

REQUEST FOR PROPOSAL

RSQ DESTINATION MARKETING SERVICES

HALIFAX AREA ADVERTISING AUTHORITY

02.09.2022



MARKETING COMMUNICATION DESIGN

- ST. PETERSBURG
- FORT LAUDERDALE

WelcomeToAqua.com

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Aqua Marketing & Communications, Inc.
360 Central Avenue Suite 420
St. Petersburg, FL 33701
WelcometoAqua.com

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Tab 1 - Qualification Data



Tab 1. Qualification Data

A submittal letter signed by an authorized agent of the Respondent, as listed on the Florida Department of State, Division of Corporations' Sunbiz report available at www.sunbiz.org (Sunbiz), shall be required. If anyone other than the officers listed on the Sunbiz website will be signing the RSQ, a memorandum of authority signed by an officer of the Respondent allocating authorization shall be required. The memorandum of authority shall be on the Respondent's letterhead and shall clearly state the name, title and contact information for the individual designated by the Respondent as a contact point for any requests for additional information required by HAAA.



To Whom It May Concern:

We believe this response represents an exceptional opportunity in your search for destination marketing services for the Halifax Area Advertising Authority and the Daytona Beach Convention & Visitors Bureau. Here's why...

We have deep experience and years of success in tourism marketing – Our firm's Principal and Key Staff have experience together serving eight convention and visitors bureaus in the state, and one foreign country. Our experience also includes a number of hotels, resorts, airports and other tourism/travel interests. We're keen students of the industry, not only staying on top of tourism/travel trends – we also make them.

We're experts in marketing Florida coastal destinations – With 37 coastal counties in the state, it's important to hire a marketing partner that knows how to separate you and uniquely define your destination as distinct, desirable and something more than beautiful beaches. We've proven our ability to distinctly define Florida coastal destinations, and achieve historic visitation results.

We're actively serving tourism clients – Our firm is currently Agency of Record for three, county-based tourism bureaus in Florida, two of the state's major municipalities whose economic vitality is dependent upon tourism, as well as hotels and airports in the state.

We're consistently ranked among the world's best – Year after year, our work for clients is consistently ranked as some of the best in the state as well as nationally and internationally. We can virtually guarantee our efforts will have the HAAA recognized for devising some of the best destination marketing in the world. In addition, we are one of the most experienced destination branding firms available, having developed and established a number of the most successful destination and economic development brands in the state.

We have the established relationships you'll need – Given that Destination Marketing is our firm's primary area of specialty, we already have the key partnership, media, production, press and other relationships in place that you'll need in order to meet and exceed your goals and objectives.

We know how to make an economic impact – We understand that it's about more than occupancy, visitation or "getting the numbers up." It's about economic impact. And we know how to devise visitation strategies that create the greatest long-term economic impact for a destination.

We're already making an impact for you – It should be noted that we're already contracted as Agency of Record for Volusia County, and for the last 4 years have devised successful strategies for The Daytona Beach International Airport as well as The Ocean Center. Our efforts for the airport have led to DAB being recognized as the busiest airport in the state, as well as attracting additional routes from the airport's existing carriers.

We know how to unite a community – We know what it takes to get a community excited about your tourism efforts and supportive of your plans and programs. We have a successful track record of community relations and partnership development that will ensure your destination is united, cohesive and engaged.

Our background, experience, staff, current client base, and client results should assure you that we are by far the most capable destination marketing firm to serve the HAAA. We eagerly await the opportunity to serve you and the citizens of the Daytona Beach area.

Sincerely,

A handwritten signature in black ink that reads 'David M. Di Maggio'.

David M. Di Maggio

President

David M. Di Maggio

President

Aqua Marketing & Communications, Inc.

360 Central Avenue, Ste. 420

St. Petersburg, FL 33701

Email: Dave@WelcomeToAqua.com

Phone: 727-687-4670

Tab 1. Qualification Data

1. A brief history and organization structure of the business including key staff that would be assigned to the Daytona Beach account.

As a result in a split in the ownership of Paradise Advertising & Marketing, Inc., of St. Petersburg, Florida, Aqua was established in 2010 and quickly gained a roster of governmentally related accounts across the State of Florida, including DMOs, Economic Development Departments, airports, hotels and resorts. Headquartered in St. Petersburg, with a second office in Fort Lauderdale, the agency is now ranked as one of the top destination marketing firms in the country and has devised programs bringing clients historic levels of success. One of the most highly awarded firms in the industry, Aqua is a full-service, fully integrated firm offering all marketing communications functions – from Advertising, Public Relations, Social Media, Digital Development and more – under one roof, and all coordinating through a singular strategic plan uniquely constructed for each client.

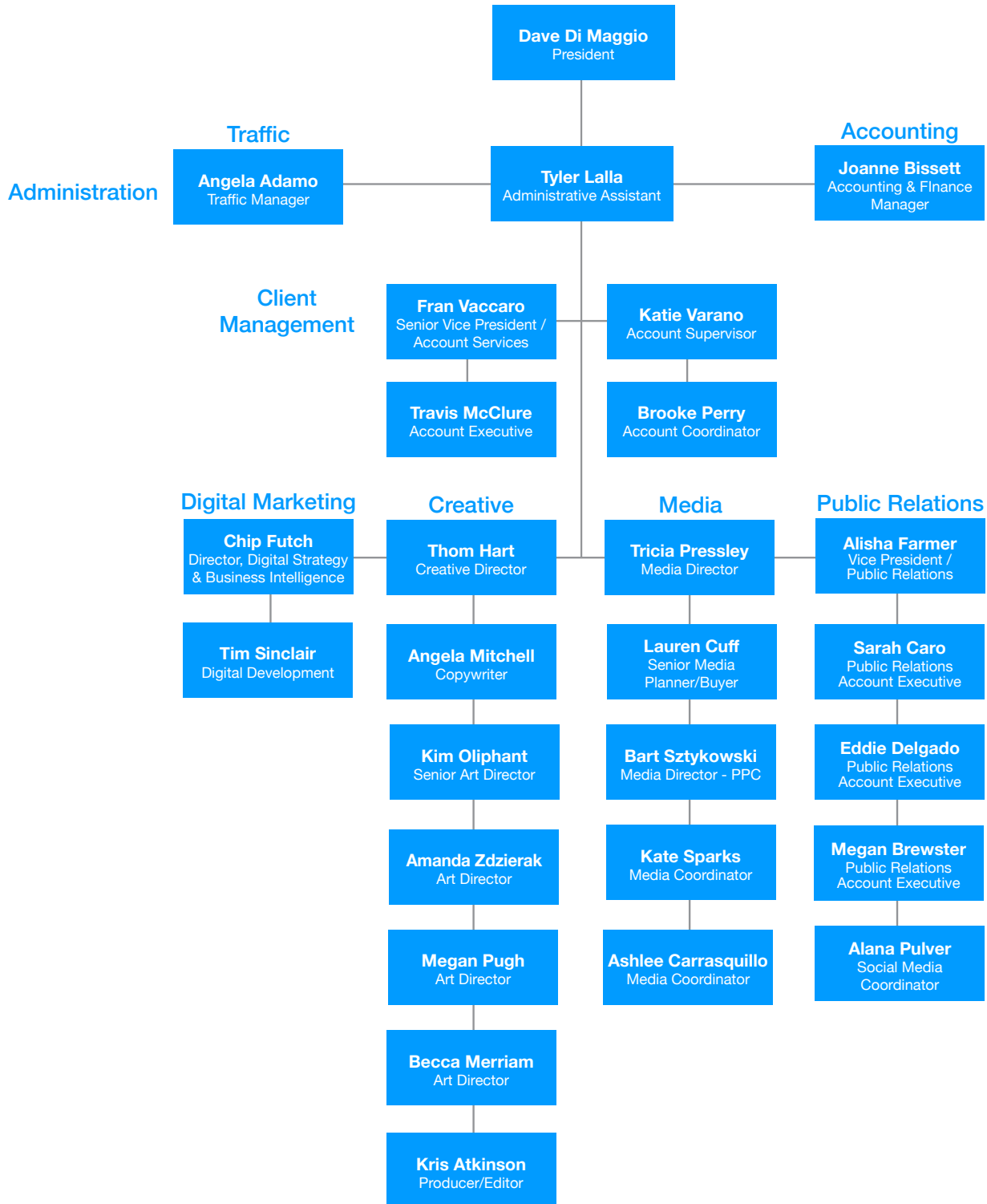
Our staff is composed of experienced professionals offering deep expertise in their respective functions, and knowing how to leverage their area of expertise to maximize client results.

The following organizational chart and staff bios are provided to provide insight into the agency’s organizational structure and an introduction to key staff.



Tab 1. Qualification Data

1. Organizational Chart



Tab 1. Qualification Data

1. Key Staff

Dave Di Maggio

PRESIDENT



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

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

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

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

- VISIT LAUDERDALE CONVENTION & VISITORS BUREAU
- THE EMERALD COAST CONVENTION & VISITORS BUREAU
- THE BRADENTON AREA CONVENTION & VISITORS BUREAU
- THE PUNTA GORDA/ENGLEWOOD BEACH VISITOR & CONVENTION BUREAU
- NAPLES, MARCO ISLAND, EVERGLADES CONVENTION & VISITORS BUREAU
- SEMINOLE COUNTY CONVENTION & VISITORS BUREAU
- THE AMELIA ISLAND CONVENTION & VISITORS BUREAU
- THE ST. PETERSBURG/CLEARWATER CONVENTION & VISITORS BUREAU
- THE CITY OF WEST PALM BEACH, FLORIDA
- THE CITY OF PUNTA GORDA, FLORIDA
- THE CITY OF DUNEDIN, FLORIDA
- COLONIAL WILLIAMSBURG
- COOPER'S HAWK WINERY & RESTAURANT
- THE BERMUDA OFFICE OF TOURISM
- HYATT HOTELS
- THE TRADEWINDS ISLAND RESORTS
- FORT LAUDERDALE HOLLYWOOD INTERNATIONAL AIRPORT
- DAYTONA BEACH INTERNATIONAL AIRPORT
- BERMUDA INTERNATIONAL AIRPORT
- BANGOR INTERNATIONAL AIRPORT
- ST. PETERSBURG/CLEARWATER INTERNATIONAL AIRPORT
- SARASOTA BRADENTON INTERNATIONAL AIRPORT
- SOUTHWEST FLORIDA INTERNATIONAL AIRPORT
- DESTIN-FORT WALTON BEACH AIRPORT
- PORT EVERGLADES

Tab 1. Qualification Data

1. Key Staff

Fran Vaccaro

SENIOR VICE PRESIDENT/ACCOUNT SERVICES



Fran Vaccaro is one of the most skilled account directors in the field of hospitality and tourism, boasting more than 25 years of experience as a travel and luxury brand expert.

At Aqua, Fran serves as Vice President overseeing the agency's Fort Lauderdale office, managing business development in Florida and Aqua's clients along Florida's east coast.

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

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

- VISIT LAUDERDALE CONVENTION & VISITORS BUREAU
- THE EMERALD COAST CONVENTION & VISITORS BUREAU
- DISCOVER THE PALM BEACHES
- NAPLES, MARCO ISLAND, EVERGLADES CONVENTION & VISITORS BUREAU
- THE SEMINOLE COUNTY CONVENTION & VISITORS BUREAU
- MARTIN COUNTY, FLORIDA
- VOLUSIA COUNTY, FLORIDA
- THE CITY OF WEST PALM BEACH, FLORIDA
- PINELLAS SUNCOAST TRANSIT AUTHORITY (PSTA, PINELLAS COUNTY, FL)
- PORT EVERGLADES
- FORT LAUDERDALE HOLLYWOOD INTERNATIONAL AIRPORT
- DAYTONA BEACH INTERNATIONAL AIRPORT
- DESTIN-FORT WALTON BEACH AIRPORT
- PALM BEACH INTERNATIONAL AIRPORT
- SARASOTA-BRADENTON INTERNATIONAL AIRPORT
- SOUTHWEST FLORIDA INTERNATIONAL AIRPORT
- THE KNICKERBOCKER HOTEL, NEW YORK CITY
- THE JEFFERSON, WASHINGTON, DC
- ROYAL PALM, SOUTH BEACH
- FONTAINEBLEAU RESORT
- THE MIAMI SEAQUARIUM, MIAMI
- SALVADOR DALÍ MUSEUM
- THE FLORIDA ORCHESTRA
- COLLIER COUNTY MUSEUM
- CULTURAL COUNCIL OF PALM BEACH COUNTY
- THE CITY OF WEST PALM BEACH ECONOMIC DEVELOPMENT

Tab 1. Qualification Data

1. Key Staff

Katie Varano

ACCOUNT SUPERVISOR



Katie serves as Account Supervisor for the agency's West Coast accounts. As such, she marshals resources for top clients in the Southwest Florida area.

Previously, Katie managed the Naples office of Paradise Advertising and Marketing (founded by Aqua President Dave Di Maggio), overseeing the firm's largest account, Naples, Marco Island and Everglades Convention and Visitors Bureau, developing marketing campaigns and providing project management.

In addition, Katie previously served as Media Planner for Universal McCann in New York, managing national and regional budgets, implementing strategic campaigns and serving as liaison between vendors and clients regarding added-value negotiations.

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

- VISIT LAUDERDALE CONVENTION & VISITORS BUREAU
- THE BRADENTON AREA CONVENTION & VISITORS BUREAU
- THE PUNTA GORDA/ENGLEWOOD BEACH VISITOR & CONVENTION BUREAU
- NAPLES, MARCO ISLAND, EVERGLADES CONVENTION & VISITORS BUREAU
- THE CITY OF PUNTA GORDA, FLORIDA
- FORT LAUDERDALE HOLLYWOOD INTERNATIONAL AIRPORT
- DAYTONA BEACH INTERNATIONAL AIRPORT
- DESTIN-FORT WALTON BEACH AIRPORT
- SOUTHWEST FLORIDA INTERNATIONAL AIRPORT
- PORT EVERGLADES
- INN ON FIFTH
- COLLIER COUNTY MUSEUMS
- PELICAN BAY, NAPLES, FLORIDA
- FIDDLER'S CREEK, NAPLES, FLORIDA
- BACARDI SUPERIOR RUM
- ORION BANK

Tab 1. Qualification Data

1. Key Staff

Travis McClure

ACCOUNT EXECUTIVE



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

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

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

- VISIT LAUDERDALE CONVENTION & VISITORS BUREAU
- HILTON HOTELS & RESORTS
- WALDORF ASTORIA HOTELS & RESORTS
- ATLANTIS PARADISE ISLAND BAHAMAS
- SOUTH SEAS ISLAND RESORT
- PLANET FITNESS
- CITY FURNITURE
- CHUCK E. CHEESE
- JAMBA JUICE
- BOSTON MARKET
- MICHAELS ARTS & CRAFTS
- KEISER UNIVERSITY
- STEINER EDUCATION GROUP
- AUTONATION
- RICK CASE AUTOMOTIVE GROUP

Tab 1. Qualification Data

1. Key Staff

Brooke Perry

ACCOUNT COORDINATOR



Brooke is a huge music fan. So huge, in fact, that after graduating college she decided to move to Nashville, where she worked for the Pilgrimage Music Festival, the Country Music Association and the Nashville Songwriters Association International.

Whether orchestrating social media content, managing and producing major events, facilitating brand partnerships, coordinating schedules or reconciling budgets, she gained invaluable experience perfect for her role here at Aqua, where she serves the Punta Gorda/Englewood Beach Visitor & Convention Bureau and the Bradenton Area Convention & Visitors Bureau accounts.

Brooke holds a B.S. in Public Relations with a minor in Innovation from the University of Florida.

- VISIT LAUDERDALE CONVENTION & VISITORS BUREAU
- THE PUNTA GORDA/ENGLEWOOD BEACH VISITOR & CONVENTION BUREAU
- THE BRADENTON AREA CONVENTION & VISITORS BUREAU
- SOUTHWEST AIRLINES
- PUBLICITY FOR GOOD
- NASHVILLE SONGWRITERS ASSOCIATION INTERNATIONAL
- COUNTRY MUSIC TELEVISION
- COUNTRY MUSIC ASSOCIATION
- PILGRIMAGE MUSIC FESTIVAL
- USA TODAY
- MARTIN GUITAR AND STRINGS
- REGIONS BANK
- SUNTRUST
- FORD
- SONY MUSIC
- UNIVERSAL MUSIC GROUP
- WARNER MUSIC NASHVILLE

Tab 1. Qualification Data

1. Key Staff

Thom Hart

CREATIVE DIRECTOR



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

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

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

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

- VISIT LAUDERDALE CONVENTION & VISITORS BUREAU
- THE EMERALD COAST CONVENTION & VISITORS BUREAU
- THE CITY OF WEST PALM BEACH, FLORIDA
- THE BRADENTON AREA CONVENTION & VISITORS BUREAU
- THE PUNTA GORDA/ENGLEWOOD BEACH VISITOR & CONVENTION BUREAU
- NAPLES, MARCO ISLAND, EVERGLADES CONVENTION & VISITORS BUREAU
- THE SEMINOLE COUNTY CONVENTION & VISITORS BUREAU
- THE AMELIA ISLAND CONVENTION & VISITORS BUREAU
- THE CITY OF PUNTA GORDA, FLORIDA
- THE CITY OF ST. PETERSBURG, FLORIDA
- GREATER TAMPA CHAMBER OF COMMERCE
- FORT LAUDERDALE HOLLYWOOD INTERNATIONAL AIRPORT
- DAYTONA BEACH INTERNATIONAL AIRPORT
- DESTIN-FORT WALTON BEACH AIRPORT
- SARASOTA-BRADENTON INTERNATIONAL AIRPORT
- THE SOUTHWEST FLORIDA INTERNATIONAL AIRPORT
- THE BANGOR INTERNATIONAL AIRPORT
- TAMPA INTERNATIONAL AIRPORT
- PORT EVERGLADES
- HOTEL ZAMORA, ST. PETE BEACH, FLORIDA
- TRADEWINDS ISLAND RESORTS, ST. PETE BEACH, FLORIDA
- PINELLAS SUNCOAST TRANSIT AUTHORITY (PSTA, PINELLAS COUNTY, FL)

Tab 1. Qualification Data

1. Key Staff

Angela Mitchell

SENIOR COPYWRITER



Angela is an experienced creative professional in the travel and hospitality industries, having written for seven different convention and visitor bureaus. She's passionate about delivering "surprise and delight" in her ideas and writing that connect with audiences and inspire action.

Her adventures in the world of advertising have taken her to cities across the Southeast and to Las Vegas, where she helped to launch the \$4 billion Baha Mar resort in The Bahamas. She has also written for national entertainment brands such as Disney and Sesame Street and for countless other industries, from healthcare to education.

- VISIT LAUDERDALE CONVENTION & VISITORS BUREAU
- THE BRADENTON AREA CONVENTION & VISITORS BUREAU
- THE PUNTA GORDA/ENGLEWOOD BEACH VISITOR & CONVENTION BUREAU
- NAPLES, MARCO ISLAND, EVERGLADES CONVENTION & VISITORS BUREAU
- SEMINOLE COUNTY CONVENTION & VISITORS BUREAU
- THE AMELIA ISLAND CONVENTION & VISITORS BUREAU
- THE ST. PETERSBURG/CLEARWATER CONVENTION & VISITORS BUREAU
- BAHA MAR
- THE TRADEWINDS ISLAND RESORTS
- VDARA HOTEL & SPA
- '21' CLUB
- THE FLORIDA ORCHESTRA
- THE MUSEUM OF FINE ARTS
- THE CITY OF ST. PETERSBURG
- FELD ENTERTAINMENT
- DISNEY ON ICE
- JURASSIC WORLD LIVE TOUR
- SUPERCROSS
- MONSTER JAM
- SLIME CITY
- TROLLS THE EXPERIENCE
- SESAME STREET LIVE
- ST. PETERSBURG/CLEARWATER INTERNATIONAL AIRPORT
- BERMUDA INTERNATIONAL AIRPORT
- BANGOR INTERNATIONAL AIRPORT
- SARASOTA BRADENTON INTERNATIONAL AIRPORT

Tab 1. Qualification Data

1. Key Staff

Kim Oliphant

SENIOR ART DIRECTOR



With an eye for singular design and art direction skills honed from years of corporate and agency-side experience, Kim plays a critical role in the creative at Aqua. Her passion for creating exceptional brands extends throughout her work, infusing it with artwork that resonates powerfully with any audience.

A former Creative Team Manager for national retailer Montgomery Ward, Kim escaped the cold climate of Chicago in 2001, and worked for Florida's YP&B and Paradise Advertising & Marketing, Inc. before joining Aqua as Senior Art Director.

In addition to her many talents as a graphic artist, Kim's past experience with studio management and account service has proven invaluable at Aqua. She excels in office management, media and production traffic, and coding for online advertising.

Kim is a graduate of Illinois State University with a B.S. in Fine Arts and a concentration in Visual Communications.

- ST. PETE CLEARWATER CONVENTION & VISITORS BUREAU
- COLLIER COUNTY CONVENTION & VISITORS BUREAU
- SEMINOLE COUNTY CONVENTION & VISITORS BUREAU
- AMELIA ISLAND CONVENTION AND VISITORS BUREAU
- BRADENTON AREA CONVENTION & VISITORS BUREAU
- CHARLOTTE COUNTY VISITORS & CONVENTION BUREAU
- MANATEE COUNTY, FL
- CITY OF WEST PALM BEACH
- CITY OF PUNTA GORDA
- DAYTONA BEACH INTERNATIONAL AIRPORT
- DESTIN-FORT WALTON BEACH AIRPORT
- THE SOUTHWEST FLORIDA INTERNATIONAL AIRPORT
- THE BERMUDA INTERNATIONAL AIRPORT
- THE BANGOR INTERNATIONAL AIRPORT
- ST. PETERSBURG-CLEARWATER INTERNATIONAL AIRPORT
- PINELLAS SUNCOAST TRANSIT AUTHORITY (PSTA, PINELLAS COUNTY, FL)
- MANATEE COUNTY AREA TRANSIT (MCAT)
- TRADEWINDS ISLAND RESORTS
- SIRATA BEACH RESORT
- QUORUM HOTELS
- INN ON FIFTH (NAPLES, FL)
- MARCO ISLAND MARRIOTT
- COLLIER COUNTY MUSEUMS
- MOSI, TAMPA, FL
- BODIES, THE EXHIBITION
- DALÍ MUSEUM, ST. PETERSBURG

Tab 1. Qualification Data

1. Key Staff

Amanda Zdzierak

ART DIRECTOR



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

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

- VISIT LAUDERDALE CONVENTION & VISITORS BUREAU
- THE EMERALD COAST CONVENTION & VISITORS BUREAU
- THE CITY OF WEST PALM BEACH, FLORIDA
- THE BRADENTON AREA CONVENTION & VISITORS BUREAU
- THE PUNTA GORDA/ENGLEWOOD BEACH VISITOR & CONVENTION BUREAU
- VOLUSIA COUNTY GOVERNMENT
- THE CITY OF PUNTA GORDA, FLORIDA
- CITY OF WEST PALM BEACH, FLORIDA
- MANATEE COUNTY, FLORIDA
- DAYTONA BEACH INTERNATIONAL AIRPORT
- DESTIN-FORT WALTON BEACH AIRPORT
- SARASOTA-BRADENTON INTERNATIONAL AIRPORT
- PORT EVERGLADES
- TRADEWINDS ISLAND RESORTS, ST. PETE BEACH, FLORIDA
- MANATEE PERFORMING ARTS CENTER
- CITY OF WEST PALM BEACH ECONOMIC DEVELOPMENT
- PELICAN BAY, NAPLES, FLORIDA
- FIDDLER'S CREEK, NAPLES, FLORIDA
- CHILES RESTAURANT GROUP
- SUNSCREEN FILM FESTIVAL
- PAPER PRESENCE
- BRIGHT HOUSE NETWORKS
- TRACY ZYCH, NEW YORK
- YANCHUCK, BERMAN, WADLEY AND ZERVOS ATTORNEYS
- AJ ASSOCIATES, INC.
- CLEARWATER HARBOR MAGAZINE
- THE DUTCHER GROUP

Tab 1. Qualification Data

1. Key Staff

Megan Pugh

ART DIRECTOR



Megan came to Aqua following an exemplary career as a graphic designer for in-house marketing teams at the University of Florida and Beall's Store, Inc. She's worn many hats over the years, including graphic designer, marketing & PR coordinator, art director, and even web designer among several others. Her versatility as a designer, and ability to move between different clients and industries with ease, makes her a valued asset to the Aqua creative team.

- VISIT LAUDERDALE CONVENTION & VISITORS BUREAU
- THE BRADENTON AREA CONVENTION & VISITORS BUREAU
- THE PUNTA GORDA/ENGLEWOOD BEACH VISITOR & CONVENTION BUREAU
- CITY OF WEST PALM BEACH, FLORIDA
- DAYTONA BEACH INTERNATIONAL AIRPORT
- DESTIN-FORT WALTON BEACH AIRPORT
- PORT EVERGLADES
- HARN MUSEUM OF ART
- ST. PETE DOWNTOWN PARTNERSHIP
- PRESERVE THE 'BURG
- NORTHSTAR REALTY
- COTTAGES BY THE SEA
- THRIVE BY 5 ST. PETE
- GROW SMARTER ST. PETE
- BEALLS STORES
- UNIVERSITY OF SOUTH FLORIDA: TAMPA
- UNIVERSITY OF SOUTH FLORIDA, ST. PETE
- PYPYR INC.
- 82 WEST RUM DISTILLERY
- KOZUBA DISTILLERY
- OAK & STONE
- HYDE PARK EVENT DESIGN
- MASSAGE STUDIO
- REBUILD
- 4POINTS DENTAL
- SKYWAY 10K
- 5X5 TECHNOLOGIES
- DOYLE WEALTH MANAGEMENT
- TAMPA BAY RAYS
- GLOBAL JET SALES / PLANE MOVER

Tab 1. Qualification Data

1. Key Staff

Becca Merriam

ART DIRECTOR



Becca is a conceptual thinker and creative leader with expertise in digital, print and packaging for brands in hospitality, franchises, food and beverage, and healthcare. Before joining Aqua, she served as a creative manager at Wynn Las Vegas and as a graphic designer at The Venetian. Whether she's collaborating with her teammates, presenting new ideas or creating breakthrough design, her passion to create impactful content results in phenomenal work. She thrives on challenges and tackles each project with an endearing smile and can-do attitude.

- VISIT LAUDERDALE CONVENTION & VISITORS BUREAU
- THE PUNTA GORDA/ENGLEWOOD BEACH VISITOR & CONVENTION BUREAU
- WYNN LAS VEGAS
- THE VENETIAN RESORT LAS VEGAS
- KONICA MINOLTA
- VEGAS PBS
- STARWOOD HOTELS & RESORTS
- COCA-COLA
- PEPSICO
- NESTLE
- P&G
- PROCTER & GAMBLE
- THE PALAZZO
- FRITO LAY

Tab 1. Qualification Data

1. Key Staff

Kristofer Atkinson

VIDEO PRODUCER



For the better part of a decade, Kris has worked within the film industry, producing short films, feature length films, and in-house company videos. Kris started his journey in the marketing world as a graphic designer, working for an advertising agency and New York Life Insurance Company. As Aqua's Video Producer, Kris manages client video needs at every level, from archiving footage to shooting commercials to editing video.

- VISIT LAUDERDALE CONVENTION & VISITORS BUREAU
- BRADENTON AREA CONVENTION & VISITORS BUREAU
- PUNTA GORDA/ENGLEWOOD BEACH VISITOR & CONVENTION BUREAU
- DAYTONA BEACH INTERNATIONAL AIRPORT
- PORT EVERGLADES
- WEST PALM BEACH OFFICE OF ECONOMIC DEVELOPMENT
- VOLUSIA COUNTY GOVERNMENT
- NEW YORK LIFE: LIFE INSURANCE PARTNERED WITH AARP
- NEW YORK LIFE: BROAD MARKET
- NEW YORK LIFE: LONG TERM
- RAW ELEMENTS SALON
- CHEM DRY OF TULSA
- RHODE LAW FIRM
- KAZAR HOME AUTOMATION
- POSEIDON POOL SERVICING
- SUNSNO GOURMET SHAVED ICE
- GRACE UNITED CHURCH
- M. J. DENMAN LAW FIRM
- EXPERT TA
- THRIVEFAST

Tab 1. Qualification Data

1. Key Staff

Tim Sinclair

DIGITAL DIRECTOR



Tim began studying web design and development in 1997 at Wisconsin Lutheran College in Milwaukee, Wisconsin, graduating with his bachelor's degree in 2001. A Florida native, Tim returned to his hometown to accept his first position as a junior designer with Fusion Creative in St. Petersburg, eventually leaving to start his own firm in 2005.

Tim is well known for web solutions that are beautiful, functional and modern, believing that technology should never get in the way of simplicity and usability. This philosophy has resulted in designs that serve their intended purpose while avoiding the technology frustration that has become commonplace in the web development industry. Tim believes it is his responsibility to take a client's vision and turn it into a reality through no-nonsense, creative solutions that work.

- THE BRADENTON AREA CONVENTION & VISITORS BUREAU
- THE SEMINOLE COUNTY CONVENTION & VISITORS BUREAU
- CITY OF WEST PALM BEACH, FLORIDA
- NAPLES, MARCO ISLAND & THE EVERGLADES CONVENTION & VISITORS BUREAU
- PELICAN BAY, NAPLES, FLORIDA
- CITY OF DELTONA ECONOMIC DEVELOPMENT
- THE SALVADOR DALÍ MUSEUM (ST. PETERSBURG, FLORIDA)
- ENCORE RESORTS
- THOUSAND TRAILS RV RESORTS
- THE BANK OF TAMPA
- TAMPA BAY BUCCANEERS
- MILWAUKEE BREWERS
- TAMPA BAY RAYS
- THE BANK OF CENTRAL FLORIDA
- CORNERSTONE CUSTOM HOMES
- OAK MANOR SENIOR LIVING COMMUNITY
- UNIVERSITY OF WASHINGTON
- BAYFRONT MEDICAL CENTER
- ST. ANTHONY'S HOSPITAL
- ALL CHILDREN'S HOSPITAL

Tab 1. Qualification Data

1. Key Staff

Alisha Farmer

VICE PRESIDENT/PUBLIC RELATIONS



As Aqua's PR director, Alisha leads the team in developing and implementing PR campaigns that enhance consumer experience and achieve business objectives across paid, owned and earned media. Her extensive experience in the NYC market includes service as VP at UM, where she achieved breakthrough results for such top brands as Coach, Aveeno and BMW. As VP at 360i, her efforts resulted in six straight years of outperformed visitation and revenue goals for New Orleans Tourism. She has launched successful partnerships with some of the biggest names in tourism, hospitality, entertainment and fashion, including Conde Nast, James Beard Foundation, Live Nation and Neiman Marcus.

- VISIT LAUDERDALE CONVENTION & VISITORS BUREAU
- THE BRADENTON AREA CONVENTION & VISITORS BUREAU
- THE PUNTA GORDA/ENGLEWOOD BEACH VISITOR & CONVENTION BUREAU
- FORT LAUDERDALE HOLLYWOOD INTERNATIONAL AIRPORT
- DAYTONA BEACH INTERNATIONAL AIRPORT
- PORT EVERGLADES
- NEW ORLEANS TOURISM
- COACH
- AVEENO
- BMW
- FOSSIL
- SUNDANCE
- FASHION WEEK
- CONDE NAST
- JAMES BEARD FOUNDATION
- LIVE NATION
- NEIMAN MARCUS
- NASCAR

Tab 1. Qualification Data

1. Key Staff

Eddie Delgado

PUBLIC RELATIONS ACCOUNT EXECUTIVE



Eddie's professional career orbits the public relations space with a sound understanding of other areas such as branding, media promotions, influencer marketing and corporate communications. As a public relations account executive, Eddie infuses the Aqua PR team with creativity, multicultural knowledge, understanding of the global media landscape and one heck of a good attitude. Eddie's extensive experience includes working for some of the world's leading tourism and entertainment brands, from overseeing media promotions for Busch Gardens Tampa Bay to leading publicity efforts for destination marketing organizations and theme parks such as Walt Disney World Resort.

Having lived in multiple locations across the U.S. and abroad, Eddie speaks English, Spanish, Portuguese and French and holds a B.A. in Business Administration with major in Organizational Management from the Polytechnic University of Puerto Rico.

- THE BRADENTON AREA CONVENTIONS & VISITORS BUREAU
- RELIANCE MEDICAL CENTERS
- NBCUNIVERSAL TELEMUNDO ENTERPRISES
- BUSCH GARDENS TAMPA BAY
- POLICY WISDOM
- SEAWORLD PARKS & ENTERTAINMENT
- AMR COLLECTION (AMRESORTS)
- ACCOR HOTELS
- SAMSUNG ELECTRONICS
- EXPERIENCE KISSIMMEE
- VISIT ORLANDO
- DISNEY DESTINATIONS

Tab 1. Qualification Data

1. Key Staff

Sarah Caro

PUBLIC RELATIONS ACCOUNT EXECUTIVE



With 15 years of PR experience primarily in the agency setting, Sarah is well-versed in both B2B and B2C, garnering client media placements in top-tier outlets including Forbes, The New York Times, The Washington Post and Bloomberg, in addition to top industry-specific outlets like DC Velocity and Supply Chain Dive. Her expertise spans the travel and non-profit sectors, as well as the technology, supply chain, healthcare, mining and manufacturing industries. Where she truly shines at Aqua is her ability to put relevant, high-impact client dialogue into the hands of media, establishing our clients as a go-to source for news stories. Sarah holds a B.S. in Journalism and Mass Communications majoring in Public Relations and minoring in Marketing from Florida International University (FIU).

- VISIT LAUDERDALE CONVENTION & VISITORS BUREAU
- DAYTONA BEACH INTERNATIONAL AIRPORT
- BOCA RATON HISTORICAL SOCIETY & MUSEUM
- BOCA BACCHANAL WINE & FOOD FESTIVAL
- HIGH NOON BEACH RESORT
- DRIFTWOOD BEACH CLUB
- GIGI'S MUSIC CAFÉ
- CONCRETE BEACH BREWERY
- BODY DETAILS
- DERQ SMART INFRASTRUCTURE
- AMERICAN ULTIMATE DISC LEAGUE
- ALMONTY INDUSTRIES
- KUECKER PULSE INTEGRATION

Tab 1. Qualification Data

1. Key Staff

Megan Brewster

PUBLIC RELATIONS ACCOUNT EXECUTIVE



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

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

- THE PUNTA GORDA/ENGLEWOOD BEACH VISITOR & CONVENTION BUREAU
- PELICAN BAY, NAPLES, FLORIDA
- THE BRADENTON AREA CONVENTION AND VISITORS BUREAU
- THE CITY OF DUNEDIN, FLORIDA
- THE CITY OF WEST PALM BEACH, FLORIDA
- DAYTONA INTERNATIONAL AIRPORT
- DESTIN-FORT WALTON BEACH AIRPORT
- METRO DEVELOPMENT GROUP
- MOFFITT CANCER CENTER
- COOPER’S HAWK WINERY AND RESTAURANTS
- THE CHILES GROUP RESTAURANTS
- COLDWELL BANKER REAL ESTATE
- SUNSCREEN FILM FESTIVAL
- HOTEL ZAMORA
- ASSOCIATION OF NATIONAL ADVERTISERS
- PETFINDER.COM
- CHILES RESTAURANT GROUP

Tab 1. Qualification Data

1. Key Staff

Alana Pulver

SOCIAL MEDIA COORDINATOR



As the social media coordinator, Alana Pulver brings a vision and creativity that sets Aqua's clients apart across highly visual, and competitive, social platforms. Through her vast knowledge of social media Alana manages content curation, real-time audience engagement and keeps a pulse on the top trends for this evergreen digital industry.

- VISIT LAUDERDALE CONVENTION & VISITORS BUREAU
- THE PUNTA GORDA/ENGLEWOOD BEACH VISITOR & CONVENTION BUREAU
- DAYTONA BEACH INTERNATIONAL AIRPORT
- SISCO (SECURITY IDENTIFICATION SYSTEMS CORPORATION)
- IRECOVERY USA
- ELEARNING FOR SENIORS
- UNION DENTAL HOLDINGS (UDHI)
- MAISON LAUREA
- AGEVITAL
- NB NATURAL
- SKYCLIP

Tab 1. Qualification Data

1. Key Staff

Tricia Pressley

MEDIA DIRECTOR



Tricia Pressley’s experience in media strategy, research planning, buying, and analytics spans almost 30 years. Before coming to Aqua, Tricia worked with clients in the tourism and destination marketing, attractions, real estate, retail, and automotive industries. Her extensive experience in traditional, digital, and social media marketing helps her stay at the forefront of today’s ever-changing media landscape, and consistently deliver solid measurable results. Through her work with a diverse range of clients, Tricia has managed integrated campaigns in local and national markets, such as Los Angeles, Chicago, Dallas, Atlanta, Raleigh and throughout the state of Florida. Tricia loves all things media, and is excited to help new clients grow and strengthen their brands.

- VISIT LAUDERDALE CONVENTION & VISITORS BUREAU
- THE BRADENTON AREA CONVENTION & VISITORS BUREAU
- THE PUNTA GORDA/ENGLEWOOD BEACH VISITOR & CONVENTION BUREAU
- ORLANDO NORTH/SEMINOLE COUNTY CONVENTION & VISITORS BUREAU
- OCALA/MARION COUNTY VISITORS & CONVENTION BUREAU
- NAVARRE BEACH/SANTA ROSA COUNTY CONVENTION & VISITORS BUREAU
- LITTLE ROCK ARKANSAS CONVENTION & VISITORS BUREAU
- NAPLES, MARCO ISLAND AND EVERGLADES CONVENTION & VISITORS BUREAU
- TAMPA HILLSBOROUGH CONVENTION & VISITORS ASSOCIATION (THCVA)
- THE CITY OF WEST PALM BEACH, FLORIDA
- FORT LAUDERDALE HOLLYWOOD INTERNATIONAL AIRPORT
- DAYTONA BEACH INTERNATIONAL AIRPORT
- DESTIN-FORT WALTON BEACH AIRPORT
- PORT EVERGLADES
- HOTEL ALBA / SOTHERLY HOTELS
- MOTE MARINE LABORATORY
- ZOO TAMPA @ LOWRY PARK
- HALL OF FAME BOWL (NOW OUTBACK BOWL)
- SOUTHEAST TOYOTA DEALERS
- KAHWA COFFEE ROASTERS
- UNIVERSAL PICTURES
- COLUMBIA/TRISTAR PICTURES
- BUENA VISTA PICTURES

Tab 1. Qualification Data

1. Key Staff

Lauren Cuff

SENIOR MEDIA BUYER



Lauren started her career in advertising, where she negotiated and maintained buys for multiple accounts, campaigns and media channels. She then advanced to work for Rooms to Go, where she spearheaded buys for television and cable for 12 markets, managing in excess of \$10MM annually. As part of the media team at Aqua, she puts her knowledge and experience to work to ensure clients receive the best placements and exposure, from television to digital and everything in-between.

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

- VISIT LAUDERDALE CONVENTION & VISITORS BUREAU
- THE BRADENTON AREA CONVENTION & VISITORS BUREAU
- THE PUNTA GORDA/ENGLEWOOD BEACH VISITOR & CONVENTION BUREAU
- ROOMS TO GO
- MCDONALD'S
- BADCOCK HOME FURNISHINGS
- NIEMANN FOODS

Tab 1. Qualification Data

1. Key Staff

Bart Szykowski

PPC DIGITAL MANAGER



Bart's expertise in creating, managing, optimizing and analyzing campaigns within paid search, display and social media platforms ensures Aqua's clients shine in the digital realm. Previously, he worked at companies specializing in e-commerce and health and wellness, where he led the marketing department on various initiatives, from lead generation and PPC strategies to maximizing sales with conversion.

Bart is a graduate of the University of South Florida with a B.S. in Marketing and Math.

- VISIT LAUDERDALE CONVENTION & VISITORS BUREAU
- THE BRADENTON AREA CONVENTION & VISITORS BUREAU
- THE PUNTA GORDA/ENGLWOOD BEACH VISITOR & CONVENTION BUREAU
- FOTRONIC CORPORATION
- CENTERS FOR INTEGRATIVE MEDICINE AND HEALING

Tab 1. Qualification Data

1. Key Staff

Ashlee Carrasquillo

MEDIA COORDINATOR



As a media coordinator, Ashlee Carrasquillo assists the Aqua media team in organizing the specifications, authorizations, and all other aspects of the media purchased for all agency clients. Organized and detail-oriented, Ashlee was a natural fit for the role of Media Coordinator, and has more than exceeded all expectations in quickly adapting to the fast-paced environment of media buying. She enjoys the feeling of helping the media team run smoothly and move forward.

- VISIT LAUDERDALE CONVENTION & VISITORS BUREAU
- THE BRADENTON AREA CONVENTION & VISITORS BUREAU
- THE PUNTA GORDA/ENGLEWOOD BEACH VISITOR & CONVENTION BUREAU
- THE EMERALD COAST CONVENTION & VISITORS BUREAU
- CITY OF PUNTA GORDA
- VOLUSIA COUNTY
- THE CITY OF WEST PALM BEACH, FLORIDA
- FORT LAUDERDALE HOLLYWOOD INTERNATIONAL AIRPORT
- SARASOTA BRADENTON INTERNATIONAL AIRPORT
- DAYTONA BEACH INTERNATIONAL AIRPORT
- DESTIN-FORT WALTON BEACH AIRPORT
- PORT EVERGLADES
- SOTHERLY HOTELS INC – HOTEL ALBA
- PELICAN BAY, NAPLES, FLORIDA
- FIDDLER'S CREEK, NAPLES, FLORIDA

Tab 1. Qualification Data

1. Key Staff

Kate Sparks

MEDIA COORDINATOR



As a former multi-media account executive at the Tampa Bay Times and digital agency campaign manager in Portland, she brings a wealth of media, design and project management proficiencies to serve clients and account teams at Aqua. Never far from a screen or design platform, Kate also runs Kate Sparks Interiors, a consultative interior design firm where she delivers uniquely curated spaces that are interesting, welcoming and harmoniously refined. Her sentiment, “never underestimate the power of a happy home.”

- VISIT LAUDERDALE CONVENTION & VISITORS BUREAU
- THE BRADENTON AREA CONVENTION & VISITORS BUREAU
- THE PUNTA GORDA/ENGLEWOOD BEACH VISITOR & CONVENTION BUREAU
- VOLUSIA COUNTY
- THE CITY OF WEST PALM BEACH, FLORIDA
- FORT LAUDERDALE HOLLYWOOD INTERNATIONAL AIRPORT
- DAYTONA BEACH INTERNATIONAL AIRPORT
- DESTIN-FORT WALTON BEACH AIRPORT
- PORT EVERGLADES
- TAMPA BAY TIMES
- THE GARDEN CITY GROUP

Tab 1. Qualification Data

1. Key Staff

Chip Futch

DIRECTOR, DIGITAL STRATEGY
AND BUSINESS INTELLIGENCE



Chip manages digital strategy and research to help our clients make the best marketing decisions. Business (or market) intelligence involves the aggregation and integration of demographic, psychographic, trend, and a plethora of other data of consumers and businesses. At Aqua, we take that a step further and combine multiple data sources to generate proprietary, actionable and most importantly, understandable indicators. Throughout all phases of marketing campaigns, from concept to completion, Chip analyzes and adjusts based on that data to ensure Aqua produces the best results for its clients. And that's only the beginning. Chip perfected his skills as a destination marketer over a nearly 30-year career, including serving as a Chief Marketing Officer and Chief Technology Officer for a Mexican restaurant group, sitting on various tourism committees for VISIT FLORIDA, and excelling as the Marketing Director for the Punta Gorda/Englewood Beach Visitor and Convention Bureau. Chip currently sits on the Industry Advisory Board for the University of Florida's Eric Friedheim Tourism Institute. Chip holds a B.A. in 3D Animation from Vancouver Film School.

- VISIT LAUDERDALE CONVENTION & VISITORS BUREAU
- VOLUSIA COUNTY, FLORIDA
- THE CITY OF WEST PALM BEACH, FLORIDA
- PORT EVERGLADES
- THE BRADENTON AREA CONVENTION & VISITORS BUREAU
- THE PUNTA GORDA/ENGLEWOOD BEACH VISITOR & CONVENTION BUREAU
- FORT LAUDERDALE HOLLYWOOD INTERNATIONAL AIRPORT
- DAYTONA BEACH INTERNATIONAL AIRPORT
- DESTIN-FORT WALTON BEACH AIRPORT
- PELICAN BAY, NAPLES, FLORIDA
- FOX SPORTS
- DISCOVERY
- A&E
- CBS SPORTS
- MTV
- BUSCH GARDENS

Tab 1. Qualification Data

1. Key Staff

Angela Adamo

TRAFFIC MANAGER



With more than 15 years of experience in marketing, advertising and project management, Angela is not daunted by Aqua’s fast-paced environment. In fact, she thrives in it. Her expertise lies in establishing and meeting strict timelines for creative campaigns, and she has orchestrated workflows for some of the biggest brands out there. While at Tech Data Corporation, one of the world’s largest distributors of technology products and services, she managed the creation, production and launch of marketing and advertising campaigns for global brands like Google, Apple and Verizon. In the beginning of her career, she served as a graphic designer, and brings her knowledge of what it takes to create breakthrough work to ensure our teams do just that.

- VISIT LAUDERDALE CONVENTION & VISITORS BUREAU
- THE BRADENTON AREA CONVENTION & VISITORS BUREAU
- THE PUNTA GORDA/ENGLEWOOD BEACH VISITOR & CONVENTION BUREAU
- ULTIMATE MEDICAL ACADEMY
- TECH DATA CORPORATION
- OUTBACK STEAKHOUSE

Tab 1. Qualification Data

1. Key Staff

Joanne Bisset

BOOKKEEPER / FINANCIAL MANAGER



Joanne has more than 25 years of experience working with a wide range of clients across multiple industries. Holding a degree in accounting and finance from South New Hampshire College, Joanne is skilled in financial statement analysis, reconciliations, policies and procedures, analytical skills, fixed assets, customer relationship management (CRM), and much more. With an in-depth knowledge of corporate finance and her incredible oversight of budgets and reporting, Joanne is an asset to both Aqua and its clients.

- VISIT LAUDERDALE CONVENTION & VISITORS BUREAU
- THE BRADENTON AREA CONVENTION & VISITORS BUREAU
- THE PUNTA GORDA/ENGLEWOOD BEACH VISITOR & CONVENTION BUREAU
- THE EMERALD COAST CONVENTION & VISITORS BUREAU
- FORT LAUDERDALE HOLLYWOOD INTERNATIONAL AIRPORT
- DAYTONA BEACH INTERNATIONAL AIRPORT
- DESTIN-FORT WALTON BEACH AIRPORT
- PORT EVERGLADES
- MARTIN COUNTY, FLORIDA
- VOLUSIA COUNTY, FLORIDA
- THE CITY OF WEST PALM BEACH, FLORIDA
- HOTEL ALBA, TAMPA, FLORIDA
- METRO DEVELOPMENT GROUP
- PELICAN BAY
- AMC THEATRES
- VERIZON
- RBC BANK
- TJX
- BANK OF AMERICA
- FIRST CITIZENS BANK
- BJ'S RESTAURANTS
- HAWAIIAN AIRLINES
- AMAZON.COM
- TARGET.COM
- WALMART.COM
- BED BATH BEYOND
- KROGER
- WHOLE FOODS

Tab 1. Qualification Data

1. Key Staff

Tyler Lalla

ADMINISTRATIVE ASSISTANT



Tyler serves as Aqua’s Human Resources and St Petersburg office Administrative Assistant. New to Aqua in 2021, Tyler enjoys supporting her team members and ensuring each reaches their professional and personal goals. Tyler brings previous experience in corporate HR and a bachelor’s degree from University of South Florida. Tyler is a licensed Realtor and is active in the local Tampa-St. Pete real estate market. Like a true Floridian, she loves hitting the beach, boating and taking-in the local craft beer scene her boyfriend and dog.

- VISIT LAUDERDALE CONVENTION & VISITORS BUREAU
- THE BRADENTON AREA CONVENTION & VISITORS BUREAU
- THE PUNTA GORDA/ENGLEWOOD BEACH VISITOR & CONVENTION BUREAU
- FORT LAUDERDALE HOLLYWOOD INTERNATIONAL AIRPORT
- DAYTONA BEACH INTERNATIONAL AIRPORT
- DESTIN-FORT WALTON BEACH AIRPORT
- PORT EVERGLADES
- MARTIN COUNTY, FLORIDA
- VOLUSIA COUNTY, FLORIDA
- THE CITY OF WEST PALM BEACH, FLORIDA
- PELICAN BAY
- STOFEL & ASSOCIATES REALTY
- HUMAN RESOURCES INC

Tab 1. Qualification Data

2. Designation of the legal entity by which the business operates (i.e., sole proprietorship, partnership, limited liability partnership, corporation, limited liability corporation, etc.);

Aqua Marketing & Communications, Inc. is a Florida corporation, solely owned and operated by its Principal and President, David M. Di Maggio.

Tab 1. Qualification Data

3. Ownership Interests

Neither the agency, its Principal or Key Staff hold any ownership interests in any other business, enterprise or organization.

Tab 1. Qualification Data

4. Active business venues (counties, states, etc.)

Headquartered in St. Petersburg, Florida with a second office in Fort Lauderdale, Aqua specializes in tourism, travel and hospitality primarily in the State of Florida. Although experienced in serving clients as far away as Bangor, Maine and Hamilton, Bermuda, the agency's current county and state venues include:

- *Baldwin County, Alabama*
- *Okaloosa County, Florida*
- *Volusia County, Florida*
- *Palm Beach County, Florida*
- *Broward County, Florida*
- *Collier County, Florida*
- *Charlotte County, Florida*
- *Manatee County, Florida*
- *Polk County, Florida*



Tab 1. Qualification Data

5. Present status and projected direction of business

From its inception, Aqua has specialized in the areas of tourism, travel, hospitality and economic development. As such, its clients have been primarily governments and authorities based in Florida. Although a superlative marketing communications firm offering all marketing functions any client would require, and certainly able to devise unique and inventive marketing within any category, the agency has strategically chosen to remain within its specialty. As a result, the agency currently handles three DMOs in the State of Florida, and is recognized as one of the top destination marketing firms in the country.

Primarily a destination marketing firm serving the needs of tourism bureaus and authorities, the agency is also called upon to market destinations' local airports as well as allied governmental departments such as economic development, convention centers, parks and recreation and more.

Having quickly established clients from South Florida to the Florida Panhandle within its first decade, the firm is now directing its business development efforts outside of the state, having most recently acquired the account of Gulf Shores International Airport in Gulf Shores, Alabama. The agency intends to expand across the United States and the Caribbean, serving the needs of state and county DMOs and other entities within the travel/tourism space.



French Full Page Ad



Car Wrap for UK Promotion



German Visitor Guide



Tab 1. Qualification Data

6. Overall qualifications of the business to provide the proposed services, i.e., abilities, capabilities, experience and industry knowledge with specific emphasis on experience in public relations, promoting economic development / new business recruitment, airlines, airport, convention and tourism advertising and marketing, and creative design.

Respondent shall include samples of similar work or services completed in the last 36 months to include the following executions:

- Creative including print, online, social, digital, video, TV, radio, out-of-home, point-of-purchase, etc.
- Media and/or Marketing Plans

Headquartered in St. Petersburg, Florida, Aqua Marketing & Communications, Inc. is one of the few firms in the country specializing in both destination marketing and economic development.

Our staff possesses extensive experience in both fields and is one of the most highly awarded in the industry, with recognition of its efforts on a regional, national and international scale. Our staff of 25 has extensive experience marketing Florida destinations through every phase of the brand life cycle as well as to every available visitor niche market.

The agency is serving a number of clients across Florida and the Southeast, and is thoroughly familiar with the greater Daytona Beach region, its current and potential visitors, as well as the issues and opportunities affecting the Daytona Beach area.



The agency's tourism experience includes state, regional, U.S. domestic and international markets and we have devised award-winning campaigns utilizing all currently available communication and marketing channels, including Advertising, Digital/Online Media, Public Relations, Social Media and more. Aqua's staff has extensive experience devising and managing co-operative programs for clients – stretching client dollars to their fullest – including seeking and acquiring co-sponsors for clients' promotional efforts. Whether uniting your marketing in its efforts or putting together partnerships designed to stretch your budget to its fullest, Aqua's staff has created a number of co-operative efforts including in-market partners, Visit Florida, American Express, and various airlines, including JetBlue and more.

Tab 1. Qualification Data

6. Overall qualifications of the business to provide the proposed services

Aqua offers and exceptional, award-winning Public Relations team. As a free-standing unit, they have immediate access to paid media staff, creatives, and web services. The team is experienced and efficient in campaign development, content planning, media relations, press events, out-of-market activations, and crisis communications and response. The team also manages and directs the agency's social media staff and utilizes a full range of tools to create comprehensive social programs across a variety of platforms, generating some of destination marketing's most inventive tactics and highest KPIs.

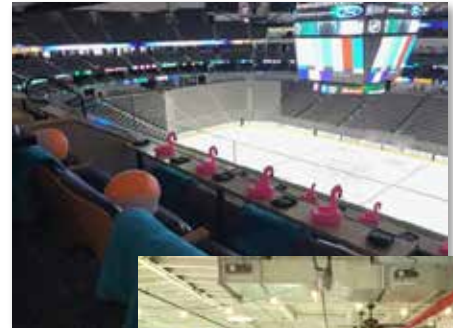
Aqua's staff offers the most comprehensive and effective crisis communication planning and execution in the industry, designed to proactively influence the perception of the potential visitor and ensure the protection of the local visitation economy.

The firm deeply understands and is experienced in a wide-range of niche travel targets, including luxury, eco-nature, sports, group/meetings, golf, weddings, fishing and boating, and more. Additionally, Aqua's staff is deeply experienced in communicating

with international markets, having created and successfully executed a number of international campaigns targeting potential travelers in Canada, Europe, Central and South America, utilizing Spanish, Portuguese, German, French and U.K. English.

In addition to a range of tourism and hospitality clients, Aqua currently serves three visitor bureaus in the state, as well as four airports whose destinations are dependent upon tourism visitation.

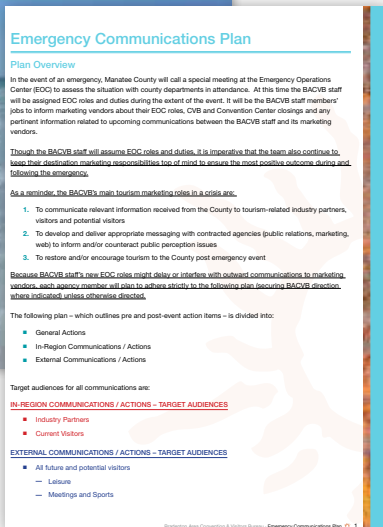
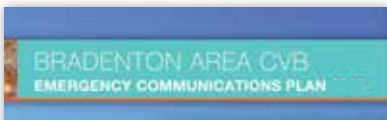
Aqua and its staff understand the full gamut of requirements to competitively define and market Florida destinations, and have done so for several in the state, leading to international acclaim.



Splash Events



German Visitor Guide



Tab 1. Qualification Data

6. Overall qualifications of the business to provide the proposed services

Specific destination experience includes:

- *The Greater Fort Lauderdale Convention & Visitors Bureau (Visit Lauderdale)*
- *The Emerald Coast Convention & Visitors Bureau*
- *The Bradenton Area Convention & Visitors Bureau*
- *The Charlotte Harbor & The Gulf Islands Visitor and Convention Bureau*
- *The St. Petersburg/Clearwater Convention & Visitors Bureau*
- *The Amelia Island Tourist Development Council*
- *The Naples, Marco Island & the Everglades Convention & Visitors Bureau*
- *The Seminole County Convention & Visitors Bureau*
- *The Bermuda Tourism Authority*



It should be noted Aqua is the current Agency of Record for Volusia County, and for the last four years has successfully marketed the Ocean Center and the Daytona Beach International Airport, driving the airport to Federal recognition of its utilization, as well as the successful introduction of new routes serving the destination.

The success Aqua has achieved for its clients starts with solid research and a deep understanding of the client, its assets and offerings, the client's targets and their competitive set. Aqua is capable of devising and conducting the research necessary to provide client insights and is capable of analyzing and applying clients' existing market research. Beyond formal research, the agency's processes provide for deep understanding of the client through personal, in-market Discovery, Stakeholder review, and more.

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

Headquartered in St. Petersburg, Aqua maintains a second office with staff in Fort Lauderdale.

Tab 1. Qualification Data

6. Overall qualifications of the business to provide the proposed services

Rather than simply increasing visitation alone for our destination clients, Aqua believes that its mission is to achieve increasing, sustainable economic impact. Our programs lead the industry in providing clients with a range of custom strategies to make sure that visitation drives the destination's economy to new, historic heights. In addition, Aqua understands the need for involvement, engagement and embrace of your efforts by your citizens and residents. And we are able to design and execute programs to encourage the support of the people of your state as well as the esteem of your stakeholders.

Aqua is a full-service marketing communications firm offering all the talent and expertise needed for a totally integrated approach of your marketing program. Plus, all of our services are offered under one roof and directed by a single, powerful vision of your goal and mission. It's efficient, effective, and ultimately, more powerful.

Media Expertise Second to None – The paid media landscape is constantly evolving, with new technologies, shifting audience behavior, and new ways of reaching the potential traveler. Aqua's Media Department is recognized throughout the destination marketing industry as a leader that's consistently setting the bar through innovative strategies that get attention, get results and achieve the highest potential ROI attainable. Led by some of the industry's most talented professionals, all work begins with solid research assuring pinpoint targeting, and maximum audience awareness. Our decisions are data-rich, utilizing the industry's most advanced third-party resources for audience research, media analysis, negotiation and reporting. With digital media managed in-house, we're able to optimize in real-time, assuring maximum audience response along with the highest Return on Investment.



Tab 1. Qualification Data

6. Overall qualifications of the business to provide the proposed services

A Digital Powerhouse – It’s all online these days. The travel decision begins online, is shared online, and is ultimately judged online. Therefore, Aqua makes your destination an inescapable presence online.

From the industry’s most sophisticated online advertising solutions, to social media that maximizes your influence, to websites that convert the site visitor to a destination visitor, Aqua provides winning solutions that get you clicks – and visits.

In addition, Aqua has been designated a Badged Google Partner, recognized for its expertise and experience in Google buys. The agency has also been recognized as a Google Street View Trusted Photographer, a certification awarded only to pro-photographers and agencies that fulfill specific performance and quality requirements. The agency’s digital team is expert in website development, as well as the SEO and SEM programs you need to drive site visitors that convert to destination visitors.

In a digital world, we offer a world of solutions.

Creativity that Shatters Boundaries – It has to be attention-getting, fresh, and most of all, compelling – inspiring potential visitors to not just dream about your destination, but to take action, plan and get packing.

Year after year, our award-winning team is consistently recognized as creating some of the most effective and refreshingly new approaches in all of travel and tourism – both nationally and internationally. Expert at understanding and motivating potential visitors, Aqua’s creative team offers a broad mix of talent in-house; from superb design, compelling writing, to our own team of photographers, videographers, and broadcast production professionals. Every time and through every medium, we can be counted on to provide new and innovative solutions guaranteed to break through, get the potential traveler to take notice, and then take action.

And language is no barrier. Beyond effective translation, our team possesses deep understanding of the cultural perspectives that influence the travel motivations of a variety of international audiences.



Tab 1. Qualification Data

6. Overall qualifications of the business to provide the proposed services

Social Media and Influencer Reach that gets you shared

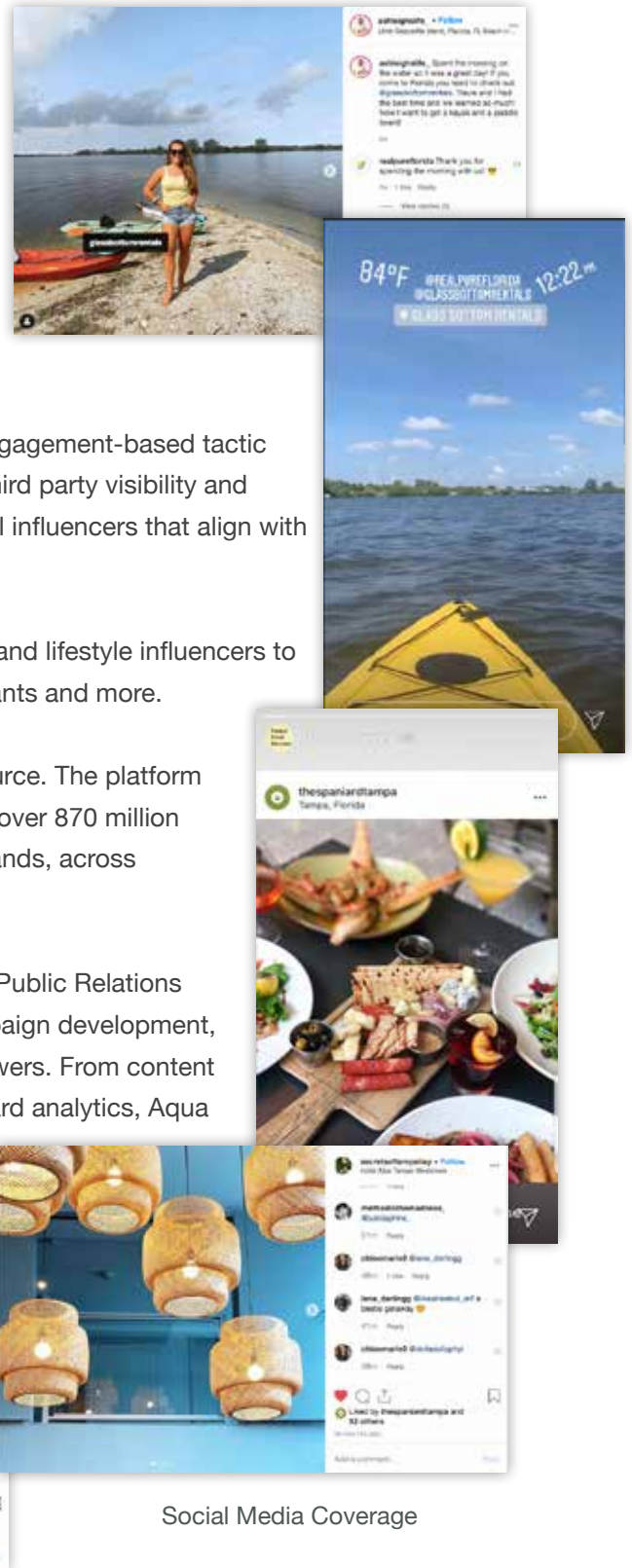
– Influencer Marketing has quickly become a dynamic part of any successful integrated communications strategy. With dedicated followers and captivated audiences, social influencers have a unique opportunity to tap into highly engaged, niche audiences.

Aqua understands the need to infuse this highly visual and engagement-based tactic into marketing efforts for our clients. In an effort to leverage third party visibility and credibility, Aqua conducts extensive research to identify social influencers that align with our client’s demographic and identified target markets.

Since its inception, Aqua has worked with hundreds of travel and lifestyle influencers to strategically showcase destinations, resorts, airports, restaurants and more.

As a key tool, Aqua utilizes Izea, an influencer discovery resource. The platform maintains a database of 7 million+ influencers with access to over 870 million pieces of social media content, while auto-tagging 4,000+ brands, across hundreds of categories.

At Aqua, the social media team works hand-in-hand with the Public Relations Department. That means our PR team is experienced in campaign development, sparking interaction and maintaining open dialogue with followers. From content creation and platform management, to reporting and dashboard analytics, Aqua utilizes a full range of tools to create a comprehensive social program across a variety of platforms.



Tab 1. Qualification Data

6. Overall qualifications of the business to provide the proposed services

Public Relations that Keeps You Top of Mind – Aqua’s award-winning PR department has years of experience in marketing destinations and hospitality clients. The team is composed of expert strategists, with a deep understanding of the unique needs of state-wide and national media, the importance of using public relations efforts to supplement other marketing efforts (including social media and paid media), and how to devise a plan that does all these things effectively.

Aqua takes a deep dive into each and every client to determine its most promotable assets, unique experiences and other distinctive elements that set it apart from its competitive set. As such, the firm will immerse itself in the brand.

Armed with a clear message, direction and how to go to market, Aqua’s PR team ensures that each and every initiative supports the overall brand, displays continuity and actively competes against the competitive set. From media relations and promotional partnerships, to event activations and strategic planning, the Aqua PR team services the full spectrum of communications.



Tab 1. Qualification Data

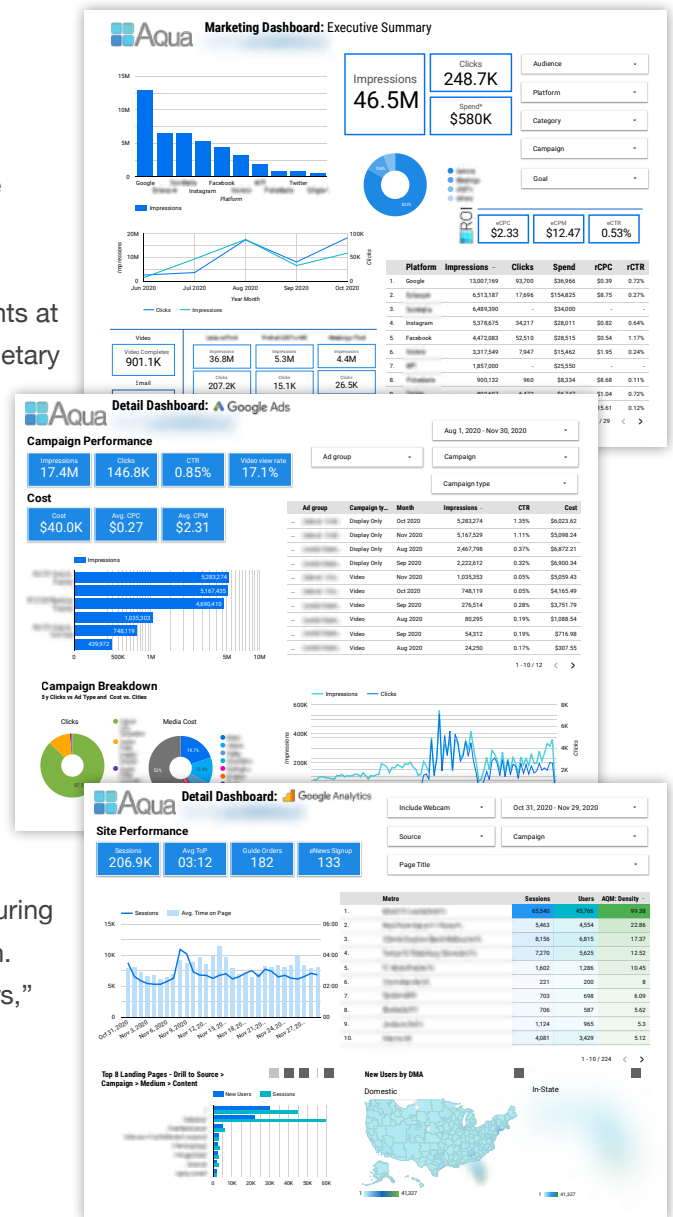
6. Overall qualifications of the business to provide the proposed services

Marketing Power through Business Intelligence – As specialists in destination marketing, with years of experience spanning nine different destinations, including one foreign country, Aqua’s staff is well versed in the industry and understands the ongoing intelligence necessary to keep clients at the top of the field. The agency has formalized its own proprietary internal program of market intelligence providing staff and clients with an ongoing program of marketing analytics, client destination analytics, as well as travel and marketing trends.

On an ongoing, regular basis; the agency constructs and directs primary research for clients, providing deep insights into the potential visitor’s beliefs, motivations, and reasons for travel.

All of our efforts are reported with analysis monthly, quarterly, and annually utilizing Aqua’s own proprietary client reporting dashboard – proving ROI, and ultimately ensuring outcomes of maximum economic impact for your destination. And unlike agencies that turn the task over to “data engineers,” our data gathering, analysis and reporting are conducted by experienced destination marketers who deeply understand the data and who provide expert analysis based on years of successful destination marketing experience.

In addition, Aqua is a member of or participates with clients in several key industry associations, providing industry-specific knowledge and perspectives.



Sample Reporting Dashboards



Tab 1. Qualification Data

6. Overall qualifications of the business to provide the proposed services

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

Account Service Planning

- Market Research, Planning and Analysis
- Competitive Positioning Strategy
- Brand Strategy and Development
- Marketing and Communications Plan Development
- Promotions Planning and Development
- Direct Marketing Planning and Development
- Account Analytics and ROI Analysis and Reporting
- Client Service and Project Management
- Client Budget Management

Media Services

- Media Market Pre-Buy Research
- Media Planning
- Media Negotiation and Buying
- Search Engine Marketing and PPC Planning, Buying and Reporting
- Post-Buy Analysis and Reporting
- Media Performance/ROI Tracking and Reporting
- Media Budget Management and Reporting

Creative Services and Production

- Message Planning and Development
- Copywriting
- Art Direction and Design
- Broadcast Production Supervision
- Print Production Supervision
- Digital Media Planning, Direction, Design and Production
- Production Vendor Bidding and Production Budget Management
- Video Production and Editing Photography

Digital Services

- Website Planning and Development
- HTML Coding
- Online Banner Development and Coding
- E-publication Planning and Development
- E-newsletter Development and Deployment

Social Media and Marketing

- Social Media Planning and Development
- Social Media Promotions
- Social Media Management and Reporting
- Fan and Follower Development
- Online Community Development
- Social Marketing ROI Analysis
- Social Media Page/Contest Development

Public Relations

- Public Relations Strategy and Planning
- Media Relations
- Communications Strategy
- Event Planning and Organization
- PR Analysis and Reporting
- Crisis Planning and Management
- Community Development and Communication
- Media Training
- FAM Tour Coordination
- Scheduling and Coordination of Local, Regional and National Media Tours
- Social Influencer Programs
- Brand Collaborations
- Creative Programming
- Trend-Hijacking
- Content and Editorial Strategy

Research Strategy

- Research Design and Implementation
- In-Market Intercepts
- Focus Groups and Round Tables
- Flash Surveys
- Competitive Set Review and Analysis
- Analysis and Reporting

Tab 1. Qualification Data

6. Overall qualifications of the business to provide the proposed services

Sample Work - Consumer Print

Fort Lauderdale Full-Page Ads



Tab 1. Qualification Data

6. Overall qualifications of the business to provide the proposed services

Sample Work - Consumer Print

Punta Gorda/Englewood Beach Full-Page Ads

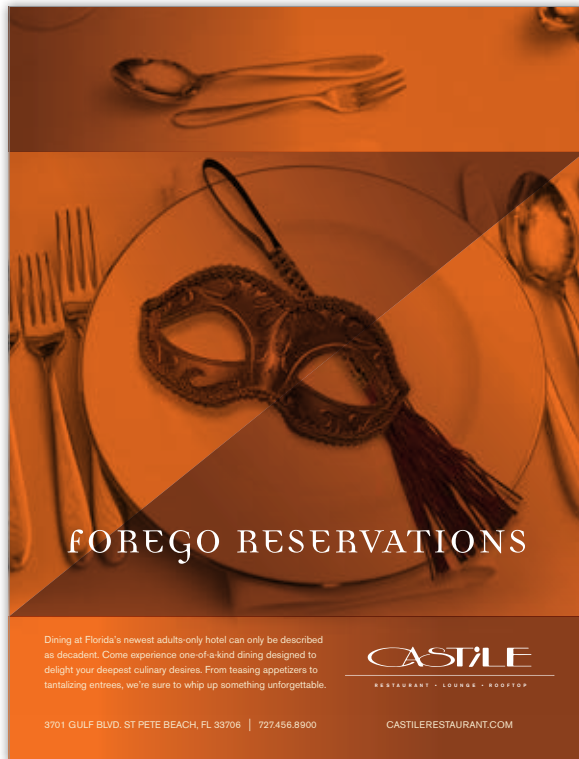


Tab 1. Qualification Data

6. Overall qualifications of the business to provide the proposed services

Sample Work - Consumer Print

Hotel Zamora Full-Page Ads



Tab 1. Qualification Data

6. Overall qualifications of the business to provide the proposed services

Sample Work - Consumer Print

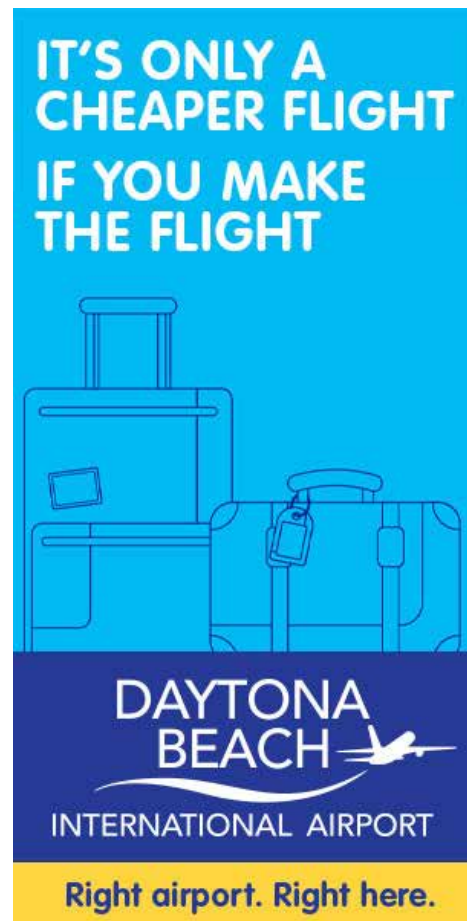
Okaloosa Full-Page Ads



Tab 1. Qualification Data

6. Overall qualifications of the business to provide the proposed services

Sample Work - Online

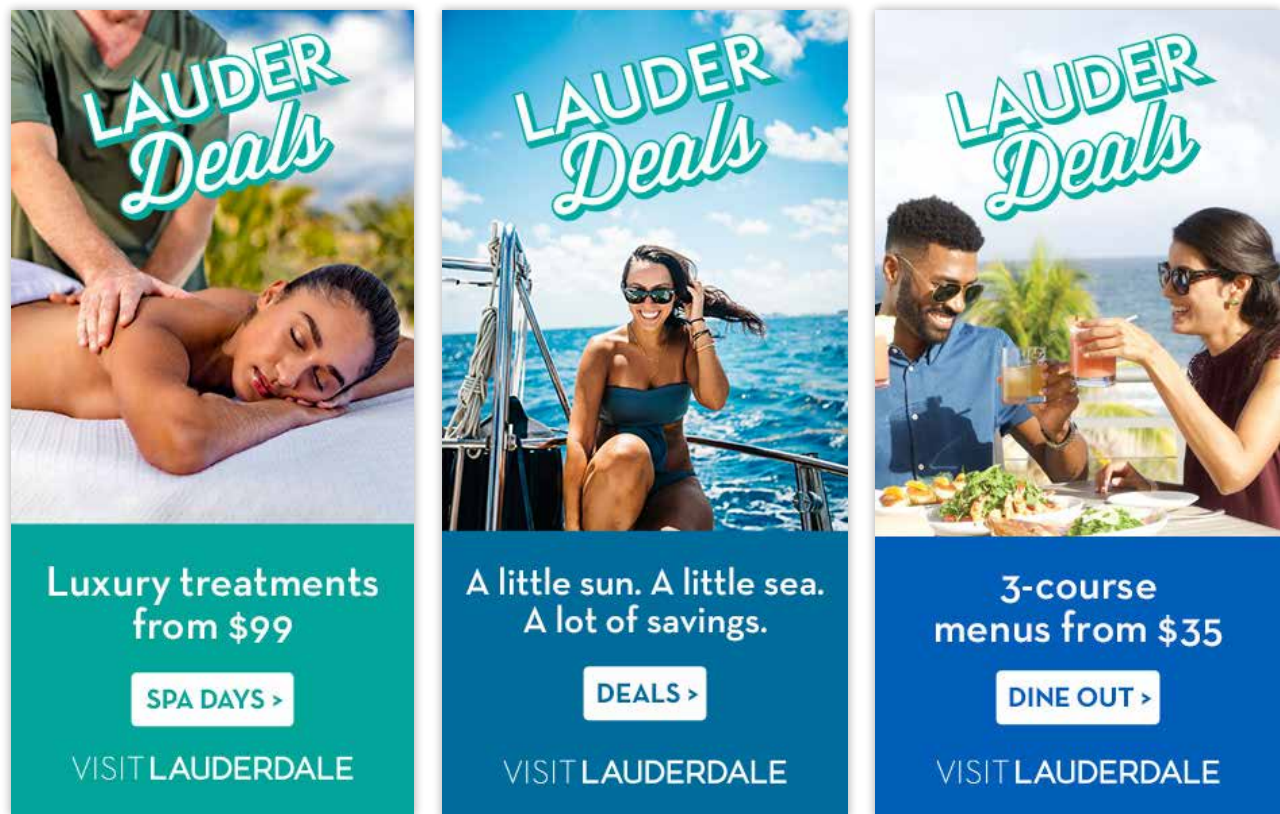


Daytona Beach International Airport Online Banners

Tab 1. Qualification Data

6. Overall qualifications of the business to provide the proposed services

Sample Work - Online

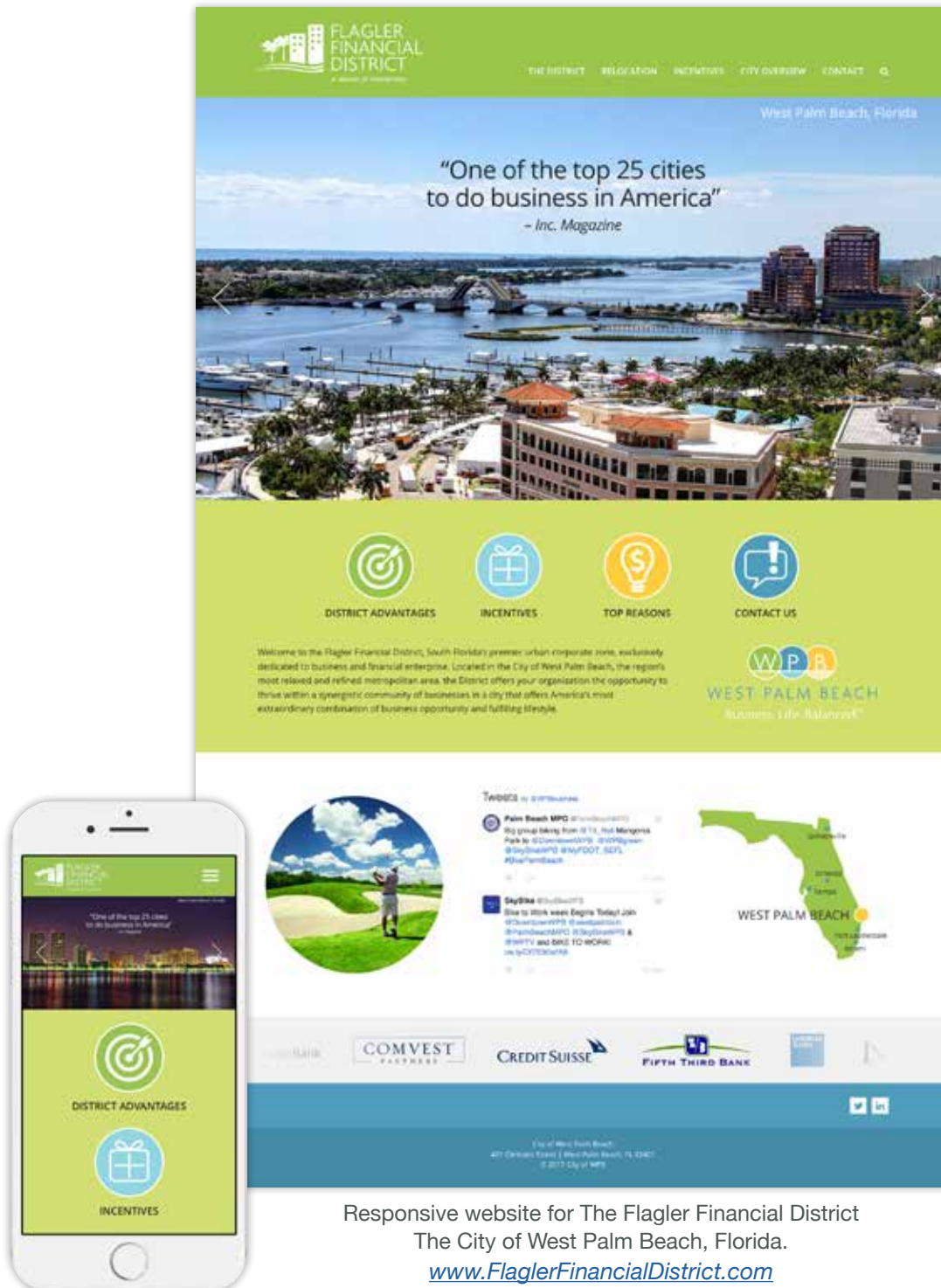


Fort Lauderdale - LauderDeals Campaign Banners

Tab 1. Qualification Data

6. Overall qualifications of the business to provide the proposed services

Sample Work - Digital/Online

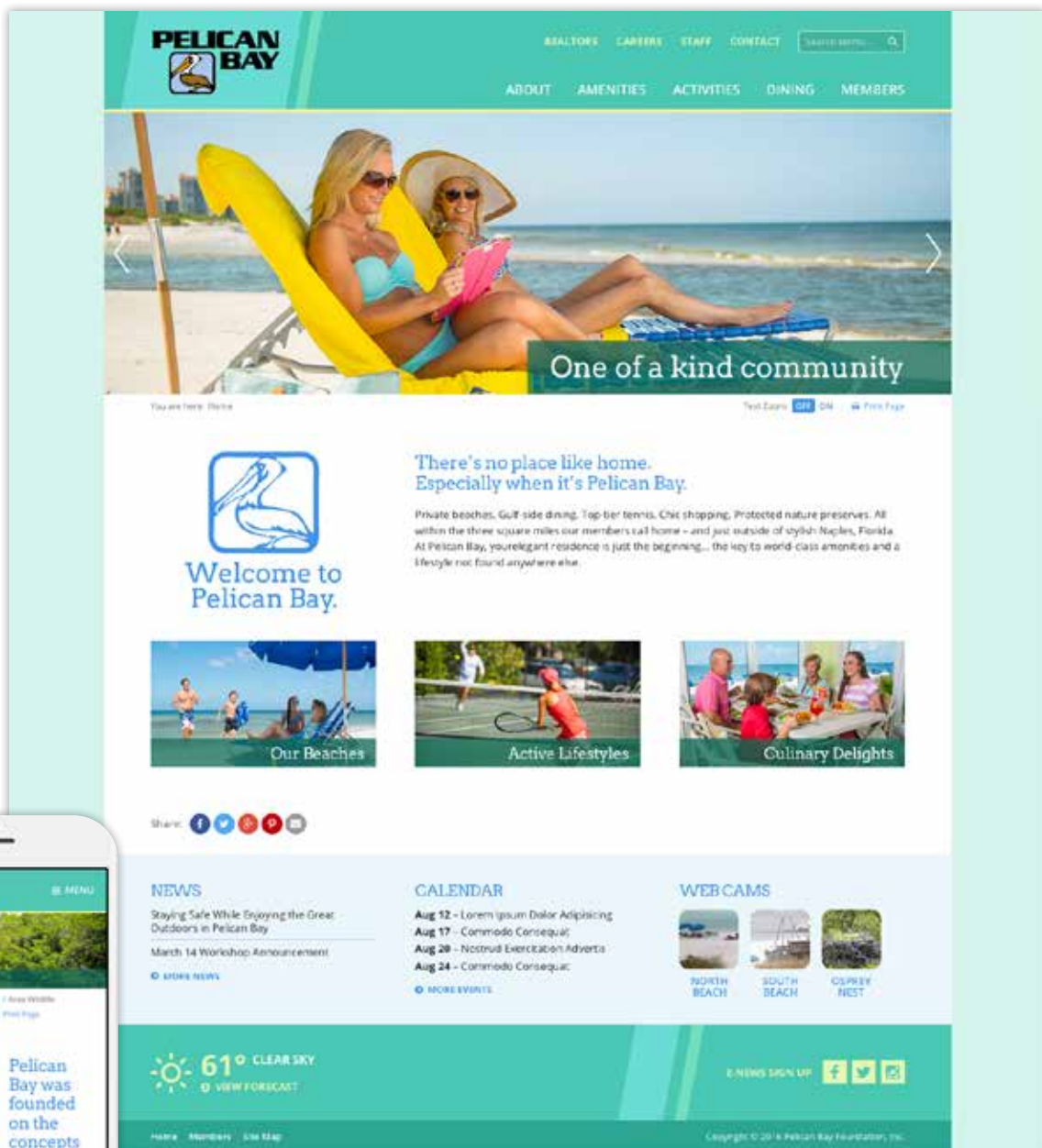


Responsive website for The Flagler Financial District
The City of West Palm Beach, Florida.
www.FlaglerFinancialDistrict.com

Tab 1. Qualification Data

6. Overall qualifications of the business to provide the proposed services

Sample Work - Digital/Online



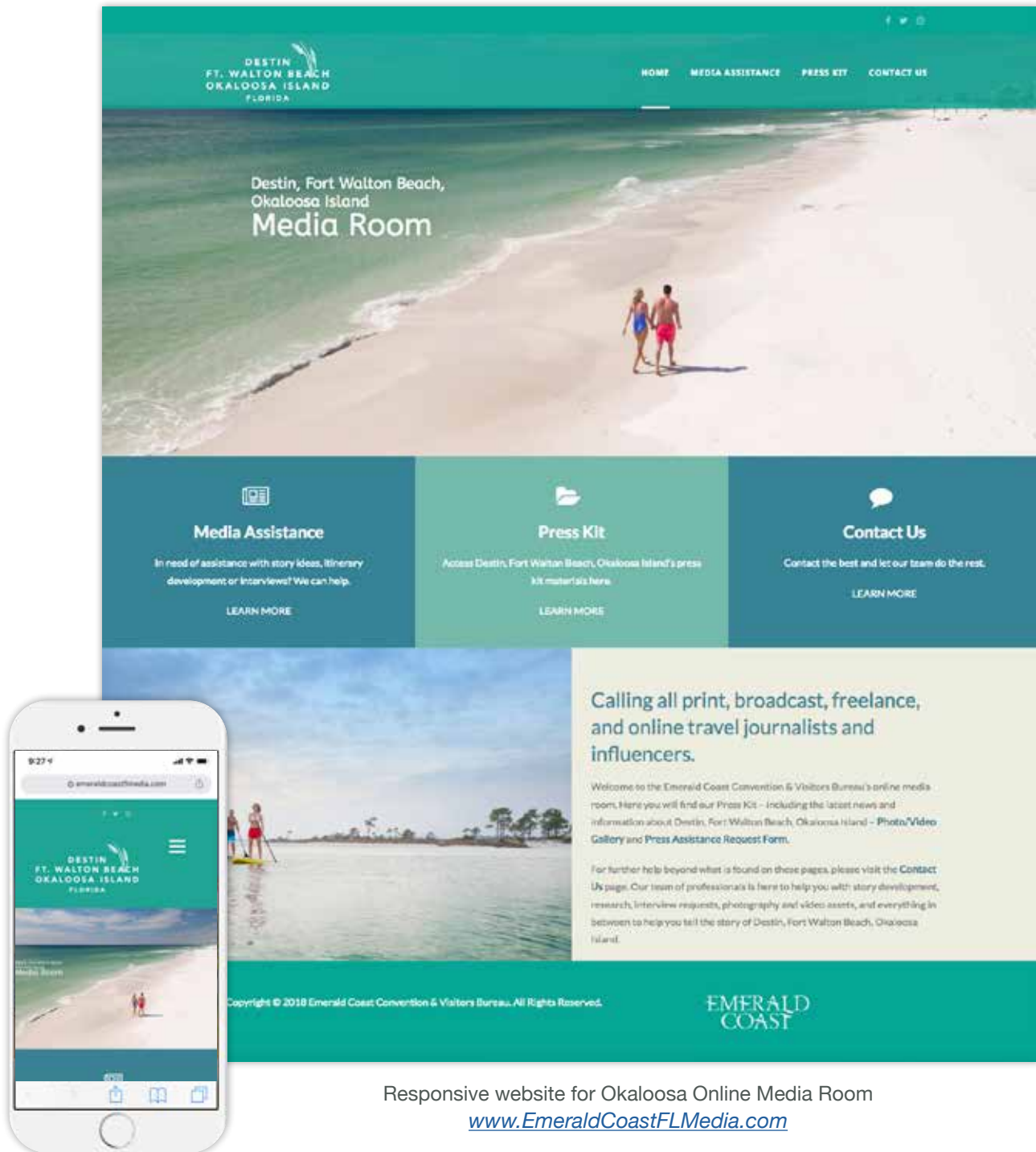
150-page responsive site developed for the community of Pelican Bay, Naples, Florida.

www.PelicanBay.org

Tab 1. Qualification Data

6. Overall qualifications of the business to provide the proposed services

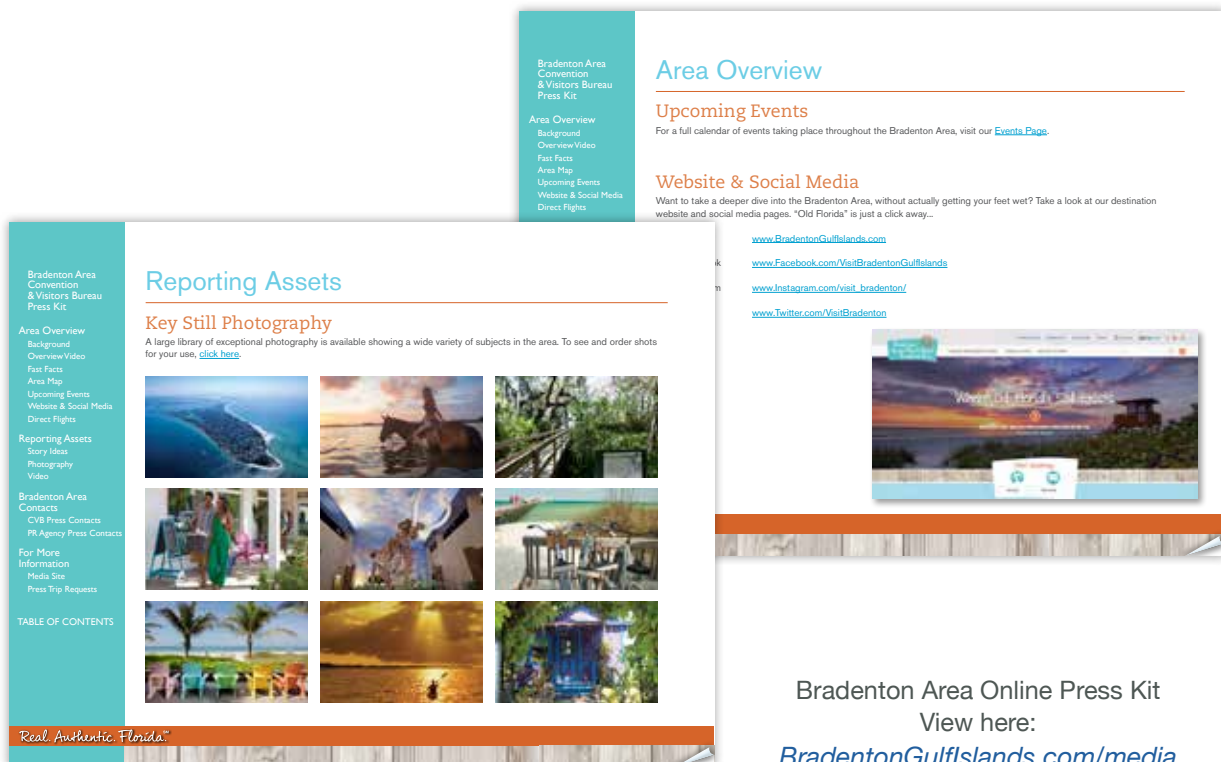
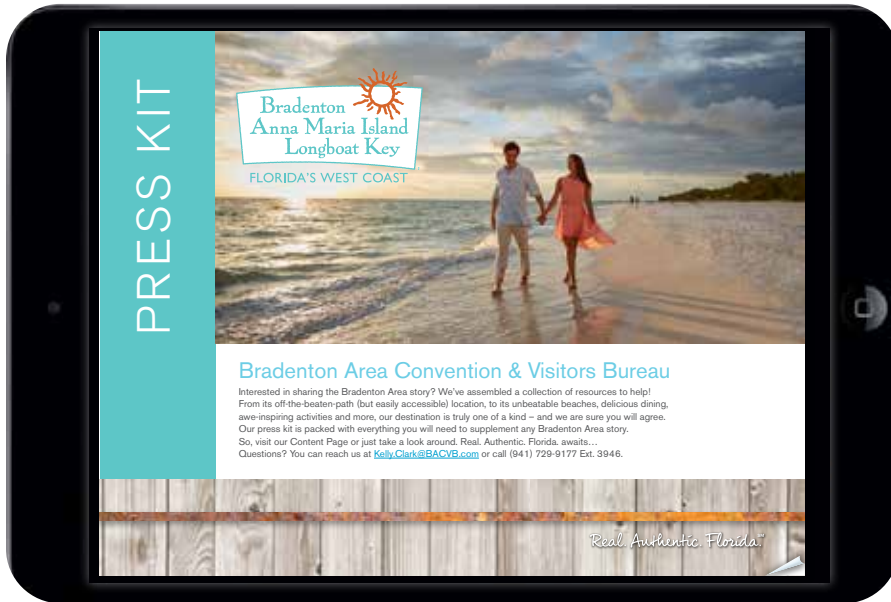
Sample Work - Digital/Online



Tab 1. Qualification Data

6. Overall qualifications of the business to provide the proposed services

Sample Work - Digital/Online



Bradenton Area Online Press Kit
View here:
BradentonGulfIslands.com/media

Tab 1. Qualification Data

6. Overall qualifications of the business to provide the proposed services

Sample Work - Digital Eblasts

GET OUTSIDE WITH A BEACH Getaway

In Punta Gorda/Englewood Beach, we think *Our Best Side* is Outside. If you're looking for a vacation offering the best of Florida's outside, you might be an Outsider. Luckily, we love Outsiders here, and our favorite is Mark Timchula, also known as The Beach Guy. You find him on the beautiful, warm sands of Englewood Beach, renting umbrellas and chairs, and helping to make your day at the beach remember. Stop by any of our gorgeous island beaches, and see why *Our Best Side* is Outside, maybe you're an Outsider Welcome."

PLAN YOUR BEACH GETAWAY TODAY

Want to stay in the know? [Click Here](#) to receive more destination news

Get a Free Adventure Journal
It's new, it's collectible, and all of the cool kids have one. Order your Adventure Journal today, or view it online, and plan your trip to Florida's Charlotte Harbor Gulf Island Coast. The "Adventure Journal" is a different approach to the traditional visitor guide. There's still a map, resource lists, and other things that you might expect, but we're confident you'll enjoy it from a first-person perspective that the journal brings.

ORDER AN ADVENTURE JOURNAL
VIEW IT ONLINE

Our Best Side is Outside.™
PureFlorida.com

PUNTA GORDA ENGLEWOOD BEACH
FLORIDA

SEE THE WILD SIDE OF OUR Outside

...oring nature, and want a vacation that's as wild as the area, then you might be an Outsider. Luckily, in Punta Gorda, Florida, we love Outsiders. Meet Terry Timchula of Mark Ranch Eco Tours. She's passionate about exploring our pristine natural surroundings, and has extensive knowledge of our area's history with her book *Our Best Side* is Outside, maybe you're an Outsider Welcome."

PLAN YOUR OUTSIDE ADVENTURE TODAY

[Click Here](#) to receive more destination news

Free Adventure Journal
It's collectible, and all of the cool kids have one. Order your Adventure Journal today, or view it online, and plan your trip to Florida's Charlotte Harbor Gulf Island Coast. The "Adventure Journal" is a different approach to the traditional visitor guide. There's still a map, resource lists, and other things that you might expect, but we're confident you'll enjoy it from a first-person perspective that the journal brings.

ORDER AN ADVENTURE JOURNAL
VIEW IT ONLINE

Our Best Side is Outside.™
PureFlorida.com

PUNTA GORDA ENGLEWOOD BEACH
FLORIDA

Outsiders LIKE MAKING WAVES

Whether it's cruising along the coast in a motorboat or paddling a canoe, kayak, or paddleboard—getting out on the water is a must when visiting Punta Gorda/Englewood Beach. And if spending your days outside exploring our beautiful local waterways sounds like the perfect vacation, you might be an Outsider. One of our favorite local Outsiders is Paige Bakhaus, who helped bring paddleboarding to the area with her business Hooked on SUP. If you're ready to rent a paddleboard or kayak, and get a better look at our gorgeous natural surroundings, then discover why we say, **Outsiders Welcome.**

PLAN YOUR ADVENTURE ON THE WATER TODAY

Want to stay in the know? [Click Here](#) to receive more destination news

Get a Free Outsider Guide
It's new, it's collectible, and all of the cool kids have one. Order our Outsider Guide today, or view it online, and plan your trip to Florida's Charlotte Harbor Gulf Island Coast. The Outsider Guide is a different approach to the traditional visitor guide, and focuses more on the incredible variety of outside activities you can experience here. Check out the Outsider Guide, and see why Punta Gorda/Englewood Beach says **Outsiders Welcome.**

ORDER AN OUTSIDER GUIDE
VIEW IT ONLINE

Our Best Side is Outside.™
PureFlorida.com

PUNTA GORDA ENGLEWOOD BEACH
FLORIDA

Tab 1. Qualification Data

6. Overall qualifications of the business to provide the proposed services

Sample Work - Digital Eblasts

DESTIN | FORT WALTON BEACH | OKALOOSA ISLAND | FLORIDA

Count on a Beautiful Beach Vacation

Emerald-green water and sugar-white sand combine to create some of the world's most sought-after beaches. The Destin, Fort Walton Beach, Okaloosa Island area is renowned for its uncrowded, picturesque, and safe beaches. Lounge on the iconic sand that squeaks under your feet with each step, play in the seasonably warm waters of the Gulf of Mexico and enjoy a number of fun waterfront activities from snorkeling to paddleboarding. When you add up 24 miles of sandy shore across 3 laidback beach communities, you get one vacation you can count on.

[CLICK HERE FOR MORE DETAILS](#)

Beach Safety – Know Before You Go
The sugar-sand and green surf of the Emerald Coast are beautiful. To enjoy the shoreline safely, you just have to follow a few simple rules!

[MORE INFO](#)

Fun Things to Do and See **Great Places to Stay** **Like us on Facebook**

EMERALD COAST DESTIN FT. WALTON BEACH OKALOOSA ISLAND

A Winter Getaway You Can Count On

DESTIN | FORT WALTON BEACH | OKALOOSA ISLAND | FLORIDA

Take a break from the cold temperatures this winter with a trip to Destin, Fort Walton Beach, Okaloosa Island, Florida. Renowned for sugar-white sand, emerald-green water, exhilarating outdoor activities, mouthwatering restaurants and plenty of family-friendly fun, we're a great place to take everyone from grandparents to grandkids. Build lasting memories in a place that treats you like family. Add up 2 bottles of sunscreen with 24 miles of sandy shore for a winter getaway you can count on.

[CLICK HERE FOR MORE DETAILS](#)

Get a Free Vacation Planner
Make the most of your time in Destin, Fort Walton Beach, Okaloosa Island with our free vacation planner. Learn more about the area's accommodations, restaurants, attractions and activities. Download or order a free vacation planner today and we'll see you on the Heart of Florida's Emerald Coast.

[FREE VACATION PLANNER](#)

DESTIN FT. WALTON BEACH OKALOOSA ISLAND

Count on a Can't-Miss Meeting.

DESTIN | FORT WALTON BEACH | OKALOOSA ISLAND | FLORIDA

With a number of different meeting spaces throughout the area, including the only convention center in Northwest Florida, choose Destin, Fort Walton Beach, Okaloosa Island for your next meeting. Thanks to its iconic sugar-white sand and glistening emerald-green water, this is a great destination to get down to business or down to the beach. Plus, with the convenience of the nearby Destin-Fort Walton Beach Airport, getting here is quick and easy. Add up more than 13,000 rooms across a variety of accommodation types, 24 miles of sandy shore and the expansive 65,000-square-foot Emerald Coast Convention Center for a meeting you can count on.

The Emerald Coast CVB offers professional assistance with accommodations and restaurant information, attractions, activities and more. Visit our website today and discover why we're known as the Heart of Florida's Emerald Coast.

[START PLANNING YOUR MEETING TODAY](#)

EMERALD COAST DESTIN FT. WALTON BEACH OKALOOSA ISLAND

Tab 1. Qualification Data

6. Overall qualifications of the business to provide the proposed services

Sample Work - Video



GFL Beach Festival Sizzle Reel
View Here: bit.ly/Aqua-ABF21



Traveling with Denella Ri'chard Show- Visit Lauderdale
Watch the Show on: bit.ly/aqua-denella

Tab 1. Qualification Data

6. Overall qualifications of the business to provide the proposed services

Sample Work - Video



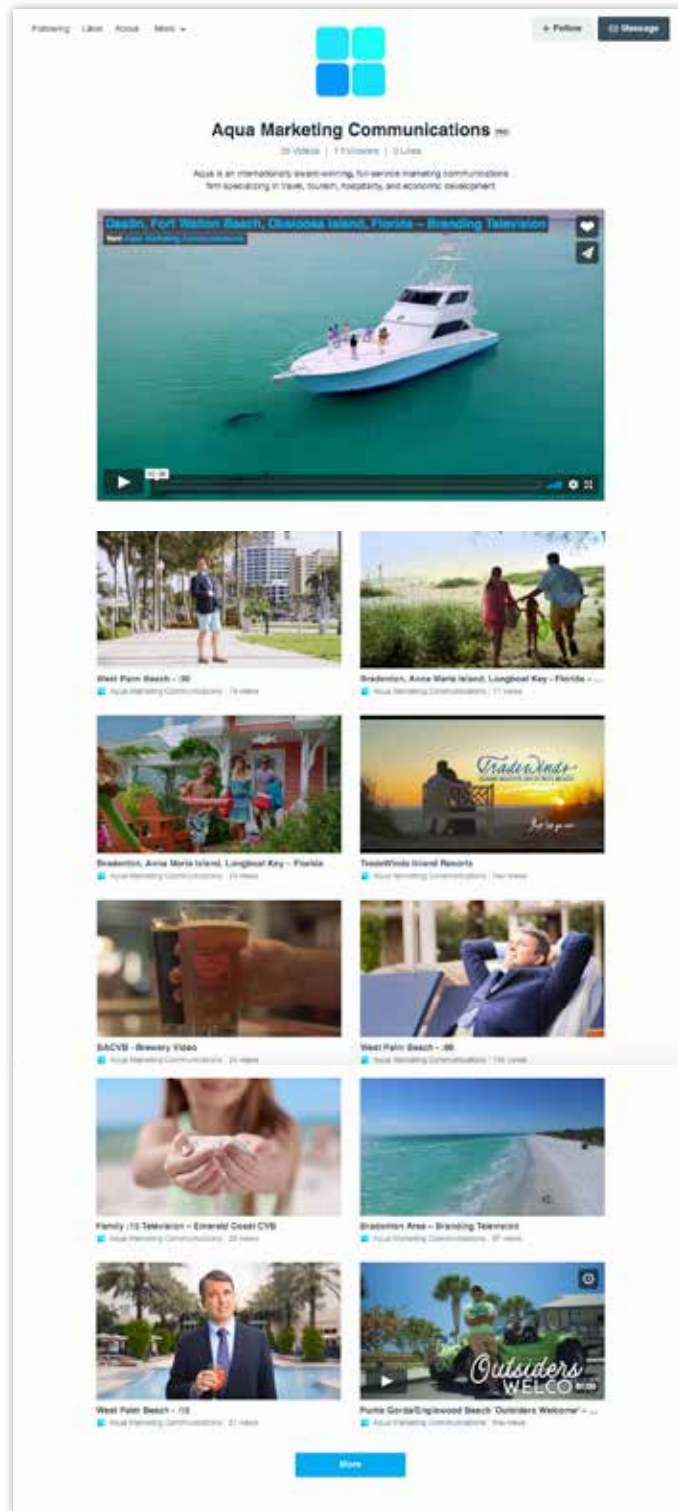
Bradenton Area CVB Video
View Here: vimeo.com/437126732

Tab 1. Qualification Data

6. Overall qualifications of the business to provide the proposed services

Sample Work - Broadcast

See our video library at
www.Vimeo.com/WelcometoAqua



Tab 1. Qualification Data

6. Overall qualifications of the business to provide the proposed services

Sample Work - Radio



Hear our radio reel at:
vimeo.com/286201850

Tab 1. Qualification Data

6. Overall qualifications of the business to provide the proposed services

Sample Work - Out of Home



Tab 1. Qualification Data

6. Overall qualifications of the business to provide the proposed services

Sample Work - Out of Home



Tab 1. Qualification Data

6. Overall qualifications of the business to provide the proposed services

Sample Work - Out of Home



Tab 1. Qualification Data

6. Overall qualifications of the business to provide the proposed services

Sample Work - Collateral



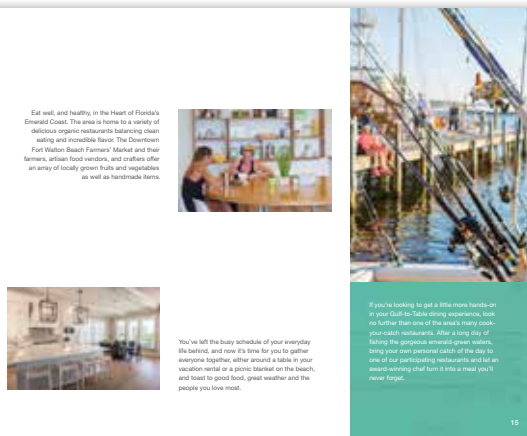
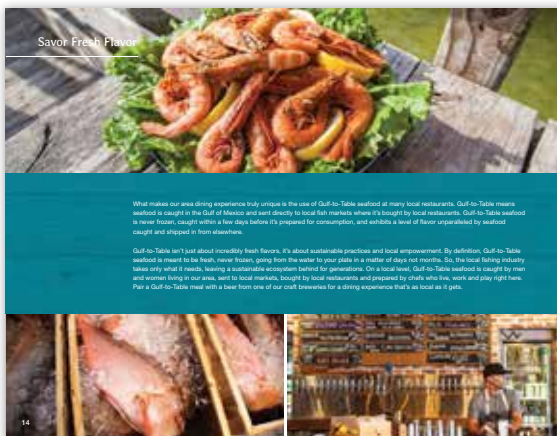
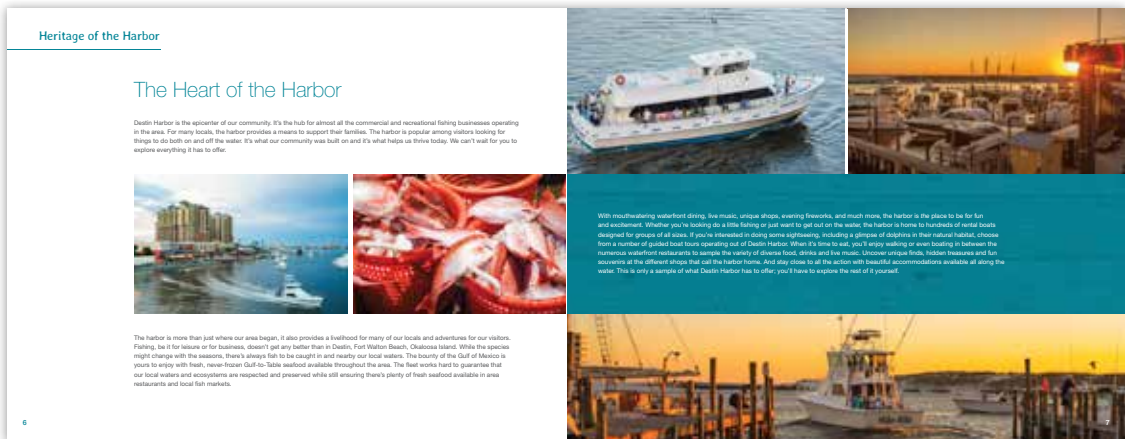
Punta Gorda/Englewood Beach Visitor Guide

Tab 1. Qualification Data

6. Overall qualifications of the business to provide the proposed services

Sample Work - Collateral

Okaloosa Visitor Guide



Tab 1. Qualification Data

6. Overall qualifications of the business to provide the proposed services

Sample Work - Collateral

Arts, Culture, & Heritage

Arts, Culture & Heritage Guide

Bradenton
Anna Maria Island
Longboat Key
FLORIDA'S WEST COAST

From the local to the legendary. Inspiration and vision on a human scale.

Welcome to the Bradenton Area, where the visual arts permeate the destination and can be discovered and experienced easily at every turn. Here art is as accessible as a visit to a beachside gallery, on a stroll through an artist village or discovered on public display.

Enjoy art over conversation with its creator in a local gallery such as Joan Peters at The Joan Peters Gallery in Bradenton's Village of the Arts. Converse with fellow art lovers at Art Center Manatee during one of their free monthly receptions. Discover intriguing creations for sale in area shops, such as Anna Maria Island's Artists' Guild Gallery. Enjoy art in public places such as the sculptures along the area's Riverwalk. Immerse yourself in the wonderful colors of the International Watercolor Festival at Art Center Manatee.

We are proud to be the home of Southern Atelier – one of the world's leaders in fine art studies dedicated to promoting timeless classical principles in contemporary art.

Art Studios & Galleries

Bradenton/Anna Maria Island/Longboat Key Arts & Culture Guide

NEEL PERFORMING ARTS CENTER
The center has served as a cultural hub for the area, hosting both college and community sponsored events.
5840 26th St. W., Bradenton
941-752-5252
scf.edu/CampusLife/
NeelPerformingArtsCenter

ROSER MEMORIAL COMMUNITY CHURCH
A highlight of the Roser year is this exciting series of concerts on Sunday afternoons from December through April representing varying styles of music. A free-will offering makes it possible to bring you these dynamic events!
512 Pine Ave., Anna Maria
941-778-0414 / roserchurch.com

PERLIMAN MUSIC PROGRAM
The PMP Suncoast offers the public the unique opportunity to witness the talent and spirit of extraordinarily gifted and promising young string students and accomplished graduates. They proudly present more than 60 musical events annually, serving Sarasota and Manatee counties.
P.O. Box 3407, Sarasota / 941-955-4942
perlimanmusicprogramsuncoast.org

SCF BRADENTON SYMPHONY ORCHESTRA
The Bradenton Symphony Orchestra is a State College of Florida sponsored ensemble that combines college music students with community music makers.
5840 26th St. W., Bradenton
941-752-5252 / bradentonsymphony.org

STATE COLLEGE OF FLORIDA HOWARD STUDIO THEATRE
Studio 64 Productions, the college's student theatre company, has performed to wide acclaim since 1956.
5840 26th St. W., Bradenton
941-752-5252 / scf.edu/Theatre

POPS ORCHESTRA
The Pops Orchestra is a community-wide orchestra, comprised of more than sixty musicians, who showcase innovative thematic programming in both orchestral and concert band repertoire.
P.O. Box 1622, Sarasota
941-926-7677 / thepopsorchestra.org

MANATEE PERFORMING ARTS CENTER
This \$22 million, two-theater facility is alive with a full slate of musicals and plays by the Manatee Players. Recognized nationally, the award-winning troupe has entertained Florida's Gulf Coast for generations.

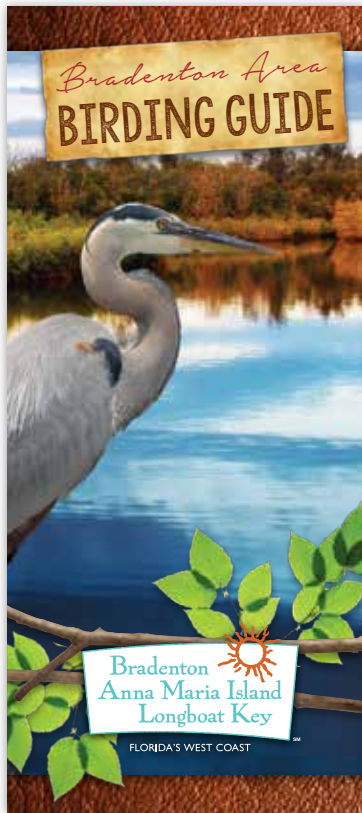
THEATER & PERFORMING ARTS

View the digital companion guide here:
<https://www.nxtbook.com/nxtbooks/aqua/artscultureguide/index.php>

Tab 1. Qualification Data

6. Overall qualifications of the business to provide the proposed services

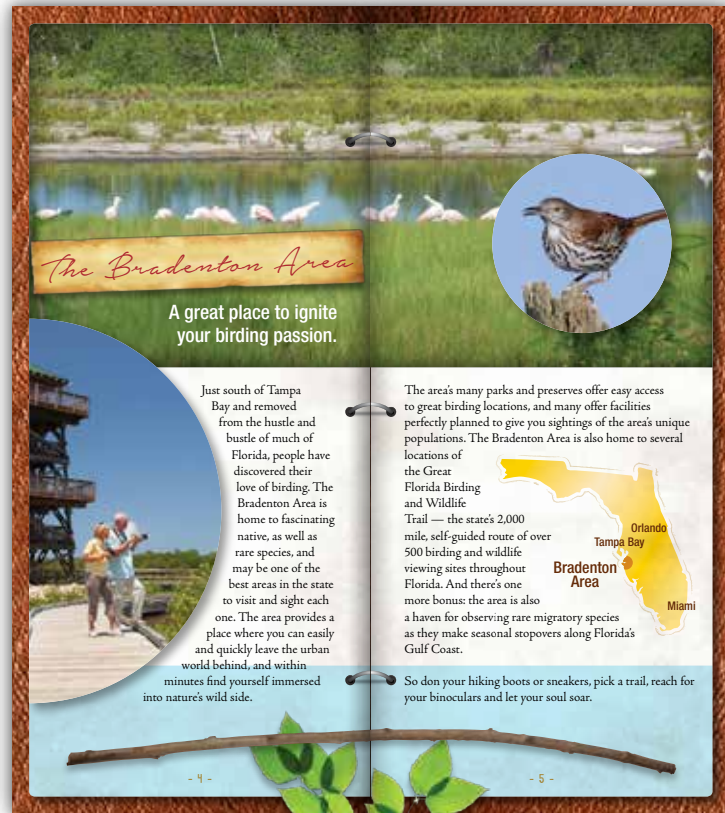
Sample Work - Collateral



Bradenton Area Birding Guide

View the digital companion guide here:

<https://www.nxtbook.com/nxtbooks/aqua/birding/index.php>



Tab 1. Qualification Data

6. Overall qualifications of the business to provide the proposed services

Sample Marketing Plan

Aqua provides robust, industry-leading plans for all its clients, resulting to unique solutions that attain historic results. Although every client and their plans are unique, through the following link you can find an example for one client, in the manner and detail deemed best for this particular client.

Aquadevsite.com/SampleMarketingPlan.pdf

Like Never Before
NEW BRAND. NEW DEMAND. NEW POTENTIAL.

FY22 Marketing Plan

Cooperative Advertising

The Visit Lauderdale co-op plan is an excellent opportunity to partner with local businesses by securing visibility and credibility in tandem. Visit Lauderdale will enhance partner engagement with strategic alliance opportunities that leverage marketing dollars and increase brand visibility for Visit Lauderdale and its industry partners.

Integrated coop programs will be new and engaging, allowing partners to be at the forefront of visitor consideration, while making advertising dollars go further than ever before.

Tactics:

- Create a competitive co-op program that strategically aligns industry partners with the most effective, value-added media opportunities available
- Target national brands and outlets that align with the Visit Lauderdale brand, to generate collaborative promotions and secure third-party credibility from extended, diversified audiences

Leisure

ADVERTISING STRATEGY 1:
Effectively speak to our target audience in all phases of travel planning, from dreaming and research, to consideration, planning and booking of their trip to Greater Fort Lauderdale.

Tactics:

- Target prospects through various digital platforms along their travel journey
- Reach intended audience based on device ID, IP address, search and research history, geographic location and retargeting efforts
- While first utilizing the content tier noted above, continue to grow the pool of potential visitors by adding emerging markets
- Measure results by increase website visitation, high CTR (click through rates) and strong social engagement

Tab 1. Qualification Data

6. Overall qualifications of the business to provide the proposed services

Sample Media Plan - Leisure \$4 Million Budget

FY2022 - \$4M Paid Media Plan	Estimated Advertiser	MONTHS												TOTAL	Day Area Total	
		OCTOBER	NOVEMBER	DECEMBER	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER			
Domestic Markets - Primary Year Round																
Domestic Markets - Secondary Year Round																
Domestic Markets - Tertiary Year Round																
Domestic Markets - Quaternary Year Round																
Domestic Markets - Quintenary Year Round																
Domestic Markets - Sextenary Year Round																
Domestic Markets - Septenary Year Round																
Domestic Markets - Octenary Year Round																
Domestic Markets - Undecenary Year Round																
Domestic Markets - Duodecenary Year Round																
Domestic Markets - Total																
International Markets - Primary Year Round																
International Markets - Secondary Year Round																
International Markets - Tertiary Year Round																
International Markets - Quaternary Year Round																
International Markets - Quintenary Year Round																
International Markets - Sextenary Year Round																
International Markets - Septenary Year Round																
International Markets - Octenary Year Round																
International Markets - Undecenary Year Round																
International Markets - Duodecenary Year Round																
International Markets - Total																
Domestic Markets - Total																
International Markets - Total																
Total																

Tab 1. Qualification Data

6. Overall qualifications of the business to provide the proposed services

Sample Media Plan - Meetings

Target Audience: Meeting Planners	Estimated Impressions	OCT	NOV	DEC	JAN	FEB	MARCH	APRIL	MAY	JUNE	JULY	AUG	SEPT	TOTAL	Added Value
FY22 GROUP MEETINGS PLAN (\$400K Budget)															
ASAE (US Association Executives)															\$62,500
Partner with industry's weekly community connection with Seven 2 Page color spread ads totaling 14 pages; print placement each issue Seven eblast drops targeting the ASAE database No First News Monday exclusive lead banners: Di/Destination Showcase Issue & IMEX America's Issue (rotated video)	894,000	10/6/2021 prior to DMAI Showcase & eblast	11/8/2021 prior to IMEX Americas issue & eblast drop 11/2	12/6/2021 IMEX/Holiday Showcase issue & eblast drop 11/20	1/10/2022 prior to PCMA Annual Show & eblast drop 1/6				5/25/2022 prior to IMEX Frankfurt & eblast drop 5/17	6/13/2022 prior to MPI-WEC & eblast drop 6/7		8/22/2022 prior to ASAE Annual Meeting & eblast 8/17		\$45,500	\$21,000
Partner with ASAE via Board Brief: spread 4c (\$16,312)					January 2 Page spread										\$0
ASAE Annual Daily Newsletter: ASAE Annual Meeting, Nashville Aug. 2022 Spread 4c (17,592)												August 2-Page spread			
Digital Associations NOW 300x250 Medium Rectangle (\$24,965) & ASAE 728x90 Leaderboard added value															
Digital Associations NOW 1728x90 - Leaderboard (\$4,431)															
Small marketing deploy targeted for Dec. 7. This is added value based on the Strategic Partnership with ASAE.				Dec 7											
Digital Retargeting (400,000 impressions) from all the ASAE network of sites (\$6700)	1,256,500														
FSAE (Florida Society of Association Executives)	433,500														\$6,012
Partner with the Florida's association audience in four key annual issues: 4x Full page, full color print ads in Instate magazine	5,200			Nov/Dec: Meeting Planner's Guide with images of key contact & 150-word listings	Jan/Feb: CV/As & Convention Centers / New and Renovated Properties				May/June: Beach Meetings / Annual Meetings		July/August: Meetings in South Florida and Executive Retreats			\$7,361	
MEETINGS MARKET															\$70,031
PCMA (Professional Convention Management Association)															\$70,031
Six total print ads (4 paid and 2 complimentary), with multiple issues including editorial features and all with digital edition video: 4x Homepage top pushdown banner with retargeting, 2x Native articles (photo and editorial), 1x "Get To Know" (feature) 20 minutes Presentation/15 minutes Q&A, 100 Video in Convene Nexus, streaming broadcast from PCMA and a total of 14x E-Newsletters (728x90 Leaderboard Banner), throughout the year: Convening Leaders 2022 package to include three dailies sponsorship, distribution racks and uniforms, charging stations, digital edition and digital edition belly band.	2,858,300			December: Full Page + digital edition video, bonus distribution 8P/1MA (Convening Leaders 2022)	January: Convening Leaders sponsorship package	February Special Section: Convention Connections 2 Page destination editorial profile, written by Convene editor (no ad) but digital edition video	March Special Section: Flag Destination 2 Page spread + 2 page editorial, plus digital edition video		May/June Special Section: DMAs Today (Complimentary Full Page ad + full page editorial, plus digital edition video)		July 2 Page spread + digital edition video	August PCMA Annual Directory (Complimentary Full Page ad + full page editorial, plus digital edition video)		\$180,435	\$17,000
NORTHSTAR															\$17,000
Northstar multi-tactic program including video distribution on Northstar channels, Creation of Destination Guide ("the" version) page on NMI.com featuring 2-3 min video, plus 2x full page brand ads. Video Spotlight \$7,500, plus 2x native articles and 2x Homepage Takeovers \$16,000 each. Media value of \$107,500 for 500,500 spend.	1,095,000					Thought Leadership Native Article #1 (Feb) \$16,000			Destination Light Guide \$14,000 (March - August/9 months), March/April Full Page brand ad \$16,000 + Homepage Takeover \$16,000 (March/April), May/June Full Page brand ad \$16,000 with video; digital overlay in digital version. Also Video Spotlight \$7,500 (May), Thought Leadership Native Article #2 (May) and two months of video distribution \$21,000 (May/June)					\$90,500	
MPI (Meeting Professionals International)															\$11,200
Partner with The Meeting Professional digital editions in key Florida focus digital issues, as well as surrounding the top industry trade shows of IMEX and IMAC - 2 page spread designed to used for Meetings Co-op program as well.	500,000			MPI digital edition FL Migs Special Section 2-Page Spread + video over \$5,500			MPI digital edition FL Migs 2-Page Spread + video over \$5,500			WEC 22 digital edition + Bonus Advertiser \$7,000				\$32,500	\$31,520
MEETINGS TODAY															\$31,520
Two 2-page spread print. One in Jan/Feb and one in April.	179,554					FL Lauderdale Destination Feature 2-page spread + video overlay (can be editorial or used for co-op)			Florida Annual Supplement 2-page spread to include editorial					\$14,000	
Meetings Today Large Rectangle 300x600	80,000						3 months February - April 2022							\$2,000	\$ 2,000
SGMP (Society of Government Meeting Planners)															\$ 2,000
Premium Leaderboard on weekly SGMP New Brief e-newsletter, reaching 2,010 government meeting planners	104,520						October 21, 2021 - August 18, 2022 (44 weeks)							\$9,500	\$ 2,500
RCMA (Religious Conference Management Association)															\$ 2,500
Writer Issue of Aspire - Gets bonus distribution at the EmERGE Conference which CPL tends to sponsor. It will also be the 50th anniversary so they anticipate a greater amount of attention paid to this	3,450				Writer issue IFPC									\$2,500	
400 x 150 Web Banners on www.MYRCMA.org - Nov - Feb as traffic spikes in correlation to EmERGE (8395 per month)	10,000				4 months November - February									\$1,580	\$2,500
RCMA Introduction Eblast in March	2,000						March eblast							\$2,500	\$2,500
TSNN															\$2,500
No Charge January eblast to 22,000 meeting planners	22,000				1x January eblast deploy										\$2,500
LINKEDIN															\$10,000
Target Meeting Planners on LinkedIn in selected markets. Budget will support LinkedIn InMail & LinkedIn in-feed promotion to drive awareness to upcoming conferences.	1,000,000														\$10,000
TWITTER															\$7,139
Target Audience: Meeting Planners in selected markets via Twitter promotion, to drive awareness to upcoming conferences. Budget approximately \$7195 per event	713,900				event PCMA show				event IMEX Frankfurt	event MPI-WEC		event ASAE Annual Meeting		\$7,139	
Sports and Entertainment Marketing (Events)															\$16,600
Sports Business Journal: Full Page ad with advertorial of 750 words with Executive interview. Plus Run-of-site online schedule in for one month in early 2022. Lower position (300x600) @ www.sportsbusinessjournal.com.	144,000					1x Full Page print ad & advertorial early February, plus Digital banners - Feb 2022								\$16,600	\$12,000
100% programmatic digital targeting people in advance of reaching our destination, for Seaglass and Formula 1 Grand Prix.	3,878,191			Event Jan 21-23, 2022. (Campaign Dec 12/1 - 1/16/22)			Formula 1 Grand Prix, May 6-8, 2022. (Campaign March - April)							\$28,320	\$460,435
	13,180,115													\$460,435	\$238,395

Tab 1. Qualification Data

6. Overall qualifications of the business to provide the proposed services

Sample Media Plan - Travel Trade

New campaign launch in/after January 2022																
FY22 TRAVEL TRADE PLAN (\$250K Budget)																
TRAVEL TRADE																
Target Audience: Domestic Travel Advisors, as well as International in Germany, UK, Canada and South America	Estimated Impressions	OCT	NOV	DEC	JAN	FEB	MARCH	APRIL	MAY	JUNE	JULY	AUG	SEPT	TOTAL	Added Value	
MARKETING PARTNER																
JetBlue Vacations End of Year Sale. Proposed offer for Fort Lauderdale: \$250 off flight + hotel packages to FLL with a \$1,500 minimum spend. Booking: 12/28 - 1/3 Travel window: 1/10 - 5/30	11,000,000			12/28/21 - 1/3/22										\$13,000	\$130,000	
Brand USA - Brand focus campaign Canusa (Germany) will utilize social media advertising, search engine advertising (SEA), and e-mail	8,275,000	6 weeks once launched												\$30,000	\$46,800	
Northstar/Travel Weekly - Florida Plus FPFC ad printed supplement and Full Page Advertorial. Plus Summer Escapes (digital guide with webinar opportunity/co-observable). Scott stated that the webinar is scheduled for 4/11/22 whereas release of the corresponding digital guide will be shortly thereafter in April 2022.	65,000		\$6,000					\$5,000						\$11,000	\$5,500	
Visit USA 2022 Travel Planner - half page digital edition ad	21,000	2022 Digital edition												\$825		
Pleasant Holidays Cooperative Media plan (includes AAA, American Express, Ensemble, Leisure Travel Alliance, MAST, Signature Travel Network, Travel Leaders, TravelSavers Virtuoso & WESTA) distribution to national & key accounts, Journeé Brand campaigns (B2B) Pleasant Holidays website, Journeé website, AAA Clubs nationwide and Print collateral Q1 & Q2; e-newsletters & banners.	4,000,000								February - August 2022					\$8,000	\$14,770	
Costco Travel - Tier 1 includes Costco Travel Warehouse Travel Booklet in print and online in the single ad size. Also, Costco Travel Solo Email Blast is a travel-focused email blast that broadcasts to more than 22 million Costco members. Costco Travel contribution of 50%, for access to Costco members and management of marketing pieces.	24,400,000							Solo email blast exact date TBD				Print single ad July		\$10,300	\$10,300	
Virtuoso - Virtuoso Life March/April "On the Water" Full Page Editorial; Virtuoso.com Digital Ads (March 28 - April 10) on Inspiration Page/Adventure and "Sun & Sand" Themed Travel email May 5. Plus Wanderlust page with self setup - free/complimentary.	219,000							March/April "On the Water" Virtuoso Life Full Page Sponsored Editorial print & Virtuoso.com Digital Ads (March 28 - April 10) on Inspiration Page/Adventure				"Sun & Sand" Themed travel email May 5		\$24,960		
Hotels/Brand USA Co-op 2022 Global distribution to higher value customers, staying longer in destination. Domestic and International campaigns (May-August).	230,000								May - August 2022					\$20,000		
Signature Travel Network (reaching Travel Advisors & consumers). Media program includes Consumer Email with Banners - May launch to approx. 125,000 consumers. Investment: \$12,500. 2x Advisor Email The Travel magazine April 2022 Full Page FC \$10,000.	850,000								Consumer Email with Banners - May launch to approx. 125,000 consumers. Two B2B emails to 7000 advisors May & June. The Travel Magazine April print issue.					\$25,000	\$25,000	
Travelport Campaign Always on strategy with Visit Florida. Oct/Nov - August 2022. Always On Strategy & Drive Booking Conversion, especially "High ADR" & Longer LOS bookings. Includes \$1.4M bonus impressions and Domestic & International target markets	3,060,000							Headlines (Competitor Destination search), graphical sign on message (targeted by source market), banners and email blasts						\$30,000	\$88,200	
TravelClick (Amadeus) - Reviewing lead generation via digital website banners and social media. Sabre GDS Media And Graphical Banners. Targeting by origin (ATL, BOS, DAL etc. from all origin geo requested) and destination (FLL, MIA, PBI).								Lead generation + graphical banner exposures						\$9,800	TBD	
Travel Market Report TMR - Sponsored content article, Dedicated Emails, Daily Newsletter Banners and ROS Triple Play Banners.	470,000							1x Thought Leadership or Partner Sponsored Article; 3x Dedicated Emails; 3x Daily Newsletter Banner (AV) and ROS Triple Play Banners (AV)						\$12,000	\$17,750	
US Travel - IPW 2022 Paid media support at Orlando show - June 4-8. Large presence there at IPW. (consider IPW Daily issues & final issue)												IPW '22		\$25,315	TBD	
Contingency Budget																
INTERNATIONAL																
Mercado & Eventos - M&E Visit Florida section each time Full Page & Full Page advertorial. Must provide all materials in Portuguese, including image, editorial content and ad ready by due date. \$5000 program								March 15 due 3/10/22						May 15 due 5/10/22		
VISIT FLORIDA Edition - Parrotas Co-op Section Issue date: Apr 13, 2022. (Parrotas is the weekly publication for Brazilian travel trade industry). Full page ad: \$2,000 US dollars with Added value: 1 full page editorial article (commitment date by March 1), 2,000 printed + digital													April 13, due March 1			
VISIT FLORIDA LADEVI (La Agencia de Viajes) Colombia March 15-31, 2022 Full Page Digital circulation of 21,194 contacts and costs \$800. Unlimited number of participants. Partner receives one full page of editorial for each full page of advertising.								March 13-31, due March 1								
Total:	52,590,000													\$260,000	\$338,120	

Tab 1. Qualification Data

6. Overall qualifications of the business to provide the proposed services

Awards

Consistently recognized year after year statewide and internationally for work in both tourism and economic development, assures you that Aqua can promise work of the highest standard, will achieve results, and that will be recognized by your peers as best in class.

The list that follows is only a partial list of our awards history.

Tab 1. Qualification Data

6. Overall qualifications of the business to provide the proposed services

Adrian Awards (HSMIA)

Punta Gorda/Englewood Beach VCB - Gold - Public Relations/Influencer Marketing– Our Best Side is By Your Side
 Punta Gorda/Englewood Beach VCB - Silver - Digital Marketing/Multimedia– Outsiders Welcome campaign
 Punta Gorda/Englewood Beach VCB - Silver - Corporate Social Responsibility – Our Best Side is by Your Side
 Visit Lauderdale - Bronze - Crisis Communications Management - Future in Focus Summit
 Visit Lauderdale - Bronze - Recovery Strategies – Safe + Clean Pledge
 Bradenton Area CVB - Bronze - Digital Marketing, Integrated Campaign – Dallas WFAA Sweepstakes
 Bradenton Area CVB - Gold - “We’ve Got the Cure” Campaign Videos
 Bradenton Area CVB - Silver - “We’ve Got the Cure” Integrated Marketing Campaign
 Bradenton Area CVB - Silver - Contest/ Sweepstakes “We’ve Got the Cure” Campaign Online Diagnosis Survey
 The Punta Gorda/Englewood Beach VCB - Silver - 2019 Adventure Guide Brochure
 The Punta Gorda/Englewood Beach VCB - Bronze - “Outsiders Welcome” Integrated
 The Emerald Coast CVB - Gold - Visitor’s Guide Brochure
 Bradenton Area CVB - Gold - “Beaches and Brews”
 Bradenton Area Brewery Video
 Bradenton Area CVB - Silver - Craft Your Own Vacation Print Campaign
 Bradenton Area CVB - Silver - Public Relations Dallas Pop Up Event
 Bradenton Area CVB - Bronze - Craft Your Own Vacation Digital Campaign
 Bradenton Area CVB - Bronze - Craft Your Own Vacation Sweepstakes
 Emerald Coast CVB - Silver - “Count On” Television
 Bradenton Area CVB – Silver – Dog Days of Summer Pet-Friendly Campaign
 Bradenton Area CVB – Silver – Bradenton Area Sports Marketing Guide
 Bradenton Area CVB – Bronze – Guys’ Gulfcoast Getaway
 Bradenton Area CVB – Silver – Destination Press Kit
 Bradenton Area CVB – Bronze – Destination Branding Campaign
 Collier County CVB – Gold – Summer Fun Guide
 Collier County CVB – Gold – Digital Newsletter
 Collier County CVB – Silver – Local Market Campaign
 Amelia Island TDC – Silver – Group Landing Page
 Amelia Island TDC – Silver – Online Advertising
 Amelia Island TDC – Bronze – Group Mkt. Multimedia
 Collier County CVB – Bronze – Digital Newsletter
 Seminole County CVB – Bronze – Consumer Television
 Seminole County CVB – Bronze – Web Site
 Collier County CVB – Silver – Paradise Priced Perfectly Campaign
 Collier County CVB – Bronze – Breaking Ice Web Ad

Collier County CVB – Bronze – Paradise Coast Arts & Culture Guide
 Collier County CVB – Bronze – Paradise Coast German Visitor Guide
 Seminole County CVB – Silver – AFreeNight.com Website
 Seminole County CVB – Silver – Chompin’ Gator Web Ad
 Seminole County CVB – Bronze – Crappie Campaign
 Greater Naples Chamber of Commerce – Silver – Freedom Memorial Campaign
 Collier County CVB – Silver – Paradise Priced Perfectly Campaign
 Collier County CVB – Bronze – Breaking Ice Web Ad
 Collier County CVB – Bronze – Paradise Coast Arts & Culture Guide
 Collier County CVB – Bronze – Paradise Coast German Visitor Guide
 Seminole County CVB – Silver – AFreeNight.com Web
 Seminole County CVB – Silver – Chompin’ Gator Web
 Seminole County CVB – Bronze – Crappie Campaign
 Greater Naples Chamber of Commerce – Silver – Freedom Memorial Campaign
 Collier County CVB – Gold – Print Campaign
 Collier County CVB – Silver – Television Spot
 Collier County CVB – Silver – Print Advertisement
 Collier County CVB – Silver – Print Advertisement
 Collier County CVB – Silver – Television Campaign
 Collier County CVB – Bronze – Overall Campaign
 Collier County CVB – Bronze – Print Advertisement
 Collier County CVB – Bronze – Print Advertisement
 Charlie Chiang’s Restaurant – Gold – Market Intro. Campaign
 Charlie Chiang’s Restaurant – Gold – Newspaper Series
 Collier County CVB – Gold – Tampa Bay/Orlando TV



Tab 1. Qualification Data

6. Overall qualifications of the business to provide the proposed services

Adrian Awards (HSMAI) - continued

Collier County CVB – Gold – Interactive Press Kit
 Tampa Bay Ghost Tours – Bronze – Brochure
 Bermuda International Airport – Bronze – Campaign
 Bermuda International Airport – Bronze – Adv Series
 Bermuda International Airport – Bronze – Ad Series
 TradeWinds Island Resorts – Silver – Outdoor
 Collier County CVB – Silver – Complete Campaign
 Collier County CVB – Silver – Television
 Collier County CVB – Silver – Visitor Guide
 Collier County CVB – Bronze – Sales CD
 Collier County CVB – Bronze – Destination Brochure
 Collier County CVB – Bronze – Trade Show Exhibit
 Collier County CVB – Bronze – Web Site
 Bermuda International Airport – Bronze – Magazine
 TradeWinds Island Resorts – Bronze – TV Campaign
 TradeWinds Island Resorts – Bronze – Radio Campaign
 TradeWinds Island Resorts – Bronze – Campaign
 St. Pete/Clearwater CVB – Gold – TV Campaign
 Florida International Museum – Gold – Campaign
 St. Pete/Clearwater Area CVB – Gold – TV Rooms/Travel Sales
 St. Pete/Clearwater Area CVB – Bronze – Fall TV
 St. Pete/Clearwater Area CVB – Silver – Meeting Planner Resource Guide
 St. Pete/Clearwater Area CVB – Bronze – Magazine Section
 St. Pete/Clearwater Area CVB – Bronze – TV Spot
 St. Pete/Clearwater Area CVB – Bronze – Campaign
 St. Pete/Clearwater Area CVB – Bronze – Television Rooms/Travel Sales
 St. Pete/Clearwater Area CVB – Bronze – Complete Campaign Rooms/Travel Sales
 St. Pete/Clearwater Area CVB – Bronze – Special Advertising
 St. Pete/Clearwater Area CVB – Gold – Complete Campaign Rooms/Travel Sales
 St. Pete/Clearwater Area CVB – Silver – Special Advertising
 St. Pete/Clearwater Area CVB – Silver – Advertising Series Rooms/Travel Sales
 St. Pete/Clearwater Area CVB – Bronze – Television Rooms/Travel Sales

Telly Awards

Punta Gorda/Englewood Beach VCB – Silver – Campaign – Branded Content
 Collier County CVB – National Finalist – TV Campaign
 All Children’s Hospital – National Finalist – Grand Opening TV
 All Children’s Hospital – National Finalist – Specialists Campaign
 Collier County CVB – National Finalist – Television Campaign
 Collier County CVB – National Finalist – Television Branding Spot
 Collier County CVB – National Finalist – Television Branding Spot

Collier County CVB – National Finalist – Television Branding Spot
 Collier County CVB – National Finalist – Television Branding Spot
 Pinellas Suncoast Transit Authority – National Finalist – Television Branding Spot
 Collier County CVB – National Finalist – Television Branding Spot

FLA/USA VISIT FLORIDA Flagler Awards

Bradenton Area CVB – Silver - Sustainable Tourism Marketing - Love it Like a Local
 Bradenton Area CVB – Bronze - Television Advertising - Love it Like a Local
 Visit Lauderdale - Bronze - Tourism Advocacy - Brand Reveal
 Bradenton Area CVB – Out-of-Home – SRQ Wall Mural
 Punta Gorda/Englewood Beach VCB – Resource/Promotional Material-Consumer – Adventure Journal
 Punta Gorda/Englewood Beach VCB – Mixed Media Campaign – “Outsiders Welcome” Campaign
 Punta Gorda/Englewood Beach VCB – Internet Advertising – “Outsiders Welcome” Video Series
 Emerald Coast CVB – Henry Award – Best of Category – Television Advertising - ABC National Buy
 Punta Gorda/Englewood Beach VCB – Henry Award – Creativity in Public Relations – Post-Red Tide Response - “Are You Beach Ready?”
 Emerald Coast CVB – Silver – Resource/Promotional Material/Consumer– Okaloosa Visitor Guide
 Emerald Coast CVB – Silver – Print Campaign – “A Destination You Can Count On”
 Emerald Coast CVB – Silver – Television Campaign – “A Destination You Can Count On”
 Bradenton Area CVB – Bronze – Holiday Travel TV Special – “Sun, Sand and Holiday Fun”
 Bradenton Area CVB – Best in Show – Resource/Promotional Material/Trade – Sports Playbook
 Bradenton Area CVB – Henry – Resource/Promotional Material/Trade – Sports Playbook
 Bradenton Area CVB – Bronze – Niche Marketing – Dog Days of Summer Promotion
 Bradenton Area CVB – Bronze – Resource/Promotional Material/Consumer – Agri-Tourism Mobile Tour Guide
 Bradenton Area CVB – Finalist – Niche Marketing – Dog Days of Summer Promotion
 Bradenton Area CVB – Finalist – Resource/Promotional Material/



Tab 1. Qualification Data

6. Overall qualifications of the business to provide the proposed services

FLA/USA VISIT FLORIDA Flagler Awards - continued

Consumer – Agri-Tourism Mobile Tour Guide
 Bradenton Area CVB – Finalist – Resource/Promotional Material/Trade – Sports Playbook
 Bradenton Area CVB – Silver – “Real. Authentic. Florida.” Radio Campaign
 Bradenton Area CVB – Bronze – “Real. Authentic. Florida.” Print Campaign
 Bradenton Area CVB – Bronze – Bradenton Gulf Islands Domestic Visitor Magazine
 TradeWinds Island Resorts – Bronze – Meetings Market Margarita Mix Mailer
 Collier County CVB – Finalist – Creative Partnering
 Collier County CVB – Finalist – Internet Marketing
 Seminole County CVB – Finalist – Magazine Crappie
 Collier County CVB – Finalist – Mixed Media Campaign
 Collier County CVB – Henry Award – Mixed Media Campaign
 Seminole County CVB – Finalist – Radio
 Seminole County CVB – Finalist – Resource/Promotional Material – Trade
 Amelia Island CVB – Finalist – Television
 Collier County CVB – Finalist – Television
 Collier County CVB – Henry Award – Television
 Collier County CVB – Finalist – Website
 Seminole County CVB – Finalist – Website
 Seminole County CVB – Best of Show – Resource/Promotional Material – Trade
 Amelia Island CVB – Finalist – Magazine
 Amelia Island CVB – Finalist – Radio
 Bubba Gump Shrimp Company – Finalist – Special Events
 Collier County CVB – Finalist – Magazine
 Collier County CVB – Finalist – Website
 Salvador Dalí Museum – Finalist – Out of Home
 Seminole County CVB – Finalist – Website
 Salvador Dalí Museum – Best in Show Award – Dalí & Film
 Charlie Chiang’s Restaurant – Finalist – Print Ad
 Collier County Museums – Finalist – Radio Campaign
 Collier County CVB – Finalist – Destination Video
 Collier County CVB – Finalist – Times Square Super Sign
 Collier County CVB – Finalist – TV Branding Spot
 Tampa Bay Ghost Tours – Best of Show – Web Site
 Tampa Bay Ghost Tours – Henry Award – Web Site
 Collier County CVB – Henry Award – TV Branding Spot
 Collier County CVB – Finalist – Resource/Promo Material – Trade
 Collier County CVB – Finalist – Mixed Media
 Collier County CVB – Finalist – Internet Marketing
 Collier County CVB – Finalist – Web Site
 TradeWinds Island Resorts – Henry Award – Outdoor
 StarLite Cruises – Finalist – Multimedia Campaign
 TradeWinds Island Resorts – Finalist – Magazine
 St. Pete/Clearwater CVB – Henry Award – Annual TV/Florida’s Beach
 St. Pete/Clearwater CVB – Henry Award – 2001 Visitor’s Guide

St. Pete/

Clearwater CVB – Henry Award – Meeting Planners Resource Guide

Travel Weekly Magellan Awards

Collier County CVB – Gold – Television Campaign

The eTSY Awards

Punta Gorda/Englewood Beach VCB – 2019 Digital Tourism Summit – Best Use of Video
 – “Outsiders Welcome” Video Series

The ADDY Awards

The City of West Palm Beach – Silver – Film, Video & Sound – West Palm Beach EDC Television
 Bradenton Area CVB – Silver – The “Cure for Vacation Deficiency” Internet Commercial Campaign
 Bradenton Area CVB – District Silver – Collateral/Brochure – Sports Playbook
 Bradenton Area CVB – Silver – Collateral/Brochure – Sports Playbook
 The City of West Palm Beach – Silver – “Lower Your Taxes, Not Your Standards” Television
 TradeWinds Island Resorts – Silver – Elements of Advertising/Sound – “Just Let Go”
 Seminole County CVB – Gold – Digital Sports Guide
 Seminole County CVB – Gold – Chompin’ Gator Web Ad
 Seminole County CVB – Silver – Consumer Ad Campaign
 Collier County CVB – Silver – Photography/Sandman
 Collier County CVB – Silver – Photography/Entire Campaign
 All Children’s Hospital – Silver – Construction TV
 Seminole County CVB – Gold – Gator Bites: Online Newsletter
 Frank Stanley Beveridge – Silver – Website – Business to Business
 Frank Stanley Beveridge – Silver – Stationery Package
 The Florida Orchestra – Silver – Television
 The Florida Orchestra – Silver – Letterhead
 Salvador Dalí Museum – Silver – Dalíwood: Outdoor Board
 Salvador Dalí Museum – Gold – Baroque Online Splash Page
 Collier County CVB – Silver – Photography Campaign
 Collier County CVB – Silver – Print Campaign
 Freedom Memorial – Silver – Marketing Campaign
 Freedom Memorial – Silver – Web Site



Tab 1. Qualification Data

6. Overall qualifications of the business to provide the proposed services

The ADDY Awards - continued

Salvador Dalí Museum – Silver – Baroque Outdoor
 Salvador Dalí Museum – Silver – In Focus Online Splash Page
 Collier County Museums – Silver – Brochure
 The Inn on Fifth – Silver – Web Site
 Collier County CVB – Silver – Destination CD
 Collier County CVB – Regional Silver – Photography
 Charlie Chiang’s Restaurant – Regional Silver – Color Ad
 Tampa Bay Ghost Tours – Best of the Bay Logo
 Tampa Bay Ghost Tours – Gold – Logo
 Tampa Bay Ghost Tours – Gold – Campaign
 Tampa Bay Ghost Tours – Silver – Web Site
 Tampa Bay Ghost Tours – Silver – Rack Brochure
 Tampa Bay Ghost Tours – Silver – Stationary Package
 Tampa Bay Ghost Tours – Silver – Television
 Pinellas Suncoast Transit Authority – Gold – Summer Haul
 Pass Radio
 Pinellas Suncoast Transit Authority – Gold – Radio Music with
 Lyrics
 Collier County Museums – Gold – Campaign
 Collier County Museums – Silver – Old Florida Festival Radio
 Collier County Museums – Silver – Old Florida Festival Radio
 Collier County CVB – Gold – Photography Campaign
 Charlie Chiang’s Restaurant – Gold – Color Ad
 Charlie Chiang’s Restaurant – Silver – Color Ad
 Charlie Chiang’s Restaurant – Silver – Color Ad
 The Salvador Dalí Museum – Gold – Outdoor
 Pinellas Suncoast Transit Authority – Silver – Television
 Pinellas Suncoast Transit Authority – Silver – Music
 Pinellas Suncoast Transit Authority – Silver – Vehicle Graphics
 Collier County CVB – Silver – Music
 Animal House Pet Centers – Silver – In-Store Poster Dog
 Animal House Pet Centers – Silver – In-Store Poster Lizard
 Animal House Pet Centers – Silver – In-Store Poster Cat
 Animal House Pet Centers – Silver – Television – Local
 Animal House Pet Centers – Silver – Branding Campaign
 Mixed Media
 SKAL – Silver – Event Poster
 TradeWinds Island Resorts – Best of the Bay – Television
 TradeWinds Island Resorts – Best of the Bay – Radio
 TradeWinds Island Resorts – Best of the Bay – Musical Score
 TradeWinds Island Resorts – Gold – Sound Design
 TradeWinds Island Resorts – Gold – Musical Score
 TradeWinds Island Resorts – Gold – Travel/Tourism Television
 TradeWinds Island Resorts – Gold – Radio – Local – Single
 :60
 Pinellas Suncoast Transit Authority – Gold – Television – Local
 – Single :60
 Pinellas Suncoast Transit Authority – Gold – Musical Score
 with Lyrics
 Pinellas Suncoast Transit Authority – Gold – Animation/
 Special Effects
 TradeWinds Island Resorts – Silver – Consumer Mixed Media
 Campaign
 TradeWinds Island Resorts – Silver – Consumer Magazine
 Fractional Page
 TradeWinds Island Resorts – Silver – Four-Color Infomercial
 Pinellas Suncoast Transit Authority – Silver – Vehicle Graphics
 – Wrap
 Pinellas Suncoast Transit Authority – Silver – Musical Score/
 Sound Design
 Florida International Museum – National Award of Excellence
 – Cuban Missile Crisis Print Campaign
 Florida International Museum – Regional Gold – Cuban
 Missile Crisis Print Campaign
 Florida International Museum – National Award of Excellence
 – Cuban Missile Crisis Print Campaign
 Florida International Museum – Regional Gold – Cuban
 Missile Crisis Print Campaign
 Florida International Museum – Regional Silver – Cuban
 Missile Crisis B&W Newspaper
 Florida International Museum – Regional Silver – Cuban
 Missile Crisis Poster Series
 Florida International Museum – Gold – Radio – Bomb Shelter
 Florida International Museum – Gold – Mixed Media
 Campaign – Cuban Missile
 Florida International Museum – Silver – Logo – Cuban Missile
 Florida International Museum – Gold – Newspaper – Cuban
 Missile
 Florida International Museum – Silver – Broadcast – Krushiev
 Florida International Museum – Silver – Broadcast – Kennedy
 Florida International Museum – Gold – Poster – Cuban Missile
 Crisis
 Florida International Museum – Best of Bay – Poster – Cuban
 Missile Crisis
 Florida International Museum – Silver – Newspaper – Duck &
 Cover
 St. Pete/Clearwater CVB – Silver – Annual TV/Florida’s Beach
 Pinellas County – Silver – Coffee Table Book
 Pinellas Suncoast Transit Authority – Gold – Transit – Bikes on
 Buses
 Pinellas Suncoast Transit Authority – Silver – Transit – Job
 Opportunities
 Pinellas Suncoast Transit Authority – Silver – Transit –
 Employment
 Pinellas Suncoast Transit Authority – Silver – Transit – Job
 Opportunities
 Pinellas Suncoast Transit Authority – Silver – Out of Home –
 Work Opportunities
 Pinellas Suncoast Transit Authority – Silver – Broadcast –
 Trolley Intro
 Florida International Museum – Silver – Newspaper
 Eckerd Corporation – Silver – Consumer Magazine
 Derby Lane – Gold – Local TV
 Eckerd Corporation – Gold – Sales Promotion
 Florida International Museum – District Gold – Outdoor-
 Empires of Mystery (Alien)
 Florida International Museum – District Gold – Outdoor-
 Empires of Mystery (Decapitator)

Tab 1. Qualification Data

6. Overall qualifications of the business to provide the proposed services

The ADDY Awards - continued

Florida International Museum – District Gold – Outdoor-Empires of Mystery (Tomb Guard)
Florida International Museum – District Gold – Outdoor Campaign-Empires of Mystery
Salvador Dalí Museum – District Gold – Collateral-Warhol Condensed Invitation
Florida International Museum – District Silver – Radio Campaign-Empires of Mystery
Pinellas Suncoast Transit Authority – District Silver – Out of Home-Vehicle Exterior
Yesawich, Pepperdine & Brown – District Silver – Self Promotion-Poster
Florida International Museum – Gold – Outdoor-Empires of Mystery (Alien)
Creative Club of Tampa Bay – Gold – Self Promotion-Poster
Salvador Dalí Museum – Gold – Collateral-Warhol Condensed Invitation
Florida International Museum – Silver – Outdoor-Empires of Mystery
Florida International Museum – Silver – Radio - There is a place
Florida International Museum – Silver – Multi-media Campaign-Empires of Mystery
Florida International Museum – Silver – Outdoor-Empires of Mystery
Florida International Museum – Silver – Radio-Empires of Mystery
Salvador Dalí Museum – Silver – Newspaper-Pop In Ad
Salvador Dalí Museum – Silver – Newspaper-Pop In Ad
Salvador Dalí Museum – Silver – Newspaper-Drag Yourself In Ad
Salvador Dalí Museum – Silver – Newspaper-Drag Yourself In Ad
Derby Lane – Silver – Outdoor Campaign
Redwoods Restaurant – Silver – Collateral Material-Poster
Pinellas Suncoast Transit Authority – Silver – Out of Home-Vehicle Sign
Pinellas Suncoast Transit Authority – Silver – Out of Home-Vehicle Sign
Yesawich, Pepperdine & Brown – Silver – Self Promotion-Poster
Creative Club of Tampa Bay – Merit – Self Promotion
Florida International Museum – Merit – Newspaper-Empires of Mystery
Florida International Museum – Merit – Newspaper Campaign-Empires of Mystery
Florida International Museum – Merit – Radio-Virgin Sacrifice
Derby Lane – Merit – Radio Campaign
Pinellas Suncoast Transit Authority – Merit – Multi-media Campaign-Bikes on Buses
St. Pete/Clearwater Area CVB – Silver – National TV
Florida International Museum – Silver – Radio

Florida International Museum – Pick of the Pros – Radio
Pinellas Suncoast Transit Authority – Merit – Out of Home – Shelter
Pinellas Suncoast Transit Authority – Merit – Out of Home – Bus Exterior
Florida International Museum – Silver – Newspaper
Florida International Museum – Silver – Newspaper
Florida International Museum – Gold – Radio
St. Pete/Clearwater CVB – Silver – Television
Pinellas Suncoast Transit Authority – Merit – Out of Home – Vehicle Exterior

Ragan's PR Daily Awards

The City of West Palm Beach - Honorable Mention - PR Stunt

Southeastern Outdoor Press Association Excellence in Craft Awards

Industry Public Relations - Outsider Guide

Marcom Awards

Punta Gorda/Englewood Beach VCB - Gold - Crisis Communications Response - COVID-19
Metro Lagoons by Crystal Lagoons - Gold - Online Placement - CNBC
Bradenton Area CVB - COVID-19 - Platinum - Crisis Communications Response

Tab 1. Qualification Data

7. A strategic brief / proposal as it relates to tourism advertising and promotion for HAAA

As the most experienced destination marketing firm in the State of Florida, it isn't our process to "shoot from the hip" when providing our recommendations to clients. Our clients have achieved success through a specific agency process allowing each plan to be founded upon four specific pillars. Each plan is::

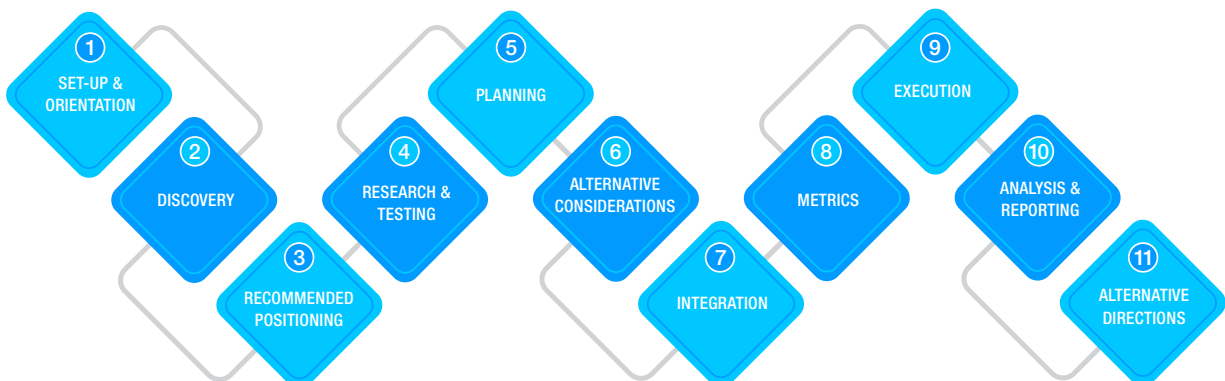
- *Grounded in research*
- *Directed by Strategy*
- *Innovative in Execution*
- *Measurable in Results*

Although our extensive experience in marketing Florida coastal destinations provides us with a substantial leg up over other firms, we would want to combine that experience and expertise with a period of significant Discovery, researching and getting to understand the destination and its visitation infrastructure and promotional history. We would also want your involvement and input, providing important boots-on-the-ground knowledge and understanding before we proceed. Without the initial upfront necessary, any plan or proposal would only be conjecture.

That said, our successful plans and proposals for clients do contain specific hallmarks that you can expect in any plan or proposal we devise for Daytona Beach, such as:

We will plan and execute for increased economic impact, not just visitation or occupancy.

While other firms and destinations bow to the alters of Total Visitation, ADR, REVPAR, and Occupancy, our plans go much further. We see our mission as providing ever increasing, positive economic impact to the destination. Our recommendations are about getting the right people to your destination at the right time, as well as developing long-term repeat visitation, and turning your visitors into ambassadors.



Tab 1. Qualification Data

7. A strategic brief / proposal as it relates to tourism advertising and promotion for HAAA

Your plan will be strategically based.

Not a mere list of tactics that check off the boxes, our plan for you will be based on sound strategy, founded on and verified through research.

It will probably be extremely different, and take courage.

In every instance where we have taken an established destination to radically improved destination metrics, we had recommended a new and drastically different approach to their targeting and messaging. It may be different from your past history. It may buck what you currently think about your destination and its visitors. I may seem too risky. But it will probably leave you wondering how to spend a windfall in tourism tax revenues.



Founded on research – Yours and ours.

We'll not only show you how to utilize your current research as never before, drawing rich new insights and understanding, but we'll augment your existing research with our agency's own and combine our substantial sources of third-party intelligence. Your plan will be based on a solid foundation and virtually guaranteed to produce historic results.

Comprehensive, complete and fully aligned.

Our plans will encompass all marketing functions (Advertising, Public Relations, Social Media, Promotions and more) and will include all CVB marketing efforts (Leisure, group, sports and more), all grounded and guided through a singular, common strategy. The strategic synergy we bring to the table means our plans are more powerful, efficient and effective.

Set, predetermined measurements and KPIs.

Beyond being willing to be accountable, all of our plans state specific measurements and KPIs. It's not just to know if we're reaching our goals and achieving results – we use measurements to assure that we're on track and to allow us to take swift action to stay there.

Optimized constantly and continuously.

Our ability to measure and monitor our plans' executions allows us to do more than stay on track toward our goals – it allows us the ability to maximize our efforts, even taking swift alternative actions to take advantage of opportunities and exceed anticipated outcomes.

Tab 1. Qualification Data

7. A strategic brief / proposal as it relates to tourism advertising and promotion for HAAA

We'll achieve community-wide embrace, and unlock the power of partnerships.

We're an agency that knows how important it is for everyone in your destination to know your plan, support it and be a part of it. Best of all, we know how to build support for your efforts and help you a build strong, enthusiastic coalition of cooperative partners.

Beyond the framework and assurances above, there are some specific elements and a specific structure you can expect your plan to include. A general overview of elements typically involves:

- *Client background*
- *Client Goal and Objectives*
- *Recommended Overarching Strategy*
- *Plan Goal*
- *Objectives to reach that Goal*
- *Targets (Geographic, Demographic, Psychographic and Interest)*
- *Brand description, presentation, elements, tone and manner*
- *Message Strategy*
- *Individual plans by function, including assets, deliverables and timelines/calendars for each*
 - Advertising
 - Public Relations
 - Social Media
 - Digital
 - Promotion
- *Measurements and KPIs*
- *Budget overview and breakdown by function and/or tactical spend*
- *Plan for stakeholder involvement, review or reporting*
- *Implementation timeline, including review and reconsideration*



Bradenton Area CVB Strategic Plan

Plans will usually also reflect specific planning per CVB marketing function, including:

- *Leisure*
- *Group*
- *Sports*
- *Film*
- *Events*

Tab 1. Qualification Data

8. Describe any recent tourism clients or projects, specifically destination marketing organizations

As a full-service marketing communications firm, Aqua’s staff has experience serving nine different destination marketing organizations, and one foreign country. Recent (current) DMO clients include the following:



Having been chosen from an elite list of destination marketing firms from across the country, Aqua began its work for the destination just two weeks before the 2020 statewide quarantine imposed as a result of COVID-19. Through the agency’s research and skilled expertise, the destination is now experiencing its highest tourism tax collections and destination metrics in its history. The agency has targeted and developed new markets for the destination while adjusting the targeting of visitor demographics.

The agency is contracted for Advertising, Public Relations and Social Media services, and its plan for the destination includes the planning and execution of a \$10 million media budget. Besides marketing to leisure visitors, the agency’s work includes Group Marketing, the marketing of the soon to be completed Broward Convention Center, Sports Marketing and more.

Having rebranded the destination to visitors, the agency is working with various other public-facing entities in the County to synergize branding to create a more cohesive Countywide brand presentation.

Work for the County also includes contracts for marketing the Fort Lauderdale/Hollywood international Airport and Port Everglades. The agency has recently rebranded the port (including a name change) and has begun the first comprehensive marketing plan the port has had in years.

Successful work for the County has led to additional, new clients including the Broward Cultural Division, and most recently, the Greater Fort Lauderdale Alliance, the County’s public-private economic development organization.

Tab 1. Qualification Data

8. Describe any recent tourism clients or projects, specifically destination marketing organizations

Bradenton/Anna Maria Island/Longboat Key
The Bradenton Area Convention & Visitors Bureau
Manatee County, Florida



Initially contracted to re-brand and re-define Manatee County as a visitation destination, Aqua was later awarded the bureau's advertising & marketing contract, after besting a group of firms drawn nationally through RFP. A year later, the agency was also awarded the destination's Public Relations contract. With a client budget of \$2.5 million, the agency advises the client on advertising, marketing and PR strategy, including providing specific plans and executing a wide variety of marketing, advertising and public relations tactics designed to draw visitors to the Bradenton, Anna Maria Island, Longboat Key area. Tactics target leisure travel, group and meetings travel as well as sports travel.

From a Public Relations standpoint, Aqua provides and executes an annual PR plan that includes media relations, familiarization tours, crisis communications, promotions and events. The agency achieved an estimated nearly \$6.7 million in media value over the last year, with the destination attaining an estimated \$844,880,200 in economic impact directly attributed to visitation.

To aid the destination, the agency has been instrumental in working with the Sarasota-Bradenton International Airport in marketing to attract additional carriers to the airport as well as to achieve additional routes through existing carriers.

Work by the agency on behalf of the destination has been consistently recognized as some of the best tourism/travel marketing worldwide by Hospitality Sales and Marketing International, as well as being recognized as some of the best in the state through Visit Florida's annual Flagler Awards.

At the last account renewal, the County re-contracted the agency for seven years.

Tab 1. Qualification Data

8. Describe any recent tourism clients or projects, specifically destination marketing organizations

Punta Gorda/Englewood Beach

The Charlotte County Visitor and Convention Bureau



Having been selected by Charlotte County as its Tourism Creative Services firm in 2013, Aqua was awarded the VCB’s Public Relations account in 2015. In 2017, Aqua began providing paid media services for the VCB. That year, the agency also took the destination through a six-month process to reposition the destination within the state, and devised a new destination brand. In December of last year, the agency was selected for Social Media services.

Although awarded contracts for three, specific areas of marketing communications, Aqua takes a holistic approach to providing agency services and a “channel agnostic” approach to its recommendations and provision of services, coordinating all services through a central strategy devised by the agency.

Last year’s summer visitation campaign, which included a social media promotional component proved to be one of the VCB’s most successful campaigns to date. The County is currently breaking all previous TDT collections, and all metrics are at the destination’s highest level in the destination’s history.

Over the years, Aqua has provided crisis communications counsel which have included the crafting of messaging, talking points for key department staff, advice and content for website messaging, coordination with VISIT FLORIDA, and more. The agency’s crisis communications work for the County has received recognition and awards from Visit Florida.

Aqua has been counted on to present reporting to the Charlotte TDC, as well as aid the TDC in moderating its discussions. In addition, the agency has worked to strengthen relationships between the VCB and area partners such as the City of Punta Gorda, area hotels and attractions, the local airport as well as the region’s carrier, Allegiant Airlines.

Tab 1. Qualification Data

9. Current roster of clients and length of contract for each

Client	Length of Contract
Broward County, Florida	2.5 years
<ul style="list-style-type: none"> ▪ <i>The Greater Fort Lauderdale Convention & Visitors Bureau</i> ▪ <i>Port Everglades</i> ▪ <i>FLL (Fort Lauderdale-Hollywood International Airport)</i> 	
The Broward County Cultural Division	1 year
The Greater Fort Lauderdale Alliance	6 months
The Bradenton Area Convention & Visitors Bureau	10 years
The Punta Gorda/Englewood Beach Visitor & Conventions Bureau	7 years
Volusia County, Florida	4 years
<ul style="list-style-type: none"> ▪ <i>The Daytona Beach International Airport</i> ▪ <i>The Ocean Center, Daytona Beach</i> 	
The City of West Palm Beach	7 years
The Community of Pelican Bay, Naples, Florida	7 years
The Community of Fiddler’s Creek, Naples, Florida	3 years
The Destin-Fort Walton Beach Airport	4 years
Gulf Shores International Airport	1 year

Tab 1. Qualification Data

10. Provide a list of subcontractors the firm intends to utilize for the work or services, including relevant experience.

As a full-service marketing communications firm specializing in marketing Florida coastal destinations, Aqua is able to offer the complete spectrum of marketing functions and services under one roof. With the exception of the typical third-party vendors traditionally outsourced by agencies (printing, some forms of photography or video production), the agency doesn't have the need for or intent to utilize subcontractors to perform its work. In the event that the client and agency deem there is any need to utilize third-party vendors, the agency will suggest a list of competent vendors for client review, engage in competitive bidding and negotiation, and upon selection and utilization, supervise and accept full liability for subcontractor performance. No work will begin without written client approval of vendor or budget. All vendor work is billed net, with the agency accepting no markup or commission.

Tab 1. Qualification Data

11. Qualifications of the firm's employees who will work on the contract, including resumes demonstrating the experience of the personnel that will be directly involved with the project.

Aqua offers some of the most experience, qualified and awarded professionals in the destination marketing industry. The following bios provide background on each staffer, with particular emphasis on related experience.

Tab 1. Qualification Data

1. Key Staff

Dave Di Maggio

PRESIDENT



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

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

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

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

- VISIT LAUDERDALE CONVENTION & VISITORS BUREAU
- THE EMERALD COAST CONVENTION & VISITORS BUREAU
- THE BRADENTON AREA CONVENTION & VISITORS BUREAU
- THE PUNTA GORDA/ENGLEWOOD BEACH VISITOR & CONVENTION BUREAU
- NAPLES, MARCO ISLAND, EVERGLADES CONVENTION & VISITORS BUREAU
- SEMINOLE COUNTY CONVENTION & VISITORS BUREAU
- THE AMELIA ISLAND CONVENTION & VISITORS BUREAU
- THE ST. PETERSBURG/CLEARWATER CONVENTION & VISITORS BUREAU
- THE CITY OF WEST PALM BEACH, FLORIDA
- THE CITY OF PUNTA GORDA, FLORIDA
- THE CITY OF DUNEDIN, FLORIDA
- COLONIAL WILLIAMSBURG
- COOPER'S HAWK WINERY & RESTAURANT
- THE BERMUDA OFFICE OF TOURISM
- HYATT HOTELS
- THE TRADEWINDS ISLAND RESORTS
- FORT LAUDERDALE HOLLYWOOD INTERNATIONAL AIRPORT
- DAYTONA BEACH INTERNATIONAL AIRPORT
- BERMUDA INTERNATIONAL AIRPORT
- BANGOR INTERNATIONAL AIRPORT
- ST. PETERSBURG/CLEARWATER INTERNATIONAL AIRPORT
- SARASOTA BRADENTON INTERNATIONAL AIRPORT
- SOUTHWEST FLORIDA INTERNATIONAL AIRPORT
- DESTIN-FORT WALTON BEACH AIRPORT
- PORT EVERGLADES

Tab 1. Qualification Data

1. Key Staff

Fran Vaccaro

SENIOR VICE PRESIDENT/ACCOUNT SERVICES



Fran Vaccaro is one of the most skilled account directors in the field of hospitality and tourism, boasting more than 25 years of experience as a travel and luxury brand expert.

At Aqua, Fran serves as Vice President overseeing the agency's Fort Lauderdale office, managing business development in Florida and Aqua's clients along Florida's east coast.

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

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

- VISIT LAUDERDALE CONVENTION & VISITORS BUREAU
- THE EMERALD COAST CONVENTION & VISITORS BUREAU
- DISCOVER THE PALM BEACHES
- NAPLES, MARCO ISLAND, EVERGLADES CONVENTION & VISITORS BUREAU
- THE SEMINOLE COUNTY CONVENTION & VISITORS BUREAU
- MARTIN COUNTY, FLORIDA
- VOLUSIA COUNTY, FLORIDA
- THE CITY OF WEST PALM BEACH, FLORIDA
- PINELLAS SUNCOAST TRANSIT AUTHORITY (PSTA, PINELLAS COUNTY, FL)
- PORT EVERGLADES
- FORT LAUDERDALE HOLLYWOOD INTERNATIONAL AIRPORT
- DAYTONA BEACH INTERNATIONAL AIRPORT
- DESTIN-FORT WALTON BEACH AIRPORT
- PALM BEACH INTERNATIONAL AIRPORT
- SARASOTA-BRADENTON INTERNATIONAL AIRPORT
- SOUTHWEST FLORIDA INTERNATIONAL AIRPORT
- THE KNICKERBOCKER HOTEL, NEW YORK CITY
- THE JEFFERSON, WASHINGTON, DC
- ROYAL PALM, SOUTH BEACH
- FONTAINEBLEAU RESORT
- THE MIAMI SEAQUARIUM, MIAMI
- SALVADOR DALÍ MUSEUM
- THE FLORIDA ORCHESTRA
- COLLIER COUNTY MUSEUM
- CULTURAL COUNCIL OF PALM BEACH COUNTY
- THE CITY OF WEST PALM BEACH ECONOMIC DEVELOPMENT

Tab 1. Qualification Data

1. Key Staff

Katie Varano

ACCOUNT SUPERVISOR



Katie serves as Account Supervisor for the agency's West Coast accounts. As such, she marshals resources for top clients in the Southwest Florida area.

Previously, Katie managed the Naples office of Paradise Advertising and Marketing (founded by Aqua President Dave Di Maggio), overseeing the firm's largest account, Naples, Marco Island and Everglades Convention and Visitors Bureau, developing marketing campaigns and providing project management.

In addition, Katie previously served as Media Planner for Universal McCann in New York, managing national and regional budgets, implementing strategic campaigns and serving as liaison between vendors and clients regarding added-value negotiations.

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

- VISIT LAUDERDALE CONVENTION & VISITORS BUREAU
- THE BRADENTON AREA CONVENTION & VISITORS BUREAU
- THE PUNTA GORDA/ENGLEWOOD BEACH VISITOR & CONVENTION BUREAU
- NAPLES, MARCO ISLAND, EVERGLADES CONVENTION & VISITORS BUREAU
- THE CITY OF PUNTA GORDA, FLORIDA
- FORT LAUDERDALE HOLLYWOOD INTERNATIONAL AIRPORT
- DAYTONA BEACH INTERNATIONAL AIRPORT
- DESTIN-FORT WALTON BEACH AIRPORT
- SOUTHWEST FLORIDA INTERNATIONAL AIRPORT
- PORT EVERGLADES
- INN ON FIFTH
- COLLIER COUNTY MUSEUMS
- PELICAN BAY, NAPLES, FLORIDA
- FIDDLER'S CREEK, NAPLES, FLORIDA
- BACARDI SUPERIOR RUM
- ORION BANK

Tab 1. Qualification Data

1. Key Staff

Travis McClure

ACCOUNT EXECUTIVE



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

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

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

- VISIT LAUDERDALE CONVENTION & VISITORS BUREAU
- HILTON HOTELS & RESORTS
- WALDORF ASTORIA HOTELS & RESORTS
- ATLANTIS PARADISE ISLAND BAHAMAS
- SOUTH SEAS ISLAND RESORT
- PLANET FITNESS
- CITY FURNITURE
- CHUCK E. CHEESE
- JAMBA JUICE
- BOSTON MARKET
- MICHAELS ARTS & CRAFTS
- KEISER UNIVERSITY
- STEINER EDUCATION GROUP
- AUTONATION
- RICK CASE AUTOMOTIVE GROUP

Tab 1. Qualification Data

1. Key Staff

Brooke Perry

ACCOUNT COORDINATOR



Brooke is a huge music fan. So huge, in fact, that after graduating college she decided to move to Nashville, where she worked for the Pilgrimage Music Festival, the Country Music Association and the Nashville Songwriters Association International.

Whether orchestrating social media content, managing and producing major events, facilitating brand partnerships, coordinating schedules or reconciling budgets, she gained invaluable experience perfect for her role here at Aqua, where she serves the Punta Gorda/Englewood Beach Visitor & Convention Bureau and the Bradenton Area Convention & Visitors Bureau accounts.

Brooke holds a B.S. in Public Relations with a minor in Innovation from the University of Florida.

- VISIT LAUDERDALE CONVENTION & VISITORS BUREAU
- THE PUNTA GORDA/ENGLEWOOD BEACH VISITOR & CONVENTION BUREAU
- THE BRADENTON AREA CONVENTION & VISITORS BUREAU
- SOUTHWEST AIRLINES
- PUBLICITY FOR GOOD
- NASHVILLE SONGWRITERS ASSOCIATION INTERNATIONAL
- COUNTRY MUSIC TELEVISION
- COUNTRY MUSIC ASSOCIATION
- PILGRIMAGE MUSIC FESTIVAL
- USA TODAY
- MARTIN GUITAR AND STRINGS
- REGIONS BANK
- SUNTRUST
- FORD
- SONY MUSIC
- UNIVERSAL MUSIC GROUP
- WARNER MUSIC NASHVILLE

Tab 1. Qualification Data

1. Key Staff

Thom Hart

CREATIVE DIRECTOR



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

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

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

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

- VISIT LAUDERDALE CONVENTION & VISITORS BUREAU
- THE EMERALD COAST CONVENTION & VISITORS BUREAU
- THE CITY OF WEST PALM BEACH, FLORIDA
- THE BRADENTON AREA CONVENTION & VISITORS BUREAU
- THE PUNTA GORDA/ENGLEWOOD BEACH VISITOR & CONVENTION BUREAU
- NAPLES, MARCO ISLAND, EVERGLADES CONVENTION & VISITORS BUREAU
- THE SEMINOLE COUNTY CONVENTION & VISITORS BUREAU
- THE AMELIA ISLAND CONVENTION & VISITORS BUREAU
- THE CITY OF PUNTA GORDA, FLORIDA
- THE CITY OF ST. PETERSBURG, FLORIDA
- GREATER TAMPA CHAMBER OF COMMERCE
- FORT LAUDERDALE HOLLYWOOD INTERNATIONAL AIRPORT
- DAYTONA BEACH INTERNATIONAL AIRPORT
- DESTIN-FORT WALTON BEACH AIRPORT
- SARASOTA-BRADENTON INTERNATIONAL AIRPORT
- THE SOUTHWEST FLORIDA INTERNATIONAL AIRPORT
- THE BANGOR INTERNATIONAL AIRPORT
- TAMPA INTERNATIONAL AIRPORT
- PORT EVERGLADES
- HOTEL ZAMORA, ST. PETE BEACH, FLORIDA
- TRADEWINDS ISLAND RESORTS, ST. PETE BEACH, FLORIDA
- PINELLAS SUNCOAST TRANSIT AUTHORITY (PSTA, PINELLAS COUNTY, FL)

Tab 1. Qualification Data

1. Key Staff

Angela Mitchell

SENIOR COPYWRITER



Angela is an experienced creative professional in the travel and hospitality industries, having written for seven different convention and visitor bureaus. She's passionate about delivering "surprise and delight" in her ideas and writing that connect with audiences and inspire action.

Her adventures in the world of advertising have taken her to cities across the Southeast and to Las Vegas, where she helped to launch the \$4 billion Baha Mar resort in The Bahamas. She has also written for national entertainment brands such as Disney and Sesame Street and for countless other industries, from healthcare to education.

- VISIT LAUDERDALE CONVENTION & VISITORS BUREAU
- THE BRADENTON AREA CONVENTION & VISITORS BUREAU
- THE PUNTA GORDA/ENGLEWOOD BEACH VISITOR & CONVENTION BUREAU
- NAPLES, MARCO ISLAND, EVERGLADES CONVENTION & VISITORS BUREAU
- SEMINOLE COUNTY CONVENTION & VISITORS BUREAU
- THE AMELIA ISLAND CONVENTION & VISITORS BUREAU
- THE ST. PETERSBURG/CLEARWATER CONVENTION & VISITORS BUREAU
- BAHA MAR
- THE TRADEWINDS ISLAND RESORTS
- VDARA HOTEL & SPA
- '21' CLUB
- THE FLORIDA ORCHESTRA
- THE MUSEUM OF FINE ARTS
- THE CITY OF ST. PETERSBURG
- FELD ENTERTAINMENT
- DISNEY ON ICE
- JURASSIC WORLD LIVE TOUR
- SUPERCROSS
- MONSTER JAM
- SLIME CITY
- TROLLS THE EXPERIENCE
- SESAME STREET LIVE
- ST. PETERSBURG/CLEARWATER INTERNATIONAL AIRPORT
- BERMUDA INTERNATIONAL AIRPORT
- BANGOR INTERNATIONAL AIRPORT
- SARASOTA BRADENTON INTERNATIONAL AIRPORT

Tab 1. Qualification Data

1. Key Staff

Kim Oliphant

SENIOR ART DIRECTOR



With an eye for singular design and art direction skills honed from years of corporate and agency-side experience, Kim plays a critical role in the creative at Aqua. Her passion for creating exceptional brands extends throughout her work, infusing it with artwork that resonates powerfully with any audience.

A former Creative Team Manager for national retailer Montgomery Ward, Kim escaped the cold climate of Chicago in 2001, and worked for Florida's YP&B and Paradise Advertising & Marketing, Inc. before joining Aqua as Senior Art Director.

In addition to her many talents as a graphic artist, Kim's past experience with studio management and account service has proven invaluable at Aqua. She excels in office management, media and production traffic, and coding for online advertising.

Kim is a graduate of Illinois State University with a B.S. in Fine Arts and a concentration in Visual Communications.

- ST. PETE CLEARWATER CONVENTION & VISITORS BUREAU
- COLLIER COUNTY CONVENTION & VISITORS BUREAU
- SEMINOLE COUNTY CONVENTION & VISITORS BUREAU
- AMELIA ISLAND CONVENTION AND VISITORS BUREAU
- BRADENTON AREA CONVENTION & VISITORS BUREAU
- CHARLOTTE COUNTY VISITORS & CONVENTION BUREAU
- MANATEE COUNTY, FL
- CITY OF WEST PALM BEACH
- CITY OF PUNTA GORDA
- DAYTONA BEACH INTERNATIONAL AIRPORT
- DESTIN-FORT WALTON BEACH AIRPORT
- THE SOUTHWEST FLORIDA INTERNATIONAL AIRPORT
- THE BERMUDA INTERNATIONAL AIRPORT
- THE BANGOR INTERNATIONAL AIRPORT
- ST. PETERSBURG-CLEARWATER INTERNATIONAL AIRPORT
- PINELLAS SUNCOAST TRANSIT AUTHORITY (PSTA, PINELLAS COUNTY, FL)
- MANATEE COUNTY AREA TRANSIT (MCAT)
- TRADEWINDS ISLAND RESORTS
- SIRATA BEACH RESORT
- QUORUM HOTELS
- INN ON FIFTH (NAPLES, FL)
- MARCO ISLAND MARRIOTT
- COLLIER COUNTY MUSEUMS
- MOSI, TAMPA, FL
- BODIES, THE EXHIBITION
- DALÍ MUSEUM, ST. PETERSBURG

Tab 1. Qualification Data

1. Key Staff

Amanda Zdzierak

ART DIRECTOR



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

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

- VISIT LAUDERDALE CONVENTION & VISITORS BUREAU
- THE EMERALD COAST CONVENTION & VISITORS BUREAU
- THE CITY OF WEST PALM BEACH, FLORIDA
- THE BRADENTON AREA CONVENTION & VISITORS BUREAU
- THE PUNTA GORDA/ENGLEWOOD BEACH VISITOR & CONVENTION BUREAU
- VOLUSIA COUNTY GOVERNMENT
- THE CITY OF PUNTA GORDA, FLORIDA
- CITY OF WEST PALM BEACH, FLORIDA
- MANATEE COUNTY, FLORIDA
- DAYTONA BEACH INTERNATIONAL AIRPORT
- DESTIN-FORT WALTON BEACH AIRPORT
- SARASOTA-BRADENTON INTERNATIONAL AIRPORT
- PORT EVERGLADES
- TRADEWINDS ISLAND RESORTS, ST. PETE BEACH, FLORIDA
- MANATEE PERFORMING ARTS CENTER
- CITY OF WEST PALM BEACH ECONOMIC DEVELOPMENT
- PELICAN BAY, NAPLES, FLORIDA
- FIDDLER'S CREEK, NAPLES, FLORIDA
- CHILES RESTAURANT GROUP
- SUNSCREEN FILM FESTIVAL
- PAPER PRESENCE
- BRIGHT HOUSE NETWORKS
- TRACY ZYCH, NEW YORK
- YANCHUCK, BERMAN, WADLEY AND ZERVOS ATTORNEYS
- AJ ASSOCIATES, INC.
- CLEARWATER HARBOR MAGAZINE
- THE DUTCHER GROUP

Tab 1. Qualification Data

1. Key Staff

Megan Pugh

ART DIRECTOR



Megan came to Aqua following an exemplary career as a graphic designer for in-house marketing teams at the University of Florida and Beall's Store, Inc. She's worn many hats over the years, including graphic designer, marketing & PR coordinator, art director, and even web designer among several others. Her versatility as a designer, and ability to move between different clients and industries with ease, makes her a valued asset to the Aqua creative team.

- VISIT LAUDERDALE CONVENTION & VISITORS BUREAU
- THE BRADENTON AREA CONVENTION & VISITORS BUREAU
- THE PUNTA GORDA/ENGLEWOOD BEACH VISITOR & CONVENTION BUREAU
- CITY OF WEST PALM BEACH, FLORIDA
- DAYTONA BEACH INTERNATIONAL AIRPORT
- DESTIN-FORT WALTON BEACH AIRPORT
- PORT EVERGLADES
- HARN MUSEUM OF ART
- ST. PETE DOWNTOWN PARTNERSHIP
- PRESERVE THE 'BURG
- NORTHSTAR REALTY
- COTTAGES BY THE SEA
- THRIVE BY 5 ST. PETE
- GROW SMARTER ST. PETE
- BEALLS STORES
- UNIVERSITY OF SOUTH FLORIDA: TAMPA
- UNIVERSITY OF SOUTH FLORIDA, ST. PETE
- PYPYR INC.
- 82 WEST RUM DISTILLERY
- KOZUBA DISTILLERY
- OAK & STONE
- HYDE PARK EVENT DESIGN
- MASSAGE STUDIO
- REBUILD
- 4POINTS DENTAL
- SKYWAY 10K
- 5X5 TECHNOLOGIES
- DOYLE WEALTH MANAGEMENT
- TAMPA BAY RAYS
- GLOBAL JET SALES / PLANE MOVER

Tab 1. Qualification Data

1. Key Staff

Becca Merriam

ART DIRECTOR



Becca is a conceptual thinker and creative leader with expertise in digital, print and packaging for brands in hospitality, franchises, food and beverage, and healthcare. Before joining Aqua, she served as a creative manager at Wynn Las Vegas and as a graphic designer at The Venetian. Whether she's collaborating with her teammates, presenting new ideas or creating breakthrough design, her passion to create impactful content results in phenomenal work. She thrives on challenges and tackles each project with an endearing smile and can-do attitude.

- VISIT LAUDERDALE CONVENTION & VISITORS BUREAU
- THE PUNTA GORDA/ENGLEWOOD BEACH VISITOR & CONVENTION BUREAU
- WYNN LAS VEGAS
- THE VENETIAN RESORT LAS VEGAS
- KONICA MINOLTA
- VEGAS PBS
- STARWOOD HOTELS & RESORTS
- COCA-COLA
- PEPSICO
- NESTLE
- P&G
- PROCTER & GAMBLE
- THE PALAZZO
- FRITO LAY

Tab 1. Qualification Data

1. Key Staff

Kristofer Atkinson

VIDEO PRODUCER



For the better part of a decade, Kris has worked within the film industry, producing short films, feature length films, and in-house company videos. Kris started his journey in the marketing world as a graphic designer, working for an advertising agency and New York Life Insurance Company. As Aqua's Video Producer, Kris manages client video needs at every level, from archiving footage to shooting commercials to editing video.

- VISIT LAUDERDALE CONVENTION & VISITORS BUREAU
- BRADENTON AREA CONVENTION & VISITORS BUREAU
- PUNTA GORDA/ENGLEWOOD BEACH VISITOR & CONVENTION BUREAU
- DAYTONA BEACH INTERNATIONAL AIRPORT
- PORT EVERGLADES
- WEST PALM BEACH OFFICE OF ECONOMIC DEVELOPMENT
- VOLUSIA COUNTY GOVERNMENT
- NEW YORK LIFE: LIFE INSURANCE PARTNERED WITH AARP
- NEW YORK LIFE: BROAD MARKET
- NEW YORK LIFE: LONG TERM
- RAW ELEMENTS SALON
- CHEM DRY OF TULSA
- RHODE LAW FIRM
- KAZAR HOME AUTOMATION
- POSEIDON POOL SERVICING
- SUNSNO GOURMET SHAVED ICE
- GRACE UNITED CHURCH
- M. J. DENMAN LAW FIRM
- EXPERT TA
- THRIVEFAST

Tab 1. Qualification Data

1. Key Staff

Tim Sinclair

DIGITAL DIRECTOR



Tim began studying web design and development in 1997 at Wisconsin Lutheran College in Milwaukee, Wisconsin, graduating with his bachelor's degree in 2001. A Florida native, Tim returned to his hometown to accept his first position as a junior designer with Fusion Creative in St. Petersburg, eventually leaving to start his own firm in 2005.

Tim is well known for web solutions that are beautiful, functional and modern, believing that technology should never get in the way of simplicity and usability. This philosophy has resulted in designs that serve their intended purpose while avoiding the technology frustration that has become commonplace in the web development industry. Tim believes it is his responsibility to take a client's vision and turn it into a reality through no-nonsense, creative solutions that work.

- THE BRADENTON AREA CONVENTION & VISITORS BUREAU
- THE SEMINOLE COUNTY CONVENTION & VISITORS BUREAU
- CITY OF WEST PALM BEACH, FLORIDA
- NAPLES, MARCO ISLAND & THE EVERGLADES CONVENTION & VISITORS BUREAU
- PELICAN BAY, NAPLES, FLORIDA
- CITY OF DELTONA ECONOMIC DEVELOPMENT
- THE SALVADOR DALÍ MUSEUM (ST. PETERSBURG, FLORIDA)
- ENCORE RESORTS
- THOUSAND TRAILS RV RESORTS
- THE BANK OF TAMPA
- TAMPA BAY BUCCANEERS
- MILWAUKEE BREWERS
- TAMPA BAY RAYS
- THE BANK OF CENTRAL FLORIDA
- CORNERSTONE CUSTOM HOMES
- OAK MANOR SENIOR LIVING COMMUNITY
- UNIVERSITY OF WASHINGTON
- BAYFRONT MEDICAL CENTER
- ST. ANTHONY'S HOSPITAL
- ALL CHILDREN'S HOSPITAL

Tab 1. Qualification Data

1. Key Staff

Alisha Farmer

VICE PRESIDENT/PUBLIC RELATIONS



As Aqua's PR director, Alisha leads the team in developing and implementing PR campaigns that enhance consumer experience and achieve business objectives across paid, owned and earned media. Her extensive experience in the NYC market includes service as VP at UM, where she achieved breakthrough results for such top brands as Coach, Aveeno and BMW. As VP at 360i, her efforts resulted in six straight years of outperformed visitation and revenue goals for New Orleans Tourism. She has launched successful partnerships with some of the biggest names in tourism, hospitality, entertainment and fashion, including Conde Nast, James Beard Foundation, Live Nation and Neiman Marcus.

- VISIT LAUDERDALE CONVENTION & VISITORS BUREAU
- THE BRADENTON AREA CONVENTION & VISITORS BUREAU
- THE PUNTA GORDA/ENGLEWOOD BEACH VISITOR & CONVENTION BUREAU
- FORT LAUDERDALE HOLLYWOOD INTERNATIONAL AIRPORT
- DAYTONA BEACH INTERNATIONAL AIRPORT
- PORT EVERGLADES
- NEW ORLEANS TOURISM
- COACH
- AVEENO
- BMW
- FOSSIL
- SUNDANCE
- FASHION WEEK
- CONDE NAST
- JAMES BEARD FOUNDATION
- LIVE NATION
- NEIMAN MARCUS
- NASCAR

Tab 1. Qualification Data

1. Key Staff

Eddie Delgado

PUBLIC RELATIONS ACCOUNT EXECUTIVE



Eddie’s professional career orbits the public relations space with a sound understanding of other areas such as branding, media promotions, influencer marketing and corporate communications. As a public relations account executive, Eddie infuses the Aqua PR team with creativity, multicultural knowledge, understanding of the global media landscape and one heck of a good attitude. Eddie’s extensive experience includes working for some of the world’s leading tourism and entertainment brands, from overseeing media promotions for Busch Gardens Tampa Bay to leading publicity efforts for destination marketing organizations and theme parks such as Walt Disney World Resort.

Having lived in multiple locations across the U.S. and abroad, Eddie speaks English, Spanish, Portuguese and French and holds a B.A. in Business Administration with major in Organizational Management from the Polytechnic University of Puerto Rico.

- THE BRADENTON AREA CONVENTIONS & VISITORS BUREAU
- RELIANCE MEDICAL CENTERS
- NBCUNIVERSAL TELEMUNDO ENTERPRISES
- BUSCH GARDENS TAMPA BAY
- POLICY WISDOM
- SEAWORLD PARKS & ENTERTAINMENT
- AMR COLLECTION (AMRESORTS)
- ACCOR HOTELS
- SAMSUNG ELECTRONICS
- EXPERIENCE KISSIMMEE
- VISIT ORLANDO
- DISNEY DESTINATIONS

Tab 1. Qualification Data

1. Key Staff

Sarah Caro

PUBLIC RELATIONS ACCOUNT EXECUTIVE



With 15 years of PR experience primarily in the agency setting, Sarah is well-versed in both B2B and B2C, garnering client media placements in top-tier outlets including Forbes, The New York Times, The Washington Post and Bloomberg, in addition to top industry-specific outlets like DC Velocity and Supply Chain Dive. Her expertise spans the travel and non-profit sectors, as well as the technology, supply chain, healthcare, mining and manufacturing industries. Where she truly shines at Aqua is her ability to put relevant, high-impact client dialogue into the hands of media, establishing our clients as a go-to source for news stories. Sarah holds a B.S. in Journalism and Mass Communications majoring in Public Relations and minoring in Marketing from Florida International University (FIU).

- VISIT LAUDERDALE CONVENTION & VISITORS BUREAU
- DAYTONA BEACH INTERNATIONAL AIRPORT
- BOCA RATON HISTORICAL SOCIETY & MUSEUM
- BOCA BACCHANAL WINE & FOOD FESTIVAL
- HIGH NOON BEACH RESORT
- DRIFTWOOD BEACH CLUB
- GIGI'S MUSIC CAFÉ
- CONCRETE BEACH BREWERY
- BODY DETAILS
- DERQ SMART INFRASTRUCTURE
- AMERICAN ULTIMATE DISC LEAGUE
- ALMONTY INDUSTRIES
- KUECKER PULSE INTEGRATION

Tab 1. Qualification Data

1. Key Staff

Megan Brewster

PUBLIC RELATIONS ACCOUNT EXECUTIVE



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

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

- THE PUNTA GORDA/ENGLEWOOD BEACH VISITOR & CONVENTION BUREAU
- PELICAN BAY, NAPLES, FLORIDA
- THE BRADENTON AREA CONVENTION AND VISITORS BUREAU
- THE CITY OF DUNEDIN, FLORIDA
- THE CITY OF WEST PALM BEACH, FLORIDA
- DAYTONA INTERNATIONAL AIRPORT
- DESTIN-FORT WALTON BEACH AIRPORT
- METRO DEVELOPMENT GROUP
- MOFFITT CANCER CENTER
- COOPER’S HAWK WINERY AND RESTAURANTS
- THE CHILES GROUP RESTAURANTS
- COLDWELL BANKER REAL ESTATE
- SUNSCREEN FILM FESTIVAL
- HOTEL ZAMORA
- ASSOCIATION OF NATIONAL ADVERTISERS
- PETFINDER.COM
- CHILES RESTAURANT GROUP

Tab 1. Qualification Data

1. Key Staff

Alana Pulver

SOCIAL MEDIA COORDINATOR



As the social media coordinator, Alana Pulver brings a vision and creativity that sets Aqua's clients apart across highly visual, and competitive, social platforms. Through her vast knowledge of social media Alana manages content curation, real-time audience engagement and keeps a pulse on the top trends for this evergreen digital industry.

- VISIT LAUDERDALE CONVENTION & VISITORS BUREAU
- THE PUNTA GORDA/ENGLEWOOD BEACH VISITOR & CONVENTION BUREAU
- DAYTONA BEACH INTERNATIONAL AIRPORT
- SISCO (SECURITY IDENTIFICATION SYSTEMS CORPORATION)
- IRECOVERY USA
- ELEARING FOR SENIORS
- UNION DENTAL HOLDINGS (UDHI)
- MAISON LAUREA
- AGEVITAL
- NB NATURAL
- SKYCLIP

Tab 1. Qualification Data

1. Key Staff

Tricia Pressley

MEDIA DIRECTOR



Tricia Pressley's experience in media strategy, research planning, buying, and analytics spans almost 30 years. Before coming to Aqua, Tricia worked with clients in the tourism and destination marketing, attractions, real estate, retail, and automotive industries. Her extensive experience in traditional, digital, and social media marketing helps her stay at the forefront of today's ever-changing media landscape, and consistently deliver solid measurable results. Through her work with a diverse range of clients, Tricia has managed integrated campaigns in local and national markets, such as Los Angeles, Chicago, Dallas, Atlanta, Raleigh and throughout the state of Florida. Tricia loves all things media, and is excited to help new clients grow and strengthen their brands.

- VISIT LAUDERDALE CONVENTION & VISITORS BUREAU
- THE BRADENTON AREA CONVENTION & VISITORS BUREAU
- THE PUNTA GORDA/ENGLEWOOD BEACH VISITOR & CONVENTION BUREAU
- ORLANDO NORTH/SEMINOLE COUNTY CONVENTION & VISITORS BUREAU
- OCALA/MARION COUNTY VISITORS & CONVENTION BUREAU
- NAVARRE BEACH/SANTA ROSA COUNTY CONVENTION & VISITORS BUREAU
- LITTLE ROCK ARKANSAS CONVENTION & VISITORS BUREAU
- NAPLES, MARCO ISLAND AND EVERGLADES CONVENTION & VISITORS BUREAU
- TAMPA HILLSBOROUGH CONVENTION & VISITORS ASSOCIATION (THCVA)
- THE CITY OF WEST PALM BEACH, FLORIDA
- FORT LAUDERDALE HOLLYWOOD INTERNATIONAL AIRPORT
- DAYTONA BEACH INTERNATIONAL AIRPORT
- DESTIN-FORT WALTON BEACH AIRPORT
- PORT EVERGLADES
- HOTEL ALBA / SOTHERLY HOTELS
- MOTE MARINE LABORATORY
- ZOO TAMPA @ LOWRY PARK
- HALL OF FAME BOWL (NOW OUTBACK BOWL)
- SOUTHEAST TOYOTA DEALERS
- KAHWA COFFEE ROASTERS
- UNIVERSAL PICTURES
- COLUMBIA/TRISTAR PICTURES
- BUENA VISTA PICTURES

Tab 1. Qualification Data

1. Key Staff

Lauren Cuff

SENIOR MEDIA BUYER



Lauren started her career in advertising, where she negotiated and maintained buys for multiple accounts, campaigns and media channels. She then advanced to work for Rooms to Go, where she spearheaded buys for television and cable for 12 markets, managing in excess of \$10MM annually. As part of the media team at Aqua, she puts her knowledge and experience to work to ensure clients receive the best placements and exposure, from television to digital and everything in-between.

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

- VISIT LAUDERDALE CONVENTION & VISITORS BUREAU
- THE BRADENTON AREA CONVENTION & VISITORS BUREAU
- THE PUNTA GORDA/ENGLWOOD BEACH VISITOR & CONVENTION BUREAU
- ROOMS TO GO
- MCDONALD'S
- BADCOCK HOME FURNISHINGS
- NIEMANN FOODS

Tab 1. Qualification Data

1. Key Staff

Bart Szykowski

PPC DIGITAL MANAGER



Bart's expertise in creating, managing, optimizing and analyzing campaigns within paid search, display and social media platforms ensures Aqua's clients shine in the digital realm. Previously, he worked at companies specializing in e-commerce and health and wellness, where he led the marketing department on various initiatives, from lead generation and PPC strategies to maximizing sales with conversion.

Bart is a graduate of the University of South Florida with a B.S. in Marketing and Math.

- VISIT LAUDERDALE CONVENTION & VISITORS BUREAU
- THE BRADENTON AREA CONVENTION & VISITORS BUREAU
- THE PUNTA GORDA/ENGLWOOD BEACH VISITOR & CONVENTION BUREAU
- FOTRONIC CORPORATION
- CENTERS FOR INTEGRATIVE MEDICINE AND HEALING

Tab 1. Qualification Data

1. Key Staff

Ashlee Carrasquillo

MEDIA COORDINATOR



As a media coordinator, Ashlee Carrasquillo assists the Aqua media team in organizing the specifications, authorizations, and all other aspects of the media purchased for all agency clients. Organized and detail-oriented, Ashlee was a natural fit for the role of Media Coordinator, and has more than exceeded all expectations in quickly adapting to the fast-paced environment of media buying. She enjoys the feeling of helping the media team run smoothly and move forward.

- VISIT LAUDERDALE CONVENTION & VISITORS BUREAU
- THE BRADENTON AREA CONVENTION & VISITORS BUREAU
- THE PUNTA GORDA/ENGLEWOOD BEACH VISITOR & CONVENTION BUREAU
- THE EMERALD COAST CONVENTION & VISITORS BUREAU
- CITY OF PUNTA GORDA
- VOLUSIA COUNTY
- THE CITY OF WEST PALM BEACH, FLORIDA
- FORT LAUDERDALE HOLLYWOOD INTERNATIONAL AIRPORT
- SARASOTA BRADENTON INTERNATIONAL AIRPORT
- DAYTONA BEACH INTERNATIONAL AIRPORT
- DESTIN-FORT WALTON BEACH AIRPORT
- PORT EVERGLADES
- SOTHERLY HOTELS INC – HOTEL ALBA
- PELICAN BAY, NAPLES, FLORIDA
- FIDDLER'S CREEK, NAPLES, FLORIDA

Tab 1. Qualification Data

1. Key Staff

Kate Sparks

MEDIA COORDINATOR



As a former multi-media account executive at the Tampa Bay Times and digital agency campaign manager in Portland, she brings a wealth of media, design and project management proficiencies to serve clients and account teams at Aqua. Never far from a screen or design platform, Kate also runs Kate Sparks Interiors, a consultative interior design firm where she delivers uniquely curated spaces that are interesting, welcoming and harmoniously refined. Her sentiment, “never underestimate the power of a happy home.”

- VISIT LAUDERDALE CONVENTION & VISITORS BUREAU
- THE BRADENTON AREA CONVENTION & VISITORS BUREAU
- THE PUNTA GORDA/ENGLEWOOD BEACH VISITOR & CONVENTION BUREAU
- VOLUSIA COUNTY
- THE CITY OF WEST PALM BEACH, FLORIDA
- FORT LAUDERDALE HOLLYWOOD INTERNATIONAL AIRPORT
- DAYTONA BEACH INTERNATIONAL AIRPORT
- DESTIN-FORT WALTON BEACH AIRPORT
- PORT EVERGLADES
- TAMPA BAY TIMES
- THE GARDEN CITY GROUP

Tab 1. Qualification Data

1. Key Staff

Chip Futch

DIRECTOR, DIGITAL STRATEGY
AND BUSINESS INTELLIGENCE



Chip manages digital strategy and research to help our clients make the best marketing decisions. Business (or market) intelligence involves the aggregation and integration of demographic, psychographic, trend, and a plethora of other data of consumers and businesses. At Aqua, we take that a step further and combine multiple data sources to generate proprietary, actionable and most importantly, understandable indicators. Throughout all phases of marketing campaigns, from concept to completion, Chip analyzes and adjusts based on that data to ensure Aqua produces the best results for its clients. And that's only the beginning. Chip perfected his skills as a destination marketer over a nearly 30-year career, including serving as a Chief Marketing Officer and Chief Technology Officer for a Mexican restaurant group, sitting on various tourism committees for VISIT FLORIDA, and excelling as the Marketing Director for the Punta Gorda/Englewood Beach Visitor and Convention Bureau. Chip currently sits on the Industry Advisory Board for the University of Florida's Eric Friedheim Tourism Institute. Chip holds a B.A. in 3D Animation from Vancouver Film School.

- VISIT LAUDERDALE CONVENTION & VISITORS BUREAU
- VOLUSIA COUNTY, FLORIDA
- THE CITY OF WEST PALM BEACH, FLORIDA
- PORT EVERGLADES
- THE BRADENTON AREA CONVENTION & VISITORS BUREAU
- THE PUNTA GORDA/ENGLEWOOD BEACH VISITOR & CONVENTION BUREAU
- FORT LAUDERDALE HOLLYWOOD INTERNATIONAL AIRPORT
- DAYTONA BEACH INTERNATIONAL AIRPORT
- DESTIN-FORT WALTON BEACH AIRPORT
- PELICAN BAY, NAPLES, FLORIDA
- FOX SPORTS
- DISCOVERY
- A&E
- CBS SPORTS
- MTV
- BUSCH GARDENS

Tab 1. Qualification Data

1. Key Staff

Angela Adamo

TRAFFIC MANAGER



With more than 15 years of experience in marketing, advertising and project management, Angela is not daunted by Aqua’s fast-paced environment. In fact, she thrives in it. Her expertise lies in establishing and meeting strict timelines for creative campaigns, and she has orchestrated workflows for some of the biggest brands out there. While at Tech Data Corporation, one of the world’s largest distributors of technology products and services, she managed the creation, production and launch of marketing and advertising campaigns for global brands like Google, Apple and Verizon. In the beginning of her career, she served as a graphic designer, and brings her knowledge of what it takes to create breakthrough work to ensure our teams do just that.

- VISIT LAUDERDALE CONVENTION & VISITORS BUREAU
- THE BRADENTON AREA CONVENTION & VISITORS BUREAU
- THE PUNTA GORDA/ENGLEWOOD BEACH VISITOR & CONVENTION BUREAU
- ULTIMATE MEDICAL ACADEMY
- TECH DATA CORPORATION
- OUTBACK STEAKHOUSE

Tab 1. Qualification Data

1. Key Staff

Joanne Bisset

BOOKKEEPER / FINANCIAL MANAGER



Joanne has more than 25 years of experience working with a wide range of clients across multiple industries. Holding a degree in accounting and finance from South New Hampshire College, Joanne is skilled in financial statement analysis, reconciliations, policies and procedures, analytical skills, fixed assets, customer relationship management (CRM), and much more. With an in-depth knowledge of corporate finance and her incredible oversight of budgets and reporting, Joanne is an asset to both Aqua and its clients.

- VISIT LAUDERDALE CONVENTION & VISITORS BUREAU
- THE BRADENTON AREA CONVENTION & VISITORS BUREAU
- THE PUNTA GORDA/ENGLEWOOD BEACH VISITOR & CONVENTION BUREAU
- THE EMERALD COAST CONVENTION & VISITORS BUREAU
- FORT LAUDERDALE HOLLYWOOD INTERNATIONAL AIRPORT
- DAYTONA BEACH INTERNATIONAL AIRPORT
- DESTIN-FORT WALTON BEACH AIRPORT
- PORT EVERGLADES
- MARTIN COUNTY, FLORIDA
- VOLUSIA COUNTY, FLORIDA
- THE CITY OF WEST PALM BEACH, FLORIDA
- HOTEL ALBA, TAMPA, FLORIDA
- METRO DEVELOPMENT GROUP
- PELICAN BAY
- AMC THEATRES
- VERIZON
- RBC BANK
- TJX
- BANK OF AMERICA
- FIRST CITIZENS BANK
- BJ'S RESTAURANTS
- HAWAIIAN AIRLINES
- AMAZON.COM
- TARGET.COM
- WALMART.COM
- BED BATH BEYOND
- KROGER
- WHOLE FOODS

Tab 1. Qualification Data

1. Key Staff

Tyler Lalla

ADMINISTRATIVE ASSISTANT



Tyler serves as Aqua’s Human Resources and St Petersburg office Administrative Assistant. New to Aqua in 2021, Tyler enjoys supporting her team members and ensuring each reaches their professional and personal goals. Tyler brings previous experience in corporate HR and a bachelor’s degree from University of South Florida. Tyler is a licensed Realtor and is active in the local Tampa-St. Pete real estate market. Like a true Floridian, she loves hitting the beach, boating and taking-in the local craft beer scene her boyfriend and dog.

- VISIT LAUDERDALE CONVENTION & VISITORS BUREAU
- THE BRADENTON AREA CONVENTION & VISITORS BUREAU
- THE PUNTA GORDA/ENGLEWOOD BEACH VISITOR & CONVENTION BUREAU
- FORT LAUDERDALE HOLLYWOOD INTERNATIONAL AIRPORT
- DAYTONA BEACH INTERNATIONAL AIRPORT
- DESTIN-FORT WALTON BEACH AIRPORT
- PORT EVERGLADES
- MARTIN COUNTY, FLORIDA
- VOLUSIA COUNTY, FLORIDA
- THE CITY OF WEST PALM BEACH, FLORIDA
- PELICAN BAY
- STOFEL & ASSOCIATES REALTY
- HUMAN RESOURCES INC

Tab 1. Qualification Data

12. Annual Billing for the past three years.

2019: \$6,126,989

2020: \$4,206,615

2021: \$11,117,528

Tab 1. Qualification Data

13. Documentation from the appropriate state's agency confirming firm's legal entity type (e.g., Sole Proprietorship, Partnership, Limited Liability partnership, Corporation, Limited Liability Corporation, etc.). For non-Florida businesses, submit documentation from the state in which the business was formed and documentation from the State of Florida providing authorization to perform business in the State of Florida. Provide a Florida Department of State, Division of Corporations' Sunbiz report available at www.sunbiz.org.

State of Florida Department of State

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

The document number of this corporation is P10000099100.

I further certify that said corporation has paid all fees due this office through December 31, 2022, that its most recent annual report/uniform business report was filed on January 18, 2022, and that its status is active.

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

*Given under my hand and the
Great Seal of the State of Florida
at Tallahassee, the Capital, this
the Eighteenth day of January,
2022*



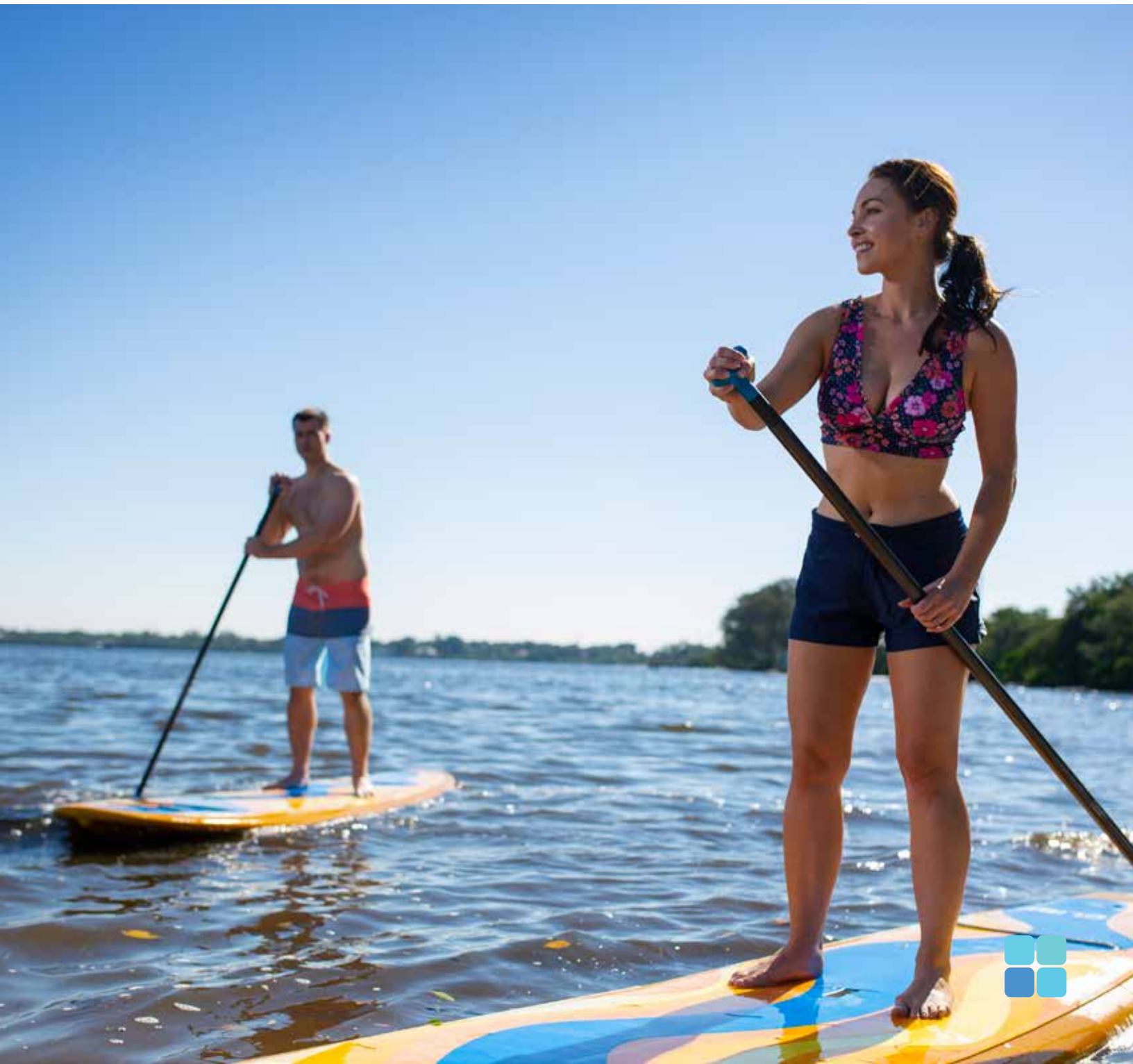
Randy Bee
Secretary of State

Tracking Number: 0106336510CC

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

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

Tab 2 - References



Tab 2. References

Provide three (3) references of the same or similar magnitude to this solicitation request, including company name, contract person, phone number, and e-mail address. Provide a short description of each project, to include the name of the project, location, type and value. HAAA shall not be listed as a reference. Demonstrate a minimum of seven (7) years of relevant experience, as described within the scope of services. Provide specific details relating to experience in the fields of promoting economic development/new business recruitment, airlines, airports, convention marketing and tourism. Include the firm's public relations experience.

**The Bradenton Area Convention and Visitors Bureau
Bradenton, Anna Maria Island, Longboat Key, Florida**

Services provided: Research, Branding, Strategic Direction, Paid Media, Creative Services and Design, Public Relations

Contact:

Elliott Falcione
Executive Director
The Bradenton Area Convention & Visitors Bureau
One Haben Blvd.
Palmetto, FL 34221
(941) 705-1287
elliott.falcione@bacvb.com



Account budget: \$2.5 million

Initially contracted to re-brand and re-define Manatee County as a visitation destination, Aqua was later awarded the bureau's advertising & marketing contract, after besting a group of firms drawn nationally through RFP. A year later, the agency was also awarded the destination's Public Relations contract. With a client budget of \$2.5 million, the agency advises the client on advertising, marketing and PR strategy, including providing specific plans and executing a wide variety of marketing, advertising and public relations tactics designed to draw visitors to the Bradenton, Anna Maria Island, Longboat Key area. Tactics target leisure travel, group and meetings travel as well as sports and sports travel.

From a Public Relations standpoint, Aqua provides and executes an annual PR plan that includes media relations, familiarization tours, crisis communications, promotions and events. The agency achieved an estimated nearly \$6.7 million in media value over the last year, with the destination attaining an estimated \$844,880,200 in economic impact directly attributed to visitation.

Tab 2. References

To aid the destination, the agency has been instrumental in working with the Sarasota-Bradenton International Airport in marketing to attract additional carriers to the airport as well as to achieve additional routes through existing carriers.

Work by the agency on behalf of the destination has been consistently recognized as some of the best tourism/travel marketing worldwide by Hospitality Sales and Marketing International, as well as being recognized as some of the best in the state through Visit Florida's annual Flagler Awards.

At the last account renewal, the County re-contracted the agency for seven years.

Tab 2. References

**The Punta Gorda/Englewood Beach Visitor and Convention Bureau
Charlotte County, Florida**

Services provided: Branding, Strategic Direction, Paid Media, Creative Services and Design, Public Relations, Social Media planning and execution.

Contact:

Sean Doherty
Executive Director
The Punta Gorda/Englewood Beach Visitor & Convention Bureau
1700 Tamiami Trail G-2
Port Charlotte, FL 33948
(941) 743-1900
Sean.Doherty@charlottecountyfl.gov

Account budget: \$1.5 million

Having been selected by Charlotte County as its Tourism Creative Services firm in 2013, Aqua was awarded the VCB's Public Relations account in 2015. In 2017 Aqua began providing paid media services for the VCB, and in 2021 was selected for Social Media services. Although awarded contracts for three, specific areas of marketing communications, Aqua takes a holistic approach to providing agency services and a "channel agnostic" approach to its recommendations and provision of services.

Last year's summer visitation campaign, which included a social media promotional component proved to be one of the VCB's most successful campaigns to date. The County is currently breaking all previous TDT collections, and all metrics are at the destination's highest level in the destination's history.

Over the years, Aqua has provided crisis communications counsel which have included the crafting of messaging, talking points for key department staff, advice and content for website messaging, coordination with VISIT FLORIDA, and more. The agency's crisis communications work for the County has received recognition and awards from Visit Florida.

Aqua has been counted on to present reporting to the Charlotte TDC, as well as aid the TDC in moderating its discussions. In addition, the agency has worked to strengthen relationships between the VCB and area partners such as the City of Punta Gorda, area hotels and attractions, the local airport as well as the region's carrier, Allegiant Airlines.



Tab 2. References

The City of West Palm Beach, Florida

Services provided: Branding, Strategic Direction, Paid Media, Creative Services, Public Relations.



Account budget: Variable

Contact:

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

Since 2013, Aqua has assisted the economic development department in West Palm Beach, FL with marketing the city to large businesses and corporations for the purpose of relocation.

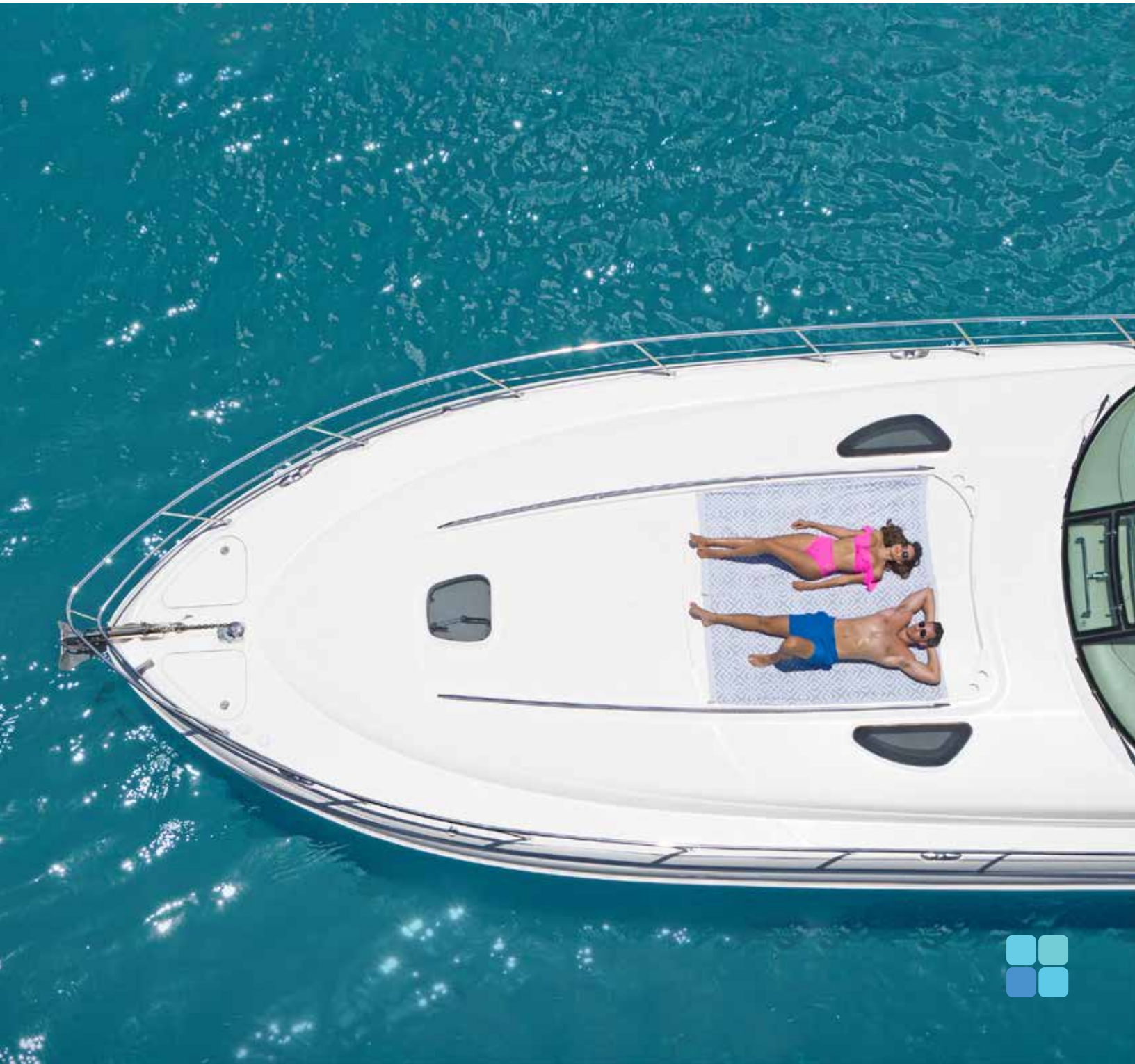
Initially contracted for economic brand development after the City's nationwide search of several firms, Aqua was contracted long-term for economic development marketing in 2015. The agency has executed a phased, multi-year plan to increase awareness among selected targeted industries identified by the agency and encourage their relocation to the city. The agency also has devised programs assisting the city in retention of existing businesses within the city.

Aqua has been responsible for developing an economic development marketing strategy, conducting research, brand preservation and application, design, content creation, e-commerce and digital strategies, website development and maintenance, paid media strategy and implementation, domestic and international public relations, placemaking, and achieving cooperative relationships and alliances through and with a variety of government boards and local organizations.

The agency's work has garnered millions in public relations value and has been credit with being a significant force in the city' economic revitalization. Outcomes have included:

- *More than 5,000 new jobs*
- *\$2.27 billion in new investment*
- *The establishment of a new financial district, demarcated and marketed by the agency*
- *The designation as Florida's #1 city for business*

Tab 3 - Insurance



Tab 3. Insurance

Attach evidence of required insurance coverage or proof of insurance as indicated in Exhibit “A.”

EXHIBIT A

1. Required Types of Insurance

The Contractor shall purchase and maintain at its own expense, during the term of the Agreement, the types and amounts of insurance with limits no less than those shown below, in the form and from companies satisfactory to the County of Volusia and Halifax Area Advertising Authority (collectively, “County”) are detailed in *Figure 1* below. *Figure 1* is a listing and general summary of insurance policies required and is not intended to be comprehensive as to the requirements of each specific policy. Contractors shall review the additional requirements in this Exhibit A and ensure that the insurance policies comply with the specific terms and conditions therein.

Figure 1:

TYPE OF INSURANCE		
WORKERS COMPENSATION <input checked="" type="checkbox"/> Waiver of Subrogation	Florida Statutory Coverage	
COMMERCIAL GENERAL LIABILITY <input checked="" type="checkbox"/> Occurrence Basis <input checked="" type="checkbox"/> Contractual Liability <input checked="" type="checkbox"/> County Additional Insured <input checked="" type="checkbox"/> Waiver of Subrogation	EACH OCCURRENCE	\$ 1,000,000
	GENERAL AGGREGATE	\$ 2,000,000
	Premises-Operations	\$ 1,000,000
	Products & Completed Ops	\$ 1,000,000
	Personal & Adv Inj.	\$ 1,000,000
AUTO LIABILITY <input checked="" type="checkbox"/> Any Auto	Combined Single Limit	\$ 500,000
	Bodily Injury (Per person)	\$
	Bodily Injury (Per accident)	\$
	Property Damage (Per Accident)	\$
Note: If contractor does not have Coverage Symbol 1 (Any Auto), contractor is limited to use of covered autos only. If contractor does not own any vehicles, contractor shall have coverage symbol 8 (Hired Autos) and coverage symbol 9 (Non-Owned Autos).		
Note: If County cannot be added as additional insured, then policy shall be endorsed to provide additional insured status if required on the primary policy.		
PROFESSIONAL LIABILITY-Media & Advertising Liability <input checked="" type="checkbox"/> County Additional Insured <input checked="" type="checkbox"/> Primary & Non-Contributory <input checked="" type="checkbox"/> Waiver of Subrogation	\$ 1,000,000 per Claim \$ 2,000,000 Aggregate	
CANCELLATION: Thirty (30) days written notice of cancellation is required to the Certificate Holder:		

Tab 3. Insurance

Attach evidence of required insurance coverage or proof of insurance as indicated in Exhibit “A.”

EXHIBIT A

<p>Certificate Holder:</p> <p>County of Volusia Purchasing & Contracts Division 123 W. Indiana Avenue, Room 302 DeLand, FL 32720</p> <p>ATTN: _____</p>	<p>Risk Management Division</p> <p>_____</p>
<p>Certificate Holder:</p> <p>HAAA 126 East Orange Ave. Daytona Beach, FL 32114</p> <p>ATTN: _____</p>	<p>_____</p>

- A. For the purposes of indemnification of the County or an endorsement or insurance coverage under this Agreement/Contract under which the County is a “named insured”, “additional named insured”, or “additional insured”, the term “County” includes the County of Volusia (a body corporate and politic and a subdivision of the State of Florida), including its districts, authorities (specifically including the Halifax Area Advertising Authority), separate units of government established by law, ordinance or resolution, partners, elected and non-elected officials, employees, agents, volunteers, and any party with whom the County has agreed by contract to provide additional insured status.
- B. Subcontractors and Independent Contractors. All subcontractors & independent contractors utilized by Contractor to provide services to County and its employees under this Agreement/Contract shall be required to maintain all insurance policies with the same terms, conditions, and requirements required of the Contractor in Figure 1 above and described below in this Exhibit.
- C. Claims Made Basis Insurance Policies. All insurance policies written on a Claims Made Form shall maintain a retroactive date prior to or equal to the effective date of the Agreement. The Contractor shall purchase a Supplemental Extended Reporting Period (“SERP”) with a minimum reporting period of not less than three (3) years in the event the policy is canceled, not renewed, switched to occurrence form, or any other event which requires the purchase of a SERP to cover a gap in insurance for claims which may arise under or related to the Agreement. The Contractor’s purchase of the SERP shall not relieve the Contractor of the obligation to provide replacement coverage. In addition, the Contractor shall require the carrier immediately inform the Contractor, the County Risk Manager, and the Purchasing and Contracts Division of any contractual obligations that may alter its professional liability coverage under the Agreement.
- D. Risk Retention Groups and Pools. Contractor shall not obtain an insurance policy required under this Agreement from a Risk Retention Group or Pool.
- E. Minimum Required Policies and Limits. Minimum underlying policies, coverages, and limits shall include all policies listed in *Figure 1*.
- F. Additional Insured, Policies, Coverages, Limits, Primary and Non-Contributory Basis. Under all insurance policies where the County is required to be an additional insured, the coverage and limits provided to the County under Contractor’s

Tab 3. Insurance

Attach evidence of required insurance coverage or proof of insurance as indicated in Exhibit "A."

EXHIBIT A

insurance policies shall be that listed in *Figure 1* or the Contractor's actual limits, whichever is higher. All coverage provided to the County as an additional insured by said policies shall be primary and shall not be additional to or contributing with any other insurance carried by or for the benefit of the County with any other insurance available to the County.

- G. If the services provided require the disposal of any hazardous or non-hazardous materials off the job site, the disposal site operator must furnish a certificate of insurance for Pollution Legal Liability with coverage for bodily injury and property damage for losses that arise from the facility that is accepting the waste under the Agreement.
- H. Workers' Compensation. Workers' Compensation insurance is required for all employees of the Contractor, employed or hired to perform or provide work or services under the Agreement or that is in any way connected with work or services performed under the Agreement, without exclusion for any class of employee, and shall comply fully with the Florida Workers' Compensation Law (Chapter 440, Florida Statutes, Workers' Compensation Insurance) and include Employers' Liability Insurance with limits no less than the statutory. Policy shall include a waiver of subrogation in favor of the County. If Contractor is using a "leased employee" or an employee obtained through a professional employer organization ("PEO"), Contractor is required to have such employees covered by worker's compensation insurance in accordance with Florida Worker's Compensation law and the insurance carrier of the PEO execute a waiver of subrogation in favor of the County, its employees and insurers.
 - i. Contractor and its Subcontractors, or any associated or subsidiary company doing work on County property or under the Agreement must be named in the Workers' Compensation coverage or provide proof of their own Workers' Compensation coverage, without exclusion of any class of employee, and with a minimum of the statutory limits per occurrence for Employer's liability coverage. Further, if the Contractor's Subcontractors fail to obtain Workers' Compensation insurance and a claim is made against the County by the uncovered employee of said Subcontractor of the Contractor, the Contractor shall indemnify, defend, and hold harmless the County from all claims for all costs including attorney's fees and costs arising under said employee(s) Workers' Compensation insurance claim(s).
- I. Commercial General Liability Insurance. The Contractor shall acquire and maintain Commercial General Liability insurance, with limits of not less than the amounts shown above. Such insurance shall be issued on an occurrence basis and include coverage for the Contractor's operations, independent Contractors, Subcontractors protecting itself, its employees, agents, Contractors or subsidiaries, and their employees or agents for claims for damages caused by bodily injury, property damage, or personal or advertising injury, and products liability/completed operations including what is commonly known as groups A, B, and C. Such policies shall include coverage for claims by any person as a result of actions directly or indirectly related to the employment of such person or entity by the Contractor or by any of its Subcontractors arising from work or services performed under the Agreement. The policy shall provide coverage to County and any other party County has agreed by separate contract to add as an additional insured when it is required to be named as an additional insured either by endorsement or pursuant to a blanket additional insured endorsement, for those sources of liability which would be covered by the latest edition of the standard

Tab 3. Insurance

Attach evidence of required insurance coverage or proof of insurance as indicated in Exhibit “A.”

EXHIBIT A

Commercial General Liability Coverage Form (ISO Form CG 00 01), as filed for use in the State of Florida by the Insurance Services Office, without the attachment of any endorsements excluding or limiting coverage for Bodily Injury, Property Damage, Products/Completed Operations, or Independent Contractors. . All commercial general liability policies shall provide a waiver of subrogation in favor of the County and any other party required by this Agreement to be named as an additional insured.

J. Motor Vehicle Liability. The Contractor shall secure and maintain during the term of the Agreement motor vehicle coverage a combined single limit of no less than the amount shown in *Figure 1* above **with “Any Auto”, Coverage Symbol 1, providing coverage for all autos operated regardless of ownership, and protecting itself, its employees, agents or lessees, or subsidiaries and their employees or agents against claims arising from the ownership, maintenance, or use of a motor vehicle.** The County shall be an additional insured under this policy when required in *Figure 1*.

K. Professional Liability-Media & Advertising Agency Liability. Contractor shall secure and maintain, during the term of the Agreement, Professional Liability insurance with limits of no less than the amount shown in *Figure 1*. Such policy shall cover all the Contractor’s or its Subcontractor’s professional liabilities whether occasioned by the Contractor or its Subcontractors, or its agents. The County shall be an additional insured under this policy when required in *Figure 1*. Policy shall include, but not be limited to public appearances, print, broadcast, and on-line activities. Policy shall be endorsed to be primary and non-contributory with any insurance or self-insurance maintained by or available to County and to provide a waiver of subrogation in favor of County. Policy shall include, but not be limited to, coverage for infringement of copyright; any form of defamation or other tort related to disparagement or harm to either character or reputation of a person or organization; invasion or interference with rights of privacy or publicity; infringement or dilution of title, slogan, trademark, trade name, trade dress; breach of license to use third party’s trademarked or copyrighted material or content; and errors or omissions in the performance of advertising services.

If the Contractor fails to secure and maintain the professional liability insurance coverage required herein, the Contractor shall be liable to the County and agrees to indemnify, defend, and hold harmless the County against all claims, actions, losses or damages that would have been covered by such insurance.

L. Primary and Excess Coverage. Any insurance required may be provided by primary and excess insurance policies.

2. Insurance Requirements

A. General Insurance Requirements:

- i. All insurance policies shall be issued by insurers licensed and/or duly authorized under Florida Law to do business in the State of Florida and all insuring companies are required to have a minimum rating of A- and a Financial category size of VIII or greater in the "Best Key Rating Guide" published by A.M. Best & Company, Inc.
- ii. Approval by County of any policy of insurance shall not relieve Contractor from its responsibility to maintain the insurance coverage required herein for the performance of work or services by the Contractor or its

Tab 3. Insurance

Attach evidence of required insurance coverage or proof of insurance as indicated in Exhibit “A.”

EXHIBIT A

Subcontractors for the entire term of the Agreement and for such longer periods of time as may be required under other clauses of the Agreement.

- iii. Waiver of Subrogation. The Contractor hereby waives all rights against the County and its Subcontractors for damages by reason of any claim, demand, suit or settlement (including workers' compensation) for any claim for injuries or illness of anyone, or perils arising out of the Agreement. The Contractor shall require similar waivers from all its Subcontractors. Contractor's insurance policies shall include a waiver of subrogation in favor of the County. This provision applies to all policies of insurance required under the Agreement (including Workers' Compensation, and general liability).
- iv. County Not Liable for Paying Deductibles. For all insurance required by Contractor, the County shall not be responsible or liable for paying deductibles for any claim arising out of or related to the Contractor's business or any Subcontractor performing work or services on behalf of the Contractor or for the Contractor's benefit under the Agreement.
- v. Cancellation Notices. During the term of the Agreement, Contractor shall be responsible for promptly advising and providing the County Risk Manager and the Purchasing and Contracts divisions with copies of notices of cancellation or any other changes in the terms and conditions of the original insurance policies approved by the County under the Agreement within two (2) business days of receipt of such notice or change.

3. Proof of Insurance

- A. The Contractor shall be required to furnish evidence of all required insurance in the form of certificates of insurance, which shall clearly outline all hazards covered as itemized herein, the amounts of insurance applicable to each hazard and the expiration dates.
- B. The Contractor shall furnish proof of insurance acceptable to the County prior to or at the time of execution of the Agreement and the Contractor shall not commence work or provide any service until the Contractor has obtained all the insurance required under the Agreement and such insurance has been filed with and approved by the County. Upon request from the County, the Contractor shall furnish copies of all requested policies and any changes or amendments thereto, immediately, to the County, the County Risk Manager, and Purchasing and Contracts Divisions, prior to the commencement of any contractual obligations. The Agreement may be terminated by the County, without penalty or expense to County, if at any time during the term of the Agreement proof of any insurance required hereunder is not provided to the County.
- C. All certificates of insurance shall clearly indicate that the Contractor has obtained insurance of the type, amount and classification required by this Section. No work or services by Contractor or its Subcontractors shall be commenced until County has approved these policies or certificates of insurance. Further, the Contractor agrees that the County shall make no payments pursuant to the terms of the Agreement until all required proof or evidence of insurance has been provided to the County. The Agreement may be terminated by the County, without penalty or expense, if proof of any insurance required hereunder is not provided to the County.

Tab 3. Insurance

Attach evidence of required insurance coverage or proof of insurance as indicated in Exhibit "A."

EXHIBIT A

- D. The Contractor shall file replacement certificates with the County at the time of expiration or termination of the required insurance occurring during the term of the Agreement. In the event such insurance lapses, the County expressly reserves the right to renew the insurance policies at the Contractor's expense or terminate the Agreement but County has no obligation to renew any policies.
- 4. The provisions of this Exhibit A, shall survive the cancellation or termination of the Agreement.

Tab 4 - Conflict of Interest



Tab 4. Conflict of Interest

All Respondents shall properly complete, have notarized, and attach with their proposal the attached statement disclosing any potential conflict of interest that the Respondent may have due to ownership, other clients, contracts, or interests associated with this project.

CONFLICT OF INTEREST FORM

I HEREBY CERTIFY that

David M. DiMaggio President
1. I, (printed name), am the (title) and the duly authorized representative of the firm
Aqua Marketing & Communications, Inc. (Firm Name) whose address is, and that I possess the legal authority
to make this affidavit on behalf of myself and the firm for which I am acting; and,

2. Except as listed below, no employee, officer, or agent of the firm have any conflicts of interest, real or apparent, due to ownership, other clients, contracts, or interests associated with this project; and,

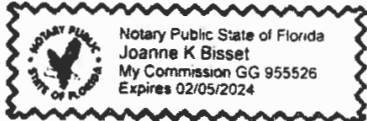
3. This Submittal is made without prior understanding, agreement, or connection with any corporation, firm, or person submitting a proposal for the same services, and is in all respects fair and without collusion or fraud.

EXCEPTIONS to items above (List):

Signature: Date: 2/7/22
Printed Name: David M. DiMaggio
Firm Name: Aqua Marketing & Communications, Inc.

STATE OF Florida
COUNTY OF Pinellas

Sworn to and subscribed before me this 7th day of February, 2022 by David M. DiMaggio who is/are personally known to me
or who has/have produced as identification.

 Joanne Bisset

13

NOTARY PUBLIC – STATE OF Florida
Type or print name: Joanne Bisset
Commission No.: GG 955526
(Seal) Commission Expires: 02/05/2024

Tab 5 - Financial Stability



Tab 5. Financial Stability

All Respondents shall provide a current client list, as well as a financial statement for the past 5 years, preferably, a certified audit, but a third-party prepared financial statement and the latest D&B report will be accepted.

Current client list:

Broward County, Florida:
The Greater Fort Lauderdale Convention & Visitors Bureau



- *Leisure*
- *Meetings/Group*
- *Convention Center Marketing*
- *Sports*
- *LGBT*

Contracted for Advertising, Public Relations, Social Media, Handling co-op management

Port Everglades



- *Brand development*
- *Advertising*

FLL (Fort Lauderdale-Hollywood International Airport)



- *Advertising*

The Broward County Cultural Division



- *Branding*
- *Marketing Plan*

The Greater Fort Lauderdale Alliance
(County's public-private partnership for economic development)



- *Brand development and strategic direction*

Tab 5. Financial Stability

Current client list - continued

The Bradenton Area Convention & Visitors Bureau Bradenton/Anna Maria Island/Longboat Key



- Meetings/Group/Weddings
- Sports
- Properties marketing (Crosley Estate, Convention Center, Premier Sports Campus)

Contracted for Advertising, Public Relations, Brand continuity, Co-op management

The Punta Gorda/Englewood Beach Visitor & Conventions Bureau

- Leisure
- Sports



Contracted for Advertising, Public Relations, Social Media, Handling co-op management

Volusia County, Florida:

General agency services. On call.



The Daytona Beach International Airport

Contracted for Advertising, Public Relations, Social Media, general marketing support



The Ocean Center, Daytona Beach

Handling brand development, sales support



The City of West Palm Beach

- Economic Development marketing (Advertising/Public Relations/Web)
- General services to City. On call.



Tab 5. Financial Stability

Current client list - continued

The Community of Pelican Bay, Naples, Florida



- *Community Relations*
- *Advertising, Public Relations, Web Development and management*
- *Elections Management*
- *General communications counsel*

The Destin-Fort Walton Beach Airport



- *General advertising marketing services*
- *Website development*

Gulf Shores International Airport

Brand development/Onsite Brand expression/Wayfinding



- *General marketing services*

Tab 5. Financial Stability

Financial statement for the past 5 years:



INDEPENDENT ACCOUNTANT'S COMPILATION REPORT

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

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

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

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

SpoorBunchFranz

August 20, 2018

Tab 5. Financial Stability

Financial statement for the past 5 years:

Aqua Marketing & Communications, Inc.		
Statements of Assets, Liabilities and Equity (Deficit) - Tax Basis		
As of December 31		
	<u>2017</u>	<u>2016</u>
Assets		
Current Assets		
Fifth Third Bank (Main)	\$ 13,667	\$ 1,544
Fifth Third Bank (5397)	2,494	50
Ozarks OKAL Bank (0794)	190,673	0
Ozarks Main Bank (1040)	60,990	0
Accounts Receivable	<u>585,231</u>	<u>164,360</u>
Total Current Assets	<u>853,055</u>	<u>165,954</u>
Property and Equipment		
Furniture and Equipment	29,267	42,853
Auto	32,888	32,888
Accumulated Depreciation	(50,722)	(57,279)
Accumulated Amortization	(1,207)	0
Loan Costs	<u>10,350</u>	<u>0</u>
Net Property and Equipment	<u>20,576</u>	<u>18,462</u>
Total Assets	<u>\$ 873,631</u>	<u>\$ 184,416</u>

See Independent Accountant's Compilation Report

Tab 5. Financial Stability

Financial statement for the past 5 years:

Aqua Marketing & Communications, Inc.		
Statements of Assets, Liabilities and Equity (Deficit) - Tax Basis		
As of December 31		
	<u>2017</u>	<u>2016</u>
Liabilities and Equity (Deficit)		
Current Liabilities		
Accounts Payable	\$ 2,975	\$ 92,610
GM Card	0	4,893
Spark Visa	6,936	989
Citibank Credit Card	0	6,984
Bank of America Credit Card	210	0
Amex Delta Credit Card	(649)	0
Chase Credit Card	6,590	0
Loan to Business	0	15,416
Current Portion of Long Term Debt	5,324	5,077
Fifth Third Bank Line of Credit	0	80,796
Ozark Bank Line of Credit	<u>273,501</u>	<u>0</u>
Total Current Liabilities	<u>294,887</u>	<u>206,765</u>
Long-Term Liabilities		
TD Auto Finance Loan	<u>12,023</u>	<u>17,053</u>
Total Long-Term Liabilities	<u>12,023</u>	<u>17,053</u>
Total Liabilities	<u>306,910</u>	<u>223,818</u>
Equity (Deficit)		
Capital Stock	100	100
Additional Paid in Capital	555	555
Shareholder Distributions	(26,584)	0
Retained Earnings (Deficit)	(40,057)	(5,607)
Current Net Income (Loss)	<u>632,707</u>	<u>(34,450)</u>
Total Equity (Deficit)	<u>566,721</u>	<u>(39,402)</u>
Total Liabilities and Equity (Deficit)	<u>\$ 873,631</u>	<u>\$ 184,416</u>

See Independent Accountant's Compilation Report

Tab 5. Financial Stability

Financial statement for the past 5 years:

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

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

See Independent Accountant's Compliance Report

Tab 5. Financial Stability

Financial statement for the past 5 years:

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

See Independent Accountant's Compilation Report

Tab 5. Financial Stability

Financial statement for the past 5 years:



INDEPENDENT ACCOUNTANT'S COMPILATION REPORT

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

Management is responsible for the accompanying financial statements of Aqua Marketing & Communications, Inc. (an S corporation), which comprise the balance sheets as of December 31, 2018 and 2017, and the related statements of income for the twelve months ended December 31, 2018 and 2017, in accordance with accounting principles generally accepted in the United States of America. We have performed a compilation engagement in accordance with Statements on Standards for Accounting and Review Services promulgated by the Accounting and Review Services Committee of the AICPA. We did not audit or review the financial statements nor were we required to perform any procedures to verify the accuracy or completeness of the information provided by management. Accordingly, we do not express an opinion, a conclusion, nor provide any form of assurance on these financial statements.

Accounting principles generally accepted in the United States of America require that accrued liabilities be recorded for all expenses incurred during the period in which the expense was incurred. Management did not record accrued liabilities for all expenses incurred during the period ended December 31, 2018. In addition, generally accepted accounting principles require that fixed assets be depreciated over their estimated useful lives. The Company has computed depreciation using methods required for federal income tax purposes, which does not allocate depreciation to expense over the estimated useful life of the assets. Management has not determined the effect of these departures on the financial statements.

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

SpoorBunchFranz

February 21, 2019

Tab 5. Financial Stability

Financial statement for the past 5 years:

Aqua Marketing & Communications, Inc.		
Balance Sheets		
As of December 31		
	<u>2018</u>	<u>2017</u>
Assets		
Current Assets		
Cash	\$ 256,102	\$ 267,824
Accounts Receivable	630,643	585,231
Prepaid Payroll	9,750	0
Total Current Assets	<u>896,495</u>	<u>853,055</u>
Property and Equipment		
Furniture and Equipment	37,262	29,267
Auto	32,888	32,888
Accumulated Depreciation	(62,958)	(50,722)
Accumulated Amortization	(3,277)	(1,207)
Loan Costs	10,350	10,350
Net Property and Equipment	<u>14,265</u>	<u>20,576</u>
Total Assets	<u>\$ 910,760</u>	<u>\$ 873,631</u>
Liabilities and Equity		
Current Liabilities		
Accounts Payable	\$ 975	\$ 2,975
Spark Visa	0	6,936
Bank of America Credit Card	0	210
Amex Delta Credit Card	0	(649)
Chase Disney Credit Card	16,852	0
Chase Credit Card	0	6,590
Current Portion of Long Term Debt	5,443	5,324
Ozark Bank Line of Credit	0	273,501
Hancock Whitney Line of Credit	276,781	0
Total Current Liabilities	<u>300,051</u>	<u>294,887</u>
Long-Term Liabilities		
TD Auto Finance Loan	6,039	12,023
Total Long-Term Liabilities	<u>6,039</u>	<u>12,023</u>
Total Liabilities	<u>306,090</u>	<u>306,910</u>
Equity		
Capital Stock	100	100
Additional Paid in Capital	555	555
Shareholder Distributions	(64,128)	(26,584)
Retained Earnings (Deficit)	566,066	(40,057)
Current Net Income (Loss)	102,077	632,707
Total Equity	<u>604,670</u>	<u>566,721</u>
Total Liabilities and Equity	<u>\$ 910,760</u>	<u>\$ 873,631</u>

See Independent Accountant's Compilation Report

Tab 5. Financial Stability

Financial statement for the past 5 years:

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

	December 31, 2018	%	December 31, 2017	%
Revenue				
Sales	\$ 1,775,482	100.00	\$ 1,838,232	100.00
Total Revenue	<u>1,775,482</u>	<u>100.00</u>	<u>1,838,232</u>	<u>100.00</u>
Cost of Goods Sold				
Subcontracted Services	103,075	5.81	260,644	14.18
Total Cost of Goods Sold	<u>103,075</u>	<u>5.81</u>	<u>260,644</u>	<u>14.18</u>
Gross Profit	<u>1,672,407</u>	<u>94.19</u>	<u>1,577,588</u>	<u>85.82</u>
Operating Expenses				
Automobile Expense	1,063	0.06	3,978	0.22
Amortization Expense	2,070	0.12	1,207	0.07
Parking	14,707	0.83	11,036	0.60
Bank Service Charges	899	0.05	1,173	0.06
Charitable Contributions	500	0.03	0	0.00
Computer and Internet Expenses	30,405	1.71	27,242	1.48
De Minimis Safe Harbor Expense	2,311	0.13	6,142	0.33
Depreciation Expense	12,236	0.69	7,028	0.38
Dues and Subscriptions	14,706	0.83	605	0.03
Equipment Rental	7,231	0.41	7,066	0.38
Business Promotion	0	0.00	194	0.01
Insurance Expense	10,834	0.61	13,849	0.75
Interest Expense	17,908	1.01	14,293	0.78
Loan Costs	2,373	0.13	0	0.00
Marketing Expense	31,148	1.75	14,005	0.76
Meals and Entertainment	4,433	0.25	1,379	0.08
Office Expenses	25,337	1.43	15,818	0.86
Wages	863,186	48.62	728,619	39.64
Officer Wages	98,958	5.57	12,500	0.68
Payroll Taxes - FICA	73,604	4.15	56,696	3.08
Payroll Taxes - Unemployment	1,046	0.06	777	0.04
Payroll Service Fees	3,260	0.18	4,024	0.22
Postage and Delivery	2,712	0.15	2,087	0.11
Professional Fees	4,791	0.27	5,361	0.29
Rent Expense	69,339	3.91	49,520	2.69
Repairs and Maintenance	204	0.01	0	0.00
Telephone Expense	2,412	0.14	2,450	0.13
Travel Expense	61,290	3.45	38,019	2.07
Travel Meals	6,072	0.34	2,580	0.14
Taxes & Licenses	610	0.03	368	0.02
Total Operating Expenses	<u>1,365,645</u>	<u>76.92</u>	<u>1,028,016</u>	<u>55.92</u>
Operating Income (Loss)	<u>306,762</u>	<u>17.28</u>	<u>549,572</u>	<u>29.90</u>
Other Income				
Other Income	4,854	0.27	10,447	0.57
Total Other Income	<u>4,854</u>	<u>0.27</u>	<u>10,447</u>	<u>0.57</u>

See Independent Accountant's Compilation Report

Tab 5. Financial Stability

Financial statement for the past 5 years:

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

	December 31, 2018	%	December 31, 2017	%
Other Expenses				
Net Pass-Through Income/Expenses	209,539	11.80	(72,688)	(3.95)
Total Other Expenses	209,539	11.80	(72,688)	(3.95)
Net Income (Loss)	<u>\$ 102,077</u>	<u>5.75 %</u>	<u>\$ 632,707</u>	<u>34.42 %</u>

See Independent Accountant's Compliance Report

Tab 5. Financial Stability

Financial statement for the past 5 years:



INDEPENDENT ACCOUNTANT'S COMPILATION REPORT

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

Management is responsible for the accompanying financial statements of Aqua Marketing & Communications, Inc. (an S corporation), which comprise the statement of financial position as of December 31, 2020 and 2019, and the related statement of operations for the twelve months ended December 31, 2020 and 2019, in accordance with the *Financial Reporting Framework for Small- and Medium-Sized Entities* issued by the American Institute of Certified Public Accountants (AICPA), and for determining that the *Financial Reporting Framework for Small- and Medium-Sized Entities* is an acceptable financial reporting framework. We have performed a compilation engagement in accordance with Statements on Standards for Accounting and Review Services promulgated by the Accounting and Review Services Committee of the AICPA. We did not audit or review the financial statements nor were we required to perform any procedures to verify the accuracy or completeness of the information provided by management. Accordingly, we do not express an opinion, a conclusion, nor provide any form of assurance on these financial statements.

The financial statements are prepared in accordance with the AICPA's *Financial Reporting Framework for Small- and Medium-Sized Entities*, which is a basis of accounting other than accounting principles generally accepted in the United States of America.

Management has elected to omit substantially all the disclosures and statements of changes in equity and cash flows required by the AICPA's *Financial Reporting Framework for Small- and Medium-Sized Entities*. If the omitted disclosures and statements of changes in equity and cash flows were included in the financial statements, they might influence the user's conclusions about the Company's financial position, results of operations, and cash flows. Accordingly, the financial statements are not designed for those who are not informed about such matters.

A handwritten signature in cursive script that reads 'Spoon Bunch Franz'.

February 17, 2021

Tab 5. Financial Stability

Financial statement for the past 5 years:

Aqua Marketing & Communications, Inc.
Statement of Financial Position
As of December 31

	<u>2020</u>	<u>2019</u>
Assets		
Current Assets		
Cash	\$ 33,844	\$ 4,024
Accounts Receivable	907,560	188,867
Prepaid Payroll	391	0
Prepaid Expenses	4,867	669
Total Current Assets	<u>946,662</u>	<u>193,560</u>
Property and Equipment		
Furniture and Equipment	71,254	37,262
Auto	32,888	32,888
Accumulated Depreciation	<u>(102,176)</u>	<u>(65,652)</u>
Net Property and Equipment	<u>1,966</u>	<u>4,498</u>
Other Assets		
Security Deposits	<u>12,649</u>	0
Total Other Assets	<u>12,649</u>	<u>0</u>
Total Assets	<u>\$ 961,277</u>	<u>\$ 198,058</u>
Liabilities and Equity		
Current Liabilities		
Accounts Payable	\$ 433,909	\$ 25,976
Accrued Payables	16,998	8,164
Chase Disney Credit Card	30,892	20,586
Loan to Business	86,300	0
Due to BACVB Co-Op	0	11,416
Current Portion of Long Term Debt	0	5,862
Hancock Whitney Line of Credit	<u>225,535</u>	<u>77,054</u>
Total Current Liabilities	<u>793,634</u>	<u>149,058</u>
Total Liabilities	<u>793,634</u>	<u>149,058</u>
Equity		
Capital Stock	100	100
Additional Paid in Capital	555	555
Shareholder Distributions	(62,400)	(236,517)
Retained Earnings (Deficit)	48,345	596,943
Current Net Income (Loss)	<u>181,043</u>	<u>(312,081)</u>
Total Equity	<u>167,643</u>	<u>49,000</u>
Total Liabilities and Equity	<u>\$ 961,277</u>	<u>\$ 198,058</u>

See Independent Accountant's Compilation Report

Tab 5. Financial Stability

Financial statement for the past 5 years:

Aqua Marketing & Communications, Inc.
Statement of Operations
For the Twelve Months Ended

	December 31, 2020	%	December 31, 2019	%
Revenue				
Sales	\$ 3,497	0.17	\$ 1,376,722	100.00
Co-Op Sales	23,181	1.13	0	0.00
Fee Income - Account Services	1,541,806	75.45	0	0.00
Fee Income - Public Relations	231,528	11.33	0	0.00
Fee Income - Media	97,859	4.79	0	0.00
Sales - Media Commission	61,669	3.02	0	0.00
Fee Income - Creative Design	83,924	4.11	0	0.00
Total Revenue	2,043,464	100.00	1,376,722	100.00
Cost of Goods Sold				
Cost of Goods Sold	43,978	2.15	28,346	2.06
BACVB Co-Op Portion	0	0.00	728	0.05
Subcontracted Services	40,303	1.97	45,208	3.28
Total Cost of Goods Sold	84,281	4.12	74,282	5.40
Gross Profit	1,959,183	95.88	1,302,440	94.60
Operating Expenses				
Automobile Expense	3,412	0.17	2,330	0.17
Parking	16,442	0.80	14,167	1.03
Bank Service Charges	5,570	0.27	2,723	0.20
Business Licenses and Permits	726	0.04	158	0.01
Charitable Contributions	780	0.04	0	0.00
Computer and Internet Expenses	26,329	1.29	15,826	1.15
De Minimis Safe Harbor Expense	43,984	2.15	1,521	0.11
Depreciation Expense	36,524	1.79	2,694	0.20
Dues and Subscriptions	50,240	2.46	25,082	1.82
Equipment Rental	9,423	0.46	7,626	0.55
Business Promotion	0	0.00	7,939	0.58
Insurance Expense	91	0.00	6,920	0.50
Insurance - Health	11,204	0.55	0	0.00
Insurance - Auto	2,490	0.12	0	0.00
Insurance - General Liability	2,252	0.11	0	0.00
Insurance - Professional Liability	2,477	0.12	0	0.00
Insurance - Workers Comp	3,036	0.15	0	0.00
Insurance - Cyber Liability	878	0.04	0	0.00
Interest Expense	14,086	0.69	10,614	0.77
Loan Costs	0	0.00	1,302	0.09
Marketing Expense	12,544	0.61	31,763	2.31
Meals and Entertainment	5,187	0.25	3,656	0.27
Miscellaneous Expense	19,758	0.97	0	0.00
Office Expenses	28,130	1.38	39,315	2.86
Wages	1,261,476	61.73	928,292	67.43
Officer Wages	91,667	4.49	100,000	7.26
Payroll Taxes - FICA	102,172	5.00	78,664	5.71
Payroll Taxes - Unemployment	1,828	0.09	895	0.07
Payroll Service Fees	7,832	0.38	3,064	0.22
Postage and Delivery	2,886	0.14	4,131	0.30
Professional Fees	17,833	0.87	11,454	0.83
Recruitment Expense	10,286	0.50	0	0.00
Rent Expense	112,480	5.50	72,303	5.25

See Independent Accountant's Compilation Report

Tab 5. Financial Stability

Financial statement for the past 5 years:

Aqua Marketing & Communications, Inc.				
Statement of Operations				
For the Twelve Months Ended				
	December 31, 2020	%	December 31, 2019	%
Rent Expense - Ft Lauderdale	45,570	2.23	0	0.00
Rent Expense - Sunrise Harbor	27,221	1.33	0	0.00
Repairs and Maintenance	2,355	0.12	0	0.00
Telephone Expense	3,568	0.17	3,313	0.24
Travel Expense	25,804	1.26	31,230	2.27
Travel Meals	4,549	0.22	3,945	0.29
Taxes & Licenses	0	0.00	1,035	0.08
Utilities	559	0.03	0	0.00
Total Operating Expenses	2,013,649	98.54	1,411,962	102.56
Operating Income (Loss)	(54,466)	(2.67)	(109,522)	(7.96)
Other Income				
Other Income	10,000	0.49	0	0.00
PPP Forgiveness Income	225,400	11.03	0	0.00
Total Other Income	235,400	11.52	0	0.00
Other Expenses				
Net Pass-Through Income/Expenses	(109)	(0.01)	202,559	14.71
Total Other Expenses	(109)	(0.01)	202,559	14.71
Net Income (Loss)	\$ 181,043	8.86 %	\$ (312,081)	(22.67)%

See Independent Accountant's Compilation Report

Tab 6 - Business Tax Receipt (BTR)



Tab 6. Business Tax Receipt (BTR)

To be responsive to this solicitation, each Respondent who is currently required to have a Business Tax Receipt (BTR) at the time of submittal shall provide a copy of their current BTR in their response to this solicitation. If Respondent's business does not have a physical location in Volusia County, no submission is required.

Aqua does not have a physical location in Volusia County.

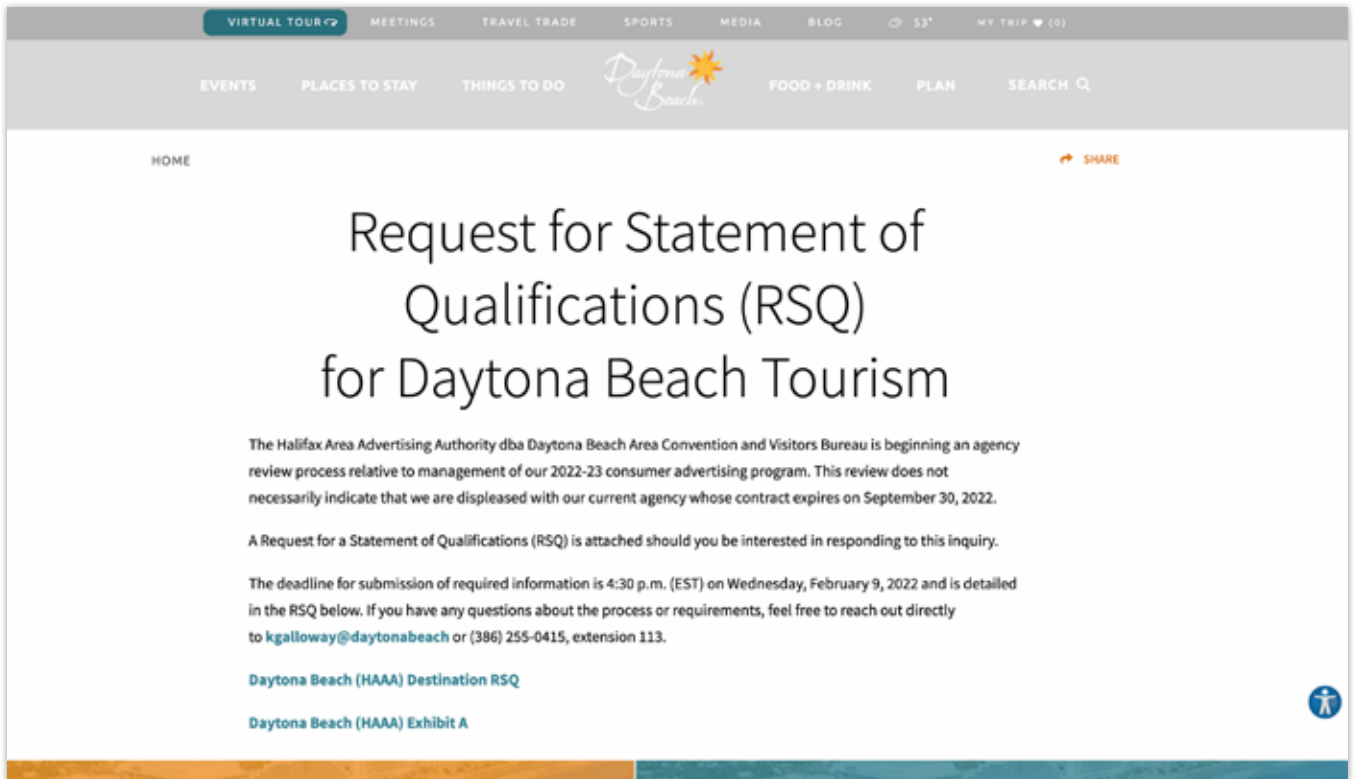
Tab 7 - Addenda



Tab 7. Addenda

Any addenda issued subsequent to the release of this solicitation must be signed and returned with the firm's proposal. Failure to return signed addenda may be cause for the proposal to be considered non-responsive.

As of February 7, no addenda has been issued.



David M. Di Maggio

Tab 8 - Completed Taxpayer Identification Number



Completed Taxpayer Identification Number

Include a completed W-9 or TIN form for the firm.

<p>Form W-9 (Rev. October 2018) Department of the Treasury Internal Revenue Service</p>	<p>Request for Taxpayer Identification Number and Certification</p> <p>► Go to www.irs.gov/FormW9 for instructions and the latest information.</p>	<p>Give Form to the requester. Do not send to the IRS.</p>																					
<p>1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank. Aqua Marketing & Communications, Inc.</p> <p>2 Business name/disregarded entity name, if different from above</p>																							
<p>Print or type. See Specific Instructions on page 3.</p>	<p>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.</p> <p> <input type="checkbox"/> Individual/sole proprietor or single-member LLC <input type="checkbox"/> C Corporation <input checked="" type="checkbox"/> S Corporation <input type="checkbox"/> Partnership <input type="checkbox"/> Trust/estate <input type="checkbox"/> Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=Partnership) ► _____ <small>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.</small> <input type="checkbox"/> Other (see instructions) ► _____ </p>																						
<p>5 Address (number, street, and apt. or suite no.) See instructions. 360 Central Avenue, STE 420</p> <p>6 City, state, and ZIP code Saint Petersburg, FL 33701</p> <p>7 List account number(s) here (optional)</p>		<p>4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):</p> <p>Exempt payee code (if any) _____</p> <p>Exemption from FATCA reporting code (if any) _____</p> <p><small>(Applies to accounts maintained outside the U.S.)</small></p> <p>Requester's name and address (optional)</p>																					
<p>Part I Taxpayer Identification Number (TIN)</p> <p>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 <i>How to get a TIN</i>, later.</p> <p>Note: If the account is in more than one name, see the instructions for line 1. Also see <i>What Name and Number To Give the Requester</i> for guidelines on whose number to enter.</p>																							
		<p>Social security number</p> <table border="1" style="width: 100%; text-align: center;"> <tr> <td style="width: 20px;"> </td> <td style="width: 20px;"> </td> <td style="width: 20px;"> </td> <td style="width: 20px;">-</td> <td style="width: 20px;"> </td> <td style="width: 20px;"> </td> <td style="width: 20px;"> </td> <td style="width: 20px;">-</td> <td style="width: 20px;"> </td> <td style="width: 20px;"> </td> <td style="width: 20px;"> </td> </tr> </table> <p>or</p> <p>Employer identification number</p> <table border="1" style="width: 100%; text-align: center;"> <tr> <td style="width: 20px;">2</td> <td style="width: 20px;">7</td> <td style="width: 20px;">-</td> <td style="width: 20px;">4</td> <td style="width: 20px;">1</td> <td style="width: 20px;">9</td> <td style="width: 20px;">5</td> <td style="width: 20px;">9</td> <td style="width: 20px;">2</td> <td style="width: 20px;">2</td> </tr> </table>				-				-				2	7	-	4	1	9	5	9	2	2
			-				-																
2	7	-	4	1	9	5	9	2	2														
<p>Part II Certification</p> <p>Under penalties of perjury, I certify that:</p> <ol style="list-style-type: none"> 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. <p>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.</p>																							
<p>Sign Here</p>	<p>Signature of U.S. person ► <i>Daniel M. DeStefano</i></p> <p>Date ► <i>1/28/22</i></p>																						
<p>General Instructions</p> <p>Section references are to the Internal Revenue Code unless otherwise noted.</p> <p>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.</p> <p>Purpose of Form</p> <p>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.</p> <ul style="list-style-type: none"> 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) <p>Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.</p> <p><i>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.</i></p>																							
<p>Cat. No. 10231X</p>		<p>Form W-9 (Rev. 10-2018)</p>																					

HOLD HARMLESS AGREEMENT

I, , (*print owner's name*), am the owner of (*print company name*), an [incorporated / unincorporated] business operating in the State of Florida. As such, I am bound by all laws of the state of Florida, including but not limited to those regarding the workers' compensation law.

I hereby affirm that I or [the above-named business] employs fewer than four (4) employees, all of whom are listed below, including myself, and therefore, the business is exempt from the statutory requirement for workers' compensation insurance for its employees. I certify that I will provide Halifax Area Advertising Authority with the name of each new employee together with all required waivers and releases for each prior to any employee being allowed to work to provide services under the contract set forth below. If any such employee is allowed to work without a signed waiver and release, such action will be a material breach of this Agreement. All signed waivers and releases shall be furnished before the commencement of any work by an employee or the undersigned to the Executive Director of HAAA and/or HAAA Board Chair or other designated HAAA representative.

On, 20 , I, , the above-named business entered into a contract for (please insert description of contract), hereinafter "Contract" which is incorporated by reference hereto.

On behalf of myself, , and the employees listed below, I and they hereby agree to waive and release any and all workers' compensation claims or liens under Chapter 440, Florida Statutes, against HAAA and its agents, officials and employees, arising from any work or services provided under the Contract whether or not it shall be alleged or determined that the act was caused by intention, or through negligence or omission of HAAA or its agents, officials and employees or subcontractors.

In the event that a workers' compensation claim or lien is made against HAAA and/or its agents, officials or employees by myself or my employees or agents as a result of any work or services performed under the Contract, I agree to indemnify, keep and hold harmless Halifax Area Advertising Authority, its agents, officials and employees, against all injuries, deaths, losses, damages, claims, liabilities, judgments, costs and expenses, direct, indirect or consequential (including, but not limited to, fees and charges of attorneys and other professionals) arising out of the Contract with HAAA, whether or not it shall be alleged or determined that the act was caused by intention or through negligence or omission of HAAA or its employees, agents, or subcontractors. I, or the above-named business, shall pay all charges of attorneys and all costs and other expenses incurred in connection with the indemnity provided herein, and if any judgment shall be rendered against HAAA in any action indemnified hereby, I or the above-named business, shall, at my or its own expense, satisfy and discharge the same. The foregoing is not intended nor should it be construed as, a waiver of sovereign immunity of the Halifax Area Advertising Authority under Section 768.28, Florida Statutes.

Owner: (*print name*) (*signature*) Employee 1: (*print name*) (*signature*) Employee 2: (*print name*) (*signature*) Employee 3: (*print name*) (*signature*)