



Surfside, FL



Title Page



REQUEST FOR PROPOSAL

Marketing Services for the Town of Surfside's Tourist Bureau Prepared by:

AGENCY	Jacober Creative
ADDRESS	690 Lincoln Road, Suite 201 Miami Beach, FL 33139
PHONE	305.672.3293
CONTACT	Luisa Jimenez luisa@jacober.com
ATTENTION TO	Town of Surfside's Tourist Bureau
DATE OF SUBMITTAL:	June 15, 2018

All persons having financial interest in the firm:

Paul Jacober, Owner/Partner
949 Pennsylvania, Apt. 407
Miami Beach, FL 33139

Daniel Peralta, Owner/
11 Island Ave. Apt. 1603
Miami Beach, FL 33139

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MONDAY, JUNE 15, 2018

Letter of Transmittal

Daniel Peralta
VICE PRESIDENT

Director of Business Development
Jacober Creative

Town of Surfside
Lindsay Fast
Tourism Director
9293 Harding Avenue
Surfside, FL 33154

This transmittal letter is presented in accordance to the requirement
of documentation to respond for marketing services for
Town of Surfside's Tourist Bureau RFP.

In this letter we certify that Luisa Jimenez, Brand Strategist at
Jacober Creative is authorized to represent our company.

Yours truly,



Daniel Peralta
Vice President



SECTION 1

Qualifications & Capabilities of the Proposer

01

TASK: State the name of the agency or organization, address, telephone number and contact person for the proposal submission. List all office locations. Identify the office from which the Town's Tourist Bureau account will be serviced.



01.

Firm Contact

Agency

Jacober Creative

Address

690 Lincoln Road, Suite 201
Miami Beach, FL 33139

Phone

305.672.3293

Contact

Luisa Jimenez, Luisa@Jacober.com

Jacober Creative's Miami Beach office is the firm's only location, and will be where the Town's Tourist Bureau account will be serviced.

TASK: Provide a brief description of the history and organization of the Proposer. Comment on the Proposer's expertise in travel and tourism development, and relevant training of staff assigned to produce analysis and studies.

02.

Who We Are

We're an award-winning design and marketing firm, located just off of Miami Beach's Lincoln Road, founded in 2001 by Principal and Creative Director, Paul Jacober. We're a talented team of creatives, marketers, developers and digital strategists, dedicated to the art of building and amplifying exceptional brands.

We believe anything is possible (we think big, really big) and we're ready to work with you to create a brand strategy that achieves results.

To do this, we ask questions (lots of questions), provide expertise, and gather ideas so that we can understand client goals. We take a comprehensive approach to every scenario that extends across all platforms - design, web, social media, packaging, trade show displays - and our strategy knows no limits. The result is an exceptional brand that delivers a clear message with a strong identity and a dynamic design fit for your audience.

Throughout our almost two-decade history in South Florida's tourism and hospitality epicenter, Jacober Creative has helped create and optimize

countless brands to both domestic and international consumers. Over the years we've collaborated with some of the most landscape-shifting (quite literally) pioneers in the tourism and hospitality industry like Rubell Hotels, Menin Hospitality, the Shelborne Hotel, and of course the Town of Surfside.

Additionally, Jacober Creative has extensive experience helping brand and market film festivals such as the Miami International Film Festival, the Miami Jewish Film Festival, and the Miami International Children's Film Festival (a subsidiary of the New York International Film Festival), where the focus was attracting audiences from other major US metropolitan areas, like Los Angeles, New York, and Chicago.

FROM MIAMI TO MALIBU & MANHATTAN

TO MADRID: we provide creative and marketing services for commercial, public and non-profit groups around the world. We work in the print and digital space, developing campaigns and multi-media productions large and small. We keep abreast of the latest trends, of the leading edge in technology, and the changing ways in which consumers interact with brands, goods and services. Our team can (and does) handle a wide range of projects and products, from retail to arts and culture, from real estate to tourism.

We know how to get butts in seats, heads in beds, shoppers in stores, and travelers to destinations. We love to create. And we live to make it happen for you. Give us the germ of an idea and we'll grow it into a full-blown advertising and marketing campaign designed uniquely for you.

03.

Awards

We're an award-winning design and marketing firm, located just off of Miami Beach's Lincoln Road, founded in 2001 by Principal and Creative Director Paul Jacober. We're a talented team of creatives, marketers, developers and digital strategists, dedicated to the art of building and amplifying exceptional brands.



2016

BEST IN SHOWSurfside, FL
Visitor Guide**GOLD**"Henry" Award
Surfside, FL
Visitor Guide**HONDA**MARATHON
PRESENTED BY K•SWISS

2010

WINNERLos Angeles
Marathon International
T-Shirt Competition
Presented by K-WISS

2009

WINNERStars Of Design
Awards, Design Center
Of The Americas
(DCOTA)

2001

FINALISTArango Design
Foundation
Competition
(Top 5)

1999

BRONZE MEDALNeenah Papers
Rubell Hotels /
Albion+Greenview

TASK: Describe Proposer’s internal organization and the manner in which services will be furnished to the Town. Include and identify those services, which may not be available in the local office, but are available from Proposer and how Proposer will access those services. Provide an example of the structure of servicing used for an account similar to the Town’s Tourist Bureau.



04.

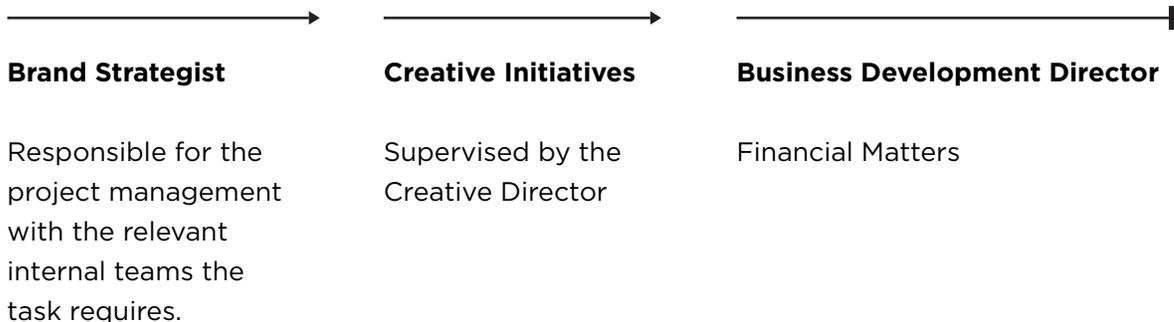
Internal Organization

Jacober Creative as an organization consists of creative, marketing, communications, and web teams that report into three executives: Creative Director, Business Development Director, and Brand Strategist. Of the services required by the Town of Surfside, all are performed in-house by our team, except for larger productions like Video (360 or linear) and Campaign photoshoots PR & SEO services. For those services, Jacober Creative has a large network of trusted and respected creative talent that it can easily access and works with on an ongoing basis.

05.

Account Structure

To service the Town of Surfside’s Tourist Bureau account, the account structure will continue to follow the current project flow. All tasks and services are filtered through the Brand Strategist, who is responsible for the project management with the relevant internal teams the task requires. Creative initiatives will be supervised by the Creative Director, and all financial matters will be managed by the Business Development Director.



06.

Our Services

————— **A Full Service Design & Marketing Firm**



Identity

Logos, Branding, Packaging, Editorial, Collateral, Content Creation, Go-to-Market Strategy

Marketing + Advertising

Research, Competitive Analysis, Media Planning and Strategy, Buying, Social Media Marketing, Digital Advertising, Data Analysis + Optimization, Experiential Marketing, Experience Design, Tradeshow support

Digital

Video, Motion Graphics, Web Design, Custom Programming, 3D, Content Management Systems, E-Commerce, Mobile App Development, Web Analytics, SEO

Other

Whatever It Takes.



01.

Business Overview

A creative design agency that knows no bounds

Jacober Creative formally began operations in 2001, as an expansion of Paul Jacober's work helping non-profit organizations and hospitality clients in Miami amplify their branding and marketing efforts. As Miami's economic growth climbed, so did Jacober Creative's projects and scope of services.

Initially focused on traditional branding and websites, we expanded upon these services by welcoming a formal web development team in 2003. Likewise, the addition of two Art Directors in 2010 and 2012 also brought new perspectives and talents to our growing client list. Most recently in 2015, the addition of a dedicated digital team overseeing all social and search marketing continues to create new ways we can create cohesive and efficient marketing messages across all brand touchpoints.

While we continued to achieve a strong measure of success in the region until 2010, it was our branding and marketing work with the wellness brand JugoFresh, a pioneer in the cold-pressed juice trend, that garnered new attention from competitive markets like New York, Chicago, Los Angeles and all the way to Hong Kong.

Since then, we've worked with a broad range of clients like Peloton, the Frost Museum of Science, Virgin Voyages, Domus Hospitality Group, Douglas Elliman Real Estate, Menin Hospitality, Tennis star Venus Williams and of course, the Town of Surfside, on a variety of creative pursuits, from 360 Videos to experiential design and everything in between.

Today we continue to push forward with new and more demanding opportunities, diving into the world of social media and virtual reality, and continuing to explore the ways in which technology can help us better understand new and more efficient ways to reach our audiences.



TASK: Provide, in detail, the experience and qualifications of the Proposer’s management team and key personnel, in providing similar services and plans as proposed in this RFP. List the names of the proposed service team and describe each member’s role, as well as an organizational chart of named personnel proposed to be involved in providing the strategic plan and the Services pursuant to the plan.

01.

Jacober Creative Management Team

For Surfside RFP

Paul Jacober,

PRINCIPAL & CREATIVE DIRECTOR

Mr. Jacober is the founder and director, of Jacober Creative, also affectionately referred to as the Face of the Place. After graduating with a degree in Journalism from Pepperdine University, he moved to New York City to be a part of the launching team behind VIBE magazine. He brings his love of design and editorial layout as a motivating force behind the clean and concise aesthetic Jacober Creative is known for. He has provided creative and branding services for commercial and non-profit groups around the world, working in the print and digital space, and developing campaigns and multi-media productions. He also sits on the board of local arts organization, Locust Projects. Mr. Jacober has over three decades of design, marketing and journalism experience that he will bring to marketing services for the Town of Surfside’s Tourism Bureau. Over the course of his career, his work has been recognized for excellence from the Arango Design Foundation (Finalist, Arango Design Award for Emerging Talent, 2000), and the Design Center of the Americas (Designer of the Year, 2009). Under his direction, Jacober Creative won two Flagler Awards from Visit Florida: Best In Show & Gold “Henry” Award for the Surfside Visitor Guide in 2016. He will lead the Jacober Creative team in the new Surfside tourism marketing proposal by directing all creative initiatives, from campaign development to new messaging initiatives.

Daniel Peralta

DIRECTOR OF BUSINESS DEVELOPMENT

Mr. Peralta is a seasoned business development professional with a broad career highlighted by creative design, client relationship management and sales success. Part of the Jacober Creative team since 2010, he regularly flexes his industrial design and manufacturing background. Part of His role in the new proposal for Surfside tourism marketing will be the project management of larger photo and video production efforts, as well as the ongoing financial management of the project. His production, large format printing and trade show experience will help support all event activities.

Luisa Jimenez

BRAND STRATEGIST

Ms. Jimenez has worked as a brand strategist and marketing professional for the past decade, and since 2015 with Jacober Creative. She develops and executes comprehensive marketing strategies that span social media, digital, communications, and experiential initiatives, and analyzes, optimizes, and reports on campaign metrics across all social and digital platforms. Her background in advertising and marketing in the luxury and tech sectors give her a unique perspective on understanding the Surfside visitor. Ms. Jimenez will continue this work as part of the new proposal for Surfside’s tourism marketing.

ADDITIONAL KEY PERSONNEL FOR SURFSIDE RFP

Kerry Burt, **LEAD DEVELOPER**

Ms. Burt has been a leader in website development since the early days of the World Wide Web, first with her own company Recognition Media, and more recently with Jacober Creative. She has served clients across the globe, building, launching and managing websites and administration systems. She works with Django, CSS, HTML, JS and ASP programming. For the proposed new Surfside marketing efforts, Mr. Burt will continue optimization of the Visit Surfside site and develop mobile app initiatives.

Adriana Maz, **ART DIRECTOR, GRAPHIC DESIGNER**

Ms. Mazariegos has been with Jacober Creative since 2012, and has worked on all three tourism marketing campaigns for the Town of Surfside, which in 2016 won a "Visit Florida Flagler Award: Best In Show & Gold "Henry" Award." She is talented and recognized Art Director, and is skilled in illustration, editorial layout, lettering and branding designs. Ms. Mazariegos has a BFA in Fine Arts and Graphic Design, Cum Laude. Born and raised in Miami, she will bring her knowledge of the city's tourism dynamics and her unique, creative eye to the proposed new Surfside tourism creative efforts.

Nicole Jeske, **GRAPHIC DESIGNER**

Ms. Jeske is the newest addition to the staff at Jacober Creative. A graduate of University of Texas, where she majored in Advertising, she brings her experience creating ad campaigns for non-profits and national restaurant groups. She is proficient with Illustrator, HTML and Adobe Creative Cloud. She will bring her graphic designs skills to the proposed new Surfside tourism marketing efforts, including working on social content, creating branded print collateral and support for all web designs.

Greg Shaughnessy **SEO & DIGITAL MARKETING**

Mr. Shaughnessy specializes in organic SEO and specializing in lead generation. With 15 years of experience and a broad skill set, he began his SEO career at Progressive Insurance, where he aggressively optimized their search marketing efforts. He covers all facets of marketing in a myriad of industries, managing \$5.2 million in Pay Per Click advertising a year. For the proposed new Surfside marketing efforts, Mr. Shaughnessy will continue to optimize search and paid digital advertising efforts.

Marcelo Salup **ADVERTISING AND MARKETING STRATEGY**

As a consultant, Mr. Salup has increased revenues, grown market share and boosted brand awareness for industry leaders Coca-Cola, General Motors, MasterCard, Bristol- Colgate-Palmolive and DIRECT. He blends creative vision, media expertise and marketing ability with a lifelong passion for innovation and excellence to create and implement highly successful marketing and advertising strategies that accelerate growth. He has developed and implemented these winning strategies for a wide range of multinationals in the U.S., Latin America, Asia and Africa. For the proposed new Surfside marketing efforts, Mr. Salup will lead all marketing research and analysis.

ADDITIONAL KEY PERSONNEL FOR SURFSIDE RFP**Robert H. Rosenberg****COPYWRITER**

Mr. Rosenberg has worked with Jacober Creative, writing advertising copy, video scripts and web content for the past several years. He has more than three decades of experience in marketing, publicity, writing and event production, and is an Emmy Award-winning leader in the Miami and national arts scene. He was the Founding Director of both the Coral Gables Art Cinema and the Miami Gay & Lesbian Film Festival. Mr. Rosenberg will provide public written content for all aspects of the proposed new Surfside marketing efforts.

Nicolette Connell**ART DIRECTOR**

Nicolette is not only our West Coast Art Director but also our music expert. When she's not traveling the world frequenting music festivals, she's leading the way with our most avant-garde illustration and conceptual projects. She's lead several of Jacober Creative's most visible clients like the Jungle Electronic Music Festival based out of Hong Kong, JugoFresh, and the ABAE hotel in South Beach (a subsidiary of The Domus Group). A graduate from Flagler College in St. Augustine — she's happiest when backpacking with her identical twin sister. She brings her unique illustration and storyboarding skills to the Surfside account.

Xabier Reyes**SOCIAL MEDIA COORDINATOR**

Mr. Reyes is an experienced content marketing manager focusing on results-focused marketing. His in-depth knowledge of social media marketing and expertise in identifying emerging market trends helps propel Jacober Creative's social media success. He brings over 3 years of experience specializing in social media dissemination and management to Jacober Creative and the Town of Surfside's social media efforts.

Joanna Davila**COPYWRITER**

Joanna Davila is a creative copywriter with a distinct eye for curation. At Jacober Creative she works with brands to help craft their story through immersive marketing, engaging content, and beautiful visuals. Her work focuses on the lifestyle, fashion, real estate, and hospitality industries, where her passion for content helps brands shine. She will bring her copywriting and research skills to continue expanding Surfside's blog.

Ricardo Lizama**MOTION GRAPHICS / VIDEO**

Ricardo has been Jacober Creative's source for video production and motion graphics since 2014. He's highly experienced in all facets of multimedia production and brings over 26 years of experience to the team.

Bowie

Bowie tumbled into our lives when he was brought to our office on Halloween 2016, in need of a home. He's been working in our client relations department ever since. He regularly sits in on creative meetings and proactively lends a hand (paw), mostly around lunchtime.

Charlie

Our Chief Canine Officer. Although lacking in size, he makes up for it by scaling the tallest object. Probably the most judicious member of our team, he enjoys long naps and going commando whenever possible.





02.

JACOBER CREATIVE



Organizational Chart

Paul Jacober
PRINCIPAL &
CREATIVE DIRECTOR

Daniel Peralta
DIRECTOR OF BUSINESS
DEVELOPMENT

Luisa Jimenez
BRAND STRATEGIST

MARKETING

Marcelo Salup
ADVERTISING &
MARKETING STRATEGY

Greg Shaughnessy
SEO AND DIGITAL
MARKETING

Xabier Reyes
SOCIAL MEDIA
COORDINATOR

Kerry Burt
LEAD WEB
DEVELOPER

Robert H. Rosenberg
COPYWRITER

Joanna Davila
COPYWRITER

DESIGN

Adriana Maz
ART DIRECTOR
GRAPHIC DESIGNER

Nicolette Connell
ART DIRECTOR

Nicole Jeske
GRAPHIC DESIGNER

Ricardo Lizama
MOTION
GRAPHICS
ANIMATOR



TASK: A resume of each individual, including education, experience, and any other pertinent information, shall be included for each team member to be assigned to provide the strategic plan and Services to the Town. Additionally, identify the staff person who would be the day-to-day contact.

03.

Paul Jacober

California-raised and educated, Paul Jacober went on to hone his design skills in New York's publishing scene, then moved to Miami where he started building up a strong roster of clients in the arts and burgeoning real estate sector. He is experienced in graphic design, website programming, brand identity development, social media production, still and moving image production, small business management, and writing and editing for publication. He is computer proficient with Macintosh systems, Adobe Illustrator, Photoshop Indesign, Quark Express, Django CMS, Wordpress, Squarespace, Premiere, After Effects and php.

PROFESSIONAL EXPERIENCE

Principal & Creative Director – Jacober Creative, 2000 to present

This award-winning boutique design and marketing firm, located just off of Miami Beach's Lincoln Road, was founded by Paul Jacober to provide creative and branding services for commercial and non-profit groups around the world. They work in the print and digital space, developing campaigns and video promotions large and small. With a full-time staff of seven and five affiliated designers and programmers, the company has annual receipts of over half a million.

Clients have included Peloton, Venus Williams, SWATCH, Frost Museum of Science, Jugo Fresh, Miami International Film Festival, Miami Jewish Film Festival, Town of Surfside, Hong Kong Jungle Electronic Music Festival, ID PR, Malibu's Trancas Country Market, Menin Hospitality, Alliance for GLBTQ Youth, The HOMY Collective, Dominican Republic's Tropicalia Foundation, and New York's Point Foundation.

Unique Jacober Creative group art projects have included "IRL: In Reel Life Pop-Up," Miami Art Week movie-inspired installation at Miami Beach Cinematheque, and "High Tides: Tales of Mermaids, Mayhem & Miami Beach," a grownup "coloring book."

Editor & Art Director – Miamigo, 1999-2002

Founding Editor of this Miami Beach lifestyle weekly, as well as Art Director, responsible for layout, editing and production of this 40-plus pages periodical.

Graphic Designer – Rubell Hotels, 1998-1999

Principal graphic designer for Rubell Hotels, owner of such iconic Miami hotel properties as the Albion Hotel, the Greenview Hotel, and Beach House Bal Harbour, as well as the Rubell Collection, the owning family's renowned Wynwood gallery.

Freelance Graphic Artist – 1998-2000

Graphic artist for non-profit arts organizations and small businesses in Miami, FL. Clients included South Florida Arts Center, Wire Weekly, among others.

PAGE TWO
PAUL JACOB
RESUME

Editor-in-Chief – Newport News, 1996-1997

This was a family-owned, start-up, weekly newspaper in Newport Beach, California. As Editor-in-Chief, responsible for all final copy, creating some original content, supervising a group of writers as well as the advertising department, and production and distribution. During this period the paper was certified (adjudicated) for acceptance of legal notices.

Staff Writer & Assistant Art Director – Sun-Post, 1995-1996

Worked as the principal staff writer and assistant art director for this weekly Miami Beach newspaper.

Administrative & Production Assistant – Max Racks, 1994-1995

Worked in a range of production capacities for this New York-based publishing and advertising company.

Internship – Museums New York Magazine, 1994

Editorial intern for this monthly general public magazine that covered and promoted New York City museums and galleries.

Internship – Vibe Magazine, 1994

Art department intern for this Quincy Jones-published and Jonathan Van Meter-edited downtown New York City monthly.

Editor – Currents, 1993

As editor of this Pepperdine University student magazine, art directed a special issue about the entertainment industry, including writing select articles, editing other student writers, and supervising overall production.

AWARDS

- **Visit Florida Flagler Award**, *Best In Show & Gold “Henry” Award for Surfside, FL Visitor Guide (2016)*
- **Honda L.A. Marathon Presented by K-Swiss**, *Apparel Design Contest Winner (2010)*
- **Design Center of the Americas (DCOTA)**, *Designer of the Year (2009)*
- **Arango Design Foundation**, *Top Five Finalist (2001)*
- **Neenah Papers**, *Bronze Award for work for Rubell Hotels (1999)*

EDUCATION

Pepperdine University Malibu, California 1990-1993

B.A. in Journalism

COMMUNITY SERVICE

Locust Projects non-profit arts organization 2018

Member, Board of Directors

Daniel Peralta

Seasoned business development professional with a broad-based career highlighted by creative design, client relationship management and sales success. Able to integrate solid revenue and profitability results while identifying and capitalizing on business opportunities. Extended experience in new product development and high-profile client relations. Specialties include excellent negotiation skills; client relationship management; international business development; cold calling, networking and prospecting. Proficient in AutoCad and Illustrator.

PROFESSIONAL EXPERIENCE

Director of Client Development - Jacober Creative, 2013 to present

This award-winning boutique design and marketing firm, located just off of Miami Beach's Lincoln Road, provides creative and branding services for commercial and non-profit groups around the world. During my time with this company I have brought in such clients as Plaza Construction, DFAS, SWATCH, 2R Creative, Jardens and Concacaf. We work in the print and digital space, developing campaigns and video promotions large and small. With a full-time staff of seven and five affiliated designers and programmers, the company has annual receipts of over half a million.

Director of Business Development - Asylum Marketing, 2010-2013

Led business development initiatives to improve sales and revenue for this digital incentives marketing company that focuses on Latin America, with revenues of almost one million dollars during my first year. Focused on the development of marketing strategies and material, brand awareness and increase market penetration. Secured appointments with high-level executives. Drove and developed critical client relationships in the luxury, alcohol, visual arts, cosmetic, and consumer goods industries. Performed a key role in establishing the organization as a premiere provider of services throughout the Miami market.

Industrial Designer - Displays by NHG, 2008-2010

Directed the Design Department of this South Florida company to develop creative and profitable design solutions for display proposals according to client needs. Executed design solutions under style, manufacturability, packaging and shipping requirements to maintain secure profit margins. Developed design concepts by researching new materials and their applications as well as manufacturing processes that complemented production capacity and resources. Negotiated key component productions with suppliers to maintain or improve projected revenues as well as quality standards.

Sales & Production Manager - Diversified Displays of South Florida, 2003-2008

Secured manufacturing contracts for this commercial displays company, including international groups such as France Telecom in El Salvador and Telefónica de El Salvador, and brought in national companies such as Macys/Federated Stores, among others. Developed and maintained a successful control system to minimize cost and maximize quality for specified quantities of manufactured goods. Ensured that designs maintained their integrity as manufacturing challenges arose in production. Developed and implemented production tracking and quality control systems, prepared operational reports to detect production problems, and scheduled maintenance activities. Managed twenty direct reports in production while directing and coordinating all manufacturing activities. Personally generated approximately \$150,000 in revenue from new sales each year.

Industrial Designer - Displays by NHG, 2008-2010

Directed the Design Department of this South Florida company to develop creative and profitable design solutions for display proposals according to client needs. Executed design solutions under style, manufacturability, packaging and shipping requirements to maintain secure profit margins. Developed design concepts by researching new materials and their applications as well as manufacturing processes that complemented production capacity and resources. Negotiated key component productions with suppliers to maintain or improve projected revenues as well as quality standards.

AWARDS

Visit Florida Flagler Award, *Best In Show & Gold "Henry" Award for Surfside, FL Visitor Guide (2016)*

EDUCATION

E.A.E. Business School Barcelona, Spain 1994-1996 Masters of Business Administration
University of the Arts Philadelphia, Pennsylvania 1988-1992 B.A in Industrial Design.

Luisa Jimenez

Marketing and branding professional with over a decade of professional experience. Experience with public speaking and press engagements. Working knowledge of Salesforce, ACT!, Google Analytics, Sprout Social, Hootsuite, Microsoft Office Suite, Keynote, AdDatabase, MagazineRadar, Docusign, ConstantContact, Basic HTML, Adobe Photoshop, InDesign. Bilingual in English and Spanish.

PROFESSIONAL EXPERIENCE

Brand Strategist – Jacober Creative, 2015 to present

This award-winning boutique design and marketing firm, located just off of Miami Beach’s Lincoln Road, provides creative and branding services for commercial and non-profit groups around the world. As Brand Strategist, source and pitch new clients in diverse industries, including lifestyle, real estate, hospitality, and non-profit, and drive revenue via the creation of new business proposals that answer clients’ current and anticipated needs, while leveraging Jacober Creative’s talent and resources. Develop and execute comprehensive marketing strategies that span social media, digital, communications, and experiential initiatives. Communicate directly with clients on needs and objectives, and translate those into actionable items for Jacober Creative team through detailed creative briefs. Analyze, optimize, and report on campaign metrics across all social and digital platforms, and ensure brand message consistency across all internal and external brand extensions. Direct and manage the public relations, SEO, social media, and copywriting teams, ensuring cross-platform initiatives work seamlessly, and supervise the project management of all new client work, ensuring all teams meet deadlines.

Marketing Consultant – Fashion Project, Bal Harbour Shops, 2015

Conceived of and executed weekly cultural programming events for this costume and couture exhibition space, collaborated with PR contacts at key retail partners on press-worthy event activations, and built and maintained press, influencer/blogger, and talent relationships. Oversaw all social media efforts, from content creation to implementation and analysis. Wrote copy for press releases, marketing collateral, mailers and digital media.

Director of Business Development – TabbedOut, 2014 to 2015

Launched operations in Los Angeles and Miami for TabbedOut, a mobile payment app developed for the hospitality industry. Secured partnerships with more than 50 notable hospitality partners. Helped develop and pitch “Liquid to Lips” direct-to-consumer marketing program to wine and spirit brands such as Bacardi, Grey Goose, Jameson, and Veev. Oversaw the hiring and development of various roles in the support team. Elevated the messaging and tone of social media and marketing collateral, generating a better brand experience for consumers and partners.

Marketing & Business Development Director – OSL Holdings, Inc.: Equality Rewards, 2013

Developed and executed a go-to-market strategy for this Los Angeles-based mobile cause marketing platform linking LGBT-friendly businesses, consumers, and non-profits. Supervised product launch, including merchant and user acquisition, content creation, event production, social media management and email marketing. Arranged and secured partnerships with crucial L.A. philanthropic and special interest groups such as L.A. Pride, Outfest, AIDS Project L.A. and the AIDS Healthcare Foundation. Prospected, pitched and negotiated deals with national retail and entertainment partners.

Sales Curator –Gilt City Miami, 2010 to 2013

Identified and maintained relationships with decision-makers at key retail, salon, spa, hotel and restaurant partners that for the luxury lifestyle site that offers memorable adventures and exclusive offers. Leveraged Gilt City's significant online, editorial, social media and event integration to develop and sell multi-faceted marketing plans to brand partners. Increased brand awareness and public outreach through relationships with prominent social, philanthropic, and press outlets.

Advertising and Marketing Manager – Conde Nast Publications, 2007 to 2010

Developed this Condé Nast magazine's local restaurant advertising sections by selling, prospecting and building relationships within the New York restaurant industry. Assisted in the organization and execution of various added value and client entertaining events. Began as advertising assistant at Bon Appetit Magazine and promoted to Marketing Manager overseeing accounts for Vogue, Vanity Fair, and SELF magazines.

Marketing Manager and On-Air Personality – Azteca America, 2006 to 2007

Guided clients through the planning and production of successful advertising campaigns for this Orlando, Florida Spanish-language television station. Managed trade show production, advertiser activations, and other special events

AWARDS

Visit Florida Flagler Award, *Best In Show & Gold "Henry" Award for Surfside, FL Visitor Guide (2016)*

EDUCATION

Florida State University Tallahassee, FL 2002-2006

Major: Marketing with an emphasis in Multinational Business

Kerry Burt

After relocating to Florida from England, Kerry's background began in accounting, specializing in computer systems design and installation. After teaching classes in computerized accountancy and information technology, she began work in programming for the internet. She currently leads an expert team of web developers for the Miami Beach-based Jacober Creative. Her platform of choice is Django, due to its elegance and the powerful, yet simple, CMS it offers to clients.

PROFESSIONAL EXPERIENCE

Lead Developer- Jacober Creative, 2014 to present

This award-winning boutique design and marketing firm, located just off of Miami Beach's Lincoln Road, provides creative and branding services for commercial and non-profit groups around the world. As Lead Developer, I recruit and manage a team of expert developers with expertise in all areas of modern web technologies. Responsible for project architecture design, feasibility, planning and scheduling. Work closely with design team during all phases of the web development process. Manage all technical project trafficking, testing and quality assurance. Manage version control and on-going updates for Jacober client sites. Provide client CMS training and ongoing support. Front end and backend programming as required.

Project Manager - Recognition Media, 2001 to 2013

This Florida-based boutique web design company serves clients worldwide. As Project Manger, I managed, launched and built websites and administration systems for clients. I worked with a wide range of clients from local companies to multinational organizations, developing and maintaining solid ongoing relationships with clients. Was responsible for project planning, staff asset organization and scheduling, oversee all conceptual systems, designs and usability planning. I managed all project trafficking, content control and project launch deadlines, including providing CSS, HTML, JS, .NET, Python, Django.

Director - Fast Forward Publishing, 1999-2001

Produced music DVD's filmed on location in Miami, London, Ibiza and Puerto Rico for worldwide retail as part of this South Florida-based company. Was responsible for music licensing, DJ sourcing, film-shoot location planning and direction. Liaised with film editors and design staff to create finished product, cover designs and supporting materials.

Operations Consultant - The South Beach Group, 1997-199

Contracted to open and implement operational systems for two partially renovated Art Deco hotels for this hospitality company. Created and implemented successful information systems. Hired, scheduled and trained all members of staff including department heads. Was responsible for accounting, profitability, budgeting, forecasting and financial planning

Operations Consultant - The South Beach Group, 1997-199

Contracted to open and implement operational systems for two partially renovated Art Deco hotels for this hospitality company. Created and implemented successful information systems. Hired, scheduled and trained all members of staff including department heads. Was responsible for accounting, profitability, budgeting, forecasting and financial planning.

PAGE TWO
KERRY BURT
RESUME

Director of Operations – Park Washington Development Company, 1992-1997

Managed operations of three hotels based in South Beach for this hospitality company. Developed and implemented operational structure and departmental procedures, and installed and supported all information technology systems. Hired, trained, evaluated and managed all staff members including department heads. Was responsible for accounting, profitability, budgeting, forecasting and financial planning. Created loyal customer base with repeat business annually.

Computer Sales Team Leader – MJN Technology, 1990-1992

Sales team member for a large direct sales computer manufacturer based in Cheltenham, U.K., including telephone and direct sales of computer desktop and network systems to home, business and institutional buyers. Honored as top salesperson for the both years with the company.

IT Consultant – Spiral Business Systems, 1990-1992

Contracted to install and train staff members on computer systems for an office supply company based in Cheltenham, U.K. Provided full investigation and analysis of existing company methods and procedures and offered recommendations prior to installation. Systems installed included a UNIX order processing system for stationery sales and stock control, a PC based accounting network system and database and job costing systems for service plans.

Computer Systems Support – Advantage Business Systems, 1988-1989

Setup a new division with this U.K. company to provide computer sales, installation and training to local businesses.

Computerized Accounts Consultant – Robin Oliver & Company, 1987 – 1988

Assisted clients of this U.K. accounting firm to computerize their existing accounting systems.

TEACHING

Have taught computerized accountancy to small business owners, and information systems to HND students (UK – Higher National Diploma) for the Gloucestershire College of Arts & Technology.

EDUCATION

Gloucester College of Arts & Technology Gloucester, U.K. 1982-1984
1984 B.A. in Industrial Design B.A. in Industrial Design

Adriana Maz

Adriana Mazariegos is an Art Director and Designer, with specialties in branding, editorial layout, lettering, illustration and type design. Technical skills include Adobe CC (Ps, Ai and In), Microsoft Office, Sketch and Squarespace.

PROFESSIONAL EXPERIENCE

Lead Art Director and Designer – Jacober Creative, 2012 to present

This award-winning boutique design and marketing firm, located just off of Miami Beach’s Lincoln Road, provides creative and branding services for commercial and non-profit groups around the world. As the lead art director and designer, manage multiple projects, conceive, design, and develop new and existing brands across all platforms in print, web design, social media, and content creation. Work with team members throughout the creative process, from concept generation to final implementation, and set visual branding for print and on-line/digital imagery. Establish style guides for production personnel to follow to achieve a high standard of design with consistency and speed. Worked on all three tourism marketing campaigns for the Town of Surfside, which in 2016 won a “Visit Florida Flagler Award: Best In Show & Gold “Henry” Award.”

Graphic Designer – Multimedia Marketing Associates, 2009-2012

Worked for this Pembroke Pines, Florida-located marketing firm on print layout of government marketing materials, mainly focused on State outreach for park and wildlife awareness. For digital platforms, designed the U.S. Army Corps of Engineers app, and designed interactive touch screen graphics for the OWW Visitor Center. Designed graphics for video content., and oversaw production of government informational videos. Additionally, worked with team and production company to create two exhibits for the Okeechobee Waterway Visitor Center, including creating informational and interactive graphics.

Junior Graphic Designer – Onerockwell Studio 2008-2009

Created fashion and lifestyle brand print catalogs and marketing material, as well as did apparel photography for print and e-commerce, for this graphic design studio located in Coral Gables, Florida.

Junior Graphic Designer – Can I Have Your Attention (CIHYA), 2008-2009

Created print marketing material and package design for new and existing brand, as well as did lifestyle and product photography for print and e-commerce, for this graphic design studio located in Miami Beach.

Junior Graphic Designer – Arrso Restaurants 2008

Print and digital flyer design for local nightlife events, and marketing materials for restaurants Arrso and Karu & Y, based in Miami

AWARDS

Visit Florida Flagler Award, *Best In Show & Gold “Henry” Award for Surfside, FL Visitor Guide (2016)*

Dribbble Miami, Guest Speaker, *discussing work in lettering and illustration (2016)*

American Recreation Coalition Beacon Awards, *Exhibition Design, Lake Okeechobee Visitor Centers (2011)*

Bronze Telly Award for Digital Illustration, *provided digital illustrations for motion graphics used in award-winning video (2011)*

EDUCATION

Miami International University of Art & Design Miami, Florida 2005-2009

B.F.A. in Fine Arts in Graphic Design, Cum Laude

Nicole Jeske

Creative graphic designer skilled in Microsoft Office, illustration, HTML, CSS, and Adobe Creative Cloud (Photoshop, Illustrator, Indesign, Flash, Premiere Pro). Trained photographer. Fluent in English, and conversational Spanish.

PROFESSIONAL EXPERIENCE

Graphic Designer – Jacober Creative, 2018

This award-winning boutique design and marketing firm, located just off of Miami Beach's Lincoln Road, provides creative and branding services for commercial and non-profit groups around the world. Responsibilities include strategizing, branding and creating original photographic content for social media; creating supporting branded collateral and print ads; and UX and layout, web maintenance, and web banners for digital platforms.

Graphic Designer – NM+U, 2016-2018

Worked at this Miami-based design studio focused on international franchises and travel brands. Responsibilities included campaign concepts and execution; UX and web layouts and banners, and social posts for digital platforms; print ads, marketing materials, billboards, and event booths; storyboarding and producing short-form video content; strategizing, branding and creating original photographic content for social media; and overseeing and directing lifestyle and food photo shoots.

Graphic Designer – StudioGood, 2015-2016

Worked at this Dallas-based design studio with a range of clients, including non-profits, start-ups and large corporations. Designed UX and illustrated a children's Spanish learning app. Created logos, brand guidelines, websites, paper collateral, business cards, letterhead, and direct mail pieces for a variety of clients. Worked in social media designing posts, ads and social skins.

Graphic Designer – Center for Child Protection, 2014-2015

At this non-profit Austin, Texas social service organization, contributed and created the design for invitations, complimentary print pieces, print and digital ads, and out of home pieces for four major successful fundraising events. In addition, assisted with design and creation of new website; created, designed and edited HTML in Constant Contact emails; worked with a local ad agency to create a campaign to raise awareness of child abuse in the Austin community; and edited a promotional video for fundraising events.

EDUCATION

University of Texas Austin, Texas 2010-2014 B.S. in Advertising, Minor in Spanish
IES Abroad Barcelona, Spain 2012 Intensive Spanish Immersion Program

Greg Shaughnessy

Greg Shaughnessy focuses on search marketing and specializes in lead generation for the highly competitive financial services industry. With years of experience and a broad skill set, he covers all facets of marketing in a myriad of industries.

PROFESSIONAL EXPERIENCE

Owner/President - Sea Green Marketing, 2003 to present

Greg founded a full service digital marketing agency that offers Search Engine Optimization, Pay-Per-Click and Social Media services. In his role as President of the company, Greg manages a team of up to ten contract employees and thirteen clients. Duties include: creating and executing custom marketing strategies for clients in various industries, with a primary focus on lead generation in the financial services sector. Greg has overseen \$5.2 million in Pay Per Click advertising, guides clients to high rankings for keyword phrases, has recovered sites from Google manual penalties, maintained rankings through multiple changes and algorithm updates, manages relationships with vendors, works with WordPress, Microsoft office, Google Business Apps, Google Analytics and Webmaster Tools and SEOMoz, and hosts SEO diagnostic tools.

VP of Marketing/Marketing Director - Various, 2003 to present

Greg holds these titles as a contract employee for several multimillion dollar companies, leading their entire digital marketing efforts and SEO, including AFYI Holdings Group, LLC and SpoolTek Lures, LLC.

Web Developer - Progressive Insurance Company, 2000-2004

Worked remotely from Miami as a web developer for this Ohio-based company, leading their in-house search engine optimization effort. The company's website held the top ranking in all three major search engines for "auto insurance" and "car insurance" during his tenure with them.

EDUCATION

Ohio University Athens, Ohio 1995-1999 B.S. in Business Administration

Major: Management Information Systems Minor: Interpersonal Communication

PROFESSIONAL MEMBERSHIPS & AFFILIATIONS

Social Media Marketing Society Member

Moz Pro Member

Ricardo Lizama

Ricardo has been Jacober Creative's source for video production and motion graphics since 2014. He's highly experienced in all facets of multimedia production and brings over 26 years of experience to the team.

PROFESSIONAL EXPERIENCE

Video and Motion Graphics Editor - 2014 to Present

Manages the editing and creation of audio-visual productions for Jacober Creative, including TV Commercial Spots, business communication videos, and social media videos and illustrated motion graphics. Helps develop concepts, scripts, storyboarding, and preproduction coordination. Designs and implements product marketing plans for social media and affiliate network dissemination.

Production Director SVFussion - 2016 to Present

Developing customized 2D animations and compositions for small kiosks, presentations, promos, ads and infographics. Including specialized highly demanding animation scripts.

Director of Executive Director of "SISTECA" from 2006 to date

Developing the first electronic advertising network in El Salvador and Central America named PubliDesktops, which is based on the installation of remote display of electronic ads and banners directly on the desktop of a network of more than 65 cyber cafes in San Salvador metropolitan area, with approximately 800 machines and penetration of 560,000 people per month. PubliDesktops has recently won THE CENTRAL AMERICAN AWARD OF TECHNOLOGICAL INNOVATION, organized by the GTZ (German cooperation Corporation) and ESEN.

Manager of Production and Transmission Center (CPT) Infocentros Assoication 2001 to 2005

Developing: Online training courses, video conferencing systems, audio and video production for Internet Applications and Multimedia presentations, marketing plans design of such services, personnel management and coordination of production and sales.

Production Manager and owner of "Ilusion Multimedia" -- 2002 to date

Consultant on all levels of business Developing: Audiovisual Production , TV spots, radio spots, CD's and Multimedia Presentations, Graphic Desing and Layout, and Special Events Technical Assembly. References of customer portfolio: Banco de América Central, GTZ (German Cooperation Organization), Coexport, FUSADES, UNILEVER of Central America, UNICEF, USAID, Kimberly Clark, Shell, ABANSA, Banco Agrícola, Industrias La Constancia, PNUD, Grupo Santillana, ETESAL, AES, Corsatur. Ministry of Health, Ministry of Economy, Ministry of Education, Ministry of Public Works, ISSS, Asociación Infocentros.

Marcelo Salup

Marcelo blends creative vision, media expertise and marketing ability with a lifelong passion for innovation and excellence to create and implement highly successful marketing and advertising strategies that accelerate a client's growth. He has developed and implemented these winning strategies for a wide range of multinationals in the U.S., Latin America, Asia and Africa. In this work he has increased revenues, grown market share and boosted brand awareness for industry leaders Coca-Cola, General Motors, Porsche, MasterCard, Bristol-Myers/Squibb, Colgate-Palmolive, Unilever, Nabisco, Kingston Technology, DIRECTV and S.C. Johnson Wax, and dozens of Fortune 500 companies among others. Fluent in English and Spanish, and conversational Portuguese. He is an internationally recognized speaker in strategic planning, the future of media, and segmentation and targeting.

PROFESSIONAL EXPERIENCE

CEO & Founder - Iffective LLC, 2013 to present

Serves as a consultant for own Miami-based company, on strategic advertising and marketing for an international range of clients, including iHOLA!TV, De la Hoya TV, Vertical3Media, Insight Advertising (Panama) and DDB Latin America. Translates client objectives into creative solutions to deliver value by increasing sales and share, transform consumer insights into deep understanding of purchasing process, working with branding, and platforms that straddle traditional, digital and mobile media.

CEO/Left Brain - Montañó + Salup, 2012 to 2013

At own full service Miami-based advertising agency, launched Equifax's first campaign in the U.S. Hispanic Market and achieved 40,000+ visits/month to website, and launched Family Financial Educational Foundation. Created campaigns for the Red Cross and Bancaso, increasing their conversion ratio from 2.6% to 12.6% in 6 weeks.

CMO - DMG Solutions, 2009 to 2012

At this full service Miami-based advertising agency specializing in direct marketing, responsible for DIRECTV Hispanic effort, and media strategy for all other accounts. Directed new business development and strategic planning for non-advertising businesses. Managed \$22M budget, and launched several new products in the Direct Response arena, from business plan to execution. VP, Media & Strategic Planning - Foote Cone & Belding/Siboney USA, 2008-2009. Worked in New York for this Hispanic oriented ad agency, and directed strategic planning, media planning, buying and implementation for all accounts (Miami + New York) and new business, managing a \$24M budget.

Managing Director - Universal McCann, 2007 to 2008

At this Miami-based specialized media buying agency, handled P&L responsibility for Pan Regional Latin American, Central America and Caribbean. Served as brand partner for MasterCard and GM. Managed \$20M budget and 40 staff.

Managing Director - GrupoUno, 2006 to 2007

Full-service, Miami-based integrated marketing communications company with offices in 10 countries in Latin America. Led all agency divisions: Advertising, Event Creation, Public Relations. Managed strategic planning and media for all agency clients and New business within \$25M budget.

PAGE TWO
MARCELO SALUP
RESUME

Executive VP/International Media Director – Foote Cone & Belding, 1997 to 2005

Based in Miami for this full service advertising agency. Started as Senior VP at company then promoted to Executive VP. Direct responsibility for all Latin America media. Matrix responsibility for Europe, Asia/Pacific, South Africa. Created standalone media units through global acquisitions.

VP Area Media Director – McCann-Erickson Argentina, 1996

At this full service Buenos Aires-based advertising agency, responsible for Southern Cone of Latin America. Part of team that relaunched GM in Argentina, achieving all sales targets (33,000 units). Launched Quatro for Coca-Cola.

VP/Regional Media Director – Foote Cone & Belding, 1991 to 1995

Based in Mexico for this full service advertising agency. In charge of all Latin America media. Created an integrated media planning and buying software implemented in five countries. Successfully launched Plenitude by L’Oreal, Colgate Total, Nike Mexico, Levi’s Mexico.

ADDITIONAL PROFESSIONAL EXPERIENCE PRIOR TO 1991

McCann-Erickson Mexico – VP Media Director

D’Arcy Masius Benton & Bowles – Creative Director, Media Director

deRojas, Salup + Partners – President

Latin ADmerica, Inc., Miami – Account Executive

AWARDS

Silver ADDY Awards (creative) for Amoco Premium Lead-Free, Miami, and American Dairy Association, Chicago (1996)

EDUCATION

University of Madrid Spain 1973-1977

Masters in Communication and B.A. in Advertising and Marketing

Robert H. Rosenberg

Experienced in all aspects of film and arts programming, professional writing, marketing, publicity, arts management, event production, fundraising, and grant seeking, as well as a track record as filmmaker and film teacher. Fluent in English, as well as conversational and basic written Spanish, and skilled in writing and editing in English. Computer proficient with Macintosh and IBM systems, Microsoft Office, Constant Contact, social media platforms, databases and website content management.

PROFESSIONAL EXPERIENCE ARTS AND LEADERSHIP

Film and Arts Programming & Management - Tropical Wave Media, 2002 to present

Through own Tropical Wave Media, providing marketing, writing, programming, fundraising and production services on a consultant basis for diverse arts and film groups, nationally and in the South Florida area. Clients have included Breaking Glass Pictures, Broward County Film Society, Cinema Detroit, Symon Productions, KiwiArts, FUNDarte, Dance Now, Orchestra Miami, Entertainment Industry Incubator, Florida Dance Association, City Theatre, Karen Peterson and Dancers, Jacober Creative, 7 Stages/Scott Turner Schofield and Miami Beach Arts Trust. 2002 to present.

Booking & Marketing - Outsider Pictures, 2016 to present

Working for Outsider Pictures, a distributor and international sales agent that represents in for U.S. theatrical and festival releases, and TV and digital markets, with an emphasis on films from Latin America and Spain. Responsibilities include U.S. theatrical booking, marketing, filmmaker liaison, international acquisitions, and booking and managing national and regional talent tours for select projects. Films worked on have included Marshland, Carpinteros, No Dress Code Required, The Last Suit, El Alien y Yo, The Bride, Wedding Doll and The Vessel. 2016 to present.

Founding Director - Coral Gables Art Cinema, 2010 to 2014

The Cinema is an independent non-profit movie theater and cultural center that opened in the fall of 2010 in the Miami metropolitan area. Responsible for organizational development, programming, marketing and public relations, event production, grant writing and other areas. Total ticket sales reached almost 50,000 per year with a one million dollar cash budget as one of the leading art house screens in the Southeast United States.

Associate Director - Tigertail Productions, 2006 to 2008

Responsibilities for this Miami presenter and producer of contemporary performances in dance, music, theater and the literary arts. Included programming, marketing, publicity, e-marketing, audience development, event production, technical coordination and some development.

Producer - Discover Miami, 2004 and 2006

This was a multi-site music and arts event showcasing Miami's historic neighborhoods and varied cultural traditions, including Latin, Haitian and Jewish arts. Responsibilities included programming, marketing, publicity, e-marketing, audience development, event production, technical coordination and some development. 2004 and 2006

PAGE TWO
 ROBERT H. ROSENBERG
 RESUME

**Founder/Programmer/Festival Director - Miami Gay & Lesbian Film Festival,
 1998 to 2002**

Founder of this annual festival in Miami Beach and other locations. Primary programmer and producer, including coordination of all marketing, publicity and audience development; and overall festival coordination and institutional development. In four years went from start-up non-profit to an audience of more than 12,000 and a budget of over \$400,000, with major media coverage and industry recognition.

FILM PRODUCTION HIGHLIGHTS

Director/Producer - BEFORE STONEWALL: THE MAKING OF A GAY AND LESBIAN COMMUNITY, a feature length documentary film in theatrical release 1986-87 in the U.S., Britain, and other countries; broadcast on national PBS, Won national Emmy Award.

Director/Co-Producer/Editor/Camera - WOMEN OF HOPE: LATINAS ABRIENDO CAMINO, a video that tells the story of Latina women in the United States today through portraits of twelve unusual women who have broken new ground in their lives and achievements. In film festivals and on public television 1996.

Consulting Editor - POR LOS CAMINOS, a feature documentary about one Nicaraguan-American's journey back to his war and poverty-ravaged homeland. U.S. premiere at Miami International Film Festival, 2005

TEACHING

Taught filmmaking, film studies and grant writing as adjunct and guest lecturer at New School for Social Research, Alliance Film and Video Cooperative, Hampshire College, Hunter College and Florida Film Institute.

AWARDS AND GRANTS HIGHLIGHTS

As an individual: **Emmy**, for *Before Stonewall*, **Lambda Award** for service to the community, **Individual Artist Fellowship** from New York Foundation for the Arts, **Individual Artist Fellowship** from State of Florida, and **Community Service Award** from Dade Human Rights Foundation.

Organizational support: **Miami-Dade County, State of Florida, Knight Foundation, Miami Foundation, Sloan Foundation, Corporation for Public Broadcasting and New York State Council on the Arts.**

EDUCATION

New School for Social Research/Parsons New York City 1979, 1980

Film production and studies

Hampshire College Amherst, Massachusetts 1973-77

B.A. in Human Biology and Public Health

Nicolette Connell

Jacob Creative's West Coast Art Director has been an instrumental part of the team since 2010. Since starting as a Graphic Designer in 2010, she's lead the way with our most avant-garde illustration and conceptual projects. She's lead several of Jacob Creative's most visible clients like the Jungle Electronic Music Festival based out of Hong Kong, JugoFresh, and the ABAE hotel in South Beach.

PROFESSIONAL EXPERIENCE

Freelance Art Director - Jacob Creative, 2012 to present

For Jacob Creative, Nicolette's role has evolved from designer to Art Director. Her skills include typography, branding and identity, layout design, and illustration. Custom hand-lettering and design for advertising, packaging, editorial, print and web are also her specialties.

She's spearheaded our Hong Kong based client, Jungle Electronic Music Festival, Miami's well-known JugoFresh, and illustrated Jacob Creative's coloring book, "High Tides: Tales of Mermaids, Mayhem, and Miami Beach," as well as developed storyboard and advertising concepts for The Town of Surfside with our current team.

Graphic Designer - Jacob Creative, 2010 - 2012

Graphic Designer - Ronin Advertising, 2007 - 2010

Creating marketing materials including online and print newsletters, event marketing materials, brochures, direct mail postcards, Powerpoint presentations and information graphics, and digital designs for social media and websites

EDUCATION

Flagler College, St. Augustine, FL 2004 - 2007

B.A. in Graphic Design

Xabier Reyes

Mr. Reyes is an experienced content marketing manager focusing on results-focused marketing. His in-depth knowledge of social media marketing and expertise in identifying emerging market trends helps propel Jacober Creative's social media success. He brings over 3 years of experience specializing in social media dissemination and management to Jacober Creative and the Town of Surfside's social media efforts.

PROFESSIONAL EXPERIENCE

Social Media Manager, Jacober Creative, Jan 2017 – Present, Miami

Create content, and build social media followings for various clients, including the Town of Surfside. Boosted website traffic by creating an integrated social media strategy. Partnered with web development teams to enhance functionality, user experience, online brand positioning, and advertising via A/B and Multivariate testing. In charge of collaborating with many high traffic websites for referrals to improve our own traffic, as well to introduce new potential customers to the brand

Content Marketing Manager, Supreme New York, Jan 2016 – Nov 2017, (Remote)

Created key Internet marketing activities to acquire and retain new clients through Facebook Ads, affiliate marketing, and social media. Directed and coordinated marketing activities and policies to promote products. Under his management both Facebook and Instagram Social Media Account increased in all aspects drastically. 2 Million + Instagram followers 1 Million + Facebook page likes. Used various programs to display analytic data such as PowerPoint, Word, Excel, Chart.js, Tableau, and Google Analytics.

Content Creator/Social Media Manager, Aura Groupe, Jan 2015 – Jan 2017, Miami Beach

Created content and built social media followings for various clients including Brickell City Centre, SLS on South Beach and Brickell, East Hotel, The Collection and more. In charge of editing various forms of content including videos, gifs, and photos to align with the aesthetic for our clients. Spoke and worked with clients in building a brand/social media identity.

EDUCATION

Miami Dade College, Miami, FL 2014 – PRESENT



Swirl

THE UPTO



Side
FLORIDA

OWN BEACHTOWN

D. Similar Projects and References

TASK: SIMILAR PROJECTS AND REFERENCES
Past performance information will be collected on all Proposers. Proposers are to submit at least three (3) relevant clients identifying a specific contact, contact title, and telephone number.

MENIN | HOSPITALITY

***“Menin Hospitality has been working with Jacober Creative for about 5 years. We trust the development of our new brands to their team because they truly know how to listen to our needs and deliver masterpieces. The entire team is top notch and a delight to work with.
— Marissa Marcus,
Director of Marketing***



CLIENT

MENIN | HOSPITALITY

OBJECTIVE

Menin Hospitality has an eclectic portfolio of upscale hotels, restaurants, and nightlife venues throughout New York, Chicago, and South Florida. The hospitality company is known for capturing the zeitgeist with every new opening, and recognizes the importance of building successful brands. After admiring the success of our work with JugoFresh, they retained us to create several of their most successful Miami Launches: Ricky's, Bakehouse, PizzaBar, and The Shelbourne.

REFERENCE

Marisa Marcus

Director of Marketing

305.704.3615

mmarcus@meninhospitality.com

01 CASE STUDY

Bakehouse Brasserie

APPROACH

The Menin Group's new Bakehouse Brasserie in Miami's hip South of Fifth neighborhood, needed a great branding and social strategy to help them stand out in a crowded restaurant field.

The owners asked for a look inspired by the Wes Anderson film, *The Grand Budapest Hotel*. The result was an interpretation of a classic French cafe with a modern and whimsical approach. We applied this approach to every brand touchpoint: from marketing collateral to packaging, uniforms to social media ads.



SOUTH OF FIFTH'S NEIGHBORHOOD BISTRO

BRUNCH BAKEHOUSE MENU

BRASSERIE

APPETIZERS

SHRIMP & BACON BEIGNETS \$14
Jalapeño, Mustard

SEA SCALLOP ROCKEFELLER \$12
Rice, Bacon, Horseradish Hollandaise

SEARED JUMBO SEA SCALLOPS \$12
Alto, Mushrooms, Bacon, Roasted Sweet Potato Puree

PAN-FRIED OYSTERS \$12
Mustard Dressing, Lemon Juice, Hot Sauce, Blue Cheese

COUNTRY FORK PATE \$12
Mustard Dressing, Cornichons and White-grain Mustard

SEAFOOD CREPE \$12

CHICKEN LIVER MOUSSE \$12
Agrodol, Peas, Roasted Broccoli

CHEESE
A selection of 3 different cheeses with nut bread, that warms and melts. One slice or two cheese galette \$7 / \$9 / \$29

SOUPS & SALADS

ONION SOUP GRANTINEE \$9

TOMATO BISQUE \$7

BAKEHOUSE SALAD \$12
Roasted Vegetables, Cornichons, Apple and Walnut Salad

SEARED TUNA NICOISE \$12

GRILLED ROMAINE CAESAR \$12
South Beach, Bacon, Fried Egg

GRILLED CHICKEN PAILLARD \$12
Mustard Dressing, Cornichons

TROPICAL FRUIT SALAD \$9
Fruit & Homemade Dressing

SIDES All sides \$5

HOMEMADE POTATO CHIPS \$3

MACARONI & CHEESE \$3

BACON \$3

FRESH-CUT FRENCH FRIES \$3

GRILLED VEGETABLE OF THE DAY \$3

RATATOUILLE \$3

QUINOA PILAFS \$3

MASHED POTATOES \$3

TOASTS

ALMOND BUTTER & MIXED BERRIES \$15

HAPLE, BACON & BLUEBERRY \$15

SMOKED SALMON & BRIE \$14

RACON, EGG & ROGUEFORD \$14

CURRIED CHICKEN SALAD \$14

9 PANCHO CHUTNEY \$14

GRILLED OROVERSE & TOMATO \$14

ROASTED VEGETABLE & GOAT CHEESE \$13

SHORT RIB & PIMENTO CHEESE \$15

BRIE, APRICOT & WALNUTS \$15

SANDWICHES

CROQUE MADAME \$14
Ham, Swiss, Fried Egg, Cheese, Sauce on Country Loaf

GRILLED CHICKEN CLUB \$14
Mustard Dressing, Cornichons, Country Loaf

SMOKED SALMON BRIE \$13
Broche Roll

"BENIE'S CUBAN" \$14
Mustard Dressing, Mustard, Swiss, Ham, Grapes, Shaved Pickle, Mustard

BURGERS
A custom blend of short rib & chuck seasoned with our homemade buns

HAMBURGER \$14

CHEESEBURGER \$12

VEGGIE BURGER \$14

ENTREES

BANANA BREAD WAFFLES \$12
Hot Sauce, Toppings

BUTTERNUT MILK BLUEBERRY \$12

BADEL CREAM CHEESE & TOMATO \$14
All Smoked Sausage \$7

COUNTRY FRENCH TOAST \$14
White French Toast & Caramelized Bananas

GRILLED VEGETABLES \$10

9 QUINOA PILAF \$10

MOULES FRITES \$10
Shrimp, Citrus, Fried Potatoes & White Wine

FISH & CHIPS \$17

BAKEHOUSE STEAK FRITES \$21
Beef, Shrimp, Beurre Blanc, Fried Egg

CROISSANTS

PLAIN \$2

PAIN AU CHOCOLAT \$2

GUAVA & GOAT CHEESE \$2

ALMOND \$2

EGGS
Cape Fear, All Natural Organic Eggs

2 EGGS ANY STYLE
Small description of 2 different styles

3 EGGS ANY STYLE
Small description of 3 different styles

QUICHE OF THE DAY \$12

BENEDICT
Cape Fear, All Natural Organic Eggs

CLASSIC BOOEY
Swiss, French Kiosk, Pickles, Mustard

COUNTRY
Fried, Mustard, Swiss, Grapes, Buttermilk Sauce, Mushroom Gravy

BAKEHOUSE
Fried, Grapes, Cornichons, Grapes, Tomato, Mustard, Toasted Broche

SMOKED SALMON \$14

CRAB CAKE
Pan-fried, Mustard, Pickles, Horseradish, Mustard

WILTED KALE
Fruit, Grapes, Toasted Egg Roll, Hot Pepper Hollandaise

BAKEHOUSE BRASSERIE - OPEN 24/7 - 800 1ST STREET - MIAMI BEACH, FL 33139
A variety of dishes are available in portions of 1/2 or whole. Customizing one or several dishes is available. Appetizers or regular entrees are not available on these days.
Please note that some food items we prepare may contain nuts or trace amounts of nuts. Please tell your server with any concerns.

DRINKS

WINE

PINOT GRIS
Small description here \$11

RED WINE
Small description here \$11

WHITE WINE
Small description here \$11

COCKTAILS

COCKTAIL NAME
Small description here \$11

COCKTAIL NAME
Small description here \$11

COFFEE

LATTE
Small description here \$11

ESPRESSO
Small description here \$11

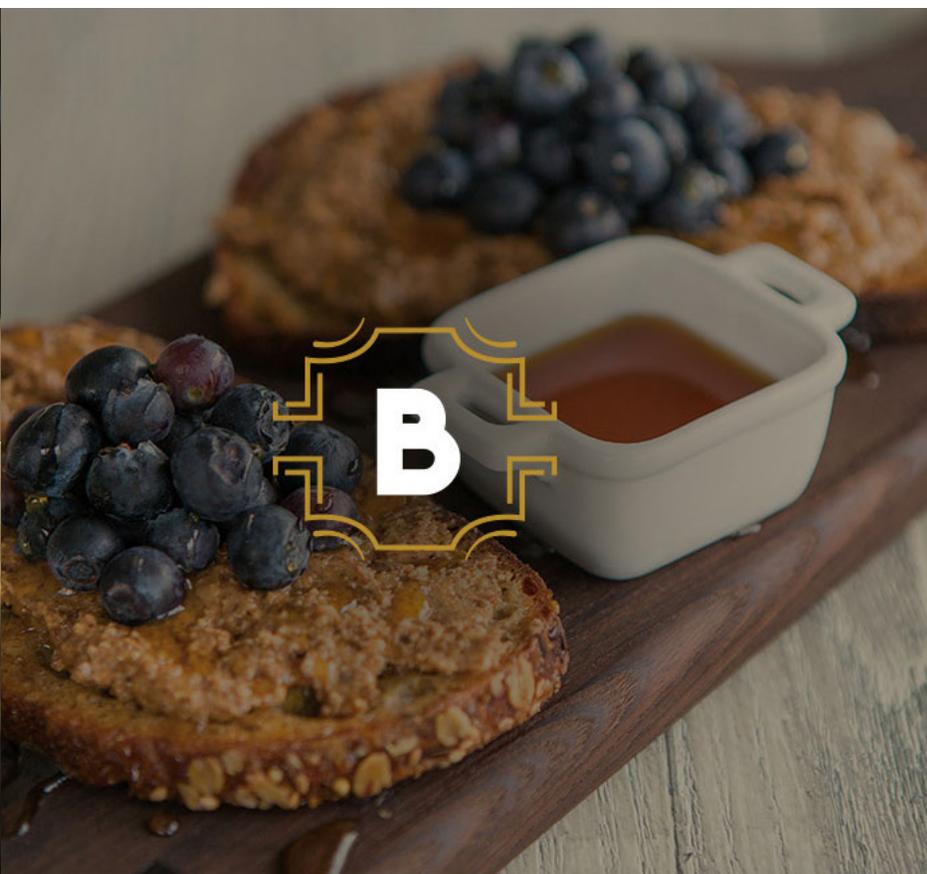
CAPPUCCINO
Small description here \$11

BEVERAGES

BOTTLED WATER
Still or sparkling \$11

ICED TEA
Sweet or Unsweetened \$11

SODA
Coke, Diet Coke, Sprite, Dr. Pepper \$11





WEDNESDAY - FRIDAY 11AM - 3PM

SOUTH OF FIFTH'S

LUNCH

BAKEHOUSE BRASSERIE

NEIGHBORHOOD BISTRO

MENU

STARTERS

- SOUP OF THE DAY 6
- SALMON CRUDO 14
Avocado, Florida Orange, Micro Cilantro, Chive Oil, Vinaigrette
- ROASTED PEARS 9
Lemon Honey Greek Yogurt
- ALMOND CRUSTED BRIE 16
Apricot Compote, Grapes, Chips, Toasted Baguette
- TUNA TARTARE 14
Smashed Avocado, FL Orange Segments, Toasted Baguette
- SMOKED SALMON TARTINE 14
Pumpkin Seed Pesto
- BEEF HUMMUS 12
Chevre Crumble, Tahini, Baguette Chips

SALADS

- ADD: Egg +2, Tofu +4, Chicken +5, Salmon +10
- BABY KALE SALAD 13
Baby Kale, Roasted Beets, Pears, Montrachet Cheese, Pistachio, Baby Kale, Wild Flower Honey-Dijon Vinaigrette
- BAKEHOUSE CHOPPED 13
Bacon, Avocado, Mango, Pomi Reyes Blue Cheese, Homestead Tomato, Romaine, Kale, Balsamic Vinaigrette
- CAESAR 12
Romaine, Kale, Vaella Crouton, Roasted Red Pepper, Caesar Dressing
- CHICKEN PAILLARD 15
Organic Chicken Breast, Mixed Greens, Roasted Veggies, House Mustard Vinaigrette
- SEARED TUNA NICOISE 19
Mixed Greens, Ahi Tuna, Cherry Tomatoes, Green Beans, Olives, Potato, Poached Egg, Fried Anchovies, House Mustard Vinaigrette

SIDES

- TOAST & BUTTER 3
- BAGEL & CREAM CHEESE 3.75

BREAKFAST ALL DAY

- 2 EGGS ANY STYLE 9
Cage-free, Natural Organic Eggs, Choice of House Potatoes, Brussels Sprout Hash or Toast, Served with Salad Egg Whites +2
- AVOCADO TOAST 15
Cherry Tomatoes, Poached Egg, Gremolata on Multi-Grain Toast
- CLASSIC BENEDICT 13
Grilled French Ham, Hollandaise, Multigrain Muffin
- EGG & CHEESE CROISSANT 10
With Bacon +2
- NOVA PLATTER 14
Plain or Everything Bagel, Tomato, Red Onion, Capers, Herb Gremolata Cream Cheese
- MAKE YOUR OWN OMELET 10
Tomato, Onion, Watercress, Peppers, Avocado, Mushroom 1 Each
French Ham, Bacon, Gruyere, Cheddar, Bacon, Camembert 3 Each

BURGERS AND SANDWICHES

- CROQUE MADAME 17
French Ham, Gruyere, Fried Egg, Mornay Sauce on Sourdough Bread
- CLASSIC CHEESEBURGER 14
Barber's Cheddar, Greens, Pickle, Onion, Dijonaise
- PARISIAN BURGER 16
Brie, Onion Jam, Watercress, Tarragon Aioli
- SOUTH POINTE BURGER 16
Chevre, Grilled Pickles, Baby Kale, Mom's BBQ Sauce
- SALMON BURGER 17
Pickled Onions, Greens, Horseradish Remoulade
- PORTOBELLO BURGER 16
Goat Cheese, Baby Kale, Caramelized Onions
- STEAK FRITES SANDWICH 16
Grilled Tenderloin, Chimichurri Aioli, Watercress, Grilled Onions, French Baguette
- GRILLED CHICKEN WRAP 14
Organic Chicken Breast, Roasted Veggies, Avocado, Baby Kale, Citrus Remoulade
- GRILLED BLACK BEAN VEGGIE BURGER 12
Caramelized Onions, Gruyere, Housemade Pickles, Homemade Ketchup & Dijonaise on Sesame French Bun

DESSERT

- FLOURLESS MILK CHOCOLATE FUDGE CAKE 7
- COCONUT CAKE 7
- CARROT CAKE 7
- COOKIES 2.5
- KFY LIME PIE 8

Choice Of Cheese:
 Morbier, Gruyere, Cheddar, Blue
 Double Stack +5 Nueske's Slab Bacon +3 Egg +2

02 CASE STUDY

Ricky's South Beach

APPROACH

Following the success of Bakehouse, the owners of Menin Hospitality enlisted us to help with a very personal project: a restaurant and bar named after their grandfather, Ricky.

Located in a more residential area of Miami Beach, they wanted us to position the brand as attractive to visitors and welcoming to locals alike. We worked with their Marketing Director to create a brand experience that made guests feel like they walked into a friend's backyard party — that extended from locals-only programming to branded solo cups.







305.704.3662
1222 16TH STREET
MIAMI BEACH, FL
RICKYSOUTHBEACH.COM

Ricky's

f t i

Salads

- RICKY'S CHOPPED** 8
romaine, cheddar, red onions, cucumbers, grilled corn, tomatoes, cornbread croutons, smoked tomato vinaigrette
- SMOKED FARRO BOWL** 12
Smoked Chicken, Farro, arugula, avocado, carrots, scallions

BITES & SNACKS

- ATOMIC BUFFALO TURDS** 9
bacon wrapped, cheese stuffed & smoked jalapenos, chipotle ranch
- SMOKED CHICKEN LOLIPOPS WINGS** 13
spicy guava
- WAFFLE MAN-N-CHEESE** 12
pulled pork, ricky's BBQ, roasted corn, hot cherry peppers, chili crema, avocado
- BUFFALO CAULIFLOWER** 10
bleu cheese, celery
- FRIED GATOR ON A STICK** 14
wasabi remoulade
- KKK KOREAN FRIED FROG LEGS** 18
- LIL SMOKED CORN DOGS** 8
with mustard sauce
- SMOKED BACON WRAPPED DATES** 9
Manchego cheese, lemon balsamic thyme aioli
- BACON CANDY** 9
"crack on a stick"
- CRUDITES** 12
chipotle ranch, yogurt-tahini, chimichurri aioli
- NASHVILLE HOT POPCORN CHICKEN & WAFFLE** 12
white truffle honey
- AAA STACKED CHICKEN NACHOS** 9

Ricky's LOADED FRIES

- jalapeno whiz, bacon, hot cherry peppers, scallions, chili crema
- ADD:
Smoked Chicken 4
Smoked Short Rib 4
Burnt End 4
Pulled Pork 3
Smoked Sausage 3

RICKY'S SLIDERS

100% AMERICAN GROUND CHUCK

- ALL AMERICAN** 4
onion, pickle, ketchup, mustard 3 add American Cheese
- ROADSIDE** 4.50
Slaw, Cheddar, Onion Silvers, Mustard
- RISE N' SHINE** 4.50
bacon, cheddar, fried quail egg, arugula, aioli
- BLACK & BLUE** 4
bleu cheese, bacon, onion straws, blackened sauce
- FOUR ALARM** 4
ghost pepper jack cheese, fried cherry peppers, roasted tomato aioli
- RICKY'S BBQ** 4.50
BBQ sauce, bacon, cheddar, charred onions, chipotle ranch
- TURKEY BURGER** 4.50
brine, arugula, mango chutney aioli
- LAMB BURGER SMASH** 4.50
feta, onion silvers, tomato, yogurt-tahini dressing

Ricky's SANDWICHES

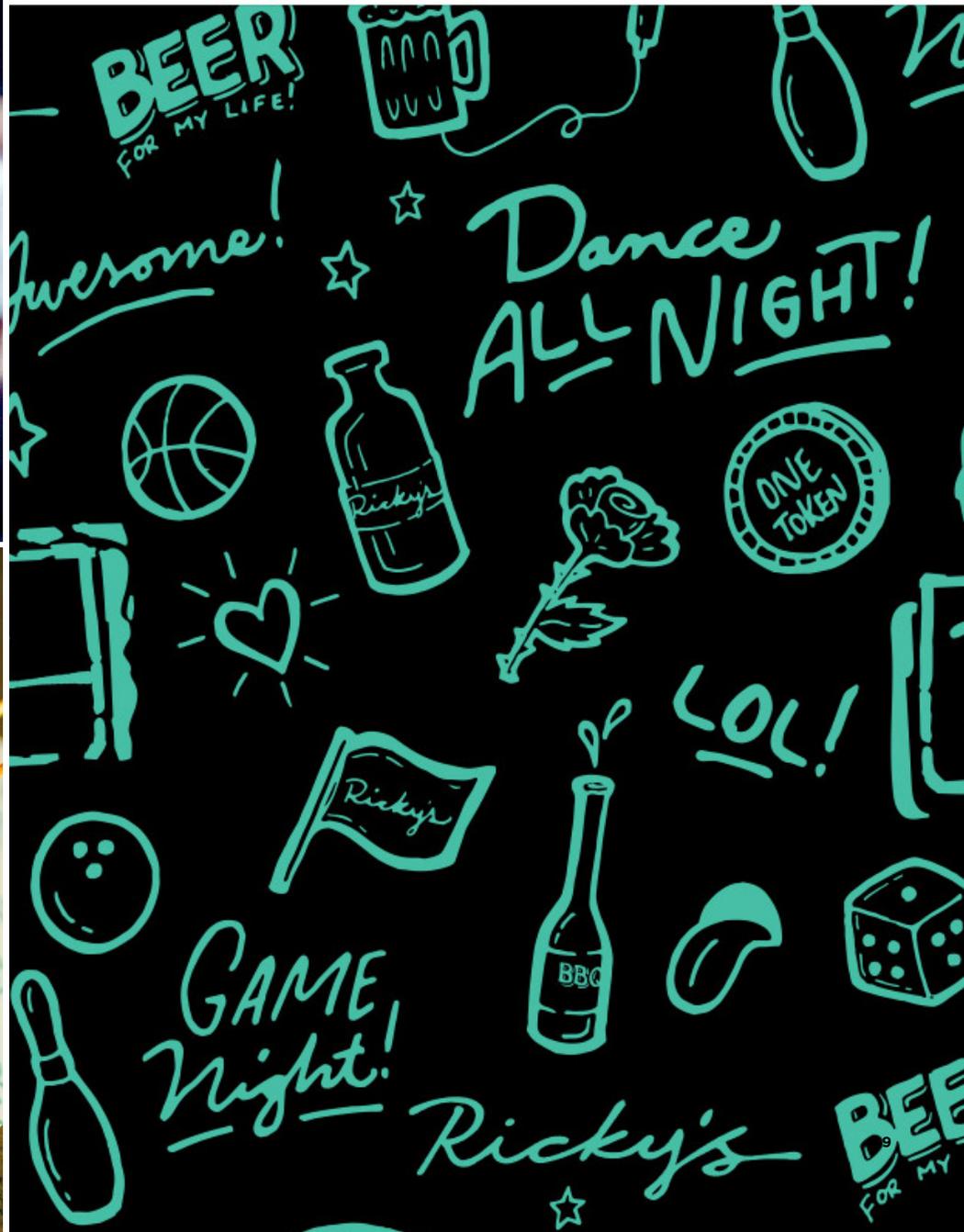
- GRILLED MAHI** 12
slaw, avocado, cumin creole sauce
- SMOKED BEEF** 9
slow smoked short rib, charred onions, arugula, tomato, shoestring potatoes, chimichurri aioli
- SOUTHERN FRIED CHICKEN SANDWICH** 9
American cheddar, pickles, slaw, jalapeno
- GRILLED CHICKEN CLUB** 9
swiss, bacon, avocado, arugula, tomato, house aioli
- SLOPPY PIG** 10
slow smoked pulled pork, bacon, smoked sausage, slaw, pickle, jalapeno, Ricky's BBQ Sauce
- MUSHROOM-SWISS** 8
grilled portobello, swiss, charred onions, arugula, avocado
- LONGHORN** 7
Burnt ends, smoked sausage, jalapeno whiz onion straws, hot cherry peppers
- SMOKED ITALIAN SAUSAGE** 11
onion, peppers
- ULTIMATE VEGGIE BURGER** 11
swiss, avocado, red onions, arugula, roasted tomato aioli

CARNIVAL SWEETS

SIDES

- COUNTRY SLAW** 3
- FRIES** 6
- ROASTED CORN** 3
- FUNNEL CAKE** 9
Maple, Pecan & Bacon
- APPLE PIE FRIES** 7
- FRIED TWIX OR FRIED REESE'S** 8
with homemade whip cream





03 CASE STUDY

Shelborne

While this property has been in the Menin family for over thirty years, they needed a fresh take on marketing their wedding and events services to this growing industry.

We worked with the team on honing their communications in this sector, creating a new positioning strategy and designing corresponding collateral to further emphasize the Shelborne as the ultimate wedding and event destination.





BUSINESS TRAVEL CONCIERGE LOYALTY PROGRAM

LOCATION

Shelborne Wyndham Grand is South Beach's newest luxury lifestyle resort - a historic Art Deco masterpiece restored to its original, opulent splendor. Exuding the fashion, music, art and favors of South Beach, Shelborne Wyndham Grand is designed to delight the most discriminating guest. Our 200-room oceanfront destination offers exceptionally chic design and an expertly curated portfolio of leisure and entertainment options, including our 5th-class restaurant presented by world-renowned iron Chef Masaharu Morimoto.

Shelborne Wyndham Grand is a short 10 minute drive to Miami's Financial District and is in close proximity to American

GUEST BENEFITS

As a member of our Business Travel Concierge Loyalty Program, guests are provided an array of benefits that include:

- Welcome in-room amenity
- Last room availability at your negotiated rate on week days
- Complimentary room upgrade (subject to availability)
- 10% discount on spa treatments
- Complimentary local pick up/drop off

RESERVATION ADVISOR BENEFITS

As a "Thank you" for your loyalty, we provide an array of benefits:





EVENTS



HONOR BAR MENU

FULL BOTTLES JUST A PHONE CALL AWAY

 <p>NON ALCOHOLIC</p> <p>VOSS WATER 800ML 7</p> <p>STILL AND SPARKLING 500ML 5</p> <p>SODA 4</p> <p>RED BULL 6</p> <p>SNACKS AND CANDY</p> <p>MINI SNICKERS JAR 7</p> <p>GUMMY BEARS JAR 8</p> <p>PEANUT M&M'S JAR 9</p> <p>CASHEWS JAR 9</p> <p>TRAIL MIX 7</p> <p>SAHALE NUT MIX 7</p> <p>NUTELLA & GO 7</p> <p>SKINNY POP 4</p> <p>KETTLE CHIPS 4</p> <p>OREOS 3</p> <p>TOBLERONE 5</p> <p>HUMMUS & PITA CHIPS 9</p> <p>CHEESE & CRACKERS 9</p> <p>SUNDRIES</p> <p>FIRST AID KIT 8</p> <p>INTIMACY 35</p> <p>MR MIAMI BEACH SUNSCREEN 16</p>	<p>WINE</p> <p>SONOMA CUTRER</p> <p>CHARDONNAY 375ML 29</p> <p>CLOS DU VAL</p> <p>CABERNET SAUVIGNON 375ML 39</p> <p>DUVAL LEROY CHAMPAGNE 375ML 39</p> <p>VODKA</p> <p>STOLICHNAYA 12</p> <p>TEQUILA</p> <p>HERRADURA SILVER 50ML 12</p> <p>RUM</p> <p>DON Q CRISTAL 50ML 10</p> <p>DON Q COCONUT 50ML 10</p> <p>WHISKEY AND BOURBON</p> <p>WOODFORD RESERVE 375ML 55</p> <p>JACK DANIEL'S</p> <p>TENNESSEE WHISKEY 50ML 55</p> <p>SCOTCH</p> <p>THE GLENFIDDICH 12YR 50ML 115</p> <p>THE MACALLAN 12YR 375ML 95</p> <p>GIN</p> <p>THE BOTANIST 50ML 12</p> <p>COGNAC</p>
--	--

STOLICHNAYA AND FLAVORS | 200

HANGAR ONE | 175

FINLANDIA | 125

STOUT STANDARD | 150

THE DOOR GIN | 135

DRICKS GIN | 195

ADURA SILVER | 175

STRO DOBEL | 195

SE CUERVO | 150

BLACK DANIELS | 190

FORD RESERVE | 225

FALO TRACE | 150

PLETON RYE | 175

FIREBALL | 125

GLENFIDDICH 12 | 150

GLENFIDDICH 25 | 175

MACALLAN 12 | 125

04 CASE STUDY

Pizza Bar

For Menin Hospitality's pizza project, Pizza Bar, located in a tourist-heavy stretch of Washington Avenue, we explored a different side of how to brand pizza.

Contending with ridiculously oversized slices, we decided to create a monster-sized brand and corresponding campaign that was a little bit Rock and Roll, and very Miami.



APPE
GARLIC KN
MEATBAL
marinara, parm
scallions, garli
CHEESE
bacon, scallio
CHEES
marinara
NACI
cheese
chipot
MA
parm

PIZZAZARS

PIZZAZARS
 PIZZAZARS
 PIZZAZARS

TOPPINGS

	S	L	XL
3	14	17	36
4	15	19	39
5	17	21	42

SAUCE

pizza sauce alfredo white pizza

CHEESES

provolone bleu cheese
 fresh mozzarella parmesan
 feta cheddar

PROTEIN

pepperoni spicy beef
 bacon chicken
 italian sausage chorizo
 italian meatballs salami
 ham anchovies

VEGGIE

tomato pineapple
 cherry tomato mushrooms
 yellow onion garlic
 red onion black olives
 green peppers scallions
 roasted red peppers fresh garlic
 jalapeño basil

FINISHES

BBQ sauce garlic sauce
 buffalo sauce pink sauce

WINGS

GARLIC PARM
BUFFALO
BBQ

8 PIECES 10.50
 12 PIECES 15.50
 16 PIECES 20.50

DESSERTS

BROWNIE | 4
ICE CREAM SANDWICHES | 5.50
FRESH BAKED COOKIES | 2
NUTELLA PIZZA | 11
 marshmallow, graham cracker crumbs

FREE
 1/2 DOZEN GARLIC KNOTS
 WITH OUR FIRST ORDER
 ON OUR WEBSITE.
 DELIVERY ONLY. VALID WITH COUPON ONLY.
 OFFERS MAY NOT BE COMBINED WITH OTHER OFFERS.
 VALID THROUGH 12/31/27

BOGO
 BUY 1 LARGE PIZZA
 + GET 2ND HALF OFF
 DELIVERY ONLY. VALID WITH COUPON ONLY.
 OFFERS MAY NOT BE COMBINED WITH OTHER OFFERS.
 VALID THROUGH 12/31/17

\$20
 1 LARGE CHEESE PIZZA
 + 10 WINGS
 DELIVERY ONLY.
 VALID WITH COUPON ONLY.
 OFFERS MAY NOT BE COMBINED WITH OTHER OFFERS.
 VALID THROUGH 12/31/17





PIZZABAR

SIZE DOES MATTER

MENU | CATERING | DELIVERY | CONTACT



TUESDAY SEPT 5TH

CELEBRATE NATIONAL CHEESE PIZZA DAY

\$2
CHEESE

\$10
LARGE

SEPT 5TH

NATIONAL CHEESE PIZZA DAY

\$10
LARGE
CHEESE PIES
ALL DAY

DINE

305.672.6880 • PIZZABAR.COM



NIGHTLIFE

- BODEGA
- DRUMBAR
- RADIO BAR
- RICKY'S

MENIN | HOSPITALITY



#SIZE DOES MATTER

@PIZZABARSB

DINE-IN | DELIVERY | PICK-UP

305.672.6880

PIZZABAR.COM

1627 COLLINS AVE | MAIMI BEACH



FRONT

BACK



D. Similar Projects and References



“We couldn’t be happier with the outcome. We could depend on Jacober Creative to meet deadlines without compromising quality of work and exceeded expectations in web design, graphic design, and professionalism throughout.”

***— John Waltmann,
Marketing & Media Manager***

CLIENT

Mishu[™]

OBJECTIVE

After admiring our instagram, the House of Creatives tapped us to brand and create the marketing materials for the launch of their new music festival. They wanted a look that was distinctly “Miami,” a major draw for the “Music Festival Circuit” that often travel in pursuit of these events. Also on the list was a millennial-friendly website, logo, collateral, video promos, digital ads, posters, and merch. And FAST: we had less than 3 months to kick off.

RESULTS

Our combined efforts on all platforms generated over 17.5 Million Impressions in just 8 weeks. Attendance exceeded expectations for their first ever festival, and we were brought back on board for the following year, where attendance doubled.

PRESS

“The artwork for the festival’s promotional poster features a castle-like boombox amid a stand of palm trees and a peaceful shoreline. However, it just as easily could represent an oasis, because that’s what it is: a refreshing boost to the artistic soul of Miami Beach.”

— MIAMI NEW TIMES

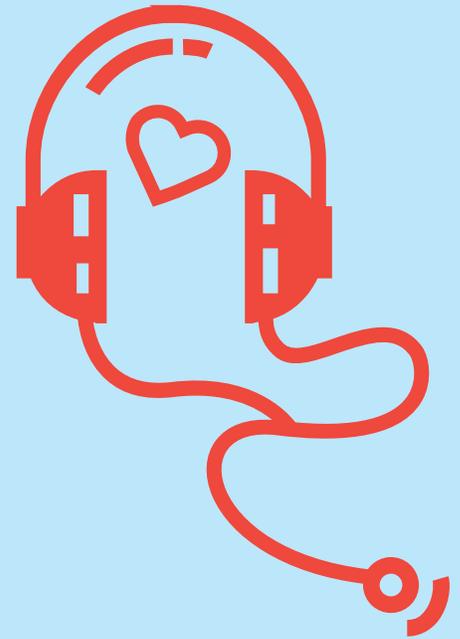
REFERENCE

John Waltmann

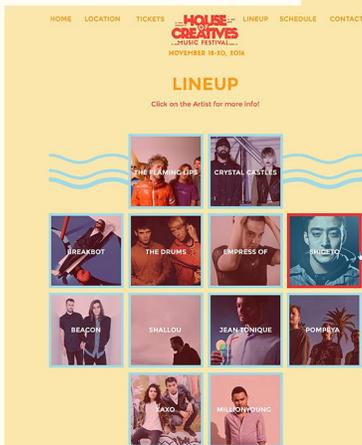
Marketing and Media Manager

612.986.1479

johnwaltmann@gmail.com







The Flaming Lips are an American rock band, formed in Oklahoma in 1983.

odically, their sound contains lush, multi-layered, psychedelic arrangements, but lyrically their compositions show elements of using unusual song and album titles—such as “Psychiatric Ex Fetus with Needles”, “Free Radicals (A Hallucination of the C leton Pleading with a Suicide Bomber)” and “Yeah, I Know It! Wax’n’ Lips Is Still Radical!”. They are also acclaimed for their shows, which feature costumes, balloons, puppets, video pr plex stage light configurations, giant hands, large amounts of frontman Wayne Coyne’s signature man-sized plastic bubbli reverses the audience. In 2002, Q magazine named The Flam to “50 Bands to See Before You Die”.

group recorded several albums and EPs on an indie label, R 7s and early 1990s. After signing to Warner Brothers, they scz i with “She Don’t Use Jelly”. Although it has been their only h U.S., the band has maintained critical respect and, to a lesse mercial viability through albums such as 1999’s The Soft Bu NME magazine’s Album of the Year) and 2002’s Yoshimi Ba ots. They have had more hit singles in the UK and Europe th ebruary 2007, they were nominated for a 2007 BRIT Award th national Act” category. By 2007, the group garnered three rds, including two for Best Rock Instrumental Performance.

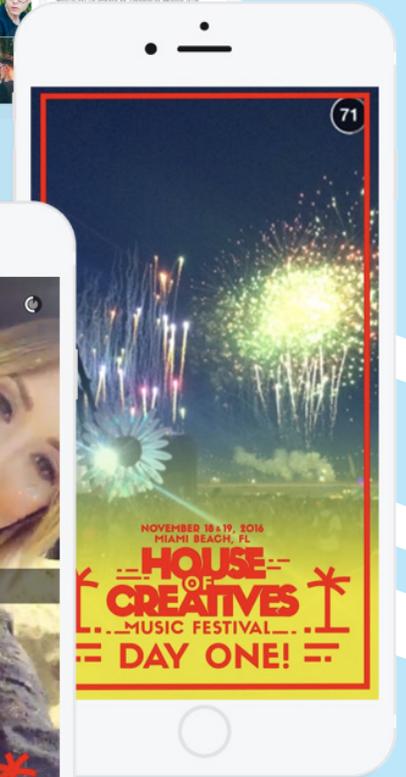
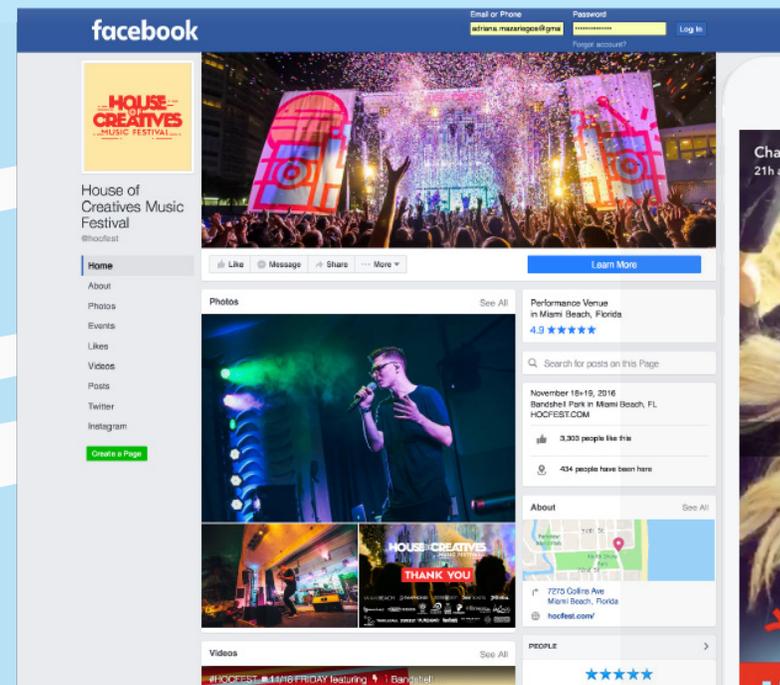
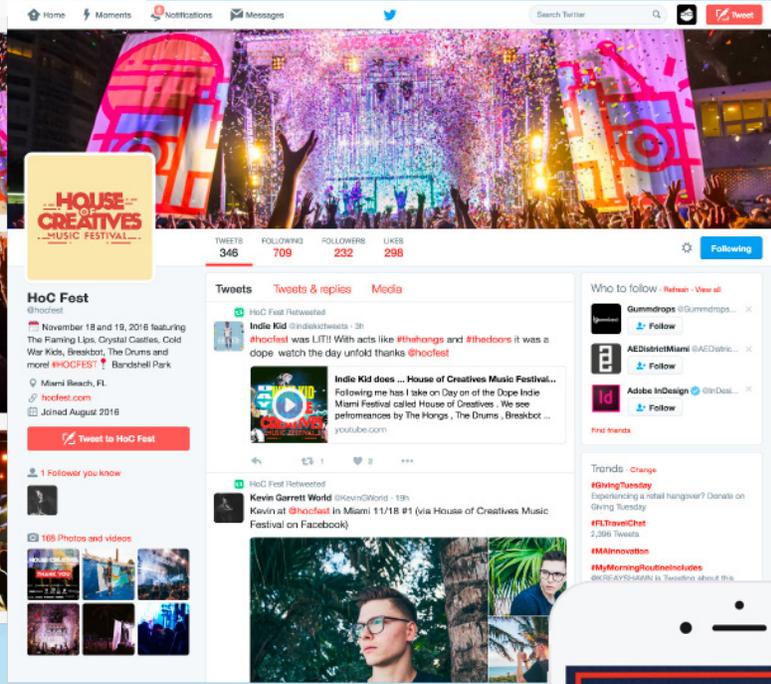
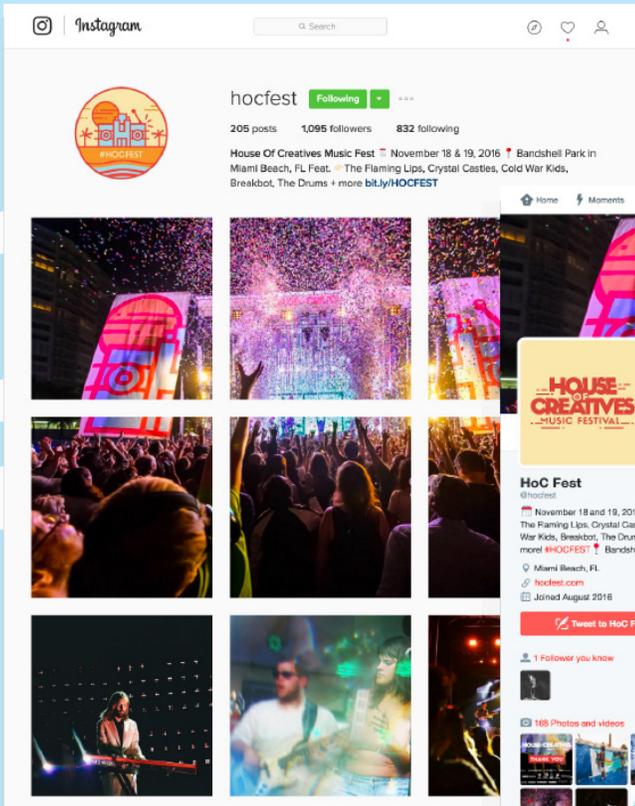
2008, the band’s long-awaited, seven-years-in-the-making fil rars made its debut at the Sasquatch Festival in George, Wa fall, the movie and its soundtrack were released as a CD/D ing 2007 and 2008, the Lips began working on the follow-up y the Mystics, taking a looser, more experimental approach 4 ars. The results were released as Embryonic in fall 2009, fol d’s quirky remake of the Pink Floyd classic “Dark Side of the

band then shied away from full-length releases for the next s, opting instead to work with a number of collaborators on ed-edition EPs. Working with artists like Neon Indian, Prefu tining Bolt, the Lips released tracks over the next couple of y ous nontraditional formats including USB keys embedded in is, limited-edition vinyl, and candy fetuses. Their series of te e to a head in 2012 when the band released “The Flaming Lip



Our combined efforts on all platforms generated

over
17.5 Million Impressions
in just 8 weeks.



D. Similar Projects and References



“From initial consultation to last minute changes, Paul and his team at Jacober Creative are a dream to work with.”
— Duncan Tavares,
Assistant Town Manager

CLIENT



OBJECTIVE

The Town of Surfside needed to reposition itself alongside a new wave of luxury developments that were being constructed along its shores. Located on the ocean in Miami-Dade County, just north of South Beach, they were promoting their locale as one suitable for more upscale, luxury consumers, as well as casual and family-friendly ones. Surfside needed a full package – from a refreshed logo to ad campaigns to an updated website.

RESULTS

Over the course of several years, Jacober Creative addressed the Town of Surfside’s destination marketing needs from several angles, always improving and refining the messaging with each subsequent campaign. In 2015, we introduced “Simply Surfside.” 2016 saw a new brand, tagline and direction introduced in “Uptown Beachtown,” and most recently, the evolution of that in the “Fab, Fit, Fam” campaign.

REFERENCE

Duncan Tavares

Assistant Town Manager
DTavares@TownofSurfsideFL.gov
305.993.1066

If Unavailable, please contact

Lindsay Fast

Tourism Director
LFast@TownofSurfsideFL.gov
305.864.0722



06 CASE STUDY

Simply Surfside

In 2015 we created Surfside's first ever marketing campaign to highlight the Town as an emerging destination in South Florida, "Simply Surfside." Jacober Creative developed the new "Simply Surfside" tagline, and built a multi-media campaign around it.

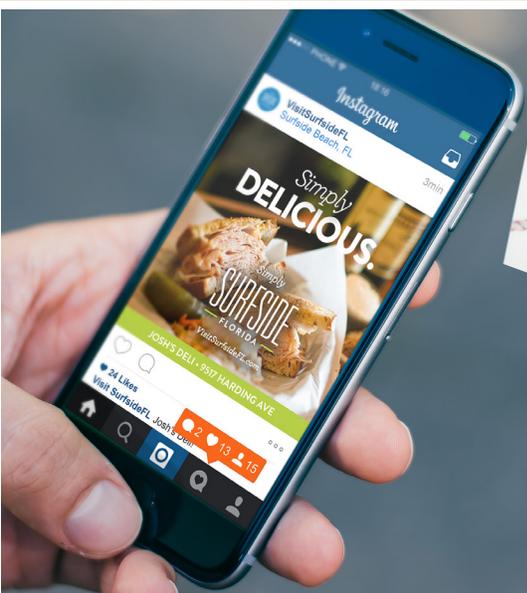
The intent was to say something simple about the unique and inviting elements of the town. A catch phrase was needed that was easy to retain and very memorable. "Simply Surfside" was the umbrella concept, with additional slogans branching off from there: "Simply Delicious," "Simply Special," "Simply Effortless" and "Simply...A Great Getaway." We developed new photography, graphic typography, ads and copy taglines to showcase the Town of Surfside. The tourism campaign involved a model, a hot vintage car, simple art direction and styling with a retro-forward undertone. Bright, fun and energetic, the visuals were helping redefine what it meant to live in and travel to Surfside.





What's Inside SURFSIDE

- 2 Welcome
- 4 Map of Surfside
- 6 Surfside Services
- 7 Surfside Community Center
- 8 Turtle Walk
- 11 Surfside Beach
- 12 Annual Events
- Simply...
- 13 Beautiful
- 16 Comfortable
- 23 Delicious
- 30 Fashionable
- 34 Healthy
- 37 Helpful
- 41 Home
- 44 Shopping

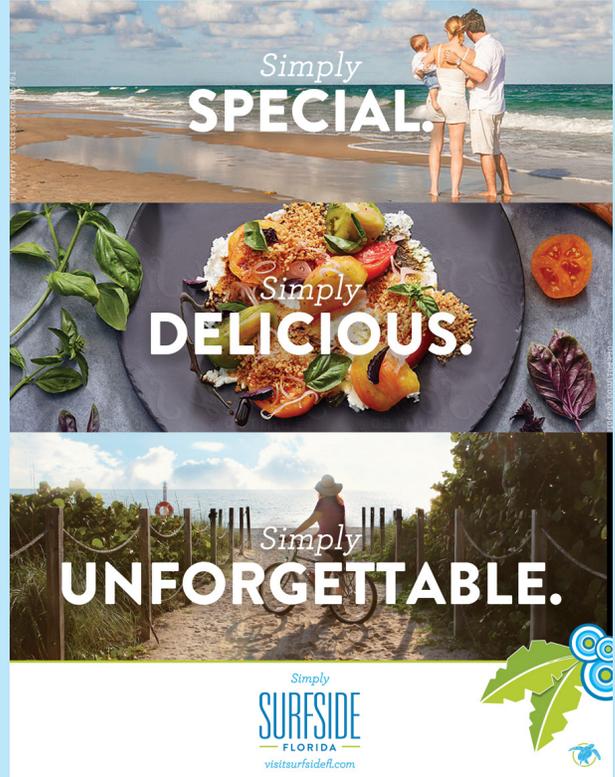




THE GREEK PLACE • 9561 HARDING AVE



JOSH'S DELI • 9517 HARDING AVE



Select Language

Surfside, FL Weather
77°F, Mostly Cloudy

Official Surfside Tourist Bureau Website

HOME • SHOPS & SERVICES • DINING • HOTELS • EVENTS • INFORMATION • CONTACT US

TALES OF THE SURFSIDE TURTLES

HOTELS
VIEW MORE

DINING
VIEW MORE

VISIT SURFSIDE
Simply A Great Getaway
See More Videos Here

SURFSIDE EVENTS

See Turtle Conservation
The Miami-Dade Park and Recreation Department's Sea Turtle Conservation Program has worked hard to allow sea turtle activity to prosper in the area.
Read More...

Surfside Turtles
Tales of the Surfside Turtles is a whimsical and fun public art initiative produced by the Town of Surfside.
Read More...

PHOTO STREAM #VisitSurfside

QUICK LINKS
HOME
SHOPS & SERVICES
DINING
HOTELS
EVENTS
CONTACT US

THE TOWN OF SURFSIDE
For the very best in a destination for all of the activities available under the sun - and the moon - discover the wonders of Surfside, Florida. Enjoy your vacation or visit to Surfside with the convenience of home town living.
511 Travel Info
My Florida 511 for the latest traffic info
www.FS11.com

TOWN OF SURFSIDE TOURIST BUREAU
9301 Collins Avenue
Surfside, FL 33154
305-864-0722

TOWN OF SURFSIDE
For more information visit:
www.townofsurfsidefl.gov

Design & Web: JACOBSEN CREATIVE

For More Info Click [Here](#) to watch a video

The best things
in life are...
simple.

Simply
SURFSIDE
FLORIDA

visitsurfsidefl.com



Award Winning Campaign

**BEST OF SHOW
GOLD "HENRY" AWARD**
Visit Florida's 2016 Flagler Award
Surfside Visitor Guide



07 CASE STUDY

Uptown Beachtown

In 2016 we created “Uptown Beachtown” : To better align with the new wave of luxury developments happening in Surfside, Jacober Creative designed a newly refreshed Surfside brand, with a fluid retro-meets-ocean-wave look, and a bold color palette that is carried through in all the materials.

In addition, we created a host of hand drawn illustrations that play off the logo, to evoke restaurants, shopping, beaches, real estate and more, for use in ancillary collateral. We interpreted the “Uptown Beachtown” slogan in a series of diptych type ads, for which we provided the concept, photography and art direction. The left side shows a fashionable, more luxurious, “Uptown” activity, and the right side shows more of a beach vibe, a casual and family friendly one. Two sides of the same Surfside. We handled the relaunch of the Surfside tourism site and isolated elements for a mobile app.





Video

We created two videos for the Uptown Beachtown campaign, from ideation, production to final edit. The first “Surfside 360°” for use at marketing and tourism conferences, and at trade shows with partner hotels. It was a fluid, smooth video that incorporated great 360° views for maximum dramatic impact, following the same character through a variety of scenarios, from biking the oceanfront bike path to driving through the main shopping blocks of Harding Avenue.

The second, “Surfside Wish You Were Here,” was for reaching potential visitors directly through social media and the Town’s website. We conceived this video as a “short film” that tells a story, leading the viewer through the high points of the Surfside community, showcasing its hotels, shops, restaurants and beachfront. It’s “two worlds collide in Miami’s Uptown Beachtown,” a tale of Girl meets Boy, Girl loses Boy, then Girl and Boy find love and everything under the sun in Surfside.









Surfside
FLORIDA
MIAMI'S UPTOWN BEACHTOWN

A luxury beachfront enclave that blends the upscale and the homegrown. Experience everything Miami has to offer with expansive ocean views and a relaxing pace that is all your own.

VisitSurfsideFL.com

INDULGE

STYLE | DINING | PEOPLE | TRENDING | NEWSLETTER

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vimeo
Your video, your logo, your brand.
[Make it yours](#)

Posted on December 3, 2017

SURFSIDE'S DANIEL DIETCH IS AN ART-LOVING, PHISH-LISTENING, SKATEBOARD-RIDING MAYOR



Mayor Daniel Dietch outside Surfside's Town Hall. Photograph by Nick Garcia.

By **Christie Galeano-DeMott**
For Miami Indulge

Art Basel | Surfside

Good luck trying to pigeon-hole Surfside Mayor Daniel Dietch. He's a trained geologist and anthropologist who worked as an archaeologist in Israel before earning multiple master's degrees, the latest an MBA from the

vimeo

Choose w your vi

[Learn h](#)

TRENDING

GOT AN AP MAKE A PR

Instagram

visitsurfside • Following
Surfside, Florida

FAMILY TIME
Ice cream, shopping and public art are all within walking distance of the family-friendly Surfside beach.
- AMERICAN WAY 2017

155 likes

visitsurfside Surfside's family-frie hotel, @fssurfside, receive glowing the editors of @americanair's #Am

Click the link in bio to discover why #UptownBeachtown!

Surfside
FLORIDA

The Town of Surfside is featured in this month's American Airlines inflight magazine!

AFAR

CONNECT RESIDENT

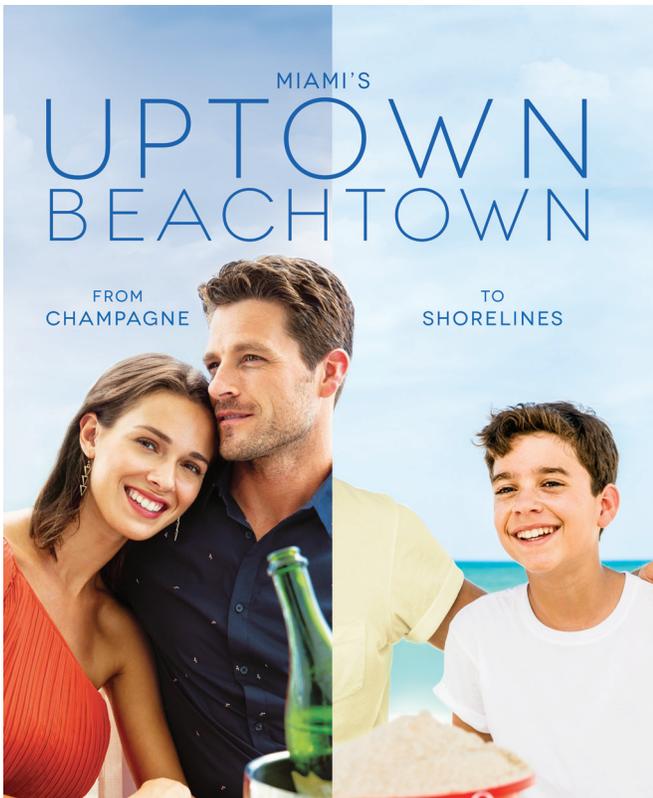
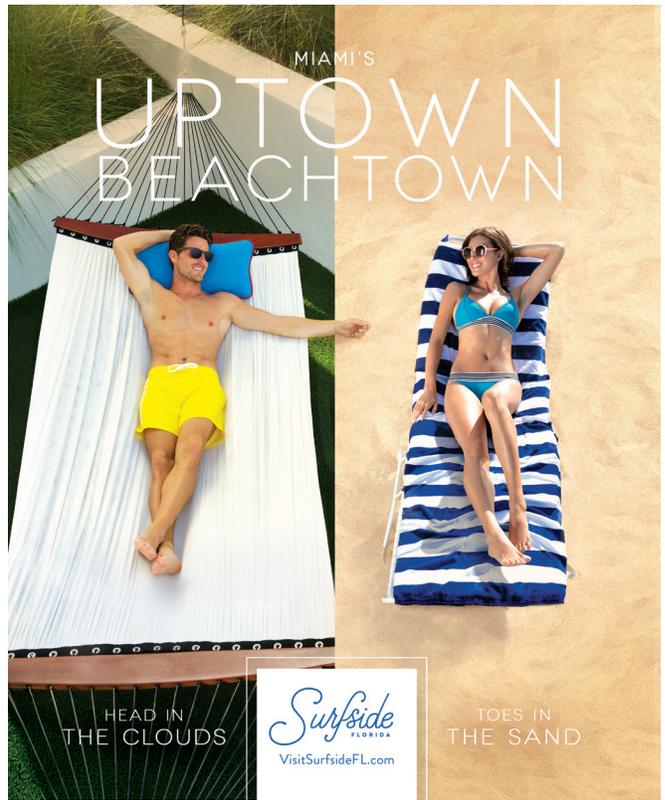
WHERE TO GO 2017
The Best 100 BEST DESTINATIONS

Surfside
FLORIDA
MIAMI'S UPTOWN BEACHTOWN

See everything in a new light.

Islamorada

VisitSurfsideFL.com



Fab, Fit, Fam

And in 2018 we created “Fit for Families and Fabulous for Everyone” Identifying a need to further the Town of Surfside’s messaging to better align with evolving tourism trends, we incorporated an emphasis on wellness, family time, and outdoor activities in our messaging.

An evolution of the “Uptown Beachtown” theme with a fit and fabulous spin, we worked from concept (storyboards) to implementation (a 12 hour shoot that included underwater and aerial photography), capturing four main locations and seven different scenes: Beach Fitness (both casual and dressed up), Beach Fun & Frolicking, Beach Picnics, Family Bike Path Time, Family Time at the Community Center, and Tennis. We created images that were unique and dynamic — showcasing themes of family, fun and wellness while featuring Surfside’s beautiful natural surroundings.



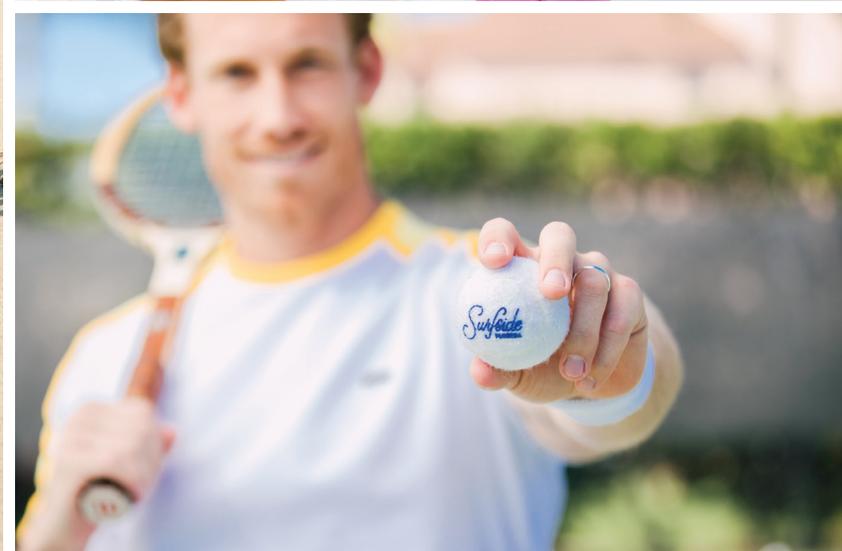
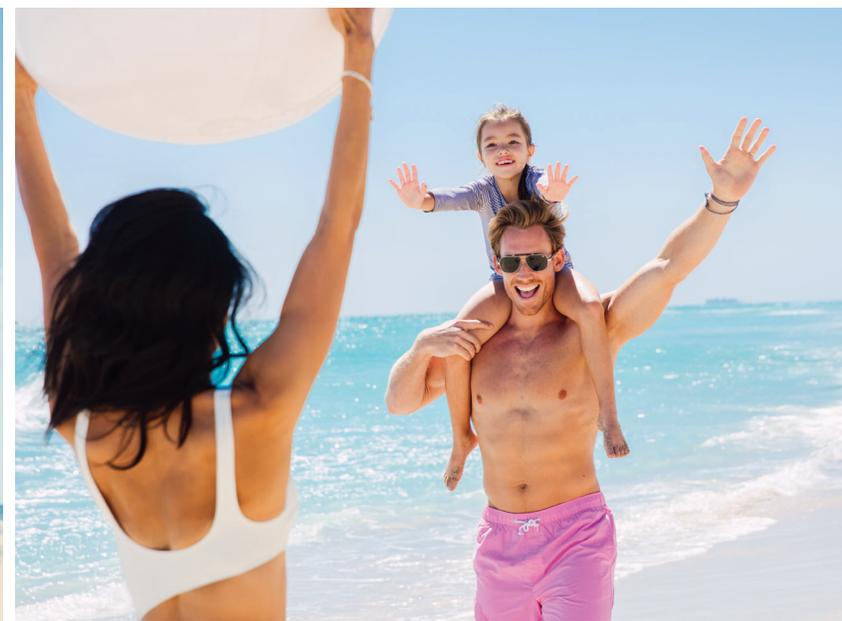
*Fit for Families & Fab
For Everyone.*







**FAB
FIT
FAM**
SURFSIDE, FL









SECTION 2

Scope of Services

02

A.

Scope of Services

Outline of Services Requested

Provide a description of the Proposer's approach to achieving the enumerated tasks. The Proposer may also suggest additional or alternative tasks and different innovative approaches that may be needed to achieve the services and the three-year tourism marketing strategic plan.

For the following tasks, the Proposer must also identify the means, frequency, and nature of involvement in the process by partners and stakeholders, as well as any recommended structures (e.g., committees, websites, virtual meetings) to be used to engage stakeholders in the process. The Proposer should specify the timeframe within which each of the tasks listed below will be conducted and completed.

TASK 1: Analyze Current Town Travel and Tourism Industry Trends To establish context for the overall project, the first task will be a targeted industry analysis to identify the local, national, and global trends for current Town travel, tourism, and potential emerging segments or markets.

In addition to quantitative data analysis, the Proposer is expected to use other innovative methods to identify new high potential industry segments which may include surveys, interviews that are not easily measured by available data, and current economic studies and industry projections.

The Proposer should identify three (3) methods and detail these methods.

Travel & Tourist Trends National and International

We see Task 1 as being naturally divided into three parts:

1

Obtaining & Analyzing

the quantitative data on the Surfside visitor: how many originate, for example, from South Florida, how many are domestic travelers, how many are international.

2

Understanding

the qualitative aspects of Surfside visitors in order to address them in more relevant and persuasive ways.

3

Keeping abreast

of national and international travel and hospitality trends as well as emerging segments in order to be forward thinking but, at the same time, advising the Tourist Bureau on which travel trends are good targets for Surfside and how to best capitalize on those trends.

1. Obtaining and analyzing the quantitative data

1.1 Using GMCVB Data

The first challenge is that the GMCVB does not separate Surfside from their “North Dade/Sunny Isles Beach” data, making it difficult to ascertain Surfside-specific learnings from which we can use to optimize our marketing strategy..

We have already spoken to Bill Anderson, their head of research to see about the possibility of separating the data. The GMCVB’s only caveat is that the sample will be very small and, therefore, unstable. Right now, the GMCVB does 4,500 intercept interviews per year. Presently, the entire “ND/

SIB” destination is about 8%, down from 14% in 2013 so we will continue to pursue this direction but concur that the sample will be small. However even a small sample will give us directional data.

8% of these intercepts represent 360 people who identify North Dade/Sunny Isles Beach as their destination.

At heart, the issue is how many of the 8% actually come to Surfside for two reasons:

1. It would give us the specific data we are looking for
2. It would also tell us what kind of complementary sample we could propose to the GMCVB to bolster our own sample size.

Lodging Area	2013	2014	2015	2016	2017
Miami Beach	47.3%	57.8%	54.7%	55.6%	58.5%
Downtown Miami	12.1%	13.2%	14.3%	15.0%	14.9%
Airport Area	16.5%	12.8%	11.6%	8.3%	10.9%
North Dade/Sunny Isles Beach	13.9%	11.8%	9.8%	11.7%	8.1%
South Miami	6.8%	3.9%	4.1%	3.8%	2.4%
Coconut Grove	0.5%	1.5%	1.2%	1.7%	2.0%
Coral Gables	1.7%	1.4%	1.4%	1.3%	1.9%
Doral	1.2%	3.3%	4.4%	2.9%	1.7%
Key Biscayne	1.3%	1.5%	2.1%	2.4%	1.5%

Source: GMCVB 2017 Annual Report

For example, if 3% were to be headed to Surfside, we would need about 33 respondents to get one “positive” ($33 \times 3\% = 1$) so if we wanted an additional 200 respondents, that would probably be doable and cost efficient.

Timeline & Costs - We are actively working with to the GMCVB to determine whether this is feasible.

1.2 Creation of a mathematical model to estimate the number of visitors.

Working with the Tourist Bureau and others from the tourism sector, we will also develop a fuller mathematical model to estimate the number of visitors based on resort tax collection data.

Example: If Surfside has collected \$830,000 in taxes, the gross amount for that is \$25.3 million in expenditures. Based on the \$271 daily expenditure per visitor per day, we can estimate the number of visitors.

Some of the figures that will be fine-tuned include:

- What percentage of the resort tax comes from visitors and what percentage comes from residents of Surfside? For example, hotel-generated resort taxes are probably due mainly to visitors; restaurant and bar-generated could be attributed to local residents.
- Is the average expenditure for Surfside visitors the same as for the average Miami Dade & the Beaches visitor? This can be discussed with stakeholders.
- What percentage of the visitors are local (e.g., Miami-Dade or Broward-based) vs. International.
- What is the average stay in nights of foreign visitors?

This is an example of a preliminary model:

Item	In \$000	Gross
2% Resort Tax	\$ 184.5	\$ 9,225.0
4% Resort Tax	\$ 645.5	\$ 16,137.5
Total	\$ 830.0	\$ 25,362.5
Percent due to visitors	100%	\$ 25,362.5
Gross Resort Tax Receipts		\$ 25,362.5
Average spend/visitor/day		\$ 271.0
Total visitor/days		93,589
Local visitors	70%	65,512
Domestic & International	30%	28,077
Average Stay in Days	4	7,019
Total Visitors		72,531

While this might not be 100% accurate consensus data in general can be very accurate and such a model, as we continue to add to it and improve it, will be an invaluable tool.

Publishing and circulation of the Surfside Tourism Model:

Using crowdsourcing to improve Surfside’s results.

As an added advantage, this spreadsheet can be circulated among the Surfside stakeholders for evaluation and improvement. That way, the accumulated knowledge of people who directly benefit from Surfside tourism can add to the whole.

Timeline & Costs - We will work with vendors to establish the variables marked in yellow, but this is a model that can be fine tuned relatively quickly and inexpensively.

2. Discovering consumer insights via qualitative data

While data is absolutely essential to understand the dynamics of Surfside tourism and to be able to formulate accurate plans, discovering consumer insights is the most valuable task that Surfside could aim for, as the consumer insights are what allows us to create persuasive campaigns to attract tourists.

We will incorporate three different methodologies to address this task:

2.1 – Online surveys

The easiest, most efficient way to collect data is through the use of online surveys. You can see a working example here: <https://www.surveymonkey.com/r/Surfside1> or just follow this QR code. We will create, maintain and periodically report results for this survey.



Distribution: The survey can be distributed several ways:

1. **Using Surfside’s own website:** VisitSurfsideFL.com. We might even consider using some advertising money at the beginning of the new fiscal year to draw respondents to the survey in order to obtain a sample. A landing page will be dedicated to this if we do go ahead with the ad campaign. However, under normal circumstances, the survey would “live” in a section of the website, over the fold, with graphics that would invite visitors to the website to fill out the survey. Inclusion of a prize as a motivating factor could be distributed on a monthly or quarterly basis.
2. **Emails from Surfside to visitors.**
3. **Emails from stakeholders** (e.g., hotels, restaurants) to their own client base. We realize that this might be challenging, but we would be in touch with the hotels, restaurants and other stakeholders to try to obtain cooperation.
4. **In-situ surveys:** We will create business-card-sized cards to be distributed inside stakeholders venues, which they can distribute to visitors to fill out the survey when they leave the restaurant or hotel.
5. **Personal/live intercept:** Periodically (e.g., once a quarter) we will deploy a street team to go around Surfside and do live intercepts of visitors, which parallels what the GMCVB does in airports.

Timeline & Costs: The survey is basically ready to go with some fine tuning. It can be published in a day and it will be ongoing. We will create reports on a quarterly basis.

2.2. Monthly conference calls

Crowdsourcing is, perhaps, one of the unsung heroes of modern times. Crowdsourcing allows anyone to tap into the knowledge of big groups, put dozens of minds to work, and produce high quality results in a fraction of the time and for almost no cost.

We will tap into the combined knowledge of Surfside stakeholders by creating a monthly, 30-minute conference call to appraise the business community of ongoing results and any trends, changes, notable activity, etc.

This 30-minute call will be highly structured.

- An agenda will be published 2-3 days before the call to make sure that everyone involved is aware of the objective of the call.
- We will invite mainly people who deal with visitors directly. This will have a dual effect: it will signal to business owners that they do not have to be in the call themselves (unless they want to) and, thus, waste no time and second it will give us granular information.
- Time will be very limited. We are considering limiting speaking time in the call to about 2-3 minutes per person.
- Focus will be on information that can be shared for the good of the Town itself but which will not reveal any competitive or confidential information.

For example:

- o Have you seen more or less tourists than say, a month ago.
- o Locals or foreigners
- o If foreigners, from where? Domestic? Latin Americans? Canadians?
- o Family or other?

We are aware that the first couple of calls will take some getting used to: people will be reluctant to discuss much, or will go off on a tangent... but by the second or third call we will be able to tap into the valuable mass knowledge of the people who deal directly with Surfside's visitors.

Timeline: Immediate. We can begin these calls quickly. The only factor that might slow this down is getting enough stakeholders to participate the first couple of months.

2.3 Focus Groups

Twice a year, at the end of each season, we will schedule focus groups with actual visitors.

We expect that we will have at least one focus group per target, per year. If budgets allow in subsequent years, we can further segment our focus groups by demographic and implement on a seasonal basis to analyze a broader data set. Target Groups:

- **Foreign visitors**
- **Local (Miami-Dade) visitors**
- **Domestic U.S. visitors**

It is important to note that the purpose of a focus group is NOT to obtain any quantitative data. The objective is to find “over-arching” themes and detect trends as well as run any disaster checks. We will prepare a “map” for the moderator that will lead us to uncover consumer insights as to what made their Surfside experience positive and unique. These are the insights that will be used to improve our communications.

Timeline & Costs: A 10-12 person focus group costs about \$5,000 so having three per year costs about \$15,000 and they take about 8 weeks from beginning to final report.



2.4 Intercept Surveys

Using the structure of the survey already created online, we can also deploy a street team to conduct intercept surveys in Surfside.

- We'll train a street team and deploy in Surfside-branded uniforms on a quarterly basis
- A street team of 15 people for one entire day to conduct surveys in areas which tend to attract the most visitors.
- Surveys are conducted on tablets or cell phones which feed directly into the online survey, making response accumulation and tabulation easy and cost-effective.

Timeline & costs: Costs will be shown in the general budget, but having 15 people out for 6 hours every quarter at equals about 360 hours per year, at a modest hourly rate.

The costs of the online survey is built into the budget.

3. Suggested Additional Task

We will develop an internal Surfside-oriented campaign running at the beginning of each season to create an awareness, among Surfside residents of the importance of tourism.

The World Trade Organization in collaboration with the World Tourism Cities Federation (WTCF) created a project called City Tourism Performance Research (CTPR).

The key thrust of the research was the benefits that tourism brings to many cities. Tourism along with other sectors currently constitutes a central component in the economy, social life and the geography of many cities in the world. Research indicates that the volume of tourism demand for city destinations has increased by approximately 50% worldwide in the last decade.

Considering the many other cities in South Florida developing their own tourism campaigns (e.g., Miami Beach, Sunny Isles, etc.) It is important that our residents understand just how clean and profitable tourism is.

The CTPR outlined 10 factors some of which apply to Surfside very well:

1. Long-term vision and strategic planning: The core to success in city tourism performance is a long-term strategic plan based on a clear vision for the future of the city. (Note: While Surfside has a five-year strategic plan, we will work with the Tourist Bureau to improve it by adding the quantitative data that it is missing (e.g., number of visitors, expenditures) and helping the Tourist Bureau define investments to reach the segments that will improve Surfside's tourism efforts in the future).

2. Public and private sector involvement: In order to accelerate the transformation of tourism development, public-private partnerships (PPPs) have been identified as a priority by some destinations. (One such collaboration – and a relatively simple one to implement – is garnering support by all stakeholders in quantifying the number of visitors and helping Surfside understand these visitors better. Something as simple as collaborating in spreading the proposed online surveys will go a long way towards improving the tourism budget's bottom line).

3. Economic support: Strengthening the tourism industry in a city also implies securing jobs in the local economy.

4. Authenticity: For many travelers, traveling like a local has moved from being a noteworthy trend to becoming an indispensable part of getting under the skin of a destination. (The proposed internal campaign will go a long way towards making sure that tourists are truly welcomed with open arms).

5. Community engagement: The engagement and acceptance of tourism by locals need to be ensured and efforts to involve them in the process of strategic planning have proven successful.

6. Cultural heritage investments: Investment in cultural heritage and preservation of historical structures often represents the core of tourism in a city.

7. Product development: Along with cultural heritage and the creation of new attractions, products and tourism services have been the focus of many tourism destinations.

8. Events: More and more cities include the hosting of events in their tourism strategy to improve their positioning and/or mitigate seasonality. (Joining products and events, we will create new PR opportunities, earned and unearned, that will make future travelers consider Surfside. For example, the hatching of the turtles is unlikely to make anyone make a special trip (unless we talk about local Miami-Dade County visitors) but it creates a wonderful PR opportunity).

9. Policy for sustainable development and management: Merely focusing on a growth in tourism numbers is not enough for the sustainable development of a destination.

10. Technology: To improve the quality of life of the citizens and to improve the visitor quality experience, concepts like smart city and new platform tourism services (so-called sharing economy) are being incorporated as new patterns for business.

4. Travel & Tourism Trends

Worldwide/International Travel & Tourism Trends

In reviewing tourism trends we focused on two things:

- Are they mentioned by reputable organizations?
- Do they apply or can they be leveraged by Surfside?

We identified six trends worth watching and addressing:

- a. Health & Wellness
- b. Mobile Bookings
- c. Experiences not things
- d. Power of Social
- e. Generational marketing
- f. Solo female



a. Health & Wellness

While overall tourism is growing at 6.9%, the wellness tourism sector grew 14% in the last two years and is now one of the fastest-growing tourism markets, according to the Global Wellness Institute.

Wellness trips account for 6.5% of all tourism trips, but represent 15.6% of total tourism expenditures. This is because wellness travelers are high-yield tourists, spending much more per trip than non-wellness travelers.

Wellness tourism is travel associated with the pursuit of maintaining or enhancing one's personal wellbeing. This market includes two types of wellness tourists: those who take a trip entirely for wellness purposes (primary wellness tourists) and those who seek to engage in wellness activities as part of any kind of trip (secondary wellness tourists).

The bulk of wellness tourism is done by secondary wellness tourists (those who seek wellness experiences during their travel), which account for 89% of wellness tourism trips and have been growing faster than primary wellness trips since 2013.

Most wellness tourism is done by domestic tourists (both primary and secondary), driven by short-haul and weekend trips, and accounting for 83% of all wellness trips.

Source: "Global Wellness Institute, Global Wellness Economy Monitor, January 2017."

Emerging Wellness Travel Trends 2018

Wellness holiday specialists Health and Fitness Travel envision a picture of health for the year ahead. An interesting aspect of health & wellness in travel is that it has sub-divided into several “sub-trends”. Here are some emerging wellness trends to keep an eye on in 2018.

• Preventative Health

- Preventable diseases are responsible for 70 percent of premature deaths worldwide each year, so it’s more important than ever to take action. As people become increasingly aware of the consequences of unhealthy habits, there’s an increase in preventive health holidays. Moreover, burnout from work is increasingly cited as a reason why preventative measures such as regular exercise and meditation are being overlooked.

• Architectural Wellness

- A growing trend in the wellness industry, wellness architecture reshapes luxury travel, providing spaces physically beautiful but also comfortable, functional and sustainable. Hotels, airports and other travel spaces are increasingly designed and constructed with materials addressing the physical and mental health of those inside.

• Mindful Movement

- With increased awareness of the connection between the mind and body, a shift toward mindful exercises is happening. Hotels and resorts will offer more classes and private instruction combining physical and psychological exercises.

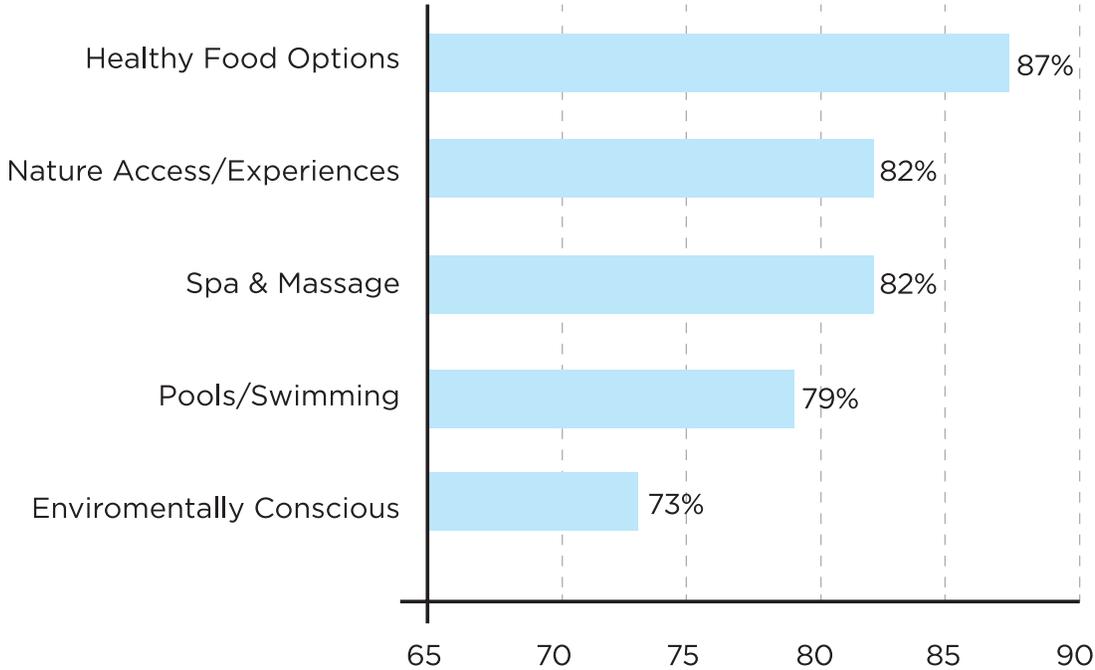
• Happy Retreats

- As travel priorities shift toward experiential as opposed to material, happiness retreats become more popular. This type of travel is inspired by the desire to experience something that will have positive psychological impacts. Activities like morning hikes, beach yoga and meditation will work their way onto more itineraries.

• Community Wellness

- The wellness tourism industry places emphasis on social responsibility and takes steps to give back to communities. By utilizing and implementing sustainable practices, travel companies focus more and more on the overall well-being of communities around the world.

Healthy Components Travelers Value Most



These are some of the elements that travelers seeking Health & Wellness value the most. All of them are easily accessible in Surfside.

As part of our involvement, Jacober Creative will create a brief document for restaurants, hotels and other businesses which will show these businesses how to capitalize on these trends and benefit from them. We will distribute this guideline internally and post the presentation on the internal Surfside Business Portal.

b. Mobile Bookings

Mobile bookings will be the new default.

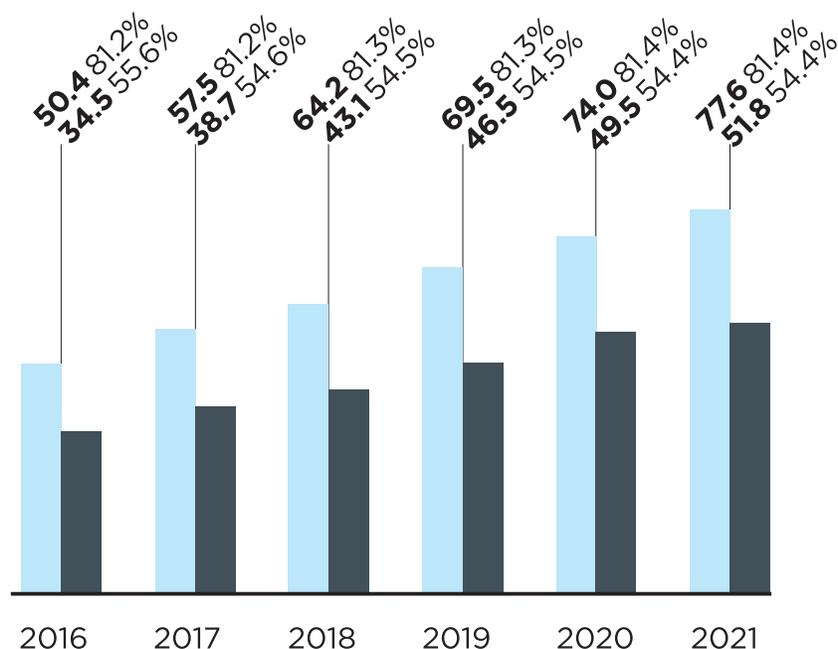
Bookings are made online and on mobile, and this shift towards mobile will continue to grow in 2018. A recent TrekkSoft survey found that 82% of bookings were made through a website, and of those bookings, almost half (49%) are made on mobile. While the completion rate of mobile bookings is lower than that of other industries, this behavior on mobile has grown significantly compared to 2016, which was at 31%.

According to Dave O’Kelly, CEO of SANDEMANs NEW Europe, “over 50% of our bookings are taken on mobile and typically within the two weeks pre-arrival into the destination. That provides a whole wealth of opportunities for us... We can facilitate easier, more exciting, and more interesting interactions pre-trip, during a trip and post-trip and own as much of the guest experience as possible”. (Source: Trekksoft)

More people are staying on mobile to book instead of device switching, says Google.

After researching on their smartphone, 79% of mobile travelers in 2017 completed a booking. That is significantly higher than the 70% who did so in 2016.

US Mobile Travel Bookers, by Device, 2016-2021



c. Experience, Not Things

“This should come as no surprise when we say that travelers around the world are still searching for experiences that are unique and, dare I say, authentic.”
– John Fauver, Trekksoft.

From recharging in nature, to learning about a destination’s culture, to seeking an adventure of a lifetime, Jon Fauver, TrekkSoft’s co-founder reminds us that “travel providers need to remember that at the heart of the guest experience is the experience part”. (Source: Trekksoft)

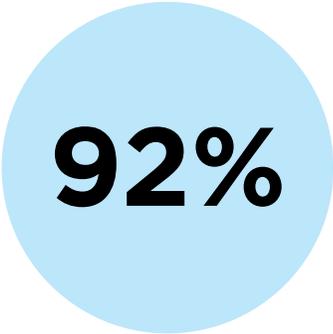
Destinations who center their marketing efforts around experiences unique to the destination will be the ones who thrive in 2018. (Source: Trekksoft)

Achievement is the new experiential. Trips are no longer just about sightseeing and checking countries off your bucket list. One of next year’s up-coming travel trends is all about **achievement travel**. Travelers tired of doing the same old thing will seek out travel experiences that will allow them to achieve a goal or accomplish something they have never done before.

This is similar to last year’s experiential travel trend, which was all about becoming immersed in the local culture, connecting with the community and developing a rich knowledge and understanding of the place. **But the natural evolution of that focuses on what you can get out of yourself rather than what you can get out of the community.**

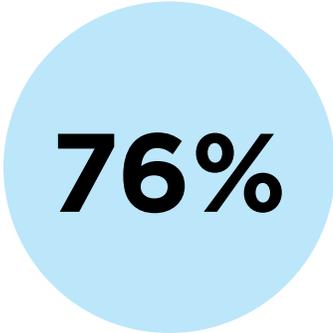
MMGY –a global travel company—went as far as identifying two high-income groups (Luxury vs. Affluent) and differentiating how they view experiences while traveling.

Of these travelers:



92%

agree that “the memories I get from my vacations make the trip worth it”



76%

agree that they prefer to focus on memories than on acquiring more things

d. Power of Social

Social Media is quickly becoming the preferred conduit for the valuable “word of mouth” recommendation that influences travel.

A powerful tool for destination marketing organizations is the curation of “real” images from visitors social media channels that act as “word of mouth” recommendations and offer a unique perspective on the destination.

According to MMGY’s Portrait of American Travelers study, ***a third of luxury travelers have selected a vacation destination based at least in part on what they’ve seen on social media.***

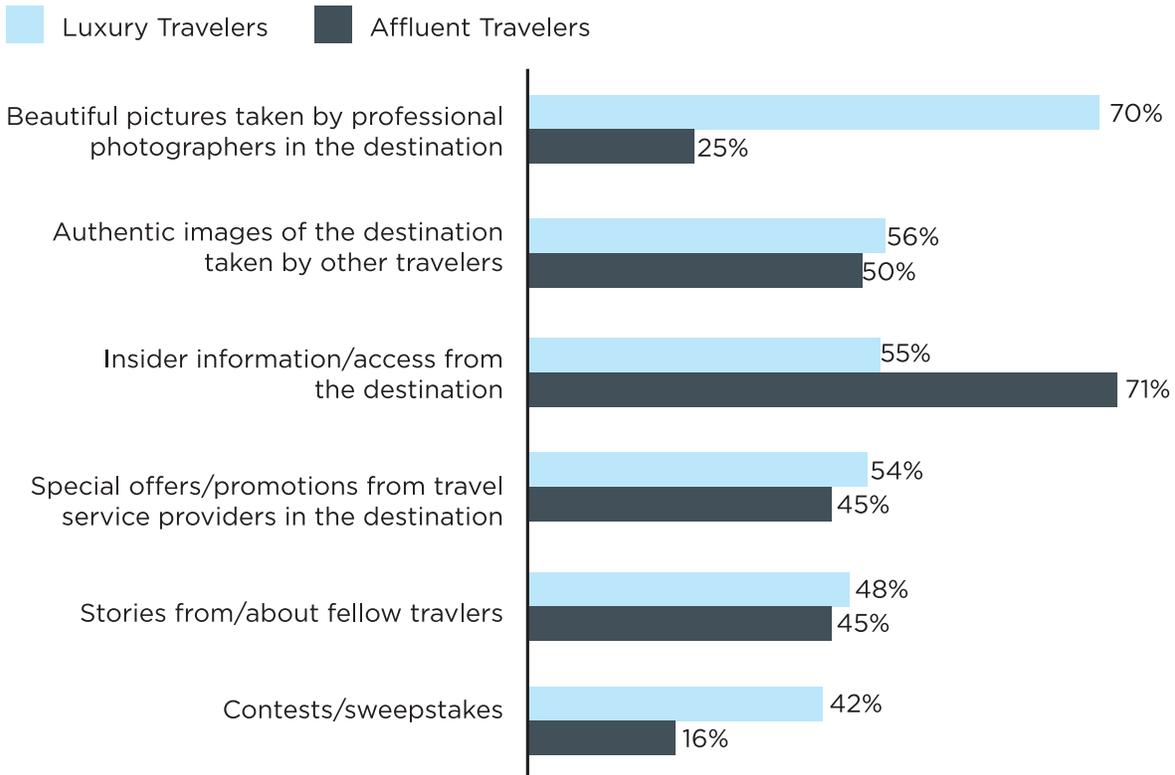
And, all that inspirational input is not simply from friends and family – **20 percent of luxury travelers follow at least one vacation destination on social media.**

These travelers are seeking insider information as well as authentic images taken by real travelers. In other words, inspiration is key -- luxury travelers expect high-quality imagery and insider information more than they seek special offers.

Not only do luxury travelers enjoy the act of vacationing, but they also relish sharing their experiences as well. Half enjoy sharing their travel experiences on social media, while a third admit they post vacation photos on social media to make their friends and family jealous. (Us, too)

Content Expected from Vacation Destination Social Media Feeds*

*Among travelers who follow at least one vacation destination social media feed.



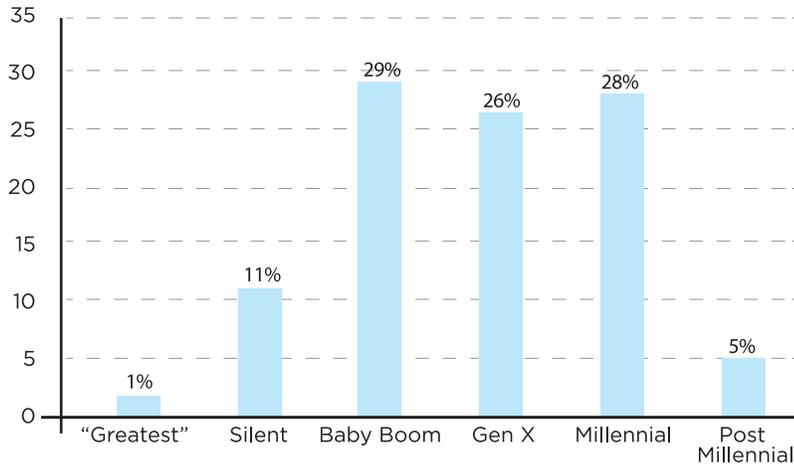
MMGY found that reviews on social media were absolutely important for what they describe as “luxury” travel, that is, a segment of affluent (\$125,000 HH income and up) which prizes experiences and memories and tends to travel much more:

- **51%** use social media to share experiences
- **31%** upload their vacation pictures to make friends/family jealous
- **95%** have a Facebook account
- **58%** have a Twitter account
- **46%** have an Instagram account
- **70%** expect professional-quality pictures from the social media feeds
- **56%** also expect authentic images of the destination
- **66%** generally believe quality ratings online
- **82%** won’t consider hotels or restaurants with bad reviews online
- **And 32%** trust those online reviews more than the opinions of friends and family.

e. Generational Marketing

Who's who in generational marketing

United States 18+ Population - Division by Generation



(Source: PEW Research)

Barriers to travel by generation

Some barriers and counter-actions:

- **Cost** is the #1 barrier for every generation. However, cost is very relative and can be offset with "value". By the time any of Surfside's potential visitors have decided to visit "Miami" in general, the cost issue has been addressed and resolved. This is why our strategy is not to "sell" Surfside but, rather, detour those who are already sold on Miami and South Florida to come to Surfside.
- **Security** is a huge concern among Boomers (28%) and X-Gens (20%) and Surfside has a strong story to tell: small-town feeling and no "bad" neighborhoods.

Generations defined

Post-Millennial generation

Born: 1997 and later
 Age of adults in 2018: 18 to 21
 Share of adult population: 5%
 Share non-Hispanic white: 53%^

Millennial generation

Born: 1981 to 1996
 Age in 2018: 22 to 37
 Share of adult population: 28%
 Share non-Hispanic white: 56%

Generation X

Born: 1965 to 1980
 Age in 2018: 38 to 53
 Share of adult population: 26%
 Share non-Hispanic white: 61%

Baby Boom generation

Born: 1946 to 1964
 Age in 2018: 54 to 72
 Share of adult population: 29%
 Share non-Hispanic white: 72%

Silent Generation

Born: 1928 to 1945
 Age in 2018: 73 to 90
 Share of adult population: 11%*
 Share non-Hispanic white: 79%*

Greatest Generation

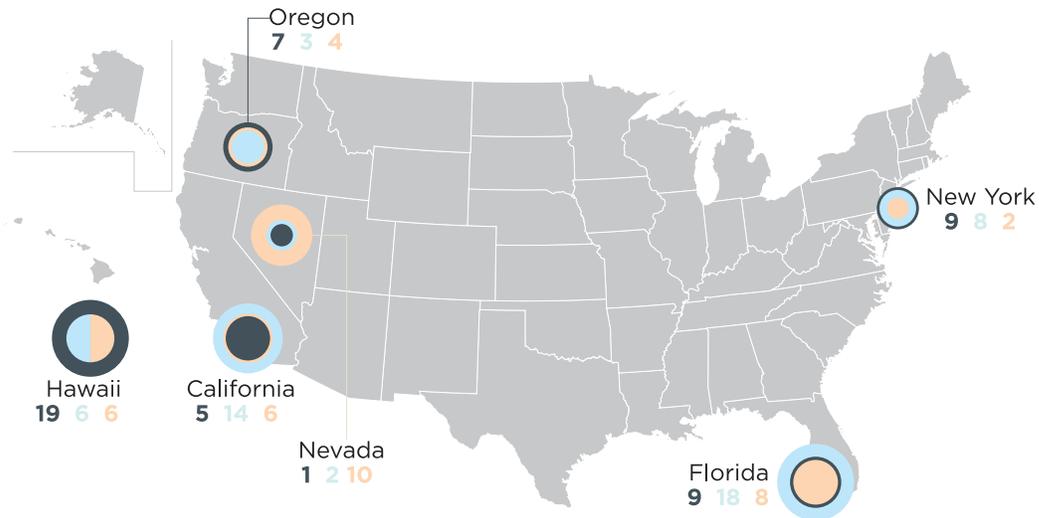
Born: 1901 to 1927
 Age in 2018: 91 and older

Shullman Research:

So, while Boomers and GenXers spend less in their domestic trips, they tend to go to Florida more often.

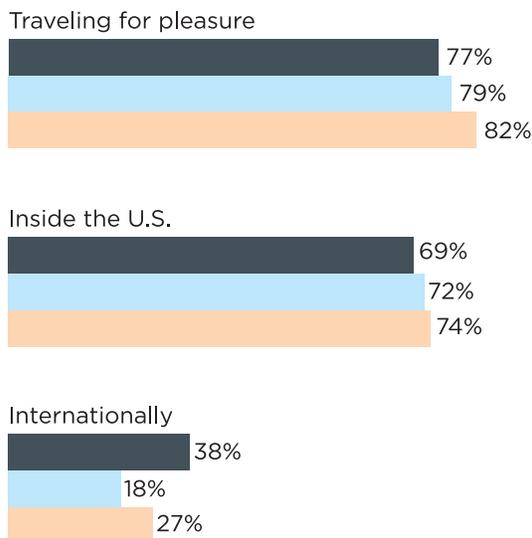
Top Domestic Destinations (%)

● Millennials ● Gen X ● Boomers



Hawaii is a top domestic destination for millennials, while Florida and California draw gen Xers and boomers flock to Nevada for Vegas and hot, dry climates.

Where They're Going



Average Value of Trip



Generational Considerations for the Travel Market

Travel in 2018 will see a major spike in interest in multigenerational travel. Family members of all ages, including parents, children and grandparents, will be traveling to reconnect and create new memories together. Options for all ages will be a necessity for travel brands, whether it be accommodation or activities, they will need to cater to not just one age range.

We found that the 30s - 50s crowd is more interested in a relaxing getaway while the 65+ are interested in adventure and opportunities to socialize. In 2018, expect to meet adventurous Baby Boomers, well-travelled Gen Xers and Millennials and curious and tech savvy GenZs coming to their own.

Everyone is on the hunt for a life-changing experience while they travel and it's up to travel providers to create tours and activities that appeal to their lifestyles rather than to a specific age group. (Source: Trekksoft)

As Consumers Age, Travel Expenditures Rise

Baby Boomers revel in travel as a perk of higher income brackets, and younger Millennials seize the opportunity due to newly-acquired financial resources and free time.

- Older Millennials are more likely than younger Millennials to be employed (85% vs. 74%, respectively), providing them more disposable income to spend on travel.^[1]
- Frequent business travel gives Millennials an opportunity to rack up airline miles or hotel loyalty points to utilize toward future personal trips.^[2]
- Baby Boomers spend a great deal on travel, primarily due to their relative wealth and time available.^[3]

Median Household Income, by Age of Householder (in USD)



Source: U.S. Census Bureau, Current Population Survey, Annual Social and Economic Supplements/RR01.

The family-vacation: The Brat Pack

An overarching theme is the increase in leisure vacation and in family travel. Cutting across groups, families who travel with their children have their own special needs and make decisions accordingly. MMGY –a global travel group—found the following:

Brat Pack families (those traveling with children under 12) represent a significant and economically important segment of all vacationers. Nineteen percent of all vacationing Americans have children under 12 at home, representing an estimated 11.2 million households.

Compared to travelers with teenagers at home, The Brat Pack is significantly more influenced by their kids when making vacation decisions.

- **Three in four** Brat Pack members report that their children influence vacation daily activities and choice of destinations, compared to just two-thirds of travelers with teenagers.
- **Two in three** select vacation destinations based primarily on the types of activities available for children, compared to only a third of travelers with teenagers.
- **Six in ten** Brat Pack members say their family vacations are entirely child-focused, compared to just a quarter of travelers with teenagers.
- **In fact, almost half** of The Brat Pack feels they are at the mercy of their children when making vacation decisions, compared to only a quarter of travelers with teenagers. This percentage is up 12 points, from 35 percent in 2015 to 47 percent in 2016.

Overall, the influence exerted by children of The Brat Pack is growing. Compared to last year, the influence of these children on planning daily vacation activities is up 17 points, while their influence on choice of destinations is up 16 points and accommodations selection is up 11 points.

GenX and Travel

Gen Xers tend to have the most buying power and financial freedom of any generation right now. Often overlooked, Gen Xers might not be the largest (or coolest) market out there, but they're the generation with the most money and time to spend on travel.

According to Millward Brown in their survey of China, Germany and the US, 68% of Gen Xers are the chief shopper when it comes to big purchases such as travel and activities. 83% are working full-time or part time and currently spend the most money on travel compared to their younger or older counterparts. On average, they will spend \$627 during each day of travel.

Another survey found that 61% of American Gen Xers have children at home, meaning that family life is very much a priority and so their travel plans tend to line up with school holidays.

For Gen Xers, multi-generational travel is the norm.

Most Gen Xers are looking for:

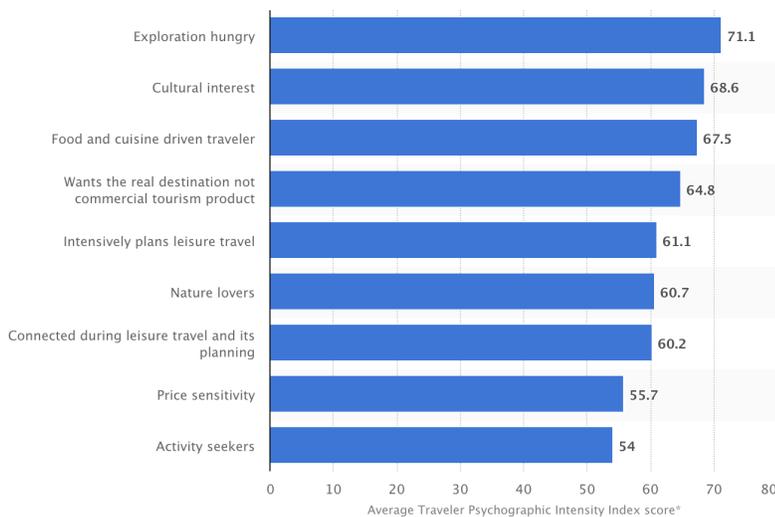
- **The ability to relax and unwind.**
- **Family or group-focused options.**
- **The option to work while on vacation.**
- **Uncomplicated travel. Xers are less likely to look for help from a travel agent, but far more likely to look for a nicer hotel, amenities, and plan their trips further ahead.**

(Source: Treksoft, Millward-Brown)

Expedia found that GenX:

- Take an **average of 4 trips/year**
 - **88%** prefer to explore the U.S.
 - Relaxing (**51%**), visiting family (**48%**) and sight-seeing (**48%**) are the most popular objectives for a vacation
 - **68%** stay in hotels, **17%** in resorts, only **7%** with family
 - For **38%** budget is not a factor in traveling
 - Activities and once in a lifetime experience are most important
 - **52%** consider Facebook the most influential; **35%** say they are not influenced by social media
 - Over **50%** consider ads to be influential
- **Insights:** GenX travels the fewest day per year. When they do, they spend more on hotels, prefer relaxing trips, sight-seeing vacations and visiting family. 90% said that they look for deals and read travel reviews before making a decision. 88% said that informative content will influence their decisions.

Profile of Generation X travelers in the United States as of July 2016



DESCRIPTION SOURCE MORE INFORMATION

This statistic shows the profile of Generation X travelers in the United States as of July 2016. Generation X travelers were characterized most by their desire to explore with an average Traveler Psychographic Intensity Index score of 71.1 in the exploration hungry category.

In 2015, there was around 66 million people considered to be Generation X in the United States. This is defined as people born between 1965 through 1980.



Millennials and Travel

Millennials remain the largest living generation in the United States and account for one-third of the current working force. They are spending on average \$1,130 less on travel than their elders.

Millennials are predicted to have the most buying power within the next five years, but Generation X is still the reigning big spender when it comes to travel. This could be due to more family-focused travel or relaxation trips that come with a few more amenities. Regardless of the reason, it's important to remember that with so much focus on Millennials right now, you may be missing out on some of your best customers.

(Source: Trekksoft, Millward-Brown)



Millennials Are the Holy Grail

They are more likely than other generations to take vacations, choosing travel experiences over material purchases.

- Nearly half of Millennials say that travel is an important personal goal.^[1]
- 83% of Millennials traveled for leisure in the last 12 months, compared to 75% of the general population.^[1]
- In 2016, 32% of Millennials said they are spending more on vacations than they have in prior years, compared to 21% of the general population.^[1]
- Millennials are the most likely of all adult generations to have traveled internationally in the past three years (37% vs. 26%).^[1]
- Nearly one-quarter of Millennials are interested in using shared economy services, such as Airbnb, for accommodations and home rentals.^[1]

Goals and Aspirations for the Next Three Years

56%	47%	41%	41%	37%	32%	25%	22%
Healthier lifestyle	Travel	Freedom from debt	Time mgmt	Interpersonal relationships	Big-ticket purchase	Start a family	Community services

Base: 708 internet users aged 20-37.
Source: Lightspeed GMI/Mintel Marketing to Millennials - U.S., February 2015.



Expedia found the following about Millennials:

- **They take an average of 5.6 trips/year**
- **19%** traveled outside of the U.S.
- **55%** travel to relax, **50%** to visit family and **42%** for sight-seeing
- **61%** fly to their destinations
- **69%** stay in hotels, **8%** with family or friends
- For **74%** budget is a primary factor
- When planning **42%** have already decided on a destination
- **52%** use an Online Travel Agency, **51%** a search engine, **41%** ask for opinions
- **83%** say you only live once and want to cross things from their “bucket list”
- **Activities and lifetime experiences are key**
- **71%** consider Facebook the most influential, Instagram is a #2 with **45%**
- **67%** looked for ads that are appealing vs **51%** for informative
- **30%** use their smartphones to book a trip

Baby Boomers and Travel

Boomers are heavily focused on visiting family, so they know where they want to go and how to get there. They are less likely to be tied to a budget. When not visiting family they fill their time with museums, historical sites, arts and culture and recommendations from locals.



The AARP found the following trends for 2017 among Baby Boomers:

- **99%** of boomers said that they were planning on taking at least one trip, though only **14%** had booked the trip.
- There was an **average of 5 trips planned per year.**
- **51%** of boomers were planning to travel domestically.
- **44%** plan to increase their domestic travel
- **43%** expected to travel domestically and internationally, both.
- The majority of the travel is expected to be during Spring and Summer
- **41%** will use online resources to book all or part of the trip

Top concerns include:

- o **Cost: 43%**
- o **Health: 34%**
- o **Security: 28%**
- **40%** do not anticipate taking all of their vacation days;
- **10%** expect to work at least during part of their vacation.

Most Baby Boomers are looking for:

- **57%** of Boomers travel to spend time with loved ones.
- **39%** take trips to step outside of their everyday life
- A large number wants to interact with locals:
 - **50%** of domestic intenders would like to eat a meal or tours with locals

(Source: Treksoft AARP)



Expedia found the following about Baby Boomers:

- **19%** traveled outside of the U.S.
- **67%** traveled to visit family; 19% for a romantic getaway
- Only **51%** flew to their destination; 38% drove
- **58%** stayed in hotels; 18% with family or friends
- Only **57%** said that budget was a primary factor in deciding their vacation
- **56%** had already decided on a destination when deciding on a trip, this highest. GenX, at **42%**, is the 2nd highest
- **54%** used an Online Travel Agency (Millennials = **52%**); **50%** used a search engine (Millennials = **51%**); **45%** used hotel sites, the highest of any group
- Lowest of any group in exploring outdoors and being active (**72%**), taking risks and getting destinations off the bucket list (**60%**) and preferring all-inclusive vacations (**52%**)
- Activities and deals are the two key drivers
- **60%** say that they are not influenced by social media and, if they are, Facebook has the lion's share at **34%**.
- **66%** look at the content of the ad vs the imagery (**53%**) but **61%** look at the deal

Domestic Trips by Boomers

f. Solo female travel

Solo female travelers is a growing segment and their biggest concern when traveling is safety. From a disapproving look to getting robbed to assault, these travelers are highly cautious when picking a travel destination because they are well aware of the risks they're taking when travelling to a foreign land.

The average monthly search volume for the term “solo female travel” grew by 52% between 2016 and 2017, averaging 2,900 searches between October 2016 to September 2017.

Why is a 50% increase in a search term about solo female travel important to tour and activity operators? Because it's an indicator of a shift in the travel industry. Economically, women today control more money ever before. In 2015, the BMO Wealth Institute estimated that 51% of personal wealth in the US was controlled by women.

For 2018, Catalyst predict that women across the globe will control \$40 trillion in consumer spending.

Surfside's juxtaposition as a safe and relaxed destination within Miami offers a unique opportunity to appeal to solo female travelers.



The South Florida Travel Market 2017

South Florida Travel Trends (2017)

Summary:

- There were an estimated 15.86 million visitors who spent at least one night in Greater Miami & The Beaches, a net gain of 0.9% vs. 2016.
- International visitors represented 49.2% of all tourists and grew 2.3% vs. Domestic visitors who represented 50.8 but decreased 0.5%.
- Overnight visitors in 2017 spent \$26 billion in direct expenditures; International visitors, who represented 49.2% of tourists represented 62% of the spend, an index of 126. The \$26 billion represented an increase of 1.8% over 2016.
- 86.2% of visitors came to GM&TB for leisure vs 84.8% in 2016.
- 66.5% of visitors stayed in hotels/motels, an increase of 2.5% vs 2016 while staying with friends and relatives decreased 7.3% to 29.1%
- The absolute main attractions were weather (72.3% for Domestic visitors and 63.1% for International) and the beaches (62.6% for domestic and 54.8% for international)
- International visitors however, value shopping almost as much as the beach (53.4%)

The South Florida Market in Detail

South Florida's almost 16 million visitors were evenly divided between International and Domestic (49/51) so it is an area with a wide appeal.

Domestic vs. International Split

Domestic visitors have been creeping down slowly while international visitors have been growing a bit faster.

Our visitors come from all over the world:

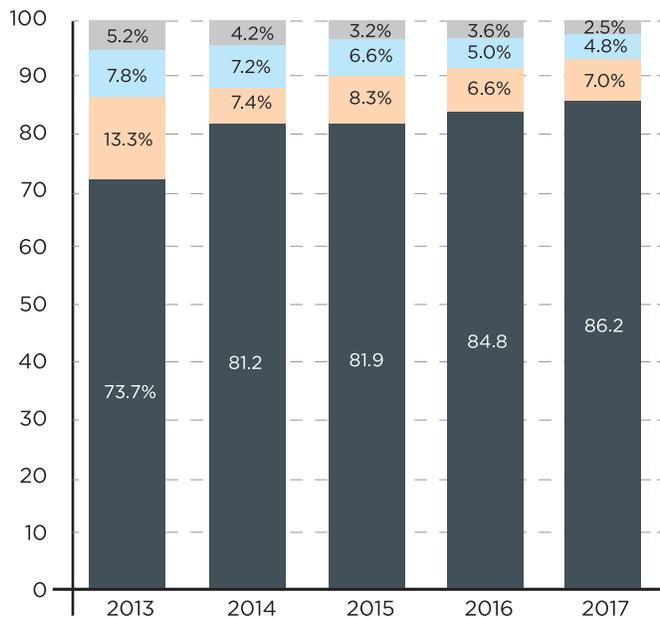
<u>Origin of Vistors</u>	2013	2014	2015	2016	2017	2017 vs 16
<u>Domestic (Region)</u>						
Northeast	3,401	3,520	3,861	3,915	3,883	-0.8%
Southern	1,781	1,833	2,005	2,027	2,007	-1.0%
Midwest	1,264	1,271	1,385	1,406	1,435	2.1%
Western	641	679	740	753	736	-2.2%
Total Domestic	7,087	7,303	7,990	8,100	8,062	-0.5%
<u>International</u>						
Latin America	5,018	5,009	5,154	5,188	5,210	0.4%
South America	3,737	3,659	3,740	3,684	3,632	-1.4%
Central America	562	595	616	650	673	3.5%
Caribbean	719	755	799	854	905	6.0%
Europe	1,332	1,430	1,515	1,555	1,664	7.0%
Canada	661	690	697	662	654	-1.2%
Other Countries	121	131	140	220	271	23.0%
Total International	7,132	7,260	7,506	7,624	7,798	2.3%
Grand Total (Overnight Vis)	14,219	14,563	15,496	15,724	15,860	0.9%

Just about everyone comes here for R&R

The number of visitors who come for fun has increased dramatically over the past five years, from 74% to 84%.

GMCVB - Purpose of Visit to Miami

■ Leisure/Vacation ■ Business ■ Cruise ■ Personal/Other



And both, domestic and international visitors pretty much enjoy the same things:

The overwhelming majority of visitors like our weather and beaches. For Surfside, this is great news, as we offer both in a relaxed, friendly environment. For international visitors, shopping is a definite allure (53.4%) and Surfside offers quick access to major shopping areas such as Bal Harbour Shops, The Design District, and even Aventura Mall.

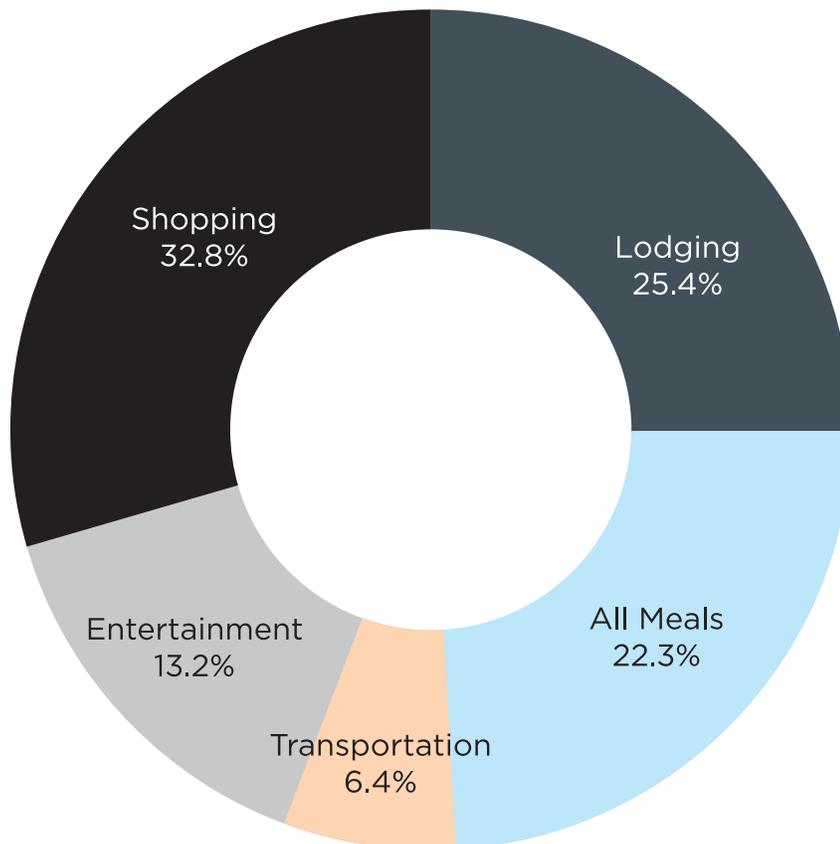
<u>Most liked Features & Attractions (2017)</u>	Domestic	International
Weather	72.3%	63.1%
Beaches	62.6%	54.8%
Shopping	11.1%	53.4%
Attractions	13.3%	34.5%
Restaurants	17.4%	32.0%
South Beach/Ocean Drive	38.9%	28.9%
Art Deco Area	13.1%	20.4%
International Ambiance	14.4%	20.3%
Nightlife	28.2%	13.5%
Sunbathing	20.9%	11.7%

Indeed shopping is a major component of every vacation:

But there are clear differences between domestic and international visitors

Average Spend/Day in 2017	Domestic	2017 vs 2016	International	2017 vs 2016
Lodging	\$157.37	-4.6%	\$135.38	-3.8%
All Meals	\$128.35	7.0%	\$131.69	-0.2%
Transportation	\$47.88	-0.2%	\$28.30	1.1%
Entertainment	\$78.00	5.4%	\$77.55	7.7%
Shopping	\$100.00	11.1%	\$285.87	10.8%
Total	\$511.60	2.9%	\$658.79	4.5%
			28.8%	

2017 Expenditure Breakdown

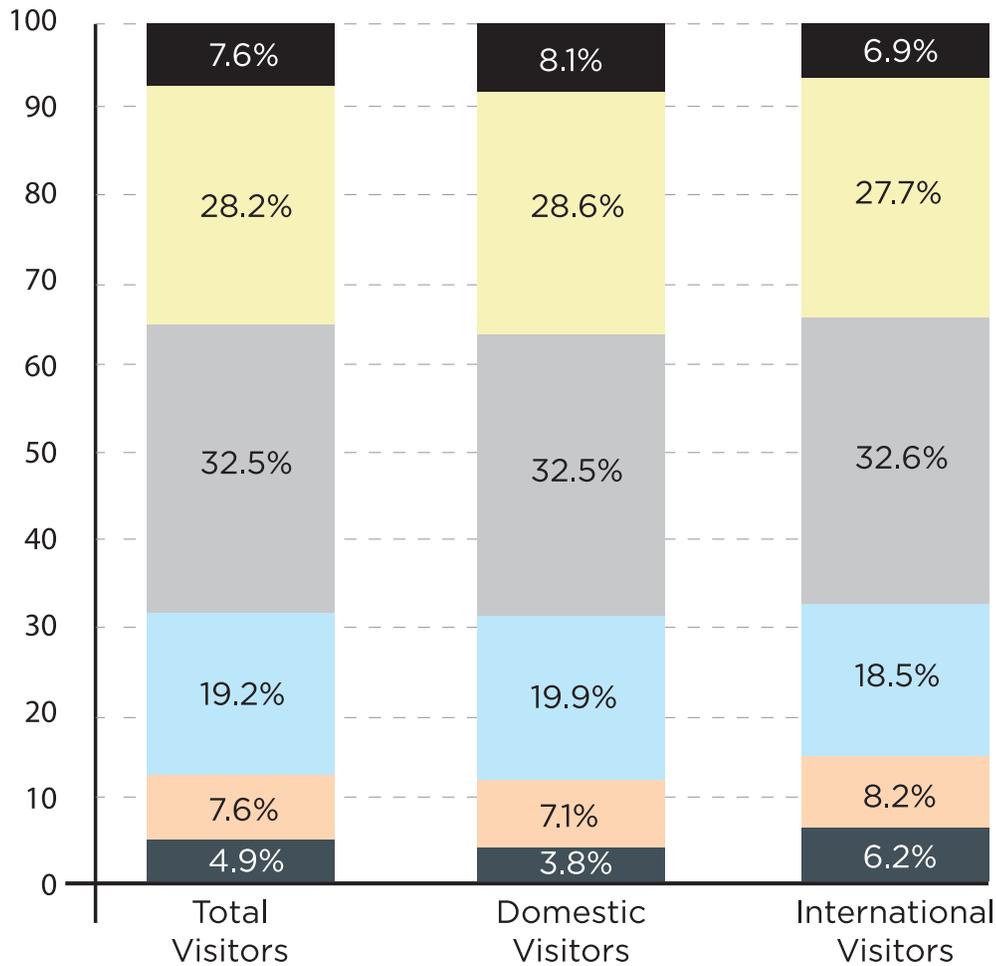
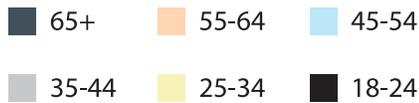


Lodging, as a % of the average daily expenditure has been going down on both groups -mainly as a reflection of the greater competitiveness of the market and online travel agencies (OTAs) while shopping has been going up. In general International visitors spend almost 30% more than their domestic counterpart, most of it in shopping.

Most of our Visitors are GenX

But Millennials are a strong #2 so both generations are important to Surfside Couples (54%) and families (29%) will remain key segments

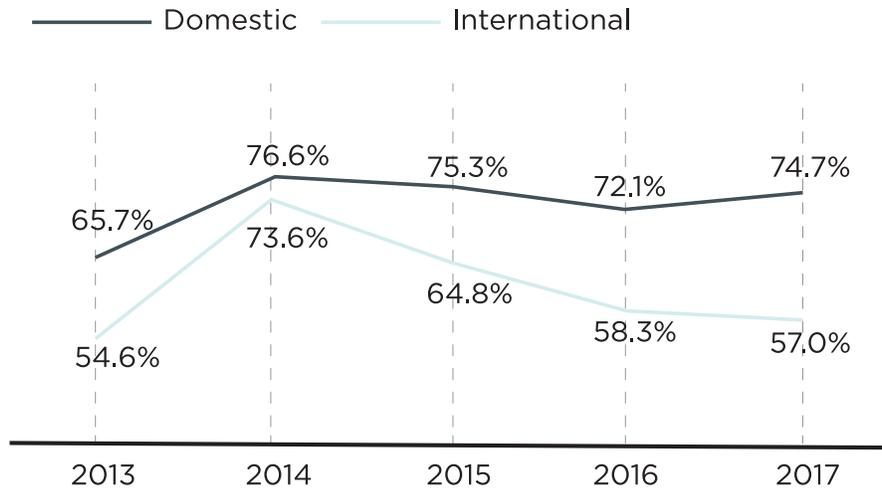
Overnight Visitors to Greater Miami and The Beaches Age of Visitor by Origin, 2017



Where do our visitors stay?

Most visitors stay in hotels and motels. Domestic visitors tend to prefer hotels more (75%) but among international visitors, 57% stay in hotels and the trend has been decreasing.

Hotel/Motel



Origin of Vistors	2013	2014	2015	2016	2017	2017 vs 16
Domestic (Region)						
Northeast	3,401	3,520	3,861	3,915	3,883	-0.8%
Southern	1,781	1,833	2,005	2,027	2,007	-1.0%
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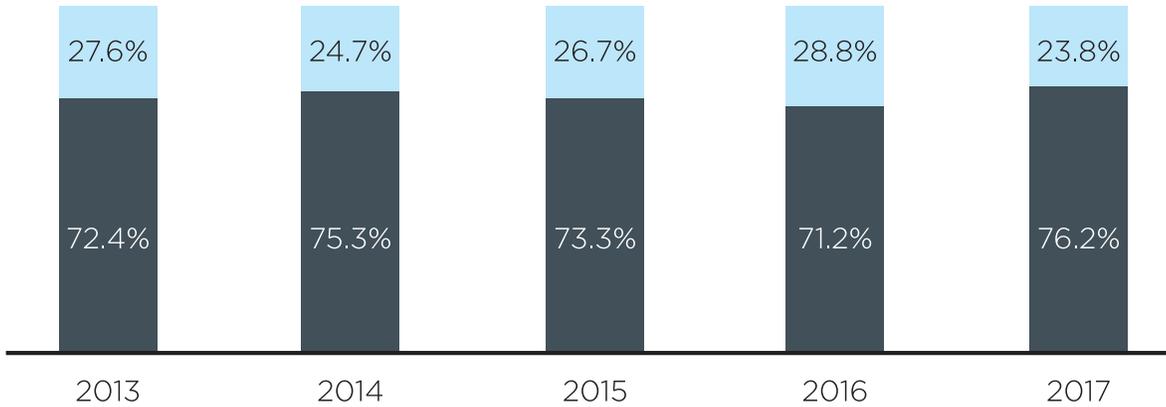
Perhaps the greatest pressure to the hotel industry has come from “peer-to-peer” offers, of which Airbnb is the best known. Both, domestic and international visitors use them more frequently (3.3%, 6.6%) but domestic visitors use it more.

Addicted to the Sun and the Sand

Most visitors to Miami are recidivists.

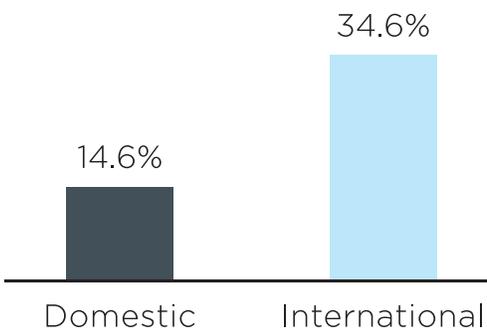
Visitor Type

Repeat Visitor First-Time Visitor



This is especially true of domestic visitors:

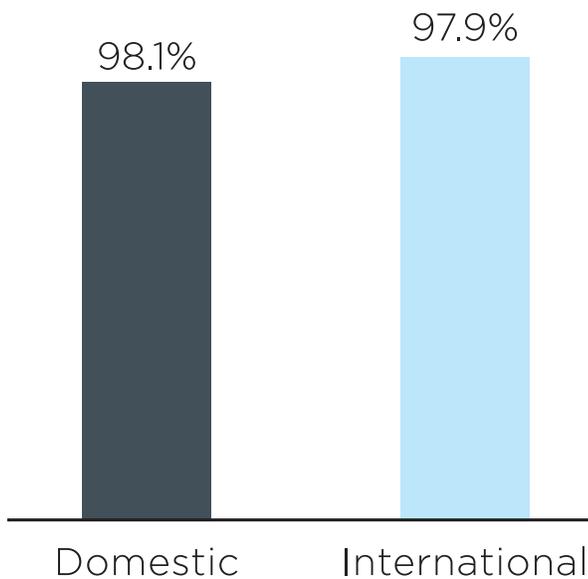
First Time Visitor in 2017



For Surfside this is a great advantage. A 2nd or 3rd time domestic visitor (85% of them) will already have experienced South Beach, the Clubs, the noise, the grit, the high priced cocktails, higher-priced restaurants and that introduction to Miami will be out of their system. They will still come for the weather and the beaches, but now they are ready to explore a more civilized vacation.

This is where Surfside can come in strong

Extremley/Very Satisfied



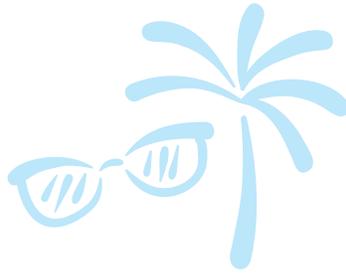
And visitors keep coming because, overall, yes, they really really like Miami.

B.

Analyze Town's Assets and Challenges

TASK 2: Conduct an objective Strength, Weakness, Opportunity, and Threats (SWOT) assessment of the Town's major "assets" and "liabilities" in relation to the travel and tourism industry.

It will include qualitative and quantitative data and indicators to profile the strengths and weaknesses as a destination. The analysis also will include comparisons to competing destination marketers; assessment of market trends and dynamics affecting the travel and tourism industry.



Surfside – SWOT and Situational Analysis

Based on our three years of working with Surfside in a marketing capacity, where we have had ample opportunity to get first hand feedback from local and international visitors, from local business owners and hoteliers, as well as seen the results from our campaigns and other efforts, we've put together an objective SWOT analysis.

Strengths

- Family Friendly
- No Night Clubs (*Noise, Crowd*)
- Beautiful Neighborhood
- Beach Access
- No Noise, No Crowds, No Rough Areas
- Beach Quality - Named by New Times Miami as the “Most Beautiful Beach”
- New Hotels
- Quality Restaurants
- Walkable
- Safety Compared To Other Areas Of Miami
- Consistent Experience; No ‘Bad’ Areas Of Surfside
- Uptown Beachtown: Relaxed Beachtown In Midst Of Popping Metropolitan Area
- Cleanliness
- Hotel For Every Travel Profile
(*Every Budget, Something For Everyone*)
- Walking Path, Community Center
- Nearby Attractions
- Proximity To International Airports FLL & Mia
- Proximity to the Miami Beach Convention Center
(*same time to drive as from Brickell*)

Weaknesses

- Small town (*in size, infrastructure*)
- Limited Amenities
- Limited Activities
- No Nightlife
- A Lot Of Traffic in the most touristed areas
- Parking
- No Event Centers or large meeting spaces
- Closing Of Businesses
On Friday/ Saturday Sabbath
- Attractions Require Travel
- Not Close To Convention Center in
traditional terms (*vs. Miami Beach*)
- Not Close To Cruise Ports
- Few hotels
- Lack of diversity of restaurants and shops

Opportunities

- The “Antidote” to the “Bad” Miami
- Capitalize on “family friendly” which is particularly important to Gen X tourists
- Play up the contrast to the chaotic scene in South Beach: no “wild” crowds, no endless cruising down Ocean Drive, now crowded sidewalks, no loud party scene
- Play up “The Best of Miami” without the “Worst of Miami” (*dirty streets, panhandlers, crime, noise, crowds, partiers, drunken pools, drugs & alcohol*)
- Show how attractive Surfside is for families who want to “stay-and-play” or have a nice day away from all the usual traffic, noise and chaos
- When the new Miami Beach Convention Center opens, it will be faster to drive from Surfside than from Brickell, presenting a clear advantage to travelers.
- Some of these opportunities (*e.g., the antidote to the “bad” Miami*) are especially strong for repeat visitors (*86% of the domestic market, 65% of the international one*) and will be addressed in the creative.

Threats

- South Beach offers more variety in restaurants and nightlife
- South Beach has more brand recognition on all fronts (*nightlife, beaches, restaurants, parties, trendiness*)
- Similar surrounding areas (*North Beach, Key Biscayne*) are closer to the “action” while featuring relaxed beaches
- There is a chance that a “family-friendly” positioning might be off-putting to some demographics
- Business travelers may prefer to stay closer to the convention center
- Bal Harbour offers more luxurious accommodations and flagship luxury shopping
- Bal Harbour Shops construction may divert shoppers to stay elsewhere.
- Environmental factors (*like hurricanes, rising sea level, beach erosion*) may send visitors looking for higher ground

Competitive Landscape

For family-oriented vacation travelers focused on the beach, there are ample choices in the Miami-Dade area:

1. **Miami Beach** – of course, which is our state’s most famous destination. Analyzing MB’s key factors, there is something interesting: Miami Beach is not Miami Beach... Miami Beach is South Beach.
 - a. It has a sizeable advertising budget of course but, not only that, it has been promoting itself, through events, PR, TV programs, movies, etc., for decades.
 - b. It undoubtedly has a huge “coolness” factor among many disparate groups (from hip-hop to high fashion).
 - c. The reality of the experience however, is often completely different than the image. Its traffic is congested, parking is scarce and expensive, many restaurants are expensive products of hype, it is noisy, often feels unsafe to visitors and visitors are subject to constant rip-offs from restaurants.

As part of our communication, we will also seek to piggyback on some Miami and the Beaches tourism initiatives to increase visibility and efficiency.

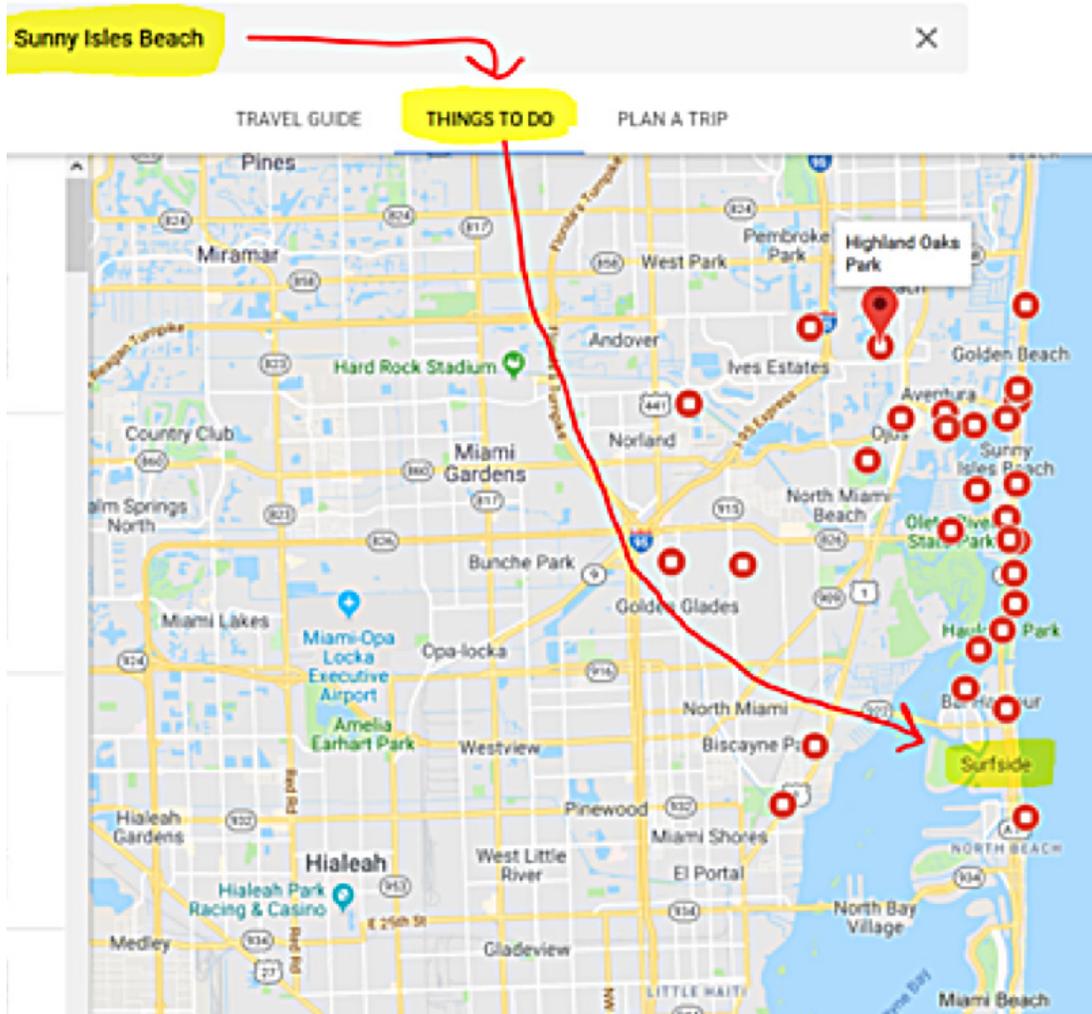
For example, the GMCVB’s campaign #FoundInMiami has already featured some of Surfside’s social media content, which we will continue to produce.

Likewise, we’ll also expand on other initiatives such as film month, romance month, and naturally, Miami Spice and Miami Spa, their signature initiatives.

2. **Bal Harbour** – perhaps our most direct competitor, Bal Harbour is very well known in key tourist segments as being wealthy, stylish, but quiet and luxurious. Bal Harbour Shops offers a huge incentive for luxury visitors (whether international or local) with its shopping and dining options.

There are, however, some key negatives:

- a. Bal Harbour is not walkable at all. Other than the shops, there are no pedestrian-friendly gathering places.
 - b. Parking is scarce and expensive.
 - c. The area is known (among locals) as a speed trap and this is a turn-off for visitors who get speeding tickets for doing 40 on a 35.
3. **Key Biscayne** – The Village, as it is called by its residents, has a strong and very defined tourist market. It is seen as a family-friendly, sophisticated, yet casual destination with luxury hotels, beautiful beaches and a good infrastructure with restaurants, markets, etc. Key Biscayne does not advertise.
 4. **Sunny Isles Beach** advertises and directly competes with Surfside. As a matter of fact, Sunny Isles Beach has encroached on Surfside, as evidenced from its latest map of “Things to do”.



All things considered, the positives for Surfside are strong and can be converted into excellent opportunities.

c.

Act as a Facilitator of Key Input and Reporting Sessions

TASK 3: Prepare, lead and facilitate major input and presentation sessions, which may include the Town's Tourist Board, Commission, and other stakeholders.

Utilizing the project protocols and criteria developed for the strategic plan, coordinate and document input, comments and rankings/selection of recommendations.

Act as facilitator of key input and reporting sessions

A brand is the collection of positive experiences over time

We overheard that phrase in a conference call and it stuck with us over time. Because it is true.

At Jacober Creative we want to make sure that every experience that our visitors have is positive and exceeds their expectations.

And it begins with Surfside itself.

Jacober Creative's involvement with Surfside for the past three years has given us a very deep understanding of what its business owners and hoteliers want and need from the Town's tourism efforts as well as a very realistic perspective of where we can benefit these businesses.

We propose these initiatives:

- 1. Dedicated Surfside Business Portal** to hold all the data, information, white papers and any other tourism oriented material. The landing site will be by approval only, so that only Surfside businesses and stakeholders will be able to access it.
- 2. Tourism Board updates every quarter** where we will review the latest trends, information supplied by Surfside businesses.
- 3. Bi-Monthly conference call with rotating businesses** where we will gather qualitative data about trends, positive and negative aspects of Surfside and similar information. We realize that some of these tasks will be challenging at the beginning, as business participation has historically not been high. However, as the calls will be short and with a firm agenda, we expect that within a few months, many businesses will not only see the value in these informational activities, but will also contribute to them.
- 4. Travel & Tourism Awareness Campaign** and how to capitalize on them for Surfside stakeholders. Jacober will create this presentation and engage with stakeholders to give them the presentation. The presentation will be available as a podcast in the Jacober Creative website.
- 5. Create a Town of Surfside marketing sell sheet** to attract new businesses to Surfside.
- 6. Quarterly reports** - In addition to these points, we will continue with our quarterly report which we will improve by including other KPIs and top level reports on media, promotions, events and PR activity.

D.

Prepare Marketing Strategic Plan & Tactical Implementation of Plan

1. BACKGROUND
2. MARKETING & ADVERTISING STRATEGY
3. TARGETING
4. INTEGRATION
5. TIMING
6. INTERNATIONAL & DOMESTIC VISITORS
 - a. Leveraging & Creating Trends
 - b. Data-Driven Approach
 - c. Search
 - d. Retargeting & Remarketing
 - e. Lookalikes
 - f. Social Media
 - g. Video
 - h. Tactical Digital
 - i. Email Marketing
7. MIAMI DADE RESIDENTS
 - a. Search and Retargeting
 - b. Native Advertising
 - c. Social Media
 - d. Video
 - e. Surfside App
 - f. SMS Campaign
 - h. Local Events
 - i. Surfside Newsletter
 - j. Surfside Blog
8. THE FUTURE
 - a. Surfside Loyalty Card
 - b. Capture Screen
 - c. Surfside App
 - d. CRM
 - e. Pop Up Stores/Events
 - f. Website
 - g. AI Bot
 - h. AR/VR

TASK 4: Based on the information derived from Tasks 1 through 3, Proposer shall develop a targeted marketing strategic plan, as well as tactics, and detailed recommendations for implementation.



2019 and Beyond – Executive Summary

For 2019 and beyond Jacober Creative seek to continue creating wealth for Surfside by improving the quantity and quality of visitors to Surfside.

We will do this by:

- **Continuing and expanding our search and retargeting campaign** to reach US domestic visitors and international visitors from Europe and Latin America.
- **Creating a parallel campaign** to attract local Miami-Dade residents to discover Surfside as a dinner and staycation oasis.

This will create two revenue streams that will increase resort tax collections.

In addition we will strengthen these two revenue streams by:

- **Creating a program** to gather information and consumer insights from actual visitors
- **Improving our website and app** to increase engagement and collect emails from visitors
- **Creating a local Surfside campaign** and other internal activities to highlight the importance of tourism to Surfside
- **Expanding our email** and CRM activities
- **Improving the local events** program by making them more relevant and cost-effective

Together we will continue making Surfside a great place to visit

Marketing and Advertising: Strategy, Plans, Tactics

1. Background: 2017-18 Results

Jacober Creative - Results

There are two key tenets for any successful marketing campaign: **measure** and **learn**.

For three years, Jacober Creative has been implementing increasingly successful marketing efforts for Surfside, tracking the results and improving on them. This is a real value for Surfside not only because we can now provide a robust base of learnings, but also because we are well past any initial learning curve and into optimization.

The 2017 campaign was a multi-pronged effort designed to reach and persuade several targets to take action. These targets included:

- International visitors from Europe and Latin America
- Domestic visitors from key U.S. Markets
- Local Miami-Dade residents



The multipronged approach included:

Digital

- o PPC (Pay per Click) Search & Display (including Retargeting) which delivered:
- o 2.6 million impressions in North America, Europe and Latin America in 4Q 2017 and Q1 2018 with a CTR of 0.52% and an average CPC of \$1.32, which is well below (-14%) the industry average of \$1.53 (source: Wordstream)
- o A key aspect of our strategy is that we now have a fairly robust benchmarking for keywords and can optimize continuously, decreasing the cost/keyword and improving results.

SEO - Q1 2017 vs Q1 2018

- o Achieved a 62% increase in users, 53% increase in sessions and 12% increase in time spent on the page

Social Media

- o Currently 10,104 followers, up 11.2% (Q1 2018 vs 4Q 2017)
- o Created 132 posts up 55% in the same period
- o Generated 1.2 million impressions, up 2,943% in the same period
- o Our short film "Wish You Were Here" generated 110,671 impressions with an outstanding 4,659 link clicks (CTR: 4.2%) and achieved a cost/action of \$0.33
- o For Q1 we have achieved:
 - 586,836 impressions with 6,431 link clicks
 - \$13.11 CPM and \$1.20 CPC

Surfside Blog

- o After introducing the blog to Surfside's website in 2017, we have optimized the blog so and achieved an increase in page views of 42% (quarter vs. quarter), a 73% increase in average page views and a 3% increase in time spent on the page.

Website - We have been continuously improving the website. On a quarter vs. quarter basis, we have achieved:

- o 44% increase in page views and 46% increase in unique visitors
- o 212% increase in referrals to partners, and a 333% increase in referrals to hotel partners specifically.

Newsletter - On a quarter vs. quarter basis, we have achieved:

- o 67% increase in opens; we continuously improve and test our materials
- o 68% increase in clicks

Other Media

Print

- o Ran in luxury media outlets such as Indulge, AFAR, New York Magazine, as well as hyper-targeted publications such as the GMCVB's Visitors Guide, Vacation Planner and Travel Planner (a B2B publication)

Public Relations

After setting the key messaging and communications strategy, Jacober Creative obtained Surfside's only feature in a national print publication, American Way Magazine. The story was featured in the November issue of American Way, which is distributed online and on every flight of American Airlines, the largest airline in the world.

For 2018-19 and beyond we plan to continue optimizing Surfside's marketing actions and budget.



2. Marketing and Advertising Strategy: Basic Principles

Use money wisely: Segment potential visitors by their most relevant passion points. Leverage a potential visitor's search for "Miami" and channel them to Surfside.

Create wealth: use the budget to generate activities that will increase resort tax collections. Propose new activities to generate revenues for Surfside businesses that will increase resort taxes.

Kaizen: Follow a philosophy of continuous improvement.

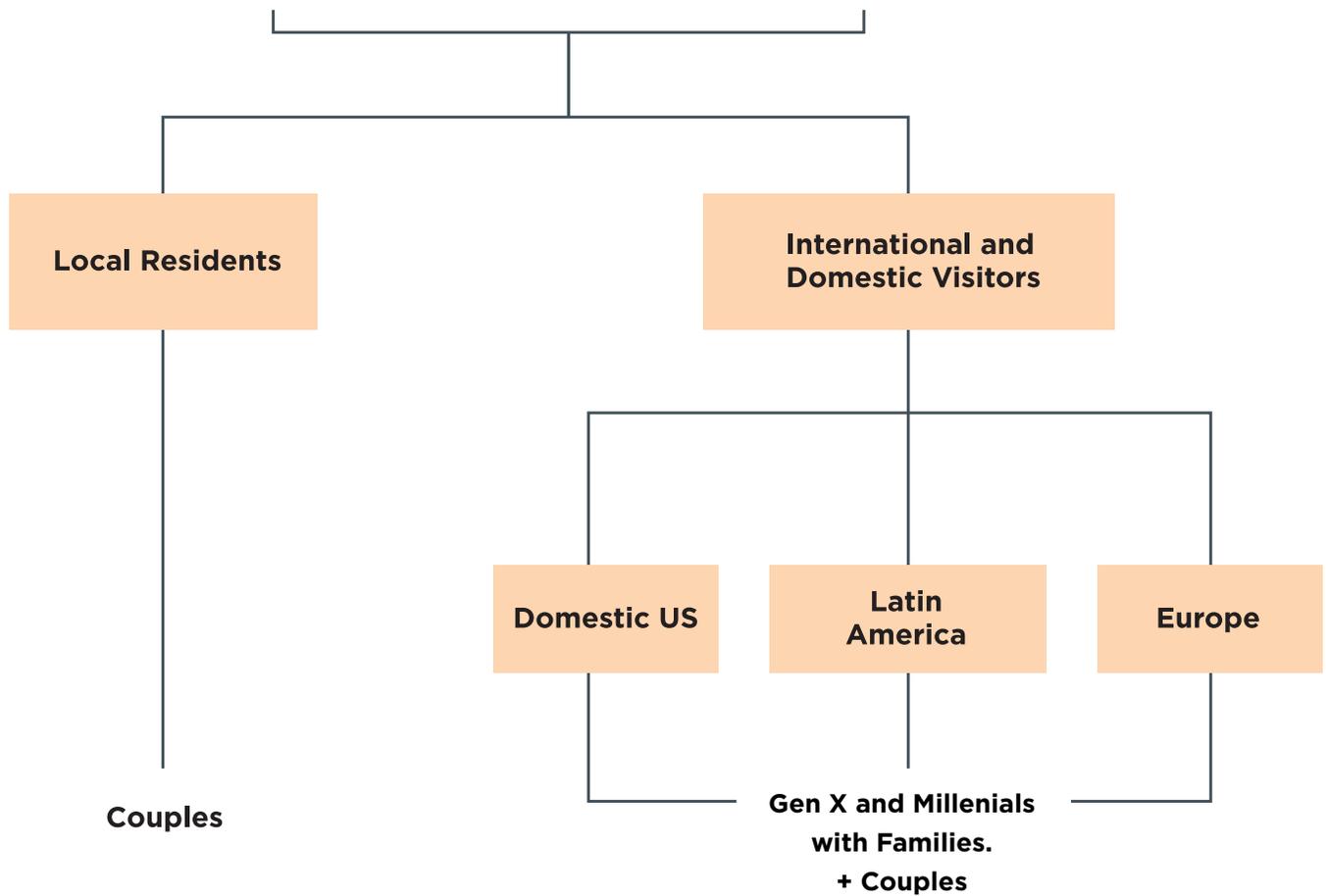
Total Integration: All platforms build on each other to amplify each message

Keep it simple,
effective, and doable.



3. Marketing and Advertising Strategy: Targeting

Two Different Efforts:



Marketing and Advertising Strategy: Targeting

Primary Target:

International and Domestic US Families with GenX heads of households. Families (parties of 3 or more) represent 28% of all visitors to South Florida.

As noted on Page 29 of the RFP, MMGY –a global travel group—found the following:

- Brat Pack families (those traveling with children under 12) represent a significant and economically important segment of all vacationers.
- 19% percent of all vacationing Americans have children under 12 at home, representing an estimated 11.2 million households.
- Three in four Brat Pack members report that their children influence vacation daily activities and choice of destinations, compared to just two-thirds of travelers with teenagers.
- Two-thirds of The Brat Pack says their children influence accommodation selection, compared to only half of travelers with teenagers.
- Two in three select vacation destinations based primarily on the types of activities available for children, compared to only a third of travelers with teenagers.
- Six in ten Brat Pack members say their family vacations are entirely child-focused, compared to just a quarter of travelers with teenagers.

In addition:

- They will appreciate Surfside’s family-friendly environment, beaches, walkable and safe areas away from the usual noise and traffic of South Beach.
- Surfside has hotels that cater particularly well to families.
- They tend to spend more.

Secondary Target

Secondary Target: Young (around 25-40) couples in Miami-Dade who want to discover new restaurants and venues and have “outgrown” the South Beach scene.

These couples are not necessarily childless, but they still go out as a couple with some frequency. In Miami-Dade alone, there are about 300,000 households with incomes of over \$60,000 per year. There are also 534,000 people between 25 and 39. Evidently, we have a base from which to attract locals to Surfside.



Marketing and Advertising Strategy: Targeting

Tertiary Target:

Upscale domestic US couples. Research points out that parties of 2 represent 54% of all visitors to South Florida.

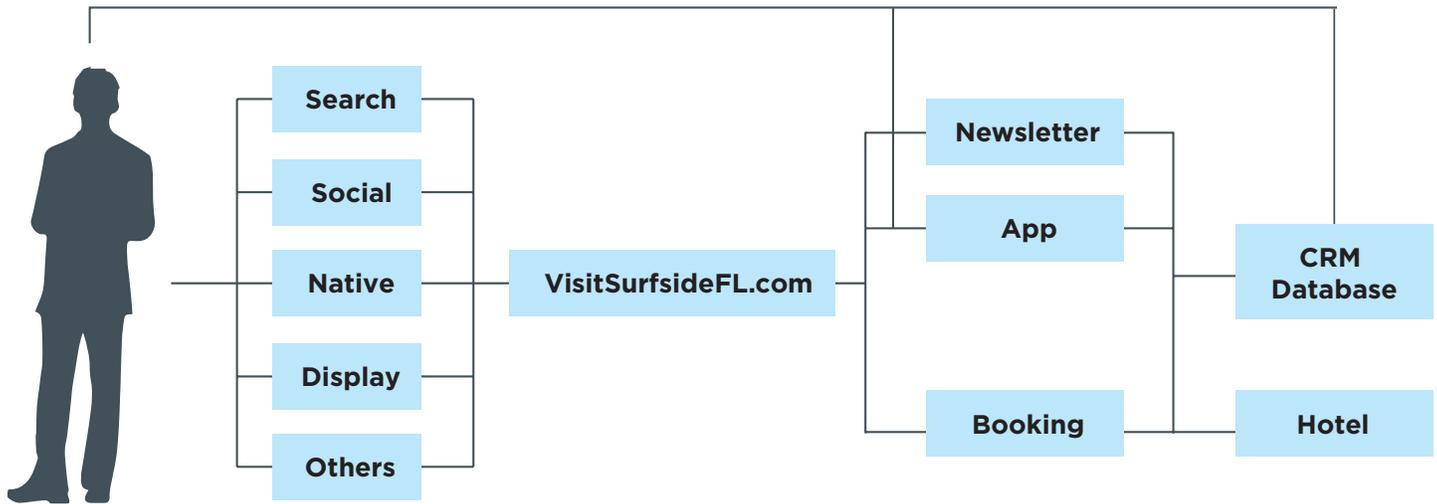
The couples we will be targeting, however, are not easily defined by conventional demographic characteristics (income, age...) but by psychographic characteristics. We will seek to target couples who have already been at least a couple of times and have “been there done that” when it comes to Miami (namely: South Beach).

These couples appreciate three things:

1. Surfside’s central location and proximity to major attractions
2. Coming back to their hotel at night and not having to battle noise, grit and gridlock.
3. A pristine, easily accessible beach.

In addition, these couples will find the experiences that they are looking for, whether it is health & wellness, dining, walking and “feeling human again” and more.

4. Marketing and Advertising Strategy: Integration



Both for International & Domestic visitors as well as for local residents, total channel integration will be key for this exercise.

There are two key objectives:

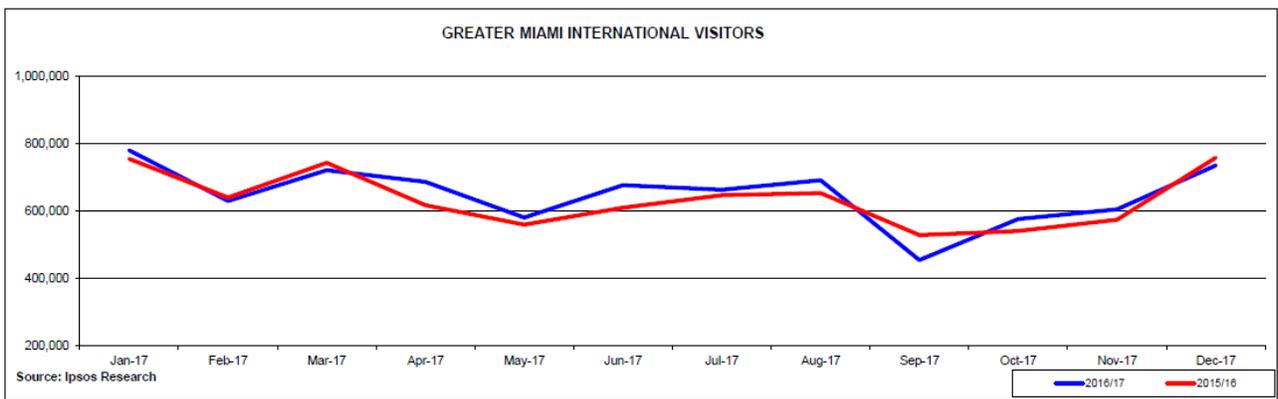
1. Keep in touch with people who have already “raised their hands” as being interested in Surfside and engage them on a continuous basis. These are valuable targets, they have shown not only interest but also a willingness to receive our communications. We do not want them to unsubscribe. Moreover, when people are pre-disposed to a certain product, they are more likely to notice that products advertising and act on it.

2. Create referrals to increase our email database.

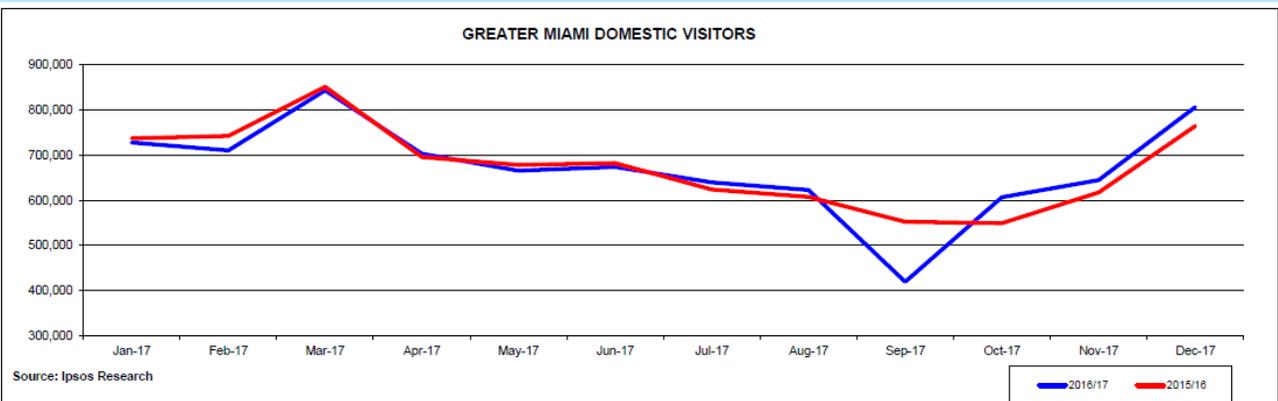
While every one of our messages (be it a banner, an email, a native ad or anything else) will carry a stand-alone message designed to elicit action, they will all also link directly with the website and the website becomes the centerpiece for our integration efforts.

5. Marketing and Advertising Strategy: Timing

It is true that we still have “winter” and “summer” seasons in Greater Miami, however, except for a marked low during back to school, the seasons are relatively flat.



	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17	Oct-17	Nov-17	Dec-17	Rolling 12 Months	Fiscal Year 2017/2018	Calendar YTD
2016/17	780,000	629,900	721,200	686,200	580,600	676,600	662,700	691,000	454,200	575,900	604,600	735,200	7,798,100	1,915,700	7,798,100
2015/16	754,800	640,100	742,900	616,800	559,200	609,800	646,700	652,900	528,300	540,300	574,200	758,200	7,624,200	1,872,700	7,624,200
% change	3.3%	-1.6%	-2.9%	11.3%	3.8%	11.0%	2.5%	5.8%	-14.0%	6.6%	5.3%	-3.0%	2.3%	2.3%	2.3%



	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17	Oct-17	Nov-17	Dec-17	Rolling 12 Months	Fiscal Year 2017/2018	Calendar YTD
2016/17	727,600	710,300	843,300	702,900	665,300	673,900	639,300	622,600	419,300	606,700	644,600	806,100	8,061,900	2,057,400	8,061,900
2015/16	736,900	742,400	851,300	695,500	678,000	682,100	623,800	607,500	552,100	549,100	617,100	764,200	8,100,000	1,930,400	8,100,000
% change	-1.3%	-4.3%	-0.9%	1.1%	-1.9%	-1.2%	2.5%	2.5%	-24.1%	10.5%	4.5%	5.5%	-0.5%	6.6%	-0.5%

Research suggests that most travelers will make major decisions (destination, airline, lodging) 2-3 months before their trip while they will make minor decisions (attractions, activities, restaurants) on the spot.

However, with the relative flattening of travel, we will need to advertise continuously.

6. Marketing and Advertising Strategy: International and US Domestic Visitors

INTERNATIONAL & DOMESTIC VISITORS

- a. Leveraging & Creating Trends
- b. Data-Driven Approach
- c. Search
- d. Retargeting & Remarketing
- e. Lookalikes
- f. Social Media
- g. Video
- h. Tactical Digital
- i. Email Marketing

Overarching Strategy:

International and US Domestic Visitors for 2018-19 and beyond:

- Continue the family-friendly message and expand our media footprint to reach more families.
- Expand our message to couples who have already been to Miami (85% of Domestic and 65% of International visitors) to present the alternative to the headache that is South Beach: Surfside.
- Continue refining our keywords in order to increase the efficiency of our search efforts.

We will expand the use of our successful efforts as well as move into new ones.

a. Leveraging and Creating Trends

Because it is impossible to achieve everything with a limited (and even an unlimited) budget, we have curated some of the trends and prioritized where we see that Surfside would benefit the most.

- 1. Power of Social** - as part of the 2018-19 and beyond budget, we will be beefing up our social media actions and extending them to international. For example, we will be requesting feedback and reviews from stays in Surfside, asking for user-generated content and targeting Latin American users.
- 2. Mobile Booking** - we are studying ways in which the Surfside website and booking engine can be made mobile. This is included in the budget.
- 3. Our approach has been solidly focused on GenXers**, those with disposable budgets and families. We will begin expanding to Millennials.
- 4. Health & Wellness** - H&W is not something that is “town” oriented; there is no room for big conventions in the hotels, however there are certain specific sub-trends such as Happy Retreats and Architectural Wellness, in addition to developing healthy menus that can be done by individual hotels and restaurants. We propose to create some guidelines as to the trends and get involved with the hotels.

Additionally, we’ll be placing a stronger emphasis on Surfside’s built-in fitness opportunities in events and through social media.

Marketing and Advertising Strategy: International and US Domestic Visitors

b. Data-driven approach

Jacob Creative has been actively collecting as much data as possible during our three year relationship with Surfside. This includes both quantitative and qualitative data. We are also fully committed to improving the quantity and quality of our data collection.

This is important for two reasons:

- We know Surfside's stakeholders and visitors extremely well and can create communication efforts that appeal to both with a minimum "learning curve."
- We have refined our media data and can effectively deploy actions across a wide range of channels.

c. Search

Search & Retargeting will continue to be our primary media when reaching international and domestic US visitors.

As part of the 2018-19 and beyond budget we will increase substantially our search and retargeting budget which have already generated hundreds of referrals leading from the Surfside website into hotels. We propose to designate about 80% of the search budget to international and USA domestic visitors roughly 50/50 and about 20% to begin generating a desirable, upscale local resident market. Search will continue to be our primary way to attract travelers to Surfside. Search has been an efficient tool for Surfside and it reflects where the market already is. We have also consistently optimized our search parameters so that costs have diminished over time.

Previously, we targeted three regions: US (Domestic Travel), Europe and Latin America. For 2018-19 and beyond we expect to target Miami-Dade and Broward residents.

Finally, it is hard to determine, with any degree of accuracy, what the evolution of the search budget will be. Apart from the guidelines we set, search is very much a results-driven buy. As such, we plan to continue mining all the different origins until we reach a point of diminishing return, upon which we will either stop or diminish our investment in that particular market and move to the next one with a positive ROI.

d. Retargeting & Remarketing

Part of the search budget has been very successfully used in retargeting visitors to the website and remarketing to them.

We will continue this practice and expand it as much as possible. Obviously, in order to have a successful retargeting program we need to generate leads, so search and acquisition will remain our main thrust.

For example, costs for remarketing have ranged from a low of \$9.56 for LATAM to \$25.08 for US Domestic & Canada.

Marketing and Advertising Strategy: International and US Domestic Visitors

e. Lookalikes

As part of the Search + Retargeting efforts, we will also begin to buy “lookalikes”. Lookalikes are audiences that match existing audiences and, thus, are expected to behave the same way. These matches are obtained by matching the information contained on the cookies: websites visited, affinities, etc.

With lookalikes we expand our footprint in a sensible, cautious way which yield faster results.

Search is considered by the travel industry as one of its key tools to generate business:

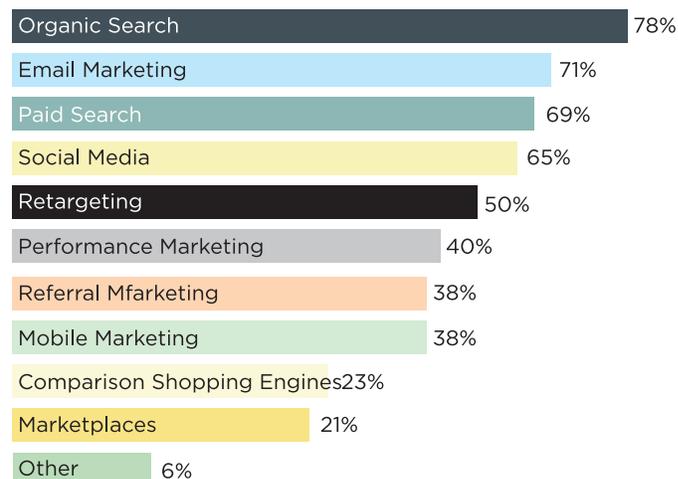
US Marketers Who Use Paid Search Advertising
% of respondents, by industry

	2015	2016
Travel/Hospitality	51%	46%
Healthcare/pharmaceutical	42%	38%
Technology	41%	37%
Retail	51%	35%
B2B Services	51%	27%
CPG	51%	25%
Financial services - banks or credit unions	-	25%
Financial services - insurance	-	25%
Nonprofit	18%	22%
Publishing & media	18%	8%
Automotive	56%	-
Building/construction	23%	-
Financial services	54%	-
Education	18%	-
Entertainment	1%	-
Other	27%	35%

And it really drives the travel business. We will continue optimizing based on the cost/event from the website.

Which online activities primarily drive customer acquisition for your organization?

Select all that apply



Marketing and Advertising Strategy: International and US Domestic Visitors

f. Social Media

We will expand our social media efforts. Social Media has been shown to be an extraordinary influence in destination research. As part of the expansion we will encourage visitors to post in our FB and IG pages. User-generated content has also been shown by research to be a major influencer. Since word-of-mouth (WOM) is also one of the key components in deciding not only destinations but also activities and hotels, our user-generated content will serve as a proxy to this WOM.

g. Video

We will increase the use of video on Social Media considerably. Video has been shown to increase engagement and responses. We will use more video both on the feeds (Facebook and Instagram) and on paid advertising. Video will run in several lengths: :08, :15 and :30, and will act as not only an informational tool, but a draw for visitors to learn more and book on the website.

h. Tactical Digital

We will be using some tactical digital media to reach specialized groups. For example:

- **Fitness.** While the “wellness” industry is dominated by beauty and anti-aging products (\$679 billion), the fitness and mind/body exercise segment is worth \$390 billion.

We will select a handful of “clean” segments and develop specialized programs to attract them to Surfside. These segments can include:

- **Happy Retreats** - value activities like morning hikes, yoga, and meditation which work well in small spaces
- **Mindfulness** - which also works well in small space and value classes and private instruction

i. Email Marketing/SMS & CRM

Research has also shown that email marketing is a key factor for travel, for 2018-19 an objective is to amplify the current email program. This CRM program can be populated from information captured on the website or from other sources.

As part of the CRM effort, we also plan to begin testing SMS messaging. SMS messaging is simple and effective and can deliver very tactical and time-sensitive messages to visitors or interested parties.

For example: Text the word “donut” (without the quotes) to the short code 86329 and you will get a coupon from Dunkin Donuts in a very engaging way. We can do the same thing for Surfside, where we could ask visitors for their phone numbers in exchange for tactical officers.

CRM -both email and SMS—can be used to continue the idea of “Third Thursdays” or any such other local regular event. This test should last about six months and, at that point, we can decide whether to continue it or not.

Finally, both email and SMS can be used to ask for referrals as a way to extend Surfside’s footprint. We expect that, initially, we would spend a few months researching vendors, explaining the idea to businesses and getting buy-ins during our townhall meetings and conference calls, and then negotiating with vendors.

7. Marketing and Advertising Strategy: Miami-Dade Residents

- a. Search and Retargeting
- b. Native Advertising
- c. Social Media
- d. Video
- e. Surfside App
- f. SMS Campaign
- h. Local Events
- i. Surfside Newsletter
- j. Surfside Blog

The overarching objective for the local resident campaign will be to position Surfside as an attractive, upscale, desirable dining destination.

a. Search & Retargeting

Search and retargeting will continue to play an important part of our local marketing efforts. We will apply the same principle as we do for International and Domestic search and apply them to the local markets.

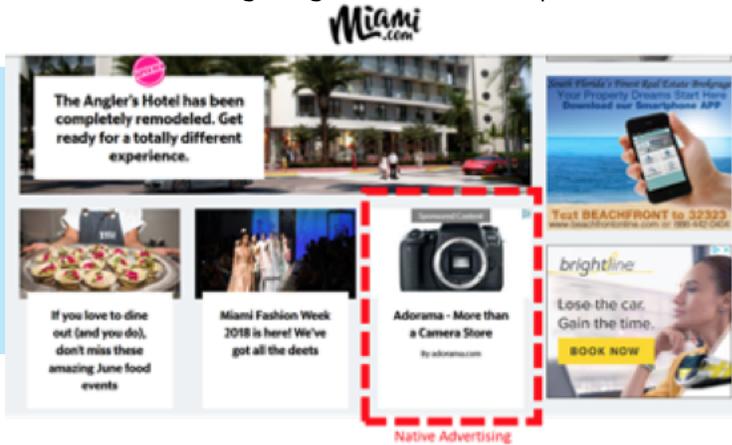
We researched the cost of several keywords:

Restaurants Keywords	Global Monthly Search	Global CPC	Find Related Keywords for Free
Miami beach restaurants	6,600	\$ 2.54	"Miami beach restaurants" related keywords
restaurants in Miami	9,900	\$ 1.72	"restaurants in Miami" related keywords
Miami restaurants	12,100	\$ 1.51	"Miami restaurants" related keywords

Marketing and Advertising Strategy: Miami-Dade Residents

b. Native Advertising

We will leverage the combination of influencer and trusted source that many premium dining/eating out sites. Native advertising –which closely mimics the host site—has a higher CTR and engagement than search and retargeting. This is an example of native advertising running in www.miami.com:



Naturally, we will create thematic native ads that closely mimic the site. Native advertising is not only inexpensive to produce, it is totally flexible, so we can use different headlines, pictures, color-schemes and themes in order to optimize response and conversion. It will drive people to either a custom landing page or the restaurant page in our website.

c. Social Media

Social Media will be the third most important communication channel –

Social Media and, especially, Facebook, is credited by every group as being the most influential media.

When looking at booking a trip, for example, Facebook was named the most influential by:

- GenZ 64%
- Millennials 71%
- GenX 52%
- Baby Boomers 34%



Marketing and Advertising Strategy: Miami-Dade Residents

d. Video

We will increase the use of video on Social Media considerably. Video has been shown to increase engagement and responses. We will use more video both on the feeds (Facebook and Instagram) and on paid advertising. Video will run in several lengths: :08, :15 and :30

e. Surfside App

We will push the existing feature of being able to choose a restaurant according to cuisine style with special offers in order to get our target group to try Surfside restaurants.

For 2019-2020 we will look into adding a “loyalty” component to the app for people to use in Surfside restaurants, hotels and other businesses.

The loyalty component will be modeled after the Starbucks mobile app, the most successful mobile payment app in the U.S., with over 110 million downloads on Android alone.

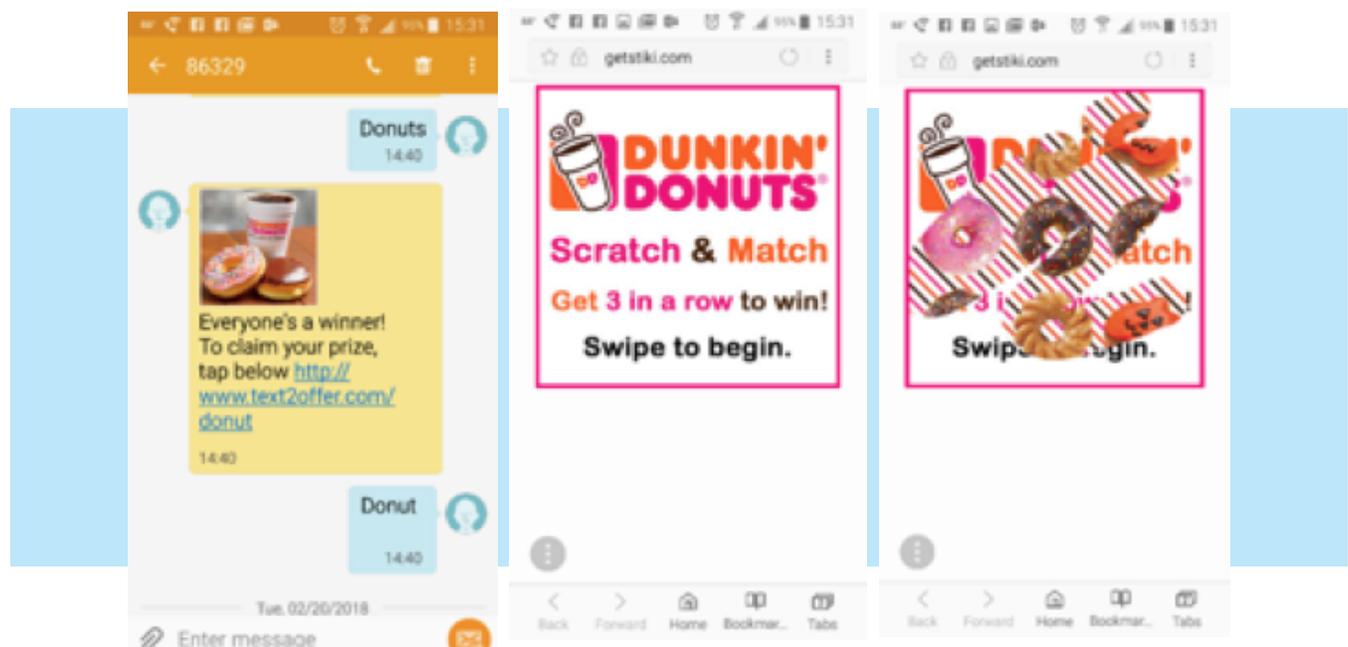
We will focus the program on creating reward points that can be collected from the dollar volume spent on Surfside businesses.

For 2018-19 we will also create a specific “App Download” campaign, as the app is a great way to communicate continuously to people already engaged with town of Surfside.

There will be some future improvements to the app (see the “Future” section)

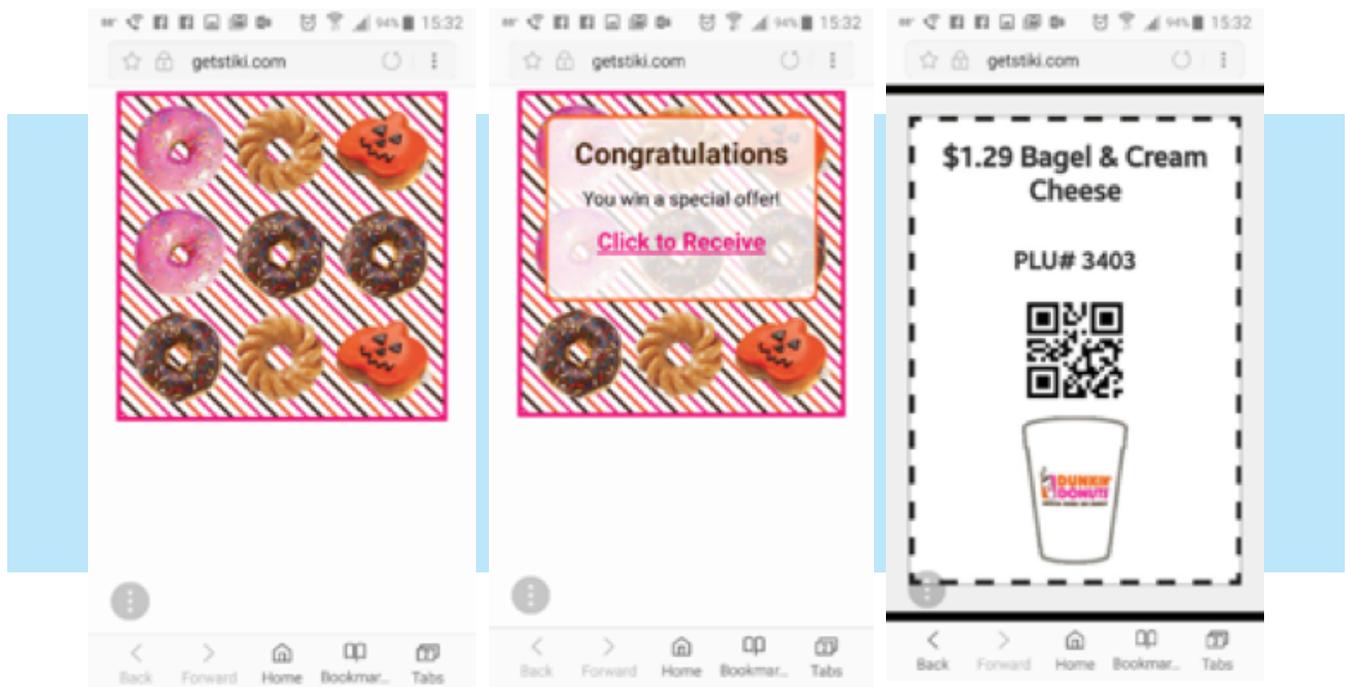
f. SMS Campaign

We will also create an SMS/MMS campaign for local dining. SMS and MMS will be used to reach out to users who have given us permission to use their phones with special offers. Typically, SMS/MMS offers tend to be very tactical. For example: very time limited (e.g., 2 x 1 sushi only on Wednesday at 7:00 pm), or special events (happy birthday, Paul, here’s a 2 x 1 drink offer for you all day today) but overall, they are designed to elicit results right there and now. This is an example of how Dunkin’ Donuts used SMS to drive traffic to its local stores:



Marketing and Advertising Strategy: Miami-Dade Residents

The user texts “donuts” to 86329 and receives the offer. When clicking on the link, one is taken to the offer itself, which is a swiping offer. If one gets 3 in a row one wins. Naturally, one never gets 3 in a row. However, even if one doesn’t get it, one gets a coupon anyway.



This is the end screen showing the whole donut range, the offer to get a special offer and the final coupon which includes a QR code which can be read in any participating store.

Some key advantages:

- These messages can be changed continuously in order to optimize responses.
- No need to download anything
- Can include video

In order to get opt-ins we propose to advertise the SMS number in the newsletter, emails, website and will ask merchants and businesses to include it in their businesses.



Marketing and Advertising Strategy: Miami-Dade Residents

g. Local Events

Following our objectives of focusing on activities that will create wealth by adding to the resort tax collected, **we will continue promoting local events, will work with different companies to make the events less costly.**

There will be several considerations:

1. Will they appeal to a broader segment of our target audience?
2. Can they be piggybacked into simultaneous events or activities carried out by the GMCVB?
3. Can they be made more cost-efficient?

We will also be actively seeking partnerships with well-known brands (e.g., Publix, Chase, Wells Fargo...) to add relevance and decrease costs.

These events will be advertised via email, newsletter, SMS and in the website as usual.

h. Surfside Newsletter

We will continue to expand the Surfside Newsletter.

Newsletters are a great way to keep with engaged fans. However, they must be kept fresh and relevant in order to expand. Under Jacober Creative, the newsletter has expanded to almost 3,000 per month, almost 800 opens and 100 clicks to Surfside business links. So, evidently, it resonates with our fans.

Among the features we plan to add in order to continue our climbing trend:

- **Link to the Surfside online survey** where users can fill it out and leave their contact information to have a chance to win prizes (e.g., \$50 gift card). This information goes directly into our CRM
- **User generated content** (pictures, videos) **with the creation of a few monthly awards** (e.g., best beach picture, best food pictures, best hotel picture). All of the pictures will be curated by Jacober Creative in conjunction with Surfside.

i. Surfside Blog

These new features will also be applied to the Surfside Blog.

The Surfside Blog under Jacober Creative has also seen a steady increase. Blog page views have increased from an average of 1,050 (Nov-Dec 2017) to an average of 1,500 (Feb-Mar 2018) and a quarter to quarter growth 73% in average paid views. Again, there is a resonance with our target visitor which we will be leveraging.

8. Marketing and Advertising Strategy: The Future

Actions and Tactics that will increase Surfside's Business

- a. Surfside Loyalty Card
- b. Capture Screen
- c. Surfside App
- d. CRM
- e. Pop Up Stores/Events
- f. Website
- g. AI Bot
- h. AR/VR

a. Surfside Loyalty Card

As we look at the next three years, we see the creation of even more tools and features that will strengthen Surfside's positioning as the premier Uptown Beachtown for International and U.S. Domestic visitors and a welcome fine dining oasis for Miami-Dade locals. These include:

Creation of a Surfside Loyalty Card.

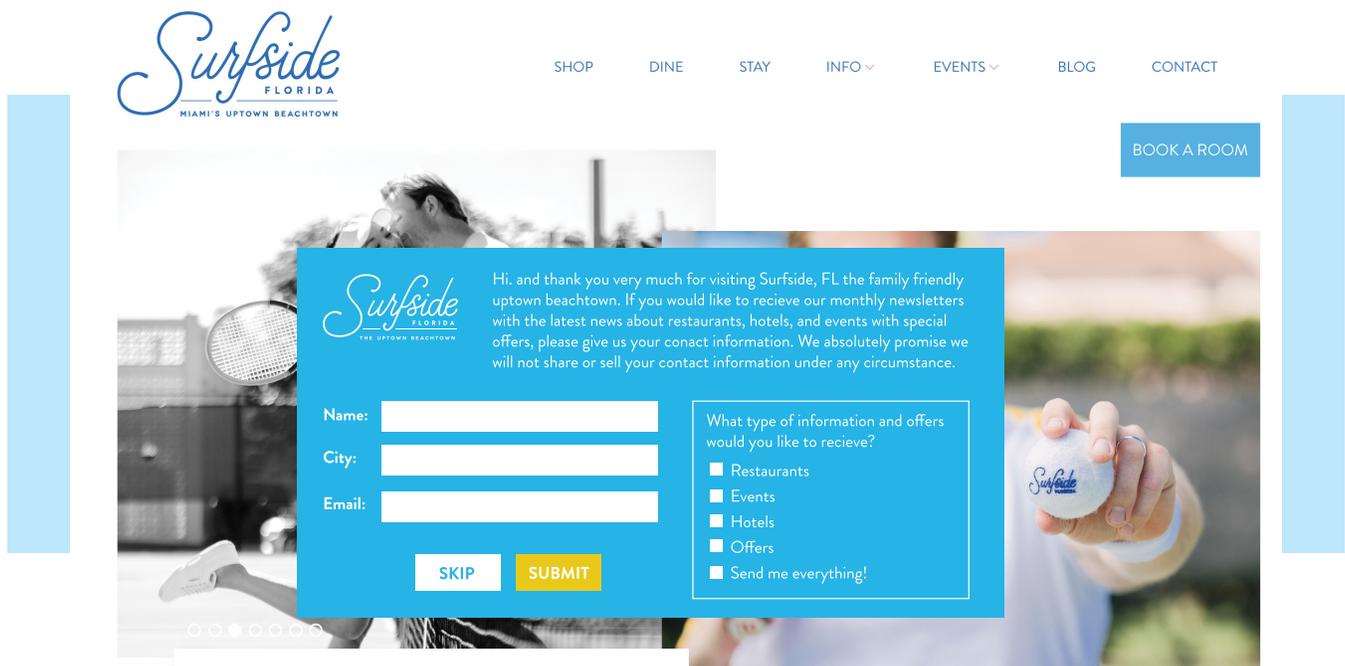


We will begin seeking companies that will handle a loyalty program on a shared-revenue basis, so that there will not only be no cost to Surfside but perhaps even a slight gain. This card will give bearers a percentage off in every participating establishment in Surfside. We will work with the town to recruit as many establishments as possible prior to the launch of the card. The card will also have its own page in the website and we will advertise the card in the newsletter, blog and SMS campaigns.

Marketing and Advertising Strategy: The Future

b. Capture Screen

Capture Screen in the Website



The Surfside Website stands in the cross-roads of the entire marketing and advertising program. Every media leads, in one way or another, to the website. The website is central for our booking engine as well as to give presence and relevance to every business in Surfside.

This year, we propose the addition of an information capture screen to the www.visitsurfsidefl.com website. The screen will pop up a few seconds after the person has opened the website and stayed there, so as to not affect the rankings. As always, we will publish the privacy policy very transparently and allow any user to proceed without filling in the information.

However, capture screens are a tried and true method of obtaining basic contact information from users. Cookies will prevent users from seeing the screen multiple times.

The use of even small details like “city” will also allow us to fine tune and optimize our marketing budget by allowing us to geo-target more effectively.

The information captured will, of course, be integrated immediately into our CRM database.

Marketing and Advertising Strategy: The Future

c. Surfside App

Improvements to the Surfside APP

We will be adding two major improvements which will increase engagements, visits and business:

1. **Plan your own trip** - This will allow Surfside visitors to plan their itineraries directly in the app. Research proves that the large travel decisions (destination, airline, hotel) are made months in advance. With this feature we hope to affect these decisions as well as the ones typically = made in-situ.
2. **UGC Platform** - User Generated Content (UGC) not only creates engagement, it is high on the list of what potential travelers want to see from any destination, as it shows “real reality”. The app will allow people to post easily as well as get their specific permissions to use that content.

We will be supporting these features with a campaign to increase the number of downloads as well as improve repeat usage of the app.

d. CRM

Improved CRM

As we noted before, email is one of the most effective tools for travel and tourism. We will be improving our CRM several ways:

- **Increasing the database** - as noted, we plan several efforts, which go from capture screens to asking our fans to forward emails to their friends, we will pay special attention to local residents, as they have the opportunity to visit often.
- **A/B Testing** - We will be testing subject lines in order to improve our open rates.
- **Customization** - In order to make email more relevant, we plan to begin improving the data associated with each user. We don't plan to over-complicate this, however, if a person is interested in events, the email should have an event-related headline and show events first.
- **Automatization** - there are several areas where automatization will yield excellent results:
 - o Welcome or initial email when the person signs up for the newsletter
 - o Anniversary emails when the person has been, say, 12 months in the mailing list
 - o Birthday emails with special offers

e. Pop-Up Stores/Events

Pop-up stores are very short-term stores used for a variety of purposes:

- For retailers to test their concepts
- For brands to hold special promotions or activities
- For limited-time engagements from specialized companies

Pop-up stores are used successfully in many big cities (e.g., New York) to not only give flexibility to retailing, but also to fill up empty spaces.

We propose the creation of a pop-up program in order to fill up empty stores along Harding Avenue.

Marketing and Advertising Strategy: The Future

Some of the features of the program:

- Advertised via email and other media to ad agencies, PR companies, promotional and merchandising agencies in the South Florida area (Miami-Dade + Broward)
- Advertised via internal communication: newsletter, Surfside Gazette, website, to merchants in the area
- Specific communications to owners of the empty stores.

There will be a specific section on the website that will serve as “Pop-Up Central” and which will feature:

- A place where owners can list their available space (with pictures, descriptions, asking rates)
- A booking engine where prospective customers can book locations
- Pictures and videos of successful pop-up stores and events for use in generating business

We will work with the Tourism Board to agilize the permitting process and make this project a viable one that can generate tax revenues

f. Website Infrastructure Improvements

We will continue improving the website with new functionalities which will increase engagement at every level: from potential visitors, businesses and local residents.

1. Language - we will deploy multilingual capabilities. The software will detect the native language of the user, then serve the information in that language. This will increase engagement, time spent and conversions.
2. We will also create a secure site within the website where each hotel, business and restaurant can have their own page to upload files (for example, pictures of the store, menus...), stats and other resources.
 1. Login protected
 2. Easy to build
 3. Businesses can quickly upload their own promotions, discount codes, etc., for use in the newsletter, email blasts and other forms of advertising

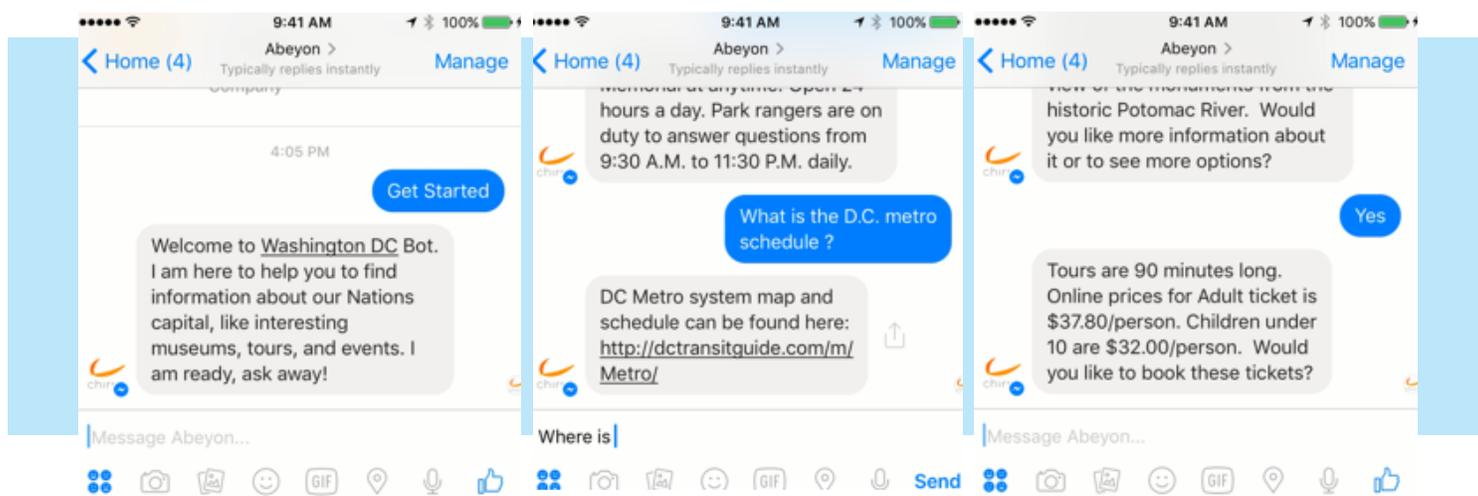
Marketing and Advertising Strategy: The Future

g. AI Bot – Artificial Intelligence Bots

AI Bots are commonly used today to handle everything from customer-service live-chats to selling on the web. We are already beginning to explore creating a Surfside AI Bot for use across platforms: website, app and more.

There are several companies that use IBM’s Watson (the learning computer) to create bots that not only guide a person through the decision-making process, but also that learn what people want, how to answer specific questions and more. We have already spoken to one of the leading ones, winner of Best Startup (Early Stage) at Emerge Americas, Chirrp.

You can see an example created for the city of Washington DC here:



There are innumerable advantages to the use of Artificial Intelligence but we would like to point out a handful:

- It can not only sell, but also upsell visitors
- Because it is powered by Watson, it can handle thousands of simultaneous conversation
- There is an aspect of revenue share which is important: Chirrp can be programmed to “push” certain things over others
- Huge bragging rights: Surfside would be one of the first tourism bureaus to use a bot and this would grab desirable –and profitable–national attention.

We are currently evaluating vendors, pricing, capabilities, etc., for implementation over the next year or two.

Marketing and Advertising Strategy: The Future

h. AR/VR - Augmented Reality/Virtual Reality

There are two aspects to this, both of them medium term projects:

Augmented Reality - is the most common effect and can be used very effectively for Surfside:

- It is an interactive experience of a real-world environment whose elements are “augmented” by computer-generated perceptual information, sometimes across multiple sensory modalities. This allows us to present a hyper-real Surfside to potential visitors.
- Augmented reality is used to enhance natural environments or situations and offer perceptually enriched experiences.
- With the help of advanced AR technologies (e.g. adding computer vision and object recognition) the information about the surrounding real world of the user becomes interactive and digitally manipulable.
- Information can be virtual or real - for example, a dinner in a restaurant, a stay at the beach, a day at the spa.

This includes the creation of 360 videos.

Virtual Reality - which will take longer to implement, replaces the real world with something else (digitally). There might be several ways in which we can make a VR experience profitable for Surfside and fun for its visitors:

- A partnership with a manufacturer, such as Niantic, to have the next “Pokemon Go” in the beach at Surfside
- A scavenger hunt that would employ virtual signposts along Surfside storefronts.

Timeline: The Future

2018-19	2019-20	2020-21
Capture Screen on Website	Surfside Loyalty Card	Website infrastructure changes
Improved CRM	Pop-Up Stores & Events	AV/VR
Surfside App Improvements	AI Bot	

Summary of Activities by Target

Market Segment	Geography	Primary Activities	Secondary Activities
Domestic US	New York Chicago Philadelphia Boston Atlanta Washington DC Dallas/Fort Worth Los Angeles Detroit Houston	Search Retargeting Lookalikes	Social Media Video
Latin America	COLOMBIA ARGENTINA BRAZIL COSTA RICA	Search Retargeting Lookalikes	Social Media Video
Europe + Canada	CANADA GERMANY ENGLAND FRANCE	Search Retargeting Lookalikes	Video
Local Miami-Dade	Miami-Dade	Native Social Media Search Retargeting Lookalikes	Email/CRM
General	Domestic US Latin America Canada Europe Local Miami- Dade	Website App Newsletter Blog	Events

We will be targeting all 10 of the top domestic markets.

Top 10 Domestic Markets	2013	2014	2015	2016	2017
New York	1,834,401	1,902,274	2,102,013	2,150,000	2,128,500
Chicago	419,058	429,534	468,622	475,049	485,975
Philadelphia	399,784	412,977	449,732	459,626	463,763
Boston	302,584	312,266	339,433	349,616	351,364
Atlanta	278,701	286,504	313,435	327,640	322,626
Washington DC	194,932	201,950	221,539	220,546	226,887
Dallas/Fort Worth	190,603	196,512	215,377	223,754	222,972
Los Angeles	147,700	156,710	170,814	175,938	168,901
Detroit	139,970	141,090	153,788	155,787	161,707
Houston	125,463	128,851	140,061	142,862	139,291
Total Top 10	4,033,196	4,168,668	4,574,814	4,680,818	4,671,986
Total Domestic	7,087,200	7,303,200	7,990,200	8,100,000	8,061,900
Top 10 as a %	57%	57%	57%	58%	58%

We will also be targeting eight of the top 8 international markets

Top 8 International Markets

	2013	2014	2015	2016	2017
CANADA	660,600	689,700	696,597	661,767	655,149
COLOMBIA	455,341	528,196	554,606	615,612	627,924
ARGENTINA	485,276	427,043	432,168	492,671	533,070
BRAZIL	755,550	732,884	747,542	553,181	525,522
GERMANY	340,179	360,590	382,225	386,430	434,734
ENGLAND	287,688	307,251	325,993	338,707	333,288
FRANCE	192,362	205,827	208,914	214,137	223,345
COSTA RICA	189,822	199,883	212,276	214,399	212,255
Total Top 8	4,012,396	4,047,731	4,136,630	4,090,465	4,129,006
Total International					
	7,131,700	7,259,900	7,506,100	7,624,200	7,798,200
Top 8 as a %	56%	56%	55%	54%	53%

E.

Additional Services

-
1. EVENTS
 2. PUBLIC RELATIONS



1.

Surfside Events

Events Overview

- When positioned and managed correctly, events can be a powerful incentive to attract visitors to a destination. Events can be an immersive tool to further the guest experience and further impress the qualities that make the destination unique.

Room For Improvement

- Throughout our history of working with the Town of Surfside, we've seen events mainly focused on attracting the local community, thus not furthering the overall marketing mission of the Tourism Bureau.
- We can make room for a broader range of marketing experiences that have a stronger measurable ROI on increasing hotel occupancy and stimulating local businesses.
- We've seen that regular event series, like Third Thursdays, has the ability to attract a strong local following and give visitors a taste of a "local experience."
- However, when analyzing events from an ROI perspective, we propose focusing on events that offer a strong brand recognition to the Town of Surfside, and move the marketing message forward.
- Opportunities for sponsorship programs help magnify the reach of the event, and alleviates the financial burden for the Town of Surfside.

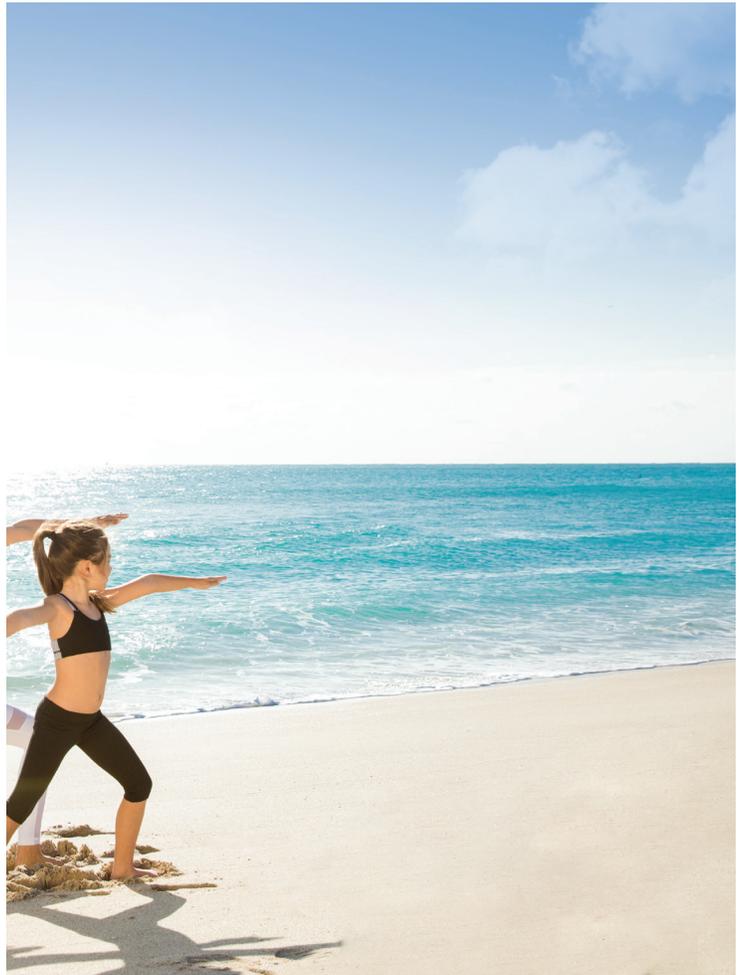


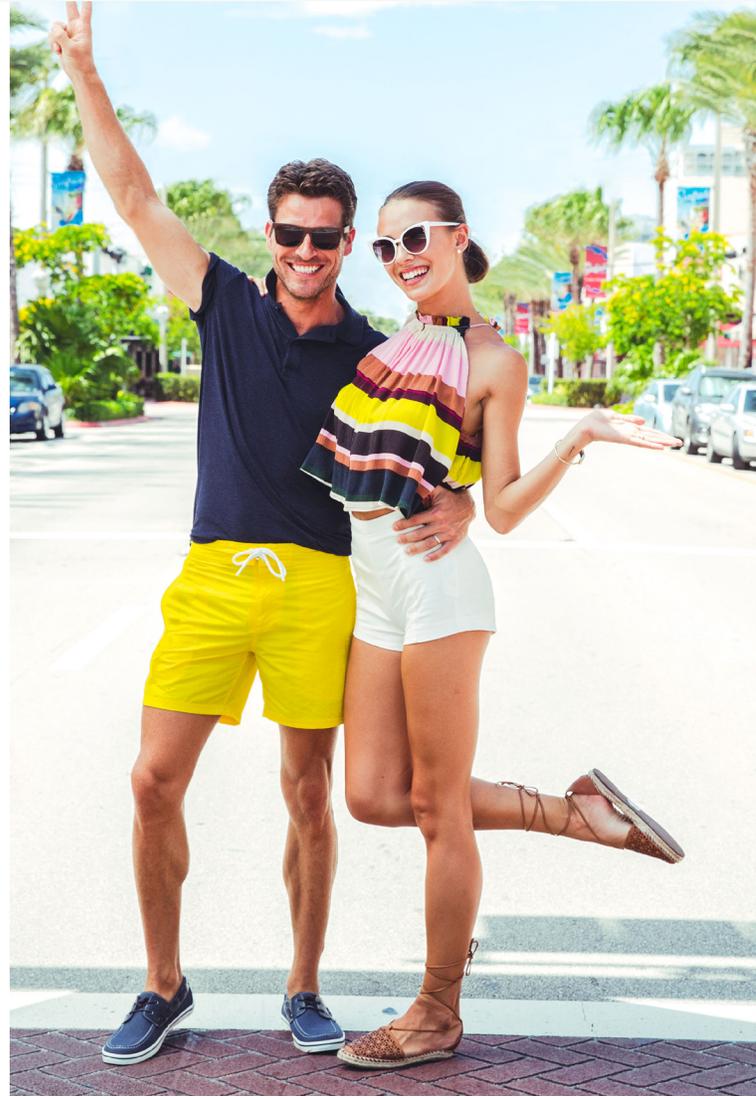
Third Thursdays

With a more defined Health + Wellness integration

- Inviting fitness studios to bring their class to Surfside. Studios with large followings will also have a halo effect and improve the event visibility.

Proposed Ideas





Surfside Scavenger Hunt

- Using the concept of an evergreen Surfside Scavenger Hunt as a way to incentivize locals and visitors alike to experience Surfside beyond the event.
- Scavenger Hunt could include stops at Surfside landmarks, local hotels, and restaurants, helping bolster local businesses.
- Helps further User Generated Content on social media by guests, with amplification by the Town.

Proposed Ideas



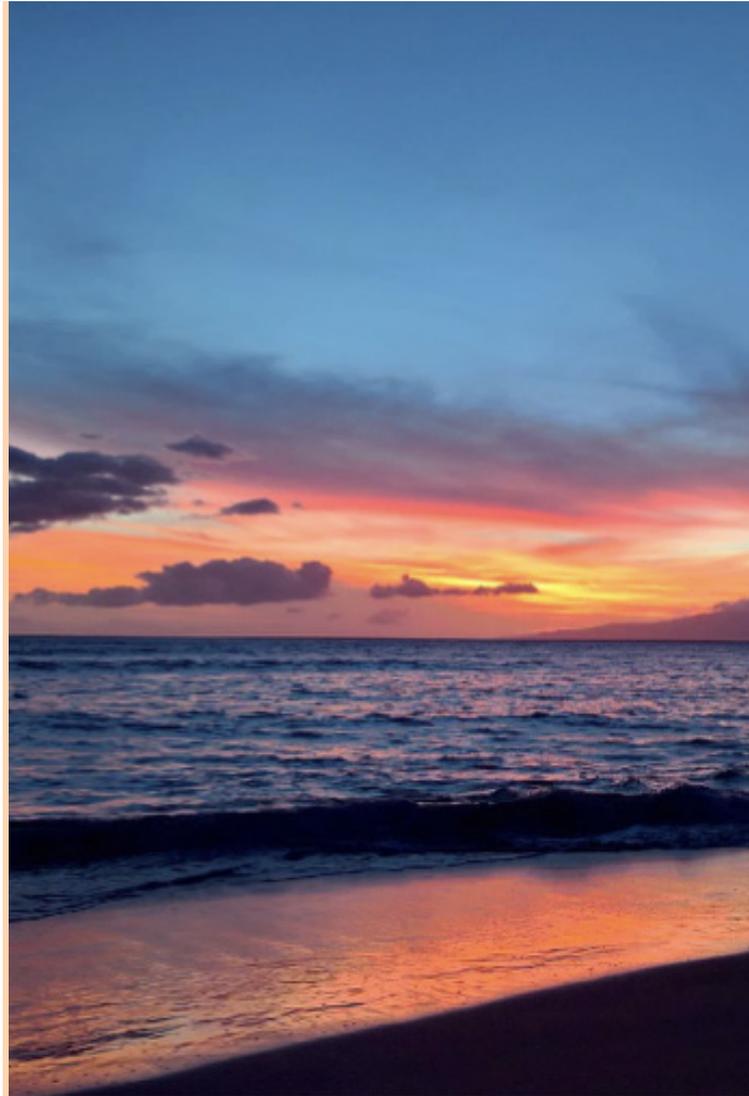


Surfside Coloring Book

- A great way to further educate the general audience on what makes Surfside unique, we propose creating a Surfside coloring book that illustrates the Surfside landscape and educates kids and adults alike on Surfside's architecture, history, environmental initiatives, and of course, Sea Turtles!
- The Coloring book would be brought to life in an oversized (temporary) mural to be installed at Third Thursdays, and inviting guests to contribute by painting a portion of the mural.

Proposed Ideas

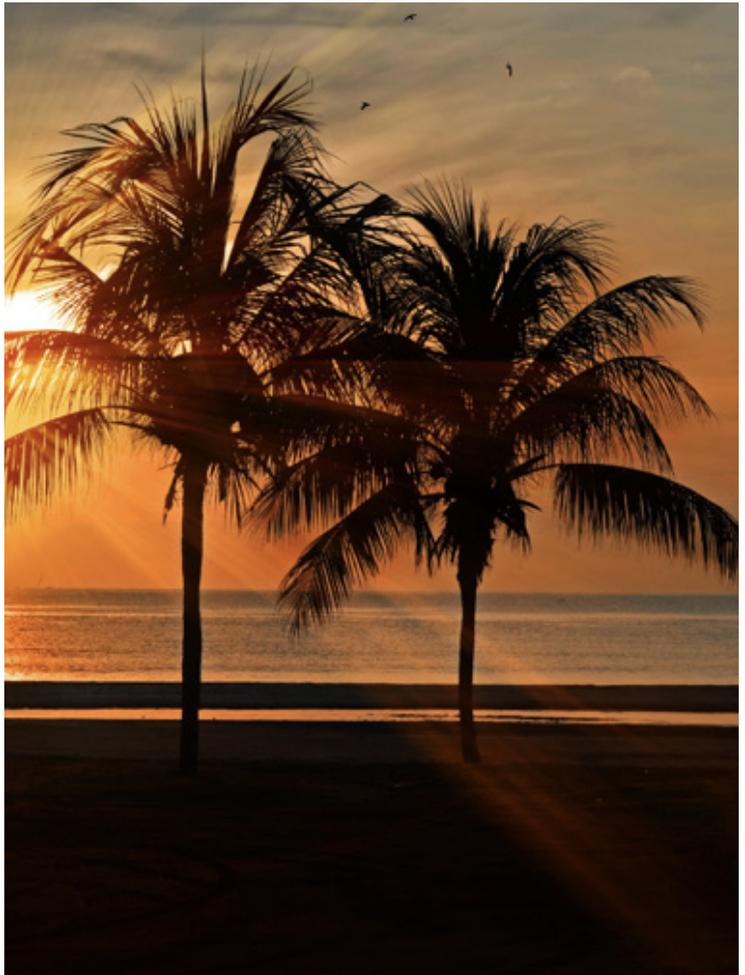




Symphony on The Beach

- By partnering with a local music organization, such as the South Florida Symphony or New World Symphony, offer guests an elevated musical “pop-up” experience in Surfside.

Proposed Ideas

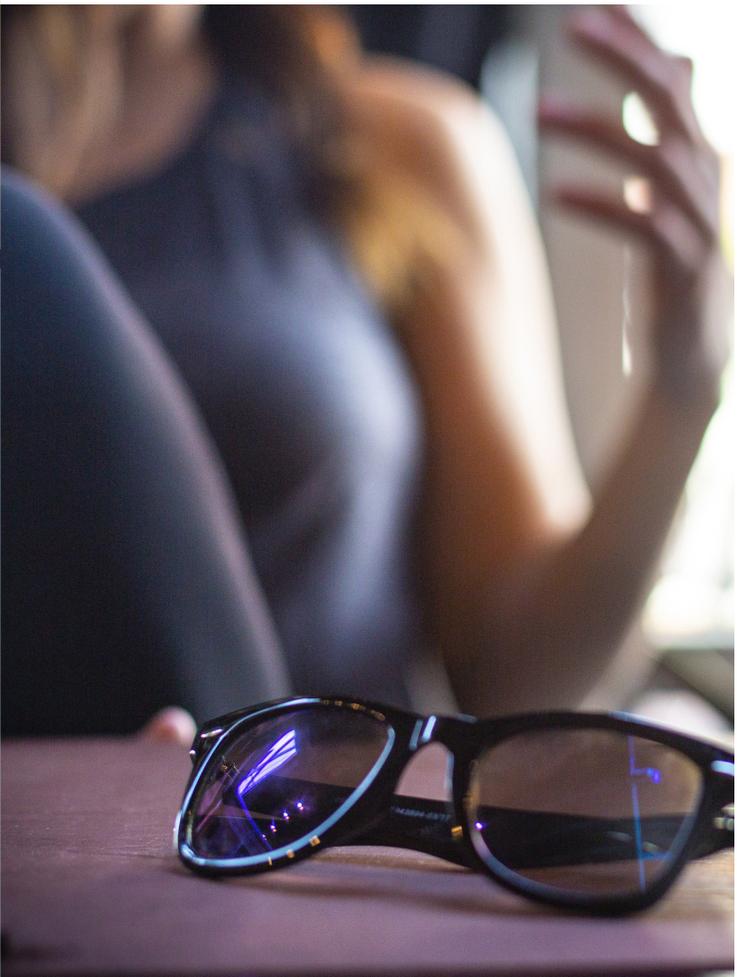




Bootcamp and Brews

- Furthering Surfside's fitness focus, we propose a bootcamp on the beach followed by a celebratory craft beer tasting.
- Offers the opportunity to partner with a local brewery (there are many in South Florida)
- Sponsorship opportunities with several wellness brands abound

Proposed Ideas



Budget

- By limiting the overall events budget, we can make room for more initiatives that have a stronger measurable ROI on advancing the Tourism Bureau's mission: increasing hotel occupancy and stimulating local businesses.
- Likewise, by inviting sponsorships from local brands and businesses that align with these repurposed initiatives, we can augment the visibility of each event, and limit the financial burden on the Town.



2.

Surfside 2018 & Beyond

A PR Blueprint

Objectives

- Build upon the positive momentum generated and expand the message strategy to connect with new and desired audiences, while creating long-term loyalty through engaging touchpoints.
- Capture and keep national and international media interest in Surfside with ongoing strategic and timely narratives.
- Achieve positioning gold by developing and executing new partnerships and associations, as well as devising creative approaches to disseminating Surfside's tourism and lifestyle messages.
- Partner with local business owners to develop innovative campaigns that promote their businesses and elevate the resident and guest experience in Surfside.
- Integrate seamlessly with all Surfside marketing partners

Tonality

- Fun, playful
- Inclusive
- Mod, chic
- Authentic Local
- Community-spirited
- Multi-Cultural

Proposed Activity

- Hold fact-finding meeting with marketing team in order to form key messages and set the future direction/ PR strategy for Visit Surfside
 - Draft strategic PR plan and timeline outlining initiatives and programs
 - Draft press materials including general destination release and other materials, as needed. No more than one press release per quarter is included in this scope.
 - Own the development and planning of the experiential activity suggested in the aforementioned campaigns, i.e. coordinating a Kosher Food Tour or FAM trip.
 - Build upon Media Kit by adding fact sheets, bylines and op-eds, as well as infographics.
 - Craft thoughtful media pitches (English and Spanish) and target local and national online, print and broadcast media through ongoing media relations efforts
- o **Target outlets include:** NPR, CNN Travel, Miami Herald, El Nuevo Herald, Miami New Times, USA Today, Bloomberg, New York Times, CBS 4, WLRN, Travel & Leisure, National Geographic, Travel Podcasts, Travel Channel, etc.
- Follow-up with interested press, coordination of interviews, journalist visits to Surfside, exchange of information and images, etc.
 - Gather editorial calendars and determine best fit for Surfside
 - Secure Surfside in key feature stories and roundup articles from the destination, personalities, to culinary, hotels, etc.
 - Extend invitation to have top press experience Surfside
 - Draft talking points for media interview opportunities
 - Monitor conversations being held about Surfside to gauge sentiment around brand
 - Provide strategic PR counsel, as necessary
 - Participate in bi-weekly calls/meetings to discuss progress and next steps
 - Monitor media coverage and prepare monthly clip reports
 - Support with the development of touchpoints like a welcome letter from the mayor, branded t-shirts, and digital extensions that will fully extend campaign ideas.



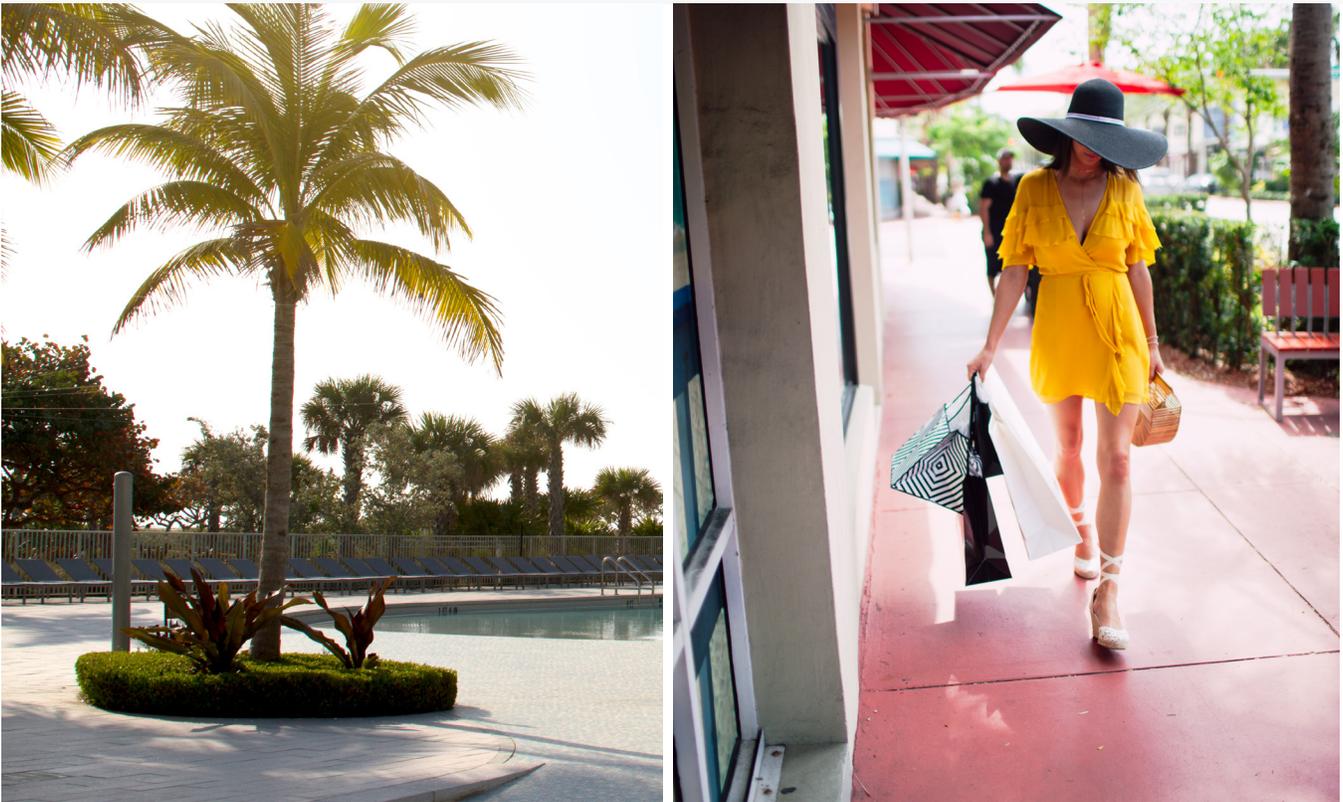
Concept #1

————— A Kosher Cook's Tour, Surfside

Background: With its Kosherland Market and dozen+ kosher restaurants, Surfside is a mecca for kosher dining. And kosher is trending -- many Kosher food consumers are not even Jewish, but instead buy for a variety of reasons including health, veganism, vegetarianism, allergies and other religious restrictions.

Concept: Tap into the fanfare around foodie culture, healthy eating and ethnic dining, while highlighting and promoting what is absolutely unique to Surfside through a "Kosher Cook's Tour." Invite culinary schools and/or prominent chefs to experience Surfside and get a behind-the-scenes look, learn best practices and ultimately vote for the Best Kosher Meal in Surfside.

Rationale: Promote the Surfside food scene and enhance its positioning as a culinary destination (for locals and visitors alike). Provides a vehicle by which to better and more intimately connect with area restaurant owners and chefs as well. This campaign offers multiple angles by which to generate PR, and is ideal for multimedia and social media engagement.



Concept #2

Surfside, the stress-free Miami

Background: Studies show that the least stressful cities have low traffic levels, great public transport, abundant green spaces, lots of sunlight, low levels of pollution, and financially healthy citizens. With its pristine beaches, low-scale buildings, fiscally fit populace, sunshine and walkable town center, Surfside certainly meets the criteria. And when compared to Miami as a whole (which ranks #5 as most stressful city in the world), the village truly offers an alternative relaxed “Miami” experience.

Concept: To support this concept, consider commissioning a market research agency to conduct a survey on Miami’s least stressful neighborhood. Alternatively, other survey options can be explored. Create a PR campaign along with supporting materials that highlight Surfside’s stress-free ambiance while showcasing various hotels, spas, community center, beach boardwalk and images of the Mayor riding his skateboard to work, which exude the village’s relaxed vibe.

Rationale: Health & Wellness is one of Surfside’s main marketing themes. Plus, more Americans are suffering from stress and anxiety according to this CBS News Article. In 2017, “stress” was one of Google’s top 10 health-related searches. Offering a relaxing, detoxing and rejuvenating experience will resonate with travelers from all around the USA and beyond, as well as “staycationers” looking to unplug. This is precisely what Surfside has to offer. Creating content that aligns with these trending conditions, Surfside’s core values and popular search terms will expand Surfside’s reach while adding further dimension to its brand.



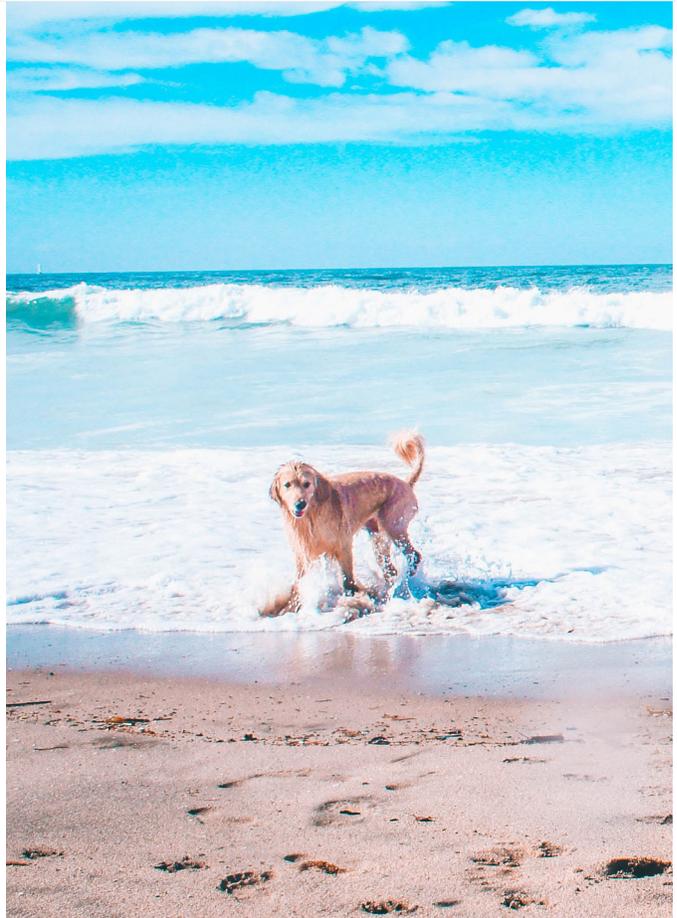
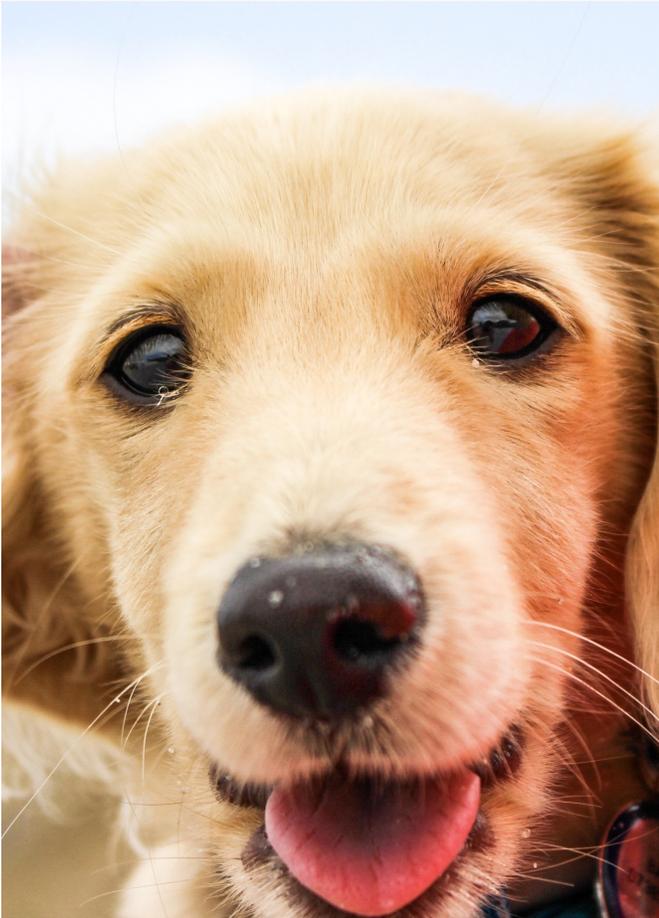
Concept #3

Surfside, where all of South Florida is within reach

Background: South Florida, from Fort Lauderdale down to the Keys and from the Everglades to the ocean, is as beautiful as it is sprawling. Where does a family looking to experience all of this stay? In Surfside, visits to banner attractions like South Beach, Bal Harbor Shops, New World Symphony and Aventura Mall are no more than a 15-minute uber ride. Getting to Sawgrass Mills, Everglades National Park and key points of interest in Fort Lauderdale are just under an hour. Plus, easy access to two international airports and cruise ports provide guests with more options for in-and-out travel.

Concept: Promote Surfside as the perfect, secluded beach enclave for families interested in accessing all of South Florida. This campaign idea calls for more than just a press release, but should incorporate other touchpoints to make it come to life. Top-of-mind ideas include a FAM trip, an interactive map with key points of interest, uber cost calculator, and perhaps a cost comparison with beachfront hotels in nearby areas like Mid-Beach and South Beach so that tourists can tally all costs, and compare. Also, consider producing a checklist similar to that of vehicle manufacturers, showing how Surfside stacks up to the competition.

Rationale: This is one of Surfside's best attributes, its central location. This will resonate with travellers wanting to experience more than just South Beach and offers a great opportunity to contrast and compare Surfside to its more popular neighbors, exposing tourists to this hidden gem of a town.



Concept #4

————— National Dog Day: August 26 The Dog Days of Summer in Surfside

Background: From Washington Post and the Today Show to Forbes, media like to cover National Dog Day news. According to the American Veterinary Medical Association, nearly 40 percent of US households own a dog and the pet industry in the US alone was expected to exceed \$60.59 billion in 2016.

Concept: Build a campaign around National Dog Day (August 26) that includes a month-long series of special promotions and activations that will pique the interest of dog-lovers. Promotions/ activations can include hotel specials, yappy hours, pet movie outings and morning and evening dog beach zones. Surfside can also host a National Dog Day Instagram competition, whereby entries are asked to post photos of their four-legged best friends from Surfside’s Dog Park. Photo with the most likes wins a \$100 gift certificate to be used at any Surfside business.

Rationale: Accommodating Fido is big business in the US. In addition to the news outlets mentioned above, there are numerous pet bloggers and influencers that can be included. It makes sense for Surfside, which is family-oriented, community-centric and quirky. Also, provides an opportunity to showcase local businesses and generate interest and demand during the “slow season.”

Timeline

Each of the aforementioned campaign ideas requires its own marketing plan detailing social media, event building, community outreach and PR tactics. We envision producing a campaign per quarter. If a particular campaign is extremely successful, we can extend or revisit at a later time.

Partnership

For the evolution of the Town of Surfside's Tourism Public Relations and communications efforts, we propose partnering with local PR firm, Alban Communications. Frances Alban has over 20 years of experience leading international communications strategies for brands across tourism, real estate, non-profit, and entertainment.

Frances Alban

An award-winning PR executive, with over 20 years of experience based out of two prominent communication capitals - Miami and Los Angeles. Frances has a strong understanding of cultural sensitivities and differences, and has employed effective and successful communication strategies with international clients and media. She is a leader in the field with expertise in communications, digital platforms and blogging, strategic planning, public speaking, crisis communication and branding. Tech-savvy and bilingual in English and Spanish.

PROFESSIONAL EXPERIENCE

Founder & CEO – Alban Communications, 2008 to present

Launched, branded and built this Coral Gables-based communications agency that became the boutique option for real estate companies, from brokerages to developers, offering PR and digital services, as well as crisis communications support. Branched out into new industries such as the burgeoning arts community in Wynwood, and became a go-to resource for art dealers, artists and gallerists in need of marketing. Today, clients serviced run the gamut from small to large, corporate and governmental to non-profit, and span the industry spectrum.

Agency generates 6-figure sales and has been successfully in operation for 10 years. I have personally hired, trained and supervised staff and contractors, and supported, mentored and motivated a team consisting of intern and junior staff as well as senior consultants. Strong leadership and community advocacy on my part has led to multiple requests for speaking engagements and panel presentations, mentorships and invitations to sit on committees, such as the New World Symphony's Friends Executive Committee.

Director of PR – Majestic Properties, 2007-2008

Responsible for generating media interest for this Miami-based brokerage as well as its 300-plus agents. Produced marketing workshops for agents to provide insights around how to promote themselves or their listings and elaborated on the importance of design, content and consistency when creating a personal brand image. Created compelling collateral for special events, e-blasts and promotional giveaways that generated consistent top-of-mind presence among key audiences.

Account Executive – Jack Morton Worldwide, 2003-2006

Key figure in the launch of this Los Angeles-based global branding agency's Latino division; co-wrote vision statements, business plan and marketing action plan. Directed new business development efforts through research and in-field observations, determined cohesive communication strategies and outlined opportunities for further developing the firm's pipeline. Supported production and creative teams in the execution of numerous big-scale events by creating timelines, client-facing status reports, reconciling budgets, sourcing vendors and more. Big box clients included McDonald's, Ritz-Carlton, Wolfgang Puck, Merle Norman, The California Endowment Fund, Amgen, Toyota and Latina Magazine.

AWARDS

Miami Beach Chamber of Commerce, Innovative Marketing Award (2017)

EDUCATION

Florida State University Tallahassee, Florida 1996-1999
B.S. in Communications

MEMBERSHIPS

Miami Beach Chamber of Commerce 2011 to present
Member

Young Arts 2014 to 2017 Member

The Wolfsonian 2016 to present Member

Case Study #1

Visit Florida



What: Florida, the Sunshine State, has long been considered a sun & fun beach destination or the home of Disney World. In 2008, Visit Florida wanted to transform perceptions and showcase Florida's rich cultural heritage and history.

How/Why: Frances Alban was hired as lead strategist to oversee the program, which was awarded to Fort Lauderdale-based agency Starmark. Frances created a plan for the launch of the campaign culminating with an announcement from then Governor Charlie Crist, and produced consistent dialogue with target markets around "Viva Florida!," the moniker of the newly branded campaign. The multi-prong approach began at the local, community level and escalated to a national one.

Success: We liaised with numerous CVBs across the state, as well as dignitaries from Spain, to build newsworthy content and leverage all relevant assets. We co-created activations that engaged with residents and tourists alike, as well as interactive and engaging press materials with sharp and captivating storylines, which resulted in earned media from all the major dailies throughout the state, as well as national dailies and broadcast like The Boston Globe and CNN.

Case Study #2

Show Management



What: Show Management is the producer of the largest in-water boat shows around the world, including the Miami Yacht & Brokerage Show as well as the Fort Lauderdale International Boat Show. The organizers wanted to better connect with global audiences and the PR firm of record, Pierson Grant, hired Frances Alban to lead both national and international marketing efforts for their 2013 shows.

How/Why: Within her first month of engagement, Frances liaised with Hello Sunny, the GFLCVB, to organize a familiarization trip targeting key international markets. She was involved with all aspects of planning the trip to ensure reporters were left spellbound with their Fort Lauderdale experience. Travel reporters secured came from Mexico and Brazil's top daily newspapers (O Globo and La Reforma), Forbes and a prominent travel influencer and blogger out of Los Angeles. Additionally, Frances devised a collaboration with the Russian-American Chamber of South Florida, and a prominent Russian lifestyle magazine, to build a unique VIP experience targeting this highly coveted consumer market at the Fort Lauderdale show.

Success: FAM Trip reporters produced prominent multi-page feature placements in their respective outlets, which lead to enhanced media and general public interest in these key markets. We also built a bridge connecting with local Russian expat VIPs, a noted consumer group. In one year's time, I successfully achieved all the PR goals as outlined by Show Management, making for an extremely happy client and an extended contract.

Case Study #3

Airbnb in Sicily



What: This one's a bit unconventional. Last year I embarked on a soul-searching trip to Italy (a la Eat Pray Love) for my 39th birthday. I rented an Airbnb in one of the most beautiful romantic seaside towns I've ever seen. Its owner would become my fiancé and the fairy-tale like love story became the subject of national media attention.

How/Why: As a PR pro, I know a good story when I see one. So, I crafted my own human-interest story and began pitching it to national outlets. My rationale was threefold:

1. To continue to build my portfolio and that of my agency's
2. Get exposure for Roberto's Airbnb in Cefalu
3. Begin building a bridge with the Italian market, where Alban Communications will be opening an office in 2019.

Success: The article was featured in USA Today, Travel & Leisure, MSN.com and a bevy of aggregator sites and blogs around the world. As a result of the article, Roberto experienced an uptick in interest and bookings too. Today, I am following up with each of these outlets to secure wedding coverage for my wedding June 14th, as part of a barter agreement with the hotel hosting the event. Thus far, USA Today, Modern Luxury Weddings and Nexos in-flight have confirmed interest and will likely publish follow-up coverage.



F.

Complete Interim Reports, Targeted Industry Studies and Tactical Implementation Plan Final Report

TASK 5: Compile research, input analysis, draft and/or revise Interim and Final Reports, draft and/or revise recommendations and executive summary. Provide graphics and content for all presentations and interim reports.

A monthly retainer, not to exceed an amount to be negotiated between Proposer and the Town, at agreed upon hourly rates to be negotiated and agreed upon, will include the above listed tasks and the following tasks:

1. Design:

- a. Ongoing print and digital designs, as needed

2. Editorial:

- a. Copywriting;
- b. Visitor Social, blog, and email content creation

3. Marketing:

- a. Email Marketing
- b. Visitor Social Media Management
- c. Media Strategy
- d. Media Buying
- e. Digital Advertising

4. Website:

- a. Website Maintenance
- b. Blog Updating and Optimization

5. Client Services:

- a. Dedicated Account Executive
- b. Monthly Reports to Surfside Tourism Director
- c. Quarterly Updates with Tourism Board

6. Reporting and Analytics

- a. Additional services that may or may not be required as marketing services:

7. Public Relations

8. Events

Additional services, as requested by the Town, may include, but not limited to, Public Relations, local media advertisements, social media advertisements, photo shoots, video production, and event planning. Additional services will be payable based upon the agreed upon hourly rates.

For 2019 and beyond Jacober Creative has expanded its mission considerably. Our agency fee includes:

1. Account Management

Strategic and Creative guidance of the entire account including:

- Communication strategy
- Creative concepts
- Coordination among all the communication channels and activities to leverage Surfside's branding and image
- Dedicated account executive
- Monthly Reports to Surfside Tourism Director
- Quarterly Updates with Tourism Board
- Monthly conference call as outlined in the proposal
- Quarterly meetings as outlined in the proposal
- Creation of a business-oriented strategy to draw more businesses to Surfside
- Coordination of all activities outlined in the proposal
- Negotiations with vendors to obtain the best financial conditions for Surfside
- Checking invoices to assure accuracy

2. Creative

- Creative strategy
- Copywriting
- Visitor Social, blog, and email content creation as needed
- Art Direction
- Coordination of video and photo shoots as needed

3. Media

- Media Strategy
- Coordination of media buying across all channels
- Email Marketing
- Visitor Social Media Management
- Media Strategy
- Supervision of Media Buying (Digital and Traditional)
- Budget control
- Campaign control including analyzing geographic & creative version results
- Campaign post buy analysis and reporting, benchmarking
- Campaign results and presentation to the board

4. Website

- Web strategy
- Creation and implementation of new website features (as per the proposal)
- Updating the board with new website trends and potential features that will increase conversion and Surfside Business.
- Website Maintenance including content, booking engine and other functionalities.
- Blog Updating and Optimization
- Negotiating with developers and other vendors

5. Events

- Creation of event themes in conjunction with the board
- Negotiations with vendors
- Coordination of the events including email blasts, inclusion in social media, inclusion in the website, etc.
- Reporting on event results

6. Public Relations

- Coordination and integration of PR activities into the general Surfside strategy to leverage branding opportunities.

Detailed Cost Proposal

03

DETAILED COST PROPOSAL

Category	Media	YEAR 1		YEAR 2		YEAR 3		
		Oct. 1 2017 - Sept. 30 2018	Hours	Oct. 1 2018 - Sept 30 2019	Hours	Oct. 1 2019 - Sept 30 2020	Hours	Oct. 1 2020 - Sept. 30 2021
(01) Domestic US	Fam Trip + Influencer	\$ 22,000		\$ 22,000		\$ 22,000		\$ 22,000
(01) Domestic US	Public Relations	\$ 36,000		\$ 36,000		\$ 36,000		\$ 36,000
(01) Domestic US	Search, Retargeting, Lookalikes	\$ 24,000		\$ 40,000		\$ 40,000		\$ 45,000
(01) Domestic US	Social Media	\$ -		\$ 12,000		\$ 12,000		\$ 18,000
(02) Europe	Search, Retargeting, Lookalikes	\$ 5,000		\$ 18,000		\$ 18,000		\$ 22,000
(03) Latam	Search, Retargeting, Lookalikes	\$ 6,000		\$ 12,000		\$ 18,000		\$ 20,000
(03) Latam	Social Media	\$ -		\$ -		\$ 11,000		\$ 12,000
(03) Z-Domestic US + Europe + Latam	SEO	\$ -		\$ 36,000		\$ 36,000		\$ 36,000
(04) Local Miami Dade	GMCVB Digital	\$ 31,000		\$ 15,000		\$ 15,000		\$ 15,000
(04) Local Miami Dade	Native & Display	\$ -		\$ 5,000		\$ 25,000		\$ 35,000
(04) Local Miami Dade	Search, Retargeting, Lookalikes	\$ -		\$ 8,000		\$ 8,000		\$ 12,000
(04) Local Miami Dade	Local Events	\$ -		\$ 120,000		\$ 120,000		\$ 120,000
(04) Local Miami Dade	Social Media	\$ 16,000		\$ 15,000		\$ 15,000		\$ 24,000
(05) Local Surfside	Fireworks	\$ 24,000		\$ 24,000		\$ 24,000		\$ 24,000
(05) Local Surfside	Holiday Lights	\$ 72,000		\$ 72,000		\$ 72,000		\$ 72,000
(05) Local Surfside	OOH Banners	\$ 24,000		\$ 24,000		\$ 24,000		\$ 24,000
(05) Local Surfside	Printing Costs	\$ 20,000		\$ 20,000		\$ 20,000		\$ 20,000
(05) Local Surfside	Surfside Internal Tourist Appreciation Posters	\$ -		\$ 5,000		\$ 5,000		\$ 5,000
(06) Research	Focus Groups	\$ -		\$ 20,000		\$ 20,000		\$ 20,000
(06) Research	Intercept Surveys	\$ -		\$ 5,000		\$ 5,000		\$ 5,000
(07) General	Photo or Video Shoot	\$ -		\$ 35,000		\$ 35,000		\$ 35,000
(07) General	Software Licenses	\$ 8,000		\$ 8,000		\$ 8,000		\$ 8,000
(07) General	Tradeshaw Support	\$ 75,000		\$ 75,000		\$ 75,000		\$ 75,000
(08) Website General Costs - Fixed Costs	Hosting			\$ 2,520		\$ 2,520		\$ 2,520
(08) Website General Costs - Fixed Costs	Jack Rabbit Licensing			\$ 5,000		\$ 5,000		\$ 5,000
(08) Website General Costs - Fixed Costs	User Generated Content: Web/App/Social			\$ 18,000		\$ 15,000		\$ 15,000
(09) Website General Costs - New Features	Multi-lingual Capabilities				48	\$ 7,200	13	\$ 1,867
(09) Website General Costs - New Features	Copy translation/ Proof Reading					\$ 5,000		\$ 5,000
(09) Website General Costs - New Features	Business Portal Secure Log In		26	\$ 4,000				
(09) Website General Costs - New Features	Hotels - Detail Page		16	\$ 2,400				
(09) Website General Costs - New Features	Restaurants - Search Functionality		8	\$ 1,200				
(09) Website General Costs - New Features	Restaurants - Detail Page		16	\$ 2,400				
(09) Website General Costs - New Features	Shops - Detail Page		8	\$ 1,200				
(09) Website General Costs - New Features	Surfside Experiences		21	\$ 3,200				
(09) Website General Costs - New Features	ADA Compliance - WCAG2		14	\$ 2,000				
(09) Website General Costs - New Features	Surveys		7	\$ 1,000				
(09) Website General Costs - New Features	AI (Travel Bot)/ML				94	\$ 14,000	35	\$ 5,000
(10) Hybrid & Progressive Web App	All site general features - English		94	\$ 14,000	17	\$ 2,500	17	\$ 2,500
(10) Hybrid & Progressive Web App	App Push Notification		20	\$ 3,000				
(10) Hybrid & Progressive Web App	Trip Planner		11	\$ 1,600	32	\$ 4,667	16	\$ 2,333
(10) Hybrid & Progressive Web App	Google Mapping Integration		20	\$ 3,000				
(10) Hybrid & Progressive Web App	Local Offers for Businesses		11	\$ 1,600				
(11) Agency Fee	Agency Fee	\$ 96,000	93 hours / month	\$ 167,400	93 hours / month	\$ 167,400	93 hours / month	\$ 167,400
Grand Total		\$ 459,000		\$ 860,520		\$ 887,287		\$ 911,620
Target Budget (according to 5-Year Plan)				\$ 861,000	\$ 887,324	\$ 913,944		
Difference (Over/Under)				\$ 480	\$ 37	\$ 2,324		

Addendum

04

ADDENDUM

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Town of Surfside
Request for Proposals RFP No. 2018-04
Marketing Services for Tourist Bureau

Addendum No. 3

Date Issued: May 25, 2018

To All Proposers:

Proposers for the above-referenced RFP shall take note of the following changes, additions, deletions or clarifications to RFP No. 2018-04, which in accordance with the RFP Documents shall become a part of and have precedence over anything shown or described otherwise in the RFP.

TOWN NOTICE OF CONE OF SILENCE APPLICABLE TO THIS RFP:

The Town of Surfside hereby provides notice to all proposers of the adoption and imposition of a Cone of Silence for this solicitation, which was adopted and effective as of May 22, 2018. A copy of the Town's Ordinance adopting and imposing the Cone of Silence is attached to this Addendum No. 3. "Cone of Silence," as used herein, means a prohibition on communication regarding a competitive bid or solicitation for a purchase exceeding \$25,000.00, including but not limited to, a particular request for proposal ("RFP") between (1) A potential respondent, vendor, service provider, proposer, bidder, lobbyist, or consultant, and (2) The Town commissioners, Town's staff including, but not limited to, the Town Manager and his or her staff, any member of the Town's selection or evaluation committee. Please contact the Town Attorney with any questions on the Cone of Silence.

All other documents, requirements, terms and conditions of the RFP remain the same. All proposers must acknowledge receipt of this Addendum No. 3 and submit a signed copy of this form with their proposal.

Proposer:

Jacob Creative

Name: Carvel Peralta

Title: Vice President

Date: May 25 2018

34 of Surfside. The Town clerk is hereby instructed to provide a copy of this ordinance to the
35 Miami Dade County Ethics Commission.

36 **Section 3-17- Cone of silence.**

37 (a) Definition. "Cone of silence," as used herein, means a prohibition on any communication
38 regarding a competitive bid or solicitation for a purchase exceeding \$25,000.00, including
39 but not limited to, a particular request for proposal ("RFP"), request for qualification
40 ("RFQ"), request for expression of interest ("RFEI") or bid (hereinafter a "Solicitation"),
41 between:

42
43 (1) A potential respondent, vendor, service provider, proposer, bidder, lobbyist, or
44 consultant, and

45
46 (2) The Town commissioners, Town's staff including, but not limited to, the Town
47 Manager and his or her staff, any member of the Town's selection or evaluation
48 committee.

49
50 (b) Restriction; notice. A cone of silence shall be imposed upon each ~~RFP, RFQ and bid~~
51 Solicitation after the advertisement of said ~~RFP, RFQ and bid~~ Solicitation. At the time of
52 imposition of the cone of silence, the Town Manager or his or her designee shall provide
53 for public notice of the cone of silence by posting a notice at the Town hall and/or
54 electronically, and shall include in any public solicitation for goods or services a
55 statement disclosing the requirements of this section.

56
57 (c) Termination of cone of silence. The cone of silence shall terminate at the beginning of the
58 Town commission meeting at which the Town Manager makes his or her written
59 recommendation to the Town commission for award of a contract. However, if the Town
60 commission refers the Manager's recommendation back to the Manager or staff for further
61 review, the cone of silence shall be reimposed until such time as the Manager makes a
62 subsequent written recommendation.

63
64 (d) Exceptions to applicability. The provisions of this section shall not apply to:

65
66 (1) Oral communications at pre-bid conferences;

67
68 (2) Oral presentations before selection or evaluation committees;

69
70 (3) Public presentations made to the Town commissioners during any duly noticed public
71 meeting

72
73 (4) Written communications at any time with any Town employee, unless specifically
74 prohibited by the applicable ~~RFP, RFQ and bid~~ Solicitation documents. The

117 provision of this section by a Town employee may subject said employee to disciplinary
118 action.

119

120 (f) Opt out invoked. It is hereby provided that the provisions of section 2-11.1(t) "Cone of
121 silence" of the Miami-Dade County Code shall not apply to the Town of Surfside. This
122 opt out provision shall prevail over any conflicting Town ordinance.

123

124 **Section 3. Severability.** That the provisions of this Ordinance are declared to be severable,
125 and if any section, sentence, clause or phrase of this Ordinance shall for any reason be held to be
126 invalid or unconstitutional, such decision shall not affect the validity of the remaining sections,
127 sentences, clauses, and phrases of this Ordinance but they shall remain in effect, it being the
128 legislative intent that this Ordinance shall stand notwithstanding the invalidity of any part.

129 **Section 3. Codification.** It is the intent of the Town Commission that the provisions of
130 this ordinance shall become and be made a part of the Town's Code of Ordinances, and that the
131 sections of this Ordinance may be renumbered or relettered, and the word "ordinance" may be
132 changed to "section," "article," "regulation," or such other appropriate word or phrase in order to
133 accomplish such intentions.

134

135 **Section 4. Conflicts.** All ordinances or parts of ordinances, resolutions or parts of
136 resolutions, in conflict herewith, are repealed to the extent of such conflict.

137 **Section 5. Effective Date.** That this Ordinance shall be effective immediately upon
138 adoption on second reading.

139

140 **PASSED** on first reading on the 8th day of May, 2018.

141 **PASSED AND ADOPTED** on second reading on 22nd day of May 2018.

142 **On Final Reading Moved By:** Vice Mayor Gielchinsky

143 **On Final Reading Second By:** Commissioner Karukin.

144 **FINAL VOTE ON ADOPTION**

145 Commissioner Barry Cohen

Absent

146 Commissioner Michael Karukin

yes

147 Commissioner Tina Paul

yes

148 Vice Mayor Daniel Gielchinsky

yes

149 Mayor Daniel Dietch

yes

150

151

152

153

154


Daniel Dietch
Mayor

Attachment "A"
SWORN STATEMENT PURSUANT TO SECTION 287.133(3)(a)
FLORIDA STATUTES, ON PUBLIC ENTITY CRIMES

THIS FORM MUST BE SIGNED AND SWORN TO IN THE PRESENCE OF A NOTARY PUBLIC OR OTHER OFFICIAL AUTHORIZED TO ADMINISTER OATHS.

1. This sworn statement is submitted to The Town Of Surfside, FL by Daniel Paralle
for Jacob Creative whose business address is 690 Lincoln Road
Suite 201, Miami Beach FL 33139
and (if applicable) its Federal Employer Identification Number (FEIN)
65-111748
(If the entity had no FEIN, include the Social Security Number of the individual signing this sworn statement: — 0 —)

2. I understand that a "public entity crime" as defined in Paragraph 287.133(1)(g), Florida Statutes, means a violation of any state or federal law by a person with respect to and directly related to the transaction of business with any public entity or with an agency or political subdivision of any other state or of the United States, including, but not limited to, any Proposal or contract for goods or services to be provided to any public entity or an agency or political subdivision of any other state or of the United States and involving antitrust, fraud, theft, bribery, collusion, racketeering, conspiracy, or material misrepresentation.

3. I understand that "convicted" or "conviction" as defined in Paragraph 287.133(1)(b), Florida Statutes means a finding of guilt or a conviction of a public entity crime, with or without an adjudication of guilt, in any federal or state trial court of record relating to charges brought by indictment or information after July 1, 1989, as a result of a jury verdict, nonjury trial, or entry of a plea of guilty or nolo contendere.

4. I understand that an "affiliate" as defined in Paragraph 287.133(1)(a), Florida Statutes, means:
a. A predecessor or successor of a person convicted of a public entity crime; or
b. An entity under the control of any natural person who is active in the management of the entity and who has been convicted of a public entity crime. The term "affiliate" includes those officers, directors, executives, partners, shareholders, employees, members, and agents who are active in the management of an affiliate. The ownership by one person of shares constituting a controlling interest in another person, or a pooling of equipment or income among persons when not for fair market value under an arm's length agreement, shall be a prima facie case that one person controls another person. A person who knowingly enters into a joint venture with a person who has been convicted of a public entity crime in Florida during the preceding 36 months shall be considered an affiliate.

5. I understand that a "person" as defined in Paragraph 287.133(1)(e), Florida Statutes, means any natural person or entity organized under the laws of any state or of the United States with the legal power to enter into a binding contract and which Proposals or applies to Proposal on contracts for the provision of goods or services let by a public entity, or which otherwise transacts or applies to transact business with a public entity. The term "person" includes those officers, directors, executives, partners, shareholders, employees, members, and agents who are active in management of any entity.

6. Based on information and belief, the statement which I have marked below is true in a relation to the entity submitting this sworn statement. (Please indicate which one (1) of the following three (3) statements is applicable.)

(1) Neither the entity submitting this sworn statement, nor any of its officers, directors, executives, partners, shareholders, employees, members, or agents who are active in the management of the entity, or any affiliate of the entity has been charged with and convicted of a public entity crime within the past 36 months.

(2) The entity submitting this sworn statement, or one or more of its officers, directors, executives, partners, shareholders, employees, members, or agents who are active in the management of the entity, or any affiliate of the entity has been charged with and convicted of a public entity crime within the past 36 months.

(3) The entity submitting this sworn statement, or one or more of its officers, directors, executives, partners, shareholders, employees, members, or agents who are active in the management of the entity, or agents who are active in management of the entity, or any affiliate of the entity has been charged with and convicted of a public entity crime within the past 36 months. However, there has been a subsequent proceeding before a Hearing Officer of the State of Florida, Division of Administrative Hearings and the Final Order by the Hearing Officer determined that it was not in the public interest to place the entity submitting this sworn statement on the convicted vendor list. (Attached is a copy of the final order.)

I UNDERSTAND THAT THE SUBMISSION OF THIS FORM TO THE CONTRACTING OFFICER FOR THE PUBLIC ENTITY IDENTIFIED IN PARAGRAPH 1 (ONE) ABOVE IS FOR THE PUBLIC ENTITY ONLY AND, THAT THIS FORM IS VALID THROUGH DECEMBER 31 OF THE CALENDAR YEAR IN WHICH IT IS FILED AND FOR THE PERIOD OF THE CONTRACT ENTERED INTO , WHICHEVER PERIOD IS LONGER. I ALSO UNDERSTAND THAT I AM REQUIRED TO INFORM THE PUBLIC ENTITY PRIOR TO ENTERING INTO A CONTRACT IN EXCESS OF THE THRESHOLD AMOUNT PROVIDED IN SECTION 287.017, FLORIDA STATUTES FOR THE CATEGORY TWO OF ANY CHANGE IN THE INFORMATION CONTAINED IN THIS FORM.

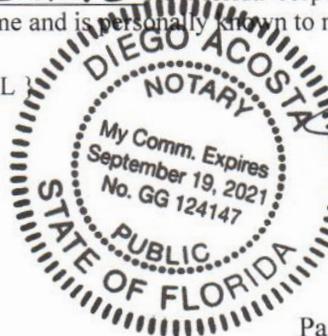
[Signature]
SIGNATURE OF AFFIANT

Daniel Peralta
(Printed or Typed Legal Name of Affiant)

STATE OF FLORIDA)
)ss.
COUNTY OF MIAMI-DADE)

The foregoing instrument was acknowledged, and sworn to, before me this 23 day of 05, 2018, by DANIEL PERALTA, as VICE PRESIDENT of SACOBER CREATIVE, a Florida corporation, on behalf of said company. He/She personally appeared before me and is personally known to me.

{ NOTARY SEAL }



[Signature]
Notary:
Print Name DIEGO ACOSTA
Notary Public, State of Florida
My Commission Expires: 09/19/2021

Attachment "B"
NON-COLLUSION AFFIDAVIT

STATE OF FLORIDA

COUNTY OF MIAMI-DADE

The undersigned being first duly sworn as provided by law, deposes, and says:

1.1. This Affidavit is made with the knowledge and intent that it is to be filed with the Town of Surfside Town Commission and that it will be relied upon by said Town, in any consideration which may give to and any action it may take with respect to this proposal.

1.2. The undersigned is authorized to make this Affidavit on behalf of, Jacobex Creative (Name of Corporation, Partnership, Individual, etc.), a corporation duly organized and existing under the laws of the State of Florida of which he is Partner (Sole Owner, Partner, President, etc.)

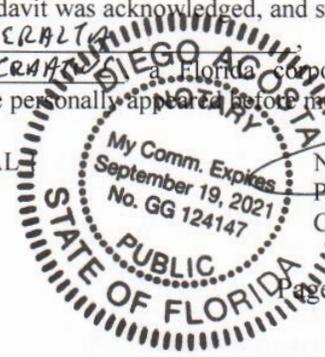
1.3. Neither the undersigned nor any person, firm, or corporation named in above Paragraph 1.2, nor anyone else to the knowledge of the undersigned, have themselves solicited or employed anyone else to solicit favorable action for this proposal by the Town, also that no head of any department or employee therein, or any officer of the Town of Surfside, Florida is directly interested therein.

1.4. This proposal is genuine and not collusive or a sham; the person, firm or corporation named above in Paragraph 1.2 has not colluded, conspired, connived or agreed directly or indirectly with any Proposer or person, firm or corporation, to put in a sham proposal, or that such person, firm or corporation, shall refrain from Proposing, and has not in any manner, directly or indirectly, sought by agreement or collusion, or communication or conference with any person, firm or corporation, to fix the prices of said proposal or proposals of any other Proposer; and all statements contained in the proposal or proposals described above are true; and further; neither the undersigned, nor the person, firm or corporation named above in Paragraph 1.2, has directly or indirectly submitted said proposal or the contents thereof, or divulged information or data relative thereto, to any association or to any member or agent thereof.

Director of Urban Development Daniel Peralta
AFFIANT'S TITLE AFFIANT'S NAME

The foregoing Affidavit was acknowledged, and sworn to, before me this 23 day of 05, 2018, by DANIEL PERALTA as VICE PRESIDENT of JACOBER CRAFT a Florida corporation, on behalf of said corporation and limited partnership. He/She personally appeared before me, and is personally known to me.

{ NOTORIAL SEAL } Notary: [Signature]
Print Name: Diego Acosta
Commission Expires: 09/19/21



Attachment "C"

ANTI-KICKBACK AFFIDAVIT

STATE OF FLORIDA)
SS:
COUNTY OF MIAMI-DADE)

I, the undersigned, hereby duly sworn, depose and say that no portion of the sum herein proposed will be paid to any employees of the Town of Surfside, its elected officials, and Jacober Creative or its design consultants, as a commission, kickback, reward or gift, directly or indirectly by me or any member of my firm or by an officer of the corporation.

By: [Signature]
Title: Director of client Development

Sworn and subscribed before this
23 day of MAY 2018

[Signature]
Notary Public, State of Florida

DIEGO ACOSTA
(Printed Name)

My commission expires: 09/19/2021



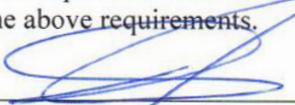
Attachment "D"
DRUG-FREE WORKPLACE

The undersigned vendor (firm) in accordance with Chapter 287.087, Florida Statutes, hereby certifies that Jacob Creative does:
(Name of Company)

1. Publish a statement notifying employees that the unlawful manufacturing, 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 work place, 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 contractual services that are under consideration a copy of the statement specified in subsection (1).
4. In the statement specified in subsection (1), notify the employee that, as a condition of working on the contractual services that are under consideration, the employee will abide by the terms of the statement and will notify the employer of any conviction of, or plea of guilty or nolo contendere to, any violation of Chapter 893, Florida Statutes or of any controlled substance law of the United States or any state, for a violation occurring in the workplace no later than five (5) days after such conviction.
5. Impose a sanction on, or require the satisfactory participation in a drug abuse assistance or rehabilitation program if such is available in the employee's community, by any employee who is so convicted.

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.



Signature (Blue ink only)

Daniel Peralt
Print Name

Director of Client Development
Title

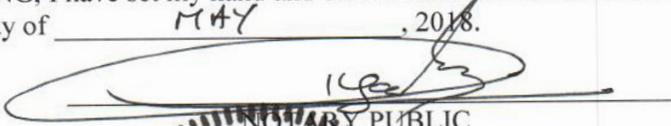
May 23, 2018
Date

Witness my hand and official notary seal/stamp at MAY 23rd of 2018 the day and year written above

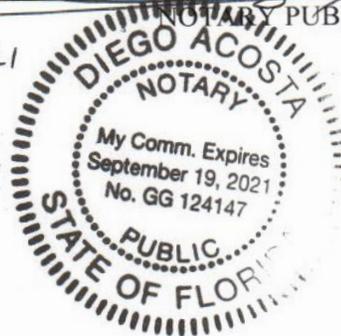
STATE OF FLORIDA)
) SS:
COUNTY OF MIAMI-DADE)

BEFORE ME, an officer duly authorized by law to administer oaths and take acknowledgments, personally appeared DAMEL PERALTA as VICE PRESIDENT, of SACORIL CREATIVE, an organization authorized to do business in the State of Florida, and acknowledged executing the foregoing Form as the proper official of _____ for the use and purposes mentioned in the Form and affixed the official seal of the corporation, and that the instrument is the act and deed of that corporation. He/She is personally known to me or has produced DRIVER LICENSE as identification.

IN WITNESS OF THE FOREGOING, I have set my hand and official seal at in the State and County aforesaid on this 23 day of MAY, 2018.



My Commission Expires: 09/19/2021



ATTACHMENT "I"
FORM PROFESSIONAL SERVICES AGREEMENT

PROFESSIONAL SERVICES AGREEMENT
BETWEEN
THE TOWN OF SURFSIDE AND

THIS AGREEMENT (this "Agreement") is made effective as of the ____ day of April, 2018 (the "Effective Date"), by and between the **TOWN OF SURFSIDE, FLORIDA**, a Florida municipal corporation, whose principal address is 9293 Harding Avenue, Surfside, Florida 33154 (hereinafter the "Town"), and Jacoper Creative, a Branding + Marketing whose address is 690 Lincoln Road (hereinafter the "Consultant").
Suite 201, Miami Beach FL 33139

WHEREAS, the Town issued Request For Proposals No. ____ ("RFP"), soliciting general marketing services for its Tourist Bureau and the Consultant submitted a response to the RFP to provide the general marketing services; and

WHEREAS, the Consultant will provide professional marketing services to assist the Town with promoting the Town to bring visitors to the Town to enjoy and patronize its hotels, restaurants, and other recreational activities ("Services"); and

WHEREAS, the Consultant and Town, through mutual negotiation, have agreed upon the fees for the Services; and

WHEREAS, the Town desires to engage the Consultant to perform the Services and provide the deliverables as specified below.

NOW, THEREFORE, in consideration of the mutual covenants and conditions contained herein, the Consultant and the Town agree as follows:

1. **Scope of Services.**
 - 1.1 Consultant shall provide the Services set forth in the proposal attached hereto as Exhibit "A" and incorporated herein by reference.
 - 1.2 Consultant shall perform all necessary tasks and services (hereinafter "Deliverables").
 - 1.3 Upon the Town's request, in writing, for additional services the Consultant shall render additional services specified by the Town at the rates agreed upon and described in this Agreement ("Additional Services"). Additional services may include, but not limited to, Public Relations, local media advertisements, social media advertisements, photo shoots, video production, and event planning.
2. **Term/Commencement Date.**

2.1 This Agreement shall become effective upon the Effective Date and shall remain in effect for three (3) years. Thereafter, the Town shall have the option to renew for three additional one (1) year terms; unless earlier terminated in accordance with Paragraph 8.

2.2 Consultant agrees that time is of the essence and Consultant shall complete the Services within the term of this Agreement, unless extended, in writing, by the Town Manager.

3. **Compensation and Payment.**

3.1 Compensation for Services and Additional Services shall be provided by Consultant in accordance with the hourly rates as described in the Schedule of Rates, attached hereto as Exhibit “B.”

3.2 Consultant shall deliver an invoice to Town no more often than once per month detailing Services completed and the amount due to Consultant under this Agreement and shall not be in an amount to exceed \$ TBD . Fees shall be paid in arrears each month, pursuant to Consultant’s invoice, which shall be based upon the hourly rates as stated in the Schedule of Rates. The Town shall pay the Consultant in accordance with the Florida Prompt Payment Act after approval and acceptance of the Services by the Town Manager.

4. **Subconsultants.**

4.1 The Consultant shall be responsible for all payments to any subconsultants and shall maintain responsibility for all work related to the Services.

4.2 Consultant may only utilize the services of a particular subconsultant with the prior written approval of the Town Manager, which approval shall be in Town Manager’s sole and absolute discretion.

5. **Town’s Responsibilities**

5.1 Town shall make available any staff and representatives, and provide criteria requested by Consultant to assist Consultant in providing the Services, Deliverables, and Additional Services.

5.2 Upon Consultant’s request, Town shall reasonably cooperate in arranging access to public information that may be required for Consultant to perform the Services.

6. **Consultant’s Responsibilities**

6.1 The Consultant shall exercise the same degree of care, skill and diligence in the performance of the Services as is ordinarily provided by a consultant under similar circumstances. If at any time during the term of this Agreement or within two (2) years from the completion of this Agreement, it is determined that the Consultant's Deliverables or Services are incorrect, not properly rendered, defective, or fail to conform to Town requests, the Consultant shall at Consultant's sole expense, immediately correct its Deliverables or Services.

6.2 The Consultant hereby warrants and represents that at all times during the Term of this Agreement it shall maintain in good standing all required licenses, certifications and permits required under Federal, State and local laws applicable to and necessary to perform the Services for Town as an independent contractor of the Town.

7. **Conflict of Interest.**

7.1 To avoid any conflict of interest or any appearance thereof, Consultant shall not, for the term of this Agreement, provide any consulting services to any private sector entities (developers, corporations, real estate investors, etc.), with any current, or foreseeable, adversarial issues in the Town.

8. **Termination.**

8.1 The Town Manager, without cause, may terminate this Agreement upon five (5) calendar days' written notice to the Consultant, or immediately with cause.

8.2 Upon receipt of the Town's written notice of termination, Consultant shall immediately stop work on the project unless directed otherwise by the Town Manager.

8.3 In the event of termination by the Town, the Consultant shall be paid for all work accepted by the Town Manager up to the date of termination, provided that the Consultant has first complied with the provisions of Paragraph 8.4.

8.4 The Consultant shall transfer all books, records, reports, working drafts, documents, maps, and data pertaining to the Services and the project to the Town, in a hard copy and electronic format within fourteen (14) days from the date of the written notice of termination or the date of expiration of this Agreement.

9. **Insurance.**

9.1 Consultant shall secure and maintain throughout the duration of this Agreement, if selected, insurance of such types and in such amounts not less

than those specified below as satisfactory to Town, naming the Town as an Additional Insured, underwritten by a firm rated A-X or better by A.M. Best and qualified to do business in the State of Florida. The insurance coverage shall be primary insurance with respect to the Town, its officials, employees, agents and volunteers naming the Town as additional insured. Any insurance maintained by the Town shall be in excess of the Consultant's insurance and shall not contribute to the Consultant's insurance. The insurance coverages shall include at a minimum the amounts set forth in this section and may be increased by the Town as it deems necessary or prudent.

- e. Commercial General Liability coverage with limits of liability of not less than a \$1,000,000 per Occurrence combined single limit for Bodily Injury and Property Damage. This Liability Insurance shall also include Completed Operations and Product Liability coverages and eliminate the exclusion with respect to property under the care, custody and control of Consultant. The General Aggregate Liability limit and the Products/Completed Operations Liability Aggregate limit shall be in the amount of \$2,000,000 each.
- f. Workers Compensation and Employer's Liability insurance, to apply for all employees for statutory limits as required by applicable State and Federal laws. The policy(ies) must include Employer's Liability with minimum limits of \$1,000,000.00 each accident. No employee, subcontractor or agent of the Consultant shall be allowed to provide Services pursuant to this Agreement who is not covered by Worker's Compensation insurance.
- g. Business Automobile Liability with minimum limits of \$1,000,000 per Occurrence, combined single limit for Bodily Injury and Property Damage. Coverage must be afforded on a form no more restrictive than the latest edition of the Business Automobile Liability policy, without restrictive endorsements, as filed by the Insurance Service Office, and must include Owned, Hired, and Non-Owned Vehicles.
- h. Professional Liability Insurance in an amount of not less than Two Million Dollars (\$2,000,000.00) per occurrence, single limit.

9.2 **Certificate of Insurance.** Certificates of Insurance shall be provided to the Town, reflecting the Town as an Additional Insured (except with respect to Professional Liability Insurance and Worker's Compensation Insurance), no later than ten (10) days after award of this Agreement and prior to the

execution of this Agreement by Town and prior to commencing Services. Each certificate shall include no less than (30) thirty-day advance written notice to Town prior to cancellation, termination, or material alteration of said policies or insurance. The Consultant shall be responsible for assuring that the insurance certificates required by this Section remain in full force and effect for the duration of this Agreement, including any extensions or renewals that may be granted by the Town. The Certificates of Insurance shall not only name the types of policy(ies) provided, but also shall refer specifically to this Agreement and shall state that such insurance is as required by this Agreement. The Town reserves the right to inspect and return a certified copy of such policies, upon written request by the Town. If a policy is due to expire prior to the completion of the Services, renewal Certificates of Insurance shall be furnished thirty (30) calendar days prior to the date of their policy expiration. Each policy certificate shall be endorsed with a provision that not less than thirty (30) calendar days' written notice shall be provided to the Town before any policy or coverage is cancelled or restricted. Acceptance of the Certificate(s) is subject to approval of the Town.

9.3 **Additional Insured.** Except with respect to Professional Liability Insurance and Worker's Compensation Insurance, the Town is to be specifically included as an Additional Insured for the liability of the Town resulting from Services performed by or on behalf of the Consultant in performance of this Agreement. The Consultant's insurance, including that applicable to the Town as an Additional Insured, shall apply on a primary basis and any other insurance maintained by the Town shall be in excess of and shall not contribute to the Consultant's insurance. The Consultant's insurance shall contain a severability of interest provision providing that, except with respect to the total limits of liability, the insurance shall apply to each Insured or Additional Insured (for applicable policies) in the same manner as if separate policies had been issued to each.

9.4 **Deductibles.** All deductibles or self-insured retentions must be declared to and be reasonably approved by the Town. The Consultant shall be responsible for the payment of any deductible or self-insured retentions in the event of any claim.

9.5 The provisions of this section shall survive termination of this Agreement.

10. **Nondiscrimination.**

10.1 During the term of this Agreement, Consultant shall not discriminate against any of its employees or applicants for employment because of their race, color, religion, sex, or national origin, and to abide by all Federal and State laws regarding nondiscrimination

11. **Attorneys Fees and Waiver of Jury Trial.**

11.1 In the event of any litigation arising out of this Agreement, the prevailing party shall be entitled to recover its attorneys' fees and costs, including the fees and expenses of any paralegals, law clerks and legal assistants, and including fees and expenses charged for representation at both the trial and appellate levels.

11.2 IN THE EVENT OF ANY LITIGATION ARISING OUT OF THIS AGREEMENT, EACH PARTY HEREBY KNOWINGLY, IRREVOCABLY, VOLUNTARILY AND INTENTIONALLY WAIVES ITS RIGHT TO TRIAL BY JURY.

12. **Indemnification.**

12.1 Consultant shall indemnify and hold harmless the Town, its officers, agents and employees, from and against any and all demands, claims, losses, suits, liabilities, causes of action, judgment or damages, arising from Consultant's performance or non-performance of any provision of this Agreement, including, but not limited to, liabilities arising from contracts between the Consultant and third parties made pursuant to this Agreement. Consultant shall reimburse the Town for all its expenses including reasonable attorneys' fees and costs incurred in and about the defense of any such claim or investigation and for any judgment or damages arising from Consultant's performance or non-performance of this Agreement.

12.2 The provisions of this section shall survive termination of this Agreement.

13. **Notices/Authorized Representatives.**

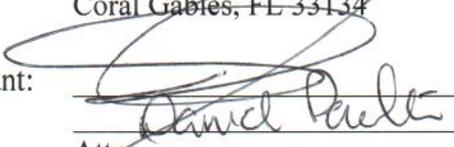
13.1 Any notices required by this Agreement shall be in writing and shall be deemed to have been properly given if transmitted by hand-delivery, by registered or certified mail with postage prepaid return receipt requested, or by a private postal service, addressed to the parties (or their successors) at the following addresses:

For the Town: Guillermo Olmedillo
Town Manager
Town of Surfside
9293 Harding Avenue
Surfside, FL 33154

With a copy to: Lillian Arango, Esq.

Town Attorney
Weiss Serota Helfman Cole & Bierman, P.A.
2525 Ponce de Leon Blvd., Suite 700
Coral Gables, FL 33134

For the Consultant:


Attn: _____

14. **Governing Law and Venue.**

14.1 This Agreement shall be construed in accordance with and governed by the laws of the State of Florida. Venue for any proceedings arising out of this Agreement shall be in Miami-Dade County, Florida.

15. **Entire Agreement/Modification/Amendment.**

15.1 This writing contains the entire Agreement of the parties and supercedes any prior oral or written representations. No representations were made or relied upon by either party, other than those that are expressly set forth herein.

15.2 No agent, employee, or other representative of either party is empowered to modify or amend the terms of this Agreement, unless executed with the same formality as this document.

15.3 Consultant represents that is an entity validly existing and in good standing under the laws of Florida. The execution, delivery and performance of this Agreement by Consultant have been duly authorized, and this Agreement is binding on Consultant and enforceable against Consultant in accordance with its terms. No consent of any other person or entity to such execution, delivery and performance is required.

16. **Ownership and Access to Records and Audits.**

16.1 Consultant acknowledges that all inventions, innovations, improvements, developments, methods, designs, analyses, drawings, reports, compiled information, and all similar or related information (whether patentable or not) which relate to Services to the Town which are conceived, developed or made by Consultant during the term of this Agreement ("Work Product") belong to the Town. Consultant shall promptly disclose such Work Product to the Town and perform all actions reasonably requested by the Town (whether during or after the term of this Agreement) to establish and confirm such ownership (including, without limitation, assignments, powers of attorney and other instruments).

- 16.2 Consultant agrees to keep and maintain public records in Consultant's possession or control in connection with Consultant's performance under this Agreement. Consultant additionally agrees to comply specifically with the provisions of Section 119.0701, Florida Statutes. Consultant shall ensure that public records that are exempt or confidential and exempt from public records disclosure requirements are not disclosed, except as authorized by law, for the duration of the Agreement, and following completion of the Agreement until the records are transferred to the Town.
- 16.3 Upon request from the Town's custodian of public records, Consultant shall provide the Town with a copy of the requested records or allow the records to be inspected or copied within a reasonable time at a cost that does not exceed the cost provided by Chapter 119, Florida Statutes, or as otherwise provided by law.
- 16.4 Unless otherwise provided by law, any and all records, including but not limited to reports, surveys, and other data and documents provided or created in connection with this Agreement are and shall remain the property of the Town.
- 16.5 Upon completion of this Agreement or in the event of termination by either party, any and all public records relating to the Agreement in the possession of the Consultant shall be delivered by the Consultant to the Town Manager, at no cost to the Town, within seven (7) days. All such records stored electronically by Consultant shall be delivered to the Town in a format that is compatible with the Town's information technology systems. Once the public records have been delivered upon completion or termination of this Agreement, the Consultant shall destroy any and all duplicate public records that are exempt or confidential and exempt from public records disclosure requirements.
- 16.6 Any compensation due to Consultant shall be withheld until all records are received as provided herein.
- 16.7 Consultant's failure or refusal to comply with the provisions of this section shall result in the immediate termination of this Agreement by the Town.

Section 119.0701(2)(a), Florida Statutes

**IF THE CONSULTANT HAS QUESTIONS REGARDING
THE APPLICATION OF CHAPTER 119, FLORIDA**

STATUTES, TO THE CONSULTANT'S DUTY TO PROVIDE PUBLIC RECORDS RELATING TO THIS CONTRACT, CONTACT THE CUSTODIAN OF PUBLIC RECORDS:

Custodian of Records: Sandra Novoa, MMC
Mailing address: 9293 Harding Avenue,
Surfside, Florida 33154
Telephone number: 305-861-4863
Email: snovoa@townofsurfsidefl.gov

17. **Nonassignability.**

17.1 This Agreement shall not be assignable by Consultant unless such assignment is first approved by the Town Manager. The Town is relying upon the apparent qualifications and expertise of the Consultant, and such firm's familiarity with the Town's area, circumstances and desires.

18. **Severability.**

18.1 If any term or provision of this Agreement shall to any extent be held invalid or unenforceable, the remainder of this Agreement shall not be affected thereby, and each remaining term and provision of this Agreement shall be valid and be enforceable to the fullest extent permitted by law.

19. **Independent Contractor.**

19.1 The Consultant and its employees, volunteers and agents shall be and remain an independent contractor and not an agent or employee of the Town with respect to all of the acts and services performed by and under the terms of this Agreement. This Agreement shall not in any way be construed to create a partnership, association or any other kind of joint undertaking, enterprise or venture between the parties.

20. **Compliance with Laws.**

20.1 The Consultant shall comply with all applicable laws, ordinances, rules, regulations, and lawful orders of public authorities in carrying out Services under this Agreement, and in particular shall obtain all required permits

from all jurisdictional agencies to perform the Services under this Agreement at its own expense.

21. **Waiver**

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

22. **Survival of Provisions**

22.1 Any terms or conditions of either this Agreement that require acts beyond the date of the term of the Agreement, shall survive termination of the Agreement, shall remain in full force and effect unless and until the terms or conditions are completed and shall be fully enforceable by either party.

23. **Prohibition of Contingency Fees.**

23.1 The Consultant warrants that it has not employed or retained any company or person, other than a bona fide employee working solely for the Consultant, to solicit or secure this Agreement, and that it has not paid or agreed to pay any person(s), company, corporation, individual or firm, other than a bona fide employee working solely for the Consultant, any fee, commission, percentage, gift, or any other consideration, contingent upon or resulting from the award or making of this Agreement.

24. **Public Entity Crimes Affidavit**

24.1 Consultant shall comply with Section 287.133, Florida Statutes (Public Entity Crimes Statute), notification of which is hereby incorporated herein by reference, including execution of any required affidavit.

25. **Counterparts**

25.1 This Agreement may be executed in several counterparts, each of which shall be deemed an original and such counterparts shall constitute one and the same instrument.

26. **Background Checks**

26.1 The Consultant will be responsible for maintaining current background checks on all employees and subcontractor employees involved in the performance of the Services. Background checks must be performed prior

to the performance of any Services by the employee under this Agreement. Written verification of any background checks must be provided to the Town at the request of the Town Manager.

27. **Termination Due To Lack of Funds.**

27.1 This Agreement is subject to the condition precedents that: (i) Town funds are available, appropriated, and budgeted for the Services; (ii) the Town secures and obtains any necessary proceeds, grants or loans for the accomplishment of the Services pursuant to any borrowing legislation adopted by the Town Council relative to the Services; and (iii) Town Council enacts legislation or other necessary Resolutions, which award and authorize the execution of this Agreement.

28. **Non-Exclusive Agreement**

28.1 The Town reserves the right to procure or acquire similar services from another provider while this Agreement is in full force and effect.

IN WITNESS WHEREOF the parties hereto have executed this Agreement as of the date written below their signatures.

FOR THE CONSULTANT:



By: Daniel Perella

Name:

Title: Director of Client Development

Date Executed: 06/11/18

IN WITNESS WHEREOF the parties hereto have executed this Agreement on the day and date first above written.

FOR THE TOWN:

**TOWN OF SURFSIDE, a
Florida municipal corporation**

By: _____
Guillermo Olmedillo, Town Manager

Date Executed: _____

Attest:

By: _____
Sandra Novoa, Town Clerk, MMC

Approved as to Form and Legal Sufficiency:

By: _____
Town Attorney
Weiss Serota Helfman Cole & Bierman, P.L.

2018 FLORIDA PROFIT CORPORATION ANNUAL REPORT

DOCUMENT# P01000057913

Entity Name: JACOBBER & ASSOCIATES, INC.

Current Principal Place of Business:

927 LINCOLN ROAD
SUITE 100
MIAMI BEACH, FL 33139

Current Mailing Address:

927 LINCOLN ROAD
SUITE 100
MIAMI BEACH, FL 33139

FEI Number: 65-1111748

Certificate of Status Desired: No

Name and Address of Current Registered Agent:

JACOBBER, PAUL
927 LINCOLN ROAD
#100
MIAMI BEACH, FL 33139 US

The above named entity submits this statement for the purpose of changing its registered office or registered agent, or both, in the State of Florida.

SIGNATURE:

Electronic Signature of Registered Agent

Date

Officer/Director Detail :

Title PD
Name JACOBBER, PAUL
Address 927 LINCOLN ROAD, SUITE 100
City-State-Zip: MIAMI BEACH FL 33139

Title VP
Name PERALTA, DANIEL A
Address 927 LINCOLN ROAD
SUITE 100
City-State-Zip: MIAMI BEACH FL 33139

I hereby certify that the information indicated on this report or supplemental report is true and accurate and that my electronic signature shall have the same legal effect as if made under oath; that I am an officer or director of the corporation or the receiver or trustee empowered to execute this report as required by Chapter 607, Florida Statutes; and that my name appears above, or on an attachment with all other like empowered.

SIGNATURE: PAUL JACOBBER

PRESIDENT

02/07/2018

Electronic Signature of Signing Officer/Director Detail

Date



CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)
05/22/2018

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must have ADDITIONAL INSURED provisions or be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER South Beach Insurance P.O. Box 398119 Miami Beach, FL 33239 Phone (305) 532-7623 Fax (305) 356-5796	CONTACT NAME: JAMESLY LOUIS
	PHONE (A/C, No, Ext): (305) 532-7623 FAX (A/C, No): (305) 356-5796 E-MAIL ADDRESS: JAMESLY@southbeachinsurance.com
INSURED JACOBER & ASSOCIATES INC 927 LINCOLN ROAD # 100 Miami Beach FL 33139	INSURER(S) AFFORDING COVERAGE
	INSURER A : UNITED STATES LIABILITY INSURANCE COMP
	INSURER B : EMPLOYERS PREFERRED INS. CO.
	INSURER C :
	INSURER D :
	INSURER E :

COVERAGES CERTIFICATE NUMBER: REVISION NUMBER:

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDLSUBR INSR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
A	<input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input checked="" type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR <input type="checkbox"/> _____ <input type="checkbox"/> _____ GEN'L AGGREGATE LIMIT APPLIES PER: <input checked="" type="checkbox"/> POLICY <input checked="" type="checkbox"/> PRO-JECT <input checked="" type="checkbox"/> LOC <input type="checkbox"/> OTHER	Y	PPP1552306QA	11/18/2017	11/18/2018	EACH OCCURRENCE \$ 1,000,000.00 DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 300,000.00 MED EXP (Any one person) \$ 10,000.00 PERSONAL & ADV INJURY \$ 1,000,000.00 GENERAL AGGREGATE \$ 2,000,000.00 PRODUCTS - COMP/OP AGG \$ 2,000,000.00 \$
B	AUTOMOBILE LIABILITY <input type="checkbox"/> ANY AUTO <input type="checkbox"/> SCHEDULED AUTOS <input type="checkbox"/> OWNED AUTOS ONLY <input type="checkbox"/> NON-OWNED AUTOS ONLY <input checked="" type="checkbox"/> HIRED AUTOS ONLY	Y	PPP1552306QA	11/18/2017	11/18/2018	COMBINED SINGLE LIMIT (Ea accident) \$ 1,000,000 BODILY INJURY (Per person) \$ 1,000,000 BODILY INJURY (Per accident) \$ 1,000,000 PROPERTY DAMAGE (Per accident) \$ 300,000 \$
	<input type="checkbox"/> UMBRELLA LIAB <input type="checkbox"/> OCCUR <input type="checkbox"/> EXCESS LIAB <input type="checkbox"/> CLAIMS-MADE <input type="checkbox"/> DED <input type="checkbox"/> RETENTION \$					EACH OCCURRENCE \$ AGGREGATE \$ \$
B	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below	Y / N Y N/A	EIG 2583640 00	01/24/2018	01/24/2019	<input type="checkbox"/> PER STATUTE <input type="checkbox"/> OTHER E.L. EACH ACCIDENT \$ 1,000,000.00 E.L. DISEASE - EA EMPLOYE \$ 1,000,000.00 E.L. DISEASE - POLICY LIMIT \$ 1,000,000.00
A	TECH PRO / ERRORS & OMISSION	Y	PPP1552306QA	11/18/2017	11/18/2018	EACH CLAIM LIMIT \$ 1,000,000.00 AGGREGATE LIMIT \$1,000,000.00 DEDUCTIBLE \$ 0.00

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

TOWN OF SURFSIDE 9293 HARDING AVE , SURFSIDE FL 33154

CERTIFICATE HOLDER TOWN OF SURFSIDE 9293 HARDING AVE SURFSIDE FL 33154	CANCELLATION SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS. AUTHORIZED REPRESENTATIVE 
---	--

COMMERCIAL GENERAL LIABILITY COVERAGE PART DECLARATIONS

Policy No. PPP1552306A

Effective Date: 11/18/2017
12:01 AM STANDARD TIME

LIMITS OF INSURANCE

Each Occurrence Limit	\$1,000,000
Personal & Advertising Injury Limit (Any One Person/Organization)	\$1,000,000
Medical Expense Limit (Any One Person)	\$10,000
Damages To Premises Rented To You (Any One Premises)	\$300,000
Products/Completed Operations Aggregate Limit	\$2,000,000
General Aggregate Limit	\$2,000,000

LIABILITY DEDUCTIBLE

\$0

LOCATIONS OF ALL PREMISES YOU OWN, RENT OR OCCUPY

Location	Address	Territory
1	927 Lincoln Rd , Miami Beach, FL 33139	001

PREMIUM COMPUTATION

Loc	Classification	Code No.	Premium Basis	Pr/Co	Rate		Advance Premium	
					All Other	Pr/Co	All Other	All Other
1	Technology Professional Services	41675	6 Per Employee	0.000	66.667	\$0	\$400	
1	Blanket Additional Insured	49950	1 Flat	0.000	0.000	Included	Included	
TOTAL PREMIUM FOR GENERAL LIABILITY COVERAGE PART:							\$400	
MP - minimum premium								

Coverage Form(s)/Part(s) and Endorsement(s) made a part of this policy at time of issue:

See Form EOD (01/95)

THESE DECLARATIONS ARE PART OF THE POLICY DECLARATIONS CONTAINING THE NAME OF THE INSURED AND THE POLICY PERIOD.

TECHNOLOGY PROFESSIONAL LIABILITY COVERAGE PART DECLARATIONS

PLEASE READ YOUR POLICY CAREFULLY.

THIS IS A CLAIMS MADE POLICY COVERAGE FORM AND UNLESS OTHERWISE PROVIDED HEREIN, THE COVERAGE OF THIS FORM IS LIMITED TO LIABILITY FOR CLAIMS FIRST MADE DURING THE POLICY PERIOD, OR THE EXTENSION PERIOD, IF APPLICABLE. DEFENSE COSTS SHALL BE APPLIED AGAINST THE DEDUCTIBLE.

No. PPP1552306A

Effective Date: 11/18/2017

12:01 AM STANDARD TIME

ITEM I. NAMED INSURED AND ADDRESS

Jacober Creative
927 Lincoln Rd
Miami Beach, FL 33139

ITEM II. POLICY PERIOD: (MM/DD/YYYY) From: 11/18/2017 To: 11/18/2018

Technology Professional Liability

ITEM III. LIMITS OF LIABILITY	\$1,000,000	EACH CLAIM
	\$1,000,000	ANNUAL AGGREGATE
ITEM IV. DEDUCTIBLE:	\$0	EACH CLAIM
ITEM V. PREMIUM:	\$1,326	
ITEM VI. RETROACTIVE DATE:	11/18/2016	

ITEM VII. Coverage Form(s)/Part(s) and Endorsement(s) made a part of this policy at time of issue:
See Endorsement EOD (01/95)

THESE DECLARATIONS ARE PART OF THE POLICY DECLARATIONS CONTAINING THE NAME OF THE INSURED AND THE POLICY PERIOD.

Thursday, May 24, 2018

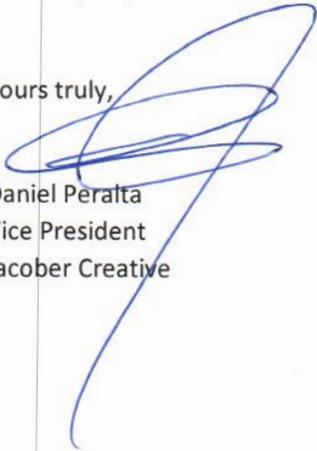
Daniel Peralta
Vice President
Director of Business Development
Jacobober Creative

Town of Surfside
Lindsay Fast
Tourism Director
9293 Harding Avenue
Surfside, FL 33154

This transmittal letter is presented in accordance to the requirement of documentation to respond for marketing services for Town of Surfside' s Tourist Bureau RFP.

In this letter we certify that Luisa Jimenez, brand strategist at Jacobober Creative is authorized to represent our company.

Yours truly,



Daniel Peralta
Vice President
Jacobober Creative

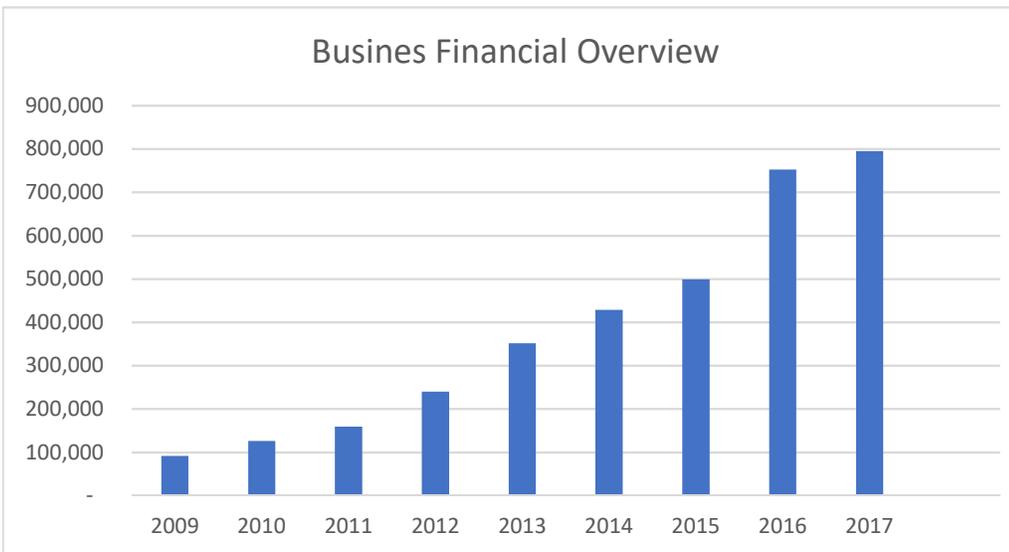
Jacober Creative complies with all federal and state and local laws related to minimum wage, social security, and nondiscrimination, Americans with Disabilities Act (ADA), unemployment compensation and workers compensation. Employees are hired based solely on Jacober Creative personnel requirements and the qualifications of each individual candidate.

We do not tolerate nor condone discrimination due to age, race, color, religion, sex, national origin or disability. We will comply with the spirit and letter of all local, state and federal laws pertaining to employment. Furthermore, we will not discriminate due to age, race, color, religion, sex, national origin or disability when making decisions regarding termination of employees.

**Jacober Associates Inc
Financial/Revenue Data**

	Jan - Dec 16
Revenue from Sales	
Design	340,322
Consulting & Management	34,305
Visual Production	124,068
Web Design	273,529
Misc	3,511
Discounts	-23,571
Total Revenue	752,164

	Jan - Dec 17
Revenue from Sales	
Design	314,171
Consulting & Management	295,327
Visual Production	36,961
Web Design	154,955
Misc	1,300
Discounts	-7,932
Total Revenue	794,782



The information contained on this page is confidential and should be excluded from the Public Portion of this RFP





Life is
how
you
design
it.

JACOBER CREATIVE



A FULL SERVICE DESIGN & MARKETING FIRM

690 LINCOLN ROAD. SUITE 201
MIAMI BEACH, FL 33139
JACOBER.COM