



MARKETING | COMMUNICATION | DESIGN

RFQ 2026-030

City of Lauderdale  
Request for Qualifications–  
Digital Services, Advertising,  
and Media

March 31, 2026

Larry Aldrich  
President and CEO

(412) 638-1543  
Larry@WelcomeToAqua.com

[WelcomeToAqua.com](https://www.welcometoaqua.com)

ST. PETERSBURG | FORT LAUDERDALE | PITTSBURGH

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360 Central Avenue • Suite 420  
St. Petersburg, FL 33701

200 East Las Olas Boulevard • Suite 1400  
Fort Lauderdale, FL 33301

249 Lily Ridge Drive  
Canonsburg, PA 15317



# 1 | Proposer's Qualification Statement (Attachment "A")



## ATTACHMENT "A"

### PROPOSER'S QUALIFICATIONS STATEMENT

The Proposer shall furnish the following information. Failure to comply with this requirement may render the proposal non-responsive and subject to rejection. Additional sheets may be attached as necessary.

**Proposer's Name and Principal Address:**

[Aqua Marketing & Communicaitons, Inc.](#)

[360 Central Avenue, Ste. 420, St. Petersburg, FL 33701](#)

**Contact Person's Name and Title:**

[Larry Aldrich, President & CEO](#)

**Telephone Number:** [\(412\) 638-1543](#) **Email:** [Larry@WelcomeToAqua.com](mailto:Larry@WelcomeToAqua.com)

**Proposer's License Number:** [P10000099100](#)  
(Attach Certificate of Competency and/or State Registration, if applicable.)

**Federal Identification Number:** [27-4195922](#)

**Number of Years in Business (in this type of work):** 15

**Names and Titles of All Officers, Partners, or Individuals Doing Business Under Trade Name:**

[Larry Aldrich, President and CEO](#)

**Type of Business (Check One):**

- Sole Proprietorship
- Partnership
- Corporation

**Surety Company and Agent (Name, Address, Telephone):**

[N/A](#)

## State of Florida Department of State

I certify from the records of this office that AQUA MARKETING & COMMUNICATIONS, INC. is a corporation organized under the laws of the State of Florida, filed on December 7, 2010.

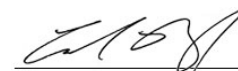
The document number of this corporation is P10000099100.

I further certify that said corporation has paid all fees due this office through December 31, 2026, that its most recent annual report/uniform business report was filed on February 5, 2026, and that its status is active.

I further certify that said corporation has not filed Articles of Dissolution.

*Given under my hand and the  
Great Seal of the State of Florida  
at Tallahassee, the Capital, this  
the Twenty-eighth day of March,  
2026*



  
Secretary of State

Tracking Number: 2024675068CU

To authenticate this certificate, visit the following site, enter this number, and then follow the instructions displayed.

<https://services.sunbiz.org/Filings/CertificateOfStatus/CertificateAuthentication>



## Experience and Background

1. Have you ever failed to complete work awarded to you?  
If yes, provide details (when, where, and why):

No

2. Have you personally inspected the proposed Work and do you have a complete plan for its performance?

Yes  No

3. Will you subcontract any part of this Work?

If yes, provide details including subcontractors performing more than ten percent (10%) of the contract amount:

No subcontracting

*Note: Subcontractors may not be amended after award without prior written approval of the Contract Administrator.*

4. List and describe all bankruptcy petitions filed by or against the Proposer, its parent, subsidiaries, or predecessor organizations within the past five (5) years, including disposition:

None.

5. List and describe all successful bond claims made against the Proposer or predecessor organizations within the past five (5) years:

None.

6. List all claims, arbitrations, administrative hearings, and lawsuits brought by or against the Proposer within the past five (5) years (include case name, case number, project name, and subject matter):

None.

7. List and describe all criminal proceedings related to business matters involving the Proposer or its principals within the past five (5) years:

None

8. Has the Proposer, its principals, officers, or predecessor organizations been convicted of a Public Entity Crime, debarred, or suspended from

bidding by any government entity within the past five (5) years?  
If yes, provide details:

No.

The Proposer acknowledges that the City will rely upon the information provided herein. Any omission or misrepresentation that materially affects qualifications may result in rejection or termination of award.

**Authorized Signature:** 

**Printed Name:** Larry Aldrich

**Title:** President and CEO

**Date:** March 28, 2026



## 2 | Statement of Capabilities



## Dear Selection Committee:

Thank you for the opportunity to respond to your RFP for Digital Services, Advertising, and Media. We believe our response presents a unique opportunity for the City for the following reasons:

**We specialize specifically in governmental clients** – Since our founding in 2010, our entire client base has been governmental, concentrating on county and city governments in the State of Florida. We know the ins and outs of working with local governments and how to meet their special needs, and have been successfully delivering the entire scope you're requesting for years.

**Complete in-house staff** – We offer all the creative and technical ability you're requesting all under one roof. It's ability that has been proven again and again through client satisfaction and our continually being recognized as one of the most highly awarded firms in the state.

**Proven project methodology and approach** – Our systems and techniques assure collaboration, outstanding content planning, superb campaign execution, and deep analytics and reporting – all ensuring superb ROI.

**Responsive and attentive, 24/7** – Although superb planners and managers, we know things come up from time to time. From Crisis Management to jumping onto special opportunities, we ensure contact and response through our assignment of a dedicated Account Manager with a redundant backup, plus a dedicated team that's charged with deeply understanding the City, its staff, and issues.

**Paid Media that's setting the standard for the industry** – Planning and placing millions of dollars in paid media annually, Aqua is recognized throughout the industry as a leader that's consistently setting the bar through innovative media strategies that get attention, get results, and achieve the highest potential ROI attainable. Our buys provide a minimum of 50% added value for each and every client.



**We're just minutes away** – With offices in Broward County since 2020, we're just 20 minutes away on Las Olas Blvd.

The Primary Contact for this account is:

Travis McClure  
Account Director  
200 E. Las Olas Blvd.  
Suite 1400  
Fort Lauderdale, FL 33301  
(954) 296-7547

**Our Agency notes one addendum issued on March 9, 2026 through Ionwave.**

We look forward to helping the City achieve its goals and look forward to the opportunity of working with you.

Sincerely,

Larry Aldrich

A handwritten signature in black ink, appearing to read 'Larry Aldrich', written in a cursive style.

President & Chief Executive Officer  
Aqua Marketing & Communications



# COMPANY PROFILE



Company name, address, and contact information; Year established; Ownership structure; Number of employees; Office locations serving this contract

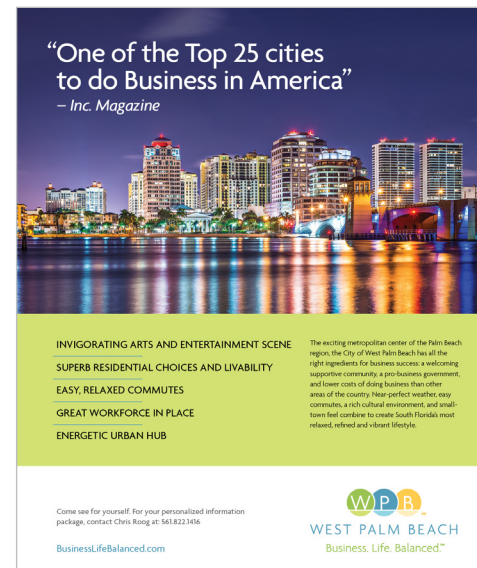
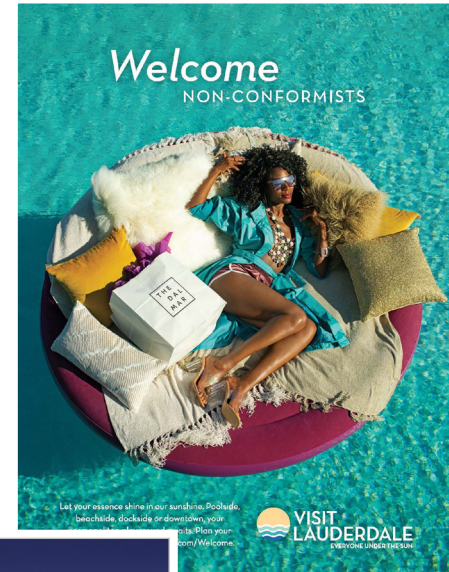
With offices in Fort Lauderdale, Florida; St. Petersburg, Florida, and Pittsburgh, Pennsylvania, Aqua was formed in 2010 and is owned and managed by its President and CEO, Larry Aldrich, as a Subchapter-S Corporation, incorporated in the State of Florida.

Specializing solely in governmental marketing communications services, especially for counties and municipalities with the State of Florida, Aqua provides a total of 35 employees offering every marketing communications function and is recognized as one of the most highly awarded firms in the state.

Specialties within its governmental client sphere include marketing communications programs for:

- Tourism development
- Economic development
- Airport and Port marketing

Just 20 minutes away on Las Olas Blvd., it is anticipated that our Fort Lauderdale office will serve and manage the account with the staff from the company's other offices also involved.



**25 DESTINATIONS**  
**8 AIRLINES**

Growing With You, For You

# QUALIFICATIONS AND EXPERIENCE



Description of relevant experience providing similar services to government entities; List of current and past clients; Minimum of three client references; Case studies

## Relevant Experience

Aqua Marketing & Communications, Inc., is one of the few firms in the country specializing in providing comprehensive marketing communication services for counties and municipalities. Our staff has extensive experience serving county and municipal governments, departments, and authorities at every level. The firm is one of the most highly awarded in the industry, with recognition of its efforts on a regional, national, and international scale.

As a provider of governmental marketing services, Aqua has deep experience in a number of departments and agencies such as tourism, economic development, transit, parks and recreation, departments of sustainability and more.

The success Aqua has achieved for its clients starts with a deep understanding of the client, its assets and offerings, the client's audiences, and the client's competitive set. The agency's processes provide for deep understanding of the client through personal, in-market Discovery, Stakeholder review, and more.

Completely full-service with all marketing functions and services available under one roof, the agency and its staff have years of experience in integrated, cross-platform marketing including:

- Research
- Community brand development
- Marketing strategy
- Advertising
- Public relations
- Social media
- Informational, Visual and Spatial Design
- Event creation and management
- Video production and Photography
- Website creation and enhancement
- Database development and management
- Community relations
- Economic Impact research and analysis

# QUALIFICATIONS AND EXPERIENCE



Additionally, Aqua understands the need for community involvement, engagement, and embrace of your community, and has designed a number of programs that encourage support by our clients' communities and the esteem of vital stakeholders.

Aqua has demonstrated a successful history of serving a variety of county-based and municipal clients in the state, including:

- The City of West Palm Beach
- The City of Punta Gorda
- The City of Pensacola
- The City of Dunedin, Florida
- The City of Deltona, Florida
- Volusia County
- Flagler County
- Broward County
- Charlotte County
- Manatee County
- Seminole County
- Collier County
- Nassau County
- Pinellas County

The agency has served the following economic development offices, departments, alliances, or interests:

- Greater Fort Lauderdale Alliance
- City of West Palm Beach Office of Economic Development
- City of Punta Gorda
- Fort Lauderdale Beach Business Improvement District
- City of Dunedin, Florida, Department of Economic Development
- Nassau County Department of Economic Development
- Seminole County Office of Economic Development
- Southwest Florida Business Alliance
- Fifth Avenue Business Development District, Naples, Florida
- The City of Deltona, Economic Development Department

# QUALIFICATIONS AND EXPERIENCE



In addition, Aqua is considered one of the most highly awarded tourism and travel marketing firms in the country, and has served the following tourism/travel clients:

- Visit Lauderdale (the Broward County Convention and Visitors Bureau)
- Punta Gorda/Englewood Beach Visitor & Convention Bureau (Charlotte County, Florida)
- Palm Coast and Flagler Beach Convention and Visitors Bureau (Flagler County, Florida)
- The Destin, Fort Walton Beach, Okaloosa Island Convention and Visitors Bureau (Okaloosa County, Florida)
- The Bradenton, Anna Maria Island, Longboat Key Convention and Visitors Bureau (Manatee County, Florida)
- Visit Seminole (the Seminole County, Florida Convention and Visitors Bureau)
- The Amelia Island Convention and Visitors Bureau
- Port Everglades (Broward County, Florida)
- The Daytona Beach International Airport
- The Pensacola International Airport
- The Fort Lauderdale-Hollywood International Airport
- The Sarasota-Bradenton International Airport
- The Destin-Fort Walton Beach International Airport
- Gulf Shores International Airport, Gulf Shores, Alabama

## **Current and Past Clients within the last five (5) years**

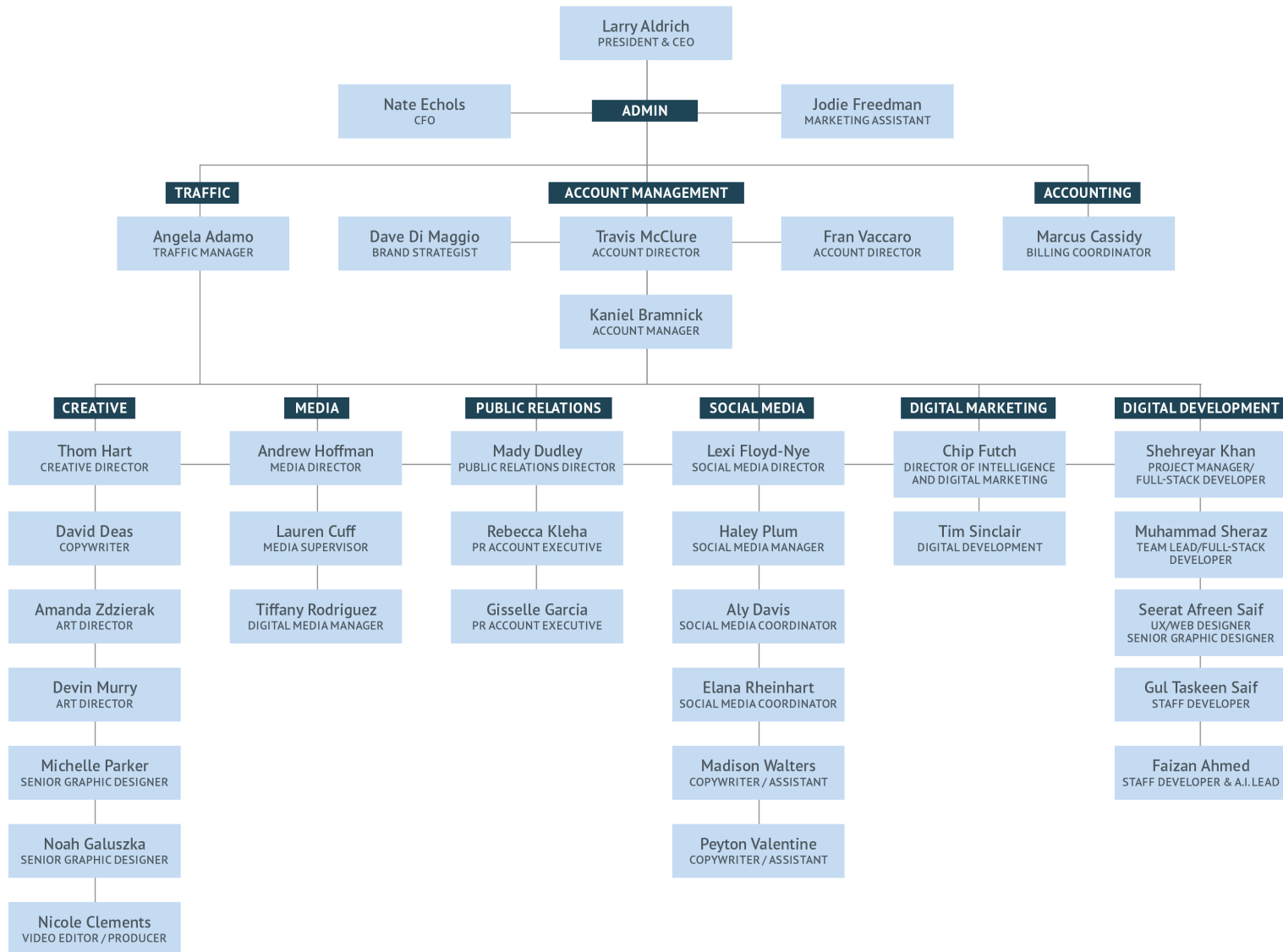
- Visit Lauderdale
- Port Everglades
- Fort Lauderdale-Hollywood International Airport
- The Broward Cultural Division
- The City of West Palm Beach
- Daytona International Airport
- The Volusia County Department of Sustainability
- The Volusia County Corrections Department
- The Volusia County ECHO Department
- Punta Gorda/Englewood Convention & Visitors Bureau
- Palm Coast & The Flagler Beaches Convention & Visitors Bureau
- Destination Panama City
- Pensacola International Airport
- The Bradenton Area Convention & Visitors Bureau
- The City of Punta Gorda
- The community of Pelican Bay, Naples, Florida
- Gulf Shores International Airport, Gulf Shores, Alabama

# TEAM AND STAFFING



Organizational chart for the proposed team; Resumes/qualifications of key personnel; Identification of the primary account manager; Description of subcontractors

## Company Organizational Chart





## Resumes of Key Personnel

Composed of an integrated, full-service team all under one roof, Aqua offers a staff of experienced, award-winning professionals covering the entire gamut of today's marketing communications. Each is deeply experienced in serving the needs of governments and their various departments. Their bios summarizing their experience and qualifications are as follows.



**Larry Aldrich**  
PRESIDENT & CEO

### PROFESSIONAL OVERVIEW

Now with over twenty years' experience in both public and private sectors, Larry began his career journey in the U.S. Air Force out of college, spending several years stationed at Tyndall Airforce Base. After completing his MBA in Marketing Management at the University of Pittsburgh, he relocated to Washington, D.C. to work in the defense industry.

After building business on civilian and DOD agencies for a small woman-owned business, Larry was recruited by several large telecommunications, satellite, secure defense firms, and SAAS firms where he specialized in business development while managing programs as Program Manager. Larry left behind working for the billion-dollar firms to start his own company, BrennSys Technology LLC. Founded with the goal of helping clients thrive in today's highly competitive marketing environment, grew into a disabled Veteran-owned small business offering marketing communications and advertising services that includes the full gamut of marketing and production services - from digital marketing services and tools to technical innovation and new, upcoming marketing strategies and techniques.

With BrennSys specializing in clients on the Federal and State level, in 2024 Larry purchased Aqua Marketing & Communications, one of the nation's leading destination marketing firms, combining the firms into a modern marketing powerhouse. As its President and CEO, Larry oversees all aspects of operation and drives the company toward new and innovative solutions for all its clients.



### Dave DiMaggio

DIRECTOR, CLIENT STRATEGY  
& DEVELOPMENT

#### PROFESSIONAL OVERVIEW

Dave is one of marketing's most award-winning professionals, recognized nationally and internationally for his work through a wide range of clients.

Dave leads all strategic efforts for clients, and has established a number of successful programs for a variety of destinations here in the U.S. and beyond.

Before founding Aqua, Dave served as the founding Principal of Paradise Advertising & Marketing, where he led strategic and creative efforts for all clients, establishing a number of successful destination brands and economic development identities.

Dave has deep experience in marketing clients through every phase of market cycle and brand life.

#### NOTABLE EXPERIENCE:

City of Deltona Economic Development | The City of West Palm Beach Economic Development | The City of Dunedin, Florida | The City of Punta Gorda, Florida  
The Bermuda Office of Tourism | Colonial Williamsburg | Visit Lauderdale | Palm Coast and The Flagler Beaches | Volusia County, Florida  
The Emerald Coast Convention & Visitors Bureau | The Bradenton Area Convention & Visitors Bureau | The Punta Gorda/Englewood Beach Visitor & Convention Bureau | Naples, Marco Island, Everglades Convention & Visitors Bureau | Daytona Beach International Airport | The St. Petersburg/Clearwater Convention & Visitors Bureau | The Amelia Island Convention & Visitors Bureau | The St. Petersburg/Clearwater Convention & Visitors Bureau | Daytona Beach International Airport | St. Petersburg/Clearwater International Airport | Sarasota Bradenton International Airport | Southwest Florida International | Bermuda International Airport | Bangor International Airport | Fort Lauderdale Hollywood International Airport | Destin-Fort Walton Beach Airport



**Francesca Vaccaro**  
SENIOR VICE PRESIDENT,  
ACCOUNT MANAGEMENT

### PROFESSIONAL OVERVIEW

Fran Vaccaro is one of the most skilled account directors in the field of hospitality and tourism, boasting more than 25 years of experience as a travel and luxury brand expert. At Aqua, Fran serves as Vice President overseeing the agency's Fort Lauderdale office, managing business development in Florida and Aqua's clients along Florida's east coast.

Prior to joining Aqua, Fran was Vice President of Taglairino Advertising Group where she oversaw the advertising and paid media programs for Discover The Palm Beaches, Palm Beach County's destination marketing organization and the Palm Beach International Airport (PBI), greatly contributing to four straight years of unprecedented, record-breaking tourism successes for The Palm Beaches.

Fran has managed multi-million-dollar, multi-channel, integrated media and creative campaigns, successfully branded countless hospitality and destination accounts, and seamlessly developed and executed large-scale co-operative advertising programs, including multiple co-op programs with Palm Beach International Airport (PBI), JetBlue, American Airlines and Silver Airways on behalf of Discover. Fran was also named Advertising Person of the Year by the Advertising Federation of Greater Miami.

### NOTABLE EXPERIENCE:

Visit Lauderdale | The Greater Fort Lauderdale Alliance | The City of West Palm Beach | The City of St. Petersburg | The City of Deltona  
Nassau County, Florida | Seminole County Economic Development | Naples, Marco Island, Everglades CVB | The Inn on Fifth  
The Southwest Florida International Airport | Pelican Bay | The Southwest Florida Museum | Collier County Museum | Destination Panama City  
Pensacola International Airport | Emerald Coast Convention & Visitors Bureau | Discover The Palm Beaches | Palm Coast and the Flagler Beaches  
Volusia County, Florida | Seminole County Convention & Visitors Bureau | Martin County, Florida | Destin-Fort Walton Beach Airport  
Daytona Beach International Airport | Fort Lauderdale-Hollywood International Airport | The Dalí Museum | Palm Beach International Airport  
Sarasota-Bradenton International Airport | Broward Alliance | Port Everglades | City of West Palm Beach Economic Development  
Broward County Cultural Division | The Florida Orchestra | The Knickerbocker Hotel, New York City | The Jefferson, Washington, DC



**Travis McClure**  
ACCOUNT DIRECTOR

### PROFESSIONAL OVERVIEW

Travis' strategic thinking, drive, and grace under pressure has propelled him to management positions in advertising and marketing firms, serving as Group Account Director for such popular brands as Hilton Hotels & Resorts and Planet Fitness.

He has managed countless marketing initiatives, working closely with all parties to evaluate and develop performance to ensure top results. His hospitality expertise includes managing a portfolio of hotel, resort, marina and F&B accounts within the U.S. and Caribbean, where he provided marketing strategy on everything from branding campaigns to seasonal promotions.

At Aqua, Travis leads the charge for Visit Lauderdale, one of Florida's most exciting and evolving destinations. Travis enjoys traveling, beaches, golf, hiking, camping - just about anything outdoors. He's also a big Florida Gators fan.

### NOTABLE EXPERIENCE:

Visit Lauderdale | Hilton Hotels & Resorts | Waldorf Astoria Hotels & Resorts | Atlantis Paradise Island Bahamas | South Seas Island Resort | Planet Fitness  
City Furniture | Chuck E. Cheese | Jamba Juice | Boston Market | Michaels Arts & Crafts | Keiser University | Steiner Education Group | Autonation  
Rick Case Automotive Group



### Kaniel Bramnick

ACCOUNT DIRECTOR

#### PROFESSIONAL OVERVIEW

A talented bilingual marketer and MBA, Kaniel has driven the success of numerous national brands, including Univision, Planet Fitness and Nissan. His broad management ability is created with the successful management of several accounts for Broward County, Florida, including the Fort Lauderdale-Hollywood International Airport, Port Everglades, and Visit Lauderdale.

His work with the agency has included helping drive the historic success of the Visit Lauderdale account, pushing the destination to the highest visitation metrics in the destination's history through work recognized by VISIT FLORIDA as the best in the state and by Hospitality Sales and Marketing International and the top work in several categories internationally.

#### NOTABLE EXPERIENCE:

Visit Lauderdale | Ft. Lauderdale-Hollywood International Airport | Port Everglades | Planet Fitness | Adrienne Arsht Performing Arts | Nissan  
Bigo Auto Repair (Tbc Brand) | Univision Communications



### Thom Hart

CREATIVE DIRECTOR

#### PROFESSIONAL OVERVIEW

Pairing rock-solid design and illustration skills with a passion for creativity, Thom's artistic vision and innovative branding ability are invaluable assets to the Aqua creative team.

Early in his successful 25-year career in the industry, Thom quickly climbed the ranks from Graphic Designer to Assistant Creative Director at Tampa firms HLA Group and Paradise Advertising & Marketing, Inc.

Thom's work has consistently garnered Flagler Awards from VISIT FLORIDA, and Adrian Awards from Hospitality Sales & Marketing Association International.

He graduated Magna Cum Laude from the University of Central Florida with a B.A. in Art/Graphic Design and a minor in Business Administration.

#### NOTABLE EXPERIENCE:

The Greater Fort Lauderdale Alliance | The City of Punta Gorda | The City of Dunedin | The City of West Palm Beach | The Community of Pelican Bay, Florida  
The City of St. Petersburg | The City of Deltona | Nassau County, Florida | Pinellas County Economic Development  
Seminole County Economic Development | Naples, Marco Island, Everglades CVB | The Inn on Fifth | The Southwest Florida International Airport  
Visit Lauderdale | Destination Panama City | Emerald Coast Convention & Visitors Bureau | City of West Palm Beach, Florida  
Bradenton Area Convention & Visitors Bureau | Punta Gorda/Englewood Beach Visitor & Convention Bureau | Palm Coast and the Flagler Beaches  
Seminole County Convention & Visitors Bureau | Amelia Island Convention & Visitors Bureau | Pensacola International Airport  
Gulf Shores International Airport | Bangor International Airport | Port Everglades | Fort Lauderdale-Hollywood International Airport  
Broward County Cultural Division | Destin-Fort Walton Beach Airport | Tampa International Airport | Greater Tampa Chamber of Commerce  
Hotel Zamora, St. Pete Beach, FL | Tradewinds Island Resorts, St. Pete Beach, FL | Pinellas Suncoast Transit Authority | Manatee County Area Transit  
Daytona Beach International Airport | The Southwest Florida Museum



### David Deas

COPYWRITER

#### PROFESSIONAL OVERVIEW

David's creative talent knows no bounds. A seasoned copywriter from New York, he's made an indelible mark on iconic brands like Anheuser-Busch, Denny's Restaurants, and many more. Among his standout achievements? Crafting Royal Caribbean's game-changing global tagline: Destination Wow. The slogan captured the cruise line's disruptive strategy and sparked imaginations worldwide.

Not stopping there, David showcased his storytelling prowess penning hundreds of shore excursion scripts for Royal's Global Tour Operations. His career is adorned with accolades, including recognition from the ADDY Awards for his outstanding work with Seagram Americas and the Telly Awards for his contributions to General Motors.

#### NOTABLE EXPERIENCE:

Pensacola International Airport | Fort Lauderdale-Hollywood International Airport | Broward County Cultural Division | Visit Lauderdale  
Royal Caribbean International | Destination Panama City | Port Everglades | Seagram Americas | Denny's Restaurants | Cablevision | Bank United



### PROFESSIONAL OVERVIEW

Bold colors. Exciting fonts. Engaging photos. These are just a few of the elements that Devin uses to create breakthrough work for our clients. And while his designs are always sure to make an impact, they're also carefully on brand so each client's true essence can shine in the marketplace.

His experience spans everything from creating logos and integrated brand campaigns to innovative website development and design. After-hours, Devin enjoys playing softball, paddleboarding and binge-watching his favorite shows.

He holds a BFA from Louisiana State University.

## Devin Murry

ART DIRECTOR

### NOTABLE EXPERIENCE:

Pensacola International Airport | Fort Lauderdale-Hollywood International Airport | Visit Lauderdale | Port Everglades | Punta Gorda/Englewood Beach Visitor And Convention Bureau | Bradenton Area Convention And Visitors Bureau | Trinity Graphics | Potenza, Inc. | 360auto



### Amanda Zdzierak

ART DIRECTOR

#### PROFESSIONAL OVERVIEW

Amanda's creative journey began in a photography studio. Working as a studio assistant at Vernon Photography, she primarily helped with photo retouching and graphic design. Amanda graduated from the University of South Florida with a bachelor's degree in graphic design and went on to work at The Munce Group, a retail marketing firm, in graphic design. She spent the next six years as a freelance graphic designer working on projects for the Bradenton Area Convention and Visitors Bureau, Bright House Networks, Tracy Zych New York, Clearwater Harbor Magazine, and others.

Amanda's wealth of experience and a demonstrated ability to handle a wide scope of projects, from collateral to website design and development, and keen eye, is sure to enhance Aqua's award-winning design team.

#### NOTABLE EXPERIENCE:

Visit Lauderdale | Fort Lauderdale Hollywood International Airport | Port Everglades | The Emerald Coast Convention & Visitors Bureau  
The City Of West Palm Beach, Florida | The Bradenton Area Convention & Visitors Bureau | The Punta Gorda/Englewood Beach Visitor & Convention Bureau  
Volusia County Government | The City Of Punta Gorda, Florida | City Of West Palm Beach, Florida | Manatee County, Florida  
Daytona Beach International Airport | Destin-Fort Walton Beach Airport | Sarasota-Bradenton International Airport  
Tradewinds Island Resorts, St. Pete Beach, Florida | Manatee Performing Arts Center | City Of West Palm Beach Economic Development  
Pelican Bay, Naples, Florida | Fiddler's Creek, Naples, Florida | Chiles Restaurant Group | Sunscreen Film Festival | Paper Presence | Bright House Networks  
Tracy Zych, New York | Yanchuck, Berman, Wadley And Zervos Attorneys | AJ Associates, Inc. | Clearwater Harbor Magazine | The Dutcher Group



### PROFESSIONAL OVERVIEW

From filming live events to pitching, editing, and producing engaging social media content, Nicole's experience is impressive. At Home Shopping Network, she edited and composed compelling promo spots, interstitials and on-air elements for broadcast, mobile, digital, and social platforms, and collaborated with producers to bring creative ideas to life under tight deadlines. At Coastal Creative, she oversaw the creation of all video content from short form ads to full-length episodic series. At Aqua, her expertise means she delivers the editing magic that makes an unforgettable impact and achieves results for our clients. With Nicole's love of travel, dining and shopping, her interests are the perfect match for Aqua's many tourism and hospitality clients.

## Nicole Clements

VIDEO EDITOR/PRODUCER

### NOTABLE EXPERIENCE:

Visit Lauderdale | Fort Lauderdale-Hollywood International Airport | Port Everglades | Palm Coast and the Flagler Beaches | Destination Panama City | Daytona Beach International Airport | Punta Gorda/Englewood Beach Visitor & Convention Bureau | Pensacola International Airport | Home Shopping Network | Three Daughters Brewing | Twisted Indian | Accubrew | Supersports | Trade Pmr | Clark Electric | Vintage Post Marketplace | Gator Vision | WUFT News



**Andrew Hoffman**

**MEDIA DIRECTOR**

### PROFESSIONAL OVERVIEW

When it comes to increasing ROI and market share for Aqua clients, there is no guesswork with Andy at the helm. It's a given. His proven expertise comes from decades of orchestrating integrated marketing campaigns and achieving breakthrough results for such national brands as Holiday Inn Hotels, Northwest Airlines, Verizon Wireless and Toyota. He started his career in the Big Apple at Young & Rubicam and Saatchi & Saatchi, where he gained invaluable experience in the realms of domestic and international travel.

After moving to Florida, he continued to expand his skills on everything from managing a team of 20 media planners across the country to implementing procedures to maximize efficiency and optimization. When not living and breathing media, Andy enjoys the beach, traveling, cycling, sporting events, concerts, and spending time with his family.

### NOTABLE EXPERIENCE:

Visit Lauderdale | Port Everglades | Fort Lauderdale-Hollywood International Airport | Broward County Cultural Division  
Destin-Fort Walton Beach Airport | Bradenton Area Convention & Visitors Bureau | Punta Gorda/Englewood Beach Visitor & Convention Bureau  
Daytona Beach International Airport | Destin-Fort Walton Beach Airport | City of West Palm Beach, FL | Palm Coast and the Flagler Beaches  
Holiday Inn Hotels | Northwest Airlines | Trim Spa | Lennar Homes | Dish Network | Verizon Wireless | Toyota



### PROFESSIONAL OVERVIEW

Lauren started her career in advertising, where she negotiated and maintained buys for multiple accounts, campaigns, and media channels. She then advanced to work for Rooms to Go, where she spearheaded National multi-million-dollar broadcast and cable buys. As part of the media team at Aqua, she puts her knowledge and experience to work to ensure clients receive the best placements and exposure, from television to digital and everything in-between.

Lauren is a graduate of the University of Florida with a B.A. in Advertising and a minor in Business.

## Lauren Cuff

MEDIA SUPERVISOR

### NOTABLE EXPERIENCE:

Visit Lauderdale | Port Everglades | Fort Lauderdale–Hollywood International Airport | Broward County Cultural Division | Bradenton Area Convention & Visitors Bureau | Punta Gorda/Englewood Beach Visitor & Convention Bureau | Rooms To Go | McDonald's | Badcock Home Furnishings | Niemann Foods



### PROFESSIONAL OVERVIEW

Chip leads digital strategy and analytics at Aqua, using data to drive smarter marketing decisions and measurable results. He has played a key role in the development and oversight of websites for FlyVPS, Pelican Bay, and the Volusia ECHO Program, ensuring strong UX, integrations, and performance.

Prior to Aqua, he managed dozens of web projects across tourism and government sectors with a national agency. His ability to bridge strategy, design, and technology makes him an invaluable asset across all phases of digital execution.

## Chip Futch

DIRECTOR OF INTELLIGENCE  
AND DEVELOPMENT

### NOTABLE EXPERIENCE:

Pensacola International Airport | Gulf Shores International Airport | Daytona Beach International Airport | Fort Lauderdale-Hollywood International Airport  
Destin-Fort Walton Beach Airport | Visit Lauderdale | Volusia County, Florida | Destination Panama City | Port Everglades | Broward County Cultural  
Division | Punta Gorda/Englewood Beach Visitor & Convention Bureau | Palm Coast and the Flagler Beaches | Pelican Bay, Naples, FL | Fox Sports |  
Discovery | A&E | CBS Sports | MTV | Busch Gardens



### PROFESSIONAL OVERVIEW

Tim is well known for web solutions that are beautiful, functional, and modern, believing that technology should never get in the way of simplicity and usability. This philosophy has resulted in designs that serve their intended purpose while avoiding the technology frustration that has become commonplace in the web development industry.

Tim believes it is his responsibility to take a client's vision and turn it into a reality through no-nonsense, creative solutions that work.

## Tim Sinclair

WEB DEVELOPMENT

### NOTABLE EXPERIENCE:

Destin-Fort Walton Beach Airport | Daytona Beach International Airport | The Bradenton Area Convention & Visitors Bureau  
The Seminole County Convention & Visitors Bureau | The Punta Gorda/Englewood Beach VCB | City Of West Palm Beach, Florida  
Naples, Marco Island & The Everglades Convention & Visitors Bureau | Pelican Bay, Naples, Florida | City Of Deltona Economic Development  
The Salvador Dalí Museum (St. Petersburg, Florida) | Encore Resorts | Thousand Trails RV Resorts | The Bank Of Tampa | Tampa Bay Buccaneers



### Mady Dudley

PUBLIC RELATIONS DIRECTOR

#### PROFESSIONAL OVERVIEW

Meet Mady Dudley, a seasoned public relations professional with a knack for crafting strategic PR and integrated communications initiatives that help to increase awareness and create buzz for the brands and clients she works with. Her career includes roles as PR Account Supervisor at Codeword, Director of Public Relations at Red Rooster PR and Public Relations Account Executive at Paradise Advertising & Marketing, where she represented clients like JW Marriott Marco Island, Visit Indian River, Navarre Beach, The Vinoy Renaissance, The Dalí Museum and more.

Among her notable achievements, Mady worked her magic for Google ideating earned media amplifications. At the same agency, she helped to achieve the #1 share of voice spot amongst competitors thus catapulting referral traffic for another client by a remarkable 25% in just 90 days.

When not dazzling the PR world, Mady enjoys quality moments with loved ones, practicing yoga, dancing, and exploring the world's diverse cultures and cuisines. At Aqua, Mady's exceptional skills shine by consistently delivering impressive results and skillfully nurturing client and media relationships.

#### NOTABLE EXPERIENCE:

The Daytona Beach International Airport | The Punta Gorda/Englewood Beach Visitor & Convention Bureau | Pensacola International Airport  
Google | Navarre Beach | The Dalí Museum | The Vinoy Renaissance | JW Marriott Marco Island | Visit Indian River | Seminole County



**Lexi Floyd-Nye**  
SOCIAL MEDIA DIRECTOR

### PROFESSIONAL OVERVIEW

Meet our social media dynamo, Lexi Floyd-Nye, a seasoned marketing and communications professional with an impressive 11-year career encompassing the corporate, non-profit, and small business sectors, including a noteworthy tenure at Keller Williams Realty, where she adeptly managed five offices in Tampa Bay.

In addition to her professional achievements, Lexi is a dedicated wife and mother of two children: an energetic 4-year-old, Harrison, and an adorable 1.5-year-old, Channing. Beyond her family commitments, she co-founded The EverMom Collective, a local haven for moms in every season of motherhood.

Beyond work, Lexi channels her energy into running by the waterfront and advocating for LGBTQ+ families. With Lexi on board, we're taking our marketing game to the next level, one passionate post at a time.

### NOTABLE EXPERIENCE:

The Daytona Beach International Airport | Volusia County | The Punta Gorda/Englewood Beach Visitor & Convention Bureau | Pensacola International Airport | Keller Williams Realty | CASK Construction | Children's Home Network | Temple Beth-El | St. Pete Porchfest | Historic Roser Park | The EverMom Collective



### Angela Adamo

TRAFFIC MANAGER

#### PROFESSIONAL OVERVIEW

With more than 15 years of experience in marketing, advertising and project management, Angela is not daunted by Aqua's fast-paced environment. In fact, she thrives in it. Her expertise lies in establishing and meeting strict timelines for creative campaigns, and she has orchestrated workflows for some of the biggest brands out there.

While at Tech Data Corporation, one of the world's largest distributors of technology products and services, she managed the creation, production and launch of marketing and advertising campaigns for global brands like Google, Apple, and Verizon. In the beginning of her career, she served as a graphic designer and brings her knowledge of what it takes to create breakthrough work to ensure our teams do just that.

#### NOTABLE EXPERIENCE:

Visit Lauderdale | Pensacola International Airport | Destination Panama City | Gulf Shores International Airport | Volusia County | Port Everglades  
Fort Lauderdale Hollywood International Airport | Broward County Cultural Division | Destin-Fort Walton Beach Airport | Volusia County, Florida  
The City Of West Palm Beach, Florida | The Bradenton Area Convention & Visitors Bureau | The Punta Gorda/Englewood Beach Visitor & Convention Bureau  
Daytona Beach International Airport | Pelican Bay, Naples, Florida | Ultimate Medical Academy | Tech Data Corporation | Outback Steakhouse

## TEAM AND STAFFING

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### **Primary Account Manager/Point of Contact**

The Agency anticipates that Account Director, Travis McClure, will service as the Account Manager and Point of Contact for the account. He will be backed up by Kaniel Bramnick, and assisted by Fran Vaccaro.

All of their resumes are shown above.

### **Description of Subcontractors to be Utilized**

As a fully integrated, full-service marketing communications firm specializing in the delivering of services to cities and counties, the agency provides all services needed under one roof and does not anticipate the need to utilize subcontractors in order to perform its work.

# TECHNICAL APPROACH



Detailed description of how the vendor will approach each element of the Scope of Work

As an experienced provider of governmental marketing and communications services, Aqua deeply understands the requirements of the Scope and can be expected to provide proactive, comprehensive delivery of all services.

Upon award, the agency usually holds a client/agency “kickoff meeting” where the following is accomplished:

- Introduction of agency staff and the sharing of contact information
- The appointment of a single point of agency contact for the City, along with the contact’s backup, ensuring redundancy and 24/7 on-call response
- A review of the City’s previous efforts, standards and guidelines, existing archive, methods of working, and procedures
- A review and discussion of any upcoming or immediate needs or dates
- Setting convenient, ongoing dates for scheduled Agency/Client meetings
- Ascertaining of budgets
- Review of any billing or reporting requirements
- The setting up of the Client’s custom marketing/communication performance dashboard, providing the Client with 24/7 access to reporting

Specifically, our approach for each element of the Scope of Work is detailed as follows:

## **Photography and Video Services**

The provision of Photography and Video Services starts with the establishment of an overall Planning Calendar. The Calendar is part of the overall Account Plan which is available for client review online at any time. Elements of the calendar include items such as:

- Day and time of planned assignments
- Equipment plan
- Staffing plan
- Budgeting

## **Pre-Production**

For each assignment or event, the agency typically holds a “pre-pro” meeting prior. Meetings can occur during typical agency/client meeting times. Pre-pro should involve on-site review of location. The pre-pro defines all City expectations, defines Agency duties, responsibilities, and desired outcomes.

## **Day of Duties**

Day of Agency duties usually involve:

- Client check-in and any last-minute planning or adjustments
- Identification of individuals being photographed
- Obtaining releases



## Post-Shoot

- The Agency will provide high-resolution digital images within 48–72 hours of the event, along with all releases and people/subject identification. If needed, a meeting for client review and discussion will take place.
- Edited video content will be provided in multiple formats suitable for broadcast, web, and social media distribution. Raw footage will be archived by the agency and made available at any time upon request.
- Post event Client/Agency meeting with discussion and analysis.

## Social Media Advertising and Management

- Social Media Advertising and Management starts with establishing goals, objectives, audience definition, ascertaining the assigned budget, and the Agency's review of any City policies pertaining to Social Media Advertising and Management.
- The Agency then devises a plan for Client review and approval which includes the recommended platforms and a calendar/flow chart with assigned spending budget/limits. The agency recommends content/creative with timelines or calendar for client review and production.
- The agency provides daily and weekly monitoring and optimization, with adjustments in real time.

- Performance reporting and analysis are provided monthly with quarterly and annual in-person recap reports.
- City staff will have 24/7 access to agency's performance dashboard.

## Media Buying Services

- Media Buying Services start with establishing goals, objectives, audience definition, ascertaining the assigned budget, timing/duration of media, and the Agency's review of the City's policies pertaining to Paid Media.
- The Agency then provides a Paid Media Plan that is reviewed and approved by city. The plan includes recommended paid media outlets and media flow chart, along with targeted performance metrics.
- The Agency will provide recommended content/creative with timelines and a calendar for client review and production. Agency will be responsible for trafficking all content.
- Agency will heavily negotiate all buys. NOTE: Agency will achieve a minimum of 50% added value through its negotiations. Negotiations may also result in alternative offerings to City or additional media packages.
- The Agency will perform weekly performance monitoring and recommend any adjustments, based on media performance.



- Performance reporting and analysis will be provided monthly with quarterly and annual in-person recap reports.
- All ending budget reports will be exact, and tied to the penny.
- City staff will have 24/7 access to agency's performance dashboard.

## **Content Creation (Ad-Hoc)**

Typically, unplanned or on-call creative (unlike planned creative mentioned above), is usually revealed by the client and discussed and planned in weekly Client/Agency meetings. However, the Agency understands that needs may arise at any time, and is responsive on a 24/7 basis.

Typically, ad-hoc creative and production involves:

- The Client making the Agency aware by notifying their assigned Account Contact
- The Account Contact will review the assignment with the Client, determining:
  - *Assignment Goal/Purpose*
  - *Message*
  - *Budget*
  - *Due date(s)*
  - *Any requirements, such as production vendors*

- All discussion regarding the assignment is documented through a Meeting Report provided to the Client within 24 hours of the meeting.
- The Account Contact holds a meeting with Agency Staff.
- The Client is provided a number of choices for message development for its consideration.
- If necessary, the Agency will bid any production to qualified vendors.
- Upon Client selection and approval of messaging and any vendor bids, the Agency will proceed to production, supervising any production vendors.
- The work of any vendors is proofed by the Agency as well as the Client.
- Upon completion, work is released to appropriate channels, and archived.
- Work is billed to the Client per agreed terms or requirements.



## Print Design Services

- Prior to performing any assignments, the Agency will perform a review of the City's previous efforts, standards and guidelines, any existing archive, methods of working and procedures. Each specific job will usually be discussed and/or reviewed at the weekly meeting.
- The Agency will provide a production plan or calendar for all known assignments as well as any individual assignments.
- Each assignment starts with establishing goals, objectives, audience definition, messaging assigned budget, timing/duration. Any previous vendors to be considered are discussed. Delivering or warehousing instructions are ascertained.
- The Agency then provides initial designs and writing, with options for the Client to consider.
- If necessary, the Agency will bid any production to qualified vendors.
- Upon Client selection and approval of messaging and any vendor bids, the Agency will proceed to production, supervising any production vendors.
- The work of any vendors is proofed by the Agency as well as the Client.
- Upon completion, work is released to the appropriate channels or delivery contacts, and/or warehouse.

- All files archived, per plan
- Work is billed to the Client per agreed terms or requirements.

## Project Management and Collaboration

- Management and collaboration usually starts with the Agency's review of the City's previous efforts, its standards and guidelines, any existing archive, methods of working and procedures.
- After a brief period of orientation and planning, the Agency provides a Comprehensive Account Plan (i.e., "Content Calendar"), delineating all activities, buys, production, etc.
- The Agency typically holds weekly meetings with each client, organized through the assigned Account Contact. That said, the Agency is available on a 24/7 basis.
- Each weekly meeting involves:
  - *A status review of the Comprehensive Account Plan*
  - *A review of current projects and deliverables*
  - *A discussion of upcoming events, assignments, and Client needs*
  - *The addressing of any Client issues or concerns*
  - *Coordination regarding upcoming deadlines, reviews, or deliverables*



- An Agency Single Point of Contact is assigned to each client. That point of contact is responsible for all agency functions and performance, and represents the Agency to the Client.
- The Agency Contact will have an assigned backup, thoroughly familiar with the Client and up to speed on the status of all issues regarding the Client.
- The Agency provides reporting and analysis of all work on a monthly basis, with quarterly and annual Agency performance presentations to the Client.
- All billing occurs, per Client requirements, on a monthly basis.

## Content Calendar

The Comprehensive Account Plan (i.e., “Content Calendar”) is devised by the Agency through discussions with the Client at the start of the relationship. It becomes the guiding NorthStar for all agency efforts and a cohesive point of Client/Agency direction and agreement.

Working with City staff, the Agency will develop the overall planning calendar to include all items and actions to be performed by the Agency. Items typically include:

- Ongoing and significant Client event dates
- All known/planned Photography and Video dates
- Social Media plan with platforms and run dates

- Paid Media plan with outlets and platforms along with run dates
- Print design/production/collateral dates
- Schedule Social Media posts

The Account Plan is available to be Client and Agency staff for review or adjustment online on a 24/7 basis. The Agency will proactively update and adjust the plan after each Client/Agency meeting (at a minimum, once a week).



## Proposed Methodology for Project Management and Communication

### 1 Discovery, orientation, and planning

The Agency initiates their service through a deep dive into the client, its history, how it has approached marketing communications needs, what its upcoming needs are, etc. During this phase, we gain input to devise a long-term Account Plan which results in Content Calendar Creation. Through every step of the process, we meet, listen, and collaborate with the client.

### 2 Content Calendar monitoring and review

Once created and approved, the agency executes all items, functions and activities as outlined on the Content Calendar. The Agency reviews the Calendar/Work Plan daily for status and progress, utilizing its in-house Traffic Manager and traffic management platform. The calendar and its status drive much of the content of the regularly scheduled meetings between the Client and Agency.

### 3 Regularly Scheduled Client/Agency meetings

The Agency meets with all clients once a week at a set day and time, but if the City would prefer, less frequent check-ins can be arranged. Although the Agency meets with Clients on a regular basis, contact can occur at any time, with the Agency available on a 24/7 basis.

### 4 Dedicated team and Single Point of Contact

The Agency assigns a dedicated team which it maintains on the account long-term and whose members are expected to deeply understand and know the City, its staff, issues, and needs. That team is headed by an Agency assigned Single Point of Contact who, with a redundant backup staffer, coordinates all aspects of the Agency's services, Client response, and Client/Agency collaboration.

### 5 Turnkey campaign execution with Client collaboration

All execution of Agency services are performed turnkey by Agency staff. If any vendors are deemed necessary, the Agency recommends vendors for bidding, manages bidding on behalf of the City, and once those are approved, supervises and manages those vendors. All Agency assignments are timelined with scheduled time posts for Client involvement, including input, concept review, pre-production or pre-event review, outcomes review and more. No work proceeds at any time without client review and written approval.



## Proposed Methodology for Project Management and Communication

### 6 24/7 access and responsiveness

Although Aqua provides thorough account planning and management, as an experienced provider of governmental services, we know that things come up and need to be handled immediately. From crisis communication to rare opportunities, the Agency and its staff are available at all times and immediately responsive.

### 7 Monitoring, analysis, optimization, and reporting

Aqua understands the need to be accountable and transparent at all times while insuring the highest possible ROI. The agency provides comprehensive monitoring platforms for all of its services, allowing for complete review and analysis of all marketing communications initiatives at all times. A customized Client dashboard is assigned for all Clients with access available on a 24/7 basis. The Agency monitors and optimizes all functions on a daily and weekly basis. Agency reporting occurs once a month, with quarterly in-person reviews and discussion. At the end of the budget year, a complete Wrap Report is presented summarizing all activities and results and ensuring accurate budget reconciliation.

# TECHNICAL APPROACH



## Sample Content Calendar Format

As an integrated, full-service firm, our Content Calendars show all agency functions and can be as extensive or detailed as the Client prefers. Each is maintained online and accessible to the Client and Agency staff at all times. A sample of one client's calendar is shown below.

GFL FY22 INTEGRATED CALENDAR											
LEISURE	OCTOBER	NOVEMBER	DECEMBER	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	SEPTEMBER
SEASONALITY (VISITOR SEASON)	Fall			Winter			Spring			Summer	
SEASONALITY (LEAD TIME/EXECUTION)	Winter			Spring			Summer			Fall	
YEAR-ROUND DEMOGRAPHIC TARGET	Adults, including millennials and couples focusing primarily on women (age 25-54), HH \$125K+; Multicultural travelers and families with one or more children at home, (age 25-54), HH \$125K+; Secondary target of Adults 35+, Multicultural travelers, HH \$125K+, LGBT+ travelers, HH \$150K+ and Luxury travelers HH \$250K+										
SEASONAL DEMOGRAPHIC TARGET	Writer: Couples, focusing primarily on women (age 40-54), HH \$125K+										
SIGNATURE SPONSORED EVENTS	FLIBS 10/27-31 Tortuga 11/12-14 PRIDE 11/20-21	Audacy 12/4-5 Winterfest 12/11 Caribbean Food & Rum Festival 12/12	GFL FAM 1/10-16 Seaglass 1/21-23 KONTE Broward 1/26-30	Las Oas Art Fair 1/8-9	Ren Fiest 2/5-3/30 Third World 2/6	Las Oas Art Fair 3/5-6	Tortuga 4/8-10 Air Show 4/20-5/1	NTTV 5/1-7 F1 Miami 5/6-8 Senior Games 5/10-23	Stonewall PRIDE 6/18	FlockFest 7/8-10	Cricket Event 8/6-8/7
OTHER SPONSORED EVENTS	Brazilian Fest 10/8-9										
AD MESSAGING	Cocktail Connoisseurs Captains Thrill Seekers			Cocktail Connoisseurs Captains Thrill Seekers Family			We Are VL Cocktail Connoisseurs Captains Thrill Seekers Family			LauderDeals We Are VL Cocktail Connoisseurs Captains Thrill Seekers Family	
WEBSITE ARTICLES & CONSUMER E-NEWSLETTER	Halloween Fun Family Getaway New Art Upcoming Events	Holiday Festivities Distilleries Bachelor/Bachelorette Parties Thrill Stores	Santa Sightings Spokenvase GFLWFP Seaglass FLA Live Trip	Where To Exercise Outdoors Around the World in 80 Dishes #PlanForVacation Day Ignite Broward Veteran's Day Black History Month	Spring Break Planning How To Rein-Fest Group Dining Experiences St. Patrick's Festivities	How To Do Tortuga Hunting for Easter Fun Broward Buss Air Show	Eco-Friendly Guide April Fishing Report Mother's Day Outdoor Dining	What's New - Deerfield Beach May Fishing Report Memorial Day Caribbean Heritage Month	LauderDeals PRIDE Month What's New - Pompano 4th of July June Fishing Report	LauderDeals Indoor Family Activities What's New - Hollywood July Fishing Report Bugfest	Unique Things To Do Dine Out Lauderdale Spa Days Welcome Beach-Lovers Labor Day August Fishing Report
BI-ANNUAL DESTINATION MAGAZINE PARTNERSHIP PROGRAM	On Hold Pending Legal Approval										
LGBT+	On Hold Pending Legal Approval										
MAJOR CONFERENCES / TRADE SHOWS	GFL LGBT Chamber WE Trade (Bogota)	National LGBT Chamber (D.C.)	VACAYA Cruises New York Times Travel Show			World Travel & Tourism Council	National Diversity & Leadership	CONNECT Las Vegas	Travelability Conference 6/1-7 (Richard speaker) LGBT+ Tourism Forum (Broward)		Carnival Week 360 Network National LGBT Chamber
MULTICULTURAL											
MAJOR CONFERENCES / TRADE SHOWS											
ACTIVATIONS	100 Black Men of America Mike Mayo's Lunchbox Podcast (weekly live segments)										
MEETINGS											
MAJOR CONFERENCES / TRADE SHOWS	IMEX America MPI Thought Leaders	IAEE	VF Florida Encounter PCMA	Pending Legal Approval							
PARTNERSHIP PROGRAM											
SPORTS & ENTERTAINMENT											
MAJOR CONFERENCES / TRADE SHOWS	AUI ACES	SportAccord	eSports Summit	AAU HQ Visit Sports Express		World Congress of Sports Sunshine Sports Council Tourism Day Florida Sports Foundation		CONNECT Diversity Sports Summit Florida Sports Foundation ESFA			CONNECT Sports Marketplace FFEA National Sports Forum Tour Connection
TRAVEL TRADE											
MAJOR CONFERENCES / TRADE SHOWS	Brand USA Travel Week	Signature Travel Network CruiseWorld		Florida Huddle	ITA Program Launch		CLR Cruise Study		GTM West	US Travel Assoc IPW	GTM ASTA ASAE
LAUDERDALE LOCALIST											
PUBLIC RELATIONS											
RELEASES	FLIBS	Pride Fort Lauderdale	Audacy / Caribbean Food & Rum Festival / Winterfest	Greater Fort Lauderdale Food & Wine Festival / L&W DMAGgeggi / Seaglass	Ren Fest / Best Gardenias / Gouyaines Spots in GFL	Las Oas Art Fair / Of the Beaten-Path Art Shows in GFL	We Are VL	F1 Miami / Senior Games	LauderDeals	Flock Fest	Back-to-School / (Weekend Family Activities, etc.)
TRAVEL	What's New in 2022										
TRADE	New Year, New You / Shed the Winter Weight in Sunny Greater Fort Lauderdale										
INDUSTRY EXPERT	Getting Ready for the Holiday Travel Season										
VF	Give the Gift of Travel to GFL										
LOCAL BRAND AMBASSADOR PROGRAM	Historical Florida by Boat - Deerfield Island Park, Cape Canaveral Old Florida Gems - Barnett House, Stranahan House, Fort Lauderdale Historical Society, etc. Black History Month / Black and Brown Owned Businesses GFL Fun & Exotic Wildlife - Flamingo Gardens, Hugh Taylor Birch State Park, LBTS, etc. Ecolourism in GFL - Restaurants, Museums, etc. Luxury Experience in FL										
SOCIAL MEDIA	Prerogram being TBD										
MONTHLY CONTENT FOCUS	FLIBS / Fall themed content	Tortuga Music Festival / Las Oas Wine & Food Festival / Pride Fort Lauderdale & Fall Themed content	Audacy Beach Festival / Winterfest / Caribbean Food & Rum Festival and holiday themed content	Greater Fort Lauderdale Food & Wine Festival / Seaglass Experience Festival / What's New in 2022 content & Winter in Florida / Themed content / Ignite Broward	Romance themed content / Valentine's Day themed content	Spring themed content / Disney on Ice	Tortuga Music Festival / We Are VL	Formula 1 / Mother's Day themed content / Mezzal Event / National Senior Games	Summer themed content / Father's Day themed content / Pride Month themed content / LauderDeals	Flock Fest / Summer themed content	Focus on upcoming Fall activities and events / weekend family vacations
INFLUENCER ACTIVATIONS	FLIBS Visit Lauderdale VIP influencers, influencers share content covering event	Caribbean Food & Rum influencers, influencers shared pre-event content	Greater Fort Lauderdale Food & Wine Festival influencers, invite influencers to event, recommended by client	Work with Samantha & Ryan Leony, utilize to feature Greater Fort Lauderdale as a romantic destination (i.e. Riverfront Gondola tour, romantic restaurants)	Work with Onaka Rajagopal, utilize to feature Greater Fort Lauderdale as a luxury family-friendly and Springtime destination (i.e. W Fort Lauderdale, Dalmir, Flamingo Gardens, Bonnet House, Butterfly World, etc.)	Tortuga Music Festival, write influencers to attend event and share pre-event content as well as content covering the event	Work with Madeleine Schroeder- Welfenbach, utilize to feature Greater Fort Lauderdale as a luxury destination and reach German and Swiss audiences (i.e. Four Seasons Fort Lauderdale, The Ritz Carlton, etc.); Work with influencers on Formula 1	Work with Cynthia Andrew, utilize to feature Greater Fort Lauderdale as a family-friendly Summer destination (i.e. Lago Mar Beach Resort, Margaretville Hollywood Beach Resort, etc.)	Work with Scott Eddy, utilize to feature Greater Fort Lauderdale's outdoor activities, hotels, etc. (working concept)		
AWARDS RECOGNITION	Submit										
ADRIAN AWARDS											
FLAGLER AWARDS											
HERMES AWARDS											
ESTO AWARDS											
QUARTERLY MEETINGS											
MAC	11/17										
TDC	11/9										



CALENDAR LINK

bit.ly/AQUA-Calendar

To see the example calendar in full view, click on the image, click on the URL provided, or scan the QR code shown.



## Description of Tools and Technologies to be Utilized

Beyond the typical tools used by the majority of marketing communications firms, Aqua employs a number of proprietary tools and technologies that assure productivity, review, and ensure ROI. Some of the Agency's tools with descriptions are as follows.

### Enterprise-Wide

**AquaIntel<sup>SM</sup>** – The Agency's own, proprietary dashboard system, custom-designed for each client, tracking, correlating, and reporting all agency efforts for each client.

**Workamajig** – Enterprise-wide Agency platform for all project management and trafficking.

**Microsoft Suite** – Including Word, PowerPoint, Excel, Teams.

**Maestro** – Microsoft Teams component for recording and reporting all meetings within Microsoft Teams.

**DAM/Media Archive** – Internal redundant server for media archive and archiving to external drives .

**A.I. Platforms** – Claude, Grok, Perplexity, ChatGPT.

### Paid Media

**Xeniq<sup>SM</sup>**– Aqua's own internal media management/tracking/reporting system. It also enables deep, AI-assisted analytics for a website, including recommended schema updates (AEO), SEO updates, as well as forecasting.

**StackAdapt**– Agency-managed platform for executing and managing online programmatic advertising across Native, Display, Video, Place-Based, Geo-Fencing, and other campaigns.

**Google Ads** – Platform utilized for the creation, set up, management and report of online advertising.

**In Ads Campaign Manager** – For all LinkedIn Advertising campaigns.

**Meta Ads Manager** – For Facebook, Instagram, Threads, Messenger, and audience network.



## Website Management

**CARTIQ<sup>SM</sup>** – Aqua’s proprietary mapping platform, offering robust and highly customizable mapping capabilities for client websites. The platform provides direct integration with ArcGIS and other API-based geospatial systems for real-time data retrieval, and supports both point and shape data visualization.

**LIMA<sup>SM</sup>** – Aqua’s own proprietary, AI-enabled listing management system, designed to support clients with diverse stakeholder ecosystems and multilingual audience requirements.

**Commonlook by Allyant** – Provides software solutions to create, remediate, and verify accessible PDF documents and forms in compliance with WCAG, Section 508, PDF/UA, and HHS standards.

**WCAG 2.1 AA and ADA Compliance** – Aqua delivers WCAG 2.1 AA-compliant Drupal themes and workflows with proven Section 508 delivery.

## Social Media

**Sprout Social** – Platform utilized for the Social Media scheduling, publishing, listening, community management, analytics, and reporting.

**CapCut** – Video editing platform utilized for editing Social Media video.

**Canva** – Visual suite and online design tool used for Social Media.

**Meta Business Suite** – For the creation and management of Facebook social media campaigns.

## Creative/Design

**Adobe Creative Suite** – Visual creation, design and editing software including, Illustrator and Photoshop.

**Adobe Premiere** – Video editing software.



### 3 | Specific Related Experience



## CASE STUDY #1

### Visit Lauderdale

Richard Gray - Senior V.P of Diversity  
1700 S.E. 17th Street  
Fort Lauderdale, FL 33316  
(954) 914-3771  
Prime Contractor  
2020-2025

## CASE STUDY #2

### Punta Gorda/Englewood Beach Visitor & Convention Bureau

Sean Doherty - Executive Director  
1700 Tamiami Trail, Suite G2  
Port Charlotte, FL 33948  
(941) 258-2491  
Prime Contractor  
2013-Present (2026)

## CASE STUDY #3

### Destin/Fort Walton Beach Convention & Visitors Bureau

Jennifer Adams - Executive Director  
1540 Miracle Strip Pkwy SE  
Fort Walton Beach, FL 32548  
Prime Contractor  
2015-2018

## CASE STUDY #4

### Daytona Beach International Airport

Joanne Magley - Director of Marketing and Guest Experience  
700 Catalina Drive  
Daytona Beach, FL 32114  
(386) 822-5062  
Prime Contractor  
2019-Present (2026)

## CASE STUDY #5

### City of West Palm Beach

Chris Roog - Director of Economic Development  
401 Clematis Street  
West Palm Beach, FL 33401  
(561) 262-6901  
Prime Contractor  
2013-2021

## CASE STUDY #6

### City of Dunedin

Bob Ironsmith - Director of Economic Development  
737 Loudon Avenue  
Dunedin, FL 34698  
(727) 298-3204  
Prime Contractor  
2012-2015



### CASE STUDY #7

#### **City of Punta Gorda**

Donna Peterman - Director of Communications

326 W. Marion Avenue

Punta Gorda, FL 33950

(412) 576-1720

Prime Contractor

2015-2018

### CASE STUDY #8

#### **Cooper's Hawk Winery & Restaurants**

Tim McEnry - President and CEO

3600 Lacey Road, Suite 1000

Downers Grove, IL. 60515

Prime Contractor for Florida store openings

2015-2018

### CASE STUDY #9

#### **Broward Cultural Division/IGNITE Broward**

Meredith Clements - Business Development Director

100 S. Andrews Avenue

Fort Lauderdale, FL 33301

(954) 357-7457

Prime Contractor

2022-2025



## Visit Lauderdale CVB

There are many great American visitation destinations, but only a few have risen to the level of “iconic.” When Visit Lauderdale (Greater Fort Lauderdale Convention & Visitors Bureau) decided it was time to take their destination to the next level, they chose the one agency with the track record and expertise to move them forward – Aqua.

### A Bold Vision

The competition included some of the nation’s biggest and strongest marketing firms but our unmatched record of creating Florida destination brands and achieving historic visitation results ensured the perfect partner for Greater Fort Lauderdale’s bold vision for their future. Aqua was awarded the intended advertising account, along with the public relations and social media account work. The scope of the entire account included Visit Lauderdale, Port Everglades, Fort Lauderdale-Hollywood International Airport (FLL), and the Broward County Convention Center. The previous agency had positioned the destination as “Florida’s discount destination” and marketed only to adjacent counties.

Once officially named the agency of record for Visit Lauderdale, we launched headfirst into creating exceptional new work, programs, and brand approaches for the destination, improving KPIs and ROIs almost immediately. We recognized the need to balance their marketing approach by targeting a higher net worth audience in more distant markets of lift. We launched crisis management

initiatives to guide them through the pandemic, created a campaign to entice a new niche market of luxury travelers, and most important, created and developed an entirely new destination visitation brand, positioning the area as affluent, fun, quirky, inclusive, sexy, and provocative.





### **Welcome to Whatever Floats Your Mega Yacht**

The new branding “Welcome” campaign used new photography and videos that boldly invited travelers to consider visiting the evolved Greater Fort Lauderdale, highlighting its new cosmopolitan offerings. Each ad in the campaign welcomed different travelers, from thrill-seekers and chill-seekers to cocktail connoisseurs and culinary explorers, reinforcing the positioning that the destination welcomes everyone under the sun.

The ads showed diverse visitors enjoying diverse experiences signature to Greater Fort Lauderdale, from cruising the world’s yachting capital to revelry at a chic rooftop bar. Some ads had a provocative edge to further entice prospects to visit the landing page to learn more. The audience was strategically targeted and effectively reached through a variety of publications offering print, digital, video, and social components, and included boating-themed and high-end publications. Digital components included emails, advertorials, home page takeovers, oversized banners with videos, native articles and Facebook and Instagram ads.

### **Welcome Everyone Under the Sun**

Stacy Ritter, President/CEO of Visit Lauderdale, and other leaders on the CVB team felt passionately about the area’s diversity, inclusivity, and accessibility. And the new brand campaign reflected that. “This campaign goes to the heart

of what makes our community great – the people and our diverse offerings. We now have a strong campaign that truly reflects who we are and shows how special Greater Fort Lauderdale is in every bold, beautiful, and surprising way,” says Ritter. “We are graciously welcoming everyone, and I mean everyone, to come join us and experience our tropical paradise rich with culture, flavor, and unique experiences. Our diversity is our strength, and we are proudly telling this story to the world.”

The destination’s commitment to inclusion is front and center with ads starring locals with disabilities, members of the area’s LGBT+ community (Greater Fort Lauderdale is Florida’s LGBT+ capital), people of a diverse age range and various racial and ethnic identities. People from more than 170 countries speaking 147 languages call Greater Fort Lauderdale home. Together, they make up the rich tapestry of Greater Fort Lauderdale, 31 municipalities strong. They are the welcoming committee for anyone and everyone who comes to visit.

**Welcome**  
**EVERYONE UNDER THE SUN**



## #2 in Florida

The campaign exceeded all expectations and produced tremendous results: Greater Fort Lauderdale had the second highest leisure occupancy in Florida, which surpassed the destination's major contenders within its competitive set, including Orlando, Miami, and Palm Beach/West Palm Beach. The destination's increase in hotel demand also surpassed Orlando, Miami, and Palm Beach/West Palm Beach. The campaign took home several awards, including the coveted "Henry" (best of category) for print advertising and special event/PR at the annual VISIT FLORIDA Flagler Awards, solidifying the destination's new dominance as a leading draw for visitors in Florida.

## Going Viral

Additionally, the campaign generated unprecedented buzz organically – the press and public reacted, and it took off and went viral. It garnered earned press coverage in both the Sun-Sentinel and the Miami New Times publications. From there, the story was then picked up and syndicated to numerous outlets including The Bakersfield Californian, The Kansas City Star, The News Tribune, Marietta Daily Journal and more for a total estimated viewership of over 19 million.

Additionally, other top earned, press garnered highlights included those from Miami Herald, MSN, Yahoo! News, Newsmax, Florida Trend, Travel Pulse, Multicultural Travel News, Travel Industry Today, and Business News Index. In

total, the circulation for the year had a total estimated ad value of \$2.6 million.

## #9 in Nation

Greater Fort Lauderdale's percentage of change suddenly was outpacing Miami, Palm Beach/West Palm Beach, Orlando, and Tampa/St. Petersburg. The destination was ranked 9th nationally and ranked 10th for hotel demand nationally.

## RESULTS

TAX COLLECTIONS  
**UP 33%**

AVERAGE  
DAILY RATE  
**UP 24%**

HOTEL REVENUE  
**UP 38%**

REVPAR  
**UP 27%**



## Welcome

EVERYONE UNDER THE SUN

Welcome thrill-seekers and chill-seekers and kids of all ages. One of the world's most welcoming destinations awaits in Greater Fort Lauderdale with miles of golden beaches and scenic waterways, cosmopolitan dining and nightlife, amazing Everglades eco-tours and more. Come share unforgettable moments in a beach playground unlike any other.

Plan Your Adventure at [VisitLauderdale.com](http://VisitLauderdale.com)

## Welcome

TO MOMENTS YOU'LL NEVER FORGET

In Greater Fort Lauderdale, carefree beach days are just the beginning. Share the excitement of an Everglades airboat ride, or exploring Flamingo Gardens, Butterfly World and fascinating museums. Your beach playground awaits with unforgettable fun for everyone in your family. And we can't wait to welcome you.

Plan Your Adventure at [VisitLauderdale.com](http://VisitLauderdale.com)

Print Ads



## Welcome

TO WHATEVER FLOATS  
YOUR YACHT

24 miles of coastline. 300 miles of waterways. And too many temptations to count. Come see what's new in Florida's shimmering playground, from world-renowned hotels to cosmopolitan dining and nightlife. Plan your adventure at [VisitLauderdale.com/Welcome](http://VisitLauderdale.com/Welcome).

**VISIT  
LAUDERDALE**  
EVERYONE UNDER THE SUN

## Welcome

THRILL-SEEKERS

Come see what's new in Florida's shimmering playground, from world-renowned hotels to cosmopolitan dining and nightlife. Plan your adventure at [VisitLauderdale.com/Welcome](http://VisitLauderdale.com/Welcome).

**VISIT  
LAUDERDALE**  
EVERYONE UNDER THE SUN

Print Ads

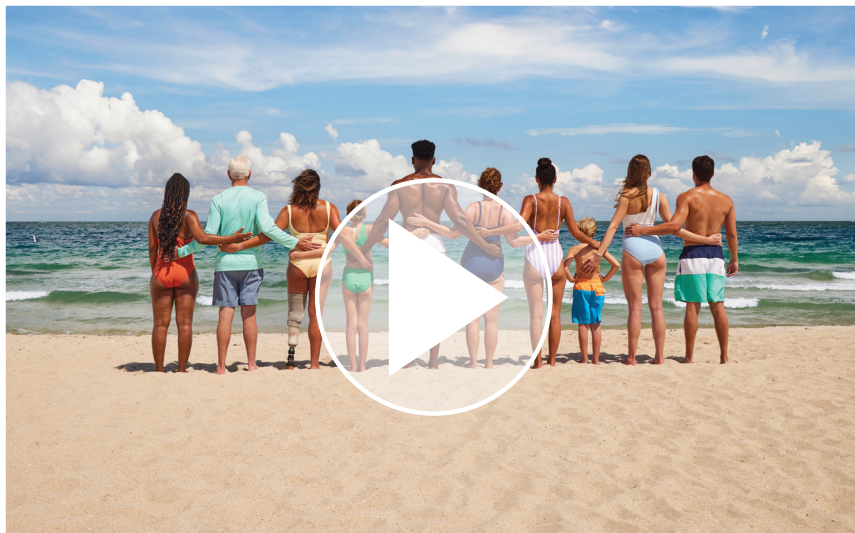


Print Ads

# QUALIFICATIONS AND EXPERIENCE – CASE STUDY #1



Digital Outdoor Video in Times Square



WATCH VIDEO:  
[bit.ly/VL-TimesSq](https://bit.ly/VL-TimesSq) ▶



VIDEO SAMPLES:  
◀ [bit.ly/VL-Leisure](https://bit.ly/VL-Leisure)

# QUALIFICATIONS AND EXPERIENCE – CASE STUDY #1



Tradeshow Booth



Local Craft Beer Can Design



### Punta Gorda/Englewood Beach VCB

Aqua handles all aspects of the destination's marketing communication, including Advertising, Public Relations, and Social Media. Having originally won the contract for Charlotte County tourism in 2012, Aqua has re-won the multi-year contract three times. Initially, the account was for Advertising and Design only, but in 2017, Aqua was selected for Public Relations services, and for Social Media services in 2020.

In 2014, Aqua took the County through its comprehensive, multi-step branding process, repositioning the destination as the state's epicenter for outdoor activities, renamed the destination "Punta Gorda/Englewood Beach," and summed up the destination's new brand with the tagline, "Our Best Side is Outside."

Given that the area is a destination client, our primary mission was to target and attract the right visitors in order to drive economic impact for the community. Over the years, several fully integrated campaigns have done just that while winning industry awards and recognition. From 2012 to 2019, Aqua efforts drove the destination's tourism tax up 82%. As a result of the agency's superb research and planning, the destination leads the state in post-quarantine visitation, and while other destinations in the state were trying to figure out how they should navigate to the COVID-19 pandemic, Charlotte County's visitation soared forward, achieving a miraculous 80% increase in tourist tax.

For over 11 years, Aqua has consistently delivered fresh, innovative, strategies; driving our destination to historic results.

Sean Doherty  
Executive Director  
Punta Gorda/Englewood Beach



**Our Best Side is Outside.<sup>SM</sup>**

## QUALIFICATIONS AND EXPERIENCE – CASE STUDY #2



Last year's summer visitation campaign, which included a strong social media promotional component, proved to be one of the destination's most successful campaigns to date. Web inquiry for the period increased significantly, with sessions up 39% over the previous year. The destination also saw a 33% increase in the number of New Users to the CVB website. Visitation to the destination increased by an astonishing 5.8% for Q2/Q3. Economic impact as a result of the campaign was measured as having produced an increase in direct expenditures by an impressive 8%, occupancy for the destination shot up 12.5%, the destination's average daily rate rose by 4% and tourism tax collections soared to a 10% increase from the period of May–August the previous year.

### RESULTS

WEB SESSIONS  
**UP 39%**

NEW WEB INQUIRIES  
**UP 33%**

VISITATION  
**UP 5.8%**

OCCUPANCY  
**UP 12.5%**





## PURE

EXHILARATING  
SUN SOAKED  
DOLPHIN SPOTTING  
FOODIE FRIENDLY  
RECONNECTING  
FLORIDA

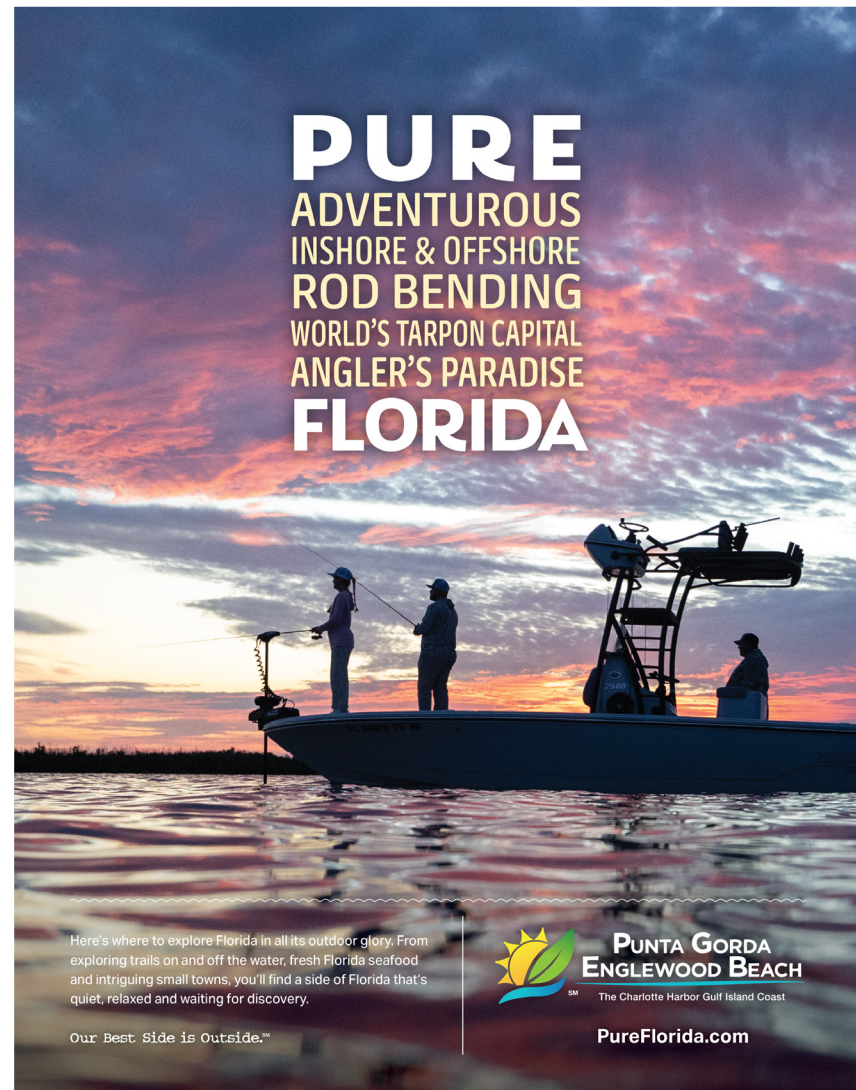
Here's where to explore Florida in all its outdoor glory. From exploring trails on and off the water, fresh Florida seafood and intriguing small towns, you'll find a side of Florida that's quiet, relaxed and waiting for discovery.

Our Best Side is Outside.™



**PUNTA GORDA  
ENGLEWOOD BEACH**  
SM The Charlotte Harbor Gulf Island Coast

PureFlorida.com




## PURE

ADVENTUROUS  
INSHORE & OFFSHORE  
ROD BENDING  
WORLD'S TARPON CAPITAL  
ANGLER'S PARADISE  
FLORIDA

Here's where to explore Florida in all its outdoor glory. From exploring trails on and off the water, fresh Florida seafood and intriguing small towns, you'll find a side of Florida that's quiet, relaxed and waiting for discovery.

Our Best Side is Outside.™



**PUNTA GORDA  
ENGLEWOOD BEACH**  
SM The Charlotte Harbor Gulf Island Coast

PureFlorida.com

Print Ads



**PURE**  
EXHILARATING  
SUN SOAKED  
DOLPHIN SPOTTING  
FOODIE FRIENDLY  
FIND YOURSELF  
**FLORIDA**

Here's where to explore Florida in all its outdoor glory. From exploring trails on and off the water, fresh Florida seafood and intriguing small towns, you'll find a side of Florida that's quiet, relaxed and waiting for discovery.

Our Best Side is Outside.™

**PUNTA GORDA  
ENGLEWOOD BEACH**  
The Charlotte Harbor Gulf Island Coast

PureFlorida.com

**PURE**  
EXHILARATING  
TOP-RANKED  
MADE-FOR-GOLFERS  
YEAR-ROUND PLAY  
NINETEENTH HOLE  
**FLORIDA**

From acclaimed Heritage Landing and Riverwood Golf Club to Audubon-certified Maple Leaf Golf and Country Club, to the new championship-level Aileron Golf Club, 15+ exceptional courses await for your next golf getaway. Also enjoy amazing beaches, boating, dining and more, all in our charming outdoor wonderland.

Our Best Side is Outside.™

**PUNTA GORDA  
ENGLEWOOD BEACH**  
The Charlotte Harbor Gulf Island Coast

PureFlorida.com

Print Ads




**PURE**  
EXHILARATING  
SUN SOAKED  
DOLPHIN SPOTTING  
FOODIE FRIENDLY  
RECONNECTING  
**FLORIDA**

 **PUNTA GORDA  
ENGLEWOOD BEACH**  
FLORIDA

[LEARN MORE](#)

**PURE**  
EXPLORATION  
SUN SOAKED  
DOLPHIN SPOTTING  
BLUEWAY TRAIL  
FIND YOURSELF  
**FLORIDA**

 **PUNTA GORDA  
ENGLEWOOD BEACH**  
FLORIDA

[LEARN MORE](#)


**PURE**  
EXHILARATING  
SUN SOAKED  
FOODIE FRIENDLY  
RECONNECTING  
**FLORIDA**

[LEARN MORE](#)  **PUNTA GORDA  
ENGLEWOOD BEACH**  
FLORIDA

**PURE**  
EXPLORATION  
SUN SOAKED  
BLUEWAY TRAIL  
FIND YOURSELF  
**FLORIDA**

[LEARN MORE](#)  **PUNTA GORDA  
ENGLEWOOD BEACH**  
FLORIDA

**PURE** WAVE SPLASHING,  
SUN SOAKED, FOODIE FRIENDLY,  
RECONNECTING **FLORIDA**

 **PUNTA GORDA  
ENGLEWOOD BEACH**  
FLORIDA

[LEARN MORE](#)

**PURE** OUTSIDE WONDERS,  
SUN SOAKED, BLUEWAY TRAIL,  
FIND YOURSELF **FLORIDA**



 **PUNTA GORDA  
ENGLEWOOD BEACH**  
FLORIDA

[LEARN MORE](#)

Banner Ads



**PURE**  
ON THE WATER  
CROWD-FREE  
CAREFREE  
DIAL IT DOWN  
BOTTOMS UP  
**FLORIDA**

**PUNTA GORDA  
ENGLEWOOD BEACH**  
The Charlotte Harbor Gulf Island Coast  
[PureFlorida.com](http://PureFlorida.com)

**VIDEO SAMPLES:**  
[bit.ly/PGEB-Pure-Florida](http://bit.ly/PGEB-Pure-Florida) ▶



**ÜBERBLICK**



**ENTDECKEN SIE NEULAND**



**Abgeschiedener. Entspannter. Ursprünglicher. Sie suchen das echte Florida? Hier finden Sie es.**

Im Florida-Lincoln in Themenparks Schlinge stehen oder an einem überfüllten Strand um einen Platz kämpfen? Das muss nicht sein. Hier scheint die Sonne ein wenig heller zu strahlen, und jeder Tag bietet Ihnen neue Gelegenheiten, Floridas Natur zu erleben. Ob Sie an einer Halterundfahrt teilnehmen, im Kajak die Natur erkunden oder Abgelenkt auf einer Okotour durch die Wildnis booten: Hier verbringen Sie Ihre Zeit draußen – und genießen jede Minute.



Überblick 5

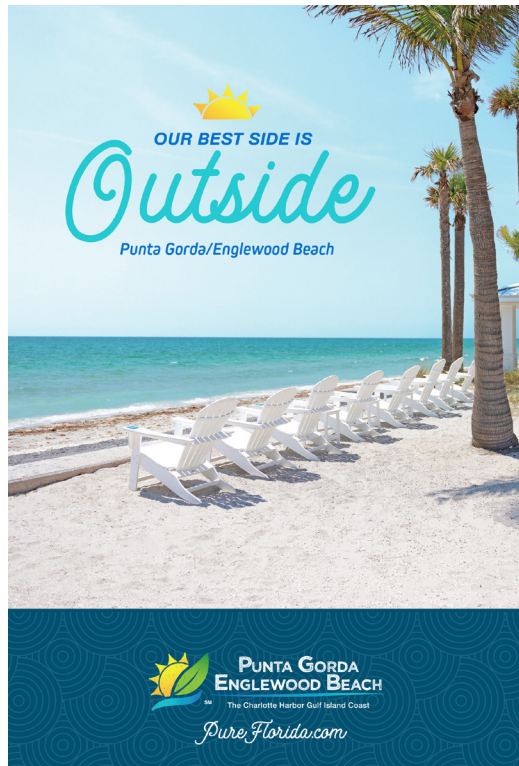
**FLORIDAS GEHEIMTIPP**

Ihr Reiseplaner für Punta Gorda, Englewood und Charlotte Harbor




Attraktionen Aktivitäten Anreise Unterkünfte

German Visitor Guide



Visitor Guide



Vehicle Wrap





### Destin, Fort Walton Beach, Okaloosa Island, Florida

Before Aqua became the Agency of Record for the Emerald Coast Convention and Visitors Bureau in December of 2016, the destination typically did not advertise heavily during the fall and winter seasons as those were traditionally lighter seasons in regard to visitation. Aqua saw an opportunity to improve fall/winter visitation from geo-targeted markets that could potentially yield the highest economic impact to the area. Additionally, Aqua wanted to expand the destination's reach beyond what was traditionally a drive market and increase direct flights to the in-market Destin-Fort Walton Beach Airport. With these goals in mind, Aqua created a 2017-2018 campaign.

The target audiences were adults (families and couples) 25-54 with a household income of \$150,000 or more in specific geographic locations. Geo-targeted markets included Chicago, Cincinnati, Minneapolis/St. Paul, MN, St. Louis, MO-IL, Detroit, MI, Atlanta, Columbus, OH, Springfield, IL, Toronto, Indianapolis, IN and Orlando.

Considering the campaign would advertise the destination in new, more distant markets, it was likely this audience would be learning about Destin, Fort Walton Beach, Okaloosa Island for the first time. Because planning a vacation can be time consuming, stressful, and expensive, Aqua wanted visitors to know that this was a vacation they and their family could rely on, or “count on.” Designed to

highlight the various activities and attractions throughout the area, the “Count on” campaign reassured first-time audiences the destination could deliver a transformative vacation.

“Aqua helped shake our destination out of simply accepting drive visitation, and introduced the market to new, and more affluent, travelers.”

Jennifer Adams  
Executive Director  
Destin-Fort Walton  
Beach CVB



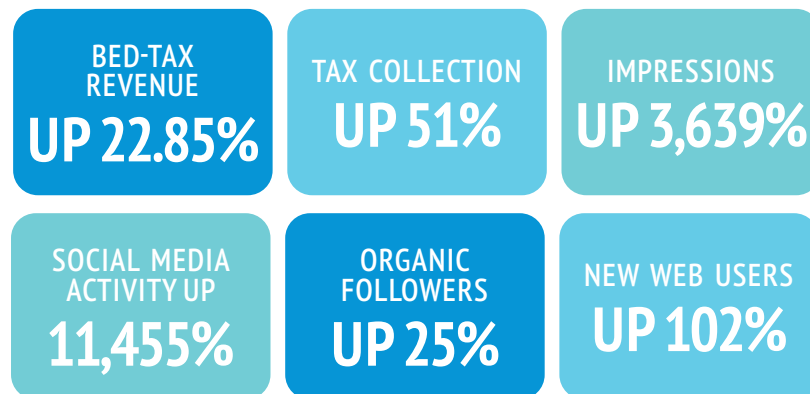
## QUALIFICATIONS AND EXPERIENCE – CASE STUDY #3




Cable television was used in key geo-targeted markets to kick off each campaign period. Following a cable TV push, weather-triggered advertising ran on strategically placed digital boards (such as near malls, airports and busy roads and sidewalks) as well as through mobile skins in geo-targeted markets on weather networks/weather online properties. Print advertisements ran in major publications such as Martha Stewart Living and Southern Living. “Count on” messaging was reflected on the destination website and in its monthly e-newsletters. On social media, “Count on” ads targeted couples, families, golf, fishing, dining and meetings audiences on Facebook, X (formerly Twitter), and Instagram. Public Relations initiatives included inviting national media, journalists, and bloggers to the destination, as well as writing press releases and attending out-of-state events to promote the area.

Following a fall/winter campaign push, the destination experienced its most dramatic increase in tourism traffic and dollars spent while in the market ever. This outstanding increase in visitation is most predominantly illustrated by the results below.

### RESULTS



# QUALIFICATIONS AND EXPERIENCE – CASE STUDY #3



24 miles  
of sandy shore


4 footprints  
side-by-side

2 hearts  
beating as one

Add up 24 miles of sugar-white sand, 4 footprints side-by-side and 2 hearts beating as one, and you have a vacation you can **count on**.

EMERALD COAST

DESTIN  
FT. WALTON BEACH  
OKALOOSA ISLAND  
FLORIDA  
EmeraldCoastFL.com



6 guest  
speakers

3 breakout  
sessions

1 meeting  
they'll love

6 guest speakers and 3 breakout sessions later, and you have 1 can't-miss meeting they'll love and you can **count on**.

EMERALD COAST

DESTIN  
FT. WALTON BEACH  
OKALOOSA ISLAND  
FLORIDA  
EmeraldCoastFL.com

Print Ads



8 beautiful courses

365 days of perfect weather

1 memorable golf getaway

With 8 beautiful courses, every day is a perfect day for a memorable golf getaway you can *count on*.

**DESTIN  
FT. WALTON BEACH  
OKALOOSA ISLAND**  
FLORIDA  
EmeraldCoastFL.com

EMERALD COAST

3 hours from Gulf to Table

4 courses

5 senses delighted

Delight all your senses with an array of dishes featuring seafood only hours from the Gulf of Mexico in a destination you can *count on*.

**DESTIN  
FT. WALTON BEACH  
OKALOOSA ISLAND**  
FLORIDA  
EmeraldCoastFL.com

EMERALD COAST

*Wash from the Heart of  
Gulf to Table  
Golf to Dining to Coast*

Print Ads



Outdoor Campaign

# QUALIFICATIONS AND EXPERIENCE – CASE STUDY #3



## Visitor Guide



...ory uniquely your own. Maybe it's one of self-discovery, families growing closer together, or a romantic getaway, and miles of sugar-white sand, emerald-green waters and beaches you have to see to believe. It could include ...d directly from the Gulf of Mexico and watching the sunset from a waterfront restaurant. Your story might consist ...of thrilling adventures on the water or exploring nature preserves teeming with native flora and fauna. Whatever the story of your vacation, tell it here, Destin, Fort Walton Beach, Okaloosa Island, the Heart of Florida's Emerald Coast.



Summer means making the most of your time outside. So, of course summer would be the time of the year when Destin, Fort Walton Beach, Okaloosa Island is the most popular. However, with so many fun and exciting activities offered on and off the water throughout the area, it's always a good time for a vacation in the Heart of Florida's Emerald Coast.



Stop by our welcome center for more guides, maps and information on the best activities, attractions and events offered throughout the entire area.  
1540 Miracle Strip Pkwy SE,  
Fort Walton Beach, FL 32548

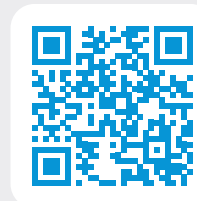


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**VIDEO SAMPLES:**  
[bit.ly/Emerald-Coast-Videos](https://bit.ly/Emerald-Coast-Videos) ▶





### Daytona Beach International Airport (DAB)

In the summer of 2019, following a highly contested RFP process, Aqua was awarded the contract to become the agency of record for Volusia County. This made Aqua responsible for providing integrated marketing services for the planning and implementation of traditional media advertising, social media, public relations, and creative programs for services provided by various Volusia County Government departments. Additionally, Aqua would create and manage communication assets for the destination's convention center, the Ocean Center, and the Daytona Beach International Airport. However, upon further review of the airport's creative, it was apparent to Aqua that it lacked a strong, cohesive brand. Overall, DAB's brand and messaging on their website, radio spots, and the little out-of-home advertising they did was not consistent and didn't amount to much more than "Your Hometown Airport." Therefore, following a recommendation from Aqua, DAB would undergo a brand refresh.

A brand refresh was necessary because DAB faced a problem all too common with similarly sized local airports: losing customers to larger, distant airports. For DAB, their primary airports of "leakage" are Orlando International Airport and Orlando Sanford International Airport. However, without a clearly defined brand supported by a strong messaging strategy, DAB was never going to reach its audience and convince them to fly locally.

Therefore, DAB needed to completely rethink their approach to messaging. Prior to Aqua's involvement, DAB struggled to effectively communicate its message of convenient and easy air travel. The airport resorted to long, drawn-out, and boring arguments that their audience was likely to tune out and ignore.

"Aqua has literally taken us to new heights that we never imagined. New carriers, new routes and more passengers than ever before."

Joanne Magley  
Director of Marketing  
and Customer Experience  
Daytona Beach  
International Airport





Knowing that communication materials needed to change to be short and to the point, Aqua condensed the airport's message of not driving to a distant airport into a concise tagline: "Daytona Beach International Airport: Right Airport. Right Here." But claiming that the perfect airport for travelers was located within their town wouldn't be enough. "Right Airport. Right Here." was supported by succinct key statements about the disadvantages of driving to an Orlando airport. Each of these statements could and would be used in all forms of communication, including PR, social, digital, etc. This enabled Aqua to easily create a variety of communication materials, and to provide quick arguments that supported the airport's new tagline. Second, the "Right Airport. Right Here." message and the supporting key statements were spread throughout the market on a bus wrap, several billboards located in market and strategically placed on the way to Orlando's airports, digital banner ads, a radio spot, and paid social media ads. On select digital billboards, the travel times to DAB and competing Orlando airports were displayed. Based on real-time traffic conditions, these boards would tell drivers that DAB was only a few minutes away while the Orlando airports were more than an hour drive. Of course, these times were not meant to change any traveler's mind at that moment; but could sway their decision when planning their next flight.

Key statements included:

**Skip the Trip Before the Trip.**

**It's Only a Cheaper Flight  
if you Make the Flight.**

**I-4 Doesn't Fly.**

**Trade the Highway for the Runway.**

**That Non-Stop isn't Worth  
the Stop and Go.**

**Time Flies. Will You?**

**The Longer the Drive,  
the More Expensive the Flight.**



# SKIP THE TRIP BEFORE THE TRIP

Don't drive over an hour to Orlando just to catch a flight. Fly out of the Daytona Beach International Airport (DAB), and go from your home, to the gate, and to your seat in less time and with less hassle. With flights offered by Delta and American Airlines, you can reach destinations around the world from an airport that's only a few minutes away, and skip the trip before the trip.

**Right airport. Right here.<sup>SM</sup>**

**DAYTONA BEACH INTERNATIONAL AIRPORT**

[FlyDaytonaFirst.com](http://FlyDaytonaFirst.com)

# NEW ROUTES TO PHILADELPHIA AND DALLAS

GETTING YOU FROM HERE TO THERE WITH NONSTOP FLIGHTS

FLIGHTS AS LOW AS:  
**\$89**

American Airlines

You don't have to drive over an hour to Orlando just to catch a nonstop flight. New nonstop flights to Dallas and Philadelphia help you go from your home, to the gate, to your seat and to anywhere else in the world quicker and easier. Avoid the traffic of driving on I-4 and the long lines at busier airports. Fly local with Daytona Beach International Airport (DAB). Now with enhanced health and safety protocols, you can feel more at ease when you're ready to fly. So skip the trip before the trip, and fly out of DAB – now with nonstop flights to Dallas and Philadelphia.

**Right airport. Right here.<sup>SM</sup>**

**DAYTONA BEACH INTERNATIONAL AIRPORT**

[FlyDaytonaFirst.com](http://FlyDaytonaFirst.com)

Print Ads



IT'S ONLY A CHEAPER FLIGHT IF YOU MAKE THE FLIGHT

I-4 DOESN'T FLY

Right airport. Right here.

DAYTONA BEACH INTERNATIONAL AIRPORT

Right airport. Right here.

SKIP THE TRIP BEFORE THE TRIP

DAYTONA BEACH INTERNATIONAL AIRPORT

Verizon 12:30 30%

Daytona Beach International Airport Sponsored

Is a cheaper ticket worth sitting in traffic or missing your flight? Fly Local. Fly Daytona Beach International Airport.

SKIP THE TRIP

BEFORE THE TRIP

DAYTONA BEACH INTERNATIONAL AIRPORT

Right airport. Right here.

Skip the Trip... Book a Flight Today

Before the Trip. Book a Flight Today

Fly Local. Fly DAB. Book a Flight Today

241 Likes • 12 Comments • 6 Shares

Like Comment Share

Facebook Carousel Ads

Banner Ads

####

FLY FROM YOUR OWN BACKYARD

RIGHT AIRPORT. RIGHT HERE.

FlyDaytonaFirst.com

DAYTONA BEACH INTERNATIONAL AIRPORT

Public Transit Branding



**TRADE THE HIGHWAY  
FOR THE RUNWAY**

**Right airport. Right here.**

**DAYTONA  
BEACH**   
**INTERNATIONAL  
AIRPORT**

Outdoor Boards

**TIME FLIES.  
WILL YOU?**

**Right airport. Right here.**

**ESTIMATED DRIVE TIME**

<b>ORLANDO AIRPORTS</b>	<b>68</b> MINUTES
<b>DAYTONA BEACH</b>  <b>INTERNATIONAL AIRPORT</b>	<b>3</b> MINUTES

*with Real-time Traffic Conditions*



## City of West Palm Beach, Florida

The City of West Palm Beach is the oldest large municipality in the South Florida Metropolitan Area and has long been known for its history (including the City's plotting by industrialist and railroad magnate Henry Flagler) and city attributes attracting residents of substantial wealth. In recent years, however, following the de-urbanization of the city's central core and the recession, West Palm Beach found itself on a slow road to recovery, with its economic vitality depending more and more on economic development.

### Situation Overview

The City had not attempted to purposely brand or establish itself as a defined offering to potential business or industries considering relocation. However, with research indicating an imminent and major influx of visitors in the next five to ten years, a recovering downtown core and new administration making economic development a top priority (including the appointment of a Director of Economic Development), the City set out in search of an agency with proven success in economic development, branding and destination marketing to develop a new brand representative of the City and spearhead the definition and rollout of an integrated economic development marketing plan. Aqua was selected through RFP over multiple local and national firms in contention.

### Audience

To ensure city-wide acceptance and support of the economic development brand and its successful roll-out, Aqua first focused on residents, businesses and stakeholders residing in the City to ensure buy-in. Aqua next identified businesses in the financial industry located in markets of lift as top targets for the external plan. The second year of the plan was designed to focus on another important industry to the City: Marine.

Chris Roog  
Director of Economic  
Development  
The City of West Palm  
Beach, Florida

“The level of professionalism, expertise and organization demonstrated by Aqua has been impressive. They clearly have a depth of experience regarding not only general principles of marketing and branding, but specifically as they relate to the needs of government entities.”



WEST PALM BEACH

Business. Life. Balanced.<sup>SM</sup>



## Objectives

- Combat the recent resistance to development in the City
- Obtain input from key stakeholders including government officials, residents, and area developers
- Renew passion and initiative, streamlining area development
- Build on momentum while honing and refining the City's efforts to revitalize and restore its economy
- Establish a competitive position within the state and nation
- Unveil the first economic development marketing brand for the City
- Highlight important entities (e.g., the airport, downtown)
- Determine the City's business targets and efforts required to lure specific business types to the area
- Devise an integrated marketing plan and the implementation of its new brand
- Assist the City in attracting and retaining new businesses through the rollout of the plan

## Strategies

Aqua understood that although brands may be expressed externally through various marketing and communication, a true, solidly rooted brand will be understood internally and expressed locally as well. As such, Aqua's strategy was to first create a brand around which the City would band, focusing on the delineation of distinct (and important)

districts within West Palm Beach, and uniting businesses with a common direction and goal.

Next, it would identify the most impactful economic drivers/targets for the City and utilize marketing and promotion of the brand to attract businesses in these important industries to the city: finance and boating.

## Tactics

In order to establish the City of West Palm Beach's economic development brand, Aqua first unleashed a comprehensive process that included:

- Evaluation of current brand and market position
- Interviews with internal stakeholders
- Community attributes assessments
- Assessments of the City's infrastructure and economic drivers (e.g., public transportation, airport, health, etc.)
- Formal research and competitor research
- Review of the history of partner participation and key targets

After it completed the discovery period and determined the City of West Palm Beach's business targets and efforts required to lure specific business types to the area, Aqua unveiled Economic Development Branding: "Business. Life. Balance." It also provided the City with a brand definition, brand guidelines, messages, targets, a logo, tagline,



and suggested usage and more – all unique from the competitive set. The brand integrated seamlessly with and encapsulated the economic development initiatives and efforts already in progress. The firm also assisted West Palm Beach Mayor Muoio with its introduction.

Aqua then got to work rolling out the new brand and ensuring internal adoption, beginning with the establishment of an important economic district found within the City: its financial district.

First, to delineate the Financial District and ensure its continued growth to draw businesses from afar, Aqua drew from geographic boundary and the historical significance of its namesake, naming the district after American industrialist Henry Flagler, and then provided solutions for the physical demarcation of the Flagler Financial District. This included the design of a logo and the creation of place-making devices including ground level monuments, sidewalk displays, community art, and pole banners.

### Results

After it saw universal adoption of the new brand, the immediate success of the Flagler Financial District and a positive impact on the downtown core, the City of West Palm Beach saw something unprecedented take place: the acceptance of the economic development plan as the overall city brand.

With the completion of the City's economic development brand and the subsequent creation of the Flagler Financial District, and after aiding in achieving City-wide buy-in, Aqua was next tasked with the development an economic development marketing plan, complete with marketing, public relations and social media components all designed to attract important targets to the City. Following roll-out of the marketing plan and in just the first year alone, the PR team secured unprecedented coverage both in-market (surrounding the unveiling of the Flagler Financial District) and penetrated national media as well, with top editorial wins including a multiple page spread about the District in top target Newsweek as well as stories in Inc.com, Upscale and Financial Advisor Magazine, to name a few, reaching an audience of more than 9 million businessmen and women with powerful messaging about the perks of relocating to West Palm Beach.

### RESULTS

NEW JOBS  
**UP 5,000**

NEW INVESTMENTS  
**UP \$2.27B**



## WEST PALM BEACH

Business. Life. Balanced.<sup>SM</sup>

Logo Design + Tag Line



Marketing Plan



“One of the Top 25 cities to do Business in America”  
– Inc. Magazine

- INVIGORATING ARTS AND ENTERTAINMENT SCENE
- SUPERB RESIDENTIAL CHOICES AND LIVABILITY
- EASY, RELAXED COMMUTES

The exciting metropolitan center of the Palm Beach region, the City of West Palm Beach has all the right ingredients for business success: a welcoming supportive community, a pro-business government, and lower costs of doing business than other areas of the country. Near-perfect weather, easy commutes, a rich cultural environment, and small-town feel combine to create South Florida's most relaxed, refined and vibrant lifestyle.



Your Business Ready to Make Some Waves?

- A BROAD RANGE OF AVAILABLE OFFICE SPACE
- OVER 2.7 BILLION OF DEVELOPMENT IN THE APPROVAL PROCESS
- THE PERFECT ENVIRONMENT FOR CLIENT ENTERTAINMENT AND AFTER-HOURS RELAXATION
- PROXIMITY TO GLOBAL WEALTH
- SET AMONG ONE OF AMERICA'S MOST VIBRANT AND WALKABLE DOWNTOWNS
- NO STATE OR LOCAL INCOME TAX

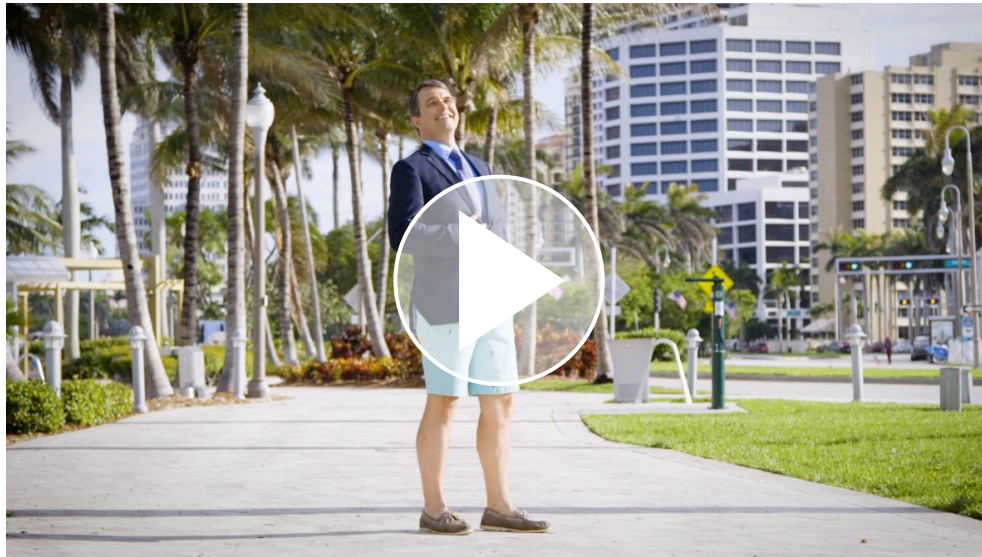
The City of West Palm Beach is a regional center of commerce where people of vision bring their dreams, build new enterprises, and achieve success. Its government, business community and citizenry unite to create a positive, progressive environment that is supportive and cooperative. Combined with its outstanding lifestyle and easy workability, this is Florida's best metropolitan location where professional and personal lives flourish and dreams still come true. **Lower Your Taxes. Not Your Standards.**

Come see for yourself. For your personalized information package, contact Chris Roog, CRoog@wpb.org

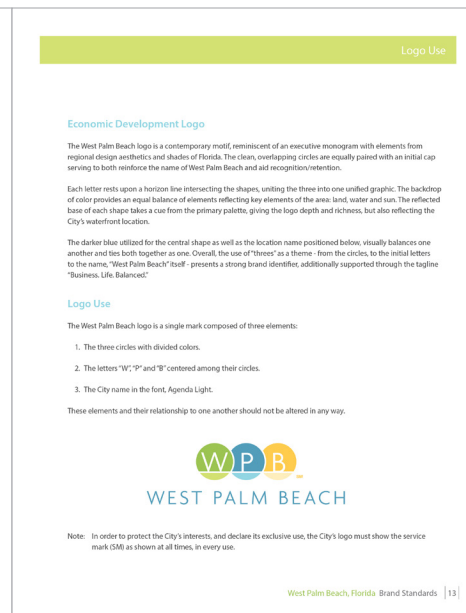
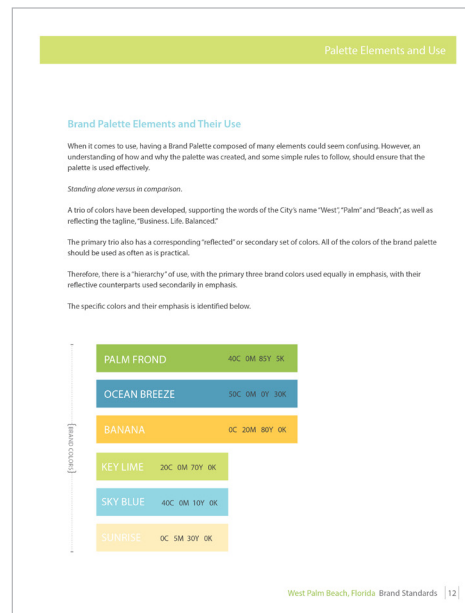
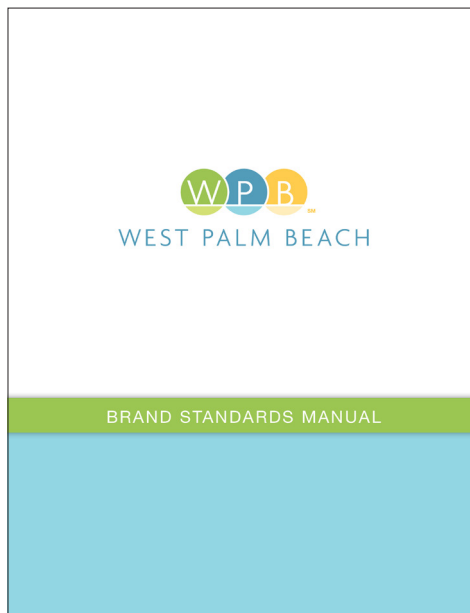
WestPalmBusiness.com



Print Ads



VIDEO SAMPLE:  
[bit.ly/WPB-B2B](https://bit.ly/WPB-B2B)



# QUALIFICATIONS AND EXPERIENCE – CASE STUDY #5



## Branding the Financial District

After identifying the financial industry as a Key Target Industry for the City of West Palm Beach, Aqua suggested, designed, and worked with the City to execute a dedicated financial district. The effort included branding, in-market identification, website development, and marketing communication to financial professionals and business owners in specific geographic markets across the United States.



Logo for financial district sub-branding



Placemaking banners for the financial district



Feature article achieved by Aqua PR team

# QUALIFICATIONS AND EXPERIENCE – CASE STUDY #5



If you're doing business in South Florida, do it in the right place.

**FLAGLER FINANCIAL DISTRICT**  
A Wealth of Possibilities

**A BROAD RANGE OF AVAILABLE OFFICE SPACE**  
A DEDICATED DISTRICT OFFERING THE SYNERGY OF RELATED BUSINESSES  
THE PERFECT ENVIRONMENT FOR CLIENT ENTERTAINMENT AND AFTER-HOURS RELAXATION  
PROXIMITY TO GLOBAL WEALTH  
SET AMONG ONE OF AMERICA'S MOST VIBRANT AND WALKABLE DOWNTOWNS

The driving force behind the best businesses in the area, the Flagler Financial District is proud to call West Palm Beach its home – a city *Inc. Magazine* called, "One of the top 25 cities to do business in America." As one of America's few urban sectors specifically catering to the distinct needs of business and finance, the District offers the region's proximity to global wealth and the convenience of international travel. Watch your business thrive thanks to a strong community found among South Florida's most relaxed and refined locales.

**W.P.B. WEST PALM BEACH**  
Business. Life. Balanced.™

Come see for yourself. For your personalized information package, contact Chris Roog at: 561.822.1416  
[FlaglerFinancialDistrict.com](http://FlaglerFinancialDistrict.com)

Print Ad for Flagler Financial District

THE DISTRICT RELOCATION INCENTIVES CITY OVERVIEW CONTACT

West Palm Beach, Florida

"One of the top 25 cities to do business in America"  
– *Inc. Magazine*

DISTRICT ADVANTAGES INCENTIVES TOP REASONS CONTACT US

Welcome to the Flagler Financial District, South Florida's premier urban corporate zone, exclusively dedicated to business and financial enterprise. Located in the City of West Palm Beach, the region's most relaxed and refined metropolitan area, the District offers your organization the opportunity to thrive within a synergistic community of businesses in a city that offers America's most extraordinary combination of business opportunity and fulfilling lifestyle.

**W.P.B. WEST PALM BEACH**  
Business. Life. Balanced.™

Twitter feed showing tweets about the district and local events.

Partners: Wells Fargo Bank, COMVEST PARTNERS, CREDIT SUISSE, FIFTH THIRD BANK, etc.

City of West Palm Beach  
401 Clematis Street | West Palm Beach, FL 33411  
© 2013 City of West Palm Beach

Business recruitment website for Economic Development Department



Inauguration Event



Placemaking for Flagler Financial District



## The City of Dunedin, Florida – “Home of Honeymoon Island”

### Program Synopsis

The City of Dunedin’s residents and business owners take great pride in their unique city. With one of the nation’s most walkable downtowns, a recently-named Best Beach in America, visible Scottish roots and an inclusive community feel, Dunedin is a hidden gem, but (with much of the City’s economy dependent on tourism) one needing marketing support to spread the word.

### Situation Overview

Having recently completed a branding exercise – which resulted in vague direction following the establishment of a brand that placed little emphasis on competitively positioning and defining the destination for those living outside of the community – the City of Dunedin took its new brand to a new firm to help raise the general awareness of the City and bolster its tourism and economic development. With a limited budget to do so, the City elected to use Public Relations. Through a formal RFP process, Aqua was chosen for its extensive experience in the areas of economic development marketing, tourism, and travel, over a field of local and national firms, including the one that had just delivered the brand.



### Audience

With Dunedin’s eclectic offerings and overall inclusivity (and because of its extensive experience in the area of economic development) Aqua knew the best way to bolster the City’s economic development was to target important groups (primarily in cities of lift and drive) with existing awareness of the City and for whom the lifestyle available in Dunedin would appeal. These groups include: millennials and families, with a heightened focus on entrepreneurs and business owners seeking a true work / life balance.



### The 10 Best Beaches in Florida

Written by Paul Rubio • March 28, 2016

10 PHOTOS



favorite swaths along the Sunshine State’s 1,197-mile coastline, the Panhandle to the Keys. There’s no shortage of powder-fine coastal parks, and scenes that are both cocktail-friendly and kid-friendly.

### Florida on a Tankful: A beach that’s gone to the dogs



# QUALIFICATIONS AND EXPERIENCE – CASE STUDY #6



## Objectives

After an in-depth discovery process, Aqua sought to:

- Identify the City's distinctive characteristics
- Determine how Dunedin would best compete against others within its competitive set
- Increase awareness of the City and its well-known assets
- Develop and implement a public relations utilizing regional, national, and international outreach
- Drive Tourism and Economic development
- Capitalize on the Sister City relationship with Toronto
- Extend beyond the local market
- Incorporate and expand upon the inward-looking brand to attract the target audience located outside of the city

## Strategies

The City of Dunedin had previously seen some success in securing local media coverage of the City and its happenings. As such, Aqua's overall public relations efforts targeted this local group of media, but also extended beyond the local market – throughout Pinellas County, into Tampa Bay, throughout the state and nationally – in an effort to further maximize exposure and present the City of Dunedin as a top destination to live, work and play.

Through its efforts, Aqua focused on the assets and distinctive elements that set the city of Dunedin apart from other competitive destinations, including its:

- Arts and Culture
- Beaches
- Dining
- Sports
- Vision
- Pet-Friendliness
- Unique events
- Shopping
- History
- Weddings
- Unique lifestyle
- Personality
- Development
- Inclusiveness
- Passionate people
- Healthy living
- Green thinking
- Family-friendliness



## QUALIFICATIONS AND EXPERIENCE – CASE STUDY #6



Emphasis was also placed on top print, online and broadcast outlets in drive markets, and in areas with access to the City via alternative modes of transportation (i.e., the Jolley Trolley and boat).

Additionally, the team strategized, supported, and worked in close collaboration with the City's Downtown Merchants Group and Visit Dunedin, two groups also working to raise awareness of the destination.

### Tactics

On a monthly basis, Aqua executed an expert PR Plan, producing tailored pitches (highlighting each of the aforementioned traits, at multiple times, throughout the year) and distributing to carefully and purposefully chosen media in appropriate markets of lift and drive (keeping media lead time top of mind). Monthly efforts also coincided with signature events and travel patterns.

Through its efforts, Aqua has coordinated interviews with City officials, City restaurant owners and other partners and has planned and executed FAM trips resulting in earned media coverage in top target markets including Toronto, Miami and across the US.

The team also reports its industry-leading results to the City Commissioners on a quarterly basis.

### Results/Measurements

Aqua has been tremendously successful, with the destination seeing record coverage in publications targeting top drive markets including the Tampa Tribune, Miami Herald, Naples Daily News and Palm Beach Post, as well as national and international coverage in outlets including the Huffington Post, Canada's DreamScapes magazine and Where to Retire Magazine.

In just the initial months of the campaign, Aqua achieved earned media reaching an audience of more than 27 million and having an estimated media value of close to 2.5 times the annual PR budget.

AUDIENCE OF OVER  
**27 MILLION**

ESTIMATED MEDIA VALUE  
**2.5X**  
THE ANNUAL PR BUDGET





## The City of Punta Gorda, Florida “Florida’s Harborside Hometown”

### Program Synopsis

The City of Punta Gorda is the urban core and county seat for Charlotte County, Florida. It is predominantly a residential area made up mostly of retirees from the upper Midwest and Northeast. Although easily characterized as a quaint, laid-back town on a picturesque harbor, and popular with tourists, the city itself has made no distinct or direct claim vis-à-vis other areas in the state. Although visited repeatedly by tourists, the area is generally somewhat unknown and considered off the beaten path. Many current residents have expressed how they “stumbled upon” Punta Gorda either passing through on their way to somewhere else, or on a visit to relatives in the area.

### Situation Overview

City leadership recognized the importance of increasing economic development, residential relocation, and tourism to the city’s future economic growth. They further recognized that without a strongly declared brand or message, the city does not have much of a “position” in the state relative to others. Locally, it may be the quiet “next door neighbor.” Outside the area, there may be little recognition of the area. The city engaged Aqua Marketing & Communications to research the attributes, strengths, weaknesses, and opportunities of the city and create a branded identity to serve as a launch point for future economic development and communications initiatives.

In addition, Aqua was tasked with analyzing the city’s current communications structures to develop a plan for improving communication efforts targeting both in-market residents as well as out-of-market target audience. Addressing a lack of adequate inquiry fulfillment was identified as a priority.

### Audience

With an exceptionally attentive and engaged citizenry in Punta Gorda, successful adoption of any new branding campaign required buy-in from key community stakeholders and community groups. Following extensive research and market testing, the new branding was strategically introduced in-market. Having successfully developed the branding, and following successful community adoption, Aqua is now implementing a marketing strategy aimed at three key target audiences. Those audiences include potential business relocation candidates, potential residential relocation candidates, and tourists.



Florida’s Harborside Hometown





## Objectives

### Year One

- Conduct in-depth research to identify the character, strengths, and attractive attributes of the city
- Analyze the city's current brand and marketing position
- Create comparative market analysis of Punta Gorda relative to competing communities
- Develop a new brand identity highlighting and capitalizing on those positive aspects of the city

### Year Two

- Develop strategies and structures for improving city communications
- Implement the new branding across multiple platforms and materials
- Engage community leaders to spark adoption of branding
- Provide brand application guidance and direction
- Create new website highlighting branding and messaging to reach three key target audiences

## Tactics

The agency's methodology included a discovery period designed to give agency staff as much knowledge and information as is possible in order to understand the city, its attributes, citizenry, history and more in order to fully prepare the agency for the process of branding and

creating a suitable marketing or communications plan. The elements and stages used are as follows:

### Internal Audit

The Internal Audit is the first phase of discovery. Through the internal audit we gain an understanding of the internal opinion of Punta Gorda's current brand and the opportunities that may be obtained through rebranding.

### External Audit

Review and analysis of any past research executed to identify or understand the community's potential targets with special attention as to why businesses may consider the community. An in-depth study of how competitive communities are going to market. A review and analysis of any data the City may have reflecting historic business relocation to or retention in the community. Primary research conducted to determine the targets' views and beliefs about the community, reasons for relocating to or visiting the community, and their perceived views and beliefs about the competitive set.



Branded  
Business Card

# QUALIFICATIONS AND EXPERIENCE – CASE STUDY #7



After the discovery period was completed, a comprehensive report was presented to Punta Gorda leadership. Citizens and city staff of Punta Gorda claimed that the town is truly unique, and the discovery process affirmed that position. An enclave that is a bit removed from the rest of Florida, its incredible harborside location, its distinct and growing downtown entertainment district, and its involved, connected citizenry make it an unusual community and one offering many positive attributes.

Taking the data from the discovery period Aqua developed a unique city identity, including:

- Positioning Statement
- Brand Description
- Brand Promise
- Key Brand Words and Phrases

Following the development of the new brand identity, Aqua launched a community-wide adoption campaign, meeting with Chambers of Commerce, leading community groups, and others to generate acceptance and acquire stakeholder support.

Simultaneously, Aqua assisted the city with internal adoption on all platforms including signage, letterhead, business cards, marketing materials, website, social media, wayfinding, and other media.



## Playground Rules

Welcome! For your playground enjoyment, please obey the following rules to prevent injury to yourself or others:

- This is a City of Punta Gorda park and is regulated by the City Code of Ordinances.
- You assume all risk and responsibility for use of the playground equipment.
- Adult supervision is recommended at all times.
- This playground is intended for children 2-12 years of age.
- Be safe, avoid running, pushing, or shoving.
- Wear proper footwear – Fully enclosed, rubber soled shoes are recommended.
- Grills and glass containers are prohibited.
- Only service animals are allowed in the playground.
- This is a non-smoking facility.
- Please do not use this equipment during inclement weather.
- This playground has been made accessible to all persons with varying abilities.
- Use each play structure as it is intended. Improper use may result in injury.

### SLIDES

- Do not climb or swing on slides. Use the slides only on the bottom landing. Do not swing on the top landing.
- Do not swing on slides when they are closed.
- Do not swing on slides when they are closed.
- Do not swing on slides when they are closed.

### SWINGS

- Do not swing on swings when they are closed.
- Do not swing on swings when they are closed.
- Do not swing on swings when they are closed.

### CLIMBING

- Do not climb on climbing equipment.
- Do not climb on climbing equipment.
- Do not climb on climbing equipment.

### HORIZONTAL LADDER

- Do not climb on horizontal ladders.
- Do not climb on horizontal ladders.
- Do not climb on horizontal ladders.

**Hours of Operation are Dawn to Dusk**

Please report broken equipment or anything that requires immediate attention to public works at 941-575-5050

[www.CityofPuntaGordaFL.com](http://www.CityofPuntaGordaFL.com)

## Community Signage and Logo Usage

# QUALIFICATIONS AND EXPERIENCE – CASE STUDY #7



## Final Phase

The final, third phase of the effort for Punta Gorda included the development of a new website to communicate to the three target groups. An aggressive public relations campaign was also developed, pushing the new branding and marketing efforts beyond the immediate area to reach potential business relocation candidates across the country.



[www.ExplorePuntaGorda.com](http://www.ExplorePuntaGorda.com)



City of Punta Gorda Branded Wayfinding Signage





### Case Study – Cooper’s Hawk Winery and Restaurants

Cooper’s Hawk Winery and Restaurants – a modern, casual dining experience featuring a menu developed with its own handcrafted wines in mind – planned to open its 22nd location in Naples, Florida, expanding its footprint to include five restaurants in Florida in addition to others throughout the Midwest and South Atlantic.

To do so, the award-winning restaurant sought to partner with a Public Relations team boasting vast experience in the hospitality industry, knowledge of the Naples Area, strong ties to local influencers and success in Marketing restaurants and openings. Aqua was selected from a group of firms in contention, and the results were unprecedented.

#### Situation Overview

With the contract signed only weeks before the Grand Opening, Aqua quickly got to work to spread the word about the upcoming opening – the first in Southwest Florida– taking place in a brand new market for the restaurant. Few were familiar with Cooper’s Hawk and its many offerings, including:

- A Napa-style tasting room, inviting guests to experience the winery’s latest selection of house-label wines.
- An artisanal retail market in a contemporary setting where guests can browse the gift shop for unique gifts, wine-related items, and the brand’s gourmet food line.

- One of the country’s largest Wine Clubs which offers members many benefits, including its winemaker’s newly released wine each month, points on purchases, special offers, rewards, and invitations to exclusive members-only parties, classes, domestic and international wine trips, and events.
- The restaurant also required assistance hiring roughly 200 full-time and part-time positions, including kitchen staff, houseworkers, tasting room attendants, servers, hosts, and bartenders.



# QUALIFICATIONS AND EXPERIENCE – CASE STUDY #8



## Audience

Aqua targeted the Naples market, as far south as Bonita Springs and as far north as Fort Myers, focusing on those with a keen interest in culinary and wine news.

## Objectives

INTRODUCE COOPER'S HAWK TO THE NAPLES AREA

SECURE BUY-IN AND SUPPORT FROM LOCAL INFLUENCERS

AID IN RECRUITMENT FOR ALL AVAILABLE POSITIONS

CREATE BUZZ BEFORE AND SURROUNDING THE OFFICIAL GRAND OPENING

## Strategies

Aqua sought to implement an integrated plan, including direct mail marketing, ongoing Public Relations, Social Media and more.

## Tactics

To accomplish its objectives, Aqua created a series of PR devices including press releases, pitches, and calendar listings about the restaurant's hiring fair, Media Sneak Peek Event and Grand Opening, and disseminated to media.

The team also compiled a list of 300 influencers within the community to be invited to a private VIP event at the restaurant as well as a list of offsite events the restaurant could consider sponsoring or having a presence at throughout the year.

To help further spread the word, Aqua's PR team also coordinated the Media Sneak Peek for close to 20 local media, offering a behind-the-scenes tour of the Naples Cooper's Hawk and one-on-one time with the senior staff and culinary team

The team provided on-site support at both the VIP event and media sneak peek and – throughout the duration of the project – worked to coordinate in-studio and on-site interviews with appropriate Cooper's Hawk representatives.

Lastly, the team conducted ongoing media monitoring and reporting to ensure all results were captured.





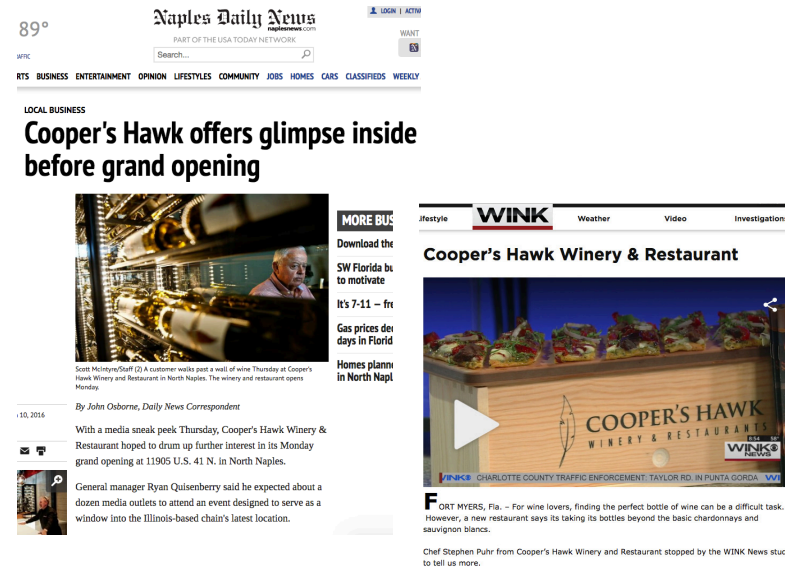
## Results

The Naples Cooper’s Hawk location opening was reported to be one of the smoothest and most successful in the restaurant group’s history. More than 250 local influencers, all from the list Aqua created, attended the VIP event.

In just a few short months, Aqua secured unprecedented media coverage which was secured in all top outlets including top daily newspapers (The Naples Daily News, Fort Myers News-Press and Florida Weekly), the area’s top broadcast outlet (WINK-TV) and countless other online and print news sources.

All media mentions over the 2.5 months combined reached an audience of greater than 4 million and earned ROI double that of the contract amount paid for our services. The Cooper’s Hawk team passed along much praise and expressed interest in utilizing the firm’s team for future Florida openings.

The Cooper’s Hawk team was so impressed by Aqua’s services on this one project, that it went out to bid twice after the Naples restaurant opening, selecting Aqua Marketing & Communications as their PR agency of record twice more following – for the grand openings of their Coconut Creek and West Palm Beach restaurant locations as well.



VIP EVENT <b>250+</b> LOCAL INFLUENCERS	MEDIA MENTIONS <b>4M+</b> MORE THAN 4 MILLION	WITH AN ESTIMATED <b>\$20,000</b> MEDIA VALUE
ONE OF THE SMOOTHEST AND MOST SUCCESSFUL <b>GRAND OPENINGS</b> IN COOPER'S HAWK HISTORY		



## Case Study – IGNITE Broward

Aqua Marketing and Communications had the privilege of working closely with our client the Broward County Cultural Division for IGNITE Broward 2023, a captivating art, light, and projection mapping festival presented by Broward County Cultural Division in partnership with MAD Arts. The festival showcased immersive large-scale projection mapping, interactive light sculptures, and installations in Fort Lauderdale and Dania Beach, Florida. Our team was entrusted with the task of managing the event’s social media presence, and we are thrilled to present a case study highlighting the outstanding results achieved through our strategic approach.

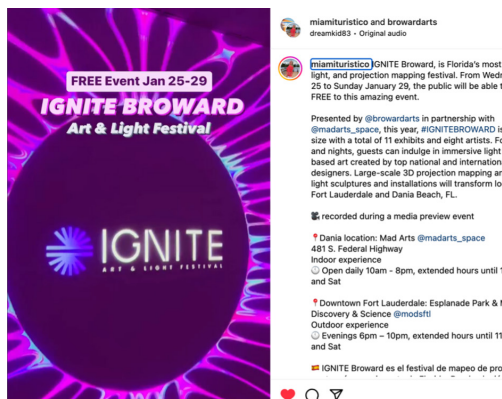
### Client Background

IGNITE Broward is Florida’s newest and most exciting art, light, and projection mapping festival. With a mission to celebrate creativity and engage the community, the festival brings together artists, technologists, and art enthusiasts

for a visually stunning and immersive experience. The 2023 edition aimed to build upon the success of previous years and further establish IGNITE Broward as a premier cultural event in the region.

### Objective

Aqua Marketing and Communications collaborated closely with IGNITE Broward to elevate its social media presence and create a buzz around the festival. The primary objectives were to increase awareness of the event, drive engagement with the target audience, and encourage attendance to the installations and projections throughout Fort Lauderdale and Dania Beach.



# QUALIFICATIONS AND EXPERIENCE – CASE STUDY #9



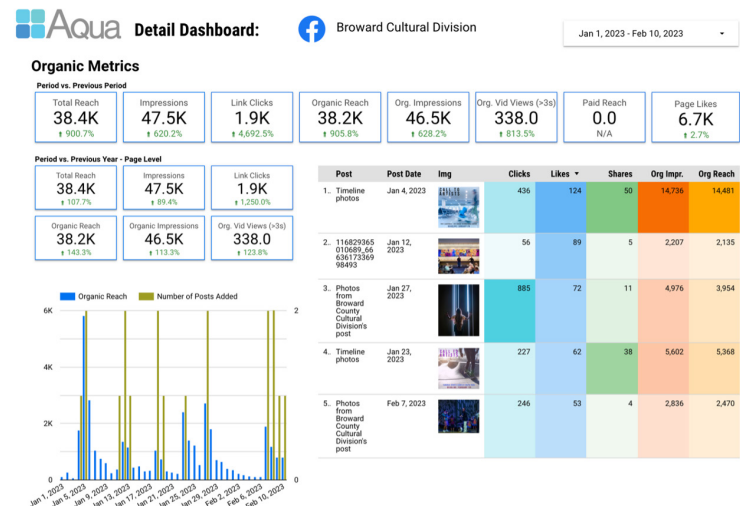
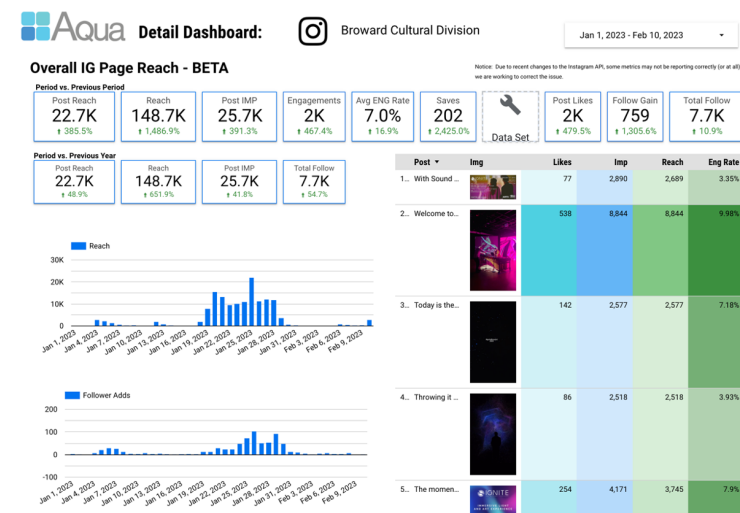
## Strategy and Execution

**1. Crafting a Compelling Social Media Narrative:** Our team developed a cohesive and engaging social media narrative that highlighted the unique aspects of IGNITE Broward. We focused on the mesmerizing visuals, the diverse range of participating artists, and the festival's impact on the local community.

**2. Visual Content Creation:** We created captivating visual content, including high-quality images and videos, that showcased the immersive installations, interactive light sculptures, and breathtaking projection mapping displays. These visuals were designed to spark intrigue and entice the audience to experience the festival in person.

**3. Platform Selection and Targeted Advertising:** We identified the key social media platforms where the target audience was most active and engaged. By leveraging platforms such as Instagram, Facebook, and Twitter, we strategically placed targeted advertisements to reach a wider audience interested in art, technology, and cultural events.

**4. Influencer Collaborations:** To amplify the reach and impact of IGNITE Broward, we collaborated with local influencers who had a strong following and influence within the target demographic. Their involvement in promoting the festival helped generate excitement and encouraged their followers to attend.



# QUALIFICATIONS AND EXPERIENCE – CASE STUDY #9



## Results

**Increased Brand Awareness:** Through our strategic social media management, IGNITE Broward 2023 experienced a significant boost in brand awareness. The festival's name and key visuals became widely recognized and associated with a must-attend cultural event in the region.

**Engaging Content and Interaction:** The content we created generated a high level of engagement among the target audience. Audiences actively commented, shared, and tagged friends in posts, fostering a sense of community and generating organic buzz around the festival.

**Attendance and Participation:** The social media campaign successfully drove attendance and participation at IGNITE Broward 2023. The installations and projections throughout Fort Lauderdale and Dania Beach received a substantial number of visitors, contributing to the festival's success.

**Conclusion:** Through strategic social media management, Aqua Marketing and Communications helped IGNITE Broward 2023 achieve remarkable results. The festival's brand awareness, audience engagement, and attendance were significantly enhanced, solidifying its position as Florida's premier art, light, and projection mapping event. We are proud to have played a role in bringing the magic of IGNITE Broward to the community and look forward to future collaborations that continue to ignite creativity and inspire audiences.

**Significant results** included the following:

### January 19 – January 26, 2023

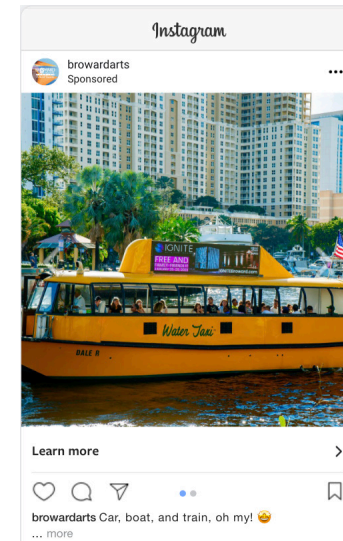
Spend: \$500  
Impressions: 77,703  
People Reached: 42,706  
Clicks: 888  
Link Clicks: 704  
CPC: \$0.56  
CTR: 1.14%  
Post Engagement: 846  
Post Reactions: 100  
Post Saves: 17  
Shares: 25

### January 25- January 29, 2023

Spend: \$500  
Impressions: 49,815  
Reach: 31,944  
Clicks: 1,047  
Link Clicks: 844  
CPC:\$0.56  
CTR 2.10%  
Post Engagement: 1,305  
Post Reactions: 212  
Post Saves: 75  
Post Shares: 130  
Comments: 9

**Total Overall Clicks: 1,935**

**Total Overall Impressions: 127,518**





# 4 | Ability to Perform



## PERFORMANCE MEASURES

Contractor performance will be evaluated based on, but not limited to:

1. Meeting agreed-upon deadlines
2. Ability to perform all agreed-upon work
3. Production of quality workmanship
4. Adherence to agreed-upon pricing

Failure to meet performance standards may result in sanctions, including removal from the Contractor Roster.

---

The undersigned certifies that they are legally authorized to bind the firm to the terms of this RFQ and that they have examined the RFQ documents and agree to fulfill all requirements if selected.

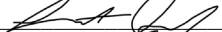
Company Name: Aqua Marketing & Communications, Inc

Address: 360 Central Avenue, Suite 420

Telephone: (412) 638-1543 Fax: N/A Cell: \_\_\_\_\_

Print Name: Larry Aldrich Email: Larry@Welcometoaqua.com

Federal Tax ID: 27-4195922

Authorized Signature: 

## Project Examples

Please see the project examples provided starting page 93.

In addition, please note the metrics shown in the Social Media and Paid Media examples requested starting on page 105.



City of West Palm Beach Flagler District Reveal Event



Cooper's Hawk Grand Opening Event



Visit Lauderdale Brand Reveal Event



Visit Lauderdale "Everyone Under the Sun" brand photography

# WORK SAMPLES/PORTFOLIO



Examples of photography work



Visit Lauderdale Staff Photography



Punta Gorda/Englewood Beach Ambassadors Campaign

# WORK SAMPLES/PORTFOLIO



Samples from various client campaigns



# WORK SAMPLES/PORTFOLIO

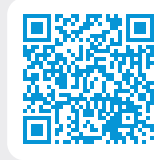


Examples of videography work



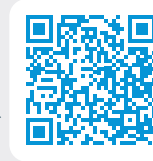
Visit Lauderdale "Everyone Under the Sun" brand video

Scan the code or click to watch the video here:  
[bit.ly/VL-Everyone](https://bit.ly/VL-Everyone) ▶



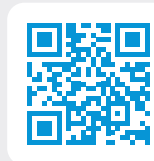
Port Everglades Economic Impact

Scan the code or click to watch the video here:  
[bit.ly/Port-Everglades-Impact](https://bit.ly/Port-Everglades-Impact) ▶



City of West Palm Beach Economic Development video

Scan the code or click to watch the video here:  
[bit.ly/WPB-B2B](https://bit.ly/WPB-B2B) ▶



# WORK SAMPLES/PORTFOLIO



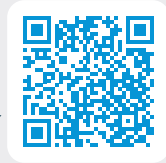
Examples of videography work



Punta Gorda/Englewood Beach  
Destination Advocacy

Scan the code or click to  
watch the video here:

[bit.ly/PGEB-Advocacy](https://bit.ly/PGEB-Advocacy) ▶



Bradenton Area Convention & Visitors  
Bureau Craft Brewery Documentary

Scan the code or click to watch  
the video here:

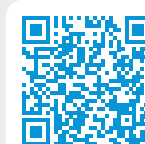
[bit.ly/Bradenton-Area-Brewery](https://bit.ly/Bradenton-Area-Brewery) ▶



Pensacola International Airport  
Facility Expansion

Scan the code or click to watch  
the video here:

[bit.ly/Pensacola-Expansion](https://bit.ly/Pensacola-Expansion) ▶



# WORK SAMPLES/PORTFOLIO



Examples of videography work



Visit Lauderdale Brand Reveal  
Event Recap

Scan the code or click to  
watch the video here:

[bit.ly/VL-Brand-Reveal](https://bit.ly/VL-Brand-Reveal) ▶



Visit Lauderdale Rosebowl Parade  
Event Recap

Scan the code or click to  
watch the video here:

[bit.ly/VL-RoseParade](https://bit.ly/VL-RoseParade) ▶



# WORK SAMPLES/PORTFOLIO



Examples of print design work

**Welcome**  
TO WHATEVER FLOATS  
YOUR YACHT

24 miles of coastline, 300 miles of waterways. And too many temptations to count. Come see what's new in Florida's shimmering playground, from world-renowned hotels to cosmopolitan dining and nightlife. Plan your adventure at [VisitLauderdale.com/Welcome](http://VisitLauderdale.com/Welcome).

**VISIT LAUDERDALE**  
EVERYONE UNDER THE SUN

**Welcome**  
THRILL-SEEKERS

Come see what's new in Florida's shimmering playground, from world-renowned hotels to cosmopolitan dining and nightlife. Plan your adventure at [VisitLauderdale.com/Welcome](http://VisitLauderdale.com/Welcome).

**VISIT LAUDERDALE**  
EVERYONE UNDER THE SUN

**Welcome**  
COCKTAIL CONNOISSEURS

Come raise a glass and discover what's new in Florida's shimmering playground, from world-renowned hotels to cosmopolitan dining and nightlife. Plan your adventure at [VisitLauderdale.com/Welcome](http://VisitLauderdale.com/Welcome).

**VISIT LAUDERDALE**  
EVERYONE UNDER THE SUN

**Paige Bakhaus**  
OWNER, HOOKED ON SLIP  
PADDLEBOARD PIONEER  
OUTSIDER

**Outsiders**  
WELCOME

As one of the first people to bring paddleboarding to the area, Paige doesn't do things like everyone else. And you don't want to vacation like everyone else. You want relaxing beaches mixed with exciting adventures, and exploring winding trails on and off the water. You're an Outsider. And here, we say, **Outsiders Welcome.**

**PUNTA GORDA ENGLEWOOD BEACH**  
The Charlotte Harbor Gulf Island Coast  
PureFlorida.com

Our Best Side is Outside.™

**Amanda Carr**  
PRESIDENT, CHARLOTTE BMX  
2016 OLYMPIAN  
OUTSIDER

**Outsiders**  
WELCOME

A native to Punta Gorda Englewood Beach, is professional BMX racer, and a 2016 Olympian, Amanda Carr has never done things like everyone else. And you don't want a vacation like everyone else. You want excitement, adventure, and beautiful outside activities. You're an Outsider. And here, we say, **Outsiders Welcome.**

**PUNTA GORDA ENGLEWOOD BEACH**  
The Charlotte Harbor Gulf Island Coast  
PureFlorida.com

Our Best Side is Outside.™

**Mark Timchula**  
THE BEACH GUY  
LOCAL LEGEND  
OUTSIDER

**Outsiders**  
WELCOME

Mark Timchula, aka "the Beach Guy," would rather spend each and every day outside, on the beach, and in the sun helping visitors. He doesn't do things like everyone else. And you don't want a vacation like everyone else. You want relaxing beaches, sandy shores, cool Gulf breezes, and hunting for fossilized shark teeth. You're an Outsider. And here, we say, **Outsiders Welcome.**

**PUNTA GORDA ENGLEWOOD BEACH**  
The Charlotte Harbor Gulf Island Coast  
PureFlorida.com

Our Best Side is Outside.™

# WORK SAMPLES/PORTFOLIO



Examples of print design work

8 beautiful courses  
—  
365 days of perfect weather  
—  
1 memorable golf getaway

With 8 beautiful courses, every day is a perfect day for a memorable golf getaway you can count on.

**DESTIN  
FT. WALTON BEACH  
OKALOOSA ISLAND  
FLORIDA**  
EmeraldCoastFL.com

EMERALD COAST

30 meters deep  
—  
20 minutes of pure adrenaline  
—  
1 amazing catch

Going 30 meters deep and fighting for 20 minutes to reel in 1 amazing catch makes this a vacation you can count on.

**DESTIN  
FT. WALTON BEACH  
OKALOOSA ISLAND  
FLORIDA**  
EmeraldCoastFL.com

EMERALD COAST

2 rings  
—  
1 bouquet  
—  
0 regrets

Combine 2 rings, 1 bouquet and 0 regrets, and you have a destination wedding you can count on.

**DESTIN  
FT. WALTON BEACH  
OKALOOSA ISLAND  
FLORIDA**  
EmeraldCoastFL.com

EMERALD COAST

Where your adventure begins

**DESTIN  
FT. WALTON BEACH  
OKALOOSA ISLAND  
FLORIDA**

## Visitor Guide

Tell a story uniquely your own. Maybe it's one of self-discovery, families growing closer together, or a romantic getaway. Any of miles and miles of sugar-white sand, emerald-green waters and beaches you have to see to believe. It could include food pulled directly from the Gulf of Mexico and watching the sunset from a waterfront restaurant. Your story might consist of fun on the water or exploring nature preserves teeming with native flora and fauna. Whatever the story of your vacation, tell it here, Destin, Fort Walton Beach, Okaloosa Island, the Heart of Florida's Emerald Coast.



Summer means making the most of your time outdoors. So, of course summer would be the time of the year when Destin, Fort Walton Beach, Okaloosa Island is the most popular. However, with so many fun and exciting activities offered on and off the water throughout the area, it's always a good time for a vacation in the Heart of Florida's Emerald Coast.



Stop by our welcome center for more guides, maps and information on the best activities, attractions and events offered throughout the entire area.  
1540 Miracle Strip Pkwy SE,  
Fort Walton Beach, FL 32548

Contents

- Heritage of the Harbor ..... 4
- Lure of Adventure ..... 8
- Savor Fresh Flavor ..... 12
- Settle on the Sand ..... 16
- Dive In ..... 22
- More to Explore ..... 26
- Beyond the Beach ..... 30
- Relax & Rejuvenate ..... 36
- Our Partners ..... 40

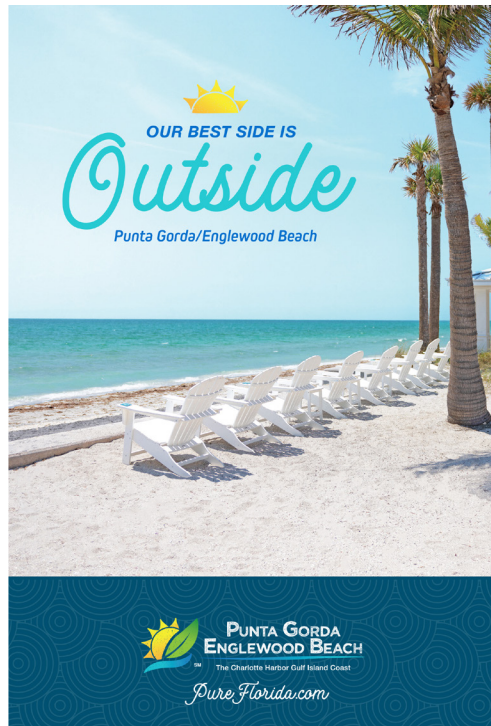
3

# WORK SAMPLES/PORTFOLIO



Examples of print design work

## Visitor Guide



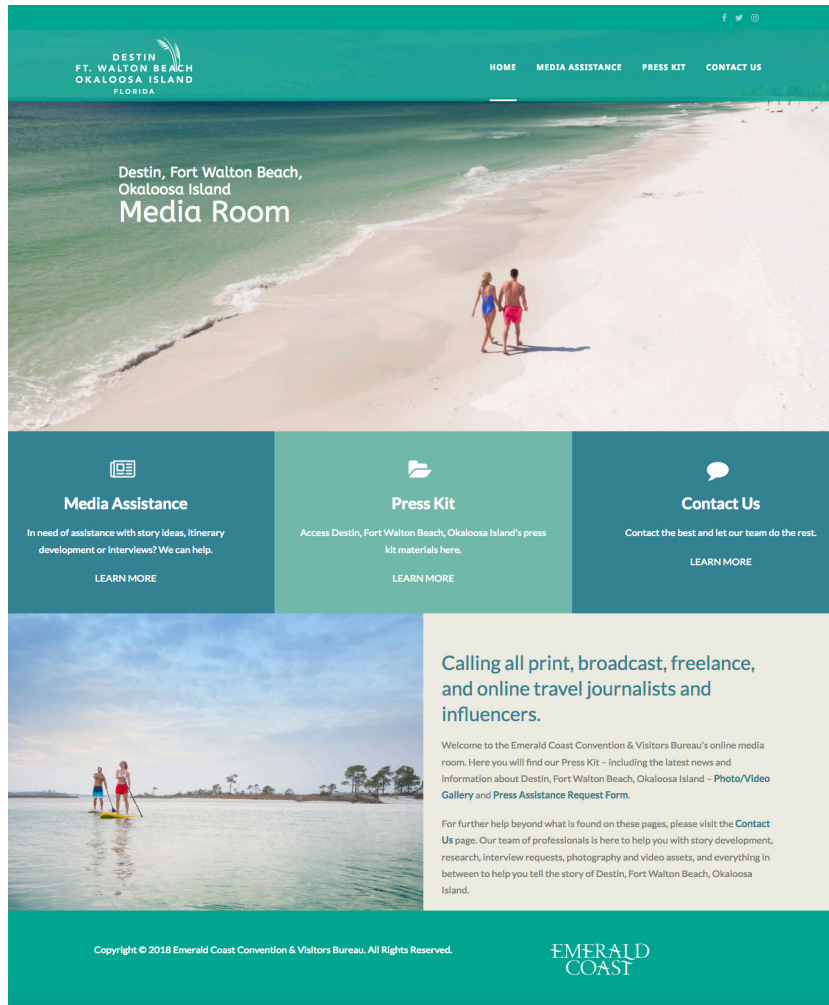
## Public Relations Press Kit



# WORK SAMPLES/PORTFOLIO



Examples of website design/redesign projects



Destin-Fort Walton Beach Online Press Room

## City of West Palm Beach Flagler District



# WORK SAMPLES/PORTFOLIO



Examples of website design/redesign projects

**PELICAN BAY**

REALTORS CAREERS STAFF CONTACT Search terms... Q

ABOUT AMENITIES ACTIVITIES DINING MEMBERS

One of a kind community

You are here: Home Text Zoom OFF ON Print Page

**Welcome to Pelican Bay.**

There's no place like home. Especially when it's Pelican Bay.

Private beaches. Gulf-side dining. Top-tier tennis. Chic shopping. Protected nature preserves. All within the three square miles our members call home - and just outside of stylish Naples, Florida. At Pelican Bay, your elegant residence is just the beginning... the key to world-class amenities and a lifestyle not found anywhere else.

Our Beaches Active Lifestyles Culinary Delights

Share: [Facebook] [Twitter] [LinkedIn] [Pinterest] [Email]

**NEWS**  
Staying Safe While Enjoying the Great Outdoors in Pelican Bay  
March 14 Workshop Announcement  
MORE NEWS

**CALENDAR**  
Aug 12 - Lorem Ipsum Dolor Adipiscing  
Aug 17 - Commodo Consequat  
Aug 20 - Nostrud Exercitation Advertis  
Aug 24 - Commodo Consequat  
MORE EVENTS

**WEB CAMS**  
NORTH BEACH SOUTH BEACH OSPREY NEST

61° CLEAR SKY  
VIEW FORECAST

E-NEWS SIGN UP [Facebook] [Twitter] [Instagram]

Home Members Site Map Copyright © 2016 Pelican Bay Foundation, Inc.

The Community of Pelican Bay

Destin-Fort Walton Beach Airport

FLIGHTS TRAVELERS DISCOVER VPS Search THU 77°F

Welcome to the Destin-Fort Walton Beach Airport

AIRLINES FLIGHTS DIRECTIONS TRANSPORTATION PARKING

**Welcome Southwest**  
We're proud to announce Southwest Airlines to our lineup of world-class airlines, offering even more flexibility and value to travelers. **LEARN MORE >**  
AIRPORT BUSINESS

**GBAC STAR™ Accreditation**  
We're thrilled to announce this honor from the Global Biorisk Advisory Council (GBAC) to prevent and respond to outbreaks. **LEARN MORE >**  
AIRPORT BUSINESS

**Get the Most from the Coast**  
Visiting the heart of the Emerald Coast means relaxing on beautiful beaches and playing in emerald-green waters **LEARN MORE >**  
AIRPORT BUSINESS

Browse All News >

Destin - Fort Walton Beach Airport  
Okaloosa County Airport Administration  
1701 State Road 66 N  
Eglin AFB, FL 32542-1458  
Phone: (850) 651-7160  
Fax: (850) 651-7164

Contact Us Airport Careers  
[Facebook] [Twitter] [LinkedIn] [Email]

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# WORK SAMPLES/PORTFOLIO



Examples of website design/redesign projects

**VOLUSIA ECHO**  
Celebrating our Quality of Life

**Volusia County**  
FLORIDA

**Volusia Forever**

HOME PROGRAMS NEWS & ANNOUNCEMENTS

**THE REC CENTER & ARTHAUS**

Volusia County is where history, culture, and nature converge—and the ECHO Program is dedicated to keeping it that way. By funding projects that preserve historic landmarks, protect natural spaces, expand outdoor recreation, and promote the arts, ECHO ensures that residents and visitors can continue to enjoy the unique places that make our community special.

**E** ENVIRONMENTAL LEARNING [LEARN MORE](#)

**C** CULTURAL EXPERIENCES [LEARN MORE](#)

**H** HISTORICAL DISCOVERIES [LEARN MORE](#)

**O** OUTDOOR RECREATION ADVENTURES [LEARN MORE](#)

**VF**

**VOLUSIA FOREVER**  
"Your Gateway to Adventure"

When you venture into Volusia County—you're not just exploring beautiful landscapes; you're experiencing America's most remarkable local conservation story. Volusia made history as the first county in the nation where citizens voted to tax themselves specifically to preserve natural lands forever.

Explore wild Florida on pristine conservation lands. Trek through forests on scenic hiking trails, join expert-guided specialty tours revealing hidden ecological gems, or paddle waterways through untouched wilderness. You can also experience the thrill of overnight wilderness camping under star-filled skies, and encounter wildlife in their natural habitats.

[LEARN MORE](#)

**VOLUSIA ECHO**  
Celebrating our Quality of Life

**Volusia Forever**

Home  
Programs  
News & Announcements  
Privacy Policy  
Accessibility Statement

© 2025 Volusia-ECHO. All Rights Reserved.

Volusia County ECHO Program

# WORK SAMPLES/PORTFOLIO



Examples of social media campaigns

## Daytona Beach International Airport

### Goal

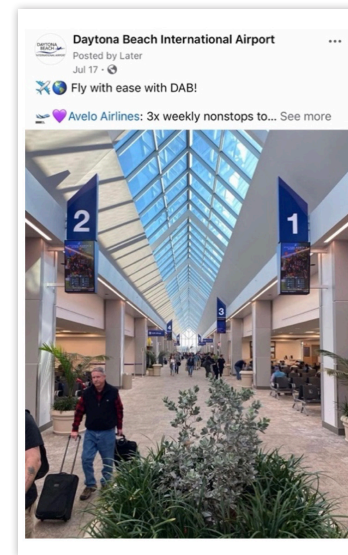
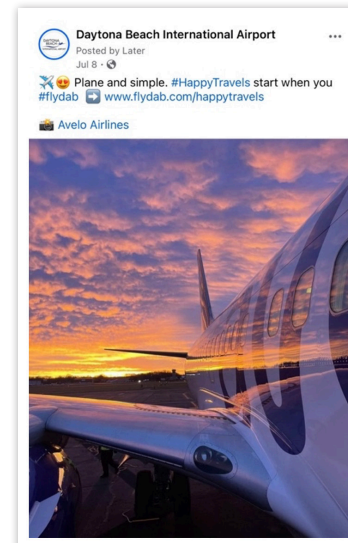
Provide followers with up-to-date and accurate information about the airport's flights, services, surrounding community, and VIP offerings, while encouraging them to #FlyDAB.

### Strategies Implemented

- Leveraged the foundation of the overarching marketing plan
- Developed monthly social media calendars
- Created original content and UGC content
- Used Later platform for content scheduling and management
- Engaged in active community management
- Used Aqua Intel for performance reporting

### KPI Measurements

Increased reach, engagement, and followers on Facebook, Instagram, and Twitter from 2024 vs. 2023.



# WORK SAMPLES/PORTFOLIO



Examples of social media campaigns

## Punta Gorda/Englewood Beach

### Goal

Promote the best of the destination's outdoor adventures for locals and visitors, emphasizing the #BestSideOutside campaign.

### Strategies Implemented

- Leveraged the foundation of the overarching marketing plan
- Developed monthly social media calendars
- Created original content and utilized UGC content
- Used Later platform for content scheduling and management
- Engaged in active community management
- Used Aqua Intel for performance reporting

### KPI Measurements

Increased reach, engagement, and followers on Facebook, Instagram, and Twitter from 2024 vs. 2023.

#### RESULTS:

POST IMPRESSIONS

**+409.3%**

INCREASE

POST LINK CLICKS

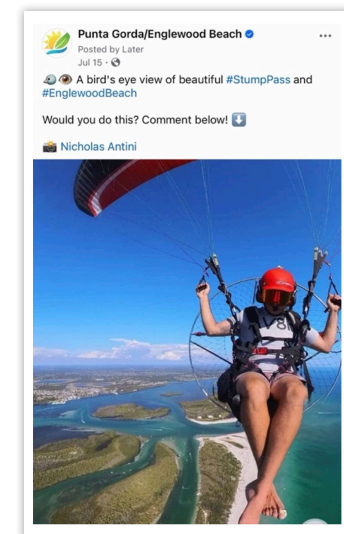
**+10.8%**

INCREASE

FOLLOWERS

**+42.6%**

INCREASE



# WORK SAMPLES/PORTFOLIO



Examples of social media campaigns

## Visit Lauderdale

### Goal

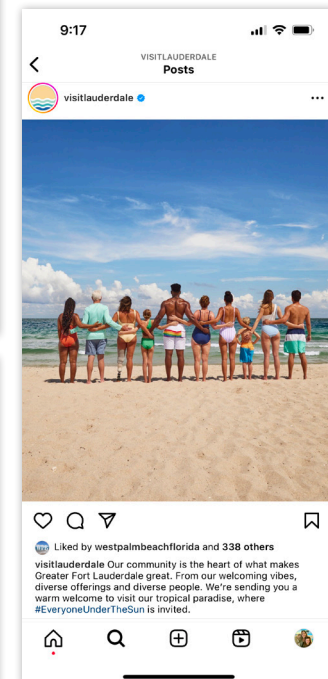
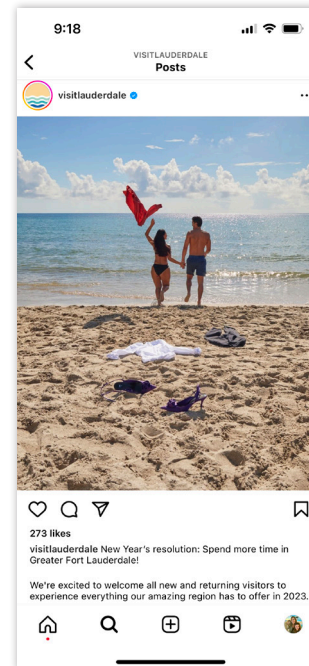
Promote the destination to select targets, supporting the destination's new branding campaign.

### Strategies Implemented

- Leveraged the foundation of the overarching marketing plan
- Developed monthly social media calendars
- Used Later platform for content scheduling and management
- Engaged in active community management
- Used Aqua Intel for performance reporting

### KPI Measurements

Increased reach, engagement, and followers on Facebook, Instagram, and Twitter from 2024 vs. 2023.





## Daytona Beach International Airport | Campaign Period: March-September 2025

### Objective

Support non-stop flights while generating demand by driving awareness and travel consideration from key markets of lift into Daytona Beach International Airport while promoting Volusia County's three CVBs including Daytona Beach, West Volusia, and New Smyrna Beach. The campaign was designed to attract leisure travelers and move them into active trip research through airline, airport, and destination partner websites.

### Approach

Aqua executed a multichannel airlift campaign focused on non-stop origin markets with meaningful lift potential and airline relevance, including Hartford, New Haven, Wilmington, Raleigh, Providence, Charlotte/Concord, Atlanta, and the New York region. The program combined broad awareness tactics with market-specific precision and lower-funnel engagement support through:

- Paid social on Facebook and Instagram
- Programmatic display and video
- Geo-fenced mobile targeting regional airports and event-based travel environments
- Broadcast and streaming placements, including NBC Connecticut

- A custom satellite media tour
- Influencer collaboration
- Landing page support through FlyToDaytonaBeach.com

### Results

The campaign delivered strong scale, cost efficiency, and meaningful downstream travel research activity.

- 47.5 million total reported impressions against 39.9 million planned impressions, an overdelivery of 7.6 million impressions (+19%)
- \$8.07 achieved CPM and +45% realized in added value
- 102,100+ landing page views and approximately 96,111 sessions on FlyToDaytonaBeach.com
- 1,503 tracked click-throughs to CVB, airline, airport, and social destinations for additional trip-planning and booking research
- Top tracked outbound actions included 419 clicks to DaytonaBeach.com, 224 to AveloAir.com, 193 to FlyBreeze.com, 158 to VisitWestVolusia.com, and 157 to VisitNSBFL.com

# WORK SAMPLES/PORTFOLIO



Examples of paid media campaigns

## Daytona Beach International Airport | Campaign Period: March-September 2025

- More than 48% of all tracked outbound clicks went directly to one of the three CVB sites, demonstrating strong destination consideration and partner engagement.
- NBC Connecticut delivered more than 6.0 million linear impressions, 3.1 million streaming impressions, and a 98% completion rate on 100% video-complete streaming placements.
- The satellite media tour aired 14 segments across 10 stations in 9 markets, producing 3.8 million audience reach and an estimated 3.6 million digital impressions.
- Organic social support added 143,986 impressions, 95,003 reach, and a 3.36% engagement rate.



## Destination Panama City | Campaign Period: October 1, 2024-September 30, 2025

### Objective

Increase destination awareness, drive qualified traffic, and improve media efficiency across a diversified leisure travel campaign while supporting new brand positioning and audience expansion.

### Approach

Following agency onboarding in October 2024 and the launch of the new LovePC brand in January 2025, Aqua executed a full-funnel paid media program with seasonal creative refreshes and ongoing optimization. The campaign combined established and test partners to broaden reach, improve performance, and refine future investment decisions. The media mix included:

- Programmatic display and video targeting couples and families
- Airport advertising promoting destination attractions
- Paid social on Facebook and Instagram
- Linear Television
- Targeted partner activations including TravelSpike, Atlas Obscura, Brand USA, Expedia, Flipboard, and other niche channels
- Ongoing performance review to scale effective partners and phase out underperforming tactics

### Results

The annual campaign delivered strong scale, efficient cost performance, and clear optimization learnings for future planning.

- Total efforts resulted in over 123.8 million impressions and 426,500 clicks to the destination's website
- \$0.74 CPC, \$3.31 CPM, and 0.42% CTR
- CTR exceeded the cited travel benchmark range of 0.07%-0.10% by more than 500%
- TravelSpike generated 57.3 million impressions while delivering the lowest CPM at \$0.44 and one of the lowest CPCs at \$0.68
- Aqua Managed paid social campaigns on Meta represented only 27% of the paid social budget but drove 51% of paid social impressions and 48% of paid social clicks at less than \$4 CPM and only \$0.17 CPC
- Expedia produced the strongest revenue return, generating \$569,072 in revenue and a 16.3:1 ROI, compared with Adara at \$283,803 and a 6.29:1 ROI
- Underperforming tactics including Carvertise, Wheel the World, Kayak, and Visit Florida Remarketing were identified and not continued into FY26



## Palm Coast and the Flagler Beaches, Florida | Campaign Period: October 2024-September 2025

### Objective

Elevate awareness, strengthen consideration, and drive visitation for Palm Coast and the Flagler Beaches by differentiating the destination from larger nearby competitors and positioning it as a relaxed, nature-forward coastal escape.

The campaign was designed to extend reach beyond Florida, including seasonal snowbird audiences in Canada, and to align media deployment with seasonality, using lift markets in fall and winter and a mix of drive and lift markets in spring and summer.

### Approach

Aqua developed the unifying creative platform 'Trails, Tides & Laid Back Vibes' to highlight the destination's balance of outdoor adventure, uncrowded beaches, and laid-back local culture. Media strategy paired immersive creative with audience-led targeting and seasonally responsive market deployment across:

- Google Search to capture high-intent travel demand
- YouTube for large-scale visual storytelling and awareness
- Facebook and Instagram for broad reach and engagement
- Programmatic display and video for audience targeting and retargeting

- Email marketing and e-blasts to family, outdoor, and travel-interested audiences
- Expedia to support direct lodging demand
- Print partnerships to reinforce destination credibility
- Outdoor along the I-95 corridor to intercept travelers with a high-visibility coastal accessibility message

### Results

The campaign produced strong awareness, efficient engagement, and measurable business value.

- 93.2 million impressions against 56.1 million planned impressions, for an overdelivery of 37.1 million impressions
- 2.28% overall CTR, up from 1.35% in FY 2024 and well above industry benchmark ranges
- \$6.35 overall CPM
- Over 53% in realized added value based on media negotiations and audience overdelivery
- YouTube delivered 42.9 million impressions, 1.50 million clicks, a 3.49% CTR, and \$0.11 CPC
- Google Search delivered 1.08 million impressions, 22,411 clicks, a 2.08% CTR, and \$1.11 CPC

# WORK SAMPLES/PORTFOLIO



Examples of paid media campaigns

## **Palm Coast and the Flagler Beaches, Florida | Campaign Period: October 2024-September 2025**

- Facebook and Instagram delivered 11.26 million impressions, 220,813 clicks, a combined 1.96% CTR, and \$0.37 CPC
- Programmatic display and video contributed 14.1 million impressions and 56,070 clicks
- Expedia reported approximately \$914,000 in revenue and a 13.1:1 ROAS
- Website sessions increased 108% and users increased 114%, despite a documented technical issue affecting the destination website in early 2025



Aqua provides clients with flexible and reasonable approaches to agency compensation, custom-tailored for every client. Please consider the following only a start to a conversation we'd be happy to have about pricing. We are perfectly willing to come to an agreement that's in the best interests of the City.

Given our experience with other municipalities and counties, and the stated Scope, we would estimate the following pricing model:

## **Hourly Rates per Staff Category**

The Agency provides all services at a blended rate of \$165 dollar per hour.

## **Monthly Retainer Fee**

Typically, the agency is contracted through an annual retainer amount, paid monthly. Currently, we would estimate approximately, 60 hours a month to perform the Scope of work, or \$10,000 per month.

## **Media Buying Fees and Commission Structure**

The Agency's Paid Media function would be compensated at the industry's standard rate of 15% of the total Paid Media budget. The Paid Media budget can either be assigned by the City, or the agency can prepare a Paid Media plan to achieve the City's goals, suggesting an appropriate budget.

## **Additional Fees or Reimbursable Expenses**

Any fees or reimbursable costs identified necessary to achieve the Scope will be presented to the City through a written estimate. The Agency will not charge markups or commission on third-party fees, billing all at net. No work resulting in a fee or reimbursable cost will be performed without written approval by the City.

## **Per-Project Fees for Specific Deliverables**

Per-project fees for specific deliverables will be defined through discussion between the City and the Agency, with the Agency required to provide the City with a written Scope for Services and associated costs. No work will be performed without prior, written approval of the Scope for Services and any associated costs.



Good Samaritan  
Medical Center

Good Samaritan  
Medical Center  
STATE  
OF THE  
CITY



WEST PALM BEACH  
Business. Life. Balanced.



## PERFORMANCE MEASURES

Contractor performance will be evaluated based on, but not limited to:

1. Meeting agreed-upon deadlines
2. Ability to perform all agreed-upon work
3. Production of quality workmanship
4. Adherence to agreed-upon pricing

Failure to meet performance standards may result in sanctions, including removal from the Contractor Roster.

---

The undersigned certifies that they are legally authorized to bind the firm to the terms of this RFQ and that they have examined the RFQ documents and agree to fulfill all requirements if selected.

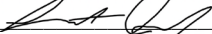
Company Name: Aqua Marketing & Communications, Inc

Address: 360 Central Avenue, Suite 420

Telephone: (412) 638-1543 Fax: N/A Cell: \_\_\_\_\_

Print Name: Larry Aldrich Email: Larry@Welcometoaqua.com

Federal Tax ID: 27-4195922

Authorized Signature: 



## SECTION 5 - SUBMITTAL PACKAGE

Submit the following materials exactly as outlined below. Proposals shall be organized and tabbed accordingly.

### **TAB #1**

#### **Proposer's Qualification Statement (Attachment "A")**

### **TAB #2**

#### Statement of Capabilities

Provide a statement explaining why the Proposer is uniquely qualified to deliver the required services.

### **TAB #3**

#### Specific Related Experience

Provide seven (7) project examples, including a minimum of five (5) government projects comparable in scope. Include:

- Client name, address, and telephone number
- Whether your firm was the prime or subcontractor
- Contract start and end dates

### **TAB #4**

#### Ability to Perform

- Signed copy of the RFQ Performance Measures
- Five (5) project examples demonstrating proficiency in project management and cost control

### **TAB #5**

#### Attachments

Include the following:

- Non-Collusive Affidavit (Attachment "B")
- Confirmation of Drug-Free Workplace (Attachment "C")
- Certified Resolution (Attachment "D")
- Acknowledgement of Addendums (Attachment "E")
- Certificate(s) of Insurance
- Required Licenses



## ATTACHMENT "B"

### NON-COLLUSIVE AFFIDAVIT

STATE OF Florida  
COUNTY OF Pinellas

Before me, the undersigned authority, personally appeared:

David M. Di Maggio

who, being first duly sworn, deposes and states as follows:

1. The Proposer is the Officer  
(Owner, Partner, Officer, Representative, or Agent)  
of Aqua Marketing & Communications, Inc. (Name of Firm).
2. The Proposer is fully informed regarding the preparation and contents of the attached Proposal and all pertinent circumstances relating thereto.
3. The Proposal is genuine and is not a collusive or sham submission.
4. Neither the Proposer nor any of its officers, partners, owners, agents, representatives, employees, or other parties in interest, including this affidavit, has in any way colluded, conspired, connived, or agreed, directly or indirectly, with any other proposer, firm, or person to:
  - o Submit a collusive or sham proposal;
  - o Refrain from submitting a proposal;
  - o Fix or otherwise manipulate prices, overhead, profit, or cost elements; or
  - o Secure any unlawful advantage against the City of Lauderhill or any person interested in the proposed contract.
5. The prices quoted in the attached Proposal are fair and proper and are not the result of collusion, conspiracy, connivance, or unlawful agreement on the part of the Proposer or any of its agents, representatives, owners, employees, or parties in interest.

FURTHER AFFIANT SAYETH NAUGHT.

By: David M. Di Maggio  
Signature of Proposer

Printed Name: David M. Di Maggio

Title: Director, Client Development



Sworn to and subscribed before me this 28<sup>th</sup> day of March, 2020.

Notary Public - State of Florida A. Peterson

My Commission Expires: Jan 8<sup>th</sup>, 2029



## ATTACHMENT "C"

### CONFIRMATION OF DRUG-FREE WORKPLACE


In accordance with Section 287.087, Florida Statutes, the Proposer certifies that it maintains a Drug-Free Workplace Program and that the following requirements have been implemented:

1. A published statement notifying employees that the unlawful manufacture, distribution, dispensing, possession, or use of a controlled substance is prohibited in the workplace and specifying the actions that will be taken against employees for violations.
2. Employees are informed of:
  - o The dangers of drug abuse in the workplace;
  - o The firm's policy of maintaining a drug-free workplace;
  - o Available drug counseling, rehabilitation, and employee assistance programs; and
  - o The penalties that may be imposed for drug abuse violations.
3. Each employee engaged in providing commodities or contractual services under this RFQ has received a copy of the firm's drug-free workplace policy statement.
4. Employees are notified that, as a condition of working on this contract, they must:
  - o Abide by the terms of the policy; and
  - o Notify the employer within five (5) days of any conviction of, or plea of guilty or nolo contendere to, a violation of Chapter 893, Florida Statutes, or any controlled substance law of the United States or any state, for a violation occurring in the workplace.
5. The firm imposes sanctions or requires satisfactory participation in a drug abuse assistance or rehabilitation program for any employee so convicted.
6. The firm makes a good faith effort to continue maintaining a drug-free workplace through implementation of these requirements.

A signed copy of the firm's Drug-Free Workplace Policy must be attached to this form and submitted with the proposal.

I hereby certify that the above-named firm complies fully with the requirements of this section.

Vendor Name: Aqua Marketing & Communications, Inc.

Authorized Signature: 

Printed Name: Larry Aldrich

Title: President Date: March 28, 2026



## ATTACHMENT "D"

### CERTIFIED RESOLUTION (Corporate Authority)

I, Larry Aldrich, the duly elected Secretary of Aqua Marketing & Communications, Inc. (Business Name), a corporation organized and existing under the laws of the State of Florida, do hereby certify that the following resolution was duly adopted by the Board of Directors of said corporation at a meeting held in accordance with law and the corporation's bylaws:

"IT IS HEREBY RESOLVED THAT

David M. Di Maggio  
(Name of Authorized Individual)

the duly elected Director, Client Development  
(Title of Officer)

of Aqua Marketing & Communications, Inc. (Business Name)

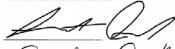
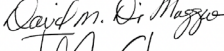

is hereby authorized to execute and submit a Proposal and any required Bid Bond to the City of Lauderhill, and to execute any and all documents necessary to bind the corporation to the terms and conditions of the RFQ and resulting contract."

The Secretary shall certify the names and signatures of those authorized to act pursuant to this resolution.

The City of Lauderhill shall be entitled to rely upon this certification and shall be held harmless from any claims arising from reliance upon the signature of any person so certified.

I further certify that the above resolution remains in full force and effect and has not been amended, revoked, or rescinded.

Authorized Individuals:

Name	Title	Signature
Larry Aldrich	President/Secretary	
David M. Di Maggio	Director, Client Development	
Travis McClure	Account Director	



Given under my hand and the seal of said corporation this 28th day of March, **20**.

Secretary

(Corporate Seal)



Corporate Title President/CEO & Secretary

\*Note: The Certified Resolution must clearly demonstrate that the individual signing the



## ATTACHMENT "E"

### AFFIDAVIT OF COMPLIANCE WITH ANTI-HUMAN TRAFFICKING LAWS

Pursuant to Section 787.06(13), Florida Statutes, the undersigned, on behalf of the Entity identified below, hereby affirms under penalty of perjury the following:

1. The Entity does not engage in human trafficking or the use of coercion for labor or services as defined in Section 787.06, Florida Statutes.
2. The Entity is in compliance with all applicable provisions of Section 787.06, Florida Statutes, relating to Human Trafficking.
3. The undersigned is duly authorized to execute this Affidavit on behalf of the Entity and affirms that the statements made herein are true and correct under penalty of perjury.

FURTHER AFFIANT SAYETH NAUGHT.

Dated this 28th day of March, 2026.

Entity Name: Aqua Marketing & Communications, Inc.

By (Signature): *David M. Di Maggio*

Printed Name: David M. Di Maggio

Title: Director, Client Development

STATE OF Florida  
COUNTY OF Pinellas

Sworn to and subscribed before me this 28<sup>th</sup> day of March,  
2026, by David Di Maggio, who is  
Florida Driver's License as identification.



Atmari Peterson  
Comm.: MH 626962  
Expires: Jan. 8, 2029  
Notary Public - State of Florida

Notary Public - State of Florida *Atmari Peterson*

My Commission Expires: Jan 8<sup>th</sup>, 2029



**ATTACHMENT "F"**  
**ACKNOWLEDGEMENT OF ADDENDUM**

RFQ 2026-030  
TITLE Digital Services, Advertising, and Media

Acknowledgement is hereby made of the following Addenda received since issuance of Specifications:

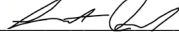
- Addendum No. 1 - Dated March 9, 2026
- Addendum No. \_\_\_\_\_ - Dated \_\_\_\_\_
- Addendum No. \_\_\_\_\_ - Dated \_\_\_\_\_

**Name of Vendor's Service Contact:**

Travis McClure

**Address:**

200 E. Las Olas Blvd. Suite 1400, Fort Lauderdale, FL 33301

Signature  Date March 28, 2026

*This page must be submitted with the RFQ. Failure to provide the requested documents may result in your proposal being deemed Non-Responsive.*



## CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)  
03/30/2026

**THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.**

**IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must have ADDITIONAL INSURED provisions or be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).**

<b>PRODUCER</b>		<b>CONTACT NAME:</b> Jennifer Lynch	
Comegys Insurance Agency		<b>PHONE (A/C, No, Ext):</b> (727) 521-2100	<b>FAX (A/C, No):</b> (727) 528-0626
One Beach Drive S. E. Ste. 230 Saint Petersburg FL 33701		<b>E-MAIL ADDRESS:</b> jenniferl@comegys.com	
<b>INSURED</b>		<b>INSURER(S) AFFORDING COVERAGE</b>	
AQUA MARKETING & COMMUNICATION 380 CENTRAL AVE, STE 420 ST. PETERSBURG FL 33701		<b>INSURER A:</b> Midvale Indemnity Company	<b>NAIC #</b> 27138M
		<b>INSURER B:</b> Hartford Casualty Insurance Company	29424
		<b>INSURER C:</b> Houston Casualty Company	
		<b>INSURER D:</b>	
		<b>INSURER E:</b>	
		<b>INSURER F:</b>	

**COVERAGES**      **CERTIFICATE NUMBER:** 25/26 GL/BA/WC/CYB      **REVISION NUMBER:**

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSERT LTR	TYPE OF INSURANCE	ADDITIONAL SUBRNT	INSO	WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS	
A	<input checked="" type="checkbox"/> <b>COMMERCIAL GENERAL LIABILITY</b> <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR  GEN'L AGGREGATE LIMIT APPLIES PER: <input checked="" type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC OTHER:				BP00100440	07/26/2025	07/26/2026	EACH OCCURRENCE \$ 2,000,000 DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 500,000 MED EXP (Any one person) \$ 10,000 PERSONAL & ADV INJURY \$ 1,000,000 GENERAL AGGREGATE \$ 4,000,000 PRODUCTS - COM/PROP AGG \$ 4,000,000	
								COMBINED SINGLE LIMIT (Ea accident) \$ 1,000,000 BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$	
									UMBRELLA LIAB <input type="checkbox"/> OCCUR EXCESS LIAB <input type="checkbox"/> CLAIMS-MADE DED    RETENTION \$
									WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below
B					21WECAS1032	10/19/2025	10/19/2026	<input checked="" type="checkbox"/> PER STATUTE <input type="checkbox"/> OTHER E.L. EACH ACCIDENT \$ 1,000,000 E.L. DISEASE - EA EMPLOYEE \$ 1,000,000 E.L. DISEASE - POLICY LIMIT \$ 1,000,000	
C	Cyber Liability			H25NGP21506403	05/08/2025	05/08/2026	Cyber Liability \$1,000,000 Security & Privacy Liab \$1,000,000 Third Party Liability \$1,000,000		

**DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)**  
Professional Liability Policy #SP025C1442, effective 10/13/2025-26 - Each Claim Limit \$1,000,000 - Annual Aggregate Limit \$1,000,000.

<b>CERTIFICATE HOLDER</b>	<b>CANCELLATION</b>
City of Lauderhill 5581 West Oakland Park Bouleva  Lauderhill FL 33313	SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.  AUTHORIZED REPRESENTATIVE 