

## CONTRACT, LEASE, AGREEMENT CONTROL FORM

Date: 2/7/2019

Contract/Lease Control #: C19-2782-AP

Procurement#: RFQ 61-18

Contract/Lease Type: CONTRACT

Award To/Lessee: AQUA MARKETING AND COMMUNICATIONS

Owner/Lessor: OKALOOSA COUNTY

Effective Date: 02/05/2019

Expiration Date: 2/5/2022 W/ 2 YR RENEWAL

Description of Contract/Lease: MEDIA BUYING, MARKETING, AND ADVERTISING SERVICES FOR OKALOOSA COUNTY AIRPORTS

Department: AP

Department Monitor: T. STAGE

Monitor's Telephone #: 850-651-7160

Monitor's FAX # or E-mail: [TSTAGE@MYOKALOOSA.COM](mailto:TSTAGE@MYOKALOOSA.COM)

Closed:

Cc: Finance Department Contracts & Grants Office



# CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)

07/27/2021

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><br>Comegys Insurance Agency<br><br>One Beach Drive S. E. Ste. 230<br>Saint Petersburg FL 33701       |  | <b>CONTACT NAME:</b> Jennifer Lynch<br><b>PHONE (A/C, No, Ext):</b> (727) 521-2100<br><b>E-MAIL ADDRESS:</b> jenniferl@comegys.com |  | <b>FAX (A/C, No):</b> (727) 528-0626 |               |
| <b>INSURED</b><br><br>AQUA MARKETING & COMMUNICATION<br>360 CENTRAL AVE<br>Ste 420<br>SAINT PETERSBURG FL 33701-3836 |  | <b>INSURER(S) AFFORDING COVERAGE</b>   |  |                                      | <b>NAIC #</b> |
|  |  | <b>INSURER A:</b> Main Street America Protection Ins Co  |  |                                      | 13026         |
|  |  | <b>INSURER B:</b> Old Dominion Insurance Co  |  |                                      | 40231         |
|  |  | <b>INSURER C:</b> United States Liability Insurance Co   |  |                                      | 25895         |
|  |  | <b>INSURER D:</b> Hartford Casualty Insurance Company  |  |                                      | 29424         |
|  |  | <b>INSURER E:</b> Alpha - USLI   |  |                                      |               |
|  |  | <b>INSURER F:</b>  |  |                                      |               |

**COVERAGES**      **CERTIFICATE NUMBER:** 20/21BA/WC21/22GL/UMB/      **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

| INSR LTR  | TYPE OF INSURANCE   | ADDL SUBR |     | POLICY NUMBER | POLICY EFF (MM/DD/YYYY) | POLICY EXP (MM/DD/YYYY) | LIMITS  |              |
|---|---|-----------|-----|---------------|-------------------------|-------------------------|---|--------------|
|   |   | INSD      | WVD |               |                         |                         |   |              |
| A   | <input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY                  | Y         |     | BPG6263N      | 07/26/2021              | 07/26/2022              | EACH OCCURRENCE   | \$ 1,000,000 |
|   | <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR    |           |     |               |                         |                         | DAMAGE TO RENTED PREMISES (Ea occurrence)                                       | \$ 500,000   |
|   |   |           |     |               |                         |                         | MED EXP (Any one person)  | \$ 10,000    |
|   |   |           |     |               |                         |                         | PERSONAL & ADV INJURY   | \$ 1,000,000 |
| GEN'L AGGREGATE LIMIT APPLIES PER   |   |           |     |               |                         |                         | GENERAL AGGREGATE   | \$ 2,000,000 |
| <input checked="" type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC |   |           |     |               |                         |                         | PRODUCTS - COMP/OP AGG  | \$ 2,000,000 |
| OTHER:  |   |           |     |               |                         |                         | LEGRV   | \$ 5,000     |
| B   | <input checked="" type="checkbox"/> AUTOMOBILE LIABILITY                          |           |     | B1G6263N      | 10/18/2020              | 10/18/2021              | COMBINED SINGLE LIMIT (Ea accident)   | \$ 1,000,000 |
|   | <input type="checkbox"/> ANY AUTO   |           |     |               |                         |                         | BODILY INJURY (Per person)  | \$           |
|   | <input type="checkbox"/> OWNED AUTOS ONLY   |           |     |               |                         |                         | BODILY INJURY (Per accident)  | \$           |
|   | <input type="checkbox"/> HIRED AUTOS ONLY   |           |     |               |                         |                         | PROPERTY DAMAGE (Per accident)  | \$           |
|   | <input type="checkbox"/> SCHEDULED AUTOS NON-OWNED AUTOS ONLY                     |           |     |               |                         |                         | PIP-Basic   | \$ 10,000    |
| C   | <input checked="" type="checkbox"/> UMBRELLA LIAB                                 | Y         |     | XL1595810B    | 05/08/2021              | 05/08/2022              | EACH OCCURRENCE   | \$ 1,000,000 |
|   | <input type="checkbox"/> EXCESS LIAB  |           |     |               |                         |                         | AGGREGATE   | \$ 1,000,000 |
|   | <input type="checkbox"/> CLAIMS-MADE  |           |     |               |                         |                         |   | \$           |
| DED      RETENTION \$   |   |           |     |               |                         |                         |   |              |
| D   | <input checked="" type="checkbox"/> WORKERS COMPENSATION AND EMPLOYERS' LIABILITY | N/A       |     | 21WECAS1032   | 10/19/2020              | 10/19/2021              | <input checked="" type="checkbox"/> PER STATUTE <input type="checkbox"/> OTH-ER |              |
|   | ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH)       |           |     |               |                         |                         | E.L. EACH ACCIDENT  | \$ 1,000,000 |
|   | If yes, describe under DESCRIPTION OF OPERATIONS below                            |           |     |               |                         |                         | E.L. DISEASE - EA EMPLOYEE  | \$ 1,000,000 |
|   |   |           |     |               |                         |                         | E.L. DISEASE - POLICY LIMIT   | \$ 1,000,000 |
| E   | Cyber Liability   |           |     | CY2111569B    | 05/08/2021              | 05/08/2022              | DATA/Security Breach  | \$1,000,000  |
|   |   |           |     |               |                         |                         | DATA Breach Expense   | \$250,000    |
|   |   |           |     |               |                         |                         | Identity Theft  | \$50,000     |

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)

The Certificate Holder is included as additional insured per written contract with respect to General Liability.

CONTRACT#: C19-2782-AP  
AQUA MARKETING & COMMUNICAITONS  
MEDIA BUYING, MARKETING, AND ADVERTISING SVS  
FOR OKALOOSA COUNTY AIRPORTS  
EXPIRES: 02/05/2022 W2 YR RENEWAL

|  |  |
|--|--|
| <b>CERTIFICATE HOLDER</b>  | <b>CANCEL</b>  |
| Okaloosa County<br>5479A Old Bethel Road<br><br>Crestview FL 32536 | 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<br><br><i>Don Hacker</i>   |

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# TASK ORDER APPROVAL FORM

CONTRACT #: C19-2782-AP

TASK ORDER #: 3

TASK ORDER AMOUNT: \$99,066

CONTRACT#: C19-2782-AP  
AQUA MARKETING & COMMUNICATIONS  
MEDIA BUYING, MARKETING & ADVERTISING  
FOR OKALOOSA COUNTY AIRPORT  
EXPIRES: 02/05/2022 W/1 2 YR RENEWAL

OFFERED BY CONSULTANT:

Aqua Marketing and Communications  
FIRM'S NAME

David M. DiMaggio  
REPRESENTATIVE'S PRINTED NAME

  
SIGNATURE

President  
TITLE

4-20-21  
DATE

**RECOMMENDED FOR APPROVAL  
(Department Director)**

  
SIGNATURE Tracy Stage, A.A.E.

Airports Director  
TITLE

4.21.21  
DATE

**APPROVED BY OKALOOSA COUNTY  
(Per Purchasing Manual)**

- \$25,000 or less approved by Purchasing Manager
- \$25,001 to \$50,000 approved by OMB Director
- Between \$50,001 and \$100,000 approved by Purchasing Director and County Administrator
- In excess of \$100,000 approved by the Board.

  
PURCHASING MANAGER

04/23/2021  
DATE

Faye Douglas Digitally signed by Faye Douglas  
Date: 2021.04.23 11:34:03 -05'00'

OMB Director/DATE

DATE

John Hofstad Digitally signed by John Hofstad  
Date: 2021.04.23 12:50:29 -05'00'  
COUNTY ADMINISTRATOR (if applicable)

DATE

CHAIRMAN (if applicable)

DATE



**VPS – Destin/Fort Walton Beach Airport  
Southwest Airlines local market service introduction  
Advertising/Media Proposal**

**Background:**

Starting May 6 Southwest Airlines will now fly out of VPS connecting the destination to Nashville, Dallas, Baltimore and on June 6<sup>th</sup>, Austin and Milwaukee will start. VPS wants to make sure that the entire region from Alabama to Tallahassee, potential flyers know about Southwest's arrival and the new connections. The Agency has been asked to produce messaging and place media to make the region aware of VPS's service. To do so, Agency will work with Southwest Airlines to coordinate use of their logo, name and brand elements. Messaging will stress the news about the airport, and will not be messaging only about and for Southwest. Messaging is only be news about the airport. VPS must approve all messaging prior to running.

**Timing:**

Agency will work with Southwest and VPS administration to have the messaging up and running as soon as possible, ending at the end of September (end of summer season). Southwest estimates it will need the month of April to work with the Agency to go through approvals, and anticipates the campaign will be up and running by May 1. VPS and the Agency have agreed that if Southwest moves faster, the campaign will start sooner.

**Media Recommendation:**

VPS has requested being in outdoor in a way that intersects regional traffic to the airport.

The agency has recommended that the client also consider the targeting available online/digitally.

Outdoor:

Specific outdoor board locations requested by VPS are:

- Crestview near Hwy 85 and I-10 (Shoal River Road Bridge)
- Niceville (Rocky Bayou Bridge)
- Near Hurbert Field (Military base)
- Near Pensacola airport
- Near Panama City Beach airport

Digital/Online:

The Agency has also recommended online ads across Northwest Florida from Pensacola to Panama City Beach, with geographic concentrations within Okaloosa, Escambia and Bay counties.

Digital/Online Targeting:

Audience profile will be made up of:

- Primary: Those showing travel intent
- Secondary: Those matching a profile of those most likely to engage in air travel
- Adults 21-54, HHI less than \$100k





Digital/Online Channels:

- The Agency will manage online messaging through programmatic advertising: Display ads will be delivered across a broad array of top tier websites able to match the targeting mentioned above.
- Paid Social Media: Facebook and Instagram ads (newsfeed and carousel) targeting those who indicate they may be planning to travel.
- Northwest Florida Daily News: Banner ads targeting regional geo-targeted website visitors, interested in travel.

Estimated Total Impressions: 18,705,000. (Note: Please see media flow chart attached.)

**Message:**

Devised and presented for client approval after approval of media plan and budget, will relate that the airport now has flights on Southwest Airlines and mention the 6 cities that can be reached. Will boast about continued growth and connectivity.

Should use the airport's "round" logo that depicts the airports website or any other approved content developed that displays the airport name, location, website and show Southwest's logo or other brand elements as approved by Southwest and the airport.

**Budget:**

Budget costs breakdown as follows:

- Media (outside vendor costs): \$79,000
- Creative/Production (staff manhours): 20 hours @ \$155 = \$3,100
- Agency media management fee = \$16,966
- TOTAL = \$99,066

**Billing:**


The Agency will not proceed without a fully executed Task Order from the County. Per contract, media will be billed as a net passthrough cost, with agency staff time, and management fee additional. Costs shown are not to be exceeded without written approval from the County.

Billing will be made on a monthly basis during the course of the campaign. Proof of performance by the agency and the outside vendors, per County requirements, will be provided with billing

Approved and Accepted:

  
 \_\_\_\_\_  
 Okaloosa County Airports

4.21.21  
 Date

  
 \_\_\_\_\_  
 Aqua Marketing & Communications, Inc.

4-19-21  
 Date

**Media Authorization**

Client: VPS  
 Campaign Period: FY2021  
 Date Issued: 3/30/21  
 Media: Digital  
 Revision # and Date:  
 Reason for Revision:



| Vendor               | Media                    | Targeting Description  | Audience  | Markets                                  | Estimated Impressions | MAY | JUNE | JULY | AUGUST | SEPT | Net Total |          |
|----------------------|--------------------------|--|---|--|-----------------------|-----|------|------|--------|------|-----------|----------|
| TBD                  | Digital OOH              | {5} Digital OOH boards each month - one around each of the five competitive airports in the region | Adults 21-54, HH less than \$100K, people with the intent to travel | Mobile-Pensacola DMA and Panama City DMA | 10,080,000            |     |      |      |        |      | \$44,000  |          |
| NWF Daily News       | Banners                  | Banner ads targeting regional geo-targeted website visitors, interested in travel                  |   |  | 500,000               |     |      |      |        |      |           | \$5,000  |
| Facebook / Instagram | Newsfeed + Carousel      | Prioritize delivery to people who may be planning to travel  |   |  | 1,875,000             |     |      |      |        |      |           | \$15,000 |
| StackAdapt           | Programmatic Display Ads | Potential Travelers  |   |  | 6,250,000             |     |      |      |        |      |           | \$15,000 |

Total Spend: \$79,000

Special Notes:

Client Signature: \_\_\_\_\_

**NOTE:** We hereby authorize Aqua Marketing & Communications, Inc., as our agent, to purchase on our behalf space and/or time as shown above. purpose, the conditions of which we have approved. For space and time so ordered, we assume financial responsibility to use respective vendors, including liability for non-cancelable contracts, incidental charges and short rates.

**NOTE:** The client recognizes that the agency, on behalf of the client, will be requiring the vendor at or prior to the time of billing to provide proof that any and all images, content or other materials the vendor may be providing as part of this buy or service are free and unencumbered from any claims of ownership, restrictions of usage, or from any requirement by any third party. Furthermore, the vendor will be required to provide documentation that all rights of usage are being transferred to the client and/or agency, including their assigns for use in perpetuity.

\* This media authorization is not to exceed the Total Budget shown above.

\*\* Monthly totals are estimated.

| Destin/Fort Walton Beach Airport - Southwest Airlines   |  |                   |                       |          |          |          |         |         |                 |
|---|--|-------------------|-----------------------|----------|----------|----------|---------|---------|-----------------|
| Target Markets: Mobile-Pensacola DMA and Panama City DMA  |  |                   |                       |          |          |          |         |         |                 |
| Target Audience: adults 21-54, HHI less than \$100K, people with the intent to travel   |  | Targeting         | Estimated Impressions | MAY      | JUNE     | JULY     | AUG     | SEPT    | TOTAL           |
| Digital OOH around the following competitive airports: Pensacola airport, Panama City Beach airport, Niceville (Rocky Bayou Bridge), Crestview near Hwy 85 and I-10 (Shoal River Road Bridge) and near Hubert Field (Military base) | Five Digital OOH boards each month - one around each of the five competitive airports in the region; May - August 2021 | 10,080,000        | \$11,000              | \$11,000 | \$11,000 | \$11,000 |         |         | \$44,000        |
| NWF Daily News - www.nfwdailynews.com   | Banner ads targeting regional geo-targeted website visitors, interested in travel                                      | 500,000           | \$1,000               | \$1,000  | \$1,000  | \$1,000  | \$1,000 | \$1,000 | \$5,000         |
| Paid Social Facebook & Instagram ads (newsfeed & carousel)  | Prioritize delivery to people who may be planning to travel  | 1,875,000         | \$3,000               | \$3,000  | \$3,000  | \$3,000  | \$3,000 | \$3,000 | \$15,000        |
| StackAdapt programmatic display ads   | Potential Travelers  | 6,250,000         | \$3,000               | \$3,000  | \$3,000  | \$3,000  | \$3,000 | \$3,000 | \$15,000        |
| <b>TOTALS:</b>  |  | <b>18,705,000</b> |                       |          |          |          |         |         | <b>\$79,000</b> |

# TASK ORDER APPROVAL FORM

CONTRACT #: C19-2782-AP

TASK ORDER #: 2

TASK ORDER AMOUNT: \$65,545

CONTRACT#: C19-2782-AP  
AQUA MARKETING & COMMUNICATIONS  
MEDIA BUYING, MARKETING & ADVERTISING  
FOR OKALOOSA COUNTY AIRPORTS  
EXPIRES: 02/05/2022 W/ 1 2 Y RENEWAL

OFFERED BY CONSULTANT:

Aqua Marketing and Communications

FIRM'S NAME

David M. DiMaggio

REPRESENTATIVE'S PRINTED NAME

  
SIGNATURE

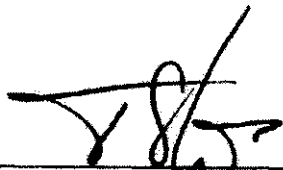
President

TITLE

3-18-21

DATE

**RECOMMENDED FOR APPROVAL  
(Department Director)**



SIGNATURE Tracy Stage, A.A.E.

Airports Director

TITLE

3-18-21

DATE

**APPROVED BY OKALOOSA COUNTY  
(Per Purchasing Manual)**

- \$25,000 or less approved by Purchasing Manager
- \$25,001 to \$50,000 approved by OMB Director
- Between \$50,001 and \$100,000 approved by Purchasing Director and County Administrator
- In excess of \$100,000 approved by the Board.



PURCHASING MANAGER

03/19/2021

DATE

Faye Douglas Digitally signed by Faye Douglas  
Date: 2021.03.19 14:31:02 -0500

OMB Director/DATE

DATE

John Hofstad Digitally signed by John Hofstad  
Date: 2021.03.22 08:29:33  
-0500

COUNTY ADMINISTRATOR (if applicable)

DATE

CHAIRMAN (if applicable)

DATE



Destin-Fort Walton Beach Airport  
Destin Executive Airport  
Bob Sikes Airport

Website Scope Proposal  
3-16-2021



## Destin Fort Walton Beach Airport Website Redesign

### Situation:

As a website is one of the primary impression points for past and future passengers have, it needs to make a positive, lasting impact and quickly answer the most common questions a traveler may have. Given that the airport's website sets the expectation of experience, there should be concerns as to whether the current website conveys the true experience a passenger will have with the airport. For instance, the current front-end of the website is lacking:

- Clean navigation –current top-level navigation is too large.
- Mobile-first design- as mobile access takes the lead, so does the need for a website to be designer first around how it functions as a mobile site. This is even more critical for travel and transportation verticals as an even higher majority of users will be accessing via mobile devices.
- Simplicity in top-level and overall navigation.
- All three airports sites feel different- not extremely easy to navigate between airports: VPS/DSI/CEW

### Goal:

In conjunction with the airport's team, the goal of the site build will be to provide a user experience that establishes the Destin Fort Walton Beach Airport as the best airport within the designated catchment area as well as an ideal destination airport for those in other markets. In doing so, the site will highlight the airport's many attributes as well as need-to-know information optimization for travelers.

### Objectives:

The website strategic plan for the Destin Fort Walton Beach Airport will be a continuous process of building and improving various website management procedures and enhancing the digital presence through:

- Utilizing the same style guide / template across all three websites.
  - If it is desired to have a common back end, this is something that can be discussed, and scope adjusted accordingly.
- Ground-up redevelopment of the existing websites to elevate brand awareness, ensure maximum online performance and align with brand messaging.
- Support and improve the overall user experience.
- Assure a properly functioning responsive design.
- Support the marketing and communications efforts of the airport(s).





## Functional Specifications and Requirements

### Front-End Design Experience

A true responsive website is essential in today's online consumer experience. Aqua is proposing that a truly responsive site be built in harmony with the airport's style guide and messaging. To ensure flexibility the agency recommends the site be a customized WordPress site. The site's structure and optimized sitemap will support the style guide direction with a focus on user experience and conversion goals. The site will be screen agnostic with the ability to quickly load on any device with an optimized user experience for mobile and desktop. The following is Aqua's recommendation for the Destin Fort Walton Beach Airport user experience:

#### 1. Overall Website Design

- a. The new design will be built to be responsive for the following devices:
  - i. Mobile (first), desktop and tablet
- b. The new design will capture the true essence of the Destin Fort Walton Beach Airport
- c. The new design will incorporate best in-practice airport standards
- d. The new design will, wherever possible, integrate technology conforming to standards such as Google AMP (Accelerated Mobile Pages) which drastically increase ranking and load times, particularly on traveler-critical pages.

### Front-End Customer Experience

Though a well-designed site is important, offering a user the ability to explore a website is essential. Improving the site's navigation and experience capabilities will allow a user to explore the Destin Fort Walton Beach Airport on their own terms. The following are details of the type of navigation and experience functionality that will be implemented into the redesign of FlyVPS.com, FlyDSI.com and FLYCEW.com

#### 1) Website Navigation

- a. The main navigation will engage the visitor to invite them to explore the site with the implementation of a simple and highly focused menu.

#### 2) Experience Functionality

- a. Integrated video throughout the site where needed, but not as to impact load times
- b. Social media and email integration into website
  - i. The Destin Fort Walton Beach Airport social media links will be easily accessible for visitors to find and link off to.
- c. The ability to have visitors register to receive promotional emails will be easily accessible.
- d. Outbound links and/or feeds from CVB in lieu of having airport staff maintain.
- e. Top-of-Page-Banner/Alert activation: health/safety warnings (e.g. COVID), weather warnings, Holiday TSA wait time warnings, etc.



Other items to considered

- a. Airport wayfinding – simple graphic or interactive
- b. Current/Travel Weather forecast
- c. OAG Flightview Data
- d. Link-out to payment portal or embedded elements from payment portal (YARDI)
- e. Incorporate Google Maps, including traffic feeds. If live Google maps are desired, the agency can assist the airport in setting up a Google API (Application Programming Interface) for map requests. The agency does not estimate that the airport would exceed the monthly *free* quota provided by Google, however this should be considered. Agency recommends wherever possible, to make direct calls to mapping applications to allow the viewer a more familiar interface for navigation and eliminate API calls.
- f. Any 3<sup>rd</sup> party data that is readily available to increase levels of customer service
- g. TSA wait times (if applicable) – note: this is a fee-based service that adds an additional (~\$153/yr)
- h. Parking capacity/load factors (if external system is so enabled and able to be embedded or easily referenced from within the CMS back-end by developer)

**3) Website Search Functionality**

- a. Deliver smart search capability. Smart search, including autocomplete with fuzzy match, will allow the custom search function to list results based on past searches for similar terms AND is forgiving of typos. This will give the visitor an enjoyable experience and connect them to content they are looking for. This feature can be controlled/edited as well.





## Website Overall Content Pages and SEO

### 1. Site Pages

Aqua estimates the primary site pages should be around 35 total primary and secondary nav pages, and potentially less if pages are optimized/combined. Secondary website page counts are to be determined, however are estimated to be less than ten (10) per site. Site page estimate does not include blog or press release/news content development.

### 2. Content

Aqua recommends consolidating a portion of the existing pages to reduce duplicate content, improve user experience and enhance on-page SEO. Blog site pages should be considered for content refresh as well as porting of existing (immediate past) news/press information.

### 3. New Airport Photography

- a. Working with the airport, determine what photography is needed to amplify the appearance of the new website and scope accordingly.

### 4. URL SEO and Customer-friendly URLs

The overall SEO strategy begins with a communication analysis, where we will develop a complete understanding of the airport's communication model to identify goals for specific services and target audiences where a dominant internet presence is desired. This analysis is then used to implement on-page and off-page SEO techniques that focus on the identified keywords and geographic modifiers.

- a. On-page SEO – defining and implementing appropriate keyword density, URL structure, internal linking, tags and page indexing.
- b. Every effort will be made to build redirects for the top pages of the existing site to maintain SEO after transition to new site.



## Site Administration Requirements

The ability to be compatible with multiple browsers is important to ensure the user experience and that branding is consistent. Integrating analytics will allow the Destin Fort Walton Beach Airport to review how the site visitor is engaging the website and assure the success of ongoing communications efforts. The following details the back-end functionality that will be available/implemented:

### 1. Browser

- a. The website will be compatible with recent versions of Chrome, Microsoft Edge, Firefox, and Safari. Note that Internet Explorer is commonly mentioned, however, Microsoft announced end-of-life and is recommending all users migrate to their new browser, Edge.

### 2. Integrated Analytics

Aqua will integrate the Airport's Google Analytics to provide:

- a. Standard analysis reports providing real time analysis on important statistics such as: visitor trends, page affinity, customer browsing behavior, custom goal conversion, keyword analysis etc.
- b. Ability to analysis campaigns including email, social, PPC etc.
- c. Customizable Reports
- d. Ability to export reports

### 3. Content Management System (CMS)

- a. Assigned staff will have access to:
  - Upload photos
  - Upload and/or link to media (documents, video, etc.)
    - Video is best hosted through systems designed and with the bandwidth to do so such as YouTube and Vimeo. It is not best practice (nor cost effective) to serve video otherwise.
  - Create or edit sub-pages
- b. Frontend text editing (of sub-pages) through a WYSIWYG editor

### 4. Integrated Blog/Press section

- a. Blog will be easy to use and publish and should be familiar to staff with previous experience updating content on a Wordpress site.
- b. The user, defined by the Super Administrator, will be able to postdate blog posts.
- c. Integration of a 3<sup>rd</sup> party sharing system such as ShareThis (or similar) is recommended in order to maximize the ability for a user to share on existing (and new) social platforms.



## Implementation Timeline, Hosting, Security

### 1. Implementation of new site

- a. Aqua estimates the site build will take approximately 6 months. Start date will correlate with the overall account timeline document as agreed to by the client and agency.
  - See Attachment 1

### 2. Training

- a. Custom CMS training videos will be provided to assist the airport with management of the site.

### 3. Software Solution

- a. Regular code updates to the WordPress platform are included on the website build and cost for the first year.
- b. The solution will utilize an extendible platform allowing for versatility and custom developed additions
- c. As this solution is not static nor SaaS, there are no licensing or controlled distributed services/costs associated with this solution. This is a customized WordPress based CMS.
- d. Some additional 3<sup>rd</sup> party tools (TSA wait times, Google Maps) if requested, may add additional API fees, which will be billed directly or be setup with client payment processing directly.
  - i. Google API provides 28,000-page loads per month at no cost (\$200 credit), after which there is a \$7 per 1000 load charge.
  - ii. Alternatively, static maps/image and links to google maps and/or map application (in the case of mobile devices) could be implemented instead of embedded maps with no risk to reaching the aforementioned limit.

### 4. Hosting Infrastructure

- a. Aqua will discuss with client all pertinent requirements and recommend several hosting options. Aqua's recommended hosting environment will include:
  - Staging server for website development and updates
  - SSL certificates
  - Provider must have redundant electrical via multiple power feeds and backup power generators (and/or multiple datacenter automated routing/rollover)
  - Provider will have redundant backbone connectivity (and/or multiple datacenter automated routing/rollover)
  - Automated daily snapshot backup (quick recovery) (available on some hosting options)
  - Primary hosting provider will be managed cloud based server infrastructure (not on-premises.)

### 5. Security and Compliance

- a. SSL certificates issued



- b. WAI (Web Accessibility Initiative) followed as a guideline in site development, is a set of standards and tactics that define best practices to make a website as accessible as possible (auditory, visual, physical, cognitive, neurological, etc.)
- c. ADA Compliance plugin. Agency will provide client with best practices checklist when making content updates/revisions and avoid PDF uploads (or use compliancy checking tool built into Acrobat DC for compliancy).

## **6. Monitoring Services**

Aqua provides software and monitoring solutions that include the following server-side functions:

- a. Malware scanning
- b. Intrusion Detection service
- c. Proactive response to monitoring events
- d. Email alerts for maintenance and other issues





## Key Personnel Utilization:

A lead designer, lead developer and account manager will be assigned once the authorization to proceed is received. Additional personnel may be assigned as needed by the team.

**Design**                                 **Dave Di Maggio, Thom Hart, Tim Sinclair, Chip Futch, Megan Pugh**  
*(Creation of three potential visual designs/interfaces for the site. Full development and application of the clients chosen direction to the sites during development).*

**Content Creation**                 **Dave Di Maggio, Thom Hart, Tim Sinclair, Angela Mitchell, Megan Pugh**  
*(All writing for the site, adaptation of any content ported over to the new site, creation of artwork/graphics, sourcing or working with photography for the new sites).*

**Development/Coding**         **Dave Di Maggio, Tim Sinclair, Chip Futch**  
*(Development of all three sites based on stated scope and client's single, chosen design. All three sites will be based on the development structure of the main site for VPS).*



**Costs**

**One-Time Site Development and Content Creation**

Below are the estimated costs to develop the three websites per the previously described scope. The airport should see this as a starting point, with the agency having the ability to scale costs depended upon scaling the scope of the project. Some of the variable costs, such as photography, may have any number of potential options, so should be discussed.

Design (70 hours @ \$155 per) \$10,850  
*(Creation of three potential visual designs/interfaces for the site. Full development and application of the clients chosen direction to the sites during development).*

Content Creation (104 hrs. @ \$155 per) \$16,120  
*(All writing for the site, adaptation of any content ported over to the new site, creation of artwork/graphics, sourcing or working with photography for the new sites).*

Development/Coding (205 hrs. @ \$155 per) \$31,775  
*(Development of all three sites based on stated scope and client’s single, chosen design. All three sites will be based on the development structure of the main site for VPS).*

---

Total estimated costs for all three sites \$58,745

**Annual Hosting/Maintenance/Support:**

Annual hosting/maintenance/support \$4,800\*  
*(This cost covers hosting, maintenance, and one (1) hour of support/revisions per month)*

---

**Not to Exceed (year 1):** \$65,545  
*(one-time cost of development of three sites and first year maintenance)*

---

\*Not to Exceed (annual): \$4,800



## Billing

Per billing milestone dates shown on the attached timeline, providing deliverables to the client, and providing proof of performance as required by the County.

Approved and Accepted:

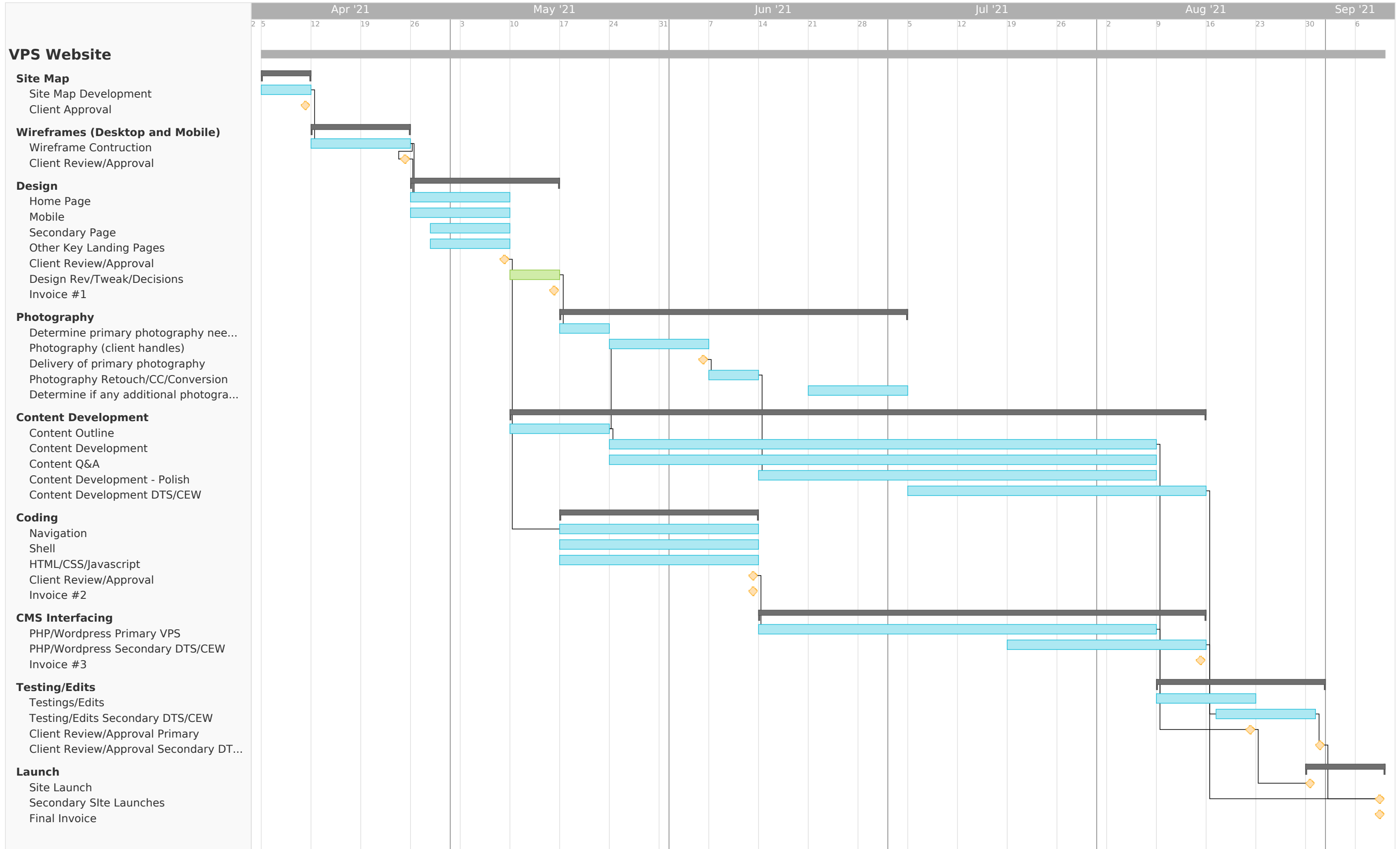
  
\_\_\_\_\_  
Okaloosa County Airports

5/18/21  
Date

  
\_\_\_\_\_  
Aqua Marketing & Communications, Inc.

03/17/2021  
Date

Note: use start date only as reference point for "weeks" - each vertical axis marker=1 week.







# CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)  
10/17/2019

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><br>Comegys Insurance Agency<br>One Beach Drive S. E. Ste. 230<br>Saint Petersburg FL 33701    |  | <b>CONTACT NAME:</b> Alanna Hess<br><b>PHONE (A/C, No, Ext):</b> (727) 521-2100<br><b>E-MAIL ADDRESS:</b> alanna.hess@comegys.com<br><b>FAX (A/C, No):</b> (727) 528-0626   |  |
| <b>INSURED</b><br>Aqua Marketing & Communications Inc<br>360 Central Ave<br>Ste 420<br>St Petersburg FL 33701 |  | <b>INSURER(S) AFFORDING COVERAGE</b><br><b>INSURER A:</b> Old Dominion Insurance Co NAIC # 40231<br><b>INSURER B:</b> United States Liability Insurance Co 25895<br><b>INSURER C:</b> Hartford Casualty Insurance Company 29424<br><b>INSURER D:</b> Alpha - USLI<br><b>INSURER E:</b><br><b>INSURER F:</b> |  |

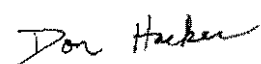
**COVERAGES**      **CERTIFICATE NUMBER:** 19/20 GL/PL/BA/WC/CYB/      **REVISION NUMBER:**

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.

| INSR LTR | TYPE OF INSURANCE   | ADDL SUBR INSD WVD | POLICY NUMBER | POLICY EFF (MM/DD/YYYY) | POLICY EXP (MM/DD/YYYY) | LIMITS  |
|----------|---|--------------------|---------------|-------------------------|-------------------------|---|
| A        | <input checked="" type="checkbox"/> <b>COMMERCIAL GENERAL LIABILITY</b><br><input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR<br>GEN'L AGGREGATE LIMIT APPLIES PER:<br><input type="checkbox"/> POLICY <input type="checkbox"/> PROJECT <input checked="" type="checkbox"/> LOC<br>OTHER: | Y                  | BPG6263N      | 07/26/2019              | 07/26/2020              | EACH OCCURRENCE \$ 1,000,000<br>DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 500,000<br>MED EXP (Any one person) \$ 10,000<br>PERSONAL & ADV INJURY \$ 1,000,000<br>GENERAL AGGREGATE \$ 2,000,000<br>PRODUCTS - COMP/OP AGG \$ 2,000,000<br>Hired & Non-Owned Auto \$ Included |
| A        | <b>AUTOMOBILE LIABILITY</b><br><input type="checkbox"/> ANY AUTO<br><input type="checkbox"/> OWNED AUTOS ONLY<br><input type="checkbox"/> HIRED AUTOS ONLY<br><input checked="" type="checkbox"/> SCHEDULED AUTOS<br><input type="checkbox"/> NON-OWNED AUTOS ONLY  |                    | B1G6263N      | 10/18/2019              | 10/18/2020              | COMBINED SINGLE LIMIT (Ea accident) \$ 1,000,000<br>BODILY INJURY (Per person) \$<br>BODILY INJURY (Per accident) \$<br>PROPERTY DAMAGE (Per accident) \$<br>PIP - Basic \$ 10,000  |
| B        | <input checked="" type="checkbox"/> <b>UMBRELLA LIAB</b><br><input type="checkbox"/> EXCESS LIAB<br><input type="checkbox"/> OCCUR<br><input type="checkbox"/> CLAIMS-MADE<br>DED    RETENTION \$   |                    | XL1595810     | 05/08/2019              | 05/08/2020              | EACH OCCURRENCE \$ 1,000,000<br>AGGREGATE \$ 1,000,000  |
| C        | <b>WORKERS COMPENSATION AND EMPLOYERS' LIABILITY</b><br>ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH)<br>If yes, describe under DESCRIPTION OF OPERATIONS below   | Y/N<br>N           | 21WECAS1032   | 10/19/2019              | 10/19/2020              | <input checked="" type="checkbox"/> PER STATUTE <input type="checkbox"/> OTH-ER<br>E.L. EACH ACCIDENT \$ 1,000,000<br>E.L. DISEASE - EA EMPLOYEE \$ 1,000,000<br>E.L. DISEASE - POLICY LIMIT \$ 1,000,000   |
| D        | <b>Cyber Liability</b><br>Retention: \$2,500  |                    | CY2111569     | 05/08/2019              | 05/08/2020              | Data & Security Breach \$1,000,000<br>Data Breach Expense \$250,000<br>Identity Theft \$50,000  |

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)  
SP1563866C 07/26/2019-07/26/2020 - Professional Liability written through United States Liability Company. Aggregate: \$2,000,000 - Each Claim \$1,000,000 - Retention: \$2,500  
The Certificate Holder is included as additional insured per written contract with respect to

**CONTRACT#: C19-2782-AP**  
**AQUA MARKETING & COMMUNICATIONS, INC.**  
**ADVERTISING & MARKETING COMMUNICATIONS**  
**EXPIRES: 02/05/2022 W/2 1 YR RENEWALS**

|   |  |
|---|--|
| <b>CERTIFICATE HOLDER</b><br><br>Okaloosa County<br>5479A Old Bethel Road<br><br>Crestview FL 32536 | SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.<br><br>AUTHORIZED REPRESENTATIVE<br> |
|---|--|

**TASK ORDER APPROVAL FORM**

*App 2/28/19*

CONTRACT #: C19-2782-AP

TASK ORDER #: 1

TASK ORDER AMOUNT: \$10,000.00

**CONTRACT#: C19-2782-AP  
AQUA MARKETING AND COMMUNICATIONS  
MEDIA BUYING, MARKETING, & ADVERTISING  
FOR OKALOOSA COUNTY AIRPORTS  
EXPIRES: 02/05/2022 W/1 2 YR RENEWAL**

OFFERED BY CONSULTANT:

Aqua Marketing and Communications

FIRM'S NAME

David M. DiMaggio

REPRESENTATIVE'S PRINTED NAME

*David M. DiMaggio*  
SIGNATURE

President

February 19, 2019

TITLE

DATE

**RECOMMENDED FOR APPROVAL  
(Department Director)**

**APPROVED BY OKALOOSA COUNTY  
(Per Purchasing Manual)**

- \$25,000 or less approved by Purchasing Manager
- \$25,001 to \$50,000 approved by OMB Director
- Between \$50,001 and \$100,000 approved by Purchasing Director and County Administrator
- In excess of \$100,000 approved by the Board.

*Tracy Stage*  
SIGNATURE Tracy Stage, A.A.E.

Airports Director

TITLE

*Jeffrey A. Hyde*  
PURCHASING MANAGER

02/28/2019  
DATE

2.26.19  
DATE

OMB Director/DATE

DATE

COUNTY ADMINISTRATOR (if applicable)

CHAIRMAN (if applicable)

DATE

DATE

## TASK ORDER

### Professional On-Call Marketing Services Okaloosa County Airports February 15, 2019

Task Order No. 1

**AQUA MARKETING & COMMUNICATIONS, INC.**, a Florida Corporation (hereinafter "CONSULTANT") agrees to perform and complete the following services (hereinafter "Services") for **Okaloosa County Board of County Commissioners** (hereinafter "COUNTY"), in accordance with the terms and conditions of the Master Agreement for Media Buying, Marketing, and Advertising Services for Okaloosa County Airports (Contract/Lease Control No.: C19-2782-AP), dated February 5, 2019.

1. **Task Location:** As needed and directed by Okaloosa County Airports – Okaloosa County, Florida
2. **Task Name:** Professional Marketing Services
3. **Task Description/Scope of Services:** This task provides for a budgeted allocation of **Ten Thousand and 00/100 Dollars (\$10,000.00)** for authorized general "on-call" airport marketing services, meetings, coordination with governmental agencies, and other general work as may be required by the COUNTY from time to time under the terms and conditions of the above-referenced base agreement dated February 5, 2019. No tasks shall be performed under this Task Order without prior authorization from the COUNTY. All costs for professional services, meetings and expenses specifically covered by a separate agreement shall not be included under this Task Order.
4. **Compensation:** The County shall compensate the CONSULTANT for the performance of authorized services on a Not-To-Exceed (time-and-materials) basis. The Not-To-Exceed limit shall be **Ten Thousand and 00/100 Dollars (\$10,000.00 NTE)**. CONSULTANT shall be compensated based on actual time (hours) expended and actual expenses incurred.

The COUNTY shall compensate the CONSULTANT for authorized services performed by the CONSULTANT and reimbursable expenses required to perform the work at the hourly rates and standard rates included in the above-referenced base agreement, dated February 5, 2019. Reimbursable expenses shall also include actual out-of-pocket expenses incurred by the CONSULTANT (reimbursed at actual costs). Each expenditure under this Task Order shall be accompanied by a statement of purpose, time involved and overall expense charged to this Task Order and approved in advance of any cost incurred.

5. **Schedule:** Services authorized by the COUNTY under this Task Order shall be performed with reasonable diligence and expediency consistent with sound professional practices. When applicable, specific task schedules shall be coordinated prior to task authorization.

This Task Order shall remain in effect until the Not-To-Exceed budget is expended or until the base agreement referenced above expires, whichever occurs first, unless sooner terminated in writing.

6. **Deliverables:** Project deliverables shall be expressed in writing and agreed to between the COUNTY and CONSULTANT prior to performance by the CONSULTANT.
7. **Other Considerations:** Services of the CONSULTANT shall be under the direction of Emily Hasenauer, Marketing Coordinator, Okaloosa County Airports

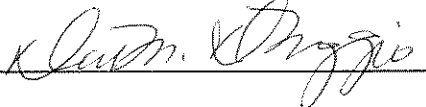
Accepted by:

CLIENT:

CONSULTANT:

Okaloosa County Board of  
County Commissioners

By: 

By: 

Printed Name: Tracy Stage, A.A.E.

Printed Name: David M. DiMaggio

Title: Airports Director

Title: President

Date: 2-26-19

Date: February 19, 2019



# CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)

10/30/2018

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.

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|  |  |   |  |                                      |               |
|--|--|---|--|--------------------------------------|---------------|
| <b>PRODUCER</b><br>Comegys Insurance Agency<br><br>One Beach Drive S. E. Ste. 230<br>Saint Petersburg FL 33701 |  | <b>CONTACT NAME:</b> Alanna Hess<br><b>PHONE (A/C, No, Ext):</b> (727) 521-2100<br><b>E-MAIL ADDRESS:</b> alanna.hess@comegys.com |  | <b>FAX (A/C, No):</b> (727) 528-0626 |               |
|  |  | <b>INSURER(S) AFFORDING COVERAGE</b>  |  |                                      | <b>NAIC #</b> |
|  |  | <b>INSURER A:</b> Old Dominion Insurance Co   |  |                                      | 40231         |
|  |  | <b>INSURER B:</b> Hartford Casualty Insurance Company   |  |                                      | 29424         |
|  |  | <b>INSURER C:</b> United States Liability Company   |  |                                      |               |
|  |  | <b>INSURER D:</b>   |  |                                      |               |
|  |  | <b>INSURER E:</b>   |  |                                      |               |
|  |  | <b>INSURER F:</b>   |  |                                      |               |

**COVERAGES****CERTIFICATE NUMBER:** 18/19 GL/Prof/Auto/WC**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.

| INSR LTR | TYPE OF INSURANCE  | ADDL INSD | SUBR WVD | POLICY NUMBER | POLICY EFF (MM/DD/YYYY) | POLICY EXP (MM/DD/YYYY) | LIMITS  |
|----------|--|-----------|----------|---------------|-------------------------|-------------------------|---|
| A        | <input checked="" type="checkbox"/> <b>COMMERCIAL GENERAL LIABILITY</b><br><input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR<br><br>GEN'L AGGREGATE LIMIT APPLIES PER:<br><input checked="" type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC<br>OTHER: | Y         |          | BPG6263N      | 07/26/2018              | 07/26/2019              | EACH OCCURRENCE \$ 1,000,000<br>DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 500,000<br>MED EXP (Any one person) \$ 5,000<br>PERSONAL & ADV INJURY \$ 1,000,000<br>GENERAL AGGREGATE \$ 2,000,000<br>PRODUCTS - COMP/OP AGG \$ 2,000,000<br>Hired&Non-Owned Auto \$ 1,000,000 |
| A        | <b>AUTOMOBILE LIABILITY</b><br><input type="checkbox"/> ANY AUTO<br><input type="checkbox"/> OWNED AUTOS ONLY<br><input type="checkbox"/> HIRED AUTOS ONLY<br><input checked="" type="checkbox"/> SCHEDULED AUTOS<br><input type="checkbox"/> NON-OWNED AUTOS ONLY   |           |          | B1G6263N      | 10/18/2018              | 10/18/2019              | COMBINED SINGLE LIMIT (Ea accident) \$ 1,000,000<br>BODILY INJURY (Per person) \$<br>BODILY INJURY (Per accident) \$<br>PROPERTY DAMAGE (Per accident) \$<br>PIP-Basic \$ 10,000  |
|          | <b>UMBRELLA LIAB</b><br><input type="checkbox"/> EXCESS LIAB<br>DED <input type="checkbox"/> RETENTION \$  |           |          |               |                         |                         | EACH OCCURRENCE \$<br>AGGREGATE \$<br>\$  |
| B        | <b>WORKERS COMPENSATION AND EMPLOYERS' LIABILITY</b><br>ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH)<br>If yes, describe under DESCRIPTION OF OPERATIONS below  | Y / N     | N / A    | 21WECAS1032   | 10/19/2018              | 10/19/2019              | <input checked="" type="checkbox"/> PER STATUTE <input type="checkbox"/> OTH-ER<br>E.L. EACH ACCIDENT \$ 1,000,000<br>E.L. DISEASE - EA EMPLOYEE \$ 1,000,000<br>E.L. DISEASE - POLICY LIMIT \$ 1,000,000   |
| C        | Professional Liability   |           |          | SP1563866B    | 07/26/2018              | 07/26/2019              | Each Occurrence 1,000,000<br>Annual Aggregate 2,000,000   |

**DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)**

The Certificate Holder is included as additional insured per written contract with respect to General Liability.

**CERTIFICATE HOLDER****CANCELLATION**

|  |  |
|--|--|
| Okaloosa County<br>5479A Old Bethel Road<br><br>Crestview FL 32536 | SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.<br><br>AUTHORIZED REPRESENTATIVE<br><br><i>Don Haeber</i> |
|--|--|

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CA #13

# BOARD OF COUNTY COMMISSIONERS AGENDA REQUEST

**DATE:** February 5, 2019  
**TO:** Honorable Chairman and Distinguished Members of the Board  
**FROM:** Greg Kisela  
**SUBJECT:** Aqua Marketing and Communications - Airports  
**DEPARTMENT:** Purchasing  
**BCC DISTRICT:** 2

---

**STATEMENT OF ISSUE:** Request approval of the contract with Aqua Marketing & Communications, Inc. for Media Buying, Marketing and Advertising Services for Okaloosa County Airports.

**BACKGROUND & ANALYSIS:** A Request for Qualifications & Respondent's Acknowledgement for Media Buying, Marketing and Advertising Services for the Okaloosa County Airports was issued with an opening due date of September 4, 2018. Purchasing received eight (8) responses. Those responses were evaluated by the Review Committee, Purchasing and the Airports Department and three (3) potential providers were selected and invited to make presentations to the committee. Aqua Marketing & Communications, Inc. was selected by the committee as the most responsive and responsible vendor. The Intent to Award was issued on December 14, 2018 and all parties were notified that Aqua Marketing & Communications, Inc. had been selected.

**FUNDING SOURCE, (If Applicable):**  
Department #: 4201  
Account #: 548001  
Amount: \$155 per hour for services provided.

**OPTIONS:** Approve or Disapprove

**RECOMMENDATIONS:** Approval of the contract with Aqua Marketing & Communications, Inc. for Media Buying, Marketing and Advertising Services for the Okaloosa County Airports.

  
\_\_\_\_\_  
Greg Kisela, Deputy County Administrator 1/27/2019

**RECOMMENDED BY:**

  
\_\_\_\_\_  
John Hofstad, County Administrator 1/30/2019

**APPROVED BY:**

**PROCUREMENT/CONTRACT/LEASE  
INTERNAL COORDINATION SHEET**

Procurement/Contract/Lease Number: RFQ 61-18 Tracking Number: 3234-19  
Procurement/Contractor/Lessee Name: Aqua Grant Funded: YES \_\_\_ NO X  
Purpose: contract  
Date/Term: 3yrs 2yr renewal  
Amount: \_\_\_\_\_  
Department: Airport  
Dept. Monitor Name: Stacy

1.  GREATER THAN \$100,000  
2.  GREATER THAN \$50,000  
3.  \$50,000 OR LESS

**Purchasing Review**

Procurement or Contract/Lease requirements are met:  
DeRita Mason Date: 1-7-19  
Purchasing Manager or designee Jeff Hyde, DeRita Mason, Victoria Taravella

**2CFR Compliance Review (if required)**

Approved as written: no federal is Grant Name: \_\_\_\_\_  
Date: \_\_\_\_\_  
Grants Coordinator Danielle Garcia

**Risk Management Review**

Approved as written:  
Date: 1/18/19  
Risk Manager or designee Laura Porter or Krystal King

**County Attorney Review**

Approved as written:  
Date: 1/18/19  
County Attorney Gregory T. Stewart, Lynn Hoshihara, Kerry Parsons or Designee

Following Okaloosa County approval:

**Clerk Finance**

Document has been received:  
Date: \_\_\_\_\_  
Finance Manager or designee

## Victoria Taravella

---

**From:** Parsons, Kerry <KParsons@ngn-tally.com>  
**Sent:** Friday, January 18, 2019 9:10 AM  
**To:** Victoria Taravella  
**Subject:** RE: Aqua Contract  
**Attachments:** AGREEMENT FOR CONTRACTOR SERVICES 12.20.18.docx

This is approved.

**Kerry A. Parsons, Esq.**  
**Nabors  
Giblin &  
Nickerson**  
ATTORNEYS AT LAW  
1500 Mahan Dr. Ste. 200  
Tallahassee, FL 32308  
T. (850) 224-4070  
[kparsons@ngn-tally.com](mailto:kparsons@ngn-tally.com)

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---

**From:** DeRita Mason <dmason@myokaloosa.com>  
**Sent:** Tuesday, January 15, 2019 4:07 PM  
**To:** Parsons, Kerry <KParsons@ngn-tally.com>  
**Cc:** Victoria Taravella <vtaravella@myokaloosa.com>  
**Subject:** Aqua Contract

Please see revisions.



DeRita Mason  
Contracts and Lease Coordinator  
Okaloosa County Purchasing Department  
5479A Old Bethel Road  
Crestview, Florida 32536  
(850) 689-5960  
[dmason@myokaloosa.com](mailto:dmason@myokaloosa.com)

"Please note: Due to Florida's very broad public records laws, most written communications to or from County employees regarding County business are public records, available to the public and media upon request. Therefore, this written e-mail communication, including your e-mail address, may be subject to public disclosure."



**CAUTION:** This email originated from outside the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

## DeRita Mason

---

**From:** Emily Hasenauer  
**Sent:** Wednesday, December 12, 2018 9:08 AM  
**To:** DeRita Mason  
**Subject:** RE: References

DeRita, we will proceed with Aqua and you can place on the ITA for this Friday. Thanks!!

Emily Hasenauer  
Marketing Coordinator  
Okaloosa County Airports  
O: (850) 651-7160 Ext. 1005  
C: (850) 826-3525  
[ehasenauer@myokaloosa.com](mailto:ehasenauer@myokaloosa.com)



Please note: Due to Florida's very broad public records laws, most written communications to or from County employees regarding County business are public records available to the public and media upon request. Therefore, this written email communication including your email address, may be subject to public disclosure.

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**From:** DeRita Mason <[dmason@myokaloosa.com](mailto:dmason@myokaloosa.com)>  
**Sent:** Friday, December 7, 2018 09:45 AM  
**To:** Emily Hasenauer <[ehasenauer@myokaloosa.com](mailto:ehasenauer@myokaloosa.com)>  
**Subject:** RE: References

No problem, please let me know when you are ready to place it on the ITA.

---

**From:** Emily Hasenauer  
**Sent:** Friday, December 07, 2018 9:41 AM  
**To:** DeRita Mason <[dmason@myokaloosa.com](mailto:dmason@myokaloosa.com)>  
**Subject:** RE: References

Thanks!

Emily Hasenauer  
Marketing Coordinator  
Okaloosa County Airports  
O: (850) 651-7160 Ext. 1005  
C: (850) 826-3525  
[ehasenauer@myokaloosa.com](mailto:ehasenauer@myokaloosa.com)

CONTRACT #: C19-2782-AP  
AQUA MARKETING & COMMUNICATIONS  
MEDIA BUYING, MARKETING, AND ADVERTISING  
FOR OKALOOSA AIRPORTS  
EXPIRES: 2/5/2022 W/2 YR RENEWAL

## AGREEMENT FOR CONTRACTOR SERVICES

(Master Services Agreement)

Between

The Board of County Commissioners of Okaloosa

County And

Aqua Marketing & Communications, Inc.

This Agreement made on February 5, 2019, 2019 between **Board of County Commissioners of Okaloosa County** (the "COUNTY"), whose address is 1250 N. Eglin Pkwy, Shalimar, Florida 32579, and **Aqua Marketing & Communications, Inc.** (the "CONTRACTOR"), a Florida Profit Company authorized to conduct business in the State of Florida, whose address is 360 Central Ave., Suite 420, St. Petersburg, FL 33701

### RECITALS

**WHEREAS**, COUNTY will require the services of qualified firm to serve as the advertising company to handle Media Buying, Marketing & Advertising Services for the Okaloosa County Airports; and

**WHEREAS**, the CONTRACTOR has the expertise, and has thorough knowledge of such services, presented its expertise and knowledge in the statement of qualifications the CONTRACTOR submitted to the COUNTY dated September 24, 2018 in response to RFQ #AP 61-18; and

**WHEREAS**, the COUNTY, as a recipient of federal assistance, is required to incorporate specific provisions in all contracts, regardless of funding source, with additional provisions being required for federally funded projects. These provisions are being incorporated into this Agreement as stated in Exhibit "C" attached hereto.

**NOW, THEREFORE**, in consideration of the mutual promises herein, the COUNTY and the CONTRACTOR agree as follows:

#### **SECTION 1. BASIC SERVICES**

**1.1. Recitals.** The recitals set forth above are true and correct and are incorporated herein as essential terms of this AGREEMENT. Contractor's submittal to RFQ #AP 61-18 is attached hereto as Exhibit "B" and incorporated by reference.

**1.2. Basic Services.** The services to be performed under this AGREEMENT shall be specifically described for each assignment in individual Task Orders written and executed in accordance with this AGREEMENT. Each assignment may consist of the following characteristics:

*A full-service marketing communications firm, the contractor will provide a complete range of all necessary marketing communications services needed by the clients in an integrated, coordinated fashion from one single source. The full scope of services can be found in Exhibit "A" attached hereto and made a part of the contract.*

*On an as-needed basis, COUNTY will issue Task Orders to the CONTRACTOR describing the work required for each assignment to be undertaken under this AGREEMENT. In response, the CONTRACTOR will prepare a scope of services and cost, which shall become part of the Task Order upon execution by both parties. No work will commence until a fully executed Task Order is received by the CONTRACTOR.*

**1.3. Term of AGREEMENT.** This AGREEMENT will become effective upon full execution of this document by both parties and will run for three (3) years. Upon mutual written consent of both Parties, the AGREEMENT may be renewed for one (1) two (2) year period. When this AGREEMENT expires, it will be automatically extended for any individual executed Task Orders until the scope of services is completed and final invoice is paid. Regarding the previous TASK ORDER AGREEMENT FOR CONTRACTOR SERVICES (if applicable), any existing Task Orders for work not yet completed shall proceed and be extended under the terms and conditions of the previous agreement.

## **SECTION 2. ADDITIONAL SERVICES**

**2.1. Written Authorization.** Additional services may be required in carrying out the work. These Additional Services will be undertaken only upon written Amendment to the AGREEMENT and upon written authorization by both parties.

## **SECTION 3. OBLIGATIONS OF THE COUNTY**

**3.1. The COUNTY's Responsibilities.** It is agreed that certain obligations shall be performed or furnished by the COUNTY. These obligations include:

- 3.1.1.** Designating a representative who shall have authority to transmit instructions, receive information and enunciate the COUNTY's policies and decisions; COUNTY's representative shall be identified in the AGREEMENT. The COUNTY shall have the right, from time to time, to change the Designated Representative under the AGREEMENT, by sending notice at least ten (10) business days prior to the change in writing.
- 3.1.2.** Arranging for and holding promptly any required meetings.
- 3.1.3.** Making available to the CONTRACTOR all known existing information which may, in any way, be pertinent to the work herein described. CONTRACTOR will reasonably rely upon the accuracy, timeliness, and completeness of the information provided by the COUNTY.
- 3.1.4.** Respond within a reasonable time to the CONTRACTOR's requests for written decisions or determinations, pertaining to the work, so as not to delay the services of the CONTRACTOR.
- 3.1.5.** Giving prompt written notice to the CONTRACTOR whenever the COUNTY becomes aware of any event, occurrence, condition or circumstance which may substantially affect the CONTRACTOR's performance of services under this AGREEMENT.

## **SECTION 4. General CONTRACTOR Obligations.**

- 4.1.** In addition to the specific scope(s) of service required under each authorized Task Order, CONTRACTOR shall be responsible for the following:
  - 4.1.1.** CONTRACTOR shall designate in writing a person to act as CONTRACTOR's representative with respect to the services to be rendered under this AGREEMENT. Such person shall have complete authority to receive instructions and information from the COUNTY and interpret and define CONTRACTOR's policies, specifications, and reports. CONTRACTOR shall have the right, from time to time, to change the Designated Representative under the AGREEMENT, by sending notice at least ten (10) business days prior to the change in writing.
  - 4.1.2.** CONTRACTOR shall retain complete and accurate analytical and financial records of all work performed pursuant to this AGREEMENT for the longer of (1) the period of five years following completion of services; or (2) the minimum period specified by the Florida Department of State. This record retention period may, upon notice to the CONTRACTOR by the COUNTY, be automatically extended during the course of any administrative or judicial action involving the COUNTY regarding matters to which the records are relevant.
  - 4.1.3.** CONTRACTOR shall maintain books, records, and documents directly pertinent to the performance under

this AGREEMENT in accordance with generally accepted accounting principles consistently applies. The United States Environmental Protection Agency, the Comptroller General of the United States, the Department of Environmental Protection, the State, Okaloosa County, or their authorized representatives shall have access to such records for audit purposes during the term of this AGREEMENT and for five years following this AGREEMENT's completion.

## **SECTION 5. Contractor Indemnification and Claims.**

**5.1.Changes.** The COUNTY may make or approve changes within the Scope of Services. If such changes affect CONTRACTOR's cost of or time for performance of the Services, an equitable adjustment may be made through an amendment in writing fully executed by both parties to the AGREEMENT.

**5.2.Indemnification.** CONTRACTOR shall indemnify and hold harmless COUNTY and, its officers and employees from liabilities, damages, losses, and costs including but not limited to reasonable attorney fees, to the extent caused by the negligence, recklessness, or intentional wrongful conduct of the CONTRACTOR and other persons employed or utilized by the CONTRACTOR in the performance of this Agreement. The Parties further agree that nothing contained herein is intended to nor shall be construed a waiver of the COUNTY and CITY OF CRESTVIEW rights and immunities under Section 768.28. Florida Statutes, as amended from time to time.

## **SECTION 6. TIME SCHEDULE**

**6.1.Authorization.** Unless otherwise directed by the COUNTY, in writing, the CONTRACTOR shall commence the performance of the Basic Services upon execution of the AGREEMENT by both parties which shall constitute Authorization to Proceed.

**6.2. Additional Services.** Performance of any of the Additional Services described in Section 2 will commence as described in an executed written amendment to the AGREEMENT by both parties and shall be completed in accordance with a schedule set forth in the authorization.

## **SECTION 7. AMOUNT AND METHOD OF PAYMENT**

**7.1.Method of Payment.** For services provided under Section 1, Basic Services, and Section 2, Additional Services, payment shall be made in accordance with each authorized Task Order. CONTRACTOR will submit invoices for each Task Order to the COUNTY covering services completed to date and for those deliverables being completed and submitted. Each invoice will be prepared in CONTRACTOR's standard form and supported by documentation according to CONTRACTOR's standard practice. CONTRACTOR shall submit a progress report with each invoice. Within thirty (30) days of receipt of the invoice, the COUNTY shall give detailed, written notice of any sums which it may reasonably dispute or contest. If the parties are unable to resolve the matter within thirty (30) days, only that portion so reasonably contested may be withheld from payment. Invoices will be numbered sequentially and specify the time period for charges, the work performed, the amount requested for that invoice and a total amount paid to date and budget remaining. The CONTRACTOR shall clearly state "Final Invoice" on the CONTRACTOR's final/last invoice to the COUNTY. This shall indicate that contracted services have been performed and all charges and costs have been invoiced to the COUNTY. This invoice shall close all future billings and future charges shall be waived by CONTRACTOR. CONTRACTOR shall deliver to the COUNTY for approval and acceptance, and before being eligible for final payment of any amounts due, all documents and materials required.

**7.2. Payment by the COUNTY.** The COUNTY will process payment to the CONTRACTOR within thirty (30) days after receipt of CONTRACTOR's invoice.

**7.3.Compensation.** The compensation for work tasks to be defined in each Task Order for each assignment to this AGREEMENT will be based on CONTRACTOR's rates of \$155 per hour, for the actual time worked

on the project. Hourly rates are not subject to change for the initial term or renewal periods. Direct expenses will be preapproved by the airport and passed through for reimbursement at cost.

- 7.3.1.** Direct Expenses are those necessary costs and charges incurred for the project as described in the Task Order and further explained in Exhibit A. CONTRACTOR has represented that they are local providers; therefore, in general, travel expenses are not allowed expenses and will not be reimbursed. Travel expenses may only be approved/reimbursed by the COUNTY for specialized technical support, which would be authorized in advance in the specific Task Order. Any and all direct expenses requested by the CONTRACTOR shall only be eligible for reimbursement when proper documentation is provided with the invoice and payment request form. Fees not expressly provided on the rate schedule are not eligible for payment or reimbursement unless specifically authorized by a Task Order or through a subsequent written and fully executed Amendment of this AGREEMENT.
- 7.3.2.** Rates to be utilized for the duration of this AGREEMENT are as described in the fee schedule included as Exhibit A. These rates include all allowances for salary, overhead, and fees, but do not include allowances for Direct Expenses, as outlined in Exhibit A.

## **SECTION 8. CHANGES**

- 8.1. Written Authorization.** The COUNTY may, at any time, by written fully executed amendment to the AGREEMENT, make changes in the services or work to be performed within the general scope of this AGREEMENT, including alterations, reductions, therein or additions thereto.
- 8.2. Equitable Adjustment.** Upon receipt by the CONTRACTOR of the COUNTY's notification of a contemplated change, the CONTRACTOR shall (1) if requested by the COUNTY, provide an estimate for the increase or decrease in cost due to the contemplated change, (2) notify the COUNTY of any estimated change in the completion date, and (3) advise the COUNTY in writing if the contemplated change shall affect the CONTRACTOR's ability to meet the completion dates or schedules. If such changes cause an increase or decrease in the Contractor's cost of, or time required for, performance of any services, an equitable adjustment may be made and the AGREEMENT shall be modified in a fully executed written amendment.

## **SECTION 9. DISPUTES**

- 9.1. Dispute Resolution.** If a dispute or complaint [Dispute] arises concerning this AGREEMENT, CONTRACTOR and the COUNTY will use their best efforts to negotiate a resolution of the Dispute.

## **SECTION 10. DELAY OR SUSPENSION OF WORK**

- 10.1. Convenience of the COUNTY.** The COUNTY may order the CONTRACTOR to suspend, delay, or interrupt all or any part of the CONTRACTOR's services for such period of time as the COUNTY may determine to be appropriate for the convenience of the COUNTY.
- 10.2. Adjustment for Delay or Suspension of Work.** If the performance of all or any part of the CONTRACTOR's services is suspended, delayed, or interrupted for the convenience of the COUNTY, an appropriate extension of time and compensation shall be made, and the AGREEMENT modified in writing accordingly. In the event CONTRACTOR is delayed in performance of Services by any act or neglect of the COUNTY, or anyone for whom the COUNTY is responsible, then CONTRACTOR's compensation and the work schedule shall be equitably adjusted in writing. CONTRACTOR's work schedule shall be equitably adjusted in writing for delays due to or by Acts of God, strikes, lockouts, accidents, or other events beyond the control of CONTRACTOR and the COUNTY. In the event delays are encountered for any reason, the parties agree to undertake reasonable steps to mitigate the effect of such delays.

## **SECTION 11. TERMINATION OF AGREEMENT**

- 11.1. Written Notice.** This AGREEMENT may be terminated by the COUNTY, without cause or for

convenience, with thirty (30) calendar days' written notice. Furthermore, this AGREEMENT may be terminated with written notice for cause if either party fails substantially to perform through no fault of the other and does not commence correction of such nonperformance within five (5) calendar days of written notice and diligently complete the correction thereafter.

- 11.2. Adjustment for Services Performed.** In the event that this AGREEMENT is terminated by either party, the CONTRACTOR shall be compensated for all services satisfactorily performed to the date of termination including reimbursable expenses, then due, and subcontractor termination costs. Such compensation shall be based on the arrangement set forth in the AGREEMENT or subsequent Amendments, unless otherwise agreed.
- 11.3. Termination for non-adherence to Public Records.** This AGREEMENT may be unilaterally and immediately canceled by the COUNTY for unlawful refusal by the CONTRACTOR to allow public access to all documents, papers, letters, or other material made or received by the CONTRACTOR in conjunction with this AGREEMENT and subject to disclosure under Chapter 119, Florida Statutes (F.S.), and Section 24(a), Art. 1, Florida Constitution.

## SECTION 12. INSURANCE

- 12.1. CONTRACTOR's Coverage.** Prior to commencing work, the CONTRACTOR shall obtain and maintain in effect for the duration of this AGREEMENT at its own cost and expense the following insurance with insurance companies licensed in the State of Florida and shall provide certificates evidencing such insurance, including coverage for contractual liability, to the COUNTY in a form acceptable to the COUNTY. Insurance carriers for General Liability and Motor Vehicle Liability shall be A+ rated by AM Best Company, and insurance carriers for Professional Liability shall be A rated by AM Best Company. All insurance carriers shall have a financial size of X or higher.
- 12.2. Additional Insured.** The CONTRACTOR's policies or certificates for general and motor vehicle liability insurance shall name the COUNTY as an Additional Insured.
- 12.3. Certificate of Insurance.** All policies or certificates therefore, shall provide that thirty (30) days prior to cancellation or material change in the policies, notice of same shall be given to the COUNTY by certified mail, return receipt requested, for all policies so affected.
- 12.4. Minimum Coverage.** The minimum required coverage is the following:
- 12.4.1. Worker's Compensation and Employer's Liability.** Worker's Compensation in compliance with the statutory requirements of the State and Employer's Liability in compliance with the statutory requirements of the State.
- 12.4.2. General Liability.** Commercial general liability insurance covering operations, completed operations, contractual agreements, and independent contractors, each with minimum limits of liability as set forth below, issued to and covering the liability of the CONTRACTOR with respect to all work performed by the CONTRACTOR under this AGREEMENT.
- Bodily Injury, including death:  
\$1,000,000 each person  
\$1,000,000 each accident  
Property Damage: \$500,000 each accident
- 12.4.3. Motor Vehicle Liability.** Motor vehicle liability insurance including all owned, hired, or non-owned vehicle equipment for minimum limits of:
- Bodily Injury, including death:  
\$1,000,000 each person  
\$1,000,000 each accident

Property Damage: \$500,000 each accident

**12.4.4. Professional Liability.** Professional liability insurance in an amount of at least \$1,000,000 total limit of liability per claim and aggregate.

### SECTION 13. GENERAL PROVISIONS

**13.1. Successors.** This AGREEMENT is binding on the successors and assigns of the COUNTY and CONTRACTOR. The AGREEMENT may not be assigned by CONTRACTOR in whole or in part to any third parties without the written consent of the COUNTY.

**13.2. Independent Contractor.** CONTRACTOR represents that it is an independent contractor and is not an employee of the COUNTY and CONTRACTOR shall be solely responsible for, at its own expense, with- holding of all taxes, social security and insurance payments for its employees or agents. Under no circumstances shall CONTRACTOR or any of CONTRACTOR's employees look to the COUNTY as his/her employer, or as partner, agent or principal. Neither CONTRACTOR nor its employees shall be entitled to any benefits accorded to the COUNTY's employees, including without limitation worker's compensation, disability insurance, vacation or sick pay.

**13.3. Notices.** Written notices may be delivered in person or by certified mail, or by facsimile, or by courier. All notices shall be effective upon the date of receipt by the party. Notices shall be delivered or sent to the designated representative of the other party. All notices required in this AGREEMENT shall be in writing to the Designated Representative listed below:

#### 13.3.1. Representatives.

13.3.1.1. The authorized representatives of the COUNTY shall be:

Name: Tracy Stage  
Title: Director  
Company: Okaloosa County Airports  
Address: State Road 85  
Eglin AFB, FL 32542  
Telephone: 850.651.7160  
Fax: 850.651.7164  
E-Mail: tstage@myokaloosa.com

13.3.1.2. The authorized representative for CONTRACTOR shall be:

Name: David M. Di Maggio  
Title: President  
Company: Aqua Marketing & Communications, Inc.  
Address: 360 Central Ave., Suite 420  
St. Petersburg, FL 33701  
Telephone: 850-727-4670  
Email: daved@welcometoaqua.com

13.3.1.3 Courtesy copy to:

Contracts & Leases Coordinator  
DeRita Mason  
Okaloosa County Purchasing Department  
5479A Old Bethel Road  
Crestview, FL 32536



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**13.4. Entire AGREEMENT.** This AGREEMENT, including any Amendments, schedules, Exhibits A and B, attachments and referenced documents, is the entire agreement between the COUNTY and the CONTRACTOR. Any prior or contemporaneous agreements, promises, negotiations or representations not expressly stated herein are of no force and effect. Any changes to this AGREEMENT shall be in writing and fully executed by the COUNTY and CONTRACTOR. Exhibits included and incorporated herein by reference are:

**13.4.1.** Exhibit A – Scope of Services and Hourly Rate;

**13.4.2.** Exhibit B – Request for Qualifications & Respondent’s Acknowledgement/Contractor’s Submittal, RFQ AP 61-18, Media Buying, Marketing & Advertising Services for Okaloosa County Airports;

**13.4.3.** Exhibit C – Federal Standard Contract Clauses;

**13.5. Governing Law & Venue** This AGREEMENT shall be interpreted in accordance with the laws of the State of Florida without regard to its principles of conflicts of laws. Venue for any legal proceedings arising out of this AGREEMENT shall be in the state courts of Okaloosa County, Florida.

**13.6. Compliance with the Law.** CONTRACTOR shall comply with all applicable federal, state, and local rules and regulations in providing services to the COUNTY under this AGREEMENT. CONTRACTOR acknowledges that this requirement includes, but is not limited to, compliance with all applicable federal, state and local health and safety rules and regulations.

**13.7. Waivers and Severability.** Unless otherwise specified in this AGREEMENT, a waiver or breach of any term, condition, or covenant by a party shall not constitute a waiver or breach of any other term, condition or covenant. If any court of competent jurisdiction declares a provision of this AGREEMENT invalid, illegal, or otherwise unenforceable, the remaining provisions of the AGREEMENT shall remain in full force and effect. Limitations of liability, indemnities, and other express representations shall survive termination of this AGREEMENT for any cause.

**13.8. Covenants.**

**13.8.1.** CONTRACTOR warrants that it will perform its services in accordance with and comply with applicable Federal, State and local laws, ordinances, and regulations, including but not limited to, applicable provisions of the Federal Clean Air Act, as amended and the Federal Occupational Health and Safety Act, as amended at the time said services are performed.

**13.9. Lower-Tier Subcontracts.** CONTRACTOR represents that it will not subcontract any portion of the services to be performed under this AGREEMENT without the prior written consent of the COUNTY, which consent may be withheld at the COUNTY’s sole discretion. CONTRACTOR warrants that it will bind all approved, lower-tier subcontractors to the provisions of this AGREEMENT. However, neither this AGREEMENT, nor any lower-tier subcontracts will create any contractual relationship between any lower tier subcontractor and the COUNTY, nor shall the COUNTY have any liability to any lower- tier subcontractor. The CONTRACTOR shall be solely

responsible for the satisfactory performance of services subcontracted by the CONTRACTOR.

**13.10.Unauthorized Employment.** The employment of unauthorized aliens by CONTRACTOR and any subcontractors subcontracted by the CONTRACTOR is considered a violation of Section 274A(e) of the Immigration and Nationality Act. If the CONTRACTOR knowingly employs unauthorized aliens, such violation shall be cause for unilateral cancellation of this Agreement.

**13.11.Confidentiality and Public Records.**

**13.11.1.**CONTRACTOR warrants that it will not disclose and will hold confidential all technical data or other information furnished to CONTRACTOR by the COUNTY, or reviewed or generated by CONTRACTOR, including without limitation, all data reports, opinions, conclusions, or recommendations prepared by CONTRACTOR.

**13.11.2.**Notwithstanding the foregoing, CONTRACTOR shall not be obligated to maintain confidentiality of any such information if (1) its disclosure is required by applicable law or regulation, including but not limited to, Florida Statutes Chapter 119; (2) its disclosure is ordered by a court of competent jurisdiction or other governmental order or directive; (3) the COUNTY consents in writing (4) the information is/or becomes part of the public domain through no fault or negligence of CONTRACTOR; or (5) CONTRACTOR lawfully possessed the information prior to receipt from the COUNTY, provided however, in the event the CONTRACTOR shall be so required to disclose any such information pursuant to (1) or (2) above, CONTRACTOR shall prior to disclosure, give notice to the COUNTY, who shall have the right, at its own expense, to interpose all objections it may have to the disclosure of the information.

**13.11.3.**Public Records. **IF THE CONTRACTOR HAS QUESTIONS REGARDING THE APPLICATION OF CHAPTER 119, FLORIDA STATUTES, TO THE CONTRACTOR'S DUTY TO PROVIDE PUBLIC RECORDS RELATING TO THIS AGREEMENT, CONTACT THE CUSTODIAN OF PUBLIC RECORDS AT OKALOOSA COUNTY RISK MANAGEMENT DEPARTMENT 5479 OLD BETHEL ROAD CRESTVIEW, FL 32536. PHONE: (850) 689-5977 [riskinfo@co.okaloosa.fl.us](mailto:riskinfo@co.okaloosa.fl.us).** CONTRACTOR must comply with the public records laws, Florida Statute Chapter 119, specifically CONTRACTOR must: (1) Keep and maintain public records required by the COUNTY to perform the service; (2) Upon request from the COUNTY's custodian of public records, provide the COUNTY with a copy of the requested records or allow the records to be inspected or copied within a reasonable time at a cost that does not exceed the cost provided in Chapter 119 Florida Statutes or as otherwise provided by law; (3) Ensure that public records that are exempt or confidential and exempt from public records disclosure requirements are not disclosed except as authorized by law for the duration of the contract term and following completion of the contract if the contractor does not transfer the records to the COUNTY; (4) Upon completion of the contract, transfer, at no cost to the COUNTY, all public records in possession of the contractor or keep and maintain public records required by the COUNTY to perform the service. If the CONTRACTOR transfers all

public records to the public agency upon completion of the contract, the contractor shall destroy any duplicate public records that are exempt or confidential and exempt from public records disclosure requirements. If the CONTRACTOR keeps and maintains public records upon completion of the contract, the contractor shall meet all applicable requirements for retaining the public records. All records stored electronically must be provided to the public agency, upon the request from the public agency's custodian of public records, in a format that is compatible with the information technology systems of the public agency.

- 13.12. Conflict of Interest.** CONTRACTOR represents that it and its employees do not have, nor shall they acquire any interest, direct or indirect which would constitute a conflict of interest in the performance of the services required under this AGREEMENT. A conflict of interest is defined to be any interest which in the COUNTY's reasonable judgment has the affect or appearance of affecting CONTRACTOR's impartial performance of its services.
- 13.13. Third Party Beneficiaries.** It is specifically agreed between the parties executing this AGREEMENT that it is not intended by any of the provisions of any part of the AGREEMENT to create in the public or any member thereof, a third party beneficiary under this AGREEMENT, or to authorize anyone not a party of this AGREEMENT to maintain a suit for personal injuries or property damage pursuant to the terms or provisions of this AGREEMENT.
- 13.14. Order of Precedence.** In the event of conflict between provisions of this AGREEMENT, the conflict or ambiguities shall be resolved by giving precedence as follows: the more specific and detailed provision shall take precedence.
- 13.15. Publicity.** CONTRACTOR shall not disclose the COUNTY's name or the nature of its services being provided or engage in any other publicity or public media disclosures with respect to its services to be performed under this AGREEMENT without the prior written consent of the COUNTY.
- 13.16. Taxes.** CONTRACTOR agrees to pay all sales, use, or other taxes, assessments and other similar charges when due now or in the future, required by any local, state or federal law, as it pertains to this AGREEMENT. CONTRACTOR further agrees that it shall protect, reimburse, and indemnify the COUNTY and assume all liability for its tax and assessment obligations under the terms of this AGREEMENT.

#### **SECTION 14. SPECIAL PROVISIONS AND SCHEDULE**

**14.1. This AGREEMENT is subject to the following special provisions:**

- 14.1.1. Opinions of Cost, Financial Considerations, and Schedules.** In providing opinions of cost, financial analyses, economic feasibility projections, and schedules, CONTRACTOR has no control over cost or price of labor and materials; unknown or latent conditions of existing equipment or structures that may affect operation or maintenance costs; competitive bidding procedures and market conditions; time or quality of performance by operating personnel or third parties; and other economic and operational factors that may materially affect the ultimate cost or schedule. Therefore, CONTRACTOR makes no warranty that actual costs, financial aspects, economic

feasibility, or schedules will not vary from CONTRACTOR's opinions, analyses, projections, or estimates. The COUNTY will employ an independent cost estimator, contractor, or other appropriate advisor if the COUNTY requires greater assurance as to any element of cost, feasibility, or schedule.

- 14.1.2. Advertisements, Permits, and Access.** Unless otherwise agreed to in the executed Task Orders, the COUNTY will obtain, arrange, and pay for all advertisements for bids; permits and licenses required by local, state, or federal authorities; and land, easements, rights-of-way, and access necessary for CONTRACTOR's services or project construction.
- 14.1.3. Legal Assistance.** The Scope of Services in this AGREEMENT does not include costs of CONTRACTOR for required or requested assistance to support, prepare, document, bring, defend, or assist in litigation undertaken or defended by the COUNTY. All such services required or requested of CONTRACTOR by the COUNTY, except for suits or claims between the parties to this AGREEMENT, or where both are parties to a suit or claim, will be reimbursed to the COUNTY as mutually agreed, and payment for such services will be in accordance with a separate fully executed written Amendment to this AGREEMENT.
- 14.1.4. Audit and Record Keeping.** The COUNTY and/or its designee shall have the right from time to time at its sole expense to audit the compliance by the CONTRACTOR with the terms, conditions, obligations, limitations, restrictions and requirements of this AGREEMENT and such right shall extend for a period of five (5) years after termination of this AGREEMENT. The CONTRACTOR shall maintain books, records and documents directly pertinent to performance under this Agreement in accordance with generally accepted accounting principles consistently applied.

## **SECTION 15. FEDERAL REGULATIONS**

- 15.1** The parties agree to comply with the Federal Regulations as set forth in Exhibit C, which is expressly incorporated herein as part of the Agreement.

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**SECTION 16. AUTHORIZATION FOR EXECUTION**

**15.1.1. Execution Authority.** This AGREEMENT is a valid and authorized undertaking of the COUNTY and CONTRACTOR. The representatives of the COUNTY and CONTRACTOR who have signed below have been authorized to do so.

IN WITNESS WHEREOF, the parties hereto have made and executed this AGREEMENT as of the day and year shown on first page of this AGREEMENT.

**AQUA MARKETING &  
COMMUNICATIONS, INC.**

DAVID M. DiMAGGIO  
Printed Name/Title

David Maggio  
Signature

1-23-19  
Date:

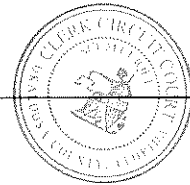
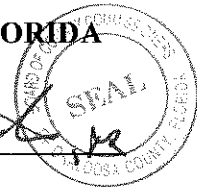
**OKALOOSA COUNTY, FLORIDA**

Charles K. Windes, Jr.  
Charles K. Windes, Jr.

Date: 021 0512 019

ATTEST:

J.D. Peacock II  
J.D. Peacock II, Clerk



# Exhibit "A"

## Scope of Services

As a full-service marketing communications firm, Aqua offers the complete range of all necessary marketing communications services needed by clients in an integrated, coordinated fashion from one, single source. This reduces the need for third-party vendors as well as ensures efficient provision of services in a consistent, coordinated manner, significantly reducing client time and monetary costs.

If the client and agency both agree to the use of outside vendors, as with all third-party vendors, Aqua will perform competitive bidding and negotiation on behalf of the County, without obligation to the County, and will not proceed without written permission and approval from the County.

Just some of the services provided by the firm, include:

### Account Service Planning

- Market research, planning and analysis
- Competitive Positioning Strategy
- Brand Strategy and Development
- Marketing and Communications plan development
- Promotions planning and development
- Direct marketing planning and development
- Account analytics and ROI analysis and reporting
- Client Service and Project Management
- Client budget management

### Media Services

- Media market pre-buy research
- Media planning
- Media negotiation and buying
- Search Engine Marketing and PPC planning, buying and reporting
- Post-buy analysis and reporting
- Media performance/ROI tracking and reporting
- Media budget management and reporting

Continued...

#### Creative Services and Production

- Message planning and development
- Copywriting
- Art Direction and Design
- Broadcast Production supervision
- Print Production supervision
- Digital media planning, direction, design and production
- Production vendor bidding and production budget management
- Video production and editing Photography

#### Digital Services

- Website planning and development
- HTML coding
- Flash development and coding
- E-publication planning and development
- E-newsletter development and deployment

#### Social Media and Marketing

- Social Media planning and development
- Social Media promotions
- Social Media management and reporting
- Fan and Follower development
- Online community development
- Social Marketing ROI analysis
- Social Media Page/Contest Development

#### Public Relations

- Public Relations strategy and planning
- Media relations
- Communications strategy
- Event planning and organization
- PR analysis and reporting
- Crisis planning and management



- Community development and communication
- Media Training
- FAM Tour coordination
- Scheduling and coordination of local, regional and national media tours

#### Research Strategy

- Research design and implementation
- In-market intercepts planning and design
- Focus groups and round table planning and design
- Flash surveys
- Competitive set review and analysis
- Analysis and reporting

#### Additional Services

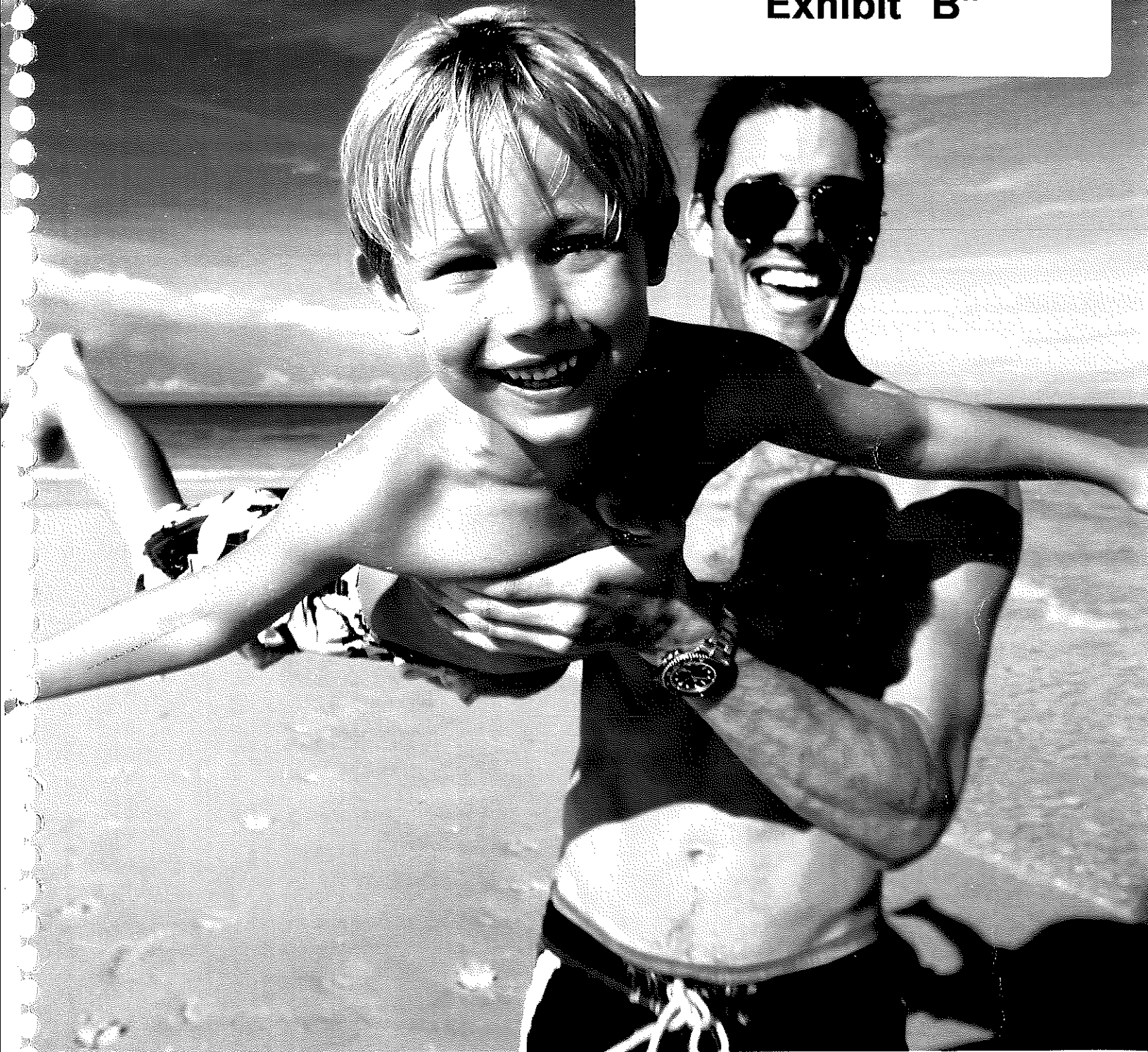
The agency will make additional services available upon request, as agreed to between both agency and client, per and as defined through client issued Task Orders.

## 2019 Fee Schedule:

The agency will bill on a monthly basis per Task orders issued by the client which will define the scope of services, budget and fees per task. Task orders will need to be agreed to and approved in writing by both parties prior to the agency doing work, or commissioning work on behalf of the client. Aqua will base its fees on an hourly rate of \$155 per hour.

*We know what it takes to make it fly.*

**Exhibit "B"**



REQUEST FOR QUALIFICATIONS FOR MEDIA BUYING - MARKETING/ADVERTISING  
SERVICES FOR OKALOOSA COUNTY AIRPORTS



ST. PETERSBURG  
NAPLES  
WEST PALM BEACH

# Executive Summary





## Executive Summary

Aqua's proposal submission gives the County the unique opportunity to work with a full-service marketing partner recognized as one of the country's top-rated travel marketers with years of airport experience. Our staff has proven its ability to improve passenger counts, aid airports in the acquisition of new carriers and the development of new routes, and we've developed customer relations improvement programs for a wide range of clients from around the country.

For the last year and half, Aqua has served as the tourism-marketing agency for Okaloosa County, giving us unprecedented insights into visitation to and from the region in general and through VPS specifically. Our first year of service saw a dramatic 22% jump in bed tax to the County and a nearly 40% leap in March of this year, all through a turbulent time for the County, including three changes in Executive Directorship of the TDD.

Thank you for the opportunity to submit our proposal. We look forward to serving the airport and city in any way possible.

Aqua Marketing & Communications, Inc. is a Sub Chapter-S Corporation incorporated in and under the laws of the State of Florida. A copy of the agency's current corporate certification from the Florida Secretary of State verifying corporate status is shown below. Aqua is an independent, free-standing corporation, fully capable of meeting requirements of scope as set forth in the RFP, and as such is not submitted as a joint venture or along with multiple agencies.

# *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, 2018, that its most recent annual report/uniform business report was filed on January 8, 2018, 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 Eighth day of January, 2018*



*Ken Detjen*  
**Secretary of State**

Tracking Number: CC3097444253

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

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



## Executive Summary

As an award-winning, full-service marketing firm with four offices in the state, Aqua offers the complete range of marketing communications services needed to assure your airport's marketing success.

### Account Service Planning

- Market research, planning and analysis
- Competitive Positioning Strategy
- Brand Strategy and Development
- Marketing and Communications plan development
- Promotions planning and development
- Direct marketing planning and development
- Account analytics and ROI analysis and reporting
- Client Service and Project Management
- Client budget management

### Media Services

- Media market pre-buy research
- Media planning
- Media negotiation and buying
- Search Engine Marketing and PPC planning, buying and reporting
- Post-buy analysis and reporting
- Media performance/ROI tracking and reporting
- Media budget management and reporting

### Creative Services and Production

- Message planning and development
- Copywriting
- Art Direction and Design
- Broadcast Production supervision
- Print Production supervision
- Digital media planning, direction, design and production
- Production vendor bidding and production budget management
- Video production and editing Photography

### Digital Services

- Website planning and development
- HTML coding
- Flash development and coding
- E-publication planning and development
- E-newsletter development and deployment

### Social Media and Marketing

- Social Media planning and development
- Social Media promotions
- Social Media management and reporting
- Fan and Follower development
- Online community development
- Social Marketing ROI analysis
- Social Media Page/Contest Development

### Public Relations

- Public Relations strategy and planning
- Media relations
- Communications strategy
- Event planning and organization
- PR analysis and reporting
- Crisis planning and management
- Community development and communication
- Media Training
- FAM Tour coordination
- Scheduling and coordination of local, regional and national media tours

### Research Strategy

- Research design and implementation
- In-market intercepts
- Focus groups and round tables
- Flash surveys
- Competitive set review and analysis
- Analysis and reporting

Non-Stop Route  
Announcement  
ad for Bermuda  
International  
Airport

*Congratulations on your new Bermuda shorts*

**Weekly non-stops from O'Hare to Bermuda start May 1st on United for just \$199!**

Congratulations to United on the inauguration of its new service flight from O'Hare to Bermuda. Because of this, United now has more experience at the air carrier of Bermuda than any other flight from O'Hare. And for you, on your Bermuda travel, we've got the seasonal United for you at the greatest development in the world to Bermuda in the last decade, and that's Bermuda shorts have always been known for their originality. Reserve your Bermuda shorts now. Call 1-800-338-2929. See how our exciting product, its line and the help of United are the only one in the industry. You can't find any else.

**BDA**  
Bermuda International Airport  
www.bdaairport.com



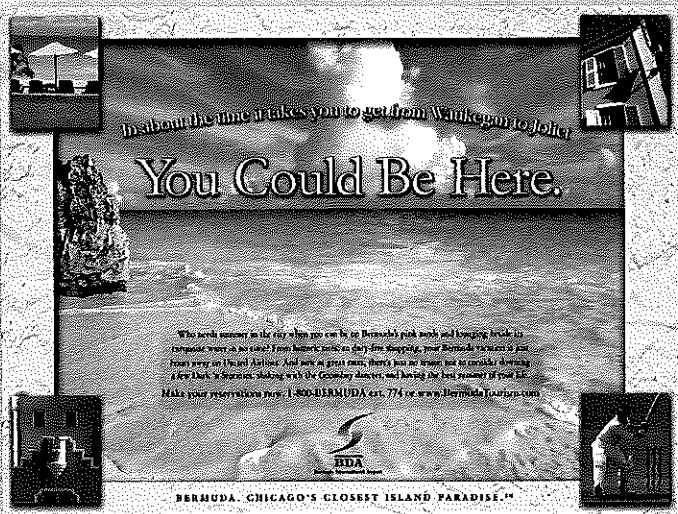
# Organization Structure/ Client Overview



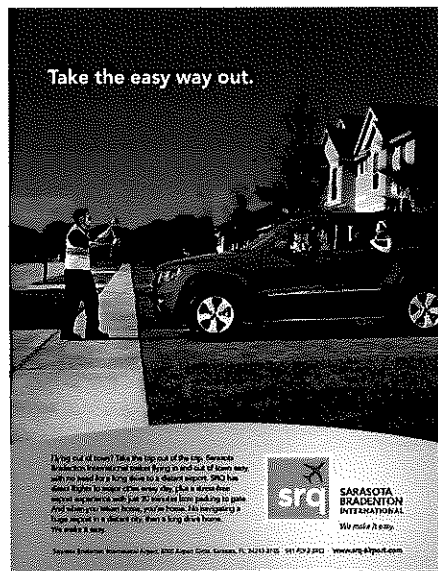
# Organization Structure/Client Overview

As one of America's top firms in Tourism, Travel and Hospitality, and with an award-winning history of working with a number of airports around the country, Aqua offers a staff of 17 professionals with existing knowledge of travel, who understand airport operations, have demonstrated their ability to increase airport and carrier demand, provide passenger analysis, and improve community and press relations.

Although headquartered here in Florida, the experience and acclaim of our staff is worldwide. We offer a diverse and capable team of experienced marketing communications professionals highly awarded for the work and expert in airport marketing. As a full-service firm currently serving other governmental clients in the State of Florida, as well as Okaloosa County, we have all the necessary staff in place to serve the needs of the airport as expressed in the RFP, without supplemental staff support. The following pages provide the background and experience summary of each of our key staff, expected to provide services.



Chicago Target Campaign  
Print Ad for Bermuda  
International Airport



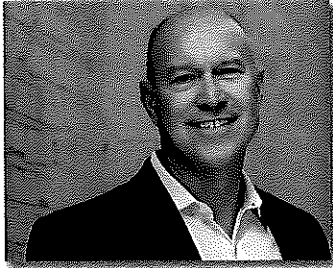
Branding Ads -  
Inbound, Outbound  
and Trade Markets for Sarasota  
Bradenton International Airport







## Organization Structure/Client Overview



### Dave Di Maggio, President

Dave is one of Florida's most award-winning marketing professionals, recognized throughout the state, nation and internationally for his work through a wide range of tourism, travel and economic development clients.

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

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

Some of the accounts Dave has worked on include:

- *Bermuda International Airport*
- *Bangor International Airport*
- *St. Petersburg/Clearwater International Airport*
- *Sarasota Bradenton International Airport*
- *Southwest Florida International Airport*
- *The Bradenton Area Convention & Visitors Bureau*
- *The Punta Gorda/Englewood Beach Visitor & Convention Bureau*
- *The Emerald Coast Convention & Visitors Bureau*
- *The Seminole County Convention & Visitors Bureau*



### Fran Vaccaro, Vice President

Fran serves as Vice President overseeing the agency's West Palm Beach office, managing business development in Florida and spearheading the City of West Palm Beach's integrated economic development marketing plan.

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 and the Palm Beach International Airport (PBI), contributing to four straight years of record-breaking tourism successes.

Fran has managed multi-million dollar, multi-channel, integrated media and creative campaigns, branded countless hospitality and destination accounts and 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.

Some of the tourism, travel and hospitality accounts Fran has worked on over the course of her career include:

- *Palm Beach International Airport*
- *Sarasota-Bradenton International Airport*
- *Southwest Florida International Airport*
- *The City of West Palm Beach*
- *Discover The Palm Beaches*
- *The Emerald Coast Convention & Visitors Bureau*



### Summer Wright, Account Executive

Summer's sunny personality and extensive experience as a business development manager has been vital to her success in the destination marketing industry. Her diverse background working with clients in the health, sports, finance and luxury automotive industries has contributed to her expertise in integrated marketing, brand awareness, project management and account strategy.

Summer also managed and ran her own business, leaving her with tremendous insights into client operations. Summer works to identify the destination's unique personality and successfully position it to make an impression on her client's key demographics.

Originally from Trussville, Alabama, Summer earned a Bachelor of Arts in public relations from Auburn University.

Some of the accounts Summer has worked on include:

- *The Bradenton Area Convention & Visitors Bureau*
- *Alabama Tourism Department*
- *Jacksonville Convention & Visitors Bureau*
- *Mobile Bay Convention & Visitors Bureau*
- *Mercedes Benz International*
- *Birmingham Civil Rights Institute*
- *Donna Hicken Foundation/National Breast Cancer Marathon*
- *Jacksonville Jaguars Foundation*



## Organization Structure/Client Overview



### Elliot Cohen, Vice President, Campaign Strategy

Elliot is an award-winning strategist with over 20 years of experience. He creates, implements and measures successful marketing plans leading to increased ROI, brand awareness and enhanced reputation. Plan development includes detailed situation analysis, development of strategic, sector and opportunity-driven goals/objectives.

Elliot has earned several industry awards for his work, including the Florida Public Relations Association's (FPRA) Image Award, Grand All Image Award and Judges' Award. He has received several Florida Society for Healthcare Public Relations & Marketing (FSHPRM) Mark of Excellence awards, including for Crisis Communications, Community Outreach, and Writing.

Elliot's prior career work includes:

- *The City of West Palm Beach*
- *The City of Punta Gorda, Florida*
- *The West Palm Beach Community Redevelopment Agency*
- *The City of Pompano Beach Community Redevelopment Agency*
- *The City of Miami Lakes*
- *Lynn University, Boca Raton*
- *Northstar Memorial Group*
- *Health First Hospitals & Health Insurance Company*



### Katie Varano, Account Executive

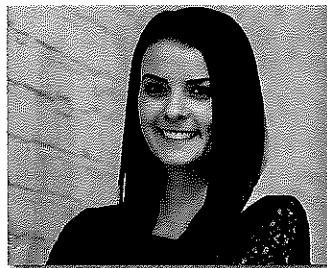
Katie serves as project manager for client Pelican Bay near Naples, FL, providing supplemental account and media support for additional clients including Charlotte Harbor Visitor and Convention Bureau and Bradenton Area Convention and Visitors Bureau.

Previously, Katie managed the Naples office of Paradise Advertising and Marketing (founded by Aqua President Dave Di Maggio), overseeing the firm's largest account, Naples, Marco Island and Everglades Convention and Visitors Bureau. In addition, Katie previously served as Media Planner for Universal McCann in New York, managing national and regional budgets, implementing strategic campaigns and serving as liaison between vendors and clients regarding added-value negotiations.

Katie also has experience supporting Southwest Florida International Airport, providing account service, strategic planning and media plan management, further strengthening her expertise in tourism and hospitality marketing.

Some of the accounts Katie has worked on include:

- *The Bradenton Area Convention & Visitors Bureau*
- *Pelican Bay (Naples, FL)*
- *The Punta Gorda/Englewood Beach Visitor & Convention Bureau*
- *Naples, Marco Island, Everglades Convention & Visitors Bureau*
- *Inn on Fifth (Naples, FL)*
- *Southwest Florida International Airport*



### Megan Brewster, Public Relations Director

Megan honed her public relations skills at top full-service agencies in both New York City and Florida, and has developed and executed national and local communications campaigns for a broad range of clients in the health-care, arts, travel and tourism, food and beverage, consumer services, sports, real estate and non-profit industries/sectors. Megan's PR expertise lies in media relations, writing and strategic planning and also includes social media support, media training, community relations and event planning.

Originally from the Boston area, Megan holds a Bachelor of Arts degree in Communications with an emphasis in Public Relations, a minor in Spanish and a Certificate in Business from Seton Hall University. She was also a four year Big East Academic All-Star as a member of University's Division I Diving Team.

Some of the accounts Megan has worked on include:

- *The Bradenton Area Convention and Visitors Bureau*
- *The Punta Gorda/Englewood Beach Visitor & Convention Bureau*
- *The Chiles Restaurant Group, Anna Maria, Florida*
- *The City of West Palm Beach, Florida*
- *The City of Dunedin, Florida*
- *Pelican Bay, Naples, Florida*
- *Coldwell Banker Real Estate*
- *Moffitt Cancer Center*



## Organization Structure/Client Overview



### Michelle Tomao, Public Relations Account Executive

Michelle provides PR support for a variety of agency clients, including the Bradenton Area Convention and Visitors Bureau, Pelican Bay, the Emerald Coast Convention & Visitors Bureau, the Charlotte Harbor Visitor & Convention Bureau and Cooper's Hawk.

Prior to joining Aqua, Michelle worked several years as a publicist, print and social media campaign manager at a PR agency, where she provided publicity services for clients in a broad range of industries: non-profit, healthcare, entertainment & lifestyle, sports, and governmental client sectors. In addition to selecting effective SEO keywords for press releases and online website content, Michelle has assisted with website rebranding, and e-newsletter design, development and dissemination.

Some of the key accounts Michelle has worked on include:

- *The Emerald Coast Convention & Visitors Bureau*
- *The City of Dunedin, Florida*
- *The Bradenton Area Convention & Visitors Bureau*
- *The Punta Gorda/Englewood Beach Visitor & Convention Bureau*
- *Sunscreen Film Festival*
- *Pelican Bay*
- *Chiles Restaurant Group*
- *Cooper's Hawk Winery & Restaurant*
- *The City of West Palm Beach, Florida*



### Melissa Cederquist, Public Relations Manager

Melissa is a PR Manager who works with travel and tourism clients to tell their story and promote their destination. Melissa knows that tourism is one of the world's highest-grossing industries generating profound economic impact for many of these destinations. As part of the Aqua Marketing & Communications team, she is committed to making sure her clients shine.

Melissa's love for marketing destinations was first sparked during a year-long university study abroad program in Valencia, Spain. There she saw how influential tourism is for a destination, and was inspired to make a career out of it. Now, as a travel and tourism PR pro, Melissa excels at conveying authentic and newsworthy stories to local, regional, and national outlets. Her abilities span from writing and creating PR content to planning and coordinating media visits and press events.

Some of the accounts Melissa has worked on include:

- *The Punta Gorda/Englewood Beach Visitor & Convention Bureau*
- *The Bradenton Area Convention & Visitors Bureau*
- *Alabama Gulf Coast Convention & Visitors Bureau*
- *Door County Visitor Bureau*
- *Fredericksburg and The Texas Hill Country Convention and Visitor Bureau*
- *Green Bay Convention & Visitors Bureau*
- *Nashville Convention & Visitors Bureau*
- *Santa Rosa County Tourist Development Office*



### Thom Hart, Creative Director

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 18-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.

Some of the tourism, travel and hospitality accounts Thom has worked on include:

- *The Southwest Florida International Airport*
- *Tampa International Airport*
- *Bangor International Airport (Bangor, Maine)*
- *Sarasota-Bradenton International Airport*
- *The City of West Palm Beach, Florida*
- *The Bradenton Area Convention & Visitors Bureau*
- *The Punta Gorda/Englewood Beach Visitor & Convention Bureau*
- *Hotel Zamora, St. Pete Beach, FL*
- *The Emerald Coast Convention & Visitors Bureau*



## Organization Structure/Client Overview



**Kim Oliphant, Senior Art Director / Account Management**

With an eye for singular design and art direction skills honed from years of corporate and agency-side experience, Kim plays a critical role in the creative at Aqua. Her passion for creating exceptional brands is evident through the way her work forms a powerful connection with its target audience.

A former Creative Team Manager for national retailer Montgomery Ward, Kim escaped the cold climes of Chicago in 2001, and worked for Florida's YP&B and Paradise Advertising & Marketing, Inc. before joining Aqua as Senior Art Director. Kim has experience with studio management and account service, as well as media and production traffic, and coding for online advertising. Kim is a graduate of Illinois State University with a B.S. in Fine Arts and a concentration in Visual Communications.

Just some of the clients Kim has worked with include:

- *The Southwest Florida International Airport*
- *The Bermuda International Airport (Bermuda)*
- *Bangor International Airport (Bangor, Maine)*
- *St. Petersburg-Clearwater International Airport*
- *The Bradenton Area Convention & Visitors Bureau*
- *The Punta Gorda/Englewood Beach Visitor & Convention Bureau*
- *The City of West Palm Beach, Florida*
- *The Seminole County Convention & Visitors Bureau*
- *The Naples, Marco Island, Everglades Convention & Visitors Bureau*



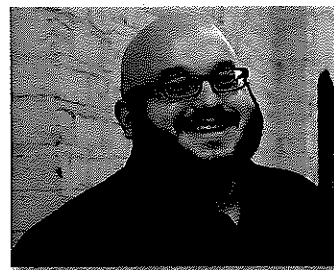
**Amanda Zdzierak, Art Director**

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, is sure to enhance Aqua's award winning design team.

Just some of the clients Amanda has worked with include:

- *The Emerald Coast Convention & Visitors Bureau*
- *The Bradenton Area Convention & Visitors Bureau*
- *The Punta Gorda/Englewood Beach Visitor & Convention Bureau*
- *The City of Punta Gorda, Florida*
- *Manatee County, Florida*
- *Paper Presence*
- *Bright House Networks*
- *Tracy Zych New York*
- *The Dutcher Group*



**John Fisher, Copywriter**

John is an advertising copywriter with a background in creative writing. As a storyteller, he believes that writing is one of the strongest ways people can connect with each other.

John's work is used across a number of media vehicles including print, TV, radio and on the web. He has worked with a variety of clients in different industries, such as healthcare, higher education and banking. With such a diverse background, John has expertise in helping to tell stories that drive results and strengthen a brand's identity. John earned two bachelor's degrees from the University of South Florida; one in English creative writing and the other in mass communications advertising. He also holds an MFA in English creative writing from Antioch University – Los Angeles.

Some of the clients that John has worked with include:

- *The Emerald Coast Convention & Visitors Bureau*
- *The Bradenton Area Convention & Visitors Bureau*
- *The Punta Gorda/Englewood Beach Visitor & Convention Bureau*
- *The City of West Palm Beach, Florida*
- *The City of West Palm Beach, Florida Department of Sustainability*
- *First Merchants Bank*
- *Franciscan Health*
- *Vincennes University*
- *Purdue University*



## Organization Structure/Client Overview



Pat Cote, Media Director

Pat has more than 30 years of experience with media buying and devising strategic planning initiatives. Her career spans local, national, and global projects with some of the world's leading brands, including Anheuser-Busch, State Farm and McDonald's.

At Aqua, Pat creates strategic plans for media buying, places ads, and ensures ad buying stays within budget. She's an early adopter of new technologies and stays on the cutting edge of the latest trends in digital media allowing her to deliver actionable and specific strategies that yield measurable results. Pat has earned several industry awards, most recently 18 Adria Awards, including nine Gold, and was responsible for overseeing a team which was awarded a 2016 National ADDY Award.

Some of the accounts Pat has worked on include:

- *The Emerald Coast Convention & Visitors Bureau*
- *The Bradenton Area Convention & Visitors Bureau*
- *The Punta Gorda/Englewood Beach Visitor & Convention Bureau*
- *The City of West Palm Beach, Florida*
- *Anheuser Busch (St. Louis, MO)*
- *State Farm (Bloomington, IL)*
- *McDonald's (Oak Brook, IL)*
- *Sarasota Bradenton International Airport*
- *Halifax Area Advertising Authority (Daytona Beach, FL)*



Amber Coldren, Digital Marketing Director

Amber's over 15 years of experience encompasses internet marketing, pay per click advertising, search engine optimization, conversion tracking, and social media development and strategy. Her first taste of digital marketing was in 2001, when she joined a team working on internet projects at a time when digital marketing was still uncharted territory for many agencies.

Amber has worked for TradeWinds Island Resort, Digital Synexus, Paradise Advertising & Marketing, and Mediagistic developing industry standards for clients across the world, including social media best practices, media buying policies, website optimization guidelines and customer loyalty programs. In addition, Amber is Google Analytics and PPC certified.

Some of the accounts Amber has worked on include:

- *The Emerald Coast Convention & Visitors Bureau*
- *The Bradenton Area Convention & Visitors Bureau*
- *The Punta Gorda/Englewood Beach Visitor & Convention Bureau*
- *The City of West Palm Beach, Florida*
- *TradeWinds Island Resort*
- *Naples, Marco Island & the Everglades Convention and Visitors Bureau*
- *The Amelia Island Convention & Visitors Bureau*
- *The Seminole County Convention & Visitors Bureau*
- *The Marco Island Marriott*
- *The Abaco Beach Resort*



Krystina Lisi, Digital Strategist

Krystina serves as a Social Media Strategist at Aqua Marketing & Communications, helping to gather, define, and clarify the insights that help drive our creative solutions and, ultimately, make a difference in our clients' businesses. For more than seven years, Krystina has helped businesses grow by making them visible to local customers who are searching for their products and services.

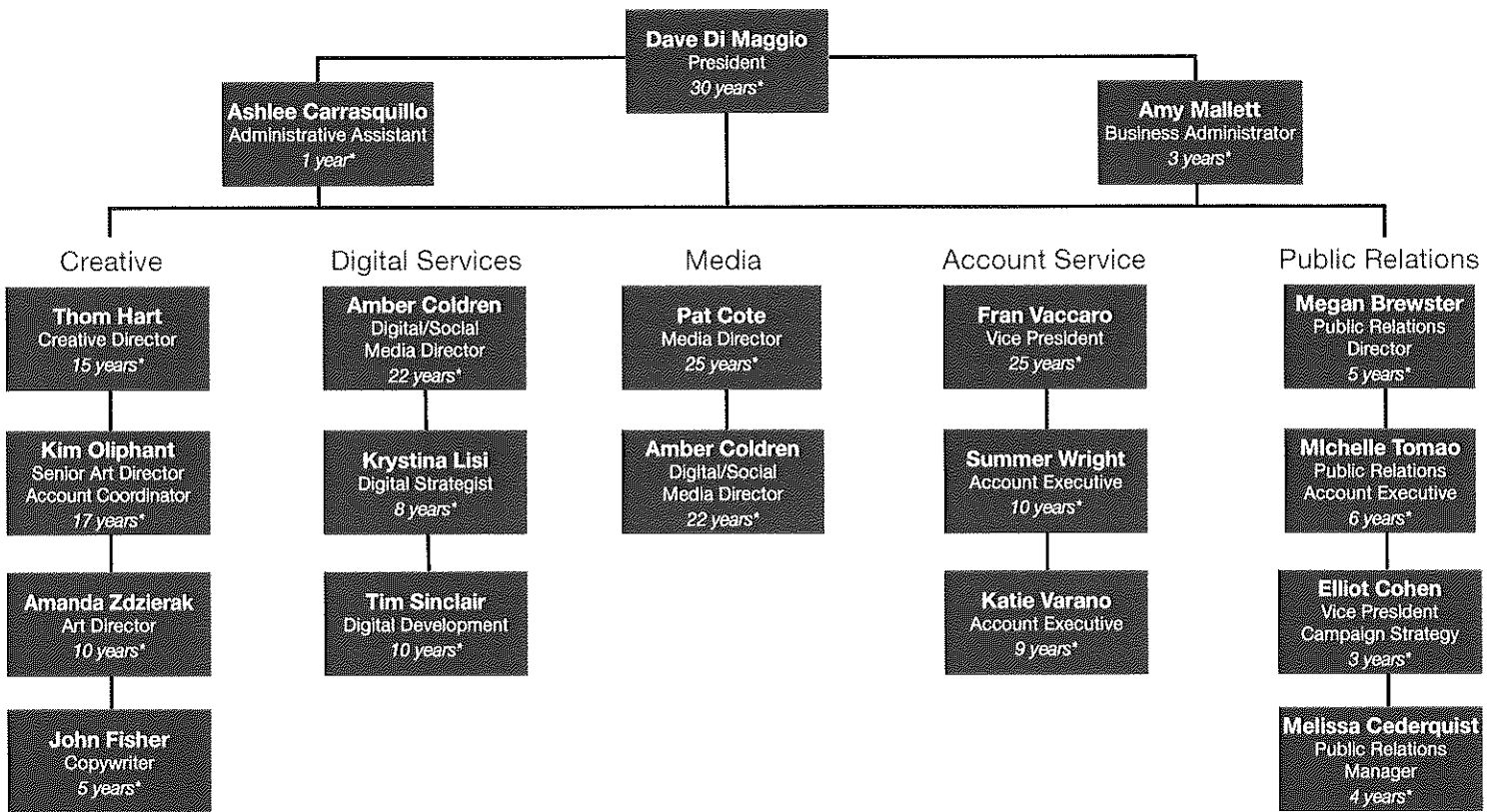
Krystina designs social media strategies to achieve marketing targets through managing, creating, and publishing original, high quality content on all social platforms. A creative and innovative thinker, she has a deep understanding of technology and the people who use it. Krystina's swift adaptability allows her to implement effective social media strategy and search engine optimization for clients.

Some of the accounts Krystina has worked on include:

- *The Emerald Coast Convention and Visitors Bureau*
- *The Bradenton Area Convention & Visitors Bureau*
- *The Punta Gorda/Englewood Beach Visitor & Convention Bureau*
- *The City of West Palm Beach, Florida*
- *Coconut Bay Resort*
- *Carillon Miami*
- *The Island of Saint Lucia*
- *Disney Products/Cruises, travel agent*
- *Privily Beauty Bar, web designer*



## Organization Structure/Client Overview



\* Years of Tourism Experience

Aqua offers 17 full-time staff through three offices in the state, covering all aspects and functions of marketing communication. With the exception of the typical outsourcing of vendors such as printing or photography, Aqua has no need to outsource work or hire consultants, freelance or part-time help. In the event that any outsourcing is deemed necessary, the agency contracts for the work through a competitive bid process that adheres to the requirements of the airport and the County.

In the event that Aqua acquires the airport's account, there will be no need to hire additional employees.



## Organization Structure/Client Overview

Airport and/or destination/travel-related experience

Aqua Marketing & Communications, Inc. is a full-service marketing communications firm recognized as one of America's top firms in Tourism, Travel and Hospitality. As such, it offers an award-winning history of working with five different airports around the country, including four in the state of Florida and one in a foreign country. Aqua's experience includes executing industry-leading programs credited with increasing carrier demand, securing additional carriers, and increasing flights and routes for airports. Additionally, as a firm experienced in governmental accounts, Aqua's staff provides the full gamut of visitor analysis and the media and community relations services necessary to ensure airport success.

Headquartered in St. Petersburg, Florida, and with offices in West Palm Beach and Naples, Florida, Aqua was incorporated in 2010 as a result of a split in partnership with a firm established by Aqua's Principal and owner in 2001 (Paradise Advertising & Marketing, Inc. of St. Petersburg, Florida.). Aqua was immediately vetted and selected by a broad range of clients seeking a staff with proven experience in travel and tourism.

Beyond its knowledge and understanding of airport operations and travel marketing, Aqua's staff knows how to work with and develop programs for a wide range of governmental accounts and authorities. The firm's experience includes 19 separate governmental accounts primarily in the areas of tourism, airports, transit and economic development. Working together, the firm's staff have served a total of 8 different tourism development offices; with three, currently, in the State of Florida. It should be noted that Aqua is the current Agency of Record for the Okaloosa County Tourism Development Office and for the last year and a half have executed programs leading to the highest leap in bed tax in the County's history.

Aqua's airport experience includes developing programs designed to acquire additional carriers for airports, ensure local passenger utilization, and includes working with a variety of carriers in developing promotional programs to increase passenger traffic for airports and destinations. Beyond working directly with carriers on behalf of its airport clients, Aqua understands issues of ground transportation and intermodal transit. With a client history that includes municipal transit authorities and limo services, Aqua is able to devise solutions to assure seamless passenger connectivity, leading to greater air travel satisfaction. Additionally, Aqua's staff has experience in aiding airport clients with G/A and Air Cargo development.

As a firm deeply experienced in providing comprehensive services to a variety of governmentally based accounts, Aqua's staff is experienced and capable in assisting clients with customer relations issues, acquiring customer data and analysis including visitor surveys, brand development and maintenance, and aiding internal community relations.

Aqua's airport client experience includes:

*The Bermuda  
International Airport*



*The Southwest Florida  
International Airport*



*The Bangor  
International Airport*



*The Sarasota-Bradenton  
International Airport*



*St. Petersburg/Clearwater  
International Airport*



## Organization Structure/Client Overview

Additionally, Aqua has worked cooperatively for clients with the following airports:

**Orlando-Sanford  
International Airport**



**The Punta Gorda, Florida Airport**



**Tampa International Airport**



**The Naples Municipal Airport**



**Jacksonville International Airport**



Aqua's staff has developed cooperative promotional programs with the following airlines:

**jetBlue**



**Iberia Airlines**



**Silver Airways**



**Delta**



**Allegiant**



**American Airlines**



**United Airlines**



**Spirit**



**Southwest**



Aqua's history of destination marketing clients includes:

**The Emerald Coast Convention & Visitors Bureau**



**The Bermuda Office of Tourism**

**The St. Petersburg-Clearwater  
Convention & Visitors Bureau**



**The Naples, Marco Island and the Everglades  
Convention & Visitors Bureau**

**The Seminole County, Florida  
Convention & Visitors Bureau**



**The Amelia Island Convention & Visitors Bureau**

**The Bradenton, Anna Maria Island, Longboat Key  
Convention & Visitors Bureau**



**The Charlotte Harbor Visitor & Convention Bureau**





## Organization Structure/Client Overview

Overall composition of client accounts, including industry type and media budgets:

Aqua is a full-service marketing communications firm specializing in governmental accounts targeting tourism, travel and economic development. As such, the agency serves three county-based destination marketing bureaus in the state of Florida, two city-based departments of Economic Development and two communities for the purposes of community relations.

The agency serves those clients in a full-service, integrated manner with all agency functions (such as advertising, public relations, social media, and web development) working cohesively to provide unique solutions to clients' specific goals and objectives.

Aqua's total gross billing for the current year is projected to be nearly \$10 million, with \$6 million of that in paid media across all platforms, with the majority in various forms of digital/online media.

Provide 5 references (3 clients & 2 former clients), preferably airport/destination/travel related organizations.

### CURRENT CLIENTS:

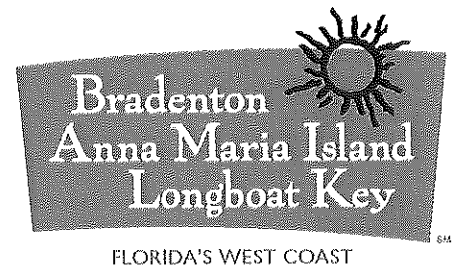
The Bradenton Area Convention and Visitors Bureau

Length of relationship: 7 years

Elliott Falcione, Executive Director

One Haben Boulevard, Palmetto, FL 34221

elliott.falcione@mymanatee.org | (941) 705-1287



With a client budget of \$2.3 million, Aqua provides specific plans and executes a wide variety of marketing, advertising and public relations tactics designed to draw visitors to the Bradenton, Anna Maria Island, Longboat Key area. Tactics target leisure travel, group and meetings travel as well as sports and sports travel.

Managing the destination's PR, the agency achieved an estimated nearly \$6.7 million in media value over the last year, with the destination attaining an estimated \$844,880,200 in economic impact directly attributed to visitation.

Aqua's work for the destination is considered some of the best tourism/travel marketing worldwide by Hospitality Sales and Marketing International, and has earned regional praise through Visit Florida's annual Flagler Awards.

Punta Gorda / Englewood Beach Visitor and Convention Bureau

Length of relationship: 6 years

R.S. Chip Futch, Marketing Director, Tourism

18500 Murdock Circle, B104, Port Charlotte, FL 33948

Chip.Futch@charlottecountyfl.gov | (941) 743-1900



Contracted since 2012, the agency is responsible for marketing counsel, brand strategy, message strategy and online/offline advertising development and execution, and Public Relations strategy and execution. Most recently, the agency relaunched the destination after a six-month branding process, carrying the new brand across all phases of marketing and communication.

From a Public Relations standpoint, the agency has achieved millions of dollars in media value for the destination, credited with providing a measured and substantial economic impact directly attributed to visitation.



## Organization Structure/Client Overview

### CURRENT CLIENTS (continued)

The City of West Palm Beach

Length of relationship: 4 years

Chris Roog, Economic Development Director

401 Clematis Street, West Palm Beach, FL 33401

CRoog@wpb.org | (561) 822-1416



## WEST PALM BEACH

Business. Life. Balanced.™

For four years, Aqua has assisted the economic development department in West Palm Beach, FL with marketing the destination to large businesses and corporations. Aqua is responsible for developing a marketing strategy, conducting research supervision and analysis, brand creation and preservation, design, content creation, e-commerce and digital strategies, website development and maintenance, paid media strategy and implementation, domestic and international public relations, and achieving cooperative relationships and alliances through and with a variety of government boards and local organizations.

### FORMER CLIENTS:

The City of Dunedin, Florida

Bob Ironsmith, Director of Economic Development

737 Loudon Avenue, Dunedin, FL 34698

RIronsmith@DunedinFL.Net | (727) 298-3204

## DUNEDIN

Home of Honeymoon Island

Although delighted with the agency's incredible service and ability, due to budgetary reasons the City was forced to recently end the agency's contract. And according to the Mayor, hoping that the pause is "more of a temporary hiatus, than an end."

The Tradewinds Island Resorts

Lynda Waters, Brand Director

5500 Gulf Blvd., St. Pete Beach, FL 33706

Lyndah2os@gmail.com | (727) 776-0689



Originally contracted in 2001, the agency staff have served the resort under a number of annual contracts depending on projected need and budgets. Though not currently under contract, the resort doesn't consider that the agency relationship is "officially" ended, only on hiatus for budgetary reasons.

Identify any current clients which may be perceived as competition.

Aqua has no airports or destinations that represent competition to the County's airports or to Okaloosa County's visitation efforts.

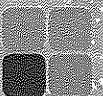
Experience working with affiliate agencies:

Although a full-service agency typically providing all marketing communications functions for each client, Aqua does have experience successfully working with affiliate agencies to handle other areas of business. In such an event, the agency works cooperatively to support both the client's and the affiliate's goals and works to provide a seamless, effective team.

If a joint venture, provide organization structure/client overview for all agencies.

Aqua is not, nor needs to, propose a joint venture or multiple agencies in order to serve the account.

# Creative & Strategic Approach





## Creative & Strategic Approach

Aqua specializes in governmental accounts targeting travel, tourism and economic development. Working together, Aqua's staff shares experience working on a total of 23 different governmental entities and authorities. That experience includes 8 tourism bureaus, 7 departments of economic development, 5 airports and 3 convention and group event venues.

Given its background and specialty, Aqua thoroughly knows how to work with governmental entities and authorities and has consistently demonstrated the transparency and accountability that will be required by the airport.

There are several processes that Aqua has in place to serve its governmental clients. Just some of those are listed below:

- *An assigned agency account team with one, single Account Executive as client main contact*
- *Set weekly meetings*
- *Agency staff access through phone, telecommunications or in-person as required by the client*
- *Written post-meeting reports, detailing all aspects discussed and actions to be taken*
- *Strategically set goals and objectives designed to surpass the competitive set*
- *Written and reviewable marketing communications plans with declared metrics*
- *Monthly, quarterly and annual performance reporting and KPI analytics*
- *Annual and quarterly account planning*
- *Efficient integration of all functions, emphasizing cost-effectiveness for the client*
- *Strict account and project budgeting, reviewed and approved by the client*
- *Thorough timelining of all projects and assignments*
- *Care in archiving of all documents and materials*
- *Protection of all marketing assets created for the client*
- *Complete buyout and client ownership of all materials*
- *Competitive vendor bidding and strenuous negotiation*
- *Total compliance with all aspects of client billing and financial accounting*
- *Complete transparency and accountability*

**"I thought I had air travel in the bag. Looks like the joke was on me."**

It's hard for some to admit it, but choosing the wrong airport can leave you with plenty of baggage: long drives to distant airports, higher costs for things like parking, the hassle of crowded, unfamiliar facilities. The cure? Bangor International is close, convenient and hassle-free. Just what the doctor ordered.

**GET ONLINE BEFORE YOU GET ONBOARD.**

Robert M. (35)  
Severe Airport Delusion Disorder. Booked flights just for laughs. Not laughing any more.

**Fight Airport Delusion Syndrome. BGR BANGOR**  
www.FlyBangor.com

**"When it came to air travel, I was making the same mistakes over and over. Here's my story of hope."**

The thrill of finding cheap air fares online blinded me to what it really cost: long drives to distant airports, higher costs for things like parking, the hassle of crowded, unfamiliar facilities. Bangor International had the cure. Close-by. Convenient. Hassle-free. I have my self respect again.

**GET ONLINE BEFORE YOU GET ONBOARD.**

Charles W. (42)  
Frequent online low fare searches. Severe hidden cost denial. In remission.

**Fight Airport Delusion Syndrome. BGR BANGOR**  
www.FlyBangor.com

**"I thought a 3-hour drive to catch a slightly cheaper flight made a lot of sense. Now I'm choosing the road to recovery."**

Now there's a cure for those who don't see that cheap air fares often mean long drives to distant airports, higher parking fees and the hassle of crowded, unfamiliar facilities. If you know someone who needs help, have them look before they book at www.FlyBangor.com.

Bangor International Airport: Close, convenient, hassle-free, and with air fares well worth the value.

**GET ONLINE BEFORE YOU GET ONBOARD.**

Rita K. (32)  
Driven by low cost delusion. More dollars than sense. In recovery.

**Fight Airport Delusion Syndrome. BGR BANGOR**  
www.FlyBangor.com

Print ads for Bangor International Airport



## Creative & Strategic Approach

Give two airport/destination/travel organization case studies that demonstrate the agency's thinking, core strengths and measures of success for the agency and client.

### Case Study – 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 regards 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 was 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 market the destination in new, more distant markets, it was likely this audience would be learning about the Destin, Fort Walton Beach, Okaloosa Island area 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.

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 out-of-home 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, 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.

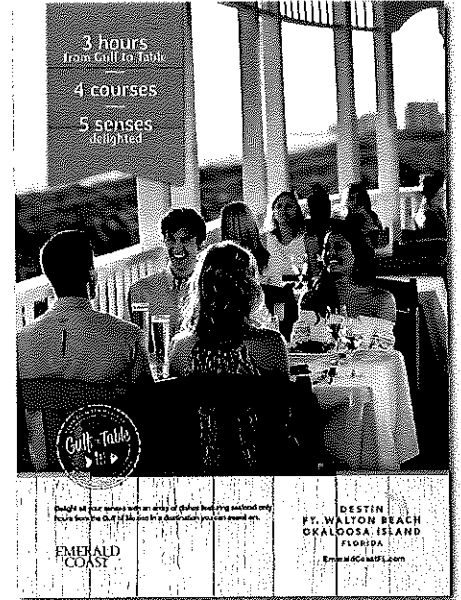
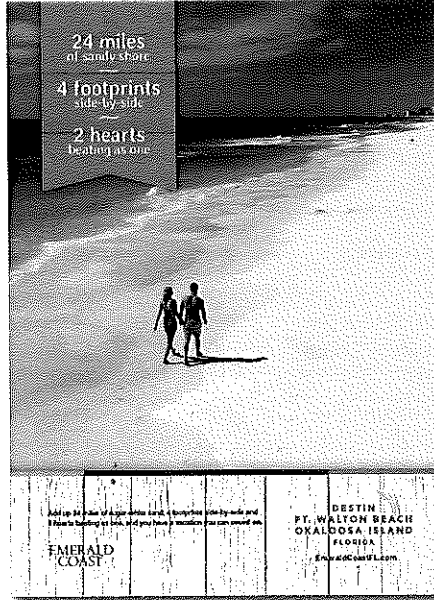
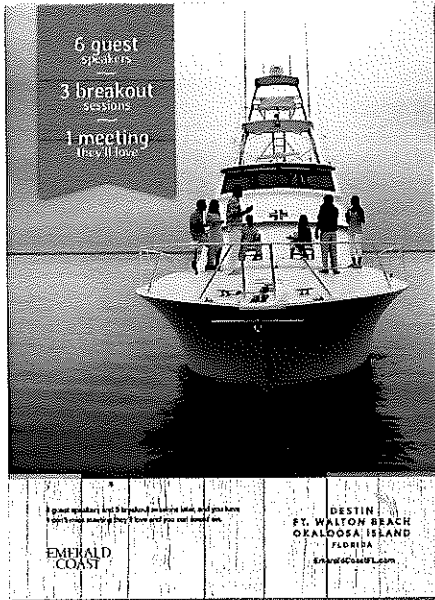
Following a fall/winter campaign push, the destination experienced its most dramatic increase in tourism traffic and dollars spent while in the market ever. This outstanding increase in visitation is most predominantly illustrated by a reported 22.85% increase in bed-tax revenue since moving to an aggressive fall/winter media spend. Equally impressive, tax collection for the first three months of the 2018 fiscal year was up nearly 40% over the previous period. The campaign is credited with an astounding increase in social media activity with engagement up an incredible 11,455%, reach/impressions skyrocketing up 3,639% and organic fans/followers growing by 25%. Website activity, during the fall/winter months, improved dramatically with a staggering 99.67% increase in web traffic, an unprecedented 102.60% increase in new users and page views increasing by 35.08% compared to the previous year.





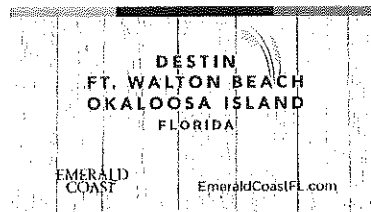
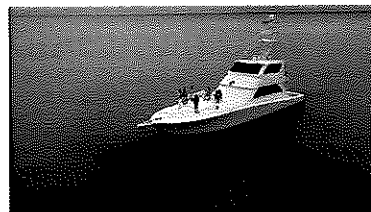
# Creative & Strategic Approach

## Full Page Branding Ads



## TV Spot

<http://bit.ly/AquaBroadcastSamples>



## Outdoor





## Creative & Strategic Approach

### Case Study – Punta Gorda/Englewood Beach, Florida “Our Best Side is Outside”

In the fall of 2015, the Charlotte Harbor and the Gulf Islands Visitor & Convention Bureau sought to rebrand the destination in an effort to increase visitation and compete with neighboring counties. To aid the VCB in its efforts, Aqua was tasked with evaluating the County’s tourism Brand and making subsequent recommendations.



To that end, a period of Discovery ensued, consisting of an inventory of the destination’s various visitor activities and attributes, a study of competitor brands, primary research of potential visitors, and more.

One of the main takeaways of the Discovery was that the area’s robust set of outdoor and outside experiences are particularly strong vis-à-vis the competitive set. Emphasizing these experiences as a position is unique within the state, and balances what might be considered “negative” aspects of the destination (e.g., lack of shopping and rainy-day activities).

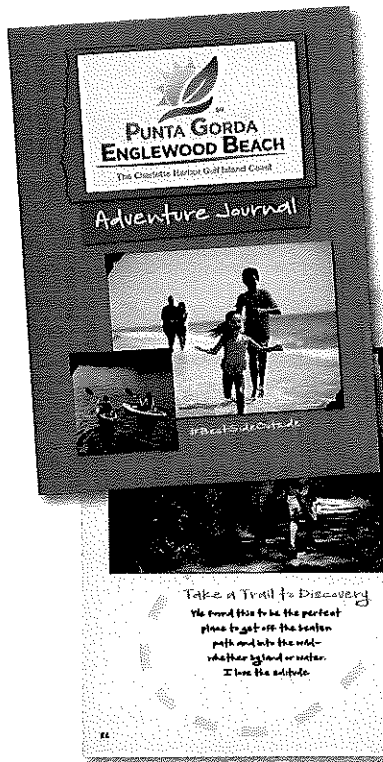
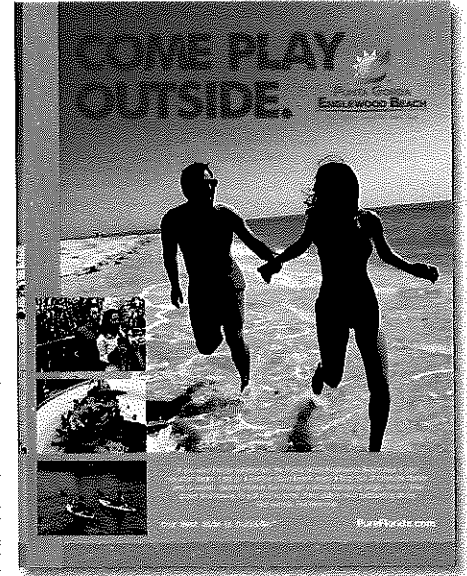
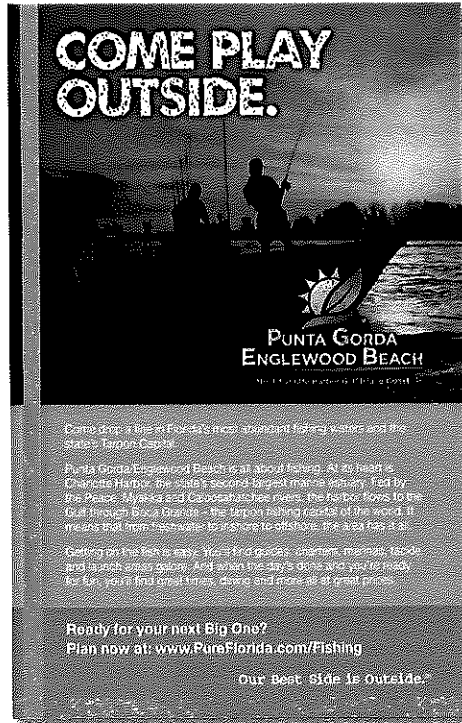
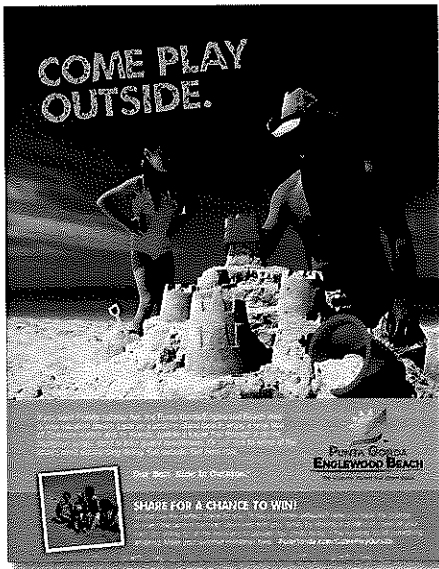
The other findings and conclusions of the Discovery were chronicled in a Discovery Report, provided to the VCB administration in September 2016. For example, through the Discovery, it was determined the destination name needed to change. Aqua recommended the Brand name include the two major visitor areas of the destination, Punta Gorda and Englewood. To ensure the word “beach” was used, the community of Englewood was renamed as “Englewood Beach,” as the beach is the community’s primary draw. Punta Gorda’s obvious inclusion is due to the fact that it is the only incorporated municipality in the destination and the name of the airport. Thus, the name was changed to, **Punta Gorda/Englewood Beach**.

Through the Discovery process, Aqua defined the Punta Gorda/Englewood Beach area as, “a relaxing, more secluded Florida destination that offers all the best of Florida’s wonderful outdoor experiences and lifestyle. From beaches to boating, hiking to harbor tours, fishing to nature discovery; to sun, shelling and shark teeth, Punta Gorda/Englewood Beach offers visitors more of what they come to Florida for: relaxation and discovery in an outdoor vacationland.”

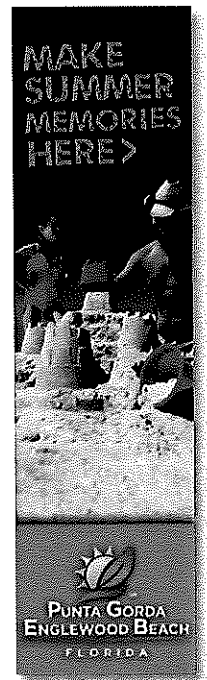
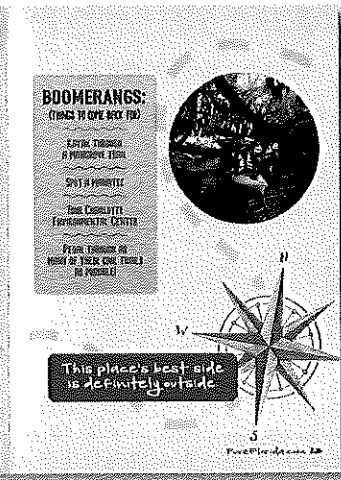
In order to position the destination vis-à-vis other destinations in the state, and particularly in relation to the competitive set, Aqua devised the Brand Positioning Statement, “The Punta Gorda/Englewood Beach area is the one Florida destination that provides all the best of Florida’s coveted outdoor activities all in one place.”

The Discovery and Brand Strategy process led to the creation of other Brand elements, including logos, taglines and more. As a result of Aqua’s branding recommendations, the Punta Gorda/Englewood Beach area has enjoyed an increase in visitation, including an estimated 417,700 visitors in 2017 compared to 406,700 in 2016. Additionally, Aqua’s Brand recommendations have resulted in an increase of \$28,386,900 in total visitor economic impact in 2017 compared to the previous year – a 5.1% increase.

Punta Gorda / Englewood Beach  
Full Page Branding Ads



Adventure Journal Visitor Guide



Online Banner Advertising - Animation links below

- <http://welcometoaqua.com/Charlotte/summer/300x250/SummerCampaign.html>
- <http://welcometoaqua.com/Charlotte/summer/160x600/SummerCampaign160x600.html>
- [http://welcometoaqua.com/Charlotte/summer/728x90/SummerCampaign728x90\\_proofing.html](http://welcometoaqua.com/Charlotte/summer/728x90/SummerCampaign728x90_proofing.html)





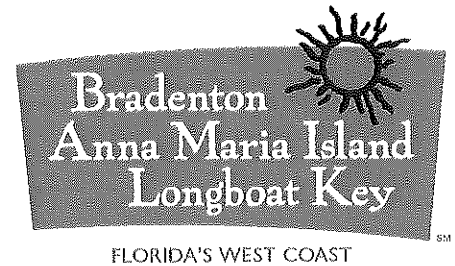
## Creative & Strategic Approach

Give one example of a campaign, relationship, plan or project of which you are most proud and why.

Case Study – Bradenton, Anna Maria Island, Longboat Key  
“Real. Authentic. Florida.”

### The Brand

Through research and the process of discovery, it was determined that Manatee County would best present itself as a visitation destination using the name: Bradenton/Anna Maria Island/Longboat Key.



The brand defines the area as a place offering one of Florida’s most unique and relaxing island and mainland destinations – an “anti-city”, non-glitzy, laid back experience providing a liberating release from everyday life.

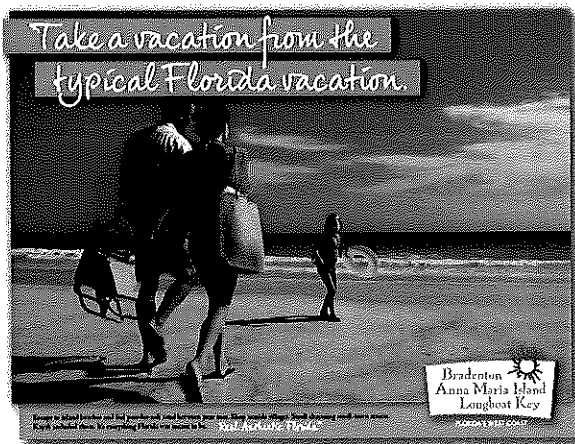
Branding included a striking new logo, complete visual identity system and exhaustive guidelines for application across all aspects of CVB marketing and operations. The agency also created the new tagline that summarizes the area’s vacation experience as “Real. Authentic. Florida.”

### Brand Execution

Once developed and approved by the CVB and key County stakeholders, the brand was then tested in Boston and Chicago to validate findings and conclusions identified during earlier research. Upon confirmation, the brand was executed across all aspects of the destination’s marketing, including advertising, public relations, website, digital marketing and social media.

To assure widespread adoption throughout the area, the agency introduced the brand to the community with highly visible events. In addition, they developed a comprehensive brand ambassador program so that strategic visitation-related businesses and organizations would know, understand and embrace the brand.

Due to the agency’s efforts to unite the community around the brand, the area embraced the brand beyond visitation marketing. The agency aided in transitioning the visitation brand to a community brand, applying it to the Bradenton Area Economic Development Corporation, Manatee County Area Transit, road signage, and other County departments and operations.

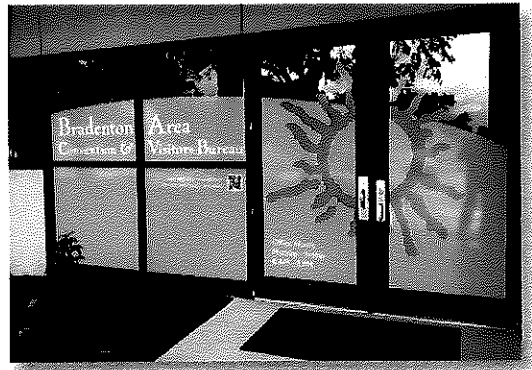
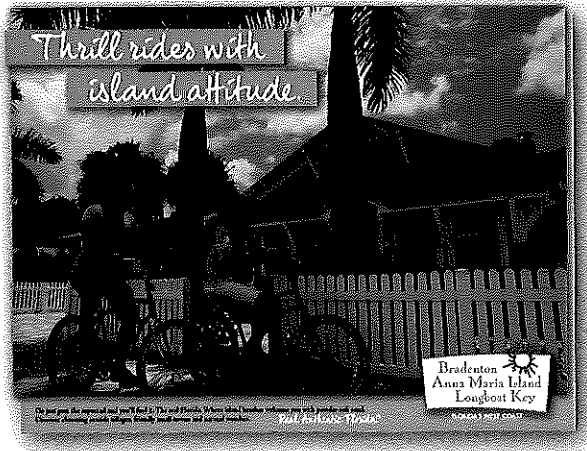


Branding Ads

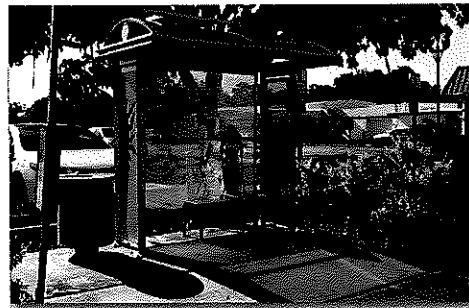
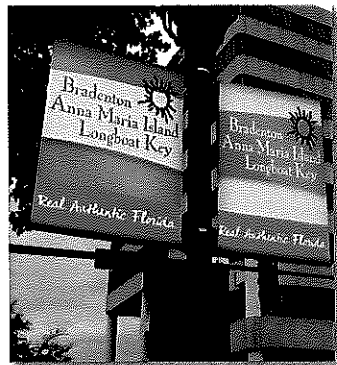


# Creative & Strategic Approach

## Branding Ad



Convention & Visitors Bureau Offices



Area Transit, Shelters and Street Banners



Manatee County Logo



Bradenton Area Destination Branding -  
Baggage Claim Area at Sarasota Bradenton International Airport



## Creative & Strategic Approach

Give a brief and concise statement of your media buying.

In general, Aqua's media buying philosophy is driven by the goal of reaching the chosen target most effectively, through means that provide the greatest return on media budget, reflecting stated media goals and objectives that are designed to achieve the client's overall marketing goals and objectives, while providing valid, third-party substantiation of media performance.

Effectiveness is measured by first determining the client's marketing goals and objectives, then determining the media goals and objectives necessary to achieve the client's goals. Once determined, the processes and procedures necessary to evaluate outcomes are recommended by the agency and agreed upon by the client. The specific evaluative measures are dependent upon the specific goals and objectives.

The method used to develop media buying and marketing/advertising goals can be summarized in the following steps:

- *A review of client promotional history*
- *Review and analysis of client traffic/response history*
- *Review of client visitation assets or reasons to use or visit*
- *Determination of client targets and message through research or analysis of previous research and data*
- *A thorough examination of the client's competitive set*
- *A review of the client's previous operational performance and discussion of measures of success*
- *Review of existing client goals, objectives and budget*
- *Definition of desired outcomes*

Beyond the development of goals for media buying or marketing/advertising, the agency then engages in the following:

- *Determination of strategies and tactics to achieve client goals and objectives*
- *Determination of marketing goals and objectives*
- *Determination of brand and message*
- *Determination of advertising strategies and tactics with outcomes measurements*
- *Determination of media goals and objectives*
- *Determination of Media Strategy*
- *Determination of Media Tactics along with outcomes measurements*
- *Determination of Media channels and platforms to be utilized, along with outcomes measurements, after thorough performance research of each channel and platform*
- *Bidding and negotiation of contracts*





## Creative & Strategic Approach

Provide an example of a state-of-the art research project you conducted, including goals and objectives, methodology and timeframe, including mid-point analytics. Detail your findings, information gleaned and how it positioned your client for success.

For all clients, Aqua plans, executes, and reports ongoing and incidental marketing research, providing the analytics necessary to make appropriate marketing and operational decisions.

Aqua's research project for the City of West Palm Beach, though containing standard elements of typical research, was a project much broader and deeper than typical research programs for clients. With the goal of providing the input necessary to define the brand of the city as well as provide the information necessary for a comprehensive economic development marketing plan for the city, the project incorporated a variety of input, methods and analysis which in its entirety provided the client with robust insights leading to superlative outcomes.

### Methodology:

In brief, the methodology included the following elements:

1. **Initial orientation interviews with Mayor and Key Staff** – Allowing client and agency to agree on outcomes, roles, responsibilities, lines of communication and contact
2. **Attributes assessments** – A boots-on-the ground review of the city's attributes, leading to an understanding of its economic infrastructure, existing business, available office and developmental space, etc.
3. **Inquiry analysis** – A review of how potential business who might relocate to the city were reaching out to the city with indications of interest. Analysis incorporating a deep study of website traffic, incoming calls and other contact, and social media and press listening studies and analysis.
4. **Stakeholder one-on-one interviews** – One-on-one interviews with over 70 individuals in and outside of the city who had perspectives on the city, its business opportunities, lifestyle, and reason to relocate.
5. **Review of prior research** – A review of any research or studies conducted by the Chamber of Commerce, County Economic Development, the Palm Beach International Airport, Florida Power and more to uncover or understand the business relocation potential of the city
6. **Determination of potential targeted industries and competitive set** – An analysis and consideration of the above to develop a preliminary determination of potential industries that the city might consider targeting.
7. **Client Reports** – Several interim reports of all the activities, outcomes and conclusions provided by the steps listed here. Reports provided through in-person presentation to city staff as well as through written reports provided for archiving. One report includes an executive report of qualitative research and a synopsis of all activities, including SWOT Report, preceding research.
8. **Target industries analysis** – A review of those industries determined for targeting including one-on-one interviews with individuals in those industries as well as trade associations; industry analysis by sector, as well as industry analysis to uncover trends and economic trajectory.
9. **Competitive set analysis** – A deep review and analysis of those cities which the process outlined as the potential competitive set. The cities were analyzed by the attributes, targeted industries, brand expression, economic analysis, and economic development activities.
10. **SWOT Analysis** – Utilizing the input, data and information from above, a SWOT analysis was constructed, providing a concise, clear presentation of the city's economic development strengths, weaknesses, opportunities and threats.
11. **Stakeholder Reporting** – Individual reports were made to the stakeholders providing input citing in step 4 above.



## Creative & Strategic Approach

State-of-the art research project (continued)

Methodology (continued):

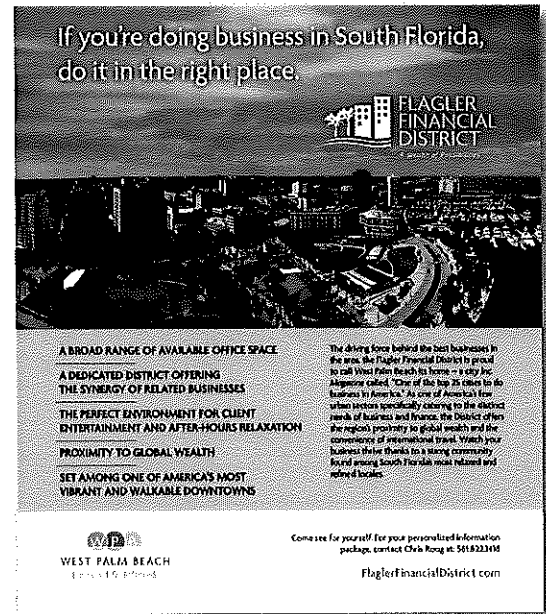
- 12. Qualitative Research** – In-depth at distance interviews with (IDI's) individuals matching the profile of selected potential targeted industries. Group included both those who had chosen the city for business relocation as well as others outside of the city who chose not to relocate to the city.
- 13. Brand determination** – An initial determination of the potential brand direction of the city.
- 14. Conclusions testing** – Utilizing qualitative research methods, allowing the market to confirm the market viability of the brand direction.

Timeframe:

Though part of a much larger project to competitively brand the city and construct a comprehensive economic development marketing plan, the research project was completed in the 6 months planned for and allotted by project timeline.

Midpoint analysis:

Was provided by the several interim reports noted above. The agency staff provided written reports at each step as well as presented in-person.



Print ad for Flagler Financial District

Findings:

The project certainly performed as anticipated – defining and establishing a competitive economic development brand for the city, as well as providing the information necessary allowing for the creation of a comprehensive marketing plan for the city. But beyond that, the client was positioned for even greater success due to numerous additional outcomes of the process, including:

- *The identification of industry targets beyond anticipated and expected by the client*
- *The development of an appropriately determined, competitive brand for the city, verified through research*

Outcomes:

Although it takes years for economic initiatives to make traction and make gains, within just three years, the client was experiencing an economic revitalization directly attributed to unique market-driven strategies, founded on a solid, proven research approach. Outcomes included:

- *More than 5,000 new jobs*
- *\$2.27 billion in new investment*
- *The establishment of a new financial district*
- *The designation as #1 city for business and careers by Forbes Magazine*



## Creative & Strategic Approach

Give at least one case study, demonstrating the agency's strategic media buying and the resulting measured impact.

There could be no more applicable media case study than the most recent 2017-2018 Winter campaign for Okaloosa County tourism. The campaign not only achieved historic results for the destination, its measured results far exceeded the industry standard, all while driving passenger counts through VPS.

### Goal:

Media's goal was to support and execute the Advertising Strategy of 1. Shifting spend and promotion from the well-established Summer season to the much needed shoulder seasons of Spring and Fall, and 2. To reach potential visitors from more distant markets (primarily markets of lift), who exhibited the ability to stay longer and spend more money while in the market, and who would be attracted to a warmer climate during the shoulder seasons.

### Objectives:

- *Increase brand awareness in primary and secondary markets*
- *Maximize message exposure among key audience segments*
- *Strengthen efforts to evolve the Emerald Coast as a year-round travel destination*
- *Geo-target potential visitors in more distant markets*
- *Target potential visitors with higher household incomes*
- *Employ a media mix that will effectively produce the highest possible ROI and deliver trackable and measurable results*

### Research and Input:

In order to achieve the Goal and Objectives above, Aqua's Account Service and Media staff considered a broad sweep of information and data, some of which included:

- *The VISIT FLORIDA profile data of the Okaloosa County visitor*
- *Google Analytics traffic from the tourism department's destination website, showing geographic sources of site visitation*
- *Research showing the history of where visitors were coming from, including drive, and lift markets to the destination*
- *Analyzed MRI (Market Research Intelligence) and Scarborough data to determine audience media usage and lifestyle habits. Both research tools are used to uncover psychographic and demographic traits to be used in targeting.*
- *SQAD (Service Quality Analytics Data) – Agency software providing tracking of market and monthly cost per a point tracker (used to determine appropriate media costs per contact)*
- *A review and analysis of the top revenue generating potential markets of origin for the destination*
- *A studied review of all current media industry trends*

### Strategy:

Execute a media campaign reaching the most desirable potential visitors in northern markets of lift during timeframes that would drive consideration of visiting the destination in time periods outside of the typical Summer travel period.



## Creative & Strategic Approach

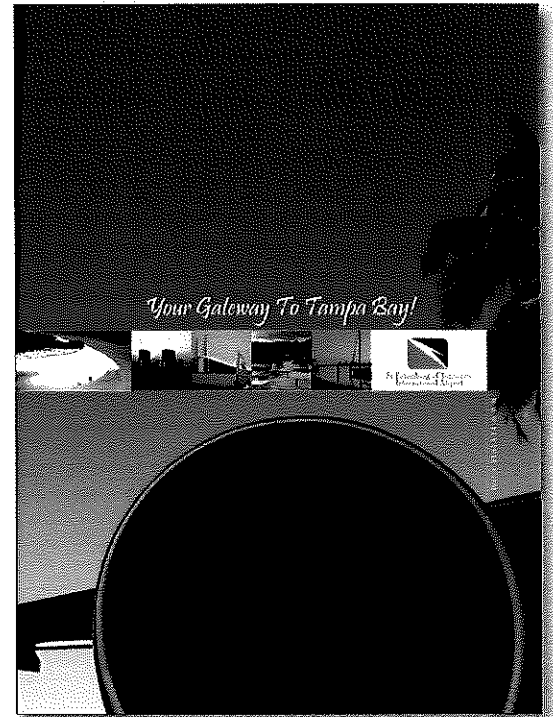
Media case study (continued)

Tactics used:

The campaign would utilize a broad sweep of media designed to reach the potential traveler multiple times, through multiple means. Media included cable television, online/digital advertising, print, out-of-home, and social media advertising.

Platforms utilized:

- Adara
- SpotXChange
- Sojern
- TripAdvisor
- AccuWeather (triggering ads during cold weather in selected markets)
- Weather.com
- MaxPoint
- Paid media on FaceBook, Instagram, Pinterest, Twitter, YouTube
- Google Display and Retargeting
- Google Search
- Choozle Programmatic display
- StackAdapt



Sales Brochure for St. Petersburg Clearwater International Airport

Results:

The campaign resulted in the most responsive media outcomes ever attained by the destination, achieving greater than industry-standard results, at lower than industry-standard costs. Just some of the media results included:

- Achieving a Total Impression Delivery of over 416,060,147
- A cost of \$5.40 CPM
- Reaching over 93% of the Primary Target
- A digital media campaign that extended reach well into secondary markets
- Monthly continuity that helped increase exposure and frequency of message
- The top markets shown in the destination's Google Analytics matched the exact markets where media delivered.

As a result, the destination saw one of the sharpest rises in visitation, occupancy and increases in ADR in its history, achieving a 22% increase in bed tax during the year, and reaching as high as a nearly 40% increase in the targeted (non-summer) month of March 2018.

In short, the campaign delivered precisely as promised, but did so while over performing and at a cost for reach and frequency well below the industry, all while using some of the most innovative and cutting-edge media methods and platforms available.



# Public Relations Approach





# Public Relations Approach

Give two airport or destination/travel PR case studies that demonstrate the agency's thinking, core strengths and measures of success for agency and client through earned media.

## City of West Palm Beach – Case Study

### Program Synopsis:

The City of West Palm Beach is the oldest large municipality in the South Florida Metropolitan area, and had long been known for its history and city attributes attracting residents of substantial wealth. 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:

Prior to contracting with Aqua in 2013, the City had not attempted to purposely brand or establish with potential businesses 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, the City needed an agency with proven success in economic development, branding and destination marketing. Aqua was selected through RFP over multiple local and national firms in contention.

### Audience:

Aqua first focused on residents, businesses and stakeholders residing in the City to ensure buy-in. It next created an overall external marketing plan targeting businesses in the financial industry located in markets of lift, predominantly the Northeast.

### Objectives:

Aqua set out to:

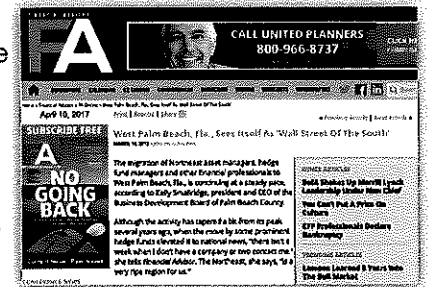
- Establish a competitive position within the state and nation
- Unveil the first economic development marketing brand for the City
- Determine the City of West Palm Beach's business targets and efforts required to lure specific business types to the area
- Devise an integrated marketing plan for the City 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.



WEST PALM BEACH  
Business. Life. Balanced.™



Financial Advisor – WPB 2017:  
Financial Advisor Magazine positions West Palm Beach as “Wall Street of the South”



WPB Flagler Financial District PBR\_Spread:  
“Palm Beach Relocation Guide features Flagler Financial District”



## Public Relations Approach

City of West Palm Beach – Case Study (continued)

Tactics:

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

- *Evaluation of current brand and market position*
- *Assessments of the City’s infrastructure and economic drivers (e.g. public transportation, airport, health, etc.)*
- *Formal research and competitor research*
- *Development of an ongoing economic development marketing plan*

After completing the discovery period, 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 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.

To delineate the Flagler Financial District and ensure its continued growth and success in drawing businesses from afar, Aqua designed a logo and created place-making devices including, ground level monuments, sidewalk displays, community art and pole banners as well as a press events unveil all elements.

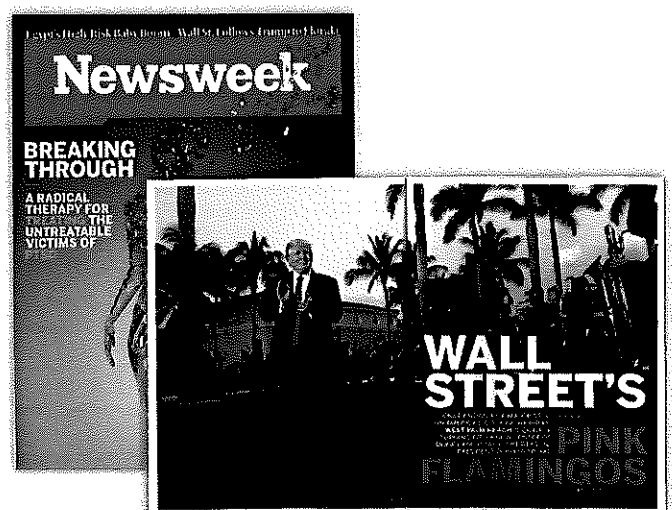
Aqua then devised an external integrated marketing plan reflecting the new brand and incorporating the Flagler Financial District. The plan included advertising, marketing, social media, production and public relations initiatives and tactics. PR tactics included monthly outreach to media in top markets for finance and integration with all additional marketing efforts.

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.

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.

The City of West Palm Beach  
Chris Roog, Economic Development Director  
401 Clematis Street, West Palm Beach, FL 33401  
CRoog@wpb.org | (561) 822-1416



NEWSWEEK MAGAZINE - 10-page spread features West Palm Beach as “Wall Street of the South”; garners \$33,906.01 in PR value.



# Public Relations Approach

## Punta Gorda / Englewood Beach Visitor and Convention Bureau – Case Study

### Program Synopsis:

A deep expertise in travel, tourism, and hospitality marketing in 2016 landed Aqua the Charlotte Harbor Visitor and Convention Bureau's domestic Public Relations account. Since that time, the agency has successfully overseen the development and implementation of an extensive PR campaign devised to support the "Our Best Side is Outside" brand and compliment the overall marketing plan.



The Charlotte Harbor Gulf Island Coast

### Situation Overview:

Recognizing the area was one of Florida's most coveted destinations, but one in need of marketing support to spread the word, the Aqua public relations team needed to quickly get to work. Aqua immediately set out to devise an annual PR Plan that identified and catered to the area's niche assets and strengths, took a pragmatic approach to increase awareness of Charlotte County, and supported yet expanded greatly upon the traditional marketing plan the VCB had been relying on to drive visitation.

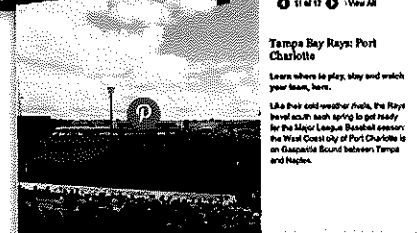
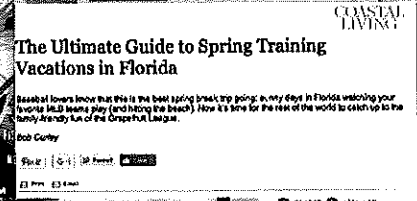
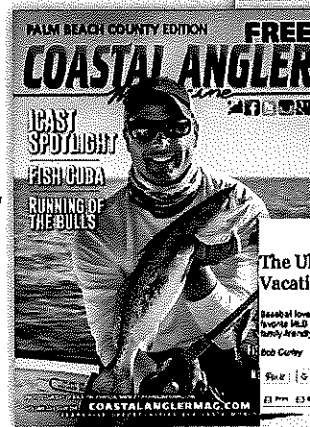
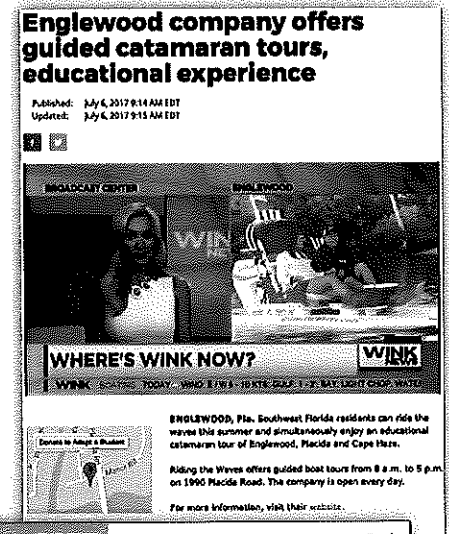
### Audience:

First-time visitors in drive markets as well as audiences in top feeder markets, particularly those with non-stop flights into the Punta Gorda Airport.

### Objectives:

Aqua's plan was designed to:

- Identify and promote local tourism attractions, services, and amenities that further establish the brand as a premier Florida travel destination reflecting what branding has determined to be the county's position in the state
- Utilize targeted pitching and increased media placements in identified feeder markets to strengthen name recognition for Punta Gorda/ Englewood Beach and the Charlotte Harbor Gulf Island Coast
- Engage in targeted national and international pitching efforts according to peak seasons of interests in order to establish the county as a year-round tourism destination
- Develop targeted strategies and tactics to increase awareness of mid-size meetings markets, culinary offerings and ecological offerings
- Establish positive and supportive vendor relationships in order to decrease VCB expenses and provide equal opportunities for promoting attractions and services throughout the county





## Public Relations Approach

Punta Gorda / Englewood Beach Visitor and Convention Bureau – Case Study (continued)

### Tactics:

- *The ongoing Public Relations Plan includes:*
- *Monthly national pitches with four-month lead time targeting top national newspapers, online news outlets, long-lead magazines and broadcast media across the United States and Canada*
- *Monthly feeder market pitches with two month lead time targeting all media in top Feeder Markets and Markets of Opportunity*
- *Monthly regional pitches with one-month lead time targeting all media in top drive markets especially in months during which research shows visitors from these locations are traveling*
- *Support of annual local press events through media relations surrounding ongoing events of critical importance to the destination, including an annual Tourism Week event and National Day of Adventure*
- *Quarterly in-state and out-of-state media missions in feeder markets and markets of lift/opportunity*
- *Monthly program pitching to VISIT FLORIDA to ensure the Punta Gorda/Englewood Beach area's inclusion during state-wide travel and tourism promotion initiatives*
- *Ongoing coordination and implementation of integrated PR / Social Media initiatives*
- *Bi-annual splash events in feeder markets and regionally to coincide with other initiatives including media missions, supportive advertising campaign efforts and media relations strategy*
- *Spontaneous reactive pitches in response to national news related to travel*
- *Quarterly group familiarization trips for top national travel writers targeting key areas of focus including (but not limited to) sports, meetings/conventions, social media/foodies, ecotourism/outdoors*
- *Monthly individual familiarization trips targeting specific areas within the destination including Punta Gorda/Englewood Beach and the Charlotte Harbor Gulf Island Coast*
- *Development of relationships with community partners*
- *Collaboration with CVBs in Markets of Lift and Opportunity*

### Results:

Through Aqua's efforts, the destination has earned unprecedented media interest and strengthened relations with national outlets including USA Today, Orbitz Travel Blog, Bravo's Jet Set, Men's Journal, Living Better 50 and In Touch Weekly, to name a few. Since 2016, PR efforts have garnered more than 15 million impressions, stretching the VCB's marketing budget exponentially.

By focusing on the qualities which truly set the area apart from its neighboring counties and other destinations throughout the U.S., Aqua devised a plan that centered around its greatest asset – the outdoors – and highlighted the area's boating, fishing, natural land, water preserves and outdoor recreational opportunities. With Aqua's expert media relations and publicity work the Punta Gorda/Englewood Beach destination has emerged as one of Florida's leading ecotourism destinations.

Punta Gorda / Englewood Beach Visitor and Convention Bureau  
R.S. Chip Futch, Marketing Director, Tourism  
18500 Murdock Circle, B104, Port Charlotte, FL 33948  
Chip.Futch@charlottecountyfl.gov | (941) 743-1900

## Public Relations Approach

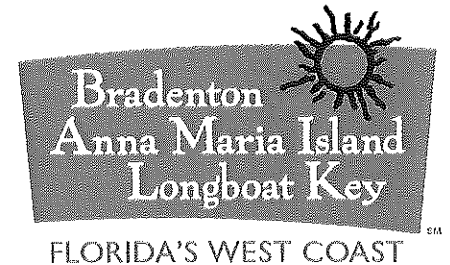
Give one example of a PR campaign of which you are most proud and why.

The following campaign is one of our favorites due to 1. It's measured results and outcomes for the client, 2. It's comprehensive structure, and 3. It's complete integration with all other aspects of the client's marketing.

### Bradenton Area Convention and Visitors Bureau – Case Study

#### Program Synopsis:

In 2013 the Bradenton Area CVB awarded the Bureau's domestic Public Relations account to Aqua and since that time, the agency has overseen the successful development and execution of an extensive PR campaign devised to support the "Real. Authentic. Florida." brand and complement the overall marketing plan.



#### Situation Overview:

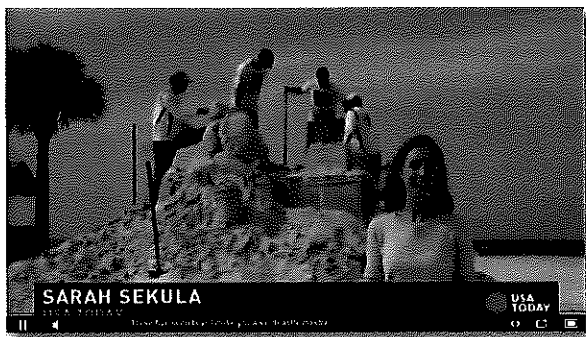
Devise a PR plan that highlighted the area's assets and distinct attributes, reached target audiences through earned media and supplemented and worked in synergy with the overall marketing plan to ensure the best results.

#### Audience:

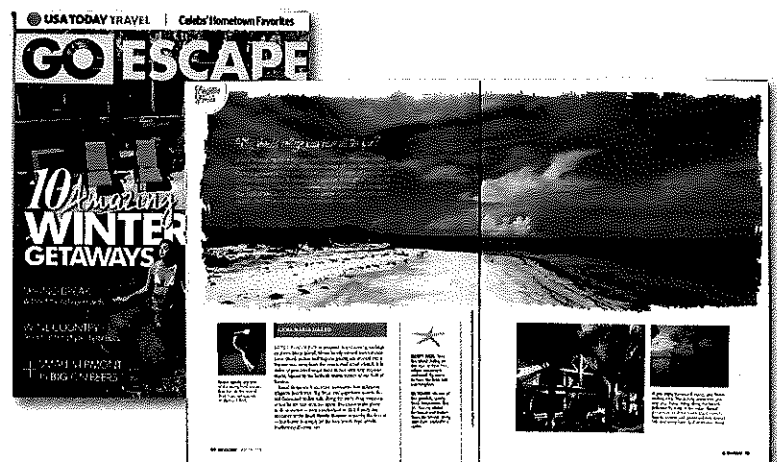
First-time visitors in drive markets as well as audiences in top feeder markets, namely those with non-stop flights into the Sarasota Bradenton International Airport. Specific audiences in these markets include women and families with an annual household income of \$125,000.

#### Objectives:

- *Increase awareness of the Bradenton Area as a top vacation destination by:*
  - *Generating positive, earned media in domestic markets*
  - *Highlighting the many assets of the Bradenton Area*
  - *Targeting the Bradenton Area's identified feeder and drive markets as well as top markets of opportunity*
- *Integrate with Social Media and advertising efforts and campaigns*
- *Incorporate awareness building surrounding Sarasota Bradenton International Airport*



USA Today



USA Today Travel

# Public Relations Approach

## Bradenton Area Convention and Visitors Bureau – Case Study (continued)

### Tactics:

The ongoing Public Relations Plan includes:

- *National pitches targeting top national newspapers, online news outlets and broadcast media across the United States and Canada*
- *Advertising Campaign Outreach taking place before the launch of Advertising Campaigns in markets where media buys have been made and targeting outlets running ads*
- *Ongoing Meetings with Airline Representatives in markets of lift and opportunity.*
- *Support of Annual Local Press Events surrounding ongoing events of critical importance to the destination, including an annual Tourism Week event.*
- *Collaboration with CVBs in Markets of Lift and Opportunity*
- *Ongoing FAM Trips to the destination for top national travel writers*

### Results:

Through Aqua's efforts, the destination has earned unprecedented coverage in national outlets including *Travel + Leisure, the Wall Street Journal, USA Today, Toronto Star, New York Times, Boston Globe, Thrillist.com, MSN Travel, Conde Nast and Huffington Post*, to name a few.

To date, PR efforts have garnered more than 1 billion impressions, and achieved more than \$7 million in media value – stretching the CVB's marketing budget exponentially.

As a result of all marketing efforts, in 2016, the Bradenton Area continued to show record-breaking visitation, as it has over the past five previous years – with year-over-year visitation to the destination surging to nearly 3.1 million (the highest in the destination's history and up 2.7 percent from the previous year). The destination saw a total economic impact of more than \$1.1 billion, an increase of 7.3 percent over the year prior.

Most importantly, the destination has experienced a dramatic percentage increase relative to its competitive set, indicating that it is achieving greater share of market.

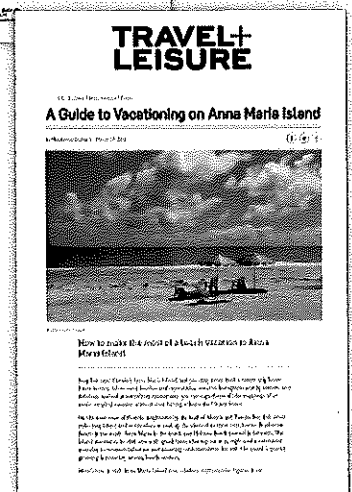
The Bradenton Area Convention and Visitors Bureau  
 Elliott Falcione, Executive Director  
 One Haben Boulevard, Palmetto, FL 34221  
 elliot.falcione@mymanatee.org | (941) 705-1287



Chicago Tribune



Miami Herald



Travel + Leisure



## Public Relations Approach

Give one example of execution of a crisis communication plan. Why was this case a success? Or, if it didn't succeed, what did you learn from it that you later applied to another project.

Aqua believes in having crises communications plans in place for every client that are: 1. Written, 2. Understood by all participants who may be called on to participate in its execution, 3. Reviewed and practiced by all potential participants, and 4. Delineating clear lines of responsibility and structure.

We have guided clients through hurricanes, red tide, blue algae, forest fires, disease outbreaks, drownings and more. And even though during times of crisis we may be guiding our clients through the events, we take pride in the fact that we are able to do so even while agency personnel may be also affected.

An example of the above is during last year's Hurricane Irma. Every single one of the agency's clients were affected, as was the agency. While guiding other clients through their crisis response during and after the event, the agency worked extensively with Okaloosa County as well. A brief case study of some of the agency's actions during that time are presented below.

### Multi-DMO Crisis Response

#### **Program Synopsis:**

As the Public Relations Agency of Record for the Bradenton Area Convention & Visitors Bureau, Punta Gorda/Englewood Beach Visitor & Convention Bureau and The Emerald Coast Convention & Visitors Bureau, Aqua's PR team is responsible for directing and implementing strategic communications plans for all, to help minimize the negative impact on tourism that may result from damage to these destinations or the perception of damage to these destinations caused by a hurricane or other emergency situation.



#### **Situation Overview:**

An actual or perceived emergency situation can produce a significant amount of negative media coverage about hurricanes, potential hurricanes, or other emergency situations such as wildfires or red tide. Often media fails to distinguish between destinations that have had near misses versus actual damage. As a result of this negative media hype, both domestic and international travelers could possibly assume that all of Florida has been impacted by a storm or emergency.



Crisis hit in 2017 when the fifth most powerful Atlantic hurricane on record, Irma, lashed through the Caribbean islands as well as Florida in early September, throwing the coastal and eastern regions of Florida into complete chaos. As the storm headed toward Florida, weather bureaus warned of damaging winds, torrential rain and flooding the Category 4 hurricane would bring. Faced with the potential of power outages, lost connectivity and infrastructure damage, destination partner businesses readied themselves for the worst. Meanwhile, Aqua, with its West Palm Beach, Naples and St. Petersburg offices in the hurricane's direct path, was also busy preparing its facilities. Aqua's entire team came together, with team members all over the state working as one to see us all through in this unexpected state of emergency.

#### **Objectives:**

Aqua's job was to ensure effective communications for the most positive outcome leading up to, during and following the emergency. To do that we would:

- *Communicate relevant information received from the County to tourism-related industry partners, visitors and potential visitors*
- *Develop and deliver appropriate messaging with contracted agencies (public relations, marketing, web, social) to inform and or/counteract public perception issues*
- *Restore and / or encourage tourism to the County post emergency event*



## Public Relations Approach

Multi-DMO Crisis Response (continued)

### **Strategies:**

As proactive PR professionals, we plan ahead. A detailed communications plan outlining every conceivable crisis and appropriate response with pre and post-event action items had already been created, divided into: General Actions, In-Region Communications/Actions and External Communications/Actions.

Having an action plan on hand saves critical time and resources, but also provides a solid template for an action plan that can immediately be implemented by every member of the executive, communications and operations teams in the event of a crisis.

Speed is key, which is why we had already had on hand two template press releases, to be updated as appropriate and distributed both prior to and following the emergency:

One "All Clear" national release and one "Hit" national release. We also had on hand both a regional media list and national media list already prepped for use during emergency.

### **Tactics:**

As the storm approached, Aqua closely monitored the news and assessed the situation to respond accordingly. At first sign of Irma's posing a potential threat to our clients, all tourism-marketing efforts were halted and the Emergency Plan we had in place was reviewed as a team to determine timeline and ensure roles and responsibilities were clear.

Aqua's PR team went straight into action leading up to the emergency, monitoring all news for updates related to evacuation orders / Hurricane Irma, prepared to identify any false or deceiving information being presented related to the Bradenton Area, Punta Gorda/Englewood Beach or The Emerald Coast.

Aqua's Creative and Media teams went straight into action as well, pausing any placed digital media not related to the event. Also, working with clients' website and social media vendors were in possession of the most up-to-date creative elements for use following the event on website and on social accounts.

During the event, the PR team continued to monitor for updates related to emergency and prepare to identify any false or deceiving information being presented to our destination clients. Template press releases were updated as updates were received.

### **Results:**

Aqua worked with Punta Gorda/Englewood Beach to arrange professional video shoots with local industry partners activated as Facebook Live posts and later used to tell the true story to potential visitors of those businesses unaffected or relatively unaffected by the storm.

PR Newswire's news distribution service was utilized with press releases issued by The Emerald Coast CVB and the Punta Gorda/Englewood Beach VCB, both resulting in profound post-Irma editorial coverage. The Punta Gorda/Englewood Beach release reached nearly 80 million people, with a PR value totaling close to \$33K.

Although The Emerald Coast was not impacted by hurricane Irma, it was important to break through the media clutter that the entirety of Florida was devastated. A press release distributed through the wire service allowed us to confirm the destination was "all clear" and promote its larger fall events. The release was picked up by 205 entities, reached 82 million people and allowed the destination to be featured in Time Square.



# Research Approach





## Research Approach

Describe the agency's proposed methodology for obtaining and reporting consistent and comprehensive research necessary to develop creative content, media buys, and competitive analysis. Address both in-market and out-of-market techniques.

Research methodologies are typically reflective of the objectives determined to best allow the airport to achieve its marketing/communication goals. Therefore, the methodologies are best defined after the goals and objectives are determined. Typically, Aqua recommends a combination of quantitative surveys and analysis combined with in-depth qualitative research, typically through some type of moderated discussion.

The quantitative surveys may take the shape of in-airport and in-catchment area traveler surveys utilizing a set of brief questions held consistent over time. This approach provides insight into the airport's travelers and provides a statistical model that can be analyzed and utilized over time.

As a control group, a matching survey should be administered at various pre-determined points throughout the catchment region providing correlating data to that capture at the airport.

The sort of information that could be obtained through the quantitative surveys could include:

- *Market of origin*
- *Reason for travel*
- *Travel party size and composition*
- *Traveler demographics*
- *Air carriers utilized and preferred*
- *Airport satisfaction*

For quantitative research, reporting and analysis is usually conducted on a monthly, quarterly and annual basis.

Unlike quantitative research, qualitative research is used to comprehend target issues in depth, in an effort to understand that which can't be reduced to numeric analysis, such as motivational factors, the nuance of travel decisions, the depth of emotion, etc. If performed prior to quantitative research, the qualitative will many times point to the potential points of inquiry the agency will recommend for the client's quantitative research. For qualitative research, reporting and analysis is conducted subsequent to each instance of research.

For the research to be consistent, it must hold its methodologies, including selected queries, consistently over time.

Exemplify how your company's research tactics have evolved based on the way consumers are receiving and using their travel information today.

Travelers' shift to digital and mobile reception and use of travel information has generated a variety of constantly evolving opportunities for consumer research and data acquisition. Website visitor and social media statistics, the delivery and tracking of unique messages per visitor, live A/B testing of messaging, the implementation of tracking pixels, geo-location through mobile devices, online behavioral targeting, and more have revolutionized how the agency acquires consumer research, and provides unprecedented insights into travel behavior. Additionally, the agency is able to combine digital data with traditional methodologies to provide clients with a greater comprehensive understanding of travelers' intent, choice and behavior.



Website for Bangor International Airport

# Financial Information





## Financial Information

How do you charge for your services?

As an agency that specializes in governmental clients in the state of Florida, and as an existing Okaloosa County vendor, Aqua has clearly demonstrated its ability to abide by and perform within the financial requirements of Okaloosa County. Furthermore, through its service through a variety of governmental accounts as well as service to Okaloosa County, it has consistently demonstrated its financial capacity and sufficient credit to maintain the airport's account.

Aqua would anticipate charging for its services to the airport in the same manner it is currently charging the County for its services to the Tourism Development Department.

Aqua provides flexible compensation arrangements tailored to each client's needs. Typically, the client assigns an annual budget for its efforts with the agency providing a plan to reach the client's goals and objectives. The manpower necessary to execute the plan is either calculated and is drawn from the annual budget, or the client assigns a budget for agency manpower and the agency calculates the amount of total manpower hours that can be made available for that budget.

The agency calculates its costs at \$155 per hour.

Typically, ongoing monthly services such as public relations, advertising media management and account service and website maintenance and hosting are compensated through a set monthly fee. Potentially variable, project-driven costs such as creative can be estimated on a project basis and charged against the client's pre-determined annual budget. The agency takes the responsibility to work with the client on budget management and to strictly stay within the annually assigned budget. That said, the vast majority of the agency's clients compensate the agency for creative work through a set monthly fee.

Once the set, monthly fees with accompanying man-hours are determined, the agency typically reconciles agency man-hour utilization on a quarterly basis. This gives the client the ability to utilize more man-hours per month if necessary. The agency monitors man-hours and notifies the client if it appears the client may be heading toward over-utilization of man-hours. In such an instance, the agency and client work together to either reduce projected man-hours or to estimate any potential overage. The agency does not proceed without the written authorization by the client to exceed the man-hours. In the event of over-utilization of agency manpower, the client is billed at the end of the quarter for any overage. Any under-utilization requires that the agency essentially "owes" the client those man-hours and must perform any necessary client duties to expend those hours.

Typically, compensation for Account Service and Paid Media services are compensated through a monthly fee representing the typical industry commission on media. To determine that figure, the commission is calculated on the total media budget, with the agency compensated one-twelfth of the calculated amount each month.

Billing is made on a monthly basis, with the agency submitting a clearly delineated invoice. The invoicing provides

1. A synopsis of agency work for the period,
2. Proof of client estimate approval of various billable inclusions,
3. Proof of vendor performance per pre-determined, client-approved standards,
4. Proof of vendor invoicing,
5. Proof of vendor payment.

As an example, one sample of an existing Okaloosa County Tourism Department invoice has been provided. However, given the RFP's limitations of 35 pages to the response, the invoice sample is provided outside of the RFP response and can be found with the response materials.



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## INDEPENDENT ACCOUNTANT'S COMPILATION REPORT

To Management:  
Aqua Marketing & Communications, Inc.  
St. Petersburg, FL 33701

Management is responsible for the accompanying financial statements of Aqua Marketing & Communications, Inc. (an S corporation), which comprise the balance sheets as of December 31, 2017 and 2016, and the related statements of income for the twelve months ended December 31, 2017 and 2016, in accordance with accounting principles generally accepted in the United States of America. We have performed a compilation engagement in accordance with Statements on Standards for Accounting and Review Services promulgated by the Accounting and Review Services Committee of the AICPA. We did not audit or review the financial statements nor were we required to perform any procedures to verify the accuracy or completeness of the information provided by management. Accordingly, we do not express an opinion, a conclusion, nor provide any form of assurance on these financial statements.

Accounting principles generally accepted in the United States of America require that accrued liabilities be recorded for all expenses incurred during the period in which the expense was incurred. Management did not record accrued liabilities for all expenses incurred during the period ended December 31, 2017. In addition, generally accepted accounting principles require that fixed assets be depreciated over their estimated useful lives. The Company has computed depreciation using methods required for federal income tax purposes, which does not allocate depreciation to expense over the estimated useful life of the assets. Management has not determined the effect of these departures on the financial statements.

Management has elected to omit substantially all the disclosures and statements of retained earnings and cash flows required by accounting principles generally accepted in the United States of America. If the omitted disclosures and statements of retained earnings and cash flows were included in the financial statements, they might influence the user's conclusions about the Company's financial position, results of operations, and cash flows. Accordingly, the financial statements are not designed for those who are not informed about such matters.

*SpoorBunchFranz*

August 20, 2018

877 Executive Center Drive W, Suite 100 • St. Petersburg, Florida 33702 • 727.888.9200  
[www.sbfcpa.com](http://www.sbfcpa.com)

**Aqua Marketing & Communications, Inc.**  
**Statements of Assets, Liabilities and Equity (Deficit) - Tax Basis**  
**As of December 31**

|                                   | <b>2017</b>       | <b>2016</b>       |
|-----------------------------------|-------------------|-------------------|
| <b>Assets</b>                     |                   |                   |
| <b>Current Assets</b>             |                   |                   |
| Fifth Third Bank (Main)           | \$ 13,667         | \$ 1,544          |
| Fifth Third Bank (5397)           | 2,494             | 50                |
| Ozarks OKAL Bank (0794)           | 190,673           | 0                 |
| Ozarks Main Bank (1040)           | 60,990            | 0                 |
| Accounts Receivable               | 585,231           | 164,360           |
| <b>Total Current Assets</b>       | <b>853,055</b>    | <b>165,954</b>    |
| <b>Property and Equipment</b>     |                   |                   |
| Furniture and Equipment           | 29,267            | 42,853            |
| Auto                              | 32,888            | 32,888            |
| Accumulated Depreciation          | (50,722)          | (57,279)          |
| Accumulated Amortization          | (1,207)           | 0                 |
| Loan Costs                        | 10,350            | 0                 |
| <b>Net Property and Equipment</b> | <b>20,576</b>     | <b>18,462</b>     |
| <b>Total Assets</b>               | <b>\$ 873,631</b> | <b>\$ 184,416</b> |

See Independent Accountant's Compilation Report

**Aqua Marketing & Communications, Inc.**  
**Statements of Assets, Liabilities and Equity (Deficit) - Tax Basis**  
**As of December 31**

|   | 2017              | 2016              |
|---|-------------------|-------------------|
| <b>Liabilities and Equity (Deficit)</b>       |                   |                   |
| <b>Current Liabilities</b>                    |                   |                   |
| Accounts Payable                              | \$ 2,975          | \$ 92,610         |
| GM Card                                       | 0                 | 4,893             |
| Spark Visa                                    | 6,936             | 989               |
| Citibank Credit Card                          | 0                 | 6,984             |
| Bank of America Credit Card                   | 210               | 0                 |
| Amex Delta Credit Card                        | (649)             | 0                 |
| Chase Credit Card                             | 6,590             | 0                 |
| Loan to Business                              | 0                 | 15,416            |
| Current Portion of Long Term Debt             | 5,324             | 5,077             |
| Fifth Third Bank Line of Credit               | 0                 | 80,796            |
| Ozark Bank Line of Credit                     | 273,501           | 0                 |
| <b>Total Current Liabilities</b>              | <b>294,887</b>    | <b>206,765</b>    |
| <b>Long-Term Liabilities</b>                  |                   |                   |
| TD Auto Finance Loan                          | 12,023            | 17,053            |
| <b>Total Long-Term Liabilities</b>            | <b>12,023</b>     | <b>17,053</b>     |
| <b>Total Liabilities</b>                      | <b>306,910</b>    | <b>223,818</b>    |
| <b>Equity (Deficit)</b>                       |                   |                   |
| Capital Stock                                 | 100               | 100               |
| Additional Paid in Capital                    | 555               | 555               |
| Shareholder Distributions                     | (26,584)          | 0                 |
| Retained Earnings (Deficit)                   | (40,057)          | (5,607)           |
| Current Net Income (Loss)                     | 632,707           | (34,450)          |
| <b>Total Equity (Deficit)</b>                 | <b>566,721</b>    | <b>(39,402)</b>   |
| <b>Total Liabilities and Equity (Deficit)</b> | <b>\$ 873,631</b> | <b>\$ 184,416</b> |

See Independent Accountant's Compilation Report

**Aqua Marketing & Communications, Inc.**  
**Income Statements**  
**For the Twelve Months Ended**

|  | <u>December 31, 2017</u> | <u>%</u>      | <u>December 31, 2016</u> | <u>%</u>      |
|--|--------------------------|---------------|--------------------------|---------------|
| <b>Revenue</b>                                 |                          |               |                          |               |
| Sales  | \$ 1,838,232             | 100.00        | \$ 944,983               | 100.00        |
| <b>Total Revenue</b>                           | <u>1,838,232</u>         | <u>100.00</u> | <u>944,983</u>           | <u>100.00</u> |
| <b>Cost of Goods Sold</b>                      |                          |               |                          |               |
| Subcontracted Services                         | 260,644                  | 14.18         | 185,182                  | 19.60         |
| <b>Total Cost of Goods Sold</b>                | <u>260,644</u>           | <u>14.18</u>  | <u>185,182</u>           | <u>19.60</u>  |
| <b>Gross Profit</b>                            | <u>1,577,588</u>         | <u>85.82</u>  | <u>759,801</u>           | <u>80.40</u>  |
| <b>Operating Expenses</b>                      |                          |               |                          |               |
| Automobile Expense                             | 3,978                    | 0.22          | 841                      | 0.09          |
| Amortization Expense                           | 1,207                    | 0.07          | 0                        | 0.00          |
| Parking  | 11,036                   | 0.60          | 1,571                    | 0.17          |
| Bank Service Charges                           | 1,173                    | 0.06          | 3,007                    | 0.32          |
| Computer and Internet Expenses                 | 27,242                   | 1.48          | 17,987                   | 1.90          |
| De Minimis Safe Harbor Expense                 | 6,142                    | 0.33          | 6,727                    | 0.71          |
| Depreciation Expense                           | 7,028                    | 0.38          | 22,395                   | 2.37          |
| Dues and Subscriptions                         | 605                      | 0.03          | 4,691                    | 0.50          |
| Equipment Rental                               | 7,066                    | 0.38          | 8,056                    | 0.85          |
| Business Promotion                             | 194                      | 0.01          | 4,643                    | 0.49          |
| Insurance Expense                              | 13,849                   | 0.75          | 9,216                    | 0.98          |
| Insurance Expense:Life Insurance               | 0                        | 0.00          | 2,710                    | 0.29          |
| Insurance - Health                             | 0                        | 0.00          | 1,932                    | 0.20          |
| Interest Expense                               | 14,293                   | 0.78          | 6,352                    | 0.67          |
| Marketing Expense                              | 14,005                   | 0.76          | 11,893                   | 1.26          |
| Marketing Expense:New Business/Personnel Svcs. | 0                        | 0.00          | 554                      | 0.06          |
| Marketing Expense:New Business/Travel          | 0                        | 0.00          | 3,337                    | 0.35          |
| Marketing Expense:New Business/Food & Bev      | 0                        | 0.00          | 460                      | 0.05          |
| Marketing Expense:New Business/Other           | 0                        | 0.00          | 5,686                    | 0.60          |
| Meals and Entertainment                        | 1,379                    | 0.08          | 2,215                    | 0.23          |
| Office Expenses                                | 15,818                   | 0.86          | 12,985                   | 1.37          |
| Wages  | 728,619                  | 39.64         | 476,262                  | 50.40         |
| Officer Wages                                  | 12,500                   | 0.68          | 0                        | 0.00          |
| Payroll Taxes - FICA                           | 56,696                   | 3.08          | 36,434                   | 3.86          |
| Payroll Taxes - Unemployment                   | 777                      | 0.04          | 456                      | 0.05          |
| Payroll Service Fees                           | 4,024                    | 0.22          | 2,514                    | 0.27          |
| Postage and Delivery                           | 2,087                    | 0.11          | 1,576                    | 0.17          |
| Professional Fees                              | 5,361                    | 0.29          | 5,442                    | 0.58          |
| Rent Expense                                   | 49,520                   | 2.69          | 42,394                   | 4.49          |
| Telephone Expense                              | 2,450                    | 0.13          | 2,112                    | 0.22          |
| Travel Expense                                 | 38,019                   | 2.07          | 18,066                   | 1.91          |
| Travel Meals                                   | 2,580                    | 0.14          | 0                        | 0.00          |
| Taxes & Licenses                               | 368                      | 0.02          | 368                      | 0.04          |
| <b>Total Operating Expenses</b>                | <u>1,028,016</u>         | <u>55.92</u>  | <u>712,882</u>           | <u>75.44</u>  |
| <b>Operating Income (Loss)</b>                 | <u>549,572</u>           | <u>29.90</u>  | <u>46,919</u>            | <u>4.97</u>   |
| <b>Other Income</b>                            |                          |               |                          |               |
| Net Pass-Through Income/Expenses               | 72,688                   | 3.95          | (82,622)                 | (8.74)        |

See Independent Accountant's Compilation Report



**Aqua Marketing & Communications, Inc.**  
**Income Statements**  
**For the Twelve Months Ended**

|                           | <u>December 31, 2017</u> | <u>%</u>       | <u>December 31, 2016</u> | <u>%</u>       |
|---------------------------|--------------------------|----------------|--------------------------|----------------|
| Other Income              | 10,447                   | 0.57           | 1,253                    | 0.13           |
| <b>Total Other Income</b> | <u>83,135</u>            | <u>4.52</u>    | <u>(81,369)</u>          | <u>(8.61)</u>  |
| <b>Net Income (Loss)</b>  | <u>\$ 632,707</u>        | <u>34.42 %</u> | <u>\$ (34,450)</u>       | <u>(3.65)%</u> |

See Independent Accountant's Compliance Report

# Required Forms





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**REQUEST FOR QUALIFICATIONS (RFQ) & RESPONDENT'S ACKNOWLEDGEMENT**

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**RFQ TITLE:**

Media Buying, Marketing and Advertising Services for Okaloosa County Airports

**RFQ NUMBER:**

RFQ AP 61-18

**ISSUE DATE:**

August 6, 2018      12:00 P.M. CST

**LAST DAY FOR QUESTIONS:**

August 20, 2018      4:00 P.M. CST

**RFQ OPENING DATE & TIME:**

September 4, 2018      4:00 P.M. CST

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**NOTE: RESPONSES RECEIVED AFTER THE DEADLINE WILL NOT BE CONSIDERED.**

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Okaloosa County, Florida solicits your company to submit a response on the above referenced goods or services. All terms, specifications and conditions set forth in this RFQ are incorporated into your response. A response will not be accepted unless all conditions have been met. All responses must have an authorized signature in the space provided below. All responses must be sealed and received by the Okaloosa County Clerk of Court by the "RFQ Opening Date & Time" referenced above. The official clock for the purpose of receiving bids is located in the Clerk of Court, Brackin Building Conference & Training Room, #305 located at 302 N. Wilson St, Crestview, FL 32536. All envelopes containing sealed bids must reference the "RFQ Title", "RFQ Number" and the "RFQ Opening Date & Time". Okaloosa County is not responsible for lost or late delivery of bids by the U.S. Postal Service or other delivery services used by the respondent. Neither faxed nor electronically submitted bids will be accepted. Bids may not be withdrawn for a period of ninety (90) days after the bid opening unless otherwise specified.

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**RESPONDENT ACKNOWLEDGEMENT FORM BELOW MUST BE COMPLETED, SIGNED, AND RETURNED AS PART OF YOUR BID. BIDS WILL NOT BE ACCEPTED WITHOUT THIS FORM, SIGNED BY AN AUTHORIZED AGENT OF THE RESPONDENT.**

COMPANY NAME Aqua Marketing & Communications Inc.

MAILING ADDRESS

360 Central Ave. Suite 420

CITY, STATE, ZIP

St. Petersburg, FL 33701

FEDERAL EMPLOYER'S IDENTIFICATION NUMBER (FEIN): 27-4195922

TELEPHONE NUMBER: 727-687-4670

EXT: N/A

FAX: N/A

EMAIL:

DaveD@WelcometoAqua.com

I CERTIFY THAT THIS BID IS MADE WITHOUT PRIOR UNDERSTANDING, AGREEMENT, OR CONNECTION WITH ANY OTHER RESPONDENT SUBMITTING A BID FOR THE SAME MATERIALS, SUPPLIES, EQUIPMENT OR SERVICES, AND IS IN ALL RESPECTS FAIR AND WITHOUT COLLUSION OR FRAUD. I AGREE TO ABIDE BY ALL TERMS AND CONDITIONS OF THIS BID AND CERTIFY THAT I AM AUTHORIZED TO SIGN THIS BID FOR THE RESPONDENT.

AUTHORIZED SIGNATURE: *David M. Di Maggio*

PRINTED NAME: David M. Di Maggio

TITLE: President

DATE: 8-29-18

**NOTICE TO RESPONDENTS**  
**MEDIA BUYING, MARKETING & ADVERTISING FOR OKALOOSA COUNTY AIRPORTS**  
**RFQ AP 61-18**

Notice is hereby given that the Board of County Commissioners of Okaloosa County, FL, will accept sealed proposals until 4:00 p.m. (CST) **September 4<sup>th</sup>, 2018**, for **Media Buying, Marketing & Advertising for Okaloosa County Airports**.

Interested respondents desiring consideration shall provide one (1) original and a thumb drive with all information in PDF format. All creative assets must be embedded. Guidelines detailing form and content requirements for the statement of qualifications are available by contacting Okaloosa County Purchasing Department, 5479A Old Bethel Road, Crestview, FL 32536, 850-689-5960, or download them from our website at [http://www.co.okaloosa.fl.us/dept\\_purchasing.html](http://www.co.okaloosa.fl.us/dept_purchasing.html).

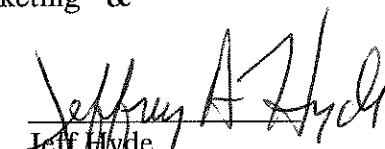
Submittals must be delivered to the Okaloosa County Purchasing Department at the address below no later than **September 4, 2018 @ 4PM** to be considered. **NOTE: Crestview, FL is not a next day guaranteed delivery location by most delivery services.** Proposers using mail or delivery services assume all risks of late or non-delivery.

All submittals must be in sealed envelopes reflecting on the outside thereof **“Request for Qualifications for Media Buying, Marketing, & Advertising for Okaloosa County Airports.”** Failure to mark outside of envelope as set forth herein shall result in the submittal not being considered.

The County reserves the right to award to the firm submitting qualifications with a resulting negotiated agreement that is most advantageous and in the best interest of Okaloosa County, and to waive any irregularity or technicality. Okaloosa County shall be the sole judge of the submittal and the resulting negotiating agreement that is in its best interest and its decision will be final.

**All submittals should be addressed as follows:**

Okaloosa County Purchasing Department  
Request for Qualifications for Media Buying, Marketing &  
Advertising for Okaloosa County Airports  
5479A Old Bethel Road  
Crestview, FL 32536

  
Jeff Hyde  
Purchasing Manager

BOARD OF COUNTY COMMISSIONERS  
OKALOOSA COUNTY, FL  
Graham W. Fountain Chairman

## INTRODUCTION

### 1. REQUEST

- 1.1 This document is a request for qualifications for individuals and/or organization(s) that possess any combination of the General Scope of Work below.
- 1.2 For ease of use, this document is divided into the following sections:

|               |                          |
|---------------|--------------------------|
| Section One   | Introduction             |
|               | - Background             |
|               | - General Scope of Work  |
| Section Two   | Proposal Instructions    |
| Section Three | Contractual Requirements |
| Section Four  | Special Conditions       |

2. **BACKGROUND:** The Okaloosa County Airports system (the “Airport”) is comprised of three (3) airports, the Destin-Fort Walton Beach Airport (VPS), Destin Executive Airport (DTS) and Bob Sikes Airport (CEW) in Crestview, FL. Destin – Fort Walton Beach Airport is a joint-use airport located on Eglin Air Force Base and is a small hub commercial service airport. Currently, four commercial airlines operate from the Airport, with a total passenger count of 1,175,000 passengers in 2017. This traffic consists mainly of originating and departing passengers utilizing fifty-four daily flights offered by Allegiant, American, Delta, and United. Since 2016, VPS is one of the fastest growing airports in the country with a total passenger increase of 44% in the past 2 years. The passenger terminal consists of a two-level main terminal building containing various passenger and baggage process facilities, including ticketing and baggage check-in, baggage claim, baggage make-up, and concessions. Ticketing, baggage check-in, baggage claim, and certain concessions such as the rental cars are on the first floor. Food, beverage, news, and gifts concessions are located on the first and second floors.

The Airport wishes to promote and advertise primarily to adults and families with discretionary travel dollars (the leisure market), in particular, tourism traffic traveling into our region to include business and the large local military population. The primary goals of the Airport are to increase both in-bound and out-bound passenger traffic at the Airport as well as non-aeronautical revenue which will enhance the continual economic benefit of the community, all tourism stakeholders, and to strengthen the quality of the overall travel experience at the Airports. Destin Executive Airport is a general aviation airport on the south end of the County with a 5,000 foot runway, full service amenities and a newly constructed air traffic control tower and is in close proximity to the “south’s most beautiful beaches.” Crestview’s Bob Sikes Airport has an 8,000 foot runway and is a haven for defense and industrial aerospace development and vast acreage for future development. The selected firm would primarily promote VPS, but would also promote the general aviation airports, as needed.

The following Key Performance Indicators (KPIs) will be included as clear measures of success:

- Enplanements/deplanements
- Increased non-aeronautical revenue from rental cars, parking, and concessions/merchandise
- Performance of tourism overall in the region (Tourism Development Department stats)
- % increase/decrease in website traffic
- Growth & engagement in social platforms
- Growth & engagement in newsletter subscriber base

- Quality/ranking of reviews (Facebook, Google, etc.)
- Community Involvement

### 3. GENERAL SCOPE OF WORK

3.1 The County desires the services of a Media Buyer Marketing/Advertising firm, preferably with airport/destination/travel experience in buying media, developing strategic advertising plans, designing creative advertising concepts and materials to implement those plans and producing or coordinating the production of the advertising, including identifying and championing promotional and marketing opportunities. The County is seeking an agency with the ability to provide a broad range of marketing services including, but not limited to, the following services:

- Account Services
- Accounting, billing, invoice reconciliation
- Branding and brand management
- Collateral development
- Cooperative advertising programs
- Creative and production services for traditional, digital, and emerging mediums
- Crisis communications planning & execution
- Digital marketing & ad serving
- Event planning, coordination and implementation
- Industry relations
- Interactive media
- Media planning, evaluation, negotiation, and purchasing
- Media point-of-view review/analysis/recommendation
- Print and broadcast ad trafficking
- Promotional item acquisition
- Public Relations services
- Research and strategic planning
- ROI & KPI measurement, tracking and reporting
- Search Engine Marketing
- Search Engine Optimization
- Social Media coordination and ad campaigns, as well as tracking
- Special event planning (i.e. air service announcements)
- Subcontracting for goods and services as necessary to execute marketing programs
- Website content curation & design
- Website tracking/reporting
- Community Involvement and sponsorships (including ROI analysis)
- Other related services as needed

Annual scope of work includes, but is not limited to, the following:

### RESEARCH/ANALYTICS

Develop, maintain, monitor and grow a solid research system that offers continual data that may influence the marketing strategies such as:

- Market viability analysis
- Media and creative-related consumer research
- Advertising effectiveness
- Consumer trends and insights
- Behavioral analysis
- Social listening
- Brand identity and impact

### CREATIVE PLANNING & EXECUTION

Create unified creative assets that clearly communicate the brand message and Airport's attributes to meet the goals and objectives.

Provide creative and other support as needed for other Airport programs and projects.

### STRATEGIC PLANNING AND EXECUTION

Develop and coordinate with Airport staff an annual marketing strategy/plan that coincides with the Airport's goals and objectives.

Create strong media strategies and advertising programs that reach our target demographics both locally and in originating destinations.

### PUBLIC RELATIONS AND PUBLICITY

Develop, execute, and track public relations program in coordination with Airport staff.

Monitor media trends and identify appropriate opportunities to pursue.

Generate story ideas and assist with pitching approved idea.

Develop media events and publicity as needed.

Develop and implement an on-going communication program for targeted media and local tourism industry.

Assist with the development of an updated, online pressroom.

Work with Airport team to develop a comprehensive annual content plan.

Assist the creation of crisis-specific messaging and assist implementing our crisis-specific media plan.



## ACCOUNT SERVICES

Daily/weekly communication with Airport team.

Presentation to Board of County Commissioners, Okaloosa County Aviation Board, Tourism Development Council or local Chambers of Commerce, as requested.

Accurate, on-time monthly billing for media and agency services, including proof of performance.

Monthly digital analytics and media/campaign ROI.

Extensive organizational skills and exemplary communication skills.

3.2 The term of this contract shall be three (3) years and may be renewed for up to an additional two (2) year term if agreed to in writing by both parties. Either party may cancel this contract by providing 60-day written notification.

3.2.1 Budget is subject to availability of funds and applied on an as needed basis.

3.3 There are a number of regulatory requirements, state statutes, airport policies and County purchasing policies pertaining to the selected advertising agency/agencies/individuals/company. It is important that each potential service provider be familiar with them:

1. The agency shall not hold or acquire an account of any competing county, city, region or organization representing other airports within the Northwest Florida area (Escambia County, Santa Rosa County, Okaloosa County, Walton County & Bay County).
2. The Airport is to be advised of all new business solicitations by the agency which could be perceived to constitute a conflict of interest.
3. As an agency of the State of Florida, there are state regulations that prohibit advance payment of goods and services. Therefore, an agency handling the account must be **financially able** to pay media and production bills with a full understanding that it will not be reimbursed until such time as the service has been performed and/or the promotion/advertisement has appeared. Bills are paid promptly upon receipt of proof of performance (within thirty (30) days).
4. The agency must agree to permit complete audits of its records relating to the Airports account by an authorized representative of the County Finance Office, the Auditor General's Office and/or any other organization that may be authorized by the County.
5. The County reserves the right to award more than one contract for the services specified herein.

Specifications of general interest to submitting agencies:

All work performed above by successful contractor(s) will be owned by Airport.

## SECTION TWO

### PROPOSAL INSTRUCTIONS

#### **1. SPECIAL INSTRUCTIONS**

1.1 The selection process is as follows:

(1) All interested applicants shall submit written answers to the following questionnaire, as well as any additional material they may wish to submit. The replies should be as accurate and complete as possible. The County reserves the right to reject any and all proposals deemed non-responsive, incomplete or financially unsound.

(2) A screening committee will then review all responsive responses, entertain direct feedback from the Airports Department regarding the proposals, and assess other submitted materials in order to determine a recommended award to be forwarded to the Board for approval. This evaluation will consist of the following points to include all criteria in Section 1.5:

- ❖ Proposals must include, ideas, thoughts and comments by the agency/individual on the following;
- ❖ Experience of the agency/individual to be assigned to the account;
- ❖ Preferred knowledge of Airport/destination/travel advertising or other advertising experience and the submitted scope of work;
- ❖ Financial strength and sufficient credit;
- ❖ Innovative abilities;
- ❖ Overall knowledge of the submitted scope of work;
- ❖ Account mix and billing history of the agency;
- ❖ In-house agency services, i.e., creative services, photo library, production, etc.;
- ❖ Cost negotiation;
- ❖ Group business development;
- ❖ Adequate accounting capability to handle airport requirements for documentation;
- ❖ Discussion of conflict of interest accounts, if selected;
- ❖ Very high inclination to use research in the development of strategic platforms for the basis of any and/or all campaigns;
- ❖ The ability to communicate effectively with the client through one dedicated associate.

1.2 The selected agency/individual will be recommended by the Committee to the Okaloosa Board of County Commissioners for final approval.

- 1.3 One original and a thumb drive (**limited to 35 pages each**) and all attachments (excluding any video/audio recordings the agency may choose to submit) with all information in PDF format. All creative assets must be embedded. The proposal must be in sealed envelopes reflecting on the outside thereof “Request for Qualifications for Media Buying – Marketing/Advertising Services for Okaloosa County Airports to be opened @ **4:00 p.m., (CST) September 4<sup>th</sup>, 2018**” and sent to:

Okaloosa County Purchasing Department  
DeRita Mason  
5479A Old Bethel Road  
Crestview, FL 32536

**Proposals received after this date and time will not be considered.**

- 1.4 In order for a proposal to be evaluated and considered for award, the respondent must respond to this request for qualifications by submitting all data required herein. Failure to submit such data may be deemed sufficient cause for disqualification of the proposal from further consideration for award.
- 1.5 **Evaluation/Selection of Proposals** – A Selection Review Committee will evaluate all proposals received and:
1. Prepare an alphabetical listing of those proposers determined to be interested and qualified. Evaluate the proposals meeting minimum submission criteria based upon qualifications and conduct discussions with those firms deemed to be the most highly qualified to provide the services required. Each of the firms will be required to execute the Truth-In-Negotiation certificate as defined in Florida Statutes 287.055. Selection as best qualified will be based on the following considerations to include all points in Section 1.1(2) above:
    - a. Responsiveness of the proposal clearly stating an understanding of the work to be performed for the County, as well as submittal of all required forms in the front-end documents.
    - b. Firm’s reputation and competence, including technical education and training, experience in airport projects, availability of adequate personnel, equipment and facilities, the extent of repeat business of the firm and, where applicable, the relationship of cost estimates by the firm to actual costs on previous projects.
    - c. Current workload.
    - d. Financial responsibility.
    - e. Past record of professional accomplishments.
    - f. Familiarity with the proposed project area.

- g. Qualifications of personnel assigned to the program.
  - h. Experience with programs similar in size and scope to those herein proposed.
  - i. Firm's capability to meet schedules.
  - j. Willingness to meet time and budget requirements.
  - k. Geographic of the firm.
2. Review of all proposals received will proceed as follows:
- a. The Selection Committee will review all written documents submitted.
  - b. The Committee's ranking of prospective firms shall be based on the firm's capabilities, ability, and adequacy of personnel, past record, recent experience, current workload and location of the firm or individual.
  - c. The Committee may request oral presentations from the short-listed vendors.
3. Negotiations between the Airports Department staff, Purchasing Department staff and the priority vendors (the vendors ranked highest on the Selection Committee approved short list) that will proceed as follows:
- a. Negotiations will be held with the first vendor on the priority list.
  - b. If no tentative agreement can be reached with the 1<sup>st</sup> vendor, then negotiations will commence with the 2<sup>nd</sup> vendor on the short list.
  - c. If no tentative agreement can be reached with the 2<sup>nd</sup> vendor, then negotiations will commence with the 3<sup>rd</sup> vendor.
  - d. If no tentative agreement is reached with the 3<sup>rd</sup> vendor, then the Committee shall convene to establish a new short list from among the other proposals submitted.
  - e. Okaloosa County reserves the right to negotiate contracts with one or more firms for these services.
4. Presentation of the tentative agreements to the Board for approval. The Executive Summary shall inform the Board as to the terms, conditions, and costs associated with the contracts.
5. Upon approval of the agreement(s) by the Board, execution of a formal written agreement prior to commencement of the work associated with the contract.
6. Direct contact one-on-one with the Committee members of the Board of County Commissioners is not allowed. Initial selection will be on the basis of professional qualifications and experience.

## SECTION THREE

### CONTRACTUAL REQUIREMENTS

1. **RESPONSE FORMAT** – Respondents must answer all the questions in sequence as stated in the following questionnaire (**limited to 35 pages**). Because the questionnaire may be reviewed by a number of people, the applicant is requested to submit one original and a thumb drive with all information in PDF format. All creative assets must be embedded. Questions below might be applicable or not to your specific interest in the Scope of Work.

#### **MEDIA BUYING–MARKETING/ADVERTISING SERVICES ACCOUNT PROPOSAL QUESTIONNAIRE**

##### **Executive Summary**

Provide company background and any information that makes the agency qualified for this project, including, but not limited to:

Identify the type of business entity involved (sole proprietorship, partnership, corporation, joint venture, etc.). Respondents shall identify whether the business entity is incorporated in Florida, another state, or a foreign country.

If agency is a corporation, a copy of the certification from the Florida Secretary of State verifying corporate status and good standing must be provided; and in the case of out-of-state corporation, evidence of authority to do business in the State of Florida is required.

The date that the agency was established and a brief history of the agency. Location of agency headquarters, and office location(s) of staff to be assigned to the County.

If a joint venture of multiple specialized agencies is proposed, company information must be provided for all agencies.

##### **Organization Structure/Client Overview**

Please provide names and profiles of all persons or entities serving, or intending to serve, as principals in agency's firm, as well as key associates, department heads and those who would be assigned initially to the Airport account. (Include experience outside your agency and outside the media buying/marketing/advertising fields)

Please list the total number of full-time personnel on your staff, identifying them by department and by professional/support status. Provide organizational chart. Provide a list of consultants, freelance, part-time or contract-service who would be assigned to the Airport's account along with length of and type of relationship with the agency.

If you acquire our business, will there be a need to hire any new employees? If so, in what discipline would they be employed to accommodate this account? **Note: No contractor paid employees will be allowed to work permanently on site in the County owned facilities.**

Please outline the airport and/or destination/travel-related experience of your agency and/or current team members who would work on this account. **Airport experience is preferred.**

Please describe your agency's overall composition of client accounts, including industry type and media budgets.

Provide five references (three current clients and two former clients), **preferably airport/destination/travel related organizations**, to independently establish the qualifications and expertise of the work team who would be assigned to the Airport's account including:

Contact information

Scope of services provided, including budget

Length of relationship

Reason for end of business relationship (two former clients only)

Identify any current clients which may be perceived to be in competition with Okaloosa County Airports or which may pose a potential conflict of interest.

*Note: The agency shall not hold or acquire an account of any competing county, city, region or organization representing other airports within the Northwest Florida area (Escambia County, Santa Rosa County, Okaloosa County, Walton County & Bay County).*

What are your experiences working with affiliate agencies to handle other areas of business on the same account?

If a joint venture of multiple specialized agencies is proposed, organization structure/client overview information must be provided for all agencies.

### **Creative & Strategic Approach**

Have you ever worked with an airport/destination/travel organization? If so, please tell us what processes you put into place to accommodate this type of client. What were/are important aspects of this type of relationship? If you have not worked with a government account, please tell us what new criteria you feel would be important to add into or emphasize in your existing process to highlight transparency and fiscal responsibility. **Airport/destination/travel experience preferred.**

Give two airport/destination/travel organization case studies that demonstrate the agency's thinking, core strengths and measures of success for agency and client. **Airport/destination/travel case studies preferred.**

Give one example of a campaign, relationship, plan or project of which you are most proud and why. This case study should exemplify how you like to conduct business and include a glimpse into before, during and after launch.

Please give us a brief and concise statement of your media buying – marketing/advertising philosophy, taking into consideration the following points and any others you feel are appropriate:

- a. How do you currently measure the effectiveness of your advertising site/research efforts?
- b. What is the method you use for developing media buying – marketing/advertising goals?

Provide one example of a state-of-the art research project you conducted. What were the goals and objectives? What new methodology did you use? What was the timeframe for the study and what mid-

point analytics did you provide your client? Briefly detail your findings, what new information you gleaned and how it positioned your client for success.

Give at least one case study, preferably related to an airport/destination/travel organization, demonstrating the agency's strategic media buying and the resulting measured impact.

What three words would your clients use to describe you? Why?

If a joint venture of multiple specialized agencies is proposed, each agency's contribution to the examples cited must be identified.

### **Public Relations Approach**

Give two airport or destination/travel PR case studies that demonstrate the agency's thinking, core strengths and measures of success for agency and client through earned media. Provide 1-2 references for each case. These references can be client, partners, media, etc. and they should write a short paragraph about their relationship with the agency and why the featured project demonstrated success. **Airport/destination/travel case studies are preferred.**

Give one example of a PR campaign of which you are most proud and why. This case study should exemplify how you like to conduct business and include a glimpse into before, during and after launch.

Give one example of execution of a crisis communication plan. Why was this case a success? Or, if it didn't succeed, what did you learn from it that you later applied to another project.

If a joint venture of multiple specialized agencies is proposed, each agency's contribution to the examples cited must be identified.

### **Research Approach**

Describe the agency's proposed methodology for obtaining and reporting consistent and comprehensive research necessary to develop creative content, media buys, and competitive analysis. Address both in-market and out-of-market research techniques.

Exemplify how your agency's research tactics have evolved based on the way consumers are receiving and using their travel information today.

If a joint venture of multiple specialized agencies is proposed, each agency's contribution to research efforts must be identified.

### **Financial Information**

How do you charge for your services? **State law prohibits advance payment for services rendered. It is imperative to know if your agency has sufficient credit to maintain our account, or if it would be necessary to arrange for additional financing. Please submit audited financial statements for the year 2016 and 2017.**

If a joint venture of multiple specialized agencies is proposed financial information must be provided for all agencies.

Explain in detail how you would bill the Airport for work. Include samples to show how invoices will



## **Closing**

If you would like to make any comments indicating how you feel you could contribute to the growth of the airport, please do so.

## **Selection Criteria**

The following selection criteria will be used to evaluate responses to this RFQ:

- |     |  |
|-----|--|
| 25% | Organization Structure/Client Overview |
|     | • 5% References                        |
| 45% | Creative & Strategic Approach          |
|     | • 15% Airport Experience               |
|     | • 15% Destination/Travel Experience    |
| 10% | Public Relations Approach              |
| 10% | Research Approach                      |
| 10% | Financial Information                  |

**As an agency of the State of Florida, the Okaloosa County Airports Department must abide by state regulations that prohibit advance payment of goods and services. Therefore, a vendor handling the Airport account must be financially able to pay media and production bills with a full understanding that it will not be reimbursed until such time as the service has been performed and/or the promotion/advertisement has appeared. State law prohibits advance payment for services rendered. Bills are paid promptly upon receipt of proof of performance (generally within thirty (30) days). It is imperative to demonstrate your company has sufficient credit to maintain our account, or if it would be necessary to arrange for additional financing.**

**The short-listed vendors will be required to submit CPA-Reviewed financial statements for the most recent two years (e.g. 2016 & 2017) within five business days of the County's notification of being selected as a top-ranked vendor. Failure to provide the required CPA-Reviewed financial statements on time when requested will disqualify the vendor from further consideration.**

**GENERAL SERVICES INSURANCE REQUIREMENTS – w/CYBER LIABILITY**

REVISED: 02/08/2018

**CONTRACTORS INSURANCE**

1. The Contractor shall not commence any work in connection with this Agreement until he has obtained all required insurance and such insurance has been approved by the Okaloosa County Risk Manager or designee.
2. All insurance policies shall be with insurers authorized to do business in the State of Florida.
3. All insurance shall include the interest of all entities named and their respective officials, employees & volunteers of each and all other interests as may be reasonably required by Okaloosa County. The coverage afforded the Additional Insured under this policy shall be primary insurance. If the Additional Insured have other insurance that is applicable to the loss, such other insurance shall be on an excess or contingent basis. The amount of the company's liability under this policy shall not be reduced by the existence of such other insurance.
4. Where applicable, the County shall be shown as an Additional Insured with a Waiver of Subrogation on the Certificate of Insurance.
5. The County shall retain the right to reject all insurance policies that do not meet the requirement of this Agreement. Further, the County reserves the right to change these insurance requirements with 60-day notice to the Contractor.
6. The County reserves the right at any time to require the Contractor to provide copies of any insurance policies to document the insurance coverage specified in this Agreement.
7. The designation of Contractor shall include any associated or subsidiary company which is involved and is a part of the contract and such, if any associated or subsidiary company involved in the project must be named in the Workers' Compensation coverage.
8. Any exclusions or provisions in the insurance maintained by the Contractor that excludes coverage for work contemplated in this agreement shall be deemed unacceptable and shall be considered breach of contract.

**WORKERS' COMPENSATION INSURANCE**

1. The Contractor shall secure and maintain during the life of this Agreement Workers' Compensation insurance for all of his employees employed for the project or any site connected with the work, including supervision, administration or management, of this project and in case any work is sublet, with the approval of the County, the Contractor shall require the Subcontractor similarly to provide Workers' Compensation insurance for all employees employed at the site of the project, and such evidence of insurance shall be furnished to the County not less than ten (10) days prior to the commencement of any and all sub-contractual Agreements which have been approved by the County.

2. Contractor must be in compliance with all applicable State and Federal workers' compensation laws, including the U.S. Longshore Harbor Workers' Act or Jones Act, if applicable.
3. No class of employee, including the Contractor himself, shall be excluded from the Workers' Compensation insurance coverage. The Workers' Compensation insurance shall also include Employer's Liability coverage.

### **BUSINESS AUTOMOBILE LIABILITY**

Coverage must be afforded for all Owned, Hired, Scheduled, and Non-Owned vehicles for Bodily Injury and Property Damage in an amount not less than \$1,000,000 combined single limit each accident. If the contractor does not own vehicles, the contractor shall maintain coverage for Hired & Non-Owned Auto Liability, which may be satisfied by way of endorsement to the Commercial General Liability policy or separate Business Auto Policy. Contractor must maintain this insurance coverage throughout the life of this Agreement.

### **COMMERCIAL GENERAL LIABILITY INSURANCE**

1. The Contractor shall carry other Commercial General Liability insurance against all other Bodily Injury, Property Damage and Personal and Advertising Injury exposures.
2. All liability insurance (other than Professional Liability) shall be written on an occurrence basis and shall not be written on a claims-made basis. If the insurance is issued with an aggregate limit of liability, the aggregate limit of liability shall apply only to the locations included in this Agreement. If, as the result of any claims or other reasons, the available limits of insurance reduce to less than those stated in the Limits of Liability, the Contractor shall notify the County representative in writing. The Contractor shall purchase additional liability insurance to maintain the requirements established in this Agreement. Umbrella or Excess Liability insurance can be purchased to meet the Limits of Liability specified in this Agreement.
3. Commercial General Liability coverage shall include the following:
  - 1.) Premises & Operations Liability
  - 2.) Bodily Injury and Property Damage Liability
  - 3.) Independent Contractors Liability
  - 4.) Contractual Liability
  - 5.) Products and Completed Operations Liability
4. Contractor shall agree to keep in continuous force Commercial General Liability coverage for the length of the contract.

### **CYBER LIABILITY**

The Contractor shall carry Cyber Liability insurance coverage for third party liability. Coverage will include ID Theft Monitoring, Credit Monitoring (if necessary) & Notification. Coverage must be afforded for negligent retention of data as well as notification and related costs for actual or alleged breaches of data.

## LIMITS OF LIABILITY

The insurance required shall be written for not less than the following, or greater if required by law and shall include Employer's liability with limits as prescribed in this contract:

|                                    | <u>LIMIT</u>   |
|------------------------------------|--|
| 1. Worker's Compensation           |  |
| 1.) State                          | Statutory  |
| 2.) Employer's Liability           | \$500,000 each accident  |
| 2. Business Automobile             | \$1M each accident<br>(A combined single limit)  |
| 3. Commercial General Liability    | \$1M each occurrence<br>for Bodily Injury & Property Damage<br>\$1M each occurrence Products and<br>completed operations |
| 4. Personal and Advertising Injury | \$1M each occurrence   |
| 5. Cyber Liability                 | \$1M per claim   |

## NOTICE OF CLAIMS OR LITIGATION

The Contractor agrees to report any incident or claim that results from performance of this Agreement. The County representative shall receive written notice in the form of a detailed written report describing the incident or claim within ten (10) days of the Contractor's knowledge. In the event such incident or claim involves injury and/or property damage to a third party, verbal notification shall be given the same day the Contractor becomes aware of the incident or claim followed by a written detailed report within ten (10) days of verbal notification.

## INDEMNIFICATION & HOLD HARMLESS

Contractor shall indemnify and hold harmless the County, its officers and employees from liabilities, damages, losses, and costs including but not limited to reasonable attorney fees, to the extent caused by the negligence, recklessness, or wrongful conduct of the Contractor and other persons employed or utilized by the Contractor in the performance of this contract.

**Note: For Contractor's convenience, this certification form is enclosed and is made a part of the bid package.**

## CERTIFICATE OF INSURANCE

1. Certificates of insurance indicating the job site and evidencing all required coverage must be submitted not less than 10 days prior to the commencement of any of the work. The certificate holder(s) shall be as follows: Okaloosa County, 5479A Old Bethel Road, Crestview, Florida, 32536.
2. The contractor shall provide a Certificate of Insurance to the County with a thirty (30) day notice of cancellation; ten (10 days' notice if cancellation is for nonpayment of premium).

3. In the event that the insurer is unable to accommodate the cancellation notice requirement, it shall be the responsibility of the contractor to provide the proper notice to the County. Such notification shall be in writing by registered mail, return receipt requested, and addressed to the Okaloosa County Purchasing Department at 5479-A Old Bethel Road, Crestview, FL 32536.
4. In the event the contract term goes beyond the expiration date of the insurance policy, the contractor shall provide the County with an updated Certificate of insurance no later than ten (10) days prior to the expiration of the insurance currently in effect. The County reserves the right to suspend the contract until this requirement is met.
5. The certificate shall indicate if coverage is provided under a claims-made or occurrence form. If any coverage is provided on a claims-made form, the certificate will show a retroactive date, which should be the same date of the initial contract or prior.
6. All certificates shall be subject to Okaloosa County's approval of adequacy of protection and the satisfactory character of the Insurer. County reserves the right to approve or reject all deductible/SIR above \$10,000. The Certificates of Insurance shall disclose any and all deductibles or self-insured retentions (SIRs).
7. All deductibles or SIRs, whether approved by Okaloosa County or not, shall be the Contractor's full responsibility. In particular, the Contractor shall afford full coverage as specified herein to entities listed as Additional Insured.
8. In no way will the entities listed as Additional Insured be responsible for, pay for, be damaged by, or limited to coverage required by this schedule due to the existence of a deductible or SIR. Specific written approval from Okaloosa County will only be provided upon demonstration that the Contractor has the financial capability and funds necessary to cover the responsibilities incurred as a result of the deductible or SIR.

## **GENERAL TERMS**

Any type of insurance or increase of limits of liability not described above which, the Contractor required for its own protection or on account of statute shall be its own responsibility and at its own expense.

Any exclusions or provisions in the insurance maintained by the contractor that excludes coverage for work contemplated in this contract shall be deemed unacceptable and shall be considered breach of contract.

The carrying of the insurance described shall in no way be interpreted as relieving the Contractor of any responsibility under this contract.

Should the Contractor engage a subcontractor or sub-subcontractor, the same conditions will apply under this Agreement to each subcontractor and sub-subcontractor.

The Contractor hereby waives all rights of subrogation against Okaloosa County and its consultants and other indemnities of the Contractor under all the foregoing policies of insurance.

## UMBRELLA INSURANCE

The Contractor shall have the right to meet the liability insurance requirements with the purchase of an umbrella insurance policy. In all instances, the combination of primary and umbrella liability coverage must equal or exceed the minimum liability insurance limits stated in this Agreement.

## GENERAL CONDITIONS

### 1. PRE-QUALIFICATION ACTIVITY -

**Addendum** - Except as provided in this section, respondents are prohibited from contacting or lobbying the County, County Administrator, Commissioners, County staff, and Review Committee members, or any other person authorized on behalf of the County related or involved with the solicitation. All inquiries on the scope of work, specifications, additional requirements, attachments, terms and general conditions or instructions, or any issue must be directed in writing, by US mail or email to:

Okaloosa County Purchasing  
Department 5479A Old Bethel Road  
Crestview, FL 32536  
Email: [dmason@myokaloosa.com](mailto:dmason@myokaloosa.com)  
(850)689-5960

All questions or inquiries must be received no later than the last day for questions (reference RFQ & Respondent's Acknowledgement form). Any addenda or other modification to the bid documents will be issued by the County five (5) days prior to the date and time of bid closing, as a written addenda distributed to all prospective respondents by posting to the Florida Online Bid System (Florida Purchasing Group) and the Okaloosa County Web Site.

To access the Florida Online Bid System go to: <https://www.bidnetdirect.com/florida> to access the Okaloosa County Web Site go to: <http://www.co.okaloosa.fl.us/purchasing/current-solicitations>.

Such written addenda or modification shall be part of the RFQ documents and shall be binding upon each respondent. Each respondent is required to acknowledge receipt of any and all addenda in writing and submit with their documents. No respondent may rely upon any verbal modification or interpretation.

2. **PREPARATION OF QUALIFICATIONS** – Qualifications which contain any omissions, erasures, alterations, additions, irregularities of any kind, or items not called for which shall in any manner fail to conform to the conditions of public notice requesting qualifications may be rejected.
- A. Qualifications submitted by a corporation shall be executed in the corporate name by the president or a vice president or other corporate officer who has legal authority to sign.
  - B. Qualifications submitted by a partnership shall be executed in the partnership name and signed by a partner (whose title must appear under the signature). The official address of the partnership shall be shown below the signature.
  - C. Qualifications submitted by a limited liability company shall be executed in the name of the firm by a member and accompanied by evidence of authority to sign. The state of formation of the firm

and the official address of the firm must be shown below the signature.

- D. Qualifications submitted by an individual shall show the respondent's name and official address.
- E. Qualifications submitted by a joint venture shall be executed by each joint venture in the manner indicated in the Request for Qualification. The official address of the joint venture must be shown below the signature.
- F. All signatures shall be in blue ink. All names should be typed or printed below the signature.
- G. The submittal shall contain an acknowledgement of receipt of all Addenda, the numbers of which shall be filled in on the form. The address and telephone # for communications regarding the submittal shall be shown.
- H. If the respondent is an out-of-state corporation, the submittal shall contain evidence of respondent's authority and qualification to do business as an out-of-state corporation in the State of Florida.

**3. INTEGRITY OF QUALIFICATIONS DOCUMENTS** - Respondents shall use the original qualification documents provided by the Purchasing Department and enter information only in the spaces where a response is requested. Respondents may use an attachment as an addendum to the qualification documents if sufficient space is not available. Any modifications or alterations to the original solicitation documents by the respondent, whether intentional or otherwise, will constitute grounds for rejection of submittal. Any such modifications or alterations that a respondent wishes to propose must be clearly stated in the respondent's response and the form of an addendum to the original documents.

**4. SUBMITTAL OF QUALIFICATIONS** – Qualifications shall be submitted no later than the date and time prescribed and at the place indicated in the advertisement or request for qualifications and shall be enclosed in an opaque sealed envelope plainly marked with the project title (and, if applicable, the designated portion of the project for which the qualifications are being submitted for), the name and address of the respondent, and shall be accompanied by the other required documents.

**Note: Crestview, Florida is “not a next day guaranteed delivery location” by delivery services.**

**5. MODIFICATION & WITHDRAWAL OF SUBMITTAL** – Qualifications may be modified or withdrawn by an appropriate document duly executed in the manner that a submittal must be executed and delivered to the place where documents are to be submitted prior to the date and time for the opening of the solicitation.

If within 24 hours after qualifications are opened any respondent files a duly signed written notice with the County and promptly thereafter demonstrates to the reasonable satisfaction of the County that there was a material substantial mistake in the preparation of its submittal, that respondent may withdraw its submittal, and the respondent's security will be returned. Thereafter, if the work is a re-qualification, that respondent will be disqualified from 1) further purposing on the work, and 2) doing any work on the contract, either as a subcontractor or in any other capacity.

**6. QUALIFICATIONS DOCUMENTS TO REMAIN SUBJECT TO ACCEPTANCE** – All qualifications documents will remain subject to acceptance or rejection for ninety (90) calendar days after the day of the opening, but the County may, in its sole discretion, release any submittal and return the respondent's security prior to the end of this period.



7. **IDENTICAL TIE PROPOSALS** – In cases of identical procurement responses, the award shall be determined either by lot or on the basis of factors deemed to serve the best interest of the County. In the case of the latter, there must be adequate documentation to support such a decision.
8. **CONDITIONAL & INCOMPLETE QUALIFICATIONS** - Okaloosa County specifically reserves the right to reject any conditional submittal and qualifications which make it impossible to determine the true quality of services to be provided by respondent.
9. **ADDITION/DELETION OF ITEM** – The County reserves the right to add or delete any item from this qualification or resulting contract when deemed to be in the County’s best interest.
10. **APPLICABLE LAWS & REGULATIONS** – All applicable Federal and State laws, County and municipal ordinances, orders, rules and regulations of all authorities having jurisdiction over the project shall apply to the qualifications throughout, and they will be deemed to be included in the contract the same as though they were written in full therein.

**11. AWARD OF CONTRACT-**

**Okaloosa County Review** - Okaloosa County designated selection committee will review all qualifications and will participate in the Recommendation to Award.

The County will award the contract(s) to the most qualified respondent(s), and the County reserves the right to award the contract(s) to the respondent(s) submitting the most responsive submittal with a resulting negotiated agreement which is most advantageous and in the best interest of the County, and to reject any and all qualifications or to waive any irregularity or technicality in qualifications received. Okaloosa County shall be the sole judge of the qualifications and the resulting negotiated agreement that is in its best interest and its decision shall be final.

Okaloosa County reserves the right to waive any informalities or reject any and all qualifications, in whole or part, to utilize any applicable state contracts in lieu of or in addition to this RFQ and to accept the submittal that in its judgment will best serve the interest of the County.

Okaloosa County specifically reserves the right to reject any conditional qualifications and bids which make it impossible to determine the true quality of services to be provided by respondent.

12. **PAYMENTS** – The respondent shall be paid upon submission of invoices and approval of acceptance by Okaloosa County Board of County Commissioners, Finance Office, 302 N. Wilson St., #203, Crestview FL 32536, for the prices stipulated herein for articles delivered and accepted. Invoices must show Contract #.
13. **DISCRIMINATION** - An entity or affiliate who has been placed on the discriminatory vendor list may not submit qualifications for a contract to provide goods or services to a public entity, may not submit qualifications on a contract with a public entity for the construction or repair of a public building or public work, may not submit qualifications on leases of real property to a public entity, may not award or perform work as a contractor, supplier, subcontractor, or consultant under contract with any public entity, and may not transact business with any public entity.
14. **PUBLIC ENTITY CRIME INFORMATION** - Pursuant to Florida Statute 287.133, a respondent may not be awarded or perform work as a contractor, supplier, subcontractor, or consultant under a contract with any public entity; and may not transact business with any public entity in excess of the threshold

amount provided in s.287.017 for CATEGORY TWO for a period of 36 months following the date of being placed on the convicted vendor list.

**15. CONFLICT OF INTEREST** - The award hereunder is subject to the provisions of Chapter 112, Florida Statutes. All respondents must disclose with their qualifications the name of any officer, director, or agent who is also a public officer or an employee of the Okaloosa Board of County Commissioners, or any of its agencies. Furthermore, all respondents must disclose the name of any County officer or employee who owns, directly or indirectly, an interest of five percent (5%) or more in the firm or any of its branches.

**Note: For respondent's convenience, this certification form is enclosed and is made a part of the proposal package.**

**16. REORGANIZATION OR BANKRUPTCY PROCEEDINGS** – Qualifications will not be considered from respondents who are currently involved in official financial reorganization or bankruptcy proceedings.

**17. INVESTIGATION OF RESPONDENT** – The County may make such investigations, as it deems necessary to determine the stability of the respondent to perform the work and that there is no conflict of interest as it relates to the project. The respondent shall furnish any additional information and financial data for this purpose as the County may request.

**18. CONE OF SILENCE** - The Okaloosa County Board of County Commissioners has established a solicitation silence policy (**Cone of Silence**) that prohibits oral and written communication regarding all formal solicitations for goods and services (formal proposals, Request for Proposals, Requests for Qualifications) issued by the Board through the County Purchasing Department. The period commences from the date of advertisement until award of contract.

**Note: For respondent's convenience, this certification form is enclosed and is made a part of the proposal package.**

**19. REVIEW OF PROCUREMENT DOCUMENTS** - Per Florida Statute 119.071 (2) 2 sealed bids, proposals, or replies received by an the County pursuant to a competitive solicitation are exempt from public disclosure until such time as the agency provides notice of an intended decision or until 30 days after opening the bids, proposals, or final replies, whichever is earlier.

**20. COMPLIANCE WITH FLORIDA STATUTE 119.0701** - The Respondent shall comply with all the provisions of section 119.0701, Florida Statutes relating to the public records which requires, among other things, that the Respondent: (a) Keep and maintain public records; (b) Provide the public with access to public records on the same terms and conditions that the public agency would provide the records; (c) ensure that public records that are exempt or confidential and exempt from public records disclosure requirements are not disclosed except as authorized by law; and (d) Meet all requirements for retaining public records and transfer, at no cost, to the public agency all public records in possession of the respondent upon termination of the contract.

**21. PROTECTION OF RESIDENT WORKERS** – The Okaloosa County Board of County Commissioners actively supports the Immigration and Nationality Act (INA) which includes provisions addressing employment eligibility, employment verifications, and nondiscrimination. Under the INA, employers may hire only persons who may legally work in the United States (i.e., citizens and nationals of the U.S.) and aliens authorized to work in the U.S. The employer must verify the identity and employment eligibility of anyone to be hired, which includes completing the Employment Eligibility Verifications. The respondent

shall establish appropriate procedures and controls so no services or products under the Contract Documents will be performed or manufactured by any worker who is not legally eligible to perform such services or employment. Okaloosa County reserves the right to request documentation showing compliance with the requirements.

Respondents doing construction business with Okaloosa County are required to use the Federal Government Department of Homeland Security's website and use the E-Verify Employment Eligibility Verifications System to confirm eligibility of all employees to work in the United States.

- 22. SUSPENSION OR TERMINATION FOR CONVENIENCE** - The County may, at any time, without cause, order Respondent in writing to suspend, delay or interrupt the work in whole or in part for such period of time as the County may determine, or to terminate all or a portion of the Contract for the County's convenience.

Upon such termination, the Contract Price earned to the date of termination shall be paid to Respondent, but Respondent waives any claim for damages, including loss of profits arising out of or related to the early termination. Those Contract provisions which by their nature survive final acceptance shall remain in full force and effect. If the County orders a suspension, the Contract price and Contract time may be adjusted for increases in the cost and time caused by suspension, delay or interruption. No adjustment shall be made to the extent that performance is, was or would have been so suspended, delayed or interrupted by reason for which Respondent is responsible; or that an equitable adjustment is made or denied under another provision of this Contract.

- 23. FAILURE OF PERFORMANCE/DELIVERY** - In case of default by the respondent, the County after due notice (oral or written) may procure the necessary supplies or services from other sources and hold the respondent responsible for difference in cost incurred. Continuous instances of default shall result in cancellation of the contract and removal of the respondent from the vendor list for duration of one (1) year, at the option of County.

- 24. AUDIT** - If requested, respondent shall permit the County or an authorized, independent audit agency to inspect all data and records of respondent relating to its performance and its subcontracts under this contract from the date of the contract through three (3) years after the expiration of contract.

- 25. EQUAL EMPLOYMENT OPPORTUNITY; NON DISCRIMINATION** – Respondent will not discriminate against any employee or an applicant for employment because of race, color, religion, gender, sexual orientation, national origin, age, familial status or handicap.

- 26. NON-COLLUSION** – Respondent certifies that it has entered into no agreement to commit a fraudulent, deceitful, unlawful or wrongful act, or any act which may result in an unfair advantage over other respondents. See Florida Statute 838.22.

**Note: For respondent's convenience, this certification form is enclosed and is made a part of the proposal package.**

- 27. UNAUTHORIZED ALIENS/PATRIOT'S ACT** – The knowing employment by respondent or its subcontractors of any alien not authorized to work by the immigration laws is prohibited and shall be a default of the contract. In the event that the respondent is notified or becomes aware of such default, the respondent shall take steps as are necessary to terminate said employment with 24 hours of notification or actual knowledge that an alien is being employed. Respondent's failure to take such steps as are necessary to terminate the employment of any said alien within 24 hours of notification or actual knowledge that an alien is being employed shall be grounds for immediate termination of the

contract. Respondent shall take all commercially reasonable precautions to ensure that it and its subcontractors do not employ persons who are not authorized to work by the immigration laws.

**28. The following documents are to be submitted with the qualifications packet:**

- A. Drug-Free Workplace Certification Form
- B. Conflict of Interest
- C. Federal E-Verify
- D. Cone of Silence Form
- E. Indemnification and Hold Harmless
- F. Addendum Acknowledgement
- G. Company Data
- H. System Award Management Form
- I. Certification Regarding Lobbying
- J. Sworn Statement – Public Entity Crimes

**DRUG-FREE WORKPLACE CERTIFICATION**

THE BELOW SIGNED PROPOSER CERTIFIES that it has implemented a drug-free workplace program. In order to have a drug-free workplace program, a business shall:

1. Publish a 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 of such prohibition.
2. Inform employees about the dangers of drug abuse in the workplace, the business's policy of maintaining a drug-free workplace, any available drug counseling, rehabilitation and employee assistance programs, and the penalties that may be imposed upon employees for drug abuse violations.
3. Give each employee engaged in providing the commodities or contractual services that are under quote a copy of the statement specified in subsection 1.
4. In the statement specified in subsection 1, notify the employees that, as a condition of working on the commodities or contractual services that are under quote, the employee will abide by the terms of the statement and will notify the employer of any conviction of, or plea of guilty or nolo contendere to any violation of Chapter 893 or of any controlled substance law of the United States or any state, for a violation occurring in the workplace no later than five (5) days after such conviction.
5. Impose a sanction on, or require the satisfactory participation in, drug abuse assistance or rehabilitation program if such is available in employee's community, by any employee who is convicted.
6. Make a good faith effort to continue to maintain a drug-free workplace through implementation of this section.

As the person authorized to sign this statement, I certify that this firm complies fully with the above requirements.

DATE: 8-29-18

SIGNATURE: 

COMPANY: ADDRESS: Aqua Marketing & Communications Inc.

NAME: David M. Di Maggio  
(Typed or Printed)

360 Central Ave. Suite 420

TITLE: President

St. Petersburg, FL 33701

E-MAIL: DaveD@WelcometoAqua.com

PHONE NO.: 727-687-4670

## CONFLICT OF INTEREST DISCLOSURE FORM

For purposes of determining any possible conflict of interest, all bidders/proposers, must disclose if any Okaloosa Board of County Commissioner, employee(s), elected officials(s), of if any of its agencies is also an owner, corporate officer, agency, employee, etc., of their business.

Indicate either "yes" (a county employee, elected official, or agency is also associated with your business), or "no". If yes, give person(s) name(s) and position(s) with your business.

YES \_\_\_\_\_

NO   X   \_\_\_\_\_

**NAME(S)**

**POSITION(S)**

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FIRM NAME: Aqua Marketing & Communications Inc.

BY (PRINTED): David M. Di Maggio

BY (SIGNATURE): 

TITLE: President

ADDRESS: 360 Central Ave. Suite 420  
St. Petersburg, FL 33701

PHONE NO. 727-687-4670

E-MAIL DaveD@WelcometoAqua.com


## **FEDERAL E-VERIFY COMPLIANCE CERTIFICATION**

In accordance with Okaloosa County Policy and Executive Order Number 11-116 from the office of the Governor of the State of Florida, Respondent hereby certifies that the U.S. Department of Homeland Security's E-Verify system will be used to verify the employment eligibility of all new employees hired by the respondent during the contract term, and shall expressly require any subcontractors performing work or providing services pursuant to the contact to likewise utilize the U.S. Department of Homeland Securities E-Verify system to verify the employment eligibility of all new employees hired by the subcontractor during the contract term; and shall provide documentation such verification to the COUNTY upon request.

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As the person authorized to sign this statement, I certify that this company complies/will comply fully with the above requirements.

DATE: 8-29-18

SIGNATURE: 

COMPANY: Aqua Marketing & Communications Inc. NAME: David M. Di Maggio

ADDRESS: 360 Central Ave. Suite 420  
St. Petersburg, FL 33701  
\_\_\_\_\_

TITLE: President

E-MAIL: DaveD@WelcometoAqua.com

PHONE NO.: 727-687-4670



**CONE OF SILENCE**

The Board of County Commissioners have established a solicitation silence policy (**Cone of Silence**) that prohibits oral and written communication regarding all formal solicitations for goods and services (ITB, RFP, ITQ, ITN, and RFQ) or other competitive solicitation between the bidder (or its agents or representatives) or other entity with the potential for a financial interest in the award (or their respective agents or representatives) regarding such competitive solicitation, and any County Commissioner or County employee, selection committee member or other persons authorized to act on behalf of the Board including the County's Architect, Engineer or their sub-consultants, or anyone designated to provide a recommendation to award a particular contract, other than the Purchasing Department Staff..

The period commences from the time of advertisement until contract award.

Any information thought to affect the committee or staff recommendation submitted after bids are due, should be directed to the Purchasing Manager or an appointed representative. It shall be the Purchasing Manager's decision whether to consider this information in the decision process.

**Any violation of this policy shall be grounds to disqualify the respondent from consideration during the selection process.**

All respondents must agree to comply with this policy by signing the following statement and including it with their submittal.

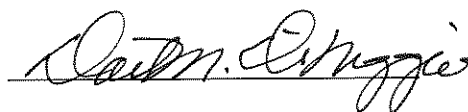
I  representing Aqua Marketing & Communications Inc.  
Signature Company Name

On this 29th day of August 2018 hereby agree to abide by the County's "**Cone of Silence**" and understand violation of this policy shall result in disqualification of my proposal/submittal.

**INDEMNIFICATION AND HOLD HARMLESS**

CONTRACTOR shall indemnify and hold harmless COUNTY, its officers and employees from liabilities, damages, losses, and costs including but not limited to reasonable attorney fees, to the extent caused by the negligence, recklessness, or intentional wrongful conduct of the CONTRACTOR and other persons employed or utilized by the CONTRACTOR in the performance of this Agreement.

Aqua Marketing & Communications Inc.



**Proposer's Company Name**

**Authorized Signature – Manual**

360 Central Ave. Suite 420, St. Petersburg, FL 33701

David M. Di Maggio

**Physical Address**

**Authorized Signature – Typed**

360 Central Ave. Suite 420, St. Petersburg, FL 33701

President

**Mailing Address**

**Title**

727-687-4670

N/A

**Phone Number**

**FAX Number**

727-687-4670

727-687-4670

**Cellular Number**

**After-Hours Number(s)**

8-29-18

**Date**

**ADDENDUM ACKNOWLEDGEMENT**  
**RFQ AP 61-18**

Acknowledgment is hereby made of the following addenda (identified by number) received since issuance of solicitation:

**ADDENDUM NO.**

**DATE**

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Addendum 1\_150

8-28-18

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**NOTE:** Prior to submitting the response to this solicitation, it is the responsibility of the respondent to confirm if any addenda have been issued. If such addenda have been issued, acknowledge receipt by noting number(s) and date(s) above.

**COMPANY DATA**

**Respondent's Company Name:** Aqua Marketing & Communications Inc.

**Physical Address & Phone #:** 360 Central Ave. Suite 420  
St. Petersburg, FL 33701  
727-687-4670

**Contact Person (Typed-Printed):** David M. Di Maggio

**Phone #:** 727-687-4670

**Cell #:** 727-687-4670

**Federal ID or SS #:** 27-4195922

**DUNNS/SAM #:** DUNNS - N/A SAM# will be provided prior to award

**Respondent's License #:** P10000099100

**Fax #:** N/A

**Emergency #'s After Hours,  
Weekends & Holidays:** 727-687-4670

## SYSTEM FOR AWARD MANAGEMENT (OCT 2016)

(a) Definitions. As used in this provision.

“Electronic Funds Transfer (EFT) indicator” means a four-character suffix to the unique entity identifier. The suffix is assigned at the discretion of the commercial, nonprofit, or Government entity to establish additional System for Award Management records for identifying alternative EFT accounts (see subpart 32.11) for the same entity.

“Registered in the System for Award Management (SAM) database” means that.

(1) The Offeror has entered all mandatory information, including the unique entity identifier and the EFT indicator, if applicable, the Commercial and Government Entity (CAGE) code, as well as data required by the Federal Funding Accountability and Transparency Act of 2006 (see subpart 4.14) into the SAM database;

(2) The offeror has completed the Core, Assertions, and Representations and Certifications, and Points of Contact sections of the registration in the SAM database;

(3) The Government has validated all mandatory data fields, to include validation of the Taxpayer Identification Number (TIN) with the Internal Revenue Service (IRS). The offeror will be required to provide consent for TIN validation to the Government as a part of the SAM registration process; and

(4) The Government has marked the record “Active”.

“Unique entity identifier” means a number or other identifier used to identify a specific commercial, nonprofit, or Government entity. See www.sam.gov for the designated entity for establishing unique entity identifiers.

(b)(1) By submission of an offer, the offeror acknowledges the requirement that a prospective awardee shall be registered in the SAM database prior to award, during performance, and through final payment of any contract, basic agreement, basic ordering agreement, or blanket purchasing agreement resulting from this solicitation.

(2) The Offeror shall enter, in the block with its name and address on the cover page of its offer, the annotation “Unique Entity Identifier” followed by the unique entity identifier that identifies the Offeror’s name and address exactly as stated in the offer. The Offeror also shall enter its EFT indicator, if applicable. The unique entity identifier will be used by the Contracting Officer to verify that the Offeror is registered in the SAM database.

(c) If the Offeror does not have a unique entity identifier, it should contact the entity designated at www.sam.gov for establishment of the unique entity identifier directly to obtain one. The Offeror should be prepared to provide the following information:

(1) Company legal business name.

(2) Tradestyle, doing business, or other name by which your entity is commonly recognized.

(3) Company Physical Street Address, City, State, and Zip Code.

(4) Company Mailing Address, City, State and Zip Code (if separate from physical).

(5) Company telephone number.

(6) Date the company was started.

(7) Number of employees at your location.

(8) Chief executive officer/key manager.

(9) Line of business (industry).

(10) Company Headquarters name and address (reporting relationship within your entity).

(d) If the Offeror does not become registered in the SAM database in the time prescribed by the Contracting Officer, the Contracting Officer will proceed to award to the next otherwise successful registered Offeror.

(e) Processing time, which normally takes 48 hours, should be taken into consideration when registering. Offerors who are not registered should consider applying for registration immediately upon receipt of this solicitation.

(f) Offerors may obtain information on registration at <https://www.acquisition.gov> .

**Offerors SAM information:**

|                 |   |
|-----------------|---|
| Entity Name:    | <u>Aqua Marketing &amp; Communications Inc.</u>             |
| Entity Address: | <u>360 Central Ave. Suite 420, St. Petersburg, FL 33701</u> |
| Duns Number:    | <u>N/A</u>  |
| CAGE Code:      | <u>Will be provided prior to award</u>                      |

**LOBBYING - 31 U.S.C. 1352, 49 CFR Part 19, 49 CFR Part 20**


APPENDIX A, 49 CFR PART 20--CERTIFICATION REGARDING LOBBYING

Certification for Contracts, Grants, Loans, and Cooperative Agreements  
(To be submitted with each bid or offer exceeding \$100,000)

The undersigned [Contractor] certifies, to the best of his or her knowledge and belief, that:

1. No Federal appropriated funds have been paid or will be paid, by or on behalf of the undersigned, to any person for influencing or attempting to influence an officer or employee of an agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with the awarding of any Federal contract, the making of any Federal grant, the making of any Federal loan, the entering into of any cooperative agreement, and the extension, continuation, renewal, amendment, or modification of any Federal contract, grant, loan, or cooperative agreement.
2. If any funds other than Federal appropriated funds have been paid or will be paid to any person for making lobbying contacts to an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with this Federal contract, grant, loan, or cooperative agreement, the undersigned shall complete and submit Standard Form--LLL, "Disclosure Form to Report Lobbying," in accordance with its instructions [as amended by "Government wide Guidance for New Restrictions on Lobbying," 61 Fed. Reg. 1413 (1/19/96). Note: Language in paragraph (2) herein has been modified in accordance with Section 10 of the Lobbying Disclosure Act of 1995 (P.L. 104-65, to be codified at 2 U.S.C. 1601, *et seq.*)]
3. The undersigned shall require that the language of this certification be included in the award documents for all subawards at all tiers (including subcontracts, subgrants, and contracts under grants, loans, and cooperative agreements) and that all subrecipients shall certify and disclose accordingly. This certification is a material representation of fact upon which reliance was placed when this transaction was made or entered into. Submission of this certification is a prerequisite for making or entering into this transaction imposed by 31,U.S.C. § 1352 (as amended by the Lobbying Disclosure Act of 1995). Any person who fails to file the required certification shall be subject to a civil penalty of not less than \$10,000 and not more than \$100,000 for each such failure.

[Note: Pursuant to 31 U.S.C. § 1352(c)(1)-(2)(A), any person who makes a prohibited expenditure or fails to file or amend a required certification or disclosure form shall be subject to a civil penalty of not less than \$10,000 and not more than \$100,000 for each such expenditure or failure.] The Contractor,\_\_, certifies or affirms the truthfulness and accuracy of each statement of its certification and disclosure, if any. In addition, the Contractor understands and agrees that the provisions of 31 U.S.C. A 3801, *et seq.*, apply to this certification and disclosure, if any.

 Signature of Contractor's Authorized Official

David M. Di Maggio, President Name and Title of Contractor's Authorized Official

8-29-18 Date

**SWORN STATEMENT UNDER SECTION 287.133 (3) (a),  
FLORIDA STATUTES, ON PUBLIC ENTITY CRIMES**

**THIS FORM MUST BE SIGNED IN THE PRESENCE OF A NOTARY PUBLIC OR OTHER  
OFFICIAL AUTHORIZED TO ADMINISTER OATHS.**

1. This sworn statement is submitted for Aqua Marketing & Communications Inc.

2. This sworn statement is submitted by David M. Di Maggio

Whose business address is: 360 Central Ave. Suite 420, St. Petersburg, FL 33701

and (if applicable) its Federal Employer Identification Number (FEIN) is . 27-4195922

(If entity has no FEIN, include the Social Security Number of the individual signing this sworn  
statement: \_\_\_\_\_)

3. My name is David M. Di Maggio and my relationship to the entity named  
above is Owner/President

4. I understand that a "public entity crime" as defined in Section 287.133(1)(g), Florida Statutes, means a violation of any state or federal law by a person with respect to and directly related to the transaction of business with any public entity or with an agency or political subdivision of any other state or of the United States, including, but not limited to, any bid or contract for goods or services to be provided to any public entity or an agency or political subdivision of any other state or of the United States and involving antitrust, fraud, theft, bribery, collusion, racketeering, conspiracy, or material misrepresentation.

5. I understand that "convicted" or "conviction" as defined in Section 287.133 (1) (b), Florida Statutes, means a finding of guilt or a conviction of a public entity crime, with or without adjudication of guilt, in any federal or state trial court of record, relating to charges brought by indictment or information after July 1, 1989, as a result of a jury verdict, non-jury trial, or entry of a plea of guilty or nolo contendere.

6. I understand that an "affiliate" as defined in Section 287.133(1) (a), Florida Statutes, means:  
(1) A predecessor or successor of a person convicted of a public entity crime; or (2) An entity under the control of any natural person who is active in the management of the entity and who has been convicted of a public entity crime. The term "affiliate" includes those officers, directors, executives, partners, shareholders, employees, members, and agents who are active in the management of an affiliate. The ownership by one person of shares constituting a controlling interest in another person, or a pooling of equipment or income among persons when not for fair market value under an arm's length agreement, shall be a prima facie case that one person controls another person. A person who knowingly enters into a joint venture with a person who has been convicted of a public entity crime in Florida during the preceding 36 months shall be considered an affiliate.

7. I understand that a "person" as defined in Section 287.133(1) (e), Florida Statutes, means any natural person or entity organized under the laws of any state or of the United States with the legal power to enter into a binding contract and which bids or applies to bid on contracts for the provision of goods or services let by a public entity, or which otherwise transacts or applies to



transact business with a public entity. The term "person" includes those officers, directors, executives, partners, shareholders, employees, members, and agents who are active in management of an entity.

8. Based on information and belief, that statement which I have marked below is true in relation to the entity submitting this sworn statement. [Please indicate which statement applies.]

X Neither the entity submitting this sworn statement, nor one or more of the officers, directors, executives, partners, shareholders, employees, members, or agents who are active in the management of the entity, nor any affiliate of the entity, has been charged with and convicted of public entity crime subsequent to July 1, 1989.

\_\_\_\_\_ There has been a proceeding concerning the conviction before a hearing officer of the State of Florida, Division of Administrative Hearings. The final order entered by the hearing officer did not place the person or affiliate on the convicted vendor list. [Please attach a copy of the Final Order.]

\_\_\_\_\_ The person or affiliate was placed on the convicted vendor list. There has been a subsequent proceeding before a hearing officer of the State of Florida, Division of Administrative Hearings. The final order entered by the hearing officer determined that it was in the public interest to remove the person or affiliate from the convicted vendor list. [Please attach a copy of the Final Order.]

\_\_\_\_\_ The person or affiliate has not been placed on the convicted vendor list. [Please describe any action taken by or pending with the Department of General Services.]

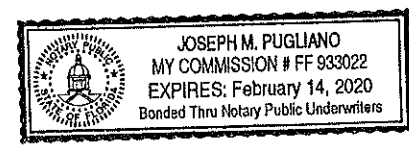
Date: 8-29-2018 Signature: [Signature]

STATE OF: Florida

COUNTY OF: Pinellas

PERSONALLY APPEARED BEFORE ME, the undersigned authority, who after first being sworn by me, affixed his/her signature in the space provided above on this 29 day of August, in the year 2018.

My commission expires: [Signature]  
Notary Public  
Joseph M. Pugliano



Print, Type, or Stamp of Notary Public

Personally known to me, or Produced Identification: [Signature]

Type of ID

Standard Contract Clauses

Exhibit "C"

**Title VI Clauses for Compliance with Nondiscrimination Requirements**

**Compliance with Nondiscrimination Requirements**

During the performance of this contract, the contractor, for itself, its assignees, and successors in interest (hereinafter referred to as the "contractor") agrees as follows:

1. **Compliance with Regulations:** The contractor (hereinafter includes consultants) will comply with the Title VI List of Pertinent Nondiscrimination Acts And Authorities, as they may be amended from time to time, which are herein incorporated by reference and made a part of this contract.
2. **Non-discrimination:** The contractor, with regard to the work performed by it during the contract, will not discriminate on the grounds of race, color, or national origin in the selection and retention of subcontractors, including procurements of materials and leases of equipment. The contractor will not participate directly or indirectly in the discrimination prohibited by the Nondiscrimination Acts and Authorities, including employment practices when the contract covers any activity, project, or program set forth in Appendix B of 49 CFR part 21.
3. **Solicitations for Subcontracts, Including Procurements of Materials and Equipment:** In all solicitations, either by competitive bidding, or negotiation made by the contractor for work to be performed under a subcontract, including procurements of materials, or leases of equipment, each potential subcontractor or supplier will be notified by the contractor of the contractor's obligations under this contract and the Nondiscrimination Acts And Authorities on the grounds of race, color, or national origin.
4. **Information and Reports:** The contractor will provide all information and reports required by the Acts, the Regulations, and directives issued pursuant thereto and will permit access to its books, records, accounts, other sources of information, and its facilities as may be determined by the sponsor or the Federal Aviation Administration to be pertinent to ascertain compliance with such Nondiscrimination Acts And Authorities and instructions. Where any information required of a contractor is in the exclusive possession of another who fails or refuses to furnish the information, the contractor will so certify to the sponsor or the Federal Aviation Administration, as appropriate, and will set forth what efforts it has made to obtain the information.
5. **Sanctions for Noncompliance:** In the event of a contractor's noncompliance with the Non-discrimination provisions of this contract, the sponsor will impose such contract sanctions as it or the Federal Aviation Administration may determine to be appropriate, including, but not limited to:

- a. Withholding payments to the contractor under the contract until the contractor complies; and/or
  - b. Cancelling, terminating, or suspending a contract, in whole or in part.
6. **Incorporation of Provisions:** The contractor will include the provisions of paragraphs one through six in every subcontract, including procurements of materials and leases of equipment, unless exempt by the Acts, the Regulations and directives issued pursuant thereto. The contractor will take action with respect to any subcontract or procurement as the sponsor or the Federal Aviation Administration may direct as a means of enforcing such provisions including sanctions for noncompliance. Provided, that if the contractor becomes involved in, or is threatened with litigation by a subcontractor, or supplier because of such direction, the contractor may request the sponsor to enter into any litigation to protect the interests of the sponsor. In addition, the contractor may request the United States to enter into the litigation to protect the interests of the United States.

#### **Title VI List of Pertinent Nondiscrimination Acts and Authorities**

##### **Title VI List of Pertinent Nondiscrimination Acts and Authorities**

During the performance of this contract, the contractor, for itself, its assignees, and successors in interest (hereinafter referred to as the "contractor") agrees to comply with the following non-discrimination statutes and authorities; including but not limited to:

- Title VI of the Civil Rights Act of 1964 (42 U.S.C. § 2000d *et seq.*, 78 stat. 252), (prohibits discrimination on the basis of race, color, national origin);
- 49 CFR part 21 (Non-discrimination In Federally-Assisted Programs of The Department of Transportation—Effectuation of Title VI of The Civil Rights Act of 1964);
- The Uniform Relocation Assistance and Real Property Acquisition Policies Act of 1970, (42 U.S.C. § 4601), (prohibits unfair treatment of persons displaced or whose property has been acquired because of Federal or Federal-aid programs and projects);
- Section 504 of the Rehabilitation Act of 1973, (29 U.S.C. § 794 *et seq.*), as amended, (prohibits discrimination on the basis of disability); and 49 CFR part 27;
- The Age Discrimination Act of 1975, as amended, (42 U.S.C. § 6101 *et seq.*), (prohibits discrimination on the basis of age);
- Airport and Airway Improvement Act of 1982, (49 USC § 471, Section 47123), as amended, (prohibits discrimination based on race, creed, color, national origin, or sex);
- The Civil Rights Restoration Act of 1987, (PL 100-209), (Broadened the scope, coverage and applicability of Title VI of the Civil Rights Act of 1964, The Age Discrimination Act of 1975 and Section 504 of the Rehabilitation Act of 1973, by expanding the definition of

the terms “programs or activities” to include all of the programs or activities of the Federal-aid recipients, sub-recipients and contractors, whether such programs or activities are Federally funded or not);

- Titles II and III of the Americans with Disabilities Act of 1990, which prohibit discrimination on the basis of disability in the operation of public entities, public and private transportation systems, places of public accommodation, and certain testing entities (42 U.S.C. §§ 12131 – 12189) as implemented by Department of Transportation regulations at 49 CFR parts 37 and 38;
- The Federal Aviation Administration’s Non-discrimination statute (49 U.S.C. § 47123) (prohibits discrimination on the basis of race, color, national origin, and sex);
- Executive Order 12898, Federal Actions to Address Environmental Justice in Minority Populations and Low-Income Populations, which ensures non-discrimination against minority populations by discouraging programs, policies, and activities with disproportionately high and adverse human health or environmental effects on minority and low-income populations;
- Executive Order 13166, Improving Access to Services for Persons with Limited English Proficiency, and resulting agency guidance, national origin discrimination includes discrimination because of limited English proficiency (LEP). To ensure compliance with Title VI, you must take reasonable steps to ensure that LEP persons have meaningful access to your programs (70 Fed. Reg. at 74087 to 74100);
- Title IX of the Education Amendments of 1972, as amended, which prohibits you from discriminating because of sex in education programs or activities (20 U.S.C. 1681 et seq).

#### **FEDERAL FAIR LABOR STANDARDS ACT (FEDERAL MINIMUM WAGE)**

All contracts and subcontracts that result from this solicitation incorporate by reference the provisions of 29 CFR part 201, the Federal Fair Labor Standards Act (FLSA), with the same force and effect as if given in full text. The FLSA sets minimum wage, overtime pay, recordkeeping, and child labor standards for full and part time workers.

The [*contractor* | *consultant*] has full responsibility to monitor compliance to the referenced statute or regulation. The [*contractor* | *consultant*] must address any claims or disputes that arise from this requirement directly with the U.S. Department of Labor – Wage and Hour Division

#### **OCCUPATIONAL SAFETY AND HEALTH ACT OF 1970**

All contracts and subcontracts that result from this solicitation incorporate by reference the requirements of 29 CFR Part 1910 with the same force and effect as if given in full text. Contractor must provide a work environment that is free from recognized hazards that may cause death or serious physical harm to the employee. The Contractor retains full responsibility

to monitor its compliance and their subcontractor's compliance with the applicable requirements of the Occupational Safety and Health Act of 1970 (20 CFR Part 1910). Contractor must address any claims or disputes that pertain to a referenced requirement directly with the U.S. Department of Labor – Occupational Safety and Health Administration.

### **E-VERIFY**

Enrollment and verification requirements.

- (1) If the Contractor is not enrolled as a Federal Contractor in E-Verify at time of contract award, the Contractor shall-
  - a. Enroll. Enroll as a Federal Contractor in the E-Verify Program within thirty (30) calendar days of contract award;
  - b. Verify all new employees. Within ninety (90) calendar days of enrollment in the E-Verify program, begin to use E-Verify to initiate verification of employment eligibility of all new hires of the Contractor, who are working in the United States, whether or not assigned to the contract, within three (3) business days after the date of hire (but see paragraph (b)(3) of this section); and,
  - c. Verify employees assigned to the contract. For each employee assigned to the contract, initiate verification within ninety (90) calendar days after date of enrollment or within thirty (30) calendar days of the employee's assignment to the contract, whichever date is later (but see paragraph (b)(4) of this section.)
- (2) If the Contractor is enrolled as a Federal Contractor in E-Verify at time of contract award, the Contractor shall use E-Verify to initiate verification of employment eligibility of
  - a. All new employees.
    - i. Enrolled ninety (90) calendar days or more. The Contractor shall initiate verification of all new hires of the Contractor, who are working in the United States, whether or not assigned to the contract, within three (3) business days after the date of hire (but see paragraph (b)(3) of this section); or
    - b. Enrolled less than ninety (90) calendar days. Within ninety (90) calendar days after enrollment as a Federal Contractor in E-Verify, the Contractor shall initiate verification of all new hires of the contractor, who are working in the United States, whether or not assigned to the contract, within three (3) business days after the date of hire (but see paragraph (b)(3) of this section); or

ii. Employees assigned to the contract. For each employee assigned to the contract, the Contractor shall initiate verification within ninety (90) calendar days after date of contract award or within thirty (30) days after assignment to the contract, whichever date is later (but see paragraph (b)(4) of this section.)

- (3) If the Contractor is an institution of higher education (as defined at 20 U.S.C. 1001(a)); a State of local government or the government of a Federally recognized Indian tribe, or a surety performing under a takeover agreement entered into with a Federal agency pursuant to a performance bond, the Contractor may choose to verify only employees assigned to the contract, whether existing employees or new hires. The Contractor shall follow the applicable verification requirements of (b)(1) or (b)(2), respectively, except that any requirement for verification of new employees applies only to new employees assigned to the contract.
- (4) Option to verify employment eligibility of all employees. The Contractor may elect to verify all existing employees hired after November 6, 1986 (after November 27, 2009, in the Commonwealth of the Northern Mariana Islands), rather than just those employees assigned to the contract. The Contractor shall initiate verification for each existing employee working in the United States who was hired after November 6, 1986 (after November 27, 2009, in the Commonwealth of the Northern Mariana Islands), within one hundred eighty (180) calendar days of-
- i. Enrollment in the E-Verify program; or
  - ii. Notification to E-Verify Operations of the Contractor's decision to exercise this option, using the contract information provided in the E-Verify program Memorandum of Understanding (MOU)
- (5) The Contractor shall comply, for the period of performance of this contract, with the requirements of the E-Verify program MOU.
- i. The Department of Homeland Security (DHS) or the Social Security Administration (SSA) may terminate the Contractor's MOU and deny access to the E-Verify system in accordance with the terms of the MOU. In such case, the Contractor, will be referred to a suspension or debarment official.
  - ii. During the period between termination of the MOU and a decision by the suspension or debarment official whether to suspend or debar, the contractor is excused from its obligations under paragraph (b) of this clause. If the suspension or debarment official determines not to suspend or debar the Contractor, then the Contractor must reenroll in E-Verify.

iii. Web site. Information on registration for and use of the E-Verify program can be obtained via the Internet at the Department of Homeland Security Web site: <http://www.dhs.gov/E-Verify>.

Individuals previously verified. The Contractor is not required by this clause to perform additional employment verification using E-Verify for any employee-

- (a) Whose employment eligibility was previously verified by the Contractor through the E-Verify program;
- (b) Who has been granted and holds an active U.S. Government security clearance for access to confidential, secret, or top secret information in accordance with the National Industrial Security Program Operating Manual; or
- (c) Who has undergone a completed background investigation and been issued credentials pursuant to Homeland Security Presidential Directive (HSPD)-12. Policy for a Common Identification Standard for Federal Employees and Contractors.

Subcontracts. The Contractor shall include the requirements of this clause, including this paragraph € (appropriately modified for identification of the parties in each subcontract that-

- (1) Is for-(i) Commercial and noncommercial services (except for commercial services that are part of the purchase of a COTS item (or an item that would be a COTS item, but for minor modifications), performed by the COTS provider, and are normally provided for that COTS item); or
  - (ii) Construction;
- (2) Has a value of more than \$3,500; and
- (3) Includes work performed in the United States.



# Board of County Commissioners Purchasing Department

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State of Florida

Date: December 14, 2018

OKALOOSA COUNTY PURCHASING DEPARTMENT  
NOTICE OF INTENT TO AWARD  
RFQ AP 61-18

Media Buying, Marketing and Advertising Services for Okaloosa County Airports

Okaloosa County would like to thank all businesses which submitted responses to the Media Buying, Marketing and Advertising Services for Okaloosa County Airports.

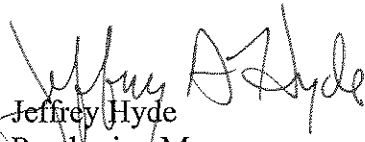
After in-depth examination of all responses in accordance with the County's Purchasing Manual, the County announces its intent to award the contract/purchase order to the following:

**Aqua Marketing & Communications, Inc.**  
**360 Central Ave., Suite 420**  
**St. Petersburg, FL 33701**

This Notice of Intent does NOT constitute the formation of a contract/purchase order between Okaloosa County and the apparent successful bidder/respondent. The County reserves the right to enter into negotiations with the successful bidder/respondent in order to finalize contract terms and conditions. No agreement is entered into between the County and any parties until a contract is approved and fully executed.

Any person/entity desiring to file a procurement protest must meet all the standards and criteria in accordance with Section 30 of the Okaloosa County Purchasing Manual. Failure to file a protest within the time prescribed in Section 30.02 of the Okaloosa County Purchasing Manual, shall constitute a waiver of protest proceedings.

Respectfully,

  
Jeffrey Hyde  
Purchasing Manager