



MARKETING | COMMUNICATION | DESIGN

Charlotte County, Florida

RFP NO. 20250502

Economic Development Marketing  
Services – Annual Contract

ST. PETERSBURG | FORT LAUDERDALE | NAPLES

[WelcomeToAqua.com](http://WelcomeToAqua.com)

*Photo by Aqua for client, City of West Palm Beach*

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Charlotte County, Florida

RFP NO. 20250502

Economic Development Marketing  
Services – Annual Contract

360 Central Avenue • Suite 420  
St. Petersburg, FL 33701

200 East Las Olas Boulevard • Suite 1400  
Fort Lauderdale, FL 33301

780 5th Avenue South • Suite 200  
Naples, FL 34102

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## Dear Selection Committee:

Thank you for the opportunity to submit our response to your RFP for Economic Development Marketing Services. We believe our submission presents Charlotte County with a unique opportunity for the following reasons:

**We're one of the most highly awarded firms in the state –**

Consistently, year after year, our work for clients is recognized statewide as well as nationally as some of the best in the industry, winning the admiration of others and exceeding client expectations.

**Specific economic development experience** – Our award-winning experience has been utilized by numerous economic development departments on the county and municipal levels, and we've worked with various economic alliances, councils, chambers and more. Our broad experience also includes working with governmental departments and authorities driving economic impact, such as ports, airports, and tourism bureaus.

**We're currently contracted as Agency of Record with the County –**

For over 11 years, we've proven ourselves as a trusted marketing communications partner with the County, faithfully devising unique strategies and tactics that have provided massive economic impact to Charlotte County.

**We created the County, Tourism, and City of Punta Gorda brands**

– We are the firm that devised the brands and logo/identity systems for the County and for the Visitor and Convention Bureau. We were also contracted by the City of Punta Gorda for brand development and economic development marketing. We have a deep, current understanding of the County and its economic potential.

**Completely full service** – As a multidisciplinary, integrated firm, we provide all marketing communications services requested through your RFP in house, coordinated through skilled Account Managers, and centered on a distinct brand and strategy.

There may be no other firm with the resources, and award-winning record, as uniquely qualified to serve the needs of the Economic Development Department. We are eager to serve as your partner and to help continue to push Charlotte County's growth, prosperity, and development.

This proposal is submitted solely by Aqua Marketing & Communications, Inc. without partners, associations, or third-party entities, and is made without collusion with any other person or entity submitting a proposal pursuant to this RFP.

We look forward to continuing to serve the needs, citizens, and leadership of Charlotte County.

Sincerely,



Larry Aldrich  
President and CEO

(412) 638-1543  
Larry@WelcomeToAqua.com



# A | Corporate Background



*Photo by Aqua for client, West Palm Beach*



## A. Corporate Background

Company name, corporate headquarters address, phone, fax, company website, branch office locations, if applicable

Aqua Marketing & Communications, Inc.  
Corporate Headquarters:

360 Central Avenue

Suite 420

Saint Petersburg, FL 33701

Phone: (412) 638-1543

Website: [www.WelcomeToAqua.com](http://www.WelcomeToAqua.com)

Branch Office:

200 E. Las Olas Blvd.

Suite 1400

Fort Lauderdale, FL 33301

Phone: (954) 612-8644

Key contact: name, address, phone, fax, email

Larry Aldrich

President/CEO

360 Central Avenue

Suite 420

Saint Petersburg, FL 33701

Phone: (412) 638-1543

[Larry@WelcomeToAqua.com](mailto:Larry@WelcomeToAqua.com)

List firm's ownership, date established

Established December 7, 2010; Aqua is wholly, and solely owned by its President, Larry Aldrich

Firm's Federal Employer's Identification Number (FEIN), or for any individual, a Social Security Number (SSN)

FEIN# 27-4195922



# B | Corporate and Economic Development Experience



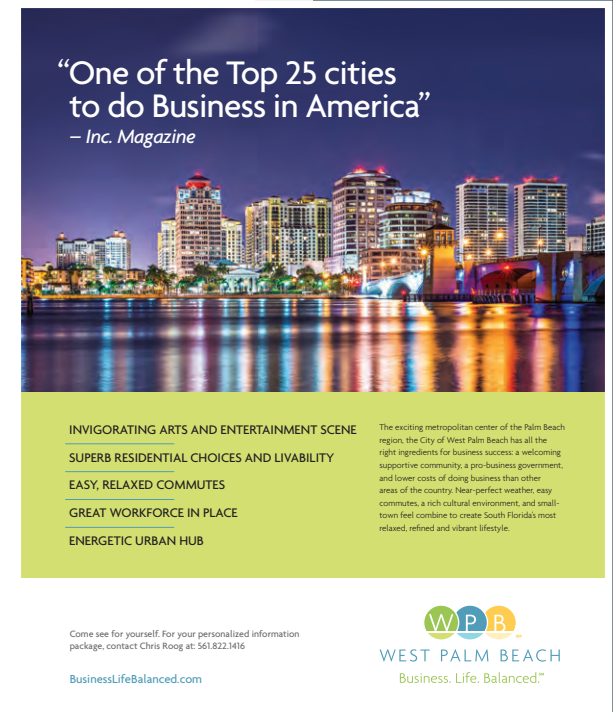


## B. Corporate and Economic Development Experience

- The firm shall have a minimum of five (5) years acceptable and verifiable marketing experience
- Provide details of corporate experiences within the last five (5) years relevant to goals and services requested in this RFP
- Focused specialty and working knowledge of the economic development process, with a minimum of five (5) years' experience working with clients
- Experience of the firm and the dedicated account team
- Total number of employees
- Include only the specific experience of the firm and account team, not all firm employees past experiences
- List 3-5 current economic development clients that best match the criteria we are seeking, including the year service started
- List all clients added and lost in the past three (3) years and give a brief description of why they were lost

Established December 7, 2010, Aqua Marketing & Communications, Inc. is one of the few firms across the country experienced in both economic development marketing as well as in the state's leading economic driver – tourism. The firm is one of the most highly awarded in the state, and it is recognized as one of the state's leading marketing firms. The firm has been nationally recognized in the area of economic development marketing, with its branding and marketing programs consistently credited by communities as providing positive, lasting impact, and now being emulated across the country.

The firm is deeply experienced in all phases of economic development marketing for communities. From identifying key industry sectors, to establishing primary relocation strategies to engaging innovative marketing tactics; Aqua's proven experience and capability involves every aspect of economic development – from strategy to award-winning execution.



**Discover Aqua!**

**CLICK OR SCAN HERE**



## B. Corporate and Economic Development Experience

Just some of Aqua's experience for communities include:

- Determining key industry sectors
- Identifying key community Assets
- Conducting relocation target research
- Determination and analysis of the community's competitive set
- Identifying and targeting qualified site selectors
- Defining and promoting special districts
- Developing business retention strategies
- Developing In-market/community ambassador programs
- Full development of complete marketing plans
- Community brand development and brand strategy
- Working and planning cooperatively with such entities as:
  - Economic development councils
  - Tourism departments
  - Local airports
  - CRA's
  - State and regional entities

The firm has a deep, current understanding of the many factors affecting the Southwest Florida region as well as Charlotte County in particular. For the last 11 years, Aqua has successfully served as Agency of Record for the Punta Gorda/Englewood Beach Visitor & Convention Bureau, devising and executing plans that have, through every metric, outperformed most all other visitor bureaus across the country. Aqua's efforts have led to an array of statewide and national awards as well as the highest measures of economic impact in Charlotte county history. During that time, the agency has devised and established the County's tourism brand as well as the County's overall brand/logo.

In addition, Aqua has served the City of Punta Gorda, guiding its economic development efforts. Over the course of three years, Aqua defined the city's brand, established its economic development plan and direction, and provided the marketing materials and communication necessary to help assure the city's economic future.



### ② Strategic Plan

#### Strategic Framework

The vision statement provides a long-term, overarching focus for the City's future. This should inform all goals and decisions, including those not in this plan. Conditions and opportunities will change, but the vision provides a reference when determining if future opportunities are right for West Palm Beach.

Underneath the vision, goals provide specific, achievable, near-term objectives that will help West Palm Beach ultimately fulfill its vision. Each goal statement should include a tangible objective to focus activities.



Each goal is supported by tactics and priority projects for the next five years. The list of projects and tactics will evolve over time as original projects are completed and new opportunities surface, but the goals remain firm until their objective is completed.

This strategic framework allows for adaptability and utilizes a collective impact approach in which multiple partners across the community (public, private and non-profit) work toward a common vision. Collectively all partners can help move the community from vision to measurable results by working towards shared goals and utilizing common accountability metrics.

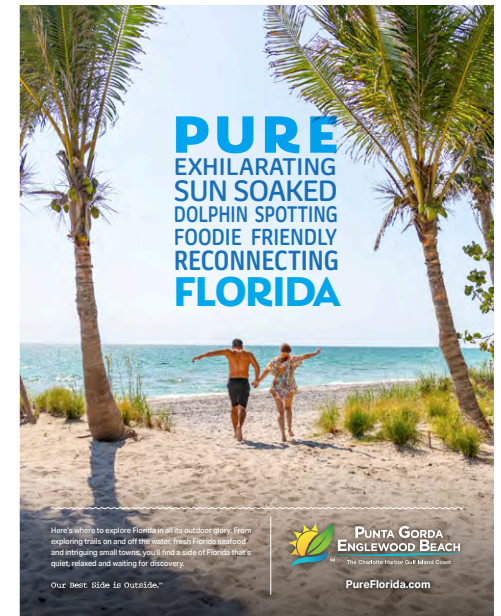
## B. Corporate and Economic Development Experience

Aqua has experience across the state serving a number of economic development entities and departments including:

- Greater Fort Lauderdale Alliance
- City of West Palm Beach
- City of St. Petersburg, Florida
- City of Punta Gorda
- Southwest Florida Economic Development Alliance
- Pinellas County Economic Development Department
- Seminole County Economic Development Department
- City of Deltona
- City of Dunedin
- Fifth Avenue South Business Improvement District, Naples Florida
- Flagler Financial District, West Palm Beach, Florida
- Community of Pelican Bay, Florida
- Nassau County, Florida, Economic Development Board

In addition, Aqua has worked for a number of other governmental entities in the state, influencing and effecting the economics of the region, including:

- Port Everglades (Broward County)
- Fort Lauderdale Hollywood International Airport
- Daytona Beach International Airport
- Southwest Florida International Airport
- Sarasota International Airport
- Destin-Fort Walton Beach International Airport
- Pinellas Suncoast Transit Authority
- Manatee County Area Transit
- Volusia County Area Transit
- Visit Lauderdale (Broward County CVB)
- Bradenton Area Convention & Visitors Bureau (Manatee County)
- Punta Gorda/Englewood Beach Visitor & Convention Bureau
- Seminole County Convention & Visitors Bureau
- Amelia Island Convention & Visitors Bureau
- Naples, Marco Island & the Everglades Convention & Visitors Bureau
- Okaloosa County CVB
- Visit St. Pete/Clearwater





## B. Corporate and Economic Development Experience

With two offices in the state, Aqua offers a staff of 35 providing every aspect of marketing communications. Given that today's marketing and communications environment is integrated and require the engagement of multiple marketing/communications channels, Aqua is a fully integrated agency offering Paid Media, Creative/Design, Public Relations and Social Media departments and staff. All operate cohesively, centering all efforts on a common client strategy. Unlike most other firms, Aqua is also staffed with a Director of Business Intelligence, assuring deep insights into targeting, audience behavior and program optimization – maximizing client ROI. As a result, Aqua is already consistently delivering every aspect of the Scope mentioned in your RFP.



Brand Analysis for GFL Alliance

## B. Corporate and Economic Development Experience

Current economic development clients include:

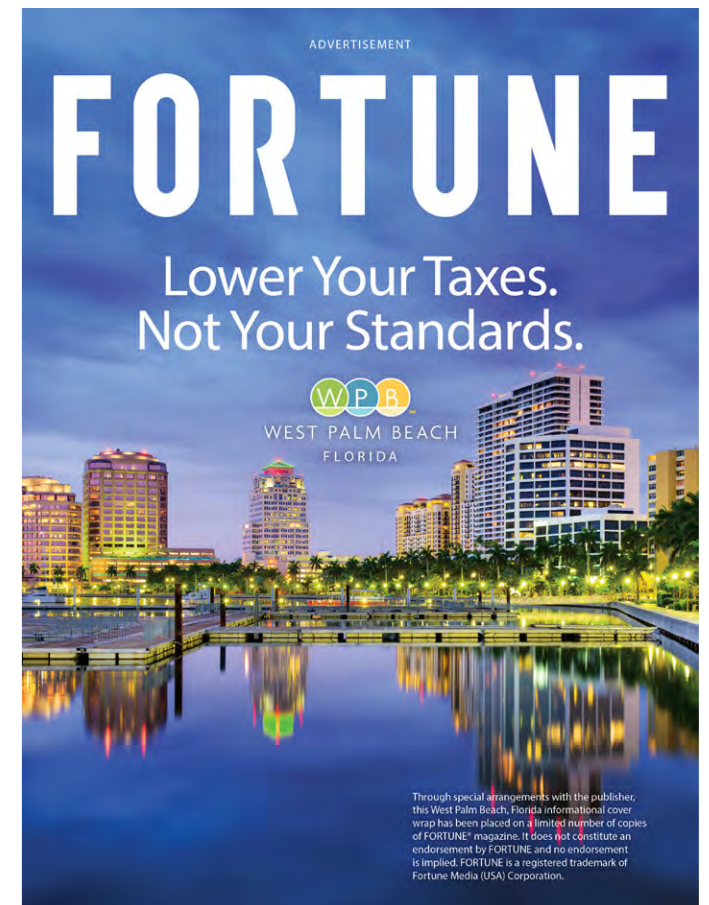
Client	Year Started
The Greater Fort Lauderdale Alliance	2021
The City of West Palm Beach	2013

Current clients influencing and affecting regional economies:

Client	Year Started
Visit Lauderdale	2020
Fort Lauderdale-Hollywood International Airport	2020
Port Everglades	2020
The Punta Gorda/Englewood Beach VCB	2013
The Bradenton Area CVB	2011
The Daytona Beach International Airport	2018
Destin-Fort Walton Beach International Airport	2017
Gulf Shores International Airport	2020
The Pinellas Suncoast Transit Authority	2022
Manatee County Transit Authority	2017
Voltran (Volusia County Transit)	2018

Clients added in the past three (3) years:

Clients added in the past three (3) years:	Year Started
Pensacola International Airport	2024
Flagler County, Florida, Tourism Office	2023
The Panama City, Florida, Tourism Department	2024
The Volusia County, ECHO Division	2024
The Volusia County Department of Sustainability	2023



Fortune Magazine Cover



## B. Corporate and Economic Development Experience

Clients lost and why:

### **Visit Lauderdale**

Contracted in 2020, the client and agency were immediately thrown into COVID-19 crisis management response. The agency's extraordinary crisis response effort eventually led to the destination being one of the first destinations in the state to proactively market and attract visitors while most other destinations throughout the nation "stood down."

Following the end of the pandemic, Aqua devised a completely new visitation marketing program for the destination, including the development of a new destination brand, which for the first time, placed the county ahead of its competitive set (Miami, Orlando, Palm Beach) in rate of visitation increase. The agency's second campaign vaulted the destination into being ranked #10 nationally in hotel demand, and 24th in Consumer Intent To Travel, and brought the destination to its highest levels of Occupancy, Average Daily Rate, Revenue Per Available Room, and Tourism Tax in its history. The campaign was recognized through numerous national awards, including Visit Florida recognizing it as the top destination campaign in the State of Florida.

During the course of the contract, the Executive Director preferred to work directly with the agency and separately from CVB staff, including the creation, production, and execution of complete campaigns. Although the agency cautioned that CVB staff should be involved and expressed concerns that the Director could be creating an adversarial relationship, the Director expressed that it "wasn't her problem."

Upon re-contracting, the CVB staff voted not to continue the relationship. Soon after, the CVB Director announced her retirement.



# C | References



*Photo by Aqua for client, Punta Gorda/Englewood Beach VCB*



## C. References

The firm shall furnish at least three (3) current Economic Development-related references with their submittal that have been in effect for at least six (6) months. The reference shall include the company name, contact person, and telephone number. The reference shall describe where services are similar in magnitude and scope to those requested in this RFP. The County reserves the right to contact these references' and any other references not listed in the RFP.

### Ron Drew

Executive Vice President, Greater Fort Lauderdale Alliance I (954) 524-3113

Services: Community brand assessment, research, marketing performance analytics, comp. set and target analysis, community engagement and support initiatives.



### Chris Roog

Economic Development Director, The City of West Palm Beach | (561) 262-6901

Services: Community brand definition and development, target research, marketing performance analytics, determination of Key Targeted Industries, economic development marketing plan development and execution, economic crisis marketing initiatives, web development, advertising, public relations and social media and sales support services.



### Joanne Magley

Marketing Director, The Daytona Beach International Airport | (386) 561-7185

Services: Brand development, comp. set and target analysis, research, marketing performance analytics, marketing plan development and execution; including advertising, public relations, social media and promotion, new airlines and route introduction and promotion.



### Richard Gray

Senior Vice President, Visit Lauderdale I (954) 914-3771

Services: Brand development, comp. set and target analysis, research, marketing performance analytics, marketing plan development and execution; including advertising, public relations, social media, and promotion.



## C. References

### Ellen Kennedy

Marketing Director, Port Everglades | (954) 868-0220

Services: Brand development, comp. set and target analysis, research, marketing performance analytics, marketing plan development and execution, including advertising and related support materials.



### Elliott Falcione

Executive Director, The Bradenton Area Convention & Visitors Bureau (941) 705-1287

Services: Brand development, comp. set and target analysis, research, marketing performance analytics, marketing plan development and execution, crisis communications, in-market partnership programs, advertising, public relations, and promotion.



### Todd Payne

Assistant Airport Director of Strategic Development, Pensacola International Airport  
(850) 631-1986

Services: Market analysis, comp. set and target analysis, research, marketing performance analytics, marketing plan development and execution; including advertising, public relations, social media, and promotion.





# D | Supporting Materials





## D. Supporting Materials

Provide examples that your company has produced that are similar in Scope to those required in this RFP. Additional creative submission is at the discretion of the firm.

### **The City of West Palm Beach, Florida**

The City of West Palm Beach is the oldest large municipality in the South Florida Metropolitan area and has long been known for its history (including the City's plotting by industrialist and railroad magnate Henry Flagler) and city attributes attracting residents of substantial wealth. In recent years, however, following the de-urbanization of the city's central core and the recession, West Palm Beach found itself on a slow road to recovery, with its economic vitality depending more and more on economic development.

#### **Situation Overview**

The City had not attempted to purposely brand or establish itself as a defined offering to potential business or industries considering relocation. However, with research indicating an imminent and major influx of visitors in the next five to ten years, a recovering downtown core and new administration making economic development a top priority (including the appointment of a Director of Economic Development), the City set out in search of an agency with proven success in economic development, branding and destination marketing to develop a new brand representative of the City and spearhead the definition and rollout of an integrated economic development marketing plan. Aqua was selected through RFP over multiple local and national firms in contention.

#### **Audience**

To ensure city-wide acceptance and support of the economic development brand and its successful roll-out, Aqua first focused on residents, businesses and stakeholders residing in the City to ensure buy-in. Aqua next identified businesses in the financial industry located in markets of lift as top targets for the external plan. The second year of the plan was designed to focus on another important industry to the City: Marine.



## D. Supporting Materials

### Objectives

- Combat the recent resistance to development in the City
- Obtain input from key stakeholders including government officials, residents, and area developers
- Renew passion and initiative, streamlining area development
- Build on momentum while honing and refining the City's efforts to revitalize and restore its economy
- Establish a competitive position within the state and nation
- Unveil the first economic development marketing brand for the City
- Highlight important entities (e.g., the airport, downtown)
- Determine the City's business targets and efforts required to lure specific business types to the area
- Devise an integrated marketing plan and the implementation of its new brand
- Assist the City in attracting and retaining new businesses through the rollout of the plan

### Strategies

Aqua understood that although brands may be expressed externally through various marketing and communication, a true, solidly rooted brand will be understood internally and expressed locally as well. As such, Aqua's strategy was to first create a brand around which the City would band, focusing on the delineation of distinct (and important) districts within West Palm Beach, and uniting businesses with a common direction and goal.

Next, it would identify the most impactful economic drivers/targets for the City and utilize marketing and promotion of the brand to attract businesses in these important industries to the City: Finance and Boating.

"The level of professionalism, expertise and organization demonstrated by Aqua has been impressive. They clearly have a depth of experience regarding not only general principles of marketing and branding, but specifically as they relate to the needs of government entities."

Chris Roog  
Director of Economic  
Development  
The City of West Palm  
Beach, Florida

## D. Supporting Materials

### Tactics

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

- Evaluation of current brand and market position
- Interviews with internal stakeholders
- Community attributes assessments
- Assessments of the City's infrastructure and economic drivers (e.g., public transportation, airport, health, etc.)
- Formal research and competitor research
- Review of the history of partner participation and key targets

After it completed the discovery period and determined the City of West Palm Beach's business targets and efforts required to lure specific business types to the area, Aqua unveiled Economic Development Branding: "Business. Life. Balance." It also provided the City with a brand definition, brand guidelines, messages, targets, a logo, tagline, and suggested usage and more – all unique from the competitive set. The brand integrated seamlessly with and encapsulated the economic development initiatives and efforts already in progress. The firm also assisted West Palm Beach Mayor Muoio with its introduction.

Aqua then got to work rolling out the new brand and ensuring internal adoption, beginning with the establishment of an important economic district found within the City: its financial district.

First, to delineate the Financial District and ensure its continued growth to draw businesses from afar, Aqua drew from geographic boundary and the historical significance of its namesake, naming the district after American industrialist Henry Flagler, and then provided solutions for the physical demarcation of the Flagler Financial District. This included the design of a logo and the creation of place-making devices including ground level monuments, sidewalk displays, community art and pole banners.



## D. Supporting Materials

### Results

After it saw universal adoption of the new brand, the immediate success of the Flagler Financial District and a positive impact on the downtown core, the City of West Palm Beach saw something unprecedented take place: the acceptance of the economic development plan as the overall city brand.

With the completion of the City's economic development brand and the subsequent creation of the Flagler Financial District, and after aiding in achieving City-wide buy-in, Aqua was next tasked with the development of an economic development marketing plan, complete with marketing, public relations and social media components all designed to attract important targets to the City. Following roll-out of the marketing plan and in just the first year alone, the PR team secured unprecedented coverage both in-market (surrounding the unveiling of the Flagler Financial District) and penetrated national media as well, with top editorial wins including a multiple page spread about the District in top target Newsweek as well as stories in Inc.com, Upscale and Financial Advisor Magazine, to name a few, reaching an audience of more than 9 million businessmen and women with powerful messaging about the perks of relocating to West Palm Beach.

### RESULTS

NEW JOBS


**UP 5,000**

NEW INVESTMENTS

**UP \$2.27B**

## D. Supporting Materials

**"One of the Top 25 cities to do Business in America"**  
— Inc. Magazine



**INVIGORATING ARTS AND ENTERTAINMENT SCENE** The exciting metropolitan center of the Palm Beach region, the City of West Palm Beach has all the right ingredients for business success: a welcoming supportive community, a pro-business government, and lower costs of doing business than other areas of the country. Near-perfect weather, easy commutes, a rich cultural environment, and small-town feel combine to create South Florida's most relaxed, refined and vibrant lifestyle.

**SUPERB RESIDENTIAL CHOICES AND LIVABILITY**


**EASY, RELAXED COMMUTES**

**GREAT WORKFORCE IN PLACE**


**ENERGETIC URBAN HUB**

Come see for yourself. For your personalized information package, contact Chris Roog at: 561.822.1416

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**Your Business Ready to Make Some Waves?**



**A BROAD RANGE OF AVAILABLE OFFICE SPACE**  
OVER 2.7 BILLION OF DEVELOPMENT IN THE APPROVAL PROCESS


**THE PERFECT ENVIRONMENT FOR CLIENT ENTERTAINMENT AND AFTER-HOURS RELAXATION**  
PROXIMITY TO GLOBAL WEALTH

**SET AMONG ONE OF AMERICA'S MOST VIBRANT AND WALKABLE DOWNTOWNS**  
NO STATE OR LOCAL INCOME TAX

The City of West Palm Beach is a regional center of commerce where people of vision bring their dreams, build new enterprises, and achieve success. Its government, business community and citizenry unite to create a positive, progressive environment that is supportive and cooperative. Combined with its outstanding lifestyle and easy workability, this is Florida's best metropolitan location where professional and personal lives flourish and dreams still come true. Lower Your Taxes. Not Your Standards.

Come see for yourself. For your personalized information package, contact Chris Roog, CRoog@wpb.org

[WestPalmBusiness.com](http://WestPalmBusiness.com)



Print Ads



**VIDEO SAMPLE:**  
[Bit.ly/WPB-B2B](https://bit.ly/WPB-B2B) ►





# D. Supporting Materials



Brand Guidelines



Marketing Plan

# D. Supporting Materials

## Branding the Financial District

After identifying the financial industry as a Key Target Industry for the City of West Palm Beach, Aqua suggested, designed, and worked with the City to execute a dedicated financial district. The effort included branding, in-market identification, website development, and marketing communication to financial professionals and business owners in specific geographic markets across the United States.



Feature Article



## FLAGLER FINANCIAL DISTRICT





100

If you're doing business in South Florida,  
do it in the right place.

A BROAD RANGE OF AVAILABLE OFFICE SPACE

A DEDICATED DISTRICT OFFERING  
THE SYNERGY OF RELATED BUSINESSES

THE PERFECT ENVIRONMENT FOR CLIENT  
ENTERTAINMENT AND AFTER-HOURS RELAXATION

PROXIMITY TO GLOBAL WEALTH

SET AMONG ONE OF AMERICA'S MOST  
VIBRANT AND WALKABLE DOWNTOWNS

The driving force behind the best businesses in the area, the Flagler Financial District is proud to call West Palm Beach its home – a city *Inc. Magazine* called, “One of the top 25 cities to do business in America.” As one of America’s few urban sectors specifically catering to the distinct needs of business and finance, the District offers the region’s proximity to global wealth and the convenience of international travel. Watch your business thrive thanks to a strong community found among South Florida’s most relaxed and refined locales.

WEST PALM BEACH  
“Business. Life. Balanced.”

Come see for yourself. For your personalized information package, contact Chris Roog at: 561.822.1416

[FlaglerFinancialDistrict.com](http://FlaglerFinancialDistrict.com)



**FLAGLER FINANCIAL DISTRICT**  
A PART OF PALM BEACH

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[THE DISTRICT](#)
[RELOCATION](#)
[INCENTIVES](#)
[CITY OVERVIEW](#)
[CONTACT](#)

West Palm Beach, Florida

## "One of the top 25 cities to do business in America"

- Inc. Magazine



  
**DISTRICT ADVANTAGES**

  
**INCENTIVES**

  
**TOP REASONS**

  
**CONTACT US**

Welcome to the Flagler Financial District®, South Florida's premier urban corporate zone, exclusively dedicated to business and financial enterprises. Located in the City of West Palm Beach, the region's most vibrant and refined metropolitan area, the District offers your organization the opportunity to thrive within a synergistic community of businesses in a city that offers America's most extraordinary combination of business opportunity and fulfilling lifestyle.

  
**WEST PALM BEACH**  
 Business. Life. Island™



**TwoGOS** @TWOGOS

**West Beach WPO** @WPOFBEST  
 @wpo fb best from 80% Fall/Winter  
 Park to 50 commercial @wpo fb best  
 @wpo fb best @wpo fb best @wpo fb best

**Jayline** @JAYLINE  
 Site to Work week Degree Toddler Job  
 @jaylorfbest @jaylorfbest @jaylorfbest &  
 @jaylorfbest @jaylorfbest @jaylorfbest @jaylorfbest












[Twitter](#)
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City of West Palm Beach  
 100 Clematis Street | West Palm Beach, FL 33411  
 © 2017 City of PBC



## D. Supporting Materials

### The City of Punta Gorda, Florida

#### Program Synopsis

The City of Punta Gorda is the urban core and county seat for Charlotte County, Florida. It is predominantly a residential area made up mostly of retirees from the upper Midwest and Northeast. Although easily characterized as a quaint, laid-back town on a picturesque harbor, and popular with tourists, the city itself has made no distinct or direct claim vis-à-vis other areas in the state. Although visited repeatedly by tourists, the area is generally somewhat unknown and considered off the beaten path. Many current residents have expressed how they “stumbled upon” Punta Gorda either passing through on their way to somewhere else, or on a visit to relatives in the area.



#### Situation Overview

City leadership recognized the importance of increasing economic development, residential relocation, and tourism to the city's future economic growth. They further recognized that without a strongly declared brand or message, the city does not have much of a “position” in the state relative to others. Locally, it may be the quiet “next door neighbor.” Outside the area, there may be little recognition of the area. The city engaged Aqua Marketing & Communications to research the attributes, strengths, weaknesses, and opportunities of the city and create a branded identity to serve as a launch point for future economic development and communications initiatives.

In addition, Aqua was tasked with analyzing the city's current communications structures to develop a plan for improving communication efforts targeting both in-market residents as well as out-of-market target audience. Addressing a lack of adequate inquiry fulfillment was identified as a priority.

#### Audience

With an exceptionally attentive and engaged citizenry in Punta Gorda, successful adoption of any new branding campaign required buy-in from key community stakeholders and community groups. Following extensive research and market testing, the new branding was strategically introduced in-market. Having successfully developed the branding, and following successful community adoption, Aqua is now implementing a marketing strategy aimed at three key target audiences. Those audiences include potential business relocation candidates, potential residential relocation candidates, and tourists.



## D. Supporting Materials

### Objectives

#### YEAR ONE

- Conduct in-depth research to identify the character, strengths, and attractive attributes of the city
- Analyze the city's current brand and marketing position
- Create comparative market analysis of Punta Gorda relative to competing communities
- Develop a new brand identity highlighting and capitalizing on those positive aspects of the city

#### YEAR TWO

- Develop strategies and structures for improving city communications
- Implement the new branding across multiple platforms and materials
- Engage community leaders to spark adoption of branding
- Provide brand application guidance and direction
- Create new website highlighting branding and messaging to reach three key target audiences

### Tactics

The agency's methodology included a discovery period designed to give agency staff as much knowledge and information as possible in order to understand the city, its attributes, citizenry, history and more in order to fully prepare the agency for the process of branding and creating a suitable marketing or communications plan. The elements and stages used are as follows:

**Internal Audit:** The Internal Audit is the first phase of discovery. Through the internal audit we gain an understanding of the internal opinion of Punta Gorda's current brand and the opportunities that may be obtained through rebranding.

## D. Supporting Materials

**External Audit:** Review and analysis of any past research executed to identify or understand the community's potential targets with special attention as to why businesses may consider the community. An in-depth study of how competitive communities are going to market. A review and analysis of any data the City may have reflecting historic business relocation to or retention in the community. Primary research conducted to determine the targets' views and beliefs about the community, reasons for relocating to or visiting the community, and their perceived views and beliefs about the competitive set.

After the discovery period was completed, a comprehensive report was presented to Punta Gorda leadership. Citizens and city staff of Punta Gorda claimed that the town is truly unique, and the discovery process affirmed that position. An enclave that is a bit removed from the rest of Florida, its incredible harborside location, its distinct and growing downtown entertainment district, and its involved, connected citizenry make it an unusual community and one offering many positive attributes.

Taking the data from the discovery period Aqua developed a unique city identity, including:

- Positioning Statement
- Brand Description
- Brand Promise
- Key Brand Words and Phrases

Following the development of the new brand identity, Aqua launched a community-wide adoption campaign, meeting with Chambers of Commerce, leading community groups, and others to generate acceptance and acquire stakeholder support. Simultaneously, Aqua assisted the city with internal adoption on all platforms including signage, letterhead, business cards, marketing materials, website, social media, wayfinding, and other media.

### Final Phase

The final, third phase of the effort for Punta Gorda included the development of a new website to communicate with the three target groups. An aggressive public relations campaign was also developed, pushing the new branding and marketing efforts beyond the immediate area to reach potential business relocation candidates across the country.





# D. Supporting Materials



## Branding Guidelines




## Branded Business Card

Brand Palette	Application Example
<p>Beyond the verbal aspects of constructing and expressing a brand, some of the most obvious, unique and defining features of a brand are its visual expressions.</p> <p>Color is a cornerstone of brand identity. The clear, consistent and constrained use of specific colors helps to clearly identify a brand and separate it from its competition.</p> <p>The brand colors chosen for the City of Punta Gorda brand were selected after a careful examination of the city's direct competitive set, as well as after a general survey of other cities and towns in the state. The colors were chosen to stand in direct contrast with the other cities. Additionally, a survey of the city's in-market partners (especially an examination of the county's Economic Development Department and the county's Visitor &amp; Convention Bureau) showed some color consistency between the partners, allowing the opportunity for the city to "family" with those in the area with whom it may work cooperatively.</p>  <p>The diagram shows five overlapping circles representing the brand's color palette. The top circle is yellow and labeled "SUN". The bottom circle is blue and labeled "WATER". The left circle is teal and labeled "SKY". The right circle is green and labeled "LAND". A small orange circle is positioned between the "SUN" and "LAND" circles.</p>	<p>Guidelines are made all the easier to understand when examples of use are provided, showing the many brand elements in concert. The following application serves to illustrate these guidelines in use.</p> <p><b>Design Structure</b></p> <p>Key to expressing the brand promise is photography of experiences within the area. In the print advertisement example shown here, the main photo serves as the focal point of the design to engage the viewer to discover more about the city's message.</p> <p>The bold use of the key colors are used to frame the layout, both on the top and bottom, and serve as anchors for the headline as well as the body copy, branding tagline, logo and url. Open areas between the elements are by design to promote legibility and visual impact.</p> <p>The brand tagline graphic is positioned in close proximity to the text area to emphasize the message. The color block also encompasses the logo and url, with the logo breaking the top edge of the frame for interest. Both of these elements should be given generous spacing to allow for clarity.</p> <p>Taken all together, the brand elements create a design structure that is highly memorable yet adaptable to any number of placements and target messaging.</p>  <p>The print advertisement features a photograph of two people riding bicycles on a path lined with palm trees. The headline "What if life could get better every day?" is at the top. The Punta Gorda logo and website "CityofPuntaGordaFL.com" are at the bottom right.</p>

## D. Supporting Materials

### City of Punta Gorda Launches New Branding & Marketing Effort



The City of Punta Gorda has taken a major step towards improving economic growth and creating a year-round economy to sustain the city.

The City Council has unanimously approved a new branding effort. The new brand will be the cornerstone for upcoming efforts to enhance business attraction and retention as well as visitation to the city. The branding also marks the start of a new city-led communications effort to present a consistent, unified message and image.

The brand is the result of a year-long market study and analysis by the firm Aqua Marketing & Communications which has created and led rebranding and marketing efforts for cities across Florida and beyond.

Cities that carefully define themselves through branding efforts are better able to offer themselves as a clear alternative to others, and more likely to separate from the din of the marketplace. Successful branding efforts define a city as unique among others and clearly offer why the city is more desirable over the alternatives.

Once determined, the municipal brand becomes part of everything a city does. It's reflected in advertising and public relations and on its website and social media. But it's also reflected in what events the city considers, how its representatives answer the phone, how the various city partners reflect their role in relation to the brand, how the city identifies itself within the city limits, and much, much more.

In short, when branding is done correctly, the brand touches and becomes a part of everything the city says and does in its communications.


A "brand" is how our target defines us. It's what our city means to them, how they view our city in relation to themselves – and especially how they view our city in relation to other cities.


Now that the branding has received city leadership approval, Punta Gorda is beginning a major effort to roll it out in numerous public venues and platforms.

"In recent years, cities have realized the value of creating a brand image to attract businesses, residents, and tourists. Some cities have even moved on to overhauling their existing brand to help stimulate growth and investment."

**Forbes** 10/23/2017

### Brand Release Flyer

HOME WORK HERE LIVE HERE VISIT HERE NEWS CONTACT



## SO MANY REASONS TO SAY YES

### EXPLORE PUNTA GORDA, FLORIDA

Punta Gorda is the one Florida town that offers something for everyone. Its progressive, forward-thinking commitment to economic success serves as the foundation for a community rooted in the best of American, small-town attributes. Punta Gorda's historic ambience and intimate feeling are the backdrop for what may be the state's most picturesque, enjoyable and accessible waterfront destination.

### City Website Design

[Charlotte Sun](#) | Page A08

SHARE

### Punta Gorda approves new logo

By JONATHAN SCHOLLES  
STAFF WRITER

PUNTA GORDA — In an attempt to market itself to a younger audience Wednesday, Punta Gorda adopted a new city logo, tagline and strategic branding plan.

City Council unanimously OK'd a modern yet minimalistic vision of Punta Gorda's landscape, including a sailboat skating across the blue water, while the sun radiants and fills in the rich, yellow sky.

The city's new tagline will be, "Florida's Harborside Hometown."

Vice Mayor Gary Wein said Punta Gorda needs to be aware of a potential generational shift, which likely will swing from the Baby Boomers to Generation X and Millennials.

This shift may occur over a 20-year window, and the city would have to consider "appropriate growth" to attract new residents.

"Our demographics, in the long term and inability to really attract the Millennial generation in the future, and here we are sitting between two major communities that that's what their focus is," Wein said, pointing to North Port and Babcock Ranch, which market to Millennials.

### Port Charlotte Sun online



# D. Supporting Materials

## Branded Wayfinding Signage



HOUNDS ON HENRY

### Dog Park Rules

If welcome: For your enjoyment, please read the following rules to prevent injury to yourself or others.

- This is a City of Punta Gorda park and is regulated by the City Code of Ordinances.
- Feeding, bait, and/or training are prohibited.
- Dogs must be current with all vaccinations, healthy, and wearing a collar with identification and current rabies tag at all times.
- Dogs must be leashed or contained up immediately by the owner/handler and placed in the trash receptacle provided.
- Dogs must be leashed when entering and exiting the park.
- Owners/handlers must be in the park with their dogs at all times and in possession of a leash.
- Dogs must be removed from the dog park at the first sign of aggression.
- Dogs whose behavior poses a threat to the safety of others are prohibited.
- At all times, your dog may be in a fenced-in area or a fenced-in area.
- Children under the age of 12 must be accompanied by an adult.
- All personal items left in the park will be discarded.

Any person violating any rule of this park violates the dog park community policy and knowingly risks the safety of the dog, the dog's owner, or injury to persons, other dogs or property. Violation of the dog park rules is a violation of the City Code of Ordinances, Chapter 10-10, and is subject to a fine of \$100.00.

Any person violating any rule of this park violates the dog park community policy and knowingly risks the safety of the dog, the dog's owner, or injury to persons, other dogs or property. Violation of the dog park rules is a violation of the City Code of Ordinances, Chapter 10-10, and is subject to a fine of \$100.00.

[www.CityofPuntaGordaFL.com](http://www.CityofPuntaGordaFL.com)

**Hours of Operation are 7:30AM - Dusk**  
The park will be closed on Wednesdays at 12:00PM for weekly maintenance.

Florida's Harborside Hometown

## Branding Adoption Signage and Logo Usage

# LARGE DOG AREA

## 30 lbs & OVER

Florida's Harborside Hometown

## Playground Rules

Welcome! For your playground enjoyment, please obey the following rules to prevent injury to yourself or others:

- This is a City of Punta Gorda park and is regulated by the City Code of Ordinances.
- You assume all risk and responsibility for use of the playground equipment.
- Adult supervision is recommended at all times.
- This playground is intended for children 2-12 years of age.
- Be safe, avoid running, pushing, or shoving.
- Wear proper footwear - Fully enclosed, rubber soled shoes are recommended.
- Grills and glass containers are prohibited.
- Only service animals are allowed in the playground.
- This is a non-smoking facility.
- Please do not use this equipment during inclement weather.
- This playground has been made accessible to all persons with varying abilities.
- Use each play structure as it is intended. Improper use may result in injury.

<p><b>SLIDES</b></p> <ul style="list-style-type: none"> <li>Do not climb on sliding surface. Use the slide only to slide down.</li> <li>Do not swing or jump on slides.</li> <li>Do not swing or jump on slides.</li> <li>Do not swing or jump on slides.</li> <li>Do not swing or jump on slides.</li> </ul>	<p><b>SWINGS</b></p> <ul style="list-style-type: none"> <li>Do not swing or jump on swings.</li> <li>Do not swing or jump on swings.</li> <li>Do not swing or jump on swings.</li> <li>Do not swing or jump on swings.</li> <li>Do not swing or jump on swings.</li> </ul>
<p><b>CLIMBING</b></p> <ul style="list-style-type: none"> <li>Do not climb on climbing structure.</li> <li>Do not climb on climbing structure.</li> <li>Do not climb on climbing structure.</li> <li>Do not climb on climbing structure.</li> <li>Do not climb on climbing structure.</li> </ul>	<p><b>HORIZONTAL LADDER</b></p> <ul style="list-style-type: none"> <li>Do not climb on horizontal ladder.</li> <li>Do not climb on horizontal ladder.</li> <li>Do not climb on horizontal ladder.</li> <li>Do not climb on horizontal ladder.</li> <li>Do not climb on horizontal ladder.</li> </ul>

### Hours of Operation are Dawn to Dusk

Please report broken equipment or anything that requires immediate attention to public works at 941-575-5050  
[www.CityofPuntaGordaFL.com](http://www.CityofPuntaGordaFL.com)



## D. Supporting Materials

### The City of Dunedin, Florida

#### Program Synopsis

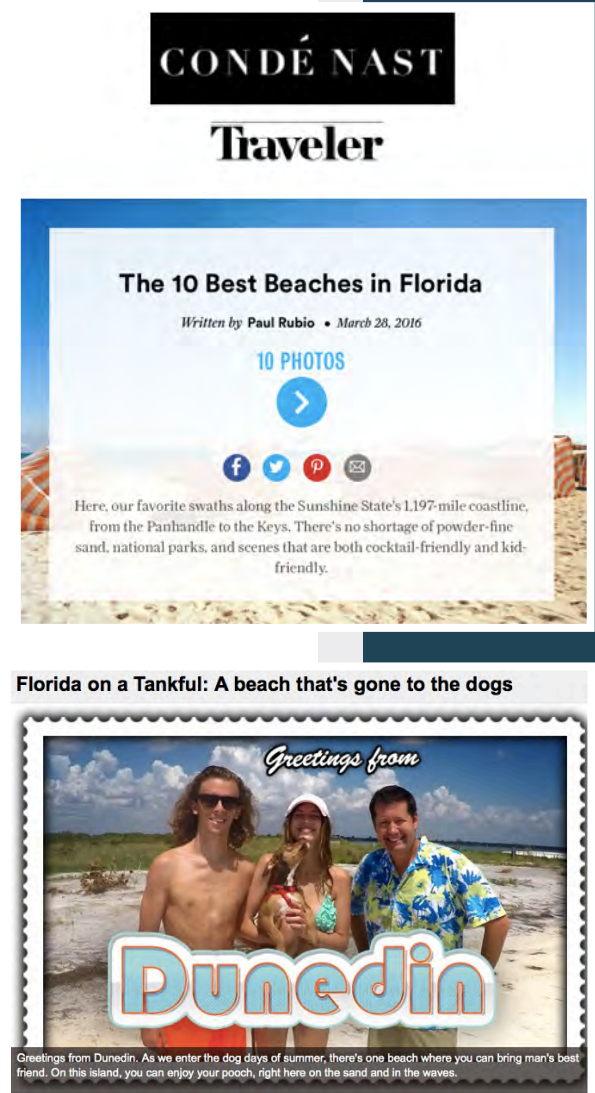
The City of Dunedin's residents and business owners take immense pride in their unique city. With one of the nation's most walkable downtowns, a recently-named Best Beach in America, visible Scottish roots and an inclusive community feel, Dunedin is a hidden gem, but (with much of the City's economy dependent on tourism) one needing marketing support to spread the word.

#### Situation Overview

Having recently completed a branding exercise – which resulted in vague direction following the establishment of a brand that placed little emphasis on competitively positioning and defining the destination for those living outside of the community – the City of Dunedin took its new brand to a new firm to help raise the general awareness of the City and bolster its tourism and economic development. With a limited budget to do so, the City elected to use Public Relations. Through a formal RFP process, Aqua was chosen for its extensive experience in the areas of economic development marketing, over a field of local and national firms, including the one that had just delivered the brand.

#### Audience

With Dunedin's eclectic offerings and overall inclusivity (and because of its extensive experience in the area of economic development) Aqua knew the best way to bolster the City's economic development was to target important groups (primarily in cities of lift and drive) with existing awareness of the City and for whom the lifestyle available in Dunedin would appeal. These groups include millennials and families, with a heightened focus on entrepreneurs and business owners seeking a true work / life balance.



# D. Supporting Materials

## Objectives

After an in depth discovery process, Aqua sought to:

- Identify the City's distinctive characteristics
- Determine how Dunedin would best compete against others within its competitive set
- Increase awareness of the City and its well-known assets
- Develop and implement a public relations campaign utilizing regional, national, and international outreach
- Drive Tourism and Economic development
- Capitalize on the Sister City relationship with Toronto
- Extend beyond the local market
- Expand upon on the inward-looking brand to attract the target audience located outside of the city

## Strategies:

The City of Dunedin had previously seen some success in securing local media coverage of the City and its happenings. As such, Aqua's overall public relations efforts targeted this local group of media, but also extended beyond the local market – throughout Pinellas County, into Tampa Bay, throughout the state and nationally– in an effort to further maximize exposure and present the City of Dunedin as a top destination to live, work and play.





## D. Supporting Materials

Through its efforts, Aqua focused on the assets and distinctive elements available to set the city of Dunedin apart from other competitive destinations, including its:

- Arts and Culture
- Beaches
- Dining
- Sports
- Vision
- Pet-Friendliness
- Unique Events
- Shopping
- History
- Weddings
- Unique Lifestyle
- Personality
- Development
- Inclusiveness
- Passionate People
- Healthy Living
- Green Thinking
- Family-Friendliness



Emphasis was also placed on top print, online and broadcast outlets in drive markets, and in areas with access to the City via alternative modes of transportation (i.e., the Jolley Trolley and boat).

Additionally, the team strategized, supported, and worked in close collaboration with the City's Downtown Merchants Group and Visit Dunedin, two groups also working to raise awareness of the destination.

### Tactics

On a monthly basis, Aqua executed an expert PR Plan, producing tailored pitches (highlighting each of the aforementioned traits multiple times throughout the year) and distributing to carefully and purposefully chosen media in appropriate markets of lift and drive (keeping media lead time top of mind). Monthly efforts also coincided with signature events and travel patterns.

Through its efforts, Aqua has coordinated interviews with City officials, City restaurant owners and other partners and has planned and executed FAM trips resulting in earned media coverage in top target markets including Toronto, Miami and across the US.

The team also reports its industry-leading results to the City Commissioners on a quarterly basis.

## D. Supporting Materials

### Results

Aqua has been tremendously successful, with the destination seeing record coverage in publications targeting top drive markets including the Tampa Tribune, Miami Herald, Naples Daily News and Palm Beach Post, as well as national and international coverage in outlets including the Huffington Post, Canada's DreamScapes magazine and Where to Retire Magazine.

In just the initial months of the campaign, Aqua achieved earned media reaching an audience of more than 27 million and having an estimated media value of close to 2.5 times the annual PR budget.

## D. Supporting Materials

### The Pinellas County Economic Development Department

Seeking to be more aggressive and redefine economic development for Pinellas, the county sought to develop a brand, sales materials and advertising that could compete nationally. As it reorganized its department and increased staff size, an examination of potential competing markets was initiated along with an internal audit to determine what infrastructure, allied businesses and potential relocation incentives could be offered. The county devised a two-pronged approach of reaching potential business that might relocate to the county as well as helping to establish and bolster businesses already within the county. After a thorough examination of competing markets, it was obvious that most competing markets were chasing the same business and attempting to talk to those targets in a sterile, industry-specific manner.

The “Where Business Comes to Life” campaign broke out of the mold, and emphasized the superlative lifestyle available in the county, and how the area provided the perfect climate to allow business to excel. Along with advertising, a smaller “prospecting” brochure was developed, and a complete “sales kit” that housed a larger brochure and other materials for “qualified leads.” The project also provided design-consistent presentation pages and covers that allowed the Economic Development staff to create custom presentations for prospective companies that also fit into the overall kit. Additionally, stationery and other design consistent materials rounded out the package.

The work went on to be recognized as the best Economic Development presentation in the country and is credited with helping to recruit and develop scores of new enterprises for the county.

#### Services Provided:

- Marketing Strategy
- National positioning strategy vis-à-vis alternatives
- Brand, logo, tagline development and design
- Advertising
- Sales/collateral materials



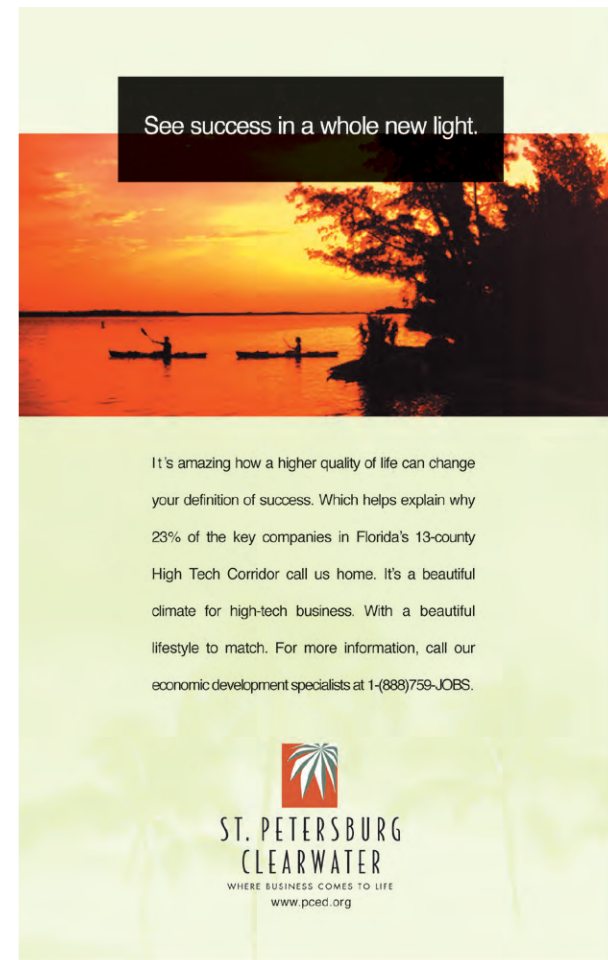
ST. PETERSBURG  
CLEARWATER  
WHERE BUSINESS COMES TO LIFE



## D. Supporting Materials



Economic  
Development  
Sales Kit



Economic Development Ad

## D. Supporting Materials

### City of St. Petersburg, Florida

For decades, St. Petersburg was perceived nationally as a dated, nondescript community populated by wintering senior citizens loitering on the city's iconic green benches. The area was a regular punch line during monologues on late night television shows. And unfortunately, local and regional residents largely accepted that national perception. But in fact, the city was experiencing a genuine renaissance, with trendy eateries, lively entertainment venues, professional sports teams, intriguing museums and world-class attractions just waiting to be discovered.



St. Petersburg launched a campaign to define the city as a vibrant, current place to visit, prove that the city has much to offer, and dispel assumed perceptions about St. Petersburg. Initially, there was a thorough review of the market situation, competing entertainment/dining/retail areas, and the city's assets and attributes. After an analysis of that review, a new brand was created, positioning the community as "Surprising St. Pete."

Rather than attempt to communicate broadly about the varied neighborhoods throughout the area, it was determined to focus on St. Petersburg's revitalized downtown and allow the "halo effect" to enhance perceptions of the greater metropolitan area. To prove that downtown was genuinely surprising, extensive efforts were made to identify unique and undiscovered experiences that could be highlighted along with downtown's well-known entities.

The brand was fully expressed – including tagline, logo, graphic design and messaging – for use in all media. A comprehensive campaign was developed that was executed in print ads, broadcast commercials, new website, public relations, and well-thought-out social engagement plan. In addition, a partnership program was developed to educate downtown businesses on the city's marketing program and motivate them to actively participate and contribute to ongoing promotional efforts.

## D. Supporting Materials

The “Surprising St. Pete” campaign was successful in raising the profile of downtown St. Petersburg to city residents and the broader Tampa Bay area. Visitation increased significantly for restaurants, entertainment venues and attractions. In addition, the city government leveraged the strategy and campaign elements to support efforts of the local economic development council.

### Services Provided:

- Marketing strategy
- Regional positioning strategy vis-à-vis alternatives
- Advertising
- Public Relations
- Website development
- Social engagement plan



Branding Ads



Web Site



## D. Supporting Materials

### The City of Deltona Economic Development Department

In 1995, having first begun as a sprawling planned community, Deltona's residents voted to incorporate as a city. In 2007 its Office of Economic Development sought to market the town more aggressively to potential businesses seeking to relocate. The town offered massive amounts of raw, buildable land along with a young, educated workforce that commuted for work daily to Orlando and Daytona Beach. Additionally, the community was located on the I-4 corridor, between two international airports and within quick access to two seaports.

The campaign, "Florida's Bright Spot" positioned Deltona against its in-state rivals by emphasizing its young, up-and-coming status, along with its competitive geographic location. Materials exuded a warm, sunny Florida attitude and emphasized the community's superb lifestyle. Along with advertising; sales brochures, stationery, and a new website (www.DeltonaMeansBusiness.com) were created. The brochure and website offered immediate resources for companies considering relocating, including directions to relocation incentives.

#### Services Provided:

- Marketing strategy
- National positioning strategy vis-à-vis alternatives
- Brand, logo, tagline development and design
- Advertising
- Website development
- Sales/collateral development

Discover  
**Deltona**  
F L O R I D A

**Discover Deltona F L O R I D A**

About Deltona Why Deltona? Resources Contact Map

**The Florida address for success.**

Right between Orlando and Daytona Beach lies one of the last, best opportunities in the state of Florida. If you're looking for the right spot in the Sunshine State to build or bring your business, you've found it - in Deltona, Florida.

Whether you're a developer looking for a great place to bring your plans to life, a business looking for a willing and able built-in workforce, or a company looking for the right Florida location, Deltona offers an unbeatable combination of all you need to succeed.

**Support is Standing By.**

If you're ready to learn more about the opportunity that awaits in Deltona, helpful local government is standing by to assist. Whether you're interested in site selection, tours, or you simply want more information, they're here to point you in the right direction.

**Ready to get started?**

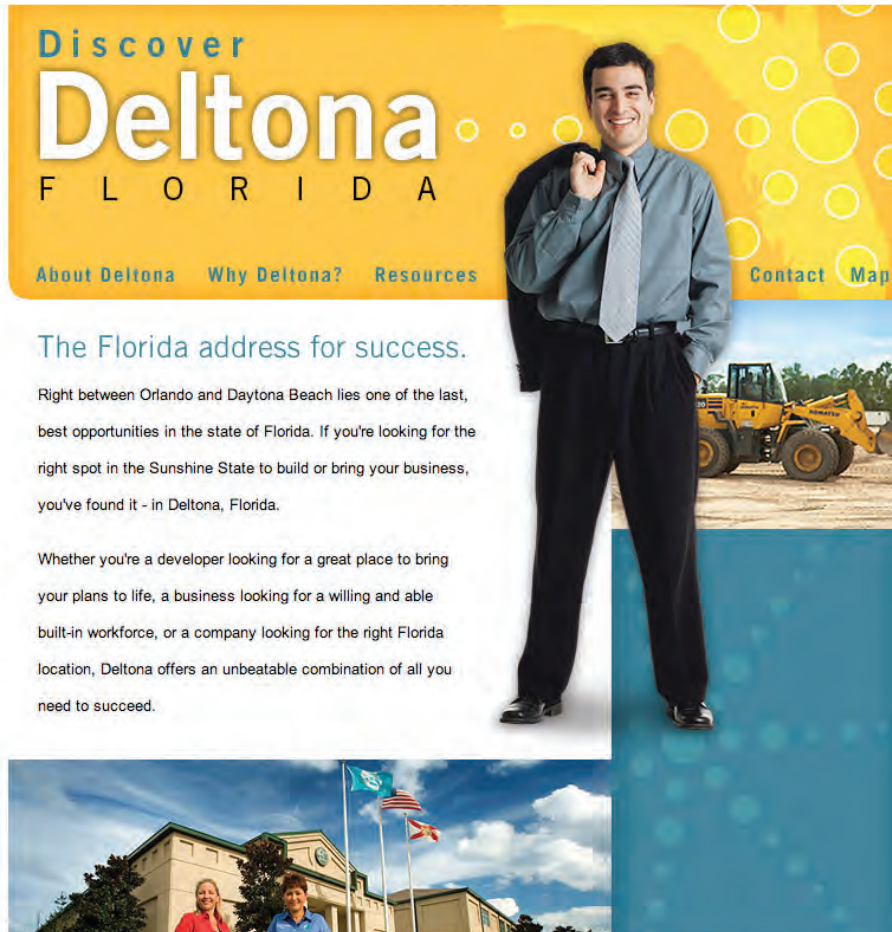
Contact the Planning & Development Services Department at (386) 878-8100

CITY OF DELTONA 2345 PROVIDENCE BOULEVARD, DELTONA, FL 32725  
(386) 878-8100 (386) 878-8851 FAX WWW.DELTONAFL.GOV

**Florida's Bright Spot™**

Economic Development  
Sales Insert

## D. Supporting Materials

A banner for the Deltona Florida website. It features a man in a blue shirt and tie standing with one hand on his chest. The background is yellow with white circles. The text 'Discover Deltona FLORIDA' is prominent. Below it are links: 'About Deltona', 'Why Deltona?', 'Resources', 'Contact', and 'Map'. A yellow excavator is visible in the background.


Discover  
**Deltona**  
FLORIDA

[About Deltona](#) [Why Deltona?](#) [Resources](#) [Contact](#) [Map](#)

The Florida address for success.

Right between Orlando and Daytona Beach lies one of the last, best opportunities in the state of Florida. If you're looking for the right spot in the Sunshine State to build or bring your business, you've found it - in Deltona, Florida.

Whether you're a developer looking for a great place to bring your plans to life, a business looking for a willing and able built-in workforce, or a company looking for the right Florida location, Deltona offers an unbeatable combination of all you need to succeed.

A photograph of the Deltona City Hall building with two people standing in front of it.

Community Economic Development Web Site

A screenshot of the Deltona Florida website. It features a man and a woman standing in front of a red car on a construction site. The background is yellow with white circles. The text 'Discover Deltona FLORIDA' is prominent. Below it are links: 'About Deltona', 'Why Deltona?', 'Resources', 'Contact', 'Map', and 'Home'. The main content area includes sections for 'Contacts for success.', 'Superb local government support.', and 'Business Links.'. A sidebar on the right contains statistics: 'Moving at the speed of business... not bureaucracy.', '86,000 Approximate Population', '244 Acres of Developed City Parks', and '36,000'.

Discover  
**Deltona**  
FLORIDA

[About Deltona](#) [Why Deltona?](#) [Resources](#) [Contact](#) [Map](#) [Home](#)

Contacts for success.

If you're ready for your business to grow in Deltona, here are resources to help you get started.

Superb local government support.

From site selection help to personalized tours, our team of business development experts can help each step of the way, cutting red tape and helping you find a solution best for your business.

Business Links.

Moving at the speed of business... not bureaucracy.

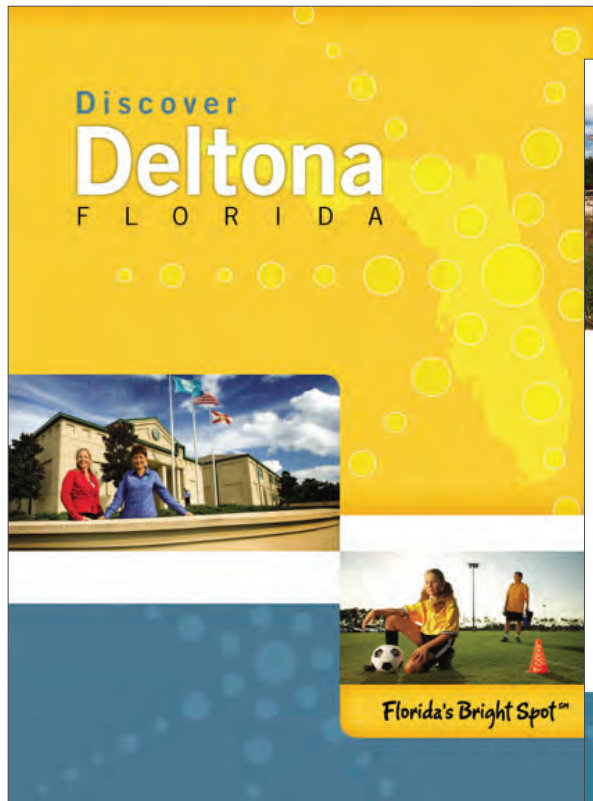
**86,000**  
Approximate Population

**244**  
Acres of Developed City Parks

**36,000**



## D. Supporting Materials



Insert Sheet

**How It Began.**

Deltona began as a planned community in 1962, when well-known developers the Mackle Brothers bought 17,203 acres of land and built a community of single family homes. Within one year, 180 families relocated to the area, and it has been growing rapidly ever since. The City of Deltona was officially incorporated in 1995.

**Florida's Bright Spot™**

**The Florida address for success.**

Right between Orlando and Daytona Beach lies one of the last, best opportunities in the state of Florida. If you're looking for the right spot in the Sunshine State to build or bring your business, you've found it – in Deltona, Florida.

Whether you're a developer looking for a great place to bring your plans to life, a business looking for a willing and able built-in workforce, or a company looking for the right Florida location, Deltona offers an unbeatable combination of all you need to succeed.

**2nd** in the Nation in job growth  
2006 Milken Institute (MSA)

**5th** largest City in the Metro Orlando area.

(386) 878-8100  
[www.DeltonaMeansBusiness.com](http://www.DeltonaMeansBusiness.com)



Brochure



## D. Supporting Materials

### **Punta Gorda/Englewood Beach VCB**

Aqua handles all aspects of the destination's marketing communication, including Advertising, Public Relations, and Social Media. Having originally won the contract for Charlotte County tourism in 2012, Aqua has re-won the multi-year contract three times. Initially, the account was for Advertising and Design only, but in 2017, Aqua was selected for Public Relations services, and for Social Media services in 2020.

In 2014, Aqua took the County through its comprehensive, multi-step branding process, repositioning the destination as the state's epicenter for outdoor activities, renamed the destination "Punta Gorda/Englewood Beach," and summed up the destination's new brand with the tagline, "Our Best Side is Outside."

Given that the area is a destination client, our primary mission was to target and attract the right visitors in order to drive economic impact for the community. Over the years, several fully integrated campaigns have done just that while winning industry awards and recognition. From 2012 to 2019, Aqua efforts drove the destination's tourism tax up 82%. As a result of the agency's superb research and planning, the destination leads the state in post-quarantine visitation, and while other destinations in the state were trying to figure out how they should navigate to the COVID-19 pandemic, Charlotte County's visitation soared forward, achieving a miraculous 80% increase in tourist tax.

For over 11 years, Aqua has consistently delivered fresh, innovative, strategies; driving our destination to historic results.

Sean Doherty  
Executive Director  
Punta Gorda/Englewood Beach

## D. Supporting Materials

Last year's summer visitation campaign, which included a strong social media promotional component, proved to be one of the destination's most successful campaigns to date. Web inquiry for the period increased significantly, with sessions up 39% over the previous year. The destination also saw a 33% increase in the number of New Users to the CVB website. Visitation to the destination increased by an astonishing 5.8% for Q2/Q3. Economic impact as a result of the campaign was measured as having produced an increase in direct expenditures by an impressive 8%, occupancy for the destination shot up 12.5%, the destination's average daily rate rose by 4% and tourism tax collections soared to a 10% increase from the period of May–August the previous year.

### RESULTS

WEB SESSIONS  
**UP 39%**

NEW WEB  
INQUIRIES  
**UP 33%**

VISITATION  
**UP 5.8%**

OCCUPANCY  
**UP 12.5%**

## D. Supporting Materials



**PURE**  
EXHILARATING  
SUN SOAKED  
DOLPHIN SPOTTING  
FOODIE FRIENDLY  
RECONNECTING  
**FLORIDA**

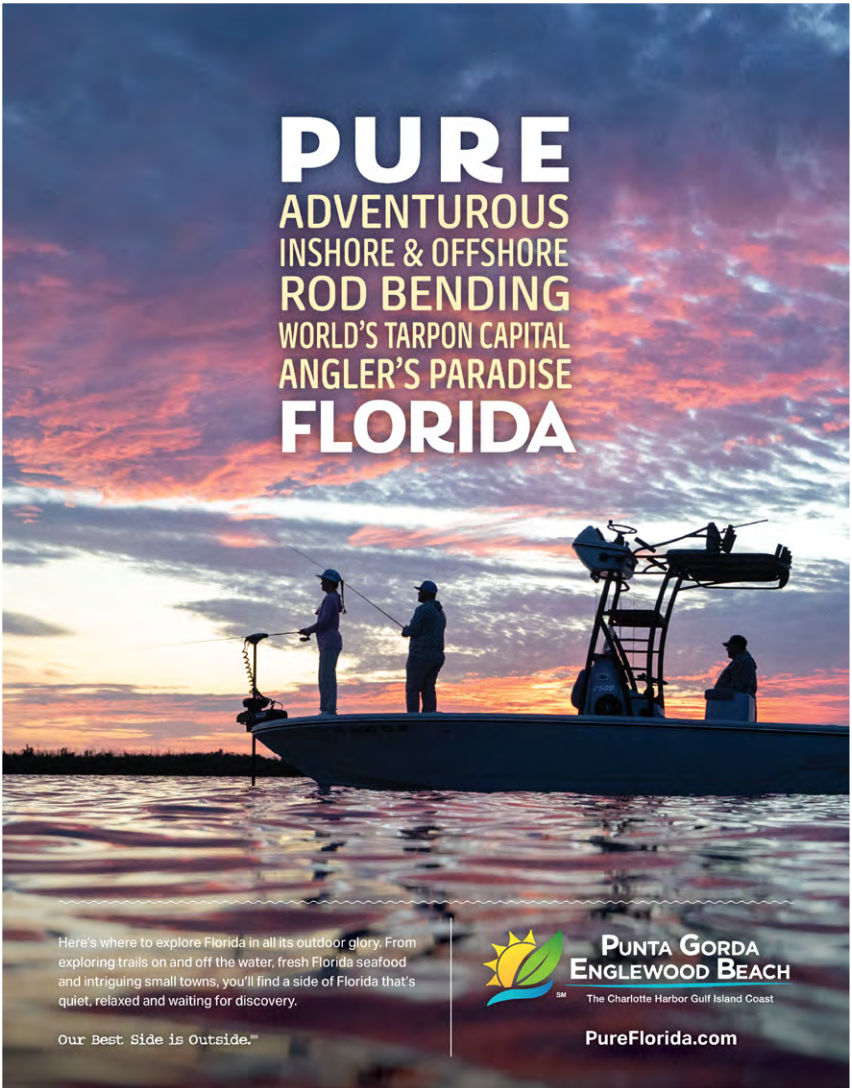
Here's where to explore Florida in all its outdoor glory. From exploring trails on and off the water, fresh Florida seafood and intriguing small towns, you'll find a side of Florida that's quiet, relaxed and waiting for discovery.

Our Best Side is Outside.™



**PUNTA GORDA  
ENGLEWOOD BEACH**  
The Charlotte Harbor Gulf Island Coast


PureFlorida.com



**PURE**  
ADVENTUROUS  
INSHORE & OFFSHORE  
ROD BENDING  
WORLD'S TARPON CAPITAL  
ANGLER'S PARADISE  
**FLORIDA**

Here's where to explore Florida in all its outdoor glory. From exploring trails on and off the water, fresh Florida seafood and intriguing small towns, you'll find a side of Florida that's quiet, relaxed and waiting for discovery.

Our Best Side is Outside.™



**PUNTA GORDA  
ENGLEWOOD BEACH**  
The Charlotte Harbor Gulf Island Coast

PureFlorida.com

Print Ads



## D. Supporting Materials



**PURE**  
EXHILARATING  
SUN SOAKED  
DOLPHIN SPOTTING  
FOODIE FRIENDLY  
FIND YOURSELF  
**FLORIDA**

Here's where to explore Florida in all its outdoor glory. From exploring trails on and off the water, fresh Florida seafood and intriguing small towns, you'll find a side of Florida that's quiet, relaxed and waiting for discovery.

Our Best Side is Outside.™



**PUNTA GORDA  
ENGLEWOOD BEACH**  
The Charlotte Harbor Gulf Island Coast

PureFlorida.com



**PURE**  
EXHILARATING  
TOP-RANKED  
MADE-FOR-GOLFERS  
YEAR-ROUND PLAY  
NINETEENTH HOLE  
**FLORIDA**

From acclaimed Heritage Landing and Riverwood Golf Club to Audubon-certified Maple Leaf Golf and Country Club, to the new championship-level Aileron Golf Club, 15+ exceptional courses await for your next golf getaway. Also enjoy amazing beaches, boating, dining and more, all in our charming outdoor wonderland.

Our Best Side is Outside.™



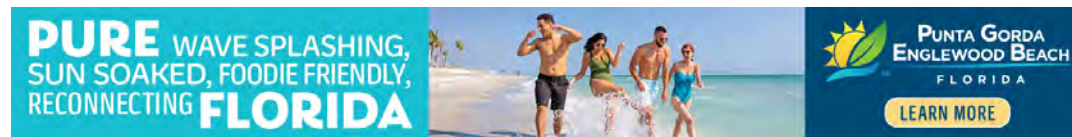
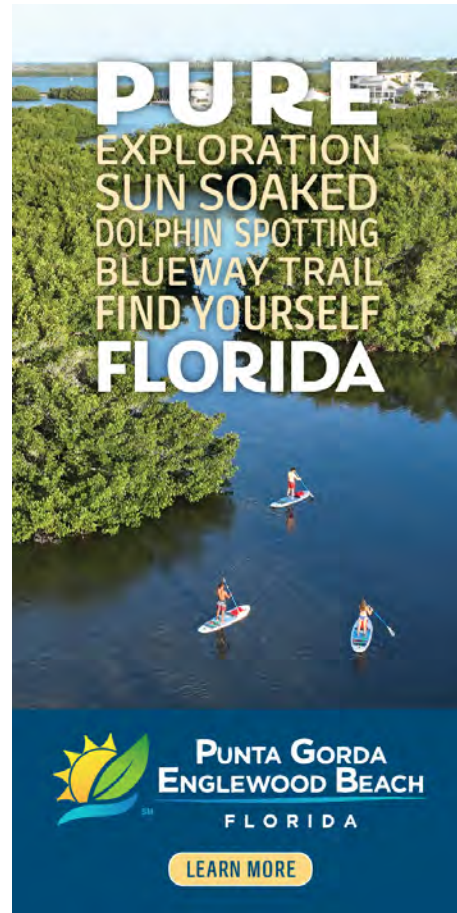
**PUNTA GORDA  
ENGLEWOOD BEACH**  
The Charlotte Harbor Gulf Island Coast

PureFlorida.com

Print Ads

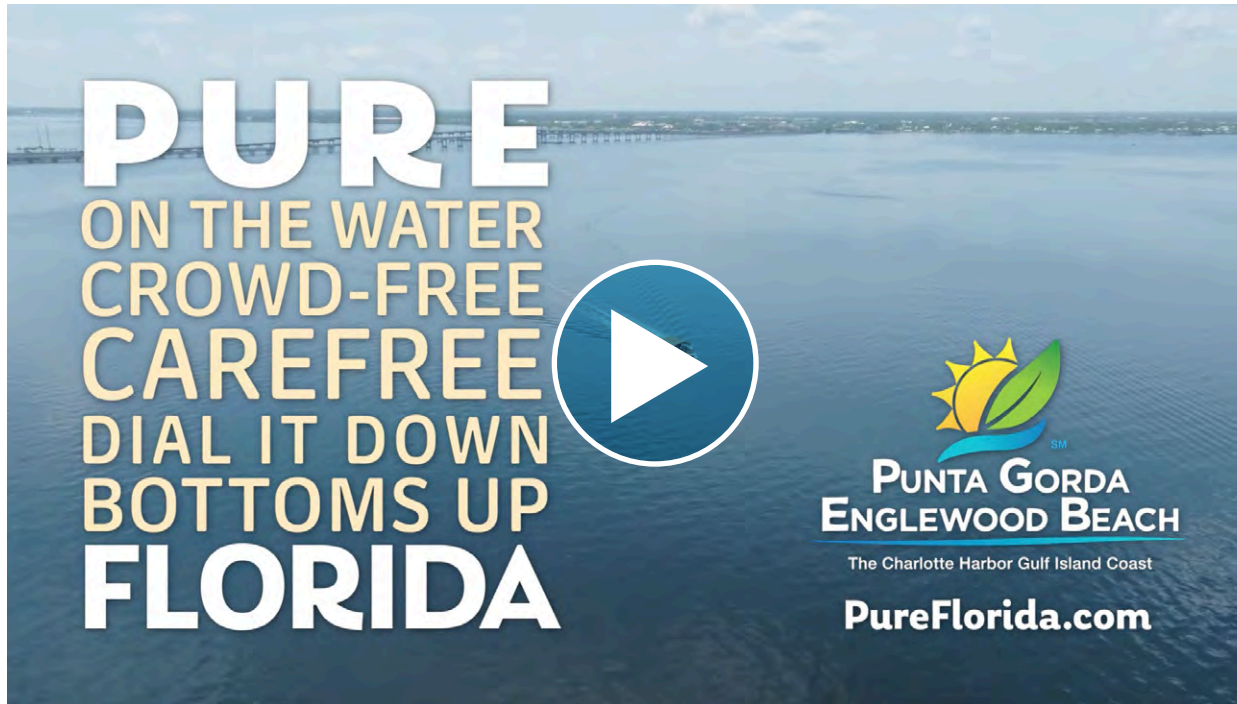


## D. Supporting Materials



Banner Ads

## D. Supporting Materials



VIDEO SAMPLES:  
[Bit.ly/PGEB-Pure-Florida](https://bit.ly/PGEB-Pure-Florida) ►





## D. Supporting Materials



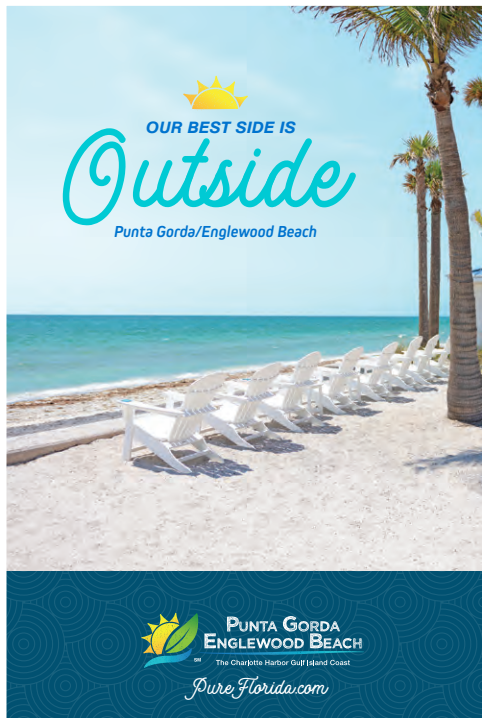
**Abgeschiedener. Entspannter. Ursprünglicher. Sie suchen das echte Florida? Hier finden Sie es.**

Im Florida-Urlaub in Themenparks Schlange stehen oder an einem überfüllten Strand um einen Platz kämpfen? Das muss nicht sein. Die Region Punta Gorda und Englewood zeigt Ihnen Florida von einer anderen Seite – etwas abseits, weitaus entspannter und so, wie Florida wirklich ist.

Hier scheint die Sonne ein wenig heller zu strahlen, und jeder Tag bietet Ihnen neue Gelegenheiten, Floridas Natur zu erleben. Ob Sie an einer Hafenrundfahrt teilnehmen, im Kajak die Natur erkunden oder Alligatoren auf einer Ökotour durch die Wildnis beobachten: Hier verbringen Sie Ihre Zeit draußen – und genießen jede Minute.

Überblick 5

## D. Supporting Materials



Visitor Guide





## D. Supporting Materials

### Daytona Beach International Airport (DAB)

In the summer of 2019, following a highly contested RFP process, Aqua was awarded the contract to become the agency of record for Volusia County. This made Aqua responsible for providing integrated marketing services for the planning and implementation of traditional media advertising, social media, public relations, and creative programs for services provided by various Volusia County Government departments. Additionally, Aqua would create and manage communication assets for the destination's convention center, the Ocean Center, and the Daytona Beach International Airport. However, upon further review of the airport's creative, it was apparent to Aqua that it lacked a strong, cohesive brand. Overall, DAB's brand and messaging on their website, radio spots, and the little out-of-home advertising they did was not consistent and didn't amount to much more than "Your Hometown Airport." Therefore, following a recommendation from Aqua, DAB would undergo a brand refresh.

A brand refresh was necessary because DAB faced a problem all too common with similarly sized local airports: losing customers to larger, distant airports. For DAB, their primary airports of "leakage" are Orlando International Airport and Orlando Sanford International Airport. However, without a clearly defined brand supported by a strong messaging strategy, DAB was never going to reach its audience and convince them to fly locally.

Therefore, DAB needed to completely rethink their approach to messaging. Prior to Aqua's involvement, DAB struggled to effectively communicate its message of convenient and easy air travel. The airport resorted to long, drawn-out, and boring arguments that their audience was likely to tune out and ignore.

"Aqua has literally taken us to new heights that we never imagined. New carriers, new routes and more passengers than ever before."

Joanne Magley  
Director of Marketing  
and Customer Experience  
Daytona Beach  
International Airport



## D. Supporting Materials

Knowing that communication materials needed to change to be short and to the point, Aqua condensed the airport's message of not driving to a distant airport into a concise tagline: "Daytona Beach International Airport: Right Airport. Right Here." But claiming that the perfect airport for travelers was located within their town wouldn't be enough. "Right Airport. Right Here." was supported by succinct key statements about the disadvantages of driving to an Orlando airport. Each of these statements could and would be used in all forms of communication, including PR, social, digital, etc. This enabled Aqua to easily create a variety of communication materials, and to provide quick arguments that supported the airport's new tagline.

Key statements included:

- Skip the Trip Before the Trip.
- It's Only a Cheaper Flight if you Make the Flight.
- I-4 Doesn't Fly.
- The Longer the Drive, the More Expensive the Flight.
- That Non-Stop isn't Worth the Stop and Go.
- Trade the Highway for the Runway.
- Time Flies. Will You?

Second, the "Right Airport. Right Here." message and the supporting key statements were spread throughout the market on a bus wrap, several billboards located in market and strategically placed on the way to Orlando's airports, digital banner ads, a radio spot, and paid social media ads. On select digital billboards, the travel times to DAB and competing Orlando airports were displayed. Based on real-time traffic conditions, these boards would tell drivers that DAB was only a few minutes away while the Orlando airports were more than an hour drive. Of course, these times were not meant to change any traveler's mind at that moment; but could sway their decision when planning their next flight.

## D. Supporting Materials



# SKIP THE TRIP BEFORE THE TRIP



Don't drive over an hour to Orlando just to catch a flight. Fly out of the Daytona Beach International Airport (DAB), and go from your home, to the gate, and to your seat in less time and with less hassle. With flights offered by Delta and American Airlines, you can reach destinations around the world from an airport that's only a few minutes away, and skip the trip before the trip.

**Right airport. Right here.<sup>SM</sup>**

**DAYTONA  
BEACH**  
INTERNATIONAL  
AIRPORT

**FlyDaytonaFirst.com**

# NEW ROUTES TO PHILADELPHIA AND DALLAS

GETTING YOU FROM HERE TO THERE  
WITH NONSTOP FLIGHTS



FLIGHTS  
AS LOW AS:  
**\$89**

**American Airlines**

You don't have to drive over an hour to Orlando just to catch a nonstop flight. New nonstop flights to Dallas and Philadelphia help you go from your home, to the gate, to your seat and to anywhere else in the world quicker and easier. Avoid the traffic of driving on I-4 and the long lines at busier airports. Fly local with Daytona Beach International Airport (DAB). Now with enhanced health and safety protocols, you can feel more at ease when you're ready to fly. So skip the trip before the trip, and fly out of DAB – now with nonstop flights to Dallas and Philadelphia.

**Right airport. Right here.<sup>SM</sup>**

**DAYTONA  
BEACH**  
INTERNATIONAL  
AIRPORT

**FlyDaytonaFirst.com**

Print Ads

## D. Supporting Materials



Banner Ads



## D. Supporting Materials

### Outdoor Boards

**TRADE THE HIGHWAY  
FOR THE RUNWAY**

**Right airport. Right here.**

**DAYTONA  
BEACH**   
**INTERNATIONAL  
AIRPORT**

**TIME FLIES.  
WILL YOU?**

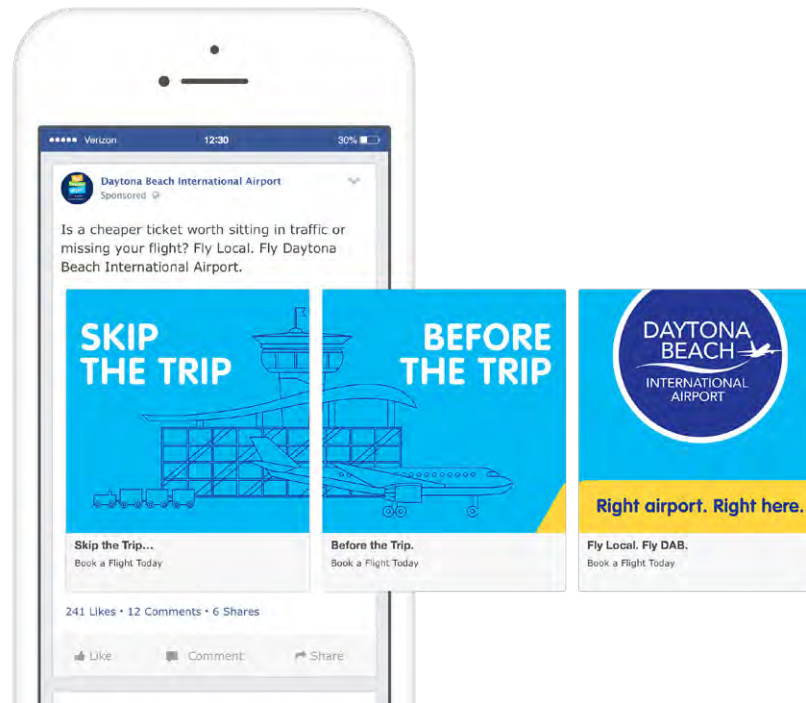
**Right airport. Right here.**

**ESTIMATED DRIVE TIME**

<b>ORLANDO AIRPORTS</b>	<b>68</b> MINUTES
<b>DAYTONA BEACH</b>  <b>INTERNATIONAL AIRPORT</b>	<b>3</b> MINUTES

*with Real-time Traffic Conditions*

## D. Supporting Materials



Facebook  
Carousel Ads



Public Transit Branding

## D. Supporting Materials

### Gulf Shores International Airport

#### Background

Originally named Canal Field, the airport became operational in 1942 and was first used as an outlying field (OLF) for the Naval Air Station in Pensacola, Florida. The U.S. Navy sold it to the state of Alabama in 1977, and the new airport was named for U.S. Rep. Jack Edwards. In 1983 the state sold the airport to the city of Gulf Shores. A new terminal was built in 1998, and a runway extension was completed in 2003.

With two runways with asphalt surfaces at 6,962 and 3,596 feet respectively, the facility was easily able to handle commercial aircraft. And in 2020, and averaging 168 air operations per day, the City began plans to recruit commercial carriers to the airport. The city initiated a national search for a firm to ensure its competitive position as a commercial facility and to establish a brand that would attract both the public as well as potential carriers.

#### Steps toward Branding

Upon award, Aqua quickly engaged its proven 17-point branding process, which included the following:

- A background of and orientation to the airport
- Stakeholder Interviews, including local businesses, chambers of commerce, convention and visitors bureaus, government officials
- A review of airport and airline industry data
- A review and analysis of local and regional economic data
- Visitor and traveler profile data from local Convention & Visitor Bureaus
- A review of studies previously conducted by Authority
- An exhaustive review and analysis of the competitive set
- Primary Consumer Research, both in market and in potential markets of passenger origin



## D. Supporting Materials

### Outcomes

Aqua's findings were summarized at various stages and through a number of reports and presentations to the Airport Authority, Marketing Board and City officials. Two of the strongest revelations were that 1. branding in use by the vast majority of comp. set airports was fairly weak, and 2. Any branding effort needed to recognize the traveling public's need for clear geographic identification of the facility's location. It was also revealed that the airport, which had long been designated as a "national" airport, had the opportunity to be designated as "international," and in doing so, elevate its brand perception and relative value.

Through the agency's efforts, Jack Edward's National Airport became Gulf Shores International Airport. The agency presented a completely new brand for the airport, competitive positioning statement and description, as well as new logo, tagline and more. All of which were summarized in new Brand Guidelines for the airport and immediately placed into use.

### The new brand

- Considered and reflected on the community
- Was based on consumer input and insights
- Clearly stood apart from the competitive set
- Made a strong, competitive claim for the airport
- Allowed the airport to "take ownership" of the Alabama Coastal region



Logo Design

## D. Supporting Materials



**THE QUICK  
AND EASY WAY  
OUT OF TOWN**

You don't have to drive far to catch a flight. Your hometown airport is right here in the Gulf Shores/Orange Beach area and ready to make your trip as effortless as possible with efficient and friendly service.

[FlyJKA.com](http://FlyJKA.com)



**GULF SHORES  
INTERNATIONAL AIRPORT**  
JACK EDWARDS FIELD

*Fly to Alabama's Beaches*

Print Ad



**GULF SHORES  
INTERNATIONAL AIRPORT**  
JACK EDWARDS FIELD

*Fly to Alabama's Beaches*

**For Immediate Release**  
November 10, 2021

Scott Fuller  
Airport Director  
[Sfuller@flyjka.com](mailto:Sfuller@flyjka.com)  
251-967-3968

**Gulf Shores International Airport Takes Flight**  
*New name and new control tower launch a new era for the region*

**Gulf Shores, Ala.** – The Gulf Shores Airport Authority announced today that the Jack Edwards National Airport is now officially named Gulf Shores International Airport. The announcement included the ribbon cutting of a new state-of-the-art air traffic control tower, and the unveiling of a new logo and brand campaign, “Fly to Alabama’s Beaches.”

The airport, historically known as Jack Edwards National Airport, will continue to be associated with the late Alabama Congressman with the airfield taking the name “Jack Edwards Field.”

“The name is a major change for the airport,” said the Airport Director, Scott Fuller. “It’s just one aspect of all the many changes we’ve made, and that are taking place, as we prepare for an exciting, new future for the airport and the communities’ it serves.”

The airport’s new air traffic control tower facility includes state-of-the-art communications systems and the latest weather reporting equipment put in place to foster positive economic impact for Baldwin County and the greater region of Coastal Alabama, including Foley, Orange Beach, and the Fort Morgan Peninsula.

“Our region’s continued growth will be highly dependent upon air travel,” said Gulf Shores Mayor Robert Craft. “The changes and growth of Gulf Shores International Airport strongly assure to all communities along Alabama’s Gulf Coast that this outstanding asset continues to create positive economic impact for our destination, including creating jobs and diversifying opportunities for new and existing businesses.”

For more information about Gulf Shores International Airport, please contact the Authority at 251-967-3968, or email [sfuller@flyjka.com](mailto:sfuller@flyjka.com).

###

3190 AIRPORT DRIVE, GULF SHORES, AL 36542  
MAILING: P.O. BOX 919, GULF SHORES, AL 36547  
251.967.3968

[FlyJKA.com](http://FlyJKA.com)

Press Release

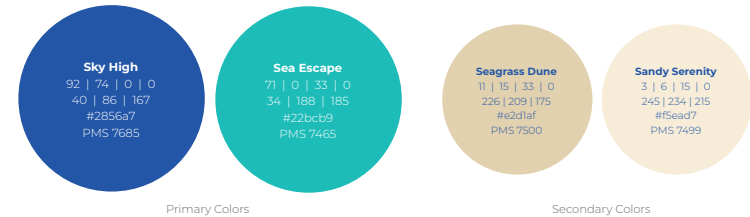
## D. Supporting Materials



Brand Guidelines

### COLORS

The palette consists of colors found in and around the Gulf Shores International Airport and have been selected to facilitate the brand's positioning across various applications. As an airport located in proximity to the Alabama beaches, these colors naturally reflect the sky, water, and land of the area. Proportionally, the two "Primary Colors" are utilized in greater amounts for most forms of airport messaging, with the "Secondary Colors" provided for visual accent when needed.

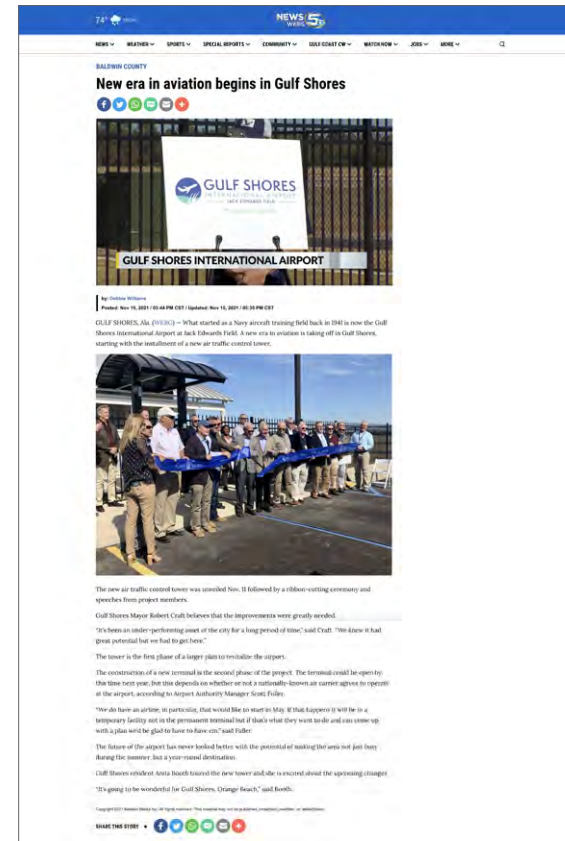




## D. Supporting Materials



### Press Clips



### Vehicle Branding

# E | Agency Case Study



*Photo by Agua for client, Punta Gorda/Englewood Beach VCB*



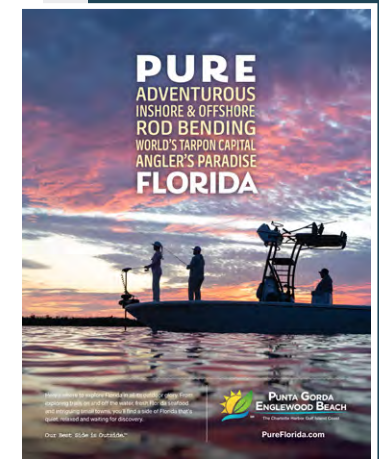
## E. Agency Case Study

Provide a brief summary on why firm is uniquely qualified to be the marketing communications agency of record for the County.

Aqua is considered one of the top marketing communications firms in the state, and consistently, year after year, its efforts for clients are recognized nationally and internationally. The agency has extensive economic development experience in the state, working for a variety of economic development departments on both a county and municipal level. As such, Aqua's staff is experienced in a number of economic development efforts – from community branding, competitively setting the community apart – to devising effective relocation strategies, developing business retention programs, and more. In addition, the agency is considered one of the nation's top tourism marketing firms – the state's top economic driver. As such, Aqua understands the sector's contribution to the state and local economies and its symbiotic role in attracting permanent residents and businesses to the state.

Aqua is a full-service marketing communications firm, within easy access to Charlotte County and already providing the County with most of the Scope of Services detailed in the RFP.

But most importantly, Aqua is already here and working for Charlotte County. For the last 11 years, Aqua has been contracted by the County as the marketing partner for the Charlotte County Visitor and Convention Bureau. As such, Aqua has been responsible for devising and executing marketing programs that have rivaled the industry in their effectiveness, and which have exceeded the outcomes of tourism bureaus across the country. As a result, Charlotte County is experiencing the highest degree of measured visitation economic impact in its history. In addition, Aqua's work for the County has been consistently recognized and awarded, nationally and internationally.





## E. Agency Case Study

In addition, Aqua has additional experience in Charlotte County as Agency of Record for the City of Punta Gorda. The agency was retained to advise the city on development of its brand, competitive economic position, and to devise new and improved ways to better assure its future economy while improving its communications functions. Utilizing research, involving the Economic Development Department, as well as Charlotte County Economic Development Partnership, provided Aqua with direct understanding of the Charlotte County economy, its assets, infrastructure, opportunities, and potential future.

In short, Aqua is already here, has extensive experience in economic development marketing, has direct experience in economic development in the County, and is recognized as one of the top firms in the state.





# F | Personnel





## F. Personnel

Please identify the person or persons who will be primarily responsible for the County account along with titles and biography.

Due to their extensive understanding of economic development marketing and years of experience with Charlotte County, it is anticipated that agency Client Development Director, Dave Di Maggio, and Director of Business Intelligence, Chip Futch, will be primarily responsible for the account. Dave has extensive experience with a variety of economic development entities across the state. Chip, a resident of Charlotte County, has extensive experience within the County having also served as a member of Charlotte County staff.

They will facilitate and activate the agency's 35-person staff, directing the most effective and efficient use of agency workforce on behalf of the County's efforts. Brief resumes of those anticipated to be assigned to the account follow.



## F. Personnel



### Dave Di Maggio

#### BRAND STRATEGIST

Experienced with a variety of economic development clients across the state, Dave offers both an in-depth understanding of how to drive communities forward, but also a hand-on understanding of Charlotte County. Dave's efforts in Charlotte County have helped it achieve its highest level of economic impact from tourism in the County's history, along with establishing and focusing the economic development efforts for the City of Punta Gorda.

From in-depth economic research to competitive community positioning, to the execution of a wide variety of strategies designed to drive the relocation and retention of businesses and residents, Dave's successful experience has provided a number of communities with unprecedented national awareness, while ensuring the attention of specific, targeted industries.

One of nation's most awarded marketing professionals, Dave is adept at organizing both clients and agency staff to achieve their highest potential outcomes.

#### NOTABLE EXPERIENCE:

The Greater Fort Lauderdale Alliance | The City of Punta Gorda | The City of Dunedin | The City of West Palm Beach | The Community of Pelican Bay, Florida  
The City of St. Petersburg | The City of Deltona | Nassau County, Florida | Pinellas County Economic Development | Seminole County Economic Development  
Visit Lauderdale | Destination Panama City | Emerald Coast Convention & Visitors Bureau | Bradenton Area Convention & Visitors Bureau  
Punta Gorda/Englewood Beach Visitor & Convention Bureau | Naples, Marco Island, Everglades CVB | The Inn on Fifth | The Southwest Florida International  
Airport | The Southwest Florida Museum | Amelia Island Convention & Visitors Bureau | Pensacola International Airport | The Bermuda Office of Tourism  
Gulf Shores International Airport | Colonial Williamsburg | Broward County Cultural Division | Bermuda International Airport | Bangor International Airport  
Fort Lauderdale-Hollywood International Airport | Port Everglades | Destin-Fort Walton Beach Airport | Sarasota Bradenton International Airport  
Cooper's Hawk Winery & Restaurant | Daytona Beach International Airport | St. Petersburg/Clearwater International Airport

## F. Personnel



### Chip Futch

#### DIRECTOR OF INTELLIGENCE AND DIGITAL MARKETING

Chip leads the digital strategy and research efforts that empower our clients to make informed, data-driven marketing decisions with measurable economic impact. His work in business intelligence spans the aggregation and integration of demographic, psychographic, behavioral, and industry trend data—translating complex datasets into clear, actionable insights. At Aqua, Chip elevates this

approach by fusing multiple data streams into proprietary indicators that not only guide campaign performance, but also forecast and quantify outcomes such as visitor spending, job creation, and overall economic contribution. From campaign planning through execution, Chip continuously monitors and optimizes based on real-time analytics to maximize ROI, drive sustainable economic growth, and ensure our clients see tangible results beyond traditional metrics.

As a long-time resident of the county his agency supports, Chip brings both professional expertise and a personal connection to the region. Over the course of nearly 30 years in destination marketing, he has served as Chief Marketing Officer and Chief Technology Officer for a restaurant group based in Mexico, contributed to statewide tourism initiatives through various VISIT FLORIDA committees, and excelled as the Marketing Director for the Punta Gorda/Englewood Beach Visitor and Convention Bureau. His local insight adds valuable perspective to the agency's work in the area. Chip also serves on the Industry Advisory Board for the University of Florida's Eric Friedheim Tourism Institute and holds a B.A. in 3D Animation & Visualization Systems from Vancouver Film School.

#### NOTABLE EXPERIENCE:

Visit Lauderdale | Volusia County, Florida | Destination Panama City | Pensacola International Airport | Gulf Shores International Airport  
Daytona Beach International Airport | Fort Lauderdale-Hollywood International Airport | Destin-Fort Walton Beach Airport  
Port Everglades | Broward County Cultural Division | Punta Gorda/Englewood Beach Visitor & Convention Bureau | Palm Coast and the Flagler Beaches  
Pelican Bay, Naples, FL | Fox Sports | Discovery | A&E | CBS Sports | MTV | Busch Gardens

## F. Personnel



### Fran Vaccaro

#### ACCOUNT MANAGER

Fran Vaccaro is one of the most skilled account directors in the field of hospitality and tourism, boasting more than 25 years of experience as a travel and luxury brand expert. At Aqua, Fran serves as Vice President overseeing the agency's Fort Lauderdale office, managing business development in Florida and Aqua's clients along Florida's east coast. Fran has served as Senior Account Manager with

Paradise Advertising & Marketing, during which time, she directed all aspects of the Collier County tourism account.

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

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

#### NOTABLE EXPERIENCE:

Visit Lauderdale | The Greater Fort Lauderdale Alliance | The City of West Palm Beach | The City of St. Petersburg | The City of Deltona  
Nassau County, Florida | Seminole County Economic Development | Naples, Marco Island, Everglades CVB | The Inn on Fifth  
The Southwest Florida International Airport | Pelican Bay | The Southwest Florida Museum | Collier County Museum | Destination Panama City  
Pensacola International Airport | Emerald Coast Convention & Visitors Bureau | Discover The Palm Beaches | Palm Coast and the Flagler Beaches  
Volusia County, Florida | Seminole County Convention & Visitors Bureau | Martin County, Florida | Destin-Fort Walton Beach Airport  
Daytona Beach International Airport | Fort Lauderdale-Hollywood International Airport | The Dalí Museum | Palm Beach International Airport  
Sarasota-Bradenton International Airport | Broward Alliance | Port Everglades | City of West Palm Beach Economic Development  
Broward County Cultural Division | The Florida Orchestra | The Knickerbocker Hotel, New York City | The Jefferson, Washington, DC



## F. Personnel



### Travis McClure

#### ACCOUNT MANAGER

Travis has led tourism clients to their highest results and awards nationally and statewide. At Aqua, he leads the charge for a number of Florida's most exciting and evolving destinations. His strategic thinking, drive and grace under pressure has propelled him to management positions in advertising and marketing firms, serving as Group Account Director for popular brands such as Hilton Hotels & Resorts and Planet Fitness. He has managed countless marketing initiatives, collaborating closely with all parties to evaluate and develop performance to ensure top results. His hospitality expertise includes managing a portfolio of hotel, resort, marina and F&B accounts within the U.S. and Caribbean, where he provided marketing strategy on everything from branding campaigns to seasonal promotions.

Travis is credited with the enormous success of Visit Lauderdale, where he led efforts recognized by VISIT FLORIDA as producing the top destination campaign in the state, and by Hospitality Sales and Marketing International recognizing the work as "Best In Category" through several areas of competition. Through his efforts, the destination vaulted beyond its competitive set, and for the first time outpaced Miami, Orlando, The Palm Beaches, and Tampa/St. Petersburg, becoming ranked 9th nationally in Visitor Intention to Visit and 10th in Hotel Demand.

#### NOTABLE EXPERIENCE:

Visit Lauderdale | Destination Panama City | Pensacola International Airport | Punta Gorda/Englewood Beach Visitor & Convention Bureau  
Palm Coast and the Flagler Beaches | Hilton Hotels & Resorts | Waldorf Astoria Hotels & Resorts | Atlantis Paradise Island Bahamas  
South Seas Island Resort | Planet Fitness | City Furniture | Chuck E. Cheese | Jamba Juice | Boston Market | Michaels Arts & Crafts  
Keiser University | Steiner Education Group | AutoNation | Rick Case Automotive Group

## F. Personnel



### Kaniel Bramnick

#### ASSISTANT ACCOUNT MANAGER

A talented bilingual marketer and MBA, Kaniel has driven the success of numerous national brands, including Univision, Planet Fitness and Nissan. His broad management ability is created with the successful management of several accounts for Broward County, Florida, including the Fort Lauderdale-Hollywood International Airport, Port Everglades, and Visit

Lauderdale.

His work with the agency has included helping drive the historic success of the Visit Lauderdale account, pushing the destination to the highest visitation metrics in the destination's history through work recognized by VISIT FLORIDA as the best in the state and by Hospitality Sales and Marketing International and the top work in several categories internationally.

#### NOTABLE EXPERIENCE:

Visit Lauderdale | Ft. Lauderdale-Hollywood International Airport | Port Everglades | Planet Fitness | Adrienne Arsht Performing Arts | Nissan  
Bigo Auto Repair (Tbc Brand) | Univision Communications

## F. Personnel



### Andrew Hoffman

#### MEDIA DIRECTOR/BUYER

When it comes to increasing ROI and market share for Aqua clients, there is no guesswork with Andy at the helm. It's a given. His proven expertise comes from decades of orchestrating integrated marketing campaigns and achieving breakthrough results for such national brands as Holiday Inn Hotels, Northwest Airlines, Verizon Wireless and Toyota. He started his career in the Big Apple at

Young & Rubicam and Saatchi & Saatchi, where he gained invaluable experience in the realms of domestic and international travel.

After moving to Florida, he continued to expand his skills on everything from managing a team of 20 media planners across the country to implementing procedures to maximize efficiency and optimization. When not living and breathing media, Andy enjoys the beach, traveling, cycling, sporting events, concerts, and spending time with his family.

#### NOTABLE EXPERIENCE:

Visit Lauderdale | Port Everglades | Fort Lauderdale-Hollywood International Airport | Broward County Cultural Division  
Destin-Fort Walton Beach Airport | Bradenton Area Convention & Visitors Bureau | Punta Gorda/Englewood Beach Visitor & Convention Bureau  
Daytona Beach International Airport | Destin-Fort Walton Beach Airport | City of West Palm Beach, FL | Palm Coast and the Flagler Beaches  
Holiday Inn Hotels | Northwest Airlines | Trim Spa | Lennar Homes | Dish Network | Verizon Wireless | Toyota



## F. Personnel



### Lauren Cuff

#### MEDIA SUPERVISOR/BUYER COORDINATOR

Lauren started her career in advertising, where she negotiated and maintained buys for multiple accounts, campaigns, and media channels. She then advanced to work for Rooms to Go, where she spearheaded National multi-million-dollar broadcast and cable buys. As part of the media team at Aqua, she puts her knowledge and experience to work ensuring clients receive the best placements and exposure, from television to digital and everything in-between.

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

#### NOTABLE EXPERIENCE:

Visit Lauderdale | Port Everglades | Fort Lauderdale-Hollywood International Airport | Broward County Cultural Division  
Bradenton Area Convention & Visitors Bureau | Punta Gorda/Englewood Beach Visitor & Convention Bureau  
Rooms To Go | McDonald's | Badcock Home Furnishings | Niemann Foods

## F. Personnel



### Tiffany Rodriguez

DIRECTOR, PAY-PER-CLICK STRATEGIES

Tiffany's expertise in creating, managing, optimizing, and analyzing campaigns within paid search, display and social media platforms ensures Aqua's clients shine in the digital realm. Before joining Aqua, her experience spanned roles in copywriting, PR, account service, social media marketing management, and even founding her own brand of energy snacks.

Whether coordinating with account and creative teams to implement campaigns, or carefully tracking performance, her goal is to always increase customer engagement and exceed sales objectives. Maybe it's those energy snacks, but Tiffany's passion to excel also prevails in her personal life with a love of running, biking, playing soccer and longboarding by the water.

#### NOTABLE EXPERIENCE:

Punta Gorda/Englewood Beach Visitor & Convention Bureau | Visit Lauderdale | Volusia County, FL | Palm Coast and the Flagler Beaches  
Pensacola International Airport | Daytona Beach International Airport | Bradenton Area Convention & Visitors Bureau | Beef 'O' Brady's | The Brass Tap  
Vigo Foods | Amscot Financial | Poweron Energy Snacks | Elevate Inc | Freedom Insurance | Optimum Insurance

## F. Personnel



### Thom Hart

#### CREATIVE DIRECTOR

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

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

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

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

#### NOTABLE EXPERIENCE:

The Greater Fort Lauderdale Alliance | The City of Punta Gorda | The City of Dunedin | The City of West Palm Beach | The Community of Pelican Bay, Florida  
The City of St. Petersburg | The City of Deltona | Nassau County, Florida | Pinellas County Economic Development  
Seminole County Economic Development | Naples, Marco Island, Everglades CVB | The Inn on Fifth | The Southwest Florida International Airport  
Visit Lauderdale | Destination Panama City | Emerald Coast Convention & Visitors Bureau | City of West Palm Beach, Florida  
Bradenton Area Convention & Visitors Bureau | Punta Gorda/Englewood Beach Visitor & Convention Bureau | Palm Coast and the Flagler Beaches  
Seminole County Convention & Visitors Bureau | Amelia Island Convention & Visitors Bureau | Pensacola International Airport  
Gulf Shores International Airport | Bangor International Airport | Port Everglades | Fort Lauderdale-Hollywood International Airport  
Broward County Cultural Division | Destin-Fort Walton Beach Airport | Tampa International Airport | Greater Tampa Chamber of Commerce  
Hotel Zamora, St. Pete Beach, FL | Tradewinds Island Resorts, St. Pete Beach, FL | Pinellas Suncoast Transit Authority | Manatee County Area Transit  
Daytona Beach International Airport | The Southwest Florida Museum



## F. Personnel



### Tracy Langer

#### GRAPHIC DESIGNER

As an award-winning art director, communicator, and problem solver for 30+ years, Tracy is passionate about delivering marketing and design solutions that work. For more than two decades, she ran her own successful design firm where she provided highly effective creative solutions to clients in healthcare, technology, education, insurance, and retail industries, including national brands such as McDonald's and Performance Bikes and Sprint. Her extensive branding experience ensures powerful results for Aqua clients, providing them with smart, beautiful design that reflects who they are and effectively communicates their message in a clear and consistent manner.

She holds a Bachelor of Fine Arts with a major in Advertising Graphics and a minor in Business Marketing from Miami University. When Tracy is not wowing everyone with her work, she enjoys spending time with her sons, traveling, exploring St. Pete, doing anything on the water and gardening.

#### NOTABLE EXPERIENCE:

Visit Lauderdale | Fort Lauderdale Hollywood-International Airport | Port Everglades | Palm Coast and the Flagler Beaches  
Bradenton Area Convention & Visitors Bureau | Punta Gorda/Englewood Beach Visitor & Convention Bureau | Daytona Beach International Airport  
Raleigh Chamber of Commerce | The NC Symphony | Arts North Carolina American Stage | McDonald's | Ronald McDonald House Charities | Sprint PCS  
Duke University | University of North Carolina | Wakemed Hospital | American Bankers Association | American Chemical Society  
CP&L (Carolina Power & Light) | NC Nurses Association | Wells Fargo Insurance | University of South Florida, St. Petersburg  
The Richardson Group, Smith & Associates Real Estate | Calvert Laboratories, Inc. | DynCorp | Reichhold Chemical

## F. Personnel



### Devin Murray

#### ART DIRECTOR

Bold colors. Exciting fonts. Engaging photos. These are just a few of the elements that Devin uses to create breakthrough work for our clients. And while his designs are always sure to make an impact, they're also carefully on brand so each client's true essence can shine in the marketplace. His experience spans everything from creating logos and integrated brand campaigns to innovative website development and design. After-hours, Devin enjoys playing softball, paddleboarding and binge-watching his favorite shows. He holds a BFA from Louisiana State University.

#### NOTABLE EXPERIENCE:

Visit Lauderdale | Fort Lauderdale Hollywood International Airport | Port Everglades | Punta Gorda/Englewood Beach Visitor And Convention Bureau  
Bradenton Area Convention And Visitors Bureau | Trinity Graphics | Potenza, Inc. | 360auto

## F. Personnel



### Amanda Zdzierak

#### ART DIRECTOR

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

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

#### NOTABLE EXPERIENCE:

Visit Lauderdale | Fort Lauderdale Hollywood International Airport | Port Everglades | The Emerald Coast Convention & Visitors Bureau  
The City Of West Palm Beach, Florida | The Bradenton Area Convention & Visitors Bureau | The Punta Gorda/Englewood Beach Visitor & Convention Bureau  
Volusia County Government | The City Of Punta Gorda, Florida | City Of West Palm Beach, Florida | Manatee County, Florida  
Daytona Beach International Airport | Destin-Fort Walton Beach Airport | Sarasota-Bradenton International Airport  
Tradewinds Island Resorts, St. Pete Beach, Florida | Manatee Performing Arts Center | City Of West Palm Beach Economic Development  
Pelican Bay, Naples, Florida | Fiddler's Creek, Naples, Florida | Chiles Restaurant Group | Sunscreen Film Festival | Paper Presence | Bright House Networks  
Tracy Zych, New York | Yanchuck, Berman, Wadley And Zervos Attorneys | AJ Associates, Inc. | Clearwater Harbor Magazine | The Dutcher Group



## F. Personnel



### Nicole Clements

AGENCY EDITOR/PRODUCER

From filming live events to pitching, editing, and producing engaging social media content, Nicole's experience is impressive. At Home Shopping Network, she edited and composed compelling promo spots, interstitials and on-air elements for broadcast, mobile, digital, and social platforms, and collaborated with producers to bring creative ideas to life under tight deadlines. At Coastal

Creative, she oversaw the creation of all video content from short form ads to full-length episodic series. At Aqua, her expertise means she delivers the editing magic that makes an unforgettable impact and achieves results for our clients. With Nicole's love of travel, dining and shopping, her interests are the perfect match for Aqua's many tourism and hospitality clients.

#### NOTABLE EXPERIENCE:

Visit Lauderdale | Fort Lauderdale Hollywood International Airport | Port Everglades | The Bradenton Area Convention & Visitors Bureau  
The Punta Gorda/Englewood Beach Visitor & Convention Bureau | Home Shopping Network | Three Daughters Brewing | Twisted Indian  
Accubrew | Supersports | Trade Pmr | Clark Electric | Vintage Post Marketplace | Gator Vision | Wuft News

## F. Personnel



### David Deas

#### COPYWRITER

David's creative talent knows no bounds. A seasoned copywriter from New York, he's made an indelible mark on iconic brands like Anheuser-Busch, Denny's Restaurants, and many more. Among his standout achievements? Crafting Royal Caribbean's game-changing global tagline: Destination Wow. The slogan captured the cruise line's disruptive strategy and sparked imaginations worldwide.

Not stopping there, David showcased his storytelling prowess penning hundreds of shore excursion scripts for Royal's Global Tour Operations. His career is adorned with accolades, including recognition from the ADDY Awards for his outstanding work with Seagram Americas and the Telly Awards for his contributions to General Motors.

Within the Aqua creative team, David utilizes his expertise in crafting breakthrough copy that drives ROI, benefiting travel and hospitality clients across Florida and beyond. When Dave ditches his copy Ninja cape, he's off to the beach, biking, or connecting with his clan – the real superheroes in his life.

#### NOTABLE EXPERIENCE:

Visit Lauderdale | Royal Caribbean International | Destination Panama City | Pensacola International Airport | Broward County Cultural Division  
Fort Lauderdale Hollywood International Airport | Port Everglades | Seagram Americas | Denny's Restaurants | Cablevision  
United Way Of Miami-Dade | Bank United

## F. Personnel



### Mady Dudley

#### PUBLIC RELATIONS DIRECTOR

Meet Mady Dudley, a seasoned public relations professional with a knack for crafting strategic PR and integrated communications initiatives that help to increase awareness and create buzz for the brands and clients she works with. Her career includes roles as PR Account Supervisor at Codeword, Director of Public Relations at Red Rooster PR and Public Relations Account

Executive at Paradise Advertising & Marketing, where she represented clients like JW Marriott Marco Island, Visit Indian River, Navarre Beach, The Vinoy Renaissance, The Dalí Museum and more.

Among her notable achievements, Mady worked her magic for Google ideating earned media amplifications. At the same agency, she helped to achieve the #1 share of voice spot amongst competitors thus catapulting referral traffic for another client by a remarkable 25% in just 90 days.

When not dazzling the PR world, Mady enjoys quality moments with loved ones, practicing yoga, dancing, and exploring the world's diverse cultures and cuisines. At Aqua, Mady's exceptional skills shine by consistently delivering impressive results and skillfully nurturing client and media relationships.

#### NOTABLE EXPERIENCE:

The Daytona Beach International Airport | The Punta Gorda/Englewood Beach Visitor & Convention Bureau | Pensacola International Airport  
Google | Navarre Beach | The Dali Museum | The Vinoy Renaissance | JW Marriott Marco Island | Visit Indian River | Seminole County



## F. Personnel



### Lexi Floyd-Nye

#### SOCIAL MEDIA DIRECTOR

Meet our social media dynamo, Lexi Floyd-Nye, a seasoned marketing and communications professional with an impressive 11-year career encompassing the corporate, non-profit, and small business sectors, including a noteworthy tenure at Keller Williams Realty, where she adeptly managed five offices in Tampa Bay.

In addition to her professional achievements, Lexi is a dedicated wife and mother of two children: an energetic 4-year-old, Harrison, and an adorable 1.5-year-old, Channing. Beyond her family commitments, she co-founded The EverMom Collective, a local haven for moms in every season of motherhood.

Beyond work, Lexi channels her energy into running by the waterfront and advocating for LGBTQ+ families. With Lexi on board, we're taking our marketing game to the next level, one passionate post at a time.

#### NOTABLE EXPERIENCE:

The Daytona Beach International Airport | Volusia County | The Punta Gorda/Englewood Beach Visitor & Convention Bureau

Pensacola International Airport | Keller Williams Realty | CASK Construction | Children's Home Network | Temple Beth-El | St. Pete Porchfest

Historic Roser Park | The EverMom Collective

## F. Personnel



### Tim Sinclair

#### WEB DEVELOPMENT

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

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

#### NOTABLE EXPERIENCE:

The Bradenton Area Convention & Visitors Bureau | The Seminole County Convention & Visitors Bureau | The Punta Gorda/Englewood Beach VCB  
Destin-Fort Walton Beach Airport | City Of West Palm Beach, Florida | Naples, Marco Island & The Everglades Convention & Visitors Bureau  
Pelican Bay, Naples, Florida | Daytona Beach International Airport | City Of Deltona Economic Development  
The Salvador Dalí Museum (St. Petersburg, Florida) | Encore Resorts | Thousand Trails RV Resorts | The Bank Of Tampa | Tampa Bay Buccaneers  
Milwaukee Brewers | Tampa Bay Rays | The Bank Of Central Florida | Cornerstone Custom Homes | Oak Manor Senior Living Community  
University Of Washington | Bayfront Medical Center | St. Anthony's Hospital | All Children's Hospital

## F. Personnel



### Angela Adamo

#### TRAFFIC MANAGER

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

#### NOTABLE EXPERIENCE:

Visit Lauderdale | Pensacola International Airport | Destination Panama City | Gulf Shores International Airport | Volusia County | Port Everglades  
Fort Lauderdale Hollywood International Airport | Broward County Cultural Division | Destin-Fort Walton Beach Airport | Volusia County, Florida  
The City Of West Palm Beach, Florida | The Bradenton Area Convention & Visitors Bureau | The Punta Gorda/Englewood Beach Visitor & Convention Bureau  
Daytona Beach International Airport | Pelican Bay, Naples, Florida | Ultimate Medical Academy | Tech Data Corporation | Outback Steakhouse



## F. Personnel



### Marcus Cassidy

#### BOOKKEEPING, REPORTING AND CLIENT BILLING

Marcus brings a rich tapestry of experience to his role at Aqua. His journey began as a Sales Agent at USHealth Advisors in Tampa, where he honed his skills in client prospecting, contract negotiation, and meticulous data management. He then transitioned to an Accounts Receivable Clerk at Rhythm Healthcare in St. Petersburg, mastering financial operations, invoice reconciliation, and customer service. Venturing into the retail realm, Marcus embraced the role of Inventory Manager at West Marine in Santa Cruz, California, where he adeptly managed inventory control and fostered vendor relationships. He further bolstered his financial acumen as a Payroll Coordinator and Accounting Assistant at Santa Cruz Biotechnology.

Today, in his role as Media Coordinator, Marcus leverages his diverse skill set to ensure Aqua clients receive top-tier service and achieve their marketing objectives. Beyond the office, he leads an active life, engaging in fishing, boating, kayaking, and weightlifting.

#### NOTABLE EXPERIENCE:

Visit Lauderdale | Broward County Cultural Division | Port Everglades | The Bradenton Area Convention & Visitors Bureau

The Punta Gorda/Englewood Beach Visitor & Convention Bureau | USHEALTH Advisors | Rhythm Healthcare | West Marine | Santa Cruz Biotechnology

## F. Personnel



### Larry Aldrich

#### PRESIDENT AND CEO

Now with over twenty years of experience in both public and private sectors, Larry began his career journey in the U.S. Air Force out of college, spending several years stationed at Tyndall Airforce Base. After completing his MBA in Marketing Management at the University of Pittsburgh, he relocated to Washington, D.C. to work in the defense industry. After building business on civilian and DOD agencies

for a small woman-owned business, Larry was recruited by several large telecommunications, satellite, secure defense, and SAAS firms where he specialized in business development while managing programs as Program Manager.

Larry left behind working for the billion-dollar firms to start his own company, BrennSys Technology LLC. Founded with the goal of helping clients thrive in today's highly competitive marketing environment. The company grew into a disabled Veteran-owned small business offering marketing communications and advertising services that includes the full gamut of marketing and production services.

With BrennSys specializing in clients on the Federal and State level, in 2024 Larry purchased Aqua Marketing & Communications, one of the nation's leading destination marketing firms, combining the firms into a modern marketing powerhouse. As its President and CEO, Larry oversees all aspects of operation and drives the company toward new and innovative solutions for all its clients.

#### NOTABLE EXPERIENCE:

Destination Panama City | Pensacola International Airport | Punta Gorda/Englewood Beach Visitor & Convention Bureau  
Palm Coast and The Flagler Beaches | Veterans Experience Office (VEO) | National Center for PTSD Office (NCPTSD)  
VA Franchise Fund Oversight Office (FFO) | Veterans Integrated Services Networks – 20 (VISN20) | Department of Interior Bureau of Land Management (BLM)  
Small Business Administration (SBA) | Department of Health Services State of Virginia | Air Force BPA Contract | General Services Administration (GSA)  
Nuclear Regulatory Agency | Army Sustainment Command Rock Island Illinois | CIA | US Coast Guard | State of Virginia Statewide Contract  
Colorado Statewide Contract | State of South Carolina Statewide Contracts | State of Oklahoma Statewide Contracts | Connecticut State Library

# G | Public Presentation





## G. Public Presentation

At this time the County does not anticipate requiring public presentations; however, the County reserves the right to request a presentation if it becomes necessary.

If deemed necessary, the agency would be happy to provide a presentation.

# H | Cost and Price Analysis



## H. Cost and Price Analysis

This information is required to determine the method by which you derive your costs charged to the County. Provide a brief description of your standard billing policies, commissions, hourly rates or single blended hourly rate, if applicable as well as and proposed cost structure options for this account.

Experienced in working with governmental accounts; and in particular, Charlotte County; Aqua has extensive experience constructing mutually beneficial financial relationships, as well as performing billing and invoicing functions consistently, accurately, and per the County's requirements.

Aqua works within an agreed-upon established client budget, typically determined on an annual basis. The budget typically outlines anticipated spending for the year detailing percentages of budget spend per marketing function, category or planned effort. No work is performed, and no monies are spent without the signed, written approval of the client.

Upon client-approved completion of the work, clients are invoiced (usually on a regular, monthly basis) with all required proof of performance or other required billing backup.

The agency typically collaborates with the client to establish an Annual Plan indicating the efforts and workforce needed for the year. The agency is then compensated through a monthly retainer reflecting 1/12th of the annual budget assigned to the agency. The retainer reflects the total staff hours anticipated for specific functions, billed at the agency's blended rate of \$160.

If Paid Media is anticipated, a budget is determined and a media plan is constructed, reflecting assigned funds. The agency takes no commissions on media, instead charging the traditional monthly agency fee of 15 percent of the media budget.

It should be noted that the above reflects the current financial arrangements with Charlotte County. That said, the agency is willing and able to construct whatever financial/compensation structure that works best for the department.

To determine specific financial charges, it is anticipated that the agency would first plan with the department to define specific labor requirements and any potential third-party expenditures (such as media or production vendors), and work within any available budget defined by the department or County.



# | | Account Compatibility Disclosure



# I. Account Compatibility Disclosure

The firm shall reveal the name(s) of any other client or clients it is actively representing, has represented, and reasonably expects to represent which:

- Engages in any phase of economic development
- Is involved in any service, product, or activity directly involving the State of Florida or other states or counties
- Any other reason known to the firm, which should be revealed prior to contract negotiations.

As an agency helping drive several local economies across the state, it can be assumed that Aqua has a number of governmental clients engaged in some phase of economic development. However, Aqua does not pursue or represent clients that could be construed as competitive in any way. As an agency long-experienced in the state, Aqua has an existing understanding of what counties or municipalities may be considered competitive and does not pursue those that may compete with the agency's current clients. In the event that the agency considers pursuing any account in the state within the same industry or function, existing clients are notified and permission to pursue is requested.

The following clients may represent some of the inclusions cited above:

- The Pensacola International Airport
- The Panama City, Florida, Tourism Development Office
- The Flagler County, Florida, Tourism Office
- The Daytona Beach International Airport
- Volusia County, Florida, Office of Sustainability
- Volusia County, Florida, ECHO Division
- The Volusia County, Florida, DMO Cooperative
- The Charlotte County, Florida, Visitor and Conventions Bureau



# Forms



*Photo by Aqua for client, Punta Gorda/Englewood Beach VCB*



# Forms

## PART IV - SUBMITTAL SIGNATURE FORM

The undersigned attests to his/her authority to submit this proposal and to bind the firm herein named to perform as per contract, if the firm is awarded the Contract by the County. The undersigned further certifies that he/she has read the Request for Proposal, Terms and Conditions, Insurance Requirements and any other documentation relating to this request and this proposal is submitted with full knowledge and understanding of the requirements and time constraints noted herein.

By signing this form, the proposer hereby declares that this proposal is made without collusion with any other person or entity submitting a proposal pursuant to this RFP.

In accordance with section 287.135, Florida Statutes, the undersigned certifies that the company is not on the Scrutinized Companies with Activities in Sudan List, the Scrutinized Companies with Activities in the Iran Petroleum Energy Sector List, and does not have business operations in Cuba or Syria (if applicable) or the Scrutinized Companies that Boycott Israel List, or is not participating in a boycott of Israel.

As Addenda are considered binding as if contained in the original specifications, it is critical that the Consultant acknowledge receipt of same. The submittal may be considered void if receipt of an addendum is not acknowledged.

Addendum No. 1 Dated 7-27-25 Addendum No. \_\_\_\_\_ Dated \_\_\_\_\_  
Addendum No. 2 Dated 7-18-25 Addendum No. \_\_\_\_\_ Dated \_\_\_\_\_

Type of Organization (please check one):

INDIVIDUAL  
CORPORATION



PARTNERSHIP  
JOINT VENTURE



Aqua Marketing & Communications, Inc.  
Firm Name

727-687-4670  
Telephone

27-495922

Federal Employer Identification Number (FEIN)

Fictitious or d/b/a Name

360 Central Avenue, Ste 420  
Home Office Address

St. Petersburg, FL 33701  
City, State, Zip

14  
Number of Years in Business

200 E. Las Olas Blvd, Ste 1400, Ft. Lauderdale, FL 33301  
Address: Office Servicing Charlotte County, other than above

Travis McClure  
Name/Title of your Charlotte County Rep.

954-296-7547  
Telephone

Larry Aldrich, President/CEO  
Name/Title of Individual Binding Firm (Please Print)

Larry Aldrich  
Signature of Individual Binding Firm

7-22-25  
Date

Larry.Aldrich@Aqua.com  
Email Address

(This form must be completed & returned)

12

RFP No. 20250502

## DRUG FREE WORKPLACE FORM

The undersigned vendor in accordance with Florida Statute 287.087 hereby certifies that Aqua Marketing & Communications (name of business) does:

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

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

Larry Aldrich  
Proposer's Signature

7-22-25  
Date

NAME OF FIRM Aqua Marketing & Communication, Inc.  
(This form must be completed and returned)

13

RFP No. 20250502

# Forms

**HUMAN TRAFFICKING AFFIDAVIT  
for Nongovernmental Entities Pursuant To FS. §787.06**

**Charlotte County Contract #20250502**

The undersigned on behalf of the entity listed below, (the "Nongovernmental Entity"), hereby attests under penalty of perjury as follows:

1. I am over the age of 18 and I have personal knowledge of the matters set forth except as otherwise set forth herein.
2. I am an officer or representative of the Nongovernmental Entity and authorized to provide this affidavit on the Company's behalf.
3. Nongovernmental Entity does not use coercion for labor or services as defined in Section 787.06, Florida Statutes.
4. This declaration is made pursuant to Section 92.525, Florida Statutes. I understand that making a false statement in this declaration may subject me to criminal penalties.

Under penalties of perjury, I declare that I have read the foregoing Human Trafficking Affidavit and that the facts stated in it are true.

Further Affiant sayeth naught.

*Larry Aldrich*  
Signature

Larry Aldrich  
Printed Name

President/CEO  
Title

Aqua Marketing & Communications, Inc.  
Nongovernmental Entity

7-22-25  
Date

END OF PART IV

NAME OF FIRM Aqua Marketing & Communication, Inc.  
(This form must be completed and returned)

14

RFP No. 20250502



**PURCHASING DIVISION**

Charlotte County Administration Center  
18500 Murdock Circle, Suite 344  
Port Charlotte, Florida 33948-1094

Phone 941.743.1378  
Fax 941.743.1384

TO: PROSPECTIVE PROPOSERS

DATE: JULY 8, 2025

RE: ADDENDUM #1, RFP NO. 20250502, ECONOMIC DEVELOPMENT MARKETING SERVICES - ANNUAL

PROPOSAL DUE DATE: 3:00 p.m. (EST), JULY 29, 2025

Firms are hereby notified that this addendum shall be made a part of the above-named proposal and contract documents. The following are issued to revise/clarify the proposal and contract documents, and these items shall have the same force and effect as the original proposal and contract documents. Proposals to be submitted on the above-specified date at Purchasing shall conform to the revisions and clarifications as listed herein.

**ITEM # 1 QUESTIONS/ANSWERS**

**Q1. Could you confirm if the \$99,000 annual budget is strictly for creative/services, or if travel expenses (if required) would be billed separately?**

A1. \$99,000 includes travel. Any travel expenses would need to be incorporated into the hourly rate fee.

**Q2. Are there specific target industries or geographic regions the County prioritizes for the "lead generation campaigns" mentioned in RP-21?**

A2. There are specific industries and locations we will strategically target.

**Q3. For "interactive asset maps" and "videography," should we assume the County will provide raw GIS data/visual assets, or will the vendor handle sourcing?**

A3. Charlotte County will provide raw GIS data.

**Q4. Does the County prefer a fixed-fee or hourly-rate structure for tasks like "website updates" and "newsletter support" under RP-21?**

A4. We prefer an hourly rate.

**Q5. Are there existing brand guidelines or messaging frameworks the awarded vendor must adhere to?**

A5. We have a branding guide with colors/logos, PCS branding, Cleared4takeoff, Live in Paradise and several campaigns that directly support our strategic goals.

This addendum is binding and is to be considered as if contained within the original proposal documents of RFP No. 20250502. Firms are required to acknowledge receipt of this addendum on their proposal forms.

Kimberly Corbett

Kimberly Corbett, C.P.M., CPPB  
Senior Division Manager - Purchasing

KC/at

cc: Clerk  
File

# Forms



## PURCHASING DIVISION

Charlotte County Administration Center  
18500 Murdock Circle, Suite 344  
Port Charlotte, Florida 33948-1094

Phone 941.743.1378  
Fax 941.743.1384

TO: PROSPECTIVE PROPOSERS

DATE: JULY 18, 2025

RE: ADDENDUM #2, RFP NO. 20250502, ECONOMIC DEVELOPMENT MARKETING SERVICES - ANNUAL

PROPOSAL DUE DATE: 3:00 p.m. (EST), JULY 29, 2025

Firms are hereby notified that this addendum shall be made a part of the above-named proposal and contract documents. The following are issued to revise/clarify the proposal and contract documents, and these items shall have the same force and effect as the original proposal and contract documents. Proposals to be submitted on the above-specified date at Purchasing shall conform to the revisions and clarifications as listed herein.

### ITEM # 1 QUESTIONS/ANSWERS

Q1. Is funding for this project through a grant, general budget line item, or a special allocation?

A1. Budget line item.

Q2. The RFP notes that vendors can be renewed for up to two additional one-year terms for a total of three years. Will the existing vendor be eligible/bidding on the project?

A2. Yes.

Q3. I believe the existing vendor has been providing services for you for three total years, since 2022.

A3. Yes.

Q4. Are you unhappy with the service/outcomes you received from the existing vendor and are now looking for a new vendor or is this RFP just a procurement requirement in order to renew the existing vendor's contract?

A4. We are changing the scope of services and, as a result, need to conduct a competitive comparison to ensure we select the vendor that best aligns with our updated requirements. This RFP is part of a genuine evaluation process and is not simply a formality.

Q5. Is there a preference for a local vendor?

A5. Charlotte County does not have a local preference.

Q6. Have the personnel who will serve as Selection Committee Evaluators changed since the last review?

A6. Some, not all.

This addendum is binding and is to be considered as if contained within the original proposal documents of RFP No. 20250502. Firms are required to acknowledge receipt of this addendum on their proposal forms.

*Kimberly Corbett*

Kimberly Corbett, C.P.M., CPPB  
Senior Division Manager - Purchasing

KC/at

cc: Clerk  
File



## PURCHASING DIVISION

Charlotte County Administration Center  
18500 Murdock Circle, Suite 344  
Port Charlotte, Florida 33948-1094

Phone 941.743.1378  
Fax 941.743.1384

TO: PROSPECTIVE PROPOSERS

DATE: JULY 24, 2025

RE: ADDENDUM #3, RFP NO. 20250502, ECONOMIC DEVELOPMENT MARKETING SERVICES - ANNUAL

PROPOSAL DUE DATE: 3:00 p.m. (EST), JULY 29, 2025

Firms are hereby notified that this addendum shall be made a part of the above-named proposal and contract documents. The following are issued to revise/clarify the proposal and contract documents, and these items shall have the same force and effect as the original proposal and contract documents. Proposals to be submitted on the above-specified date at Purchasing shall conform to the revisions and clarifications as listed herein.

### ITEM # 1 QUESTIONS/ANSWERS

Q1. We understand that media buys are not included in the stated annual agency budget, but does the \$99,000 budget include the production of print advertising and collateral materials?

A1. The \$99,000 budget includes the design and development of all or portions of our advertising and collateral materials; however, actual printing may be handled locally and is not necessarily included in the budget.

Q2. Does the Charlotte County Economic Development Office wish to keep the "Your Business. Cleared for Takeoff" messaging and branding, or is the Office interested in a potential rebrand or brand evolution? If the latter, should we and may we include initial brand strength evaluators and brand strategy consultation in our proposal? Or should responses be geared only toward marketing activation and program management?

A2. Rebranding is not planned for this budget cycle; however, we are open to fresh ideas and brand evolution that help set us apart.

Q3. Will you share any existing marketing strategies and strategic plans that may be helpful in the formation of the proposal?

A3. Yes (see attached), however we are open to fresh/new ideas and approaches.

Q4. Will the contractor be expected to provide social media management services, such as regularly scheduled posting, community engagement, and account management?

A4. Typically no, this is usually done in-house, but that could change depending on future needs.

Q5. Are you interested in public relations services to further economic development marketing efforts?

A5. Typically no, this is usually done in-house, but that could change depending on future needs.

Q6. Is there an incumbent agency for this project?

A6. Maris West and Baker, Inc.

This addendum is binding and is to be considered as if contained within the original proposal documents of RFP No. 20250502. Firms are required to acknowledge receipt of this addendum on their proposal forms.

*Kimberly Corbett*

Kimberly Corbett, C.P.M., CPPB  
Senior Division Manager - Purchasing

KC/at

cc: Clerk  
File



**True, Alisa**

---

**From:** Larry Aldrich <larry@welcometoaqua.com>  
**Sent:** Wednesday, July 30, 2025 9:40 AM  
**To:** True, Alisa  
**Subject:** Re: RFP#25-502, Economic Development Marketing Services - Annual Contract

**Caution – This email originated from outside of our organization**

Please do not open any attachments or click on any links from unknown sources or unexpected email.

Report Suspicious

Hello Alisa

I confirm receipt of Addendum 1. It does not affect our proposal.

Thank you

Larry Aldrich

Sent from iPhone

On Jul 30, 2025, at 9:33 AM, True, Alisa <Alisa.True@charlottecountyfl.gov> wrote:

Good morning,

I am in receipt of your submittal for the above referenced project. On the submittal form, you indicated receipt of Addendums 2 and 3, but not of addendum 1.

Please confirm receipt of addendum 1, and that it does not affect your submittal, so that I may formally accept your proposal.

<image001.png>

**Alisa L. True, CPPB**  
Senior Contract Specialist  
Charlotte County Purchasing Division  
18500 Murdock Circle, Suite 344  
Port Charlotte, FL 33948-1094  
941-743-1549  
941-743-1384 fax  
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