



COLUMBIA COUNTY
FLORIDA'S GATEWAY SINCE 1832

**REQUEST FOR PROPOSALS 2020-BB
STRATEGIC MARKETING PLAN AND REBRAND**

evok
advertising

COPY



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Evok will

Work hard for **Columbia County Tourism.**

Be a dedicated and committed partner.

Deliver great work and great results.

Drive tourism success and economic growth.

evōk
advertising



Tab A

Statement of Interest
and Introduction



Evok Experience

The following logos represent a selection of our clients.



Tab A: Statement of Interest and Introduction

The responding firm shall provide a letter, on letterhead, not exceeding two (2) pages, which serves as a statement of interest and introduction to the submittal. The letter shall include a disclosure of any potential conflict of interest that your firm may have due to other clients or contracts.

To: Columbia County Board of County Commissioners, Tourism Development Council

Attn: Ms. Paula Vann, RFP Committee

Evok Introduction

Today's traveler has a wealth of options and opportunities for research, reviews, recommendations and choices when planning their next trip. Each individual has their own preferred platforms and methods for gathering information. Each has their own thoughts and preferences for the perfect vacation. Each has their own dream about their next adventure. Your potential visitors' journey is diverse and multi-faceted, full of different touchpoints at different stages. It will be our job and our goal to make sure Columbia County is in their hearts and minds at every stop along the way.

The team at evok is pleased to respond to the Columbia County Request For Proposals, Strategic Marketing Plan and Rebrand. Our experience aligns seamlessly with your requirements and our staff is perfectly positioned to hit the ground running to drive awareness, visitation and economic growth and success for Columbia County Tourism.

Travel and Tourism Expertise

Evok specializes in travel and tourism marketing and has extensive history and deep experience in the industry, with clients including destination marketing organizations, attractions, convention centers, hotels and airports. Our services for our travel clients include:

- Strategic planning
- Website development
- Visitor persona development
- Media planning and management
- Search Engine Marketing
- Brand development
- Audience research
- Advertising and marketing campaigns
- Social media management
- Account strategy, management and detailed reporting

Our clients have benefited from our destination marketing campaigns with results including increased occupancy, ADR, RevPAR, bed tax collection and overall destination economic success. In fact, both Ocala/Marion County and Citrus County were awarded an additional 2 pennies to their bed tax as a direct result of our efforts, leading to bigger marketing budgets and even more growth and success. You'll see our case studies highlighting those destinations within our response.

The Right Fit

We are the perfect agency to work with you to elevate and grow Columbia County Tourism. Our team thoroughly understands today's travel behavior, which then shapes the approach of our creative and advertising campaigns. Columbia is a beautiful destination with a wide range of tourism attributes, events and amenities. Evok has the experience and expertise to rebrand and rename your destination, revise and refine your website, develop your strategic plan to drive visitation across all sectors, create relevant, authentic content and plan and execute media that will promote your destination and engage all of your audiences. And, with our close proximity to your office, it will be easy to have our team meet with you face-to-face as COVID restrictions ease, as well as immerse themselves in all that Columbia has to offer for a great tourism experience. We're confident we will make a collaborative, strategic and effective partner, working as a team with you, your stakeholders and partners to deliver results, growth and longevity.

No Conflict

We don't see any conflicts of interest in working with Columbia County Tourism. Every destination is different and in our work, we emphasize those differences as well as each destination's strengths when working together. We will treat Columbia County as the unique destination that it is, and will work specifically on your individual needs and goals.

Thank You

We greatly appreciate the opportunity to participate in your solicitation process and for your consideration of evok. We encourage you to get acquainted with how we think, dig into our case studies, and understand our strong dedication and commitment to a successful partnership with Columbia County Tourism.

Best regards,



Terry Mooney
Partner, evok

Evok will

use your budget wisely,

work hard to bring positive results,

drive tourism success and economic growth

for **Columbia County Tourism.**

Provide a Business Profile & Legal Structure that includes:

a. Legal name, address, phone, fax, email, and website address.

Evok Advertising and Design, Inc., DBA evok advertising
152 N 4th Street, Suite 1410
Lake Mary, Florida 32746

We are a Florida S corporation, privately owned and operated, and are current with our Sunbiz registration and annual report.

b. Information for lead contact in regards to proposal submission.

Evok lead contact for this proposal:
Terry Mooney, Partner
terry.mooney@evokad.com
Office: 407-302-4416
Mobile: 407-697-9302

c. Brief history of the business including date the business was established.

Our Beginning: 2002

Evok was founded in November of 2002 with the intent to create an agency that provides the best in creative, planning, media, reporting and service. We have grown into a 28-person, full-service agency providing brand development, creative services, website design and development, social media management, media services, digital and interactive, search engine marketing and account management with detailed monthly and annual reporting. We have achieved our growth through hard work, embracing and adopting new technology, tactics and platforms, and assembling a great mix of seasoned and experienced professionals mixed with young and enthusiastic Millennials and Gen Zers.

18+ Years of Strategic Thinking, Creative Partnership and Success

For the past 18+ years, we have worked as strategic and creative partners for our clients, created countless brands and campaigns, written brand stories that appeal to all types of audiences, and developed hyper-targeted media campaigns to drive awareness and action. These efforts have resulted in elevating our clients' brands and bringing success to them and their partners.

Travel Marketing Expertise

We understand the travel business from all angles: the role of leisure, sports, business, group, tour operators, hotels, restaurants, airports and attractions. We study and track travel and societal trends as they relate to consumer motivations and purpose for travel and incorporate those elements into our planning. We understand key performance indicators and will work diligently to help you achieve your goals. We will appoint our most experienced team members to ensure our work for Columbia County Tourism exceeds expectations while laying the foundation for a successful, long-term partnership.

We also know and fully accept that we are accountable for our work and results, and always provide thorough and transparent reporting and insights every month. We will review these results with you in great detail and use those findings to continuously adjust, optimize and improve our plans, programs and campaigns.

d. List of services provided by the business.

Full Service, Great Results

The work we have previously performed, and are currently performing for our clients, aligns perfectly with the scope of work as outlined in the Columbia County solicitation. These services include:

Evok Services



Account Management

- Our Account Managers are the primary point of contact for our clients, handling communication, planning, budget management, projects, campaigns and detailed reporting, assisting with the development of strategic marketing plans, development of brand strategy and creative strategies for all market segments and seasons, and ensuring all deadlines are met.



Brand Development/Rebranding

- New brand development or brand evolution
- Brand positioning and messaging
- Logo design, color palette, font library, brand standards and usage manual



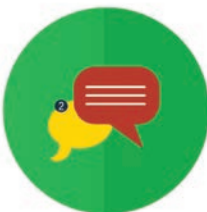
Creative Services

- Team makeup: creative director, art directors, interactive art director, production artist, video editor, copywriters, creative services manager, production manager
- Provides creative strategy, designs and develops all advertising and collateral, designs websites, grows and maintains existing asset libraries, creates additional brand value by identifying opportunities, traffic materials sent to media outlets



Social Media

- Provides content strategy plans, content creation, posting and community management, sentiment monitoring, paid social media advertising



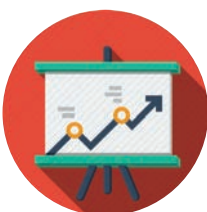
Media Services

- We plan, place and manage media across all types and platforms
- Digital, programmatic, Google Display Platform, print, out of home
- Research-based media strategy and tactical plan to effectively and efficiently reach your target audiences



Search Engine Marketing

- Search Engine Optimization including competitive audits, keyword and search term development, website performance, onsite optimization, backlinks
- Pay-Per-Click paid search campaigns including competitive audits, keyword and search term development, ad creation and campaign management



Detailed Monthly and Annual Reporting

- Media tracking to monitor and measure ROI
- Monthly reports for data and media tracking analysis, SEO and website KPIs
- Live marketing dashboard available 24/7

e. Number of total employees.

Evok has 28 total employees across the services and departments listed above. We're a collaborative, full-service agency working with a multi-disciplinary approach across all teams to provide excellent results.





An underwater photograph with a teal color cast. A diver in a dark bikini is swimming horizontally in the middle ground, facing right. In the foreground, a large, textured rock formation dominates the right side. The background shows more of the rocky seabed and some light filtering through the water.

Tab B

Project Understanding
and Approach



Tab B: Project Understanding and Approach

Describe your understanding and approach of the project scope and requirements necessary for proper completion of the work proposed. Provide a narrative explaining your approach and fully describe the process used to rebrand and position Visit Columbia described in the scope of services. These objectives should include:

a. Rebrand and position Visit Columbia competitively within the domestic and international tourism marketplace.

Destination Brand Development

We have great experience developing destination brands and look forward to this opportunity with Columbia County. We know that your brand must accurately and authentically reflect and represent the true tourism experience of the County. Our process for destination brand development includes:

Discovery Session

We schedule a moderated deep-dive discovery session with you and your key stakeholders in which we uncover the relevant and real attributes that should be included in your brand.

Brand Discovery

- Review your current brand and its strengths and weaknesses
- Review existing strategic plan elements
- Review existing brand and marketing pieces
- Tour the destination to ensure first-hand experience
- Meet and talk with stakeholders and partners
- Working session with your stakeholder team to explore the current and desired brand and core messaging
- Determine the gaps or problems that the destination has with its current brand image
- Help you conceptualize the brand and determine brand vision, brand voice, brand story and brand positioning
- Determine how we will deliver the brand through internal and external communications and larger brand campaigns
- Determine and baseline how we will measure public perception of the brand



Elements of a Successful Destination Brand

Following are the overarching elements that will be explored and developed as part of our brand discovery process:

Distinctiveness

- What makes you unique?
- What are your core values?
- What is your brand promise?

Authenticity

- Identify your key characteristics
- Link existing perceptions with actual experiences

Memorable

- Unique and distinctive
- Captures users' minds and hearts
- Invites them to return in the future

Co-Creation

- A great destination brand needs a coalition to succeed
- Includes government, business partners, stakeholders, residents

Creative Brand Development

- Design and develop the visual brand
- Logo, color palette, font library
- Brand manual and usage guide

Messaging Development

- Development of an overarching tagline
- Master positioning copy
- Hierarchy of marketing bullet points

Internal Brand Rollout

Evok will present the new brand and the brand standards guide in a meeting/session with stakeholders of your choosing.

Columbia County Website

We have designed, developed, launched and maintained many websites for both our tourism and private industry clients. In fact, our tourism websites have won major awards from both VISIT FLORIDA and HSMAI. Our team is well versed in today’s website best practices, and consistently adapt to and adopt the constant evolution of those trends. All of our websites work to highlight your destination and lead the visitor to their points of interest with as few clicks as possible. We design and develop all of our sites as fully responsive, providing an optimal user experience across all screens and sizes.

Evok will continue the evolution of the Columbia County site, improving the user experience and growing the site with valuable content.

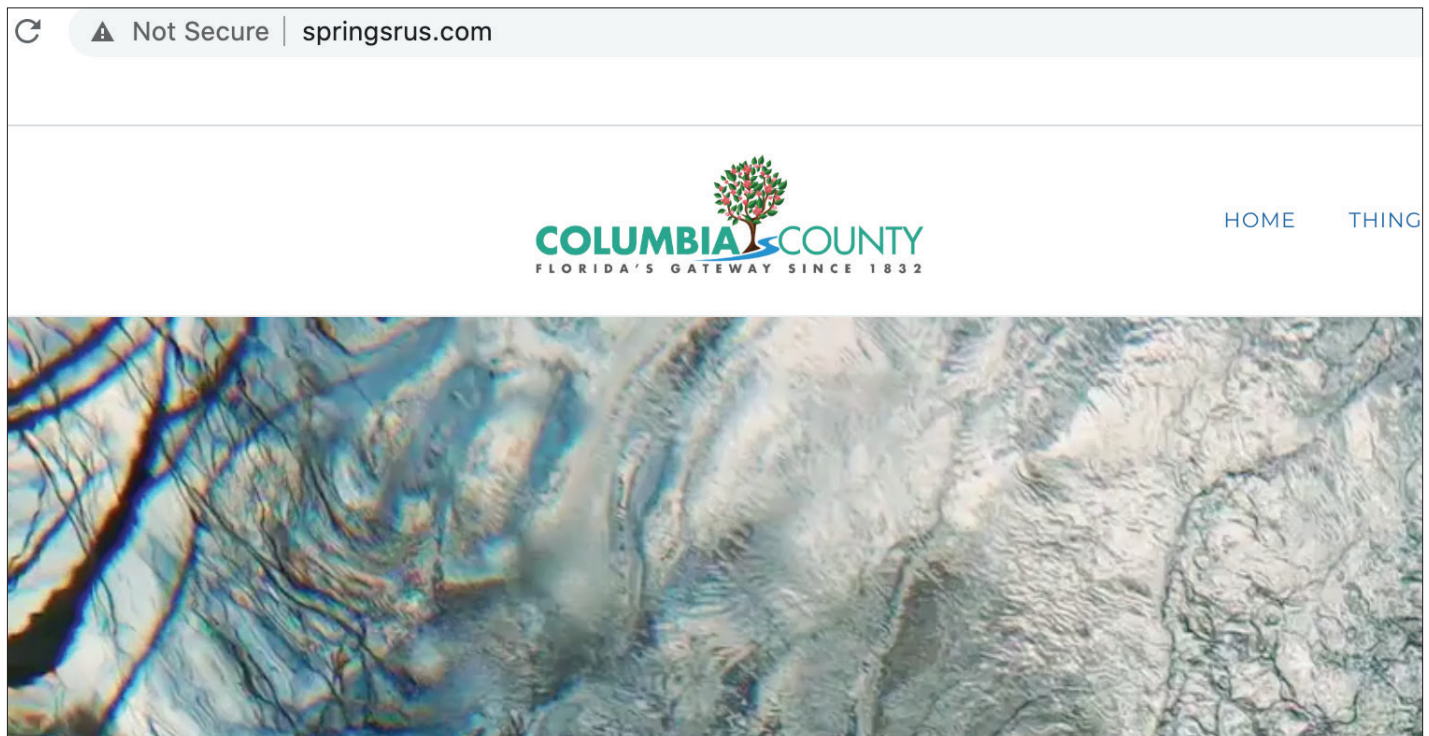
The Baby and the Bath Water

Your Scope of Work calls for either a site redesign or a new website. We see that your current site was built by ITI. We know Franci Edgerly and respect her company and their technology. Your current site has a good User Interface and seems to be fairly new. We would propose to not necessarily throw the baby out with the bath water, but to continue to improve and refine the existing site. We can work with the Columbia County team and ITI to explore this and to ensure the site infrastructure stays solid, and we will ensure the content and optimization continues to grow and improve.

Initial Observations

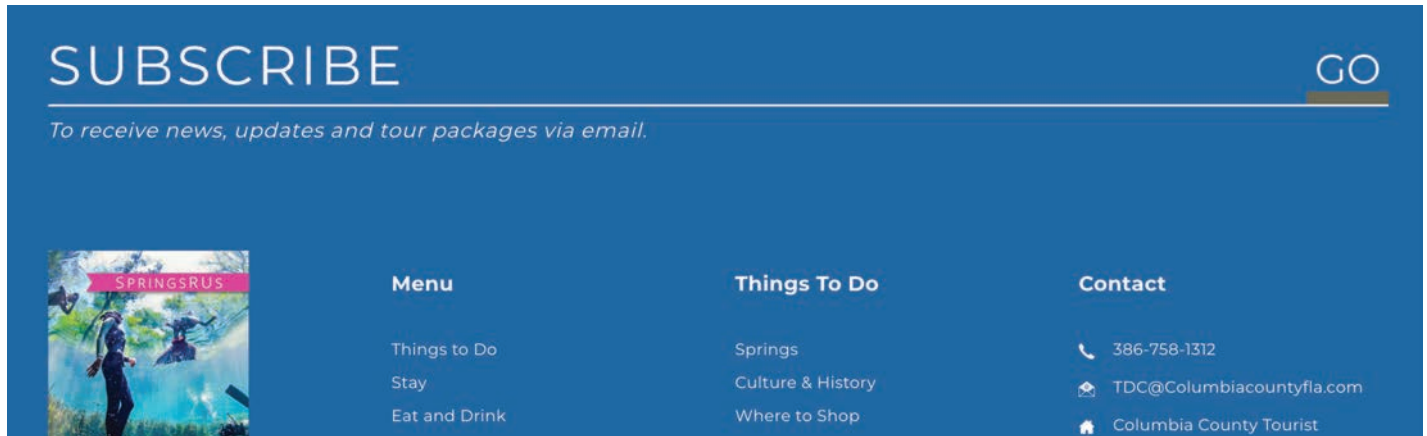
Springsrus: We asked about your url name in the Q&A and you indicated that may be subject to change. We feel that should be explored in discussion with the Columbia team and in conjunction with a new branding and positioning initiative. A url that reflects your new tourism brand name would be an essential part of our integrated approach.

Current domain not secure: It appears you do not have a secure certificate set up with your hosting provider. These are very important, especially for Google, as it relates to your search rankings. We recommend purchasing and installing that certificate as soon as possible.



Email Signup

We also recommend redesigning and moving your email signup out of the navigation footer and placing it in a more visible location on every relevant page throughout the site.



THREE PRINCIPLES TO DRIVE YOUR MARKETING

Product Truth

we spotlight your destination's
true attributes and amenities

Human Insight

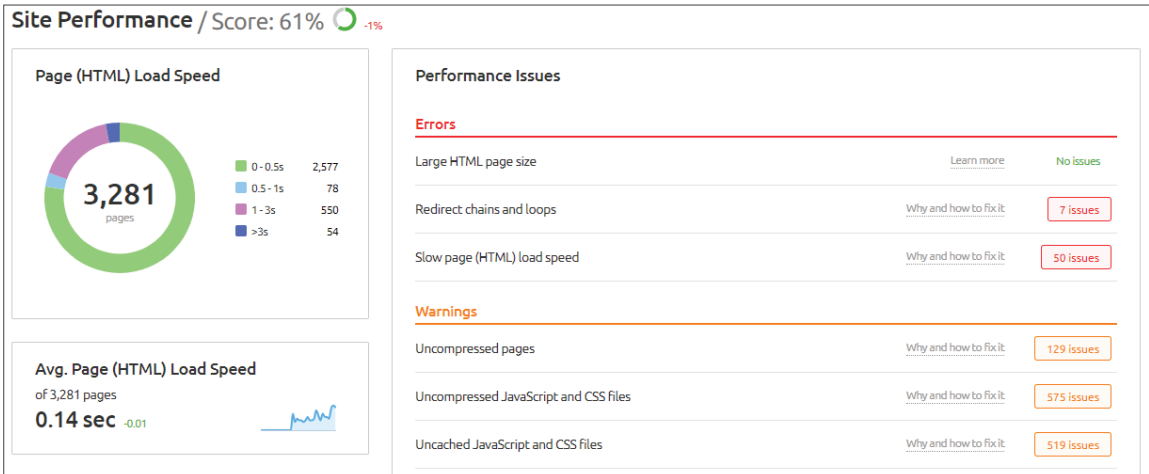
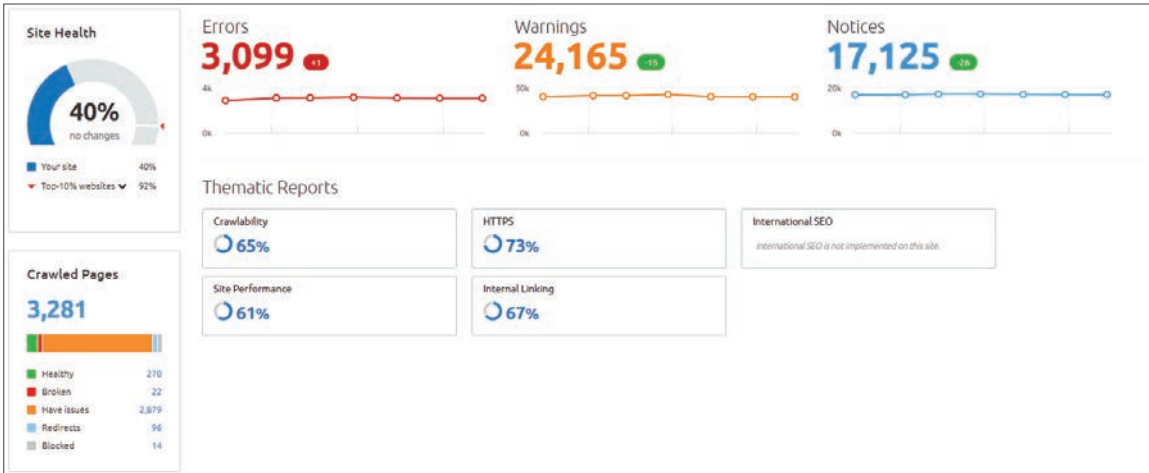
we translate those attributes and amenities
into marketing that is authentic and relevant

Market Opportunity

we dig deep into your target audiences

Search Engine Optimization

A great website design is the first step; every site must also be supported with an ongoing and effective Search Engine Optimization program. Organic search results are important to any potential visitor and make your destination more credible. SEO provides dividends over time when correctly set up and maintained—it's not a "set it and forget it" tool. Our search team is expert at all of the components of an effective, ongoing SEO program. Evok will work with the Columbia County team to develop an SEO strategy and program that will enhance and improve your tourism website's search engine visibility and rankings.



Email Campaign Creation and Implementation

Email marketing is an effective longtail marketing tactic that can be employed to both attract new fans and visitors, as well as nurture existing ones. Evok provides email marketing for our clients as part of our fully integrated program. We employ a cross-team collaboration in our email approach to ensure each step of our email marketing receives the attention and effort that will drive the best results. That team includes our strategic planner, digital strategist, content creators, copywriters and designers. We always begin with strategic planning that includes the campaign intent, goals and KPIs and the desired calls to action.

We will continue to build your email database and send out regular emails that keep your fans informed and aware of everything to do with Columbia County Tourism, always with a call to action encouraging them to plan their first or next trip.



St. Lucie County
Email Campaign



Ocala/Marion County VCB
Email Campaign

b. Effectively translate the new brand positioning through all consumer touch points—all advertising, digital platforms, public relations, social media, video production, images, print, radio, direct marketing, television, and any other marketing medium deemed necessary.

Once the new brand is complete and established, we then proceed to carry it out through all of your marketing touchpoints. We will revise your website with the visual components of the brand and add our new taglines and messaging points to the copy. We'll develop new creative campaigns and all marketing content in line with the new brand, as well as incorporate the new brand language into social media and PR. This will be a “new beginning” for Columbia County Tourism that will elevate and refine your brand personality, present the new brand to the world, and drive awareness, visitation and tourism success.

Following are some examples of our previous work for destinations demonstrating how we applied their new brand to marketing touchpoints.



Ocala/Marion County VCB: Brand Development and Tourism Marketing

We served as the full-service agency of record for the Ocala/Marion County Visitors and Convention Bureau from 2013–2018. During that time, our work resulted in a 236% increase in county visitation, outpacing the state of Florida, and a growth in RevPAR for the region from \$30.83 to \$68.08. Additional results can be seen within the following case study.

We will use our experience, knowledge and skills to bring similar positive results and growth to Columbia County Tourism.

CASE STUDY | Ocala/Marion County Visitors & Convention Bureau

Brand Development and Integrated Marketing



ideas.

In need of an updated brand identity, communications strategy, creative campaign collateral and efficient public relations and social media outreach, the Ocala/Marion County Visitors and Convention Bureau engaged our agency to provide an integrated solution.

Following community meetings in all five County Commissioner districts, we combined our findings to narrow our efforts to three main marketing objectives:

- Attract individual and group visitors to Ocala/Marion County.
- Engage partners within the industry to enhance available resources and coordinate promotional activities.
- Add value to the visitor experience to encourage extended stays and return visits.

work.

Brand Development

Our work to create a revitalized brand identity for the VCB included a new logo, tagline, brand standards guide and full collateral suite. To build a library of photos and videos that adhered to the updated brand, we enlisted locals through social media to participate in a two-day, on-location photo shoot. This initiative not only saved precious budget dollars, it was also incredibly useful in generating a bank of images ready for use within a variety of marketing efforts throughout our creative campaign.

Our team also redesigned the County's website, OcalaMarion.com, to include a fully responsive, dynamic theme concentrating on user experience, as well as an Itinerary Builder utilizing predictive modeling technology to suggest activities in the region based on visitors' online behavior and interests.

CASE STUDY | Ocala/Marion County Visitors & Convention Bureau



New Brand



Previous Brand



City Color Bar



Color Palette



Brand Style Mood Board



Brand Standards Manual

CASE STUDY | Ocala/Marion County Visitors & Convention Bureau

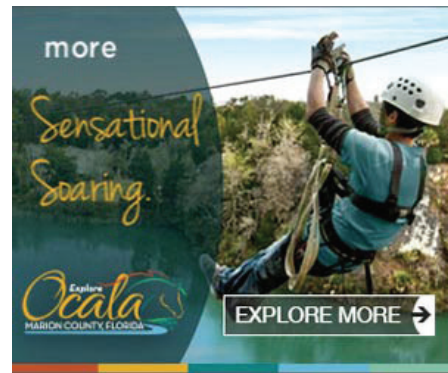
Leisure and Meetings

Boasting unrivaled natural attractions that offer thrills, relaxation and everything in between, Ocala/Marion County is a unique Central Florida destination ideal for outdoor enthusiasts and those looking for a getaway. Looking to showcase the breadth of possibilities for adventure, the “Do More” leisure print ad campaign focused on unique attractions and activities throughout the County. Depending on the publication’s reach and primary audiences, we tailored each ad to highlight relevant opportunities and engage viewers in places they were already looking at for destination, travel and entertainment inspiration.

When it comes to planning a successful event, there are a number of considerations on the path to finding the “perfect space.” Extending the campaign into the realm of corporate meetings and events, we asked event planners what they looked for and needed to ensure the success of their upcoming gathering. We then explained how Ocala/Marion County could meet all of those requirements while treating their attendees to endless opportunities for fun and excitement after the day’s events.



New Brand Website



Leisure Web Banner Ad

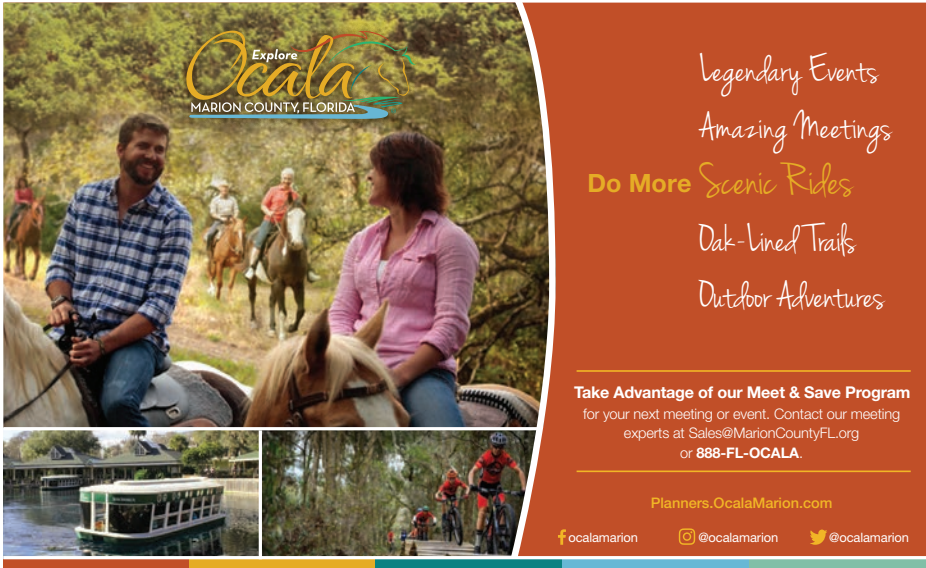


Leisure Print Ad

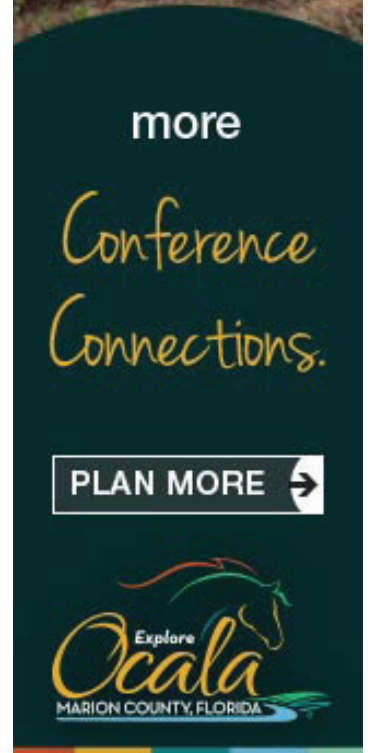
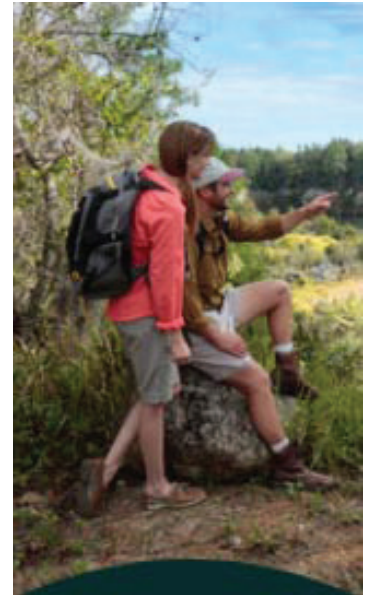


Leisure Print Ad

CASE STUDY | Ocala/Marion County Visitors & Convention Bureau



Meetings Print Ad



Meetings Web Banner Ad



Meetings Web Banner Ad

CASE STUDY | Ocala/Marion County Visitors & Convention Bureau

Sports Tourism

From pristine golf courses that have played host to LPGA tours to equestrian facilities that have earned the County the title of “Horse Capital of the World,” sports events planners can find a winning destination in Ocala/Marion County. Our sports print ad campaign focused on these diverse offerings, as well as the affordability of the destination.

The County is also unique in its offerings beyond sports facilities, with plenty of attractions boasting physical and outdoors activities, including zip lining, horseback riding, and kayaking through rivers and springs, serving as an additional, and strong, pull to bring sports events to the County.



Email Campaign

Sports Print Ad

Sports Print Ad

CASE STUDY | Ocala/Marion County Visitors & Convention Bureau

Social Media

As agency of record, we were also tasked with managing public relations and social media efforts in order to maintain a consistent, engaging brand voice. Our agency created and managed social media profiles for the destination across all relevant channels, including Facebook, Instagram, Twitter and Pinterest. Generating consistently high engagement numbers, our team created a strong content calendar inclusive of entertaining and informational content, as well as exciting promotions and giveaways to connect with Ocala/Marion County's social audience.

During our tenure with Ocala/Marion County, our social team increased their qualified, engaged Facebook followers from 2,000 to over 220,000.



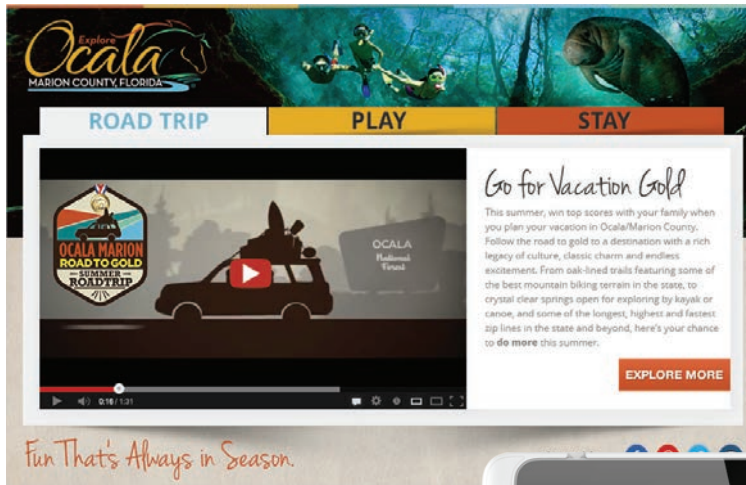
CASE STUDY | Ocala/Marion County Visitors & Convention Bureau

Shoulder Season Campaign

We know every destination has its peak and low periods, and include strategies for those in our planning. Following are examples of messaging and ads we created for a shoulder season campaign for Ocala/Marion. In addition to driving overall awareness, we would work with you to help shore up your shoulder seasons and make the most of your peak.



Summer Campaign Facebook Header



Rich Media Unit



Summer Campaign Facebook Timeline Graphic



CASE STUDY | Ocala/Marion County Visitors & Convention Bureau

results.

Our efforts for the Ocala/Marion County VCB resulted in a Henry statue from VISIT FLORIDA for the best overall tourism website in the state, a Golden Image Award from the Florida Public Relations Association for Top Social Media Engagement in the State of Florida, as well as Adrian Awards from the Hospitality Sales and Marketing Association International. Overall, our efforts resulted in:

16.2%
increase in
occupancy rates

\$30.83 to \$68.08
growth in RevPAR
in the region

236%
increase in Ocala/Marion
visitation outpacing the
state of Florida

On the social media landscape, we also helped Ocala/Marion County's reach and audience engagement grow astronomically, with:

220,000+
Facebook followers, up from
2,000 in just over 4 years

11.6 Million
engaged users

1,094%
increase in stories
created through shares

1,137%
increase in total reach

505%
increase in organic impressions

Recognition



HSMAI Adrian Awards



VISIT FLORIDA Henry Award



FPRA Golden Image Award



American Advertising Federation ADDY Awards

Visit Sebring: New Brand Website and Marketing

PROJECT SPOTLIGHT | Visit Sebring Website and Digital Marketing

Upon winning a competitive RFP for Visit Sebring's new tourism website, our approach was to design a new site that also represents and reflects their new brand approach, creating a unique, interactive design coupled with a highly personalized viewer experience. For the home page, we created the "Stories of Speed Adventure Speedometer" as a nod to the very popular 12 Hours of Sebring annual IMSA road race. On the speedometer, the viewer moves the cursor along the circle, revealing the different tourism experiences in the destination that range from slow-paced all the way to the fast-paced adrenaline adventure of the road race. Each selection takes the viewer to a personalized section of the site featuring that level of activity and the accompanying amenities.

We will bring our tourism website and marketing experience to Columbia County and ensure your tourism site reflects your new brand and remains compelling and engaging, with an excellent User Interface and User Experience for your site visitors, resulting in great website performance and ultimately in destination visitation.



Home page featuring the Adventures of Speed navigation tool. Visit the site: VisitSebring.com

PROJECT SPOTLIGHT | Visit Sebring Website

First Year Results

81%

Increase
in users

85%

Increase
in new users

78%

Increase in
number of
sessions per user

29%

Increase
in page views



Adrian award-winning website

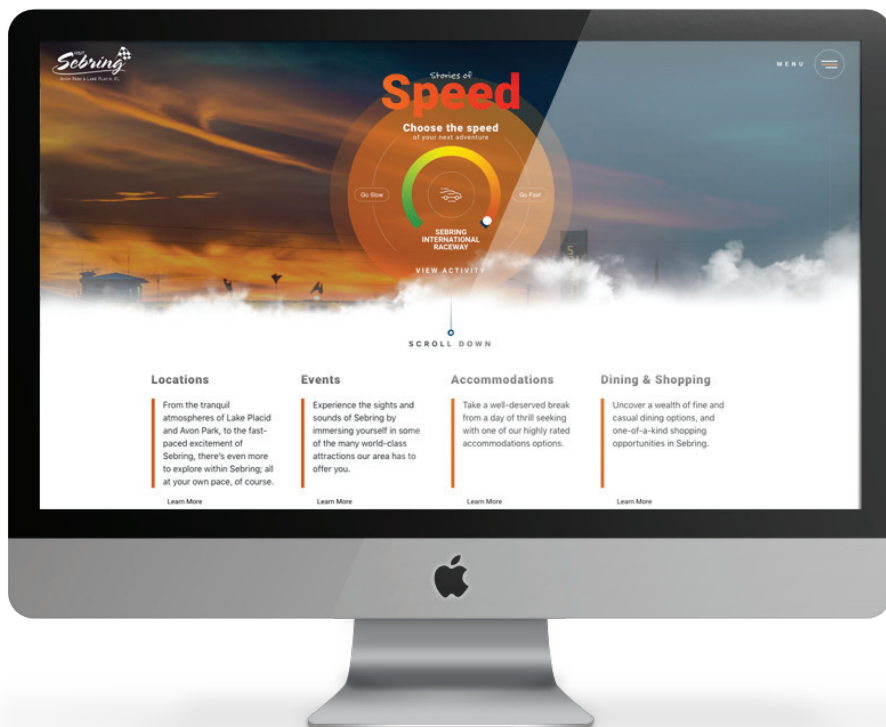


First stop on the speedometer for a leisurely paced adventure.
<https://visitsebring.com/activities/agritourism/>

PROJECT SPOTLIGHT | Visit Sebring Website

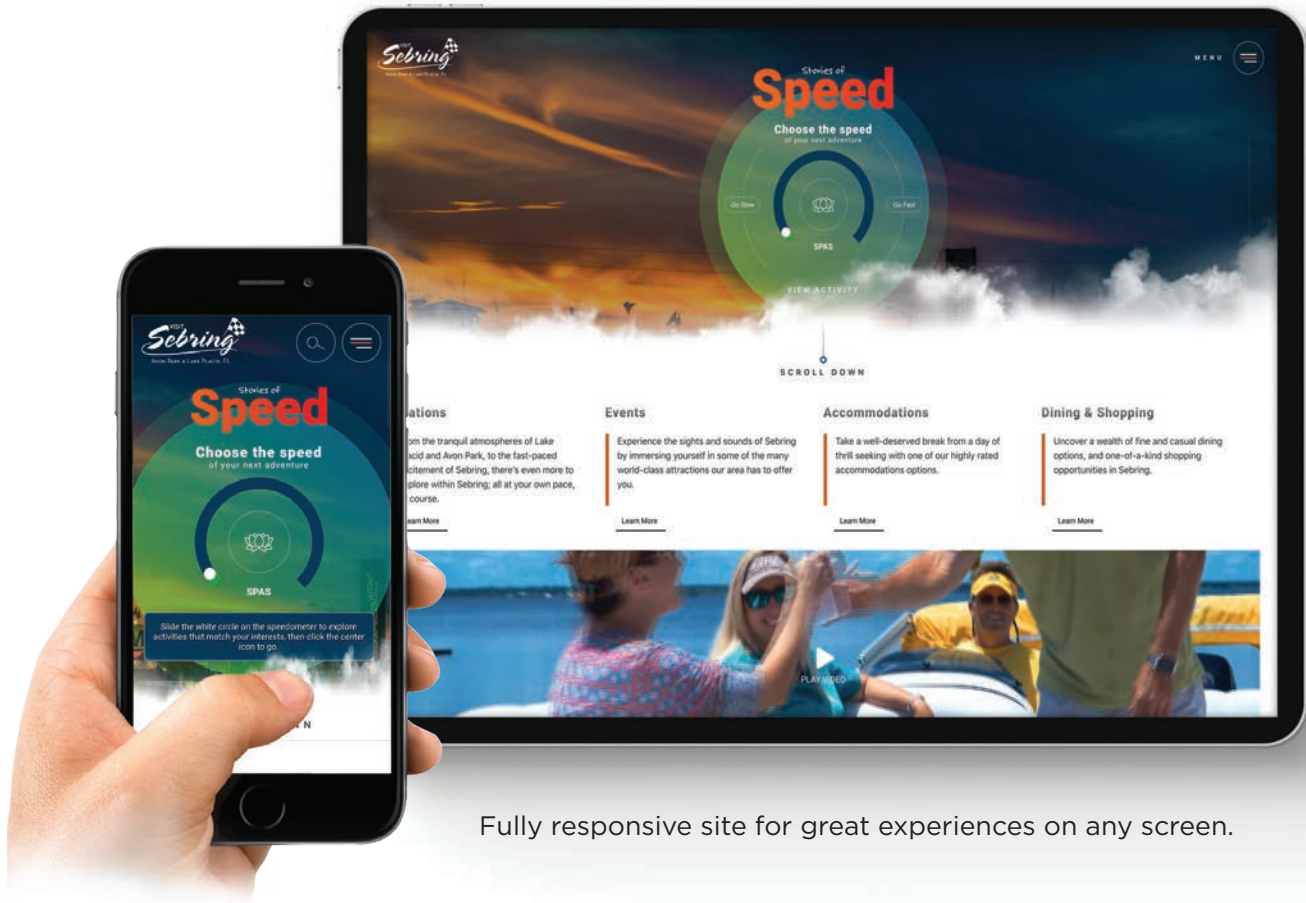


Higher on the speedometer for a more active experience.
<https://visitsebring.com/activities/arts-culture/>



All the way around for an adrenaline pumping visit to the raceway.
<https://visitsebring.com/sebring-international-raceway/>

PROJECT SPOTLIGHT | Visit Sebring Website



Fully responsive site for great experiences on any screen.



We support the site and drive traffic through a digital campaign across all visitor segments.

c. Maximize the value of all campaigns and operate as an extension of the Visit Columbia team.

Your Agency Partner

We operate under our overarching agency mantra of **Ideas. Work. Results.** We understand that you are trusting us with your budget dollars and that our job is to provide tangible results through our efforts. We will work as a very close partner with you throughout our contract, with consistent communication through emails, phone calls and face-to-face meetings once COVID restrictions have eased. We look forward to the opportunity to become part of the Columbia County team and help drive tourism and economic success for your destination.

Media Approach and Optimization

As part of our onboarding process we will establish your Key Performance Indicators, as well as our goals and objectives for our tourism marketing for the county. These of course include the baseline visitation buckets of Occupancy, Average Daily Rate and Revenue Per Available Room as well as the total visitation growth we'd like to achieve across the specific sectors we're going to promote.

Once we begin execution of our advertising and marketing plan, we then monitor and track across all of our tactics. We employ a live marketing dashboard that shows real-time results, and we compile a detailed monthly report that we review with you. We use that report to see what works and what might not have worked, and optimize our campaigns and plans according to those results as we move forward. We constantly have our eye on delivering the best ROI and growth that we can for you.

Detailed Reporting: Looking Back, Planning Ahead

At evok, we utilize monthly and annual reports to guarantee that we maximize our efficiencies and constantly meet and exceed the goals that have been set. Through our reporting, we work with you to monitor marketing results on an ongoing basis, optimize as needed, present an organized and efficient tracking of all marketing and refine and revise as we move forward.



Report Example Pages

d. Utilize cutting edge platforms and solutions capable of meeting the overall objectives.

Tools and Trends to Reach Today’s Travelers

Our team stays on the forefront of advertising and societal trends, as well as the latest in platforms, tools and media channels to ensure your ads are seen by the right audience. The following outlines some of the tools and technologies we include in our marketing and advertising approach.

Research > Strategy > Creative > Results

We employ a multitude of research tools and resources in our strategic planning process, in order to develop very detailed and specific target audience personas for your destination and to guide our creative and media approaches. One of our strongest research partners is Mintel, the world’s leading market intelligence and consumer-research firm. Mintel has a wealth of existing consumer sentiment surveys and reports, and constantly adds new information as well as provides custom research. We are a VISIT FLORIDA business partner, taking advantage of VF’s research and partner promotions opportunities. We are a Google partner agency, with everyone in the agency Google certified. We utilize these and the tools listed below to help shape our market research and market analysis on both a micro and macro level.

We will employ our suite of research, data and insight tools for our work with Columbia County to create our path, and to continuously refine and optimize as we move forward.



Social Media Sentiment Monitoring

Evok Research and Media Tools



Mintel: the world's leading market intelligence and consumer research firm



Smith Travel Research (STR): providing detailed destination data for hotel occupancy, ADR, RevPAR and consumer travel trends

KANTAR MEDIA

Kantar: media data and research company



Arbitron: media data and research company



PrizmMedia: media data and research company



Nielsen: media data and research company



Scarborough: media data and research company



Experian: credit scoring and consumer spending research



Mosaic: media data and research company



comScore: media data and research company

AnalyticOwl



AnalyticOwl: media data and research company



NUVI: social media sentiment monitoring tool



Google Analytics: website visitation, advertising tracking tool



SEM Rush: search engine optimization and website performance tool

Persona Development for Columbia County

Using the sources previously listed, we will gain insight into your target audience's mindset through their online and offline behavior and use that information to create a set of Personas that define each audience subset in great detail.

Understanding your audience through these personas enables our team to shape our messaging and creative to be highly effective and cost efficient. We develop these target audience personas with great care, ensuring they encompass the correct attributes, personalities and lifestyles that align with your visitors. We identify where, when and how they consume media, as well as what types of media appeal to them, to most efficiently target your audience, maximizing the reach and frequency of your media buy. As well as being vital to media planning, personas are used across every marketing channel, guiding messaging, creative, social media, and website content.

The planning to create these personas utilizes myriad sources of consumer research including those previously listed, many of which are proprietary and/or linked at the back-end to our marketing dashboards; from a macro level such as census data through behavioral tracking and purchasing history, all the way down to granular real-time insights such as social media listening tools.

In addition to the above, recent advances in technology now allow us to 'match' mobile devices that physically pass through or stay in a geographical area during any timeframe of our choice, which can be linked to other devices and IP addresses. Some key benefits from this include subsequent retargeting and lookalike marketing, but also detailed data on those devices and households, gaining critical insights, seasonal differences and trends that are used to guide and optimize your marketing strategy.

Following are examples of personas we previously established for illustrative purposes. It's important to note that, at this point, we don't have access to your web traffic information, or any databases that would also be used for insights and data mining. When selected, we will review these with you, establishing a foundation of your specific target audience personas and our resulting marketing and advertising approach.



Persona Examples

We always begin our tourism marketing with a clear look at the amenities and attributes of each destination, attractions and events. We then create new, or refine existing, personas that embody the audience segments of those tourism products. Following are some personas we established that may come into play with the Columbia County Tourism audience. We look forward to reviewing these with you and establishing a foundation of your personas and our resulting marketing and advertising approach.



Families

Parents ages 25-44 with children. Love to provide great activities, experiences and memories with and for their kids.



Couples/Singles

Couples or single travelers ages 25-44. Appreciate authentic cultural heritage tourism as well as natural ecotourism adventures.



Booming and Consuming

Retired/semi-retired persons who appreciate ongoing learning opportunities and a slower paced relaxing vacation.



Friends and Families

There's no greater advocate for your attractions and events than happy residents who have visited previously and are willing to visit again, bringing new visitors in the form of friends and relatives. Keeping that community intimately involved with knowledge, marketing and benefits helps ensure success with this group.



Day Trippers

This important segment is sometimes overlooked. We will review your daytripper segment, and if relevant, will work to persuade this group to make overnight plans and multi-day stays, which could result in a tremendous increase in Columbia County Tourism economic impact.



Skip-Gen

A relatively new classification, Skip-Gen refers to grandparents taking their grandchildren on vacation without the parents. These folks want to share and pass along their memories and experiences directly to their grandchildren.

Brand Affiliations:



Tab C

Project Team and
Past Experience

IDEAS
WORK
RESULTS



Stewart Hill, VP of Strategic Planning

Tab C: Project Team and Past Experience

List in detail the members of your project team and the expertise each will bring to the project. Explain the organizational structure of the company and any subsidiary companies comprising the Proposer's team.

a. Brief history of your firm describing expertise in strategic destination branding and positioning in hospitality and tourism and also knowledgeable in effective tactics and best practices.

Travel and Tourism Expertise

Since our inception in 2002, evok has specialized in travel and tourism marketing and has extensive history and deep experience in the industry, with clients including destination marketing organizations, attractions, convention centers, hotels and airports. Our services for our travel clients include:

- Strategic planning
- Website development
- Visitor persona development
- Media planning and management
- Search Engine Marketing
- Brand development
- Audience research
- Advertising and marketing campaigns
- Social media management
- Account strategy, management and detailed reporting

Our branding expertise includes crafting new brands for destinations including Ocala/Marion County, Discover Crystal River Florida and Hendry County. All of our destination work includes brand-centric approaches to website development, social media management and all advertising and marketing. Our clients have benefited from our destination marketing campaigns with results including increased occupancy, ADR, RevPAR, bed tax collection and overall destination economic success. In fact, both Ocala/Marion County and Citrus County were awarded an additional 2 pennies to their bed tax as a direct result of our efforts, leading to bigger marketing budgets and even more growth and success.



b. Provide your staff capacity for meeting the requirements of this project.

Our full-service team of 28 has the capacity and capability to hit the ground running for Columbia County. We will take care of our initial onboarding quickly and get right to work for you.

c. Identify the employees who will be assigned to this project.

d. For each full-time employee assigned, provide a resume or Curriculum Vitae.

Core Team, Full Agency Support

Every member of the evok team is poised to bring their extensive travel and tourism experience to the Columbia County account. We will assign a core agency team but will support that team with our full agency resources.

Our Columbia County core team will consist of:

Allison Braunstein, Account Manager

Allison will act as the Columbia County Account Manager and primary point of contact. Allison will manage your budget, campaigns and projects, provide and review with you our detailed monthly reporting, attend and present at your TDC meetings, and maintain consistent communication on all of our marketing efforts with the Columbia County team. Allison has years of experience managing our work for Destination Marketing Organization clients and will provide a high level of professionalism and attention to detail for Columbia County.

Chris LeBlanc, VP and Creative Director

Chris will lead the creative team to develop on-brand, on-strategy compelling creative campaigns and content that will position Columbia County as a fantastic Florida destination. Chris is an award-winning creative and has worked with destinations, attractions, hotels, restaurants and airports throughout his career. He will approach our creative work for Columbia with passion, combining research and your target audience attributes in order to elicit strong emotional connections and feelings for the experiences your visitors will have in Columbia. Chris will work directly with you and will guide his full team to create strong brand positioning and advertising to drive visitation to Columbia County.

Lauren Solis, Associate Creative Director, Senior Copywriter

Lauren will work hand-in-hand with Chris and our planning team to develop Columbia County's tourism brand messaging and carry that out through all communication touchpoints. Lauren will create Columbia County's new tourism brand voice to appeal directly to your target audiences and drive action. Lauren has years of experience in tourism marketing, writing compelling brand stories and copy for all marketing vehicles.

Stewart Hill, VP of Strategic Planning

Stewart will lead our planning, media, digital and social teams as we develop and carry out our fully-integrated plan for Columbia. Stewart and his team will employ data-driven facts and insights to lead the development of our overall brand positioning for the county's tourism marketing. He will direct our research, the development of your target audience personas, our advertising approach, our social media approach if desired, search engine marketing, email marketing and reporting. Stewart has decades of experience in the travel and tourism industry, and will bring that experience and skill to our work for Columbia County.

Please read on to learn more about the additional agency personnel who will support the core team and be an integral part of our overall approach for Columbia County Tourism.

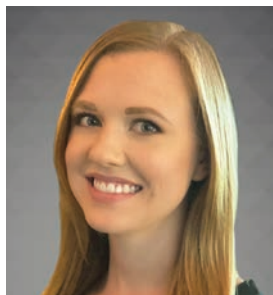
Account Service



CHERYL PARKER
Vice President, Client Services

As an ad industry vet with a firm grasp on today’s marketing world, Cheryl Parker’s years of agency experience have afforded her a fundamental ability to oversee fully integrated campaigns. In her role as Director of Client Services, Cheryl manages a team of Account Executives focused on yielding impressive results while maintaining strong, consistent messaging across all channels of a destination’s marketing efforts.

A go-to resource of knowledge and insights for the entire agency, Cheryl acts as a steward of our clients’ brands within evok, constantly developing new ideas and seeking opportunities for brand growth. Her client-focused proven approach to account management has resulted in bottom-line results for destinations and attractions including Visit Sebring, St. Cloud, Discover Crystal River Florida, Mango’s Tropical Cafe and more.



ALLISON BRAUNSTEIN
Account Executive

An account manager with an eye for detail, Ally builds strong connections with clients and becomes an extension of their team within our agency’s walls. Ally manages day-to-day communications and projects while maintaining a high-level strategic approach to all marketing. Ally’s tourism experience covers destinations including Visit Sebring, Clay County Tourism, Discover Crystal River Florida and Orlando North/Seminole County.



Creative Services



CHRIS LEBLANC
Vice President, Creative Director

An accomplished and award-winning creative director, Chris' recipe for great work includes creative that is cutting-edge, inspiring, and most importantly, delivers results. His work with the Ocala/Marion County VCB won multiple awards including a Henry at the VISIT FLORIDA Flagler Awards for best travel and tourism website in the state of Florida. Chris has won multiple Adrians at the HSMIA Awards for clients including the New York Hilton and Visit Sebring. His work has also been featured in *Adweek* and *Ad Age*.

Known agency and industry-wide as a boundless source of creative vision, Chris shares his experience and expertise with all members of his team to arm a group of innately talented individuals with the tools and inspiration needed to produce distinctive brand experiences. He takes strategic marketing plans and interprets them into "big ideas," constructing tactical creative that moves the needle.



LAUREN SOLIS
Associate Creative Director

With an in-depth understanding of how to create authentic emotional connections between destinations and travelers, Lauren focuses on crafting multi-dimensional copy that drives visitation. A graduate of the University of Central Florida, Lauren's experience living and working in several cities and countries, as well as her bilingual capabilities, allow her to approach copywriting from different angles to deliver authentic stories shared in unique ways.

Living up to our agency's collaborative culture, Lauren has played an integral role in the development of comprehensive branding and messaging for clients including Discover Crystal River Florida, Hendry County, Ocala/Marion County, St. Cloud and Visit Sebring.



Creative Services continued



DMITRI KOSTJUKOV
Associate Creative Director

With 20 years of experience specializing in digital media for the travel and tourism industry, Dmitri helps lead our creative team with a skillful eye. He’s known agency wide as a motion graphics specialist with a knack for kinetic typography. Over his two-decade career, Dmitri has worked on creative for a number of destinations including the Oklahoma Tourism and Recreation Department, Chickasaw Nation, Discover Crystal River Florida, Orlando North/Seminole County and Clay County.



DANIEL BENCOMO
Interactive Art Director, UX/UI Designer

Daniel is a team player who brings creativity and leadership to every interactive project he touches. With a decade of advertising and marketing design experience, Daniel has extensive knowledge and skills in front-end design, UX/UI optimization, digital ad programming, email systems management and animation. Equipped with the skills to take on any digital marketing challenge that comes his way, Daniel is always ready to push the envelope in creating highly functional, industry-defining interactive experiences.



Creative Services continued



LINDSAY COLBERT
Senior Art Director

Working in tandem with Chris LeBlanc and Lauren Solis, Lindsay fleshes out our concepts into final creative pieces that fulfill our communications plans. With 10 years of professional experience as an art director, Lindsay is well-versed in digital and traditional art. She is a strong component of our creative team.



LYNN WHITNEY-SMITH
Creative Services Manager

Lynn has over 20 years of advertising experience both in and out of house for numerous industries. Prior to coming to evok, she was Director of Project Management at another agency specializing in travel/tourism and hospitality for six years. She was also the Production Manager for Starwood Vacation Ownership and oversaw very large and complex print/production projects totaling millions of dollars.

As evok’s Creative Service Manager, Lynn expertly manages workflow within the entire agency. She maintains the day-to-day work schedules for all clients and also oversees all facets of production for print and broadcast. Lynn has a very comprehensive knowledge of print production, including package design and production. Her broadcast experience consists of being onset and managing production with outside vendors for television commercials, videos and recording of radio spots for Visit Orlando, Daytona Beach, Wild Adventures, Discover Crystal River Florida and Hendry County.



Media Services



STEWART HILL
VP Strategic Planning

A senior marketing executive with 18 years of experience and a proven ability in research, strategy, integrated channel planning, buying and analytics, Stewart’s role at evok is a combination of action and guidance.

During his tenure in the industry, Stewart has managed millions of dollars in media placement for clients, including Ocala/Marion County VCB, Citrus County VCB, St. Augustine Ponte Vedra and the Beaches VCB, Myrtle Beach CVB, Panama City Beach CVB, Visit Newport Beach Inc., St. Petersburg/Clearwater Area CVB, St. Johns County CVB, Marion County VCB and Kissimmee CVB. He has cultivated experience in consumer segmenting and targeting, gaining a strong grasp on how to truly connect brands and their audiences. Adept at tailoring strategies for his clients’ needs, Stewart is well versed in tactical thinking that yields results.



JON STRUBEL
Media Director

With 15+ years of marketing and media experience, Jon has demonstrated his expertise across the travel and tourism industry. From serving as a key player building effective media plans, to being a lead media strategist on dozens of accounts with multi-million-dollar annual advertising budgets at various media firms, Jon is no stranger to using his diverse knowledge base to accomplish significant goals for clients. His experience with crafting integrated media campaigns expands across destinations including Discover Crystal River, Ocala/Marion County, Hendry County and Orlando North/Seminole County.



Media Services continued



MOHAMMED HOOSEIN
PPC Specialist/Paid Digital Advertising

Mohammed takes the lead in helping our clients employ digital marketing to achieve their growth objectives. Collaborating with account management and creative, Mohammed develops online marketing plans that direct web traffic and consumer interactions in tandem with integrated campaigns. He has a proven track record lowering cost-per-lead and increasing engagement for clients, optimizing paid campaigns to reach bottom-line results.

Mohammed recently scored a perfect 100 Google optimization, which is a rare feat as acknowledged by our Google representative. He has contributed to digital marketing efforts for Clay County, Visit Sebring and Discover Crystal River Florida, delivering real-world results leveraging digital tactics.



EDDIE SIFONTE
SEO Specialist

With over 20 years of digital marketing experience under his belt, Eddie has worked in all avenues of digital products from PPC, social media, SEO, website design and programming to 3D modeling and animation. His breadth of knowledge and experience with programming propelled him into the highly technical role of search engine optimization. By utilizing his skillset, he brings the value of both a website developer and content marketer to SEO clients for evok. His destination and travel brand experience includes working with leading brands such as Orbitz, Expedia and Travelocity.

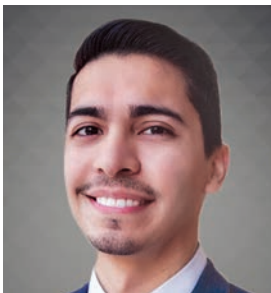


Social Media



ASHLEIGH WILSON
Social Media Team Manager

A seasoned professional with evok, Ashleigh leads a team of social media specialists, focusing on both the “paid” and “earned” sides of the social media landscape. Having public relations experience across 20+ client accounts, Ashleigh has worked with local bloggers, developed social posts and helped set up media coverage both local and national. Her expertise has resulted in increasing event sign-ups, boosting brand awareness nationally and a direct growth impact from influencer marketing—all while actively growing clients’ social media channels with timely posts, comments and feedback.



DANIEL HOLGUIN
Social Media Community Manager

A key member of the evok social media team, Daniel is responsible for developing and executing engaging content strategies for both organic and paid campaigns. His work for Clay County and Orlando North/Seminole County includes proactively curating content, managing influencers, and growing our clients’ accounts by reaching their target audience. He also works closely with our PPC team and digital strategists to deliver integrated, cohesive marketing strategies beyond social platforms. Daniel is a team player known agency-wide for his resourcefulness and willingness to help, as well as producing results-driving, on-brand work.



Proposer shall provide a list of five (5) most recent and comparable contracts to the scope of services in this solicitation that were completed by the Offeror within the past 10 years, specifically, Destination Management Organizations. Proposer shall provide a list of all current Florida Destination Management Organization clients.

Orlando North, the Destination Marketing Organization for Seminole County, Florida

Assigned personnel: Allison Braunstein, Account Manager; Cheryl Parker, VP Client Services; Stewart Hill, VP Strategic Planning; Chris LeBlanc, VP, Creative Director; Lauren Solis, Associate Creative Director, Senior Copywriter; Lindsay Colbert, Art Director; Marla Pfaff, Production Artist; Dmitri Kostjukov, Video Editor; Daniel Bencomo, Interactive Art Director; Ashleigh Wilson, Social Media Manager; Kat Maurtua, Social Media; the rest of the evok team as needed

Scope of services: Agency of Record for Tourism Marketing and Advertising

Dollar amount of contract: \$400,000 first year budget due to COVID reduction; subsequent budgets TBD based on TDT collections

Performance results: currently under contract; services and performance ongoing

Contact information: Gui Cunha, Tourism Director, gcunha@doorlandnorth.com

Summary of service delivery: full-service marketing and advertising

Pricing and compensation terms: monthly service retainer, media billing per month actual

Final report: currently under contract with work ongoing, please see the following previous year report for our social media marketing





Executive Summary

This report encompasses the second full year of social media management for the Orlando North-Seminole County Facebook, Twitter, and Instagram profiles. Throughout the year, our content and community management efforts primarily focused on encouraging user engagement on the Do Orlando North and Play Orlando North social platforms. Our efforts also focused on continuously driving users to their respective websites with content promoting the destination's eco-tourism attractions, restaurants, and events as options for families to enjoy.

While most efforts on these social profiles were organic, we have consistently utilized a budget throughout the year to help support our content and grow the Do Orlando North and Play Orlando North social media audience. The evok team has utilized the Do Orlando North budget with a clicks-to-web ad, Twitter followers campaign, quarterly promotions, and promoted posts on all platforms.

The evok team is happy to report that our organic and paid efforts have surpassed all of the Facebook, Instagram, and Twitter goals that were set by the Orlando North-Seminole County team. You will see a full graph of these contractual goals and where each account currently stands in the following slide.

Looking forward, the evok team will reevaluate and set new goals to implement and facilitate growth across all platforms and look for additional ways to increase engagements and impressions while keeping the business goals of Orlando North-Seminole County at the forefront. We look forward to another year of partnership.



Social Media Goals

Throughout the year, the evok team has been tracking our progress for meeting and exceeding the social media goals outlined in the contract. The grid below shows the comparison of our actual performance to the contract goals for each social media platform. The total column includes both Do and Play Orlando North performance, and the variance column shows how we are meeting or exceeding all goals.

As mentioned before, we look forward to establishing new goals for Orlando North-Seminole County social platforms and are excited to help achieve them.

Social Media	Goal (Contract)	Do Orlando North Actuals	Play Orlando North Actuals	TOTAL	Variance
Date Range		03/8/19-3/8/20	03/8/19-3/8/20		
Facebook Followers	11,268	14,263	5,193	19,456	73%
Facebook Impressions	261,345	2,184,684	965,848	3,150,532	1106%
Facebook Engagements	175	89,371	34,208	123,579	70517%
Instagram Followers	1,069	1,830	250	2,080	95%
Instagram Impressions	n/a	590,452	568,033	1,158,485	
Instagram Engagements	810	3,352	1,144	4,496	455%
Twitter Followers	5,171	5,350	367	5,717	11%
Twitter Impressions	26,485	184,115	32,425	216,540	718%
Twitter Engagements	852	2810	1966	4776	461%



2019-2020 Annual Report Social Media Marketing Do Orlando North



Facebook

- Total Annual Page Likes: 14,263
- Total Annual Page Impressions: 2,184,684
- Total Annual Post Engagements: 89,371

Audience Metrics	Totals
Fans	14,263
Net Page Likes	726
Organic Page Likes	460
Paid Page Likes	568
Page Unlikes	302

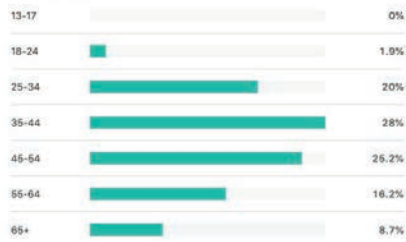
Facebook Audience Growth
See how your audience grew during the reporting period.

Net Page Likes Breakdown, by Month



Facebook Page Fan Demographics
Review your audience demographics as of the last day of the reporting period.

Audience by Age



Audience by Gender



Women between the ages of 35-44 appear to be the leading force among your fans.

Audience Top Countries

Country	Count
United States	13,440
Puerto Rico	167
Brazil	56
Vietnam	53
Mexico	50

Audience Top Cities

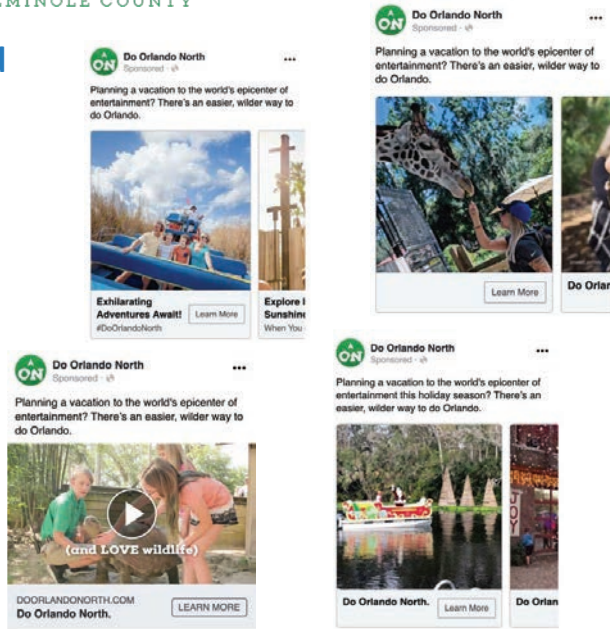
City	Count
Orlando, FL	1,769
Jacksonville, FL	1,102
Tampa, FL	507
Sanford, FL	292
Saint Petersburg, FL	269



Facebook: Clicks-to-Web Ad

Total Annual Spend and Results

- Total Spend: \$7,561.84
- Total Reach: 425,399
- Total Impressions: 921,099
- Total Link Clicks: 22,770
- CPC: \$0.33
- CTR: 2.47%

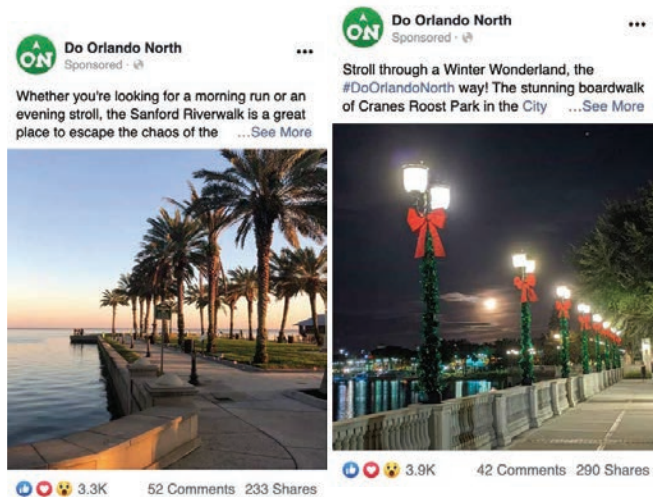


Facebook: Promoted Posts

Total Annual Spend and Results

- Total Spend: \$5,300.40
- Total Reach: 326,213
- Total Impressions: 585,281
- CPC: \$0.10
- CTR: 9.46%

Annual Top Performing Posts





Twitter

- Total Annual Twitter Followers: 5,350
- Total Annual Organic Impressions: 184,115
- Total Annual Engagements: 2,810

Twitter Performance Summary

View your key profile performance metrics from the reporting period.

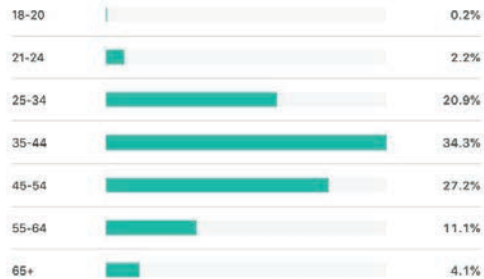
Impressions 184,115 ↘ 8%	Engagements 2,810 ↗ 33.8%	Post Link Clicks 61 ↗ 32.6%
------------------------------------	-------------------------------------	---------------------------------------



Twitter Audience Demographics

Review your audience demographics as of the last day of the reporting period.

Audience by Age



Audience by Gender



Men and people between the ages of 35-44 appear to be the leading force among your followers.





Twitter: Promoted Tweets

Total Annual Spend and Results

- Total Spent: \$1,668.51
- Total Impressions: 223,356
- Cost Per Engagement: \$0.06

Annual Top Performing Posts



Twitter: Visit Florida Travel Chats

Twitter is where we see a spike in engagement through the Visit Florida travel chats. Considering the shelf life of a tweet hovers around 18 minutes, these fast-paced Twitter chats are a great way to get your tweets noticed. The evok team will begin researching different travel chats to join catering to travel and where we aim to engage with influencers, young families, and adventure-seekers. Below are screenshots of posts throughout the year that gained attention from Visit Florida, the host of #FLTravelChat.



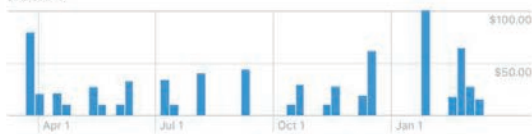


Twitter Followers Campaign

Total Annual Spend and Results

- Total Spent: \$716,26
- Total Impressions: 91,867
- Cost Per Result: \$3.09
- Total Follows Generated: 232

Spend
\$716.26



Impressions
91,867



Instagram

- Total Annual Followers: 1,830
- Total Annual Organic Engagements: 3,352
- Total Annual Organic Impressions: 590,452

doorlandonorth
Wed 8/14/2019 9:13 am PDT

The trails in #DoOrlandoNorth can lead to some magical stops. Not only is this a well-known mural in the area, but it is also a restaurant, Santiago's

Total Engagements	91
Likes	84
Comments	4
Saves	3

doorlandonorth
Wed 4/17/2019 6:22 am PDT

Celebrate getting over the hump *day* by kayaking at Wekiva Springs State Park. 🌞 It's a perfect way to enjoy some fun in the sun. #DoOrlandoNorth

Total Engagements	90
Likes	81
Comments	9
Saves	0

doorlandonorth
Tue 3/26/2019 6:52 am PDT

Humans aren't the only ones who enjoy trips to #DoOrlandoNorth! 🐾 📍: @discobalx

Total Engagements	90
Likes	84
Comments	6
Saves	0

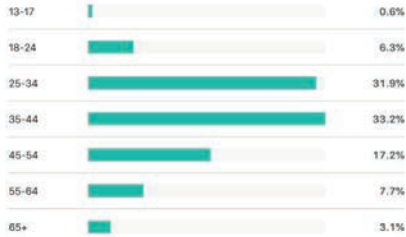


ORLANDONORTH SEMINOLE COUNTY

Instagram Audience Demographics

Review your audience demographics as of the last day of the reporting period.

Audience by Age



Audience by Gender



Women between the ages of 35-44 appear to be the leading force among your fans.

Audience Top Countries

United States	1,605
Brazil	22
United Kingdom	7
Canada	6
Portugal	4

Audience Top Cities

Orlando, Florida	530
Sanford, Florida	135
Lake Mary, Florida	64
Longwood, Florida	47
Tampa, Florida	38

Instagram: Promoted Posts

Annual Top Performing Posts

Total Annual Spend and Results

- Total Spent: \$3,070.83
- Total Promoted Reach: 97,796
- Total Promoted Impressions: 442,838
- Total Promoted Engagements: 69,906





2019-2020 Annual Report Quarterly Social Promotions Recap Do Orlando North



Summer at the Springs Promotion

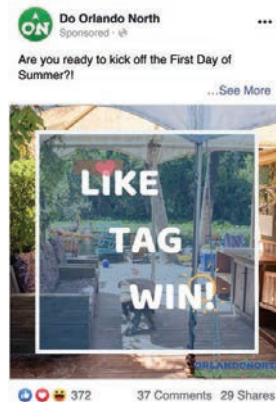
- Ran on Facebook from June 19-25, 2019
- Targeted 21+ years old in target demo in our drive market
- Total Spend: \$201.44
- Total Impressions: 10,849

Promotion Goals:

- 600 total contest engagements
- 65 new Facebook fans

Promotion Results:

- 483 total contest engagements
- 6 new Facebook fans





#FallForOrlandoNorth Promotion

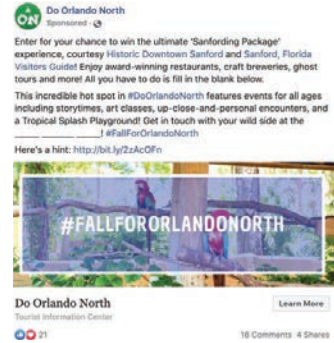
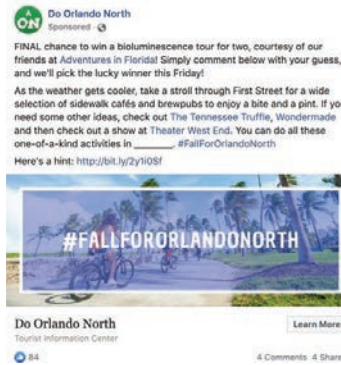
- Ran on Facebook from September 9-23, 2019
- Prize included: Multiple prizes from our partners, varying from bioluminescence tours to a “Sanfording Package”
- Targeted demo in our drive market

Promotion Goals:

- 20 new Facebook fans
- 125 new contest engagements
- 2,000 link clicks

Promotion Results:

- 20 new Facebook fans
- 581 contest engagements
- 2,098 link clicks



#DoOrlandoTogether Promotion

- Ran on Instagram from November 4-29, 2019
- Prize included: Multiple prizes from our partners, varying from gift cards to bioluminescence tours
- Targeted demo in our drive market

Promotion Goals:

- 30 new followers
- 500 engagements
- 8,000 reached

Promotion Results:

- 60+ new followers
- 2,000+ engagements
- 5,128 reached





#DoOrlandoNorth with the one you LOVE Promotion

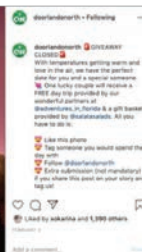
- Ran on Instagram from February 3-13, 2020
- Prize included: A day trip provided by Adventures in Florida and a gift basket from Salata
- Targeted couples demo in our drive market

Promotion Goals:

- 15 new followers
- 500 engagements
- 50 entries

Promotion Results:

- 35 new followers
- 14,000+ engagements
- 45 entries



2019-2020 Annual Report

Social Media Marketing

Play Orlando North





Facebook

- Total Annual Page Likes: 5,193
- Total Annual Page Impressions: 965,848
- Total Annual Page Engagements: 34,209

Facebook Performance Summary

View your key profile performance metrics from the reporting period.

Impressions

965,848 ↗ 459%

Engagements

34,208 ↗ 255%

Post Link Clicks

384 ↗ 161%



Facebook Page Fan Demographics

Review your audience demographics as of the last day of the reporting period.

Audience by Age



Audience by Gender



Women between the ages of 25-34 appear to be the leading force among your fans.

Audience Top Countries

United States	5,105
Puerto Rico	21
Mexico	16
India	5
Colombia	4

Audience Top Cities

Miami, FL	195
Orlando, FL	167
Jacksonville, FL	118
Atlanta, GA	95
Memphis, TN	86



Facebook: Promoted Posts

Total Annual Spend and Results

- Total Spend: \$3,760.74
- Total Reach: 165,112
- Total Impressions: 289,740
- CPC: \$0.15
- CTR: 8.72%

Annual Top Performing Posts

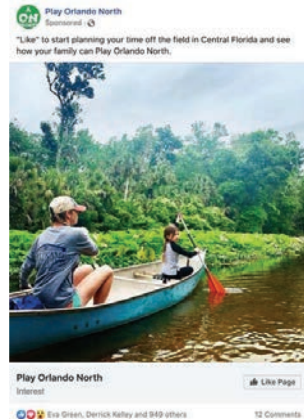


Facebook: Page Likes Ad

Total Annual Spend and Results

- Total Spend: \$4,112.66
- Total Likes: 4,482
- Total Reach: 67,229
- Total Impressions: 165,805
- CPR: \$0.92

Annual Top Performing Posts





Twitter

- Total Annual Twitter Followers: 367
- Total Annual Organic Impressions: 32,425
- Total Annual Engagements: 1,966

Twitter Performance Summary

View your key profile performance metrics from the reporting period.

Impressions
32,425 ↘4.7%

Engagements
1,966 ↗362%

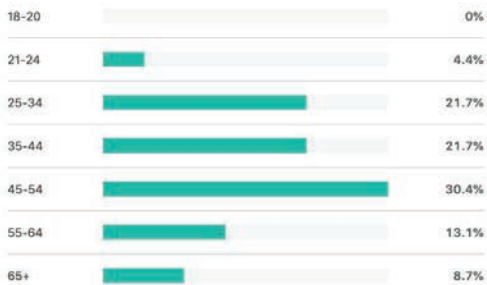
Post Link Clicks
24 ↗50%



Twitter Audience Demographics

Review your audience demographics as of the last day of the reporting period.

Audience by Age



Audience by Gender



Men and people between the ages of 45-54 appear to be the leading force among your followers.



Twitter: Promoted Posts

Total Annual Spend and Results

- Total Spent: \$2,068.43
- Total Impressions: 270,696
- Cost Per Engagement: \$0.06
- Engagement Rate: 13.53%

Annual Top Performing Posts



That aerial shot though. 📸 BOOMBAH Sports Complex in Sanford is one of the many facilities for you to #PlayOrlandoNorth. Check out a list of the rest of the parks and complexes here: bit.ly/2rhJOBn



Like if you're taking the team for pizza tonight. RT if it's from @MrZsSanford! 🍕



Instagram

- Total Annual Followers: 250
- Total Annual Impressions: 568,033
- Total Annual Organic Engagements: 1,144

Instagram Performance Summary

View your key profile performance metrics from the reporting period.

Impressions

568,033 ↗ 593%

Engagements

1,144 ↗ 14.1%

Profile Actions

14 ↗ 367%

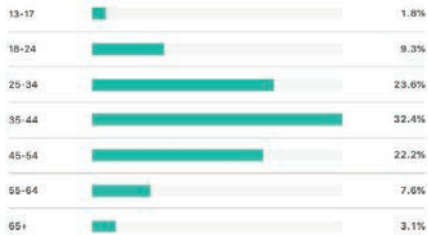


ORLANDONORTH SEMINOLE COUNTY

Instagram Audience Demographics

Review your audience demographics as of the last day of the reporting period.

Audience by Age



Audience by Gender



Women between the ages of 35-44 appear to be the leading force among your fans.

Audience Top Countries

Country	Count
United States	217
Italy	2
Bangladesh	1
China	1
Colombia	1

Audience Top Cities

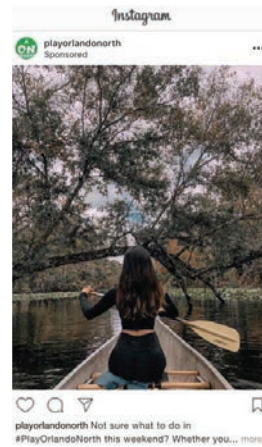
City	Count
Orlando, Florida	60
Sanford, Florida	32
Lake Mary, Florida	12
Heathrow, Florida	7
Longwood, Florida	6

Instagram: Promoted Posts

Annual Top Performing Posts

Total Annual Spend and Results

- Total Spent: \$3,316.33
- Total Promoted Reach: 257,340
- Total Promoted Impressions: 482,086
- Total Promoted Engagements: 70,052



Visit Sebring, the Destination Marketing Organization for Highlands County, Florida

Assigned personnel: Allison Braunstein, Account Manager; Cheryl Parker, VP Client Services; Stewart Hill, VP Strategic Planning; Chris LeBlanc, VP, Creative Director; Lauren Solis, Associate Creative Director, Senior Copywriter; Lindsay Colbert, Art Director; Marla Pfaff, Production Artist; Dmitri Kostjukov, Video Editor; Daniel Bencomo, Interactive Art Director; Ashleigh Wilson, Social Media Manager; Kat Maurtua, Social Media; the rest of the evok team as needed

Scope of services: Agency of Record for Tourism Marketing and Advertising

Dollar amount of contract: \$79,000+ annual budget; \$49,000 website contract

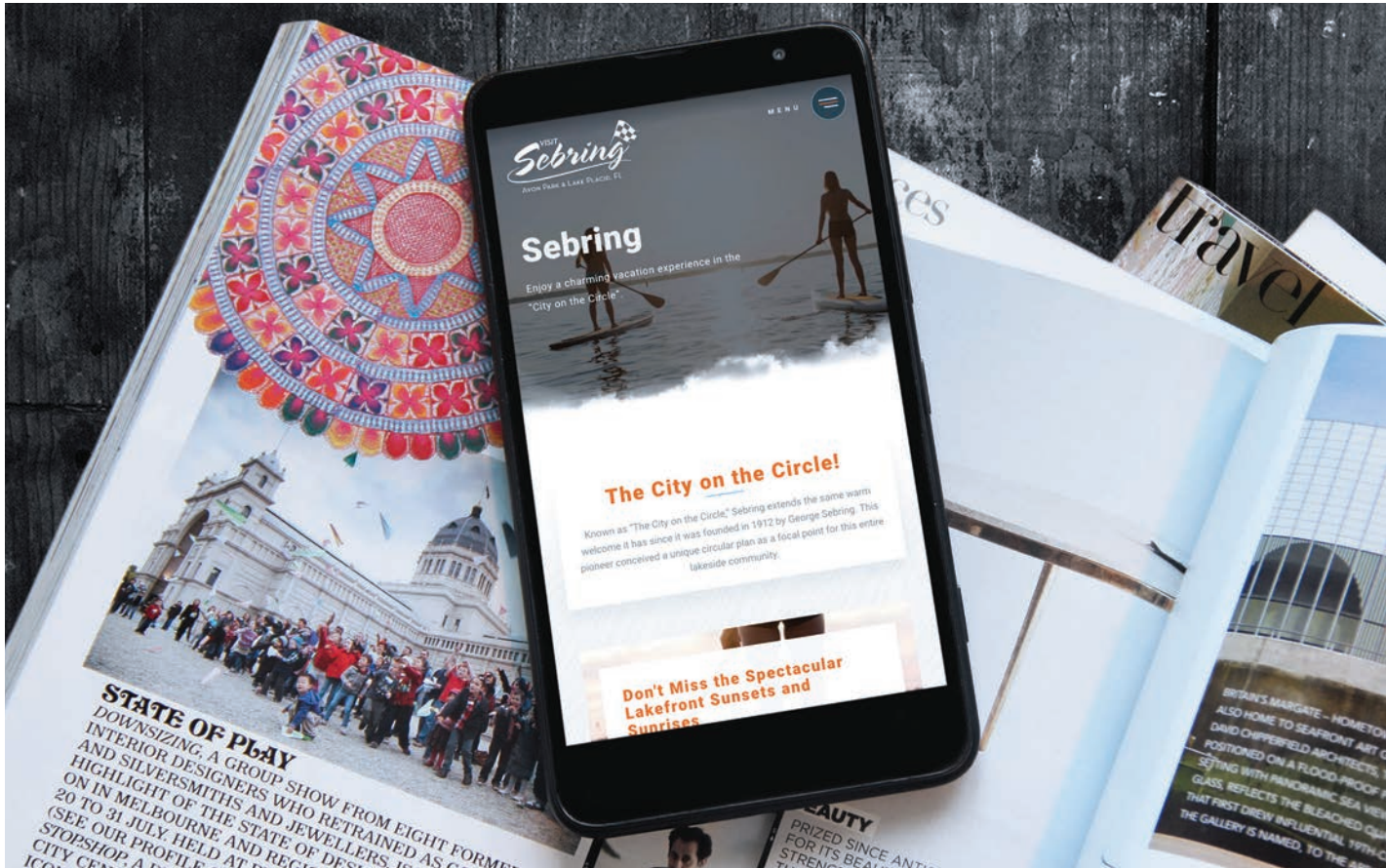
Performance results: currently under contract; services and performance ongoing

Contact information: Casey Wohll-Hart, Marketing Director, casey.wohl@yahoo.com

Summary of service delivery: full-service marketing and advertising

Pricing and compensation terms: monthly service retainer, media billing per month actual

Final report: currently under contract with work ongoing, please see the following pages for last fiscal year report



Client Reporting

Visit Sebring Reporting
Fiscal YTD
Oct. 1, 2019 - Aug. 9, 2020



Executive Summary

This report includes data from Fiscal Year 2020 (October 1, 2019 to August 9, 2020).

Per our contract, here are our Year Three Minimum Goals (FY '19-20):

- Sessions: 250,560 (20,880/monthly average)
- Users: 205,632 (17,136/monthly average)
- Page views: 593,568 (49,464/monthly average)
- Pages/session: 4.09
- Average session duration: 2.47 mins

Here is where we currently stand with our goals as of August 9th, 2020:

- Sessions: **310,623 (30,000/monthly average) 114%+ YoY**
- Users: **220,486 (22,000/monthly average) 83%+ YoY**
- Page views: **552,969 (55,250/monthly average) 155%+ YoY**
- Pages/session: 1.78 pages
- Average session duration: 0.46 mins

Here is our projection for the end of FY 2020:

- Sessions: 370,560 sessions
- Users: 264,632 users
- Page views: 633,469 page views
- Pages/session: 2.00 pages
- Average session duration: 0.47 mins

Overall, we are on track to exceed our goals by 80% or more increase in our three main areas: sessions, users, and page views. The only areas we are unable to increase to the proposed goals are the "pages/session" and "average session duration" metrics. Although we are behind the metrics, we are still positively impacting those numbers year over year, including our "pages per session" metric which increased so far this Fiscal Year by over 19%. Our "average session duration" decreased slightly this year, which is directly related to the COVID-19 pandemic and social unrest in our country. We saw this number start to decrease in April, but begin picking up again in June, and July saw a 20% increase from April and May. As more COVID-appropriate activities open up and more people start leaving their homes more, we anticipate these numbers increasing back to pre-COVID levels by the end of the calendar year 2020. We have suggested over the past year to increase our video and written content on the website to help improve these numbers. But of course, unfortunately, we ran into a few roadblocks that we could not foresee, including a global pandemic.

For our paid efforts, we did see significant strides in our number of impressions and clicks, which totaled over 22 million impressions and over 237,000 clicks. These two factors drive a lot of traffic to the website this past Fiscal Year.



Fiscal Year 2021 Goals

As we move forward into another Fiscal Year, we propose setting more attainable goals for the "Pages/session" and "average session duration" metrics. We also would like to implement more videos and content being added to the website to help us achieve these goals. A one-minute video on the homepage could significantly increase the "average session duration", which is just one idea to meet our goals for FY 2021.

Here are the goals we propose for Fiscal Year 2021:

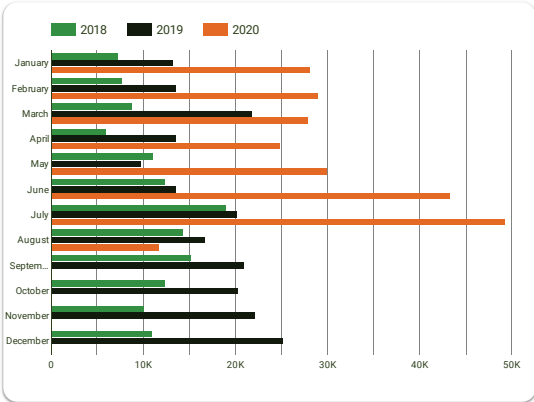
- **Website Sessions:** 300,000 sessions
- **Total Users:** 275,000 users
- **Page views:** 650,000 page views
- **Pages/session:** 2.50
- **Average session duration:** 1.00 minute
- **Impressions (PPC):** 25,000,000 impressions
- **Total Clicks (PPC):** 300,000 clicks
- **CPC for PPC campaigns:** \$1.00 or less (average for the year)



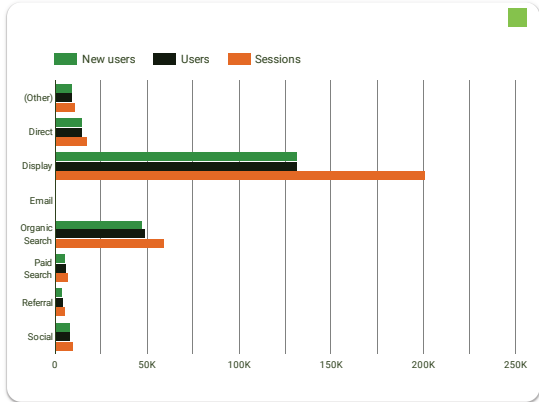
Channel group -



Traffic Trends: Total Sessions by Month



Traffic by Channel: Sessions, Users & New Users this Month

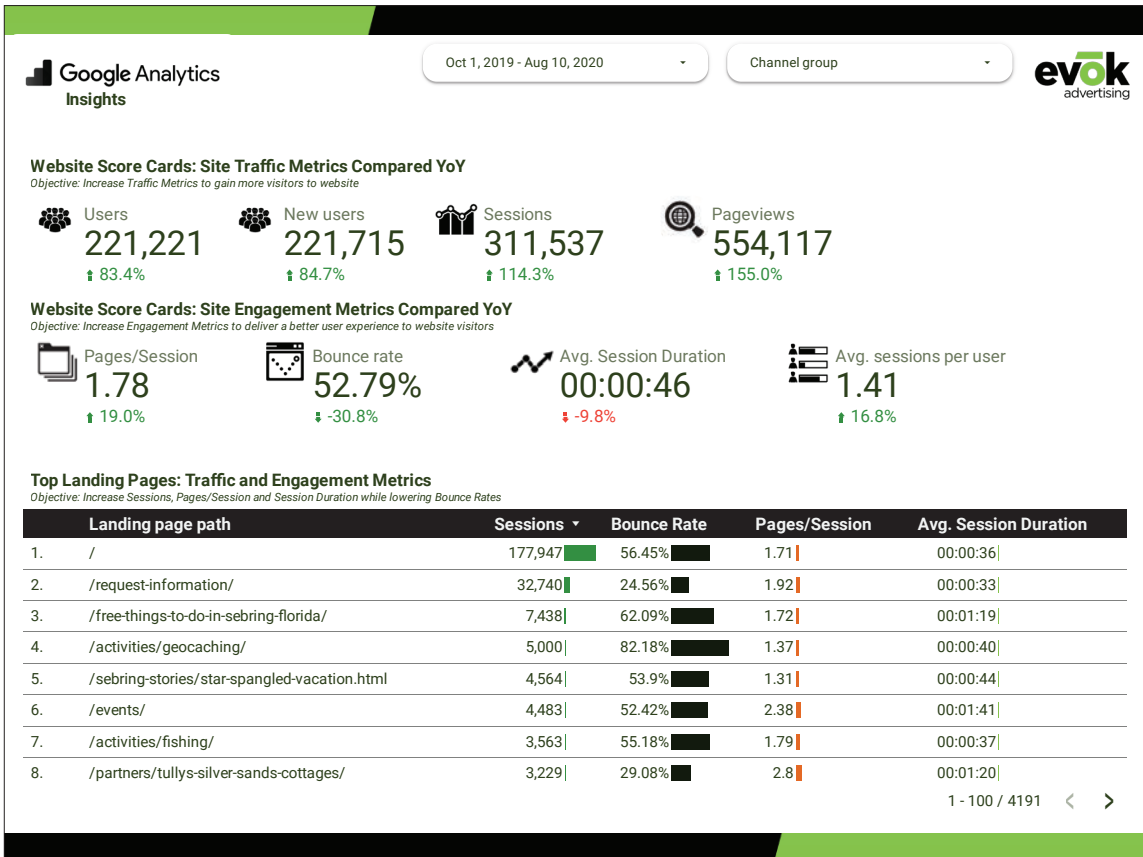
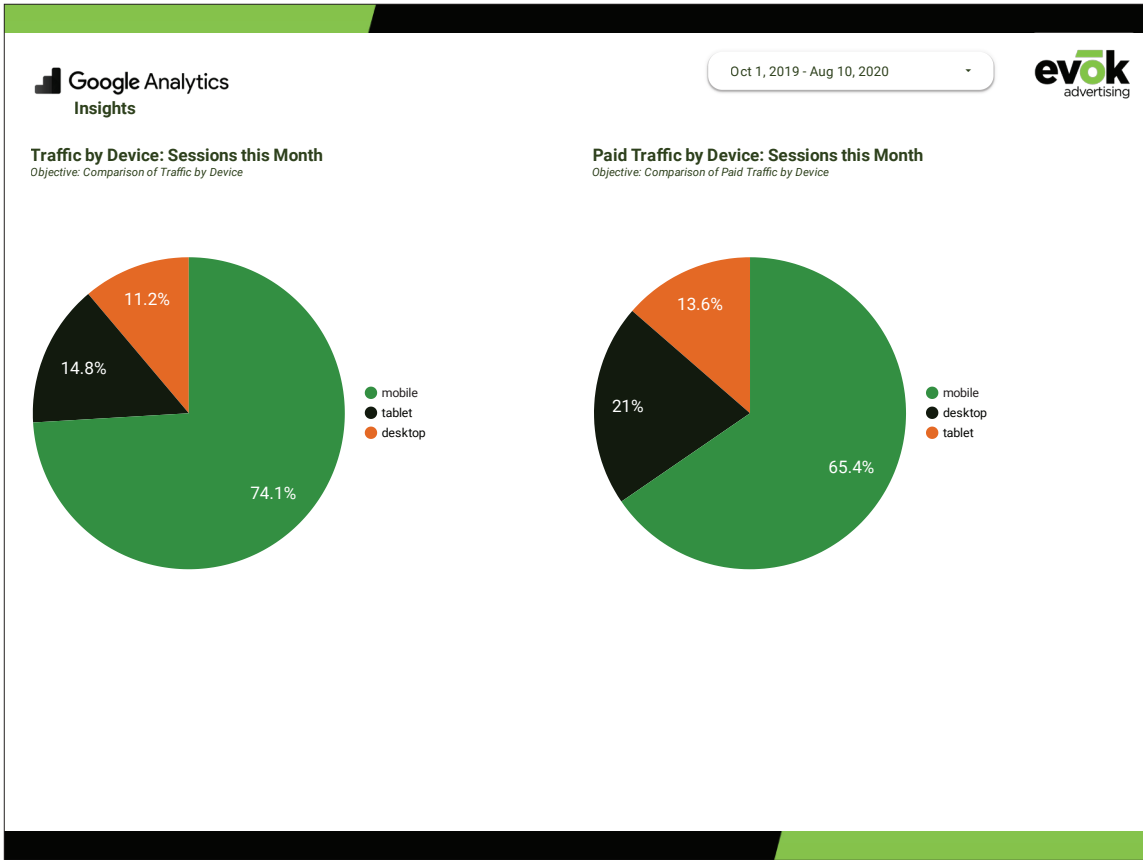


Top Referral Sources: Traffic and Engagement Metrics

Objective: Increase Sessions, Pages/Session and Session Duration while lowering Bounce Rates

Source / Medium	Sessions	Avg. pageviews per session	Sessions	Bounce rate
1. google / cpc	207,288	1.7	207,288	52.03%
2. google / organic	56,544	1.95	56,544	53.97%
3. (direct) / (none)	17,781	2.1	17,781	59.69%
4. m.facebook.com / referral	8,077	1.75	8,077	46.04%
5. madden / sacontent	3,751	1.06	3,751	65.08%

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Oct 1, 2019 - Aug 10, 2020

Geographical Breakdown of Audience: Drill Down Report based on Geolocation IP

Objective: Increase demographic insights of future visitors to the website

City	Sessions	% New Sessions	New Users	Bounce Rate	Pages/Session	Avg. Session Duration
1. Orlando	34,017	75.24%	25,594	66.05%	1.57	00:00:38
2. (not set)	20,360	60.8%	12,378	55.52%	1.74	00:00:42
3. Tampa	15,529	73.89%	11,474	56.26%	1.71	00:00:45
4. Miami	12,992	73.78%	9,586	62.15%	1.6	00:00:40
5. Sebring	12,263	71.74%	8,798	52.63%	1.98	00:01:10
6. San Juan	7,703	41.5%	3,197	62.47%	1.67	00:00:34
7. Brandon	5,501	74.42%	4,094	36.84%	1.9	00:00:30
8. Cape Coral	5,097	75.44%	3,845	50.3%	1.88	00:00:50
9. Hialeah	4,027	70.65%	2,845	30.63%	2.05	00:00:43
10. Avon Park	3,284	74.85%	2,458	53.93%	1.85	00:01:04
11. Kissimmee	2,872	70.61%	2,028	34.01%	1.96	00:00:33
12. Chicago	2,395	88.48%	2,119	76.9%	1.44	00:00:27
13. Jacksonville	2,310	76.19%	1,760	58.87%	1.66	00:00:40
14. Atlanta	2,157	75.34%	1,625	64.38%	1.55	00:00:40
15. Lehigh Acres	2,089	76.74%	1,603	51.17%	1.89	00:00:53
16. Bogota	1,871	42.17%	789	65.37%	1.53	00:00:28
17. Lakeland	1,794	75.42%	1,353	48.52%	1.74	00:00:33
18. New York	1,755	73.96%	1,298	44.44%	1.76	00:00:36
19. Bay Lake	1,691	85.69%	1,449	70.43%	1.44	00:00:25

1 - 100 / 6959 < >

Google AdWords: Summary of All PPC Metrics Oct 1, 2019 - Aug 9, 2020

Objective: Increase Impressions, Clicks and CTR. Lower Cost and CPC.

Impressions
22,839,355
± 766.08%

Clicks
238,169
± 183.06%

CTR
1.04%
± -67.32%

Cost
\$26,060.73
± 7.65%

CPC
\$0.11
± -61.97%

Google AdWords: Summary of Search Campaigns

Objective: Increase Impressions, Clicks and CTR.

Campaign	Impressions	% Δ	Clicks	% Δ	CTR	% Δ
1. Events	54,986	-76.9%	2,929	-80.5%	5.33%	-15.5%
2. Fishing	100,595	-60.9%	2,553	-62.2%	2.54%	-3.4%
3. Arts and Culture	9,603	-89.7%	952	-70.2%	9.91%	190.2%
4. Golf	12,963	-9.2%	829	-8.1%	6.4%	1.2%

Google AdWords: Summary of Display Campaigns

Objective: Increase Impressions, Clicks and CTR.

Campaign	Impressions	% Δ	Clicks	% Δ	CTR	% Δ
1. Display Prospecting	20,890,097	2,202.0%	187,903	2,000.6%	0.9%	-8.7%
2. Display Remarketing	1,721,202	101.5%	31,317	346.9%	1.82%	121.8%
















Google AdWords: Summary of Email Display Campaigns

Objective: Increase Impressions, Clicks and CTR.

Campaign	Impressions	% Δ	Clicks	% Δ	CTR	% Δ
1. Gmail - Affinity	30,791	-64.7%	6,955	-70.6%	22.59%	-16.7%
2. Gmail - In-Market	9,095	-79.8%	2,781	-77.5%	30.58%	10.9%
3. Gmail - Topics	7,491	-7.2%	1,552	2.5%	20.72%	10.5%
4. Gmail - Keywords	2,532	-28.5%	398	-54.6%	15.72%	-36.5%

Google AdWords: Summary of Search Campaigns Oct 1, 2019 - Aug 9, 2020
















Objective: Summarize Impressions, Clicks and CTR by Ad Group

	Ad type	Campaign name	Ad group name	Impressions ▾	Clicks	CTR
1.	Expanded text ad	Fishing	Central Florida Fishing	49,581 	1,243 	2.51% 
2.	Expanded text ad	Events	Events (General)	46,364 	2,553 	5.51% 
3.	Responsive search ad	Fishing	Central Florida Fishing	23,707 	565 	2.38% 
4.	Responsive search ad	Events	Events (General)	8,622 	376 	4.36% 
5.	Responsive search ad	Fishing	Sebring Fishing	6,867 	180 	2.62% 

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Google AdWords: Summary of Display Campaigns Oct 1, 2019 - Aug 9, 2020































Objective: Summarize Impressions, Clicks and CTR by Ad Group

	Ad type	Campaign name	Ad group name	Impressions ▾	Clicks	CTR
1.	Responsive display ad	Display Prospecting	Prospecting	20,890,094 	187,903 	0.9% 
2.	Responsive display ad	Display Remarketing	Remarketing	870,697 	19,341 	2.22% 
3.	Responsive ad	Display Remarketing	Remarketing	850,505 	11,976 	1.41% 
4.	Display ad	Gmail - Affinity	Arts & Culture	13,471 	1,374 	10.2% 
5.	Gmail ad	Gmail - Affinity	Fishing	9,035 	2,329 	25.78% 

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Google AdWords: Summary of Search Keyword Performance

Objective: Summarize Impressions, Clicks and CTR by Keyword

	Campaign name	Ad group name	Keyword text	Clicks	Impressions ▾	CTR
1.	Fishing	Central Florida Fishing	florida lakes	816 	27,945 	2.92% 
2.	Fishing	Central Florida Fishing	fishing in florida	462 	23,768 	1.94% 
3.	Events	Events (General)	sebring florida	632 	17,920 	3.53% 
4.	Events	Events (General)	sebring events	575 	7,837 	7.34% 
5.	Events	Events (General)	event calendar	341 	7,557 	4.51% 
6.	Fishing	Sebring Fishing	fishing lakes florida	197 	7,525 	2.62% 
7.	Fishing	Lake Placid Fishing	fishing lakes florida	173 	5,774 	3% 
8.	Fishing	Central Florida Fishing	fishing lakes florida	172 	5,660 	3.04% 
9.	Fishing	Avon Park Fishing	fishing lakes florida	121 	5,576 	2.17% 
10.	Events	Events (General)	sebring raceway schedule	265 	4,907 	5.4% 

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Discover Crystal River Florida, the Destination Marketing Organization for Citrus County, Florida

Assigned personnel: Kathy Fordham, Account Manager; Cheryl Parker, VP Client Services; Stewart Hill, VP Strategic Planning; Chris LeBlanc, VP, Creative Director; Lauren Solis, Associate Creative Director, Senior Copywriter; Lindsay Colbert, Art Director; Marla Pfaff, Production Artist; Dmitri Kostjukov, Video Editor; Daniel Bencomo, Interactive Art Director; Ashleigh Wilson, Social Media Manager; Kat Murtua, Social Media; the rest of the evok team as needed

Scope of services: Agency of Record for Tourism Marketing and Advertising 2016-2019

Dollar amount of contract: \$500,000 annual budget

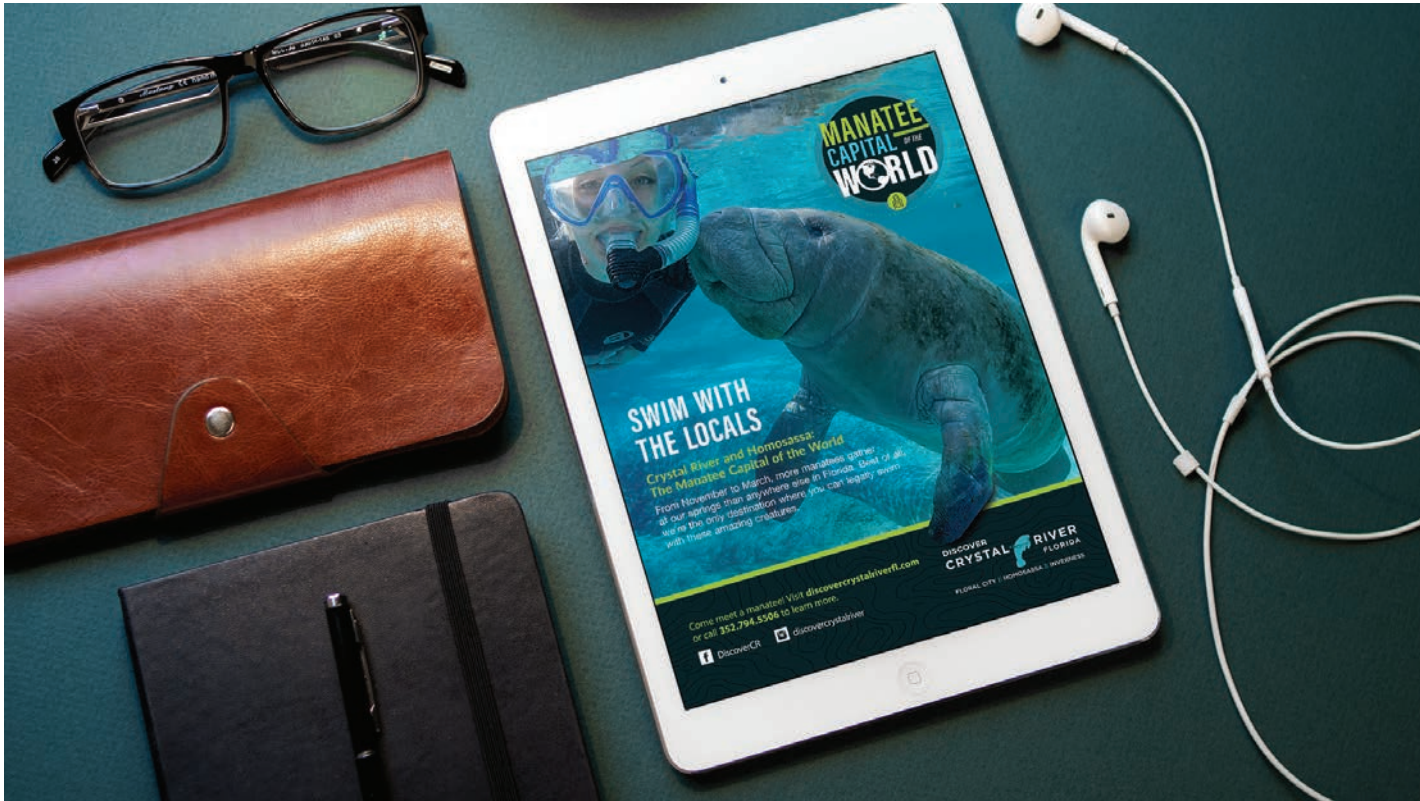
Performance results: increases in all tourism marketing components and KPIs

Contact information: John Pricher, Executive Director, John.Pricher@visitcitrus.com

Summary of service delivery: full-service marketing and advertising

Pricing and compensation terms: monthly service retainer, media billing per month actual

Final report: please see the following pages



Return on Investment from evok's

tourism advertising

The team at evok understands fully that our job is to produce results, and we work tirelessly to accomplish just that for all of our clients.

The way we measure those results and how they translate into the return on spend or return on investment is detailed in our client reports.

We provide detail on all of our marketing efforts, the subsequent results and the ROI realized from those efforts. We compile that information into monthly reports that we share and review with you, and from which we can continuously refine and optimize our approach and campaigns as we move forward.

Regarding reporting specifically on the economic impact of the County's tourism marketing efforts, please see the following document we created that reports the effect of our tourism advertising for Citrus County/Discover Crystal River Florida.

Annual Visitor Impact 2018



Visitors' Economic Impact

2017 \$251M
 2018 \$278M

Growth +10.7%

Tourism Related Jobs



4,660 Total
 Wages = \$149.9M

Direct Spending by Domestic and International Visitors

2017 \$150M
 2018 \$166M

Growth +10.7%

Visitor-Growth from Statewide to Worldwide

Markets	2017	2018	Growth
Florida	260,700	281,600	8%
US	186,800	195,100	4.4%
International	44,200	55,200	24.9%

Top Reasons for Visits



Vacation



Manatees



Weekend Getaway



Visiting Friends



Fishing



Scalloping

Who is our average visitor?

Age: 50 Time here: 3 days
 Income: \$92,000 Average spent: \$1,000.86

77.5%

of visitors who saw, heard or read a message about Citrus County were influenced to plan a visit.

Total Visitors

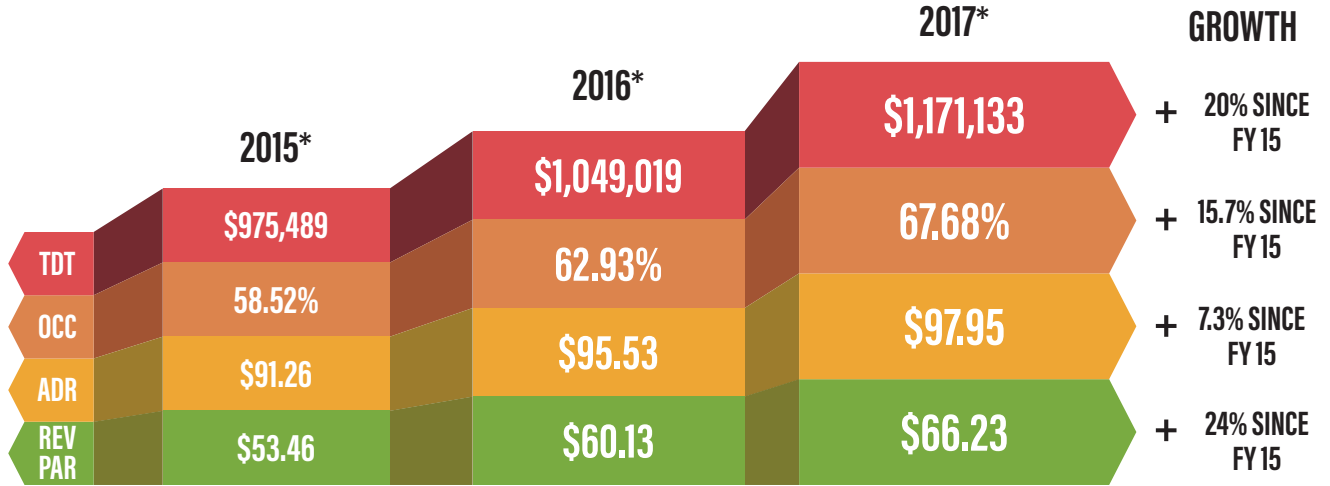
2017 491,700
 2018 531,900

Growth + 8.2%

Annual Visitor Impact 2018



Key Lodging Metrics

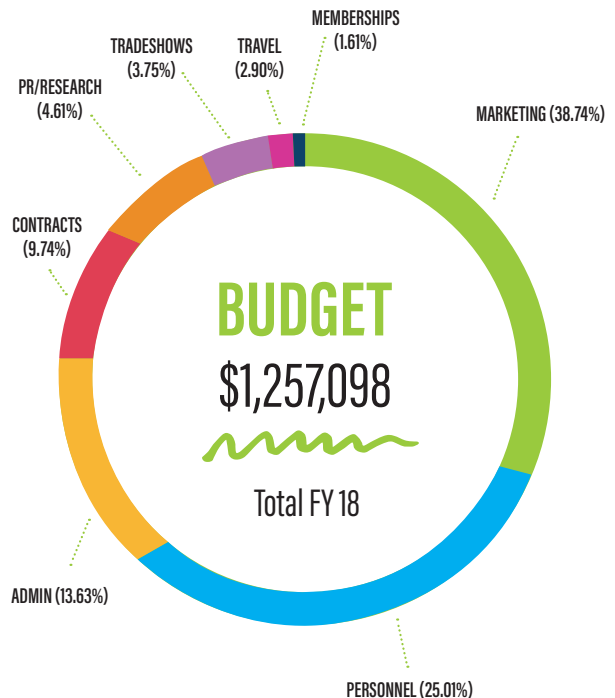


TDT = Tourist Development Tax OCC = Occupancy ADR = Avg. Daily Rate REV PAR = Revenue per Avail Room
 *Based on Fiscal Year Sept. 30 to Oct. 1 and TDT of 3%

Local Taxes Revenue

\$13.5M from levied state and local taxes

Local taxes paid by visitors support important programs to Citrus County residents such as infrastructure, cultural, public safety, schools and environmental programs.



Annual Visitor Impact 2018



Top Social Media Accounts

Facebook Followers: Discover Crystal River Florida

2017	128,500	Growth + 26%
2018	161,545	

Facebook Followers: Crystal River Fishing

2017	1,625	Growth + 293%
2018	6,382	

Instagram Followers: @DiscoverCrystalRiver

2017	5,340	Growth + 54%
2018	8,200	

Public Relations

- Conducted 50 media and trade trips
- 95 total participants
- 35% Domestic, 65% International



Website Growth: DiscoverCrystalRiverFL.com



Increase in Website Metrics from 2017 to 2018:

Sessions	354,177	2.0%	↑
Page Views	616,449	6.1%	↑
Pages/Session	1.74	3.0%	↑
Average Session Duration	1:37	14.2%	↑

Guadeloupe Islands Tourism Agency

Assigned personnel: Allison Braunstein, Account Manager; Stewart Hill, VP Strategic Planning; Chris LeBlanc, VP, Creative Director; Lauren Solis, Associate Creative Director, Senior Copywriter; Lindsay Colbert, Art Director; Marla Pfaff, Production Artist; Dmitri Kostjukov, Video Editor; Daniel Bencomo, Interactive Art Director; the rest of the evok team as needed

Scope of services: Creative Services for Tourism Marketing and Advertising

Dollar amount of contract: \$35,000 annual budget

Performance results: creative services contract only; successful completion of all assigned projects

Contact information: Audrey Yacou, Senior Marketing Coordinator, Audrey.Yacou@atout-france.fr

Summary of service delivery: creative projects

Pricing and compensation terms: estimated and billed per project

Final report: work ongoing, creative projects only

Ocala/Marion County Visitors and Convention Bureau

Assigned personnel: Kathy Fordham, Account Manager; Cheryl Parker, VP Client Services; Stewart Hill, VP Strategic Planning; Chris LeBlanc, VP, Creative Director; Lauren Solis, Associate Creative Director, Senior Copywriter; Lindsay Colbert, Art Director; Marla Pfaff, Production Artist; Dmitri Kostjukov, Video Editor; Daniel Bencomo, Interactive Art Director; Ashleigh Wilson, Social Media Manager; Kat Maurtua, Social Media; the rest of the evok team as needed

Scope of services: Agency of Record for Tourism Marketing and Advertising 2013–2018

Dollar amount of contract: \$400,000+ annual budget

Performance results: increases in all tourism marketing components and KPIs

Contact information: Loretta Shaffer, Executive Director, loretta.shaffer@marioncountyfl.org

Summary of service delivery: full-service marketing and advertising

Pricing and compensation terms: monthly service retainer, media billing per month actual

Final report: Please see the following summary of our work for Ocala/Marion County

Ocala/Marion County VCB Tourism Marketing Results

Our efforts for the Ocala/Marion County VCB resulted in a Henry statue from VISIT FLORIDA for the best overall tourism website in the state, a Golden Image Award from the Florida Public Relations Association for Top Social Media Engagement in the State of Florida, as well as Adrian Awards from the Hospitality Sales and Marketing Association International. Overall, our efforts resulted in:

16.2%
increase in
occupancy rates

\$30.83 to \$68.08
growth in RevPAR
in the region

236%
increase in Ocala/Marion
visitation outpacing the
state of Florida

On the social media landscape, we also helped Ocala/Marion County's reach and audience engagement grow astronomically, with:

220,000+
Facebook followers, up from
2,000 in just over 4 years

11.6 Million
engaged users

1,094%
increase in stories
created through shares

1,137%
increase in total reach

505%
increase in organic impressions

Recognition



HSMIA Adrian Awards



VISIT FLORIDA Henry Award



FPRA Golden Image Award



American Advertising Federation ADDY Awards

Proposer shall provide relevant experience, creative development process, project management process, and agency creative examples. Information provided shall include the following:

a. Five (5) years of experience in Florida tourism.

Tourism Marketing Since 2002

Evok has been providing Florida tourism marketing and advertising services since our founding in 2002. We have worked with Florida destinations, hotels and resorts, restaurants, attractions and airports. We have a thorough understanding of Florida tourism and how to drive visitation and success.

b. Examples of an effective brand strategy for previous destinations according to the scope.



Ocala/Marion County VCB: Brand Development and Tourism Marketing

We served as the full-service agency of record for the Ocala/Marion County Visitors and Convention Bureau from 2013–2018. During that time, our work resulted in a 236% increase in county visitation, outpacing the state of Florida, and a growth in RevPAR for the region from \$30.83 to \$68.08. Additional results can be seen within the following case study.

We will use our experience, knowledge and skills to bring similar positive results and growth to Columbia County Tourism.

CASE STUDY | Ocala/Marion County Visitors & Convention Bureau

Brand Development and Integrated Marketing



ideas.

In need of an updated brand identity, communications strategy, creative campaign collateral and efficient public relations and social media outreach, the Ocala/Marion County Visitors and Convention Bureau engaged our agency to provide an integrated solution.

Following community meetings in all five County Commissioner districts, we combined our findings to narrow our efforts to three main marketing objectives:

- Attract individual and group visitors to Ocala/Marion County.
- Engage partners within the industry to enhance available resources and coordinate promotional activities.
- Add value to the visitor experience to encourage extended stays and return visits.

work.

Brand Development

Our work to create a revitalized brand identity for the VCB included a new logo, tagline, brand standards guide and full collateral suite. To build a library of photos and videos that adhered to the updated brand, we enlisted locals through social media to participate in a two-day, on-location photo shoot. This initiative not only saved precious budget dollars, it was also incredibly useful in generating a bank of images ready for use within a variety of marketing efforts throughout our creative campaign.

Our team also redesigned the County's website, OcalaMarion.com, to include a fully responsive, dynamic theme concentrating on user experience, as well as an Itinerary Builder utilizing predictive modeling technology to suggest activities in the region based on visitors' online behavior and interests.

CASE STUDY | Ocala/Marion County Visitors & Convention Bureau



New Brand



Previous Brand



City Color Bar



Color Palette



Brand Style Mood Board



Brand Standards Manual

PROJECT SPOTLIGHT | Hendry County Tourism Brand Development

Brand Development, Website and Marketing

Evok worked closely with the Hendry County Tourism Development Council to develop an elevated tourism brand and carry that brand out across a new, immersive website, and compelling sales and marketing components.

Brand Development

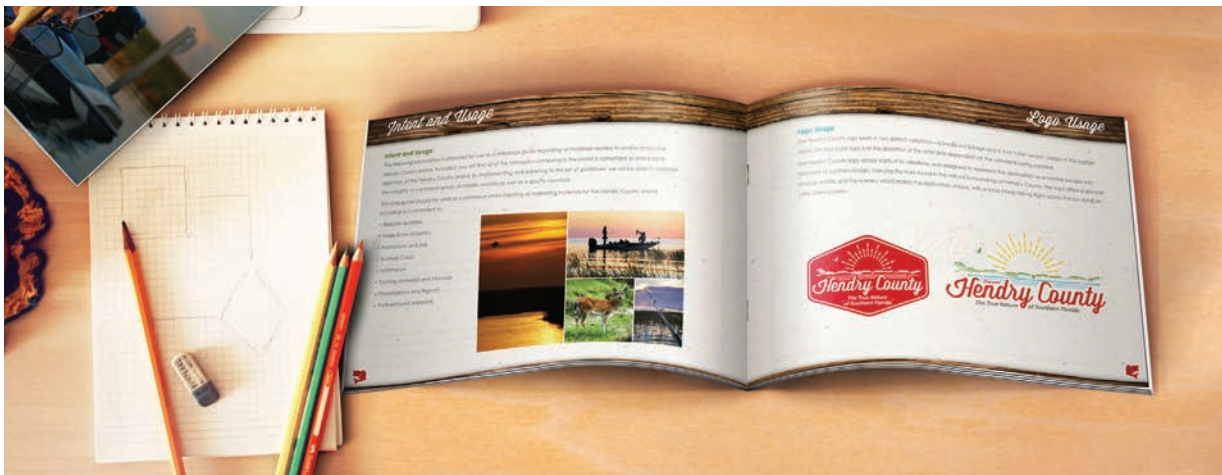
The Hendry County logo, across each of its variations, was designed to represent the destination as a natural escape into the heart of southern Florida. Carrying the hues found in the natural surroundings of Hendry County, the logo offers a glimpse at local wildlife and the scenery, which makes the destination unique with a sand crane taking flight across, a bass in the horizon and the sun rising on Lake Okeechobee.

Website Design and Development

We carried the new Hendry County brand across digital channels with an updated, responsive website. To facilitate navigation, we divided the website content across three major sections—Discover, Things to Do and Stay—and created intuitive menus, category pages and partner pages with contact information.



Logo Redesigns



Brand Guide

PROJECT SPOTLIGHT | Hendry County Tourism Brand Development

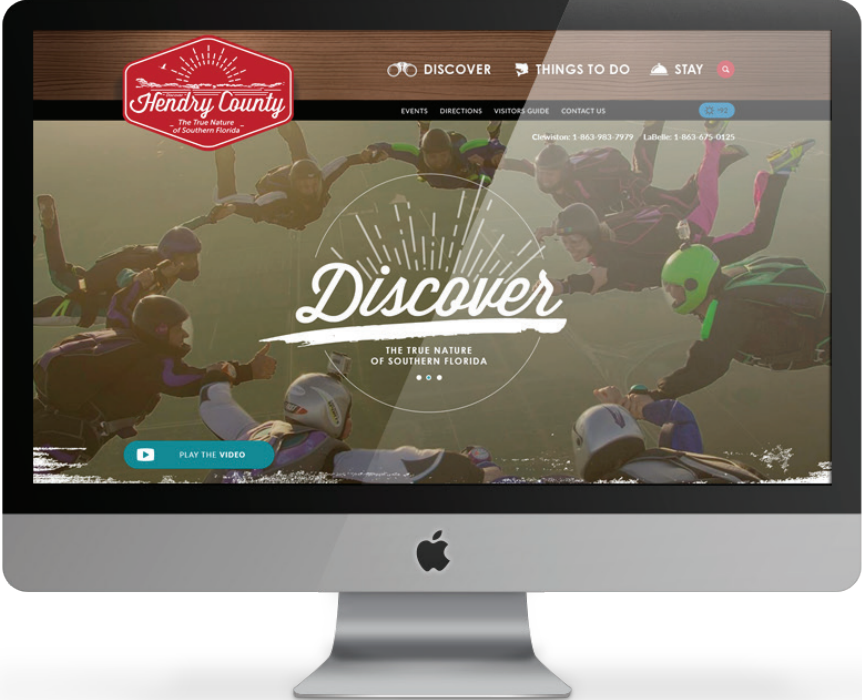


Previous Brand

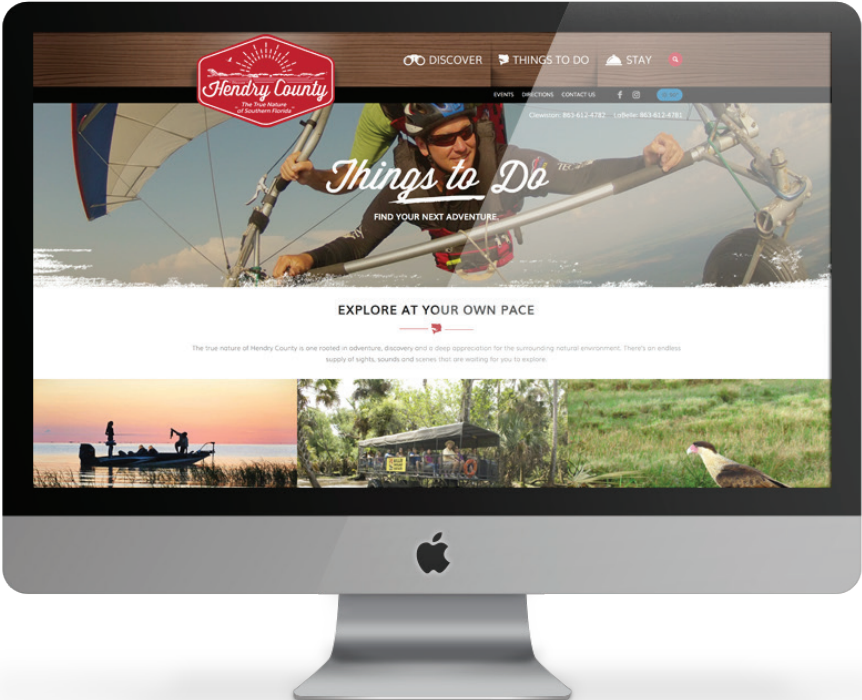


New Brand Versions

PROJECT SPOTLIGHT | Hendry County Tourism Brand Development

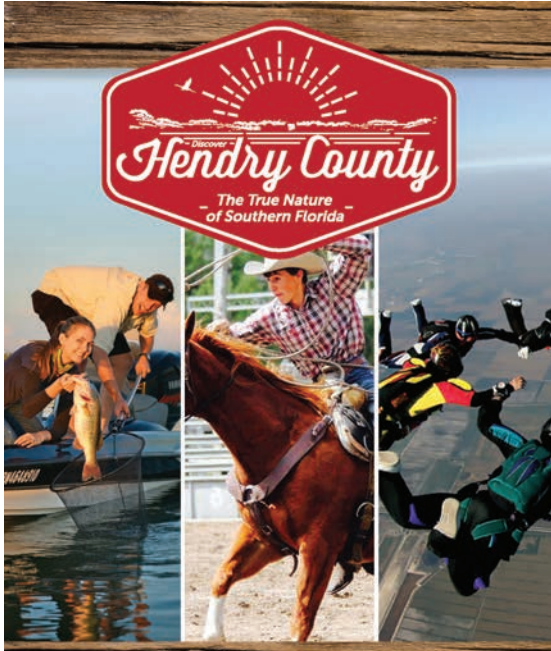


DiscoverHendryCounty.com



Interior Page

PROJECT SPOTLIGHT | Hendry County Tourism Brand Development



Discover
Southern Florida Like Never Before

Connect to the True Nature of Southern Florida

With the signature bold flavor of the South and raw natural beauty as far as you can see, Hendry County is unique, unforgettable and unlike any other destination in the state. A once-in-a-lifetime opportunity to connect with your surroundings and those that surround you, let Hendry County take you on a true escape into authentic Florida.



Endless
Outdoor Adventures

Discover where southern hospitality meets outdoor adventure and a local culture you won't find anywhere else. Explore renowned Lake Okeechobee for some of the best bass fishing in the country and feed your appetite for adventure on an eco-tour of natural Florida.

Explore Florida the Natural Way

discoverhendrycounty.com
863-983-7979 | 863-675-0125
info@hendryfla.net
f/DiscoverHendry
@/DiscoverHendry



Hendry County Rack Card

c. Samples of a marketing and communications plan based off of a brand strategy.

Please see the following pages (client redacted) of a sample marcomm plan for one of our destination clients.



Agenda

- Goals
- Strategy
- Media
- Email Marketing
- Sports Marketing
- Communications Plan
- Questions?



Goals

We're aiming for **results.**

Goals

- Increase awareness of XXX County and reasons to visit
- Create KPI benchmarks and trends
 - Media and website reporting
 - Occupancy
 - Average Daily Rate
 - Revenue Per Available Room
 - TDT Collections
- Drive visitation to XXX County
- Strategic partnership with sports partners



Strategy

We are **insightful.**

Strategy

- Persona-based targeting for relevance and authenticity
- Core 4 to 6-hour drive market for Leisure
- 'Stay and play extra days' to sports attendees
- Digital focus for flexibility and tracking
- Calendar-based media weighting
- Data driven optimizations in real-time
- Fluid channel budgets



Sports Specific Strategy

- Four Levels of Engagement
 - Immediately after commitment to event
 - Prior to travel dates
 - In-market targeting
 - Post trip follow up



evok
advertising

Sports Parents (estimated population 7mm)



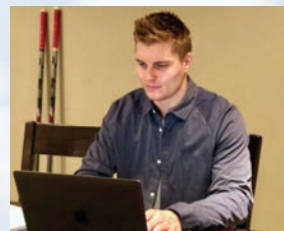
Parents of kids aged 8–17 who participate in travel sports. The main priority these parents have is for their children but would like to also enjoy activities while they are in town. Many are taking advantage of their sports travel to extend their stay pre- or post-tournament and have a family vacation in the destination. This is the trend called “tourna-cation” – blending a sports tournament with a family vacation.

hulu



evok
advertising

Sports Planners/Tournament Directors (estimated population 35k)



Directors and planners have the responsibility of arranging every detail involved in preparing for a travel tournament. They coordinate with teams to guarantee that every aspect of the tournament is under control. They are involved in booking lodging for the team, arranging transportation, creating emergency contingency plans and much more. They are interested in locations that have an abundance of all to help the process and they're looking for areas with experience in hosting events like theirs. Their main focus is being sure the events go on with as little complications as possible.



Leisure (estimated population 26.4mm)



Young couples A21-34, or older couples A35-49 with children under 18. Looking for fun, excitement, and making memories. With an HHI of 85k+ they are able to stay at hotels, visit theme parks, enjoy local dining and nightlife. Also interested in other activities outdoors such as hiking, biking, canoeing, camping, kayaking and enjoying all nature has to offer. Safety is a very current concern for any trip or activity.



Business/Bleisure (est. population 1.5mm)



“Bleisure” is the trend of combining business with leisure travel. Business travelers often look to extend their stay before or after meetings to experience destinations they ordinarily wouldn’t have visited. It’s easy to do since their travel is paid by the company and they only need to pay for additional room nights. Reaching out to this segment ahead of their visit is a great tactic to drive additional revenue for the destination.



evok
advertising



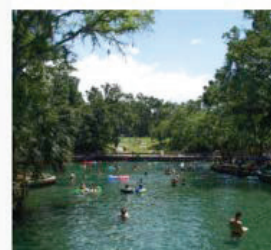
Media
Keeping a **strong pulse** on the industry.

Media Recommendations

- Sponsored Content
- Mobile/Rich Media
- PPC
- Paid social media

Sponsored Content (Native Advertising)

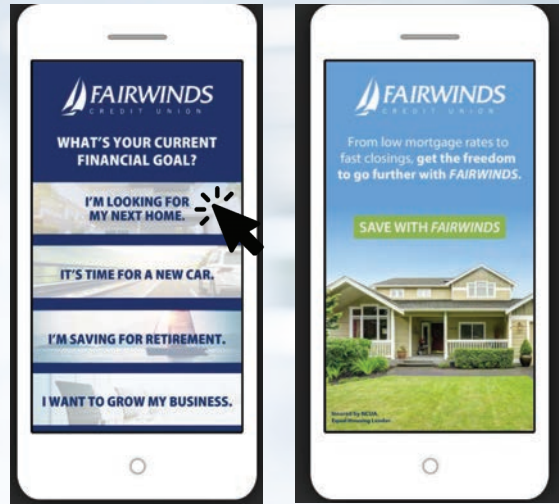
- Sponsored content ad blends in with the page on which it appears, looking like it is part of the editorial design
- These ads will be served on websites that are most relevant to our message and audience
- High engagement + low creative costs



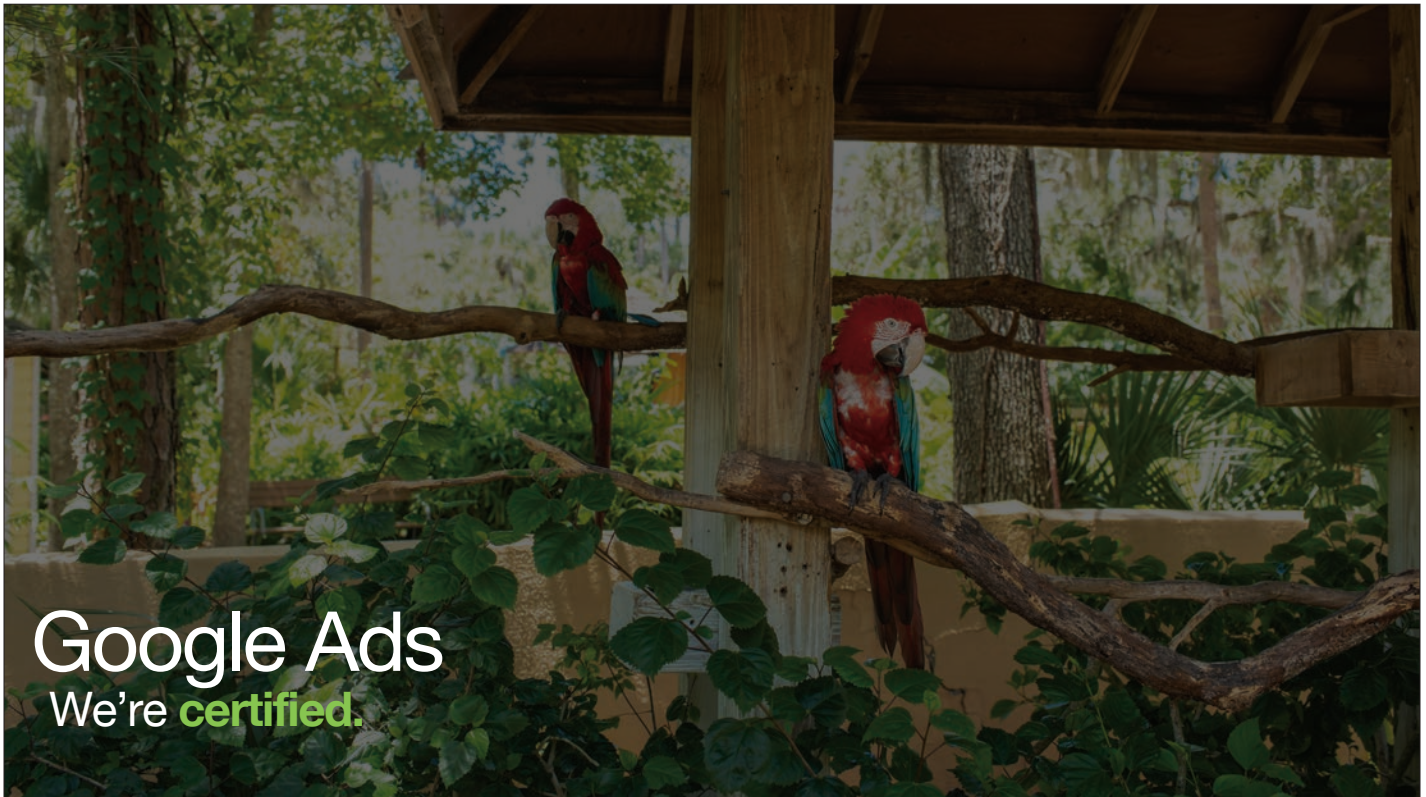
Looking for Your Next
Getaway?

Mobile-specific Paid Media

- Rich media based on partner availability
- Mobile heavy creative units
- Can include video as well as static images in ads
- Ability to change up creative as needed



evok
advertising



Google Ads
We're **certified**.

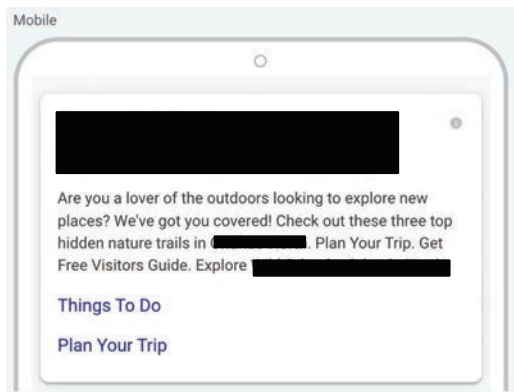
PPC

- PPC will capture users who are searching for something specific and have a high intent to make a decision based on their search.
 - This includes people searching specifically on Google for Fishing, Boating, Hiking Trails, Events/Fairs, Places to Stay, Places to Eat, Parks, Golf, Lakes, Camping, Biking/Cycling, Bike Trails, Outdoor Activities, Wedding and Receptions, Meeting Places etc. for Leisure & Meetings.
 - This also includes people searching specifically on Google for Baseball, Football, Lacrosse, Soccer, Sports, Tennis Complexes, Arenas, Fields, Venues and Tournaments, for Play.

PPC

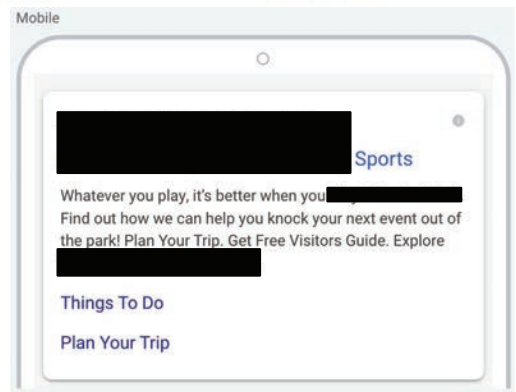
Are you a lover of the outdoors looking to explore new places? We've got you covered! Check out these three top hidden nature trails in [redacted] Plan Your Trip. Get Free Visitors Guide. [redacted]

Things To Do Plan Your Trip



Whatever you play, it's better when you [redacted]. Find out how we can help you knock your next event out of the park! Plan Your Trip. Get Free Visitors Guide. [redacted]

Things To Do Plan Your Trip





Paid Social Media

We're **connected.**

Facebook/Instagram

- Facebook will be used primarily for Brand Awareness and Website Traffic
- Campaigns will be created with the goals of Engagement, Landing Page Views & additional Video Campaigns
- Each type of campaign engages with users differently
 - Engagement campaigns will generate lots of Likes/Comments/Shares
 - Landing Page Views are great for pushing traffic to the blogs and the visitor guide
 - Video Campaigns are great for driving awareness and building brand goodwill in order to stay on top of mind for visitors

Email Marketing

Successfully landing **in your inbox.**


Email Marketing Strategic Approach

This strategy is tailored to emphasize community and best practices through engaging, channel-appropriate content and graphics.

- Determine KPIs and goals for email marketing
- Create email distribution and execution strategy
- Grow email opt-in list
- Improve data analysis of email marketing



Email Marketing Timeline

	2020 - 2021 Email Marketing Gantt Chart												
	November	December	January	February	March	April	May	June	July	August			
Initiatives													
Email Marketing													
Evaluation & Strategy Development	█	█	█	█	█	█	█	█	█	█	█	█	█
Email Distribution and Execution Strategy	█	█	█	█	█	█	█	█	█	█	█	█	█
Email Newsletter Sends			█	█	█	█	█	█	█	█	█	█	█
Email Special Edition Send					█	█	█	█	█	█	█	█	█
Grow email op-in list			█	█	█	█	█	█	█	█	█	█	█



Communications Plan
 Let's get **tactical.**

██████████ Visitors Bureau												evok advertising	
FY 20-21	20-Oct	20-Nov	20-Dec	21-Jan	21-Feb	21-Mar	21-Apr	21-May	21-Jun	21-Jul	21-Aug	21-Sep	Investment
Media													
██████████													
Google Ads		\$1,250	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	
Paid Social		\$375	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	
Sponsored Content			\$500	\$500	\$500	\$500							
Rich Media				\$1,000	\$1,000	\$1,000	\$1,000						
██████████ Sports													
Google Ads			\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500				\$2,500
Paid Social		\$375	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	
Perfect Game partnerships			\$22,125										
Misc													
E-Newsletter Production (6 sends plus 1 special edition)													
Media Creative Budget								\$12,000					
SEO	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	
Account Services and Reporting	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	
Totals													\$

IDEAS.
WORK.
RESULTS.

d. A creative development process from beginning to end.

Creative Development

Creative allows us to develop voice and tone in our messaging that will motivate your target audience to take action. The creative product is what your potential visitor sees, reads and feels. They may not know the strategy, haven't seen the research, may not understand the demographics, psychographics or behavioral attributes, but they know when messaging appeals to them as individuals, speaks to their hearts and minds, and motivates them to take action.

We begin our creative journey with a collaborative team approach. Our account strategists, writers, art directors, planners, media and social media community managers meet with your team and stakeholders to review established and current relevant research, marketing plans, as well as previous campaigns and concepts.

We then begin our creative process, incorporating your brand foundation and developing imagery and messaging that will resonate and drive action within each target persona. We will craft new content, submit to you for review, and refine and optimize until we're ready to begin creating the final ad units, collateral and video.



e. Description of what market research would be performed and when during the contract period.

You stated in your addendum that Columbia County has a subscription to STR and has performed previous visitor survey research. We will first review those as part of our onboarding and goal-setting. We'll then determine when the next round of research/survey is needed and add that to the annual plan.

Your **STR reports** are very valuable along with their published articles on tourism trends and projections. We read and review these with you to ensure we're on track and to make any possible adjustments to the plan.

VISIT FLORIDA is also a very good source of information and Florida tourism news in addition to a marketing partner. We are a business partner with VISIT FLORIDA and look to them for baseline information and timely updates.

Visitor surveys are very valuable to any destination and we will incorporate those to gain insight into your visitor segments and their usage and attitude sentiment. These assist with our persona development as well as balancing our media allocation per segment.

We will balance all of these sources to ensure we maintain an accurate picture of Columbia County tourism and continue to make strong plans for the future.

f. Estimating and billing procedures for development on projects like this one.

Budget Allocation: Collaboration is Key

As with any budget or scope of work, if and when selected, our first order of business will be to sit with you to map out your goals and objectives, establish your KPIs, take a very detailed look at what segments are important to Columbia, and how we want to grow tourism in the county. We will then have the information needed to refine and revise our plan and budget. With this system, you will have a picture of your budget across all marketing touchpoints throughout the year.

For individual project estimating and billing, we always provide estimates for review and discussion ahead of any work. You will have a clear picture of individual project billing as well as the overall plan and budget at any given time.

For billing, we typically come to an agreement with you on a monthly services retainer according to the scope of work. For media placement we will issue an invoice for the actual media spend for each individual month.

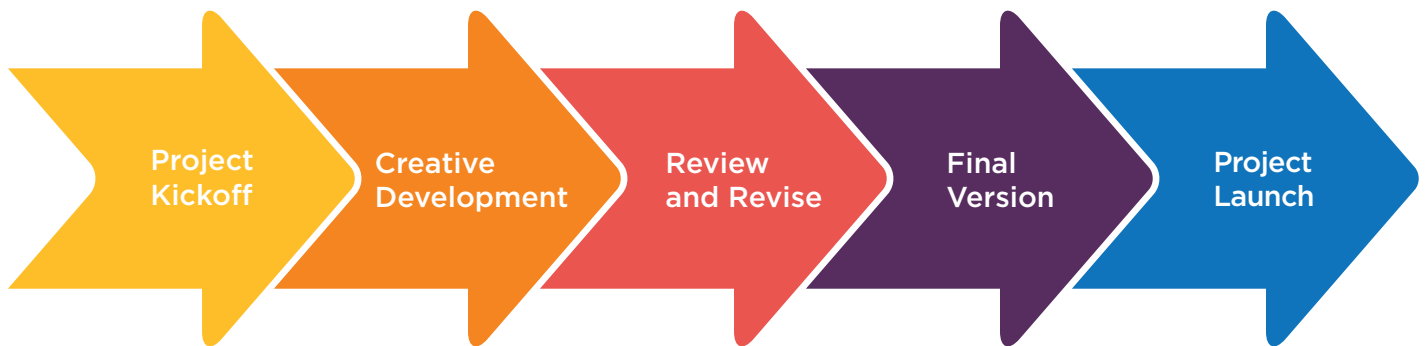
We always strive to be a strategic, flexible and accommodating partner when it comes to making the most of your budget and using it wisely and efficiently.

g. Project management and milestone/timeline process from beginning to end.

Project Management: Transparency + Accuracy

As we move forward with your annual plan, we will provide a master spreadsheet of our media tactics and review that with you as the year unfolds. For individual projects, your Account Manager will provide an additional spreadsheet and will update and review these with you on a weekly basis. In addition to those, our monthly reports will include a look at all efforts and results for the previous month, as well as our recommendations for optimization for the future.

A typical project flow looks like this:



h. Provide three (3) best campaigns your agency has produced in the last two (2) years. NOTE: all work shown must have been created by the current creative team you are proposing to handle this project. All examples of relevant campaigns must have actually run as a paid advertising campaign. No spec work/experience can be included in these examples.

We're pleased to present examples of our work for your review, and we're always glad to answer any questions or discuss them in more detail. For Columbia County we will work to create a unique brand identity for you, followed by authentic, compelling and engaging creative content that will drive awareness and visitation.

Discover Crystal River Florida: Hurricane Recovery Campaign

CASE STUDY | Citrus County Visitors & Convention Bureau



ideas.

We all know how damaging hurricanes can be for residents, but they can also negatively impact tourism. Fortunately, when Hurricane Irma struck in 2017, Citrus County wasn't impacted, but Floridians and potential out-of-state visitors had a general impression that they were better off avoiding Florida as a whole. Our idea? Change that perception and keep visitors coming.

work.

Targeting Floridians, Chicagoans and Canadians, we created a digital and out-of-home campaign to let travelers know Crystal River and its surrounding cities were open for business. Timing was key in helping Citrus avoid a hurricane letdown, so we needed to get the campaign up and running in record time.

Our campaign landing page, RealTimeRealFun.com, included live feeds of Crystal River and Homosassa, as well as features on the County's best attractions—manatees, trails, waterways, culture and wildlife.

CASE STUDY | Citrus County Visitors & Convention Bureau

results.

We are particularly proud of this campaign because we have firsthand understanding of the devastation hurricanes can cause and, as Florida residents, we have a deep emotional connection to our beautiful state. It was our honor to ensure that potential visitors knew that Citrus County was still standing strong.

12,818

Directly attributed
web traffic from
digital channels

75%

increase in social media
web traffic during first
month of campaign

10.35%

Decrease in
site bounce rate

2.32%

Increase
in CTRs



Post-Hurricane Campaign Landing Page

CASE STUDY | Citrus County Visitors & Convention Bureau

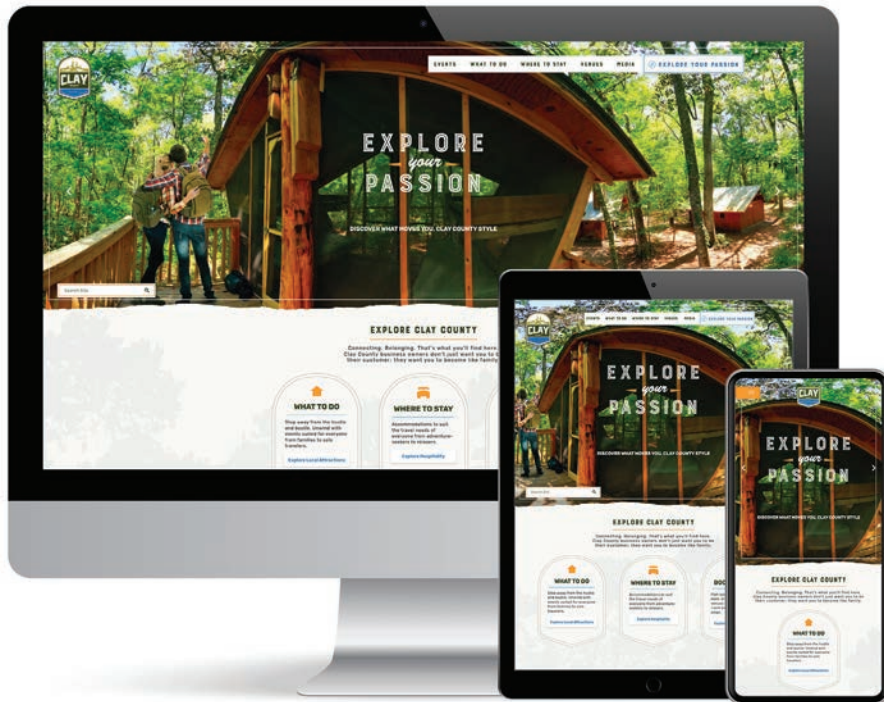


Post-Hurricane Campaign Digital Outdoor Billboard



Post-Hurricane Campaign Digital Banner Ads

CREATIVE EXAMPLES | Clay County Tourism Development Council



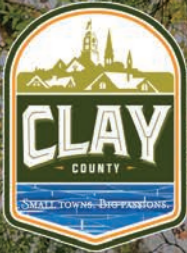
Clay County Tourism Website
<https://exploreclay.com/>



Clay County “Find Your Passion” Tourism Video

Click the link to view the video
<http://bit.ly/ClayCountyTourismVideo>

CREATIVE EXAMPLES | Clay County Tourism Development Council



DISCOVER WHAT MOVES YOU



**Explore your passion
for outdoor adventure,
serene waterways and
historic charm.**

Unplug from the city life and tune into sweet silence under the stars. At Clay County, we're all about taking the rustic path—even if it means getting our hands a little dirty. Discover a Florida retreat that will leave your sneakers a little scuffed and your mind at ease.

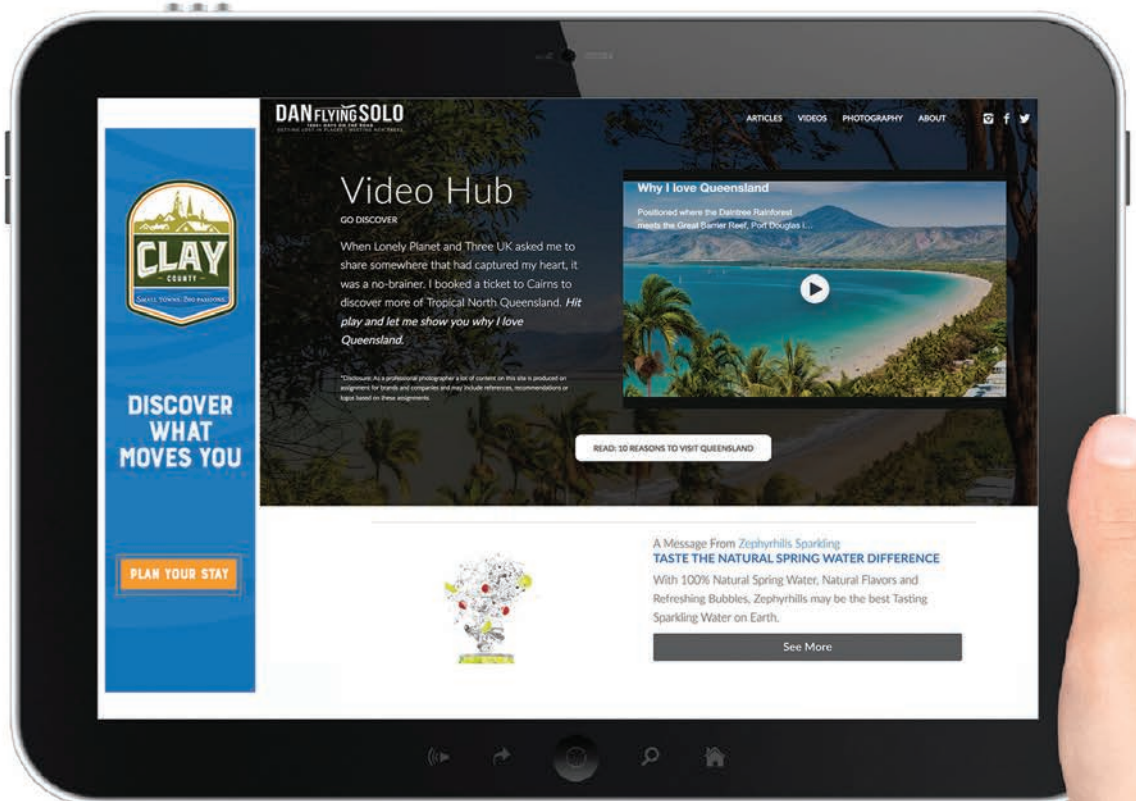
**Get connected with Florida,
authentically.**
<https://discover.claycounty.com>

Print Ad

CREATIVE EXAMPLES | Clay County Tourism Development Council



Streaming :30 Radio Spot
<http://bit.ly/ClayCountyTourismRadioAd>



Digital Ad

CREATIVE EXAMPLES | Clay County Tourism Development Council



UNPLUG FROM REALITY AND RECONNECT WITH OLD FLORIDA

TAKE THE PATH LESS TRAVELED AND WANDER THROUGH WILDLIFE AND WATERWAYS AT CLAY COUNTY — FLORIDA'S BEST KEPT SECRET.

Sponsored by Clay County



RELAX TO THE SWEET SOUND OF SILENCE

IMMERSE YOURSELF IN AN AUTHENTIC FLORIDA EXPERIENCE WHEN YOU BOOK A STAY AT CLAY COUNTY'S CABINS OR CAMPSITES.

Sponsored by Clay County



UNPLUG FROM REALITY AND RECONNECT WITH OLD FLORIDA

TAKE THE PATH LESS TRAVELED AND WANDER THROUGH WILDLIFE AND WATERWAYS AT CLAY COUNTY — FLORIDA'S BEST KEPT SECRET.

Sponsored by Clay County

Sponsored Content Ads

CREATIVE EXAMPLES | The Guadeloupe Islands

The French-owned Guadeloupe Islands is a beautiful destination with all you'd expect from the Caribbean: great beaches, delicious food, and a laid-back, welcoming island vibe. Evok was enlisted by the island's tourism organization to develop a creative campaign to drive awareness and visitation from North American tourists, an under-represented segment for Guadeloupe. Here is a sampling of our initial campaign as well as a video presenting their COVID protocols for visitors.



"Guadeloupe Islands Reopening" Video

Click the link to view the video

<http://bit.ly/GuadeloupeIslandsReopeningVideo>

CREATIVE EXAMPLES | The Guadeloupe Islands



Get away in the Guadeloupe Islands.

The Caribbean like you have never seen before. Unique and undiscovered, the Guadeloupe Islands is the ultimate French Caribbean experience. Get lost in a lush paradise, luxuriate on pristine beaches, feast on bold cuisine, and be the first of your friends to explore new experiences.

Plan your island escapade.
guadeloupe-islands.com



**GADELOUPE
ISLANDS**
French Caribbean

Print Ad

CREATIVE EXAMPLES | The Guadeloupe Islands



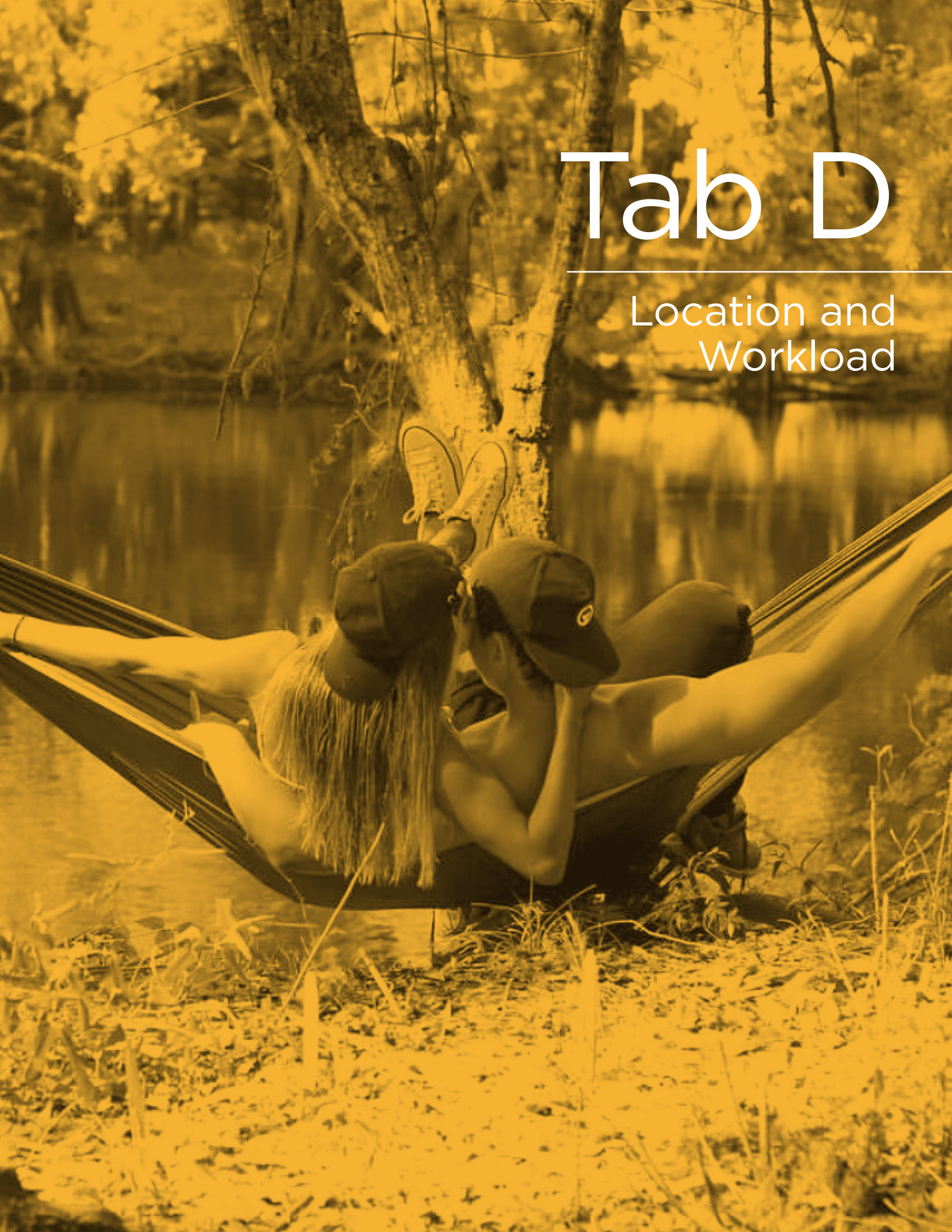
Digital Banner Ad



Digital Banner Ad

Tab D

Location and
Workload



Tab D: Location and Workload

Describe how the location of your project team may benefit the County as it specifically relates to the completion of the project.

With our office in Orlando, we are a short distance from Columbia County. Our team will be able to immerse themselves in your destination and will be available for face-to-face meetings once COVID restrictions have eased.

Provide synopsis of your firm's current workload and how it will or will not affect the project.

With a team of 28, we have the capacity and capability to take on the Columbia County Tourism assignment and give your work our full effort and attention, working as a close, collaborative partner and driving positive results. We will take this assignment on and strive to exceed your expectations.



Tab E

Quality/Cost Controls



Tab E: Quality/Cost Controls

Describe steps you would propose to control the quality and cost of the project.

Columbia County Tourism Budget Approach

Budget Allocation: Collaboration is Key

We wanted to take this opportunity to discuss the Scope of Work and your budget as presented in the RFP and Q&A. We understand you're looking for the lowest bidder for the items listed in the RFP. We would ask that you also take a look at the qualifications of our agency and how your total budget might be best utilized for a fully integrated marketing approach. We know it's most important to drive results and growth over the long term and looking at a marketing agency from a pure line-item price approach may not help achieve that result. The result of an integrated strategic plan will be growth in visitation, growth in TDT collection and growth in subsequent marketing budgets.

With our agency, as with any budget or scope of work, when selected, our first order of business will be to sit with you to map out your goals and objectives, establish KPIs, take a very detailed look at what segments are important to Columbia, and how we want to grow tourism in the county. We will then have the information needed to refine and revise our initial approach and budget allocation. We strongly feel that putting numbers down ahead of that planning session should be considered as a very preliminary look, and not as a final plan.

We always strive to be a strategic, flexible and accommodating partner when it comes to making the most of your budget and using it wisely and efficiently.

Why evok?

Expertise:

We have expertise and experience in the travel industry.

Positive Impact:

We will develop compelling marketing and advertising that will showcase **Columbia County** to your audiences.

Results:

We will work closely with you and your partners to drive success and results.

Example of how we would approach the annual budget for Columbia County Tourism

Let’s take a look at your budget based on the Scope of Work and the \$325,000 total annual spend. Following is how we initially approach your marketing in a holistic manner. We look forward to discussing, planning and refining this budget in greater detail as part of our onboarding and kickoff process.

Annual Budget \$325,000	Year 1	Year 2
Onboard Session <ul style="list-style-type: none"> • Planning and discovery session • Establish goals, objectives and KPI’s for the year 	No fee	No fee
Account Management and Reporting <ul style="list-style-type: none"> • Manage budget, campaigns and projects • Provide consistent communication • Bring new ideas and strategies • Provide continuous plan optimization • Provide detailed monthly reports 	\$30,000	\$30,000
Creative Content and Campaigns <ul style="list-style-type: none"> • Rebrand, brand manual • Campaign development • Ongoing website content • Creative to fulfill the media plan • New video and photography • Collateral design 	\$60,000	\$60,000
Website Evolution	\$20,000	\$10,000
Search Engine Optimization	\$18,000	\$18,000
Email Newsletter <ul style="list-style-type: none"> • 6x per year email design, write and send 	\$9,000	\$9,000
Social Media Management <ul style="list-style-type: none"> • Create and upload posts • Community management • Respond to comments and questions • Grow followers and engagement • NOTE: we see you have social pages but there are no links from your website 	\$30,000	\$30,000
Paid Advertising <ul style="list-style-type: none"> • Digital/traditional as determined in planning • Audience segmentation and allocation <ul style="list-style-type: none"> - Leisure - Group - Sports 	\$150,500	\$160,500
Contingency for additional opportunities	\$7,500	\$7,500
TOTAL	\$325,000	\$325,000

In the event of undesirable or unacceptable work product:

- a. What actions would you take to remedy these conditions in a timely manner?*
- b. What steps will your firm take to ensure that the project is completed in a timely manner?*

Quality Control

We maintain a strong commitment to high-quality standards in work products, technical performance, ethical conduct, scheduling, administration and cost control. We understand the importance of your work and your budget, and take all of those elements very seriously.

Quality Assurance

We have a structured and disciplined approach to our business that ensures adherence to our work process. Each campaign, project and task is entered into and tracked through our agency workflow software. Your dedicated Account Manager stays in constant communication with you throughout our partnership, managing your budget, tracking projects, presenting strategic campaigns, creative concepts and media plans, and delivering and reviewing detailed reports.

Undesirable or Unacceptable Work Product

In the unlikely event that we would produce work that is unacceptable to Columbia County, we would take immediate action to rectify that situation. That might include changing out visuals, headlines or body copy of ads; revisions to video editing; or social post copy changes. Please be assured that we will work very closely with you, and we constantly and consistently submit to you our creative concepts, media plans, social media - all of our services and work - ahead of anything going live. You will have ample time to review all work before it goes out to the public.

Projects and Schedules

It is our everyday practice to create and review schedules not only for our annual plans but also for every single project. We share these with you for review and discussion and monitor these schedules as we move forward. We ensure that we're in perfect alignment with you across every item in our plan.

Tab F

Attachments



**ATTACHMENT B
VENDOR INFORMATION AND SIGNATURE FORM**

**ATTACHMENT B
VENDOR INFORMATION AND SIGNATURE FORM**

Vendor Name	Evok Advertising and Design, Inc., dba evok advertising
Trade License (If applicable)	
Contact Person(s)	Terry Mooney
Street Address with City, State and Zip Code	152 N 4th St, Ste 1410, Lake Mary, FL 32746
Mailing Address (If different from Above)	
Phone Number	407-302-4416
Fax Number	407-302-4417
E-Mail	terry.mooney@evokad.com
Proposer will do the work as	<input type="checkbox"/> Individual <input type="checkbox"/> Joint Venture <input type="checkbox"/> Partnership <input checked="" type="checkbox"/> Corporation
Date and State of Incorporation	DATE: <u>2002</u> STATE: <u>Florida</u>
Name of partnership or joint venture	

By signing below, the submission shall be deemed a representation and certification by the Proposing Firm that you have investigated all aspects of the solicitation, have read and understand the solicitation, and acknowledge all addenda.

Authorized Signature:	<i>Terry Mooney</i>
Printed Name of Signer:	Terry Mooney
Date Signed:	January 11, 2021
Title of Signatory:	Partner, COO

ATTACHMENT C NON-COLLUSION AFFIDAVIT

RFP 2020-BB Strategic Marketing Plan and Rebrand

ATTACHMENT C NON-COLLUSION AFFIDAVIT

STATE OF Florida COUNTY OF Seminole

I state that I, Terry Mooney, Partner, COO, of Evok Advertising and Design, Inc.,
(Name and Title) (Name of Firm)

am authorized to make this affidavit on behalf of my firm and its owner, directors and officers. I am the person responsible in my firm for the price(s) and amount(s) of this Response, and the preparation of the Response. I state that:

1. The price(s) and amount(s) of this Response have been arrived at independently and without consultation, communication or agreement with any other Provider, potential provider, Proposal, or potential Proposal.
2. Neither the price(s) nor the amount(s) of this Response, and neither the approximate price(s) nor approximate amount(s) of this Response, have been disclosed to any other firm or person who is a Provider, potential Provider, Proposal, or potential Proposal, and they will not be disclosed before Proposal opening.
3. No attempt has been made or will be made to induce any firm or persons to refrain from submitting a Response for this contract, or to submit a price(s) higher than the prices in this Response, or to submit any intentionally high or noncompetitive price(s) or other form of complementary Response.
4. The Response of my firm is made in good faith and not pursuant to any agreement or discussion with, or inducement from, any firm or person to submit a complementary or other noncompetitive Response.
5. Evok Advertising and Design, Inc., its affiliates, subsidiaries, officers, director, and employees
(Name of Firm) are not currently under investigation, by any governmental agency and have not in the last three years been convicted or found liable for any act prohibited by State or Federal law in any jurisdiction, involving conspiracy or collusion with respect to Proposal, on any public contract, except as follows:

I state that I and the named firm understand and acknowledge that the above representations are material and important, and will be relied on by the Board of County Commissioners of Columbia County, Florida for which this Response is submitted. I understand and my firm understands that any misstatement in this affidavit is, and shall be treated as, fraudulent concealment from the State of Florida of the true facts relating to the submission of responses for this contract.

Dated this 11th day of January, 2021.

Name of Organization: Evok Advertising and Design, Inc.

Signed by: Terry Mooney

Print Name: Terry Mooney

Being duly sworn deposes and says that the information herein is true and sufficiently complete so as not to be misleading.

The foregoing instrument was executed before me this day 11th of January, 2021, by Terry Mooney as Partner, COO of Evok Advertising and Design, Inc., who personally swore or affirmed that he/she is authorized to execute this document and thereby bind the Corporation, and who is personally known to me OR has produced _____ as identification.



Sheri Michaud
NOTARY PUBLIC, State of Florida

ATTACHMENT D
PUBLIC ENTITY CRIMES FORM
(PAGE 1 OF 2)

RFP 2020-BB Strategic Marketing Plan and Rebrand

ATTACHMENT D
PUBLIC ENTITY CRIMES FORM

SWORN STATEMENT UNDER SECTION 287.133(3) (a), FLORIDA STATUTES: THIS FORM MUST BE SIGNED IN THE PRESENCE OF A NOTARY PUBLIC OR OTHER OFFICER AUTHORIZED TO ADMINISTER OATHS.

1. This sworn statement is submitted with Proposal, ITN, or Contract Number **RFP 2020-BB**, for “**Strategic Marketing Plan and Rebrand.**”

2. This sworn statement is submitted by Evok Advertising and Design, Inc. whose
[Name of entity submitting sworn statement]
business address is 152 N 4th St, Ste 1410, Lake Mary FL 32746 and (if applicable) its Federal Employer Identification Number (FEIN) is 42-1561865 (If the entity has no FEIN, include the Social Security Number of the individual signing this sworn statement: _____).

3. My name is Terry Mooney and my relationship to the above is
[Please print name of individual signing]
Partner, COO

4. I understand that a "public entity crime" as defined in section 287.133(l)(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 in Florida or with an agency or political subdivision of any other state or with the United States, including, but not limited to, any proposal or contract for goods or services to be provided to any public entity or an agency or political subdivision 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(l) (b), Florida Statutes, means a finding of guilt or a conviction of a public entity crime, with or without an adjudication of guilt, in any federal or state trial court of record relating to charges brought by indictment or information after July 1, 1989, as a result of a jury verdict, non-jury trial, or entry of a plea of guilty or nolo contendere.

6. I understand that "affiliate" as defined in section 287.133(l) (a), Florida Statutes, means:

- a. A predecessor or successor of a person convicted of a public entity crime; or
- b. 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 thirty-six (36) months shall be considered an affiliate.

7. I understand that a "person" as defined in section 287.133(l) (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/proposals or applies to bids/proposals 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.

ATTACHMENT D
PUBLIC ENTITY CRIMES FORM
(PAGE 2 OF 2)

RFP 2020-BB Strategic Marketing Plan and Rebrand

8. Based on information and belief, the 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 any officers, directors, executives, partners, shareholders, employees, members, or agents who is active in the management of the entity, nor any affiliate of the entity have been convicted of a public entity crime subsequent to July 1, 1989.

 The entity submitting this sworn statement, or one or more of the officers, directors, executives, partners, shareholders, employees, members, or agents who are active in the management of the entity, or an affiliate of the entity has been charged with and convicted of a public entity crime subsequent to July 1, 1989, AND **[Please indicate which additional statement applies].**

 There has been a proceeding concerning the conviction before a judge or hearing officer of the State of Florida, Division of Administrative Hearings, or a court of law having proper jurisdiction. The final order entered by the hearing officer or judge did not place the person or affiliate on the convicted Contractor list. **[Please attach a copy of the final order.]**

 The person or affiliate was placed on the convicted Contractor list. There has been a subsequent proceeding before a court of law having proper jurisdiction or a judge or hearing officer of the State of Florida, Division of Administrative Hearings. The final order entered by the judge or hearing officer determined that it was in the public interest to remove the person or affiliate from the convicted Contractor list. **[Please attach a copy of the final order.]**

 The person or affiliate has not been placed on any convicted vendor list. **[Please describe any action taken by or pending with the State of Florida, Department of Management Services.]**

By the signature(s) below, I/we, the undersigned, as authorized signatory to commit the firm, certify that the information as provided in ATTACHMENT "D", Public Entity Crimes, is truthful and correct at the time of submission.

Terry Mooney
AFFIANT

Terry Mooney

Typed Name of AFFIANT

Partner, COO

Title

STATE OF Florida

County OF Seminole

The foregoing instrument was executed before me this day 11th of January 2021, by Terry Mooney as Partner, COO of Evok Advertising and Design, Inc., who personally swore or affirmed that he/she is authorized to execute this document and thereby bind the Corporation, and who is personally known to me OR has produced _____ as identification.

(stamp)

Sheri Michaud
NOTARY PUBLIC, State of Florida



**ATTACHMENT E
DRUG-FREE WORKPLACE CERTIFICATE**

RFP 2020-BB Strategic Marketing Plan and Rebrand

**ATTACHMENT E
DRUG-FREE WORKPLACE CERTIFICATE**

The drug-free certification form below must be signed and returned with the RFP response.

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' 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 bid/proposal a copy of the statement specified in the first paragraph.
4. In the statement specified in the first paragraph, notify the employees that, as a condition of working on the commodities or contractual services that are under bid/proposal, 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, Florida Statutes, 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, a drug abuse assistance or rehabilitation program if such is available in the employee's community, by any employee who is so convicted.
6. Make a good faith effort to continue to maintain a drug-free workplace through implementation of the foregoing provisions.
7. By the signature(s) below, I/we, the undersigned, as authorized signatory to commit the firm, certify that the information as provided in ATTACHMENT "E", Drug-Free Workplace Certification, is truthful and correct at the time of submission.

Terry Mooney
 AFFIANT
 Terry Mooney
 Typed Name of AFFIANT
 Partner, COO
 Title

STATE OF Florida

County OF Seminole

The foregoing instrument was executed before me this day 11th of January
 20 21, by Terry Mooney as Partner, COO of
Evok Advertising and Design, Inc., who personally swore or affirmed that he/she is authorized to
 execute this document and thereby bind the Corporation, and who is personally known to me OR has produced _____
 _____ as identification.



Sheri Michaud
 NOTARY PUBLIC, State of Florida

**ATTACHMENT F
CONFLICT OF INTEREST STATEMENT**

RFP 2020-BB Strategic Marketing Plan and Rebrand

**ATTACHMENT F
CONFLICT OF INTEREST STATEMENT**

STATE OF Florida COUNTY OF Seminole

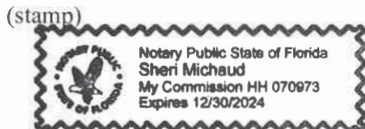
Before me, the undersigned authority, personally appeared Terry Mooney, who was duly sworn, deposes, and states:

1. I am the Partner, COO of Evok Advertising with a local office in NA and principal office in Lake Mary, Florida.
(Insert Title) (Insert Company Name)
2. Said entity is submitting this proposal/offer to RFP 2020-BB, titled "Strategic Marketing Plan and Rebrand."
3. The AFFIANT has made diligent inquiry and provided the information in this statement affidavit based upon its full knowledge.
4. The AFFIANT states that only one submittal for this solicitation has been submitted and tendered by the appropriate date and time and that said above stated entity has no financial interest in other entities submitting a proposal for the work contemplated hereby.
5. Neither the AFFIANT nor the above named entity has directly or indirectly entered into any agreement, participated in any collusion or collusive activity, or otherwise taken any action which in any way restricts or restrains the competitive nature of this solicitation, including but not limited to the prior discussion of terms, conditions, pricing, or other offer parameters required by this solicitation.
6. Neither the entity nor its affiliates, nor anyone associated with them, is presently suspended or otherwise prohibited from participation in this solicitation or any contract to follow thereafter by any government entity.
7. Neither the entity nor its affiliates, nor anyone associated with them, have any potential conflict of interest because and due to any other clients, contracts, or property interests in this solicitation or the resulting project.
8. I hereby also certify that no member of the entity's ownership or management or staff has a vested interest in any County Office or Department.
9. I certify that no member of the entity's ownership or management is presently applying, actively seeking, or has been selected for an elected position within Columbia County government.
10. In the event that a conflict of interest is identified in the provision of services, I, the undersigned will immediately notify the County in writing.

Terry Mooney
 AFFIANT
Terry Mooney
 Typed Name of AFFIANT
Partner, COO
 Title
 STATE OF Florida
 County OF Seminole

The foregoing instrument was executed before me this day 11th of January 2021, by Terry Mooney as Partner, COO of Evok Advertising and Design, Inc., who personally swore or affirmed that he/she is authorized to execute this document and thereby bind the Corporation, and who is personally known to me OR has produced _____ as identification.

Sheri Michaud
 NOTARY PUBLIC, State of Florida



ATTACHMENT G
CERTIFICATE REGARDING LOBBYING AND DEBARMENT,
SUSPENSION, AND OTHER RESPONSIBILITY MATTERS
(PAGE 1 OF 2)

RFP 2020-BB Strategic Marketing Plan and Rebrand

ATTACHMENT G
CERTIFICATE REGARDING LOBBYING AND DEBARMENT, SUSPENSION, AND OTHER
RESPONSIBILITY MATTERS

1. Lobbying

As required by Section 1352, Title 31 of the U.S. Code, and implemented at 28 CFR Part 69, for persons entering into a grant or cooperative agreement over \$100,000, as defined at 28 CFR Part 69, the applicant certifies that:

- A. 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 any agency, a member of Congress, an officer or employee of Congress, or an employee of a member of Congress in connection with the making of any federal grant, the entering into of any cooperative agreement, and the extension, continuation, renewal, amendment, or modification of any federal grant or cooperative agreement.
- B. If any funds other than federal appropriated funds have been paid or will be paid to influence 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 grant or cooperative agreement, the undersigned shall complete and submit Standard Form LLL – “Disclosure of Lobbying Activities”, in accordance with its instructions.
- C. The undersigned shall require that the language of this certification be included in the award documents for all subawards at all tiers (including subgrants, contracts under grants and cooperative agreements, and subcontracts) and that all subrecipients shall certify and disclose accordingly.

2. Debarment, Suspension and Other Responsibility Matters

As required by Executive Order 12549, Debarment and Suspension, and implemented at 28 CFR Part 67 –

- A. The applicant certifies that it and its principals:
 - I. Are not presently debarred, suspended, proposed for debarment, declared ineligible, sentenced to a denial of federal benefits by a State or Federal court, or voluntarily excluded from covered transactions by any federal department or agency;
 - II. Have not within a three-year period preceding this application been convicted of or had a civil judgement rendered against them for commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public transaction; violation of Federal or State antitrust statutes or commission of embezzlement, theft forgery, bribery, falsification or destruction of records, making false statements, or receiving stolen property;
 - III. Are not presently indicted for or otherwise criminally or civilly charged by a governmental entity (Federal, State, or local) with commission of any of the offenses enumerated in paragraph (a)(ii) of this certification; and
 - IV. Have not within a three-year period preceding this application had one or more public transactions

**ATTACHMENT H CERTIFICATES OF INSURANCE:
CERTIFICATE OF GENERAL LIABILITY AND
WORKERS COMPENSATION LIABILITY INSURANCE**



EVOKADV-01

HEATHERLEY

CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)
12/14/2020

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).

PRODUCER StrataGem Risk, LLC An ISU Network Member 14497 N. Dale Mabry Hwy, Suite 215 Tampa, FL 33618	CONTACT NAME: PHONE (A/C, No, Ext): (866) 256-9988 FAX (A/C, No): (813) 315-6682 E-MAIL ADDRESS: Certificates@StrataGemRisk.com													
	<table border="1"> <tr> <th>INSURER(S) AFFORDING COVERAGE</th> <th>NAIC #</th> </tr> <tr> <td>INSURER A : AmGUARD Ins. Co.</td> <td>42390</td> </tr> <tr> <td>INSURER B : Employers Preferred Ins. Co.</td> <td>10346</td> </tr> <tr> <td>INSURER C :</td> <td></td> </tr> <tr> <td>INSURER D :</td> <td></td> </tr> <tr> <td>INSURER E :</td> <td></td> </tr> <tr> <td>INSURER F :</td> <td></td> </tr> </table>	INSURER(S) AFFORDING COVERAGE	NAIC #	INSURER A : AmGUARD Ins. Co.	42390	INSURER B : Employers Preferred Ins. Co.	10346	INSURER C :		INSURER D :		INSURER E :		INSURER F :
INSURER(S) AFFORDING COVERAGE	NAIC #													
INSURER A : AmGUARD Ins. Co.	42390													
INSURER B : Employers Preferred Ins. Co.	10346													
INSURER C :														
INSURER D :														
INSURER E :														
INSURER F :														
INSURED Evok Advertising & Design, Inc. 1410 N. 4th Street, Suite 1410 Lake Mary, FL 32746														

COVERAGES CERTIFICATE NUMBER: 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"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR GEN'L AGGREGATE LIMIT APPLIES PER: <input checked="" type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC OTHER:	X	EVP118331	12/13/2020	12/13/2021	EACH OCCURRENCE \$ 1,000,000
						DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 50,000
						MED EXP (Any one person) \$ 5,000
						PERSONAL & ADV INJURY \$ 0
						GENERAL AGGREGATE \$ 2,000,000
						PRODUCTS - COMPIOP AGG \$ 2,000,000
	AUTOMOBILE LIABILITY <input type="checkbox"/> ANY AUTO OWNED AUTOS ONLY <input type="checkbox"/> SCHEDULED AUTOS <input type="checkbox"/> HIRED AUTOS ONLY <input type="checkbox"/> NON-OWNED AUTOS ONLY					COMBINED SINGLE LIMIT (Ea accident) \$
						BODILY INJURY (Per person) \$
						BODILY INJURY (Per accident) \$
						PROPERTY DAMAGE (Per accident) \$
	UMBRELLA LIAB <input type="checkbox"/> OCCUR EXCESS LIAB <input type="checkbox"/> CLAIMS-MADE DED RETENTION \$					EACH OCCURRENCE \$
						AGGREGATE \$
B	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below	Y/N <input type="checkbox"/> N/A	EIG450431601	12/13/2020	12/13/2021	PER STATUTE OTH-ER
						E.L. EACH ACCIDENT \$ 500,000
						E.L. DISEASE - EA EMPLOYEE \$ 500,000
						E.L. DISEASE - POLICY LIMIT \$ 500,000

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

CERTIFICATE HOLDER _____	CANCELLATION 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
--	--

ATTACHMENT I EVOK W-9 FORM

Form **W-9**
(Rev. October 2018)
Department of the Treasury
Internal Revenue Service

Request for Taxpayer Identification Number and Certification

Give Form to the
requester. Do not
send to the IRS.

Go to www.irs.gov/FormW9 for instructions and the latest information.

1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank.
Evok Advertising and Design, Inc.

2 Business name/disregarded entity name, if different from above

3 Check appropriate box for federal tax classification of the person whose name is entered on line 1. Check only **one** of the following seven boxes.

Individual/sole proprietor or single-member LLC C Corporation S Corporation Partnership Trust/estate

Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=Partnership) ▶ _____

Note: Check the appropriate box in the line above for the tax classification of the single-member owner. Do not check LLC if the LLC is classified as a single-member LLC that is disregarded from the owner unless the owner of the LLC is another LLC that is **not** disregarded from the owner for U.S. federal tax purposes. Otherwise, a single-member LLC that is disregarded from the owner should check the appropriate box for the tax classification of its owner.

Other (see instructions) ▶ _____

4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):

Exempt payee code (if any) _____

Exemption from FATCA reporting code (if any) _____

(Applies to accounts maintained outside the U.S.)

5 Address (number, street, and apt. or suite no.) See instructions.
152 N 4th Street, Suite 1410

6 City, state, and ZIP code
Lake Mary, Florida 32746

7 List account number(s) here (optional)

Requester's name and address (optional)

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the instructions for Part I, later. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN*, later.

Note: If the account is in more than one name, see the instructions for line 1. Also see *What Name and Number To Give the Requester* for guidelines on whose number to enter.

Social security number

			-					
--	--	--	---	--	--	--	--	--

or

Employer identification number

4	2	-	1	5	6	1	8	6	5
---	---	---	---	---	---	---	---	---	---

Part II Certification

Under penalties of perjury, I certify that:

- The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
- I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
- I am a U.S. citizen or other U.S. person (defined below); and
- The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions for Part II, later.

Sign Here Signature of U.S. person ▶  Date ▶ **JAN. 11, 2021**

General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Future developments. For the latest information about developments related to Form W-9 and its instructions, such as legislation enacted after they were published, go to www.irs.gov/FormW9.

Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following.

- Form 1099-INT (interest earned or paid)
- Form 1099-DIV (dividends, including those from stocks or mutual funds)
- Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
- Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
- Form 1099-S (proceeds from real estate transactions)
- Form 1099-K (merchant card and third party network transactions)
- Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)
- Form 1099-C (canceled debt)
- Form 1099-A (acquisition or abandonment of secured property)

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.

If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See What is backup withholding, later.

4. FEES. Client shall pay Company fees and any and all applicable transaction taxes for Services rendered pursuant to this Agreement (the “Fees”) as are contemplated relative to each individual SOW. Such Fees shall be payable in US dollars by Client to Company (or any applicable third Party billing partner, as designated by Company) on or before the due date as indicated on each monthly invoice. Should Client elect to terminate this Agreement at any time, Client shall be immediately responsible for all Fees which have accrued up until the date of termination. Client agrees to forfeit any dispute of invoices at that time. Commission fees on forecasted media expenditures for the term of the scope of work will still require payment in full even if the media placement itself is canceled or reduced.

a. *Invoice Receipt and Review.* Client agrees to review each invoice promptly and advise the Company of any questions in writing within ten (10) business days of receipt of an invoice. If the Company has not received any questions or notifications regarding any invoice received by Client, in writing, within ten (10) business days of receipt, those invoices will be deemed accurate, true and without recourse for negotiation. Any unpaid balance not paid within ten (10) days of the payment due date shall accrue interest at a rate of one and one-half percent (1.5%) per month or the highest interest allowed under applicable law, whichever is less.

b. *Delinquent Account.* In the event Client’s account becomes delinquent, Client agrees to pay all collection costs and fees, including, but not limited to, reasonable attorneys’ fees, incurred by Company and/or its designated third Party billing representative in collecting any amount that is not paid when due. In addition to cost of collection, should Client’s account become delinquent and Company is forced to terminate or suspend Services but has incurred or is incurring on an ongoing basis costs which are associated with the Services Company has agreed to undertake for Client, Client shall continue to be responsible for the payment of all such costs throughout the fulfillment of the remainder of the term of this Agreement or the individual Statement of Work.

c. *Travel Expenses.* Client agrees to reimburse evok for all reasonable out-of-pocket expenses incurred on behalf of the Client including, but not limited to, travel beyond the limits of metropolitan Orlando (transportation, hotels and meals), courier and shipping charges and any other out-of-pocket expenses. These costs will be estimated and submitted for approval in advance and billed at agency’s net cost. At the request of the client, the Company will provide an itemized invoice with receipts for all such expenses in accordance with standard IRS regulations and guidelines. Additionally, travel time to and from location may be charged at half the hourly rate for individuals traveling (account management, creative, etc). This cost will be estimated and submitted for approval in advance in conjunction with the out-of-pocket expenses.

d. *Third Party Production Expenses.* The Company may incur third party costs and expenditures while developing or producing the advertising materials contracted for by the Client, including, without limitation, artwork, engraving, electrotyping, typography, translations, and all other materials involved in the mechanical production of marketing material, advertising, radio, and television production and all their associated costs, talent, music, photographs, testimonials and all other marketing and advertising adjuncts, including expenditures in connection with acquiring authorization for the use of the names or photographs of individuals. All third party services procured on Client’s behalf are billed to the Client at cost, plus an agency fee, consistent with industry standard, of twenty percent (20%). The fee covers time, effort and resources spent by the Company personnel in selecting and supervising the development or production of the outside products or services associated with the development of the advertising materials contracted for by you. The Company will generally seek the Client’s

ATTACHMENT J
PROPOSED CONTRACT
(PAGE 3 OF 12)

prior approval in the event a third party cost or expense exceeds five hundred dollars (\$500.00). The Company may require the Client to pay third party costs and expenses, excluding commission, directly to the contracting party, or advance third party costs, including fees, in matters where the Company anticipates that it will be required to incur substantial out-of-pocket costs on the Client's behalf. Alternatively, the Client will reimburse the Company for reasonable expenditures paid to third parties by the Company on the Client's behalf, due upon receipt.

e. *Pricing Increase.* All pricing outlined in any statement of work applies to the initial term of one year and will automatically increase by 3% for each subsequent term.

5. TERM; TERMINATION.

a. *Automatic Renewal.* At the end of the Initial Term of one year, and on each anniversary of the Effective Date thereafter, the term of this Agreement shall automatically extend for an additional one year period (a "**Renewal Term**" and with the Initial Term, the "**Term**"), unless one Party provides a ninety (90) days prior written notice to the other Party that a Renewal Term will not occur. If only a change in the scope of work is required, a new Statement of Work can be created.

b. *Termination for Cause.* Notwithstanding the foregoing, this Agreement may be terminated by either Party, if the other Party materially breaches this Agreement and fails to cure such breach within 30 days after receiving written notice of such breach from the other Party.

c. *General 90-day Termination.* This Agreement may be terminated by either Party, for any reason, with 90 days written notice. Any existing and current media buys in place cannot be changed after a termination has been requested.

6. INTELLECTUAL PROPERTY.

a. *Grant of License.* Client grants to Company a limited, non-exclusive right to use, during the Term, the trademarks, service marks and trade names of Client ("**Client IP**") in connection with the Services.

b. *Restrictions on Use.* The Company shall not, and shall use reasonable effects to ensure that other Parties shall not:

1) modify, adapt, or alter the Client IP, except as authorized in writing by the Client;

2) create derivative works based on the Client IP;

3) sublicense, lease, rent, or loan the Client IP; provided, however, that the Company may contract with third-Party providers in the performance of the Services, so long as the Company shall require any such third-Party provider to enter into agreements which provide the same protections afforded to the Client IP as set forth in this Agreement;

c. *IP Ownership: Work Made for Hire.*

ATTACHMENT J
PROPOSED CONTRACT
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1) The Parties agree that each derivation, adaptation, alteration, translation, and modification of any Client IP (the "**Derivative Works**"), in whole and in part, shall be a specially commissioned "work made for hire" as that term is understood under all applicable copyright laws (including, without limitation, the copyright laws of the United States, 17 U.S.C. sections 101 *et seq.*), so that all right, title, and interest in the Derivative Work, including, without limitation, all conceivable intellectual property rights in the Derivative Work, including, without limitation, all copyrights, trademarks, service marks, patents, knowledge, inventions, discoveries, trade secrets, proprietary, and confidential information relating to the Derivative Work, shall vest at the time of creation in Client and that Company shall not have any past, current, or future copyright or other property interest in such Derivative Work. The foregoing notwithstanding, Client shall not use any work product produced by Company for the benefit of Client for more than the intended use as is contemplated within each SOW.

2) Notwithstanding anything in this Agreement to the contrary, if the Derivative Work, or any part thereof, shall not be deemed a work made for hire, for any reason, Client hereby **CONVEYS, QUITCLAIMS, GRANTS, TRANSFERS**, and **ASSIGNS** to Company, and Company hereby accepts such **CONVEYANCE, QUITCLAIM, GRANT, TRANSFER**, and **ASSIGNMENT** of all right, title, and interest, of any kind and nature, free from all liens, claims, and encumbrances, throughout the universe, in perpetuity, in and to the Derivative Work and all derivatives that may be made or derived from the Derivative Work (the "Derivatives"), in all media, existing today and/or hereafter developed, including, without limitation, all rights to sue for past infringement and all "moral rights" relating to such Derivative Work and to such Derivatives, and including, without limitation, all copyrights, trademarks, services marks, patents, knowledge, inventions, discoveries, trade secrets, proprietary, and confidential information relating to such Derivative Work and to such Derivatives and all extensions and renewals of such copyrights and other rights.

3) Notwithstanding anything contained herein to the contrary, Company shall retain an exclusive license to market any Derivative Work as Company work product solely for purposes of reference.

4) **Return of Property:** Upon termination of this Agreement and full payment by the Client of all Company billings, we will provide completed and final artwork files. If the Client requests native files, raw footage or assets at that time or in the future, all out-of-pocket costs shall be at the Client's expense. Company will submit an estimate for these expenses prior to incurring such costs.

7. **CONFIDENTIALITY.** Each Party may provide to the other certain proprietary information relative to its business in furtherance of the Services to be provided in connection with this Agreement (collectively, "**Confidential Information**"). Confidential Information includes, but is not limited to, technical data, know-how, information relating to research, products, software, services, development, inventions, processes, engineering, marketing, techniques, existing and potential customer lists, Non-Public Personal Information relating to Client's customers, statistics and related information (collectively, the "**End Customer Data**"), pricing, internal procedures, business and marketing plans or strategies, finances, employees and business opportunities disclosed by a Party to the receiving Party, either directly or indirectly, in any form whatsoever (including, but not limited to, in writing, in machine readable or other tangible form, orally or visually): (a) that is a trade secret under applicable law; (b) that has been marked as "confidential" or "proprietary" or similar legend; (c) whose confidential nature has been made known by the disclosing Party, orally or in writing, to the receiving Party; (d) that due to its character and nature, a reasonable person under like circumstances would

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treat as confidential, which shall include all Non-Public Personal Information relating to a Party's customers or clients; or (e) discussions relating to such information whether these discussions occur prior to, concurrent with, or following disclosure of such information. The receiving Party will preserve the confidentiality of all Confidential Information that is provided by the disclosing Party or obtained by the receiving Party in connection with the Agreement, and shall not, except as otherwise provided herein or without the prior written consent of the disclosing Party, disclose or make available to any person, or use for its own or any other person's benefit, other than as necessary in connection with this Agreement, any Confidential Information of the disclosing Party. The receiving Party shall exercise a commercially reasonable level of care to safeguard Confidential Information of the other Party against improper disclosure or use, commensurate with the sensitivity of such information. All Confidential Information and the results derived in any way from Confidential Information will at all times remain the sole property of the disclosing party. Information will not be considered Confidential Information if it is already available to the public other than by a breach of this Agreement; rightfully received from a third Party not in breach of any obligation of confidentiality; independently developed by personnel or agents of one Party without access to the Confidential Information of the other; or proven to be already known to the recipient at the time of disclosure. Except as otherwise provided herein, the receiving Party will not disclose any Confidential Information without the disclosing Party's prior written consent, unless such action is required by law or regulation, but only to the extent and for the purposes of such law or regulation; is in response to a valid order of a court or other governmental body but only to the extent of and for the purposes of such order, and only if the receiving Party first notifies the disclosing Party of the order and permits the disclosing Party to seek an appropriate protective order; or is with written permission of the disclosing Party, in compliance with any terms or conditions set by the disclosing Party regarding such disclosure. Upon termination of this Agreement for any reason and in its entirety with respect to all Services, each Party shall return to the other Party all Confidential Information of the other Party. The obligations in this Section 7 will survive any termination of this Agreement.

8. **NONSOLICITATION.** Client shall during the term of this Agreement and for a period of three (3) years thereafter refrain from soliciting for hire or engagement in a direct business relationship of an employment nature or otherwise any employee, representative or agent of Company with whom Client has come into contact by way of the Services. Client and Company acknowledge and any breach of this Section 8 would result in damages which are difficult to quantify and therefore stipulate to a liquidated damages calculation which is equal to the greater of three (3) times the gross annual compensation which Company has paid to the employee as determined by annualizing the trailing three pay periods, or three (3) times that which Client intends to pay the employee on an annualized basis.

9. **INDEMNIFICATION.**

a. Company agrees to indemnify, defend and hold harmless Client, its present and future owners, directors, officers, employees, agents, affiliates, contractors, representatives and successors (collectively, "**Client Indemnified Parties**") from and against any and all liabilities, penalties, fines, forfeitures, demands, claims, actions, suits or proceedings based on or arising out of (i) a material breach of this Agreement by Company; (ii) any reckless or grossly negligent act or omission or willful misconduct of a Company Indemnified Party (as defined below) in connection with Company's performance under this Agreement; (iii) any violation of law by a Company Indemnified Party; or (iv) any claim that the intellectual property of Company infringes or misappropriates any intellectual property rights of a third Party.

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b. Client agrees to indemnify, defend and hold harmless Company and its present and future stockholders, directors, officers, employees, agents, affiliates, contractors, representatives, and successors (collectively, "**Company Indemnified Parties**"), from and against any and all liabilities resulting or arising out of any third-Party claims, actions, suits or proceedings based on or arising out of (i) any material breach of this Agreement by Client; (ii) any reckless or grossly negligent act or omission or willful misconduct of a Client Indemnified Party; (iii) any violation of law by a Client Indemnified Party; or (iv) any claim that the intellectual property of Client, including the Client IP, infringes or misappropriates any intellectual property rights of a third Party.

10. **WARRANTIES.** Company undertakes to provide the Services to Client in accordance with the Services specifications set forth in each SOW, as applicable, and generally accepted and reasonable industry standards. Client must promptly report any deficiencies in the Services to Company in writing and, in such event, Company shall within a reasonable time cure such a defect or provide a refund for Services which Company acknowledges are deficient Services. OTHER THAN THE EXPRESS LIMITED WARRANTIES SET FORTH HEREIN, COMPANY DISCLAIMS AND CLIENT WAIVES ALL OTHER WARRANTIES AND OBLIGATIONS OF COMPANY, EXPRESS OR IMPLIED, ARISING BY LAW OR OTHERWISE, WITH RESPECT TO ANY SERVICES, WORK PRODUCT, OR OTHER MATERIALS DELIVERED OR MADE AVAILABLE BY OR ON BEHALF OF COMPANY UNDER OR RELATED TO THIS AGREEMENT OR ANY OF ITS STATEMENTS OF WORK, INCLUDING, BUT NOT LIMITED TO, ANY IMPLIED WARRANTY OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE, IMPLIED WARRANTY ARISING FROM COURSE OF PERFORMANCE, COURSE OF DEALING, OR USAGE OF TRADE. IN NO EVENT WILL COMPANY'S LIABILITY UNDER THIS AGREEMENT FOR DIRECT CLAIMS BY CLIENT EXCEED THE AMOUNT PAID TO COMPANY BY CLIENT IN THE TWELVE (12) MONTHS PRIOR TO THE EVENT GIVING RISE TO COMPANY'S LIABILITY; AND ANY AND ALL CLAIMS THAT EITHER PARTY HAS AGAINST THE OTHER, WHETHER OR NOT THE CLAIMING PARTY IS AWARE OF SUCH CLAIMS, MUST BE BROUGHT WITHIN THE ONE (1) YEAR PERIOD FOLLOWING THE DATE THAT SUCH CLAIM FIRST AROSE. ANY CLAIM NOT BROUGHT WITHIN SUCH ONE (1) YEAR PERIOD SHALL BE DEEMED NULL AND VOID. CLIENT ACKNOWLEDGES AND AGREES THAT, IN THE EVENT THAT NON-PUBLIC PERSONAL INFORMATION IS USED IN AN UNAUTHORIZED MANNER OR DISCLOSED DUE TO THE ACTION OR INACTION OF COMPANY AND/OR OTHER PROVIDERS, COMPANY SHALL NOT BE LIABLE FOR ANY CLAIMS, DAMAGE, COST OR EXPENSES (INCLUDING COURT COSTS AND ATTORNEY'S' FEES) INCURRED BY CLIENT, EXCEPT TO THE EXTENT REQUIRED BY PARAGRAPH 20 HEREOF. THE REMEDY PROVIDED BY THIS SECTION 9 WILL BE CLIENT'S SOLE AND EXCLUSIVE REMEDY UNDER THIS AGREEMENT, AT LAW AND IN EQUITY, AND IN NO EVENT WILL COMPANY BE LIABLE UNDER ANY THEORY OF TORT, CONTRACT, STRICT LIABILITY OR OTHER LEGAL OR EQUITABLE THEORY FOR LOST PROFITS, EXEMPLARY, PUNITIVE, SPECIAL, INCIDENTAL, INDIRECT OR CONSEQUENTIAL DAMAGES OR THE LIKE, EACH OF WHICH IS HEREBY EXCLUDED BY AGREEMENT OF THE PARTIES REGARDLESS OF WHETHER SUCH DAMAGES WERE FORESEEABLE OR WHETHER EITHER PARTY HERETO HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES

11. **MISCELLANEOUS.** Neither Party may assign this Agreement without the prior written consent of the other Party; provided, however, that, notwithstanding the foregoing, either Party may assign this Agreement, with at least 10 days prior written notice, to (a) any affiliate of such Party or (b) a third Party by way of merger, acquisition, consolidation or sale or transfer of all or substantially all of such Party's assets or capital stock. This Agreement shall not be modified or amended except in writing signed by each Party hereto. This Agreement shall be binding upon and inure to the benefit of each Party hereto and their respective assigns,

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successors and legal representatives. This Agreement constitutes the entire agreement of the Parties hereto with respect to the subject matter hereof and supersedes any prior agreements. If any provision of this Agreement is determined to be invalid or unenforceable in any respect, such determination will not affect such provision in any other respect, and the remainder of the Agreement shall remain in full force and effect. The Parties agree that any rule of construction to the effect that ambiguities are to be resolved against the drafting Party shall not be applied in the construction of interpretation of this Agreement. This Agreement may be executed in counterparts (including facsimile counterparts), each of which shall be deemed an original but all of which together shall constitute one of the same instrument. The headings in this Agreement are for convenience of reference only and shall not affect its interpretation or construction.

12. **GOVERNING LAW.** This Agreement shall be governed by, and shall be construed and interpreted in accordance with, the laws of the State of Florida, without giving effect to the provisions regarding conflicts of law thereof.

13. **NOTICE.** Any and all notices and other communications required or permitted to be given pursuant to this Agreement shall be in writing and shall be deemed to have been duly given (a) when delivered by hand, (b) two days after having been delivered to Federal Express, UPS, Airborne or another recognized overnight courier or delivery service, (c) when delivered by email or (d) five days after having been deposited into the United States mail, by registered or certified mail, return receipt requested, postage prepaid, to the respective Parties at their respective addresses or to their respective email addresses set forth below:

If to Company:

EVOK ADVERTISING & DESIGN, INC
152 N 4th Street, Suite 1410
Lake Mary, Florida 32746
Larry.meador@evokad.com

If to Client:

CLIENT INFO HERE

or to such other address or email addresses as any Party may from time to time give written notice of to the others pursuant to the foregoing provisions of this Section 10. It is specifically understood and agreed by the Parties that any notice or other communication given by telephone, texting, twittering or any other form or forms of communication not specifically permitted by subsections (a), (b), (c) or (d) of this Section 10 shall not be deemed to be properly delivered for purposes of this Agreement and shall, therefore, be ineffective.

14. **ENTIRE AGREEMENT.** This Agreement constitutes the entire agreement between the Parties with respect to the subject matter thereof and supersedes all prior discussions, agreements, understandings, negotiations and arrangements, both oral and written, between the Parties with respect to such subject matter. This Agreement may not be amended, modified, altered or repealed in any manner, except by a written instrument executed by each of the Parties.

15. **ASSIGNMENT.** This Agreement may not be assigned, in whole or in part, by either Party, without the prior written consent of the other. Any purported assignment, sale, transfer, delegation or other disposition of this Agreement by either of the Parties which is not in full compliance with the immediately preceding sentence shall be null and void.

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16. **INDEPENDENT CONTRACTORS.** Each of the Parties is an independent contractor, and not an agent, partner, joint venture, franchisee or employee of any other Party. Nothing contained in this Agreement shall be construed to create a partnership, joint venture or agency relationship between or among the Parties.

17. **BINDING NATURE.** This Agreement shall be for the benefit of, and shall be binding upon, the Parties and their respective successors and assigns.

18. **FURTHER ASSURANCES.** Each of the Parties shall cooperate with one another, shall do and perform such actions and things, and shall execute and deliver such agreements, documents and instruments, as may be reasonable and necessary to effectuate the purposes and intents of this Agreement.

19. **SEVERABILITY.** The invalidity of any one or more of the words, phrases, sentences, clauses or sections contained in this Agreement shall not affect the enforceability of the remaining portions of this Agreement or any part hereof, all of which are inserted conditionally on their being valid in law. If any one or more of the words, phrases, sentences, clauses or sections contained in this Agreement shall be declared invalid by any court of competent jurisdiction, then, in any such event, this Agreement shall be construed as if such invalid word or words, phrase or phrases, sentence or sentences, clause or clauses, or section or sections had not been inserted.

20. JURISDICTION AND VENUE; SERVICE OF PROCESS; WAIVER OF TRIAL BY JURY. IF ANY DISPUTE, CONTROVERSY, SUIT, ACTION OR PROCEEDING SHALL ARISE BETWEEN THE PARTIES, THEN SUCH DISPUTE, CONTROVERSY, SUIT, ACTION OR PROCEEDING MAY ONLY BE BROUGHT FOR RESOLUTION IN THE UNITED STATES DISTRICT COURT FOR THE MIDDLE DISTRICT OF FLORIDA, ORLANDO DIVISION, OR IN THE JUDICIAL CIRCUIT COURT IN AND FOR SEMINOLE COUNTY, FLORIDA. EACH OF THE PARTIES CONSENTS TO THE JURISDICTION AND VENUE OF SUCH COURTS, AND AGREES THAT IT OR HE SHALL NOT CONTEST OR CHALLENGE THE JURISDICTION OR VENUE OF SUCH COURTS. EACH OF THE PARTIES AGREES THAT SERVICE OF ANY PROCESS, SUMMONS, NOTICE OR DOCUMENTS, BY UNITED STATES REGISTERED OR CERTIFIED MAIL, TO ITS OR HIS ADDRESS SET FORTH IN OR AS PROVIDED HEREIN SHALL BE EFFECTIVE SERVICE OF PROCESS FOR ANY SUIT, ACTION OR PROCEEDING BROUGHT AGAINST IT OR HIM IN ANY SUCH COURT. IN RECOGNITION OF THE FACT THAT THE ISSUES WHICH WOULD ARISE UNDER THIS AGREEMENT ARE OF SUCH COMPLEX NATURE THAT THEY COULD NOT BE PROPERLY TRIED BEFORE A JURY, EACH OF THE PARTIES WAIVES TRIAL BY JURY.

21. **ATTORNEY FEES.** If either Party to this Agreement has to retain, engage, or incur attorneys' fees to enforce the provisions of this Agreement, the prevailing Party in such suit shall be awarded, and shall be paid by the non-prevailing Party, reasonable fees and disbursement of legal counsel (including trial and appellate counsel) paid, incurred or suffered by the prevailing Party in connection with such suit.

22. **WAIVER.** The waiver by a Party of a breach or violation of any provision of this Agreement by the other Party shall not operate nor be construed as a waiver of any subsequent breach or violation. The waiver by a Party to exercise any right or remedy it may possess shall not operate nor be construed as a bar to the exercise of such right or remedy by such Party upon the occurrence of any subsequent breach or violation.

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23. HEADINGS. The headings contained in this Agreement are for reference purposes only and shall not affect in any way the meaning or interpretation of any or all of the provisions hereof.

24. COUNTERPARTS. This Agreement and any SOW may be executed in any number of counterparts and by the separate Parties in separate counterparts, each of which shall be deemed to constitute an original and all of which shall be deemed to constitute the one and the same instrument.

IN WITNESS WHEREOF, the Parties hereto have executed this Agreement as of the Effective Date:

COMPANY

CLIENT

EVOK ADVERTISING & DESIGN, INC

CLIENT NAME HERE

By: _____

By: _____

Print Name: _____

Print Name: _____

Print Title: _____

Print Title: _____

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EXHIBIT "A"

STATEMENT OF WORK

This Statement of Work ("**SOW**") is made and entered as of [REDACTED], 20[REDACTED] (the "**SOW Effective Date**") by and between EVOK ADVERTISING & DESIGN, INC, a Florida corporation having its principal place of business at 152 N 4th Street, Suite 1410, Lake Mary, FL 32746 ("**Company**") and [REDACTED] a [REDACTED] having its principal place of business at [REDACTED] ("**Client**"). Company and Client may hereinafter be referred to individually as a "**Party**" or collectively as the "**Parties**"

WHEREAS, The Parties have entered into that certain Master Services Agreement dated [REDACTED] (the "**MSA**"), the terms and definitions of which are incorporated by reference herein and which shall continue to govern the dealings of the Parties with one another unless otherwise explicitly amended hereby; and

WHEREAS, the MSA calls for an independent SOW for each Deliverable, which the Parties seek to contemplate hereby.

NOW, THEREFORE, in consideration of the mutual covenants and conditions contained herein, Company and Client hereby agree as follows:

1. DELIVERABLES YEAR ONE

<u>Services/Deliverables</u>	<u>Description</u>	<u>Fee Schedule</u>
1. Planning Session	<ul style="list-style-type: none"> • Goals and Objectives • KPIs • Pain Points • Target Audiences • SWOT • Value Proposition 	No fee; agency commitment
2. Creative Content and Campaigns	<ul style="list-style-type: none"> • Rebrand, brand manual • Campaign development • Ongoing website content • Creative to fulfill the media plan • New video and photography • Collateral design 	\$60,000
3. Website Evolution	<ul style="list-style-type: none"> • Dependent on planning and discovery 	\$20,000
4. Search Engine Optimization	<ul style="list-style-type: none"> • Onsite and offsite optimization 	\$18,000
5. Email Newsletter	<ul style="list-style-type: none"> • 6x per year • Design, write, send and report 	\$9,000

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6. Social Media Management	<ul style="list-style-type: none"> • Create and upload posts • Community management • Respond to comments and questions • Grow followers and engagement 	\$30,000
7. Paid advertising/media	<ul style="list-style-type: none"> • Digital/traditional as determined in planning • Audience segmentation and allocation <ul style="list-style-type: none"> ○ Leisure ○ Group ○ Sports 	\$150,500
8. Contingency	<ul style="list-style-type: none"> • Any additional opportunities 	\$7,500
5. Account Management, Strategy and Reporting	<ul style="list-style-type: none"> • Manage budget, campaigns and projects • Provide consistent communication • Bring new ideas and strategies • Provide continuous plan optimization • Provide detailed monthly reports 	\$30,000
	TOTAL	\$325,000

2. TIMEFRAME

Ongoing services – Beginning date TBD.

3. FEES

Billing: Monthly services and media will be billed monthly. Evok will generate an invoice on or about the 1st of the month prior to the month in which the work will be performed and/or media will be placed. Payment will be due net 30. In the event payment is not collected, all services and media will be placed on hold for the following month. In the event the media fees incurred by Evok in any given month do not meet or exceed the amount pre-paid by Client for that month, Evok shall credit any overage towards the next month's payment or refund that amount, at Client's option. Media rate or billing adjustments shall be credited or charged to Client in the billing cycle after Evok has reconciled the adjustment or as soon thereafter as reasonably possible.

All third-party services procured on your behalf are billed to you at cost, plus an agency management fee, consistent with industry standards, of fifteen percent (15%) of gross for traditional media, and twenty percent (20%) of gross for digital media. The agency fee covers time, effort and resources spent by evok researching, negotiating, selecting the channel(s), purchasing and fulfilling the media and managing the traffic tiers and affidavits of performance. Evok will seek your approval prior to placing any media expenditure on your behalf. Evok may require you to pay third party costs and expenses, excluding fees, directly to the contracting party, or advance third party costs, including any commission, in matters where evok anticipates that it will be required to incur substantial out-of-pocket

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costs on your behalf. Alternatively, you will reimburse evok for reasonable expenditures paid to third parties by evok on your behalf, due upon receipt.

Authority as Agent: Subject to the terms of this Agreement, Evok is authorized to act as the agent of Client (and as disclosed principal) in connection with the provision of the Services, including without limitation, in (i) the negotiation and execution of contracts for media, (ii) the purchase of services or materials, or (iii) the lease of space. A copy of this paragraph may be presented to such third parties as Evok deems appropriate as evidence of the authority of Evok to act in such capacity and for such purpose.

Sequential Liability: Client acknowledges that, in placing Client’s advertising with various media, Evok may contract for such media on the basis of "sequential liability" pursuant to which Evok shall be solely liable for payment therefore to the extent that proceeds have been remitted by Client to Evok for such media. It is acknowledged and agreed that Client shall remain exclusively and fully liable to Evok for sums owed in connection with such media, but not remitted to Evok.

IN WITNESS WHEREOF, the Parties hereto have executed this SOW as of the SOW Effective Date:

COMPANY

EVOK ADVERTISING & DESIGN, INC

Signed:

Print Name:

Print Title:

Date:

CLIENT

Columbia County Board of County Commissioners

Signed:

Print Name:

Print Title:

Date:



Tab G

Additional Material



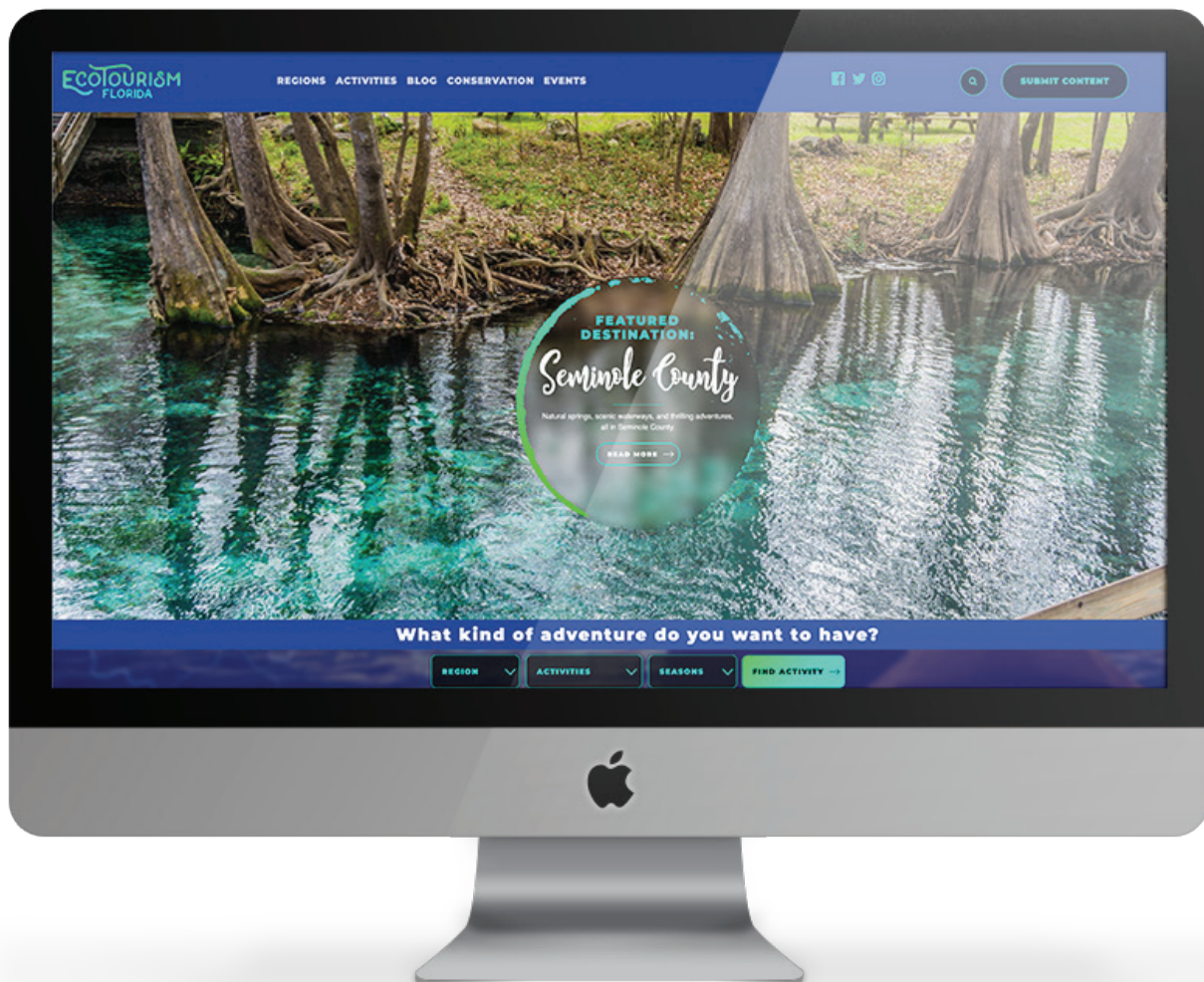
Tab G: Additional Material

Any other information considered pertinent by the proposer. Each Respondent may, but is not required to, include any other materials deemed necessary but not provided otherwise (such as promotional literature, white papers, etc.). They should be clearly marked "Additional Materials". Note these materials may or may not be reviewed by all evaluators and will not be part of the official evaluation except to the extent they support qualification and experience.

Leisure and Ecotourism Expertise

We are experts in travel and tourism marketing and have extensive history and experience working with mainly leisure and ecotourism destinations such as Columbia County, including Highlands County, Clay County, Citrus County, Hendry County and Marion County. These Florida destinations share a lot of the same attributes as Columbia: less populated, smaller cities and an abundance of leisure and ecotourism offerings mixed with locally owned restaurants and shops. Our team is dedicated to convey the natural beauty of our home state, so much so, that we've launched ecotourismflorida.com to highlight natural destinations throughout Florida and their leisure activities.

For further examples of our approach and style for this segment, please see the following creative examples showing some of our leisure, recreational and ecotourism tourism advertising.



<https://www.ecotourismflorida.com/>

Discover Crystal River Florida Leisure/Ecotourism Examples



"Best Days of My Life" Video
<https://bit.ly/DiscoverCrystalRiver>



"Above Water" Video
<https://vimeo.com/201870057>

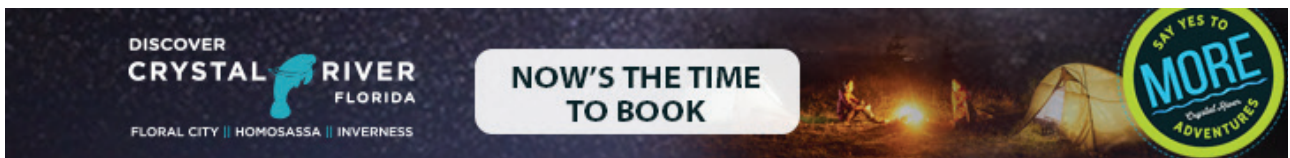
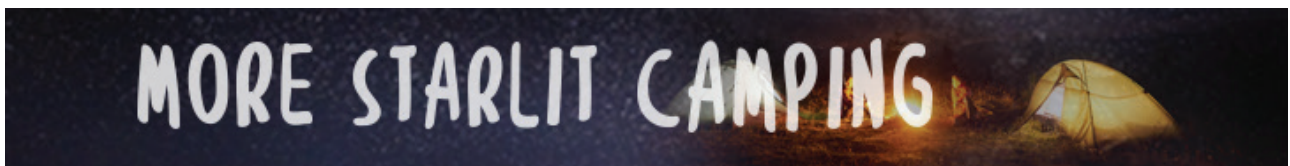


"Below Water" Video
<https://vimeo.com/201140630>

Discover Crystal River Florida Leisure/Ecotourism Examples

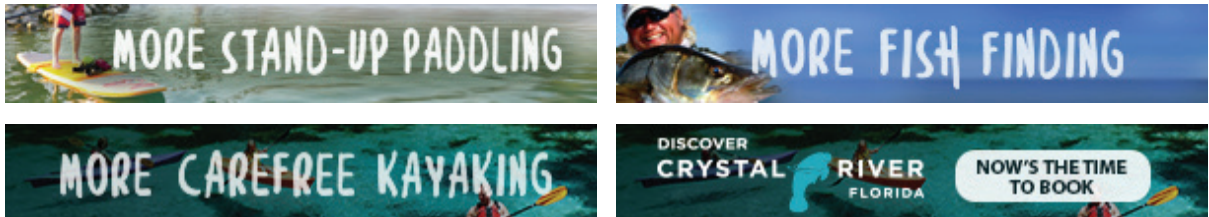


Print Ads



Digital Ads for RV Travelers and Campers Personas

Discover Crystal River Florida Leisure/Ecotourism Examples



Digital Ads for Adventure Seekers Personas



Digital Ads for Booming and Consuming Personas

Discover Crystal River Florida Leisure/Ecotourism Examples



Digital Ads for Active Families/Couples Personas

Central Florida Zoo Promotional Video



<http://bit.ly/JustZooItVideo>

Sports Tourism and Columbia County

Columbia County is already established as a youth sports destination, with fantastic facilities including the South Columbia Sports Park. Youth sports tourism is a very lucrative segment and is only growing across the country. Columbia offers everything youth sports groups need: accommodations, restaurants, venues, great weather and leisure opportunities post-event. For this segment, we also work to promote incremental room nights for the visiting teams and families, either before or after the tournaments, and look to turn these guests into return and repeat visitors outside of the sports tournaments.

We would love to discuss your current situation and plans for growing Columbia's youth sports tourism. The time may be right to increase the spend on this segment.

Sports tourism highlights:

- Sports tourism industry origin: the ESPN Wide World of Sports Complex, a 220-acre site that opened in 1997 on the grounds of Orlando's Disney World. The facility provides an all-in-one tournament, hotel and theme park experience. Nobody understands better than Disney how to capture an audience and make the most of their spend.
- Over \$15 billion annually is spent on youth sports tourism in the U.S., and that number is predicted to double in size over the next few years.
- Many destinations with minimum leisure attractions are doubling down on youth sports tourism and reaping the benefits. Columbia County has much more to experience and to offer sports event owners, organizers and attendees.
- "Tourna-cation," new travel term: combining youth sports events with family vacation.
- Sports tourism drives room nights with moderate to no discount.
- Sports tourism drives additional food and beverage and attractions spend.
- Sports tourism gives us the opportunity to market and remarket to new visitors, prompting incremental room nights and return visits outside of the sport events and turning them into destination loyalists.



Southside Sports Complex

The following is a blog post written and published by our agency on the subject of youth sports tourism for destinations.

Youth Sports is Big Business for Destination Marketing

Today, kids are playing more competitive sports than ever before. There are over 30 million boys and girls playing youth sports compared to under 8 million in 1970. These days nearly 70 percent of children (age 6-17) in the U.S. play at least one team sport and that number has continued to grow. Some children play as early as 3 years old, and competitive travel teams begin as early as age 7.

Practice requirements alone cut dramatically into family time, often four or five days a week, with many families driving an hour or more each way to attend a celebrated practice venue. But it's not only the time investment, it's also a monetary investment. Youth sports equals commerce—parents not only pay for uniforms, registration fees and equipment, they also invest in travel expenses, including airfare, hotel accommodations, and food and beverage to attend weekend, sometimes week long, youth sports tournaments.

Both kids and parents are starting to take sports seriously, committed to perfecting their playing ability, and a tournament, whether it's baseball, softball, field hockey, soccer or cheerleading, provides an excellent opportunity to assess whether that investment of time and money is paying dividends. Sports tournaments allow teams and players to measure themselves against the competition from across the country, often under the watchful eye of college scouts who are evaluating players for potential scholarships before they even attend high school.



Southside Sports Complex Girls Softball Tournament Winners

The Family Vacation

According to a recent AAA survey, more than one-third of Americans (35 percent) are planning to take a family vacation of 50 miles or more away from home involving two or more immediate family members in the next 12 months. Because families are spending more time traveling for youth sports, many are staying a few days before or after their tournaments and making it a vacation for the family.

Considering the average family spends 2% of their total household budget on their summer vacation and the average family spends \$100-\$500 per month per child on youth sports, combining the two can be a smart way to stretch a family's budget. When traveling for tournaments the local hotels and airlines are usually also offering a discounted group rate which will save money. If they were to travel without the team, they would pay more for their hotel and airline fees. Plus, they get to explore other areas of the country, most of which they would never visit.

Why Should a Destination Invest In Sports Marketing?

Parents will spend more than \$7 billion this year on just the traveling involved with youth sports. But, it's not only the families taking sports seriously, so too are cities and counties across the country. Hosting tournaments has a measurable economic impact, and CVBs that invest in the development and maintenance of sports facilities are seeing a return on that investment. Teams that travel from around the country to a destination to play well-hosted tournaments leave it with a monetary windfall.

Sports marketing managers, sports commissions, CVBs and TDCs are doing their best to attract sports tournaments to their town. More and more are investing in facilities and marketing themselves as an attractive destination for these events. For instance:

Seminole County, Florida's construction of a 15-field youth sports complex, nine of which boast fully synthetic turf surfaces for a Major League type playing surface, is just one of many examples of a destination making an investment to attract youth sports tournament play.

Youth Sports Tourism

In a CNBC article entitled *Spending Big on Kids' Sports? You're Not Alone*, Dave Hollander, a professor at New York University's Tisch Center for Hospitality, Tourism and Sports, stated, "Youth sports tourism wasn't even a category a few years ago, and now it's the fastest-growing segment in travel. You've got millions of kids involved, parents spending thousands of dollars, and cities building facilities to host events and chase tourism dollars," he said. "It's just huge."

Many things are changing for today's youth, and parents are making the most of it, dedicating more of their time and money on youth sports. In the grand scheme of things, children are only young for a short time, and the vast majority of parents will invest almost anything to make the most of this precious time. Traveling as a family to see their child play sports and then getting some quality family vacation together time makes sense for everyone, on both sides of the equation.

LETTER OF RECOMMENDATION



Board of County Commissioners Executive Office

110 N. Apopka Ave., New Courthouse, Inverness, Florida 34450
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Our Vision

"We are a user-friendly and common sense organization dedicated to responsive citizen services."

October 3, 2018

To Whom It May Concern:

As a Citrus County Commissioner and Chairman of the Tourism Development Council (TDC), I'd like to take this opportunity to provide a recommendation regarding the work Evok advertising has done in support of the Citrus County Visitors and Convention Bureau, which markets itself under the brand Discover Crystal River Florida.

As the Bureau's agency of record since February 2016, Evok has contributed greatly to the success of our destination and positively impacted the economy of our County. Starting with a brand refresh and a new website, then moving on to creative campaigns, media planning and execution, Evok has been a strong partner and has helped the County realize increases in visitation and growth.

Their team consistently delivers great ideas and strong plans, such as the creative campaign that helped stabilize County Tourism after Hurricane Irma in September, 2017. Evok quickly developed a campaign concept, creative approach and media plan, and had it fully launched within thirty days, well in advance of our crucial winter tourism season.

Bureau staff and the TDC count on Evok to bring the best in strategic thinking and provide the results we need by meeting Key Performance Indicators (KPI) within our market and the larger Florida tourism market as a whole.

The Evok team's knowledge of travel and tourism as well as their expertise in marketing has made them a true partner in growing Citrus County tourism. I believe Evok would be a valuable addition to your marketing team.

Sincerely,

Ronald E Kitchen Jr.
Citrus County Commissioner
Chairman, Tourism Development Council (TDC)

*Ronald E. Kitchen Jr., Chairman, Commissioner, District 2 – Jeff Kinnard, D.C., 1st Vice Chairman, Commissioner, District 1
– Brian Coleman, 2nd Vice Chairman, Commissioner, District 5 - Commissioner Scott Carnahan, Commissioner District 4
Jimmie T. Smith, Commissioner, District 3*

LETTER OF RECOMMENDATION

BOARD OF COUNTY COMMISSIONERS

To Whom It May Concern,

I want to take this opportunity to show my support and applaud the work evok advertising has done on behalf of our Visitors and Convention Bureau and Seminole County as a whole.

The evok team's in-depth knowledge of content strategy and expertise in social media has elevated our organization's digital communications, forging stronger ties between our county and both its residents and visitors.

Their team consistently fosters positive discussion with both our internal staff and external audiences while showcasing the best of Seminole County and surrounding areas.

Following the work evok advertising has done for Orlando North/Seminole County Tourism, I confidently recommend the agency as a partner for your organization. I know that they will be a valuable extension of your team as they have been for ours.

Please feel free to contact me should you like to discuss evok's qualifications and experience further. I'd be happy to expand on my recommendation.

Sincerely,

A handwritten signature in black ink, appearing to read "Bob Dahani".

Bob Dahani
Commissioner, Seminole County

BD/kre

LETTER OF RECOMMENDATION



Casey W. Hartt
Lead Marketing Consultant
Visit Sebring/Highlands County Tourism Development Council

April 8, 2019

To Whom It May Concern:

It is my pleasure to write this letter of recommendation for Evok Advertising on behalf of Visit Sebring. We have had the pleasure of working with the evok team as they designed a new tourism website for Visit Sebring and now provide ongoing search engine marketing to support the site. Evok is an engaged and dedicated partner, and their team provides the talent, experience and process to make their work for us a complete success. This was a very important initiative for us, intended to create a much stronger brand platform on which we can market our tourism amenities and draw more visitors to Highlands County. The evok team took the time to understand our destination and our target audiences and followed through with strong solutions. We have continued to work with evok because of the quality of their creative approach, their skill and experience across the board, their commitment to great service and the results they have delivered.

I would highly recommend evok for any marketing and advertising work that you might need. If you have any questions or would like to speak to me personally about evok's work, please feel free to contact me.

Best regards,

Casey W. Hartt, Lead Marketing Consultant
Visit Sebring/Highlands County Tourist Development Council (TDC)
Casey@VisitSebring.com

Visit Sebring, 501 S. Commerce Avenue, Suite #3, Sebring, FL 33870 * Phone (863) 402-6909
www.VisitSebring.com



A person is sitting on a wooden bench in a field at dusk, looking up at a starry sky. The person is wearing a dark long-sleeved shirt and dark pants. The field is filled with dry, brown grass and a fence is visible in the background. The sky is dark with many stars visible.

Evok will

work hard to bring positive results,
drive tourism success and economic
growth for **Columbia County**

