

Meeting Date
10/18/2016



AGENDA	
Section	Consent
Item No.	T.B.3

AGENDA REPORT
BREVARD COUNTY BOARD OF COUNTY COMMISSIONERS

SUBJECT:	Approval of Tourist Development Council (TDC) Proposed FY2016-17 Marketing & Media Plan and Approval for TDO Staff to Negotiate and Execute Agreements with Vendors over \$100,000
DEPT/OFFICE:	Community Services Group / Tourism Development

Requested Action:

It is requested that the Board approve the proposed FY2016-17 Marketing & Media Plan and authorize the TDO Executive Director and the County Manager or designee to negotiate advertising rates and execute agreements with the vendors. It is further requested that the Board approve staff to execute purchase orders to advertising vendors for ad placement and promotion costs over \$100,000 as recommended by the County Manager.

Summary Explanation & Background:

The Tourism Development Office has prepared the attached proposed Marketing & Media Plan for FY2016-17 in the amount of \$5,149,057. The Marketing & Media plan will remain flexible, strategically built through seasonal campaigns and marketing partnerships, as market demands may cause changes to the plan throughout the fiscal year.

The TDO, when possible, uses cooperative advertising partners throughout the county, which translates to larger ad buys, representation and sales missions at a reduced cost to all participants. Our partners include Kennedy Space Center, Port Canaveral, Orlando-Melbourne Int'l Airport, Ron Jons, Space FL, City of Cocoa, City of Titusville, City of Palm Bay, Cocoa Beach Hotel Motel Association, I-95 Hotel Associations, and Brevard Zoo, among others. Some of the co-ops included in the FY2016-17 plan are both bulletin and digital billboard campaigns throughout Florida and other targeted states, television broadcasts, print ads in well-known industry and target-market magazines, newspapers, and directories, an extreme geo-targeted and traffic-focused digital campaign, Special Event Funding, Signature Events Marketing Program, and Strategic Marketing Partnerships all committed to making Florida's Space Coast stand out and drive tourists and visitors from all over to experience the Space Coast first-hand. The TDC may pay for the ads up front and seek reimbursement from the advertising partners when applicable or award marketing grants through an application process and tiered scoring.

It is requested that the Board authorize the TDO Executive Director and County Manager or designee to negotiate and enter into agreements with the advertising vendors and authorize purchase orders for advertising placement and promotional costs over \$100,000. The total estimated TDC media advertising budget for FY2016-17 including production costs is +\$5.1 million.

Fiscal Impact FY2016-17; Current TDO Marketing & Media budget is \$5,149,057.

Name: Eric Garvey, Tourism Development Executive Director
Phone: 433.4470 ext. 232, eric.garvey@visitspacecoast.com

Clerk to the Board Instructions:

Exhibits Attached: FY2016-17 Marketing & Media Plan

Contract /Agreement (If attached):		Reviewed by County Attorney	Yes	<input type="checkbox"/>	No	<input type="checkbox"/>	PR <input type="checkbox"/>
County Manager		Assistant County Manager			Department Director / Extension Eric Garvey, Tourism Development Executive Director		
Stockton Whitten		Assistant County Manager					



Tammy Rowe, Clerk to the Board, 400 South Street • P.O. Box 999, Titusville, Florida 32781-0999

Telephone: (321) 637-2001
Fax: (321) 264-6972
Tammy.Rowe@brevardclerk.us

October 19, 2016

MEMORANDUM

TO: Eric Garvey, Tourist Development Director

RE: Item II.B.3., Approval of Tourist Development Council (TDC) Proposed FY 2016-17 Marketing and Media Plan; and Tourism Development Office Staff to Negotiate and Execute Agreement with Vendors Over \$100,000

The Board of County Commissioners, in regular session on October 18, 2016, approved the TDC's proposed FY 2016-17 Marketing and Media Plan; authorized you and the County Manager, or designee, to negotiate advertising rates and execute agreements with vendors; and approved staff to execute purchase orders to advertising vendors for ad placement and promotion costs over \$100,000, as recommended by the County Manager.

Your continued cooperation is greatly appreciated.

Sincerely yours,

BOARD OF COUNTY COMMISSIONERS
SCOTT ELLIS, CLERK

✓ Tammy Rowe, Deputy Clerk

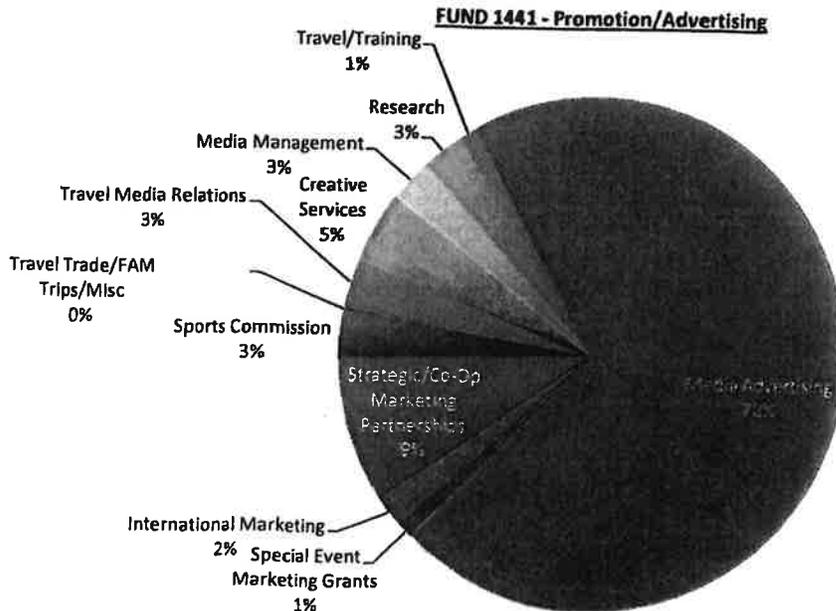
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cc: County Manager
Finance
Budget



**BREVARD COUNTY TOURISM DEVELOPMENT OFFICE
FY2017 MEDIA PLAN**

FUND 1441 - Promotion/Advertising	FY16 (Adjusted)	FY17 Budget	%			Difference
Media Advertising	\$ 3,230,000	\$ 3,621,642	70%	<i>Detail</i>	<i>%</i>	12%
<i>Annual Campaign</i>				\$ 1,266,000	35%	
<i>Outdoor Billboard (annual)</i>		\$ 450,000			12%	
<i>Out of Home (OOH) Airports - MCO, ATL, DCA (annual)</i>		\$ 540,000			15%	
<i>Inbound Digital (annual)</i>		\$ 276,000			8%	
<i>Fall Campaign (October 1-December 15)</i>				\$ 559,500	15%	
<i>Spring Campaign (Jan. 1-March 1)</i>				\$ 878,098	24%	
<i>Early Summer Shoulder (April 15-June 15)</i>				\$ 382,500	11%	
<i>Summer Campaign (July 1-August 31)</i>				\$ 421,690	12%	
<i>Late Summer Shoulder (September)</i>				\$ 113,854	3%	
Special Event Marketing Grants	\$ 250,000	\$ 50,000	1%			-80%
International Marketing	\$ 180,000	\$ 112,000	2%			-38%
<i>Latin America</i>				\$ 100,000	89%	
<i>UK/Europe</i>				\$ 12,000	11%	
Strategic/Co-Op Marketing Partnerships	\$ 350,000	\$ 475,000	9%			36%
<i>Port Canaveral - New Home Port Ship Marketing</i>				\$ 250,000	53%	
<i>Orlando-Melbourne Int'l Airport - New Inbound Service Marketing</i>				\$ 225,000	47%	
Sports Commission	\$ 450,000	\$ 150,000	3%			-67%
Website/SimpleView	\$ 98,000	\$ -	0%			
<i>SimpleView</i>				\$ -	0%	
<i>Regatta License</i>				\$ -	0%	
Travel Trade/FAM Trips/Misc	\$ -	\$ 18,000	0%			
Travel Media Relations	\$ 40,000	\$ 156,800	3%			292%
<i>Agency Services - Publicist</i>				\$ 120,000	77%	
<i>Media Relations Expenses</i>				\$ 36,800	23%	
Creative Services	\$ 200,000	\$ 231,000	4%			16%
Media Management	\$ -	\$ 135,400	3%	<i>% of Media</i>	4%	
Research	\$ 94,525	\$ 139,000	3%			47%
Travel/Training	\$ 74,110	\$ 60,215	1%			-19%
TOTAL - FUND 1441	\$ 4,966,635	\$ 5,149,057				4%





TO: SCOTT ELLIS, CLERK OF THE COURT
FROM: STACY DELANO, TDO FINANCE DIRECTOR *SD*
DATE: NOVEMBER 14, 2016
SUBJ: RENEWAL CONTRACT – PR LATIN AMERICA

Attached is the renewal contract between the BoCC and PR Latin America to act as the TDO's sales representative within the Latin American market and perform all standard services and responsibilities directed to promote tourism in the Latin American market, as described in the Media plan, attached and incorporated into the Agreement.

Please review and approve with signature and send back a fully executed copy of this contract to our office for our files. If you have any questions, please call the TDO Finance Director, Stacy DeLano at 433.4470.

SPACE COAST OFFICE OF TOURISM

430 Brevard Avenue • Suite #150 • Cocoa Village, Florida 32922 • Phone: (877) 57-BEACH or (321) 433.4470 • Fax: (321) 433.4476

COCOA BEACH • MELBOURNE BEACHES • PALM BAY • TITUSVILLE

Deborah Thomas

From: Delano, Stacy <Stacy.Delano@brevardcounty.us>
Sent: Monday, November 14, 2016 3:51 PM
To: Deborah Thomas
Subject: Re: Copy of Contract Request

Follow Up Flag: Follow up
Flag Status: Flagged

Thank you so much for your help!

Stacy DeLano
Finance Director, TDO

Sent from my iPhone

On Nov 14, 2016, at 1:47 PM, Deborah Thomas <deborah.thomas@brevardclerk.us> wrote:

Hi Stacy:

Absolutely!

Deborah Thomas
Administrative Assistant
Clerk to the Board
(321)637-2001 ext. 49433
Deborah.thomas@brevardclerk.us



From: Delano, Stacy [<mailto:Stacy.Delano@brevardcounty.us>]
Sent: Monday, November 14, 2016 12:52 PM
To: Deborah Thomas
Subject: RE: Copy of Contract Request
Importance: High

Hi Deborah,

Ok, thank you for this information. If possible, please email me when the signed copy is mailed to me.

Thanks,

Stacy DeLano
Finance Director

• stacy.delano@visitspacecoast.com



Florida's Space Coast Office of Tourism
430 Brevard Avenue | Suite 150
Cocoa, FL 32922
p: 321-433-4470 | f: 321-433-4476
tf: 1-877-57-BEACH

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From: Deborah Thomas [<mailto:deborah.thomas@brevardclerk.us>]
Sent: Monday, November 14, 2016 11:49 AM
To: Delano, Stacy
Cc: Tammy Rowe
Subject: Copy of Contract Request
Importance: High

Hi Stacy:

Once we receive, I will have Mr. Ellis sign and we will have a copy sent to you.

Please note, he is usually here only 2 days a week.

However, I will forward to you once we receive.

Thank you.

Deborah Thomast
Administrative Assistant
Clerk to the Board
(321)637-2001 ext. 49433
Deborah.thomas@brevardclerk.us



From: Delano, Stacy [<mailto:Stacy.Delano@brevardcounty.us>]
Sent: Monday, November 14, 2016 11:41 AM
To: Deborah Thomas
Subject: RE: Copy of Contract Request
Importance: High

Hi Deborah,

I found it and am sending to the Clerk's office for Scott's signature. Please have him sign and return a copy to us for our records.

Thanks,

Stacy DeLano

Finance Director

stacy.delano@visitspacecoast.com



Florida's Space Coast Office of Tourism

430 Brevard Avenue | Suite 150

Cocoa, FL 32922

p: 321-433-4470 | **f:** 321-433-4476

tf: 1-877-57-BEACH

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From: Deborah Thomas [<mailto:deborah.thomas@brevardclerk.us>]

Sent: Tuesday, November 08, 2016 10:13 AM

To: Delano, Stacy

Subject: FW: Copy of Contract Request

Good morning Stacy:

Donna forwarded this request to me.

We have both been out of the office.

Can you give me a contract or Board date in reference to your Contract request?

Thanks in advance.

Deborah Thomas
Administrative Assistant
Clerk to the Board
(321)637-2001 ext. 49433
Deborah.thomas@brevardclerk.us



From: Donna Scott
Sent: Monday, November 07, 2016 9:19 AM
To: 'Delano, Stacy'
Cc: Deborah Thomas
Subject: RE: Copy of Contract Request

Please provide Ms. Delano w/requested Contract.

Thank you.

Donna Scott
Assistant Clerk to the Board
(321) 637-2001 / Ext. 49120
<image019.jpg>

From: Delano, Stacy [<mailto:Stacy.Delano@brevardcounty.us>]
Sent: Thursday, November 03, 2016 5:12 PM
To: Donna Scott
Subject: Copy of Contract Request
Importance: High

Hi Donna,

Please send me a completely executed copy of the contract between PR Latin America and Brevard County Tourism Development Office. I had sent it down for Scott Ellis' signature over a month ago and just wanted to have a copy in my files that included the Clerk's signature.

Thank you,

Stacy DeLano
Finance Director
stacy.delano@visitspacecoast.com



Florida's Space Coast Office of Tourism

430 Brevard Avenue | Suite 150

Cocoa, FL 32922

p: 321-433-4470 | f: 321-433-4476

tf: 1-877-57-BEACH

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"Under Florida Law, email addresses are Public Records. If you do not want your e-mail address released in response to public record requests, do not send electronic mail to this entity. Instead, contact this office by phone or in writing."

Under Florida law, all correspondence sent to the Clerk's Office, which is not exempt or confidential pursuant to Chapter 119 of the Florida Statutes, is public record. If you do not want the public record contents of your e-mail address to be provided to the public in response to a public records request, please do not send electronic mail to this entity. Instead, contact this office by phone or in writing.

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TO: SCOTT ELLIS, CLERK OF COURT
FROM: STACY DELANO, TDO FINANCE DIRECTOR *SD*
DATE: DECEMBER 20, 2016
SUBJ: BUTIN INTEGRATED COMMUNICATIONS CONTRACT

Attached is the agreement between the BoCC and BUTIN INTEGRATED COMMUNICATIONS to act as the TDO's travel media relations representative and perform all standard services and responsibilities directed to promote tourism in the in the country, as described in the "Scope of Service," attached as Exhibit "A" and incorporated into the Agreement. This contract was budgeted in the TDO FY2016-17 Budget, as well as, TDO's FY2016-17 Media Plan approved by the BoCC on October 18, 2016. TDO's FY2016-17 Media Plan and Tammy Gram attached for reference.

Please review and approve with signature and send back a fully executed copy of this contract to our office for our files. If you have any questions, please call the TDO Finance Director, Stacy DeLano at 433.4470.

SPACE COAST OFFICE OF TOURISM

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BREVARD COUNTY BOARD OF COUNTY COMMISSIONERS
AMENDMENT TO AGREEMENT
SALES AND MARKETING REPRESENTATIVE SERVICES AGREEMENT

TITLE: PR LATIN AMERICA
TDC AGREEMENT NUMBER: P-1LA-1441-293010-2014-60

This Amendment to Agreement entered into this 1st day of October, 2016 by and between the **BOARD OF COUNTY COMMISSIONERS OF BREVARD COUNTY, FLORIDA**, a political subdivision of the State of Florida, hereinafter referred to as "COUNTY" and **PR LATIN AMERICA dba TM LATIN AMERICA**, 10563 SW 161 Place, Miami, FL 33196, hereinafter referred to as "AGENCY."

WITNESSETH:

WHEREAS, the parties have previously entered into an Agreement on October 1, 2014, a copy of which is attached hereto and incorporated herein as Exhibit "A," and

WHEREAS, as provided in Section 2.b. Renewal and Extension, the COUNTY has the option to renew this Agreement for one, one year term; and

WHEREAS, as provided in Section 2.b. Renewal and Extension, the COUNTY desires to renew this Agreement for one year through September 30, 2017.

NOW, THEREFORE, in consideration of the premises and mutual covenants herein contained, the parties hereby agree, as follows:

SECTION 1. That Section 2.a. and b. of that Agreement entered into between the parties on October 1, 2014 is amended to read:

SECTION 2. DURATION/RENEWAL/ASSIGNMENT.

a) Term. This Agreement shall become effective as of October 1, 2016 and shall continue in force for a period through September 30, 2017, unless sooner terminated as

provided herein.

b) *Renewal and Extension. No provision for automatic renewal of this agreement shall be effective.*

SECTION 2. That all terms and conditions of the Agreement dated October 1, 2014, which is incorporated herein by this reference, not inconsistent with the provisions of this Agreement, shall remain in full force and effect.

IN WITNESS WHEREOF, the parties hereto have hereunto set their hands and seals on the date first above written.

Scott Ellis
Scott Ellis, Clerk of Court

BOARD OF COUNTY COMMISSIONERS
OF BREVARD COUNTY

By: *Eric Garvey*
Eric Garvey, TDO Executive Director

WITNESS: *S. Delano*
Stacy Delano
Printed Name

Victor Manjarres
Victor Manjarres, President of PR Latin America

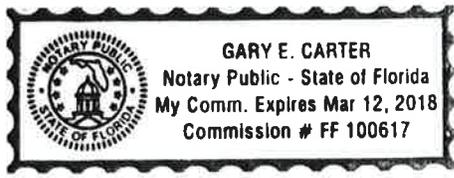
Sept 2, 2016
Date

Reviewed for legal form and content:
Becky Behl-Hill
Becky Behl-Hill, Assistant County Attorney

12446 EMERALD RIVER CT
Address
PLANTATION FL 33326

STATE OF FLORIDA
COUNTY OF BREVARD COUNTY

The foregoing instrument was acknowledged before me this 2nd day of Sept, 2016, by Victor Manjarres of PR Latin America Inc, (AGENCY Signature Designee) (AGENCY Name) a FL corporation / company, on behalf of the corporation / company. He/She is personally known (State Name) to me or has produced FL Div M 52687362240 ex 6-2018 as identification.



Gary Carter
Signature
Gary E Carter
Notary Name (typed, printed, or stamped)
VP / Mgr
Title or Rank



FLORIDA'S SPACE COAST OFFICE OF TOURISM

Latin America Action Plan 2016-2017

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LATIN AMERICA ACTION PLAN FISCAL YEAR 2016- 2017

OBJECTIVES

GENERAL OBJECTIVE

The main objective for the fiscal year 2016/7 to reaffirm Florida's Space Coast positioning as leisure and family destination for the Brazilian and Latin American market leading the beach extension for Orlando's visitors for its unique attractions.

SPECIFIC OBJECTIVES

- Inform and educate the travel trade about Florida's Space Coast, its product and business possibilities for the travel trade selling the attractions, overnight stays pre and post cruises, extended visits of Kennedy Space Center Visitor Complex, educational and sports programs.
- To efficiently manage all communications to ensure an increase consumer awareness about Florida's Space Coast as a leisure travel destination, its attractions and hotel product offering.
- To increase Florida's Space Coast product exposure in major tour operator, travel agencies and online offering.
- Inform and educate the final consumer about Florida's Space Coast Tourism product through Public Relations/Communications initiatives through Press individual and Group visits; as well as the implementation of a Facebook Communications/Advertising Plan that will target our potential consumers: families, surf fans, cruise ship passengers, honeymooners, interested in space, engineering students, nature lovers, etc.
- Invite tour operators to be acquainted with Florida's Space Coast Tourism Product to incentivize them to include them in their programs.



ORLANDO'S CLOSEST BEACHES
 5000 Beach Blvd, Suite 100, Orlando, FL 32837

CONSUMER TARGET ANALYSIS

The following table will explain the group of segments we will focus their efforts to reach the main and specific objectives

Segment Groups	Main Attractions	Demographics	Psychographics
Families	Cruises:-Disney- Royal Caribbean-Kennedy Space Center Visitor Complex- Zoo- Beaches- Rocket Launches viewings	Age Range: 35-55 Socio-Economic Stratum: A, B, C1 Monthly income: Over US 5000 Studies level: College Degree Occupation: Employees in executive position, entrepreneurs, business owners.	They participate actively on Facebook Subscribers to business and travel magazines They follow the word of mouth They like to search for information on internet about next vacations They usually are owned of their home and several cars
Adventure and Sporting People	Surf Schools Beaches Surf contests Watersports *with families	Age Range: 10-18*/ 25-40 Social Status: A,B, C1 Monthly income: Over US\$ 3,000 Occupation: Employees, Bloggers or You tubers	They book and find information online They have Instagram, FB, YouTube They travel approx. 2 time per year Wellness is their main goal in life



ORLANDO'S CLOSEST BEACHES
Cocoa Beach • Melbourne Beaches • Palm Bay • Titusville

Cruises: Royal Caribbean, Norwegian	Age Range: 35-60	They participate actively on Facebook
Casino Victoria	Social Status: AB	Subscribers to business and travel magazines
Beaches	Household monthly income: Over US\$ 5,000	They follow the word of mouth
Gastronomy	Occupation: Employees in executive positions	They like to find information on internet about next vacations They usually own their home and several cars

Adults and Couples



ORLANDO'S CLOSEST BEACHES
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ACTION PLAN: ACTIVITIES AND PROPOSED BUDGET

ITEM	STRATEGIC OBJECTIVE	DATE OR FREQUENCY	COUNTRY	TARGET	STRATEGY	ACTIONS	ACTIVITY	UNIT COST FSCOT	QTY	TOTAL COST FSCOT	COMMENTS
101	Educate Tour Operators and Travel Agents about Florida's Space Coast Tourism Product	Every month, except December and July- 25 neighborhood breakfasts during the year; target 500 agents/ operators	LATAM	Travel Agencies and Wholesalers	Make at least 2 trainings per month in Bogotá, Sao Paulo and Argentina	Look for well-known travel agencies, Wholesalers, Tour operators, and OTA's to educate them about Florida's Space Coast tourism product	TO TRAININGS	USD 400	25	USD 10,000	The price includes breakfast during the training
108	Reach potential trade contacts in other cities	November 2016; March May, September 2017	BRAZIL	Travel Agencies and Wholesalers	Visit at least 5 Wholesalers and 20 travel agencies per city (Rio Janeiro, Curitiba, Belo Horizonte, Brasilia)	Look for well-known travel agencies, Wholesalers, Tour operators, and OTA's to promote KSCVC	Sales Trips	USD 500	4	USD 2,000	The price includes hotels, transport, and airfare. Costs are shared with Kennedy Space Center
109	Reach potential trade contacts in other cities	October (2016), March and May, August (2017)	Argentina, Chile and Uruguay	Travel Agencies and Wholesalers	Visit at least 5 Wholesalers and 20 travel agencies per city (Santiago de Chile, Montevideo-Uruguay)	Look for well-known travel agencies, Wholesalers, Tour operators, and OTA's to promote KSCVC	Sales Trips	USD 450	4	USD 1,800	The price includes hotels, transport, and airfare. Costs are shared with Kennedy Space Center



ORLANDO'S CLOSEST BEACHES
 ORLANDO'S CLOSEST BEACHES

110		October, November, March, February, May, September	Mexico, Colombia, Panama, Peru	Travel Agencies and Wholesalers	Visit at least 5 Wholesalers per city (Cali, Medellin, Lima-Peru)	Look for well-known travel agencies, Wholesalers, Tour operators, and OTA's to promote KSCVC	Sales Trips	USD 500	6	USD 3,000	The price includes hotels, transport, and airfare. Costs are shared with Kennedy Space Center
104	Reach travel trade contacts through advertising	October, November and December 2016	BRAZIL	Travel Trade Media	Reach different travel trade contacts such as wholesalers and travel agencies	Advertising in trade media: Brasilituris and Panrotas	Media advertising	USD 3,350	3	USD 10,050	
100	Use partnership with Kennedy Space Center's Visitor Complex and other partners to maximize results while reducing costs	SEPTEMBER, 2017	COLOMBIA	Travel Agencies, Wholesalers	Product trainings in Workshops in partnership with Visit USA	Visit USA Workshops	TRADE SHOWS, ROADSHOWS AND WORKSHOPS	USD 1,450	1	USD 1,450	
		APRIL, 2017	ARGENTINA	Travel Agencies, Wholesalers	Educational seminar in Cordoba (2nd most important city in Argentina)	Copa Vacations Road Show	TRADE SHOWS, ROADSHOWS AND WORKSHOPS	USD 2,000	1	USD 2,500	This price includes participation, airfare, transport and meals.
112	Inform and educate Travel trade about Florida's Space Coast Tourism product	FEBRUARY, 2017	ARGENTINA	Travel Agencies, Wholesalers and media	Create engagement and position SCOT as top family and astronomy lovers destination	Break fast with an astronaut presentation in partnership with Kennedy Space Center Visitor Complex	TRADE AND MEDIA EVENTS	USD 6,000	1	USD 6,000	This price includes hotels, airfare, transport
		FEBRUARY, 2017	CHILE	Travel Agencies, Wholesalers and media	Create engagement and position KSC as top family and astronomy lovers	Breakfast with the astronaut presentations in partnership with Kennedy Space Center Visitor Complex	TRADE AND MEDIA EVENTS	USD 6,000	1	USD 6,000	This price includes hotels, airfare, transport



ORLANDO'S CLOSEST BEACHES
 15601 Lake Nona Boulevard, Suite 1000 • Lake Nona, FL 32157

107	Educate the travel trade about Florida's Space Coast, its product selling the attractions, overnight stays pre and post cruises.	OCTOBER 2016	BRAZIL	Tourism Travel Trade	Expose all the attraction, hotels, and events in the Florida's Space Coast	Space Coast Guide Printing and Distribution with Brasileirur in Brazil 7.000 guides	Sales Collateral Material	USD 8,400	1	USD 8,400
			LATAM	Tourism Travel Trade	Expose all the attraction, hotels, and events in the Florida's Space Coast	Space Coast Guide Printing and Distribution with LADEVI in Argentina 1.000, Colombia 2.000, México 500, Chile 500, TOTAL LATAM: 7.000 guides	Sales Collateral Material	USD 6,000	1	USD 6,000
102	Engage media and journalist to get involve with KSC	October and November, 2016 and April and May 2017	LATAM	MEDIA	Invite different journalist from the most important media in Mexico, Colombia, Argentina, Brazil and Chile	Invite 5 journalists from Latin America	Press Trips	USD 8,000	2	USD 16,000
			LATAM	MEDIA	Engage final consumer through social media activities	Engage final consumer through social media activities	Individual Press Visits	USD 2,000	2	USD 4,000
105	Digital Strategies	Every Month	LATAM	FINAL CONSUME RFAMILIES	Engage final consumer through social media activities	Management Fee	USD 600	12	USD 7,200	Expenses are shared with Kennedy Space Center Visitor Complex
106			LATAM	FINAL CONSUME RFAMILIES	Facebook and Instagram Ads	SOCIAL MEDIA	USD 600	12	USD 7,200	
103			LATAM	TRADE CONTACTS	Eflyer distribution with last news	Distribution to TM Data base: 10. 000 contacts in Latam	Email Marketing	USD 250	12	

**FLORIDA'S SPACE COAST OFFICE OF TOURISM
LATIN AMERICA
PROPOSED BUDGET - FISCAL YEAR 2016/17**

Description	Oct-16 Budget	Nov-16 Budget	Dec-16 Budget	Jan-17 Budget	Feb-17 Budget	Mar-17 Budget	Apr-17 Budget	May-17 Budget	Jun-17 Budget	Jul-17 Budget	Aug-17 Budget	Sep-17 Budget	2016 17 Budget
ENTERTAINMENT													\$0
TRADE SHOWS								\$3,000					\$3,000
TRAVEL AGENT TRAININGS	\$1,200	\$1,200		\$800	\$1,200	\$1,200		\$1,200	\$1,200		\$800	\$1,200	\$10,000
TA MEETINGS & PARTIES													\$0
PUBLIC RELATIONS EXPENSES													\$0
PRODUCTION EFLIERS	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$3,000
Trade Advertising	\$3,350	\$3,350	\$2,260										\$8,960
Social Media Profiles Management													\$0
Facebook ads													\$0
Space Coast Guide co-op with KSCVC	\$14,400												\$14,400
Travel Costs- Brazil		\$400				\$400		\$400				\$400	\$1,600
Travel Costs- Argentina, Chile, Uruguay	\$450					\$450		\$450			\$450		\$1,800
Travel Costs, Mexico, Colombia, Peru	\$500	\$500			\$500	\$500		\$500				\$500	\$3,000
Travel to Florida	\$620											\$620	\$1,240
Astronaut Events in Argentina		\$8,500											\$8,500
DELIVERY EXPENSE													\$0
OFFICE SUPPLIES													\$0
RENTAL OF EQUIPMENT													\$0
AUTO RENTAL													\$0
AUTO EXPENSE													\$0
PRINTING	\$250	\$250		\$250	\$250	\$250	\$250	\$250	\$250		\$250	\$250	\$2,500
RETAINER	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$42,000
TOTAL EXPENSES	\$24,520	\$17,950	\$6,010	\$4,800	\$5,700	\$6,550	\$4,000	\$9,550	\$5,200	\$3,750	\$5,250	\$6,720	\$100,000

**BREVARD COUNTY
BOARD OF COUNTY COMMISSIONERS**

INITIAL CONTRACT FORM

SECTION I

The following information must be completed on all new contracts submitted to the Board.

1. Contractor: PR Latin America dba TM Latin America	
2. Fund/Account #: 1441/293010/5480000	Division Name: Promotion & Advertising
4. Contract Description: Sales & Marketing Representative Services Agreement	
5. Contract Monitor: Stacy DeLano	6. Mail Stop #: N/A
7. Dept./Office Director: Tourism Development / Eric Garvey	8. Contract Type: Payable
ACTION DATE: Contract begins 10/1/2016	ACTION REQUIREMENT: Review & Approve

SECTION II

The following departments must approve all contracts submitted to the Board:

<u>COUNTY OFFICE</u>	<u>APPROVAL</u>		<u>INITIALS</u>	<u>DATE</u>
	<u>YES</u>	<u>NO</u>		
User Agency	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<u>JD</u>	<u>8/31/16</u>
Risk Management	<input type="checkbox"/>	<input type="checkbox"/>	_____	_____
County Attorney	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<u>BT</u>	<u>8/29/16</u>

If any office denies approval, the package will be returned immediately to the User Agency.

NOTE: This form should be attached to all new contracts being submitted to the Board for approval. After the contract has been approved, the contract package, including this form, will go to the Clerk to the Board. The Clerk's office will return the Initial Contract Form to department for contract to be entered into the Contract Management System. See AO-29 for additional information.

AO-29: EXHIBIT I

**BREVARD COUNTY
BOARD OF COUNTY COMMISSIONERS**

INITIAL CONTRACT FORM

2015-08-24 10:00:00

SECTION I

The following information must be completed on all new contracts submitted to the Board.

1. Contractor: PR Latin America dba TM Latin America	
2. Fund/Account #: 1441/293010/5480000	Division Name: Promotion & Advertising
4. Contract Description: Sales & Marketing Representative Services Agreement	
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7. Dept./Office Director: Tourism Development / Eric Garvey	8. Contract Type: Payable
ACTION DATE: Contract begins 10/1/2016	ACTION REQUIREMENT: Review & Approve

SECTION II

The following departments must approve all contracts submitted to the Board:

<u>COUNTY OFFICE</u>	<u>APPROVAL</u>		<u>INITIALS</u>	<u>DATE</u>
	<u>YES</u>	<u>NO</u>		
User Agency	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<u>JD.</u>	<u>8/31/16.</u>
Risk Management	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<u>UJ</u>	<u>8/24/2016</u>
County Attorney	<input type="checkbox"/>	<input type="checkbox"/>	_____	_____

If any office denies approval, the package will be returned immediately to the User Agency.

NOTE: This form should be attached to all new contracts being submitted to the Board for approval. After the contract has been approved, the contract package, including this form, will go to the Clerk to the Board. The Clerk's office will return the Initial Contract Form to department for contract to be entered into the Contract Management System. See AO-29 for additional information.

AO-29: EXHIBIT I



ORLANDO'S CLOSEST BEACHES
www.VisitSpaceCoast.com

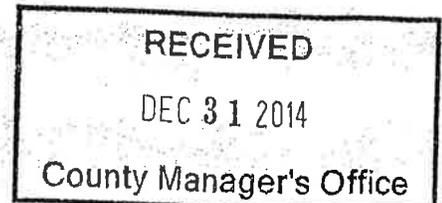
MEMORANDUM

TO: STOCKTON WHITTEN, COUNTY MANAGER
FROM: ERIC GARVEY, TDO EXECUTIVE DIRECTOR
DATE: DECEMBER 19, 2014
SUBJ: TM LATIN AMERICA AGREEMENT

At the September 25, 2014 meeting, the TDC unanimously approved an agreement with TM Latin America to assist the TDO in developing the Space Coast brand and tourism programs in Latin America at \$3,500 per month for retainer fee, plus marketing expenses. The cost for services for FY 2014-15 is \$42,000 for retainer and estimated \$50,000 for marketing and sales, including social media campaigns in Latin America and Mexico, for a total of \$92,000. The expense is budgeted within the BoCC's approved budget.

TM Latin America, as with Ignite Sales and Marketing, were both hired by Delaware North Park Services (DNPS) after going through their RFP process. TM Latin America has been contracted with DNPS for nearly two years and has a continuing contract with them to handle their marketing and sales. The partnership with DNPS will be beneficial to the TDO as some costs will be shared when appropriate, such as in familiarization tourism and co-op advertising opportunities.

The agreement has been reviewed and approved by the County Attorney's Office and executed by TM Latin America. Please review and execute.



BOARD OF COUNTY COMMISSIONERS

Contract Title: TM Latin America:
Latin America Sales + Marketing

User Agency: Tourism Development

User Agency Contact: Karin Subido - Person

Contract Number: P-1LA-1441-293010-2014-60

<u>County Office</u>	<u>Yes</u>	<u>No</u>	<u>Date</u>
User Agency	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<u>10-30-14</u>
Risk Management	<input type="checkbox"/>	<input type="checkbox"/>	<u> </u>
County Attorney	<input type="checkbox"/>	<input type="checkbox"/>	<u> </u>
User Agency	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<u>BA 11/4/14</u>

If any approval office denies approval, the package will be returned immediately to the User Agency.

Scott, Becky,

TDL approved services @ Sept TDC mtg (minutes attached). Pls. review / comment. If all okay, pls. sign + ~~return~~ call our office at 433-4470 for pick-up + delivery to Co. Mgr for approval.

Thx
Karin



ORLANDO'S CLOSEST BEACHES
www.VisitSpaceCoast.com

Vendor
#014333
Contract
#

**BREVARD COUNTY BOARD OF COUNTY COMMISSIONERS
SALES AND MARKETING REPRESENTATIVE SERVICES AGREEMENT**

**TITLE: PR LATIN AMERICA
TDC AGREEMENT NUMBER: P-ILA-1441-293010-2014-60**

This AGREEMENT made and entered into this 1st day of October 2014, between the BOARD OF COUNTY COMMISSIONERS OF BREVARD COUNTY, FLORIDA, a political subdivision of the State of Florida (hereinafter called the "COUNTY"); and PR Latin America, dba TM Latin America, having its principal office at 1317 St. Tropez Circle, #1312, Weston, FL 33326, (hereinafter called the "CONSULTANT").

WITNESSETH

WHEREAS, pursuant to the Local Option Tourist Development Act, Brevard County has by Ordinance No. 102-116 through 102-123 and subsequent amendments thereto, established the Brevard County Tourist Development Council (hereinafter called the "TDC"), has levied and imposed a five percent (5%) tourist development tax, and has established a tourist development plan for the use of funds derived from such tax; and

WHEREAS the TDC promotes and advertises Brevard County as a national and international vacation destination;

WHEREAS, the COUNTY desires to employ the CONSULTANT to perform sales and marketing representation services for the TDC;

SPACE COAST OFFICE OF TOURISM

430 Brevard Avenue • Suite 150 • Cocoa Village, Florida 32922 • Phone: (877) 57-BEACH (2-3224) or (321) 433-4470 • Fax: (321) 433-4476

COCOA BEACH • MELBOURNE BEACHES • PALM BAY • TITUSVILLE

WHEREAS, the CONSULTANT desires to provide such sales representation services in accordance with this Agreement, and has represented to Brevard County that it has the competency and experience to perform such services in accordance with the terms and conditions as set forth herein; and

WHEREAS, the provision of such services shall mutually benefit the parties hereto and the residents of Brevard County, Florida.

NOW, THEREFORE, in consideration of the above and the mutual terms and conditions, promises, covenants and payments hereinafter set forth, COUNTY and CONSULTANT hereby agree as follows:

SECTION 1. SCOPE OF SERVICES.

The COUNTY does hereby retain the CONSULTANT, and CONSULTANT shall provide consulting, advisory and related services to and for the COUNTY in connection with establishing Brevard County (the Space Coast) as a vacation and meeting destination within the travel industry in Latin America and Mexico, utilizing key distribution channels and positioning the Space Coast as a part of the Florida travel experience, and perform in a satisfactory and workmanlike manner, those services required of CONSULTANT as set forth in Exhibit "A", hereinafter referred to as "Scope of Services," which is attached hereto and made a part hereof by this reference, as well as any other services or work that may, from time to time, be assigned to CONSULTANT, pursuant to a request for special projects, entered into in writing under existing Brevard County procedures. It is further understood and agreed that the

parties may, by mutual written agreement, modify the Scope of Services described in Exhibit "A".

SECTION 2. TERM.

a. The term of this Agreement shall commence October 1, 2014 and shall continue for a period of two (2) years, through September 30, 2016. CONSULTANT shall commence work only at the request of the COUNTY, and within five (5) days of receipt of written notice to proceed from the COUNTY. Any additional services requested by the COUNTY shall be completed in accordance with applicable authorization provided by the COUNTY.

b. Renewal and Extension. This Agreement shall be reviewed within one hundred twenty (120) days prior to the end of its term, and may be subsequently renewed at the discretion of the County, for an additional (1) one-year term. No provision for automatic renewal of this Agreement shall be effective. Any renewal shall be in writing and executed by CONSULTANT and the COUNTY.

ABS
End.
9/30/17

SECTION 3. COMPENSATION.

a. As consideration for providing professional services hereunder, the COUNTY, shall pay CONSULTANT a retainer fee for services rendered as follows: \$3,500 per month, or \$42,000 per year for Fiscal Years 2014-15 and 2015-16. The monthly retainer fee shall be subject to an annual review within 120 days prior to the end of the FY 2015-16.

b. Marketing Budget/ Reimbursement of Expenses. For FY 2014-15, the CONSULTANT shall be allowed Marketing Budget of \$45,000 per year, hereinafter

referred to as the Marketing Budget, attached as Exhibit "B" and made a part hereof by this reference. The COUNTY shall reimburse out of the Marketing Budget, all reasonable and necessary, out-of-pocket expenses actually paid by the CONSULTANT in connection with, or related to, the CONSULTANT'S performance of the Scope of Services under this Agreement, but only if such expenses are included in the Marketing Budget or pre-approved by the TDO Executive Director. The CONSULTANT agrees to keep travel and other business expenses to a minimum. The CONSULTANT is required to follow the County's current travel policies and procedures, attached as Exhibit "C". The CONSULTANT understands and agrees that office expenses (e.g., copying, postage, courier charges, computer time, telephone toll charges and overtime) will not be reimbursed (with the exception of pre-approved mass mailings, direct mailings, fulfillment costs which have been included in the Marketing Budget).

The sums provided above shall be the only compensation to which CONSULTANT is entitled, and shall include all office overhead, employee benefits, secretarial, and other support for overhead services required by CONSULTANT for the performance of any and all duties or obligations herein set forth.

SECTION 4. ADMINISTRATION OF SERVICES.

CONSULTANT shall, in all respects, be responsible for the administration of its own personnel deemed necessary to perform all sales representative services contemplated by this Agreement. CONSULTANT shall have the right to subcontract portions of the services required to be performed to other firms, persons and companies, in order to carry out the Scope of Services contemplated hereby; but shall, at all times,

remain liable for the proper performance and completion of all work and other services required hereby, including supervision and administration of all such personnel, firms and companies. CONSULTANT shall not subcontract any portion of the work required under this Agreement without prior written approval of the COUNTY. This approval by the County shall not be unreasonably withheld.

SECTION 5. ACTIVITY REPORTS.

The CONSULTANT agrees to provide monthly activity reports in a format acceptable to the COUNTY and a final report at the end of each fiscal year, which ends on September 30. These activity reports shall include but not be limited to the following:

- a. Sales & marketing work carried out in the month
- b. Market updates and analysis
- c. Monthly and yearly Achievements

The COUNTY shall at times be advised, at its request, as to the status of work being done by the CONSULTANT and of the details thereof. Coordination shall be maintained by the CONSULTANT with the TDC Executive Director or designee. Either party to the Agreement may request and be granted a conference to review project status.

SECTION 6. BILLING AND PAYMENT.

a. **Billing Format.** The billing period for sales and marketing representation services shall list the following services separately:

- 1) monthly retainer
- 2) out-of-pocket expenses – billed and paid monthly or as necessary
- 3) other approved expenses.

b. Method and Time of Payment.

1) The CONSULTANT shall submit to the COUNTY a written statement detailing the services rendered by the CONSULTANT. Upon certification by the TDC Executive Director, or his designee, that the CONSULTANT has performed such services in conformance with this Agreement, the CONSULTANT shall be entitled to receive the specified amount, as set forth in Section 3.

2) Each invoice submitted by the CONSULTANT to the COUNTY shall be supported by a copy of the vendor invoice and proof of performance. No payments shall be made without itemized invoices and receipts attached.

3) Payment shall be made only after verification and approval of services as specified in the Florida Statutes.

4) Upon approval of such request for payment by the COUNTY, COUNTY agrees to pay such invoice within the timeframe specified in Section 218.70 et seq., Florida Statutes, the "Florida Prompt Payment Act".

c. Partial Payment. In the event a portion of an invoice submitted by the CONSULTANT, as specified in Paragraph (1) above is disputed, payment for the disputed amount shall be withheld pending resolution of the dispute, and the remainder of the invoice(s) will be processed for payment without regard to that portion which is in dispute.

d. Availability of Revenues. The COUNTY, in conjunction with the Florida Department of Revenue, projects revenues for each fiscal year beginning October 1. The CONSULTANT and COUNTY mutually agree that payment during each fiscal year

beginning October 1, is subject to actual revenues being approximately equal to projected revenues. In the event this Agreement extends beyond the COUNTY's current fiscal year that begins on October 1 of each year and ends on September 30 of each succeeding year, the CONSULTANT and COUNTY mutually agree that performance and payment during subsequent fiscal periods is contingent upon the continued availability of legislatively approved and County Commission budgeted tourist development tax revenues. The COUNTY shall be the final determiner of the availability of such revenues.

SECTION 7. ADDITIONAL SERVICES.

To the extent the COUNTY requests CONSULTANT to perform additional services which are not described hereunder, or with respect to which there is a disagreement between the parties as to whether or not it is contemplated by this Agreement, then upon receipt of a written directive from the COUNTY to perform such additional service, CONSULTANT agrees to perform the same; provided, however, that in connection with such additional service, the performance thereof by the CONSULTANT shall be without prejudice to the CONSULTANT'S right to seek additional compensation from the COUNTY on account thereof and, provided further, that the COUNTY'S delivery of a written notice to proceed for said additional service shall be without prejudice to the COUNTY'S right to maintain that such additional service does not constitute the basis for additional compensation.

SECTION 8. TITLE TO DELIVERABLES.

All tangible and intangible property, including but not limited to, mailing lists, ideas, or plans developed by the CONSULTANT for the COUNTY during the term hereof, shall be the property of the COUNTY. The COUNTY shall have the unrestricted authority to disclose, distribute, sell and otherwise use any data prepared under this Agreement. Neither the CONSULTANT nor any approved subcontractor shall have any proprietary interest in the materials developed under this Agreement. There shall be no additional compensation for the right and property granted under this paragraph.

SECTION 9. DISSEMINATION OF INFORMATION.

Any data, reports, information, etc., given to, prepared or assembled for or by the CONSULTANT under this Agreement which the COUNTY requests be kept as proprietary shall not be made available to any individual or organization without the prior written approval of the COUNTY, except to comply with Chapter 119, Florida Statutes.

SECTION 10. NON-SOLICITATION; NON-COMPETITION.

During the term of this Agreement and for a period of one year thereafter, the CONSULTANT and its employees (1) will not solicit any business or pursue any business relationship with any agents or employees of the COUNTY or any of its affiliates, either directly or indirectly through any entity with which the CONSULTANT is affiliated and (2) will not engage in any activity involving sales or promotion in the counties of Indian River, Seminole, Volusia, Orange, Polk, Lake, Hernando, Pasco, Pinellas and Hillsborough in Florida, unless agreed upon in advance by both parties.

SECTION 11. AUTHORIZED REPRESENTATIVES.

The parties agree that in order to facilitate the orderly and efficient implementation of the Scope of Services and the work contemplated by this Agreement, each party shall appoint an authorized representative (or representatives) for such party. The COUNTY'S representative shall have the authority to transmit instructions, receive information, and interpret and define the COUNTY'S policies and decisions pertinent to the work covered by this Agreement. The parties understand and agree that only the Board of County Commissioners has the authority to approve changes or modifications to this Agreement on behalf of the COUNTY and such changes must be in writing. The CONSULTANT'S representative shall be authorized to act on behalf of CONSULTANT regarding all matters involving the conduct of its performance under this Agreement. The initial representatives shall be ~~Kalina Subido-Person~~, ^{Tiffany Minton / Bonnie King} Brevard County Office of Tourism Director of Marketing, for the COUNTY; and Victor Manjarres, Principal, for the CONSULTANT. Either party shall have the right to change its authorized representative or representatives, or to add additional representatives, from time to time, throughout the term hereof, by giving written notice to the other party hereto in accordance with the notice provisions of this Agreement.

SECTION 12. INDEMNIFICATION.

a. Claims, Liabilities or Damages. The CONSULTANT shall indemnify and hold the COUNTY harmless from and against:

1) Any and all claims, liabilities, or damages arising from contracts between the CONSULTANT and third parties made pursuant to this Agreement, including the cost of litigation and counsel fees.

2) Any and all claims, liabilities, or damages arising from the preparation or presentation of any programs covered by this Agreement, including the cost of litigation and counsel fees.

3) No provision of this Agreement shall be construed as a waiver by the COUNTY of any right, defense or claim which the COUNTY may have in any litigation arising under this Agreement. Nor shall any Agreement provision be construed as a waiver by Brevard County of any right to initiate litigation.

SECTION 13. INSURANCE.

The CONSULTANT shall at its own cost and expense during the term of this Agreement, continuously maintain in force a policy of insurance for general liability, professional liability and auto liability insurance with a minimum of \$1,000,000 in insurance limits for each policy covering its operations under this contract and naming the COUNTY as an additional insured.

Said insurance policies shall be written by a company or companies licensed to do business in the State of Florida, and deemed satisfactory to the COUNTY. A certificate or certificates evidencing the maintenance of said insurance shall be furnished to the COUNTY within five (5) days of execution of this Agreement, and shall provide that the insurance evidenced by the certificate should not be canceled or reduced, except after thirty (30) days from receipt by the COUNTY of prior written notice thereof.

SECTION 14. TERMINATION.

a. **Termination.** Either party may terminate this Agreement by giving the other party written notice at least ninety (90) days prior to the effective date of termination. Upon receipt of written notice of termination, the CONSULTANT shall provide only those services and incur only those expenses specifically approved or directed in writing by the COUNTY. All other rights and duties of the parties shall continue during such notice period, and the COUNTY shall be responsible to the CONSULTANT for payment of any contract obligation incurred with third parties during this period only if approved in advance in writing by the COUNTY.

b. **Termination for Breach.** This Agreement may be terminated with ten (10) days written notice by the COUNTY for cause upon failure of the CONSULTANT to materially perform pursuant to any of the provisions or requirements set forth herein. Delivery of notice shall be made, in the event of such termination, to the CONSULTANT at the address indicated above.

c. **Termination Billings.** Upon termination of this Agreement the CONSULTANT shall bill the COUNTY for all amounts not previously billed and due the CONSULTANT at that time. The CONSULTANT shall be entitled to payment for service during the termination period only if said services or placements are approved in writing by the COUNTY after receipt of the notice or, with the express written consent of the COUNTY, for services approved prior to the effective date of termination.

d. In the event Brevard County Ordinance No. 102-116 through 102-123 (Tourist Development Tax) and its subsequent amendments is repealed or expires, as provided

by law, this Agreement shall be deemed to terminate automatically upon the effective date of said repeal or expiration.

SECTION 15. NOTICES.

Any notices required or permitted by this Agreement shall be in writing and shall be deemed delivered upon hand delivery, or three (3) days following deposit in the United States postal system, postage prepaid, return receipt requested, addressed to the parties at the following addresses:

FOR COUNTY

Executive Director
Tourism Development Office
430 Brevard Ave. Suite 150
Cocoa, FL 32922

FOR CONSULTANT

~~David McKee~~
~~David McKee Associates, LTD~~
~~228 Bond Street~~
~~Macclesfield, Cheshire SK 11 6RG~~
~~United Kingdom~~

Victor Manjares
PR Latin America.
10563 SW 161 Place
Miami, FL 33196.

SECTION 16. MODIFICATION.

This writing contains the entire Agreement of the parties. No representations were made or relied upon by either party, other than those that are expressly set forth. No agent, employee, or other representative of either party is empowered to alter the terms of this Agreement, unless done in writing and signed by an Executive Officer of the CONSULTANT and the Executive Director for the TDC, or other designee.

SECTION 17. APPLICABLE LAW.

This agreement shall be governed, interpreted and construed according to the laws of the State of Florida, USA. Venue for any legal action or litigation initiated by any party to this Agreement to interpret, construe or enforce this Agreement shall be filed in a Court of competent jurisdiction in and for Brevard County, Florida and any trial shall be non-jury. Both parties expressly waive trial by jury in any such legal action or litigation.

SECTION 18. WAIVER.

The failure of either party to this Agreement to object to or to take affirmative action with respect to any conduct of the other which is in violation of the terms of this Agreement shall not be construed as a waiver of the violation or breach, or of any future violation, breach or wrongful conduct.

SECTION 19. AVAILABILITY OF RECORDS.

The CONSULTANT shall maintain records, books, documents, papers and financial information pertaining to work performed under this Agreement. The CONSULTANT agrees that the COUNTY or its duly authorized representatives shall, until expiration of three (3) years after final payment under this Agreement, have access to, and the right to examine or audit any pertinent books, documents, papers, accounts and records of the CONSULTANT involving transactions related to this Agreement. In the event that such audit is in progress at the expiration of the aforementioned three (3) year period, access to and right to audit and examine will continue until completion of such audit. The COUNTY may cancel this Agreement for refusal by the CONSULTANT

to allow public access to all COUNTY materials, files, records, documents, papers, letters, or other material pertaining to work performed under this Agreement and subject to the provisions of the Florida Statutes governing the inspection of public records and exemptions thereto.

SECTION 20. CHANGE IN OWNERSHIP.

The CONSULTANT shall notify the COUNTY within ten (10) days of execution of any changes in ownership that alters more than twenty-five (25) percent of the ownership of the company.

SECTION 21. INTEREST OF MEMBERS OF COUNTY AND OTHERS.

No officers, members, employees of the COUNTY, no member of its governing body, no other public official of the governing body of the locality or localities in which services for the facilities under this Agreement are to be carried out, who exercise any functions or responsibilities in the review or approval of the undertaking or carrying out of the project, shall participate in any decision relating to this Agreement which affects their personal interest, effects a special private gain or have any personal interest or special private gain, whether direct or indirect, derived from this Agreement or the proceeds thereof.

SECTION 22. INDEPENDENT CONTRACTOR.

It is hereby mutually agreed that the CONSULTANT is and shall remain an independent contractor and is not an employee or agent of the COUNTY. The CONSULTANT shall procure, pay for, and maintain Workers' Compensation insurance

in an amount as required by law, or the equivalent insurance provided in the United Kingdom.

SECTION 23. EQUAL OPPORTUNITY EMPLOYMENT.

During the performance of this Agreement, the CONSULTANT agrees as follows:

a. The CONSULTANT shall not discriminate against any employee or applicant for employment because of race, religion, color, national origin, sex, or age. The CONSULTANT shall take affirmative action to ensure that applicants are employed, and that employees are treated during employment, without regard to their race, religion, color, nation origin, sex, or age. Such action shall include, but not be limited to the following: employment, upgrading, demotion or transfer; recruitment or recruitment; layoff or termination; rates of pay or other forms of compensation; and selection for training, including apprenticeship. The CONSULTANT agrees to post in conspicuous places, available to employees and applicants for employment, notices to be provided setting forth the provisions of this non-discrimination clause.

b. The CONSULTANT shall, in all solicitations or advertisements for employees placed by or on behalf of contractor, state that all qualified applicants shall receive consideration for employment without regard to race, religion, color, national origin, sex or age.

SECTION 24. ASSIGNMENT.

The COUNTY and the CONSULTANT each bind itself and its successors, legal representatives, and assigns to the other party to this Agreement, and to the partners,

successors, legal representatives, and assigns of such other party, and in respect to all covenants of this Agreement; and neither the COUNTY nor the CONSULTANT shall assign nor transfer their interest in this Agreement without the prior written consent of the other party.

SECTION 25. CLAIMS FOR SERVICES.

No claim for services rendered by CONSULTANT not specifically provided for in this Agreement will be honored by the County.

SECTION 26. SEVERABILITY.

If any of the provisions contained in this Agreement are held for any reason to be invalid, illegal, or unenforceable in any respect, such invalidity, illegality, or unenforceability shall not affect any other provision, and this Agreement shall be construed as if such invalid, illegal, or unenforceable provision had never been contained herein.

SECTION 27. COMPLIANCE WITH LAWS.

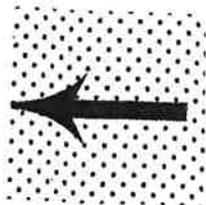
The CONSULTANT agrees to comply with all applicable federal, state and local laws, rules and regulations during the course of this Agreement.

IN WITNESS WHEREOF, the parties have caused this Agreement to be duly executed this 24 day of September, 2014.

**BOARD OF COUNTY COMMISSIONERS
OF BREVARD COUNTY, FLORIDA**

By: _____

Stockton Whitten, County Manager



PR & LATIN AMERICA

By:



Victor Manjarres, Principal

Reviewed for legal form and content:

1. (Assistant) County Attorney

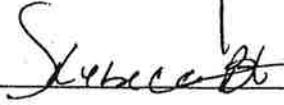


exhibit "a"
Scope of Services

Florida's Space Coast Marketing Plan

Latin America 2015

I. Strategies

- A. Inform and educate the travel trade about Florida's Space Coast, its product and business possibilities for the travel trade selling the attractions, overnight stays pre and post cruises, extended visits of Kennedy Space Center Visitor Complex, educational and sports programs.
- B. Inform and educate the final consumer about Florida's Space Coast Tourism product through Public Relations/Communications initiatives through Press individual and Group visits; as well as the implementation of a Facebook Communications/Advertising Plan that will target our potential consumers: families, surf fans, cruise ship passengers, honeymooners, interested in space, engineering students, nature lovers, etc.
- C. Invite tour operators to be acquainted with Florida's Space Coast Tourism Product to incentivize them to include them in their programs.
- D. Use partnership with Kennedy Space Center's Visitor Complex and other partners to maximize results while reducing costs.

II. Initiatives

- A. Inform and educate Travel trade about Florida's Space Coast Tourism product
 - 1. Breakfast with the astronaut presentations in partnership with Kennedy Space Center Visitor Complex:
 - a- Mexico City, Mexico - October 15, 2014
 - b- Sao Paulo- October 21, 2014
 - c- Campinas- October 22, 2014
 - d- Medellin, Colombia- May 15, 2015
 - e- Bogota, Colombia- May 16, 2016
 - 2. Participation in Visit USA Workshops
 - a- Rio de Janeiro, Brazil- May 2015
 - b- Sao Paulo, Brazil- May 2015
 - c- Campinas, Brazil, May 2015

Exhibit "B" Budget

FLORIDA'S SPACE COAST OFFICE OF TOURISM													
LATIN AMERICA													
PROPOSED BUDGET - FISCAL YEAR 2014/15													
Description	Oct-14 Budget	Nov-14 Budget	Dec-14 Budget	Jan-15 Budget	Feb-15 Budget	Mar-15 Budget	Apr-15 Budget	May-15 Budget	Jun-15 Budget	Jul-15 Budget	Aug-15 Budget	Sep-15 Budget	2014 Budget
ENTERTAINMENT													
TRADE SHOWS							\$5,000	\$6,000				\$3,000	\$9,000
TRAVEL AGENT TRAINING													\$5,000
TA MEETINGS & PARTIES													\$0
PUBLIC RELATIONS EXPENSES	\$2,600	\$1,500	\$1,500			\$3,000		\$1,500					\$10,100
PRODUCTION EFLIERS	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$3,000
SEMINARS													\$0
Social Media Profiles Management	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$7,200
Facebook ads		\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$6,600
FAX													\$0
CELLULAR PHONE													\$0
TRAVEL COSTS		\$250		\$300			\$650		\$750			\$750	\$2,700
LODGING		\$200		\$200			\$400		\$500			\$300	\$1,600
MEALS		\$200		\$200			\$400		\$200			\$200	\$1,200
DUES/SUBSCRIPTIONS													\$0
POSTAGE													\$0
DELIVERY EXPENSE													\$0
OFFICE SUPPLIES													\$0
RENTAL OF EQUIPMENT													\$0
AUTO RENTAL													\$0
AUTO EXPENSE													\$0
PRINTING		\$325	\$325	\$325	\$325	\$325	\$325	\$325	\$325	\$325	\$325	\$325	\$3,575
TOTAL EXPENSES	\$3,450	\$3,925	\$3,275	\$2,475	\$1,775	\$4,775	\$8,225	\$9,275	\$3,225	\$1,775	\$1,775	\$6,025	\$49,975

Exhibit "C"

OUT-OF-COUNTY TOURISM TRAVEL AND ENTERTAINMENT
EXPENSE REIMBURSEMENT GUIDELINES

I. PURPOSE, SCOPE & AUTHORITY

Florida Statute 125.0104 allows for the reimbursement of "necessary, actual and reasonable" travel and entertainment expenses for those persons authorized under programs funded by the Tourist Development Tax. This document further defines "actual and reasonable" for the purpose of establishing policies and procedures governing travel expense reimbursement for Brevard County employees or other authorized persons on official business as prescribed by the Brevard County Tourist Development Council.

II. EFFECTIVE DATE

February 1, 1996

III. GENERAL POLICY

1. Employees and non-employees traveling on official business are expected to exercise the same care in incurring official expenses that any prudent person exercises when traveling on personal business.
2. It is the responsibility of the traveler to be familiar with these rules and be knowledgeable of the expense reimbursement procedure.

IV. DEFINITIONS

1. Common Carrier. Common carrier includes train, bus, commercial airline operating scheduled flights, or rental car firm.
2. Business Client. Any person, other than a county official or county employee, who receives the services of, or is the subject of solicitation by, representatives of the TDC in connection with the performance of its statutory duties, including purchasers or prospective purchasers of Brevard County products; persons or representatives of firms considering or being solicited for investment in the County; persons or representatives of firms considering or being solicited for location, relocation, or expansion of a business within the county; and business, financial, or travel writers, tour brokers, travel agents, meeting planners, and other persons connected with the tourist industry.
3. Entertainment Expenses. The actual, necessary and reasonable costs of providing hospitality for business clients or guests, which costs are defined and prescribed as hereinafter set forth.

4. **Guest.** A person, other than a county official or county employee, authorized by the Executive Director of the Tourist Development Council to receive the hospitality in connection with the performance of its statutory duties.

5. **Travel Expenses.** The actual, necessary and reasonable costs of transportation, meals, lodging, and incidental expenses normally incurred by a traveler, which costs are defined and prescribed as hereinafter set forth.

6. **Designee.** Designee means a county employee who has been given authorization by Brevard County Board of County Commissioners to sign the travel expense vouchers and travel authorization forms.

7. **Travel Period.** The travel period is the period of time between the time of departure from official headquarters on official business and time of return to official headquarters from official business.

8. **Transportation Expense.** The cost incurred by the traveler in getting from point of origin to destination and return, via common carrier, charter vehicle, privately-owned vehicle, or county-owned vehicle or aircraft.

9. **Other.** Definitions or policies not specifically addressed herewith shall be as provided in F.S. 112.061.

V. PLANNING & APPROVING TRAVEL

1. **Travel Authorization.** The authority to authorize travel is vested in Designee(s) of the Board of County Commissioners.

VI. SPECIAL CONDITIONS OF TRAVEL

1. **Travel of Authorized Persons.** Travel may be approved for authorized persons who are called upon to contribute time and services as consultants or advisers when such travel is on behalf of the agency. In such instances, complete explanation and justification must be shown on or attached to the travel expense voucher. Travel expenses for authorized persons shall adhere to the same rates and guidelines as those for public officers and employees except that the letters NCE (non-county employee) will be noted on the travel expense voucher.

2. **Travel of Business Clients or Guests.** Travel expenses incurred by the County on behalf of a business client or authorized guest shall be paid directly to third parties when possible. When this is not possible, reimbursement will be to the person incurring the expense (either business client, guest, or accompanying employee, if applicable) provided substantiating receipts are submitted on appropriate reimbursement vouchers. The identity of business clients or guests

shall be disclosed on all vouchers authorizing disbursement of public funds pursuant to these rules.

VII. RATES OF PAYMENT

Reimbursement is permitted for approved travel expenses incurred each day in conducting bona fide County business, in accordance with County procedures. No one shall be reimbursed for any meal or lodging that is included in a convention, conference registration fee, or airline ticket.

1. Lodging. The traveler may be reimbursed for the actual cost of a single occupancy hotel room, receipt required, for travel which requires overnight absence from official headquarters.

2. Domestic Travel

a. Actual Meal Expense. Meal expenses will be deemed to be reasonable if they comply with the per diem limit by city as shown in the most recent Sales & Marketing Management publication (Ref. #1). If a particular city is not listed in the S&MM publication, it may be appropriate to use the next closest city as the guide. However, some resorts are adjacent to a city with a per diem meal schedule that may not be on par with the resort. In that case, "actual and reasonable" meal expenses will be accepted. Any departure from the published rates will be deemed to be excessive unless the reasonableness and necessity of the expenditure is satisfactorily proven by the traveler in a written explanation of the expense reimbursement form.

Meal expenditures may be combined such that the daily total does not exceed the per diem limit, provided, however, that one does not incur entertainment expenses which include a meal during the same day, or during a day when the traveler arrives or departs from a city. The maximum tip on any meal is 15%, NO EXCEPTIONS. Miscellaneous incidental expenses will be reimbursed upon review and justification.

b. Subsistence Allowance. In lieu of the above actual meal expense, the traveler may elect to receive a subsistence allowance as provided in Section 112.061(6), Florida Statutes. No receipts are required. However, the request for reimbursement shall be made in accordance with applicable provisions of Chapter 3A-40, Florida Administrative Code. No one shall be reimbursed for any meal included in a registration fee paid for by the county or when paid for by the county in some manner. Limitations on expenditure amounts set forth in Section 112.061(6), Florida Statutes, are applicable to travel performed for non-program and/or mission purposes.

Reimbursement will be made for subsistence while on other than in-county travel on official business. The maximum allowances are as follows:

<u>Meal</u>	<u>Amount</u>	<u>Where travel begins before:</u>	<u>And extends beyond</u>
Breakfast	\$ 3.00 6.00	6:00 a.m.	8:00 a.m.
Lunch	\$ 6.00 11.00	Noon	2:00 p.m.
Dinner	\$ 12.00 19.00	6:00 p.m.	8:00 p.m.

3. Foreign Travel. Foreign travel will be reimbursed at the per diem rates as listed in the "Standardized Regulations (Government Civilians Foreign Areas)" publication. This publication breaks down per diem into meals & incidentals (MIE), and lodging. The MIE rate is inclusive of tips and related expenses.

When traveling in several countries on the same trip, please submit an expense report for each country along with the exchange rate in effect at the time of travel.

Exceptions for Foreign Travel: Lodging may exceed the per diem listed provided a written explanation is given on the expense reimbursement form as to why the accommodations exceeded the per diem limits. For example, for a trade show in Berlin, all the hotels increase their rates significantly for the event. Since there is no choice but to pay a rate that is well above the rates published in the guide, it will be reimbursed because it is actual and reasonable under the circumstances.

4. Airline fare (at the lowest fare available) or other common carrier fare (ticket stub required to be attached to reimbursement request).

5. Car rental. Class B vehicles must be rented except when the number of passengers or materials transported make use of a Class B vehicle impractical. A justification approved by the appropriate designee is required when a larger than Class B vehicle is used.

VIII. **INCIDENTAL EXPENSES.** The following incidental travel expenses of the traveler may be reimbursed:

1. **Taxis and Airport Limousines.** Receipts are required for all fares. In countries where a language barrier may exist, reimbursement may be made without receipts provided that an additional certification by the traveler that the expense was actually incurred is attached to the travel voucher. Reimbursement will be made for tips to taxi drivers, not to exceed fifteen percent (15%) of the fare.

2. Ferry Fares and Bridge, Road, and Tunnel Tolls. Receipts are required for over \$5.00.
3. Storage or Parking Fees. Receipts are required for storage or parking fees over \$5.00. Mandatory valet parking will be reimbursed, up to \$1.00 per occasion, not to exceed four times daily. Statement must appear on travel voucher that valet parking was a mandatory charge by hotel/restaurant.
4. Communication Expenses - Telephone/Telegraph, Facsimile and Telex Charges. When outside official headquarters, such charges should be charged to the telephone credit card when possible. Receipts are required if over \$1.00.
5. Registration Fees. Registration fees for a convention, conference, seminar, workshop, etc., to which the traveler is authorized to attend are allowed. Receipt is required.
6. Portage. Upon certification by the traveler that the expenses claimed were actually, necessarily and reasonably incurred, reimbursement will be made when transporting business materials or when accompanying a business client or guests. A receipt or "Certification in Lieu of Receipt" is required for all portage charges over \$5.00.
7. Other Incidental Expenses. Other actual, necessary and reasonable costs of incidental expenses incurred by the traveler while on official business may be reimbursed in accordance with County policies. Receipts are required. The following are examples of items which may be reimbursed:
 - a. Currency Exchange Fees. Employees may be reimbursed the actual fee charged to exchange currency in connection with official county business.
 - b. Maps.

IX. ENTERTAINMENT EXPENSE

Entertainment expenses are allowable for promotional items and services required to provide hospitality for business clients and authorized guests as set forth below:

1. Hospitality in the form of tangible items, i.e., tie tacks, medallions, non-consumable objects, etc., will be purchased by the TDC in accordance with applicable purchasing requirements and made available for distribution in accordance with administrative directives.

2. Hospitality in the form of recreational activities should be acquired through normal purchasing procedures when possible. When this is not possible, reimbursement may be made to the employee requesting same in advance, provided that claim for reimbursement accompanied by receipt is submitted.
3. Hospitality in the form of consumable items should also be acquired through normal purchasing procedures when possible. When this is not possible, reimbursement may be made to the employee requesting same in the manner set forth in (2) above.
4. Hospitality in the form of service shall be acquired in the manner required by other County regulations which dictate procedures for purchase of services.
5. Entertainment expenses of county officers, county employees, and authorized persons are allowable only when accompanying a business client or authorized guest.

X. RECEIPTS

While receipts are required for most reimbursement pursuant to these rules, it is recognized that unfortuitous circumstances may arise, i.e, language barriers, loss of receipts, or unavailability of the same, which require some alternate procedure for documentation of reimbursable expenses. In those isolated situations, Certification in lieu of Receipt must be completed by the traveler. That certification may then be presented in lieu of the unavailable or lost receipt(s) and approved by the County Manager or designee. Should additional details or information be required by the administrative personnel or officials of the County Auditing Office in processing such certification, any such information shall likewise be presented on Certification in Lieu of Receipt, and labeled amended by the traveler. The provisions of this section will not normally apply to reimbursement for hotel accommodations.



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**TOURIST DEVELOPMENT COUNCIL
SEPTEMBER 25, 2014 – 2:00 P.M.
COURTYARD BY MARRIOTT, COCOA BEACH**

The Tourist Development Council met on September 25, 2014 at 2:00 p.m. The meeting was held at the Courtyard By Marriott, Cocoa Beach. Members present were: Chairman Bob Baugher, Vice Chairman Laurilee Thompson, Jim Ridenour, Mayor William Capote, Tim Deratany, City Councilman Walt Johnson. Absent members were: Commissioner Mary Bolin Lewis, Eddie Thompson, Tom Williamson. TDC Staff present: Rob Varley, Bonnie King, Kalina Person, Tom Bartosek, Candace Narmore, Deidre Jackson, Danny Czerwinski.

WELCOME AND INTRODUCTIONS – CHAIRMAN BOB BAUGHER

Guests present were: Christina Berrios, Assistant County Attorney; Rusty Buchanan, Ruby Daniel, Space Coast Sports; Neta Harris, Rhonda Harris, Brevard Nature Alliance; Kathy Engerran, Brevard Cultural Alliance; Dave Berman, *Florida Today*; Linda Brandt, Brandt Ronat; Wayne Belden, John Belden, *Space Coast Fun Guide*; Tom Hermanson, Ocean Partners; Mike McBride, Chip Eickmann, McBride Marketing Group; Emily Kruse, Kim Isemann, TW squared; Tim Michaud, Julie Korountchev, International Palms; David Poston, Port Canaveral; Mary Anderson, Melbourne Airport Authority; Lori Helton, Brevard County Commission Office; Joe Schmitt, Clear Channel Outdoor; Aaron Frisbee, Brevard County Tax Collector; Dave Menzel, MAI Design Build.

APPROVAL OF MINUTES:

Ridenour moved to approve the following: Tourist Development Council minutes of August 27, 2014; Marketing Committee minutes of August 22, 2014. Johnson seconded the motion and the minutes were unanimously approved.

DIRECTORS REPORT – ROB VARLEY

Tax Revenue Report: Person reported that the new system being used by the tax collector is delaying this month's report. An updated report will be presented at next months meeting.

Occupancy/ADR Report: The August 2014 occupancy rate for those properties participating in the survey was 63.8%, an increase of 6.0% above the 60.2% reported by the same group of properties for August 2013.

The August 2014 average daily rate for those properties participating in the survey was \$94.39, an increase of 5.6% above the \$89.42 reported by the same group of properties for August 2013.

STR Report: The STR report was included in the packet.

Stadium Improvements: The Washington Nationals Baseball Club requests capital improvements and repairs be completed prior to the start of the National's spring training in February 2015. The lease with the Nationals provides that the team is responsible for operating and maintaining the Stadium. Capital repairs and improvements are to be funded from the TDC Capital Fund. The total estimated cost of improvements is \$2,077,500.00. Funding for stadium improvements in the amount of \$350,000 is budgeted in the 2014/15 Capital Fund.

Improvements will be completed in the priority listed until budgeted funds are spent. If specific improvements come in lower than estimated, additional improvements will be completed until the full \$350,000.00 has been spent.

Johnson moved to approve \$350,000 for repairs and improvements to the Space Coast Stadium. Improvements will be completed in the priority listed on until budgeted funds are spent. Ridenour seconded the motion and the motion was unanimously approved.

MARKETING COMMITTEE REPORT – WALT JOHNSON

Media /Advertising Update: Johnson stated the Marketing Committee reviewed and scored 13 Special Event Funding Applications at the September 19, 2014 meeting. All groups will receive advertising in some form based on the score and the tier they ended up in. TDO staff will also work with the PR agency to promote these events as well. There is \$150,000 budgeted for the FY 2014/15 Special Event funding. Please see the attached tier breakdown which includes each applicant's score.

Mayor William Capote moved to approve the FY 2014/15 Special Event funding recommendation from the Marketing Committee. Ridenour seconded the motion and the motion was unanimously approved.

Baughner stated that anyone who wants to market the Space Coast area can still come to the TDC for cooperative advertising.

FY 2014-15 Media Plan: Person and Eickmann reviewed the proposed FY 2014/15 Media Plan.

Baughner stated if it is a 12 month buy it should be distributed by the need periods.

Deratany asked what type of advertising is being done in Georgia, North Carolina, South Carolina and in the Southeast.

Eickmann said these areas will be advertised in magazines, newspapers and digital media.

Deratany asked why no TV advertising is being done in those areas?

Eickmann said the budget is just not large enough to do TV advertising in all those markets.

Ridenour said that the PR agency can get the TDO additional coverage in the Southeast area.

Ridenour suggested TDO staff get with the Melbourne Area Chamber to see if they can put money on the very weak months.

Ridenour moved to approve the FY 2014/15 Media Plan. Thompson seconded the motion and the motion was unanimously approved. (Detailed media plan attached)

Website Update: A detailed report was included in the packet.

Public Relations Report: Emily Kruse, TWSquared, gave the public relations report. A detailed report was included in the packet.

TM Latin America Presentation: Victor Manjarres, TM Latin America, gave a presentation on the Latin American market and explained the importance in getting the Space Coast's product in these areas.

Varley stated the TM Latin America proposal being presented today is sole source, so does not need to go out to bid as KSCVC has already been through the process and has contracted with TM Latin America to represent them in the Latin America market. The cost of the contract would be \$3,500 per month. Varley recommended the TDC approve this contract.

Thompson moved to approve the \$3,500 per month contract with TM Latin America. Mayor William Capote seconded the motion and the motion was unanimously approved. (Detailed proposal attached)

Sales Action Team and Film Activity Report: Bonnie King gave the Sales Action Team update and a Film activity update.

WELCOME CENTER COMMITTEE – JIM RIDENOUR

Varley stated that Commissioner Robin Fisher is working with FDOT to see if they would consider allowing a gas station to go in at the Welcome Center location on I-95. This would increase visibility and traffic to the Welcome Center and may help offset costs.

Menzel said if you rebid the project it could bring the costs down to an acceptable amount.

Deretany said currently the TDO has strong resistance from the local community to build the Welcome Center due to the high cost. Deretany suggested backing off on the project for a while.

Baughner stated he would like to see this project sent out as an open bid.

Ridenour said if the TDO goes ahead with this project it will be important to get a PR campaign going to gain support from the local community. We need to educate people as to what TDC funds can be used for and where the funds come from.

Twsquared said they will work with Baughner to write a letter of support from the TDC about our passion for constructing the Welcome Center.

Thompson moved to ask the County Manager to go out for a competitive bid on the Welcome Center. A PR plan will be developed and implemented to educate the community. Mayor Capote seconded the motion. The motion passed with Deretany voting against the motion.

CULTURAL COMMITTEE – TOM WILLIAMSON

Kathy Engerran, BCA, gave an update on cultural activities.

SPORTS COMMISSION

Rusty Buchanan, Space Coast Sports, gave the activity report which was included in the packet.

Buchanan requested the TDC approve travel expenses to travel to Connecticut to bid on an international karate tournament.

Mayor William Capote moved to approve paying the travel expenses out of the Sports Commission budget. Ridenour seconded the motion and the motion was unanimously approved.

Thompson voiced concern that the Space Coast Sport website is not working.

Buchanan said a new company is developing a new website which should be up and running soon. It was necessary to keep the old site up until the new one is on line.

The meeting adjourned at 5:00 p.m.

TDC AGREEMENT # 2016-TMR

**BREVARD COUNTY TOURISM DEVELOPMENT OFFICE TRAVEL
MEDIA RELATIONS AGREEMENT**

THIS AGREEMENT is made and entered by and between the BOARD OF COUNTY COMMISSIONERS OF BREVARD COUNTY, FLORIDA, a political subdivision of the State of Florida, (hereinafter called the "COUNTY"; and BUTIN INTEGRATED COMMUNICATIONS, located at 1331 Ocean Boulevard, Suite 103, St. Simons Island, GA 31522 (hereinafter called the "AGENCY").

WITNESSETH:

WHEREAS, pursuant to the Local Option Tourist Development act, Brevard County has by Ordinance No. 86-25 and subsequent amendments thereto established the Brevard County Tourist Development Council (hereinafter called the "TDC"), has levied and imposed a tourist development tax and has established a tourist development plan for the use of funds derived from such tax as set forth in Section 102-116 through 102-123 Brevard County Code of Ordinances; and

WHEREAS, the COUNTY desires to employ the AGENCY to promote and conduct travel media relations programs to promote Brevard County as a leisure vacation travel and business travel destination; and

WHEREAS, the provision of such services shall mutually benefit the parties hereto, and the residents of Brevard County, Florida.

NOW, THEREFORE, in consideration of the above and mutual covenants contained herein, the parties agree as follows:

1. AGENCY SCOPE OF SERVICES. The AGENCY shall act as the COUNTY's travel media relations representative and perform all standard services and responsibilities directed to promote tourism in the country, as described in the "Scope of Service", attached as Exhibit "A" and incorporated into this Agreement.

2. AGENCY COMPENSATION

a). Professional Services Fee.

The COUNTY agrees to pay the AGENCY a professional fee of \$ 10,000 per month or \$120,000 per year from October 1, 2016 through September 30, 2017 or Fiscal Year 2016-17 for the AGENCY's services in handling the travel media relations account services. This is to include 65 hours per month or 775 hours annually from a six-member support team with a blended hourly rate of \$155, as referenced in AGENCY's Proposal and Response to the RFP, which is attached for reference as Exhibit "C." Professional fees for subsequent fiscal years shall be negotiated by the parties and approved by the Board of County Commissioners. It is understood and agreed by the parties that AGENCY professional fees for additional related services requested by the COUNTY in writing, which are not included in the "Scope

of Services" shall not be included in the above Fee Schedule, but shall be subject to negotiations between the TDO Executive Director and AGENCY. Any additional fees will be budgeted and approved by the TDO within the COUNTY Tourism's Marketing & Media Plan for FY2016-17.

b). Reimbursable Expenses.

- 1) Production Expenses. The County shall reimburse the AGENCY for approved production expenses associated with the performance of the COUNTY's Travel Media Relations Program. When possible, the COUNTY shall provide direct payment to vendors for approved expenses. Production expenses shall include, but not be limited to, those expenses included in Exhibit "A" for FY 2016-17.
- 2) Out-Of-Pocket Expenses. The AGENCY shall be reimbursed for those out-of-pocket travel and incidental expenses which shall include out-of-town and project oriented travel, media development trips, and press trips which are authorized and approved by the COUNTY, in advance, in writing by TDO Executive Director or designee (as further set out in Paragraph 4.). The AGENCY shall be required to provide a progress report for all TDC and Marketing Committee meetings packets and attend any TDC, Marketing Committee and any other such meetings as requested by the Tourist Development Office (TDO) Executive Director. Reimbursement for out-of-county travel expenses shall be subject to the limitations found at Section 125.0104, Florida Statutes and Brevard County Tourism Development Office travel policies. (Attached for reference).
- 3) All reimbursements to the AGENCY and payments to vendors for production and out-of-pocket expenses for each fiscal year shall be budgeted within the marketing plan, approved by the Board of County Commissioners.
2. ACCOUNT COORDINATION. In the performance of these services, the AGENCY shall designate a mutually agreeable Account Executive who shall be the principle contact in performance of these services.
3. PRIOR APPROVAL OF THE TDC. The AGENCY shall not incur any financial obligations related to production or out-of-pocket expenses in excess of the approved budget (excluding incidental expenses such as postage, shipping, copies, etc.) or incur any financial obligations for additional services outside the Scope of Services as described in Exhibit "A" for the COUNTY's account without first obtaining written approval from the TDO Executive Director or designee. In order to obtain approval, the AGENCY shall submit a "costs estimate authorization" containing full descriptions of the proposed expenditures and estimates of the costs of the obligations or services involved.
4. PROGRESS REPORTS. The AGENCY agrees to provide periodic progress reports on a monthly basis and a final report at the end of each fiscal year. The monthly progress reports should be presented the

following month and should be used as documentation for proof of performance and be attached to each monthly payment invoice. These progress reports shall include status of current projects, measurement of projects including, but not limited to advertising equivalencies and audience reach, return on investment and documentation showing the effectiveness of the Travel Media Relations Program by comparing actual accomplishments and results with goals and objectives established at the beginning of the year. The COUNTY shall be entitled at all time to be advised, at its request, as to the status of work being done by the AGENCY and of the details thereof. Coordination shall be maintained by the AGENCY with the TDO Executive Director or the other designated representative of the COUNTY.

5. BILLING AND PAYMENT.

a) Method of Payment

1) The AGENCY shall be entitled to receive a monthly professional fee and reimbursement of expenses upon receipt by the COUNTY of an invoice detailing the services rendered by the AGENCY, appropriate backup documentation, and certification by the TDO Executive Director, or his/her designee, that the AGENCY has performed such services in conformance with this Agreement, and is entitled to receive the specified amount.

2) Each invoice submitted by the AGENCY to the COUNTY shall be supported by a copy of the vendor invoice and proof of performance or proof or receipt of goods or services contracted for as required by the COUNTY. No payments shall be made without itemized invoices and receipts attached.

a) Partial Payment. In the event a portion of an invoice submitted to the COUNTY for payment to the AGENCY, as specified in paragraph (a) above is disputed, payment for the dispute, and the remainder of the invoice(s) will be processed for payment without regard to that portion which is in dispute.

b) Time of Payment. The COUNTY shall pay the AGENCY pursuant to Section 218.70 et seq., Florida Statutes, known as the "Florida Prompt Payment Act".

6. PROPERTY RIGHTS

a) Exclusive Property of the COUNTY. All intangible property including press releases, photographs, slogans, ideas or plans submitted or developed by the AGENCY for the COUNTY during the terms hereof, whether or not used, and any contacts made specific to media development and familiarization tours for the COUNTY, and any and all layouts, copy artwork, films, and other tangible property which the AGENCY prepared for the COUNTY or acquires for its account pursuant to the Travel Media Relations for the COUNTY shall be the property of the

COUNTY. Any of this property may be copyrighted, patented, or otherwise restricted by the COUNTY or the AGENCY on behalf of the COUNTY and the COUNTY shall have the unrestricted authority to publish, disclose, distribute, license and otherwise use any report, data, or other materials prepared under this Agreement. There shall be no additional compensation for the rights and property granted under this paragraph.

- b) Dissemination of Information. Any reports, information, data, etc., given to, prepared, or assembled for or by the AGENCY under this Agreement which the COUNTY request be as proprietary shall not be made available to any individual or organization without the prior written approval of the COUNTY. Nothing contained in this Agreement shall be construed to prohibit the release of information pursuant to the requirements of law related to public records.
- c) Releases. The AGENCY shall obtain releases, licenses, permits, or other authorization to use photographs, copyrighted materials, art work or any other property or rights belonging to third persons obtained by the AGENCY for use in performing services for the COUNTY and shall be responsible for any claims arising with respect to such use. The COUNTY shall obtain same for any items obtained by the COUNTY which are used by the AGENCY in performing such services and shall be responsible for any claims arising with respect to the use of such items. The AGENCY shall provide the COUNTY with the forms necessary to accomplish the COUNTY's obligation under this paragraph.
- d) Disposition of Property. When the AGENCY shall determine that art work, photographs, manuscripts, and any other similar property are of no further use in carrying out this Agreement, the AGENCY shall notify the COUNTY in writing and shall clearly describe the particular items. The COUNTY shall then notify the AGENCY in writing of the disposition the COUNTY desires with respect to such items. All shipping and transportation cost shall be paid by the COUNTY, and the AGENCY shall not be obligated to store the material at its expense except for a period not to exceed 30 days after written notice has been given to the COUNTY. These provisions shall apply whether the items in question are in the possession of the AGENCY or third parties.
- e) COUNTY-Tangible Property. The AGENCY shall hold for the COUNTY and account for or return upon request to the COUNTY any tangible property of the COUNTY which may from time to time be entrusted to the AGENCY for the purposes provided herein.
- f) COUNTY-Provided Information. The COUNTY shall be responsible for the accuracy, completeness and propriety of information concerning products and services which it furnished to the AGENCY in connection with the performance of this Agreement.

7. INDEMNIFICATION.

Claims, Liabilities, or Damages. The AGENCY shall indemnify and hold the COUNTY harmless from and against:

- a) Any and all claims, liabilities, or damages arising from contracts between the AGENCY and third parties made pursuant to this Agreement, including the cost of litigation and counsel fees.
 - b) Any and all claims, liabilities, or damages arising from the preparation or presentation of any travel media relations programs covered by this Agreement, including the cost of litigation and counsel fees.
 - c) No provisions of this Agreement shall be construed as a waiver by the COUNTY of any right, defense or claim which the COUNTY may have in any litigation arising under this Agreement. Nor shall any Agreement provision be construed as a waiver by Brevard County of any right to initiate litigation. AGENCY acknowledges specific consideration has been received for this indemnification provision.
8. INSURANCE. The AGENCY shall at its own cost and expense during the term of this Agreement, continuously maintain in force a policy of insurance for: 1) comprehensive general liability for the benefit of the COUNTY in the minimum amount of One Million Dollars (\$1,000,000); and 2) professional liability coverage for the benefit of the COUNTY, in the minimum amount of One Million Dollars (\$1,000,000). Professional liability coverage can be endorsed to the general liability policy or be a separate policy. The AGENCY shall provide the described insurance on policies and with insurers acceptable to the COUNTY. These insurance requirements shall not relieve or limit the liability of the AGENCY. The COUNTY does not in any way represent that those types or amounts of insurance are sufficient or adequate to protect the AGENCY's interests or liabilities, but are merely minimums.
9. DURATION/RENEWAL/ASSIGNMENT:
 - a) Terms. This Agreement shall become effective as of October 1, 2016 and shall continue in force for a period through September 30, 2017, unless sooner terminated as provided herein.
 - b) Renewal and Extensions. The County shall have the option to renew this Agreement for one, two-year term and one one-year term. No provision for automatic renewal of this Agreement shall be effective. Any renewal shall be in writing and approved by the TDC and the Tourism Executive Director.
 - c) Assignment and Delegation. The COUNTY has retained the AGENCY for its expertise and, as such, considers this an Agreement for personal services. Accordingly, the AGENCY may not assign rights or delegate any duties thereunder without the express prior written consent of the COUNTY.
10. TERMINATION.
 - a) Termination for Convenience. Either party may terminate this Agreement by giving the other party written notice at least sixty (60) days prior to the effective date of termination. Upon receipt of written notice of termination, the AGENCY shall provide only those services and incur only those expenses specifically approved or directed in writing by the COUNTY.

- b) Termination for Breach. This Agreement may be terminated with thirty (30) day written notice by the COUNTY for cause upon failure of the AGENCY to materially perform pursuant to any of the provisions or requirements set forth herein. Delivery of notice shall be made, in the event of such termination, to the AGENCY at the address indicated above.
 - c) Termination by Law. In the event Brevard County Ordinance No. 102-116 through 102-123 (Tourist Development Tax) and its subsequent amendments is repealed or expires, as provided by law, this Agreement shall be deemed to terminate automatically upon the effective date of said repeal or expiration.
 - d) Assignment upon Termination. Upon termination of this Agreement, the AGENCY shall assign to the COUNTY all of its rights in contracts, agreements, arrangements, or other transactions made with third parties for the COUNTY account on the effective date of termination or on such other date as may be agreed upon by the parties. In the event any contract is non-assignable or the AGENCY cannot obtain a release from its obligations, the AGENCY shall continue performance as directed by the COUNTY, and the COUNTY shall meet its obligations, as to the unassigned or unreleased contracts only, to the AGENCY as though this Agreement had not been terminated.
 - e) Termination Billings. Upon termination of this Agreement, the AGENCY shall bill the COUNTY for all amounts not previously billed and due the AGENCY at the time. The AGENCY shall be entitled to payment for services performed and expenses incurred during the termination period only if said services or expenses are approved in writing by the COUNTY after receipt of the notice or, with the express written of the COUNTY, for services or expenses approved prior to the effective date of termination.
11. MODIFICATION. This writing contains the entire Agreement of the parties. No representations were made or relied upon by either party, other than those that are expressly set forth. No agent, employee, or other representative of either party is empowered to alter the terms of this Agreement, except as provided in Section 10.B., unless executed with the same formality as this document. All modifications must be in writing and signed by both parties.
12. CONTROLLING LAWS. The validity, interpretation, and performance of this Agreement shall be construed in accordance with and governed by the tourist development ordinances of Brevard County, along with the Laws and Statutes of Florida. It shall be the AGENCY's responsibility to be aware of and comply with all federal, state and local laws.
13. VENUE. Venue for any legal action by any party to interpret, construe or enforce this Agreement shall be in court of competent jurisdiction in and for Brevard County, Florida and any trial shall be non-jury.

14. WAIVER. The failure of either party to this Agreement to object to or to take affirmative action with respect to any conduct of the other which is in violation of the terms of this Agreement shall not be construed as a waiver of the violation or breach, or of any future violation, breach or wrongful conduct.
15. NOTICES. All notice pertaining to this Agreement shall be in writing and shall be transmitted either by personal hand delivery or through the U.S. Postal Service by certified mail, return receipt requested, addressed to the parties at the following addresses:

FOR COUNTY:

Eric Garvey, Executive Director
(Authorized Representative)
Space Coast Office of Tourism
430 Brevard Ave., Suite #150
Cocoa, FL 32922

FOR AGENCY:

Mary Butin, Founder & CEO
(Authorized Representative)
Butin Integrated Communications
1331 Ocean Boulevard, #103
St. Simons Island, GA 31522

(The remainder of the page intentionally left blank.)

16. AVAILABILITY OF RECORDS.

a) In the performance of this Agreement, the AGENCY shall keep books, records, and accounts of all activities, related to the agreement, in compliance with generally accepted accounting procedures. All documents, papers, books, records and accounts made or received by the contractor in conjunction with the Agreement and the performance of this Agreement shall be public record and open to inspection during regular business hours by any person making a request for these public records in accordance with section 119.07 Florida Statutes. Such records shall be released to the COUNTY and retained by the COUNTY for a period of five (5) years after termination of this Agreement, unless such records are exempt from section 24(a) of Article 1 of the State Constitution and section 119.07(1) Florida Statutes. AGENCY shall not allow inspection or copying of any record that is exempt or confidential under Florida law.

b) No reports, data, programs or other materials produced, in whole or in part for the benefit and use of the COUNTY, under this agreement shall be subject to copyright by AGENCY in the United States or any other country.

17. INDEPENDENT CONTRACTOR. It is hereby mutually agreed that the AGENCY is and shall remain an independent contractor and is not an employee or agent of the COUNTY. The AGENCY shall procure, pay for, and maintain Worker's compensation insurance in an amount as required by law.

18. AGENCY CERTIFICATION OF CONDUIT. The AGENCY certifies by his/her signature hereinafter that he ("he" is construed to mean "they" if more than one person is involved and if a firm, partnership, corporation, or other organization is involved, the "he" is construed to mean any person with an interest therein) will not attempt in any manner to influence any specifications, to be restrictive in any respect, nor will he attempt in any way to influence purchasing of services or commodities by Brevard County, Florida.

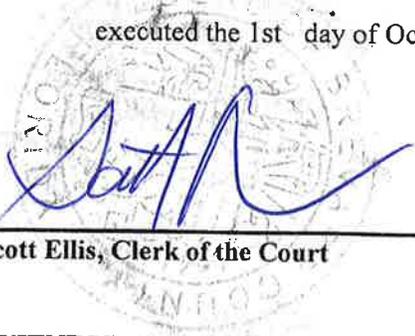
19. AGENCY CERTIFICATION OF AUTHORITY AND NO CONFLICT. The AGENCY hereby certifies by his signature hereinafter that he is legally entitled to enter into the subject contract with Brevard County, Florida, and that

he is not or will not be violating either directly or indirectly any conflict of interest statutes or any other applicable statute or principle by the performance of this Agreement with any possible conflict entities including, but not limited to, other Florida coastal tourism destinations without the express permission of the COUNTY.

20. SEVERABILITY. If any section, subsection, sentence, clause, phrase, or portion of this Agreement is for any reason held invalid, unconstitutional or unenforceable, by any court of competent jurisdiction, such portion shall be deemed a separate, distinct, and independent provision and such holding shall not affect the validity of the remaining portion thereof.
21. ATTORNEY'S FEES. In the event of any legal action to enforce the terms of this contract, each party shall bear its own attorney's fees and costs.
22. UNAUTHORIZED ALIEN WORKERS: Brevard County will not intentionally award publicly-funded contracts to any agency who knowingly employs unauthorized alien workers, constituting a violation of the employment provisions contained in 8 U.S.C. Section 1324a(c)(Section 274A(e) of the Immigration and Nationality Act "INA"). The County shall consider an agencies intentional employment of unauthorized aliens as grounds for immediate termination of this Agreement.
23. EMPLOYMENT. The AGENCY shall not engage the services of any person or person now employed by the County, including any department, agency, board or commission thereof, to provide services relating to this contract without written consent from the County.
24. PUBLIC ENTITY CRIMES. A person or affiliate who has been placed on the convicted vendor list following a conviction for a public entity crime may not submit a bid on a contract to provide any goods or services to a public entity, may not submit a bid on a contract with a public entity for the construction or repair of a public building or public work, may not submit bids on leases of real property to a public entity, may not be awarded or perform work as a contractor, supplier, subcontractor, or consultant under a contract with a public entity, and may not transact business with any public entity in excess of the threshold amount provided in s. 287.017 for CATEGORY TWO for a period of thirty-six (36) months from the date of being placed on the convicted vendor list.
25. CONSTRUCTION OF AGREEMENT. The parties hereby acknowledge that they fully reviewed this agreement, its attachments and had the opportunity consult with legal

counsel of their choice, and that this agreement shall not be construed against any party as if they were the drafter of this Agreement.

IN WITNESS WHEREOF, the parties have caused this Agreement to be duly executed the 1st day of October, 2016.


[Signature]

Scott Ellis, Clerk of the Court

BOARD OF COUNTY COMMISSIONERS
OF BREVARD COUNTY, FLORIDA

[Signature]
Stockton Whitten, County Manager

Stockton Whitten, County Manager

approved by the Board on: October 18, 2016

WITNESS:

[Signature]
Signature
Stacy Delano
Printed Name

BUTIN INTEGRATED COMMUNICATIONS

[Signature]
Mary Butin, Founder & CEO

Mary Butin, Founder & CEO

Reviewed for legal form and content:

[Signature]
Becky Behl-Hill, Assistant County Attorney

Date: Nov. 1, 2016

Address: 300 Oak Street
SSI, GA 31527

STATE OF FLORIDA
COUNTY OF BREVARD COUNTY

~~The foregoing instrument was acknowledged before me this _____ day of _____, 2016, by _____ of _____ (AGENCY Signature Designee) of _____ (AGENCY Name) a _____ corporation / company, on behalf of the corporation / company. He/She is personally known to me or has produced _____ (State Name) as identification.~~

~~Signature

Notary Name (typed, printed, or stamped)

Title or Rank
_____~~

counsel of their choice, and that this agreement shall not be construed against any party as if they were the drafter of this Agreement.

IN WITNESS WHEREOF, the parties have caused this Agreement to be duly executed the 1st day of October, 2016.

**BOARD OF COUNTY COMMISSIONERS
OF BREVARD COUNTY, FLORIDA**

~~_____
Scott Ellis, Clerk of the Court~~

~~_____
Stockton Whitten, County Manager~~

~~WITNESS:~~

~~; approved by the Board on: _____~~

~~_____
Signature~~

BUTIN INTEGRATED COMMUNICATIONS

~~_____
Printed Name~~

~~_____
Mary Butin, Founder & CEO~~

Reviewed for legal form and content:

Date: _____

~~*Becky Behl-Hill*

Becky Behl-Hill, Assistant County Attorney~~

Address: _____

~~STATE OF FLORIDA
COUNTY OF BREVARD COUNTY~~

~~The foregoing instrument was acknowledged before me this _____ day of _____, 2016, by _____ of _____, (AGENCY Signature Designee) (AGENCY Name), a _____ corporation / company, on behalf of the corporation / company. He/She is personally known (State Name) to me or has produced _____ as identification.~~

~~_____
Signature~~

~~_____
Notary Name (typed, printed, or stamped)~~

~~_____
Title or Rank~~

EXHIBIT "A"
Scope of Services
Fiscal Year 2016-17

Goals and Objectives:

1. Create awareness about Florida's Space Coast and the primary tourist destinations in the area – Cocoa Beach, Titusville, Melbourne and Melbourne Beaches, Palm Bay.
2. Goal is to influence public attitudes, enhance Florida's Space Coast's reputation and encourage consumers to visit our destination.
3. Connect to credible media and other tourism operators that will be beneficial to our visitors and marketing demographic needs.
4. Create proactive opportunities and be ready with accurate information and resources when media channels approach and deliver the key message of our destinations in order to benefit from all media interactions.
5. Maximize all opportunities through partnerships and build continuing relationships with travel media.
6. Organize with Newspaper Journalists / Editors, Magazine Writers / Editors, Website Writers and Bloggers, guidebook Authors, Radio broadcasters, Television Crews, Staffers / Freelancers within our Destination's target markets. Request any data available regarding visitation to websites, Google Analytics reports, Alexa or similar web statistics services for verification of qualifications.
7. Host various media channels during familiarization tours / media visits. Responsibilities include scheduling / re-scheduling photo shoots, attractions and other activities, escorting the crew while on location, and coordinate with tourism partners who will be involved in the familiarization tour / media visit. Will work closely with the Marketing Director during familiarization tours / media visits.
8. Work closely and consistently with all of Florida's Space Coast Tourism Partners and Tourism Development Office Staff to meet all goals regarding Travel Media Relations, media exposure and our destination's key message to visitors.

PUBLIC ENTITY CRIME AFFIDAVIT
EXHIBIT "B"

STATE OF FLORIDA
COUNTY OF BREVARD COUNTY

BEFORE ME, the undersigned authority, personally appeared
JOHN M. BUTIN ~~(know to me or who produced~~
as identification and who, being by me first duly sworn,
under oath, make the following statement:

1. The business address of BUTIN INTEGRATED COMMUNICATIONS is
1331 Ocean Boulevard, #103, St. Simons Island, GA
31522.
2. My relationship to BUTIN INT. COMM. (name of
bidder or contractor) is (relationship as sole proprietor, partner,
president, vice president)
CFO
3. I understand that public entity crime as defined in Section 287.133 of the Florida Statutes, includes a violation of any state or federal law by a person with respect to and directly related to the transaction of business with any public entity on Florida or with an agency or political subdivision of any other state or with the United States, including, but not limited to, any bid or contract for goods or services to be provided to any public entity or such an agency or political subdivision and involving antitrust, fraud, theft, bribery, collusion, racketeering, conspiracy, or material misrepresentation.
4. I understand that "convicted" or "conviction" is defined by the statute to mean a finding of guilt or a conviction of a public entity crime, with or without an adjudication of guilt, in any federal or state trial court of record related to charges brought by indictment or information after July 1, 1989, as a result of a jury verdict, nonjury trial, or entry of a plea of guilty or nolo contendere.
5. I understand that "affiliate" defined by the statute to mean (1) a predecessor or successor of a person or a corporation convicted of a public entity crime, or (2) an entity under the control of any natural person who is active in the management of the entity and who has been convicted of a public entity crime, or (3) those officers, directors, executives, partners, shareholders, employees, members, and agents who are active in the management of an affiliate, or (4) a person or corporation who knowingly entered into a joint venture with a person who has been convicted of a public entity crime in Florida during the preceding 36 months.
6. Neither the bidder or contractor nor any officer, director, executive, partner, shareholder, employee, member or agent who is active in the management of the bidder or contractor nor any affiliated of the bidder or contractor has been convicted of a public entity crime subsequent to July 1, 1989.

(Draw a line through paragraph 6 if paragraph 7 below applies)

7. ~~There has been a conviction of a public entity crime by the bidder or contractor, or an officer, director, executive, partner shareholder, employee, member or agent of the bidder or contractor who is active in the management of the bidder or contractor or an affiliate of the bidder or contractor. A determination has been made pursuant to section 287.133(3) by order of the division of Administrative Hearings that it is not in the public interest for the name of the convicted person or affiliate to appear on the convicted vendor list. The name of the convicted person or affiliate is~~

A copy of the order of the Division of Administrative Hearings is attached to this statement.

(Draw a line through paragraph 7 if paragraph 6 above applies)



Glynn County, GA

Sworn to and subscribed before me in the state and county first mentioned above on the 14 day of November, 2016.

Monica S. H



Notary Name (typed, printed, or stamped)

Notary

Title or Rank

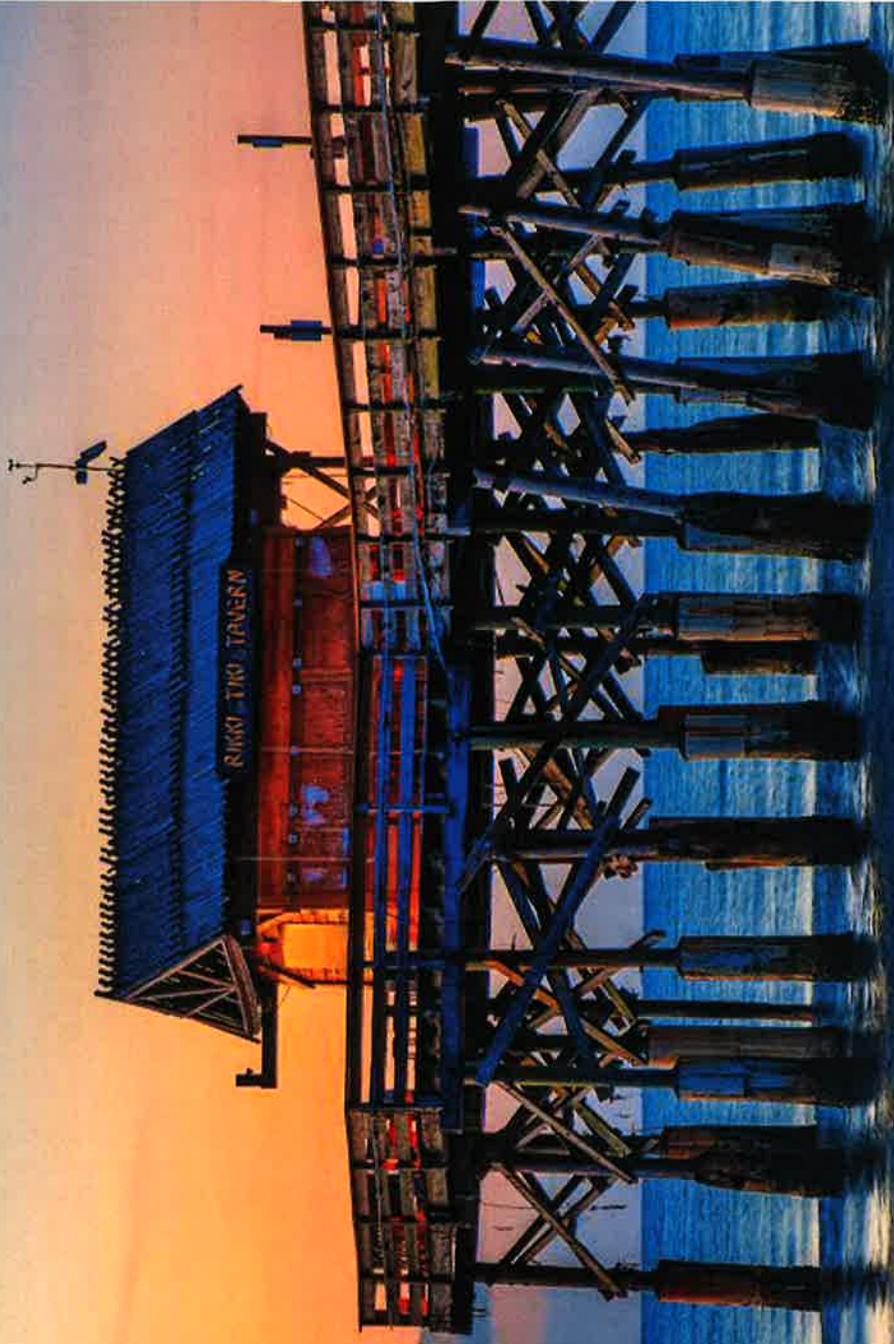
Space Coast PR Plan 2016-2017



Integrated Communications



PR Support Overview



Copyright

2016-2017 Goals & Objectives

Goals

Increase market share for Cocoa Beach, Palm Bay, Titusville, Port Canaveral, Viera and Melbourne and the Beaches

Increase awareness and brand identity for each destination

Objectives

Drive visits to the Space Coast

Enhance reputation of the Space Coast as a premier travel destination within key markets and among target audiences

Increase room demand throughout the Space Coast



Storytelling Opportunities

Reactive

Incoming
Inquiries

Seasonal

Always On
Pitching

Influencers

Blogger and
News Media
FAMs

Amplification

Digital
Influencer
Promotion

Events

Signature
Event
Publicity

Opportunistic

Newsworthy
Happenings



Storytelling Categories



**Reactive
Incoming
Inquiries**

Vet all influencers (news media and bloggers) requesting "comp" FAM visits to the Space Coast

Provide thorough recommendation re: exposure opportunities to inform "hosting" decision by the Space Coast

← **ALWAYS ON** →

OCT 2016

ROI:

Tiered, qualitative vetting structure identifying strongest coverage opportunities best-suited to drive visitation

Coverage opportunities with new and/or existing media contacts

OCT 2017



Reactive

Incoming Inquiries

Consideration Categories

Outlet Location & Audience

Outlet Distribution & Reach

Personal Klout

ROI Potential

Sample Media Vetting Structure

Vetting Categories & Recommended Support

Tier I:

- a. Accommodations: 100% comp
- b. Experiences: Escorted (if desired); 100% comp; Exclusive access (if available); Meet & Greet with tourism representative
- c. Food & Beverage: Make reservations and request restaurant comp
- d. Room Drop: Media Kit and swag bag

Tier III:

- a. Accommodations: 25% discounted media rate
- b. Experiences: List of discount passes provided in Media Kit by participating experience partners
- c. Food & Beverage: List of recommendations provided in Media Kit
- d. Room Drop: Media Kit

Tier II:

- a. Accommodations: Up to 2 free nights 100% comp; additional nights at 25% discounted media rate
- b. Experiences: 100% discount for requested experiences, escorts available upon request
- c. Food & Beverage: List of recommendations provided in Media Kit
- d. Room Drop: Media Kit

Tier IV:

- a. Accommodations: No discount
- b. Experiences: No discount
- c. Food & Beverage: Not provided
- d. Room Drop: Not provided



**Seasonal
Always On
Pitching**

Create and distribute *nationally*-relevant pitches each quarter aligned to specific areas of focus

Focused, proactive, consistent storytelling

Leverage regional distribution service for added exposure and SEO opportunities



Timing



Q4 2016

Q1 2017

Q2 2017

Q3 2017

Pre-Cruise/Holiday Ecotourism/Nature Family/Beaches Space/Education/Adventure

ROI:

Focused coverage on timely, newsworthy topics to drive visitation



Influencers
Blogger and News Media FAMs

Host a blogger FAM tour, inviting four bloggers whose content and audiences align with the Space Coast targets, to visit and promote their experiences across their digital channels

Invite four national media publishers and high-level decision makers for a media FAM visit to the Space Coast

← **Timing** →

Q4 2016	Q1 2017	Q2 2017	Q3 2017
Planning & Coordination	FAM Tour Execution	FAM Tour Execution	Success Reporting

ROI:

Potential endorsements from top-tier, priority, national news media outlets

Strategic digital placements reaching widespread, engaged audiences



Influencers

Blogger FAMs

Sample Influencer Program “Space Coast In A Day”

Program Overview:

Four digital influencers visit the Space Coast and then share all that can be experienced “In a Day” with their digital audiences, promoting content across social media. Key messages would focus on year-round travel opportunities including “pre-cruise” experiences.

How It Works:

- Influencers attend FAM tour in Q2 of 2017
- Influencers share Instagram series throughout their visit to kick-off partnership
- Posts will include:
 - Key focus messaging
 - Key Space Coast messaging
 - Social media support via influencer preferred channels (in addition to Instagram series)
 - Links to Space Coast website
 - Narrative and images showcasing visit

Measures of Success:

- Combined digital audience of >50,000 per influencer aligned with the Space Coast targets
- Quality content from influencers in alignment with marketing messages
- Demonstrable social virality and showcased travel interest
- Willingness by bloggers to participate in FAM tour
- Strong engagement from potential Space Coast visitors



Influencers

News Media
FAMs

Sample News Media FAM

Program Overview:

Four national media publishers and high-level decision makers visit the Space Coast to understand the newsworthy stories related to their readership priorities. Media guests will experience the destination's best offerings and meet with tourism leaders.

Measures of Success:

- Intent to consider and assign future stories for the Space Coast
- Relationship-building with key media gatekeepers



Amplification
**Digital
Influencer
Promotion**

Identify 16 influencers with significant digital presence, wide social media reach, and showcased historical virality whose audiences align with the Space Coast targets

Compensate influencers to incorporate and promote content related to The Space Coast across their digital channels to extend reach of existing messaging



**Q4 2016
Planning**

**Q1 2017
Execution**

**Q2 2017
Success Reporting**

ROI:

Opportunity to reach and engage expansive digital audience with message supporting the Space Coast

Viral potential

Opportunity to reach new audiences via their preferred social media touchpoints



Amplification

Digital Influencer Promotion

Sample Influencer Amplification Program

Program Overview:

Leverage the expansive, engaged audiences (aligned to the Space Coast target audiences) of 16 digital influencers to promote content and messaging related to the Space Coast

How It Works:

- Bloggers promote Space Coast content via social media channels
- Posts will include:
 - Key focus messaging
 - Key Space Coast messaging
 - Narrative and images/video showcasing destination

Measures of Success:

- Total combined social media audience of at least 50,000+ per blogger
- Willingness by bloggers to participate in amplification program
- Strong historical virality and audience engagement



Events

**Signature
Event
Publicity**

Share stories about each signature event customized for news media targets to drive greatest interest

Create targeted media outreach list for each event to ensure relevance and priority messaging

Timing

Q4 2016

Cocoa Beach 1/2
Marathon
Surfing Santas

Q1 2017

Space Coast Birding Festival
Publix Florida Marathon
VAC TICO Air Show
Beach 'N Boards Fest
Melbourne Air Show

Q2 2017

Thunder Boat Races
Golf Association
Sponsorship

Q3 2017

NKF Pro/Am Surf Fest

ROI:

Regularly-generated coverage and awareness

Consistent top-of-mind status with key media



Events

Signature
Event
Publicity

Sample Signature
Event PR Support

Tier I: Surfing Santas

- Press Release writing and distribution
- Local outreach and event calendar notice distribution
 - New contact research and lead generation
- Extension of invitations to national news media to attend
- Pre- and post-event b-roll footage and image distribution

**Tier II: Space Coast Birding Festival, Beach 'N Boards Fest, Thunder Boat Races,
NKF Pro Am Surf Fest**

- Press Release writing and distribution
- Local outreach and event calendar notice distribution
 - New contact research and lead generation
 - Pre-event image distribution

**Tier III*: Cocoa Beach 1/2 Marathon, Publix FL Marathon, VAC TICO Air Show,
Melbourne Air Show**

- Pitch writing and distribution
- Local outreach and event calendar notice distribution



Opportunistic
Newsworthy
Happenings

Conduct partner story and event vetting to identify highly newsworthy opportunities most likely to drive tourism to the Space Coast

Promote and share newsworthy stories with relevant news media contacts

← Timing: →



OCT 2016

OCT 2017

ROI:

News coverage and awareness for notable and newsworthy Space Coast activities



Opportunistic

Newsworthy
Happenings

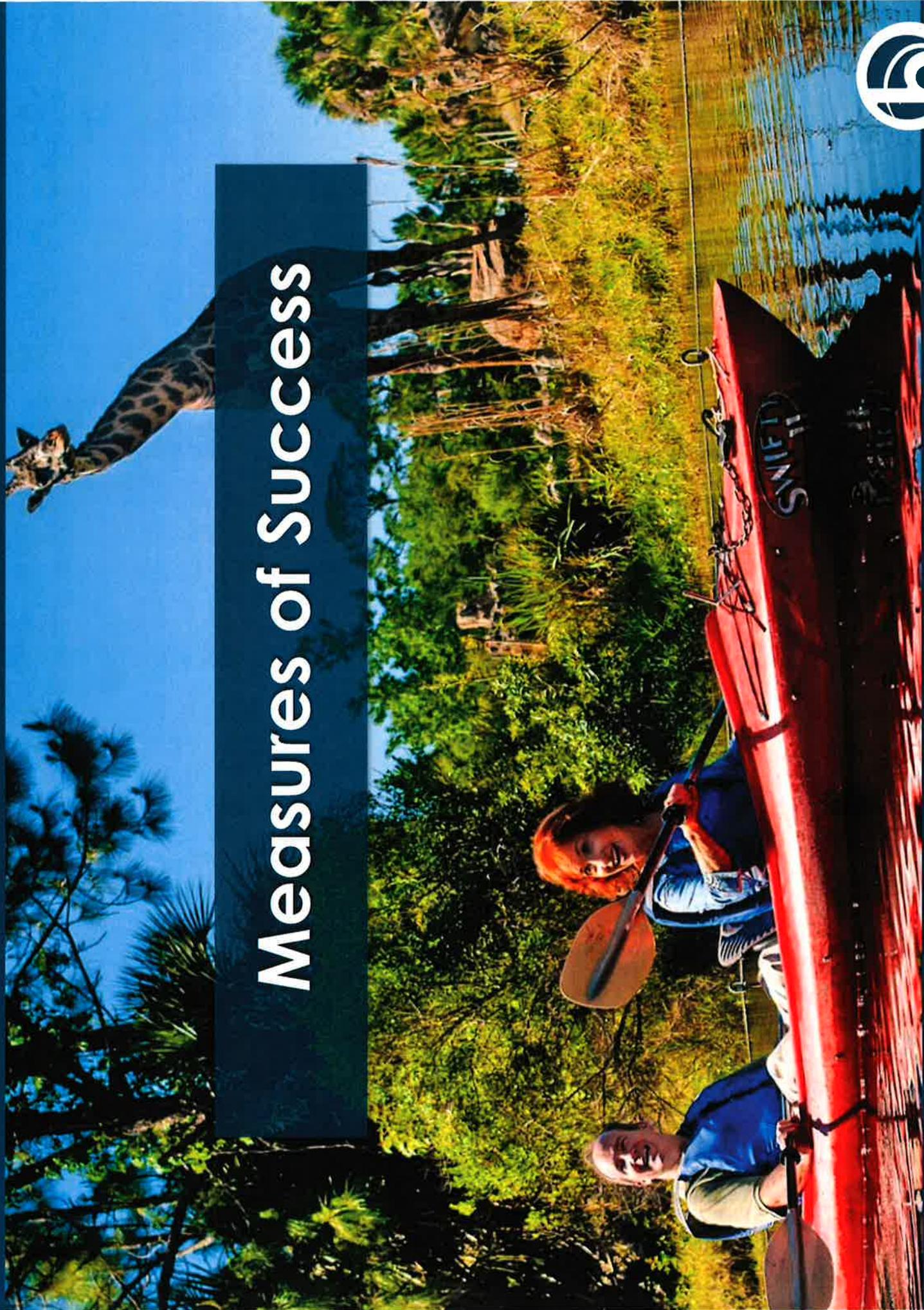
Sample Partner Story
Coverage Success

**01 SATURDAY - ZWANZE DAY 2016 AT PLAYALINDA BREWING
COMPANY'S NEW BRIX PROJECT**

Media Segment	Placements	Impressions
Online Placements	3	28,508
Social Media Placements	10	21,688
TOTALS	13	50,096



Measures of Success



Media Placements

Media Segment	Placements
Digital Placements	
Online Placements	
Social Media Placements	
PR Newswire Placements	
Regional Release Placements*	
Calendar Notice Placements	
Print & Broadcast Placements	
TOTALS	

*Pending expense budget approval



News Media Impact Scorecard

KPI	Qualifier	Result
Potential Placement Reach	Site UMV or Circulation	xxx,xxx
Reader Social Media Amplification	# of Social Media Shares	xx
Outlet Digital Amplification	# of Digital Shares (social media, e-newsletter, etc.)	xx
Potential Outlet Social Media Reach	Social Media Audience Total	xx,xxx
Website Backlinks	Y or N	✓
Inclusion of Spokesperson	Y or N	✓
Inclusion of Destination(s)	Y or N	✓
Inclusion of Key Messages	Y or N	✓
Inclusion of Image or Video	Y or N	✓
Priority Market or National Audience	Y or N	✓



Influencer FAM Placement Chart

Key Performance Metric	Annual KPMs
Blog Posts	4
Blog Post Engagements	TBD
Blog Post Views	TBD
Social Media Placements	TBD
Social Media Impressions	TBD

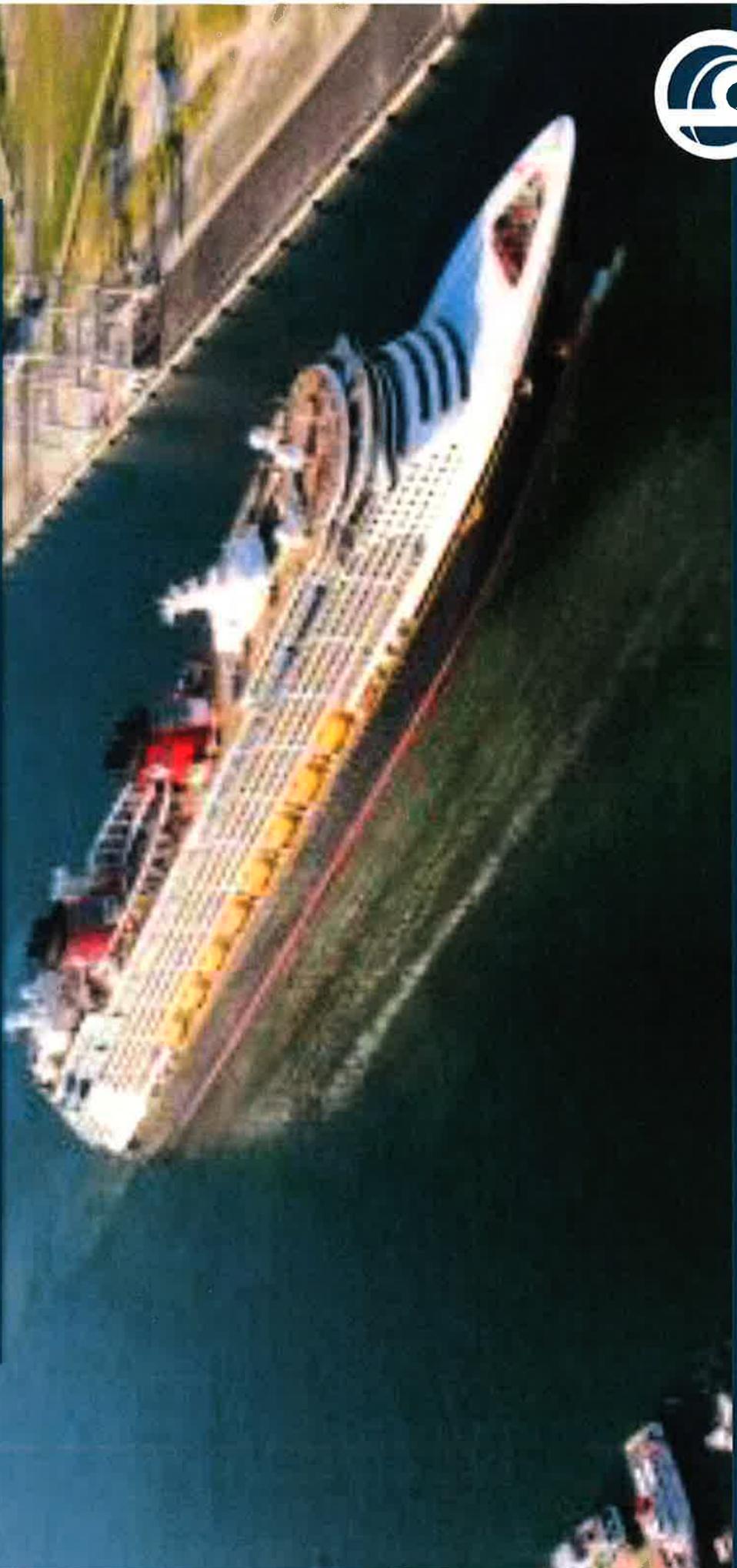


Influencer Amplification Placement Chart

Key Performance Metric	Annual KPMs
Influencer Partners	16
Social Media Placements	TBD
Social Media Impressions	TBD



Recommended Expense Breakdown



Fee Summary

Category	
Reactive	
Seasonal (top-of-mind focus messages)	
Influencer Program (bloggers, news media)	
	<i>News Media FAM (4 guests)</i>
	<i>Influencer FAM (4 guests)</i>
Amplification (16 influencer partners)	
Signature Events	
	<i>Tier One</i>
	<i>Tier Two</i>
	<i>Tier Three</i>
Opportunistic	
Account Management (news media monitoring, reporting, communications)	
	Total
	\$120,000



Recommended Expense Breakdown

Category	Expenses
Seasonal	\$26,000
PR Newswire Distribution (4)	\$3,200
Regional Release Distribution* (4)	\$22,800
Influencer Program	\$15,200
News Media FAM (4 ambassadors)	\$6,000
Influencer FAM (4 ambassadors)	\$6,000
Amplification	\$12,800
Amplification Program (16 partners)	\$12,800
Events	\$1,600
PR Newswire Distribution (2)	\$1,600
TOTALS	\$55,600

*Pending expense budget approval





November 2016 Space Coast Media Coverage Report

PR Newswire				
Date	Outlet	Title	Reach	Clip
11/29/2016	PR Newswire	Dramatic Surge In Tourism On Florida's Space Coast		clip
			Total PR Newswire Reach	106,097,269
Print				
Date	Outlet	Title	Reach	Clip
11/13/2016	Dallas Morning News	5 trips for people who really love Christmas ... and candy	343,635	N/A
11/20/2016	Sunday Telegraph	Plan now to make the most of the holidays. Here are five ideas to consider:	52,560	N/A
11/27/2016	Atlanta Journal-Constitution	Surfing Santas, Dec. 24 in Cocoa Beach, Fla., features more than 300 Santa-dressed surfers catching waves and entertaining spectators to raise funds for local charities.	683,977	N/A
11/27/2016	Atlanta Journal-Constitution	Titusville - Space Coast Birding & Wildlife Festival	683,977	N/A
11/29/2016	Florida Today	Space Coast tourism experienced huge jump in 2016	39,704	N/A
			Total Print Reach	1,803,853
Online				
Date	Outlet	Title	Reach	Clip
11/13/2016	Florida Trend	Florida's Space Coast Sees Tourism Surge	111,078	clip
11/13/2016	Travel Pulse	Florida's Space Coast Sees Tourism Surge	102,648	clip
11/15/2016	Orlando Sentinel	Hotel Taxes Up on Space Coast	3,035,053	clip
11/19/2016	Dallas Morning News	5 trips for people who really love Christmas ... and candy	6,204,625	clip
11/13/2016	JohnnyJet.com	12 Best Places to Spend Christmas in the United States	194,000	clip
11/15/2016	Orlando Sentinel	Jan. 25-30: Space Coast Birding and Wildlife Festival, Titusville.	3,035,053	clip
11/16/2016	The Sacramento Bee	5 trips for people who really love Christmas ... and candy	1,200,000	clip
11/16/2016	Dallas Metro Bugle	5 trips for people who really love Christmas ... and candy	N/A	clip
11/16/2016	World Breaking News	5 journeys for individuals who actually love Christmas ... and sweets	N/A	clip
11/16/2016	Star-Telegram	Five trips for people who really love Christmas ... and candy	1,146,007	clip
11/16/2016	Stuff	5 fun US trips for people who really love Christmas	733,093	clip
11/17/2016	Bird Watching Daily	Space Coast Birding and Wildlife Festival	N/A	clip
11/17/2016	Bird Watcher's Digest	Space Coast Birding and Wildlife Festival	36,097	clip
11/21/2016	Houston Chronicle	Five trips for people who really love Christmas	6,493,500	clip
11/21/2016	Florida Today	Space Coast tourism experienced huge jump in 2016	660,598	clip
11/29/2016	USA Today	Fall 2016: Baby zoo animals to visit across the USA	25,446,800	clip
11/29/2016	MSN	Baby zoo animals born this fall	109,672,143	clip
11/29/2016	Statesman Journal Online	Fall 2016: Baby zoo animals to visit across the USA	386,719	clip
11/29/2016	Pal-Item	Fall 2016: Baby zoo animals to visit across the USA	174,440	clip
11/29/2016	Ruidoso News Online	Fall 2016: Baby zoo animals to visit across the USA	28,388	clip
11/29/2016	Daily Worlds	Fall 2016: Baby zoo animals to visit across the USA	10,881	clip
11/29/2016	Des Moines Register	Fall 2016: Baby zoo animals to visit across the USA	3,253,120	clip
11/29/2016	Poughkeepsie Journal	Fall 2016: Baby zoo animals to visit across the USA	400,266	clip
11/29/2016	Atlanta Journal-Constitution	Family Travel: 5 trips for people who really love Christmas — and candy	1,884,616	clip
			Total Online Reach	164,209,125
Social Media				
Date	Outlet	Title	Reach	Clip
Facebook				
11/15/2016	Johnny Jet	12 Best Places to Spend Christmas in the United States	36,317	clip
11/16/2016	Grand Canyon Railway & Hotel	As always, The Polar Express Train Ride ranks very high among family holiday activities nationwide!	38,657	clip
11/16/2016	World Breaking News	Plan now to make the most of the holidays. Here are five ideas to consider: 1. Big Apple holiday, New York See the city from a different perspective while cruising with the man himself. The kids can share their wish list with Santa while seeing the Statue of Liberty, the Brooklyn Bridge and One World Trade Center, all visible from the Hudson River cruise. [349 more words]	80	clip
11/16/2016	Indulge Magazine	Plan now to make the most of the holidays.	2,560	clip
Twitter				
11/10/2016	Dallas Morning News	Travel: 5 trips for people who really love Christmas ... and candy http://d-news.co/BoKX3063Qq7	452,283	clip
11/15/2016	Lynn O'Rourke Hayes	ho ho ho!	3,781	clip
11/15/2016	Caitlin Martin	Thinking about where to #travel for #Christmas? Give one of these places in my article @johnnyjet a shot: http://www.johnnyjet.com/12-best-places-to-spend-christmas-in-the-united-states/ ... #holidays	864	clip
11/16/2016	Johnny Jet	12 best places to spend Christmas in the United States http://www.johnnyjet.com/12-best-places-to-spend-christmas-in-the-united-states/ ... #Christmas	106,420	clip
11/18/2016	Johnny Jet	12 Best Places to Spend Christmas in the United States http://www.johnnyjet.com/12-best-places-to-spend-christmas-in-the-united-states/ ... #TravelSkills	106,420	clip
11/25/2016	Johnny Jet	12 best places to spend Christmas in the United States http://www.johnnyjet.com/12-best-places-to-spend-christmas-in-the-united-states/ ...	106,420	clip
11/29/2016	USA TODAY Travel	There's a bumper crop of adorable baby animals at zoos across the USA http://usat.ly/2g2bBel	632,670	clip
11/29/2016	Susan Barnes	New @usatodaytravel: Fall 2016: Baby zoo animals to visit across the USA http://ow.ly/IDq306CSly #travel #babyanimals (photo: @houstonzoo)	5,670	clip
			Total Social Media Reach	1,492,142
NOVEMBER 2016 MEDIA OUTREACH TOTALS				
			PR Newswire	106,097,269
			Print	1,803,853
			Online	164,209,125
			Social Media	1,492,142
			TOTAL REACH	273,602,389
				227
				5
				24
				12



November 2016 Space Coast Media Coverage Report - PR Newswire Distribution

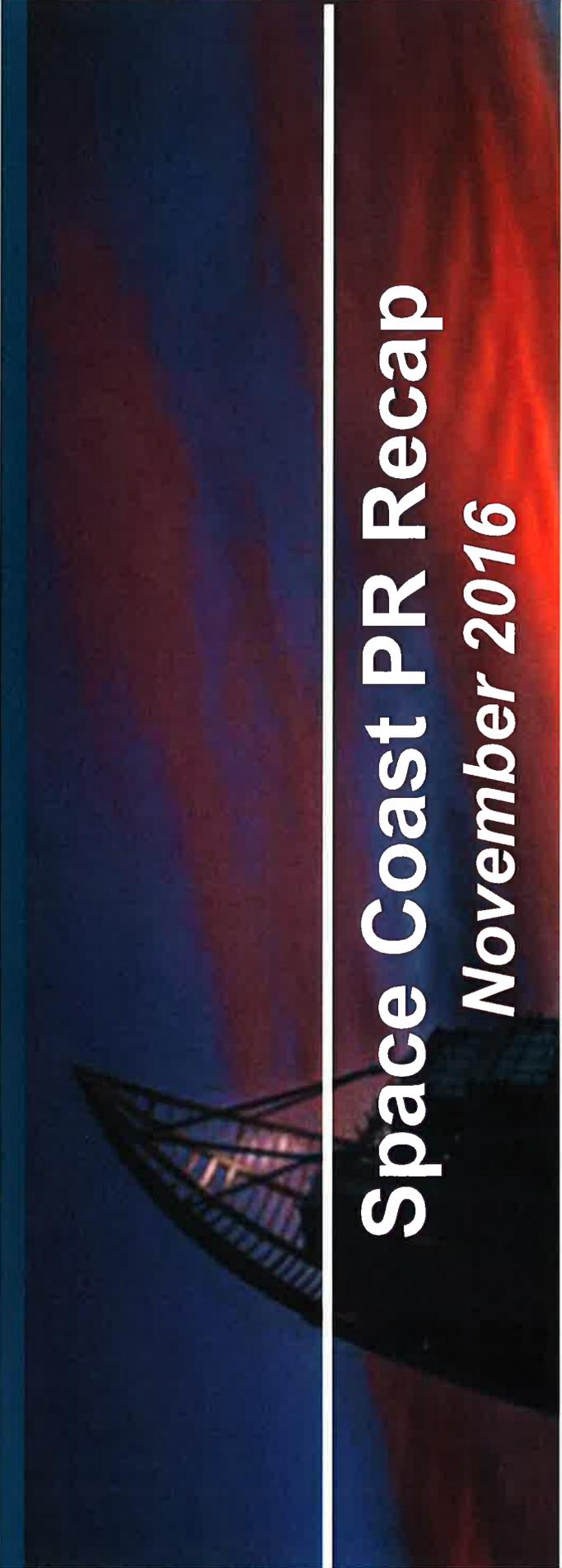
PR Newswire				
Date	Outlet	Title	Reach	Clip
11/1/2016	1st Discount Brokerage	Dramatic Surge In Tourism On Florida's Space Coast	5,841	clip
11/1/2016	A Fun Adventure	Dramatic Surge In Tourism On Florida's Space Coast	Not Available	clip
11/1/2016	All About The Child	Dramatic Surge In Tourism On Florida's Space Coast	Not Available	clip
11/1/2016	Arizona Republic - AZCentral.com [Phoenix, AZ]	Dramatic Surge In Tourism On Florida's Space Coast	218,084	clip
11/1/2016	AssignmentEditor.com	Dramatic Surge In Tourism On Florida's Space Coast	1,600	clip
11/1/2016	Atlanta Business Chronicle	Dramatic Surge In Tourism On Florida's Space Coast	204,256	clip
11/1/2016	Austin Business Journal	Dramatic Surge In Tourism On Florida's Space Coast	204,256	clip
11/1/2016	Baltimore Business Journal	Dramatic Surge In Tourism On Florida's Space Coast	204,256	clip
11/1/2016	Bay Area Business Travel Association	Dramatic Surge In Tourism On Florida's Space Coast	Not Available	clip
11/1/2016	Belleville News-Democrat [Belleville, IL]	Dramatic Surge In Tourism On Florida's Space Coast	5,841	clip
11/1/2016	Big Spring Herald [Big Spring, TX]	Dramatic Surge In Tourism On Florida's Space Coast	19,300	clip
11/1/2016	BioSpace	Dramatic Surge In Tourism On Florida's Space Coast	20,575	clip
11/1/2016	Birmingham Business Journal	Dramatic Surge In Tourism On Florida's Space Coast	204,256	clip
11/1/2016	Bizjournals.com, inc.	Dramatic Surge In Tourism On Florida's Space Coast	204,256	clip
11/1/2016	Boston Business Journal	Dramatic Surge In Tourism On Florida's Space Coast	204,256	clip
11/1/2016	Buffalo News [Buffalo, NY]	Dramatic Surge In Tourism On Florida's Space Coast	53,199	clip
11/1/2016	Business First of Buffalo	Dramatic Surge In Tourism On Florida's Space Coast	204,256	clip
11/1/2016	Business First of Columbus	Dramatic Surge In Tourism On Florida's Space Coast	204,256	clip
11/1/2016	Business First of Louisville	Dramatic Surge In Tourism On Florida's Space Coast	204,256	clip
11/1/2016	Business Journal of Greater Milwaukee	Dramatic Surge In Tourism On Florida's Space Coast	204,256	clip
11/1/2016	Business Journal of Phoenix	Dramatic Surge In Tourism On Florida's Space Coast	204,256	clip
11/1/2016	Business Journal of the Greater Triad Area	Dramatic Surge In Tourism On Florida's Space Coast	204,256	clip
11/1/2016	Business Review [Albany]	Dramatic Surge In Tourism On Florida's Space Coast	204,256	clip
11/1/2016	Car Sizzler	Dramatic Surge In Tourism On Florida's Space Coast	Not Available	clip
11/1/2016	Centre Daily Times [State College, PA]	Dramatic Surge In Tourism On Florida's Space Coast	5,841	clip
11/1/2016	Charlotte Business Journal	Dramatic Surge In Tourism On Florida's Space Coast	204,256	clip
11/1/2016	Charlotte Observer [Charlotte, NC]	Dramatic Surge In Tourism On Florida's Space Coast	5,841	clip
11/1/2016	Chicago Business News [Chicago, IL]	Dramatic Surge In Tourism On Florida's Space Coast	204,256	clip
11/1/2016	Cincinnati Business Courier	Dramatic Surge In Tourism On Florida's Space Coast	204,256	clip
11/1/2016	Company Spotlight	Dramatic Surge In Tourism On Florida's Space Coast	3,065	clip
11/1/2016	Cor's Cozy Corner	Dramatic Surge In Tourism On Florida's Space Coast	39,000	clip
11/1/2016	Daily Herald [Chicago, IL]	Dramatic Surge In Tourism On Florida's Space Coast	20,538	clip
11/1/2016	Daily Times Leader [West Point, MS]	Dramatic Surge In Tourism On Florida's Space Coast	40,800	clip
11/1/2016	Dallas Business Journal	Dramatic Surge In Tourism On Florida's Space Coast	204,256	clip
11/1/2016	Dayton Business Journal	Dramatic Surge In Tourism On Florida's Space Coast	204,256	clip
11/1/2016	Decatur Daily Democrat [Decatur, IN]	Dramatic Surge In Tourism On Florida's Space Coast	3,200,000	clip
11/1/2016	Denver Business Journal	Dramatic Surge In Tourism On Florida's Space Coast	204,256	clip
11/1/2016	D-Mocha Traveler	Dramatic Surge In Tourism On Florida's Space Coast	Not Available	clip
11/1/2016	Dreams In Heels	Dramatic Surge In Tourism On Florida's Space Coast	Not Available	clip
11/1/2016	EDGE Orlando [Orlando, FL]	Dramatic Surge In Tourism On Florida's Space Coast	Not Available	clip
11/1/2016	EDGE Portland [Portland, OR]	Dramatic Surge In Tourism On Florida's Space Coast	Not Available	clip
11/1/2016	Electronic Parenting	Dramatic Surge In Tourism On Florida's Space Coast	6,800	clip
11/1/2016	FamiliesGo!	Dramatic Surge In Tourism On Florida's Space Coast	Not Available	clip
11/1/2016	FinancialContent - PR Newswire	Dramatic Surge In Tourism On Florida's Space Coast	5,841	clip
11/1/2016	Floral Park Dispatch	Dramatic Surge In Tourism On Florida's Space Coast	Not Available	clip
11/1/2016	FloridaVisiting.com	Dramatic Surge In Tourism On Florida's Space Coast	Not Available	clip
11/1/2016	Fort Worth Star-Telegram [Fort Worth, TX]	Dramatic Surge In Tourism On Florida's Space Coast	5,841	clip
11/1/2016	Fresno Bee [Fresno, CA]	Dramatic Surge In Tourism On Florida's Space Coast	5,841	clip
11/1/2016	Hospitality 21	Dramatic Surge In Tourism On Florida's Space Coast	6,300	clip
11/1/2016	Houston Business Journal	Dramatic Surge In Tourism On Florida's Space Coast	204,256	clip
11/1/2016	Invo Register [Bishop, CA]	Dramatic Surge In Tourism On Florida's Space Coast	3,200,000	clip
11/1/2016	Island Packet [Bluffton, SC]	Dramatic Surge In Tourism On Florida's Space Coast	5,841	clip
11/1/2016	Jacksonville Business Journal	Dramatic Surge In Tourism On Florida's Space Coast	204,256	clip
11/1/2016	Kansas City Business Journal	Dramatic Surge In Tourism On Florida's Space Coast	204,256	clip
11/1/2016	Kansas City Star [Kansas City, MO]	Dramatic Surge In Tourism On Florida's Space Coast	5,841	clip
11/1/2016	KFBB-TV ABC-8 / FOX-TV [Great Falls, MT]	Dramatic Surge In Tourism On Florida's Space Coast	Not Available	clip
11/1/2016	KFMB 760-AM [San Diego, CA]	Dramatic Surge In Tourism On Florida's Space Coast	Not Available	clip
11/1/2016	KFMB-TV CBS-8 [San Diego, CA]	Dramatic Surge In Tourism On Florida's Space Coast	17,066	clip
11/1/2016	KFVE-TV MyNetworkTV-5 [Honolulu, HI]	Dramatic Surge In Tourism On Florida's Space Coast	Not Available	clip
11/1/2016	KMOV-TV CBS-4 [St. Louis, MO]	Dramatic Surge In Tourism On Florida's Space Coast	47,542	clip
11/1/2016	KNBN-TV NBC-21 [Rapid City, SD]	Dramatic Surge In Tourism On Florida's Space Coast	Not Available	clip
11/1/2016	KNDO-TV NBC / KNDU-TV NBC [Kennewick, WA]	Dramatic Surge In Tourism On Florida's Space Coast	1,484	clip
11/1/2016	KOTV-TV CBS-6 [Tulsa, OK]	Dramatic Surge In Tourism On Florida's Space Coast	62,387	clip
11/1/2016	KSWO-TV ABC-7 [Lawton, OK]	Dramatic Surge In Tourism On Florida's Space Coast	7,438	clip
11/1/2016	KTRE-TV ABC-9 [Lufkin, TX]	Dramatic Surge In Tourism On Florida's Space Coast	15,041	clip
11/1/2016	KTWK-TV IND-3 [Phoenix, AZ]	Dramatic Surge In Tourism On Florida's Space Coast	48,692	clip
11/1/2016	KTVN-TV CBS-2 [Reno, NV]	Dramatic Surge In Tourism On Florida's Space Coast	18,039	clip
11/1/2016	KUAM-TV NBC-8 / CBS-11 [Hagatna, Guam]	Dramatic Surge In Tourism On Florida's Space Coast	21,300	clip
11/1/2016	KULR-TV NBC-8 [Billings, MT]	Dramatic Surge In Tourism On Florida's Space Coast	2,586	clip
11/1/2016	KUSI-TV IND-51 [San Diego, CA]	Dramatic Surge In Tourism On Florida's Space Coast	4,544	clip
11/1/2016	KVPH-TV FOX-29 [Lake Charles, LA]	Dramatic Surge In Tourism On Florida's Space Coast	Not Available	clip
11/1/2016	KVVU-TV FOX-5 [Las Vegas, NV]	Dramatic Surge In Tourism On Florida's Space Coast	19,453	clip
11/1/2016	KWES-TV NBC-9 [Midland, TX]	Dramatic Surge In Tourism On Florida's Space Coast	1,326	clip
11/1/2016	KWTV-TV CBS-9 [Oklahoma City, OK]	Dramatic Surge In Tourism On Florida's Space Coast	64,586	clip
11/1/2016	KWWL-TV NBC-7 [Waterloo, IA]	Dramatic Surge In Tourism On Florida's Space Coast	29,650	clip
11/1/2016	KXXV-TV ABC-25 [Waco, TX]	Dramatic Surge In Tourism On Florida's Space Coast	1,664	clip
11/1/2016	Lexington Herald-Leader [Lexington, KY]	Dramatic Surge In Tourism On Florida's Space Coast	5,841	clip
11/1/2016	Los Angeles Business from bizjournals	Dramatic Surge In Tourism On Florida's Space Coast	204,256	clip
11/1/2016	Love and Biscotti	Dramatic Surge In Tourism On Florida's Space Coast	Not Available	clip
11/1/2016	Malvern Daily Record [Malvern, AR]	Dramatic Surge In Tourism On Florida's Space Coast	2,900	clip



11/1/2016	Mammoth Times [Mammoth Lakes, CA]	Dramatic Surge In Tourism On Florida's Space Coast	8,500	clip
11/1/2016	Manhattanweek	Dramatic Surge In Tourism On Florida's Space Coast	3	clip
11/1/2016	Maria Liberati	Dramatic Surge In Tourism On Florida's Space Coast	199,700	clip
11/1/2016	MarketWatch	Dramatic Surge In Tourism On Florida's Space Coast	608,836	clip
11/1/2016	Memphis Business Journal	Dramatic Surge In Tourism On Florida's Space Coast	204,256	clip
11/1/2016	Merced Sun-Star [Merced, CA]	Dramatic Surge In Tourism On Florida's Space Coast	5,841	clip
11/1/2016	Miami Herald [Miami, FL]	Dramatic Surge In Tourism On Florida's Space Coast	5,841	clip
11/1/2016	Milwaukee Journal Sentinel [Milwaukee, WI]	Dramatic Surge In Tourism On Florida's Space Coast	132,953	clip
11/1/2016	Minneapolis / St. Paul Business Journal	Dramatic Surge In Tourism On Florida's Space Coast	204,256	clip
11/1/2016	Minster Community Post [Minster, OH]	Dramatic Surge In Tourism On Florida's Space Coast	Not Available	clip
11/1/2016	Mom Blog Society	Dramatic Surge In Tourism On Florida's Space Coast	Not Available	clip
11/1/2016	My Silly Little Gang	Dramatic Surge In Tourism On Florida's Space Coast	Not Available	clip
11/1/2016	myMotherLode.com [Sonora, CA]	Dramatic Surge In Tourism On Florida's Space Coast	5,374	clip
11/1/2016	Nashville Business Journal	Dramatic Surge In Tourism On Florida's Space Coast	204,256	clip
11/1/2016	Nevada Hotel and Lodging Association	Dramatic Surge In Tourism On Florida's Space Coast	Not Available	clip
11/1/2016	New Mexico Business Weekly	Dramatic Surge In Tourism On Florida's Space Coast	204,256	clip
11/1/2016	New York Business Journal	Dramatic Surge In Tourism On Florida's Space Coast	204,256	clip
11/1/2016	News & Observer [Raleigh, NC]	Dramatic Surge In Tourism On Florida's Space Coast	5,841	clip
11/1/2016	News Tribune [Tacoma, WA]	Dramatic Surge In Tourism On Florida's Space Coast	5,841	clip
11/1/2016	Olympian [Olympia, WA]	Dramatic Surge In Tourism On Florida's Space Coast	5,841	clip
11/1/2016	One News Page Global Edition	Dramatic Surge In Tourism On Florida's Space Coast	23,333	clip
11/1/2016	One News Page Unites States Edition	Dramatic Surge In Tourism On Florida's Space Coast	Not Available	clip
11/1/2016	Orlando Business Journal	Dramatic Surge In Tourism On Florida's Space Coast	204,256	clip
11/1/2016	OTT Travel	Dramatic Surge In Tourism On Florida's Space Coast	Not Available	clip
11/1/2016	Our Good Life	Dramatic Surge In Tourism On Florida's Space Coast	11,600	clip
11/1/2016	Pacific Business News	Dramatic Surge In Tourism On Florida's Space Coast	204,256	clip
11/1/2016	Pettinga Financial	Dramatic Surge In Tourism On Florida's Space Coast	Not Available	clip
11/1/2016	Philadelphia Business Journal	Dramatic Surge In Tourism On Florida's Space Coast	204,256	clip
11/1/2016	Pittsburgh Business Times	Dramatic Surge In Tourism On Florida's Space Coast	204,256	clip
11/1/2016	Pittsburgh Post-Gazette [Pittsburgh, PA]	Dramatic Surge In Tourism On Florida's Space Coast	138,094	clip
11/1/2016	Portland Business Journal	Dramatic Surge In Tourism On Florida's Space Coast	204,256	clip
11/1/2016	Poteau Daily News [Poteau, OK]	Dramatic Surge In Tourism On Florida's Space Coast	3,200,000	clip
11/1/2016	PR Newswire	Dramatic Surge In Tourism On Florida's Space Coast	181,146	clip
11/1/2016	Press-Enterprise [Riverside, CA]	Dramatic Surge In Tourism On Florida's Space Coast	9,216	clip
11/1/2016	ProfitQuotes	Dramatic Surge In Tourism On Florida's Space Coast	758	clip
11/1/2016	Pronto Hotel Marketing	Dramatic Surge In Tourism On Florida's Space Coast	Not Available	clip
11/1/2016	Puget Sound Business Journal	Dramatic Surge In Tourism On Florida's Space Coast	204,256	clip
11/1/2016	Retired Diva: The User's Guide to Retirement	Dramatic Surge In Tourism On Florida's Space Coast	Not Available	clip
11/1/2016	Reviews and Trends	Dramatic Surge In Tourism On Florida's Space Coast	Not Available	clip
11/1/2016	Ridgway Record [Ridgway, PA]	Dramatic Surge In Tourism On Florida's Space Coast	574	clip
11/1/2016	Rockford Register Star [Rockford, IL]	Dramatic Surge In Tourism On Florida's Space Coast	5,841	clip
11/1/2016	Sacramento Business Journal	Dramatic Surge In Tourism On Florida's Space Coast	204,256	clip
11/1/2016	San Antonio Business Journal	Dramatic Surge In Tourism On Florida's Space Coast	204,256	clip
11/1/2016	San Francisco Business Times	Dramatic Surge In Tourism On Florida's Space Coast	204,256	clip
11/1/2016	San Jose Business Journal	Dramatic Surge In Tourism On Florida's Space Coast	204,256	clip
11/1/2016	Seeking Alpha	Dramatic Surge In Tourism On Florida's Space Coast	313,817	clip
11/1/2016	SiliconValleyGlobe.com	Dramatic Surge In Tourism On Florida's Space Coast	Not Available	clip
11/1/2016	Skal International USA [SIUSA]	Dramatic Surge In Tourism On Florida's Space Coast	Not Available	clip
11/1/2016	SOGOTRADE	Dramatic Surge In Tourism On Florida's Space Coast	47,663	clip
11/1/2016	South Florida Business Journal	Dramatic Surge In Tourism On Florida's Space Coast	204,256	clip
11/1/2016	Spoke	Dramatic Surge In Tourism On Florida's Space Coast	11,569	clip
11/1/2016	St. Louis Business Journal	Dramatic Surge In Tourism On Florida's Space Coast	204,256	clip
11/1/2016	Star Tribune [Minneapolis, MN]	Dramatic Surge In Tourism On Florida's Space Coast	5,841	clip
11/1/2016	Starkville Daily News [Starkville, MS]	Dramatic Surge In Tourism On Florida's Space Coast	7,300	clip
11/1/2016	StockNod	Dramatic Surge In Tourism On Florida's Space Coast	182,500	clip
11/1/2016	Street Insider	Dramatic Surge In Tourism On Florida's Space Coast	5,841	clip
11/1/2016	Sun Herald [Biloxi, MS]	Dramatic Surge In Tourism On Florida's Space Coast	5,841	clip
11/1/2016	Support for Stepdads	Dramatic Surge In Tourism On Florida's Space Coast	Not Available	clip
11/1/2016	Sweetwater Reporter [Sweetwater, TX]	Dramatic Surge In Tourism On Florida's Space Coast	3,400	clip
11/1/2016	Tampa Bay Business Journal	Dramatic Surge In Tourism On Florida's Space Coast	204,256	clip
11/1/2016	Telegraph-Macon [Macon, GA]	Dramatic Surge In Tourism On Florida's Space Coast	5,841	clip
11/1/2016	The Antlers American [Antlers, OK]	Dramatic Surge In Tourism On Florida's Space Coast	3,200,000	clip
11/1/2016	The Bellingham Herald [Bellingham, WA]	Dramatic Surge In Tourism On Florida's Space Coast	5,841	clip
11/1/2016	The Daily Press [St. Marys, PA]	Dramatic Surge In Tourism On Florida's Space Coast	3,200,000	clip
11/1/2016	The Evening Leader [St. Marys, OH]	Dramatic Surge In Tourism On Florida's Space Coast	6,500	clip
11/1/2016	The Forward Cabin	Dramatic Surge In Tourism On Florida's Space Coast	Not Available	clip
11/1/2016	The Kane Republican [Kane, PA]	Dramatic Surge In Tourism On Florida's Space Coast	Not Available	clip
11/1/2016	The Morning News [Blackfoot, ID]	Dramatic Surge In Tourism On Florida's Space Coast	8,400	clip
11/1/2016	The Observer News Enterprise [Newton, NC]	Dramatic Surge In Tourism On Florida's Space Coast	5,400	clip
11/1/2016	The Pilot News [Plymouth, IN]	Dramatic Surge In Tourism On Florida's Space Coast	8,500	clip
11/1/2016	The Post and Mail [Columbia City, IN]	Dramatic Surge In Tourism On Florida's Space Coast	7,900	clip
11/1/2016	The Punsutawney Spirit [Punsutawney, PA]	Dramatic Surge In Tourism On Florida's Space Coast	6,300	clip
11/1/2016	The Quiet Grove	Dramatic Surge In Tourism On Florida's Space Coast	9,000	clip
11/1/2016	The Sacramento Bee [Sacramento, CA]	Dramatic Surge In Tourism On Florida's Space Coast	5,841	clip
11/1/2016	The Saline Courier [Benton, AR]	Dramatic Surge In Tourism On Florida's Space Coast	13,900	clip
11/1/2016	The State [Columbia, SC]	Dramatic Surge In Tourism On Florida's Space Coast	5,841	clip
11/1/2016	The Sun News [Myrtle Beach, SC]	Dramatic Surge In Tourism On Florida's Space Coast	5,841	clip
11/1/2016	TheStreet.com	Dramatic Surge In Tourism On Florida's Space Coast	323,278	clip
11/1/2016	This N That with Olivia	Dramatic Surge In Tourism On Florida's Space Coast	45,800	clip
11/1/2016	Ticker Technologies	Dramatic Surge In Tourism On Florida's Space Coast	18,007	clip
11/1/2016	Tourismembassy	Dramatic Surge In Tourism On Florida's Space Coast	Not Available	clip
11/1/2016	Townhall Finance	Dramatic Surge In Tourism On Florida's Space Coast	5,841	clip
11/1/2016	TravelTalkMEDIA	Dramatic Surge In Tourism On Florida's Space Coast	Not Available	clip
11/1/2016	Triangle Business Journal	Dramatic Surge In Tourism On Florida's Space Coast	204,256	clip
11/1/2016	Tribune [San Luis Obispo, CA]	Dramatic Surge In Tourism On Florida's Space Coast	5,841	clip



11/1/2016	Valley City Times-Record [Valley City, ND]	Dramatic Surge In Tourism On Florida's Space Coast	3,000	clip
11/1/2016	Value Investing News	Dramatic Surge In Tourism On Florida's Space Coast	5,841	clip
11/1/2016	VB Profiles	Dramatic Surge In Tourism On Florida's Space Coast	2,215	clip
11/1/2016	WAFF-TV NBC-48 [Huntsville, AL]	Dramatic Surge In Tourism On Florida's Space Coast	39,290	clip
11/1/2016	WALB-TV NBC-10 [Albany, GA]	Dramatic Surge In Tourism On Florida's Space Coast	17,102	clip
11/1/2016	Wall Street Select	Dramatic Surge In Tourism On Florida's Space Coast	Not Available	clip
11/1/2016	WAND-TV NBC-17 [Decatur, IL]	Dramatic Surge In Tourism On Florida's Space Coast	866	clip
11/1/2016	Wapakoneta Daily News [Wapakoneta, OH]	Dramatic Surge In Tourism On Florida's Space Coast	26,000	clip
11/1/2016	Washington Business Journal	Dramatic Surge In Tourism On Florida's Space Coast	204,256	clip
11/1/2016	WAVE-TV NBC-3 [Louisville, KY]	Dramatic Surge In Tourism On Florida's Space Coast	24,335	clip
11/1/2016	WBBH-TV NBC-2 [Fort Myers, FL]	Dramatic Surge In Tourism On Florida's Space Coast	51,721	clip
11/1/2016	WBND-TV ABC-57 [South Bend, IN]	Dramatic Surge In Tourism On Florida's Space Coast	Not Available	clip
11/1/2016	WBOC-TV CBS-16 [Salisbury, MD]	Dramatic Surge In Tourism On Florida's Space Coast	21,824	clip
11/1/2016	WBOY-TV NBC-12 [Clarksburg, WV]	Dramatic Surge In Tourism On Florida's Space Coast	Not Available	clip
11/1/2016	WBRC-TV FOX-6 [Birmingham, AL]	Dramatic Surge In Tourism On Florida's Space Coast	9,585	clip
11/1/2016	WBTW-TV CBS-3 [Charlotte, NC]	Dramatic Surge In Tourism On Florida's Space Coast	28,391	clip
11/1/2016	WCSC-TV CBS-5 [Charleston, SC]	Dramatic Surge In Tourism On Florida's Space Coast	21,991	clip
11/1/2016	WDAM-TV NBC-7 [Hattiesburg-Laurel, MS]	Dramatic Surge In Tourism On Florida's Space Coast	15,336	clip
11/1/2016	WDJT-TV CBS-58 [Milwaukee, WI]	Dramatic Surge In Tourism On Florida's Space Coast	1,772	clip
11/1/2016	WDRB-TV FOX-41 [Louisville, KY]	Dramatic Surge In Tourism On Florida's Space Coast	19,284	clip
11/1/2016	WECT-TV NBC-6 [Wilmington, NC]	Dramatic Surge In Tourism On Florida's Space Coast	18,652	clip
11/1/2016	WFIE-TV NBC-14 [Evansville, IN]	Dramatic Surge In Tourism On Florida's Space Coast	25,380	clip
11/1/2016	WFLX-TV FOX-29 [West Palm Beach, FL]	Dramatic Surge In Tourism On Florida's Space Coast	35,100	clip
11/1/2016	WFMY-TV NBC-21 [Youngstown, OH]	Dramatic Surge In Tourism On Florida's Space Coast	15,176	clip
11/1/2016	WFMZ-TV IND-69 [Allentown, PA]	Dramatic Surge In Tourism On Florida's Space Coast	43,673	clip
11/1/2016	WFXG-TV FOX-54 [Augusta, GA]	Dramatic Surge In Tourism On Florida's Space Coast	850	clip
11/1/2016	Wichita Business Journal	Dramatic Surge In Tourism On Florida's Space Coast	204,256	clip
11/1/2016	Wichita Eagle [Wichita, KS]	Dramatic Surge In Tourism On Florida's Space Coast	5,841	clip
11/1/2016	WISTV-TV NBC-10 [Columbia, SC]	Dramatic Surge In Tourism On Florida's Space Coast	47,789	clip
11/1/2016	WLBT-TV NBC-3 [Jackson, MS]	Dramatic Surge In Tourism On Florida's Space Coast	21,042	clip
11/1/2016	WLNE-TV ABC-6 [Providence, RI]	Dramatic Surge In Tourism On Florida's Space Coast	2,373	clip
11/1/2016	WLOX-TV ABC-13 [Biloxi, MS]	Dramatic Surge In Tourism On Florida's Space Coast	28,792	clip
11/1/2016	WLTZ-TV CW-38 [Columbus, GA]	Dramatic Surge In Tourism On Florida's Space Coast	1,100	clip
11/1/2016	WLTZ-TV NBC-38 [Columbus, GA]	Dramatic Surge In Tourism On Florida's Space Coast	Not Available	clip
11/1/2016	WLWC-TV CW-28 [Providence, RI]	Dramatic Surge In Tourism On Florida's Space Coast	Not Available	clip
11/1/2016	WMBF-TV NBC-32 [Myrtle Beach, SC]	Dramatic Surge In Tourism On Florida's Space Coast	14,334	clip
11/1/2016	WMC-TV NBC-5 [Memphis, TN]	Dramatic Surge In Tourism On Florida's Space Coast	30,263	clip
11/1/2016	WNKY-TV NBC-40 / CBS-40 [Bowling Green, KY]	Dramatic Surge In Tourism On Florida's Space Coast	Not Available	clip
11/1/2016	WOIO-TV CBS-19 [Cleveland, OH]	Dramatic Surge In Tourism On Florida's Space Coast	Not Available	clip
11/1/2016	World Wide With Kids	Dramatic Surge In Tourism On Florida's Space Coast	Not Available	clip
11/1/2016	WOWK-TV CBS-13 [Charleston, WV]	Dramatic Surge In Tourism On Florida's Space Coast	403,400	clip
11/1/2016	WRAL-TV CBS-5 [Raleigh, NC]	Dramatic Surge In Tourism On Florida's Space Coast	5,841	clip
11/1/2016	WRCB-TV NBC-3 [Chattanooga, TN]	Dramatic Surge In Tourism On Florida's Space Coast	20,404	clip
11/1/2016	WSFA-TV NBC-12 [Montgomery, AL]	Dramatic Surge In Tourism On Florida's Space Coast	40,826	clip
11/1/2016	WSFX-TV FOX-26 [Wilmington, NC]	Dramatic Surge In Tourism On Florida's Space Coast	4,700	clip
11/1/2016	WSIL-TV ABC-3 [Carterville, IL]	Dramatic Surge In Tourism On Florida's Space Coast	1,579	clip
11/1/2016	WTOG-TV CBS-11 [Savannah, GA]	Dramatic Surge In Tourism On Florida's Space Coast	16,571	clip
11/1/2016	WTOL-TV CBS-11 [Toledo, OH]	Dramatic Surge In Tourism On Florida's Space Coast	Not Available	clip
11/1/2016	WTRF-TV CBS-7 [Wheeling, WV]	Dramatic Surge In Tourism On Florida's Space Coast	Not Available	clip
11/1/2016	WTVM-TV ABC-9 [Columbus, GA]	Dramatic Surge In Tourism On Florida's Space Coast	7,211	clip
11/1/2016	WUPV-TV CW-65 [Ashland, VA]	Dramatic Surge In Tourism On Florida's Space Coast	Not Available	clip
11/1/2016	WV Illustrated [Morgantown, WV]	Dramatic Surge In Tourism On Florida's Space Coast	Not Available	clip
11/1/2016	WVIR-TV NBC-29 [Charlottesville, VA]	Dramatic Surge In Tourism On Florida's Space Coast	20,141	clip
11/1/2016	WVNS-TV CBS-59 [Ghent, WV]	Dramatic Surge In Tourism On Florida's Space Coast	Not Available	clip
11/1/2016	WVUE-TV FOX-8 [New Orleans, LA]	Dramatic Surge In Tourism On Florida's Space Coast	23,707	clip
11/1/2016	WWBT-TV NBC-12 [Richmond, VA]	Dramatic Surge In Tourism On Florida's Space Coast	38,460	clip
11/1/2016	WWTV-TV CBS-9 [Cadillac, MI]	Dramatic Surge In Tourism On Florida's Space Coast	21,725	clip
11/1/2016	WXIX-TV FOX-19 [Cincinnati, OH]	Dramatic Surge In Tourism On Florida's Space Coast	30,346	clip
11/1/2016	WZVN-TV ABC-7 [Fort Myers, FL]	Dramatic Surge In Tourism On Florida's Space Coast	2,282	clip
11/1/2016	Yahoo!	Dramatic Surge In Tourism On Florida's Space Coast	76,000,231	clip
11/1/2016	Yahoo! Singapore	Dramatic Surge In Tourism On Florida's Space Coast	605,608	clip
11/1/2016	Your Hometown Lima Stations [Lima, OH]	Dramatic Surge In Tourism On Florida's Space Coast	1,410	clip
		PR Newswire		
			TOTAL PR NEWSWIRE REACH	106,097,269
				227



Space Coast PR Recap
November 2016



Space Coast
FLORIDA



November Media Placements

Media Segment	Nov Placements	Nov Impressions	YTD Placements	YTD Impressions
Digital				
Online Placements	24	164,209,125	27	164,237,633
Social Media Placements	12	1,492,142	24	1,543,323
PR Newswire Placements	227	106,097,269	227	106,097,269
Regional Release Placements	N/A	N/A	N/A	N/A
Print, Television & Radio				
Print Placements	5	1,803,853	5	1,803,853
Television Placements	N/A	N/A	N/A	N/A
Radio Placements	0	0	1	5,600
Regional Release Placements	N/A	N/A	N/A	N/A
TOTALS	268	273,602,389	284	273,687,678

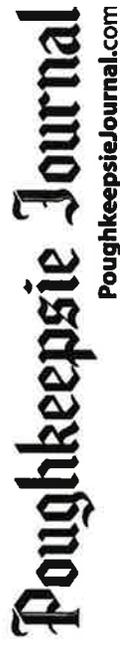


Baby zoo animals to visit across the USA



Placements:
10

Impressions:
140,011,097



Florida's space coast sees tourism surge



Placements:
231

Impressions:
109,351,648

**TRAVEL
PULSE**

Orlando Sentinel

Florida Trend

FLORIDA TODAY
PART OF THE USA TODAY NETWORK



5 trips for people who really love Christmas ... and candy



Placements:
22
Impressions:
19,789,815

stuff

**The Dallas
Morning News**



**The Atlanta
Journal-Constitution**

HOUSTON  CHRONICLE

Star-Telegram



Pending Placements & Interest

General

Atlanta Journal-Constitution – Running travel feature dedicated to Space Coast on Sunday, December 11

Cheapism.com – Considering Space Coast destinations for upcoming story, “20+ Best Beaches for a Budget Vacation in 2017”

Surfing Santas

Good Morning America – Interested in broadcasting b-roll footage December 25 or 26

Huffington Post – Interested in featuring b-roll footage and event photos on December 25

The Weather Channel – Considering sending Jim Cantore’s team to do a live remote from event

Atlanta Journal-Constitution – Running calendar notices through December 18 in Sunday print editions

FoxNews.com – Considering running a story following the event

Birding & Wildlife Festival

Viewing Nature with Eileen (26K readers) – Running online story in December

Audubon.com (108K readers) – Running story in December

November TDC Release: Beach Renourishment

WMEL-AM 1510 Radio, Cocoa – Requesting January in-studio interview with Eric





Tammy Rowe, Clerk to the Board, 400 South Street • P.O. Box 999, Titusville, Florida 32781-0999

Telephone: (321) 837-2001
Fax: (321) 264-6972
Tammy.Rowe@brevardclerk.us

October 19, 2016

M E M O R A N D U M

TO: Eric Garvey, Tourist Development Director

RE: Item II.B.3., Approval of Tourist Development Council (TDC) Proposed FY 2016-17 Marketing and Media Plan; and Tourism Development Office Staff to Negotiate and Execute Agreement with Vendors Over \$100,000

The Board of County Commissioners, in regular session on October 18, 2016, approved the TDC's proposed FY 2016-17 Marketing and Media Plan; authorized you and the County Manager, or designee, to negotiate advertising rates and execute agreements with vendors; and approved staff to execute purchase orders to advertising vendors for ad placement and promotion costs over \$100,000, as recommended by the County Manager.

Your continued cooperation is greatly appreciated.

Sincerely yours,

BOARD OF COUNTY COMMISSIONERS
SCOTT ELLIS, CLERK

Tammy Rowe, Deputy Clerk

/ds

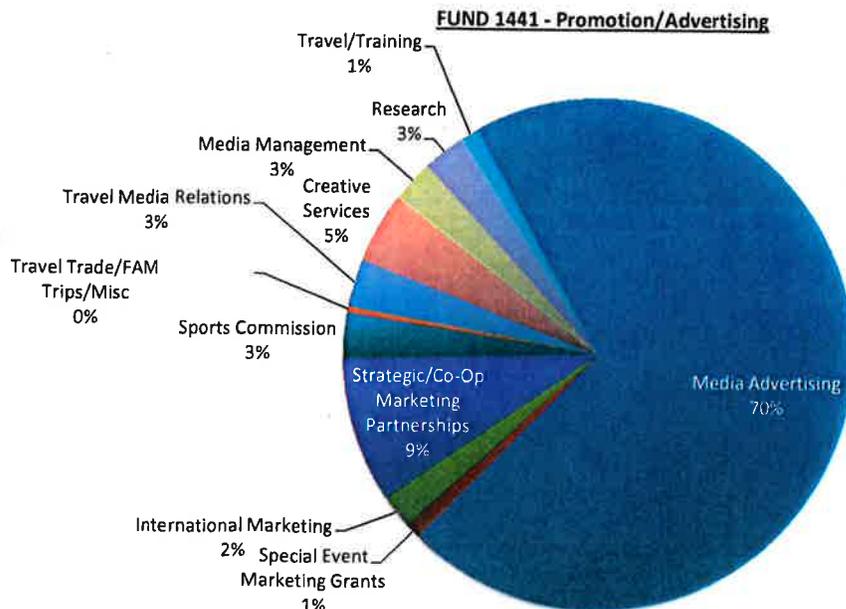
cc: County Manager
Finance
Budget

§



**BREVARD COUNTY TOURISM DEVELOPMENT OFFICE
FY2017 MEDIA PLAN**

FUND 1441 - Promotion/Advertising	FY16 (Adjusted)	FY17 Budget	%		Difference
Media Advertising	\$ 3,230,000	\$ 3,621,642	70%	<i>Detail</i>	12%
<i>Annual Campaign</i>				\$ 1,266,000	35%
<i>Outdoor Billboard (annual)</i>		\$ 450,000			12%
<i>Out of Home (OOH) Airports - MCO, ATL, DCA (annual)</i>		\$ 540,000			15%
<i>Inbound Digital (annual)</i>		\$ 276,000			8%
<i>Fall Campaign (October 1-December 15)</i>				\$ 559,500	15%
<i>Spring Campaign (Jan. 1-March 1)</i>				\$ 878,098	24%
<i>Early Summer Shoulder (April 15-June 15)</i>				\$ 382,500	11%
<i>Summer Campaign (July 1-August 31)</i>				\$ 421,690	12%
<i>Late Summer Shoulder (September)</i>				\$ 113,854	3%
Special Event Marketing Grants	\$ 250,000	\$ 50,000	1%		-80%
International Marketing	\$ 180,000	\$ 112,000	2%		-38%
<i>Latin America</i>				\$ 100,000	89%
<i>UK/Europe</i>				\$ 12,000	11%
Strategic/Co-Op Marketing Partnerships	\$ 350,000	\$ 475,000	9%		36%
<i>Port Canaveral - New Home Port Ship Marketing</i>				\$ 250,000	53%
<i>Orlando-Melbourne Int'l Airport - New Inbound Service Marketing</i>				\$ 225,000	47%
Sports Commission	\$ 450,000	\$ 150,000	3%		-67%
Website/SimpleView	\$ 98,000	\$ -	0%		
<i>SimpleView</i>				\$ -	0%
<i>Regatta License</i>				\$ -	0%
Travel Trade/FAM Trips/Misc	\$ -	\$ 18,000	0%		
Travel Media Relations	\$ 40,000	\$ 156,800	3%		292%
<i>Agency Services - Publicist</i>				\$ 120,000	77%
<i>Media Relations Expenses</i>				\$ 36,800	23%
Creative Services	\$ 200,000	\$ 231,000	4%		16%
Media Management	\$ -	\$ 135,400	3%	<i>% of Media</i>	4%
Research	\$ 94,525	\$ 139,000	3%		47%
Travel/Training	\$ 74,110	\$ 60,215	1%		-19%
TOTAL - FUND 1441	\$ 4,966,635	\$ 5,149,057			4%



**BREVARD COUNTY
BOARD OF COUNTY COMMISSIONERS**

INITIAL CONTRACT FORM

REVISED 08-11-15

SECTION I

The following information must be completed on all new contracts submitted to the Board.

1. Contractor: Butin Integrated Communications	
2. Fund/Account #: 1441/293010/5480000	Division Name: Promotion & Advertising
4. Contract Description: Travel Media Relations	
5. Contract Monitor: Stacy DeLano	6. Mail Stop #: N/A
7. Dept./Office Director: Tourism Development / Eric Garvey	8. Contract Type: Payable
ACTION DATE: <i>Contract begins 10/1/2016</i>	ACTION REQUIREMENT: <i>Review & Approve</i>

SECTION II

The following departments must approve all contracts submitted to the Board:

<u>COUNTY OFFICE</u>	<u>APPROVAL</u>		<u>INITIALS</u>	<u>DATE</u>
	<u>YES</u>	<u>NO</u>		
User Agency	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<u>JD</u>	<u>8/31/16</u>
Risk Management	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<u>LL</u>	<u>8/24/2016</u>
County Attorney	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<u>BJ</u>	<u>9/2/16</u>

If any office denies approval, the package will be returned immediately to the User Agency.

NOTE: *This form should be attached to all new contracts being submitted to the Board for approval. After the contract has been approved, the contract package, including this form, will go to the Clerk to the Board. The Clerk's office will return the Initial Contract Form to department for contract to be entered into the Contract Management System. See AO-29 for additional information.*

AO-29: EXHIBIT I



RECEIVED
NOV 30 2016
County Manager's Office

RECEIVED
DEC 15 2016
County Manager's Office

TO: STOCKTON WHITTEN, COUNTY MANAGER
THRU: VENETTA VALDENGO, ASSISTANT COUNTY MANAGER *vv*
THRU: ERIC GARVEY, TDO EXECUTIVE DIRECTOR *EG*
FROM: STACY DELANO, TDO FINANCE DIRECTOR *SD*
DATE: NOVEMBER 15, 2016
SUBJ: BUTIN INTEGRATED COMMUNICATIONS CONTRACT

Attached is the proposed agreement between the Brevard County Board of County Commissioners and BUTIN INTEGRATED COMMUNICATIONS to act as the travel media relations representative for the Tourist Development Office and perform all standard services and responsibilities directed to promote tourism in the ~~in the~~ county, as described in the "Scope of Service," attached as Exhibit "A" and incorporated into the Agreement. This contract is budgeted in the TDO FY2016-17 Budget, as well as, TDO's FY2016-17 Media Plan approved by the BoCC on October 18, 2016. TDO's FY2016-17 Media Plan and Clerk of Court documents attached for reference.

Please review and approve with signature and send back a fully executed copy of this contract to our office for our files. If you have any questions, please call the TDO Finance Director, Stacy DeLano at 433.4470.

SPACE COAST OFFICE OF TOURISM

430 Brevard Avenue • Suite #150 • Cocoa Village, Florida 32922 • Phone: (877) 57-BEACH or (321) 433.4470 • Fax: (321) 433.4476

COCOA BEACH • MELBOURNE BEACHES • PALM BAY • TITUSVILLE