

PUBLIC MEETING NOTICE



The Mississippi Gulf Coast Regional Convention and Visitors Bureau d/b/a Coastal Mississippi will hold a regularly scheduled monthly Board meeting for the purposes of the following:

Thursday, September 29, 2022

3:00pm-5:00pm

**Coastal Mississippi Board Room
2350 Beach Blvd, Suite A
Biloxi, MS 39531**

AGENDA

**Coastal Mississippi
Monthly Board Meeting
September 2022 Monthly Board Meeting
Thursday, September 29, 2022, 3:00 pm - 5:00 pm
Coastal Mississippi Boardroom**

- A. Call to Order
- B. Introductions of Guests

Please limit speaking to no more than three (3) minutes per guest.

- C. Antitrust, Conflicts, Confidentiality Reminder
 - 1. Please complete and sign the paperwork in your labeled folders if you have one at your seat
- D. President's Report
- E. Consent Agenda- [Action Requested](#)

- 1. Approval of August 25th Monthly Meeting Minutes
- 2. Financial Report
 - a. Supplemental Financial Information
- 3. Departmental Reports
- 4. Executive Director Report - Judy Young
- 5. KPI Report
- 6. August Calendar of Events

- F. Legal - Contracts & Agreements
 - 1. Amended Resolution for Group Incentive Payment- [Action Requested](#)
 - 2. Amendment for Palladium Media Agreement- [Action Requested](#)
 - 3. Bridge Media Agreement Renewal (Coast Champions)- [Action Requested](#)
 - 4. Second Addendum to Cascio Sanford Government Law Group, PLLC- [Action Requested](#)
 - 5. Simpleview Work Orders- [Action Requested](#)

- G. Old Business

- H. New Business

- 1. Legal RFP (Wayfinding Project)- [Action Requested](#)
- 2. Architecture and Project Management RFP (Wayfinding Project)- [Action Requested](#)
- 3. Fahlgren Mortine Addendum to Statement of Work- [Action Requested](#)

- I. Executive Session - [Action Requested](#)

- J. Adjourn - [Action Requested](#)

- K. Reminders:

> Coastal Mississippi Monthly Board Meeting

October Meeting Date 10/27/22 Coastal Mississippi Boardroom

L. *Items of Future Consideration (Informational Purposes Only)*

1. Cruisin' The Coast- October 3- 9

COASTAL MISSISSIPPI BOARD MEETING
September 29, 2022
OFFICIAL MINUTES

The Coastal Mississippi Board met Thursday, September 29, 2022, at 3:00 p.m. in the Coastal Mississippi Boardroom located at 2350 Beach Blvd., Suite A, Biloxi, MS 39531.

Commissioners Present: Greg Cronin, President; Jimmie Ladner, Vice President/President-Elect; Richard Marsh, Treasurer; Jackie Avery, Jr., Secretary; Ann Stewart Bill Holmes, Blaine LaFontaine, Danny Hansen, Janet McMurphy, Jerry St. Pé, Kim Fritz, Nikki Moon, Paige Roberts, Rusty David, Thomas Sherman

Commissioners Absent: None

Staff Members Present: Judy Young, Executive Director; Pam Tomasovsky, Director of Finance & Employee Relations; Zach Holifield, Director of Leisure Business Development; Duncan Ing, Executive Administrator

Others Present: Hugh Keating, Legal Counsel; Gloria Frey, Mississippi Coast Coliseum and Convention Center; Tanya Pence, Palladium Media

President Greg Cronin called the meeting to order at 3:03 p.m.

1. Introduction of Guests

2. Antitrust, Conflicts, Confidentiality Reminder

3. Commissioner LaFontaine made the motion to amend the agenda by adding the social media RFP, Airport Insurance Agreement, Walter Anderson Museum Request, and the Peter Mayer Statement of Work as items 5, 6, 7, and 8, under New Business, respectively. Seconded by Commissioner Moon. President Cronin called the question, with the following results:

| | | | |
|-------------------------|----------------|-----------------------|----------------|
| Commissioner Avery, Jr. | Voted ---- Yes | Commissioner Marsh | Voted ---- Yes |
| Commissioner David | Voted ---- Yes | Commissioner McMurphy | Voted ---- Yes |
| Commissioner Fritz | Voted ---- Yes | Commissioner Moon | Voted ---- Yes |
| Commissioner Hansen | Voted ---- Yes | Commissioner Roberts | Voted ---- Yes |
| Commissioner Holmes | Voted ---- Yes | Commissioner St. Pé | Voted ---- Yes |
| Commissioner Ladner | Voted ---- Yes | Commissioner Stewart | Voted ---- Yes |
| Commissioner LaFontaine | Voted ---- Yes | Commissioner Sherman | Voted ---- Yes |

The motion having been duly made, seconded, and a favorable vote received from the Board, President Cronin declared the motion adopted September 29, 2022.

4. President's Report

5. Commissioner Hansen made the motion to approve the consent agenda with the minutes pulled out. Accordingly, the financial report, supplemental financial information, departmental reports, executive director's report, KPI report, and the October Calendar of Events were approved. Seconded by Commissioner Fritz. President Cronin called the question, with the following results:

| | | | |
|-------------------------|----------------|-----------------------|----------------|
| Commissioner Avery, Jr. | Voted ---- Yes | Commissioner Marsh | Voted ---- Yes |
| Commissioner David | Voted ---- Yes | Commissioner McMurphy | Voted ---- Yes |
| Commissioner Fritz | Voted ---- Yes | Commissioner Moon | Voted ---- Yes |

| | | | |
|-------------------------|----------------|----------------------|----------------|
| Commissioner Hansen | Voted ---- Yes | Commissioner Roberts | Voted ---- Yes |
| Commissioner Holmes | Voted ---- Yes | Commissioner St. Pé | Voted ---- Yes |
| Commissioner Ladner | Voted ---- Yes | Commissioner Stewart | Voted ---- Yes |
| Commissioner LaFontaine | Voted ---- Yes | Commissioner Sherman | Voted ---- Yes |

The motion having been duly made, seconded, and a favorable vote received from the Board, President Cronin declared the motion adopted September 29, 2022.

6. Commissioner Hansen made the motion to amend the August 25, 2022, Minutes by changing “ratify” to “elect” in item 16, and to remove the vote under item 18, as it was unnecessary because the motion was withdrawn, seconded by Commissioner Thomas. President Cronin called the question, with the following results:

| | | | |
|-------------------------|----------------|-----------------------|----------------|
| Commissioner Avery, Jr. | Voted ---- Yes | Commissioner Marsh | Voted ---- Yes |
| Commissioner David | Voted ---- Yes | Commissioner McMurphy | Voted ---- Yes |
| Commissioner Fritz | Voted ---- Yes | Commissioner Moon | Voted ---- Yes |
| Commissioner Hansen | Voted ---- Yes | Commissioner Roberts | Voted ---- Yes |
| Commissioner Holmes | Voted ---- Yes | Commissioner St. Pé | Voted ---- Yes |
| Commissioner Ladner | Voted ---- Yes | Commissioner Stewart | Voted ---- Yes |
| Commissioner LaFontaine | Voted ---- Yes | Commissioner Sherman | Voted ---- Yes |

The motion having been duly made, seconded, and a favorable vote received from the Board, President Cronin declared the motion adopted September 29, 2022.

Hugh Keating, Legal Counsel reported on the following items:

7. Commissioner Fritz made the motion to approve the Amended Resolution for Group Incentive Payment for Dennis Shoemaker. Seconded by Commissioner Moon. President Cronin called the question, with the following results:

| | | | |
|-------------------------|----------------|-----------------------|----------------|
| Commissioner Avery, Jr. | Voted ---- Yes | Commissioner Marsh | Voted ---- Yes |
| Commissioner David | Voted ---- Yes | Commissioner McMurphy | Voted ---- Yes |
| Commissioner Fritz | Voted ---- Yes | Commissioner Moon | Voted ---- Yes |
| Commissioner Hansen | Voted ---- Yes | Commissioner Roberts | Voted ---- Yes |
| Commissioner Holmes | Voted ---- Yes | Commissioner St. Pé | Voted ---- Yes |
| Commissioner Ladner | Voted ---- Yes | Commissioner Stewart | Voted ---- Yes |
| Commissioner LaFontaine | Voted ---- Yes | Commissioner Sherman | Voted ---- Yes |

The motion having been duly made, seconded, and a favorable vote received from the Board, President Cronin declared the motion adopted September 29, 2022.

8. Commissioner LaFontaine made the motion to approve the Amendment for the Palladium Media Agreement, Seconded by Commissioner Holmes. President Cronin called the question, with the following results:

| | | | |
|-------------------------|----------------|-----------------------|----------------|
| Commissioner Avery, Jr. | Voted ---- Yes | Commissioner Marsh | Voted ---- Yes |
| Commissioner David | Voted ---- Yes | Commissioner McMurphy | Voted ---- Yes |
| Commissioner Fritz | Voted ---- Yes | Commissioner Moon | Voted ---- Yes |
| Commissioner Hansen | Voted ---- Yes | Commissioner Roberts | Voted ---- Yes |
| Commissioner Holmes | Voted ---- Yes | Commissioner St. Pé | Voted ---- Yes |
| Commissioner Ladner | Voted ---- Yes | Commissioner Stewart | Voted ---- Yes |
| Commissioner LaFontaine | Voted ---- Yes | Commissioner Sherman | Voted ---- Yes |

The motion having been duly made, seconded, and a favorable vote received from the Board, President Cronin declared the motion adopted September 29, 2022.

9. Commissioner McMurphy made the motion to approve the Bridge Media (Coast Champions) Renewal Agreement, seconded by Commissioner Moon. President Cronin called the question, with the following results:

| | | | |
|-------------------------|----------------|-----------------------|----------------|
| Commissioner Avery, Jr. | Voted ---- Yes | Commissioner Marsh | Voted ---- Yes |
| Commissioner David | Voted ---- Yes | Commissioner McMurphy | Voted ---- Yes |
| Commissioner Fritz | Voted ---- Yes | Commissioner Moon | Voted ---- Yes |
| Commissioner Hansen | Voted ---- Yes | Commissioner Roberts | Voted ---- Yes |
| Commissioner Holmes | Voted ---- Yes | Commissioner St. Pé | Voted ---- Yes |
| Commissioner Ladner | Voted ---- Yes | Commissioner Stewart | Voted ---- Yes |
| Commissioner LaFontaine | Voted ---- Yes | Commissioner Sherman | Voted ---- Yes |

The motion having been duly made, seconded, and a favorable vote received from the Board, President Cronin declared the motion adopted September 29, 2022.

10. Commissioner Holmes made the motion to approve the Second Addendum to Cascio Sanford Government Law Group, PLLC Agreement, seconded by Commissioner Ladner. President Cronin called the question, with the following results:

| | | | |
|-------------------------|----------------|-----------------------|----------------|
| Commissioner Avery, Jr. | Voted ---- Yes | Commissioner Marsh | Voted ---- Yes |
| Commissioner David | Voted ---- Yes | Commissioner McMurphy | Voted ---- Yes |
| Commissioner Fritz | Voted ---- Yes | Commissioner Moon | Voted ---- Yes |
| Commissioner Hansen | Voted ---- Yes | Commissioner Roberts | Voted ---- Yes |
| Commissioner Holmes | Voted ---- Yes | Commissioner St. Pé | Voted ---- Yes |
| Commissioner Ladner | Voted ---- Yes | Commissioner Stewart | Voted ---- Yes |
| Commissioner LaFontaine | Voted ---- Yes | Commissioner Sherman | Voted ---- Yes |

The motion having been duly made, seconded, and a favorable vote received from the Board, President Cronin declared the motion adopted September 29, 2022.

11. Commissioner Ladner made the motion to approve the following Simpleview Work Orders: Audio Eye, Content Creation Statement of Work, Conversion Rate Optimization, and Marketing Automation, seconded by Commissioner Sherman. President Cronin called the question, with the following results:

| | | | |
|-------------------------|----------------|-----------------------|----------------|
| Commissioner Avery, Jr. | Voted ---- Yes | Commissioner Marsh | Voted ---- Yes |
| Commissioner David | Voted ---- Yes | Commissioner McMurphy | Voted ---- Yes |
| Commissioner Fritz | Voted ---- Yes | Commissioner Moon | Voted ---- Yes |
| Commissioner Hansen | Voted ---- Yes | Commissioner Roberts | Voted ---- Yes |
| Commissioner Holmes | Voted ---- Yes | Commissioner St. Pé | Voted ---- Yes |
| Commissioner Ladner | Voted ---- Yes | Commissioner Stewart | Voted ---- Yes |
| Commissioner LaFontaine | Voted ---- Yes | Commissioner Sherman | Voted ---- Yes |

The motion having been duly made, seconded, and a favorable vote received from the Board, President Cronin declared the motion adopted September 29, 2022.

12. Commissioner Marsh made the motion to approve CVENT paid with EDA funds, seconded by

| | | | |
|-------------------------|----------------|-----------------------|----------------|
| Commissioner Avery, Jr. | Voted ---- Yes | Commissioner Marsh | Voted ---- Yes |
| Commissioner David | Voted ---- Yes | Commissioner McMurphy | Voted ---- Yes |
| Commissioner Fritz | Voted ---- Yes | Commissioner Moon | Voted ---- Yes |
| Commissioner Hansen | Voted ---- Yes | Commissioner Roberts | Voted ---- Yes |
| Commissioner Holmes | Voted ---- Yes | Commissioner St. Pé | Voted ---- Yes |
| Commissioner Ladner | Voted ---- Yes | Commissioner Stewart | Voted ---- Yes |
| Commissioner LaFontaine | Voted ---- Yes | Commissioner Sherman | Voted ---- Yes |

The motion having been duly made, seconded, and a favorable vote received from the Board, President Cronin declared the motion adopted September 29, 2022.

13. Old Business: No Action Taken

14. New Business:

15. Commissioner Holmes made the motion to approve the Legal RFP for the Wayfinding Project with the following changes: Disallow bids via email, delete the “other” category for the scoring process and add those points to “Ability to Accomplish Work”, add a deadline for questions and answers, add a no contact statement for staff with a conflict of interest statement, commissioners, and bid respondents, any questions asked by one respondent must be sent to all with an answer, all bids will be opened during the same board meeting, and the top three respondents and respective scoresheets will be submitted to the board to begin negotiations, also, Commissioners Ladner and LaFontaine will be on a Task Force that will review the RFPs and the original taskforce will be reengaged, seconded by Commissioner McMurphy. President Cronin called the question, with the following results:

| | | | |
|-------------------------|----------------|-----------------------|----------------|
| Commissioner Avery, Jr. | Voted ---- Yes | Commissioner Marsh | Voted ---- Yes |
| Commissioner David | Voted ---- Yes | Commissioner McMurphy | Voted ---- Yes |
| Commissioner Fritz | Voted ---- Yes | Commissioner Moon | Voted ---- Yes |
| Commissioner Hansen | Voted ---- Yes | Commissioner Roberts | Voted ---- Yes |
| Commissioner Holmes | Voted ---- Yes | Commissioner St. Pé | Voted ---- Yes |
| Commissioner Ladner | Voted ---- Yes | Commissioner Stewart | Voted ---- Yes |
| Commissioner LaFontaine | Voted ---- Yes | Commissioner Sherman | Voted ---- Yes |

The motion having been duly made, seconded, and a favorable vote received from the Board, President Cronin declared the motion adopted September 29, 2022.

16. Commissioner Moon made the motion to approve the Architecture and Project Management RFP for the Wayfinding Project with the same changes as the Legal RFP for the Wayfinding Project, seconded by Commissioner Marsh. President Cronin called the question, with the following results:

| | | | |
|-------------------------|----------------|-----------------------|----------------|
| Commissioner Avery, Jr. | Voted ---- Yes | Commissioner Marsh | Voted ---- Yes |
| Commissioner David | Voted ---- Yes | Commissioner McMurphy | Voted ---- Yes |
| Commissioner Fritz | Voted ---- Yes | Commissioner Moon | Voted ---- Yes |
| Commissioner Hansen | Voted ---- Yes | Commissioner Roberts | Voted ---- Yes |
| Commissioner Holmes | Voted ---- Yes | Commissioner St. Pé | Voted ---- Yes |
| Commissioner Ladner | Voted ---- Yes | Commissioner Stewart | Voted ---- Yes |
| Commissioner LaFontaine | Voted ---- Yes | Commissioner Sherman | Voted ---- Yes |

The motion having been duly made, seconded, and a favorable vote received from the Board, President Cronin declared the motion adopted September 29, 2022.

17. Commissioner Moon made the motion to approve the FY '22 Funds Carryover, seconded by Commissioner Marsh. President Cronin called the question, with the following results:

| | | | |
|-------------------------|----------------|-----------------------|----------------|
| Commissioner Avery, Jr. | Voted ---- Yes | Commissioner Marsh | Voted ---- Yes |
| Commissioner David | Voted ---- Yes | Commissioner McMurphy | Voted ---- Yes |
| Commissioner Fritz | Voted ---- Yes | Commissioner Moon | Voted ---- Yes |
| Commissioner Hansen | Voted ---- Yes | Commissioner Roberts | Voted ---- Yes |
| Commissioner Holmes | Voted ---- Yes | Commissioner St. Pé | Voted ---- Yes |
| Commissioner Ladner | Voted ---- Yes | Commissioner Stewart | Voted ---- Yes |

Commissioner LaFontaine Voted ---- Yes Commissioner Sherman Voted ---- Yes
The motion having been duly made, seconded, and a favorable vote received from the Board,
President Cronin declared the motion adopted September 29, 2022.

18. Commissioner David made the motion to move the October, November, and December board meetings to October 26th at 9:00 AM, November 30th at 9:00 AM, and December 15th at 3:00 PM respectively, seconded by Commissioner Hansen. President Cronin called the question, with the following results:

| | | | |
|-------------------------|----------------|-----------------------|----------------|
| Commissioner Avery, Jr. | Voted ---- Yes | Commissioner Marsh | Voted ---- Yes |
| Commissioner David | Voted ---- Yes | Commissioner McMurphy | Voted ---- Yes |
| Commissioner Fritz | Voted ---- Yes | Commissioner Moon | Voted ---- Yes |
| Commissioner Hansen | Voted ---- Yes | Commissioner Roberts | Voted ---- Yes |
| Commissioner Holmes | Voted ---- Yes | Commissioner St. Pé | Voted ---- Yes |
| Commissioner Ladner | Voted ---- Yes | Commissioner Stewart | Voted ---- Yes |
| Commissioner LaFontaine | Voted ---- Yes | Commissioner Sherman | Voted ---- Yes |

The motion having been duly made, seconded, and a favorable vote received from the Board,
President Cronin declared the motion adopted September 29, 2022.

19. Commissioner Ladner made the motion to move the Social Media RFP to the end of New Business, seconded by Commissioner Hansen. President Cronin called the question, with the following results:

| | | | |
|-------------------------|----------------|-----------------------|----------------|
| Commissioner Avery, Jr. | Voted ---- Yes | Commissioner Marsh | Voted ---- Yes |
| Commissioner David | Voted ---- Yes | Commissioner McMurphy | Voted ---- Yes |
| Commissioner Fritz | Voted ---- Yes | Commissioner Moon | Voted ---- Yes |
| Commissioner Hansen | Voted ---- Yes | Commissioner Roberts | Voted ---- Yes |
| Commissioner Holmes | Voted ---- Yes | Commissioner St. Pé | Voted ---- Yes |
| Commissioner Ladner | Voted ---- Yes | Commissioner Stewart | Voted ---- Yes |
| Commissioner LaFontaine | Voted ---- Yes | Commissioner Sherman | Voted ---- Yes |

The motion having been duly made, seconded, and a favorable vote received from the Board,
President Cronin declared the motion adopted September 29, 2022.

20. Commissioner Ladner made the motion to approve the GBRAA Insurance Agreement Renewal, seconded by Commissioner Holmes, President Cronin called the question, with the following results:

| | | | |
|-------------------------|----------------|-----------------------|----------------|
| Commissioner Avery, Jr. | Voted ---- Yes | Commissioner Marsh | Voted ---- Yes |
| Commissioner David | Voted ---- Yes | Commissioner McMurphy | Voted ---- Yes |
| Commissioner Fritz | Voted ---- Yes | Commissioner Moon | Voted ---- Yes |
| Commissioner Hansen | Voted ---- Yes | Commissioner Roberts | Voted ---- Yes |
| Commissioner Holmes | Voted ---- Yes | Commissioner St. Pé | Voted ---- Yes |
| Commissioner Ladner | Voted ---- Yes | Commissioner Stewart | Voted ---- Yes |
| Commissioner LaFontaine | Voted ---- Yes | Commissioner Sherman | Voted ---- Yes |

The motion having been duly made, seconded, and a favorable vote received from the Board,
President Cronin declared the motion adopted September 29, 2022.

21. Commissioner Moon made the motion to approve the Walter Anderson Museum Request for \$5,000.00, seconded by Commissioner Marsh. President Cronin called the question, with the following results:

| | | | |
|-------------------------|----------------|--------------------|------------------|
| Commissioner Avery, Jr. | Voted ---- Yes | Commissioner Marsh | Voted ---Opposed |
|-------------------------|----------------|--------------------|------------------|

| | | | |
|-------------------------|------------------|-----------------------|------------------|
| Commissioner David | Voted ---Opposed | Commissioner McMurphy | Voted ---Opposed |
| Commissioner Fritz | Voted ---Opposed | Commissioner Moon | Voted ---Opposed |
| Commissioner Hansen | Voted ---Opposed | Commissioner Roberts | Voted ---Opposed |
| Commissioner Holmes | Voted ---Opposed | Commissioner St. Pé | Voted ---Opposed |
| Commissioner Ladner | Voted ---Opposed | Commissioner Stewart | Voted ---Opposed |
| Commissioner LaFontaine | Voted ---Opposed | Commissioner Sherman | Voted ---Opposed |

The motion having been duly made, seconded, and an unfavorable vote received from the Board, President Cronin declared the motion failed September 29, 2022.

22. Commissioner Holmes made the motion to approve marketing assistance for the Walter Anderson Museum's Silent Night Event up to \$5,000.00 with the stipulation that it be put towards up to 50% of the marketing and advertising budget outside of the six local counties, if they submit a marketing assistance application, as such would bring into favorable notice the tourism opportunities and possibilities, attractions, and events in Coastal Mississippi. Seconded by Commissioner Ladner. President Cronin called the question, with the following results:

| | | | |
|-------------------------|----------------|-----------------------|----------------|
| Commissioner Avery, Jr. | Voted ---- Yes | Commissioner Marsh | Voted ---- Yes |
| Commissioner David | Voted ---- Yes | Commissioner McMurphy | Voted ---- Yes |
| Commissioner Fritz | Voted ---- Yes | Commissioner Moon | Voted ---- Yes |
| Commissioner Hansen | Voted ---- Yes | Commissioner Roberts | Voted ---- Yes |
| Commissioner Holmes | Voted ---- Yes | Commissioner St. Pé | Voted ---- Yes |
| Commissioner Ladner | Voted ---- Yes | Commissioner Stewart | Voted ---- Yes |
| Commissioner LaFontaine | Voted ---- Yes | Commissioner Sherman | Voted ---- Yes |

The motion having been duly made, seconded, and a favorable vote received from the Board, President Cronin declared the motion adopted September 29, 2022.

23. Commissioner Roberts made the motion to approve the Peter Mayer Statement of Work with the language in red regarding the performance incentive being deleted, seconded by Commissioner Sherman. President Cronin called the question, with the following results:

| | | | |
|-------------------------|----------------|-----------------------|----------------|
| Commissioner Avery, Jr. | Voted ---- Yes | Commissioner Marsh | Voted ---- Yes |
| Commissioner David | Voted ---- Yes | Commissioner McMurphy | Voted ---- Yes |
| Commissioner Fritz | Voted ---- Yes | Commissioner Moon | Voted ---- Yes |
| Commissioner Hansen | Voted ---- Yes | Commissioner Roberts | Voted ---- Yes |
| Commissioner Holmes | Voted ---- Yes | Commissioner St. Pé | Voted ---- Yes |
| Commissioner Ladner | Voted ---- Yes | Commissioner Stewart | Voted ---- Yes |
| Commissioner LaFontaine | Voted ---- Yes | Commissioner Sherman | Voted ---- Yes |

The motion having been duly made, seconded, and a favorable vote received from the Board, President Cronin declared the motion adopted September 29, 2022.

24. Commissioner Hansen made the motion to approve the Social Media RFP with the same stipulations as the Legal RFP for the Wayfinding Project with President Cronin appointing two commissioners to a review committee, seconded by Commissioner Ladner. President Cronin called the question, with the following results:

| | | | |
|-------------------------|----------------|-----------------------|----------------|
| Commissioner Avery, Jr. | Voted ---- Yes | Commissioner Marsh | Voted ---- Yes |
| Commissioner David | Voted ---- Yes | Commissioner McMurphy | Voted ---- Yes |
| Commissioner Fritz | Voted ---- Yes | Commissioner Moon | Voted ---- Yes |
| Commissioner Hansen | Voted ---- Yes | Commissioner Roberts | Voted ---- Yes |
| Commissioner Holmes | Voted ---- Yes | Commissioner St. Pé | Voted ---- Yes |
| Commissioner Ladner | Voted ---- Yes | Commissioner Stewart | Voted ---- Yes |
| Commissioner LaFontaine | Voted ---- Yes | Commissioner Sherman | Voted ---- Yes |

The motion having been duly made, seconded, and a favorable vote received from the Board, President Cronin declared the motion adopted September 29, 2022.

25. Commissioner Stewart made the motion to enter into Closed Session for the purposes of discussing the need to enter into Executive Session, seconded by Commissioner McMurphy. President Cronin called the question, with the following results:

| | | | |
|-------------------------|----------------|-----------------------|----------------|
| Commissioner Avery, Jr. | Voted ---- Yes | Commissioner Marsh | Voted ---- Yes |
| Commissioner David | Voted ---- Yes | Commissioner McMurphy | Voted ---- Yes |
| Commissioner Fritz | Voted ---- Yes | Commissioner Moon | Voted ---- Yes |
| Commissioner Hansen | Voted ---- Yes | Commissioner Roberts | Voted ---- Yes |
| Commissioner Holmes | Voted ---- Yes | Commissioner St. Pé | Voted ---- Yes |
| Commissioner Ladner | Voted ---- Yes | Commissioner Stewart | Voted ---- Yes |
| Commissioner LaFontaine | Voted ---- Yes | Commissioner Sherman | Voted ---- Yes |

The motion having been duly made, seconded, and a favorable vote received from the Board, President Cronin declared the motion adopted September 29, 2022.

26. Commissioner Stewart made the motion to exit Closed Session and reconvene in open meeting, seconded by Commissioner Hansen. President Cronin called the question, with the following results:

| | | | |
|-------------------------|----------------|-----------------------|----------------|
| Commissioner Avery, Jr. | Voted ---- Yes | Commissioner Marsh | Voted ---- Yes |
| Commissioner David | Voted ---- Yes | Commissioner McMurphy | Voted ---- Yes |
| Commissioner Fritz | Voted ---- Yes | Commissioner Moon | Voted ---- Yes |
| Commissioner Hansen | Voted ---- Yes | Commissioner Roberts | Voted ---- Yes |
| Commissioner Holmes | Voted ---- Yes | Commissioner St. Pé | Voted ---- Yes |
| Commissioner Ladner | Voted ---- Yes | Commissioner Stewart | Voted ---- Yes |
| Commissioner LaFontaine | Voted ---- Yes | Commissioner Sherman | Voted ---- Yes |

The motion having been duly made, seconded, and a favorable vote received from the Board, President Cronin declared the motion adopted September 29, 2022.

Legal Counsel stated no official action was taken in Closed Session

27. Commissioner Holmes made the motion to enter into Executive Session for the purposes of discussing personnel matters related to two individuals and a new employee, as well as to discuss personnel matters related to employment agreements, seconded by Commissioner Moon. President Cronin called the question, with the following results:

| | | | |
|-------------------------|----------------|-----------------------|----------------|
| Commissioner Avery, Jr. | Voted ---- Yes | Commissioner Marsh | Voted ---- Yes |
| Commissioner David | Voted ---- Yes | Commissioner McMurphy | Voted ---- Yes |
| Commissioner Fritz | Voted ---- Yes | Commissioner Moon | Voted ---- Yes |
| Commissioner Hansen | Voted ---- Yes | Commissioner Roberts | Voted ---- Yes |
| Commissioner Holmes | Voted ---- Yes | Commissioner St. Pé | Voted ---- Yes |
| Commissioner Ladner | Voted ---- Yes | Commissioner Stewart | Voted ---- Yes |
| Commissioner LaFontaine | Voted ---- Yes | Commissioner Sherman | Voted ---- Yes |

The motion having been duly made, seconded, and a favorable vote received from the Board, President Cronin declared the motion adopted September 29, 2022.

28. Commissioner Holmes made the motion to exit Executive Session and reconvene in open meeting, seconded by Commissioner Fritz. President Cronin called the question, with the following results:

| | | | |
|-------------------------|----------------|-----------------------|----------------|
| Commissioner Avery, Jr. | Voted ---- Yes | Commissioner Marsh | Voted ---- Yes |
| Commissioner David | Voted ---- Yes | Commissioner McMurphy | Voted ---- Yes |
| Commissioner Fritz | Voted ---- Yes | Commissioner Moon | Voted ---- Yes |
| Commissioner Hansen | Voted ---- Yes | Commissioner Roberts | Voted ---- Yes |
| Commissioner Holmes | Voted ---- Yes | Commissioner St. Pé | Voted ---- Yes |
| Commissioner Ladner | Voted ---- Yes | Commissioner Stewart | Voted ---- Yes |
| Commissioner LaFontaine | Voted ---- Yes | Commissioner Sherman | Voted ---- Yes |

The motion having been duly made, seconded, and a favorable vote received from the Board, President Cronin declared the motion adopted September 29, 2022.

Legal Counsel stated no official action was taken in Executive Session

29. Commissioner Moon made the motion to approve the salary ranges and goals for Sales Executives, as well as to authorize the Executive Director and Board President to change the organizational chart, job descriptions, and goals as discussed in Executive Session. Seconded by Commissioner Marsh. President Cronin called the question, with the following results:

| | | | |
|-------------------------|----------------|-----------------------|----------------|
| Commissioner Avery, Jr. | Voted ---- Yes | Commissioner Marsh | Voted ---- Yes |
| Commissioner David | Voted ---- Yes | Commissioner McMurphy | Voted ---- Yes |
| Commissioner Fritz | Voted ---- Yes | Commissioner Moon | Voted ---- Yes |
| Commissioner Hansen | Voted ---- Yes | Commissioner Roberts | Voted ---- Yes |
| Commissioner Holmes | Voted ---- Yes | Commissioner St. Pé | Voted ---- Yes |
| Commissioner Ladner | Voted ---- Yes | Commissioner Stewart | Voted ---- Yes |
| Commissioner LaFontaine | Voted ---- Yes | Commissioner Sherman | Voted ---- Yes |

The motion having been duly made, seconded, and a favorable vote received from the Board, President Cronin declared the motion adopted September 29, 2022.

30. Commissioner Fritz made the motion to authorize FY23 goals for the Executive Director, Director of Communications & Engagement, Director of Marketing, and Director of Leisure Business & Sales to be incorporated into their respective employment agreements, which goals include an increase of 5% in lodging tax revenue over prior year actual collected, adherence to annual budgeted revenues and expenditures as adopted by the board, and sales goals being met, seconded by Commissioner Roberts. President Cronin called the question, with the following results:

| | | | |
|-------------------------|----------------|-----------------------|----------------|
| Commissioner Avery, Jr. | Voted ---- Yes | Commissioner Marsh | Voted ---- Yes |
| Commissioner David | Voted ---- Yes | Commissioner McMurphy | Voted ---- Yes |
| Commissioner Fritz | Voted ---- Yes | Commissioner Moon | Voted ---- Yes |
| Commissioner Hansen | Voted ---- Yes | Commissioner Roberts | Voted ---- Yes |
| Commissioner Holmes | Voted ---- Yes | Commissioner St. Pé | Voted ---- Yes |
| Commissioner Ladner | Voted ---- Yes | Commissioner Stewart | Voted ---- Yes |
| Commissioner LaFontaine | Voted ---- Yes | Commissioner Sherman | Voted ---- Yes |

The motion having been duly made, seconded, and a favorable vote received from the Board, President Cronin declared the motion adopted September 29, 2022.

31. Commissioner Hansen made the motion to adjourn the meeting, seconded by Commissioner Ladner. President Cronin called the question, with the following results:

| | | | |
|-------------------------|----------------|-----------------------|----------------|
| Commissioner Avery, Jr. | Voted ---- Yes | Commissioner Marsh | Voted ---- Yes |
| Commissioner David | Voted ---- Yes | Commissioner McMurphy | Voted ---- Yes |

| | | | |
|-------------------------|----------------|----------------------|----------------|
| Commissioner Fritz | Voted ---- Yes | Commissioner Moon | Voted ---- Yes |
| Commissioner Hansen | Voted ---- Yes | Commissioner Roberts | Voted ---- Yes |
| Commissioner Holmes | Voted ---- Yes | Commissioner St. Pé | Voted ---- Yes |
| Commissioner Ladner | Voted ---- Yes | Commissioner Stewart | Voted ---- Yes |
| Commissioner LaFontaine | Voted ---- Yes | Commissioner Sherman | Voted ---- Yes |

The motion having been duly made, seconded, and a favorable vote received from the Board,
President Cronin declared the motion adopted September 29, 2022.

Upon motion made by Commissioner Fritz and seconded by Commissioner Moon, and following discussion and a majority vote thereon, it is RESOLVED as follows:

The action reflected in the Minutes of March 31, 2022, wherein USSSA Global Group Incentive was approved to receive the Group Incentive Payment in connection with the 2022 USSSA Global World Series was the result of inadvertent error and the approval should have been in the name of Dennis Shoemaker d/b/a GSSA Sports. Accordingly, such action should be and hereby is set aside, rescinded and held for naught.

Further, it is RESOLVED that Weston Shoemaker and 33 Sports, LLC, as successors in interest for Dennis Shoemaker, deceased, and his d/b/a GSSA Sports, are entitled to receive and should be and hereby are authorized and directed to be paid the Group Incentive Payment awarded by Coastal Mississippi in the amount of \$15,000.00 for and in consideration of valuable services rendered for the benefit of Coastal Mississippi in connection with the 2022 USSSA Global World Series held on the Mississippi Gulf Coast in June and July, 2022; provided, however, that Weston Shoemaker, individually, and as managing member of 33 Spors, LLC, executes and delivers the Release and Indemnity Agreement attached hereto as Exhibit "A" as a condition precedent to disbursement of the Group Incentive Payment identified herein.

EXHIBIT**"A"****RELEASE AND INDEMNITY AGREEMENT**

The undersigned Weston Shoemaker and 33 Sports, LLC, a Mississippi limited liability company, (herein collectively "RELEASORS AND INDEMNITORS") for and in consideration of the payment of the Group Incentive Payment in the amount of FIFTEEN THOUSAND DOLLARS (\$15,000.00) by the Mississippi Gulf Coast Regional Convention and Visitors Bureau d/b/a Coastal Mississippi, and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, do hereby release, waive, disclaim and discharge Coastal Mississippi and its employees, officers, directors, commissioners, representatives, agents, servants and insurers, (herein collectively "RELEASEES") from any and all demands, claims, liabilities, causes of action, damages and choses in action, of any type whatsoever, direct or indirect, known or unknown, accrued, accruing or which may accrue in the future, arising out of, related to and/or in any way associated with the 2022 USSSA Global World Series held on the Mississippi Gulf Coast in June and July, 2022.

Further, the undersigned, jointly and severally, hereby covenant and agree to indemnify and hold harmless the RELEASEES from and against any and all claims, demands, liabilities, causes of action, damages and choses in action, of any type whatsoever, known or unknown, direct or indirect, accrued, accruing, or which may accrue in the future, arising out of, in any way related to and/or associated with the 2022 USSSA Global World Series held on the Mississippi Gulf Coast in June and July, 2022, which may be asserted by the Estate of Dennis Shoemaker, deceased, or any of his heirs at law, including the widow of the decedent, GSSA Kids, (an administratively dissolved Mississippi company), GSSA Sports, the organization known as USSSA or any of its affiliates, officers, directors,

employees, agents, servants or representatives, and any and all other persons or entities who may assert a claim against RELEASEES for payment of the Group Incentive Payment identified herein.

WITNESS OUR SIGNATURES, this the 26th day of September, 2022.

RELEASORS AND INDEMNITORS

BY: Weston Shoemaker

Weston Shoemaker, individually

33 SPORTS, LLC

BY: Weston Shoemaker

Weston Shoemaker, Managing Member

Amendment to Advertising Agency Agreement

The purpose of this amendment is to extend the terms of the current Advertising Agency Agreement entered into on July 8, 2022.

The terms to be modified are as follows:

Section III(a)(i) Agency Compensation. Extend current contract for 90 days to end on December 9, 2022

Except as expressly modified and supplemented by this amendment, all other terms and conditions in the Original Agreement remain in full effect and continue to bind the parties.

This Amendment will take effect September 12, 2022 after execution by both parties.

In Witness Whereof, the parties have caused this Amendment to be executed by their duly authorized representatives as of the date(s) below.

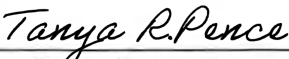
Coastal Mississippi

Palladium Media, L.L.C.

By:


Judy Young

By:


Tanya Pence
Owner/President

Date:


October 3, 2022

Date: 10/10/22



Order Form

22 Jul 2022

CO07222022Bridge

434 Fayetteville Street, Suite 900, Raleigh, NC 27601

Coastal Mississippi
P.O. Box 8005
Biloxi, Mississippi 39535
United States

Zachary Holifield
zachary@coastalmississippi.com
228-896-6699

BILLING INFORMATION

| | | | |
|------------------|---|----------------------|---|
| Billing Contact: | Zachary Holifield zachary@coastalmississippi.com 228-896-6699 | Billing Address: | P.O. Box 8005 Biloxi, Mississippi 39535 United States |
| Payment Terms: | Net 30 | Ship to (Sales Tax): | |
| Billing Terms: | Annual Upfront | | |

ORDER INFORMATION

| | | | |
|----------------------|-------------|----------------------|--------------------|
| Order Form Date: | 22 Jul 2022 | Contract Start Date: | 11 Jan 2022 |
| Pricing Valid Until: | 31 Dec 2022 | Contract End Date: | 31 Oct 2023 |
| | | Service Term: | 12 Month(s) |

PRODUCT INFORMATION

| Products | Quantity | Unit Type | Dates of Service | Price Per Metric | Total |
|--|----------|-----------|---|------------------|----------------------|
| Learning Extended Enterprise: Subscription | 1,920.00 | User | Year 1 Start: 1 Nov 2022 End: 31 Oct 2023 | (USD) \$7.73 | (USD) \$14,841.60 |

| | |
|---------------|--------------------|
| Totals | |
| (USD) | \$14,841.60 |

| PURCHASE ORDER AND TAX INFORMATION | |
|---|--|
| Does your organization require a PO number? | |
| PO # (Type N/A if non-applicable): | |
| Is your organization Tax Exempt? | |
| Tax Exempt # (Type N/A if non-applicable): | |

| Metric | Description |
|--------|--|
| User | User Metric reflects the maximum number of individuals authorized by the Customer to access and/or use the Service and Customer has paid for such access and/or use. |

| Deliverable | Description | Term End Date |
|--|--|---------------|
| Learning Extended Enterprise: Subscription | Bridge Learn Extended Enterprise Subscription: User Metric | 31 Oct 2023 |

By executing this order form each party agrees to be legally bound by the applicable terms and conditions agreed to in the original contract or, in the absence of such, the terms found here: <https://www.getbridge.com/terms-and-conditions/>

getBridge, LLC

Signed by:

Signature:

Peter Brussard

AD57E2DD12B44F...

Name:

Peter Brussard

Title:

President

Date:

Oct-24-2022 | 3:38 PM BST

Coastal Mississippi ("Customer")

Signature:

Judy Yoon
Toby Yoon
Exec Director
10/3/2022

Name:

Title:

Date:

Second Addendum to Agreement for Services

WHEREAS, effective on the 1st day of November, 2020, Mississippi Gulf Coast Regional Convention and Visitors Bureau d/b/a Coastal Mississippi (herein "Coastal Mississippi" or "Client"), and the firm of Cascio Sanford Government Law Group, PLLC, (herein "Contractor"), entered into that certain Agreement for Services, a copy of which is attached as Exhibit "A," for the Contractor's representation of Client as an independent consultant, lobbyist and for other matters; and

WHEREAS, Coastal Mississippi and Contractor entered into that certain Addendum to Agreement for Services for the period of one year (1) beginning on November 1, 2021 to October 31, 2022; and,

WHEREAS, Coastal Mississippi and Contractor desire to enter into this Second Addendum to Agreement for Services in order to renew and extend the term of the Agreement for Services.

NOW, THEREFORE, Coastal Mississippi and Contractor do hereby agree as follows:

1. Coastal Mississippi and Contractor agree to renew and extend the Agreement for Services for a period of one (1) year, and more specifically from November 1, 2022 through October 31, 2023, which may thereafter be renewed for successive periods of one (1) year each, as may be mutually agreed by Coastal Mississippi and Contractor.
2. All other provisions of the Agreement for Services shall remain in full force and effect.

The President of Coastal Mississippi has been authorized to execute this Second Addendum to Agreement for Services, as the authority therefore was ratified and approved on the minutes of Coastal Mississippi at its meeting on the 29th day of September, 2022.

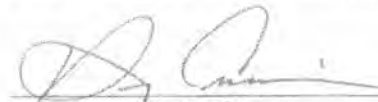
SO AGREED.

Date: _____

Client:

**Mississippi Gulf Coast Regional Convention and
Visitors Bureau d/b/a Coastal Mississippi**

By: _____



Greg Cronin, President

Date: 10/10/22

Contractor:

Cascio Sanford Government Law Group, PLLC

By: _____


Gordon U. Sanford, III, Member



Coastal Mississippi
Content Creation Engagement
Statement of Work



Project:
Content Audit, Creation & Reporting

Boost Your Destination Visits with Content Marketing

Over the last few years, consumer behavior has experienced huge shifts; this is triggered by a greater demand for personalization, and the growth of digital channels. Visitors are now overwhelmed by an abundance of information and options, magnified by shorter attention spans to navigate them. This means that online marketers need to adapt to a new landscape as the traditional purchase cycles we once knew are no longer in place. It is now the duty of today's modern destination marketers to educate and guide these consumers during their research and planning process with content that addresses their personal needs and engages them quickly for a mobile first world.

Whether you've been doing it for years or are just getting started, content creation is tough work. From conducting research all the way through to measuring success there is a lot to cover. In the end it comes down to understanding what great content can do for your destination, who your audience is (and isn't) and what needs to be done to achieve your business objectives and goals.

Methodology & Approach

At the beginning of a full content creation engagement our team has a kick-off call with you to discuss key business objectives. This begins the strategy and planning phase of the content creation process:



We'll ask your team questions such as "what are your goals?", "what content drives traffic to your site?" "What are your current conversion rates?" and "what content marketing strategies are currently in place?"

The primary objective for DMO websites typically falls into one or more of the four buckets below:

- o Increase referrals to partners (CPR)
- o Increase onsite engagement (CPE)
- o Increase leads (CPL)
- o Increase sales (CPS)

After your primary objective is determined our research experts take a deep dive into your site and conduct an audit where we execute a sitemap analysis, keyword analysis, competitive analysis, engagement analysis, and content distribution review. The findings of the report lead the way for the

content team to create a content roadmap, which will define the types of content needed for future creation.

Once research is complete, and a content roadmap developed, content creation activities will begin. A quarterly phone call will be setup to discuss and review your content marketing report as well as to discuss upcoming content creation initiatives.

Content Creation Process: Step 1 – STRATEGY & PLANNING (4-6 weeks)

Sitemap Analysis

To know where you are going, we have to know where you have been. A review of the sitemap is an important step to the development of your content creation plan. This analysis combined with keyword research will make any holes in your current structure apparent. These content needs will be included in your final content roadmap. Your Strategist will analyze site structure to identify targets for content development and optimization. This can help to uncover any navigational issues impeding the site's usability and help our team gain a better understanding of your content needs.

Keyword Analysis

Keyword research is the foundation of search engine optimization, as it allows you to connect your content to the greatest number of searchers by using relevant queries. Identifying, targeting and optimizing your site with the correct keywords can have a positive impact on search engine traffic. This is the first step to identifying the subjects most critical to your content creation plan. Your Simpleview content creation team will conduct an extensive review of your site's content and general search volume to deliver an analysis of top volume and top-converting keyword phrases.

Engagement Analysis

The definitive content performance metrics are: Pages per Session, Bounce Rate and Session Duration / Time on Page. Your content team will use this analysis to identify any content that does not engage your audience. Pages identified from this analysis will be included in your content roadmap.

Competitor Analysis

Your team will review and analyze competitors' search presence for targeted keyword phrases and other factors, such as domain age, backlinks and on-page optimization. This information will help to outline relevant content that should be included in your content roadmap.

Persona Review (as needed)

Understanding your audience's personality will help our content creators tell a story the user will appreciate. In most cases, Simpleview can provide basic site visitor persona data. You can take

this analysis to the next level by supplying any previous studies from your team or persona models that have been developed.

Content Distribution Analysis

In this analysis your team will study how effective your content distribution efforts have been in the past. This will highlight your most successful marketing funnels as well as additional opportunities for paid content marketing.

3rd Party Data Analysis

Are you using other 3rd party tools and data such as Arrivalist, Adara, or nSight? Our content marketing team will thoroughly review and analyze the data from these other sources to provide a more holistic view of your conversion landscape.

Content Roadmap

Armed with the data from the analyses in this presentation, your content team will deliver a full content outline in the form of a spreadsheet of all of the pieces of content that need to be created to support your digital marketing objectives.

Content Calendar

Our team will use the content roadmap document to create a content calendar, which is a shareable resource that will be used to plan all content creation activity. The benefit is that you'll be able to visualize what content will be created and how the creation will be distributed throughout the year.

Content Creation Process: Step 2 – CREATION & OPTIMIZATION

Content Creation

The content on your website tells readers who you are, encourages them to dig deeper and helps to establish your brand as an authority in the space. One of the top challenges for DMOs, however, is writing enough content to provide value to their readers and keep their audience interested and engaged. More importantly, to inspire and provide them the necessary information needed to get them to choose your destination for their next trip. At Simpleview we recommend an overall content mix of the following:

- 80% created (original)
- 10% curated (Stackla, social media, UGC, etc.)
- 10% sponsored (advertorials, syndicated content, etc.)

As part of this engagement, original content can include web pages, blogs, emails, listings, landing pages and more. Depending on the type of content, the Simpleview team may use in-house writers or outsource to in-market freelancers or networks for high quality, relevant content. Curated and sponsored content can be handled as part of a separate engagement.

Search Engine Optimization

Creating content is only half the battle. Our team of SEO experts spends nearly 30,000 hours a year optimization DMO content for search engines. Our SEO Analysts' will work with the content team to meticulously create meta titles, meta descriptions, internal links, schema implementation, and other on-page optimization activities to ensure your content is ready for the search engines.

Content Creation Process: Step 3 – MEASUREMENT & REPORTING

Reporting & Quarterly Call

As a destination marketer it is possible to measure a ton of things really well yet never measure what really matters for your DMO. At Simpleview we begin with the outcomes your DMO wants to achieve, then determine the best way to measure for those goals. Our Digital Marketing team will provide custom quarterly reporting that addresses important metrics as they relate to the five stages of travel – ***Dream, Plan, Book, Experience, and Share.*** In addition to an executive summary, content marketing reports include metrics such as: reach, impressions, pageviews, time on page, downloads, form completions, mobile visits, new vs. returning visits, social shares, content highlights and more. Each report is then reviewed with you on a quarterly call so you stay on top of everything that happens as it relates to your content marketing efforts.

Continual Optimization & Refinement

It doesn't end with reporting. Once the data has been analyzed and shared the strategy will be adjusted and the process begins all over again. Content marketing is an iterative process that takes ongoing refinement and optimization.

Required Administrative Access

Client agrees to provide Simpleview with administrative access to the website if Simpleview does not currently manage their website. Conversion optimization activities cannot commence until Simpleview has full Analytics access, FTP access to website and CMS (if applicable). If client has an existing Google Analytics account, Simpleview will need to be added to that account as an administrator.

Service Fees

This Statement of Work ("SOW") is subject to, and governed by, the Search Engine Marketing Master Service Agreement, dated October 1, 2022 between Simpleview, Inc. ("Simpleview") and the Coastal

Mississippi This SOW sets for the fees associated with the services to be provided by Simpleview to the Client. The term of this agreement is for a period of twelve (12) months effective from the date of signature. The start date of October 1 and end date of September 30, 2023. **This statement of work will renew at the end of the defined term for another twelve (12) months unless written notice is provided to Simpleview no later than 30-days prior to the effective end date.**

The fee for content marketing services for the 12-month period is \$28,000.00, with a payment plan as follows:

| | Basic |
|------------------------------------|---|
| Strategy & Planning | Content Audit Content Roadmap Annual Content Strategy Review |
| Creation & Optimization | 25,000 Words Content Types Include: Web Pages Blog Posts Landing Pages eNewsletters Custom Content All Content SEO Optimized |
| Measurement & Reporting | Quarterly Reporting Quarterly Strategic Call |
| Cost | \$28,000 |
| SEO Discount | -\$4,000 |

*Additional development and design, including the cost of creative resources (banner creation, video production, Flash programming, etc), which are not designated in the scope of work will be billed at our normal billable rate of \$100 per hour plus 15% project management fee if necessary.

Authorization to Proceed

By signing this document, the parties agree to the scope of the Services as set forth herein. Client also agrees that any changes to the Project Specifications requested by Client may result in an increase to the fees.

Both parties agree to make all commercially reasonable efforts to complete the project and the Services in the timeliest manner possible. The client acknowledges that Simpleview's ability to meet the delivery dates is subject to timely interaction with the client's marketing and web team.

IN WITNESS WHEREOF, the Parties have caused this agreement to be executed by their respective duly authorized officers on the date written below.

| Simpleview, inc | Client |
|--|------------------------------|
| Signature: <i>Scott Meredith</i> | Signature: <i>Judy Young</i> |
| Name: Scott Meredith | Name: <i>Judy Young</i> |
| Title: Head of Contracts & Procurement | Title: <i>Exec Director</i> |
| Date: October 10, 2022 | Date: <i>10/3/2022</i> |
| Address: 7458 N. La Cholla Blvd., Suite 100 Tucson, AZ 85741 Phone: 520-575-1151 Fax: 520-575-1171 | Address: |

Primary Client Point of Contact:

Invoices Sent to:

| | |
|---------------|---------------|
| Name: | Name: |
| Title: | Title: |
| Address: | Address: |
| Phone Number: | Phone Number: |
| E-mail: | E-mail: |

Objective

Every user that visits your websites deserves equitable access to your digital content. Web accessibility standards ensure content can be easily accessed by all users. We believe that is important, too. That is why Simpleview, the industry leader in DMO technologies, has partnered with AudioEye, a leader in automated web accessibility and remediation. This partnership will help you ensure your website continues to meet the latest compliance standards. AudioEye is the only technology-first digital accessibility provider that enhances the user experience for all website visitors.

Specifications

- **What It Does**
 - Our partnership with AudioEye includes both their AudioEye Ally Toolbar which immediately improves website accessibility, and a managed service to mitigate compliance risk by making sure your website achieves and maintains substantial conformance with ADA-related guidelines and best practices.
 - The AudioEye Ally Toolbar is accessed through a recognizable accessibility icon that will appear in the bottom corner of your website.
- **How It Works**
 - AudioEye's patented technology runs in the background of your Simpleview CMS powered website to automatically detect Section 508 requirements and Web Content Accessibility Guidelines (WCAG) 2.1 Level AA Success Criteria violations.
 - The implementation of the Ally Toolbar & Enterprise Service takes place in four steps; Activation, Testing & Discovery, Remediation & Validation, and AudioEye Trusted. Each phase is described more in depth below.
 - Simpleview will work with AudioEye to immediately implement the Ally Toolbar & Enterprise Service, and then work through the following deliverables for achieving and maintaining AudioEye Trusted Certification status, an important 3rd Party validation attesting to digital accessibility compliance.
- **Why It Helps**
 - AudioEye ensures that your website substantially conforms with ever-changing government-directed web accessibility standards.
 - Removes access barriers potentially impeding access for individuals of varying abilities.
 - Reduces risk of ADA-related compliance lawsuits and legal demand letters that can be costly and highly time consuming without experienced representation, backed by a trusted, holistic digital inclusion strategy.

Example

Go beyond compliance for a customizable and enhanced user experience.

The Ally Toolbar benefits all site visitors, but in particular, aging populations and individuals who have vision, motor and/or intellectual (cognitive) disabilities, those who are color blind, dyslexic, learning to read, learning a second language, or who may prefer listening instead of reading.



Help Desk

Reliable support from accessibility experts
The Help Desk provides a form for end-users to report accessibility and usability related issues.



AudioEye Trusted Certification

Show commitment to accessibility & inclusion
The AudioEye Certification illustrates your commitment to accessibility, and lets all visitors to your site know you are working towards accessibility.



Reader

Customize the visual display of a website
The Reader allows end-users to easily customize the visual display of the page, to more effectively read and consume information.



Player

Listen to the content of a web page read aloud
The user can interact using their keyboard (instead of a mouse) and listen to web content read aloud.



Voice

Command the browser using your voice
Provides visitors the option of using their voice to command the browser experience.



Site Menu

Simplified, consistent keyboard-friendly
Simplifies and optimizes the site menu for keyboard users and individuals with cognitive disabilities.



Page Elements Menu


Built-in keyboard shortcuts
Provides keyboard and screen reader users options to quickly navigate focus to different areas of the webpage.




Settings

Personalized user experience
Allows users to customize settings to meet their individual preferences.

| Ally Enterprise Service | |
|---|--|
| Activation | |
| Services to be Delivered on Day 1 (New projects are processed every Friday. Implementation is 1 week from processing date.) | |
| Activation | In coordination with AudioEye, Client to embed the AudioEye JavaScript on Client's Website(s). |
| Accelerator | Once installed, the AudioEye JavaScript delivers the Auto-Remediation Service with issue fixes that dynamically improve the level of compliance and usability. |
| Accessibility Resource / Information | <p>Certification Statement (Available from within the Ally Toolbar)</p> <ul style="list-style-type: none"> Describes Client's commitment to Digital Inclusion and the steps taken/being taken to ensure equal access <p>Accessibility Help Desk (Available from within the Ally Toolbar)</p> <ul style="list-style-type: none"> Help Desk utility for end-users to report accessibility issues and grievances should they be encountered Reported issues set remediation prioritization <p>Accessibility Statement (Recommended)</p> <ul style="list-style-type: none"> Typically deployed within main navigation or footer and implemented by Client AudioEye to provide standard messaging/copy delivered via un-stylized html for easy integration into Client environment |
| Training | <p>Access to Quarterly Accessibility Training Seminars is Activated</p> <ul style="list-style-type: none"> Includes unlimited seats for project stakeholders |

| | |
|--|---|
| | <ul style="list-style-type: none"> 1-hour Sessions covering the following topics: <ul style="list-style-type: none"> Intro to Accessibility Accessibility Essentials Document / Video Accessibility Quarterly Accessibility Guidelines Update |
| Testing & Discovery | |
| Issue Identification | <p>Always-On Monitoring Service</p> <ul style="list-style-type: none"> Analytics derived from site usage statistics Evaluations conducted against relative and pertinent web pages as indicated by analytics |
| Manual Accessibility Testing | <p>Manual Accessibility Testing</p> <ul style="list-style-type: none"> Technical analysis and functional usability testing (manual testing) conducted by Assistive Technology (AT) testers. Auto-Remediation of common accessibility issues |
| <p><i>Clarification: Step 2 and Step 3 are interrelated. Throughout the Testing & Discovery process, AudioEye engineers begin to deploy fixes to expedite the removal of critical access barriers and, consequently, improve conformance standing. Likewise, throughout the Remediation & Validation process, AudioEye testers continue to conduct automated and manual tests. For the purpose of updating the Certification Statement, which publicizes the progression from one Step in the process to another, AudioEye promotes the Client site to Step 3, once the initial manual audit has been completed.</i></p> | |
| Remediation & Validation | |
| Fixing Identified Issues and Validating Usability | <p>Manual Remediation of Accessibility Issues</p> <ul style="list-style-type: none"> Automated and Manual test results provide feedback for AudioEye Engineers to develop remediation to fix issues of accessibility and increase conformance with WCAG 2.1 AA Success Criteria Remediation applied dynamically via Dynamic Remediation Technology (or as per Source Feedback Reports that supply audit results/remediation instructions for Client developers, designers, and implementers) As issues are addressed, considerable retesting is conducted to validate usability of remediation content & functionality |
| <p>Ensuring an Optimal User Experience</p>  | <p>Free Assistive Tools via the Ally Toolbar</p> <ul style="list-style-type: none"> Web Personalization Tools allow end-users to customize their user experience to meet their individual needs Includes: <ul style="list-style-type: none"> Accessible Site Menu Page Elements Menu Help Desk (web form) Reader Player Voice |
| AudioEye Trusted Certification | |
| Continual Issue Tracking | <p>Compliance Monitoring</p> <ul style="list-style-type: none"> Regular ongoing automated conformance evaluation scanning and continuous WCAG 2.1 AA testing conducted against dynamically generated site performance analysis <p>Regular Scheduled Manual Testing</p> <ul style="list-style-type: none"> AT Testing to validate conformance and usability is maintained |

| | |
|---|---|
| <p>Sustainable Remediation Plan</p>  | <p>Hot Fixing and Scheduled Maintenance</p> <ul style="list-style-type: none">• High prevalence of new issues trigger hot fixes to be remediated as needed• Lower priority issues accumulate to be addressed through scheduled remediation maintenance intervals. <p>AudioEye Trusted Certification</p> <ul style="list-style-type: none">• AudioEye certifies that your site has met all prerequisites and continues to fulfill the ongoing requirements of the AudioEye Trusted Process and, if applicable, the deployment of the AudioEye Ally Toolbar, with the goal of maximizing and continually improving conformance with the informative guidance provided through the WCAG 2.1 Level AA Success Criteria. Certification presented in Ally Toolbar and/or Client Accessibility Statement. Includes AudioEye Trusted Badge. As may be applicable and as determined by AudioEye, provides reference and/or access to Source Feedback Reports. |
|---|---|

Cost Summary

The cost outlined below includes project management fee, implementation, training and licensing. The quote is valid for 30 (thirty) days. Any change or addition to the above scope of work will result in the creation of a new Work Order.

The included pricing is dependent on the following:

**If the site sessions to this domain surpass 190k/month or 2.3million/year cost will increase a 1.5 multiplier.*

***The cost reflected below is for customers leveraging the Simpleview CMS. If during the duration of the defined term the client leverages a non-Simpleview CMS platform customers can reinstall AudioEye but will incur higher, non-Simpleview CMS annual fee for the duration of the term and any subsequent renewal.*

| | Domain | Term (Years) | Monthly Fee | Annual Fee |
|--|---------------|--------------|---------------|----------------------|
| Ally Toolbar & Enterprise Service (Simpleview CMS) | gulfcoast.org | 3 Years | \$1,000/month | \$12,000/year |
| Total Costs | | | | \$12,000/year |

This work order sets the fees for the "AudioEye Ally Toolbar and Enterprise Service" annual program provided by Simpleview for the client, for a total of 3 years starting on October 1, 2022 and ending on September 30, 2025. At the end of the defined term, this work order may be renewed upon mutual written agreement of the parties for an additional 3 year term. The terms and conditions of the master services agreement with Simpleview shall control this agreement, except where such are in conflict herewith.

Once certified, if you elect to redesign your website, upon launch of that website the new website will revert back to phase 1.

Moving Forward

In order for Simpleview to proceed with the project execution, we will need your signature accepting the project and budget.

Mississippi Gulf Coast Regional Convention and Visitors Bureau d/b/a Coastal Mississippi

Judy Young
Authorized Signature (required to begin work)

Exec Director
Title

October 16, 2022
Date

Coastal Mississippi
Organization

SIMPLEVIEW

BY:

Date:

Title:

Scott Meredith

October 16, 2022

Head of Contracts & Procurement

simpleview 

| | |
|---|-------------|
| Customer: Mississippi Gulf Coast Convention & Visitors Bureau Customer Legal Name: Coastal Mississippi | Cvent, Inc. |
|---|-------------|

Billing Address:
Peter A Mayer Advertising : 324 Camp Street
New Orleans, LA 70130

1765 Greensboro Station Place, 7th Floor
Tysons Corner, VA 22102
Billing Dept. Phone: 703.226.3522
Billing Dept. Email: Receivables@cvent.com

Software, Enhanced RFP Services, Paid Advertising, Analytics, Fees and Usage Totals

Total Price **USD 27,467.00**

Discount **USD 1,942.00**

Total Fees Payable in USD* **USD 25,525.00**

| Listing Advertisement(s), Software, Services and CONNECT | Quantity | Service Term | Fee |
|--|----------|-----------------------|--------------|
| CSN Advertising - 2 Diamond | 1 | 10/1/2021 - 9/30/2022 | USD 6,138.00 |

| Bundle Advertisement(s) & Microsite Packages | Quantity | Linked To | Ad Location | Service Term |
|--|----------|------------------|----------------------------|-----------------------|
| CSN Productivity Tools - DG-Destination Request a Quote | 1 | Supplier Profile | Mississippi Gulf Coast, MS | 10/1/2021 - 9/30/2022 |
| CSN Productivity Tools - CVB Copy Feature | 1 | N/A | Biloxi, MS | 10/1/2021 - 9/30/2022 |
| CSN Advertising - DG-Banner Ad City Profile | 1 | Supplier Profile | Mobile, AL | 10/1/2021 - 9/30/2022 |
| CSN Advertising - DG-Banner Ad City Profile | 1 | Supplier Profile | New Orleans, LA | 10/1/2021 - 9/30/2022 |
| Bundle Advertisement(s) & Microsite Packages Net Total Price | | | | USD 14,887.00 |

| Retargeting Ads | Quantity | Service Term | Net Total Price |
|--------------------------------------|----------|-----------------------|-----------------|
| CSN Advertising - Google Display Ads | 500 | 10/1/2021 - 9/30/2022 | USD 4,500.00 |

Contract Term

The term is 10/1/2021 to 9/30/2022.

Services

The Cvent services set forth herein ("Services"), subject to the applicable Terms of Use located at: <http://www.cvent.com/en/product-terms-of-use.shtml>. This Order Form and applicable Terms of Use, collectively, comprise the "Agreement." The Term and Fees Associated with the Services are as set forth above.

Payment Terms

Annual Upfront by Invoice; Payment due Net 30 from Invoice Date.

Tax/VAT/GST/ABN ID #:

Purchase Order #:

Price does not include sales tax or any other applicable taxes.

Pricing Valid Through: 9/10/2021

Additional Terms

Diamond Waitlist Opt-In Signature

By checking this box and providing your initials signature, you are opting into the diamond waitlist terms as outlined herein.

| Billing Contact Details: | Billing Address: | Service Address: |
|--|---|---|
| Name: Jordy Luft | Street: Peter A Mayer Advertising : 324 Camp Street | Street: 2350 Beach Boulevard 2nd Floor Ste. A |
| Title: Associate Media Director (AD AGENCY, PeterMayer | City: New Orleans | City: Biloxi |
| Email: luftj@peteramayer.com | State: LA | State: MS |
| Phone: +12288966699 504-210-1282 | Zip Code: 70130 | Zip Code: 39531 |
| | Country: US | Country: US |

| Cvent Signatory | Customer Signatory <small>Signatory represents that s/he is the authorized to bind the Supplier entity listed above.</small> |
|--|---|
| Name: | Name: Sean McGovern |
| Title: Director of Accounts, Hospitality Cloud | Title: Director of Finance |
| Email: joliver@cvent.com | Email: luftj@peteramayer.com |
| Phone: (571) 765-5683 | Phone: +12288966699 504-210-1282 |

Signature:

John Oliver

Signature:

S

Date Signed:

9/28/2021

Date Signed:

9/27/21

**MISSISSIPPI GULF COAST REGIONAL CONVENTION & VISITORS BUREAU D/B/A
COASTAL MISSISSIPPI
REQUEST FOR PROPOSALS INFORMATION PACKET
LEGAL SERVICES**

Mississippi Gulf Coast Regional Convention and Visitors Bureau d/b/a Coastal Mississippi (“Owner”) will accept sealed proposals from qualified firms for professional legal services in connection with the Gulf Coast Tourist Wayfinding and Informational Signage Project (“Project”).

After two years of dedicated work, Coastal Mississippi was awarded a \$1 Million grant from the U.S. Treasury through RESTORE Act Funds and MDEQ to use for Wayfinding & Signage projects. The project seeks to create a sense of arrival in Coastal Mississippi and promote the area’s attractions through gateway treatments at strategic locations. The gateway treatments include monuments, artwork, infrastructure, signs, and landscaping that will consist of iconic wayfinding signs and roadside markers symbolic of the Gulf Coast that communicate the Coast’s unique identity.

If you have any questions concerning the proposal, please contact Duncan Ing, Executive Administrator, Coastal Mississippi (228) 388-7446 or by email at duncan@coastalmississippi.com. All questions that are submitted will be answered in toto and sent to all respondents. Questions must be submitted by November 10th at 5:00 PM. Note: all times in this document are Central Standard Time (CST). Please note that contact between respondents, staff, commissioners, and those involved with this project outside of the aforementioned avenues will be construed as a conflict of interest and is strictly prohibited.

The services required for this project are:

LEGAL SERVICES: The selected Legal Professional shall complete legal services in accordance with applicable State and Federal laws, regulations, and procedures. Being licensed to practice law in Mississippi is a *sine qua non* for this project. The Legal Professional shall provide legal services, including serving as the Owner’s professional legal representative for the Project, and providing professional legal consultation and advice. Activities will include legal services for the Project described as follows:

Project Location: At the border of Louisiana and Mississippi in Hancock County, Mississippi, then at the border of Alabama and Mississippi in Jackson County, Mississippi. Various other locations may be considered as part of this project.

General Scope of Work: The proposed project anticipates the construction and installation of approximately two (2) large signs and associated fixtures at the aforementioned locations to welcome tourists to Coastal Mississippi. Various other locations may be considered as part of this project and additional signage may be deemed appropriate.

Legal services will include services associated with obtaining easements from property owners, orchestrating Memorandums of Understanding with state and county agencies, other legal matters related to this project that are not explicitly described herein, and all

legal services components relative to the Sub-Award Agreement with the Mississippi Department of Environmental Quality and the associated requirements of the RESTORE ACT.

Firms proposing to perform services should submit a list of their qualifications, experience, and capacity for performance. Firms must submit the name of the person within the firm who will be the Owner's contact and will be primarily responsible for rendering services if the firm is selected.

Proposals must include the following information:

1. Capabilities, Experience, and Past Performance: Each firm or individual will be evaluated on its demonstrated capabilities and experience to provide the services described to the Owner. Proposers are encouraged to elaborate on their qualifications and performance data or staff pertinent to the proposed project.
2. Key Personnel: Each firm or individual will be evaluated on the experience and education of the key personnel that will be assigned to the Owner's project.
3. Federal Grant Project Experience: The experience of the firm or individual with federal grant programs. The information submitted should, as a minimum, include: (1) type of federal program, (2) the amount of federal funds, and (3) types of project activities undertaken, pertinent to federally-assisted projects.
4. Ability to Accomplish Work: Each firm or individual will be evaluated on its ability to provide required services in a timely manner. Items to be considered include the number of qualified staff (emphasis on local staffing), supporting technical staff, and availability of equipment and facilities.
5. Cost: Each firm or individual will be evaluated on the proposed cost to complete the required services. Firms or individuals should include an estimated retainer for this project and an hourly rate for services rendered related to this project that may be deemed outside of the scope of services covered by the retainer fee.
6. Local Experience: Each firm or individual will be evaluated on its familiarity with the state and local regulations and procedures.
7. Other: Each firm or individual will be evaluated on any supportive information that demonstrates their capabilities to best suit the needs of the Owner.

All proposals will be rated on the following system to determine the best-qualified proposer:

| <u>Maximum Points - Description</u> |
|--|
| 30 points - Capabilities, Experience, and Past Performance |
| 20 points - Key Personnel |
| 20 points - Federal Grant Project Experience |
| 15 points - Ability to Accomplish Work |

10 points - Cost

5 points - Local Experience

Total – 100 points

Selected Coastal Mississippi staff and a task force will open and review each proposal that adheres to the proposal requirements and select 3 qualified firms or individuals to recommend to the Coastal Mississippi Board of Commissioners. The Board of Commissioners will then select an approved firm or individual with which to entertain a contract for negotiation with Coastal Mississippi. Six (6) copies of the proposal should be packaged, sealed, and properly labeled as follows:

**NAME OF FIRM OR INDIVIDUAL
PROPOSAL FOR LEGAL SERVICES
GULF COAST TOURIST WAYFINDING AND INFORMATIONAL SIGNAGE PROJECT**

and delivered or mailed to the addresses below no later than 11:00 a.m., November 27, 2022:

Delivery:

Coastal Mississippi
Attn: Duncan Ing
2350 Beach Blvd. Ste. A, Biloxi, MS 39531

Mail:

Coastal Mississippi
Attn: Duncan Ing
P.O. Box 8005 Biloxi, MS 39535

Firms submitting proposals are solely responsible for meeting submittal deadlines. Proposals received after the stated deadline will be deemed non-responsive and will not be considered for any contract awarded as a result of this solicitation.

Proposals may be held by the Owner for a period of not to exceed ninety (90) days from the date of opening for the purpose of reviewing the proposals and investigating the qualifications of the applicants prior to awarding. A contract will be awarded to the qualified, responsible firm whose proposal is most advantageous to the Owner, with price and other factors considered. The Owner reserves the right to waive any irregularities or informalities in the proposals submitted, reject any and all proposals, or terminate the solicitation with no contract awarded.

Warranties

By applying to this RFP, firms/individuals submitting Proposals warrant and represent the following:

1. The firm/individual does not have any unpaid Federal tax liability for which all judicial and administrative remedies have been exhausted.
2. The firm/individual has a valid DUNS number and active registration with the General Services Administration's, government-wide System for Award Management Exclusions (SAM exclusions). The SAM Exclusions can be found at <https://www.sam.gov/portal/public/SAM/>.

Proposals are being requested in accordance with Item (b)(2) of 2 C. F. R. §200.320 "Methods of procurement."

The Owner is an equal opportunity employer.

Any contract awarded must comply with the Minority Business Enterprise (MBE) and Women Business Enterprise (WBE) contracting requirements outlined in "Attachment B" to this solicitation. MBE and/or WBE individuals/firms are encouraged to respond to this solicitation.

ATTACHMENT A: ADVERTISEMENT – REQUEST FOR PROPOSALS

MISSISSIPPI GULF COAST REGIONAL CONVENTION & VISITORS BUREAU D/B/A COASTAL MISSISSIPPI ADVERTISEMENT - REQUEST FOR PROPOSALS PROFESSIONAL LEGAL SERVICES

Sealed Proposals will be received by the Mississippi Gulf Coast Regional Convention & Visitors Bureau d/b/a Coastal Mississippi via delivery at 2350 Beach Blvd. Ste. A Biloxi, MS 39531, and via mail at Coastal Mississippi Attn: Duncan Ing P.O. Box 8005 Biloxi, MS 39535 until 11:00 a.m., Monday, November 27, 2022, for Professional Legal Services, as described below:

LEGAL SERVICES: The selected Legal Professional shall complete legal services in accordance with applicable State and Federal laws, regulations, and procedures. Being licensed to practice law in Mississippi is a *sine qua non* for this project. The Legal Professional shall provide legal services, including serving as the Owner's professional legal representative for the Project, and providing professional legal consultation and advice. Activities will include legal services for the Project described as follows:

Project Location: At the border of Louisiana and Mississippi in Hancock County, Mississippi, then at the border of Alabama and Mississippi in Jackson County, Mississippi. Various other locations may be considered as part of this project.

General Scope of Work: The proposed project anticipates the construction and installation of approximately two (2) large signs and associated fixtures at the aforementioned locations to welcome tourists to Coastal Mississippi. Various other locations may be considered as part of this project and additional signage may be deemed appropriate.

Legal services will include services associated with obtaining easements from property owners, orchestrating Memorandums of Understanding with state and county agencies, other legal matters related to this project that are not explicitly described herein, and all legal services components relative to the Sub-Award Agreement with the Mississippi Department of Environmental Quality and the associated requirements of the RESTORE ACT.

Information packets will be located at the address listed above, Monday through Friday, 9:00 a.m. to 3:00 p.m. Firms/individuals should submit proposals in accordance with the Information Packet. Firms/Individuals must submit the name of the primary contact person and the person within the firm (if applicable) who shall be the Owner's contact and party primarily responsible for rendering services, if selected.

Additional information regarding the scope of work for this solicitation may also be obtained by contacting Duncan Ing, Executive Administrator, Coastal Mississippi at 228-388-7446, or by email at duncan@coastalmississippi.com. All questions that are submitted will be answered in toto and sent to all respondents. Questions must be submitted by November 10th at 5:00 PM. Note: all times in this document are Central Standard Time (CST). Please also note that contact between respondents, staff, commissioners, and those involved with this project outside of the aforementioned avenues will be construed as a conflict of interest and is strictly prohibited.

Any contract awarded under this solicitation may be paid for in whole or in part with grant funding from the Department of the Treasury and the Mississippi Department of Environmental Quality under the Resources and Ecosystems Sustainability, Tourist Opportunities, and Revived Economies of the Gulf Coast States Act of 2012 (RESTORE Act). Any contract resulting from this solicitation will be subject to the terms and conditions of said funding award, the RESTORE Act Financial Assistance Standard Terms and Conditions and Program-Specific Terms and Conditions, the Standard Sub-Award Terms and Conditions, the RESTORE Act, 33 U. S. C. 1321(t), Treasury Regulations 31 C. F. R. § 34 et seq., including 31 C. F. R. §§ 34, Subpart D, all applicable terms and conditions in 2 C. F. R. Part 200 (including Appendix II to Part 200), and all other OMB circulars, executive orders or other federal laws or regulations, as applicable. The Mississippi Department of Environmental Quality, the United States, or any of its departments, agencies or employees is not and will not be a party to this solicitation or any resulting contract.

Minority and women's business enterprises are solicited to submit a proposal and are encouraged to make inquiries regarding potential subcontracting opportunities. When subcontracting, all potential contractors must make positive efforts to use small and minority owned business and women business enterprises. See 2. C. F. R. §200.321.

If you have any questions concerning the Request for Proposals, please call Duncan Ing, Executive Administrator, Coastal Mississippi at (228) 388-7446 or email at duncan@coastalmississippi.com.

**ATTACHMENT B: CONTRACTING WITH SMALL AND MINORITY BUSINESSES,
WOMEN'S BUSINESS ENTERPRISES, AND LABOR SURPLUS AREA FIRMS**

Documentation of compliance with the following requirements is a matter of contractor responsibility. When subcontracting, the contractor must submit documentation of good faith efforts to meet the project's MBE/WBE requirements before contracted work can commence. (MBE/WBE requirements are outlined below and can be found at 2 C. F. R. §200.321.) Failure on the part of the contractor to submit proper documentation may cause the Owner not to execute or to terminate the contract.

(a) The prime contractor must take all necessary affirmative steps to assure that minority businesses, women's business enterprises, and labor surplus area firms are used when possible.

(b) Affirmative steps must include:

- (1) Placing qualified small and minority businesses and women's business enterprises on solicitation lists;
- (2) Assuring that small and minority businesses, and women's business enterprises are solicited whenever they are potential sources;
- (3) Dividing total requirements, when economically feasible, into smaller tasks or quantities to permit maximum participation by small and minority businesses, and women's business enterprises;
- (4) Establishing delivery schedules, where the requirement permits, which encourage participation by small and minority businesses, and women's business enterprises; and,
- (5) Using the services and assistance, as appropriate, of such organizations as the Small Business Administration and the Minority Business Development Agency of the Department of Commerce.

The prime contractor should note that this requirement mandates two responsibilities. Separate solicitations must be made of minority **and** women's business enterprises.

**SUBMITTAL OF MINORITY BUSINESS ENTERPRISE AND
WOMEN'S BUSINESS ENTERPRISE (MBE/WBE) DOCUMENTATION**

Prior to contract execution, the prime contractor must submit:

- A written certification that no subcontracts will be issued.
- OR -
- The Subcontractor Listing Form detailing all subcontractors from whom quotes were received including name, contact person, address, phone, and status (MBE, WBE or Non).

If subcontractors will be utilized, the prime contractor must submit the following for subcontracts proposed to be awarded to MBE/WBE enterprises:

- A certification from each MBE and/or WBE firm declaring its status as a MBE or WBE firm. This can be an MDOT, SBA, or MDA certification. A self-certification is acceptable, if the certification specifies the basis for MBE/WBE designation (e.g., the business is 51% owned and daily operation is controlled by one or more women or minority owners).

If subcontractors will be utilized, the prime contractor must submit the following for subcontracts proposed to be awarded to Non-MBE/WBE:

- For all subcontracts for which there are capable certified MBE/WBE firms existing to potentially perform the work, letters transmitted to MBE and WBE firms requesting quotes or proposals for specific subcontracting opportunities and encouraging inquiries for further details. Solicitations should have been sent in a timely manner, including allowed response time. (See "Sample Letter from Contractor to MBE/WBE Firms" below.)
- A listing of certified MBE and WBE firms from whom quotes or proposals were received, if any, who were not awarded subcontracts.
- Evidence that each Non-MBE/WBE subcontractor selected for the scope of work, was lower in price than each MBE/WBE proposal (or that there is some other acceptable reason to select the Non-MBE/WBE) and that the scope of work was the same for both the MBE/WBE and Non-MBE/WBE.

The contractor may utilize the following resources to assist in MBE/WBE affirmative outreach:

-MDOT Disadvantaged Business Entity (DBE) Website:

<http://sp.mdot.ms.gov/Civil%20Rights/Pages/DBE.aspx>

-MDA Minority Business Enterprise/Women Business Enterprise (MBE/WBE) Directory:

<https://minority.mississippi.org/MinorityBusinessDirectory.aspx>

Should the Prime Contractor intend to later issue a subcontract, the above affirmative steps must be followed and documentation of such submitted to the Owner for review as described under this section.

**COASTAL MISSISSIPPI
REQUEST FOR PROPOSALS INFORMATION PACKET
ARCHITECTURAL & PROJECT MANAGEMENT SERVICES**

Mississippi Gulf Coast Regional Convention and Visitors Bureau d/b/a Coastal Mississippi (“Owner”) will accept sealed proposals from qualified firms for professional architectural and project management services in connection with the Gulf Coast Tourist Wayfinding and Informational Signage Project (“Project”).

The Owner has received funding for the Project from the United States Department of the Treasury, through the Mississippi Department of Environmental Quality, as more thoroughly described herein.

The project seeks to create a sense of arrival in Coastal Mississippi and promote the area’s attractions through gateway treatments at strategic locations. The gateway treatments include monuments, artwork, infrastructure, signs, and landscaping that will consist of iconic wayfinding signs and roadside markers symbolic of the Gulf Coast that communicate the Coast’s unique identity.

If you have any questions concerning the proposal, please contact Duncan Ing, Executive Administrator, Coastal Mississippi, at 228-388-7446 or duncan@coastalmississippi.com.

The services required for this project are:

ARCHITECTURAL SERVICES: The selected Architectural Professional or firm shall complete Architectural services in accordance with applicable State and Federal laws, regulations, and procedures with specific regard to RESTORE ACT requirements. The Architectural Professional shall provide Architectural services, including serving as the Owner’s professional Architectural representative for the Project, and providing professional Architectural consultation and advice. Activities will include Architectural services for the Project described as follows:

Project Location: At the border of Louisiana and Mississippi in Hancock County, Mississippi, then at the border of Alabama and Mississippi in Jackson County, Mississippi. Various other locations may be considered as part of this project.

General Scope of Work: The proposed project anticipates the construction and installation of approximately two (2) large signs and associated fixtures at the aforementioned locations to welcome tourists to Coastal Mississippi. Various other locations may be considered as part of this project and additional signage may be deemed appropriate.

Architectural services will include project compliance, services associated with design, specifications, bidding, and construction oversight of the permanent placement of tourist wayfinding and informational signage, and all Architectural services relative to the Sub-Award Agreement with the MDEQ and the associated requirements of the RESTORE ACT.

Firms or individuals proposing to perform services should submit a list of their qualifications, experience,

and capacity for performance. Firms or individuals must submit the name of the person within the firm who will be the Owner's contact and will be primarily responsible for rendering services if the firm is selected.

Proposals must include the following information:

1. **Capabilities, Experience, and Past Performance:** Each firm or individual will be evaluated on its demonstrated capabilities and experience to provide the services described to the Owner. Proposers are encouraged to elaborate on their qualifications and performance data or staff pertinent to the proposed project.
2. **Key Personnel:** Each firm or individual will be evaluated on the experience and education of the key personnel that will be assigned to the Owner's project.
3. **Federal Grant Project Experience:** The experience of the firm or individual with federal grant programs. The information submitted should, at a minimum, include: (1) type of federal program, (2) the amount of federal funds; and (3) types of project activities undertaken pertinent to federally assisted projects.
4. **Ability to Accomplish Work:** Each firm or individual will be evaluated on its ability to provide required services in a timely manner. Items to be considered include number of qualified staff, supporting technical staff, availability of equipment and facilities.
5. **Cost:** Each firm or individual will be evaluated on the proposed cost to complete the required services.
6. **Local Experience:** Each firm or individual will be evaluated on its familiarity with the state and local regulations and procedures.
7. **Other:** Each firm or individual will be evaluated on any supportive information that demonstrates their capabilities to best suit the needs of the Owner.

All proposals will be rated on the following system to determine the best qualified proposer:

Maximum Points - Description

30 points - Capabilities, Experience, and Past Performance

20 points - Key Personnel

20 points - Federal Grant Project Experience

15 points - Ability to Accomplish Work

10 points - Cost

5 points - Local Experience

Total – 100 points

Selected Coastal Mississippi staff and a task force will open and review each proposal that adheres to the proposal requirements and select three (3) qualified firms or individuals to recommend to the Coastal Mississippi

Board of Commissioners. The Board of Commissioners will then select an approved firm or individual with which to entertain a contract for negotiation with Coastal Mississippi. Six (6) copies of the proposal should be packaged, sealed, and properly labeled as follows:

NAME OF FIRM OR INDIVIDUAL
PROPOSAL FOR ARCHITECTURAL & PROJECT MANAGEMENT SERVICES
GULF COAST TOURIST WAYFINDING AND INFORMATIONAL SIGNAGE PROJECT

and delivered or mailed to the addresses below no later than 11:00 a.m., November 27, 2022:

Delivery:

Coastal Mississippi
Attn: Duncan Ing
2350 Beach Blvd. Ste. A, Biloxi, MS 39531

Mail:

Coastal Mississippi
Attn: Duncan Ing
P.O. Box 8005 Biloxi, MS 39535

Firms submitting proposals are solely responsible for meeting submittal deadlines. Proposals received after the stated deadline will be deemed non-responsive and will not be considered for any contract awarded as a result of this solicitation.

Proposals may be held by the Owner for a period of not to exceed ninety (90) days from the date of opening for the purpose of reviewing the proposals and investigating the qualifications of the applicants prior to awarding. A contract will be awarded to the qualified, responsible firm whose proposal is most advantageous to the Owner, with price and other factors considered. The Owner reserves the right to waive any irregularities or informalities in the proposals submitted, reject any and all proposals, or terminate the solicitation with no contract awarded.

Warranties

By replying to this RFP, firms/individuals submitting Proposals warrant and represent the following:

1. The firm/individual does not have any unpaid Federal tax liability for which all judicial and Architectural remedies have been exhausted.
2. The firm/individual has a valid DUNS number and active registration with the General Services Administration's, government-wide System for Award Management Exclusions (SAM exclusions). The SAM Exclusions can be found at <https://www.sam.gov/portal/public/SAM/>.

Proposals are being requested in accordance with Item (b) of 2 C. F. R. §200.320 "Methods of procurement."

The Owner is an equal opportunity employer.

Any contract awarded must comply with the Minority Business Enterprise (MBE) and Women Business Enterprise (WBE) contracting requirements outlined in "Attachment B" to this solicitation. MBE and/or WBE individuals/firms are encouraged to respond to this solicitation.

Sealed Proposals will be received by the Mississippi Gulf Coast Regional Convention & Visitors Bureau d/b/a Coastal Mississippi via delivery at 2350 Beach Blvd. Ste. A Biloxi, MS 39531, and via mail at Coastal Mississippi Attn: Duncan Ing P.O. Box 8005 Biloxi, MS 39535 until 11:00 a.m., Monday, November 27, 2022, for Professional Legal Services, as described below:

ARCHITECTURAL SERVICES: The selected Architectural Professional or firm shall complete Architectural services in accordance with applicable State and Federal laws, regulations, and procedures with specific regard to RESTORE ACT requirements. The Architectural Professional shall provide Architectural services, including serving as the Owner's professional Architectural representative for the Project, and providing professional Architectural consultation and advice. Activities will include Architectural services for the Project described as follows:

Project Location: At the border of Louisiana and Mississippi in Hancock County, Mississippi, then at the border of Alabama and Mississippi in Jackson County, Mississippi. Various other locations may be considered as part of this project.

General Scope of Work: The proposed project anticipates the construction and installation of approximately two (2) large signs and associated fixtures at the aforementioned locations to welcome tourists to Coastal Mississippi. Various other locations may be considered as part of this project and additional signage may be deemed appropriate.

Architectural services will include project compliance, services associated with design, specifications, bidding, and construction oversight of the permanent placement of tourist wayfinding and informational signage, and all Architectural services relative to the Sub-Award Agreement with the MDEQ and the associated requirements of the RESTORE ACT.

Firms or individuals proposing to perform services should submit a list of their qualifications, experience, and capacity for performance. Firms or individuals must submit the name of the person within the firm who will be the Owner's contact and will be primarily responsible for rendering services if the firm is selected.

Information packets will be located at the address listed above, Monday through Friday, 9:00 a.m. to 3:00 p.m. Firms/individuals should submit proposals in accordance with the Information Packet. Firms/Individuals must submit the name of the primary contact person and the person within the firm (if applicable) who shall be the Owner's contact and party primarily responsible for rendering services, if selected.

Additional information regarding the scope of work for this solicitation may also be obtained by contacting Duncan Ing, Executive Administrator, Coastal Mississippi at 228-388-7446, or by email at duncan@coastalmississippi.com. All questions that are submitted will be answered in toto and sent to all respondents. Questions must be submitted by November 10th at 5:00 PM. Note: all times in this document are Central Standard Time (CST). Please note that contact between respondents, staff, commissioners, and those involved with this project outside of the aforementioned avenues will be construed as a conflict of interest and is strictly prohibited.

Any contract awarded under this solicitation may be paid for in whole or in part with grant funding from the Department of the Treasury and the Mississippi Department of Environmental Quality under the Resources and Ecosystems Sustainability, Tourist Opportunities, and Revived Economies of the Gulf Coast States Act of 2012 (RESTORE Act). Any contract resulting from this solicitation will be subject to the terms and conditions of said funding award, the RESTORE Act Financial Assistance Standard Terms and Conditions and Program-Specific Terms and Conditions, the Standard Sub-Award Terms and Conditions, the RESTORE Act, 33 U. S. C. 1321(t), Treasury Regulations 31 C. F. R. § 34 et seq., including 31 C. F. R. §§ 34, Subpart D, all applicable terms and conditions in 2 C. F. R. Part 200 (including Appendix II to Part 200), and all other OMB circulars, executive orders or other federal laws or regulations, as applicable. The Mississippi Department of Environmental Quality, the United States, or any of its departments, agencies or employees is not and will not be a party to this solicitation or any resulting contract.

Minority and women's business enterprises are solicited to submit a proposal and are encouraged to make inquiries regarding potential subcontracting opportunities. When subcontracting, all potential contractors must make positive efforts to use small and minority owned business and women business enterprises. See 2. C. F. R. §200.321.

If you have any questions concerning the Request for Proposals, please call Duncan Ing, Executive Administrator, Coastal Mississippi at (228) 388-7446 or email at duncan@coastalmississippi.com.

ATTACHMENT B: CONTRACTING WITH SMALL AND MINORITY BUSINESSES, WOMEN'S BUSINESS ENTERPRISES, AND LABOR SURPLUS AREA FIRMS

Documentation of compliance with the following requirements is a matter of contractor responsibility. When subcontracting, the contractor must submit documentation of good faith efforts to meet the project's MBE/WBE requirements before contracted work can commence. (MBE/WBE requirements are outlined below and can be found at 2 C. F. R. §200.321.) Failure on the part of the contractor to submit proper documentation may cause the Owner not to execute or to terminate the contract.

1. The prime contractor must take all necessary affirmative steps to assure that minority business, women's business enterprises, and labor surplus area firms are used when possible.
2. Affirmative steps must include:
 - a. Placing qualified small and minority businesses and women's business enterprises on solicitation lists;
 - b. Assuring that small and minority businesses, and women's business enterprises are solicited whenever they are potential sources;
 - c. Dividing total requirements, when economically feasible, into smaller tasks or quantities to permit maximum participation by small and minority businesses, and women's business enterprises;
 - d. Establishing delivery schedules, where the requirement permits, which encourage participation by small and minority businesses, and women's business enterprises; and,
 - e. Using the services and assistance, as appropriate, of such organizations as the Small Business Administration and the Minority Business Development Agency of the Department of Commerce.

The prime contractor should note that this requirement mandates two responsibilities. Separate solicitations must be made of minority and women's business enterprises.

SUBMITTAL OF MINORITY BUSINESS ENTERPRISE AND WOMEN'S BUSINESS ENTERPRISE (MBE/WBE) DOCUMENTATION

Prior to contract execution, the prime contractor must submit:

- A written certification that no subcontracts will be issued. OR
- The Subcontractor Listing Form detailing all subcontractors from whom quotes were received including name, contact person, address, phone, and status (MBE, WBE or Non).

If subcontractors will be utilized, the prime contractor must submit the following for subcontracts proposed to be awarded to MBE/WBE enterprises:

- A certification from each MBE and/or WBE firm declaring its status as an MBE or WBE firm. This can be an MDOT, SBA or MDA certification. A self-certification is acceptable, if the certification specifies the basis for MBE/WBE designation (e.g., the business is 51% owned and daily operation is controlled by one or more women or minority owners).

If subcontractors will be utilized, the prime contractor must submit the following for subcontracts proposed to be awarded to Non-MBE/WBE:

- For all subcontracts for which there are capable certified MBE/WBE firms existing to potentially perform the work, letters transmitted to MBE and WBE firms requesting quotes or proposals for specific subcontracting opportunities and encouraging inquiries for further details. Solicitations should have been sent in a timely manner, including allowed response time.
- A listing of certified MBE and WBE firms from whom quotes, or proposals were received, if any, who were not awarded subcontracts.
- Evidence that each Non-MBE/WBE subcontractor selected for the scope of work, was lower in price than each MBE/WBE proposal (or that there is some other acceptable reason to select the Non-MBE/WBE} and that the scope of work was the same for both the MBE/WBE and Non-MBE/WBE.

The contractor may utilize the following resources to assist in MBE/WBE affirmative outreach:

-MDOT Disadvantaged Business Entity (DBE) Website:

https://aashtoreports.mdot.ms.gov/trnsreportspublic/Reports/cr_brk.aspx

-Mississippi Development Authority Minority Business Enterprise/Women BusinessEnterprise (MBE/WBE} Directory: <https://minority.mississippi.org/MinorityBusinessDirectory.aspx>

Should the Prime Contractor intend to later issue a subcontract, the above affirmative steps must be followed and documentation of such submitted to the Owner for review as described under this section.

**AGREEMENT FOR SIXTH EXTENSION OF THE
COOPERATIVE AGREEMENT BY AND BETWEEN
GULFPORT-BILOXI REGIONAL AIRPORT AUTHORITY
and THE MISSISSIPPI GULF COAST REGIONAL CONVENTION
AND VISITOR'S BUREAU, D/B/A COASTAL MISSISSIPPI**

WHEREAS, on or about December 7, 2016, the Gulfport-Biloxi Regional Airport Authority (hereinafter referred to as "GBRAA") and the Mississippi Gulf Coast Regional Convention and Visitors Bureau d/b/a Visit Mississippi Gulf Coast (hereinafter referred to as "VMGC"), entered into a Cooperative Agreement for the purposes of purchasing and providing group health insurance coverage and related benefits to their employees pursuant to Miss. Code Ann. § 25-15-101 (1972 as amended); a copy of said Cooperative Agreement is attached hereto and incorporated herein as **Exhibit "1"**; and

WHEREAS, under the terms of the Cooperative Agreement, said Agreement was effective through December 31, 2017, unless extended for successive one (1) year periods upon the mutual consent of the parties; and

WHEREAS, Mississippi Gulf Coast Regional Convention and Visitors Bureau d/b/a Visit Mississippi Gulf Coast (VMGC) is now operating under the brand of "Coastal Mississippi"; and

WHEREAS, upon mutual agreement of the GBRAA and Coastal Mississippi, the initial term has been extended annually for five (5) subsequent one (1) year periods, through December 31, 2022; and

WHEREAS, GBRAA and Coastal Mississippi now desire to extend the Cooperative Agreement for an additional one (1) year term, through December 31, 2023, unless terminated prior thereto by either party pursuant to the terms of the Agreement; and

WHEREAS, the parties further agree to subsequently engage a third-party Administrator

to provide ACA Employer Reporting Services, ERISA Compliance Services, and COBRA Administration Services for an additional year; and

WHEREAS, the parties further agree to subsequently engage a third-party service provider to perform non-fiduciary and fiduciary duties with respect to their Flexible Benefit Cafeteria Plans for an additional year.

NOW, THEREFORE, the parties mutually agree as follows:

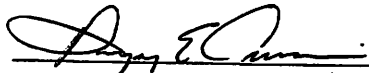
1. The Cooperative Agreement by and between GBRAA and Coastal Mississippi dated on or about December 7, 2016, is hereby extended for an additional one (1) year term and shall expire on December 31, 2023 unless terminated prior thereto by either party pursuant to the terms of the Agreement. A copy of the initial Cooperative Agreement is attached hereto and incorporated herein as **Exhibit "1"**.

2. GBRAA and Coastal Mississippi agree to subsequently engage a third-party Administrator to provide ACA Employer Reporting Services, ERISA Compliance Services, and COBRA Administration Services for an additional year. Furthermore, GBRAA and Coastal Mississippi agree to subsequently engage a third-party service provider to perform non-fiduciary and fiduciary duties with respect to their Flexible Benefit Cafeteria Plans. Coastal Mississippi and GBRAA agree to execute and submit all necessary plan applications or agreements to authorize these third-party administrators to provide said services. Each entity will be responsible for reporting separately under their Federal Tax I.D. number.

3. Other than the changes set forth above, all other provisions of the Cooperative Agreement by and between GBRAA and Coastal Mississippi and any amendments thereto remain in full force and effect.


IN WITNESS WHEREOF, GBRAA and Coastal Mississippi have made and executed
this Agreement as of the dates below.

MISSISSIPPI GULF COAST REGIONAL
CONVENTION AND VISITOR'S BUREAU,
d/b/a COASTAL MISSISSIPPI

By: , President

Date: 10/01/2022

GULFPORT-BILOXI REGIONAL
AIRPORT AUTHORITY

By: 
Vice-Chairman

Date: 9-21-22

Coastal Mississippi – Annual Statement of Work
FY' 2023 (Oct. 1, 2021 - Sept. 30, 2023)
Revised Sept. 27, 2022

Coastal Mississippi ("Client") has asked PETERMAYER ("Agency") to provide a Statement of Work to continue managing Client's base annual advertising and marketing services as its Agency of Record for its Fiscal Year 2023 (Oct. 1, 2022 - Sept. 30, 2023).

Activities and Deliverables detailed herein will be covered by Client's FY 2023 general operating budget (driven by "bed tax" revenue) and will pertain to the period from Oct. 1, 2022 through Sept. 30, 2023. Any activities and deliverables to be commissioned through separate budget funding, including but not limited to the Economic Development Administration (EDA) or Travel Relief Fund (TRF), will be scoped separately for Client review and approval.

Activities & Deliverables:

I. Agency support that will be covered by a monthly, fixed retainer fee will include Account Management and Brand Strategy:

Account Management

- Serve as the primary contact for Client relationship management, communication and collaboration with Client staff and partners
- Lead team in monitoring and reporting on competitive activity and consumer/industry trends
- Lead the team in evaluation/development of business opportunities
- Conduct status calls/meetings with Client (bi-weekly) and provide bi-weekly written status reports/updates of project activity and attend Client meetings.
- Provide management of agency-related Client budgets and spending recommendations
- Provide documentation of all Client requests and project initiation
- Travel to the destination for meetings four times annually (quarterly)

Brand Strategy

- Partner with Client as business experts on the brand, consumer and cultural trends that affect Coastal Mississippi and the broader tourism category
- In conjunction with Client's FY 2024 Marketing Plan development (typically commencing in late spring/early summer 2023), lead development of a section dedicated to brand strategy, which may include trends and insights related to:
 - Our target strategy, state of the brand and creative/messaging strategy
- In support of campaigns, develop strategic and research-based marketing recommendations that best support the new overarching brand positioning, leveraging Agency third-party research tools and any Client-provided research

II. Agency will provide the following services based on the Client's specific goals and objectives as well as media and budget parameters for each respective area of focus. Agency support to include planning/purchasing of traditional and digital media, and paid search. Media commission earned will be based on a 15% media commission derived from the gross digital media spend; and 7.5% media commission derived from the gross traditional media spend.

Media Services (Campaign Planning & Purchasing)

- **FY' 2023 Campaign Development**
 - Following approval of overall media strategy and goals, market and budget recommendations (as part of separate FY' 2023 marketing plan development), Agency to develop and implement one (1) paid annual media plan for campaign targeting leisure travelers and one (1) paid annual media plan for campaign targeting Meetings/Conventions (B2B) segments
 - Annual leisure campaign plan will include base Leisure initiative and specific targeting opportunities within the base Leisure plan for two additional segments such as Gaming and Outdoor Activities but as a part of the overall Leisure campaign plan/buy (not separate plans and campaigns for each segment)
 - Recommended media partners in all markets based on selected proposals from RFP process
 - Details and visual reference examples for each recommended tactic and campaign flowchart depicting flights and spend levels by tactic.
 - Includes up to two (2) rounds of Client reviews and Agency revisions
 - Upon approval of plan, negotiate rates and purchase media, issue Insertion orders for all buys and campaign setup for digital buys within appropriate ad serving and ad manager platforms
 - Create tracking URLs for digital media and implement/test tracking recommendations (tags/pixels) on respective campaign landing pages to ensure media performance.
 - On-site tracking to be audited before launching larger campaigns (Leisure) and recommendations will be shared with client before changes are implemented.
 - Assumes Client to communicate to PETERMAYER when site changes are made that may affect tracking implementation
 - Setup and manage all account billing and invoicing
 - Where applicable, provide programmatic media services[^]
 - Provide screenshots at campaign launch as proof of performance
 - Bi-weekly team collaboration (in conjunction with Agency analytics team) to review campaign observations and potential optimizations for optimal campaign performance

[^]NOTE: When purchasing digital media placements, Agency may purchase digital placements through automated networks, exchanges, trading desks and demand side platforms ("Programmatic Media Purchasing"). Agency will use best efforts to obtain competitive pricing for all Programmatic Media Purchasing including costs in the supply chain. Client will have option to use vendor-managed services or Agency managed services.

- **FY 2024 Planning - Media Strategy Development**
 - In conjunction with Client's FY 2024 Marketing Plan development (typically commencing in late spring/early summer 2023), develop the macro-level, full funnel, media strategy for the 2024 fiscal year, which may include:
 - Overall media goals, market categories (drive vs. fly markets), budget allocations by segment, media mix breakout by segment and campaign measurement considerations



Paid Search

- **Planning and Implementation**
 - Review of Client's campaign goals and objectives and provide strategic recommendations concurrently with other traditional and digital media planning for annual Leisure campaign and annual **Meetings and Conventions campaign
 - Perform in-depth keyword research and competitor analysis with a variety of research tools to identify target keywords and organize them into closely related campaigns and ad groups
 - Manage campaign setup and implementation in Google Ads and Microsoft (Bing) Ads platforms (where applicable), specifically: implementation of approved keywords for new campaigns; drafting of text ad copy; and extensions, and management of daily spend levels, geographical locations based on targeting parameters (DMA, zip codes, radius, etc.), demographic targeting, audience targeting (affinity, interest, in-market, etc.) and campaign tracking URLs
 - Setup and manage all account billing and invoicing
 - Upon approval of campaign budget parameters, generate and maintain Insertion Orders
 - Perform website analytics to uncover top performing landing pages, consult with digital specialist team on tracking and landing page relevancy, and then construct keyword recommendations around those landing pages
 - Utilize Google Analytics to deep dive and dig across entire website performance (weekly, monthly, quarterly, annual)
 - Develop KPI goals in collaboration with client and analytics based on historical performance
- ****Campaign Management & Optimization**
 - Monitoring, management, and optimizations of campaigns throughout the month for Leisure campaign, including:
 - Weekly monitoring of campaign performance and adjustments to ensure we hit campaign goals/benchmarks
 - Weekly team collaboration to review campaign observations and potential optimizations for optimal campaign performance, which may include:
 - Observe and adjust keyword and audience bids based on performance
 - Add and observe additional audiences from Google Analytics data
 - Keyword adjustments including: additional keywords, pausing keywords and blocking or adding negative keywords based on performance
 - Adjustments to campaign budgets and spend levels
 - Ad copy optimization and recommendations for ad extensions where applicable
 - Daypart recommendations (specifying certain times of day to have ads displayed based on audience behavior to maximize visibility/results)
 - Device bid adjustments (altering the ratio of when ads appear on different device types - desktop vs. mobile vs. tablet)
 - Adjustments to demographics and location targeting
 - Landing page optimization recommendations
 - Track and review campaign performance to determine areas for buy optimization

***NOTE: Paid search campaign management and optimization deliverables listed are specific to annual Leisure campaign. Ongoing management and optimization for Meetings and Conventions campaign to be limited to only monthly reviews of budget pacing/spend levels and optimization recommendations no more than quarterly basis due to overall campaign media budget (With B2B, outside of advertising on self-serve platforms such as Paid Search or LinkedIn which can be optimized with results reported via Datarama, direct site buys with B2B media offer limited reporting)*

capabilities and virtually little optimization opportunities. Reporting typically consists of impressions, clicks and open rate - therefore less need for more frequent, detailed insights to report on an ongoing basis).

Note - Annual Media Plan/Spend: Agency anticipates a minimum gross media spend of \$1,500,000 from Oct. 1, 2022 through Sept. 30, 2023 (gross digital and traditional media) derived from the FY 2023 general operating budget for the base Leisure and Meetings/Conventions campaigns (excludes any smaller programs or campaigns e.g. Air Services, Sports Book, Seasonal Holiday, etc.). Specific budget weighting between digital and traditional tactics to be recommended and submitted by Agency for Client approval during the media strategy (FY 2023 marketing plan development) process and further refined as needed during media planning. If the total media commission during this 12-month period is less than \$180,000, Agency and Client agree to review and discuss any necessary adjustments to align Agency effort with compensation.

General Media Exclusions:

- Separate seasonal or direct flight initiatives, which will need to be estimated separately for Client approval and may require additional hourly fees across all functions to plan, place and manage depending on projected minimum spend level thresholds, respectively.

III. Agency support that will be charged on an hourly basis will include Media Analytics & Reporting, Creative Campaign Asset Fulfillment and Production Support/Delivery (Project Management, Broadcast/Digital/Print Producer support and Proofreading). Agency will charge a blended rate of \$125/hour for these services.

NOTE: The Agency is earmarking up to \$100,000 (or ~800 total hours across all hourly functions) in this SOW to accommodate activities and deliverables related to hourly services - specifically Media Analytics & Reporting, Creative Campaign Asset Fulfillment, Producer Support and Project Management/Delivery based on the Client's needs and objectives during FY' 2023 at its discretion. Agency will bill Client only for actual hours incurred and will manage against this total ceiling as the fiscal year progresses, providing Client with quarterly updates on how we are tracking against the estimated total.

Deliverables toward this total budget ceiling that Agency will manage against may include:

Analytics & Reporting

- **Buy Optimization, Dashboard Maintenance & Monthly Topline Reporting**
 - Track and review campaign performance and development of topline findings and recommendations to be submitted to Client monthly with an emphasis on determining areas for buy optimization of Agency media campaign(s)
 - Continue optimization and updates of five (5) Datorama dashboards (Overall Media Overview, Digital Media Overview, Digital Media Tables, Digital Media Trends and Visitation Data) that include campaign KPIs, key data metrics and customized client dimensions. Datorama dashboards include:
 - Overall Media Overview
 - Investment (Gross Media Cost) broken down by Media vs. Traditional tactics and overall performance metrics
 - Digital Media Overview
 - Key statistics on digital tactics - Investment and Impressions by Channel, Geography, Campaign (Leisure vs. Meetings & Groups), Creative (Leisure, Outdoor Activities, Gaming, DEI), Partner and Format
 - Efficiency metrics - media costs per appropriate model (CPM, CPC, Cost/Engagement, etc.)



- Productivity metrics - engagement rate, video completion rate, click-thru rates
- Investment Pacing and Quarterly Goal KPI Tracking
- Digital Media Tables
 - Tabular and customizable view into performance metrics using campaign specific dimensions (both found in data vs. customized specifically for Coastal Mississippi) such as Partner, Age, Geography, Format, Campaign Name, Channel, etc.
- Digital Media Trends
 - Trend of performance metrics pertinent to campaign success - Quarterly, Monthly, Weekly and Daily views available
- Visitation Trend Data
 - Data from non-standard sources such as Smith Travel Reports (STR, hotel occupancy), and MS Gaming Commission (casino occupancy)
- Maintenance and updates of standard data sources for Agency, including Sizmek (Agency ad server), Google Ads (search, Google display and YouTube) and Viant (programmatic platform)
- Maintenance and updates of non-standard data sources, specifically Smith Travel (STR), casino occupancy, Google Analytics and *traditional media data (such as OOH).
 - Any non-standard data sources that may be requested by Client to integrate into Agency dashboard not listed is out of scope (i.e. Buxton - as of now, unable to integrate into Datarama)
 - Standard Digital data sources connected directly to Datorama dashboard will be updated nightly (Paid Search, Google Display, Programmatic, Sizmek). Non-standard sources will be updated monthly at the beginning of each month (when data is available) or quarterly for traditional media data*
- Internal bi-weekly check-ins to review current performance in search and recommend optimizations to be implemented
- Development and delivery of month-in-review decks (8x10 PDF format) of Digital Media Performance

**NOTE: Traditional media data such as OOH (where applicable) are updated within the Overall Media Overview dashboard view on a quarterly basis to illustrate a holistic view of marketing investments and impression delivery by all Channels for the quarter, or appropriate reporting period.*

- **Quarterly Reporting**
 - Agency to provide a deep dive analysis and reporting, tracking the effectiveness of media tactics as part of the two (2) annual paid media campaign:
 - Develop and present deck with deep dive analysis of campaign metrics, performance and areas/opportunities to optimize or further explore on a quarterly basis.
 - Assumes one analysis in Winter 2023 following Client's Q1 media period (Oct - Dec 2022), one analysis in Spring 2023 following Client's Q2 media period (Jan - March 2023) and one analysis in Summer 2023 following Client's Q3 media period (April - June 2023)
 - Analysis includes media data found in Datorama dashboards, visitation metrics from non-traditional sources like Smith Travel (STR) casino occupancy data, AirDNA and/or Buxton and website performance from Google Analytics

Creative Campaign Asset Fulfillment

- Leveraging the established brand platform ("The Secret Coast") and existing video/photo or Client-provided assets, Agency to provide copy and design support to fulfill assets needed as

part of the Agency's paid Leisure and B2B media campaigns that have not yet been produced as part of previous campaign initiatives such as video and display.

- For FY' 2023, this is anticipated to include:
 - Up to six (6) print ads for Leisure and B2B plans (scalable for emerging Client placements up to 12 total)
 - Up to 12 – 16 digital asset executions for Leisure and B2B plans, which may include tactics such as native advertising, static or animated display, e-newsletter assets and/or media publisher sponsored social post opportunities based on the media plan.
 - Note: Agency to include up to 4 or 5 new digital assets that include imagery of integrated diversity.

General Creative Campaign Asset Fulfillment Assumptions/Exclusions:

- Assumes Client/Agency to leverage existing video ("Grandparents" :30/:15, "Sister" :30/:15) and display ("Beautiful View", "Plan Your Trip", "Sunscreen") assets developed in FY' 2022 for FY' 2023 Leisure media terrestrial/digital video and display placements.
- Agency to leverage all existing video/photo or new Client-provided assets
- Excludes any newly produced creative campaign development and production execution, which will require a separate Statement of Work for Client review and approval.
- Excludes new video/audio production and/or original photography, which will require a separate Statement of Work for Client review and approval.

Production Support & Delivery

- Digital producer support
 - Manage development and Quality Assurance (QA) testing of online media banner assets (where applicable)
- Broadcast and print producer support
 - Manage Quality Control and high resolution file exports of final print ad and static OOH materials (where applicable)
 - Oversight of lower tier initiatives such as estimating and processing of talent/music usage renewals, stock photography, video dubs and printing
- Delivery (Project Management and Proofreading)
 - Manage all project planning and scheduling
 - Manage the prioritizing of client work and overall project workflow within Agency
 - Manage the resource identification and allocation within Agency
 - Manage the distribution of final assets and production materials to applicable vendors
 - Manage proofreading/copy editing/fact-checking for creative tactics, concepts and campaigns and other Agency managed assets prior to final delivery or production execution.

General Production Support Exclusions:

- Management/oversight of new audio/video production and/or photography, which will be estimated separately based at the blended hourly rate as part of the separate Scope of Work for each respective project
- Website/email development and/or content management

General Assumptions/Exclusions

- **General Scope Assumptions**
 - New or specific data sources required by Client for Analytics dashboard development and reporting purposes may incur incremental Agency hours and additional fees

- Creative development/execution assumes up to three rounds of review/revisions - using consolidated Client feedback from a single point of contact
- Agency and Client will work to review deliverables and staff hours in quarterly reconciliations
- **General Scope Exclusions**
 - Agency management of separate media campaigns/programs outside of base Leisure and Meetings/Conventions campaigns, which will be estimated separately for Client review and approval and is subject to additional fees beyond what is covered under a commission agreement.
 - New asset creative campaign development and production execution, which will require a separate Statement of Work for Client review and approval.
 - Marketing plan development exclusive of assigned brand strategy and media strategy portions of the plan
 - Strategy and Execution of Public Relations, including crisis communications, which will be estimated separately under a different Statement of Work at Client's discretion
 - Agency hours to change any marketing or media plans after Client approval
 - Primary research - including Agency hours to manage, coordinate and execute, as well as any related third-party vendor costs. Due to the premium costs associated with primary research, Agency will estimate a flat project fee for any primary research initiatives for Client review and approval.
 - Organic Search (SEO) initiatives
 - Website work, including management of site analytics and site maintenance
 - App Design, Development and Implementation
 - Email deployment and/or ongoing management of email program(s)
 - Strategy and Execution of Social Media activities, including but not limited to organic and paid content development and community management
 - External costs, such as photography, 3rd party research, video/audio production and editing, printing and email deployment, or legal services for copyright protection and/or trademark protection. These costs will be estimated as needed for Client review and must be approved in advance in writing by the Client.
 - Any fees associated with Nielsen research books as part of the broadcast media planning process are excluded and would be derived from the total gross media spend

Pricing

| Retainer Fee: Billed Monthly | Committed Costs |
|--|------------------|
| Account Management and Strategy (\$10,000/month) | \$120,000 |
| Sub Total | \$120,000 |

| Hourly Fees: Billed Based on Actuals Incurred | Estimated Costs |
|--|------------------|
| Analytics, Creative Asset Fulfillment, Producer Support & Project Management | \$100,000 |
| Sub Total | \$100,000 |

| *Media Services & Paid Search Management | Estimated Costs |
|---|------------------|
| Media Planning/Purchasing and Paid Search | \$180,000 |
| Sub Total | \$180,000 |

| **External Costs | Estimated Costs |
|--|-----------------|
| External Production & Out-of-Pocket Cost Allowance | \$50,000 |

| | |
|-----------|----------|
| Sub Total | \$50,000 |
|-----------|----------|

TOTAL ESTIMATED AGENCY FEES: \$400,000
TOTAL EXTERNAL COST ALLOWANCE: \$50,000

***NOTE: External cost allowance is a ballpark allowance for budget planning purposes to cover lower tier costs that emerge throughout the year such as talent/music usage renewals, video dubs and out-of-pocket expenses. These costs would be estimated individually on a case-by-case basis for Client review and approval.*

- Additionally, Agency compensation includes a Performance Incentive opportunity (as outlined in "Performance Incentive Addendum" on page XXX).

Billing Terms

- For all media advertising placed on behalf of Client, Agency will earn 15% of the gross digital media placed and 7.5% of the gross traditional media placed.
- Any items purchased by the Agency on behalf of the Client in conjunction with the production of its advertising (e.g., film production, typography, printing, photography, illustrations, talent, studio time, research, etc.) will be charged at cost with no markup.
- External costs associated with broadcast or photo production may be charged up to 100% of total estimated costs upfront with the remaining balance billed in full upon completion.
- All out-of-pocket costs (such as travel, postage, freight, etc.) will be charged at cost, with no markup.
- Agency invoices will be generated on a monthly basis and will carry terms of no less than thirty (30) days net.
- All work will be performed under the terms of the approved Master Services Agreement (MSA).
- This proposed Statement of Work is valid for 30 days, if not approved. Estimated hourly charges and external production costs are +/- 15% contingency.

Signatures:

Client: Judy Green
PETERMAYER: Daniel Crane

Date: 10/3/2022
Date: 10.11.22

Performance Incentive Addendum

Agency has the opportunity to earn up to \$xxxx annually, based on the achievement of certain measurable objectives, to be mutually agreed upon annually and detailed in a separate document. Such measurable objectives should directly relate to the marketing goals of Coastal Mississippi.

REQUEST FOR PROPOSAL: SOCIAL MEDIA SERVICES

Purpose – General Scope

The Mississippi Gulf Coast Convention and Visitors Bureau, d/b/a Coastal Mississippi, seeks to contract with a vendor that will seamlessly integrate with Coastal Mississippi's current team, partners, and brand, *Coastal Mississippi: The Secret Coast*, by providing strategic leadership that maximizes the effectiveness of Coastal Mississippi's organic and paid social media efforts.

About Coastal Mississippi

Established through forward-thinking legislation as a regional entity in 2013, Coastal Mississippi serves as the official tourism organization for the Mississippi Gulf Coast, comprised of three coastal counties, including Hancock, Harrison, and Jackson. Our organization's purpose is to positively impact residents' quality of life through the advancement of the tourism industry. Coastal Mississippi employs various strategies that include convention and group sales efforts, as well as leisure marketing campaigns that include various media, digital and social media strategies, communications, and tourism efforts. Tourism is one of the key economic drivers that supports Coastal Mississippi's \$1.816 Billion visitor industry and 14.2 million visitors annually.

The social media budget (including fees) runs in the \$150,000-\$350,000 range annually over the past three years. The budget varies based on available sources of revenue.

To review our research, please click [here](#).

To review our 2021-2022 Marketing Plan, please click [here](#).

To review our 2021 Annual Report, please click [here](#).

To view our website, please click [here](#).

Social Media Presence

Coastal Mississippi's social communities combined consist of nearly 2 million followers with social media presence in two verticals: leisure and travel trade.

Leisure channels are as follows:

Facebook handle: @seecoastalms

URL: <https://www.facebook.com/seecoastalms>

Instagram handle: @coastalms

URL: <https://www.instagram.com/coastalms/>

TikTok handle: @coastalms

URL: <https://www.tiktok.com/@coastalms>

Twitter handle: @seecoastalms

URL: <https://twitter.com/SeeCoastalMS>

Pinterest handle: @seecoastalms

URL: https://www.pinterest.com/seecoastalms/_created/

YouTube handle: visitmscoast

URL: <https://www.youtube.com/user/VisitMSCoast/videos>

Spotify: Coastal Mississippi

URL: <https://open.spotify.com/user/owkcxfo9y3xnrixpde98d4os>

Travel Trade channel is as follows:

Twitter handle: @meetcoastalms

URL: <https://twitter.com/MeetCoastalMS>

Project Scope

Coastal Mississippi seeks to contract social media consulting, advertising, creative, and marketing services to showcase and promote the three Coastal Counties and their tourism products as one Coastal Mississippi product, through an entity with expertise in developing and implementing comprehensive social media campaigns that strengthen and enhance brand strategy and meet stated goals and objectives. Agencies that provide other advertising and marketing services are eligible; however, an in-house team is required to develop and implement social media marketing and advertising services.

Services will include, but are not limited to:

- Social media strategic planning, development, and support, including content development
- Social media research and sentiment reporting
- Development of social media creative concepts and production
- Paid social media planning, paid social media buying
- Social media management, organic and paid reporting and analysis
- Account and project management
 - General account oversight and project management services
 - Lead project kick-off meetings and communication efforts
 - Coordinate resources and manage budgets
 - Participate in conference calls, planning, and status meetings

Schedule of Events

| ACTION ITEM | Date | Time |
|--|------|-----------------|
| RFQ/RFP Issued | | |
| Proposal Questions Due to Coastal Mississippi | | 5:00 PM |
| Answers Posted | | 5:00 PM |
| Proposals Due to Coastal Mississippi | | 5:00 PM |
| Notification to Respondents Selected for Oral Presentations | | 5:00 PM |
| Finalists Oral Presentations to Coastal Mississippi Board of Commissioners | | To Be Scheduled |
| Notification to Successful Proposer | | |
| Contract Negotiation Period | | |
| Transition Period | | |
| Contract Term Commencement | | |

Responses

Interested parties should respond to this RFQ/RFP providing:

1. Name and address of entity, primary contact information, years in business, number of employees, organizational chart, and documented capitalized billings for the past three years.
2. Four credit references, four professional references, four media references.
3. Briefly describe your knowledge and experience of the Coastal Mississippi travel and tourism market.
4. Describe your firm's experience developing comprehensive social media strategies and plans to promote tourism.
5. Describe at least three documented successes in designing and implementing a social media advertising/marketing plan in tourism and/or for a commercial gaming entity to include examples of work and method and processes utilized to track, measure and report results. All examples must be work performed by your firm.
6. Describe your firm's overall comprehensive resources in social media creative development, production, strategic planning, media planning, and research.
7. Briefly detail the experience of the personnel who will perform the work for Coastal MS.
8. Please provide a list of the firm's current top five clients for whom you provide social media marketing and advertising services in annual billing (social media services only), as well as any current clients in the travel, tourism, and gaming industry.
9. Describe the account management, creative and billing processes, and procedures your agency has in place to manage an account of this size and complexity.

Agencies may submit questions by **5:00 PM, _____, 2022**, to a private landing page [here](#). Answers will be posted on the same location by **5:00 PM, _____, 2022**.

Proposal Format

This document should be prepared in a simple-to-follow and organized format that includes a table of contents. The document shall not exceed a total of 25 pages (8.5" x 11") or be larger than 10 MB in size. Please provide links to video files if you want to include them. Presentation materials will not be returned.

Proposal Submittal

Proposals must be submitted via email as either Word or PDF documents and sent to the following email address: pattye@coastalmississippi.com. When submitting your proposal, the email subject line should read: Coastal Mississippi Social Media Agency. Proposals can be submitted by mail to Patricia Meagher, Director of Communications & Engagement, Coastal Mississippi, PO Box 8005, Biloxi, MS 39535.

Evaluation Process and Selection Criteria

Coastal Mississippi Selection Committee will conduct a comprehensive, fair, and impartial evaluation of all proposals received in response to this RFQ/RFP. Each proposal will be analyzed to determine overall responsiveness and qualifications under the RFQ/RFP. Coastal Mississippi reserves the right to select one, or more, or none of the Respondents to conduct an Oral Presentation to the Coastal Mississippi Board of Commissioners.

The Selection Committee will evaluate responses received to this RFQ/RFP. Selection criteria will include but not be limited to the following:

- Successful demonstrated experience in developing and implementing social media marketing and advertising plans/campaigns for a destination comprised of a multitude of market segments (leisure, gaming, outdoors, meetings & conventions, sports, groups) **(20 points)**
- Overall quality of work (creativity, execution) **(15 points)**

- Overall capacity of firm to meet the timeline and tasks required for this project including financial stability and qualifications of staff **(15 points)**
- Demonstrated understanding of the product and its competition **(15 points)**
- Sound measurement and results oriented skills and processes **(15 points)**
- Demonstrated ability to identify, gather and utilize tourism data, trends, and research to develop targeted social media strategic plans **(10 points)**
- Technical and specialty expertise in social media marketing **(10 points)**

The Selection Committee will give additional weight to applicants who meet the selection criteria guidelines and that also meet one or more of the following *preferred* criteria:

- Experience working with multiple agencies **(10 points)**
- Experience working with multiple groups/clients (regional) on one account **(10 points)**
- Successful demonstrated experience in developing and implementing Coastal destination social media marketing/advertising plans **(5 points)**
- Successful demonstrated experience in developing and implementing gaming destination social media marketing/advertising plans **(5 points)**

Presentations

Responding parties will be notified on _____, _____, **202_**, if they have been selected to proceed to the presentation process. Presentation will be to the entire Coastal Mississippi Commission. Those invited will be provided with additional information, including goals, objectives, and challenges identified by Coastal Mississippi. Presentations will be scheduled for _____, _____, **202_**. Selected parties will be required to submit a written document (20 copies) and give a 45-minute presentation (plus 15 minutes for Q&A following the presentation) that includes:

- Presentations should showcase the agency's social media creative abilities and how such abilities will benefit Coastal Mississippi in promoting and marketing the destination
- A summary of the Agency's qualifications, experience, and strategic planning, and creative abilities in social media marketing and advertising
- A summary of the Agency's understanding of the scope of work to be accomplished, how the agency proposes to accomplish and perform these services, and a description of the agency's strategic process on how they plan to utilize social media to market Coastal Mississippi as a destination
- Agency's understanding of Coastal Mississippi's challenges, objectives, and needs
- Agency's preliminary thoughts on developing a social media marketing/advertising campaign that supports and enhances the brand to meet stated goals and objectives
- Identification of any information gaps and recommendations for resolving them
- Agency shall demonstrate an understanding of Coastal Mississippi target markets and develop a preliminary social media marketing and advertising plan with a recommended year one budget by media/channel

At this time, you would also be required to submit a pricing proposal as part of your written submission. Requested format:

- Retainer fee: Monthly fee to cover the consultative portion of the plan, including strategy, creative concepts, and ideas, business building ideas, account management/services/analysis/reporting/estimating/billing. This fee must include administrative costs associated with the account's day-to-day management.
- Production fees: Provide rates associated with all in-house agency production services, including hourly rates to be charged for the execution of approved social media concepts and strategies
- Media buying commission rates
- Please provide a comprehensive list of all services that your agency would usually outsource (i.e., photography, video production) and indicate a mark-up

Final Selection

Evaluation at this stage will be by the entire Coastal Mississippi Commission and will include but not be limited to:

- Creative ability, quality, and innovation **(15 points)**
- Cost/Pricing **(15 points)**
- Quality and viability of measurement and results-oriented skills and processes **(15 points)**
- Ability to formulate a cohesive social media plan and strategy **(15 points)**

Contract

Coastal Mississippi reserves the right to award one or no contract in response to this RFQ/RFP. Upon completion of the presentations, the selected agency will be requested to enter into contract negotiations. In addition to the scope of work, pricing, and approval processes, the contract will require a mutual 90-day cancellation clause with no retrieval fees. Final approval of a selected agency is subject to the action of the Coastal Mississippi Board of Commissioners. The contract may require coordination of work product with other agencies and/or entities.

Restrictions on Communications

Respondents and/or individuals acting on behalf of Respondents are prohibited from communicating with 1) Coastal Mississippi Commissioners; 2) Coastal Mississippi employees; regarding the RFP or proposals from the time the RFP has been released until the contract is awarded. These restrictions extend to “thank you” letters, phone calls, emails, gifts, and any contact that results in the direct or indirect discussion of the RFP and/or proposal submitted by the Respondent. Violation of this provision by Respondent and/or individuals acting on Respondent’s behalf may lead to disqualification of Respondent’s proposal from consideration.

Respondents may submit written questions concerning this RFP to a private landing page [here](#).

Questions received after the stated deadline will not be answered. Answers to all questions shall be posted to a private landing page [here](#) by the stated deadline.

A Respondent that has an ongoing business relationship with Coastal Mississippi may communicate to the extent necessary to perform the Respondent’s duties and obligations related to that business relationship. Questions submitted and Coastal Mississippi responses will be posted with this solicitation.

Coastal Mississippi reserves the right to contact any Respondent to negotiate if such is deemed desirable by Coastal Mississippi. Such negotiations, initiated by Coastal Mississippi staff persons, shall not be considered a violation by Respondent of this section.

All expenses for participating in the RFP processes are the agency's responsibility.