

MMGY GLOBAL



INSPIRE PEOPLE TO GO PLACES

Dear Tamara and Constituents of the Lee County Visitor & Convention Bureau:

All of us at MMGY Global consider our partnership with you to be amongst the greatest we have ever had as a company. To me, it has been the best of collaboration, intellectual and monetary investment and, importantly, results derived from hard work and dedication. We should all be proud of not only creating value for the community through significant economic impact, but also in becoming leaders and innovators in the travel industry.

During our five years together, we have learned a lot, enjoyed a lot and worked a lot. A combination that has made for a thrilling experience and, we hope, permission for us to be considered members of the close-knit Lee County community. Now we turn the page for what will hopefully become the next chapter together. Because, after all, we are not out of passion or ideas. And because we have set such a high bar for the VCB tourism effort, we will need both to be successful going forward. It's a challenge we relish.

We have attached our response to your RFP, and I believe you will find the content to be our first step in securing a positive future for our collective groups. Thank you for the opportunity to be your partner.

Sincerely

Clayton Reid

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When our company was founded in 1981, we wanted to create the best travel marketing agency in the world. We're well on our way. We now execute strategies and tactics across all marketing disciplines within one integrated company. We understand where travelers are going, how they think and why they want to go places. We listen, study and engage as we take a proactive approach to thought leadership in the travel industry. Most of all, we continue to surround ourselves with passionate people. You might think that passion is exclusively about the travel itself. We believe it's a passion about the benefits of travel and what it shows us about others and, ultimately, ourselves.

COMPANY HISTORY

For more than 35 years, MMGY Global has created success stories for some of the best-known travel brands in the world. That's what makes us different. We're a full-service marketing communications company working exclusively in the travel industry. MMGY is a \$175 million corporation serving clients globally with 175 full-time employees throughout the US. Our mission is simple: to help you increase bookings and ultimately revenue by motivating travelers.

CORPORATE BACKGROUND

MMGY GLOBAL, LLC HQ: KANSAS CITY, MO PHONE: 816 472 5988 FAX: 816 221 1021

WEBSITE: MMGYGLOBAL.COM

KEY CONTACT

KIM LENOX
VP, GROUP DIRECTOR TOURISM STRATEGY
(D) 816 300 5148
(F) 816 221 1021
KLENOX@MMGYGLOBAL.COM

OFFICES

KANSAS CITY

Kansas City is where we are headquartered. With employees focused on areas from creative to strategy to media and account service, we spend every day with one goal: to inspire people to go places.

Corporate Headquarters: 4601 Madison Avenue, Kansas City, MO 64112

NEW YORK

New York is the perch for our public relations and social media division. There, we provide expert strategic counsel for leading travel and lifestyle brands and destinations.

245 Fifth Avenue, 9th Floor, New York, NY 10016

FORT MYERS

In Florida, our presence in Fort Myers gives our clients in-person access to the people who manage and work on their accounts.

1617 Hendry Street #406, Fort Myers, FL 33901

ORLANDO

Orlando is home to our research group along with top staff across all integrated channels. It is the hub for clients based in the Caribbean and throughout Latin America with service groups fluent in Spanish.

423 South Keller Road, Orlando, FL 32810

MADRID

MMGY's first European office, focused on presenting the agency's services to international clients with potential interest in attracting U.S. travelers.

Calle del Cardenal Cisneros, 51 28010 Madrid, Spain



TRAVEL CONSUL

MMGY Global is a proud member of Consul. This international marketing alliance connects advertising, PR, social media and marketing firms specializing in travel across five different continents. For Lee County, if needed, the result is one communications plan from one point of contact that reaches beyond borders and across oceans. Please visit travelconsul.com for more information.



STATE OF THE INDUSTRY

Demand for travel to Florida, both domestically and internationally, is at an all-time high. As the major economies of the world continue to hold strong, this is a trend which we anticipate continuing through 2016. Great news for The Beaches of Fort Myers & Sanibel.

To support this assumption, we can reference our latest *travelhorizons*™ report and the Travel Sentiment Index (TSI). The TSI has been on a strong upward path for nearly six quarters now, and much like travel to Florida, it continues to set new highs. In addition to this highly positive indicator we also see future travel intent across generational groups surveyed in our *Portrait of American Travelers*® remaining positive. Overall, the intent to take "more domestic vacations" this year is up 2% to 26% while the intent to take the "same number" of trips has grown, reaching 61%. Only 13% of travelers say they will be taking fewer domestic vacations.

As reported by the US National Travel and Tourism Office (NTTO) at the close of 2015, international arrivals to the US are forecast to be up 2.6% overall in 2016. This equates to 75.3 million visitors. Countries such as China (+16%), United Kingdom (+4%), and Mexico (+3%) are leading the pack for percent change and volume YOY. Foreign carriers continue to make gains in providing transport for these visitors, representing 50% of the total volume coming into and going out of the states. Top destinations for foreign arrivals include New York (+11%), San Francisco (+12%). Miami and Fort Lauderdale also experienced gains of 3.4% and 3.3% respectively. The NTTO report stretched its forecast out to 2020, and the predictions for continued growth look very good. Expansion of international programs and airline partnerships will be key to securing some of these visitors for Lee County.

This past year has also brought many changes to the major supplier landscape. Mergers and acquisitions have been in the news regularly. Major online players such as Expedia and TripAdvisor continue to grow their footprint and marketing investment, while brands such as Marriott and American Airlines have absorbed their competition. These moves are making intermediary and supplier influence on travelers much more significant.

This is best understood when looking into how suppliers continue to fight for direct business and intermediaries shift efforts further up-funnel. The latest development in the supplier landscape involves their distribution of incentives and a full-court marketing press aimed at driving loyalty members to save more by booking direct. Intermediaries can't compete with this initiative and are scrambling to find ways to stem the damage. To this point, TripAdvisor has raised an olive branch to suppliers by offering to provide the same membership discounts through their book-direct platform. All's well and good, but it is not clear how such a move will help them financially, as margins on such conversions have to be razor thin.

These moves put the OTAs for aggregators on the defensive. Their challenge now is to find more ways to monetize the researching consumers' engagement on their websites. Advertising and other paid media programs for suppliers is one way to do this, but is it enough to offset the losses in commission? Product changes within these platforms is another tactic the big players have explored. Increasingly, they are looking to become resources for destination content and the tertiary products of travel, primarily things to do and dining. They are also finding ways to capitalize on consumer interest in secondary lodging and vacation home rental. How all of this shakes out over the next year is sure to make for interesting news and negotiation cycles.

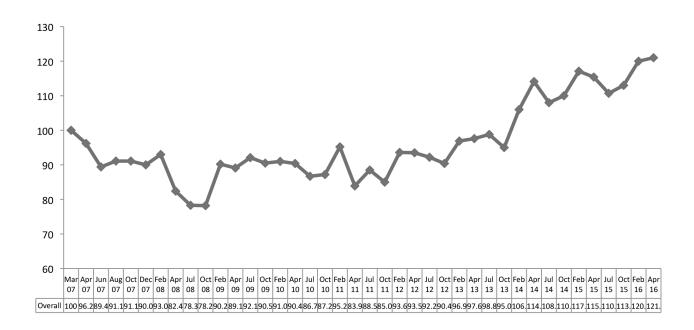
While TripAdvisor has been the biggest new player on the front lines of a changing distribution model, Google is not far behind.

"We love to travel and are hard at work dreaming up new ways to make the travel experience hassle-free," a Google spokesperson says. "While we do that, sit tight and keep on using our amazing tools like Google Flights, Hotel Search and Destinations on Google to plan your next adventure."

Google has its eye on becoming a comprehensive planning and booking platform. It already has the infrastructure in place for flight and hotel, and has now set its sights on bringing more native destinations and attractions content into the flow. The Google Destinations content aggregator recently deployed through mobile interfaces for certain destination-oriented searches is just a glimpse into how a consolidation of their current tools could shift share from OTAs, destinations and suppliers. Google is overwhelmingly the start for traveler planning, and with more content embedded and promoted within the platform, they stand to capture and keep more engagement and, in turn, conversions.

Competition is what drives innovation. As we move through this year, and into next, it will be vital to stay on top of the evolution of these power platforms.

Travelers Sentiment IndexTM OVERALL



WHAT'S NEXT?

As we look to the future of our relationship, there are many new opportunities which excite us.

BIG DATA

We are moving beyond the general demographic and basic behavioral data we use to reach our potential visitor while finding new niches and audiences to activate. This means making our data infrastructure deeper and more actionable so that we can create more dynamic messaging programs and pinpoint targeting of those who are, or look like, our best customer. Experian is our preferred partner to get us started as we strive to know more about our best guests in order to find more like them. With over 1,600 data points at our disposal, we anticipate gaining insights which could measurably shift the impact of media, social, and email tactics.

PROGRAMMATIC EVOLVING

Having refined and enhanced consumer profiles will ultimately lead us to smarter and more effective targeting. And, this is not just targeting that lives in the digital space. Advancements from traditional television outlets and ondemand platforms are now opening doors for the execution of addressable television buys where we can minimize waste and only present to those we understand to be our best prospects. This is made more efficient through the utilization of enhanced consumer profiles, which will not only provide us with deeper knowledge of what content and segments to target, but also what creative should have the highest impact.

VIRTUAL REALITY AND 360 VIDEO

No other technology in recent years is more prime to be leveraged by travel marketers than Virtual Reality (VR) and 360. Imagine a time when instead of requesting a flat visitor guide, consumers can instead request a virtual destinations app and the Google Cardboard that enhances the experience. Think about how much more robust an experience our consumers can have through our website and social channels if able to put themselves in our destination with the controls to explore more visually. VR is also a great component to profile trade efforts and activations. We'll be doing this with our Surround Yourself box as part of Islandology.

MESSAGING PLATFORMS

Around the world, consumers are leaning on messaging platforms like WeChat, WhatsApp and Facebook Messenger for far more than just staying in touch with family and friends. Many brands are experimenting with Artifical Intelligence and Bots within these tools to communicate with and guide consumers to information or services they seek. These tools can answer questions, share content like video and photos, and even connect consumers to booking resources.

PAID SOCIAL

The days of organic reach through social channels, especially Facebook, are waning. The new frontier lies in intelligent use of paid media products. Products that can be micro-targeted and tailored to the audience for effectiveness unlike any other medium. Again, this is an outlet where deep consumer profiles provide true advantage against our competition as we target messages with relevance and more robust interactions.



OWNERSHIP STRUCTURE

MMGY Global is a 35-year-old company, established in 1981, backed by private equity firm Peninsula Capital. Company structure and management are led by a board of directors, including company CEO Clayton Reid, as well as stakeholders representing Peninsula Capital Partners and Fine Equity Partners. The MMGY executive management team has an average tenure with the company of over 15 years.

Peninsula Capital Partners is a leading Midwest private equity firm. The company has invested over \$1.2 billion since its founding in 1995, and has a successful track record supporting companies seeking to grow in industries for which they are category leaders. Peninsula is owned entirely by its founders, senior partners and major investors, including state and corporate pension funds, insurance companies and banks.

Fine Equity Partners IV is controlled by Jeffrey Fine, former CEO of CIBT, Inc., the world's largest expeditor of travel visas. Mr. Fine helped guide CIBT through a worldwide expansion and serves in an advisory role on issues related to MMGY's growth opportunities around the world.

FEDERAL EMPLOYER'S IDENTIFICATION NUMBER

FEIN: 45-4094535

FLORIDA CORPORATE CHARTER NUMBER

Florida Corporate Charter Number: M12000000426



TOTAL BILLINGS 2011-2015

2015: \$176,860,694 2014: \$171,825,045 2013: \$168,078,539 2012: \$165,621,854 2011: \$163,979,062

% OF MEDIA BILLINGS

	2015	2014	2013
MEDIA	21.5%	23.5%	28%
NEWSPAPER	1.5%	2.0%	5.0%
DIRECT MAIL	0.0%	0.0%	0.0%
TELEVISION	5.5%	3.5%	2.0%
RADIO	1.5%	2.5%	4.0%
DIGITAL/ONLINE	56.0%	54.0%	49.0%
SOCIAL MEDIA	3.0%	2.0%	1.0%
MOBILE OUTDOOR	0.0%	0.0%	0.0%
OUTDOOR	1.0%	1.0%	1.0%
OTHER (PAID SEARCH)	10.0%	11.5%	10.0%

CLIENTS/BILLINGS

UNDER \$2 MILLION (25+ clients)
BETWEEN \$2-\$5 MILLION (12 clients)
BETWEEN \$5-10 MILLION (5 clients)
BETWEEN \$10-15 MILLION (5 clients)
MORE THAN \$15 MILLION (0 clients)

FINANCIAL STATEMENTS

MMGY Global is an applicable legal entity, sufficent to demonstrate the capability to perform this contract. To demonstrate such, we have provided audited financial statements for the last three years. Please refer to the envelope that was provided with this proposal document, labeled: MMGY FINANCIAL STATEMENTS & ORIGINAL LEGAL FORMS

IN-HOUSE AGENCY SERVICES

INSIGHTS & RESEARCH

Our unique insights are the foundation for everything we do. MMGY uses proprietary industry and brand research to identify the habits and preferences of travelers, ensuring your marketing strategies connect with all customer segments.

BRAND DEVELOPMENT

There are two sides to every brand. Whether rebranding or interpreting an existing brand, MMGY uses a proprietary framework called *HEMISPHERES*TM which leads to a more imaginative and compelling brand positioning strategy.

EXPERIENTIAL MARKETING

There's power in the right exposure. We know the importance of a brand's message. That's why our approach to experiential marketing goes beyond raising awareness. It's about elevating a brand – finding creative ways to deliver a brand's message so that consumers care. And that's exactly what we do. Whether it's a big activation or a small event, our in-house team knows how to create the right experience to make the right impact.

PUBLIC RELATIONS

Our public relations division provides expert strategic counsel for leading travel and lifestyle brands and for destinations around the world. Our key areas of expertise include strategic communications planning and implementation, traditional and online media relations, media training, crisis/issues management, as well as consumer and media event management.

PAID MEDIA

We create relationships between our clients and their core audience by developing 360° media campaign coverage across traditional, digital, travel trade, search, social media and mobile placement. We also integrate this plan to all channel marketing strategies.

INTERACTIVE DEVELOPMENT

We combine creative thinking, insightful strategy and cutting-edge technology to deliver online experiences that build businesses and brands. All of our web solutions are designed and built completely in-house, including the ability to do internal and external systems integration.

MOBILE

Mobility continues to be one of the most powerful influences in the changing travel landscape, and more consumers than ever are accessing web content via multiple and non-desktop devices. In turn, the rules have changed when it comes to digital content, mobile and web development strategy within the travel space.

SOCIAL

Conversations about your brand equal currency in today's multimedia landscape. As part of an integrated online marketing and public relations strategy, we offer complete, scalable, turnkey social media solutions that directly engage with influencers, followers and potential consumers.

CRM

As data becomes increasingly important in forming strategy and developing customer relationships, we support this discipline in-house. We integrate and analyze all available marketing data, and we develop customer segments and profiles that allow customized, data-driven contact strategies.

CONTENT STRATEGY

MMGY develops custom content marketing solutions to strategically deliver integrated, multi-channel storytelling for clients. Our content strategy process includes content audits, tactical planning, editorial calendaring, distribution recommendations and creative content development, including, but not limited to, copywriting, photography and videography.

IN-HOUSE AGENCY SERVICES

As a fully integrated agency, MMGY Global has 170+ employees across six offices worldwide. We feel it is imperative to have in-house staff that provide the full spectrum of advertising services. Below we have indicated the number of staff members dedicated to each of the categories you have requested. Please note that we have 76 additional employees in various other categories that are not reflected in the graph below:

CATEGORY	NUMBER OF STAFF
MEDIA PLANNING	5
MEDIA BUYING	6
RESEARCH	4
STRATEGIC PLANNING	3
CREATIVE	
Creative Directors	6
Copywriters	7
Broadcast Production	5
Print Production	12
Digital Production	8
Traffic	2
Web Development	16
Promotions	17
Accounting with experience in government accounting practices	5





AGENCY EXPERIENCE

Current Tourism/Leisure Hospitality clients

ACCOUNT	SERVICES PROVIDED	YEAR ACQUIRED
3rd Home Limited	Public Relations	2015
Access Hospitality	Web Development	2015
American Express Travel	PR, Social	2014
Anaheim/Orange County VCB	Branding	2014
Antigua – Freetown Resorts	Research	2016
Barcelo Hotels & Resorts	Advertising (Creative, Video Production), Content, Social	2015
Berkshire Hathaway Travel Protection	B2B Marketing, Web Development	2015
Bermuda Tourism Authority	Advertising (Strategic Planning, Creative, Media), CRM, Social	2015
Bloomington Convention & Visitors Bureau	Social, Digital Media, Web Development, Paid Search	2011
Cabarrus County Tourism	Web Development	2011
Caradonna Dive Adventures	Web Development	2015
Caribe Royale	Web Development, Social, Paid Search, Analytics	2013
Carillon Hotel & Spa	Branding	2015
CheapCaribbean.com	Advertising (Creative, Media, Production),PR, Social, Content	2014
Choice Hotels International	Co-op Marketing, Web Development, Research/Brand Strategy	2009
City Pass	Branding	2014
City Way	Web Development	2013
Cleveland	Advertising (Creative Production), Research & Branding	2013
Cleveland Cavaliers	Marketing & Branding	2013
Club Quarters	Paid Search & Web Development	2013
Colorado Dude Ranch	Paid Search & Web Development	2011
Connecticut Office of Tourism	AOR w/partner agency	2013
Crown Center	Advertising (Strategic Planning, Media), Public Relations, Paid Search, Web Development, Social, Research	2015
Davenport Hotel Collection	Web Development	2013
Delaware North Companies	Mobile, Media, Web Development, Research/Brand Strategy	2007
Destination DC	Web Development	2015
Dolce Hotels & Resorts	Web Development	2014
East West Resorts	Branding	2015
El Dorado Festivals & Events	Branding	2015
Fairfield Inn & Suites	PR, Social, Creative	2013
Gainesville	CRM, Web Development	2011
Grand Cypress Orlando	Branding	2015

ACCOUNT	SERVICES PROVIDED	YEAR ACQUIRED
Hyatt Hotels & Resorts	Media	1987
Intrepid	PR	2014
Jordan Tourism Board	Research	2015
Visit KC	Web Development	2013
KSL Resorts	Web Development	2008
Leading Hotels of the World	Advertising (Media, Strategy), Web, PR, Content	2015
Lee County VCB	AOR	2011
Los Cabos Tourism	PR	2016
Lufthansa Airlines	Social, Advertising (Marketing Services, Creative)	2013
Mall of America	Media, Promotions	2015
Manatee County	CRM, Social, Web Development	2011
Marriott and Renaissance Caribbean & Mexico Resorts (MARCAM)	Social, CRM, Mobile, Web Development	2011
Miraval Tourism	Advertising (Creative), Web Development	2015
Nassau Paradise Island	Research	2016
New Mexico Department of Tourism	Web Development	2011
Niagara USA	Branding	2015
NH Hotels	PR	2014
Occidental Hotels & Resorts	Branding	2015
Outer Banks Visitors Bureau	Digital Media, Web Development, CRM, Social, Paid Search	2010
Omni Hotels & Resorts	Web Development	2013
Palladium Hotel Group	Public Relations, Media	2015
Plaza Suites hotel	Web Development & CRM	2014
Posadas	Advertising (Media)	2006
Princess Cruise Lines	Social	2014
Rapid City, South Dakota	PR	2015
Red Lion Hotels	PR	2016
Regent Hotels & Resorts	PR	2006
The Renaissance Aruba Resort & Casino	PR	2007
The Renaissance Curaçao Resort & Casino	PR	2007
San Francisco Travel	Social	2015
San Jose Tourism	Social	2015
Santa Barbara Conference & Visitors Bu- reau and Film Commission	AOR	2011
Sarasota CVB	PR	2007
Select Registry	Web Development, CRM	2016
Sheraton Hotels (Aruba, Nassau, Phoenix, Puerto Rico)	Media	2007

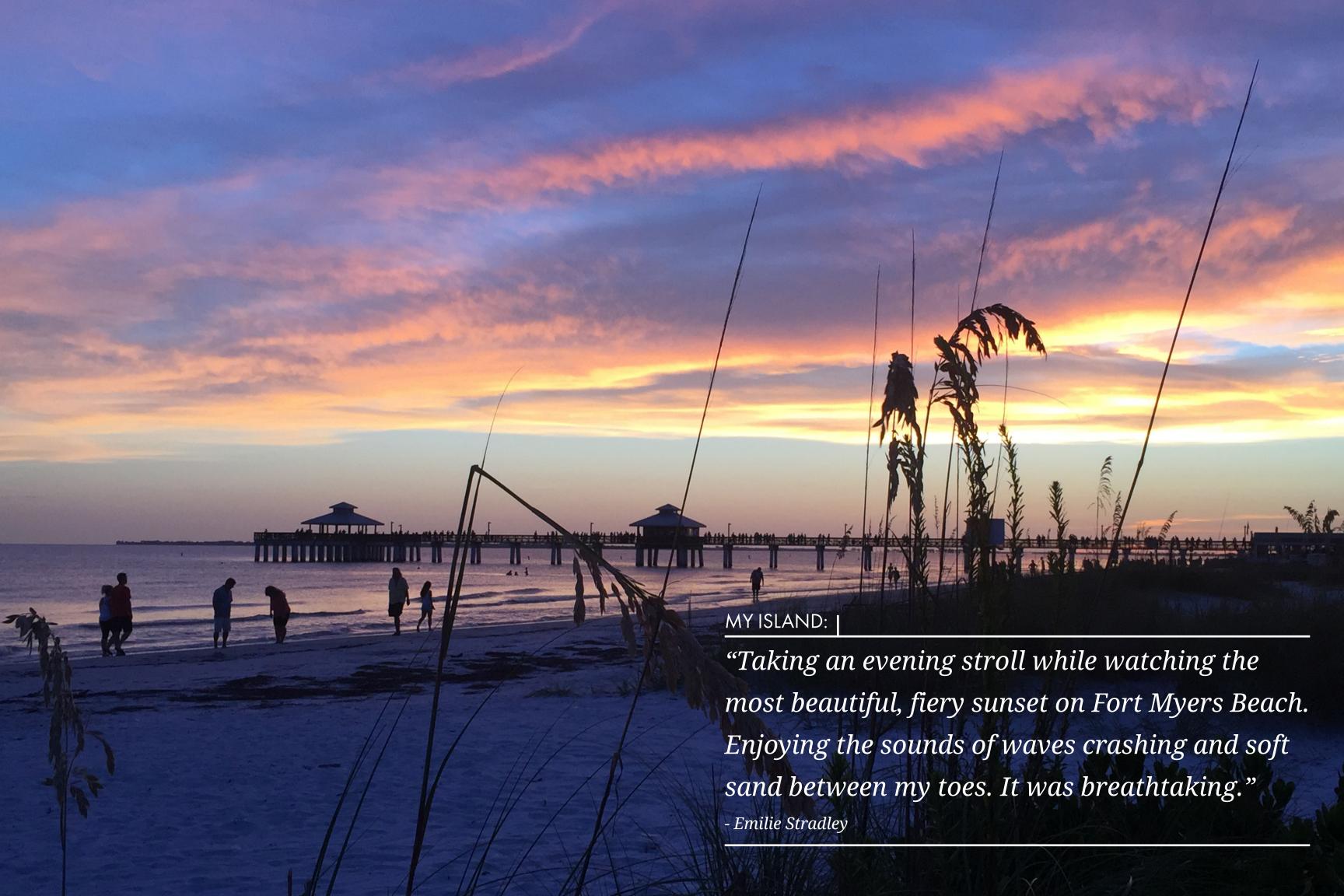
ACCOUNT	SERVICES PROVIDED	YEAR ACQUIRED
Sixt Rent A Car	Advertising (Creative, Strategy)	2013
South Dakota Department of Tourism	Web Development, Social, Digital Media, Brand Strategy, Research & PR	2012
Springfield, MO CVB	Advertising (Creative, Media)	2011
St. Johns County VCB	Advertising (Creative, Media), Research/Brand Strategy	2010
Starwood Hotels	Advertising (Marketing, Media, Creative)	2012
Student Youth Travel Association	PR	2016
Surf or Sound Realty	Web Development	2013
Terranea Resort	AOR	2012
Trump Hotel Collection	AOR	2010
Visit Europe	Content Strategy	2015
Visit Loudon	Web Development	2013
Visit Tucson	Web Development	2015
VRMA	PR	2007
Warwick hotels	Web Development	2013
Westin Hotels (Aruba, Kierland, Peachtree, St. John)	Media	2004
Windstar Cruises	Advertising (Branding, Strategy, Media), Research	2015
National World War I Museum	Web Development	2010
Wyndham Hotel Group	Property Marketing, Web Development	2009
Wyoming Travel & Tourism	Web Development	2012



LOST/GAINED IN THE PAST 3 YEARS

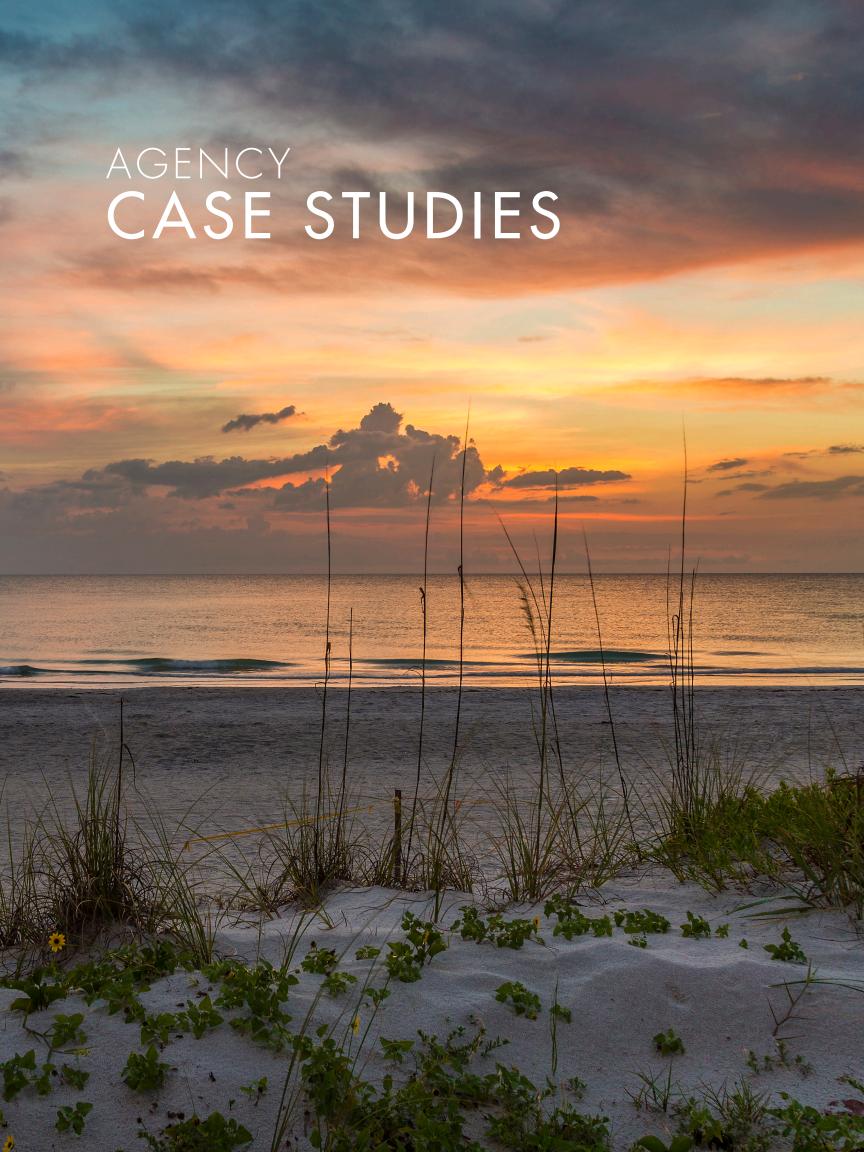
2013 GAINED ACCOUNTS	2013 LOST ACCOUNTS
City Way	Barcelo Hotels & Resorts
Cleveland Cavaliers	Kissimmee
Club Quarters	IGLTA
Davenport Hotel Collection	Puerto Plata
Destination Cleveland	Radisson Edwardian/Mayfair
Grand Cypress	Rezidor
Hendricks Commercial Properties	UDR
Lufthansa USA	Colorado Tourism
Metropolitan Tucson	
Mortgage Lenders of America	
Ski Utah	
Timbers Resorts	
Travel Media Group	
Travel Portland	
Unique Vacations	
Visit Loudoun	
Warwick Hotels	
Wyndham Hotel Group	

2014 GAINED ACCOUNTS	2014 LOST ACCOUNTS
American Express Travel	AANR
Anaheim/Orange County CVB	B Hotels
CheapCaribbean.com	Mukul Resort
City Pass	Rocky Mountaineer
Connecticut Tourism	Silversea
Destination Hotels & Resorts	Travel Media Group
Fairfield Inn & Suites	Travel Portland
German National Tourism	TravelGuard
Intrepid	
Monte Carlo	
NH Hotels	
Plaza Suites Hotel	
Ponte Vedra	
Princess Cruise Lines	
Rock & Roll Hall of Fame	
Sixt Rent A Car	
Visit Europe	
Visit KC	
Zurfers	



2015 GAINED ACCOUNTS	2015 LOST ACCOUNTS
3rd Home Limited	Brazil
Barcelo Hotels & Resorts	Grand Traverse
Berkshire Hathaway Travel	Hendricks Commercial Properties
Bermuda Tourism	Monte Carlo
Caradonna Dive Adventures	Rock & Roll Hall of Fame
Carillon Hotel & Spa	Telluride, CO
Crown Center	Timbers Resorts
Destination DC	Tradewinds
East West Resorts	Zurfer
El Dorado, AR	
Jordan Tourism Board	
Leading Hotels of the World	
Mall of America	
Miraval Resort & Spa	
Niagara USA	
Occidental Hotels	
Palladium Hotel Group	
Rapid City, SD	
San Francisco Travel	
San Jose Tourism	
Windstar Cruises	







SITUATION

Since 2013, South Dakota has tasked us with stimulating visitation to the state. Known for one of America's most iconic monuments – Mount Rushmore – South Dakota needed increased exposure of the entire state's offerings within drive markets. We leveraged the influence of four presidents in mascot form, ongoing anniversaries, and travel stories to start a conversation. Through PR, social media, eCRM, digital media and promotions, we helped establish the entire state of South Dakota as a must-visit destination for travelers.

ACTION

From editorial appointments in key local markets to press trips focused on the state's passion verticals, our PR team consistently spread South Dakota news to the nation's travelers and media. Creative and unexpected pitching around seasonal events, state milestones, and off-the-beaten-path offerings served as key components and drove coverage throughout the year.

South Dakota wanted a more inspiring, content driven, and responsive website. We approached the project with a mobile and content-first strategy, but powerful imagery drove the design. The "Explore" content section housed engaging and shareable content, including a new film series, road journals, photo essays and more.

Media efforts for South Dakota were deployed across all digital channels including display, video, mobile and content. South Dakota digital campaigns featured an always-on approach and ensured we reached the right consumer with the right message at the right time on the right device.

Our work for South Dakota's social media channels included a comprehensive set of strategies, like a project-based and ongoing influencer marketing strategy, a community loyalty program for user-generated content, a co-op Instagram takeover project, and multiple engaging and integrated social campaigns.

RESULTS

In 2015, \$3.78 billion in visitor spending contributed \$2.36 billion in GDP to the state's economy, which is a 6.1% increase over 2014. This included 13.7 million people who made South Dakota their vacation destination, an increase of 2.8% from 2014.

TravelSouthDakota.com launched with overwhelming support from the CVBs, locals and stakeholders. Engagement metrics improved drastically with pages per session rising 15.32% and bounce rate dropping 14.43%. The Along for the Ride video series, The Great 8, and the road journal content were recognized by the HSMAI as innovative and the new standard for DMO sites.













STAND FOR SOMETHING BIG AGAIN

South Paketa



FIND YOUR GREAT PLACE





Along For The
Ride Video Series

2.1M+

VIEWS SINCE LAUNCH



Public Relations

2 BILLION IMPRESSIONS

Over \$10 Million in Ad Value

Great 8 Social Media Campaign

7 MILLION IMPRESSIONS

On Facebook and Twitter









THE BLOG

The All-American Safari

— The Buffalo Round
Up in South Dakota

① Oct 09, 2015 | **Updated** Oct 09, 2015





SITUATION

Choice Hotels International was interested in increasing the effectiveness of their regional media planning and buying, so they partnered with us to oversee their co-op digital online marketing program starting in 2010. This assignment covered 13 US co-op regions for 11 Choice individual hotel brands and included over 4,200 participating hotels. The co-op marketing program used online banner advertising to target leisure and business travelers with the following demographics: 48%/52% Male/Female, age 24–64, \$48,000–\$128,000 HHI Range, 38% Graduated College (or more), 82% are Presently Married, 74% Have Children in HH.

ACTION

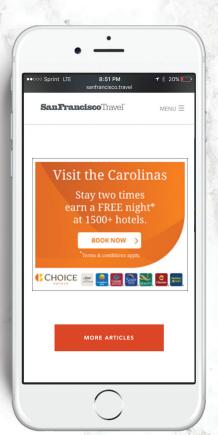
We began by meeting with each of the co-op leaders for all 13 regions and reviewing their past marketing plans. While meeting with the regional leaders we discussed challenges, successes, seasonality, niche targets and key feeder markets for their region. Based on this input, we crafted individual digital marketing plans specifically tailored to drive revenue via the co-op landing pages to benefit the hotels in the region. We worked with the Choice website development team allowing us to track conversion and revenue generated from our digital campaigns based on tags implemented on the reservation confirmation page of ChoiceHotels.com. Additionally, all ads were tagged using Adobe Audience Manager, which enables the Choice Business Intelligence team to measure the true incremental revenue generated by the program using an attribution modeling approach. On a weekly and monthly basis, we reviewed performance of the individual sites on all 13 of the regional plans to evaluate the conversion rate and optimize the media placements. Sites were added and deleted from the plans based on actual performance data and ongoing testing of new digital marketing partners. As the program continues to evolve, we have extended it to include targeting Canadian travelers as well as combining some of the regions into "Super Regions" to broaden the reach – in addition to the more targeted local, state and regional plans. Regional banner ads have been developed using the national brand promotions or programs that do not include rate discounting – based on Choice's revenue management and rate-parity strategy.

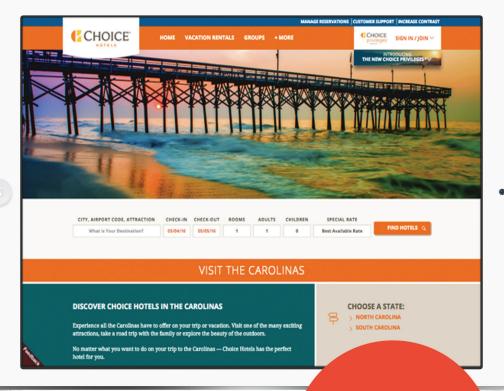
RESULTS

Each year since Choice partnered with us, we have continuously refined the program to provide a better ROI. In 2013, the ROI was \$5.68 for every \$1 of marketing spend. This jumped to \$8.47 in 2014 and is now at \$11.68 for 2015 (a 105% increase in just two years). This ROI translated to over \$35 million in incremental revenue generated by the co-op program in 2015.









105% INCREASE

in ROI in just 2 years.



LUFTHANSA BRAND GROWTH THROUGH DIGITAL/SOCIAL PROMOTIONS

SITUATION

In early 2013, Lufthansa selected us as their social media agency with the goal of building the airline's North American social presence from the ground up. We proceeded to increase brand awareness, promote the launch of new service and products, and ultimately drive bookings.

ACTION

We led the charge to drive consumer engagement across channels like Instagram and Facebook, responding to consumers in real time via Twitter and executing innovative social media campaigns across channels. We even took our social media work offline, bringing Lufthansa's brand to life with innovative, creative experiential campaigns.

#TASTEOFAMERICA

In order to excite consumers about new regionally inspired menus in First and Business Class, we planned and executed a two-and-a-half-week food truck road trip across America called #TasteOfAmerica. A food truck fabricated to look like a Lufthansa airplane drove across 14 states serving up regionally inspired, complimentary tastings in New York, Charlotte, Miami, Atlanta, Dallas/Fort Worth, and Los Angeles. The #TasteOfAmerica photo contest encouraged fans and followers to share the dishes that best represented their region on Twitter and Instagram. 76% of surveyed participants said they would consider Lufthansa for their next international flight, and the campaign also resulted in 340 contest entries, 9 million social media impressions and 61,000+ video views.

OUR HAUS IS YOUR HAUS

To announce the launch of new direct service between Tampa and Frankfurt, we created an innovative and fun experiential social media campaign. Our research found that 40% of the Tampa DMA claimed German heritage. Branded welcome mats, doors and flight attendants placed throughout Tampa's highly trafficked International Plaza & Bay Street Mall directed guests to "Our Haus," a living space showcasing signature Lufthansa hospitality amid a traditional German ambience. To generate buzz, we hosted a media and influencer "Haus Party" featuring exclusive German dishes, live music and more. To continue interest beyond the activation and to a broader audience, Lufthansa also launched a two-week-long social media contest using the campaign hashtag #Hausguest. The campaign generated a total of 23 million impressions and lead to Lufthansa tasking us with implementing an experiential and social campaign to support the launch of service to San Jose for spring 2016.

RESULTS

Since 2013, we have engaged in more than one million conversions with social media audiences on behalf of Lufthansa, totaling nearly 600 million impressions. We created 11,000 pieces of social content, successfully executed 13 campaigns and won two HSMAI Gold Adrian Awards. Our work together has also gained attention in major publications including *Forbes*, *Skift* and *Esquire*.





CATEGORIES ▼ TRENDS REPORTS FORUM PODCAST

Lufthansa Uses Social Media to Share On-the-



Lufthansa Lufthansa has upgraded your experience.

TRANSPORT , AIRLINES

#UpgradeChicago Campaign

MILLION **IMPRESSIONS**



Lufthansa

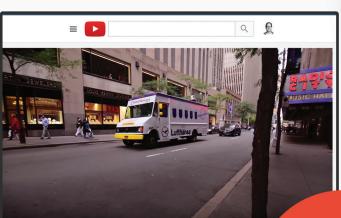
Our Haus is Your Haus Campaign

ENTRIES

90illkommen

#Hausguest





Taste of America Campaign

Culinary Tour of the USA: #TasteofAmerica |

► Subscribe 26K

▶ ♦ 0:32 / 2:45

+ Add to A Share ••• More

VIDEO VIEWS

Published on Nov 3, 2014

Lufthansa takes a culinary tour across the USA to find all the different flavors that the country Watch the highlights of the #TasteofAmerica tour starting in New York City and stopping in major such as Miami, Dallas and Los Angeles. What do people think of restaurant quality food served in an

A video message from our CE Spohr. #indeepsorrow t.lh.com/gw9z

Gemanwings Flight 9525

BILLION IMPRESSIONS



Lufthansa O



gongwriter Fest

NOT ALL WHO WANDER...

National Briefing

Justices Reject 'Class of One' Argument

More Money for Food Safety Is Sought



Increased Length of Stay again

FORT MYERS

A NATURAL HABIT for FAMILIES











Urround yourself with the things that matter most on The Beaches of Fort Myers & Sambel. Consider spending your days apotting dolphins, collecting sea shells and watching sunsets. Find family time flies by like ospreys and blue herons.

Family vacations should include plenty of beach time. Choose from 50 miles of sun-splashed coastline. Bask in the warm sunshine and burry your took in soft white sand. Build the perfect sandcastle or read your favorite book. Smile and take a photo in front of another perfect sunset.

on Captiva and Sanibel Islands. Visit beaches where kids can easily collect Conchs, Sand Dollars, Calico Scallops or more than 400

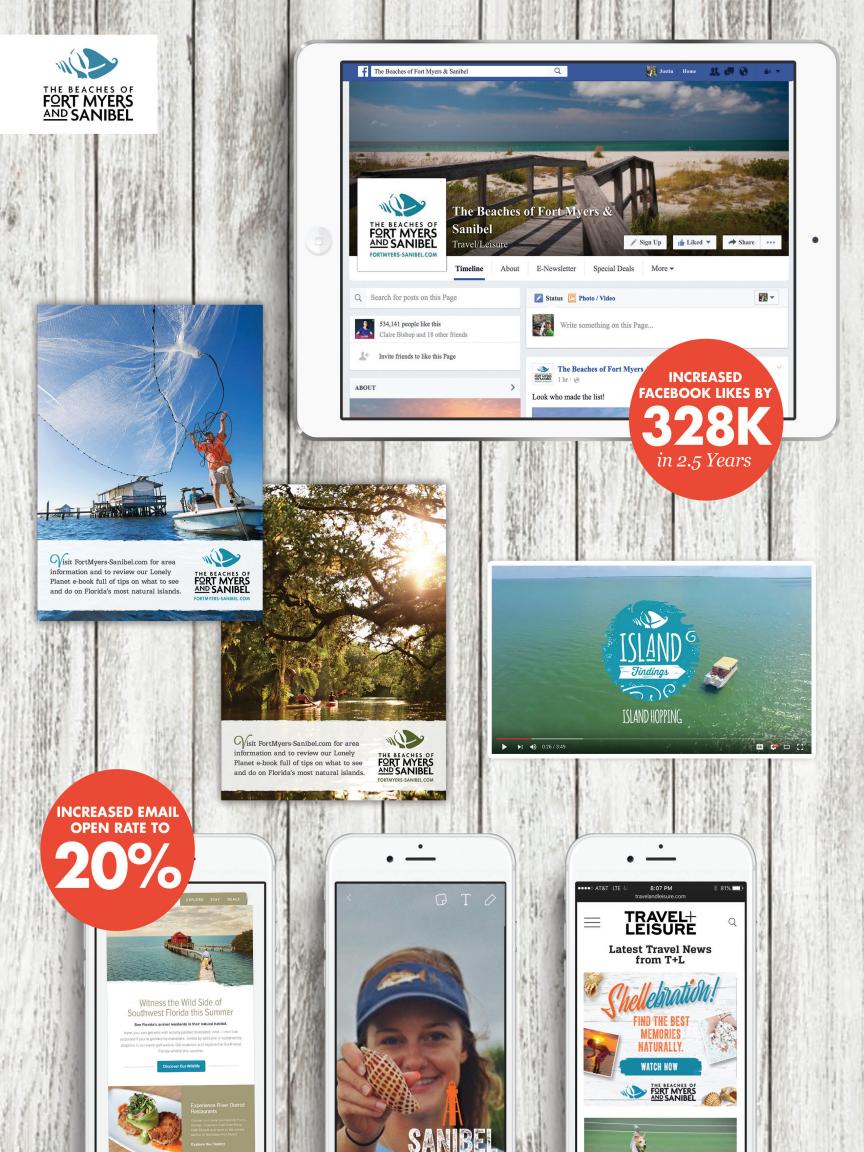
In addition to Captiva and Sanibel, In addition to Captiva and Sanibel, hundreds of islands dot an expansive stretch of the Gulf. Most of them can only be reached by boat or seaplane. Whether on an island or the mainland, this region provides snacturary to wildlife. Whistle and clap for dolphins that play in the wake behind your boat. Paddle inches from manatese bobbing throughout the Great Calusa Blueway while kayaking toward shady mangrove trees. Spot pink roseate spoonbills and more than 300 kinds of birds in the J.N. "Ding" Darling National Wildlife Refuge, the largest undeveloped mangrove the largest undeveloped mang ecosystem in the U.S.

The Beaches of Fort Myers R Smithed offers more than wildlife and nature. Many creative minds have flourished in this area. Inventor Thomas Edison and automobile manufacturer. Henry Ford, enjoyed their visits so much they put down roots. Their estates, filled with tropical gardens, laboratories and museums, prove the only limit to success is one's imagination.

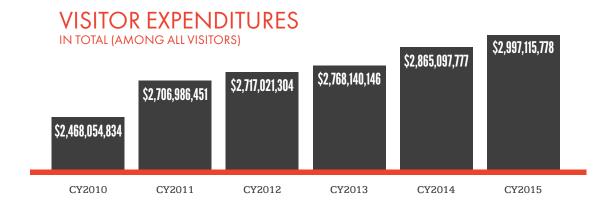
Start planning your vacation at FortMyers-Sanibel.com, or order a free Lonely Planet guidebook, and start your new family tradition.





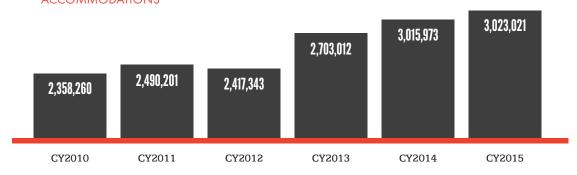


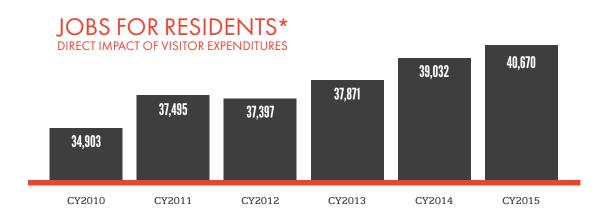
5 YEARS OF TOURISM INDUSTRY GROWTH

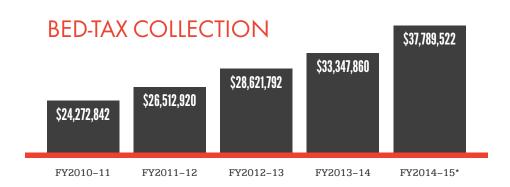


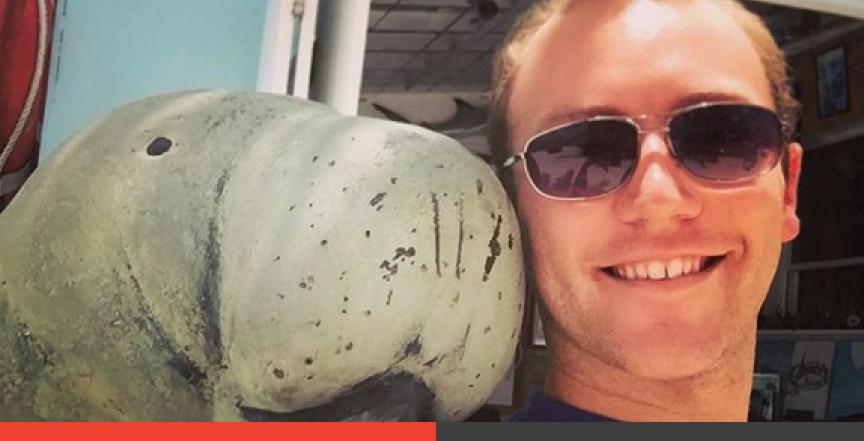
TOTAL VISITATION

VISITORS STAYING IN PAID ACCOMMODATIONS

















SOCIAL CHANNEL GROWTH

• FACEBOOK: 328,000 PAGE LIKES

• TWITTER: 19,663 FOLLOWERS

• INSTAGRAM: 7,944 FOLLOWERS

• PINTEREST: 4,344 FOLLOWERS

TOTAL AMOUNT OF GROWTH: 359,951 LIKES + FOLLOWERS

PR

 6,263,587,411 TOTAL EARNED MEDIA IMPRESSIONS OVER THE PAST 4.5 YEARS WITH SIGNIFICANT YEAR-OVER-YEAR GROWTH

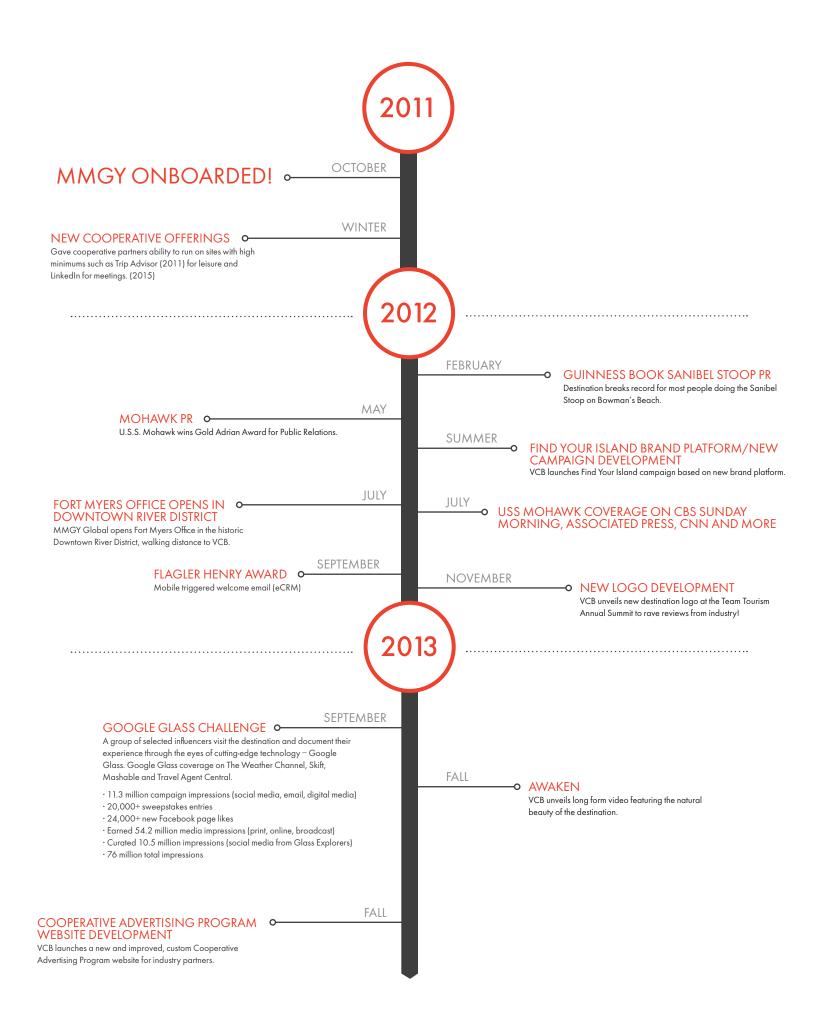
(689% growth from FY2011–12 to FY2014–15)

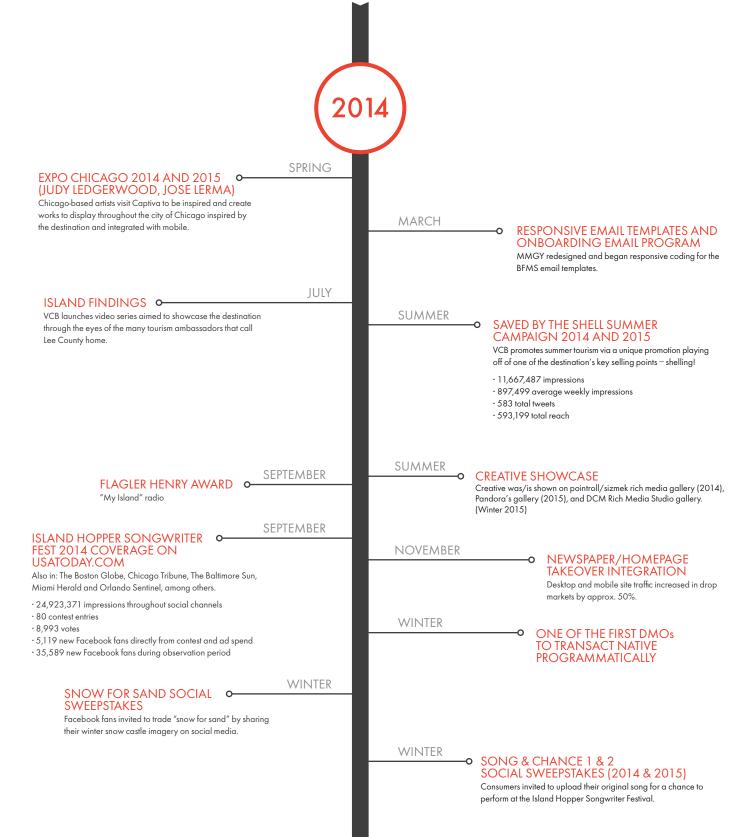
INDUSTRY PARTNERS

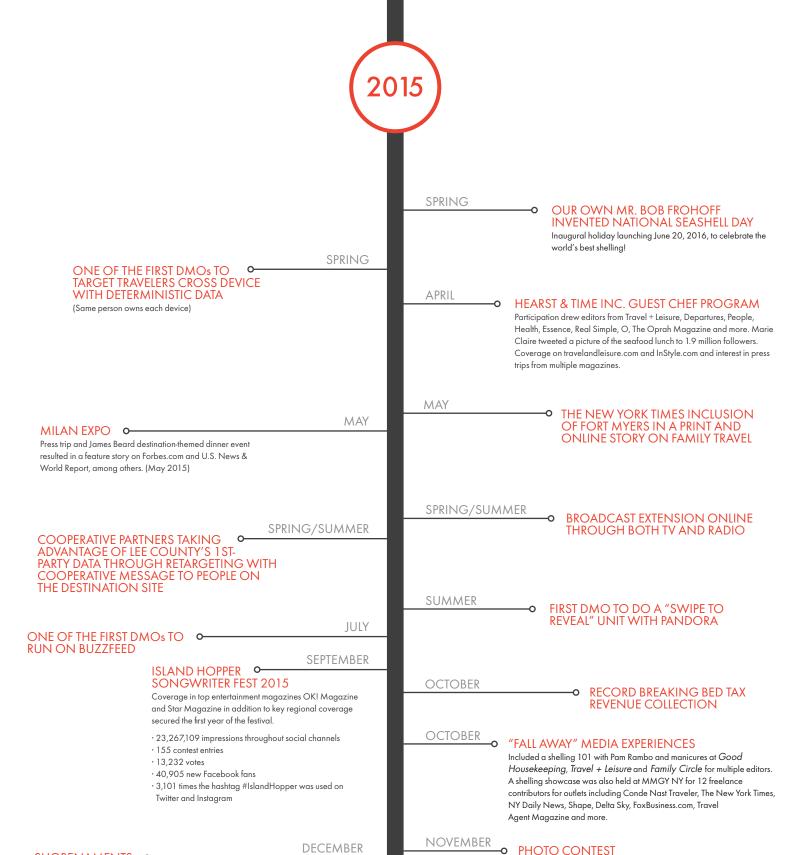
- 73% INCREASE IN INDUSTRY PARTNER PARTICIPATION SINCE 2011 (FROM 41 PARTNERS TO 71 PARTNERS)
- INCREASED NUMBER OF CO-OP PROGRAMS OFFERED BY 77% SINCE 2011 (FROM 126 PROGRAMS TO 223 PROGRAMS OFFERED)
- \$350K CO-OP MONEY GENERATED TO FUND MARKETING ANNUALLY
- 1,418 LIVE INDUSTRY PARTNERS, EVENTS AND DEALS ON THE WEBSITE

MEDIA

- \$5.4M IN NEGOTIATED ADDED-VALUE MEDIA OVER LAST 5 YEARS
- \$10M IN MEDIA SAVINGS FOR THE COUNTY OVER THE LAST FIVE YEARS
- 384,162 SUBSCRIBERS IN CONSUMER DATABASE (GREW DATABASE BY 115% SINCE PROGRAM LAUNCH)







SHORENAMENTS •-

Every tree deserves the chance to hold a special decoration during the holiday season. That's why we gave away 100 limited-edition ornaments, so friends of The Beaches of Fort Myers & Sanibel could trim their tree with a treasured keepsake for years to come.

- · 8,366 contest entries
- · 1,699,773 impressions
- · 42,860 engagements
- · 15,960 website clicks
- · 435 page views

VCB launches first-ever photo contest with over 5,000 new photo assets obtained for marketing purposes!



JANUARY RESIDENT ARTIST PROGRAM •-VCB launches program to support local photographers who will obtain assets on behalf of the VCB throughout the destination. **FEBRUARY** ADARA MEGELLAN BETA TEST PARTNER **APRIL** SLOW DOWN TV • MAY SHELLING ISLAND FINDING VCB launches "Slow Down" TV spots showcasing the natural beauty of the destination through the viewpoint of a child. MAY MARTHA STEWART LIVING 8-PAGE FEATURE On Pine Island as a result of a press trip. JUNE NATIONAL SEASHELL DAY! SUMMER GMA broadcasting live from Sanibel. Stories already secured with EXPERIAN DATA PARTNER • Parents, Chicago Tribune, Smithsonian.com, Parade.com, Austin An in-depth segmentation of our visitor database that will American Statesman and Austin Monthly, Orbitz.com and more provide us with highly specific prospect audience profiles and actual consumer records which can then be leveraged in through a press trip and pitching. Travel Massive NYC event slated for June 14 will draw 100+ travel media/bloggers. programmatic outlets including digital, direct and addressable television. JULY **NEW WEBSITE LAUNCH** LATE SUMMER BREWERY TASTES AND KIDS STUFF •—ISLAND FINDINGS **FALL** LAUNCH ISLANDOLOGY



CREATIVE

It all adds up. Every destination in the travel space likes to talk about their attractions. But Lee County offers a unique view on life. This intrinsic attitude is what makes the destination so wonderful. Through the new Islandology campaign, The Beaches of Fort Myers & Sanibel shows that vacations are fun, and that the fun-loving ethos that defines the community is a big part of its appeal. When trying to make an impression on someone you've never met, being yourself is a great place to start.

We want to build the authority to speak a message that connects and resonates with consumers. Utilizing more user-generated content establishes a trusted point of view from peers. It's no longer the destination talking, but the experience of the destination speaking through people who've lived it, and that emanates from the creative. The tone becomes less salesy and more personable and relatable. Now we're creating executions that are both relevant to the brand and serve as entry points for individual consumer interests that also spark consideration. When based in this fundamental reality, the truth becomes more genuine than any sales message, and more impactful. This invites even more room for influential storytelling to take shape.

An established foundation to create authentic stories going forward lends itself to the messages that other channels such as social, PR, and eCRM are sharing. In creative, we utilize media as it's intended, whether traditional or digital, to maximize their unique communication benefits. A visit to Southwest Florida is meaningful, and what you take away is often a different point of view from when you arrived. In this way, The Beaches of Fort Myers & Sanibel are greater than the sum of its parts, and its creative solutions should be, too.









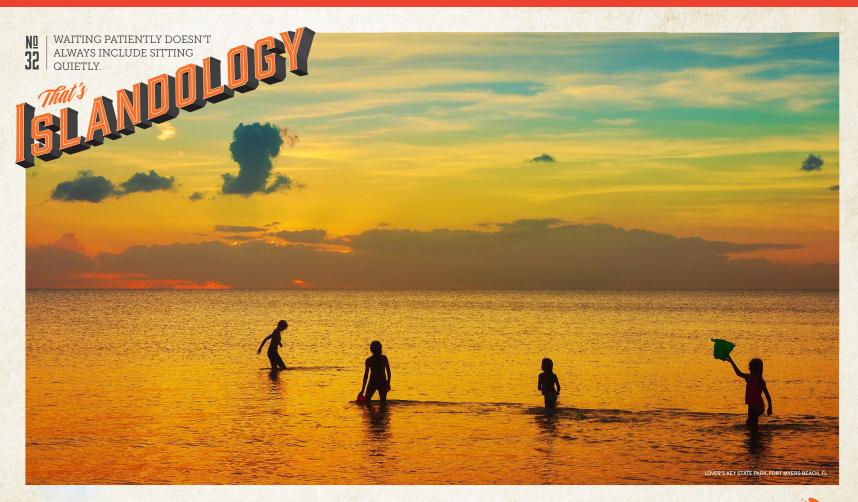
FORT MYERS AND SANIBEL

In Southwest Florida, our Islandology is our way of life. Like us, you'll find sunset is the perfect time to reflect on the day's fun. And even squeeze more in

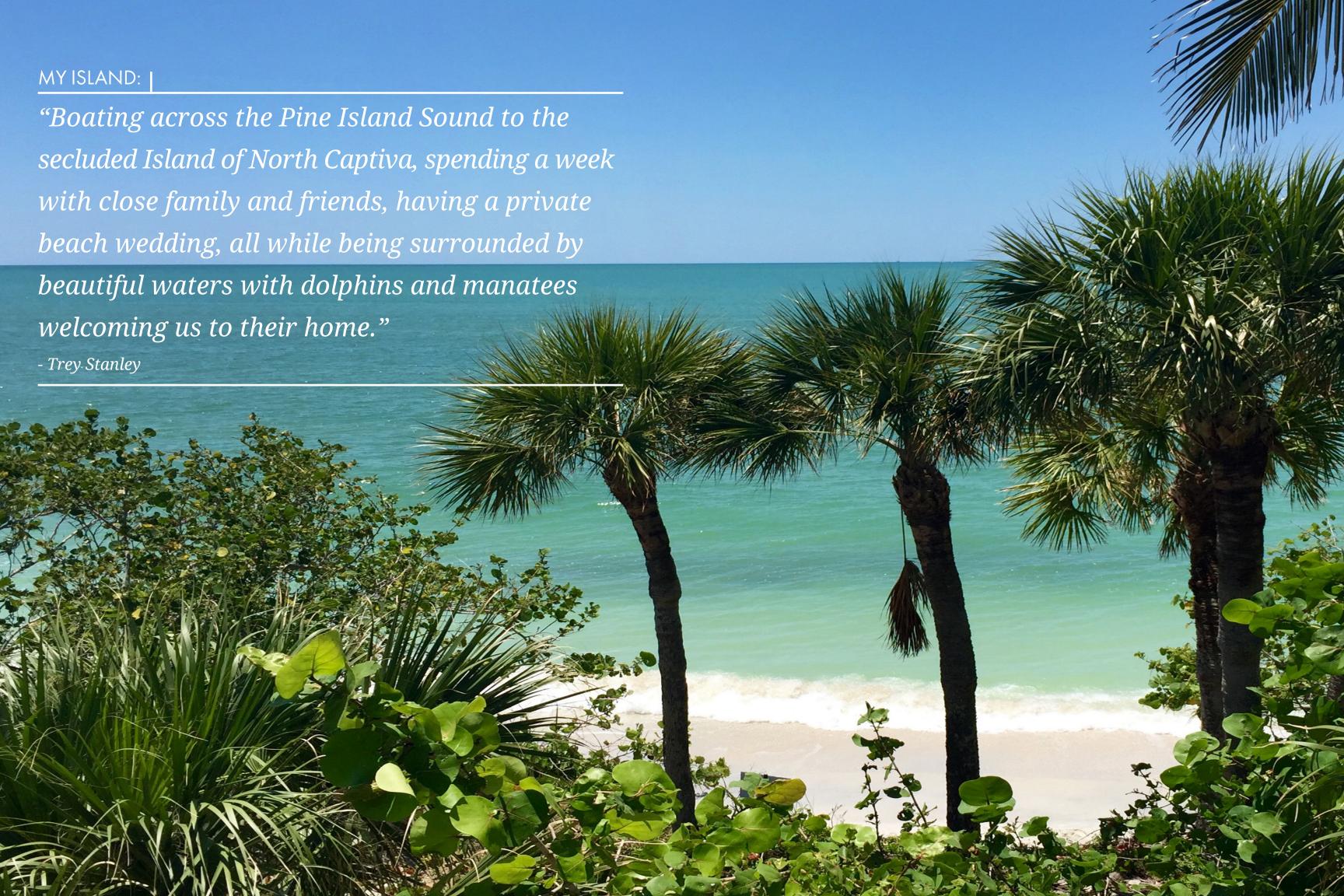


ISLANDOLOGY

Islandology embodies everything in Southwest Florida that's endearing – the location, the weather, the environment, the feeling that surrounds you as you slip into island life. But more than that, Islandology is a philosophy. Spend any time here and you come to know it because there are pearls of wisdom you only learn when you visit. This campaign is an introduction to the unwritten rules and truths that people here know. At the same time, it shows vacations should be fun. The feelings that make life worth living on The Beaches of Fort Myers & Sanibel make this place what it is. Thankfully, Islandology is easy to learn, and even easier to live by.









OUR MEDIA PLANNING & BUYING PHILOSOPHY

We maintain a leadership position in the travel marketing and media industry. We do this through our deep understanding of the ever-changing landscape of consumer travel, coupled with our deep roots as industry specialists. Beyond addressing shifts in media consumption habits, we employ proprietary research resources such as MMGY's *Portrait of American Travelers*® to gain insights into emerging habits, preferences, and intentions of vacationers. Our proprietary data, coupled with intelligence gleaned from syndicated research resources such as Nielsen, comScore, Scarborough, and Mediamark Research, leads to media plans that reach unprecedented levels of efficiency and effectiveness.

We are the nation's leading marketing firm that specializes in travel and that status results in substantial media buying power. Our clients directly benefit from this via steeply discounted media rates. The combination of negotiated media costs and laser-sharp targeting offers our clients media plans that deliver optimum levels of reach and frequency impact with virtually no wasted media impressions.

We have been a leader in digital travel media for many years. We maintain LVCB's innovative digital marketing approach by continually focusing on the latest innovations in digital communications strategy. Our proprietary digital-engagement scoring model works in conjunction with innovative, integrated dashboard technology. It's this kind of forward thinking that has allowed our approach to out-work our competitors.

Similarly, our expertise in traditional, offline media goes back to the agency's inception over 30 years ago. Collectively, our staff has more than 100 years of experience in media. Our staff members are highly sought-after speakers at media conferences nationwide, and even internationally. Speaking to leadership in the field, our staff holds seats on the boards of several travel marketing, media, and research organizations, including DMAI and TTRA International.

As part of a full-service travel marketing organization, one of the key benefits of working with our media group is deep integration with all campaign elements, including creative concepts, public relations, social media, and digital development initiatives. This integration is at the core of our marketing and media philosophy. It's what sets us apart from agencies that focus on only one or two areas of expertise. An integrated approach ensures that all campaign elements work in a well-orchestrated, lockstep manner, presenting a unified campaign impact to LVCB's various target segments.

Our media group also specializes in developing cooperative marketing programs. Keys to success in this area are listening to industry constituents and designing programs that directly address their needs and concerns. Working in conjunction with your account group, our co-op programs offer high levels of service to the industry and turnkey ease of activation to the VCB. A focus of the program by design is to afford partners big-named media titles, such as *Southern Living* and TripAdvisor, for a very low entry price.

As shared by the industry, the most user-friendly and comprehensive co-op programs they have worked with are the programs we designed. Our history of successfully developing co-op media programs for your VCB is a testament to our strength in this area. The future of comprehensive media planning and buying focuses on increased use of innovative, non-traditional tactics. Again, this is an area in which our media group excels. A top example of this is the upcoming National Seashell Day promotion, which combines traditional television exposure with live, on-air cut-ins, an integrated digital package, coverage in various print media executions, social media extensions, and a strong overlay of public relations initiatives. Future iterations of this campaign will continue to push the envelope in terms of comprehensive packaging. National Seashell Day is an ideal springboard for non-traditional media tactics for years to come.

In future campaigns, we will build upon the success attained in years one through five of working with the VCB, continuing to employ a data-rich approach that synthesizes indicators such as digital metrics and primary research to drive upcoming campaigns to new heights of efficiency and effectiveness. That's a promise that can be offered only by an industry leader. Our media group is proud to be at the forefront of travel marketing technology.





PUBLIC RELATIONS

Rooted in relationships, our public relations philosophy establishes deep media contacts that garner top-tier coverage. Our number one priority is engaging with and educating journalists on the experiences of The Beaches of Fort Myers & Sanibel and the variety of stories they can write for their audiences. Our PR team capitalizes on our New York City office location by meeting with national media on a regular basis. And it's not just your account team meeting and speaking with media on your behalf. Collectively, our PR team speaks with hundreds of media over the course of a week and our collaborative office atmosphere allows us to maximize opportunities, ideas and creativity on your behalf. Here are some examples of this philosophy at work for you:

- A coffee meeting with *Martha Stewart Living* editor Hannah Milman led to a research visit for her and a photography crew, resulting in an eight-page print feature on Pine Island.
- Lunch with *Lonely Planet Magazine* editor Lauren Finney led to a full-page print story on Sanibel and Captiva in the inaugural issue of the magazine.
- A phone conversation with Chicago-based freelancer Elaine Glusac led to Fort Myers being included in a print and online story on family-friendly destinations in *The New York Times*.
- Our relationship with Tampa-based freelancer Susan Barnes and Boston-based freelancer Caroline Morse led to multiple USAToday.com inclusions.
- Media appointments set up by MMGY in target markets for the VCB have led to print coverage in National Geographic Traveler, am New York, The Boston Globe, Chicago Parent Magazine, Philadelphia Magazine, Texas Lifestyle Magazine, The Baltimore Sun and more.
- Chatting over cocktails with Orlando-based freelancer Ana Connery during her NYC visit led to her including Cayo Costa in a *Travel + Leisure* and *InStyle* slideshow on secret Florida beaches.
- Our relationship with writer Phil Marty has led to multiple inclusions in his "Trips, Tips & Deals" column, syndicated to *Chicago Tribune, Orlando Sentinel, Los Angeles Times* and more.
- Having traveled with Atlanta-based freelancer Katie Kelly Bell in the past, we invited her on the Milan EXPO press trip, which resulted in a destination feature story on Forbes.com.
- Our relationship with editor/producer Nicole Ridgway led to a CNN Money feature story on the Clinic for Rehabilitation of Wildlife.

All of the media coverage above was secured by your current MMGY PR team within the last two years.

BACK-TO-BASICS MEDIA RELATIONS

The media is in a constant state of evolution and reinvention, and we take pride in creating new and interesting ways to tell the destination's many stories. It's one thing to uncover new and emerging editorial opportunities, but tried-and-true PR tactics like press trips and media tours drive feature coverage.

- We will create a robust editorial calendar that mirrors your content strategy and seasonal promotions, thoughtfully crafting proactive, targeted pitching strategies guided by themes of interest. By integrating with the content, social, marketing and eCRM teams, we can utilize amplification tools like videos, images, infographics, listicles, research, stats, pop culture trends, and more. The pitches and press releases we craft from our editorial calendar will focus on all areas and aspects of the destination to ensure we promote the diverse experiences expected. The calendar will be modified throughout the year based on the VCB's needs, and the collaborative process between MMGY and the VCB on a quarterly basis will generate the best possible editorial coverage. We recommend in addition to weekly integrated calls and bi-weekly PR calls that we hold a content brainstorm each month to learn about partner updates, activities and events happening in the destination that would interest media.
- Group and individual press trips are still very valuable to secure print feature coverage. By hosting one press trip a quarter, focusing on a different, compelling theme and area for each trip, we will secure top-tier coverage. Our PR team is familiar with VCB partners and can work directly with hotels, attractions, etc. to coordinate itineraries and report back on the media coverage they receive as a result of partnering with us on the press trips.
- Local market media tours deepen relationships with influential media in the VCB's primary and secondary markets. This opportunity gives a better sense of what the writer/editor is planning in the immediate future. We can also interact directly with key national and regional media and link to their editorial plans. Over the past two years, our PR has executed media tours in New York, Chicago, Boston, D.C., Baltimore, Dallas, Austin, Houston, Cleveland, Detroit, Miami/Fort Lauderdale, Sarasota/Clearwater and Tampa/St. Petersburg. We will continue to coordinate media tours for the VCB going back to some of the cities we've already visited to meet with more media and adding new markets to our list based on priority markets for airlift and for your advertising campaign.
- We are always brainstorming creative ways to network with media that are different from what other travel brands are doing. From highlighting the destination's seafood offerings at Hearst and Time Inc. to our upcoming National Seashell Day Travel Massive NYC event where we will inspire more than 100 top travel media and bloggers to write about the destination, we will continue to execute creative initiatives to strengthen media relationships and help showcase the destination in new and interesting ways.

INNOVATIVE INTEGRATED INITIATIVES

We know that a simple creative idea or stunt is a great way to grab the media's attention.

With the new Islandology campaign, we will promote the Islandology philosophy as a way of life, providing media with experiences and stories that will help them slip into island life. The campaign lends itself to creative, innovative ideas that can bring certain Islandology statements to life. Initial thinking includes:

- Ask consumers to sign a pact that they will live by the Islandology way of life and in turn reward them with creative offerings to encourage them to book a vacation.
- Host Islandology courses to showcase how consumers can put the learnings into practice every day. We would incorporate destination experiences such as finding solitude in shelling, meditation on the beach, finding joy in things that are priceless and free (e.g., shells, memories, etc.) and how spontaneity can spice things up (e.g., island-hopping).
- If Islandology is saying "good friends make even better neighbors," and also "it's no competition, but it is finders keepers", can we host a friendly competition among neighbors in key markets?

We will also integrate on initiatives including National Seashell Day and Island Hopper Songwriter Fest. Ideas could include past concepts such as the "shell shack," "swap shells for shell bucks," creative packages/offers, etc. that will resonate with media and garner coverage that will help promote these larger events.

EVOLVED MEASUREMENT

A solid, disciplined measurement strategy is central to evaluating the performance of any PR program and demonstrating return on investment. Delivery metrics are correlated to results. Results are measured back against goals and objectives. Our approach is designed to measure PR results on a monthly basis quantitatively and qualitatively. Through the new measurement model our PR team built with the MMGY Analytics team and recently introduced to the VCB, we have the ability to evaluate media coverage and other program initiatives in a variety of ways. We can also re-evaluate and restructure reporting based on your evolving needs. We would monitor the message of each placement and measure the impact based on a variety of factors, including audience numbers, medium, key markets, key messages, tone, length of coverage and call to action. Through this new measurement model, PR is better incorporated into the dashboard and meaningful correlations can be made between the media placements generated and factors such as website traffic and social media statistics.

WORKING WITH INDUSTRY PARTNERS

Our PR team has immense experience working with destinations. We know how to support VCBs, tourism boards, economic development groups, airlines, tour operators and various tourism organizations. We also know reporting back to partners on success is crucial. We would recommend that our PR team work with the VCB PR team on a member/partner communication system. This would help enhance systems that are already in place so partners feel reassured that media opportunities are being brought their way and equally distributed. It also shows coverage secured on their behalf is reported back to them in an accurate and efficient way. There are many ways to arrange this, including monthly calls with client partners to get updated on areas of focus, distributing quarterly forms to gather information and content, sending out media opportunities to a partner database, and simply asking to join partner distribution lists for news.





SOCIAL MEDIA

At MMGY, our social media philosophy is simple – we help consumers connect with brands and each other to inspire and share travel experiences. According to MMGY's *Portrait of American Travelers*®, 92% of US travelers are active on social media, creating a significant opportunity to build long-term relationships with consumers and reach new audiences. Our social media marketing practice starts with analyzing research to build a robust content strategy that focuses on driving conversions, whether they be website visits, bookings, or other business objectives. On this foundation we layer ongoing engagement with social media users, geo-targeted listening tools, social media advertising, innovative campaigns, and influencer outreach to maximize brand exposure and turn followers into returning visitors. Throughout the process, we leverage monitoring and measurement tools to optimize each social media platform, ultimately driving meaningful results.

RESEARCH & MONITORING

We begin by utilizing MMGY's proprietary industry insights as well as multiple sources of secondary research to identify the habits and preferences of potential travelers. We then turn to our social media and geo-location monitoring tools to track activity both inside and outside The Beaches of Fort Myers & Sanibel social channels, including consumer engagement and online conversations that shape your brand. Our robust analytics platform enables us to measure the effectiveness of social media channels and optimize performance in real time.

Our social media community managers and strategists remain experts on the audience, performance and patterns of social content across The Beaches of Fort Myers & Sanibel's channels. We also recognize discrepancies and decipher changes in the data. Our team meets monthly to review the previous month's data, identify changes and trends, and develop action plans. Monthly insights proactively share results of these meetings and full transparency remains between the data we are gathering and the data we are reporting.

We work closely with our analytics team to review results of social media reports and ensure alignment with website data, using analytics platforms such as Google Analytics.

STRATEGIC PLANNING & CONTENT DEVELOPMENT

During our annual strategic planning phase, we develop a long-term social media roadmap that aligns with The Beaches of Fort Myers & Sanibel brand. This includes overarching marketing objectives including key messages and initiatives, competitive analysis, emerging trends, and new consumer targets. The roadmap includes the social media content strategy and themes, channel-specific recommendations, creative campaign concepts, influencer programming, social advertising plan, timelines, KPIs and goals.

Each month, we develop a content calendar for mutual review and approval. The content is planned and structured with a number of content buckets, including key brand messages that integrate with other marketing channels, key promotions, news and destination features. From there, our social content development team takes a proactive approach to creating new content on a monthly, weekly and even daily basis in order to capitalize on trends, engagement opportunities and new initiatives. Content is continuously optimized for the changing social climate, as well as platform updates and improvements.

COMMUNITY MANAGEMENT & CAMPAIGN DEVELOPMENT

With our social roadmap and content strategy in place, we directly engage with consumers through daily community management. We proactively and reactively address social media messages from users across social channels. Standard messaging for common customer service questions is created in order to efficiently provide responses to consumers. Escalation paths have been developed to address customer service inquiries that require assistance or additional care. The tone of all customer communications is warm, friendly, helpful and attentive.

Aligning with new destination initiatives, we develop promotional campaigns designed to drive brand awareness and incentivize potential visitors and existing fans. Whether it's executing a lead-generating social media campaign, leveraging the reach of social media influencers, or merging the online and offline worlds with an experiential social media campaign, we develop custom, creative programs to meet business goals for The Beaches of Fort Myers & Sanibel. From ideation to execution, we manage every aspect of the campaign.

INFLUENCER MARKETING

Influencer marketing programs have become crucial components of every social media marketing effort. Our unique approach to influencer marketing partners The Beaches of Fort Myers & Sanibel with lifestyle and travel influencers and brand advocates.

We utilize social media monitoring tools, including geo-fencing tools, to identify influencers who already engage with The Beaches of Fort Myers & Sanibel. We also maintain a proprietary database of influencers across niches – travel, fashion, DIY, decor, food and more. We have built strong relationships with a large community of influencers who are trusted partners. We look at a variety of variables when identifying influencers for programs with our clients beyond just the number of followers they have. We consider their content, audience, the level of social engagement they receive, other brands they've partnered with and more.

After influencers have been identified, we establish required deliverables, content usage rights and compensation. Our unique approach to contracts and negotiations ensures that every influencer who partners with The Beaches of Fort Myers & Sanibel builds a long-term relationship with the brand. Each contract is custom created to include deliverables specific to the influencer's niche and specialties. Understanding that one influencer does not fit all brands, we work to align our influencers' audiences and their creative aesthetic to all brand standards and business objectives.



MEASURING RESULTS & OPTIMIZING PERFORMANCE

We use an expansive suite of social media monitoring and measurement tools for ongoing optimization as well as monthly and quarterly reporting. We work closely with The Beaches of Fort Myers & Sanibel to define KPIs and goals that are measured and reported for each social media initiative in a user-friendly PDF report that is easily shared with internal stakeholders, social media reports include metrics such as:

- Social media reach and impressions
- Channel growth and engagement
- Competitive set analysis
- Website referrals
- Bookings & revenue generation
- Lead generation
- Social advertising performance
- Channel insights
- Audience analysis

We deliver proactive data analysis and optimization recommendations to guarantee that as the social media landscape evolves, the social media strategy shifts to meet consumer and industry trends.





eCRM

Our efforts have culminated in the development of a comprehensive email marketing program that includes email acquisition, contact strategies, database management, lead fulfillment, deployment, measurement and conversion tracking. We evolved LCVCB's eCRM campaigns to feature more audience-focused contact strategies and improved subscriber engagement through continual optimization. In addition, tracking email activity over time allowed us to gain valuable insights into subscriber preferences, and the use of surveys and other measures created deeper knowledge. Our tactics have been specifically designed to ensure we maintain loyalty, increase brand engagement and inspire visitation. Variables such as time of delivery, subject lines, content, tone and frequency are all taken into consideration with every email communication delivered to past and future visitors.

Since program launch, we have developed a number of triggered and automated email programs based on website and offline activities. Our onboarding email programs not only increased subscriber engagement, which includes open and click-through rates, but also increased the longevity of subscriber engagement. When the program launched in 2011, an average of 1.7 emails were opened per subscriber. In 2015 the average number of emails opened per subscriber increased to 5.7. Our future email marketing initiatives will continue to support all channels and incorporate Islandology and its unique point of view. Utilizing every step of the subscriber life cycle, we can provide the Islandology insider perspective across a combination of offer-focused messages, editorial newsletters and interest-based features.



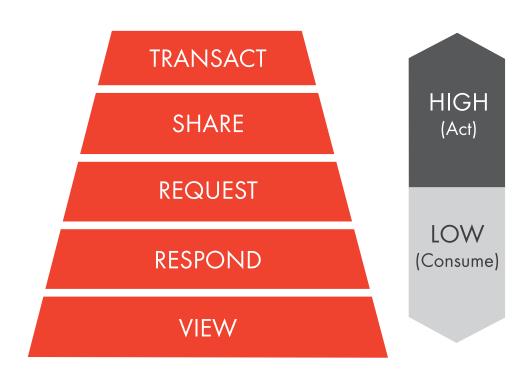


ANALYTICS

In the next fiscal year, we will continue enhancing marketing measurement through the development of innovative analysis models such as the recently introduced PR Impact Model. The PR Impact Model combines both the quantity (based on audience size) and the quality of impact (based on placement quality and message prominence) to calculate a single impact score for program evaluation and optimization. Like the PR Impact Model, new analysis models for other channels will also account for both the quantity and quality of marketing impact.

For example, we propose to transition measurement for website traffic and media campaigns to a comprehensive engagement scoring model. While media is often measured by website impact, brand engagement actually happens wherever the brand story is told. This includes the website, rich media, video, social, microsites and more. Once engagements across all these sources are identified, they are categorized according to the engagement type and assigned engagement values.

Each engagement receives a value on a 10-point scale according to the engagement category. This reflects the depth of engagement and movement along the path to conversion and visitation. Content consumption receives lower scores, while consumer actions with the brand receive higher scores.



Engagement points generated on the website and in media can then be compared to marketing investments to determine what campaign elements and marketing tactics generate the highest return on brand engagement value. This measurement model can be deployed on both the website and in paid media so that both paid and non-paid marketing efforts can be measured in a common currency. This data will be used by channel teams for campaign optimization and be fed into dashboard views for integrated reporting and analysis.

AGENCY RESOURCES

OUR FORT MYERS OFFICE

For five years now, our presence in Lee County is personified in our Fort Myers office. Elizabeth Escribano runs operations as a full-time account representative dedicated to the VCB business. Her face-to-face conversations at the VCB office and ability to meet daily with VCB staff helps drive our efforts to produce award-winning work, raise awareness, and increase visitor expenditures. We will continue to staff our office in Fort Myers in this manner should we continue our partnership.



THE LEE COUNTY TEAM

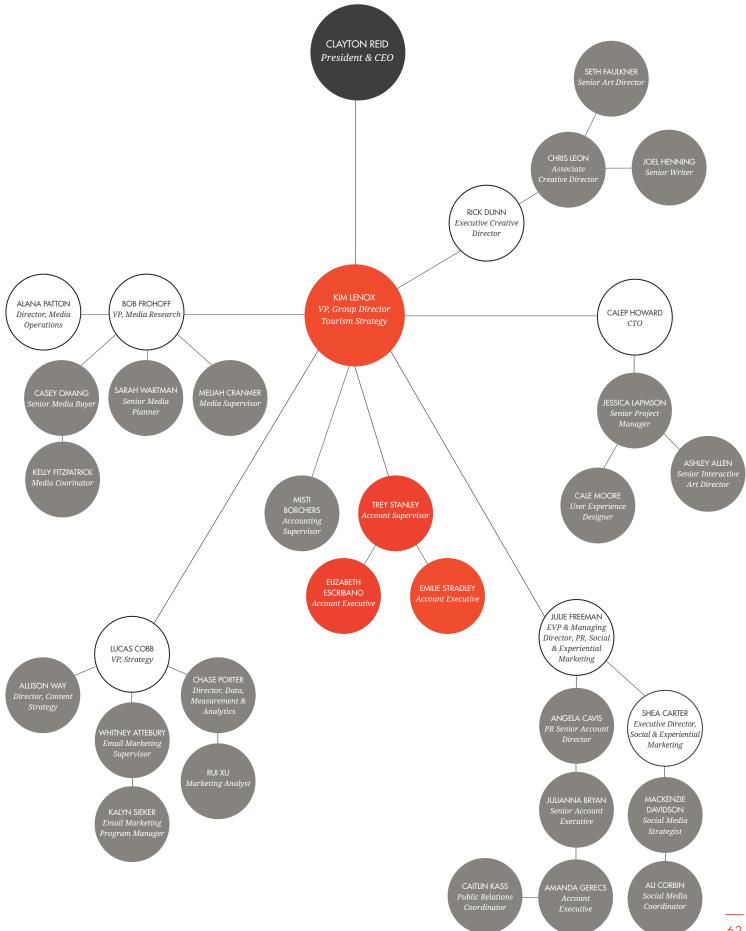
With more than 30 staff members who touch the VCB account daily, now with more than 95 years of total experience with the destination, this talented group has naturally become brand ambassadors for Lee County. Beyond those of us who were there from the beginning, many more of us have a connection with, a deep understanding of, and a true love for this destination.

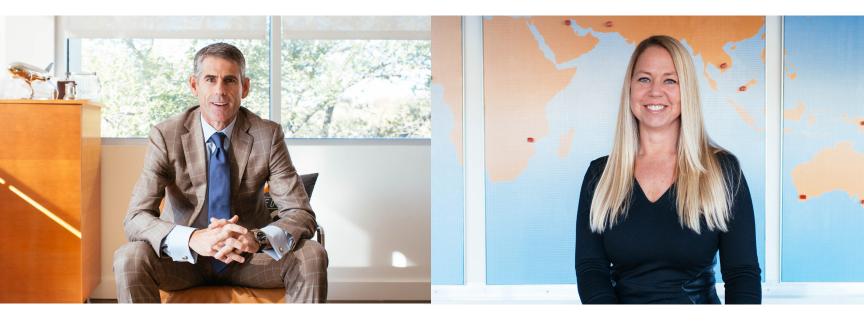
This passionate group of individuals is excited to remain engaged on your business. If we should be so fortunate to extend our partnership, Kim Lenox will continue to lead the VCB business under Clayton's guidance. Kim has been at MMGY for nearly 18 years, all of which have been focused on tourism and destination marketing. Kim directly oversees the account team assigned to the Lee County VCB business and, along with Trey Stanley, leads the strategy, tactics and channel integration across the account together with the VCB.



ORGANIZATIONAL CHART

YOUR TEAM





CLAYTON REID

President & CEO years at MMGY: 27 years on VCB business: 5

Considered one of the travel industry's top minds in destination marketing and strategic planning, Clayton has worked with companies around the world for over two decades. He is responsible for MMGY's overall vision and global day-to-day management and he leads strategy development for many of MMGY's clients.

Clayton is a sought-after speaker and has served on boards for organizations such as the Kansas City Convention and Visitors Association, the New York Hospitality Council and The World Alpine Ski Championships. He has twice been awarded the American Express Steven Harvey Achievement in Travel Marketing.

My Island:

"Sailing with the Colgate's OffShore Sailing School. Our entire family worked the 26-foot boat off the island of Captiva and saw dolphins as well as the beautiful views from out on the water. We capped off the day with dinner at Mad Hatter, which along with CRaVE, is my favorite restaurant in the County."

KIM LENOX

VP, Group Director, Tourism Strategy years at MMGY: 17 years on VCB business: 5

Kim has more than 17 years of experience in destination marketing and has produced numerous resultsgenerating and award-winning campaigns through strategic planning and channel integration. Client experience includes work on behalf of Missouri Division of Tourism, Kansas City Zoo, Colorado Tourism Office, Barbados Tourism Authority, Outer Banks Visitors Bureau, South Dakota Department of Tourism and The Beaches of Fort Myers & Sanibel.

My Island:

"Dancing the night away at the Cottage, waking up to enjoy a Heavenly biscuit AND a Heavenly cinnamon roll for breakfast then spending the day with friends on the water – the Gulf breeze in my hair, the sun on my back and dolphins in our wake."



TREY STANLEY
Account Supervisor
years at MMGY: 6
years on VCB business: 5

Trey plays a key role in the day-to-day management of client relations and internal project management. This includes all aspects of the client's portfolio, ranging from offline media, digital media and broadcast. Working with the internal teams, Trey facilitates the communication process between the agency and the client, from both a strategic and creative standpoint.

My Island:

"Boating across the Pine Island Sound to the secluded Island of North Captiva, spending a week with close family and friends, having a private beach wedding, all while being surrounded by beautiful waters with dolphins and manatees welcoming us to their home."

ELIZABETH ESCRIBANO

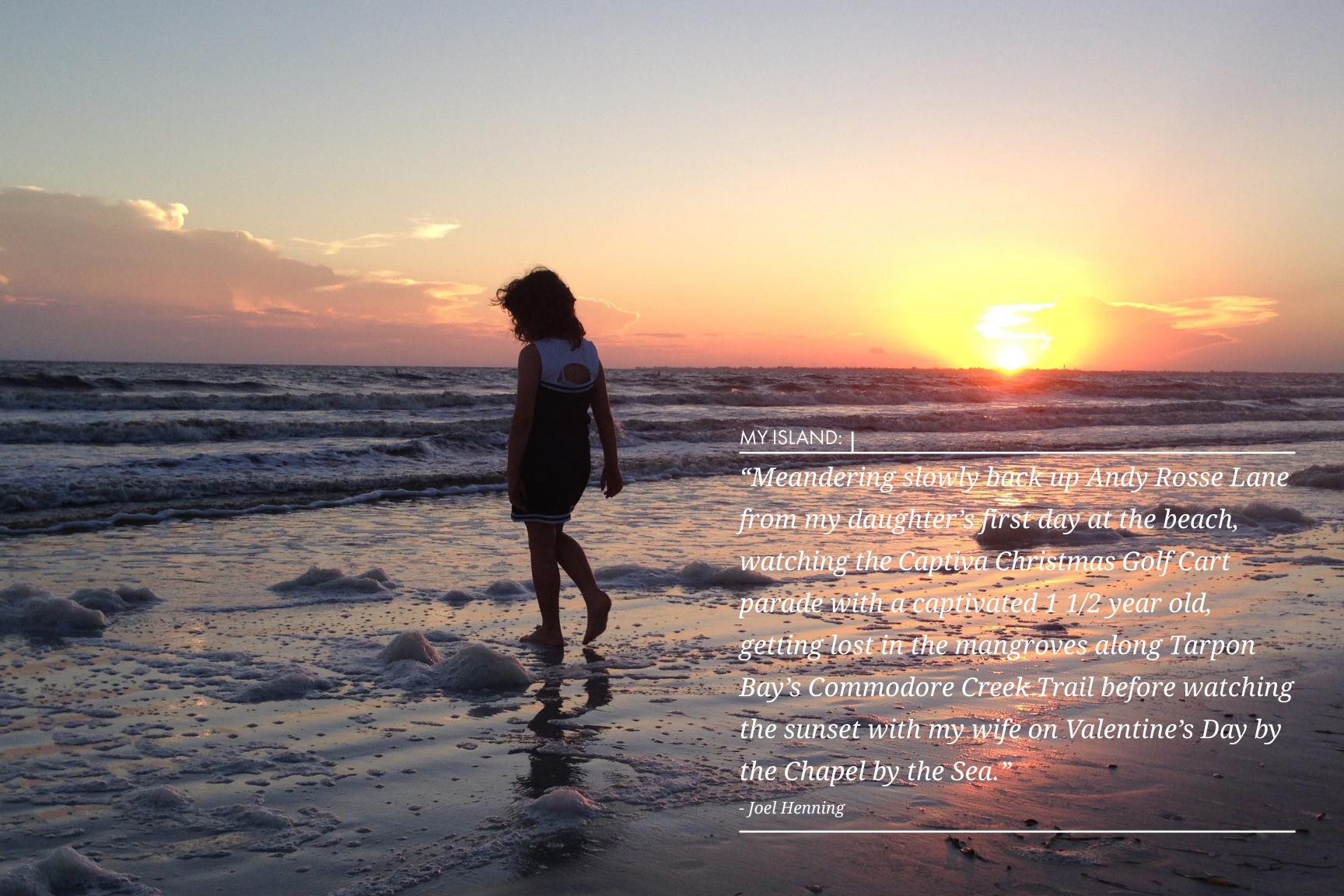
Account Executive years at MMGY: 1 years on VCB business: 1

Elizabeth oversees industry partner relations and the management of the VCB Co-op Program. She functions as the liaison between the industry partners, VCB, and MMGY media and creative teams. Elizabeth not only manages the co-op program, but also the B2B creative and placements to ensure accuracy, timeliness, efficiency and partner/client satisfaction. She is also involved in partner trainings and presentations. She is based in Fort Myers to allow for daily in-person meetings and interactions.

My Island:

"Amazed at yet another beautiful day in paradise as I drive over the causeway at dusk. I melt into the beautiful skies above, calm waters below and wildlife all around as all else fades from my mind."







EMILIE STRADLEY
Account Executive
years at MMGY: 4
years on VCB business: 4

Emilie is responsible for supporting the Account Management team in planning, executing and monitoring project progress and completion. She develops campaign-management tools (e.g., creative briefs, proposal templates, estimate forms) to improve the flow of communication and elevate client satisfaction. She speaks with clients regularly, providing them with project updates, maintenance support and account-related reporting. Her experience includes: Namibia Tourism, Ski Utah, Hilton Hawaii, Wyoming Office of Tourism, Philadelphia CVB.

My Island:

"Taking an evening stroll while watching the most beautiful, fiery sunset on Fort Myers Beach. Enjoying the sounds of waves crashing and soft sand between my toes. It was breathtaking."

LUCAS COBB

VP, Integrated Planning years at MMGY: 6 years on VCB business: 5

Leveraging more than 15 years of advertising, CRM, direct marketing and interactive experience in industries ranging from fast-food and shipping logistics to financial services and luxury travel, Lucas brings a comprehensive approach to planning and the strategic vision required to guide the deployment of cross-channel programs. He is in charge of translating MMGY's insights garnered from research and core client goals into hyper-targeted, channel-driven and measurable integrated campaign strategies.

My Island:

"Enjoying a tasty lunch and hanging a dollar at Cabbage Key then cruising through downtown Sanibel on a jumbo golf cart and closing the day with Dark and Stormies at Doc Ford's."





WHITNEY ATTEBURY Email Marketing Supervisor years at MMGY: 6 years on VCB business: 5

Whitney is responsible for overseeing initial email marketing platform set-up, email creative, content planning, deployment, data capture, data management, website integration, email automation and reporting. Her client experience includes The Beaches of Fort Myers & Sanibel, Dolce Hotels & Resorts, Outer Banks, Marriott Hotels & Resorts, Destination Hotels, Barbados, Casa De Campo, Bradenton Area VCB, Amelia Island, Alachua County VCB, Bloomington VCB, Bermuda and South Dakota.

My Island:

"Watching the sun set with friends in front of the Mucky Duck and exploring Boca Grande by golf cart."

KALYN SIEKER

Email Marketing Program Manager years at MMGY: 1 years on VCB business: 1

Kalyn is responsible for managing email programs for multiple clients. This includes setting up a contact strategy and planning monthly content. Kalyn is also responsible for the day-to-day operations, such as creating email templates, deploying email campaigns and reporting on the results. Some of her client involvement highlights include: The Beaches of Fort Myers & Sanibel, Leading Hotels of the World, South Dakota, Bermuda and Select Registry.

My Island:

"I am looking forward to soaking in the sun, surrounded by the white sand and blue waters on Sanibel Island. And ending the evening watching the sunset with a tropical cocktail in hand!"





CHASE PORTER

Director, Data, Measurment and Analytics
years at MMGY: 2
years on VCB business: 1

Chase designs and leads key initiatives to advance MMGY's long-term strategy for innovation and takes the agency to the forefront of data analytics and insight in the hospitality, travel, and tourism industries. He manages the integration and analysis of data from numerous systems, platforms, and locations to assess multi-channel program effectiveness against stated goals and objectives. Chase also provides thought leadership in meetings, providing specific, influential recommendations supported by data and analysis.

My Island:

"Roll out of bed (or maybe a hammock) and head to Rosie's Cafe for some brunch with my wife. Spend the afternoon learning something new at the Sanibel Historical Museum & Village and the National Shell Museum. Wind down the day and play some cards on Captiva Beach with fresh seafood and cold drinks. Catch a sunset to wrap that gift of day with a nice bow."

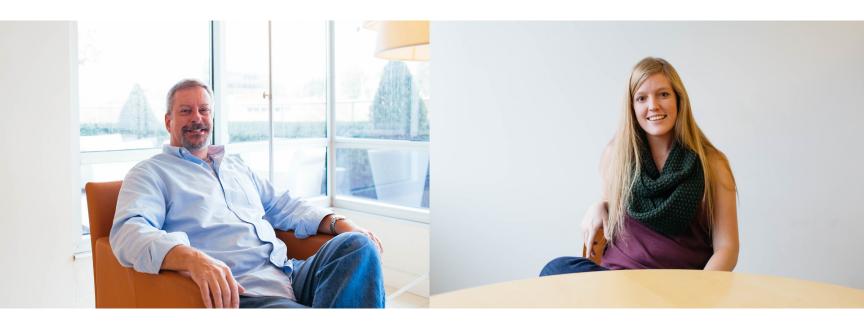
RUI XU Marketing Analyst years at MMGY: 4 years on VCB business: 3

Using the knowledge gained in 3+ years of player analytics in Major League Soccer, Rui brings a unique skillset to the travel and tourism industry. While the industry is different, the ultimate goal is still to use data to drive informed and educated decisions on the playing field, whether literal or metaphorical. His client experience includes work with Dolce Hotels and Resorts, South Dakota Department of Tourism, and Warwick Hotels.

My Island:

"For me, there is no better moment on a vacation than your first step off the airplane. In that instant, you've truly left behind anything that demands your attention, and you're only looking forward to the things that you want to devote your attention to, such as a walk on the beach or a swim with the dolphins"





BOB FROHOFF

VP, Media Planning & Research years at MMGY: 19 years on VCB business: 5

Bob has been developing media strategies for clients in markets around the world for over 20 years. At MMGY Global, Bob works with traditional and digital media groups to develop plans for reaching consumer markets and key travel intermediaries. As part of his career in strategic media planning and buying, Bob's assignments have included media planning for Colorado Tourism Office, Missouri Division of Tourism, Travel Guard, and Embassy Suites.

My Island:

"Exploring the Bailey-Matthews National Shell Museum after a morning of shelling on Sanibel."

MELIAH CRANMER

Media Supervisor years at MMGY: 6 years on VCB business: 5

Meliah is an experienced cross-channel media planner who is responsible for strategy, development and execution of integrated media campaigns. She oversees research, planning and management of digital campaigns, working collaboratively within digital and various departments to exceed goals set forth by clients. Her work has contributed to awardwinning and successful campaigns for clients such as The Beaches of Fort Myers & Sanibel, New Mexico Tourism, Starwood Hotels, and Posadas Hotel Group.

My Island:

"Taking a cruise around the islands on Captiva Cruises. Best feeling in the the world is riding on a boat out in the ocean and watching islands get smaller and smaller while the wind blows all around you. The added knowledge that a dolphin may pop up at any time gives you a feeling that can't be explained."



CASEY OMANG Senior Media Buyer years at MMGY: 7 years on VCB business: 5

As a Senior Media Buyer, Casey is an expert in negotiating with media vendors and is tasked with getting the best media for the greatest deal. This includes maintaining strong relationships with media vendors and other departments within the agency. Casey is tasked with buying and managing media for travel clients throughout various media sources such as display, video, mobile, native content, and more. She manages the negotiations and optimizations to ensure her clients have the highest success while managing the ongoing budgets for her clients' extensive media plans.

My Island:

"Seeing the gorgeous water and islands from the airplane for the first time."

ALANA PATTON
DIRECTOR, MEDIA OPERATIONS
years at MMGY: 13
years on VCB business: 5

Alana is responsible for leading the media department and overseeing strategy, development and execution of integrated media campaigns. She works collaboratively with media team members, various departments and vendors to exceed client goals. Alana has experience implementing digital, print, broadcast and OOH media. Her work has contributed to successful campaigns for clients such as The Leading Hotels of the World, South Dakota Tourism, Visit KC, Outer Banks of North Carolina, Trump Hotel Collection, Springfield, MO CVB, Colorado Tourism and Missouri Tourism.

My Island:

"Watching the Red Sox play at Jet Blue Park!"





KELLY FITZPATRICK Media Coordinator years at MMGY: 1 years on VCB business: 1

Kelly coordinates online/digital campaign implementation for a variety of media channels, collect and verify all digital assets for campaign execution, and run analytic reports to ensure accurate campaign performance. Her client experience includes The Beaches of Fort Myers & Sanibel, Visit Santa Barbara and Berkshire Hathaway Travel Protection.

My Island:

"I look forward to letting my inner adventurer out during kayak and fishing excursions along the Gulf coast, then ending the night watching the sunset while indulging in seafood and tropical drinks."

SARAH WARTMAN Senior Media Planner years at MMGY: 1 years on VCB business: 1

As the Senior Media Planner, Sarah independently researches, plans and supervises the implementation of clients' media schedules across print, broadcast, digital, out-of-home and B2B media channels. She engrosses herself in the client's work understanding their background and marketing objectives and effectively incorporating these factors into client media plans and recommendations. Not only does she utilize research tools such as Nielson and comScore to help with agency research and recommendations, she also work-closely with account service, interactive, social and creative to look for integration opportunities. Sarah actively monitors new trends in digital media, social media and mobile to assist in the strategic and creative development of new digital ideas.

My Island:

"I can't wait to take a girls' trip with my mom where we will stop by Sanibel Island to find some special seashells, our beach vacation tradition. Followed by a Captiva Cruise to spot some dolphins, and finishing the day by getting lost in an epic beach sunset with my tropical cocktail in hand."







RICK DUNN

Executive Creative Director years at MMGY: 7 years on VCB business: 5

Rick leads the creative department in strategy and execution across multiple channels with an emphasis in traditional media, copywriting and content development. He oversees a team of copywriters and art directors on a wide cross-section of accounts, including The Beaches of Fort Myers & Sanibel, Trump Hotel Collection, Wyndham Hotel Group and Ski Utah. As media and consumer habits change, Rick and his team have evolved to produce video content for many clients and work closely with the MMGY Global Social Media team on major marketing efforts for Lufthansa Airlines and South Dakota.

My Island:

"In the morning, riding bikes with my kids to grab coffee and donuts at Bailey's on Sanibel. In the afternoon, sitting poolside at Coconuts at Casa Ybel. In the evening, watching the sunset with my wife at the Mucky Duck. Late night, dancing at The Cottage on Fort Myers Beach. That pretty much covers it."

CHRIS LEON

Associate Creative Director years at MMGY: 1 years on VCB business: 1

With 15 years of experience building engaging and targeted traditional and interactive campaigns, Chris drives client and agency recognition with proven success. He manages all aspects of the creative process for a wide range of projects and clients in the hospitality, travel and leisure sector. His client experiences includes the San Diego CVB, Visit KC, The Beaches of Fort Myers and Sanibel and South Dakota.

My Island:

"My perfect island would be on the deck of Doc Ford's on Fort Myers Beach sitting next to a bowl of Yucatan Shrimp."







JOEL HENNING Senior Copywriter years at MMGY: 5 years on VCB business: 5

Joel touches accounts on both the interactive and traditional sides of creative, writing for mediums ranging from in-home to websites to branded content. Joel has worked on clients including The South Dakota Board of Tourism, The Beaches of Fort Myers & Sanibel, Lufthansa Airlines, Visit Tucson, The Outer Banks, Visit Kansas City, Dr. Pepper and Burger King. His work has been recognized by local and national advertising award shows, including W3 and the Webby Awards.

My Island:

"Meandering slowly back up Andy Rosse Lane from my daughter's first day at the beach, watching the Captiva Christmas Golf Cart parade with a captivated 1 1/2 year old, getting lost in the mangroves along Tarpon Bay's Commodore Creek Trail before watching the sunset with my wife on Valentine's Day by the Chapel by the Sea."

SETH FAULKNER

Senior Art Director years at MMGY: 8 years on VCB business: 5

Seth establishes conceptual and stylistic direction for client projects and works with production artists, photographers, illustrators, prepress technicians, printers and anyone else who is involved in the development of a project. His client experience includes The Beaches of Fort Myers & Sanibel, Visit Tucson, Amelia Island, Little Rock CVB and Starwood Hotels & Resorts.

My Island:

"When I'm out on Captiva Cruises heading back to Captiva surrounded by friends as the day is coming to an end. The sun is just dipping into the ocean, the breeze is in my face and a Corona in hand. Wishing that moment wouldn't end."





ALLISON WAY
Director of Content Strategy
years at MMGY: 3
years on VCB business: 3

For the past 5 years, Allison has specialized in content marketing strategy, management and execution for a number of brands both in and out of the travel industry. She specializes in the creation of unique content marketing plans, management of the creation and development of new and repurposed content and execution through various marketing channels. Her experience includes content marketing work for Visit Europe, Monte Carlo Resort & Casino, The Outer Banks, South Dakota Department of Tourism, Marriott, Kansas City Convention & Visitor's Association, and Destination Hotels & Resorts.

My Island:

"A beachy bar crawl along Fort Myers Beach with 11 of my best girlfriends, complete with stops at The Cottage, the Beached Whale, the rooftop of the Lani Kai, and a dip in the ocean. Toes in the sand, drinks in our hands, and plenty of laughter during our entire walk along FMB." CALEP W. HOWARD Chief Technology Officer years at MMGY: 3 years on VCB business: 1

Calep leads all technical aspects of MMGY's web and mobile development enterprise. A veteran of digital and interactive technology, Calep has been developing, supporting, and managing high-volume, high-availability websites and supporting systems since the late 1990s. Prior to joining MMGY Global, Calep worked as a Group Technical Director for clients including SAP, American Century Investments and Enterprise Holdings.

My Island:

"Searching for the best coffee + sunrise combination and secretly hoping I never find it so I can keep on searching!"





CALE MOORE

User Experience Designer

years at MMGY: 1

years on VCB business: 1

As a user experience designer, Cale practices user centered design methodologies and creates useful, intuitive, and emotionally impactful digital interfaces. Cale works directly with clients, users, business analysts, user interface designers, and developers to deliver the best responsive web experiences in the travel and hospitality industry. Cale's key areas of practice include discovery, analysis, user research, usability testing, information architecture, wire framing, and interaction design.

My Island:

"Walking around downtown Fort Myers during the day to find a cafe to enjoy a hot cup of coffee or discovering new bars at night and stopping into the Indigo Room to watch the open mic."

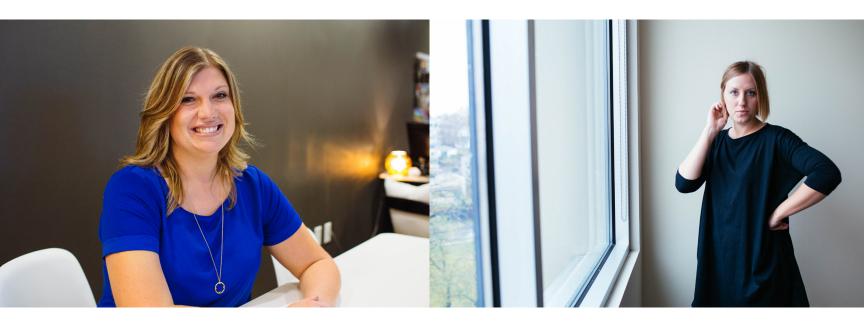
JESSICA LAMPSON Seinor Project Manager years at MMGY: 7

years on VCB business: 1

Jessica is responsible for leading design and development teams in the creation of websites for the hospitality, travel and entertainment industries. Jessica supports the interactive marketing plans of our clients, provides direction on online strategy and executes online projects while strengthening and maintaining client relationships. Client experience includes: Davenport Hotel Collection, Visit Loudoun County, Bradenton Area Convention & Visitor's Bureau, The Caribe™ Hotels, Casa de Campo Resort, and more.

My Island:

"Enjoying the sunset over the water as the boats drift back and forth and the breeze after a delicious dinner on the deck at Pinchers Crab Shack on The Marina at Edison Ford."



SHEA CARTER
EXECUTIVE DIRECTOR,
SOCIAL & EXPERIENTIAL MARKETING
years at MMGY: 5
years on VCB business: 3

With more than 10 years of experience in digital marketing, Shea leads MMGY Global's social media and experiential marketing practices. She is responsible for driving integrated social media strategy and developing engaging experiential campaigns.

Her award-winning work includes Lufthansa
USA's #UpgradeChicago campaign and Taste of
America Food Truck Tour, Visit Santa Barbara's
#BrightenYourDay surprise and delight campaign,
Marriott's Passport to Paradise influencer campaign,
The Beaches of Fort Myers & Sanibel Find Your Island
Challenge and Terranea Resort's Klout Perk.

My Island:

"Sitting in the Captiva sun during Island Hopper while two talented songwriters serenade me and 30 of my new best friends as we make our way down Andy Rosse Lane. Biking around Sanibel on a beach cruiser and stopping for an impromptu shelling session. Renting a boat with my husband and spending our days on the water, island-hopping and feeling the childlike glee that comes with watching dolphins in our wake or spotting a manatee."

ASHLEY ALLEN
Senior Interactive Art Director
years at MMGY: 1
years on VCB business: 1

An Interactive Art Director who crafts web experiences and digital ad campaigns, Ashley creates interfaces, shapes brands and basically makes things for the web. Working closely with the account, strategy and UX teams, her process includes a heavy emphasis in research and understanding what moves people. Ashley's understanding of basic HTML, CSS, and other coding languages helps educate and define the end product, allowing her to keep an open and productive dialogue with developers.

My Island:

"Winding through the boardwalks and thicks of nature at Ding Darling Refuge, later stepping out of the green shade to bike over to Point Ybel. Sitting, barefoot and watching the waves—no one in sight. Seafood for dinner, preferrably a soft shell crab, on Fort Myers Beach. Walking around Times Square before catching a boat out on the Gulf to watch for the green flash."



ALI CORBEN
SOCIAL MEDIA COORDINATOR
years at MMGY: 1
years on VCB business: 1

As a Social Media Coordinator, Ali is in charge of the day-to-day operations of a client's social channels. It is imperative that these channel operations must be consistent with the brand's voice. Ali writes social content for all client social platforms such as Twitter, Facebook and Instagram. She also performs community management over all of the channels and replies to comments and questions from engaged users.

My Island:

"Watching the still water on Captiva Island and suddenly seeing a gentle giant creep to the surface. I have spotted my first manatee and can hardly contain my excitment. Moments later three more pop to the surface and swim smoothly under the dock. You never know what you will see next and that excitement is island magic."

MACKENZIE DAVIDSON SOCIAL MEDIA STRATEGIST years at MMGY: 3 years on VCB business: 2

As a social media strategist, Mackenzie develops and implements social strategies for a variety of travel and hospitality clients. With a focus on driving brand awareness via social media, Mackenzie specializes in community management, content creation and social analytics. Her work experience includes Marriott Resorts, The Outer Banks, New Mexico Tourism.

My Island:

"Strolling barefoot along the beach on Boca Grande, with dozens of shells stuffed in my pockets, enjoying the warm, sunny day and feeling the joy that comes with being completely relaxed – and snapping the perfect Port Boca Grande Lighthouse shot."





ANGELA CAVIS
PR SENIOR ACCOUNT DIRECTOR
years at MMGY: 2
years on VCB business: 2

Angela develops and manages strategic public relations and consumer marketing programs with a focus on national media initiatives, brand-strategic partnerships and promotions, influencer programs and events for destinations, hotels, and food and wine clients. She focuses a client's public relations program on reaching key markets and media outlets with audiences that align with the brand's target consumer, promoting all aspects of the brand to increase visitor numbers. Angela leads the PR account teams for the following MMGY clients: The Beaches of Fort Myers & Sanibel, American Express Travel, Dolce Hotels & Resorts, Telluride Tourism Board, Renaissance Aruba & Curacao and TravelGuard.

My Island:

"Waking up just before sunrise to go shelling on Sanibel Island. Enjoying the peaceful morning stroll and the incredible sunrise while collecting the most beautiful seashells. Later in the day, island-hopping to Boca Grande and Useppa Island, where I stepped back in time at The Gasparilla Inn and Collier Inn, pretending I was in the tropical version of The Great Gatsby."

JULIE FREEMAN
EVP, MANAGING DIRECTOR, PR, SOCIAL &
EXPERIENTIAL MARKETING
years at MMGY: 3
years on VCB business: 3

Julie leads the agency's worldwide public relations, social media and experiential marketing practice and New York City office. She is responsible for all PR strategy, implementation and new business development, as well as the integration of PR initiatives into the company's overall marketing support for its clients.

Julie was previously with Edelman (1995–2012) and served as an Executive Vice President and Deputy Global Director for the firm's Travel & Hospitality practice. She oversaw the development and implementation of consumer brand, lifestyle and tourism programs and helped to build the firm's global tourism offering. Julie has extensive airline experience having overseen public relations programs for British Airways, LAN Airlines, Turkish Airlines, EDS and Porter.

My Island:

"Spending time at the historic Gasparilla Inn & Club and experiencing Old Florida at its best!"





CAITLIN KASS
PUBLIC RELATIONS ACCOUNT COORDINATOR
years at MMGY: 1
years on VCB business: 1

Caitlin works out of MMGY's New York office as an Account Coordinator in public relations. She works on a variety of client teams including: Red Lion Hotels, The Leading Hotels of the World, The Beaches of Fort Myers and Sanibel and Crown Center in Kansas City. Some of her major tasks include media relations, coordinating press trips and deskside media appointments, as well as general administrative duties. She regularly attends client status meetings and participates in team brainstorms.

My Island:

"Deep-sea fishing off the coast of Sanibel Island in the morning, laying on the beach in the afternoon and then heading over to the Mucky Duck for drinks."

JULIANNA BRYAN
SENIOR PR ACCOUNT EXECUTIVE
years at MMGY: 2
years on VCB business: 2

Julianna Bryan is an experienced media specialist with a strong passion for travel. Prior to joining MMGY, Julianna held positions at both Quinn & Co. (now Quinn PR) and Weber Shandwick, where she had the opportunity to work on various travel accounts including Royal Caribbean International, the Michigan Economic Development Corporation, TripAdvisor, EL AL Israel Airlines, JW Marriott Resorts, several Starwood properties, and New York City's Time Warner Center.

A New Jersey native, Julianna graduated from William Paterson University of New Jersey with a bachelor's degree in English Writing and a minor in PR.

My Island:

"Island-hopping with Captiva Cruises, walking around Useppa Island and eating lunch at the Collier Inn, visiting Cabbage Key and hanging a dollar on the wall, followed by a walk on the beach at Cayo Costa."



AMANDA GERECS ACCOUNT EXECUTIVE years at MMGY: 1 years on VCB business: 1

As an Account Executive at MMGY, Amanda acts at the day-to-day client contact. She is heavily involved in media relations, the creation of all press materials and the creation and maintenance of PR programs. Her client experience includes The Beaches of Fort Myers & Sanibel, Red Lion Hotels, CheapCaribbean.com and Berkshire Hathaway Travel Protection.

My Island:

"After a full day of being outdoors and soaking up the sun, the perfect moment would be relaxing and watching the sunset over the Captiva Island waters."



MISTI BROCHERS
ACCOUNTING SUPERVISOR
years at MMGY: 9
years on VCB business: 5

Misti oversees all client billing for MMGY Global, as well as all revenue in the agency's Kansas City office. As an accounting specialist with a background in public relations and marketing, Misti specializes in leading all behind-the-scenes initiatives in MMGY's accounting software, determining accounting processes and procedures, and working with all departments across the three primary offices. For the past seven years, Misti has led accounting efforts for some of MMGY's largest accounts, including The Beaches of Fort Myers & Sanibel and Colorado Tourism.

My Island:

"Hanging out on the rooftop of the Beached Whale after spending the day on Fort Myers Beach."

CONFLICT OF INTEREST

MMGY Global, LLC, does not have any conflicts of interest that prohibits working with the VCB.

INSURANCE REQURIMENTS

MMGY Global, LLC, intends to comply with all of the insurance requirements as outlined in section 1.5 of the RFP.





AGENCY CASE SUMMARY

At MMGY Global we inspire people to go places, and we want nothing more than to continue working alongside the VCB inspiring people to go to The Beaches of Fort Myers & Sanibel. With more than 35 years of experience exclusively in the travel and tourism industry, our passionate team of Lee County marketers – who are experts in research to video production and everything in between – know how to get consumers to take action.

Our full-service offerings allow us to lead an integrated, research-driven, 360-degree approach. This ensures paid, earned and owned media, social, search, content and creative ladder up to the Find Your Island brand and drive our economic goals for Lee County.

Above all, we are focused on results. Together, at the close of 2015, we hit our stated 2016 goal of \$3 billion in direct spending to the Lee County economy. Shoulder season visitation is at all-time highs and we are beginning to attract a slightly younger visitor. We have all worked hard to realize five consecutive years of increased bed-tax revenue collection, with unprecedented levels reached last fiscal year (\$36,247,331). If our Lee County industry partners are successful, we are successful. We will continue to provide them with the tools and means necessary to participate in our marketing efforts while also significantly increasing the impact of their own programs.

This is just the beginning. We recently brought new thinking and partners to the table, such as Adara IMPACT reporting and Get Smart Content personalization tools. We are situated to incorporate new data partners like Experian to vault us onto another level of data segmentation and targeting – a first for a DMO. We are also in the midst of evolving our leisure and B2B creative to expand on Find Your Island and give the destination new energy. Along with the new Islandology campaign, we will take content to new heights by creating a full content studio to amplify Island Findings and expand and elevate the content creation we have established. We will continue to work hard and innovate, as evidenced with the fast-approaching National Seashell Day, and to push outside the box to reach new audiences.

After five years together, we not only intimately know the county, but we also love it. It is a pleasure and an honor to market the natural beauty of this destination and we truly consider ourselves an extension of the VCB staff. We have created lasting friendships and deep connections across the county and have all found our island. We would like to continue to grow our partnership with you, sharing the experiences and stories that make this destination unique, and working together to continue increasing economic impact in Lee County.

Lee County is a special place and a "destination of inspiration". You have certainly inspired us. Our partnership is strong, our momentum is powerful, and our future together is full of exciting opportunities. Let's keep inspiring travelers together.



COST ESTIMATE

This cost estimate includes proposed costs for all marketing services and budget allocation along with an hourly rate schedule assuming a total fiscal year budget of approximately \$11 million.

WORKING DOMESTIC AND INTERNATIONAL MEDIA: \$8,190,450 (75% OF BUDGET)

MMGY will plan, contract and invoice for media placements at NET with no markup and will receive remuneration for these services under the professional fee as identified below. Also included in working media are paid social, paid search, organic optimization, media hosting and activations/promotions.

PROFESSIONAL (ADVERTISING AND PR), CREATIVE, PRODUCTION AND MEDIA SERVICES FEE: \$1,376,550 (12% OF BUDGET)

MMGY will provide strategic oversight, channel integration, account management, creative design and production, media planning and buying, and co-op management via a flat annual fee invoiced to the VCB in monthly increments. In the new contract, we will lower our compensation by 10%. This includes a 5% reduction in our fee given there is no ramp up for our MMGY Lee County team to continue serving this business and a 5% compensation deferral paid out only if success measures are met.

CHANNEL MANAGEMENT AND CAMPAIGN PRODUCTION: \$1,433,000 (13% OF BUDGET)

MMGY will provide channel-specific strategy and program management as well as execution as part of this budget for: Social Media, eCRM, ExtactTarget License, Content and Asset Development, Campaign Development (photography and video), Analytics and Dashboard, Website Hosting and Maintenance, *travelhorizon*™ research, *Lonely Planet Guidebook* Production and Reimbursable costs – all consistent with the current fiscal year budget setup. Note, all production, license and reimbursable costs are at NET with no markup.

NOTE: On accounts where we bill strictly by the hour, we use the rates listed below.

ALL RATES

MMGY GLOBAL BILLING RATES	RATE/HR.
CREATIVE/WEB DESIGN	
Chief Creative Officer	\$300
Creative Director	\$200
Sr. Art Director	\$150
Sr. Copywriter	\$150
Art Director	\$125
Copywriter	\$125
VP, Interactive Technical Director	\$200
Solutions Architect	\$175
Lead Application Developer	\$150
Video Shooting/Editing	\$150
Application Developer	\$125
Lead Interactive Web Developer	\$125
Interactive Web Developer	\$100

Business Analyst	\$150
User Experience Designer	\$125
Sr. Project Manager	\$150
Project Manager	\$125
Videographer & Editing	\$175
Manager/Analytics & Search	\$125
Search Analyst	\$100
Link Building Coordinator	\$85
Producer	\$100
Quality Assurance Analyst	\$100
System Administrator	\$100
Studio Artist	\$100
Content Entry	\$60
Proofreader	\$60

.....

CLIENT MANAGEMENT/MEDIA/PRODUCTION

VP, Client Services	\$200
Group Director	\$175
Account Supervisor	\$150
Account Executive	\$125
Account Coordinator	\$85
SVP, Media Director	\$175
Associate Media Director	\$150
Digital Media Supervisor	\$135
Media Supervisor	\$135
Digital Media Planner	\$125
Media Planner	\$125
Media Coordinator	\$85
Production Manager	\$150
Traffic/Creative Manager	\$100

.....

PUBLIC RELATIONS

EVP, Managing Director	\$300
SVP, Public Relations	\$250
VP, Public Relations	\$200
P/R Media Specialist	\$195
P/R Senior Group Director	\$175
P/R Group Director	\$150
P/R Senior Account Executive	\$135
P/R Account Executive	\$125
P/R Coordinator	\$100

INSIGHTS/RESEARCH

VP, Insights	\$250
Research Manager	\$175
Research Project Manager	\$160
Research Analyst	\$150

SOCIAL AND CONTENT MARKETING

VP, Social Strategy	\$200
Social Group Supervisor	\$175
Director of Content Strategy	\$150
Content Manager	\$100
Social Media Strategist	\$150
Sr. Social Media Manager	\$135
Social Media Manager	\$100

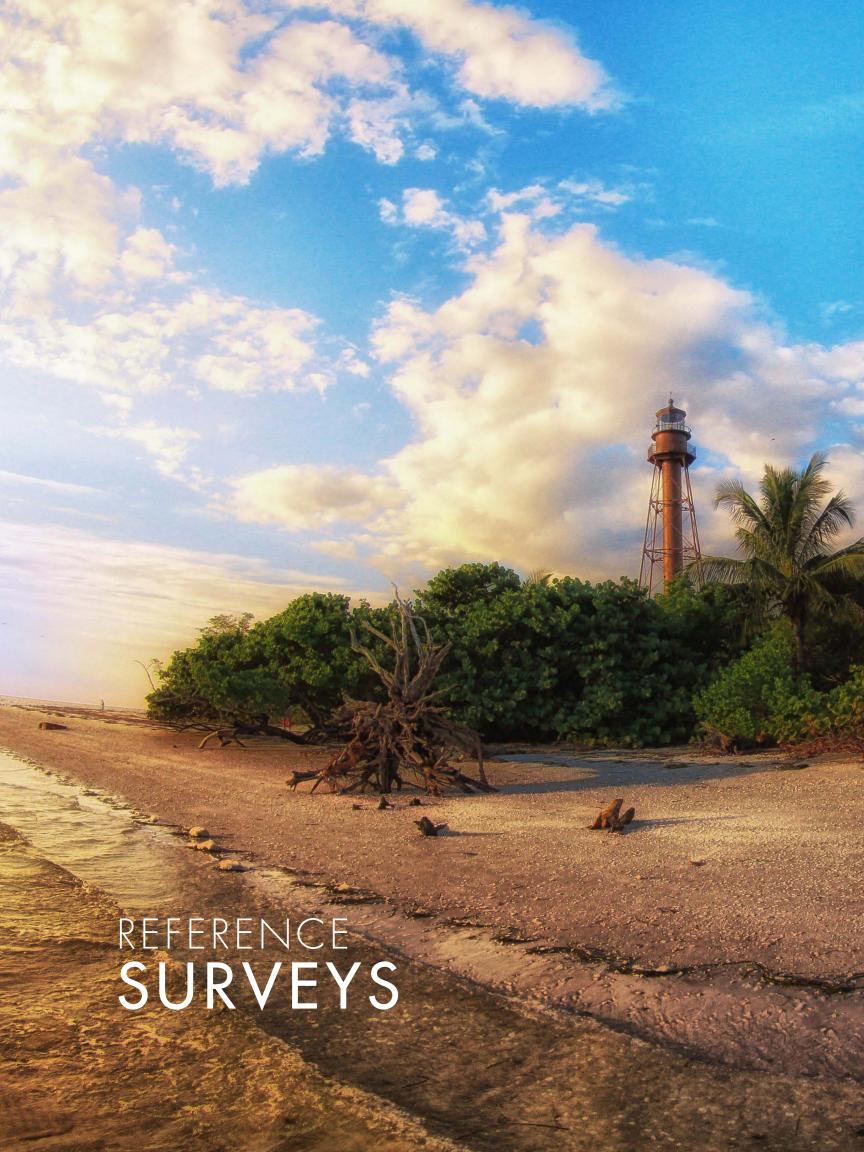
STRATEGY/ECRM

EVP, Global Strategy	\$300
VP, Engagement Marketing	\$200
Director/Data, Measurement & Analytics	\$175
Data Analyst	\$125
Marketing Analyst	\$125
Email Marketing Manager	\$125
Email Marketing Coordinator	\$85





FROM US TO YOU, A SPECIAL VIDEO SUMMARY. mmgyglobal.com/goplaces



ORGANIZATION REFERENCES

We have confirmed that each of the following clients listed below have sent the completed Reference Survey to Bob Franceschini (rfranceschini@LeeGov.com) by 5/6/2016. Below is their information for reference.



SOUTH DAKOTA DEPARTMENT OF TOURISM

2012-present

Jim Hagen, Secretary of Tourism James.Hagen@travelsouthdakota.com 605 773 3301



VISIT KANSAS CITY

2013-present

Traci Preus, Senior Vice President tpreus@visitkc.com 816 691 3849



CHOICE HOTELS INTERNATIONAL

2015-present

Joey Martin, Senior Director, eCommerce and Co-op Marketing joey.martin@choicehotels.com 301 592 5000



Form#1 - Solicitation Response Form

LEE COUNTY PROCUREMENT MANAGEMENT SOLICITATION RESPONSE FORM

LEE C	OUNTV	
SOUTHWEST	FLORIDA	
D . C 1 ' 1	05/17/201	١

Date Submitted 05 17 20 W	Deadline Date: 5/17/2016		
SOLICITATION IDENTIFICATION: RFP160255RDF			
SOLICITATION NAME: Tourism Advertising, Program Planning, Creation and Implementation			
COMPANY NAME: MMGY G/66W, V	\(\frac{1}{2}\).		
NAME & TITLE: (TYPED ORPRINTED) HUGH MCCONN L	11, 670		
BUSINESS ADDRESS: (PHYSICAL) 4001 MADISON A	tre, kansas city, Mo 64112		
Corporate or Mailing Address:			
SAME AS PHYSICAL			
A DDDESS MIST MATCH SUNDIZ ODC			
ADDRESS MUST MATCH SUNBIZ.ORG* E-MAIL ADDRESS: (W)/III @ MM4	yalohal.com		
E-Mail Address: CKI/III @ mmg	AX NUMBER: 9\U 221 1021		
NOTE REQUIREMENT: IT IS THE SOLE RESPONSIBIL	LITY OF THE VENDOR TO CHECK LEE COUNTY		
PROCUREMENT MANAGEMENT WEB SITE FOR ANY COUNTY WILL POST ADDENDA TO THIS WEB PAGE,			
In submitting this proposal, Proposer makes all representations re			
and represents that: Proposer has examined copies of all the soli-	citation documents and of the following addenda:		
No. 1- addendum Dated: 4 29 20 10	NoDated:		
NoDated:	NoDated:		
The undersigned, as Proposer, hereby declares that no person or this solicitation as Principal, and that this solicitation is submitted carefully read and examined the specifications or scope of world the services herein is contemplated must be furnished, hereby prequirements set out in the specifications or scope of work for supprice sheet or (CCNA) agree to negotiate prices in good faith if a	d without collusion with others; and that we have k, and with full knowledge of all conditions under which propose and agree to furnish this service according to the aid service for the prices as listed on the county provided		
Tax Payer Identification Number 45-4094535			
(1) Employer Identification Number - C			
** Lee County collects your social security re Please submit a copy of your registration certificate establishing			
State of Florida, as provided by the <i>Florida Department of State</i> www.sunbiz.org	e, Division of Corporations. Please refer to website:		
ALL PROPOSALS MUST BE SIGNED, SEALED (IF APPLICAUTHORITY	CABLE) AND EXECUTED BY A CORPORATE		
Where Proposer is a Corporation, add:			
MAGY /	LIDRAL LLC		
Company Name: (Name printed or typed) Authorized Proposer:	(Name printed or typed)		
Company Name: (Name printed or typed) Authorized Proposer: Authorized Signature	and Proposition of Market Word		
Attest: (Secretary name printed or typed) Secretary Signature:			

* Please note for purposes of this rfp process we have been accessing reegor. com/procurement.



The City of Fort Myers, Florida

Community Development Department 1825 Hendry Street, #101 Fort Myers, Florida 33901 239-321-7990

SERVICE ESTABLISHMENT - GENERAL

Effective 8/25/2015: For Year October 1, 2015 through September 30, 2016

MMGY GLOBAL, LLC

4601 MADISON AVE.

KANSAS CITY MO 64112

Business Tax #: BUS2014-01445

Dear Business Owner:

The City of Fort Myers wishes you success with your business. The Business Tax Receipt below is current for the Fiscal Year 2015-2016.

Annual renewal notices are mailed in July to the address of record at that time. If you need to change the business name, mailing address, contact data, location and /or closing the business please contact our office:

> CDD/Business Tax 1825 Hendry Street Suite 101 Fort Myers, FL 33901 (239) 321-7990

MARKETING COMPANY ADVERTISING Description:



CITY OF FORT MYERS FLORIDA **Business Tax Receipt** 2015 - 2016



Effective 8/25/2015 For Receipt Year October 1, 2015 through September 30, 2016

1617 HENDRY ST SUITE 406

MMGY GLOBAL, LLC Business Tax #: BUS2014-01445

Is hereby registered* business, profession, or occupation of:

SERVICE ESTABLISHMENT - GENERAL
ALCOHOL SALES PERMITTED: NO

HOMEBASED: NO

Owner: MMGY GLOBAL, LLC, 4601 MADISON AVE., KANSAS CITY MO 64112

*Any violation of applicable chapter of the City Code Of Ordinances will cancel and nullify this receipt



2016 Florida Annual Resale Certificate for Sales Tax

DR-13 R. 10/15

THIS CERTIFICATE EXPIRES ON DECEMBER 31, 2016

Business Name and Location Address

Certificate Number

MMGY GLOBAL LLC 423 S KELLER RD ORLANDO FL 32810-6120 58-8015904581-6

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 and sale as part of the repair of tangible personal property by a repair dealer.
- · 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.

Florida law provides for criminal and civil penalties for fraudulent use of a Florida Annual Resale Certificate.



Lee County Tax Collector

2480 Thompson Street Fort Myers, Florida 33901 www.leetc.com Tel: 239.533.6000

Local Business Tax Account: 1304110

Dear Business Owner:

Your 2015-2016 Lee County Local Business Tax Receipt is attached below. The receipt is non-regulatory and is issued using the information currently on file with our office. It does not signify compliance with zoning, health or other regulatory requirements nor is it an endorsement of work quality.

Annual account renewal notices are mailed in August to the address of record at that time; to ensure delivery of your annual notice, mailing addresses may be updated online at www.leetc.com.

If there is a change in the business name, ownership, physical location or if the business is being closed, please follow the instructions on the back of this letter to transfer or to close the account.

I hope you have a successful year.

Lee County Tax Collector

Lay D. Hall

Detach and display bottom portion and keep upper portion for your records



LEE COUNTY LOCAL BUSINESS TAX RECEIPT 2015 - 2016

ACCOUNT NUMBER: 1304110

ACCOUNT EXPIRES SEPTEMBER 30, 2016

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

THIS IS NOT A BILL - DO NOT PAY

PAID 388506-33-1

08/05/2015 10:53

GXC₁

\$50.00

Fo	orm#1 – Solicitation Form, Page 2
1 2	Disadvantaged Business Enterprise (DBE): The proposer should carefully read all the solicitation documents. Any deviation or modification must be identified . Failure to clearly identify any modifications in the space below or on a separate page may be grounds for the proposal being declared non-responsive , or to have the award of the solicitation to be rescinded by the County.
	Are there any modifications to the solicitation or specifications Yes No
	Modifications:

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.

Form#1a - Solicitation Form (not applicable for CCNA solicitations)

date submitted: <u>5</u>

LEE COUNTY, FLORIDA PROPOSAL PRICE FORM FOR TOURISM ADVERTISING, PROGRAM PLANNING, CREATION AND IMPLEMENTATION

VENDOR NAME: WIFE GY GIO DOG
TO: The Board of County Commissioners Lee County Fort Myers, Florida
Having carefully examined the "General Conditions", and the "Detailed Specifications", all of which are contained herein the Undersigned proposes to furnish the following which meet these specifications:
NOTE REQUIREMENT: IT IS THE SOLE RESPONSIBILITY OF THE VENDOR TO CHECK LEE COUNTY PROCUREMENT MANAGEMENT WEB SITE FOR ANY PROJECT ADDENDA ISSUED FOR THIS PROJECT. THE COUNTY WILL POST ADDENDA TO THIS WEB PAGE, BUT WILL NOT NOTIFY.
The undersigned acknowledges receipt of Addenda numbers:
TO BE STARTED WITHIN CALENDAR DAYS AFTER RECEIPT OF AWARD AND PURCHASE ORDER.
WILL YOU DELIVER WITH YOUR OWN VEHICLE AS OPPOSED TO COMMON CARRIER? YESNO
Proposers should carefully read all the terms and conditions of the specifications. Any representation of deviation or modification to the proposal may be grounds to reject the proposal.
Are there any modifications to the proposal or specifications? Yes No
Failure to clearly identify any modifications in the space below or on a separate page may be grounds for the proposer being declared nonresponsive or to have the award of the proposal rescinded by the County.
MODIFICATIONS:
Proposer shall submit his/her proposal on the County's Proposal Price Form, including the firm name and authorized signature. Any blank spaces on the Proposal Price Form, qualifying notes or exceptions, counter offers, lack of required submittals, or signatures, on Lee County's Form may result in the Proposer/Proposal being declared non-responsive by the County.



AFFIDAVIT CERTIFICATION IMMIGRATION LAWS

SOLICITATION NO.: RFP160255RDF SOLICITATION NAME: TOURISM ADVERTISING, PROGRAM PLANNING, CREATION AND 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 610	bal, LLG.
Cfoffer,	OFFICETION 5/6/16
Signature Title	Date
STATE OF MISSOURI COUNTY OF Clay	
The foregoing instrument was signed and acknowledged 20	d before me this 5th day of May as produced
Have Drive & License as identification.	
(Type of Identification and Number) **Euley L. Beusch Notary Public Signature	KELLEY L BAUSCH Notary Public, Notary Seal State of Missouri Clay County Commission # 13462774 My Commission Expires March 21, 2017
Printed Name of Notary Public	
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. <u>LEE COUNTY RESERVES THE RIGHT TO REQUEST SUPPORTING DOCUMENTATION, AS EVIDENCE OF SERVICES PROVIDED, AT ANY TIME.</u>



Lee County Procurement Management

Section 1	, 1 1 2 0 K 1 2 1 1							
FROM:		BUYER: Bob Franceschini						
COMPANY:								
PHONE #:	TOTAL # PAGES: 1							
FAX #:		PHONE #: 239-533-8881	FAX #: 239-485-8383					
EMAIL:								
SUBJECT: Reference for work completed regarding (Proposer project name):								
You as an individual or Your company has been given as a reference on a project identified above. <u>Description of Lee County Project:</u> The Lee County Board of County Commissioners is requesting proposals from responsible and professional advertising agency service providers.								
Section 2	Proposer name (reference is being provided for	·):						
Section 3			"YES" OR "NO"					
	the scope of work performed similar in na	ature?						
2. Did this company have the proper resources and personnel by which to get the job done? Output Did this company have the proper resources and personnel by which to get the job done?								
3. Were	any problems encountered with the com	pany's work performance?						
Were any change orders or contract amendments issued, other than owner initiated?								
5. Was the job completed on time?								
6. Was the job completed within budget?								
7. 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)								
8. If the opportunity were to present itself, would you rehire this company?								
9. Please provide any additional comments pertinent to this company and the work performed for you:								
Section 4 PLEASE COMPLETE AND RETURN TO THE ATTENTION OF: Bob Franceschini								
	Email ritrancesch	nini@leegov.com or FAX # 239-485	0-8383					
Reference Name (Print Name) Please submit non-Lee County employees as reference								
Reference Sign	ature		Reference Signature					



ALLEGED NEGLIGENCE OR BREACH OF CONTRACT DISCLOSURE FORM

Please fill in the form below. Provide a sheet for each incident 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 or submit your own variation.

or su	ıbmit your own variation.				-		
1.	Your Company Name						
2.	Type of Incident	Place an "X" in the appropriate block.		Alleged Negligence	Breach of Contract		
3.	Date of Incident						
4.	Who Took Action Against Your Company? (Include name, City, and State)		/				
5.	What was the initial circumstance for this action?	/\	1	Ου			
6.	(who prevailed)						
Make	e as many copies of this sheet as r	necessary in order	to	provide a 10 year history of the	he requested information. Provide		
	'NONE" on the line 3 of this pag				or action taken in the last 10 years,		
	Page Number: of						
Jpda	te the page number to reflect the	current page and	the	total number of pages. If you	must use a separate sheet to		

Update the page number to reflect the current page and the total number of pages. If you must use a separate sheet to continue an explanation please reference the page and item number on the separate sheet. Example: Page 3, Item 5.

Alternate Reporting: If you have more than 10 lawsuits, report the most recent 10 lawsuits. This may be done on a spreadsheet. Please include the name of the information requested above. (Do not include litigation with your company as the plaintiff). Final outcome should include whether a monetary settlement was made. The amount may remain anonymous. In the blocks above enter, "See Enclosed Spreadsheet" of you use this alternate method.



AFFIDAVIT PRINCIPAL PLACE OF BUSINESS Local Vendor Preference (Non-CCNA)

Local Vendor Preference (Non-CCNA (Lee County Ordinance No. 08-26) Location Identification (CCNA)

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

Co	ompany Name: MM64 (106M)	110					
Print	HOUIT MCCONNEN ted name of authorized signer Title	CFO & EVP, OpERATION,					
\Rightarrow Auth	norized Signature Date	5/5/16					
AN No Sta	curacy of this affidavit to interrogatories hereinaft of REQUEST SUPPORTING DOCUMENTATION OF THE PROPERTY OF T	And by the sworn affidavit required herein, the truth and after made. LEE COUNTY RESERVES THE RIGHT FON, ASKENDENGE OF SERVICES PROVIDED, AT Notary Public, Notary Seal State of Missouri Clay County Commission # 13462774 My Commission Expires March 21, 2017 day of May					
20	20 16 by Hugh Mc Connel who has produced State Drivers License as identification (or personally known)						
⇒ Nota	⇒ Bulley L. Bausch Notary Public Signature 13462774 Notary Commission Number and expiration Notary Commission Number and expiration						
1.	Principal place of business is located within the boundaries of:	Lee County Collier County					
	Local Business Tax License #	Non-Local BUS2014-01445					
2.	Address of Principal Place of Business:	1417 Hendry St. #400 ft. myers, fr					
3. 4.	Number of years at this location Have you provided goods or services to Lee County on a regular basis within the past 3 consecutive years	Yes* *If yes, attach contractual history for past 3 consecutive years					
5.	Size of Facility (i.e. sales area, warehouse, storage y	12 1 1 100					
6.	Number of available employees for this contract	et <u>43 dedicated staff for this</u> account. MMGY has 171 total employeer, available if needed					

AFFIDAVIT PRINCIPAL PLACE OF BUSINESS Page 2

Describe the types, amount and location of equipment you have available to service this contract.	
We have offices in the following	locations:
Konsas city, mo	
NEW YORK, MY	
oriondo, FL	
Madrid, cour	
HAMME A PAME O	
	0

Attach additional page(s), if necessary

Form#6-Sub-contractor List

SOUTHWEST FLORIDA

SUB-CONTRACTOR LIST

Amount	Percentage of Total						
Ouglified	MBE Yes/No						
	Phone Number and Email						
	Point Of Contact Or Project Supervisor						
	Area Of Work						
	Sub-contractor Name						

Please include sub-contractors name, area of work (i.e. mechanical, electrical, etc.) and a valid phone number and email. Also include the dollar value or percentage that the sub-contractor will be performing. If sub-contractors qualify as MBE contractors, please attach a current certificate.

DISADVANTAGED BUSINESS ENTERPRISE PARTICIPATION

NOTE: This form must be signed by the person who will sign, on the contract documents.	r has signed the Proposal/Quote Form. This form will become part of
DIVISION OF EQUAL OPPORTUNITY CERTIFIED DBE/	MINORITY/ WOMEN/ (Check appropriate designation)
DESCRIPTION OF WORK:	
SUBCONTRACTOR'S NAME:	
EST. DOLLAR VALE OF PROPOSED WORK:	
DIVISION OF EQUAL OPPORTUNITY CERTIFIED DBE/	MINORITY/ WOMEN/ (Check appropriate designation)
DESCRIPTION OF WORK:	
SUBCONTRACTOR'S NAME:	
EST. DOLLAR VALE OF PROPOSED WORK:	
DIVISION OF EQUAL OPPORTUNITY CERTIFIED DBE/	MINORITY/WOMEN/(Check appropriate designation)
DESCRIPTION OF WORK:	•
SUBCONTRACTOR'S NAME:	
EST. DOLLAR VALE OF PROPOSED WORK:	
DIVISION OF EQUAL OPPORTUNITY CERTIFIED DBE/	MINORITY/WOMEN/ (Check appropriate designation)
DESCRIPTION OF WORK:	
SUBCONTRACTOR'S NAME:	
EST. DOLLAR VALE OF PROPOSED WORK:	
TOTAL VALE OF ALL DEE/MINORITY/WOMEN SUBCONT ESTIMATED TOTAL PERCENT (%) TO BE UTILIZIED: $\eta \Big \mathcal{N} $	FRACT WORK: \$
CONTRACTOR NAME SIGNATURE	DATE