet relaxation against the sound of the waves. After dinner (and a Blue Curacao Martini) at Key Lime Bistro, stroll to Mucky Duck and float against the setting sun. Wine. Stars. Folklore. Great conversation. Manatees.





## DREW WOOLERY Cinematographer/Editor

 4 years at MMGY, 4 years with Lee County

*The Beaches of Fort Myers & Sanibel, British Virgin Islands, Cleveland, Costa Rica, KOA, Los Cabos, Rhode Island, San Francisco Travel, Santa Monica, Sonoma, South Dakota, Travel Texas, Visit California, Visit KC*

Drew has lead shooting and editing video for clients such as Visit KC, the South Dakota Department of Tourism and San Francisco Travel. This includes filming for social, broadcast, web and everything in between. He is proficient in shooting all types of video, from action to lifestyle to people

and places. He is also a skilled editor, using many programs in the Adobe software family.

 My good day moment on The Beaches of Fort Myers & Sanibel is/would be...

Falling asleep on the beach but waking up just in time to not get fried. Then I head to Doc Ford's to close out the night. Rinse and Repeat.



## ROYA ZAIDI Program Manager, Translation

 5 years at MMGY, 5 years with Lee County

*The Beaches of Fort Myers & Sanibel, British Virgin Islands, Colorado, Northern Territory, Visit Myrtle Beach, Rwanda*

Roya is an experienced international journalist whose work has taken her across continents. Her role ensures that brand language resonates with multicultural audiences through translation, transcreation and localization, and provides necessary insight into how messages reflect current social and political climates.

 My good day moment on The Beaches of Fort Myers & Sanibel is/would be...

My good day moment in Fort Myers and Sanibel would be waking up to the sound of the ocean.

it's a good  
it's a good  
it's a good





**ALLISON LANER** Director, Editorial Services

 **5 years at MMGY, 5 years with Lee County**

*The Beaches of Fort Myers & Sanibel, Visit KC, South Dakota Department of Tourism, Destination DC, Los Cabos Tourism, Colorado Tourism, Travel Texas*

Allison oversees MMGY's Editorial Department, which provides a full-service editorial approach toward brand messaging. As the director of a diverse team of writers, editors and cultural advisors, Allison's expertise in brand communication and thorough attention to detail provides quality assurance across every facet.

 **My good day moment on The Beaches of Fort Myers & Sanibel is/would be...**

Feeling the sand between my toes and listening to the ocean waves while watching my kids build sand castles and run around on the beach – especially in light of this last year – sounds like pure bliss.



**ALANA PATTON** VP, Group Media Director

 **17 years at MMGY, 10 years with Lee County**

*The Beaches of Fort Myers & Sanibel, Ann Arbor, Visit KC, Outer Banks, Rapid City, San Jose, South Dakota, Washington D.C.*

Alana oversees MMGY's media division and is responsible for all agency media programs, negotiations, deployments and optimization of all media campaigns. Alana has over 15 years of industry experience in building integrated campaigns across digital, print, broadcast and out-of-home media. Alana has led successful agency campaigns for a diverse portfolio of destination, hotel, resort and cruise clients.

Alana earned a Bachelor of Science degree in journalism and mass communications with an emphasis in strategic communications as well as a minor in leadership studies from the University of Kansas.

 **My good day moment on The Beaches of Fort Myers & Sanibel is/would be...**

Traveling like a true Fido in Tow and spending an afternoon at Bonita Beach Dog Park with my corgi.



**KATE MOGER** Media Buyer

 **Less than 1 year at MMGY,  
Less than 1 year with Lee County**

*The Beaches of Fort Myers & Sanibel, Visit San Jose*

Kate Moger is a Media Buyer at MMGY where she works with clients such as The Beaches of Fort Myers & Sanibel and Visit San Jose. She first became immersed in the world of digital strategy at the University of Missouri's School of Journalism, where she earned a Bachelor of Journalism. In her previous role, Moger was the Account Manager for the Get Out the Vote Virginia campaign. It was new territory for the agency to navigate regulations

around political advertising – but she was thrilled to see the campaign become a success story.

 **My good day moment on The Beaches of Fort Myers & Sanibel is/would be...**

A long day of boating under the sun and a sunset dinner with some fish tacos at Cabos Cantina.



**LOGAN MILLER** Media AdOps Coordinator

 **1 year at MMGY, 1 year with Lee County**

*The Beaches of Fort Myers & Sanibel, Bloomington MN, South Dakota, Visit Rapid City, San Jose, Santa Monica, Ann Arbor, Papua New Guinea*

Logan is a Media AdOps Coordinator who focuses on constructing and trafficking media campaigns. Logan's degree in business administration with specializations in marketing and tourism and hospitality management brings a well-rounded approach to structuring strategic media campaigns. Travel is important to her because she believes there is so much value in seeing the way

other people live – her favorite thing to do while traveling is to seek out experiences that reveal local life in a new destination.

 **My good day moment on The Beaches of Fort Myers & Sanibel is/would be...**

Go from restaurant to restaurant eating seafood for every meal.





**ARADAISSIA WALKER** Media AdOps Coordinator

 **Less than 1 year at MMGY,  
Less than 1 year with Lee County**

*The Beaches of Fort Myers & Sanibel, South Dakota,  
Visit Rapid City, Visit San Jose, Santa Monica*

Although she is a new addition to MMGY, Aradaisia has a vast background in media including, but not limited, to television, radio, print media, and paid social. She is a social butterfly and enjoys sharing ideas with others. She is passionate about inclusivity, problem solving, efficiency and most importantly viewing the world not only in person but through the lenses of others' experiences. Travel is an extension of her vision and purpose as it allows her to dive

into other cultures and experience them for all that they have to offer.

 **My good day moment on The Beaches of Fort Myers & Sanibel is/would be...**

Relaxing on the beach with good local food and an occasional pick-up game of sand volleyball with family.



**CRAIG PADDOCK** Director of Search

 **19 years at MMGY, 10 years with Lee County**

*The Beaches of Fort Myers & Sanibel, Costa Rica, Myrtle Beach, Destination DC, South Dakota, Bloomington MN, Los Cabos, British Virgin Islands*

Craig oversees all organic and paid search campaigns, including Google Ads and Bing Ads. Since 1998, Craig has consistently delivered top returns for clients in an ever-changing online field. His research-driven approach focuses on dollars for clients as opposed to just rankings. Craig is a regular presenter at national search conferences and contributes articles to the ClickZ network. His client experience includes work with Starwood Hotels, Visit Costa

Rica, Delaware North and the Colorado Tourism Office. He blames his ROI obsession on his previous experience in the direct response industry. Craig has a Bachelor of Science in Business from the University of Southern California.

 **My good day moment on The Beaches of Fort Myers & Sanibel is/would be...**

I like to earn my time in the sun, so I would start the day with a lengthy kayaking excursion. Then get on the boat for some island hopping before heading back to the beach for some fresh Gulf Shrimp.





## **BRANDON PADDOCK** Paid Search Manager

 **12 years at MMGY, 10 years with Lee County**

*The Beaches of Fort Myers & Sanibel, Barbados, Bradenton, Branson, Colorado, Costa Rica, Visit KC, Kissimmee, Myrtle Beach, New Mexico, Northern Territory, Santa Barbara, South Dakota Tourism, Sunset Strip, Wyoming*

Brandon has managed paid search with MMGY for 12 years, exclusively for travel and hospitality clients. He is Adwords certified and holds numerous industry accreditations and obtained a BFA in Visual Effects and Compositing from the Academy of Art University, San Francisco. His artistic and technical background ensures accounts are managed with inventive and data-driven tactics. Some notable

clients he managed paid search for are Visit Myrtle Beach, Sensei, Costa Rica Tourism Board, West Hollywood, South Dakota Department of Tourism, Canyon Ranch, Northern Territory, Australia, and Colorado Tourism Office.

 **My good day moment on The Beaches of Fort Myers & Sanibel is/would be...**

Just lying on the beach and splashing in the water – nothing fancy. I live in Kansas so that in itself would be exciting.



## **MACKENZIE BROMLEY** Director, Social Media

 **8 years at MMGY, 6 years with Lee County**

*The Beaches of Fort Myers & Sanibel, South Dakota Tourism, Travel Texas, Visit California, Outer Banks, Santa Monica, Sonoma, Visit KC*

As Director of Social Media, Mackenzie develops and leads social strategies for a variety of travel and hospitality clients. With 10 years spent focused on developing social media strategy, eight of those with MMGY, Mackenzie has led award-winning social media and influencer campaigns for clients including The Beaches of Fort Myers & Sanibel, South Dakota Department of Tourism, Travel Texas and Visit California.

Mackenzie is dedicated to the good social media can bring, striving to highlight strategic ways to bring travel inspiration to targeted audiences. She specializes in driving brand awareness via social media through content strategy, integrated campaign work, influencer marketing, performance content development and social media advertising.

 **My good day moment on The Beaches of Fort Myers & Sanibel is/would be...**

Spending the day on the water! Boating to Cabbage Key for lunch, and ending the day collecting shells on Sanibel.



## **AUSTIN BARAGARY** Senior Social Manager

 **2 years at MMGY, 2 years with Lee County**

*The Beaches of Fort Myers & Sanibel, Travel Texas, South Dakota Tourism, Visit Rhode Island*

Austin is a Senior Social Manager who collaborates with his team to develop content ideas, create social campaigns in alignment with client strategies, implement paid social campaigns and report results to clients. He has worked with clients including Travel Texas, Visit Rhode Island and the South Dakota Department of Tourism. Austin believes that inspiring people to go places helps break down

barriers, and working for a company that promotes and lives that mission is incredibly rewarding. In his free time Austin may be cooking a culinary masterpiece for his husband and friends, gardening or hanging out with his two pugs.

 **My good day moment on The Beaches of Fort Myers & Sanibel is/would be...**

Experiencing the best of the destination from home during Beach Ready Spirit Week! And getting to eventually experience the beaches for myself after a year at home!



## **JENNA LARSEN** Social Manager

 **2 years at MMGY, 2 years with Lee County**

*The Beaches of Fort Myers & Sanibel, Visit California, Visit San Jose*

Jenna leads content creation, influencer communication and management, and day-to-day tasks within social media platforms. As a Social Manager, Jenna is also responsible for influencer vetting and relationships, client communication and reporting. Her portfolio of clients include The Beaches of Fort Myers & Sanibel, Visit California, Princess Cruises and CheapCaribbean.com. She played an integral role in

the #TogetherInTravel campaign – partnering with influencers to help inspire people to reminisce on their favorite travel memories during COVID-19.

 **My good day moment on The Beaches of Fort Myers & Sanibel is/would be...**

Interacting with our social media audiences every day gets me so excited for my first time visiting! Enjoying Bubble Room's orange crunch cake, North Captiva and Matlacha's art galleries are at the top of my list.





## **LAUREN KAUFMAN** Senior Vice President

 **4 years at MMGY, 4 years with Lee County**

*The Beaches of Fort Myers & Sanibel, The British Virgin Islands Tourist Board & Film Commission, Visit South Walton, Visit San Antonio, Tahiti Tourisme, Visit Wales, Cyprus Tourism Organization, Murphy Arts District/El Dorado, Arkansas*

After more than 20 years in the industry, Lauren's client experience is as impressive as it is extensive, having represented destinations, hotels and resorts, luxury cruises, spas, airlines, tour operators and attractions. Her expertise shapes MMGY NJF's best practices for effective strategies,

sharp writing, partnerships, promotions and special events. She's worked with Borgata Hotel Casino & Spa, Visit San Antonio, Visit South Walton, The Beaches of Fort Myers & Sanibel, Oceania Cruises, Regent Seven Seas Cruises, Air Tahiti Nui, and Harley-Davidson Museum, to name a few. She has won five Platinum Adrian Awards from the Hospitality Sales Marketing Association International.

 **My good day moment on The Beaches of Fort Myers & Sanibel is/would be...**

My perfect day is boating to Cabbage Key for lunch, watching dolphins and manatees trail us as we go to Cayo Costa for incredible shelling, then back to 'Tween Waters to hop on kayaks to explore the mangroves, before grabbing sunset drinks at Mucky Duck.



## **MAGGIE LaCASSE** Account Director

 **Less than 1 year at MMGY,  
Less than 1 year with Lee County**

*The Beaches of Fort Myers & Sanibel, Discover Long Island, Visit Barbados, Experience Scottsdale, Discover Los Angeles*

As Account Director for U.S. PR, Maggie has over 12 years of agency and in-house experience in the travel and tourism industries. Maggie leads her team on a roster of accounts, managing high level media relations, strategy and client relations to ensure measurable results across the board for clients such as Barbados Tourism, W Hotels and Moxy by Marriott.

She brings extensive experience from past roles including award-winning campaigns for Discover Long Island, which won several Gold and Silver HSMIA Awards, the 2019 ESTO and the 2020 eTSY Award.

 **My good day moment on The Beaches of Fort Myers & Sanibel is/would be...**

Start with a stroll on the beach, hunting for the very best souvenir - a seashell on the shores of Sanibel. Catch some dolphins playing in the water before heading off in search of coffee (and donuts) at Bennett's, then spend the rest of the day kayaking.





**MAEVE WALSH** Senior Account Executive

 **3 years at MMGY, 3 years with Lee County**

*The Beaches of Fort Myers & Sanibel*

Maeve is a dedicated PR Senior Account Executive for her roster of accounts. As the day-to-day contact for all her clients, Maeve has secured top-tier coverage, executed press visits and media tours, and carried out large consumer events through her strategic media outreach. Known among her teams for her wealth of client knowledge, Maeve's hands-on support helped garner over 20 million media impressions and 16 media visits for The Beaches of Fort Myers & Sanibel, following Florida's worst water crisis in over 50 years.

 **My good day moment on The Beaches of Fort Myers & Sanibel is/would be...**

The day will start with shelling on the beach, while I work my way to Bailey's General Store for a light breakfast. Afterwards, a venture out on the water to Cayo Costa where I could spend the rest of my time alone in the sand.



**ALISON WATSON** Account Executive

 **2 years at MMGY, 2 years with Lee County**

*The Beaches of Fort Myers & Sanibel*

Alison is a PR Account Executive dedicated to securing placements for her clients, including The Beaches of Fort Myers & Sanibel, Karisma Hotels & Resorts, Borgata Hotel Casino & Spa, Hotel Vermont, Destination Cleveland, The Ritz-Carlton, South Beach and The Ritz-Carlton, Bal Harbour. Since joining MMGY NJF, Alison assists with day-to-day client relations, extensive reporting, and media relations to secure press trips, and top tier placements. Prior to joining MMGY NJF, Alison earned her degree in Public Relations from Loyola University Maryland and

traveled to 10 different countries while studying abroad.

 **My good day moment on The Beaches of Fort Myers & Sanibel is/would be...**

My perfect day always includes being out on a boat with a beautiful sunset or a stroll on the beach. That's why I can't wait to come explore the destination and my bucket list of must-see local spots.



## **MATT SCOTTI** Account Coordinator

 **Less than 1 year at MMGY,  
Less than 1 year with Lee County**

*The Beaches of Fort Myers & Sanibel, Destination Cleveland, British Virgin Islands, Florida's Paradise Coast, Tourism Santa Fe, Visit Natchez*

Matt serves as an Account Coordinator at MMGY NJF and is excited to contribute to accounts such as Destination Cleveland, Karisma Hotels & Resorts, British Virgin Islands and, of course, The Beaches of Fort Myers & Sanibel. Matt assists with day-to-day operations including monitoring and reporting on media coverage, identifying proactive and reactive

leads angles, press clippings, in addition to compiling media lists and media relations. As a graduate of College of Charleston in Charleston, SC, with a bachelor's degree in Communications, Matt loves to visit "The Holy City" as often as he can to further explore its evergrowing culinary scene.

 **My good day moment on The Beaches of Fort Myers & Sanibel is/would be...**

Any "Good Day" for me starts with eggs Benedict at the Lighthouse Cafe. An afternoon on the beach and then sunset dinner at the Lazy Flamingo with a cold beer is the perfect cap to a day.



## **ROBERT PATTERSON** VP, Marketing Technology

 **12 years at MMGY, 10 years with Lee County**

*The Beaches of Fort Myers & Sanibel, Destination DC, Colorado Tourism Office, Costa Rica, Outer Banks, South Dakota, Visit KC, Santa Barbara*

With nearly 20 years of travel, hospitality and online marketing experience, Robert leads MMGY's marketing technology team to influence consumer behavior, optimize website performance and generate economic growth. He has spearheaded digital strategy for clients such as Lufthansa, Marriott Resorts and the Colorado Tourism Office. Robert was named in the Skift30, a list of the travel

industry's top influencers in digital marketing, and is frequently a featured speaker at industry conferences.

 **My good day moment on The Beaches of Fort Myers & Sanibel is/would be...**

The day would start beachside, taking in the fresh air on a walk Heavenly Biscuit, then spent with family exploring nature or just relaxing on the beach. In the evening, a cold cocktail and a warm breeze would bookend the perfect day.





## **SEAN BRYAN** Marketing Technology Strategist

 **2 years at MMGY, 2 years with Lee County**

*The Beaches of Fort Myers & Sanibel, Destination DC, Visit Costa Rica, Papua New Guinea, Visit Los Cabos, Bloomington Convention & Visitors Bureau*

Sean has 10 years of experience building meaningful brands through marketing strategy and marketing automation. In his role, he works across multiple departments to create engaging brand experiences that can be applied to marketing strategy plans, thoughtful client website personalization and chatbots.

### **My good day moment on The Beaches of Fort Myers & Sanibel is/would be...**

A good day is a day spent traveling. To do it right, I turn my phone off. It's the best way to slow down, activate the senses and make memories. I recommend starting the day with plans but showing a willingness to break them in the name of discovery.



## **JAMES CORAZZO** Senior Project Manager

 **Less than 1 year at MMGY,  
Less than 1 year with Lee County**

*The Beaches of Fort Myers & Sanibel, Destination DC*

James is a Senior Project Manager and Technology Solutions Delivery Leader. He has many years of experience in technology solutions and digital business transformation, having served clients across a broad spectrum of industries in a variety of professional services roles. Leading with empathy, James strives to understand and align strategy, goals, and objectives with the execution and delivery of value-based business outcomes for the clients he

works with. He is also a certified yoga and meditation teacher who enjoys practicing yoga wherever his travels take him.

### **My good day moment on The Beaches of Fort Myers & Sanibel is/would be...**


Waking up in a beachfront villa with a warm salt water breeze flowing in, yoga on the beach, then coffee and breakfast at a local favorite café, followed by a day of exploring neighborhoods, islands and beaches with a flexible, relaxed, free-flowing agenda.







**ANNA LOWRY** Project Manager

 **Less than 1 year at MMGY,  
Less than 1 year with Lee County**

*The Beaches of Fort Myers & Sanibel, Destination DC,  
Inspiration Cruises & Tours, Visit San Jose, Visit Kansas City,  
Sensei*

Anna is a Project Manager with a focus on website development. She oversees and manages day-to-day activities for long-term website development and monthly maintenance cycles; communicates between developers, account teams and clients; obtains estimates and manages project scope. Anna has a Bachelor of Science in Strategic Communication Journalism and a minor in Psychology from

the University of Kansas. As a marketer, she believes this is an incredibly valuable combination because it helps her understand the way consumers think and helps her communicate with her teammates.

 **My good day moment on The Beaches of Fort Myers & Sanibel is/would be...**

Spending a day in the Florida sun on the beach with a good book and tropical drink.



**CHRIS RUDER** Marketing Technology Coordinator

 **2 years at MMGY, 2 years with Lee County**

*The Beaches of Fort Myers & Sanibel, Destination DC,  
Visit San Jose, Visit KC, Sensei, Visit Costa Rica*

Chris is a Marketing Technology Coordinator who collaborates with several clients in various stages of website development, content entry and maintenance. He also leads in the collection of user generated content to capture a destination's activities, communities, businesses and travelers for use across multiple visual media. Chris also utilizes previous career opportunities in entertainment marketing to tap into current consumer behaviors and engagement opportunities.

 **My good day moment on The Beaches of Fort Myers & Sanibel is/would be...**

My ideal day would involve a visit to the Everglades Wonder Gardens, a relaxing afternoon in a kayak or biking near the beach, dinner and drinks on an outdoor patio and a delicious treat at Love Boat Ice Cream.



#### **TIM McCRALEY** Interactive Art Director

 **2 years at MMGY, 2 years with Lee County**

*The Beaches of Fort Myers & Sanibel, Austin, Boston, Chicago, Dallas, Guam, Jamaica, Las Vegas, Melbourne, New Orleans, New York, Norway, Oakland, Orlando, Salt Lake City, Washington, D.C.*

Tim has dedicated 20 years of his career to seeing destinations push new creative boundaries, be visually engaging, and evolve with emerging technology. Implementing best practices, staying on the cutting edge of trends, and utilizing established conventions, he has been on the forefront of guiding DMOs on how best to market

their destination through digital media. Having worked with destinations of every size and creating websites to match, he is always up for providing new solutions for any challenge.

 **My good day moment on The Beaches of Fort Myers & Sanibel is/would be...**

Being with my family taking in the sights, the sounds, and the flavors. Watching my boys' faces as they swim and laugh with no care other than what's next. And seeing my beautiful wife as she is content on just staying still for a while. Life on pause so we can see what matters the most.



#### **WHITNEY ATTEBURY**

**Email Marketing and Automation Director**

 **10 years at MMGY, 10 years with Lee County**

*The Beaches of Fort Myers & Sanibel, South Dakota, Los Cabos, Bermuda, Barbados, Visit San Jose, Costa Rica, Outer Banks*

As Director of Email Marketing and Automation, Whitney Attebury works closely with her team to develop engaging email marketing strategies. Throughout her 10 years at MMGY, Whitney has worked with a number of destination and marketing clients including South Dakota Department of Tourism, Kampgrounds of America (KOA), Costa Rica Tourism, Bermuda Tourism, Meritage Hotels

and more. Whitney is focused on building email marketing programs for her clients and is continually seeking new tactics to evolve with technology and trends.

 **My good day moment on The Beaches of Fort Myers & Sanibel is/would be...**

Ending the day with a sunset walk on the beach with a margarita in hand!





## LAUREN POPE

**Email Marketing and Automation Strategist**

 **3 years at MMGY, 3 years with Lee County**

*The Beaches of Fort Myers & Sanibel,  
Tourism Ireland*

Lauren has been at MMGY for 2.5 years and has worked with a variety of destination and hospitality clients including The Beaches of Fort Myers & Sanibel, Kampgrounds of America, and Tourism Ireland. With experience working in the sports marketing industry, Lauren found her passion for connecting with consumers by telling a brand's story. She loves collaborating to find new solutions

and innovative ways to push email marketing to the next level. Lauren believes the best part of traveling is tasting all of the delicious food that each destination has to offer and immersing herself into their unique culture.

 **My good day moment on The Beaches of Fort Myers & Sanibel is/would be...**

A day of soaking up the sun before heading to the neon lights of downtown to enjoy all-you-can-eat sushi at Blu Sushi.



## MISTI BORCHERS

**VP, Director of Accounting Operations**

 **13 years at MMGY, 10 years with Lee County**

*The Beaches of Fort Myers & Sanibel, Cleveland, Colorado, Corpus Christi, Houston, Kansas City, Missouri, Monterey, New Mexico, Rapid City, San Francisco, Visit San Jose, Santa Barbara, South Dakota, Destination DC*

Misti brings over a decade of finance and business experience to her role as VP, Director of Accounting Operations. She oversees MMGY Global's critical accounting functions, including accounts receivable and payable, payroll, banking, account reconciliations, expense budgeting and

revenue forecasting. She plays a key role within all global brands and acquisitions for best practices and financial reporting. She relies on strong employee and client relationships to navigate change and growth, while always focusing on learning and refining the finance team practices.

 **My good day moment on The Beaches of Fort Myers & Sanibel is/would be...**

Taking a long walk on Lovers Key in the sunshine and feeling a sense of peace, followed by dinner and cocktails at Dixie Fish Co.





**TJ WALZ** Director, Data Strategy

 **2 years at MMGY, 2 years with Lee County**

*The Beaches of Fort Myers & Sanibel, Visit KC, Bloomington MN, Corpus Christi, Colorado, Costa Rica, KOA, Los Cabos, Santa Monica, Sonoma, South Dakota, Washington DC, San Jose, Myrtle Beach*

TJ brings over seven years of travel industry expertise as Director of Data Management. He leads efforts related to client performance of data storage and activation, assisting in market and audience analysis, and developing performance measurement strategies and processes to align with business KPIs. At MMGY, he has worked with the Colorado Tourism Office, The Beaches of Fort Myers

& Sanibel, Visit Myrtle Beach, United Airlines, Choice Hotels and San Jose Tourism. TJ has traveled the globe as a pro baseball player and as a global analyst manager at Sojern, but his favorite place is close to home in Missouri at Table Rock Lake.

 **My good day moment on The Beaches of Fort Myers & Sanibel is/would be...**

Relaxing on the beach with an acoustic cover band playing in the distance.



**ALLI WORLEY** Supervisor, Data and Performance Analytics

 **6 years at MMGY, 3 years with Lee County**

*The Beaches of Fort Myers & Sanibel, Bloomington MN, Corpus Christi, Destination DC, Costa Rica, South Dakota, Visit KC, Colorado, Myrtle Beach, Visit Rapid City, Bermuda*

As Supervisor, Data & Performance Analytics, Alli leverages media, measurement, and previous data analytics experience to create integrated performance measurements and analytics solutions for clients. She has worked with clients such as Balboa Bay, Bloomington Convention & Visitors Bureau, Choice Hotels, Colorado Tourism Office, Meritage Collection, Ponant Cruises and Oklahoma City Convention and Visitors Bureau. In her role,

she is responsible for implementation of media tagging and measurement strategies, accuracy and recency of overall client campaign reporting ultimately building and maintaining best-in-class, client-facing reporting products. Additionally, she helps with any media reporting needs and trains incoming media team members.

 **My good day moment on The Beaches of Fort Myers & Sanibel is/would be...**

My ideal day would be to wake up early, get some coffee and go for a nice little stroll on the beach. I'd then set sail and enjoy an afternoon of boating around to see all the marine life. I'd end the day hanging out on the beach with some fish tacos and a Corona Light.

05  
Price Scoring

it's a  
good  
day

to splash  
around.





### 5.1.1–5.2.2 Cost Estimate

This estimate includes proposed costs for all marketing services and budget allocation along with an hourly rate schedule assuming a total fiscal year budget of \$12,409,715 (plus approximately \$200,000 collected from the industry cooperative marketing program).

#### **WORKING DOMESTIC AND INTERNATIONAL MEDIA: \$9,431,725 (75% OF BUDGET)**

MMGY will lead and manage media strategy, planning, buying, optimization, trafficking, analytics, social listening and reporting for leisure, group, cooperative media and international programs. This is inclusive of providing a communication strategy and road mapping through audience insights, data mining, a messaging matrix, market selection and a funnel approach. MMGY will receive remuneration for these services under the professional fee as identified below. Also included in working media are paid social, paid search, organic site optimization, media hosting and activations/promotions.

Media spend will include integrated media, including integrated packages, TV, print, radio, OOH, digital and co-op placements for all campaigns, as well as NET research, ad serving, verification and Terminal-powered addressable audience segmentation.

#### **PROFESSIONAL (ADVERTISING AND PR), CREATIVE, PRODUCTION AND MEDIA SERVICES FEE: \$1,500,000 (12% OF BUDGET)**

MMGY will provide strategic oversight, channel integration, account management, creative design and production, media planning and buying, and cooperative program management via a flat annual fee invoiced to the VCB in monthly increments.

We are committed to not raising our fees, *and as a new addition, MMGY will include up to 150 hours of production services (producer, video and still photography, editing) as a part of our professional fee.*

#### **CHANNEL MANAGEMENT, CAMPAIGN PRODUCTION, RESEARCH AND MEASUREMENT: \$1,677,990 (13% OF BUDGET)**

MMGY will provide channel-specific strategy and program management as well as execution as part of this budget for social media, email marketing, content and asset development (photography and

video), analytics and dashboard visualization, third-party measurement (Arrivalist, ADARA Impact), website hosting and maintenance, *travelhorizons™* research, and reimbursable costs – all consistent with the current fiscal year budget setup. Please note that all production, license and reimbursable costs are provided at net cost with no markup.

#### **MMGY ADDED VALUE AND CONTINUING TO RAISE THE BAR**

MMGY will negotiate added-value placements and will track, manage and report out on integrated exposure for the VCB quarterly. Leveraged buying power and bonus media is set at \$3.25 million annually (but we achieved **\$5.1 million in FY 2019–2020**).

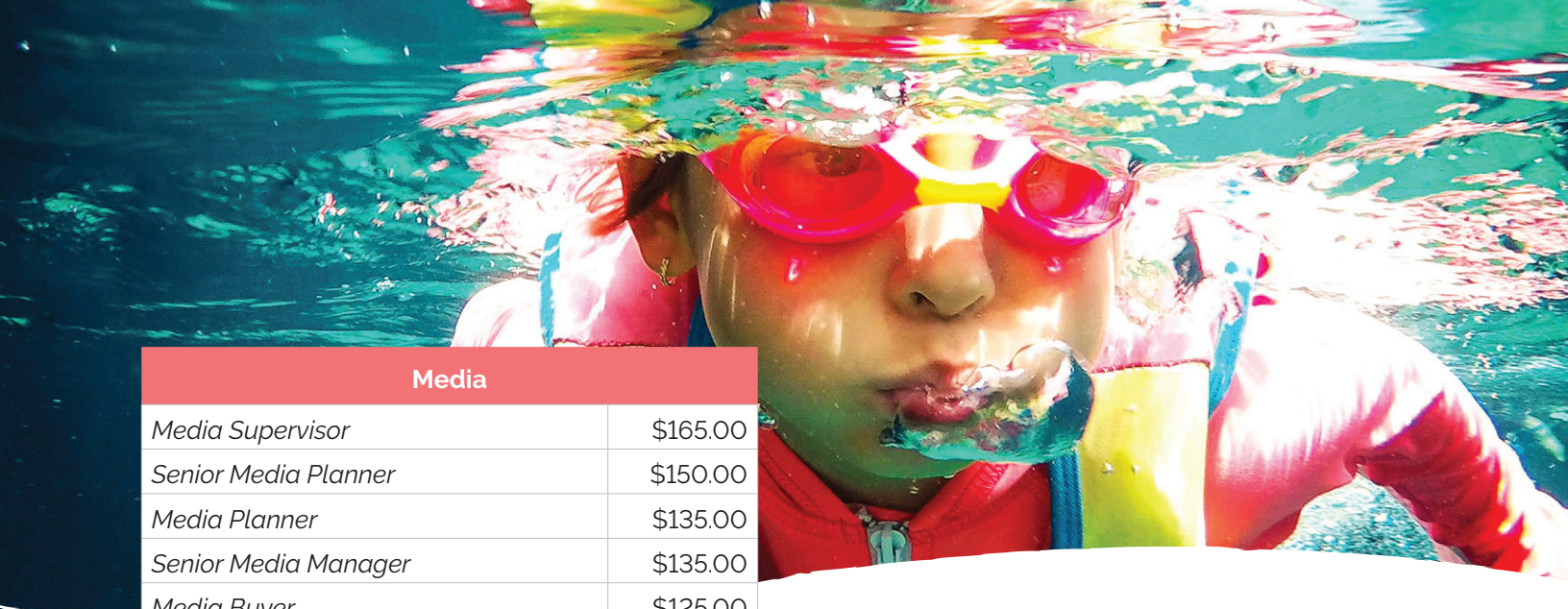
MMGY has and will continue to raise the bar on earned media for the VCB, increasing impressions by 557% YOY in FY 2018–2019 (inclusive of red tide crisis management) and another 60% in FY 2019–2020 – reaching 5.3 billion impressions (during the pandemic). Elevated creative thinking for cross-channel, integrated activations and programming will continue to be employed to garner positive awareness, buzz and visitation for the destination, with crisis strategy counsel at the ready if and when needed.

Average agency overdelivery on time allocated to the VCB each year due to our passion for the destination, and at no additional cost to the VCB, equates to well over **\$1 million annually** (and was nearly \$2 million during the pandemic). Furthermore, as local businesses struggled following the 2018 red tide outbreak, MMGY showed our support for and solidarity with Lee County by providing free creative direction and production services to supplement the county's OneLee initiative. We absolutely commit to extending this level of dedication should we secure your business.



Executive	
CEO	\$350.00
President	\$325.00
COO	\$325.00
Strategy, Data Strategy & Measurement	
SVP, Data Strategy	\$250.00
Director, Data Management	\$175.00
Senior Brand Strategist	\$175.00
Supervisor, Performance Analyst	\$150.00
Performance Analyst	\$135.00
Associate Performance Analyst	\$125.00
Research	
EVP, Global Strategy	\$300.00
SVP, Research & Insights	\$250.00
Director, Market Research	\$200.00
Senior Market Research Analyst	\$175.00
Market Research Analyst	\$150.00
Account Management	
SVP, Account Management	\$250.00
VP, Group Account Director	\$200.00
Group Account Director	\$175.00
Account Director	\$150.00
Account Supervisor	\$135.00
Senior Account Executive	\$125.00
Account Executive	\$100.00
Account Coordinator	\$85.00
Creative	
EVP, Global Brand Strategy	\$300.00
VP, Executive Creative Director	\$250.00
Group Creative Director	\$225.00
Director, Engagement Planning	\$175.00
Associate Creative Director	\$200.00
Creative Director	\$200.00
Senior Art Director	\$175.00
Senior Interactive Art Director	\$175.00
Senior Copywriter	\$175.00
Art Director	\$150.00
Copywriter	\$150.00
Junior Art Director	\$125.00
Junior Copywriter	\$125.00

Creative (cont.)	
VP, Production Services	\$200.00
Director of Video Production	\$175.00
Videographer/Editor	\$150.00
Studio Manager	\$150.00
Producer	\$125.00
Senior Production Artist	\$125.00
Graphic Designer	\$100.00
Production Artist	\$85.00
Director, Editorial Services	\$150.00
Copy Editor	\$125.00
Narrative Strategist	\$125.00
Proofreader	\$85.00
Technology Solutions	
VP, Marketing Technology	\$200.00
VP, Web Design & Content Strategy	\$200.00
User Experience Designer	\$175.00
Quality Assurance Analyst	\$100.00
Business Analyst	\$150.00
Interactive Art Designer	\$125.00
Solutions Architect	\$175.00
Lead Developer	\$165.00
Lead Interactive Developer	\$125.00
Developer	\$150.00
Manager, PMO	\$165.00
Senior Project Manager	\$150.00
Project Manager	\$125.00
Interactive Web Developer	\$150.00
Content Coordinator	\$85.00
Content Specialist	\$60.00
Email Marketing Supervisor	\$150.00
Email Marketing Program Manager	\$125.00
Email Marketing Coordinator	\$85.00
Media	
SVP, Media Strategy	\$250.00
VP, Group Media Director	\$200.00
Group Media Director	\$175.00
Media Director	\$175.00
Associate Media Director	\$175.00



Media	
Media Supervisor	\$165.00
Senior Media Planner	\$150.00
Media Planner	\$135.00
Senior Media Manager	\$135.00
Media Buyer	\$125.00
Associate Media Manager	\$100.00
Media AdOps Coordinator	\$85.00
Manager of Search	\$150.00
Search Specialist	\$123.00
Public Relations & Experiential Marketing	
EVP, Managing Director	\$300.00
SVP, Public Relations	\$275.00
VP, Public Relations	\$250.00
Senior Account Director	\$225.00
VP, Experiential Marketing & Production	\$200.00
Account Director	\$200.00
Account Supervisor	\$175.00
Senior Account Executive	\$165.00
Account Executive	\$150.00
Account Coordinator	\$125.00

Social Media	
VP, Social Media and Content Strategy	\$250.00
Director, Social Media	\$200.00
Social Media Strategist	\$175.00
Social Media Creative	\$150.00
Social Media Senior Social Manager	\$165.00
Social Media Manager	\$150.00
Social Community Manager	\$125.00

We will commit to contributing a percentage of our compensation each year to a local effort or charitable organization for the betterment of Lee County!



### Principles You Should Demand From Any Agency Partner

We believe in 10 non-negotiables that you should demand from any agency partner. The following points are essential to our partnership, and you should expect us to bring nothing less to our relationship, planning, approach and execution.

Think big picture but focus on details.

Play well with others.

Commit to solving business problems, not just placing media or making a pretty ad.

Spend money as if it were our own.

Know the business inside and out and commit whatever resources are necessary for success.

Believe the work is never done.

Push the boundaries of innovation.

Share success and failure.

Have a plan but stay nimble.

Be committed to using paid, owned and earned media platforms as a voice for good.





# 06 Required Forms & Appendix



it's a  
good  
day  
*for a daydream.*





**Form 1 – Solicitation Response Form**
**LEE COUNTY**  
 SOUTHWEST FLORIDA

**LEE COUNTY PROCUREMENT MANAGEMENT**  
**SOLICITATION RESPONSE FORM**
Date Submitted: 3/29/2021Deadline Date: 3/30/2021SOLICITATION IDENTIFICATION: RFP210140BAGSOLICITATION NAME: VCB Tourism Advertising, Program Planning, Creation & ImplementationCOMPANY NAME: mmgy Global, LLCNAME & TITLE: (TYPED OR PRINTED) Hugh McConnell, CEOBUSINESS ADDRESS: (PHYSICAL 7309 W. 80th St, #400, Overland Park, KS 66204

CORPORATE OR MAILING ADDRESS:

☒ SAME AS PHYSICAL**ADDRESS MUST MATCH SUNBIZ.ORG**E-MAIL ADDRESS: mborchers@mmgyglobal.comPHONE NUMBER: 816-472-5988FAX NUMBER: 816-221-1021

**NOTE REQUIREMENT: IT IS THE SOLE RESPONSIBILITY OF THE VENDOR TO CHECK LEE COUNTY PROCUREMENT MANAGEMENT WEB SITE FOR ANY ADDENDA ISSUED FOR THIS PROJECT. THE COUNTY WILL POST ADDENDA TO THIS WEB PAGE, BUT WILL NOT NOTIFY.**

In submitting this proposal, Proposer makes all representations required by the instructions to Proposer and further warrants and represents that: Proposer has examined copies of all the solicitation documents and the following addenda:

No. <u>1</u>	Dated: <u>3/9/2021</u>	No. _____	Dated: _____	No. _____	Dated: _____
No. _____	Dated: _____	No. _____	Dated: _____	No. _____	Dated: _____

Tax Payer Identification Number: 45-4094535

(1) Employer Identification Number -OR- (2) Social Security Number:

**\*\* Lee County collects your social security number for tax reporting purposes only**

Please submit a copy of your registration from the website [www.sunbiz.org](http://www.sunbiz.org) establishing the Proposer/firm as authorized (including authorized representatives) to conduct business in the State of Florida, as provided by the *Florida Department of State, Division of Corporations*.

1 **Collusion Statement:** Lee County, Florida The undersigned, as Proposer, hereby declares that no person or other persons, other than the undersigned, are interested in this solicitation as Principal, and that this solicitation is submitted without collusion with others; and that we have carefully read and examined the specifications or scope of work, and with full knowledge of all conditions under which the services herein is contemplated must be furnished, hereby propose and agree to furnish this service according to the requirements set out in the solicitation documents, specifications or scope of work for said service for the prices as listed on the county provided price sheet or (CCNA) agree to negotiate prices in good faith if a contract is awarded.

2 **Scrutinized Companies Certification:**

Section 287.135, FL § , prohibits agencies from contracting with companies, for goods or services over \$1,000,000, that are on either the Scrutinized Companies with Activities in Sudan List or the Scrutinized Companies with Activities in the Iran Petroleum Energy Sector List. Both lists are created pursuant to section 215.473, FL§.

As the person authorized to sign on behalf of Respondent, I hereby certify that the company identified above not listed on either the 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, FL§, the submission of a false certification may subject company to civil penalties, attorney's fees, and/or costs.

**Form#1 – Solicitation Form, Page 2**

- 3 Business Relationship Disclosure Requirement:** Sections 112.313(3) and 112.313(7), FL§, prohibit certain business relationships on the part of public officers and employees, their spouses, and their children. See Part III, Chapter 112, FL § and/or the brochure entitled "A Guide to the Sunshine Amendment and Code of Ethics for Public Officers, Candidates and Employees" for more details on these prohibitions. However, Section 112.313(12), FL § (1983), provides certain limited exemptions to the above-referenced prohibitions, including one where the business is awarded under a system of sealed, competitive bidding; the public official has exerted no influence on bid negotiations or specifications; and where disclosure is made, prior to or at the time of the submission of the bid, of the official's or his spouse's or child's interest and the nature of the intended business. The Commission on Ethics has promulgated this form for such disclosure, if and when applicable to a public officer or employee.

**If this disclosure is applicable request form "INTEREST IN COMPETITIVE BID FOR PUBLIC BUSINESS" (Required by 112.313(12)(b), Florida Statute (1983)) to be completed and returned with solicitation response. It is the proposer's responsibility to disclose this relationship, failure to do so could result in being declared non-responsive.**

☐ **Business Relationship Applicable (request form)**

☒ **Business Relationship NOT Applicable**

- 4** Disadvantaged, Minority, Women, Veterans Business Enterprise (DBE, MBE, WBE, VBE) Proposer? If yes, please attach a current certificate.

☐ Yes ☒ No

**ALL PROPOSALS MUST BE EXECUTED BY AN AUTHORIZED AUTHORITY OF THE PROPOSER, WITNESSED AND SEALED (IF APPLICABLE)**

mmGY Global, LLC  
Company Name (Name printed or typed)

Hugh McConnell  
Authorized Representative Name (printed or typed)

CFU  
Authorized Representative's Title (printed or typed)

[Signature]  
Authorized Representative's Signature



(Affix Corporate Seal, if applicable)

Michael Plagge, Global Financial Controller  
Witnessed/Attested by: (Witness/Secretary name and title printed or typed)  
Michael Plagge  
Witness/Secretary Signature

Any blank spaces on the form(s), qualifying notes or exceptions, counter offers, lack of required submittals, or signatures, on County's Form may result in the submission being declared non-responsive by the County.



[Department of State](#) / [Division of Corporations](#) / [Search Records](#) / [Search by Entity Name](#) /

## Detail by Entity Name

Foreign Limited Liability Company

MMGY GLOBAL, LLC

### Filing Information

<b>Document Number</b>	M12000000426
<b>FEI/EIN Number</b>	45-4094535
<b>Date Filed</b>	01/24/2012
<b>State</b>	DE
<b>Status</b>	ACTIVE
<b>Last Event</b>	LC STMNT OF RA/RO CHG
<b>Event Date Filed</b>	12/07/2017
<b>Event Effective Date</b>	NONE

### Principal Address

7309 W. 80th St., #400  
Overland Park, KS 66204

Changed: 02/16/2021

### Mailing Address

7309 W. 80th St., #400  
Overland Park, KS 66204

Changed: 02/16/2021

### Registered Agent Name & Address

C T CORPORATION SYSTEM  
1200 SOUTH PINE ISLAND ROAD  
PLANTATION, FL 33324

Name Changed: 12/07/2017

Address Changed: 12/07/2017

### Authorized Person(s) Detail

#### **Name & Address**

Title MGR

REID, CLAYTON  
7309 W. 80th St., #400



Overland Park, KS 66204

Title CFO

MCCONNELL, HUGH O  
7309 W. 80th St., #400  
Overland Park, KS 66204

#### Annual Reports

Report Year	Filed Date
2019	02/15/2019
2020	03/19/2020
2021	02/16/2021

#### Document Images

<a href="#">02/16/2021 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">03/19/2020 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">02/15/2019 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">03/13/2018 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">12/07/2017 -- CORLCRACHG</a>	<a href="#">View image in PDF format</a>
<a href="#">01/31/2017 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">03/08/2016 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">01/09/2015 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">01/10/2014 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">04/19/2013 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">01/24/2012 -- Foreign Limited</a>	<a href="#">View image in PDF format</a>



## 2021 Florida Annual Resale Certificate for Sales Tax

DR-13  
R. 10/20

**This Certificate Expires on December 31, 2021**

Business Name and Location Address

Certificate Number

58-8015904581-6

MMGY GLOBAL LLC  
423 S KELLER RD  
ORLANDO, FL 32810-6120

By extending this certificate or the certificate number to a selling dealer to make eligible purchases of taxable property or services exempt from sales tax and discretionary sales surtax, the person or business named above certifies that the taxable property or services purchased or rented will be resold or re-rented for one or more of the following purposes:

- Resale as tangible personal property.
- Re-rental as tangible personal property.
- Resale of services.
- Re-rental as commercial real property.
- Incorporation into tangible personal property being repaired.
- Re-rental as transient rental property.
- Incorporation as a material, ingredient, or component part of tangible personal property that is being produced for sale by manufacturing, compounding, or processing.

Your *Florida Annual Resale Certificate for Sales Tax* (Annual Resale Certificate) allows you or your representatives to buy or rent property or services tax exempt when the property or service is resold or re-rented. You **may not** use your Annual Resale Certificate to make tax-exempt purchases or rentals of property or services that will be used by your business or for personal purposes. Florida law provides for criminal and civil penalties for fraudulent use of an Annual Resale Certificate.

**As a seller**, you must document each tax-exempt sale for resale using one of three methods. You can use a different method each time you make a tax-exempt sale for resale.

1. Obtain a copy (paper or electronic) of your customer's current Annual Resale Certificate.
2. For each sale, obtain a transaction authorization number using your customer's Annual Resale Certificate number.
3. Each calendar year, obtain annual vendor authorization numbers for your regular customers using their Annual Resale Certificate numbers.

**Online:** Visit [floridarevenue.com/taxes/certificates](http://floridarevenue.com/taxes/certificates)

**Phone:** 877-357-3725 and enter your customer's Annual Resale Certificate number

**Mobile App:** Available for iPhone, iPad, and Android devices



## Local Business Tax Receipt

Dear Business Owner:

Your 2020-2021 Lee County Local Business Tax Receipt is attached below for account number **1304110**.

If there is a change in one of the following, refer to the instructions on the back of this receipt.

- Business name
- Ownership
- Physical location
- Business closed

This is not a bill. Detach the bottom portion and display in a public location.

I hope you have a successful year.

Sincerely,

Lee County Tax Collector

**2020 - 2021**  
**LEE COUNTY LOCAL BUSINESS TAX RECEIPT**

**Account Number: 1304110**

**Account Expires: September 30, 2021**

**Location:**

1617 HENDRY ST STE 406  
FT MYERS FL 33901

MMGY GLOBAL LLC  
MMGY GLOBAL LLC  
4601 MADISON AVE  
KANSAS CITY MO 64112

May engage in the business of:

**MARKETING FIRM**

**THIS LOCAL BUSINESS TAX RECEIPT IS NON REGULATORY**

Payment Information:

**PAID** 559576-301-1

07/29/2020 01:14 PM

\$50.00



## The City of Fort Myers, Florida

Business Number: 201401445

### MMGY GLOBAL, LLC

[Business Details](#) | [Tab Elements](#) | [Main Menu](#)

#### Business Details

<b>Company Name:</b>	MMGY GLOBAL LLC	<b>Company Type:</b>	Corporation	<b>Open Date:</b>	12/18/2014
<b>Status:</b>	Active	<b>District:</b>	4	<b>Closed Date:</b>	
<b>Location:</b>	Commercial	<b>Last Audit Date:</b>			
<b>Description:</b>	MARKETING COMPANY ADVERTISING				

[Locations](#) [Inspections](#) [Attachments](#) [Contacts](#) [Holds](#) [Classifications](#) [More Info](#) [Licenses](#)

[Licenses](#) | [First Tab](#) | [Business Details](#) | [Main Menu](#)

#### Licenses

Sort License Number ▾

License Number	Type	License Year	Status	Applied Date	Issued Date	Expiration Date
<a href="#">BUS2014-01445</a>	Services - (397) b. Service Establishments: General	2021	Issued	12/18/2014	08/03/2020	09/29/2021

*Form 1a – Bid/Proposal Form*



**LEE COUNTY**  
SOUTHWEST FLORIDA

**PROCUREMENT MANAGEMENT DEPARTMENT**  
**BID/PROPOSAL FORM**

**COMPANY  
NAME:**

mmay Global, LLC

**SOLICITATION:**

RFP210140BAG VCB Tourism Advertising, Program Planning, Creation & Implementation

Having carefully examined the Contract Documents, Contractor/Vendor proposes to furnish the following which meeting these specifications.

***\*\*Provide detailed proposal as requested within Submittal Requirements & Evaluation Criteria section\*\****

## Form 2 – Affidavit Certification of Immigration Laws

**AFFIDAVIT CERTIFICATION IMMIGRATION LAWS**

SOLICITATION NO.: RFP210140BAG SOLICITATION NAME: VCB Tourism Advertising, Program Planning, Creation & Implementation

LEE COUNTY WILL NOT INTENTIONALLY AWARD COUNTY CONTRACTS TO ANY CONTRACTOR WHO KNOWINGLY EMPLOYS UNAUTHORIZED ALIEN WORKERS, CONSTITUTING A VIOLATION OF THE EMPLOYMENT PROVISIONS CONTAINED IN 8 U.S.C. SECTION 1324 a(e) {SECTION 274A(e) OF THE IMMIGRATION AND NATIONALITY ACT ("INA").

LEE COUNTY MAY CONSIDER THE EMPLOYMENT BY ANY CONTRACTOR OF UNAUTHORIZED ALIENS A VIOLATION OF SECTION 274A(e) OF THE INA. **SUCH VIOLATION BY THE RECIPIENT OF THE EMPLOYMENT PROVISIONS CONTAINED IN SECTION 274A(e) OF THE INA SHALL BE GROUNDS FOR UNILATERAL CANCELLATION OF THE CONTRACT BY LEE COUNTY.**

PROPOSER ATTESTS THAT THEY ARE FULLY COMPLIANT WITH ALL APPLICABLE IMMIGRATION LAWS (SPECIFICALLY TO THE 1986 IMMIGRATION ACT AND SUBSEQUENT AMENDMENTS).

Company Name: MMGY Global, LLC  
[Signature] CFO 3/24/2021  
 Signature Title Date

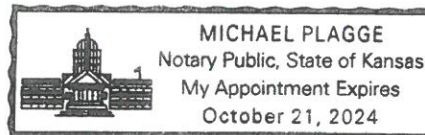
STATE OF Kansas  
 COUNTY OF Johnson

The foregoing instrument was signed and acknowledged before me, by means of ☒ physical presence or ☐ online notarization, this 24<sup>th</sup> day of March 2021, by Hugh McConnell who has produced Drivers license as identification.  
 (Type of Identification and Number)

[Signature]  
 Notary Public Signature

Michael Plagge  
 Printed Name of Notary Public

1177131 / October 24, 2024  
 Notary Commission Number/Expiration



The signee of this Affidavit guarantee, as evidenced by the sworn affidavit required herein, the truth and accuracy of this affidavit to interrogatories hereinafter made. **LEE COUNTY RESERVES THE RIGHT TO REQUEST SUPPORTING DOCUMENTATION, AS EVIDENCE OF SERVICES PROVIDED, AT ANY TIME.**



## Form 3 Reference Survey

Lee County Procurement Management  
Reference Survey

Reference surveys submitted can be a maximum of twelve (12) months old. If using a previous reference, Proposers must clearly identify the project name and number the reference is being submitted for.

Project Name & Number: MSA - Agency Services

<b>Section 1</b>		<b>Reference Respondent Information</b>		<b>Please return completed form to:</b>	
<b>FROM:</b>		<u>Robin McClain</u>		<b>Bidder/Proposer:</b> <u>MMGY Global LLC</u>	
<b>COMPANY:</b>		<u>Destination DC</u>		<b>Due Date:</b> <u>3/24/2021</u>	
<b>PHONE #:</b>		<u>202-789-7099</u>		<b>Total # Pages:</b> <u>1</u>	
<b>FAX #:</b>				<b>Phone #:</b> <u>816-472-5188</u> <b>Fax #:</b> <u>816-221-1001</u>	
<b>EMAIL:</b>		<u>robin@washington.org</u>		<b>Bidder/Proposer E-Mail:</b> <u>mbarbers@mmgyglobal.com</u>	
<b>Section 2</b> Enter Bidder/Proposer Information, if applicable Similar Performed Project (Bidder/Proposer to enter details of a project performed for above reference respondent)					
<b>Proposer Name:</b> <u>MMGY Global, LLC</u>					
<b>Reference Project Name:</b> <u>Advertising Services</u>		<b>Project Address:</b> <u>201 7th Street NW, 4th Floor</u> <u>Washington, DC 20001-3719</u>		<b>Project Cost:</b>	
<b>Summarize Scope:</b> <u>Planning, Paid Media, Public Relations and web development</u>					
<p><b>You as an individual or your company has been given as a reference on the project identified above. Please provide your responses in section 3 below.</b></p>					
<b>Section 3</b>					<b>Indicate: "Yes" or "No"</b>
1. Did this company have the proper resources and personnel by which to get the job done?					<u>Yes</u>
2. Were any problems encountered with the company's work performance?					<u>No</u>
3. Were any change orders or contract amendments issued, other than owner initiated?					<u>No</u>
4. Was the job completed on time?					<u>Yes</u>
5. Was the job completed within budget?					<u>Yes</u>
6. On a scale of one to ten, ten being best, how would you rate the overall work performance, considering professionalism; final product; personnel; resources. Rate from 1 to 10. (10 being highest)					<u>10</u>
7. If the opportunity were to present itself, would you rehire this company?					<u>Yes</u>
8. Please provide any additional comments pertinent to this company and the work performed for you: <u>Even in a challenging year, MMGY has partnered with us through every hurdle, even when not contractually obliged to do so. They are a true and dynamic partner in every sense of the word.</u>					

**Section 4** Please submit non-Lee County employees as references

Reference Name (Print Name) John Kim

Reference Signature



**Lee County Procurement Management  
Reference Survey**

**Reference surveys submitted can be a maximum of twelve (12) months old. If using a previous reference, Proposers must clearly identify the project name and number the reference is being submitted for.**

**Project Name & Number:** Contract #18-0400-006 Advertising & Digital Services

<b>Section 1</b>	Reference Respondent Information	<b>Please return completed form to:</b>	
<b>FROM:</b>	<u>Jim Hagan</u>	<b>Bidder/Proposer:</b>	<u>MMGY Global LLC</u>
<b>COMPANY:</b>	<u>South Dakota Dept. of Tourism</u>	<b>Due Date:</b>	<u>3/24/2021</u>
<b>PHONE #:</b>	<u>605-295-1037</u>	<b>Total # Pages:</b>	<u>1</u>
<b>FAX #:</b>		<b>Phone #:</b>	<u>816-472-5958</u>
<b>EMAIL:</b>	<u>James.Hagan@travel.southdakota.com</u>	<b>Fax #:</b>	<u>816-221-1021</u>
		<b>Bidder/Proposer E-Mail:</b>	<u>mburchers@mmgyglobal.com</u>

<b>Section 2</b>	Enter Bidder/Proposer Information, if applicable Similar Performed Project (Bidder/Proposer to enter details of a project performed for above reference respondent)		
<b>Proposer Name:</b>	<u>MMGY Global, LLC</u>		
<b>Reference Project Name:</b>	<u>Advertising Services</u>	<b>Project Address:</b>	<u>715 E. Wells Avenue Pierre, South Dakota 57501</u>
<b>Summarize Scope:</b>	<u>Planning, Paid Media, Creative, CRM, Public Relations, Social Media, Experiential and Analytics/Reporting.</u>	<b>Project Cost:</b>	

**You as an individual or your company has been given as a reference on the project identified above. Please provide your responses in section 3 below.**

<b>Section 3</b>		Indicate: "Yes" or "No"
1. Did this company have the proper resources and personnel by which to get the job done?		yes
2. Were any problems encountered with the company's work performance?		no
3. Were any change orders or contract amendments issued, other than owner initiated?		no
4. Was the job completed on time?		yes
5. Was the job completed within budget?		yes
6. On a scale of one to ten, ten being best, how would you rate the overall work performance, considering professionalism; final product; personnel; resources. Rate from 1 to 10. (10 being highest)		10
7. If the opportunity were to present itself, would you rehire this company?		yes
8. Please provide any additional comments pertinent to this company and the work performed for you: MMGY Global has been one of our agencies-of-record for nearly seven years. We are extremely pleased with their work performance for the South Dakota Department of Tourism and our visitor industry. Their innovation, creativity, marketing prowess, and can-do attitude have helped us grow our marketing footprint regionally, nationally, and globally.		

**Section 4 Please submit non-Lee County employees as references**

James D. Hagan, South Dakota Department of Tourism

Reference Name (Print Name)

James D. Hagan

Reference Signature

## Form 3 Reference Survey

Lee County Procurement Management  
Reference Survey

Reference surveys submitted can be a maximum of twelve (12) months old. If using a previous reference, Proposers must clearly identify the project name and number the reference is being submitted for.

Project Name & Number: Contract 201603-000008-PROTURISMO Agency Services

<b>Section 1</b>	Reference Respondent Information	<b>Please return completed form to:</b>	
<b>FROM:</b>	Carolina Trejos	<b>Bidder/Proposer:</b>	MMGY Global LLC
<b>COMPANY:</b>	Costa Rica Tourism	<b>Due Date:</b>	3/24/2021
<b>PHONE #:</b>	+506 8705 9313	<b>Total # Pages:</b>	1
<b>FAX #:</b>		<b>Phone #:</b>	86-472-5988
<b>EMAIL:</b>	Carolina.Trejos@lct.go.cr	<b>Fax #:</b>	86-231-1221
		<b>Bidder/Proposer E-Mail:</b>	mbercher@mmgyglobal.com

<b>Section 2</b>	Enter Bidder/Proposer Information, if applicable Similar Performed Project (Bidder/Proposer to enter details of a project performed for above reference respondent)		
<b>Proposer Name:</b>	MMGY Global, LLC		
<b>Reference Project Name:</b>	AOR	<b>Project Address:</b>	cd 40 FCT San José Province urua, 10107, Costa Rica
<b>Summarize Scope:</b>	Agency of Record Inclusive of Planning, Terminal, Paid Media, Social Media, PR, Representation, Creative Campaign Development, CRM, Web Projects, Experiential and Analytics/Reporting.		
		<b>Project Cost:</b>	

You as an individual or your company has been given as a reference on the project identified above. Please provide your responses in section 3 below.

<b>Section 3</b>		Indicate: "Yes" or "No"
1. Did this company have the proper resources and personnel by which to get the job done?		Yes
2. Were any problems encountered with the company's work performance?		NO
3. Were any change orders or contract amendments issued, other than owner initiated?		NO
4. Was the job completed on time?		Yes
5. Was the job completed within budget?		Yes
6. On a scale of one to ten, ten being best, how would you rate the overall work performance, considering professionalism; final product; personnel; resources. Rate from 1 to 10. (10 being highest)		10
7. If the opportunity were to present itself, would you rehire this company?		Yes
8. Please provide any additional comments pertinent to this company and the work performed for you:		

**Section 4** Please submit non-Lee County employees as references  
Carolina Trejos

Reference Name (Print Name) CAROLINA MARIA TREJOS VIVES (FIRMA)  
Firmado digitalmente por CAROLINA MARIA TREJOS VIVES (FIRMA)  
Fecha: 2021.03.24 16:55:58 -06'00'

Reference Signature





## ALLEGED NEGLIGENCE OR BREACH OF CONTRACT DISCLOSURE FORM

Please fill in the form below. Provide each incident in regard to alleged negligence or breach of contract that has occurred over the past 10 years. Please compete in chronological order with the most recent incident on starting on page 1. Please do not modify this form (expansion of spacing allowed) or submit your own variation.

**Company Name:** MAGY Global, LLC

Type of Incident Alleged Negligence or Breach of Contract	Incident Date And Date Filed	Plaintiff (Who took action against your company)	Case Number	Court County/State	Project	Claim Reason (initial circumstances)	Final Outcome (who prevailed)
NONE							

Make as many copies of this sheet as necessary in order to provide a 10-year history of the requested information. If there is no action pending or action taken in the last 10 years, complete the **company name** and write **"NONE"** in the first **"Type of Incident"** box of this page and return with your proposal package. This form should also include the primary partners listed in your proposal. Do not include litigation with your company as the plaintiff. Final outcome should include who prevailed and what method of settlement was made. If a monetary settlement was made the amount may remain anonymous.

Page Number: \_\_\_\_\_ Of \_\_\_\_\_ Total pages

Update the page number to reflect the current page and the total number of pages. Example: Page 3, of 5 total submitted pages of this form.

Proposals may be declared "non-responsive" due to omissions of "Negligence or Breach of Contract" on this disclosure form. Additionally, proposals may be declared "not responsible" due to past or pending lawsuits that are relevant to the subject procurement such that they call into question the ability of the proposer to assure good faith performance. This determination may be made by the Procurement Management Director, after consulting with the County Attorney.

## Form 5 - Affidavit Principal Place of Business



# LEE COUNTY

## SOUTHWEST FLORIDA

### AFFIDAVIT PRINCIPAL PLACE OF BUSINESS

Instructions: Please complete all information that is applicable to your firm

Company Name: MMGY Global, LLC  
Hugh McConnell CFO  
 Printed name of authorized signer Title

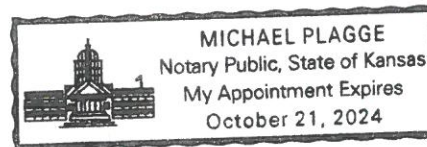
⇒ [Signature] 3/24/2021  
 Authorized Signature Date

The signee of this Affidavit guarantee, as evidenced by the sworn affidavit required herein, the truth and accuracy of this affidavit to interrogatories hereinafter made. **LEE COUNTY RESERVES THE RIGHT TO REQUEST SUPPORTING DOCUMENTATION, AS EVIDENCE OF SERVICES PROVIDED, AT ANY TIME.**

The foregoing instrument was signed and acknowledged before me, by means of ☒ physical presence or ☐ online notarization, this 24th day of March 2021, by Hugh McConnell who has produced  
 (Print or Type Name)

Drivers License as identification.  
 (Type of Identification and Number)

Notary:  
 State of Kansas  
 County of Johnson



⇒ [Signature]  
 Notary Public Signature

1177121 / October 24th, 2024  
 Notary Commission Number and expiration

1. Principal place of business is located within the boundaries of:

X Lee County  
 \_\_\_\_\_ Collier County  
 \_\_\_\_\_ Non-Local

Local Business Tax License #

BUS2014-01445

2. Address of Principal Place of Business:

1617 Hendry St., Ste 406  
Fort Myers, FL 33901

3. Number of years at this location

10 years

4. Have you provided goods or services to Lee County on a regular basis within the past 3 consecutive years

X Yes\* \_\_\_\_\_ No \*If yes, attach contractual history for past 3 consecutive years

5. Number of available employees for this contract

49 — actively servicing account - 23 actual  
X Yes \_\_\_\_\_ No full-time employees

6. Does your company have a Drug Free Workplace Policy



### SUB-CONTRACTOR/CONSULTANT LIST

[illegible]

Please include sub-contractor/consultant name, area of work (i.e. mechanical, electrical, etc.) and a **valid** phone number and/or email. Also include the dollar value or percentage that the sub-contractor/consultant will be performing. If sub-contractor/consultant qualifies as a current certificate Florida Certified Business Enterprise such as MBE, WBE, DBE, VBE or similar please indicate such above and provide proof of certification.



## Form 7: Public Entity Crime Form

Page 1 of 2

This form must be signed and sworn to in the presence of a notary public or other officer authorized to administer oaths.

1. This sworn statement is submitted to Lee County Board of County Commissioners  
(Print name of the public entity)

by Hugh McConnell, CFO  
(Print individual's name and title)

for MM6Y Global, LLC  
(Print name of entity submitting sworn statement)

whose business address is 7309 W. 80th St, #400, Overland Park, KS 66204

(If applicable) its Federal Employer Identification Number (FEIN) is 45-4094535

(If the entity has no FEIN, include the Social Security Number of the individual signing this sworn statement: On the attached sheet.) Required as per IRS Form W-9.

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 with the United States, including but not limited to, and bid or contract for goods or services to be provided to any public entity or agency or political subdivision or any other state or of the United States, and involving antitrust, fraud, theft, bribery, collusion, racketeering, conspiracy, or material misrepresentation.
3. I understand that "convicted" or "conviction" as defined in Paragraph 287.133(1) (b), Florida Statutes, means a finding of guilt or a conviction of a public entity crime, with or without an adjudication 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 "affiliate" as defined in Paragraph 287.133(1)(a), Florida Statutes, means:
  1. A predecessor or successor of a person convicted of a public entity crime:  
or:
  2. 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 offices, directors, executives, partners, shareholders, employees, members and agents who are active in the management of the affiliate. The ownership by one person of shares constituting a controlling interest in another person, or a pooling of equipment or income among persons when not fair market value under an arm's length agreement, shall be a 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) (c), Florida Statutes, means any natural person or entity organized under the laws of any state or of the United States with the legal power to enter 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 the entity.
6. Based on information and belief, the statement which I have marked below is true in relation to the entity submitting those sworn statement. (Please indicate which statement applies.)  
X Neither the entity submitted this sworn statement, nor any officers, directors, executives, partners, shareholders, employees, members, and agents who are active in management of an entity nor affiliate of the entity have been charged with and convicted of a public entity crime subsequent to July 1, 1989.

## Public Entity Crime Form

Page 2 of 2

\_\_\_\_\_ The entity submitting this sworn statement, or one or more of the officers, directors, executives, partners, shareholders, employees, member, or agents who are active in management of the entity, or an affiliate of the entity have 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, member, or agents who are active in 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 subsequent proceeding before a Hearing Officer of the State of Florida, Division of Administrative Hearing 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 1 (ONE) ABOVE IS FOR THAT PUBLIC ENTITY ONLY AND, THAT THIS FORM IS VALID THROUGH DECEMBER 31 OF THE CALENDAR YEAR IN WHICH 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 CATEGORY TWO OR ANY CHANGE IN THE INFORMATION CONTAINED IN THIS FORM.



(Signature)



(Date)

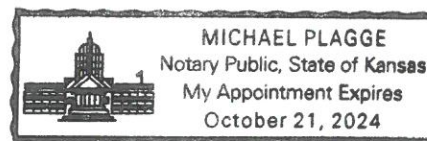
STATE OF Kansas  
COUNTY OF Johnson

The foregoing instrument was signed and acknowledged before me, by means of ☒ physical presence or ☐ online notarization, this 24th day of March 2021, by Hugh McConnell who has produced  
(Print or Type Name)

Drivers license as identification.  
(Type of Identification and Number)

  
(NOTARY PUBLIC)

My Commission Expires: October 21st, 2024





# **MMGY Global, LLC and Subsidiaries**

Consolidated Financial Report  
December 31, 2016

CONFIDENTIAL



## MMGY Global, LLC and Subsidiaries

## Consolidated Statements of Income (Loss)

Period From February 16, 2016 to December 31, 2016, Period From January 1, 2016 to February 15, 2016, and the Year Ended December 31, 2015

	Period From February 16, 2016 to December 31, 2016 (Successor)	Period From January 1, 2016 to February 15, 2016 (Predecessor)	Year Ended December 31, 2015 (Predecessor)
Revenues	\$ 58,067,202	\$ 7,019,535	\$ 27,485,904
Cost of revenues	36,597,070	4,731,004	6,920,705
<b>Gross margin (Note 8)</b>	<b>21,470,132</b>	<b>2,288,531</b>	<b>20,565,199</b>
Operating expenses:			
Salaries, payroll taxes and related benefits (Note 7)	12,792,216	4,884,674	12,645,618
Client-related expenses	120,281	(36,234)	29,482
Other operating expenses	4,494,930	2,249,891	3,060,654
Depreciation expense	271,965	27,125	241,601
Amortization expense	2,985,035	16,639	133,114
<b>Total operating expenses</b>	<b>20,664,427</b>	<b>7,142,095</b>	<b>16,110,469</b>
<b>Operating income (loss)</b>	<b>805,705</b>	<b>(4,853,564)</b>	<b>4,454,730</b>
Financial income (expense):			
Investment income (Note 9)	255	4,043	55,440
Interest expense (Note 6)	(1,874,914)	(773)	(7,681)
	<b>(1,874,659)</b>	<b>3,270</b>	<b>47,759</b>
<b>Net (loss) income before income tax expense</b>	<b>(1,068,954)</b>	<b>(4,850,294)</b>	<b>4,502,489</b>
Income tax expense (Note 14)	(135,072)	-	-
<b>Net (loss) income</b>	<b>\$ (1,204,026)</b>	<b>\$ (4,850,294)</b>	<b>\$ 4,502,489</b>

See notes to consolidated financial statements.

# MMGY Global, LLC and Subsidiaries

Consolidated Financial Report  
December 31, 2017

CONFIDENTIAL

## MMGY Global, LLC and Subsidiaries

## Consolidated Statements of Operations

Year Ended December 31, 2017, Period From February 16, 2016 to December 31, 2016,  
and the Period From January 1, 2016 to February 15, 2016

	Year Ended December 31, 2017 (Successor)	Period From February 16, 2016 to December 31, 2016 (Successor)	Period From January 1, 2016 to February 15, 2016 (Predecessor)
Revenues	\$ 92,138,276	\$ 58,067,202	\$ 7,019,535
Cost of revenues	56,487,453	36,597,070	4,731,004
<b>Gross margin (Note 8)</b>	<b>35,650,823</b>	<b>21,470,132</b>	<b>2,288,531</b>
Operating expenses:			
Salaries, payroll taxes and related benefits (Note 7)	22,446,189	12,792,216	4,884,674
Client-related expenses	113,602	120,281	(36,234)
Other operating expenses (Note 10)	5,950,446	4,494,930	2,249,891
Depreciation expense	477,504	271,965	27,125
Amortization expense (Note 4)	4,434,426	2,985,035	16,639
<b>Total operating expenses</b>	<b>33,422,167</b>	<b>20,664,427</b>	<b>7,142,095</b>
<b>Operating income (loss)</b>	<b>2,228,656</b>	<b>805,705</b>	<b>(4,853,564)</b>
Financial income (expense):			
Change in contingent consideration obligation (Note 12)	(1,985,000)	-	-
Investment income	13	255	4,043
Interest expense (Note 6)	(2,671,880)	(1,874,914)	(773)
	<b>(4,656,867)</b>	<b>(1,874,659)</b>	<b>3,270</b>
<b>Net loss before income tax expense</b>	<b>(2,428,211)</b>	<b>(1,068,954)</b>	<b>(4,850,294)</b>
Income tax expense (Note 9)	(100,373)	(135,072)	-
<b>Net loss</b>	<b>\$ (2,528,584)</b>	<b>\$ (1,204,026)</b>	<b>\$ (4,850,294)</b>

See notes to consolidated financial statements.



# MMGY Global, LLC and Subsidiaries

Consolidated Financial Report  
December 31, 2018

CONFIDENTIAL

## MMGY Global, LLC and Subsidiaries

Consolidated Statements of Comprehensive Loss  
Years Ended December 31, 2018 and 2017

	2018	2017
Revenues	\$ 124,735,325	\$ 92,138,276
Cost of revenues	76,451,453	56,487,453
<b>Gross margin</b>	<b>48,283,872</b>	<b>35,650,823</b>
Operating expenses:		
Salaries, payroll taxes and related benefits	28,951,554	22,446,189
Client-related expenses	250,593	113,602
Other operating expenses (Notes 2 and 8)	8,077,713	5,950,446
Depreciation expense	590,634	477,504
Amortization expense (Note 4)	6,638,219	4,434,426
<b>Total operating expenses</b>	<b>44,508,713</b>	<b>33,422,167</b>
<b>Operating income</b>	<b>3,775,159</b>	<b>2,228,656</b>
Financial income (expense):		
Change in contingent consideration obligation (Note 11)	(1,377,318)	(1,985,000)
Investment income	4,427	13
Interest expense (Note 6)	(4,043,322)	(2,671,880)
Foreign currency gain	289,496	-
	<b>(5,126,717)</b>	<b>(4,656,867)</b>
<b>Net loss before income tax expense</b>	<b>(1,351,558)</b>	<b>(2,428,211)</b>
Income tax expense (Note 7)	(813,876)	(100,373)
<b>Net loss</b>	<b>(2,165,434)</b>	<b>(2,528,584)</b>
Other comprehensive loss:		
Foreign currency translation adjustments	(1,305,776)	-
<b>Comprehensive loss</b>	<b>\$ (3,471,210)</b>	<b>\$ (2,528,584)</b>

See notes to consolidated financial statements.



# MMGY Global, LLC and Subsidiaries

Consolidated Financial Report  
December 31, 2019

Confidential



## MMGY Global, LLC and Subsidiaries

Consolidated Statements of Comprehensive Loss  
Years Ended December 31, 2019 and 2018

	2019	2018
Revenues	\$ 133,213,817	\$ 124,735,325
Cost of revenues	77,677,751	76,451,453
<b>Gross margin</b>	<b>55,536,066</b>	<b>48,283,872</b>
Operating expenses:		
Salaries, payroll taxes and related benefits	33,878,949	28,951,554
Client-related expenses	289,874	250,593
Other operating expenses	8,797,930	8,077,713
Depreciation expense	594,749	590,634
Amortization expense	8,002,268	6,638,219
<b>Total operating expenses</b>	<b>51,563,770</b>	<b>44,508,713</b>
<b>Operating income</b>	<b>3,972,296</b>	<b>3,775,159</b>
Financial income (expense):		
Change in contingent consideration obligations	(5,329,506)	(1,377,318)
Investment income	2,038	4,427
Interest expense	(5,660,277)	(4,043,322)
Foreign currency gain	367,202	289,496
	<b>(10,620,543)</b>	<b>(5,126,717)</b>
<b>Net loss before income tax expense</b>	<b>(6,648,247)</b>	<b>(1,351,558)</b>
Income tax expense	(1,152,099)	(813,876)
<b>Net loss</b>	<b>(7,800,346)</b>	<b>(2,165,434)</b>
Net income attributable to the noncontrolling interest in NextFactor Enterprises, Inc.	(113,689)	-
<b>Net loss attributable to MMGY Global, LLC and Subsidiaries</b>	<b>(7,914,035)</b>	<b>(2,165,434)</b>
Other comprehensive loss:		
Foreign currency translation adjustments	455,199	(1,305,776)
<b>Comprehensive loss</b>	<b>\$ (7,458,836)</b>	<b>\$ (3,471,210)</b>

See notes to consolidated financial statements.

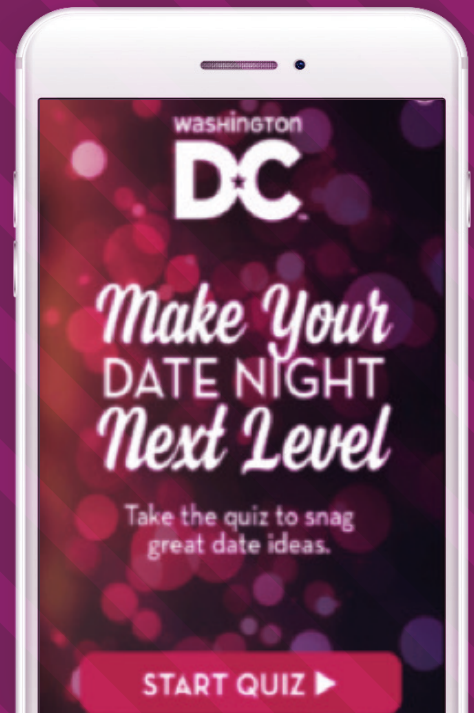
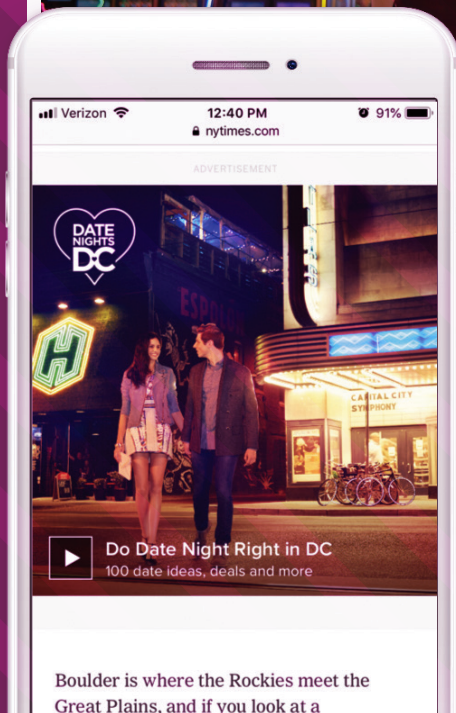
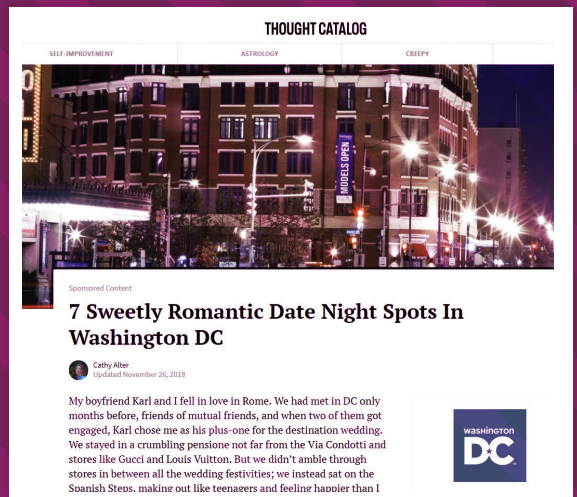
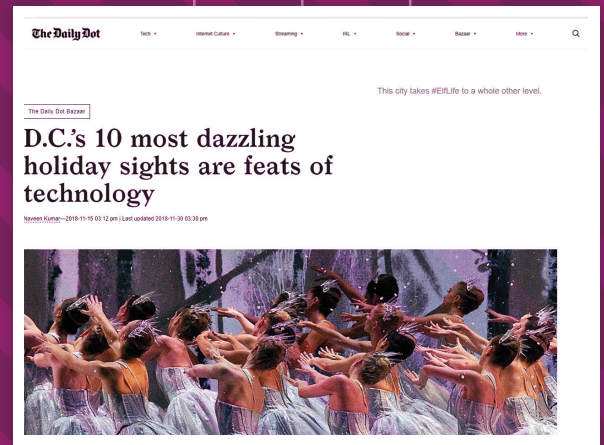
## MMGY Global, LLC and Subsidiaries

Consolidated Statements of Comprehensive Loss  
Years Ended December 31, 2020 and 2019

	(Unaudited) 2020	2019
Revenues	\$ 82,014,832	\$ 133,213,817
Cost of revenues	42,032,886	77,677,751
<b>Gross margin</b>	<b>39,981,946</b>	<b>55,536,066</b>
Operating expenses:		
Salaries, payroll taxes and related benefits	25,066,948	33,878,949
Client-related expenses	306,395	289,874
Other operating expenses	7,565,896	8,797,930
Depreciation expense	1,109,616	594,749
Amortization expense	8,417,451	8,002,268
<b>Total operating expenses</b>	<b>42,466,306</b>	<b>51,563,770</b>
<b>Operating income</b>	<b>(2,484,360)</b>	<b>3,972,296</b>
Financial income (expense):		
Change in contingent consideration obligations	(1,212,703)	(5,329,506)
Investment income	1,141	2,038
Interest expense	(5,451,156)	(5,660,277)
Foreign currency gain	92,787	367,202
	<b>(6,569,931)</b>	<b>(10,620,543)</b>
<b>Net loss before income tax expense</b>	<b>(9,054,291)</b>	<b>(6,648,247)</b>
Income tax expense	(700,104)	(1,152,099)
<b>Net loss</b>	<b>(9,754,395)</b>	<b>(7,800,346)</b>
Net income attributable to the noncontrolling interest in NextFactor Enterprises, Inc.	(57,788)	(113,689)
<b>Net loss attributable to MMGY Global, LLC and Subsidiaries</b>	<b>(9,812,183)</b>	<b>(7,914,035)</b>
Other comprehensive loss:		
Foreign currency translation adjustments	(111,944)	455,199
<b>Comprehensive loss</b>	<b>\$ (9,924,127)</b>	<b>\$ (7,458,836)</b>


See notes to consolidated financial statements.








# LCVCB Co-op Case History Supporting Materials for Pages 16-17 in RFP Response



## DAYS THAT TAKE YOU *away.*

A warm welcome to The Beaches of Fort Myers & Sanibel means more than just a sunny day at the beach. It's our white-sand beaches that give you space to unwind and natural preserves that have plenty of rooms to clear your head. It's getting to know our friendly neighborhoods and having time to appreciate the moments that bring you closer together. When you're ready, take a spring getaway to our shores and know the feeling.

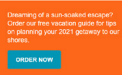
[LEARN MORE](#)



### OUT AND ABOUT

Get a peek into our neighborhoods, see how our unique coastline flows out, and find the ones that are perfect for you.

[EXPLORE](#)



### A NATURAL ATTRACTION


Discover how a natural escape on our shores comes as effortlessly as the sea breeze.

[FIND US HERE](#)

#### ONE OF OUR PARTNERS

**ESCAPE WINTER AND SAVE 30% NOW!**  
The best of Sanibel Beach & Gulf Beaches – location, safety, on Sanibel Island and away from the beach in a natural setting. Coastline escape from the cold of winter, paddleboards, and bikes. Experience our unique view on one unforgettable island.


[DISCOVER MORE](#)



### WINTER BLUES LOOK A LOT DIFFERENT HERE!

South Seas Island Resort – just west, just east, and everything you. The perfect escape for your winter getaway. Leave the cold and relax on our 350 acres with 25 miles of pristine beach. Stay three nights and get a daily \$50 resort credit.


[STAY PLANNING](#)



### BOOK YOUR NEXT VACATION TODAY!

Sanibel Beachfront Condominiums – Offering you beachfront or Gulf view. One- and two-bedroom vacation rental condos on a fabulous beachfront beach.


[BOOK NOW](#)



### SAVE 15% ON "LEARN TO SAIL" AND "FAST TRACK" TO LIVE ABOARD COURSES

Offshore Sailing School – America's #1 Sailing School offers all levels of sailing and advanced training at our resorts on Florida's Gulf Coast. Save 15% on select courses ending by October 31, 2021. Sanibel code: N0110


[LEARN MORE](#)



### STAY LONGER, EXPERIENCE MORE!

The Westin Cape Coral Resort at Marina Village – Relax in resort-style accommodations with 10% off when you stay three nights or 20% off when you stay four nights or more. Use code 2020 when booking.

[VIEW OFFER](#)



### CHOOSE YOUR ISLAND, CHOOSE YOUR BEACH, CHOOSE YOUR STYLE

Sanibel Captiva Beach Resorts – Book now and "Fast Forward" you can change dates without charge through April 12, 2021. Plus, when you reserve nights at any of our four beach resorts with no resort fees and a \$500 island rewards coupon book!


[READ MORE](#)

#### Newsletter Signup

From seasonal festivities and beachside inspiration to meet new spots and local events, we have it all. Subscribe today to stay in touch with us.

[SUBSCRIBE](#)






## Sanibel Island Beach Resort

Your beachfront sanctuary awaits.

**SAVE UP TO 15% WITH OUR BOOK DIRECT OFFER**

[START PLANNING](#)





## Sanibel Captiva Island Vacation Rentals

Vacation Rentals with Resort Perks!

**INCLUDES A \$250 VALUE ISLAND REWARDS COUPON BOOK**

[BOOK NOW](#)




## Sanibel Captiva Island Vacation Rentals

Vacation Rentals with Resort Perks!

**INCLUDES A \$250 VALUE ISLAND REWARDS COUPON BOOK**


[BOOK NOW](#)



## BEST BARGAINS FOR beach vacations.

Preparing for your next trip to our islands? Allow us to make it easier! Simplify your vacation plans with these special offers and get the best deals on our beaches.


### Featured Offers



#### PINK SHELL BEACH RESORT & MARINA

More amenities and more activities make better memories. Daily breakfast for two included, plus beach chairs, umbrellas, kayaks, paddleboards, and more!


[BOOK NOW](#)



#### SOUTH SEAS ISLAND RESORT

Stay for three nights or more and receive \$50 per day in resort credits and a coupon book with over \$200 in savings at resort outlets.

[LEARN MORE](#)



#### SUNDIAL BEACH RESORT & SPA

Stay two nights at Sundial Beach Resort & Spa and receive your third night free, plus a \$75 Stereo Japanese Steakhouse credit.

[START SAVING](#)



## More to do? It's around the corner.

[LEARN MORE](#)



## We Play the Music You Love to Hear!

**Gulf Coast Symphony**  
Spend the day at the beach and the night at a concert.


[LEARN MORE](#)



## Best Kayaking Tour on Fort Myers Beach

**Mound House**  
Use code GEO20 to receive 20% off any kayak trip.


[LEARN MORE](#)



## Blueprint for a Beach Wedding

From wedding bells to honeymoon, visit a Pinterest board to get ideas for your big day.


[START PLANNING](#)



## VOWS & A VACATION

When you choose The Beaches of Fort Myers & Sanibel, you get a vacation along with your vows. Those are tips we'll help you plan for both.

[SEE TIPS](#)



## SOUTH SEAS ISLAND RESORT

**South Seas Island Resort**  
Stay for three nights or more and receive \$50 per day in resort credits and a coupon book with over \$200 in savings at resort outlets.

[LEARN MORE](#)







# Save 10% ON SELECT SAILING COURSES.




Three times down on the **Beaches of Fort Myers & Arcadia**. Inviting you to finally get on. And every weekend is an opportunity to make memories that never forget.

Save 10% on select sailing courses between October 21, 2021, or less on **Practical Boat Course with Offshore Sailboat**. Select courses are shared among all teams to suit with America's premier crewing sailing school. All levels of US Sailing and Powerboat certifications are available. Or you can wait to make, enjoy a sun-filled vacation with family and friends in a tropical island paradise. Start your sailing adventure by using code "VOC610".

We hope you feel inspired and excited to join us when you're ready to travel.

START TRAINING

## DISCOVER SOUTHWEST FLORIDA



Live on the BEACH CAMPS

Fun ON LAND


Out AND ABOUT

Explore THE WATER

[Facebook](#)
[Twitter](#)
[Instagram](#)
[LinkedIn](#)
[YouTube](#)


Based on the American Sailing Association's (ASA) 2021-2022 season. Learn to Sail & Powerboat courses are shared among all teams.


To view the email or contact our website.



THE OFFICE OF  
**FORT MYERS BEACH**  
STATE PARK

# THE LONGER YOU STAY, THE MORE YOU *WANT*





FLORIDA STATE  
SEAL


There's a natural draw to **The Shores of Fort Myers & Sanibel** whether you're searching for sunbathers on our 50 miles of white-sand beaches or seeking nature's pleasures. Spending time here really has always a good one.

At **South Beach**, Fort Myers, it's the sun, surf and sand surrounding an entire beach that is all different. Take your time to explore and spend up to \$100 per weekend and take families 2 to 5 years of primary and private lessons. All the resort, every family's pleasure, beautiful nature, golf, and sunbathing and enjoy them one way. Free Hike or longer, inclusive 80% of our guests who are looking for. Plus, you'll also have our unique beach that has over \$200 in savings. Sanibel Island Resort is the perfect entire getaway you are a beach for.


We hope you were inspired and excited to visit us when you're ready to travel.

[START PLANNING](#)


## DISCOVER SOUTHWEST FLORIDA




**Live  
BEACH CAMS**




**Fun  
ON LAND**



**Out  
and ABOUT**



**Explore  
the WATER**



The Office of Fort Myers Beach State Park  
 10000 Highway 1, Fort Myers, FL 33907  
 Phone: 239.486.2222 | Fax: 239.486.2223  
 Email: [info@fortmyersbeach.com](mailto:info@fortmyersbeach.com)

**SARFON BAY IN**  
**THOMPSON PARK**  
**RECEIVES PLEDGE**  
**OF \$40,000**

**THOMPSON PARK**  
**RECEIVES PLEDGE**  
**OF \$40,000**

**THOMPSON PARK**  
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**RECEIVES PLEDGE**  
**OF \$40,000**

**THOMPSON PARK**  
**RECEIVES PLEDGE**  
**OF \$40,000**

**OTHER STAYS**

**CASA VELA BEACH RESORT**  
An alluring island getaway, this truly reflects the beauty and spirit of San Diego. This beachy motel can be seen to be better than the beach. [www.casavela.com](http://www.casavela.com) 800/278-0015

**NEXST RESORT COCONUT POINT**  
SPORT AND SPA  
Offering four pools, multiple restaurants, a spa, tennis and private beach, this resort is minutes from outdoor shopping and dining. [www.nexstresort.com](http://www.nexstresort.com) 800/278-0015

**PIKE VILLA BEACH RESORT AND MARINA**  
Spacious accommodations with harbor views and two pools. The resort's beach areas are guaranteed. So is the fun. [www.pikevillaresort.com](http://www.pikevillaresort.com) 800/278-0015

**SANBARBORA BEACH RESORT AND SPA**  
Choose a San Barbara resort on the Pacific Coast. Includes private beach, spa, tennis and golf. Summer rates begin July. [www.sanbarboraresort.com](http://www.sanbarboraresort.com) 800/278-0015

**SUNRISE BEACH RESORT & SPA**  
Swims, plays and relaxes to the sun. The Sun Beaches at San Diego's finest beach resort. [www.sunbeaches.com](http://www.sunbeaches.com) 855/568-5014


**CAPTAIN JACKS BEACH RESORT**  
**MOVING HOUSE ON HOT SPOTS BEACH**  
Enjoy breakfast on the beach, or at one of our, or explore the 2,000-year-old Calafia Indian Shady House. [www.houseofcalafia.com](http://www.houseofcalafia.com) 239/765-0865



Set  
*innovation*  
in motion.

See how we  
inspire it.

THE BEACHES OF  
**FORT MYERS  
AND SANIBEL**



LUMINARY  
HOTELS & CO.


**Luminary  
Hotels & Co.**

**New Riverfront Luxury  
with Convention Center**

243 rooms; 40,000 square feet;  
Outdoor Venues; Walkable Downtown

**LEARN MORE**

THE BEACHES OF  
**FORT MYERS  
AND SANIBEL**



# New Cooperative Advertising Portal



LOGIN PAGE

Welcome to the  
Cooperative Advertising Program

## Log In

Sign in to your account

☒ Remember Me  
I've forgotten my password

LOG IN

Contact / About

Program Name	Run Date	Partner Type	Rate
<input type="checkbox"/> LEISURE DIGITAL DISPLAY			
<input type="checkbox"/> Island Hopper Songwriter Fest Programmatic Digital: Fall 2021	08/10/2021 - 09/24/2021	Multiple	\$ 400.00
<input type="checkbox"/> OTA Domestic Digital: Fall 2021	07/01/2021 - 09/30/2021	Multiple	\$ 500.00
<input type="checkbox"/> Smithsonian Digital (Premium Publisher): Fall 2021	07/01/2021 - 09/30/2021	Multiple	\$ 350.00
<input type="checkbox"/> Travel Spike Digital (Travel Retail): Fall 2021	07/01/2021 - 09/30/2021	Multiple	\$ 400.00
<input type="checkbox"/> TripAdvisor Domestic Digital: Fall 2021	07/01/2021 - 09/30/2021	Multiple	\$ 400.00
<input type="checkbox"/> Visitors - In-Market Mobile Geofencing Digital: Summer 2021	07/01/2021 - 09/30/2021	Multiple	\$ 400.00
<input type="checkbox"/> Weddings Programmatic Digital: Fall 2021	07/01/2021 - 09/30/2021	Accommodations	\$ 350.00
<input type="checkbox"/> LEISURE NATIVE			
<input type="checkbox"/> Native Content Integration: Fall 2021 (N)	07/01/2021 - 09/30/2021	Multiple	\$ 350.00

PARTNER ORDER PAGE

Program Group	Program Names	Over/Under	Partner Name	Status	Date Ordered
Leisure Digital Display					
Island Hopper Songwriter Fest Programmatic Digital: Fall 2021		6		No Orders	
Mobile Geofencing - In-state Beach Destinations Digital: Summer 2021		5		No Orders	
OTA Domestic Digital: Fall 2021		4		No Orders	
Pandora Digital: Summer 2021		2		No Orders	
Sherman's Travel Digital: Fall 2021		0		No Orders	
Smithsonian Digital (Premium Publisher): Summer 2021		0		No Orders	

PROGRAM ASSIGNMENT SCREEN

Run Date	Impressions	Spots	Cost	CPM	Clicks	CTR	Conversions	Cost per Conversion
01/01/2021 - 01/31/2021	10000	100	\$1000	\$10.00	10	1.0%	5	\$2.00
01/01/2021 - 01/31/2021	20000	200	\$2000	\$10.00	20	1.0%	10	\$2.00
TOTAL	30000	300	\$3000	\$10.00	30	1.0%	15	\$2.00

PARTNER METRIC REPORT

## Program Detail

General | Ordered Programs

### Visitors - In-Market Mobile Geofencing Digital: Spring 2021

Program Group: Leisure Digital Display  
Program Type: Accommodations, Attractions, Restaurants

Estimated Start Date: 03/10/2021  
Estimated End Date: 05/31/2021  
Space Deadline: 12/15/2020  
Materials Deadline: 01/05/2021

Rate: \$400.00  
Estimated Impressions: 100,000  
Maximum Participants: 5

Sample Creative

Save to Order

### Opportunity

Partners have the opportunity to reach visitors actively in-market to promote attractions and activities on their mobile devices through geofencing technology. Partners are only able to promote their restaurant or attraction. No accommodation promotion. This is a conversion tactic.

### Detailed Program Overview

Partners have an opportunity to run display banners and be part of custom creative on mobile devices that will be targeted to users who are currently in Lee County. This campaign will only message to visitors based on proximity by utilizing geofencing technology to distinguish between residents, messaging to encourage in-market spend.

### Partners Receive

Photo, Headline, Offer/Message and Direct Website Link (300x250 web banner)

### Material Recommendations and Notes

Offer Strongly Recommended (offer must be valid through end date)

PROGRAM OVERVIEW



Costa Rica Case History Supporting Materials for Page 18 in RFP Response

