

## **EXECUTIVE SUMMARY**

**Recommendation to award RFP 15-6520 for Tourism Public Relations Services to Lou Hammond and Associates and recommend approval of the County Attorney approved contract with a finding that this expenditure promotes tourism.**

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**OBJECTIVE:** To award RFP 15-6520 for Tourism Public Relations Services to the successful bidder, Lou Hammond and Associates.

**CONSIDERATIONS:** RFP 15-6520 for Tourism Public Relations Services was publicly advertised on October 15, 2015. Email notices were sent to 591 firms with 56 requesting full solicitation packages. Seven responses were received by the due date of November 5, 2015. No responses were found to be non responsive.

A selection committee met on December 11, 2015 to review the proposals. By consensus of the members, the following firm is recommended to the Board along with the attached contract:

Lou Hammond and Associates, New York, NY

Lou Hammond and Associates will provide a full range of Public Relations services as outlined in Exhibit “A” of the attached Agreement # 15-6520 including an annual PR plan, developing specific destination story ideas to media and travel journalists, develop an annual calendar of promotional topics, handle all journalist inquiries for destination information, create and distribute periodic newsletters, organize familiarization visits of journalists to the destination, create and implement a social media campaign to media and journalists and monitor and report press coverage of the destination.

**FISCAL IMPACT:** Funds in the amount of \$132,000 for the monthly service fee, plus \$19,992.00 for out of pocket expenses, for a total annual cost of \$151,992 is available in the Board approved Tourism Division FY 16 budget in fund 184, Contractual Services.

**GROWTH MANAGEMENT IMPACT:** There is no impact to the Growth Management Plan from this action.

**LEGAL CONSIDERATIONS:** This item has been approved as to form and legality and requires majority vote for approval. – CMG

**RECOMMENDATION:** To recommend award of RFP 15-6520 for Tourism Public Relations Services to Lou Hammond and Associates and recommend approval of the County Attorney approved contract with a finding that this expenditure promotes tourism.

**PREPARED BY:** Jack Wert, Tourism Director

Attachments: Bid Document; Lou Hammond & Associates Bid response; Bid Tab Sheet, Contract.

# REQUEST FOR PROPOSAL



## COLLIER COUNTY BOARD OF COUNTY COMMISSIONERS

### Solicitation 15-6520 Tourism Public Relations Services

***Adam Northrup***

***239-252-6098 (Telephone)***

***239-252-6302 (Fax)***

***adamnorthrup@colliergov.net (Email)***

This proposal solicitation document is prepared in a Microsoft Word format. Any alterations to this document made by the Vendor may be grounds for rejection of proposal, cancellation of any subsequent award, or any other legal remedies available to the Collier County Government.



## Table of Contents

LEGAL NOTICE .....	3
EXHIBIT I: SCOPE OF WORK, SPECIFICATIONS AND RESPONSE FORMAT.....	4
EXHIBIT II: GENERAL RFP INSTRUCTIONS.....	13
EXHIBIT III: COLLIER COUNTY PURCHASE ORDER TERMS AND CONDITIONS.....	17
EXHIBIT IV: ADDITIONAL TERMS AND CONDITIONS FOR RFP.....	21
ATTACHMENT 1: VENDOR’S NON-RESPONSE STATEMENT .....	30
ATTACHMENT 2: VENDOR CHECK LIST.....	31
ATTACHMENT 3: CONFLICT OF INTEREST AFFIDAVIT.....	32
ATTACHMENT 4: VENDOR DECLARATION STATEMENT.....	33
ATTACHMENT 5: AFFIDAVIT FOR CLAIMING STATUS AS A LOCAL BUSINESS.....	35
ATTACHMENT 6: IMMIGRATION AFFIDAVIT CERTIFICATION .....	36
ATTACHMENT 7: VENDOR SUBSTITUTE W – 9 .....	37
ATTACHMENT 8: INSURANCE AND BONDING REQUIREMENTS.....	38
ATTACHMENT 9: REFERENCE QUESTIONNAIRE.....	40



## Legal Notice

Sealed Proposals to provide Public Relation Services will be received until **3:00PM Naples local time, on 11/05/2015** at the Collier County Government, Purchasing Department, 3327 Tamiami Trail E, Naples, FL 34112.

## Solicitation

15-6520 – Public Relations Services

Services to be provided may include, but not be limited to the following: A full service public relations support program.

No pre-proposal conference will be held for this solicitation.

All statements shall be made upon the official proposal form which may be obtained on the Collier County Purchasing Department Online Bidding System website: [www.colliergov.net/bid](http://www.colliergov.net/bid).

Collier County does not discriminate based on age, race, color, sex, religion, national origin, disability or marital status.

BOARD OF COUNTY COMMISSIONERS  
COLLIER COUNTY, FLORIDA,

BY: /S/ Joanne Markiewicz  
Director, Procurement Services

This Public Notice was posted on the Collier County Purchasing Department website: [www.colliergov.net/purchasing](http://www.colliergov.net/purchasing) and in the Lobby of Purchasing Building "G", Collier County Government Center on 10/15/2015.





## **Exhibit I: Scope of Work, Specifications and Response Format**

As requested by the Collier County Tourism Division (hereinafter, the "Division"), the Collier County Board of County Commissioners Procurement Division (hereinafter, "County") has issued this Request for Proposal (hereinafter, "RFP") with the intent of obtaining proposals from interested and qualified firms in accordance with the terms, conditions and specifications stated or attached.

The Vendor, at a minimum, must achieve the requirements of the Specifications or Scope of Work stated herein. The terms contractor, vendor, proposer and bidder are used interchangeably throughout this document.

### **Brief Description of Purchase**

The County is interested in receiving proposals from vendors to develop and deliver public relations services.

### **Background**

The Collier County Tourism Department, on behalf of the Naples, Marco Island, Everglades Convention and Visitors Bureau (CVB), the official tourism marketing and management organization for Collier County, Florida, is issuing this request for proposal (RFP). The CVB is the marketing arm of the Tourism Division within Collier County government and is the official Destination Marketing Organization (DMO) for the region. Awarding of the contract will be in compliance with all rules and statutes applicable to the awarding of contracts by Collier County government, as administered by its Procurement Division.

The CVB seeks a public relations firm to provide a tourism destination public relations support program. The details of the assignment and the requirements for submission are listed below in the Detailed Scope of Work.

The Naples, Marco Island and the Everglades region of Southwest Florida has been successfully branded through a marketing campaign for the past ten years as *Florida's Paradise Coast*. This destination has elements of distinction which differentiate it from the rest of Florida and from other competing coastal destinations both domestically and internationally, along with highly rated vacation amenities that include beaches, resorts, hotels, golf, fishing, shopping, dining, nature and outdoor recreation, and relaxation.

The goal of the CVB's current and future public relations effort is to position a clear and distinct identity for this brand in the marketplace, and to greatly extend the message reach of the CVB, which has a relatively modest advertising budget compared to its competitive destination set. Successful public relations activities will result in the placement of quality editorial content in all of the CVB's feeder markets as well as current and future opportunity markets.

The assistance of a proactive team of accomplished destination public relations professionals is needed to consistently push out clear, newsworthy and interesting information. The key strategy of escalating regular coverage in U.S. and International domestic consumer and trade publications should ultimately result in increased media coverage that entices both new and repeat visitors to the destination.

The CVB's in-house public relations team consists of one full time public relations manager, one full time public relations assistant, and a digital/social marketing coordinator. Currently, the high level of incoming requests for information, planning, executing and escorting press familiarization visits within the destination, as well as CVB marketing projects including extensive work on websites, visitor guide, special section supplements, electronic communications, collateral and other key strategic elements, are consuming the majority of the CVB's public relations staff time. The result is that while the destination is a "hot" commodity for coverage by the travel and news media, there is little time to effectively implement a strategic, proactive communications strategy to continually feed new information into the media marketplace.

Historically, the County has spent the \$176,000 per year on these services.

### **Detailed Scope of Work**

The CVB's advisory board, the Collier County Tourist Development Council (TDC), along with management at the area's leading resorts and attractions, are pleased with the quality of public relations activity and results currently achieved by the CVB. However, they want more of it and all agree that continued contracted public relations services are necessary to continue to grow the coverage. Public relations efforts have provided a key element in successfully promoting the destination, and are increasingly favored as a smart investment. An ever increasing focus on proactive destination public relations is necessary to enhance the CVB's growing advertising and marketing programs.

The assignment for the successful Contractor will be to create and implement an effective out of market media relations strategy that will include but not be limited to the following:

1. Identify a key message topic at least monthly for which an effective news release will be developed and distributed by the Agency to an effective travel media list, highlighting appropriate examples within the destination.
2. Work closely with the CVB PR team to jump on breaking news, trend stories and other relevant news placement opportunities and distribute to relevant travel and news media in a timely fashion.
3. Provide forward thinking creative input to help the CVB stay in the forefront of public relations, content creation, and social media strategies and tactics.
4. Work on special creative assignments as appropriate to include web, video, promotions and other projects that provide valuable content that feeds the PR effort.
5. Specific public relations activities will include: the creation of at least one destination event every fiscal year to inform key travel media about what's new and newsworthy in Naples, Marco Island and the Everglades. Each event will be appropriately themed and targeted to attract top tier media. Destination partners that fit with the event theme will be provided with an opportunity to participate in these events in some fashion, to be determined. Such events may take place in the destination, or in key markets with a high concentration of media, such as New York. Limited budget may be a factor so the CVB is seeking ideas on how to best utilize its time, efforts and dollars to connect with the highest quality media.
6. Destination public relations efforts will center on "big picture" messages and news, but will necessarily involve the mention and promotion of individual resorts, hotels, attractions, tour

operators, retail establishments, restaurants, museums, etc. as appropriate to effectively illustrate the message. The Public Relations Agency will assist the CVB with researching and compiling new and newsworthy information for the creation of these regular destination releases. The Agency must be willing and able to effectively represent the entire destination as needed.

7. Assist in the creation, production and distribution of a monthly Public Relations e-newsletter to CVB's out-of-market media database to provide a snapshot of what's new in the destination, along with well-developed story ideas and links to local area partner news and events.
8. Assist in the creation, production and distribution of a monthly in-market Partner s e-newsletter to the local area tourism industry and local media with updates on CVB initiatives, visitor research, recognition for area tourism professionals and a snapshot of partner news and events.
9. Support the CVB with work that may include creation of individual media itineraries, creation and implementation of group destination press FAMs, organization of desk side briefings in key media markets as the CVB's schedule permits, response to individual media requests for information, and support with any and all public relations initiatives at the bureau as assigned.
10. Assist the CVB with documenting, measuring and reporting earned media results using a media monitoring service.
11. Recommend Internet-based and social media channel public relations strategies utilizing the latest technologies and practices for creative and effective message dissemination, search engine performance and online penetration. The selection of the correct and targeted media coverage will ensure success in meeting these key objectives:
  - Generate significant consumer awareness as a luxurious, desirable, safe, interesting, relaxing and compelling destination for short term visitation by both leisure and group/business travelers.
  - Strategically promote the destination as the first choice of affluent and discerning travelers.
  - Enhance the *Naples, Marco Island, Everglades – Florida's Paradise Coast* brand as a symbol of destination excellence.
  - Increase leisure travel business during the peak winter season.
  - Increase visitation, both leisure and group, during the slower season period May through December.
  - Enhance the destination's growing image as a family destination.
  - Enhance awareness of the destination as a hot spot for culinary travelers.

The County intends to pay a flat monthly fee for the services described above. The County will reimburse the proposer for pre-approved airfare, meal and lodging per diem and "out of pocket expenses" according to the County's business travel policy. Airfare, meal and lodging and "out of pocket expenses" shall be paid after submission of receipts or approved documentation; "out of pocket expenses" include, but are not limited to expenses such as: official telephone calls and FAX transmissions, parking fees, reasonable commercial transportation, reasonable gratuities, taxes, shipping fees, tolls, meals and travel expenses for visiting with media, meals and travel expenses for media coming to Collier County, entertainment, location rental and catering for events, etc.

### **Term of Contract**

The contract term, if an award(s) is/are made is intended to be for an initial term of two (2) years with two (2) one year renewals, at the sole discretion of the County.

Prices shall remain firm for the initial term of this contract. Requests for consideration of a price adjustment must be made on the contract anniversary date, in writing, to the Procurement Director. Price adjustments are dependent upon the consumer price index (CPI) over the past twelve (12) months, budget availability and program manager approval.

Surcharges will not be accepted in conjunction with this contract, and such charges should be incorporated into the pricing structure.

### **Projected Solicitation Timetable**

The following projected timetable should be used as a working guide for planning purposes only. The County reserves the right to adjust this timetable as required during the course of the RFP process.

<b>Event</b>	<b>Date</b>
Issue Solicitation Notice	10/15/2015
Last Date for Receipt of Written Questions	10/30/2015, 3:00PM
Solicitation Deadline Date and Time	11/05/2015, 3:00PM
Anticipated Evaluation of Submittals	Week of 11/16/2015
Vendor Presentations (if Required by selection committee)	Week of 11/23/2015
Anticipated Completion of Contract Negotiations	December 1,2015
Anticipated Board of County Commissioner's Contract Approval Date	12/08/2015

### **Response Format**

The Vendor understands and agrees to abide by all of the RFP specifications, provisions, terms and conditions of same, and all ordinances and policies of Collier County. The Vendor further agrees that if it is awarded a contract, the work will be performed in accordance with the provisions, terms and conditions of the contract.

To facilitate the fair evaluation and comparison of proposals, all proposals must conform to the guidelines set forth in this RFP.

Any portions of the proposal that do not comply with these guidelines must be so noted and explained in the Acceptance of Conditions section of the proposal. However, any proposal that contains such variances may be considered non-responsive.

Proposals should be prepared simply and economically, providing a straightforward concise description of the Vendor's approach and ability to meet the County's needs, as stated in this RFP. All proposals should be presented as described in this RFP in PDF or Microsoft Word format with Tabs clearly marked. If outlined in this RFP, the utilization of recycled paper for proposal submission is strongly encouraged.

The items listed below shall be submitted with each proposal and should be submitted in the order shown. Each section should be clearly labeled, with pages numbered and separated by tabs. Failure by a Vendor to include all listed items may result in the rejection of its proposal.

1. Tab 1, Cover Letter / Management Summary

Provide a cover letter, signed by an authorized officer of the firm, indicating the underlying philosophy of the firm in providing the services stated herein. Include the name(s), telephone number(s) and email(s) of the authorized contact person(s) concerning your proposal. Submission of a signed Proposal is Vendor's certification that the Vendor will accept any awards as a result of this RFP.

2. Tab 2, Proposer's Solution to County's Requirements (30 points)

How does your firm intend to increase the Collier County Brand. Include the following:

- Describe your philosophy on targeting various journalists with publications, broadcast outlets, and niche markets like cuisine, golf, weddings, eco, fishing, major target market segments of leisure travel, group meetings and sports events.
- How does your company intend to meet or exceed each of the County's requirements identified in the RFP's Detailed Scope of Work, items 1 – 11, (page 5-6).
- Provide at least two samples of work product completed for a similar client on tourism destination public relations and marketing experience.
- Provide at least one sample of a "break-through" and innovative approach tourism destination public relations and marketing experience.

3. Tab 3: Proposer's Experience and Capacity (20 points)

Demonstrate key parts of your firms experience that makes you uniquely qualified to perform these services for the County, including:

- Indicate your thoughts and philosophies on destination public relations and site examples of how you positioned other destination marketing organization clients, the challenges you faced and the ways you overcame those challenges in delivering those strategies.
- Provide information that documents your firm's and subcontractors' qualifications to produce the required deliverables, including abilities, capacity, skill, and financial strength, and number of years of experience in providing the required services.
- Describe the various team members' successful experience in working with one another on previous projects. Please detail contributions that the team members have made these projects, and how their contributions were measured.
- Describe how you handle crisis management and fast breaking negative media attention. With respect to this, why is your firm better at handling these situations than your competitors?

4. Tab 4: Proposer's Team Members Assigned to County's Scope of Work (20 points)

Identify the proposed account manager if you are awarded the Collier County Account. Include resume and detailed list of career accomplishments. Additionally, provide responses to the items listed below in the format identified.

1. Number of years the project manager has in a leadership role in the public relations industry.	_____
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2. Number of governmental accounts managed by the proposed account manger over the two year period. (1/1/12-12/31/14).	
3. Number of proposer's fulltime equivalent staff (including the account manager) assigned to the County's scope of work in this RFP. <ul style="list-style-type: none"> <li>• Attach resumes of all staff assigned to our account.</li> </ul>	
4. Number of other accounts to be managed concurrently by the account manger should this firm receive an award to this RFP.	
<b>TOTAL (add 1 + 2 + 3, then subtract 4)</b>	

Prior to the Selection Committee reviewing proposals, the following methodology will be applied to each vendor's information provided in this area:

- The County shall create a ranking from highest Total to the lowest total. Information not provided by the vendor in this format shall receive a score of zero (0).
- The greatest number of points allowed in this criterion will be awarded to the vendor who has the highest Total price.
- The next highest Total will be divided into the highest Total which will then be multiplied by criteria points to determine the vendor's points awarded. Each subsequent vendor's Total score will be calculated in the same manner.
- Points awarded will be extended to the first decimal point (per Microsoft Excel).

For illustrative purposes only, see chart for an example of how these points would be distributed among the five proposers.

Vendor Name	Team	Points Awarded
Vendor ABC	24	20
Vendor DEF	18	15
Vendor GHI	18	15
Vendor JKL	10	8.3

5. Tab 5: Cost of Service (15 points)

The County intends to pay a flat monthly fee for the services described above. The County will reimburse the proposer for travel on our behalf. Pre approved airfare, meal and lodging per diem shall be paid with submission of receipts or approved documentation. All Travel shall be paid per Florida Statute 112.061.

"Out of pocket expenses" include, but are not limited to expenses such as: official telephone calls and FAX transmissions, parking fees, reasonable commercial transportation, reasonable gratuities, taxes, shipping fees, tolls, and travel expenses for visiting with media, meals and travel expenses for media coming to Collier County, entertainment, location rental and catering for events, etc.

Provide the following information in the format below:

**Flat Monthly Fee for All Services (10 of 15 Points)**

1. Provide a “flat monthly fee” to provide all of the services outlined in this RFP.  Note: this “flat monthly fee” will be firm for the initial term of the contract.	\$ _____ (per month)
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**Monthly Out of Pocket Expenses (5 of 15 Points)**

2. Provide a project maximum “monthly out of pocket expenses” to cover associated expenses with the services of this RFP	\$ _____ (per month)
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Prior to the Selection Committee reviewing proposals, the following methodology will be applied to each vendor’s information provided in this area:

- **Flat Monthly Fee for All Services:** The County shall create a ranking from lowest Total to highest Total by vendor. Items marked with an N/A (or similar notation will be given the score of zero (0)).
  - The greatest number of points allowed in this criterion will be awarded to the vendor who has the lowest Total.
  - The next lowest vendor’s Total will be divided by the lowest vendor’s Total which will then be multiplied by criteria points to determine the vendor’s points awarded. Each subsequent vendor’s point score will be calculated in the same manner.
- **Monthly Out of Pocket Expenses:** The County shall create a ranking for this item from the lowest Total to highest Total by vendor. Items marked with an N/A (or similar notation will be given the score of zero (0)).
  - The greatest number of points allowed in this criterion will be awarded to the vendor who has the lowest Total.
  - The next lowest vendor’s Total will be divided into the lowest vendor’s Total which will then be multiplied by criteria points to determine the vendor’s points awarded. Each subsequent vendor’s point score will be calculated in the same manner.
  - The Vendor’s points from Section A and B will be added together to determine the number of points assigned to this criteria
  - Points awarded will be extended to the first decimal point (per Microsoft Excel).

For illustrative purposes only, see chart for an example of how these points would be distributed among the five proposers.

Vendor Name	Flat Monthly Fee for All Services Total (lower is more positive)	Flat Monthly Fee for All Services Points Awarded	Monthly Out of Pocket Expenses Total (lower is more positive)	Monthly Out of Pocket Expenses Points Awarded	Total Points Awarded
Vendor ABC	4,200	10	240	5	15
Vendor DEF	5,350	7.9	265	4.5	12.4

Vendor GHI	6,200	6.8	282	4.3	11.1
Vendor JKL	10,000	4.2	345	3.5	7.7

The points awarded by vendor will be distributed to the Selection Committee prior to their evaluation of the proposals. The Selection Committee will review the vendor's proposal to ensure consistency and completion of all tasks in the RFP, and review the Points Awarded per vendor. The Selection Committee members may, at their sole discretion, modify the reference points assigned after a thorough review of the proposal and prior to final ranking by the final Selection Committee.

3. Tab 6, References (5 points)

In order for the vendor to be awarded any points for this tab, the County requests that the vendor submits five (5) **completed** reference forms (see Attachment 9) from clients whose projects are of a similar nature to this solicitation as a part of their proposal. The County will only use the methodology calculations for the first five (5) references (only) submitted by the vendor in their proposal.

Prior to the Selection Committee reviewing proposals, the following methodology will be applied to each vendor's information provided in this area:

- The County shall total each of the vendor's five reference questionnaires and create a ranking from highest number of points to lowest number of points. References marked with an N/A (or similar notation) will be given the score of zero (0). Vendors who do not turn in reference forms will be counted as zero (0).
- The greatest number of points allowed in this criterion will be awarded to the vendor who has the highest score.
- The next highest vendor's number of points will be divided by the highest vendor's points which will then be multiplied by criteria points to determine the vendor's points awarded. Each subsequent vendor's point score will be calculated in the same manner.
- Points awarded will be extended to the first decimal point (per Microsoft Excel).

For illustrative purposes only, see chart for an example of how these points would be distributed among the five proposers.

Vendor Name	Vendor Total Reference Score	Points Awarded
Vendor ABC	445	5
Vendor DEF	435	4.9
Vendor GHI	425	4.8
Vendor JKL	385	4.3
Vendor MNO	385	4.3
Vendor PQR	250	2.8

Note: Sample chart reflects a 20 point reference criterion.

The points awarded by vendor will be distributed to the Selection Committee prior to their evaluation of the proposals. The Selection Committee will review the vendor's proposal to ensure consistency and completion of all tasks in the RFP, and review the Points Awarded per



vendor. The Selection Committee may, at their sole discretion, contact references, and/or modify the reference points assigned after a thorough review of the proposal and prior to final ranking by the final Selection Committee.

4. Tab 7, Acceptance of Conditions

Indicate any exceptions to the general terms and conditions of the RFP, and to insurance requirements or any other requirements listed in this RFP. If no exceptions are indicated in this tabbed section, it will be understood that no exceptions to these documents will be considered after the award, or if applicable, during negotiations. Exceptions taken by a Vendor may result in evaluation point deduction(s) and/or exclusion of proposal for Selection Committee consideration, depending on the extent of the exception(s). Such determination shall be at the sole discretion of the County and Selection Committee.

5. Tab 8, Required Form Submittals

- Attachment 2: Vendor Check List
- Attachment 3: Conflict of Interest Affidavit
- Attachment 4: Vendor Declaration Statement
- Attachment 5: Affidavit for Claiming Status as a Local Business
- Attachment 6: Immigration Affidavit Certification
- Attachment 7: Vendor Substitute W-9
- Attachment 8: Insurance and Bonding Requirements
- Attachment 9: Reference Questionnaire

## **Exhibit II: General RFP Instructions**

### **1. Questions**

Direct questions related to this RFP to the Collier County Purchasing Department Online Bidding System website: [www.colliergov.net/bid](http://www.colliergov.net/bid). Vendors must clearly understand that the only official answer or position of the County will be the one stated on the Collier County Purchasing Department Online Bidding System website. For general questions, please call the referenced Procurement Strategist noted on the cover page.

### **2. Pre-Proposal Conference**

The purpose of the pre-proposal conference is to allow an open forum for discussion and questioning with County staff regarding this RFP with all prospective Vendors having an equal opportunity to hear and participate. Oral questions will receive oral responses, neither of which will be official, nor become part of the RFP. Only written responses to written questions will be considered official, and will be included as part of this RFP as an addendum.

All prospective Vendors are strongly encouraged to attend, as, this will usually be the only pre-proposal conference for this solicitation. If this pre-proposal conference is denoted as "mandatory", prospective Vendors must be present in order to submit a proposal response.

### **3. Compliance with the RFP**

Proposals must be in strict compliance with this RFP. Failure to comply with all provisions of the RFP may result in disqualification.

### **4. Ambiguity, Conflict, or Other Errors in the RFP**

It is the sole responsibility of the Vendor if the Vendor discovers any ambiguity, conflict, discrepancy, omission or other error in the RFP, to immediately notify the Procurement Strategist, noted herein, of such error in writing and request modification or clarification of the document prior to submitting the proposal. The Procurement Strategist will make modifications by issuing a written revision and will give written notice to all parties who have received this RFP from the Purchasing Department.

### **5. Proposal, Presentation, and Protest Costs**

The County will not be liable in any way for any costs incurred by any Vendor in the preparation of its proposal in response to this RFP, nor for the presentation of its proposal and/or participation in any discussions, negotiations, or, if applicable, any protest procedures.

### **6. Delivery of Proposals**

All proposals are to be delivered before 3:00PM, Naples local time, on or before 11/06/2015 to:

Collier County Government  
Purchasing Department  
3327 Tamiami Trail E  
Naples FL 34112

Attn: Adam Northrup, Procurement Strategist

The County does not bear the responsibility for proposals delivered to the Purchasing Department past the stated date and/or time indicated, or to an incorrect address by Consultant's personnel or by the Consultant's outside carrier. However, the Procurement Director, or designee, reserves the right to accept proposals received after the posted close time under the following conditions:

- The tardy submission of the proposal is due to the following circumstances, which may include but not be limited to: late delivery by commercial carrier such as Fed Ex, UPS or courier where delivery was scheduled before the deadline.
- The acceptance of said proposal does not afford any competing firm an unfair advantage in the selection process.

**Vendors must submit one (1) paper copy clearly labeled "Master," and six (6) disks (CD's/DVD's) with one copy of the proposal on each disk in Word, Excel or PDF. List the Solicitation Number and Title on the outside of the box or envelope.**

## 7. **Validity of Proposals**

No proposal can be withdrawn after it is filed unless the Vendor makes their request in writing to the County prior to the time set for the closing of Proposals. All proposals shall be valid for a period of one hundred eighty (180) days from the submission date to accommodate evaluation and selection process.

## 8. **Method of Source Selection**

The County is using the Competitive Sealed Proposals methodology of source selection for this procurement, as authorized by Ordinance Number 2013-69 establishing and adopting the Collier County Purchasing Policy.

The County may, as it deems necessary, conduct discussions with qualified Vendors determined to be in contention for being selected for award for the purpose of clarification to assure full understanding of, and responsiveness to solicitation requirements.

## 9. **Evaluation of Proposals**

The County's procedure for selecting is as follows:

1. The County Manager or designee shall appoint a Selection Committee to review all proposals submitted.
2. Request for Proposals issued.
3. Subsequent to the closing of proposals, the Procurement Strategist will review the proposals received and verify whether each proposal appears to be minimally responsive to the requirements of the published RFP.
4. Meetings will be open to the public and the Procurement Strategist shall publicly post prior notice of such meeting in the lobby of the Purchasing Building.
5. The committee members will review each Proposal individually and score each proposal based on the evaluation criteria stated herein.
6. Prior to the first meeting of the selection committee, the Procurement Strategist will post a notice announcing the date, time and place of the first committee meeting. Said notice shall be posted in the lobby of the Purchasing Building not less than three (3) working days prior to

the meeting. The Procurement Strategist will also post prior notice of all subsequent committee meetings and shall endeavor to post such notices at least one (1) day in advance of all subsequent meetings.

7. The committee will compile individual rankings, based on the evaluation criteria as stated herein, for each proposal to determine committee recommendations. The committee may at their discretion, schedule presentations or demonstrations from the top-ranked firm(s), make site visits, and obtain guidance from third party subject matter experts. The final recommendation will be decided based on review of scores and consensus of committee.

The County reserves the right to withdraw this RFP at any time and for any reason, and to issue such clarifications, modifications, and/or amendments as it may deem appropriate.

Receipt of a proposal by the County or a submission of a proposal to the County offers no rights upon the Vendor nor obligates the County in any manner.

Acceptance of the proposal does not guarantee issuance of any other governmental approvals. Proposals which include provisions requiring the granting of zoning variances shall not be considered.

## 10. References

The County reserves the right to contact any and all references pertaining to this solicitation and related proposal.

## 11. Proposal Selection Committee and Evaluation Factors

The County Manager shall appoint a Selection Committee to review all proposals submitted. The factors to be considered in the evaluation of proposal responses are listed below.

Tab II, Proposer's Solution	30
Tab III, Experience and Capacity of Firm	20
Tab IV, Team Members Assigned to County	20
Tab V, Cost of Service	15
Tab VI, References	5
Local Vendor Preference	10
<b>TOTAL</b>	<b>100</b>

Tie Breaker: In the event of a tie, **both in individual scoring and in final ranking**, the firm with the lowest paid dollars by Collier County to the vendor (as obtained from the County's financial system) within the last five (5) years will receive the higher individual ranking. If there is a multiple firm tie in either individual scoring or final ranking, the firm with the lowest volume of work shall receive the higher ranking, the firm with the next lowest volume of work shall receive the next highest ranking and so on.

## 12. Acceptance or Rejection of Proposals

The right is reserved by the County to waive any irregularities in any proposal, to reject any or all proposals, to re-solicit for proposals, if desired, and upon recommendation and justification by Collier County to accept the proposal which in the judgment of the County is deemed the most advantageous for the public and the County of Collier.

Any proposal which is incomplete, conditional, obscure or which contains irregularities of any kind, may be cause for rejection. In the event of default of the successful Vendor, or their refusal to enter into the Collier County contract, the County reserves the right to accept the proposal of any other Vendor or to re-advertise using the same or revised documentation, at its sole discretion.

### Exhibit III: Collier County Purchase Order Terms and Conditions

1. **Offer**

This offer is subject to cancellation by the COUNTY without notice if not accepted by VENDOR within fourteen (14) days of issuance.

2. **Acceptance and Confirmation**

This Purchase Order (**including all documents attached to or referenced therein**) constitutes the entire agreement between the parties, unless otherwise specifically noted by the COUNTY on the face of this Purchase Order. Each delivery of goods and/or services received by the COUNTY from VENDOR shall be deemed to be upon the terms and conditions contained in this Purchase Order.

No additional terms may be added and Purchase Order may not be changed except by written instrument executed by the COUNTY. VENDOR is deemed to be on notice that the COUNTY objects to any additional or different terms and conditions contained in any acknowledgment, invoice or other communication from VENDOR, notwithstanding the COUNTY'S acceptance or payment for any delivery of goods and/or services, or any similar act by VENDOR.

3. **Inspection**

All goods and/or services delivered hereunder shall be received subject to the COUNTY'S inspection and approval and payment therefore shall not constitute acceptance. All payments are subject to adjustment for shortage or rejection. All defective or nonconforming goods will be returned pursuant to VENDOR'S instruction at VENDOR'S expense.

To the extent that a purchase order requires a series of performances by VENDOR, the COUNTY prospectively reserves the right to cancel the entire remainder of the Purchase Order if goods and/or services provided early in the term of the Purchase Order are non-conforming or otherwise rejected by the COUNTY.

4. **Shipping and Invoices**

a) All goods are FOB destination and must be suitably packed and prepared to secure the lowest transportation rates

and to comply with all carrier regulations. Risk of loss of any goods sold hereunder shall transfer to the COUNTY at the time and place of delivery; provided that risk of loss prior to actual receipt of the goods by the COUNTY nonetheless remain with VENDOR.

b) No charges will be paid by the COUNTY for packing, crating or cartage unless otherwise specifically stated in this Purchase Order. Unless otherwise provided in Purchase Order, no invoices shall be issued nor payments made prior to delivery. Unless freight and other charges are itemized, any discount will be taken on the full amount of invoice.

c) All shipments of goods scheduled on the same day via the same route must be consolidated. Each shipping container must be consecutively numbered and marked to show this Purchase Order number. The container and Purchase Order numbers must be indicated on bill of lading. Packing slips must show Purchase Order number and must be included on each package of less than container load (LCL) shipments and/or with each car load of equipment. The COUNTY reserves the right to refuse or return any shipment or equipment at VENDOR'S expense that is not marked with Purchase Order numbers. VENDOR agrees to declare to the carrier the value of any shipment made under this Purchase Order and the full invoice value of such shipment.

d) All invoices must contain the Purchase Order number and any other specific information as identified on the Purchase Order. Discounts of prompt payment will be computed from the date of receipt of goods or from date of receipt of invoices, whichever is later. Payment will be made upon receipt of a proper invoice and in compliance with Chapter 218, Fla. Stats., otherwise known as the "Local Government Prompt Payment Act," and, pursuant to the Board of County Commissioners Purchasing Policy.

**5. Time Is Of the Essence**

Time for delivery of goods or performance of services under this Purchase Order is of the essence. Failure of VENDOR to meet delivery schedules or deliver within a reasonable time, as interpreted by the COUNTY in its sole judgment, shall entitle the COUNTY to seek all remedies available to it at law or in equity. VENDOR agrees to reimburse the COUNTY for any expenses incurred in enforcing its rights. VENDOR further agrees that undiscovered delivery of nonconforming goods and/or services is not a waiver of the COUNTY'S right to insist upon further compliance with all specifications.

**6. Changes**

The COUNTY may at any time and by written notice make changes to drawings and specifications, shipping instructions, quantities and delivery schedules within the general scope of this Purchase Order. Should any such change increase or decrease the cost of, or the time required for performance of the Purchase Order, an equitable adjustment in the price and/or delivery schedule will be negotiated by the COUNTY and VENDOR. Notwithstanding the foregoing, VENDOR has an affirmative obligation to give notice if the changes will decrease costs. Any claims for adjustment by VENDOR must be made within thirty (30) days from the date the change is ordered or within such additional period of time as may be agreed upon by the parties.

**7. Warranties**

VENDOR expressly warrants that the goods and/or services covered by this Purchase Order will conform to the specifications, drawings, samples or other descriptions furnished or specified by the COUNTY, and will be of satisfactory material and quality production, free from defects and sufficient for the purpose intended. Goods shall be delivered free from any security interest or other lien, encumbrance or claim of any third party. These warranties shall survive inspection, acceptance, passage of title and payment by the COUNTY.

**8. Statutory Conformity**

Goods and services provided pursuant to this Purchase Order, and their production

and transportation shall conform to all applicable laws, including but not limited to the Occupational Health and Safety Act, the Federal Transportation Act and the Fair Labor Standards Act, as well as any law or regulation noted on the face of the Purchase Order.

**9. Advertising**

No VENDOR providing goods and services to the COUNTY shall advertise the fact that it has contracted with the COUNTY for goods and/or services, or appropriate or make use of the COUNTY'S name or other identifying marks or property without the prior written consent of the COUNTY'S Purchasing Department.

**10. Indemnification**

VENDOR shall indemnify and hold harmless the COUNTY from any and all claims, including claims of negligence, costs and expenses, including but not limited to attorneys' fees, arising from, caused by or related to the injury or death of any person (including but not limited to employees and agents of VENDOR in the performance of their duties or otherwise), or damage to property (including property of the COUNTY or other persons), which arise out of or are incident to the goods and/or services to be provided hereunder.

**11. Warranty of Non-Infringement**

VENDOR represents and warrants that all goods sold or services performed under this Purchase Order are: a) in compliance with applicable laws; b) do not infringe any patent, trademark, copyright or trade secret; and c) do not constitute unfair competition.

VENDOR shall indemnify and hold harmless the COUNTY from and against any and all claims, including claims of negligence, costs and expense, including but not limited to attorneys' fees, which arise from any claim, suit or proceeding alleging that the COUNTY'S use of the goods and/or services provided under this Purchase Order are inconsistent with VENDOR'S representations and warranties in section 11 (a).

If any claim which arises from VENDOR'S breach of section 11 (a) has occurred, or is likely to occur, VENDOR may, at the COUNTY'S option, procure for the COUNTY the right to continue using the goods or services, or replace or modify the goods or services so that they become non-infringing, (without any material degradation in performance, quality, functionality or additional cost to the COUNTY).

**12. Insurance Requirements**

The VENDOR, at its sole expense, shall provide commercial insurance of such type and with such terms and limits as may be reasonably associated with the Purchase Order. Providing and maintaining adequate insurance coverage is a material obligation of the VENDOR. All insurance policies shall be executed through insurers authorized or eligible to write policies in the State of Florida.

**13. Compliance with Laws**

In fulfilling the terms of this Purchase Order, VENDOR agrees that it will comply with all federal, state, and local laws, rules, codes, and ordinances that are applicable to the conduct of its business. By way of non-exhaustive example, this shall include the American with Disabilities Act and all prohibitions against discrimination on the basis of race, religion, sex creed, national origin, handicap, marital status, or veterans' status. Further, VENDOR acknowledges and without exception or stipulation shall be fully responsible for complying with the provisions of the Immigration Reform and Control Act of 1986 as located at 8 U.S.C. 1324, et seq. and regulations relating thereto, as either may be amended. Failure by the awarded firm(s) to comply with the laws referenced herein shall constitute a breach of the award agreement and the County shall have the discretion to unilaterally terminate said agreement immediately. Any breach of this provision may be regarded by the COUNTY as a material and substantial breach of the contract arising from this Purchase Order.

**14. Force Majeure**

Neither the COUNTY nor VENDOR shall be responsible for any delay or failure in performance resulting from any cause

beyond their control, including, but without limitation to war, strikes, civil disturbances and acts of nature. When VENDOR has knowledge of any actual or potential force majeure or other conditions which will delay or threatens to delay timely performance of this Purchase Order, VENDOR shall immediately give notice thereof, including all relevant information with respects to what steps VENDOR is taking to complete delivery of the goods and/or services to the COUNTY.

**15. Assignment**

VENDOR may not assign this Purchase Order, nor any money due or to become due without the prior written consent of the COUNTY. Any assignment made without such consent shall be deemed void.

**16. Taxes**

Goods and services procured subject to this Purchase Order are exempt from Florida sales and use tax on real property, transient rental property rented, tangible personal purchased or rented, or services purchased (Florida Statutes, Chapter 212), and from federal excise tax.

**17. Annual Appropriations**

The COUNTY'S performance and obligation to pay under this Purchase Order shall be contingent upon an annual appropriation of funds.

**18. Termination**

This Purchase Order may be terminated at any time by the COUNTY upon 30 days prior written notice to the VENDOR. This Purchase Order may be terminated immediately by the COUNTY for breach by VENDOR of the terms and conditions of this Purchase Order, provided that COUNTY has provided VENDOR with notice of such breach and VENDOR has failed to cure within 10 days of receipt of such notice.

**19. General**

a) This Purchase Order shall be governed by the laws of the State of Florida. The venue for any action brought to specifically enforce any of the terms and conditions of this Purchase Order shall be the Twentieth Judicial Circuit in and for Collier County, Florida



- b) Failure of the COUNTY to act immediately in response to a breach of this Purchase Order by VENDOR shall not constitute a waiver of breach. Waiver of the COUNTY by any default by VENDOR hereunder shall not be deemed a waiver of any subsequent default by VENDOR.
- c) All notices under this Purchase Order shall be sent to the respective addresses on the face page by certified mail, return receipt requested, by overnight courier service, or by personal delivery and will be deemed effective upon receipt. Postage, delivery and other charges shall be paid by the sender. A party may change its address for notice by written notice complying with the requirements of this section.
- d) The Vendor agrees to reimbursement of any travel expenses that may be

associated with this Purchase Order in accordance with Florida Statute Chapter 112.061, Per Diem and Travel Expenses for Public Officers, employees and authorized persons.

- e) In the event of any conflict between or among the terms of any Contract Documents related to this Purchase Order, the terms of the Contract Documents shall take precedence over the terms of the Purchase Order. To the extent any terms and /or conditions of this Purchase Order duplicate or overlap the Terms and Conditions of the Contract Documents, the provisions of the Terms and/or Conditions that are most favorable to the County and/or provide the greatest protection to the County shall govern.

## Exhibit IV: Additional Terms and Conditions for RFP

### 1. Insurance Requirements

The Vendor shall at its own expense, carry and maintain insurance coverage from responsible companies duly authorized to do business in the State of Florida as set forth in the Insurance and Bonding attachment of this solicitation. The Vendor shall procure and maintain property insurance upon the entire project, if required, to the full insurable value of the scope of work.

The County and the Vendor waive against each other and the County's separate Vendors, Contractors, Design Consultant, Subcontractors agents and employees of each and all of them, all damages covered by property insurance provided herein, except such rights as they may have to the proceeds of such insurance. The Vendor and County shall, where appropriate, require similar waivers of subrogation from the County's separate Vendors, Design Consultants and Subcontractors and shall require each of them to include similar waivers in their contracts.

Collier County shall be responsible for purchasing and maintaining, its own liability insurance.

Certificates issued as a result of the award of this solicitation must identify "For any and all work performed on behalf of Collier County."

The General Liability Policy provided by Vendor to meet the requirements of this solicitation shall name Collier County, Florida, as an additional insured as to the operations of Vendor under this solicitation and shall contain a severability of interests provisions.

Collier County Board of County Commissioners shall be named as the Certificate Holder. The Certificates of Insurance must state the Contract Number, or Project Number, or specific Project description, or must read: For any and all work performed on behalf of Collier County. The "Certificate Holder" should read as follows:

Collier County  
Board of County Commissioners  
Naples, Florida

The amounts and types of insurance coverage shall conform to the minimum requirements set forth in the Insurance and Bonding attachment, with the use of Insurance Services Office (ISO) forms and endorsements or their equivalents. If Vendor has any self-insured retentions or deductibles under any of the below listed minimum required coverage, Vendor must identify on the Certificate of Insurance the nature and amount of such self- insured retentions or deductibles and provide satisfactory evidence of financial responsibility for such obligations. All self-insured retentions or deductibles will be Vendor's sole responsibility.

Coverage(s) shall be maintained without interruption from the date of commencement of the Work until the date of completion and acceptance of the scope of work by the County or as specified in this solicitation, whichever is longer.

The Vendor and/or its insurance carrier shall provide 30 days written notice to the County of policy cancellation or non-renewal on the part of the insurance carrier or the Vendor. The Vendor shall also notify the County, in a like manner, within twenty-four (24) hours after receipt, of any notices of expiration, cancellation, non-renewal or material change in coverage or limits received by Vendor from its insurer and nothing contained herein shall relieve Vendor of this requirement to provide notice. In the event of a reduction in the aggregate limit of any policy to be provided by Vendor

hereunder, Vendor shall immediately take steps to have the aggregate limit reinstated to the full extent permitted under such policy.

Should at any time the Vendor not maintain the insurance coverage(s) required herein, the County may terminate the Agreement or at its sole discretion shall be authorized to purchase such coverage(s) and charge the Vendor for such coverage(s) purchased. If Vendor fails to reimburse the County for such costs within thirty (30) days after demand, the County has the right to offset these costs from any amount due Vendor under this Agreement or any other agreement between the County and Vendor. The County shall be under no obligation to purchase such insurance, nor shall it be responsible for the coverage(s) purchased or the insurance company or companies used. The decision of the County to purchase such insurance coverage(s) shall in no way be construed to be a waiver of any of its rights under the Contract Documents.

If the initial or any subsequently issued Certificate of Insurance expires prior to the completion of the scope of work, the Vendor shall furnish to the County renewal or replacement Certificate(s) of Insurance not later than ten (10) calendar days after the expiration date on the certificate. Failure of the Vendor to provide the County with such renewal certificate(s) shall be considered justification for the County to terminate any and all contracts.

## **2. Offer Extended to Other Governmental Entities**

Collier County encourages and agrees to the successful vendor extending the pricing, terms and conditions of this solicitation or resultant contract to other governmental entities at the discretion of the successful vendor.

## **3. Additional Items and/or Services**

Additional items and / or services may be added to the resultant contract, or purchase order, in compliance with the Purchasing Policy.

## **4. County's Right to Inspect**

The County or its authorized Agent shall have the right to inspect the Vendor's facilities/project site during and after each work assignment the Vendor is performing.

## **5. Vendor Performance Evaluation**

The County has implemented a Vendor Performance Evaluation System for all contracts awarded in excess of \$25,000. To this end, vendors will be evaluated on their performance upon completion/termination of this Agreement.

## **6. Additional Terms and Conditions of Contract**

Collier County has developed standard contracts/agreements, approved by the Board of County Commissioners (BCC). The selected Vendor shall be required to sign a standard Collier County contract within twenty one (21) days of Notice of Selection for Award.

The County reserves the right to include in any contract document such terms and conditions, as it deems necessary for the proper protection of the rights of Collier County. A sample copy of this contract is available upon request. The County will not be obligated to sign any contracts, maintenance and/or service agreements or other documents provided by the Vendor.

The County's project manager, shall coordinate with the Vendor / Contractor the return of any surplus assets, including materials, supplies, and equipment associated with the scope or work.

## 7. Payment Method

Payments are made in accordance with the Local Government Prompt Payment Act, Chapter 218, Florida Statutes. Vendor's invoices must include:

- Purchase Order Number
- Description and quantities of the goods or services provided per instructions on the County's purchase order or contract.

Invoices shall be sent to:

Board of County Commissioners  
Clerk's Finance Department  
ATTN: Accounts Payable  
3299 Tamiami Trail E Ste 700  
Naples FL 34112

Or emailed to: [bccapclerk@collierclerk.com](mailto:bccapclerk@collierclerk.com).

Collier County, in its sole discretion, will determine the method of payment for goods and/or services as part of this agreement.

Payment methods include:

- Traditional – payment by check, wire transfer or other cash equivalent.
- Standard – payment by purchasing card. Collier County's Purchasing Card Program is supported by standard bank credit suppliers (i.e. VISA and MasterCard), and as such, is cognizant of the Rules for VISA Merchants and MasterCard Merchant Rules.

The County may not accept any additional surcharges (credit card transaction fees) as a result of using the County's credit card for transactions relating to this solicitation. The County will entertain bids clearly stating pricing for standard payment methods. An additional separate discounted price for traditional payments may be provided at the initial bid submittal if it is clearly marked as an "Additional Cash Discount."

Upon execution of the Contract and completion of each month's work, payment requests may be submitted to the Project Manager on a monthly basis by the Contractor for services rendered for that prior month. Services beyond sixty (60) days from current monthly invoice will not be considered for payment without prior approval from the Project manager. All invoices should be submitted within the fiscal year the work was performed. (County's fiscal year is October 1 - September 30.) Invoices submitted after the close of the fiscal year will not be accepted (or processed for payment) unless specifically authorized by the Project Manager.

Payments will be made for articles and/or services furnished, delivered, and accepted, upon receipt and approval of invoices submitted on the date of services or within six (6) months after completion of contract. Any untimely submission of invoices beyond the specified deadline period is subject to non-payment under the legal doctrine of "laches" as untimely submitted. Time shall be deemed of the essence with respect to the timely submission of invoices under this agreement.

In instances where the successful contractor may owe debts (including, but not limited to taxes or other fees) to Collier County and the contractor has not satisfied nor made arrangement to satisfy these debts, the County reserves the right to off-set the amount owed to the County by applying the amount owed to the vendor or contractor for services performed or for materials delivered in association with a contract.

Invoices shall not reflect sales tax. After review and approval, the invoice will be transmitted to the Finance Division for payment. Payment will be made upon receipt of proper invoice and in compliance with Chapter 218 Florida Statutes, otherwise known as the "Local Government Prompt Payment Act." Collier County reserves the right to withhold and/or reduce an appropriate amount of any payment for work not performed or for unsatisfactory performance of Contractual requirements.

## 8. Environmental Health and Safety

All Vendors and Sub vendors performing service for Collier County are required and shall comply with all Occupational Safety and Health Administration (OSHA), State and County Safety and Occupational Health Standards and any other applicable rules and regulations. Vendors and Sub vendors shall be responsible for the safety of their employees and any unsafe acts or conditions that may cause injury or damage to any persons or property within and around the work site. All firewall penetrations must be protected in order to meet Fire Codes.

Collier County Government has authorized OSHA representatives to enter any Collier County facility, property and/or right-of-way for the purpose of inspection of any Vendor's work operations. This provision is non-negotiable by any department and/or Vendor.

All new electrical installations shall incorporate NFPA 70E Short Circuit Protective Device Coordination and Arc Flash Studies where relevant as determined by the engineer.

All electrical installations shall be labeled with appropriate NFPA 70E arc flash boundary and PPE Protective labels.

## 9. Licenses

The Vendor is required to possess the correct Business Tax Receipt, professional license, and any other authorizations necessary to carry out and perform the work required by the project pursuant to all applicable Federal, State and Local Law, Statute, Ordinances, and rules and regulations of any kind. **Additionally, copies of the required licenses must be submitted with the proposal response indicating that the entity proposing, as well as the team assigned to the County account, is properly licensed to perform the activities or work included in the contract documents. Failure on the part of any Vendor to submit the required documentation may be grounds to deem Vendor non-responsive.** A Vendor, with an office within Collier County is also required to have an occupational license.

All State Certified contractors who may need to pull Collier County permits or call in inspections must complete a Collier County Contractor License registration form and submit the required fee. After registering the license/registration will need to be renewed thereafter to remain "active" in Collier County.

If you have questions regarding professional licenses contact the Contractor Licensing, Community Development and Environmental Services at (239) 252-2431, 252-2432 or 252-2909. Questions regarding required occupational licenses, please contact the Tax Collector's Office at (239) 252-2477.

## 10. Principals/Collusion

By submission of this Proposal the undersigned, as Vendor, does declare that the only person or persons interested in this Proposal as principal or principals is/are named therein and that no person other than therein mentioned has any interest in this Proposal or in the contract to be entered into; that this Proposal is made without connection with any person, company or parties making a Proposal, and that it is in all respects fair and in good faith without collusion or fraud.

## 11. Relation of County

It is the intent of the parties hereto that the Vendor shall be legally considered an independent Vendor, and that neither the Vendor nor their employees shall, under any circumstances, be considered employees or agents of the County, and that the County shall be at no time legally responsible for any negligence on the part of said Vendor, their employees or agents, resulting in either bodily or personal injury or property damage to any individual, firm, or corporation.

## 12. Termination

Should the Vendor be found to have failed to perform his services in a manner satisfactory to the County, the County may terminate this Agreement immediately for cause; further the County may terminate this Agreement for convenience with a thirty (30) day written notice. The County shall be sole judge of non-performance.

## 13. Lobbying

All firms are hereby placed on **NOTICE** that the Board of County Commissioners does not wish to be lobbied, either individually or collectively about a project for which a firm has submitted a Proposal.

Firms and their agents are not to contact members of the County Commission for such purposes as meeting or introduction, luncheons, dinners, etc. During the process, **from Proposal closing to final Board approval**, no firm or their agent shall contact any other employee of Collier County in reference to this Proposal, with the exception of the Procurement Director or his designee(s). Failure to abide by this provision may serve as grounds for disqualification for award of this contract to the firm.

## 14. Public Records Compliance

The Vendor/Contractor agrees to comply with the Florida Public Records Law Chapter 119 (including specifically those contractual requirements at F.S. § 119.0701(2) (a)-(d) and (3)), ordinances, codes, rules, regulations and requirements of any governmental agencies.

## 15. Certificate of Authority to Conduct Business in the State of Florida (Florida Statute 607.1501)

In order to be considered for award, firms must be registered with the Florida Department of State Divisions of Corporations in accordance with the requirements of Florida Statute 607.1501 and provide a certificate of authority ([www.sunbiz.org/search.html](http://www.sunbiz.org/search.html)) prior to execution of a contract. A copy of the document may be submitted with the solicitation response and the document number shall be identified. Firms who do not provide the certificate of authority at the time of response shall be required to provide same within five (5) days upon notification of selection for award. If the firm cannot provide the document within the referenced timeframe, the County reserves the right to award to another firm.

## 16. Single Proposal

Each Vendor must submit, with their proposal, the required forms included in this RFP. Only **one** proposal from a legal entity as a primary will be considered. A legal entity that submits a proposal as a primary or as part of a partnership or joint venture submitting as primary may not then act as a sub-consultant to any other firm submitting under the same RFP. If a legal entity is not submitting as a primary or as part of a partnership or joint venture as a primary, that legal entity may act as a sub-consultant to any other firm or firms submitting under the same RFP. All submittals in violation of this requirement will be deemed non-responsive and rejected from further consideration.

## 17. Survivability

**Bids (ITBs/RFPs):** The Consultant/Contractor/Vendor agrees that any Work Order/Purchase Order that extends beyond the expiration date of Solicitation 15-6520 – Public Relations Services resultant of this solicitation will survive and remain subject to the terms and conditions of that Agreement until the completion or termination of any Work Order/Purchase Order.

## 18. Protest Procedures

Any prospective vendor / proposer who desires to protest any aspect(s) or provision(s) of the solicitation (including the form of the solicitation documents or procedures) shall file their protest with the Procurement Director prior to the time of the bid opening strictly in accordance with the County's then current purchasing ordinance and policies.

The Board of County Commissioners will make award of contract in public session. Award recommendations will be posted outside the offices of the Purchasing Department on Wednesdays and Thursdays. Any actual or prospective respondent who desires to formally protest the recommended contract award must file a notice of intent to protest with the Procurement Director within two (2) calendar days (excluding weekends and County holidays) of the date that the recommended award is posted.

Upon filing of said notice, the protesting party will have five (5) days to file a formal protest and will be given instructions as to the form and content requirements of the formal protest. A copy of the "Protest Policy" is available at the office of the Procurement Director.

## 19. Public Entity Crime

A person or affiliate who has been placed on the convicted vendor list following a conviction for a public entity crime may not submit a bid, proposal, or reply on a contract to provide any goods or services to a public entity; may not submit a bid, proposal, or reply on a contract with a public entity for the construction or repair of a public building or public work; may not submit bids, proposals, or replies on leases of real property to a public entity; may not be awarded or perform work as a contractor, supplier, subcontractor, or consultant under a contract with any public entity; and may not transact business with any public entity in excess of the threshold amount provided in s. 287.017 for CATEGORY TWO for a period of 36 months following the date of being placed on the convicted vendor list.

## 20. Security and Background Checks

If required, Vendor / Contractor / Proposer shall be responsible for the costs of providing background checks by the Collier County Facilities Management Department, and drug testing for all employees

that shall provide services to the County under this Agreement. This may include, but not be limited to, checking federal, state and local law enforcement records, including a state and FBI fingerprint check, credit reports, education, residence and employment verifications and other related records. Contractor shall be required to maintain records on each employee and make them available to the County for at least four (4) years.

## 21. Conflict of Interest

Vendor shall complete the Conflict of Interest Affidavit included as an attachment to this RFP document. Disclosure of any potential or actual conflict of interest is subject to County staff review and does not in and of itself disqualify a firm from consideration. These disclosures are intended to identify and or preclude conflict of interest situations during contract selection and execution.

## 22. Prohibition of Gifts to County Employees

No organization or individual shall offer or give, either directly or indirectly, any favor, gift, loan, fee, service or other item of value to any County employee, as set forth in Chapter 112, Part III, Florida Statutes, the current Collier County Ethics Ordinance and County Administrative Procedure 5311. Violation of this provision may result in one or more of the following consequences: a. Prohibition by the individual, firm, and/or any employee of the firm from contact with County staff for a specified period of time; b. Prohibition by the individual and/or firm from doing business with the County for a specified period of time, including but not limited to: submitting bids, RFP, and/or quotes; and, c. immediate termination of any contract held by the individual and/or firm for cause.

## 23. Immigration Affidavit Certification

Statutes and executive orders require employers to abide by the immigration laws of the United States and to employ only individuals who are eligible to work in the United States.

The Employment Eligibility Verification System (E-Verify) operated by the Department of Homeland Security (DHS) in partnership with the Social Security Administration (SSA), provides an Internet-based means of verifying employment eligibility of workers in the United States; it is not a substitute for any other employment eligibility verification requirements. The program will be used for Collier County formal Invitations to Bid (ITB) and Request for Proposals (RFP) including professional services and construction services.

Exceptions to the program:

- Commodity based procurement where no services are provided.
- Where the requirement for the affidavit is waived by the Board of County Commissioners

Vendors / Bidders are required to enroll in the E-Verify program, and provide acceptable evidence of their enrollment, at the time of the submission of the vendor's/bidder's proposal. Acceptable evidence consists of a copy of the properly completed E-Verify Company Profile page or a copy of the fully executed E-Verify Memorandum of Understanding for the company. Vendors are also required to provide the Collier County Purchasing Department an executed affidavit certifying they shall comply with the E-Verify Program. The affidavit is attached to the solicitation documents. **If the Bidder/Vendor does not comply with providing both the acceptable E-Verify evidence and the executed affidavit the bidder's / vendor's proposal may be deemed non-responsive.**

Additionally, vendors shall require all subcontracted vendors to use the E-Verify system for all purchases not covered under the "Exceptions to the program" clause above.



For additional information regarding the Employment Eligibility Verification System (E-Verify) program visit the following website: <http://www.dhs.gov/E-Verify>. It shall be the vendor's responsibility to familiarize themselves with all rules and regulations governing this program.

Vendor acknowledges, and without exception or stipulation, any firm(s) receiving an award shall be fully responsible for complying with the provisions of the Immigration Reform and Control Act of 1986 as located at 8 U.S.C. 1324, et seq. and regulations relating thereto, as either may be amended and with the provisions contained within this affidavit. Failure by the awarded firm(s) to comply with the laws referenced herein or the provisions of this affidavit shall constitute a breach of the award agreement and the County shall have the discretion to unilaterally terminate said agreement immediately.

#### **24. Collier County Local Preference Policy**

Collier County provides an incentive to local business to enhance the opportunities of local businesses in the award of County contracts. In the evaluation of proposals, the County rewards Vendors for being a local business by granting a ten (10) points incentive in the evaluation criterion points.

Local business means the vendor has a current Business Tax Receipt issued by the Collier County Tax Collector for at least one year prior to bid or proposal submission to do business within Collier County, and that identifies the business with a permanent physical business address located within the limits of Collier County from which the vendor's staff operates and performs business in an area zoned for the conduct of such business. A Post Office Box or a facility that receives mail, or a non-permanent structure such as a construction trailer, storage shed, or other non-permanent structure shall not be used for the purpose of establishing said physical address. In addition to the foregoing, a vendor shall not be considered a "local business" unless it contributes to the economic development and well-being of Collier County in a verifiable and measurable way. This may include, but not be limited to, the retention and expansion of employment opportunities, support and increase to the County's tax base, and residency of employees and principals of the business within Collier County. Vendors shall affirm in writing their compliance with the foregoing at the time of submitting their bid or proposal to be eligible for consideration as a "local business" under this section. A vendor who misrepresents the Local Preference status of its firm in a proposal or bid submitted to the County will lose the privilege to claim Local Preference status for a period of up to one year.

Under this solicitation proposers desiring to receive local preference will be invited and required to affirmatively state and provide documentation as set forth in the solicitation in support of their status as a local business. Any proposer who fails to submit sufficient documentation with their proposal offer shall not be granted local preference consideration for the purposes of that specific contract award. Except where federal or state law, or any other funding source, mandates to the contrary, Collier County and its agencies and instrumentalities, will give preference to local businesses in the following manner.

For all purchases of commodities and services procured through a competitive proposal process and not otherwise exempt from this local preference section, the solicitation shall include a weighted criterion for local preference that equals 10 percent of the total points in the evaluation criteria published in the solicitation. Purchases of professional services as defined and identified under subsection 11B.2 (which are subject to Section 287.055, F.S.) and subsection 11B.3 (which are subject to Section 11.45, F.S.) shall not be subject to this local preference section.

The vendor must complete and submit with their proposal response the *Affidavit for Claiming Status as a Local Business* which is included as part of this solicitation.

**Failure on the part of a vendor to submit this Affidavit with their proposal response will preclude said Vendor from being considered for local preference under this solicitation.**

A vendor who misrepresents the Local Preference status of its firm in a proposal or bid submitted to the County will lose the privilege to claim Local Preference status for a period of up to one year.



**Attachment 1: Vendor's Non-Response Statement**

The sole intent of the Collier County Purchasing Department is to issue solicitations that are clear, concise and openly competitive. Therefore, we are interested in ascertaining reasons for prospective Vendors not wishing to respond to this solicitation. If your firm is not responding to this RFP, please indicate the reason(s) by checking the item(s) listed below and return this form via email or fax, noted on the cover page, or mail to Collier County Government, Purchasing Department, 3327 Tamiami Trail E, Naples, FL 34112.

**We are not responding to Solicitation 15-6520 – Public Relations Services for the following reason(s):**

- Services requested not available through our company.
- Our firm could not meet specifications/scope of work.
- Specifications/scope of work not clearly understood or applicable (too vague, rigid, etc.)
- Project is too small.
- Insufficient time allowed for preparation of response.
- Incorrect address used. Please correct mailing address:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

- Other reason(s): \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Name of Firm: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_

Email: \_\_\_\_\_

Representative Signature: \_\_\_\_\_

Representative Name: \_\_\_\_\_ Date \_\_\_\_\_



**Attachment 2: Vendor Check List**

**IMPORTANT: THIS SHEET MUST BE SIGNED. Please read carefully, sign in the spaces indicated and return with your Proposal.** Vendor should check off each of the following items as the necessary action is completed:

- The Proposal has been signed.
- All applicable forms have been signed and included, along with licenses to complete the requirements of the project.
- Any addenda have been signed and included.
- The mailing envelope has been addressed to:  
Collier County Government  
Purchasing Department  
3327 Tamiami Trail E  
Naples FL 34112  
Attn: Adam Northrup, Procurement Strategist
- The **mailing envelope must be sealed and marked** with Solicitation 15-6520 and Due Date 11/06/2015.
- The Proposal will be mailed or delivered in time to be received no later than the specified due date and time. (Otherwise Proposal cannot be considered.)
- If submitting a manual bid, include any addenda (initialed and dated noting understanding and receipt). If submitting bid electronically, bidder will need to download all related documents on [www.colliergov.net/bid](http://www.colliergov.net/bid). The system will date and time stamp when the addendum files were downloaded.

**ALL COURIER-DELIVERED PROPOSALS MUST HAVE THE RFP NUMBER AND TITLE ON THE OUTSIDE OF THE COURIER PACKET.**

Name of Firm: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_

Email: \_\_\_\_\_

Representative Signature: \_\_\_\_\_

Representative Name: \_\_\_\_\_ Date \_\_\_\_\_



**Attachment 3: Conflict of Interest Affidavit**

By the signature below, the firm (employees, officers and/or agents) certifies, and hereby discloses, that, to the best of their knowledge and belief, all relevant facts concerning past, present, or currently planned interest or activity (financial, contractual, organizational, or otherwise) which relates to the proposed work; and bear on whether the firm (employees, officers and/or agents) has a possible conflict have been fully disclosed.

Additionally, the firm (employees, officers and/or agents) agrees to immediately notify in writing the Procurement Director, or designee, if any actual or potential conflict of interest arises during the contract and/or project duration.

Firm: \_\_\_\_\_

Signature and Date: \_\_\_\_\_

Print Name \_\_\_\_\_

Title of Signatory \_\_\_\_\_

State of \_\_\_\_\_

County of \_\_\_\_\_

SUBSCRIBED AND SWORN to before me this \_\_\_\_\_ day of \_\_\_\_\_,  
20\_\_\_\_\_,

by \_\_\_\_\_, who is personally known to me to be the  
\_\_\_\_\_ for the Firm, OR who produced the following  
identification \_\_\_\_\_.

\_\_\_\_\_  
Notary Public

My Commission Expires \_\_\_\_\_



#### **Attachment 4: Vendor Declaration Statement**

BOARD OF COUNTY COMMISSIONERS  
Collier County Government Complex  
Naples, Florida 34112

**RE: Solicitation: 15-6520 – Public Relations Services**

Dear Commissioners:

The undersigned, as Vendor declares that this proposal is made without connection or arrangement with any other person and this proposal is in every respect fair and made in good faith, without collusion or fraud.

The Vendor agrees, if this proposal is accepted, to execute a Collier County document for the purpose of establishing a formal contractual relationship between the firm and Collier County, for the performance of all requirements to which the proposal pertains. The Vendor states that the proposal is based upon the proposal documents listed by **Solicitation: 15-6520 – Public Relations Services** .

**(Proposal Continued on Next Page)**

**PROPOSAL CONTINUED**

IN WITNESS WHEREOF, WE have hereunto subscribed our names on this \_\_\_\_\_ day of \_\_\_\_\_, 20  
in the County of \_\_\_\_\_, in the State of \_\_\_\_\_.

Firm's Legal Name: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip Code: \_\_\_\_\_

Florida Certificate of  
Authority Document Number: \_\_\_\_\_

Federal Tax Identification  
Number \_\_\_\_\_

CCR # or CAGE Code \_\_\_\_\_

Telephone: \_\_\_\_\_

FAX: \_\_\_\_\_

Signature by:  
(Typed and written) \_\_\_\_\_

Title: \_\_\_\_\_

**Additional Contact Information**

**Send payments to:**  
(required if different from above) \_\_\_\_\_  
Company name used as payee

Contact name: \_\_\_\_\_

Title: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, ZIP \_\_\_\_\_

Telephone: \_\_\_\_\_

FAX: \_\_\_\_\_

Email: \_\_\_\_\_

**Office servicing Collier  
County to place orders**  
(required if different from above)

Contact name: \_\_\_\_\_

Title: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, ZIP \_\_\_\_\_

Telephone: \_\_\_\_\_ Email \_\_\_\_\_



### Attachment 5: Affidavit for Claiming Status as a Local Business

**Solicitation: 15-6520 – Public Relations Services (Check Appropriate Boxes Below)**

**State of Florida (Select County if Vendor is described as a Local Business**

- Collier County**
- Lee County**

Vendor affirms that it is a local business as defined by the Purchasing Policy of the Collier County Board of County Commissioners and the Regulations Thereto. As defined in Section XI of the Collier County Purchasing Policy: Local business means the vendor has a current Business Tax Receipt issued by the Collier County Tax Collector for at least one year prior to bid or proposal submission to do business within Collier County, and that identifies the business with a permanent physical business address located within the limits of Collier County from which the vendor's staff operates and performs business in an area zoned for the conduct of such business. A Post Office Box or a facility that receives mail, or a non-permanent structure such as a construction trailer, storage shed, or other non-permanent structure shall not be used for the purpose of establishing said physical address. In addition to the foregoing, a vendor shall not be considered a "local business" unless it contributes to the economic development and well-being of Collier County in a verifiable and measurable way. This may include, but not be limited to, the retention and expansion of employment opportunities, support and increase to the County's tax base, and residency of employees and principals of the business within Collier County. Vendors shall affirm in writing their compliance with the foregoing at the time of submitting their bid or proposal to be eligible for consideration as a "local business" under this section. A vendor who misrepresents the Local Preference status of its firm in a proposal or bid submitted to the County will lose the privilege to claim Local Preference status for a period of up to one year.

Vendor must complete the following information:

Year Business Established in  Collier County or  Lee County: \_\_\_\_\_

Number of Employees (Including Owner(s) or Corporate Officers): \_\_\_\_\_

Number of Employees Living in  Collier County or  Lee (Including Owner(s) or Corporate Officers): \_\_\_\_\_

If requested by the County, vendor will be required to provide documentation substantiating the information given in this affidavit. Failure to do so will result in vendor's submission being deemed not applicable.

Vendor Name: \_\_\_\_\_ Date: \_\_\_\_\_

Collier or Lee County Address: \_\_\_\_\_

Signature: \_\_\_\_\_ Title: \_\_\_\_\_

STATE OF FLORIDA

COLLIER COUNTY

LEE COUNTY

Sworn to and Subscribed Before Me, a Notary Public, for the above State and County, on this \_\_\_\_\_ Day of \_\_\_\_\_, 20\_\_\_\_.

\_\_\_\_\_

Notary Public

My Commission Expires: \_\_\_\_\_

(AFFIX OFFICIAL SEAL)





**Attachment 6: Immigration Affidavit Certification**

**Solicitation: 15-6520 – Public Relations Services**

This Affidavit is required and should be signed, notarized by an authorized principal of the firm and submitted with formal Invitations to Bid (ITB's) and Request for Proposals (RFP) submittals. Further, Vendors / Bidders are required to enroll in the E-Verify program, and provide acceptable evidence of their enrollment, at the time of the submission of the vendor's/bidder's proposal. Acceptable evidence consists of a copy of the properly completed E-Verify Company Profile page or a copy of the fully executed E-Verify Memorandum of Understanding for the company. **Failure to include this Affidavit and acceptable evidence of enrollment in the E-Verify program, may deem the Vendor / Bidder's proposal as non-responsive.**

Collier County will not intentionally award County contracts to any vendor who knowingly employs unauthorized alien workers, constituting a violation of the employment provision contained in 8 U.S.C. Section 1324 a(e) Section 274A(e) of the Immigration and Nationality Act ("INA").

Collier County may consider the employment by any vendor of unauthorized aliens a violation of Section 274A (e) of the INA. Such Violation by the recipient of the Employment Provisions contained in Section 274A (e) of the INA shall be grounds for unilateral termination of the contract by Collier County.

Vendor attests that they are fully compliant with all applicable immigration laws (specifically to the 1986 Immigration Act and subsequent Amendment(s)) and agrees to comply with the provisions of the Memorandum of Understanding with E-Verify and to provide proof of enrollment in The Employment Eligibility Verification System (E-Verify), operated by the Department of Homeland Security in partnership with the Social Security Administration at the time of submission of the Vendor's / Bidder's proposal.

Company Name \_\_\_\_\_

Print Name \_\_\_\_\_ Title \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

State of \_\_\_\_\_

County of \_\_\_\_\_

**The foregoing instrument was signed and acknowledged before me this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_, by**

\_\_\_\_\_ who has produced \_\_\_\_\_ as identification.  
(Print or Type Name) (Type of Identification and Number)

\_\_\_\_\_  
Notary Public Signature

\_\_\_\_\_  
Printed Name of Notary Public

\_\_\_\_\_  
Notary Commission Number/Expiration

The signee of this Affidavit guarantees, as evidenced by the sworn affidavit required herein, the truth and accuracy of this affidavit to interrogatories hereinafter made.



**Attachment 7: Vendor Substitute W – 9  
 Request for Taxpayer Identification Number and Certification**

In accordance with the Internal Revenue Service regulations, Collier County is required to collect the following information for tax reporting purposes from individuals and companies who do business with the County (including social security numbers if used by the individual or company for tax reporting purposes). Florida Statute 119.071(5) require that the county notify you in writing of the reason for collecting this information, which will be used for no other purpose than herein stated. Please complete all information that applies to your business and return with your quote or proposal.

**1. General Information** (provide all information)

Taxpayer Name _____ <i>(as shown on income tax return)</i>	
Business Name _____ <i>(if different from taxpayer name)</i>	
Address _____	City _____
State _____	Zip _____
Telephone _____	FAX _____ Email _____
<b>Order Information</b> Address _____ City _____ State _____ Zip _____ FAX _____ Email _____	<b>Remit / Payment Information</b> Address _____ City _____ State _____ Zip _____ FAX _____ Email _____

**2. Company Status** (check only one)

<input type="checkbox"/> Individual / Sole Proprietor	<input type="checkbox"/> Corporation	<input type="checkbox"/> Partnership
<input type="checkbox"/> Tax Exempt (Federal income tax-exempt entity under Internal Revenue Service guidelines IRC 501 (c) 3)	<input type="checkbox"/> Limited Liability Company <b>Enter the tax classification</b> <i>(D = Disregarded Entity, C = Corporation, P = Partnership)</i>	

**3. Taxpayer Identification Number** (for tax reporting purposes only)

Federal Tax Identification Number (TIN) _____
<i>(Vendors who do not have a TIN, will be required to provide a social security number prior to an award of the contract.)</i>

**4. Sign and Date Form**

**Certification:** *Under penalties of perjury, I certify that the information shown on this form is correct to my knowledge.*

Signature _____	Date _____
Title _____	Phone Number _____



**Attachment 8: Insurance and Bonding Requirements**

Insurance / Bond Type	Required Limits
1. <input checked="" type="checkbox"/> Worker's Compensation	Statutory Limits of Florida Statutes, Chapter 440 and all Federal Government Statutory Limits and Requirements
2. <input checked="" type="checkbox"/> Employer's Liability	<u>\$500,000</u> single limit per occurrence
3. <input checked="" type="checkbox"/> Commercial General Liability (Occurrence Form) patterned after the current ISO form	Bodily Injury and Property Damage  <u>\$500,000</u> single limit per occurrence, \$2,000,000 aggregate for Bodily Injury Liability and Property Damage Liability. This shall include Premises and Operations; Independent Contractors; Products and Completed Operations and Contractual Liability
4. <input checked="" type="checkbox"/> Indemnification	To the maximum extent permitted by Florida law, the Contractor/Vendor/Consultant shall indemnify and hold harmless Collier County, its officers and employees from any and all liabilities, damages, losses and costs, including, but not limited to, reasonable attorneys' fees and paralegals' fees, to the extent caused by the negligence, recklessness, or intentionally wrongful conduct of the Contractor/Vendor/Consultant or anyone employed or utilized by the Contractor/Vendor/Consultant in the performance of this Agreement. This indemnification obligation shall not be construed to negate, abridge or reduce any other rights or remedies which otherwise may be available to an indemnified party or person described in this paragraph. This section does not pertain to any incident arising from the sole negligence of Collier County.
4. <input type="checkbox"/> Automobile Liability	<u>\$ _____</u> Each Occurrence; Bodily Injury & Property Damage, Owned/Non-owned/Hired; Automobile Included
5. <input type="checkbox"/> Other insurance as noted:	<input type="checkbox"/> Watercraft <u>\$ _____</u> Per Occurrence  <input type="checkbox"/> United States Longshoreman's and Harborworker's Act coverage shall be maintained where applicable to the completion of the work. <u>\$ _____</u> Per Occurrence  <input type="checkbox"/> Maritime Coverage (Jones Act) shall be maintained where applicable to the completion of the work. <u>\$ _____</u> Per Occurrence  <input type="checkbox"/> Aircraft Liability coverage shall be carried in limits of not less than \$5,000,000 each occurrence if applicable to the completion of the Services under this Agreement. <u>\$ _____</u> Per Occurrence  <input type="checkbox"/> Pollution <u>\$ _____</u> Per Occurrence  <input checked="" type="checkbox"/> Professional Liability <u>\$500,000</u> Per Occurrence <ul style="list-style-type: none"> <li>• \$ 500,000 each claim and in the aggregate</li> <li>• \$1,000,000 each claim and in the aggregate</li> <li>• \$2,000,000 each claim and in the aggregate</li> </ul> <input type="checkbox"/> Professional Liability <u>\$ _____</u> per claim and in the aggregate





**Attachment 9: Reference Questionnaire**

<b>Solicitation:</b>		
Reference Questionnaire for:		
(Name of Company Requesting Reference Information)		
(Name of Individuals Requesting Reference Information)		
Name:	Company:	
(Evaluator completing reference questionnaire)	(Evaluator's Company completing reference)	
Email:	FAX:	Telephone:

Collier County is implementing a process that collects reference information on firms and their key personnel to be used in the selection of firms to perform this project. The Name of the Company listed in the Subject above has listed you as a client for which they have previously performed work. Please complete the survey. Please rate each criteria to the best of your knowledge on a scale of 1 to 10, with 10 representing that you were very satisfied (and would hire the firm/individual again) and 1 representing that you were very unsatisfied (and would never hire the firm/individual again). If you do not have sufficient knowledge of past performance in a particular area, leave it blank and the item or form will be scored "0."

Project Description: \_\_\_\_\_ Completion Date: \_\_\_\_\_

Project Budget: \_\_\_\_\_ Project Number of Days: \_\_\_\_\_

Change Orders - Dollars Added : \_\_\_\_\_ Change Orders - Days Added: \_\_\_\_\_

Item	Criteria	Score
1	Ability to manage the costs (minimize change orders to scope).	
2	Ability of team members to work with your organization.	
3	Quality of news releases about your destination.	
4	Ability and quality of message created about your destination.	
5	Professionalism of project manager and ability to manage personnel.	
6	Project administration (completed news releases, final product turnover; invoices etc.)	
7	Ability to verbally communicate and document information clearly and succinctly.	
8	Ability to handle crisis management and fast breaking negative media attention.	
9	Ability to follow contract documents, policies, procedures, rules, regulations, etc.	
10	Overall comfort level with hiring the company in the future (customer satisfaction).	
<b>TOTAL SCORE OF ALL ITEMS</b>		

Please FAX this completed survey to: \_\_\_\_\_ By \_\_\_\_\_



# Lou Hammond & Associates

## RESPONSE TO REQUEST FOR PROPOSAL

### PUBLIC RELATIONS SERVICES FOR COLLIER COUNTY BOARD OF COUNTY COMMISSIONERS: Solicitation 15-6520 Tourism Public Relations Services

900 Third Avenue  
New York, NY 10022  
212.308.8880

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

145 King Street  
Charleston, SC 29401  
843.722.8880

231 Majorca Avenue  
Coral Gables, FL 33134  
561.655.3836

November 2015



# **I. MANAGEMENT SUMMARY**



**Lou Hammond & Associates**  
An integrated marketing communications company

November 5, 2015

Collier County Government Purchasing Department  
3327 Tamiami Trail E Naples, FL 34112

Attn: Adam Northrup, Procurement Strategist

Dear Mr. Northrup:

Thank you for providing Lou Hammond & Associates (LH&A) with the opportunity to respond to RFP 15-6520 "Public Relations Services."

Since 2012, LH&A has been proud to serve Collier County on behalf of the Naples, Marco Island, Everglades Convention and Visitors Bureau. In that time together, we have seen unprecedented success working as part of an integrated team, with the County reporting record bed tax revenues and rising hotel occupancy rates.

During our more than 30-year history, LH&A has been no stranger to success. We are the indisputable leader in destination PR and marketing. Our blue chip client roster is the finest in the industry with brand leaders, such as Florida's Paradise Coast, representing a wide range of hospitality and lifestyle categories. As an agency, we've been honored with more of the Hospitality Sales and Marketing Association International's (HSMAI) prestigious Adrian Awards than any other entity worldwide, including two awards for our work done in partnership with the Naples, Marco Island, Everglades CVB.

Our continued work on Collier County's behalf will be designed to stimulate coverage for the destination in targeted media, awareness amongst influencers and consumers and, most importantly, business.

The RFP response demonstrates LH&A's qualifications to serve Collier County, including a deep-rooted understanding of your needs based on our unmatched experience.

It is our contention that consumer perception and media awareness of the destination can continue to grow. As one of America's most charming and distinctive areas, we'll achieve success for Collier County by focusing on specific audiences and key selling points that help the area stand out amongst domestic destinations. Among these are:

- Outstanding tourism and quality of life elements including:
  - Thriving arts and culture
  - Outstanding culinary scene
  - Abundant events and activities
  - World-class shopping
  - Distinctive outdoor activities, such as fishing, golf and watersports
  - The people of Collier County as ambassadors



Our plan for Collier County's success focuses on:

- **Segmentation:** Hitting the right audiences with the right messages at the right times.
- **Fishing where the fish are:** Focusing on key geographic markets.
- **Consistent, steady communication with the media:** We will help raise Collier County's voice in the domestic marketplace and provide the media with the story ideas and information they need.
- **Helping the media experience Florida's Paradise Coast for themselves:** We will focus on an aggressive visiting journalist program to bring media to the destination and let them learn why it is a rare gem. Once there, they have to meet the people, and get a sense of the personality and flavor of the destination. If possible, they need access to destination leaders and innovators as key ambassadors. We must get across that Collier County may be one destination that embodies all the elements that make for the perfect place to visit.
- **Pitch, pitch, pitch:** This is the agency's motto and in order for Collier County's PR campaign to be successful, our time must be spent pitching story ideas to those media outlets that are going to best reach the destination's audience. Our job is to "accentuate the positives." In the case of Florida's Paradise Coast, there are plenty.
- **Beyond a Free Lunch:** Organizing media events that focus on quality vs. quantity – providing partners with the opportunity to be exposed to A-list media rather than "fillers."
- **The Rising Tide Approach:** "Lifting all boats" by giving partners the tools they need to succeed through LH&A innovations such as "Hot Tip" media leads, "Value Blasts" and Resource Guides.
- **Working on a cost-effective basis:** our fee is inclusive of out of pocket expenses such as postage, deliveries, long-distance telephone etc. Expenses for elements such as staff and media travel, major events, etc. are billed at cost – we never mark-up or double bill a client.
- **An Integrated approach:** We'll support an integrated digital campaign that complements PR and advertising efforts while creating buzz for the destination.

We will execute our campaign for Collier County with an experienced team that is widely considered to be the best in the business. We look forward to continuing to share our passion for Florida's Paradise Coast – a destination we love so much!

Sincerely,

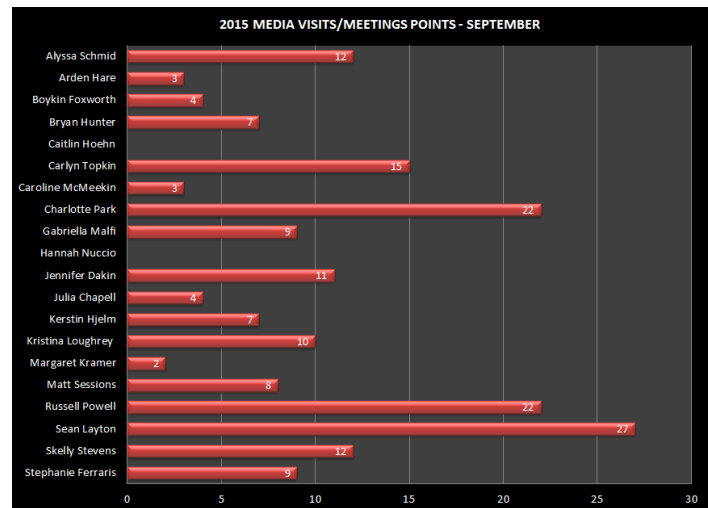
Terence Gallagher  
President, LH&A New York  
Tel: 212-891-0211; Email: terryg@louhammond.com

## **II. PROPOSERS SOLUTION TO COUNTY'S REQUIREMENTS**

**Describe your philosophy on targeting various journalists with publications, broadcast outlets, and niche markets like cuisine, golf, weddings, eco, fishing, major target market segments of leisure travel, group meetings and sports events.**

At LH&A we believe in taking a hyper-personal approach to media pitching and targeting. As part of this effort we:

- Nurture personal media relationships on our clients' behalf; this includes a staff incentive program that rewards staffers with vacation trips for meeting with the most media during a quarterly time period
- Develop pitches specifically targeted to each individual outlet and journalist by niche
- Create pitches that reference the journalist's recent stories and specific section topics –



demonstrating we are familiar with them, their outlet and their beats. This is the number one complaint of most journalists – that the PR people pitching them have not taken the time to know them.

- Utilize statistics wherever possible to support trends
- Employ unobtrusive follow-up; respecting journalist's time, needs – as noted San Francisco Chronicle Travel Editor Spud Hilton says, "If I'm interested, believe me, I will reach out to YOU"

On Collier County's behalf, LH&A has lived by the motto "Success through Segmentation" targeting the right journalist, with the right message, at the right time.

We will develop an updated 2016 media grid of agreed-upon, targeted outlets for the destination's key niche segments. We will then craft pitch angles and story ideas customized for the audience. Examples include:

- **Weddings:** Showcase real weddings from couples who agree to share their dream wedding day in Florida's Paradise Coast.
- **Meetings:** In conjunction with April's National Stress Awareness Month, position Florida's Paradise Coast as "America's Most Stress-Free Destination for Meetings." Conduct a survey of travelers on what causes them stress in

their lives and provide a sampling of stress reducing packages and treatments from the area's top spas etc.

- **Cuisine:** Highlight Stone Crab season with TV pitches focusing on experts demonstrating the proper way to crack and cook Collier County's incredible stone crabs.
- **Fishing:** Utilize some of Collier County's many top fishing captains to act as expert resources for the media and host a media fam for beginning fishermen to show that Florida's Paradise Coast is the perfect place for any level.

We will utilize the segmented media grid to track responses and plan additional tactical outreach such as desksides and media visits.

In addition to working on a daily basis with the print media, LH&A implements a proactive campaign aimed at the broadcast media. Agency personnel are constantly researching and reviewing programs on network and cable TV as well as shows in syndication that may be appropriate for our clients.

The agency will work with Collier County to target key broadcast outlets. Recent LH&A client national exposure includes ABC's *Good Morning America*, NBC's *Today*, CBS *Sunday Morning*, ABC's *The Bachelor*, CNN's "Morning Express with Robin Meade," Esquire Network's "The Getaway" and The Weather Channel's "Weather Center Live."

As the network shows continue to utilize representatives from top travel media outlets such as *Condé Nast Traveler* and *Travel + Leisure* as experts for in-studio trend interviews, LH&A will work closely to provide publicists and editors up-to-date information.

***How does your company intend to meet or exceed each of the County's requirements identified in the RFP's Detailed Scope of Work, items 1 – 11, (page 5-6).***

- 1. Identify a key message topic at least monthly for which an effective news release will be developed and distributed by the Agency to an effective travel media list, highlighting appropriate examples within the destination.***

To achieve maximum success, the media must receive a steady stream of material. However, LH&A believes in the "no spaghetti" approach. That means we don't just send out a press release for the sake of sending out a press release and simply hope it sticks. Instead, we use releases judiciously and try to focus on real news or

offerings that will be of value to the media. For Collier County, we'd ideally like to distribute a release per month with a goal of 12 – 18 releases distributed during the year as news dictates.

We research, write and distribute releases on news to achieve targeted media coverage based on current trends and priorities to help pave the way for in-depth features. Also press releases are distributed to segmented special-interest media. These tie into specific events, packages, activities, festivals, breaking news and other facets of activities to encourage placement and would be used as the basis for pitches.

As part of its overall marketing strategy, the agency focuses on concise, one- to two-page releases issued to highly targeted segments of our extensive media database. Our experience demonstrates that these specialized releases are most effective in generating coverage. Releases are optimized to enhance search engine pickup. All are tweeted through LH&A's handle of 5000+ followers, mainly media.

Our suggested 2016 press release timeline includes:

Month	Subject
January	2016 Calendar of Events, Anniversaries  Over-the-top Romantic Offerings
February	Play & Stay Golf Packages
March	Spring Fling – Spring Break Ideas for Adults  Product Update – What's New for Spring
April	Learning Vacations – Interactive experiences throughout the destination  Secret Beaches for a non-crowded getaway
May	Navigating Florida's Paradise Coast's Value Season – Hotel Packages
June	Summer Events
July	Artistic Escape – Upcoming exhibits at top museums

	Insider Tips – Chefs favorite restaurants in the area
August	Outdoor Adventures – From Airboat rides to Swamp Buggy Adventures
September	Fall Foodie Events  Product Update – What’s New for Fall
October	Kick-off of Stone Crab Season
November	Detox December – Unique Spa Treatments  Holidays in Florida’s Paradise Coast
December	What’s New for 2017

**2. Work closely with the CVB PR team to jump on breaking news, trend stories and other relevant news placement opportunities and distribute to relevant travel and news media in a timely fashion.**

LH&A will continue to employ a proactive news bureau that is staffed and equipped to respond 24 hours a day if necessary to media inquiries, refer coverage opportunities to the appropriate parties, give advice on trends and developments and provide current information. The agency will liaise with the CVB staff to maximize resources. Actions include:

- Handle inquiries, referring to you as necessary
- Develop and maintain a fact file, image and multimedia library
- Provide current information on all aspects of the destination
- Research editorial calendars to facilitate placements
- Review potential media visits
- Alert the media to news, developments and opportunities
- Maintain an updated listing of journalists who have interest in Florida’s Paradise Coast, continue regular contact to maximize enthusiasm, supplying information as necessary
- Provide client with clips of media coverage
- Monitor and maintain an Online News Room

In order to be ahead of the trends for our clients, LH&A employs a highly successful **agency-wide release program**. Ongoing, a release is developed featuring a timely, compelling topic, incorporating news and packages from across our client roster. Media appreciate this information as they feature a cross-section of travel-oriented clients specifically tailored to a particularly theme. These releases have garnered outstanding results and LH&A will continue incorporate Collier County into as many appropriately themed agency-wide releases as possible.

Examples include:

- Top Cities Around the Country to Celebrate July 4<sup>th</sup>
- Pet-Travel: Domestic Destinations Great for Dogs
- Summer like a Star: Luxury Vacation Destinations

Each of our staff is well-read and well-informed when it comes to the latest trends. All are assigned leading national and regional newspapers, magazines, websites and broadcast outlets to review on a daily basis and share the resulting information with the entire agency. This practice helps us to be fully aware of what the media is covering and new opportunities. We then share these opportunities with our clients, resulting in outstanding coverage.

It is also important to be well prepared in advance to meet media needs. Most major publications schedule feature and roundup stories far in advance and follow an editorial calendar. LH&A obtains these calendars and compiles a master, computerized editorial calendar which reflects client strengths. Each month the agency produces a list of upcoming placement opportunities and deadlines ensuring that clients are properly presented for all opportunities, including special sections relating to Travel, Florida, Events/Festivals, Cuisine, Culture, Events/Festivals, Family, etc.

**3. Provide forward thinking creative input to help the CVB stay in the forefront of public relations, content creation, and social media strategies and tactics.**

Part of being creative is staying current and ahead of the curve. We do this by closely monitoring trends – both within and outside of the travel industry – and not being afraid to try new things.

Among the tools we utilize to anticipate new trends and technologies include:

- **The media** – We are voracious consumers of media. This includes valuable industry resources such as *O'Dwyer's*, *The Holmes Report*, *Advertising Age*, *Adweek* and *Skift*, as well as outlets such as Bloomberg, CNN, MSNBC, *Forbes*, *Fast Company* and more. In

addition, each of our staff is assigned various media outlets to monitor on a daily basis for information that pertains to our clients or impacts our industry – especially including trends.

- **Industry events** – We attend key industry events that feature educational programming such as DMAI, ESTO, TBEX, PRSA, SATW and TMAC. We participate (and often give) seminars and tap into the industry’s collective brainpower for the betterment of our clients.
- **Hammond Digital+** – We stay ahead of the ever-changing digital world through our HD+ division. The HD+ team provides our staff with a daily update on what’s trending and also provides our clients with our monthly Digital+ e-newsletter, which arms clients with the information they need to succeed.
- **Thought leadership** – Our team consists of published authors and frequent industry speakers, including Lou Hammond herself, who make it their business to know and share their wisdom.
- **Creative culture** – LH&A has fostered its creative culture and success with procedures including agency-wide brainstorming that brings the brainpower and resources of the entire company to bear on each individual client. We also have developed an incentive program that rewards staff with trips for showing outstanding creativity (perhaps 2016’s incentive trip will be to Collier County!)

**4. *Work on special creative assignments as appropriate to include web, video, promotions and other projects that provide valuable content that feeds the PR effort.***

Our agency is always ready, willing and able to jump in and help do whatever it takes to achieve success for our clients. We have strong experience in the development of web content through our Hammond Digital+ division, as well as video production through multi-E Emmy award winning production partners. We also employ a full-time creative director who provides world-class graphic arts experience.

We have helped organize promotional opportunities for Collier County with media outlets such as “Live with Kelly & Michael” and we will continue to work to develop new partnerships with entities whose audience best match with the destination. These could include fashion designers, retail outlets, media partners and more,

**5. *Specific public relations activities will include: the creation of at least one destination event every fiscal year to inform key travel media about what’s new and newsworthy in Naples, Marco Island and the Everglades. Each event will be appropriately themed and targeted to attract top tier media. Destination partners that fit with the event theme will be provided with an opportunity to***



***participate in these events in some fashion, to be determined. Such events may take place in the destination, or in key markets with a high concentration of media, such as New York. Limited budget may be a factor so the CVB is seeking ideas on how to best utilize its time, efforts and dollars to connect with the highest quality media.***

LH&A believes in a philosophy of quality vs. quantity when it comes to organizing successful events. We don't feel we are serving our client's needs by spending large amounts of money to feed B and C-list journalists.

Instead, we focus on:

- Organize worthwhile events where media get **NEWS**
- Events structured: no assigned seating, pertinent news delivered, media can flow in/out as needed
- Central, hot locations – easily accessible, desirable venues in our key markets
- Two p.m. rule: media time is respected – all luncheons end by 2:00 p.m. at the latest

New York City is the media hub of the country. An event provides an opportunity to deliver targeted messages to top-tier media. We suggest hosting a media lunch and maximizing time in the morning and afternoon for media desk-sides. This event would be an excellent opportunity to include CVB partners who could help defray costs by co-opting with the CVB on budget and benefit from the media networking opportunities.

We will complete the following:

- Secure venue
- Plan menus, theme, décor, display materials, etc.
- Create and e-mail invitations
- Customize invitation lists of all appropriate media contacts
- Handle RSVPs; call contacts to ensure maximum attendance
- Prepare suggested agendas
- Assist with speakers' notes as appropriate.
- Make introductions of key journalists to client representatives
- Create and track hashtag for event
- Attend and supervise all facets of day
- Assemble press kits and distribute with memento to all attendees on departure
- Provide press kits to journalists unable to attend
- Compile reach reports based on attendance
- Follow up to encourage coverage after events

6. **Destination public relations efforts will center on “big picture” messages and news, but will necessarily involve the mention and promotion of individual resorts, hotels, attractions, tour operators, retail establishments, restaurants, museums, etc. as appropriate to effectively illustrate the message. The Public Relations Agency will assist the CVB with researching and compiling new and newsworthy information for the creation of these regular destination releases. The Agency must be willing and able to effectively represent the entire destination as needed.**

A destination is more than simply the acres that define a region. To be successful as a destination requires the thoughtful coming together of hoteliers, attractions, festival planners and travel industry partners who have a stake in attracting visitors. Interests may diverge, but it is crucial that those invested in the success of tourism be involved and confident of the marketing strategy.

A hallmark of our communication success is that we work closely with a destination’s **stakeholder partners** to help provide a unified approach to increasing tourism and building goodwill. Following is a sampling of tactics LH&A will continue to employ on Collier County’s behalf:

- **Hot Tips**  
We provide a valuable service by providing ongoing “Hot Tip” media leads for placement opportunities. As we are constantly pitching story ideas and receiving requests for information and assistance from prominent media, we craft dedicated correspondence to be sent to individual partners providing them with detailed information on the outlet, the opportunity, deadline and directions on how to respond directly to the agency or to the publication itself. We monitor and support partners as needed and follow up to ensure placement. **On average, LH&A provides nearly 40 Hot Tips opportunities to partners per year.**
- **Value Blasts**  
Collier County is included as appropriate in our highly-acclaimed eblast sent to extensive media outlets that offers agency wide value offerings. Additionally, entries are shared via social media to our 5,000+ Twitter followers. Ongoing, this vehicle has generated enormous coverage for our clients, and is often re-tweeted by authoritative outlets.
- **Resource Guides**  
We will prepare and distribute the following resource guides that can be shared with partners:

- **2016 Travel Industry Meeting Booklets**  
A listing of 140 important worldwide travel industry meetings with dates, locations, topics and contact source information
  - **2016 Calendar of Holidays**  
This year-long calendar outlines major North American holidays with corresponding deadlines for editorial coverage of related news
  - **2016 Hotel/Tourism Award Listings**  
This book is a compilation of more than 60 significant opportunities for hotel/tourism awards and more than 20 surveys. Information provided includes criteria, deadlines and contact names for entries. LH&A will ensure SPONSOR is on key reader's choice poll ballots and alert the client when voting is live
  - **Seminars**  
We propose that LH&A conduct a seminar in which public relations basics and techniques will be thoroughly discussed and questions answered. Appropriate materials, including case studies, will be distributed. Topics covered could include social media and crisis communications.
  - **Support Small Accommodations Partners**  
Smaller partner hotels, B & B's and inns can provide excellent experiences and value. As directed by the CVB, the agency's targeted marketing program will heighten their exposure by developing a bank of these properties and including them in media pitches/releases. We understand their resources can be limited, so every effort will be made to make them an integral part of the program.
- 7. Assist in the creation, production and distribution of a monthly Public Relations e-newsletter to CVB's out-of-market media database to provide a snapshot of what's new in the destination, along with well-developed story ideas and links to local area partner news and events.**

LH&A has strong experience in creating monthly newsletters for a variety of clients. These newsletters contain a mix of destination updates, partner news, and promotions, supported by appropriate imagery. We will work with the CVB to create a monthly newsletter for the destination with services including:

- Newsletter template design (if needed) story research, writing, editing
- Inclusion of photography
- Distribution to CVB database, supplemented by the agency's media database

We believe in having a consistency in look and content with regular monthly sections such as a message from Jack Wert, a partner spotlight and, perhaps a guest commentary that can also be rotated amongst industry partners.

We recommend utilizing Constant Contact as a creation and distribution service for the newsletter.

**8. Assist in the creation, production and distribution of a monthly in-market Partner's e-newsletter to the local area tourism industry and local media with updates on CVB initiatives, visitor research, recognition for area tourism professionals and a snapshot of partner news and events.**

LH&A will assist the CVB in the creation of the in-market newsletter. It will also be important to stress opportunities for their involvement in the CVB's activities and utilize the newsletter to outline upcoming events and opportunities with deadlines for participation.

**9. Support the CVB with work that may include creation of individual media itineraries, creation and implementation of group destination press FAMs, organization of desk side briefings in key media markets as the CVB's schedule permits, response to individual media requests for information, and support with any and all public relations initiatives at the bureau as assigned.**

**Media Visits**

LH&A subscribes to the belief that seeing is believing, and when it comes to our campaign, we will continue to be aggressive in conducting media visits allowing journalists to experience Florida's Paradise Coast for themselves.

The CVB has done an outstanding job in hosting media that LH&A has helped arrange to visit the destination. Once media are in market, they unanimously have a great experience and we have yet to have a journalist return from a trip without raving about the destination. This is a testimony to the destination itself, the tourism partners and the CVB.

Over the past three years, Collier County has hosted more than **60 journalists** from both national and regional media outlets. This includes both themed group and individual visits.

LH&A is very knowledgeable about the media's criteria regarding the acceptance of gratis press trips and has a history of working within the parameters of various publications' policies. Actions include:

- Suggest and develop general and special-interest visits

- Coordinate itineraries
- Recruit and screen participants
- Escort trip and follow up to ensure positive results

We will develop a dedicated hashtag to be used by media during group trips to encourage and maximize social media engagement. In addition, a social guide will be created for participants featuring the social contact information, key facts and suggested content for the itinerary. Following the trip, a recap of the social conversation will be provided.

In addition to group trips, it has been our experience that individual media visits are favored by many high-profile media and have the added benefit of assuring a personalized experience.

We will continue to submit a press request form for each proposed visit opportunity, outlining the journalist's affiliation, audience reach and special interests, including our recommendation and remarks. When the CVB authorizes, the agency proceeds with planning the trip.

Upon return, all media are sent a questionnaire requesting input from their experience. These evaluations will be shared with you to better serve future visiting media guests.

All media are added to LH&A's Visiting Journalist Program (VJP), which helps us monitor all press trips. We developed this exclusive program to allow us to review productivity and past conduct of each journalist involved in any sponsored hospitality across our client roster. Ongoing, this information helps determine agency recommendations.

### **Interviews/Desksides**

LH&A will organize media interviews/desk-sides as Florida's Paradise Coast executives travel to key markets and as schedules permit. Agency will research media interest, schedule interview, brief interviewee on interviewer's interests and follow up to ensure publication or airing. During the past three years, we have coordinated 26 desk-side meetings/interviews for Florida's Paradise Coast based on the client's travel schedule. We would like to take this initiative further in 2016/2017 in multiple markets, such as:

- Atlanta
- Boston
- Charlotte

- Chicago
- Dallas
- Miami
- New York City
- Philadelphia
- Toronto
- Washington, D.C.

**10. Assist the CVB with documenting, measuring and reporting earned media results using a media monitoring service.**

One of the hallmarks of working with LH&A is our company’s strong organizational system. We believe strongly that our client should never wonder what we are doing for them – they should be kept informed through regular communications.

We also believe that measurement is important, so we work closely with our client partners to determine the measurement criteria that best fits their needs. And while the true measure of our agency's success is a satisfied long-term client, the world of public relations measurement continues to evolve. This means that, though traditional measurement tools, such as audience reach and advertising value equivalency, can be employed should a client wish to use them, LH&A believes strongly that qualitative analysis is even more important than quantitative.

We believe in digging deeper – first determining with our client who the key media are that have the biggest impact on reaching and influencing their target audiences. Once those media are identified, we will measure on an ongoing basis how successful we are in securing coverage within those outlets while analyzing “pull-through” to determine how effective a placement is in delivering pre-established key messages.

We can also gauge efficiency of our efforts based on factors such as a placement’s tonality, sentiment of engagement, use of visuals and overall impact. Below are questions and criteria to consider when developing a measurement model:

Exposure	Sentiment	Engagement	Action	Influence
<ul style="list-style-type: none"><li>• To what degree have we created exposure to content and messages?</li></ul>	<ul style="list-style-type: none"><li>• What is the tone of the messages?</li><li>• Pos/neg/neu?</li><li>• Are messages coming through?</li></ul>	<ul style="list-style-type: none"><li>• Who, how and where are people interacting/engaging with our content?</li></ul>	<ul style="list-style-type: none"><li>• What actions have been taken as a result of the effort?</li></ul>	<ul style="list-style-type: none"><li>• To what degree have the exposure/engagement influenced perceptions and attitudes?</li></ul>

We feel that reporting is a vital link to a successful partnership, we will therefore provide:

1. **TDC Reports** – As part of our service, we will continue to issue monthly TDC reports in both Word and PowerPoint format. This report summarizes activities on your behalf, as well as results. These reports will detail media liaison, interviews and coverage.
  2. **Team Conference Calls/Visits** – We recommend regular conference calls and visits to review ongoing efforts, learn of new opportunities and make any necessary adjustments in specific public relations strategies. We will generate a call report, which will become the account team's ongoing to-do list and an easy reference for client to review status of account activity.
  3. **Press Clipping Service** – We are able to offer a preferred rate to monitor results through a national clipping service with our vendor, BurrellesLuce. We serve as the liaison to the clipping service, ensuring excellent service.
  4. **Broadcast Monitoring** – Through our preferred broadcast monitoring vendor, Cision, we will receive daily updates on broadcast coverage relating to Florida's Paradise Coast and can provide video clips electronically.
  5. **Staff Reading Program** – All account staff members are individually assigned to monitor key targeted media outlets and evaluate for client publicity opportunities and coverage. These include such outlets as *The New York Times*, *The Wall Street Journal*, *Los Angeles Times*, *Travel + Leisure*, *Condé Nast Traveler*, *Forbes*, *Departures*, etc., as well as travel and relevant lifestyle blogs. This close monitoring also allows us to be knowledgeable about what our clients' competitors are doing, as well as stay ahead of the latest trends.
- 11. Recommend Internet-based and social media channel public relations strategies utilizing the latest technologies and practices for creative and effective message dissemination, search engine performance and online penetration.**

Hammond Digital+ (HD+) is Lou Hammond & Associates' in-house digital division offering custom digital marketing and social media services. The HD+ team is tasked with keeping a steady eye on the future to discern what's new and meaningful in the digital landscape and helping brands achieve their objectives in any space. Leveraging our extensive digital footprint, we engage our influencer networks on a multitude of social media platforms to further LH&A client messages. HD+ is also the go-to resource for custom, multi-platform digital experiences that capture the media's attention and drive consumer engagement.



### **LH&A Client Services**

Included in the LH&A program, Florida's Paradise Coast will continue to benefit from the following HD+ services to augment its ongoing PR strategy:

- **Amplifying** client messages

HD+ promotes news and shares coverage with more than 8,000 followers (mostly media) via LH&A's social media communities, which serve as a go-to source of content for media and social influencers.

*Facebook, Twitter*

- Share articles covering Florida's Paradise Coast; tag outlet, journalist, partners
- Re-tweet, share Florida's Paradise Coast content
- Mention Florida's Paradise Coast during weekly Twitter chats (ex. *Travel + Leisure*, *Expedia*, *Travel Weekly*)
- Share #traveldeals, Value Blast offers

*Instagram, Pinterest*

- Share client images
  - Repost client content
  - Engage, tag partners
  - Monitor media, press trips
- **Trendspotting**, sharing real-time and ongoing opportunities
  - **Building** real relationships with the media via digital channels by responding to leads and sharing story ideas
  - **Creating** segmented, vetted blogger lists
  - **Identifying** social media influencers by geography and focus area to drive engagement
  - **Developing** and tracking hashtags and keywords for campaigns, press trips and crisis communications
  - **Providing** social guides to press trip participants featuring content and social contact info of properties
  - **Optimizing** press releases for the web
  - **Producing** *Digital Plus*, a monthly newsletter featuring digital marketing news and trends to help brands stay current



### ***HD+ Optional Services***

HD+ also offers the following services (proposal available upon request):

- Digital audits
- Social media takeovers
- Ongoing consulting, training, strategy development; digital marketing/social media
- Social advertising management
- Contest strategy, management
- Hosted Twitter chats
- Social events - Tweet-ups, Insta-meets
- Custom Facebook app development
- Full range of graphic design services
- Email marketing
- E-newsletter development
- Native advertising
- Copywriting
- Blog management
- Reputation management
- Video production

HD+ provides complete and detailed custom analytics, measuring key performance indicators and adapting strategy ongoing to meet agreed upon objectives.

***Provide at least two samples of work product completed for a similar client on tourism destination public relations and marketing experience.***

## **CASE STUDY: FLORIDA'S PARADISE COAST**

### ELEVATING BRAND AWARENESS

#### **THE CHALLENGE**

- **Elevate** brand awareness of Florida's Paradise Coast for key attributes such as its naturalistic offerings, local cuisine, high-end accommodations and distinct travel experiences.
- **Secure** feature coverage to motivate a highly affluent audience of active travelers to book trips to the destination.
- **Increase** awareness of range of natural offerings, from prestigious white-sand beaches to historic Everglades National Park, all within a 40-mile radius.
- **Target** the high-end consumer through luxury publications.

#### **THE ACTION**

- **Reviewed** destination's offerings and assessed what would be of interest to the upscale traveler and provide a refreshingly new experience to a seasoned traveler.
- **Identified** target media outlets in both national and key regional markets, such as New York, Philadelphia, Chicago, Boston and Miami.
- **Organized** one-on-one meetings with key market segment media for Naples, Marco Island, Everglades CVB PR Manager to provide destination story ideas.
- **Coordinated** editor and photographer media visits to the destination; developed exclusive itineraries that highlighted key things see and do.
- **Secured** partner support from the area's hotels as well as area restaurants and attractions.


#### **RESULTS**

- Coverage in top regional markets including: *New York Times, Newsday, Philadelphia Inquirer, Chicago Tribune, Boston Globe, Miami Herald.*
- Eight-page feature spread in Rhapsody magazine, United Airlines' Premium cabin, in-flight magazine. This column served as an ideal platform to position the destination's dual offerings, showcasing the luxurious side of Naples, paired with a fishing expedition in the Everglades.
- Four-page cover story in Canada's lifestyle magazine Good Life, highlighting Florida's Paradise Coast as the ultimate relaxing getaway.
- National broadcast coverage on ABC-TV's "Live with Kelly & Michael."
- The destination has seen a spike in visitation, including record bed tax collection and increases in hotel occupancy rates.
- **Total Annual Reach: 484,615,184; Ad Value: \$6.3 million.**









ESCAPE **CL**

Ah, just another day in Paradise. Start your day walking on a seemingly endless white sand beach, head to the upscale shops and restaurants on 5th Avenue South, and then get set for an afternoon adventure on an airboat ride in the Everglades.

**T**his is Florida's Paradise Coast, a little slice of heaven in the southwest part of the state, consisting of Naples, Marco Island and the west part of the Everglades. Boasting 30 miles of soft, white sand beaches, Florida's Paradise Coast is ready-made for family fun or a relaxing, romantic getaway.

**Naples**

For a city with a population of only 20,500, Naples has an astonishing number of upscale shops, galleries and top-rated restaurants. Naples has a welcoming small town feel with a posh Rodeo-Drive-on-the-waterfront setting.

"There's a vibrant, burgeoning restaurant scene in Naples partly because so many of our affluent residents tend to dine out every night of the week," explains Johnell Modys, public relations and communications manager for Paradise Coast. "As of 2014, Phoenix Marketing International ranks Naples as having the most millionaires per capita in the U.S."

A drive along a lush tree-lined Gordon Drive will support these findings—it could be called Millionaire's Row. Mansion upon mansion line both sides of the expansive street; the palatial homes on the right enjoy the Gulf of Mexico in their backyards while the stately homes on the left back on to Naples Bay where homeowners can dock their yachts.

Boating is one of the top things to do in Naples. "We survey our visitors (approximately 50,000 Canadians visited the area in 2014) and the top five favourite things to do include going to the beach, dining out, shopping, sightseeing, boating and enjoying the sunsets," says Johnell. "Watching the sunset is like a spectator sport in Naples for locals and visitors alike. As the sun dips over the Gulf of Mexico, people actually applaud!"

After the sun sets over the Gulf, beachgoers head to the

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town's trendy cocktail bars and restaurants.

Chef Jeff Mitchell owns The Locust, one of the first farm-to-table restaurants in Naples. Chef Mitchell started us off with glasses of fresh squeeze tangerine juice; an indication of the fresh and innovative dishes which were to follow; a variety of delicious homemade soups, Blackened Fish Tacos, Kale Caesar Salad, Ginger Soup, Lamb Burgers, Fresh Strawberry and Star Fruit Sorbet—they even smoke their own turkeys and bacon.

Ostrea Tiko is one of South Florida's most renowned restaurants, known for their homemade pasta, sausages, ricotta, desserts and other delights made with locally-sourced ingredients. The meal began with Chef/Owner Vincenzo Betula's homemade spread—a mouth watering concoction of eggplant and tomatoes, which was his grandmother's recipe—served in place of butter, with warm pillowy soft slices of homemade bread. We tried many chef specialties, each a culinary delight, including Sicilian Meatballs, homemade pasta with catch-of-the-day seafood, and Pig's Ear! Yes, the real thing, sliced silver-thin and deep fried for a salty, crisp taste that

A gorgeous, exotic sculpture of two people entwined in an embrace welcomes you to Sea Salt. Inside, the atmosphere and the warm personality of Chef/Owner Fabrizio Aielli also feels like a great big hug. Originally from Venice, Chef Fabrizio takes great pride in showcasing fresh seafood (displayed in a large glass enclosed case in the restaurant) which arrives daily. We sampled fresh Dover Sole and other exquisite dishes as part of a food and wine pairing evening hosted by some of the trustees of The Naples Winter Wine Festival.

The Naples Winter Wine Festival takes place annually in late January, and has earned the distinction of being one of the most successful charity wine auctions in the nation. The event brings together the world's finest vintners and chefs with wine collectors and philanthropists for a three-day gala. Since its inception in 2004, the festival has raised over \$135 million to support children's charities in Collier County. Some of the more exclusive auction items include dinners prepared by world famous chefs like Wolfgang Puck and Emeril Lagasse, with wines provided by famous vintners, hosted in the luxurious comfort of the private homes of festival trustees.

In between the eating and drinking we headed to the Everglades for an airboat ride with Wooden Airboat Tours, located at the Animal Sanctuary and Alligator Park. Dressed in camouflage gear, Captain Tommy weaved and swerved the powerful airboat with skilled precision over swaths of grasslands and through narrow wetlands. Airboats are surprisingly loud, and fast. It's an exhilarating adventure where you are likely to see a few alligators and plenty of exotic birds. Back on shore, we got a rare chance to hold a baby alligator! The gator's jaws were held shut with a bungee-like cord, but during the live gator show, the adult alligator had jaws wide open as Karl the Gator Wrestler demonstrated his skill before a spellbound crowd. "I learned gator wrestling from my father who was the gator wrestler at the park for many years until he... (pause)...retired!" laughs Karl.

Everglades City is the western gateway to Everglades



National Park, known as the Stone Crab Capital of the World. It was stone crab season (October to May 15) so we headed to City Seafood restaurant and enjoyed a succulent crab feast, sitting on picnic tables overlooking the Barron River.

The nearby Gulf Coast Water Centre is a popular spot to launch your kayak or canoe for a guided or self-guided tour of the Everglades Wilderness Waterway and Paradise Coast Blueway. Our Everglade adventure continued with a hike on the Big Cypress Bend Boardwalk in the Fakahatchee Strand Preserve State Park. Cameras were clicking like mad as we caught a glimpse of an American eagle sitting high in his nest in a tree top.

After a hike, nothing refreshes like a cold beer, and that was just the case at the Naples Beach Brewery—the Pumpkin Beer is a must try! Drinks followed later that evening at the posh Alto Live Jazz Kitchen where you can sip signature cocktails and enjoy dinner and live jazz. Alto is just one of the establishments owned by renowned Chef Charles Meredy. After cocktails and jazz, we headed to Meredy's Fine Dining located at the gorgeous Naples Bay Resort & Marina.

Meredy's is a five-star, white tablecloth, water-side restaurant offering a truly unique dining concept. Guests can order from a two, three or four course pre-set dinner. Several options are available within each course and you can also select the specially selected wine pairing option. Chef Meredy trained in Europe and the Caribbean and showcases his culinary expertise with dishes like Foie Gras, Stuffed Quail or Duck Breast, signature Red Thai, Sweet Potato Ravioli with Sage Brown Butter. It was a dinner that I am still thinking about a month later.

In "Paradise" you can golf every day of the year. Naples was named the 2014 Golf Destination of the Year in North America by the International Association of Golf Tour Operators, while four area golf resorts made the list on Condé Nast Traveler's highly regarded "Top 40 Resorts in Florida".

We stayed at the gorgeous Edgewater Beach Hotel in Naples, an OPAL Collection resort which boasts a stunning beachfront setting overlooking the Gulf of Mexico. The newly renovated hotel has 125 spotlessly clean, modern suites with large kitchens, a living/dining room and well appointed bedrooms and ensuites. Executive Chef Bill Zimmer invited us to the pool side bar to sip signature cocktails and savour culinary treats as we watched the sun set over the Gulf.

Sitting on a chaise lounge on the beach the next morning, I couldn't help but smile as I noticed an elderly man roll up his khaki pants to his knees and wade gleefully into the swirling surf, looking as excited as a kid on his last day of school before summer vacation. That's pretty much how I felt too, visiting Florida's Paradise Coast.

It's a quick two and a half hour direct flight on West Jet from Toronto to the Southwest Florida International Airport in Fort Myers and then a half hour drive to Naples. Not far at all for a little bit of Paradise.

For more information, visit [www.paradisecoast.com](http://www.paradisecoast.com), [www.edgewaterinnaples.com](http://www.edgewaterinnaples.com), [www.napleswinefestival.com](http://www.napleswinefestival.com). **GL**

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

ESCAPE GL



**Clockwise from top left:**  
 Shop palm-lined Fifth Avenue South in Naples while shopping at the area's many boat clubs, art galleries and gift shops.

Naples Pier is a popular spot for fishing, people watching, dolphin and bird watching and sunsets. photo by Ashel Mody.

Dockside Dreams (Naples) photo by Alan S. Motz.

Stone crabs claws are available seasonally between October 15 and May 15 each year. photo by Ashel Mody.

Waxed up paddle boarding boards are available from several Paradise Coast outfitters. photo by Tom Ratz.

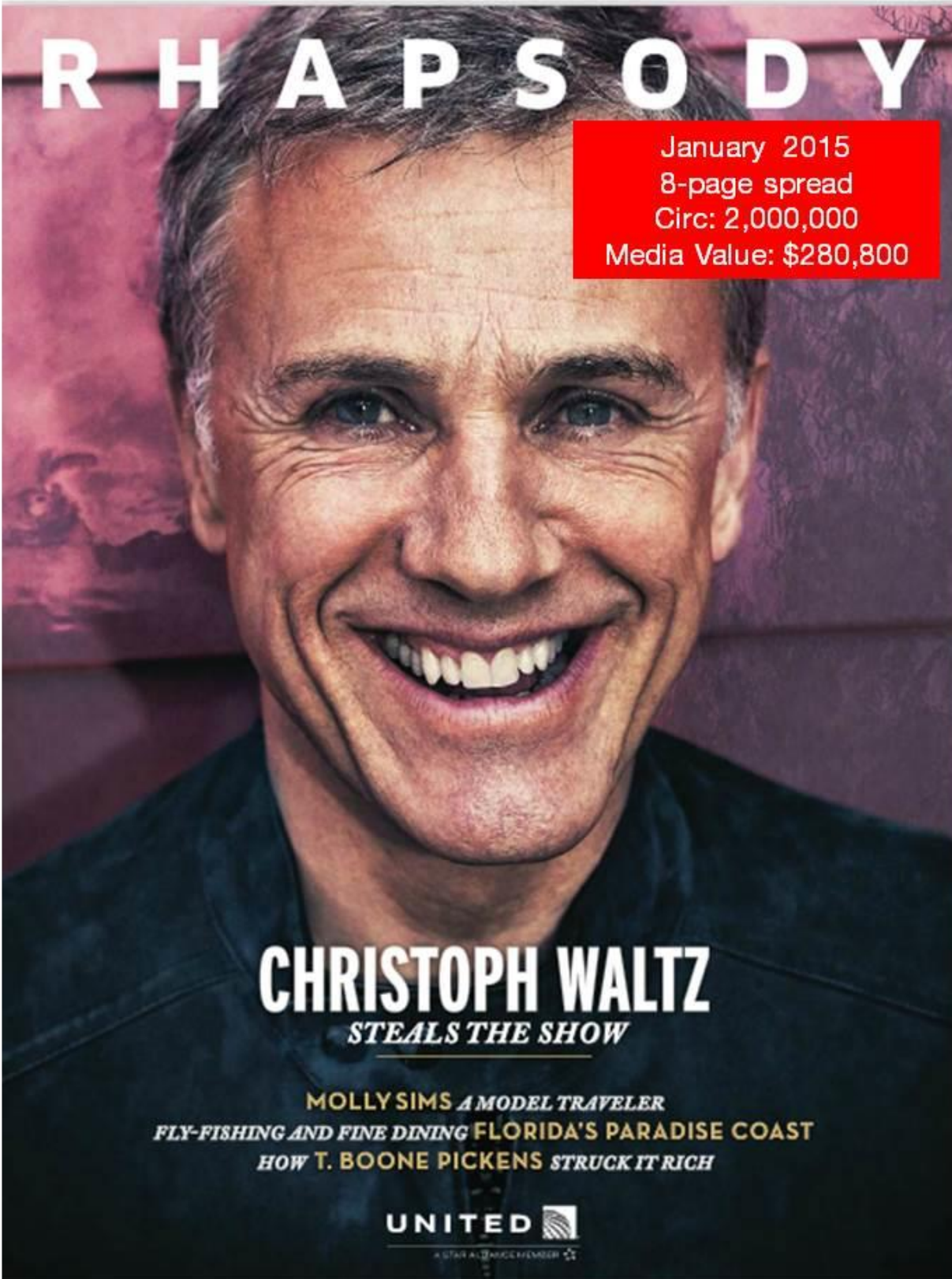
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# live kelly & michael

July 1, 2015  
Viewership: 3.8 Million  
Media Value: \$30,000








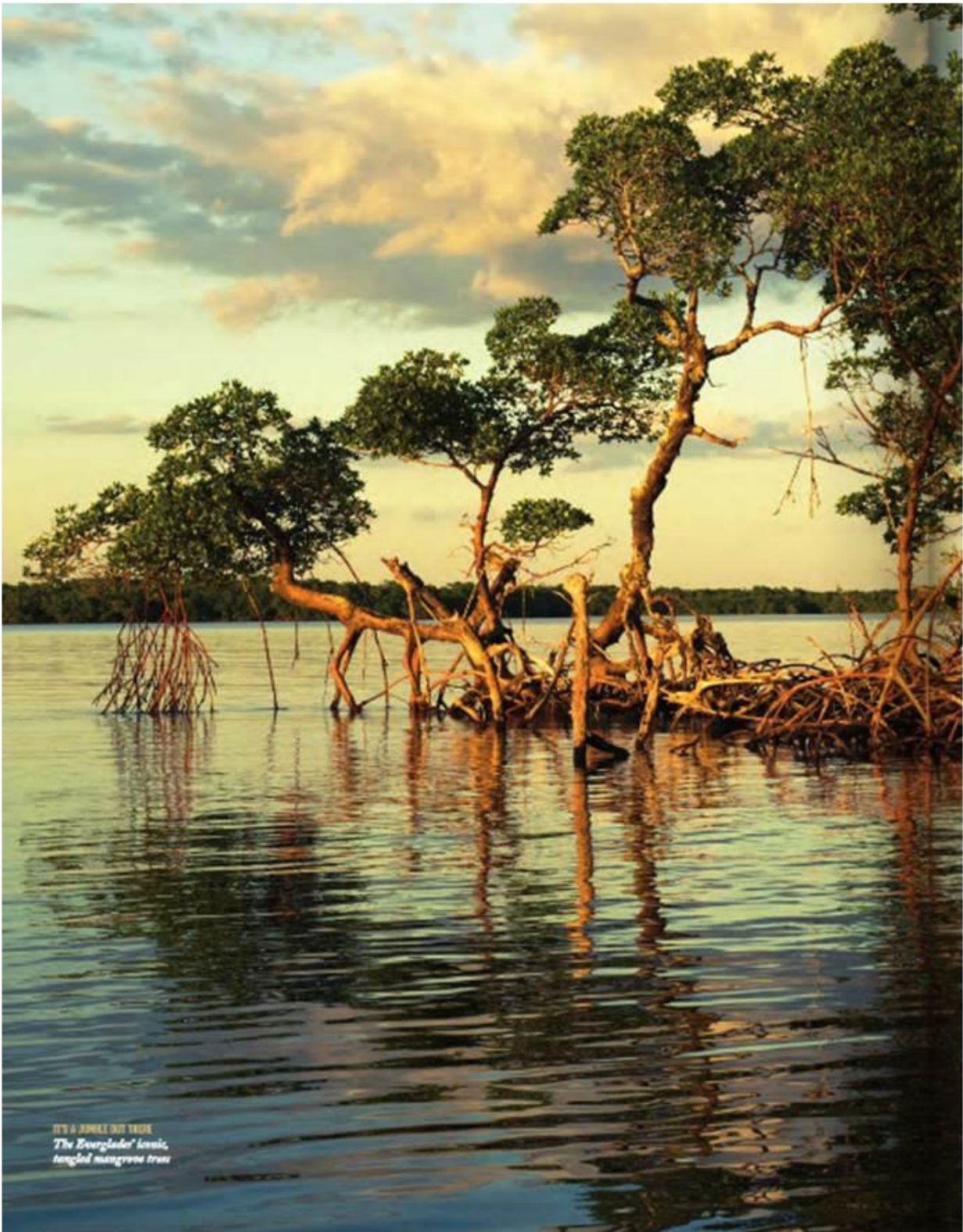
**R H A P S O D Y**

January 2015  
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**CHRISTOPH WALTZ**  
*STEALS THE SHOW*

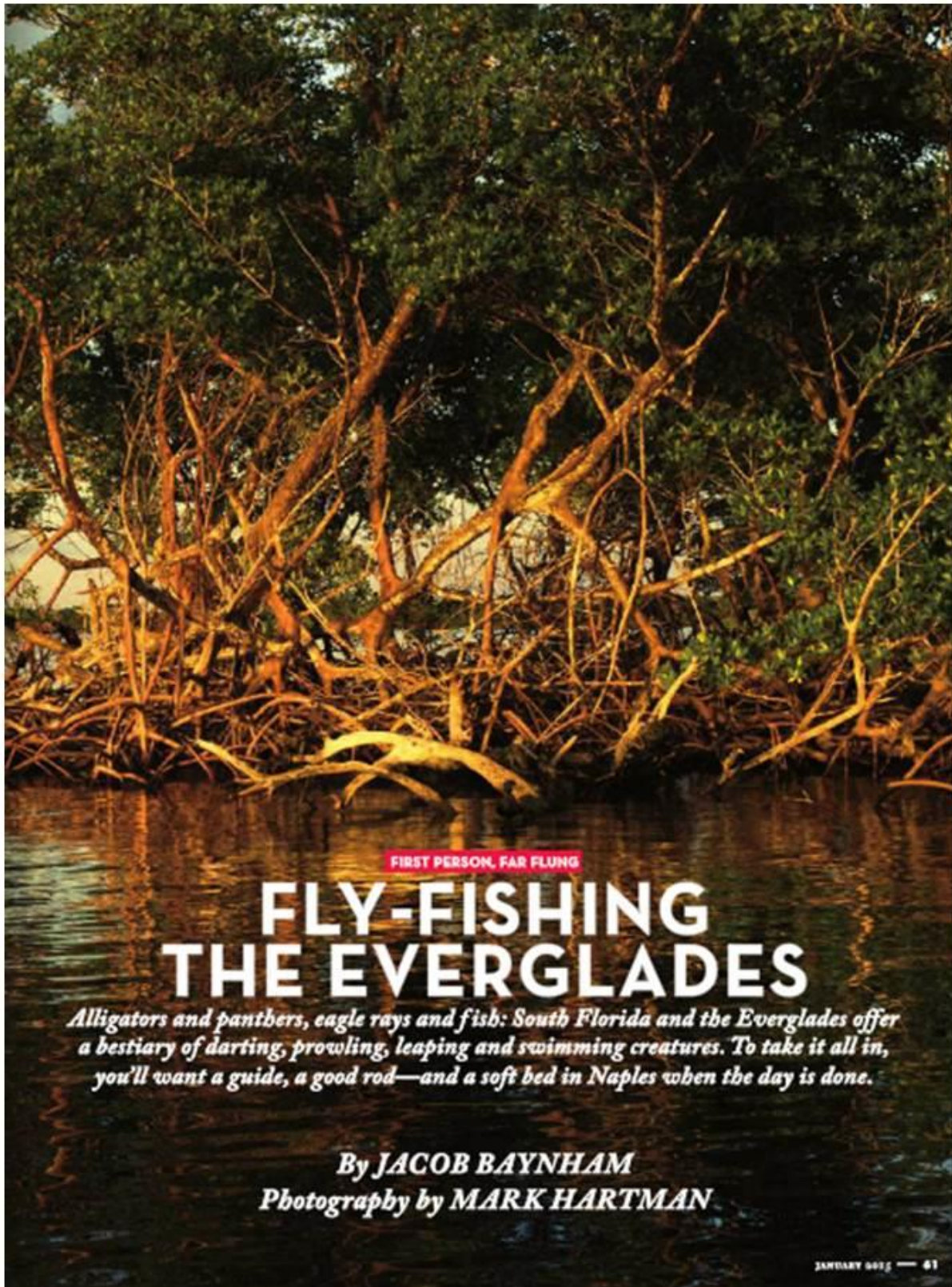
**MOLLY SIMS** *A MODEL TRAVELER*  
*FLY-FISHING AND FINE DINING* **FLORIDA'S PARADISE COAST**  
*HOW T. BOONE PICKENS STRUCK IT RICH*

**UNITED**   
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IT'S A HAPPEL BUT THERE  
*The Everglades' iconic,  
tangled mangrove trees*





FIRST PERSON, FAR FLUNG

# FLY-FISHING THE EVERGLADES

*Alligators and panthers, eagle rays and fish: South Florida and the Everglades offer a bestiary of darting, prowling, leaping and swimming creatures. To take it all in, you'll want a guide, a good rod—and a soft bed in Naples when the day is done.*

By **JACOB BAYNHAM**  
Photography by **MARK HARTMAN**

JANUARY 2015 — 61





**CAPT. WRIGHT**  
*Chokoloskee from  
bottom left; the author  
cutting from the bow  
of Capt. Charles  
Wright's boat; a  
puffer fish, one of at  
least a dozen species  
sought by the authors;  
Capt. Wright expertly  
piloting his boat  
through the maze of  
the Everglades*

**T**HASN'T yet light out when we saw the raccoon get hit. It scuttled into the road with tragic timing and left this world beneath the tires of the truck in front of us.

Mark was at the wheel. He's a vegan photographer from New York, and when he saw the impact, he drew his hand to his mouth.

"Oh man," he said. "That was intense."

We were 20 miles south of Naples, headed southeast on the Tamiami Trail along Florida's Paradise Coast into the Everglades. We'd been told that gators hunt in the roadside canals. We'd heard about the Burmese pythons that slither onto the pavement after dark. Before long, our headlights lit up a yellow road sign bearing the black silhouette of a panther and the words, "NEXT 3 MILES." An unnerving Philip Glass composition played on the radio. And then we lost cell-phone service. The morning was starting to feel like a bad dream.

The day before couldn't have been more different. I had awoken in my room at The Ritz-Carlton in Naples

and opened the curtains to a floor-to-ceiling view of the Gulf of Mexico. I jogged along the white-sand beach and watched sandpipers sprint in and out of the foam. Later, I promenaded past the Fifth Avenue South boutiques and restaurants to watch the sunset at the pier. Then I returned to the hotel for a dinner of stone crab and dry-aged steak. I could see why they call this the Paradise Coast. Hardship is scarce around here.

But I hadn't come only for luxury. I'd come to fish—specifically for big snook and redfish, maybe tarpon if I was lucky. The Everglades teem with fish. They move in and out of the mangroves with the tides, chasing smaller fish while being chased by bigger fish. It's a savage world in these brackish waters, and I was eager to wet a line. But first we had to find our guide, Capt. Charles Wright.

I had expected *Apocalypse Now*'s crazed Col. Kurtz in these backwoods, but when Capt. Wright swung open the door of Chokoloskee Charters ([chokoloskeecharters.com](http://chokoloskeecharters.com)), just south of Everglades City, he had a soft face, gray-stubble



chinstraps and an easy smile. He's guided fishing trips and ecotours in the Everglades since 1995 and knows the place as well as anyone. We climbed into his shallow 17-foot boat and set out across the bay. The sun wasn't up yet, and the air was cold on our faces as we bounced over the waves.

We buzzed by mangrove islands as great flocks of pelicans, egrets, ibises and herons rose from the trees and flew out over the water. "It's all about lunch and love out here," Capt. Wright said, indicating the birds. "They're headed out for lunch." We entered a narrow channel between two islands. The mangroves formed a tunnel around us. We passed under webs of orb-weaver spiders. Kingfishers swooped from the trees, and a snakebird plunged into the water to hunt fish with its spear-like beak. Farther on, we saw a swirl in the water: A five-foot alligator swam out of the channel and into the mangrove roots until all we could see was its snout and one soulless reptile eye.

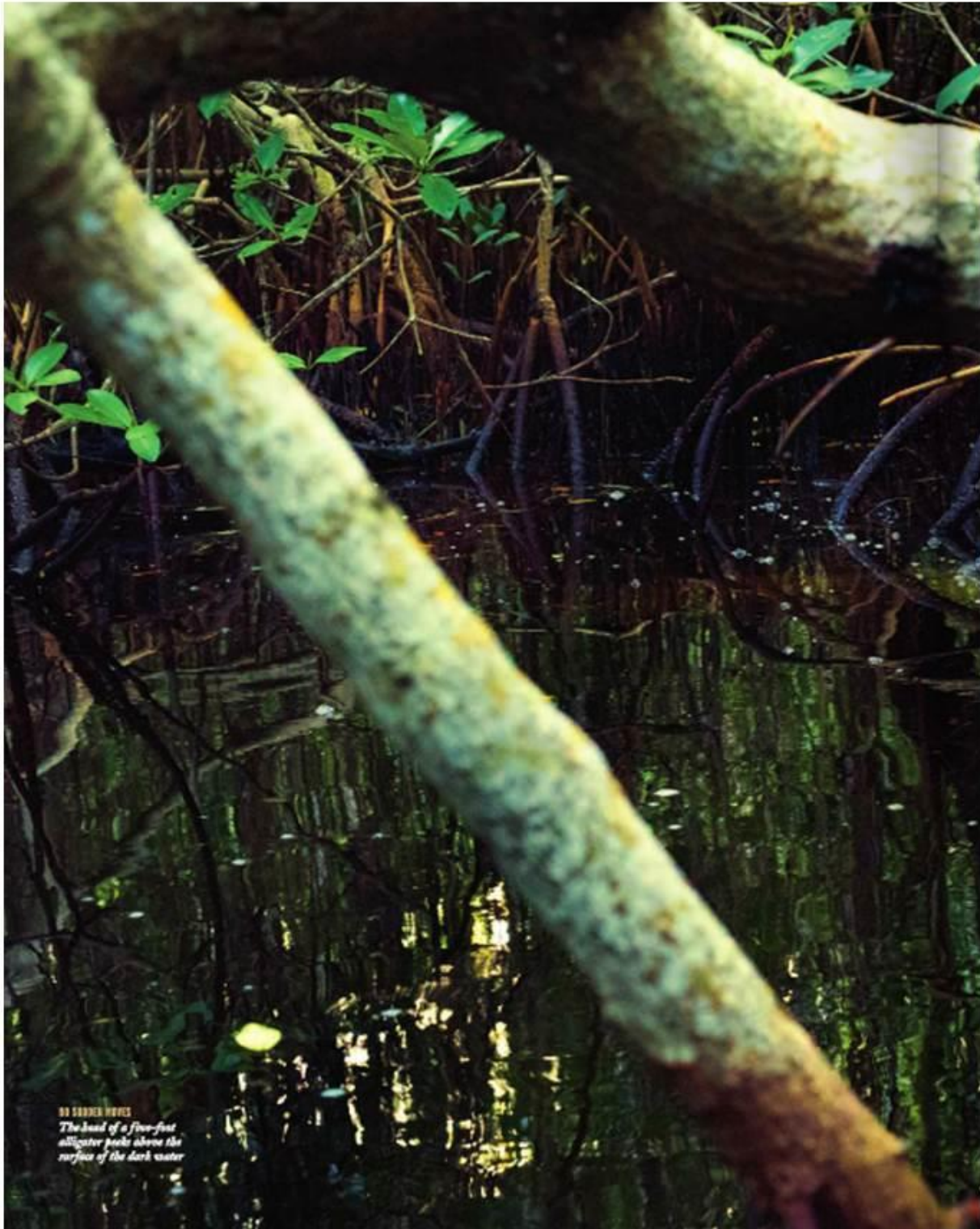
The branches closed in, denser and darker, and we shielded our faces with our hands. Mangrove roots slapped

the gunwales, smearing the boat with mud. Capt. Wright said it had taken him many years and "half a million dollars in gasoline" to learn his way around Everglades National Park, and even then he'd only just scratched the surface. By now I knew I could never find my way back. Capt. Wright read my mind. "There's a whole world out here," he said. "You're not paying for the ride out. It's the ride home you're paying for."

Finally, the channel opened up into a kind of lake. Capt. Wright killed the motor, and we listened to the waves lap against the mangroves. Somewhere within the trees, a heron croaked. Capt. Wright handed me a fly rod. It was time to fish.

When most people think of the Everglades, they picture airboats, gators and sawgrass. But airboats aren't allowed in most of the National Park, a 1.5-million-acre swamp and sea wilderness with more corners than anyone could explore in a lifetime. With nearly 300 species of fish, the Everglades is a fisherman's dream. The water is brackish >





**NO SHORER HOPES**  
*The head of a five-foot  
alligator peeks above the  
surface of the dark water*





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“THERE’S A WHOLE WORLD OUT HERE.  
YOU’RE NOT PAYING FOR THE RIDE OUT.  
IT’S THE RIDE HOME YOU’RE PAYING FOR.”

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and rich with plankton. Tannins from the mangrove leaves stain it the color of tea. The latticed mangrove roots are prime habitat for fish. Snook and redfish are the prize species, as are the tarpon that migrate here in spring.

The city of Naples, population 20,000, sits at the northwestern edge of this wilderness. An hour’s drive from Everglades City, Naples has glam hotels, fine dining and a mature, moneyed vibe that’s somewhere between flip-floppy Key West and virile Miami. The area has more than 80 golf courses and, as you’d expect in a climate this comfortable in winter, a significant influx of snowbirds. It’s earned a reputation as the luxury capital of Florida’s Paradise Coast, and it makes a gilded base camp for an Everglades fishing adventure.

**N**OT THAT the adventure itself is always so forgiving. I spent 10 hours in the bow of the boat that first day, baking in the sun and flinging a Crystal Minnow lure at the mangrove roots and stripping it to mimic a baitfish. I caught three small snook in the morning, none over a foot long. Capt. Wright shrugged. “You gotta take what the Sky Boss delivers up,” he said.

After lunch, we left the inner Everglades for more open water. As we exited a channel, a mother dolphin and her calf crested near the boat and snorted. Cormorants and osprey flew alongside us. Capt. Wright stopped the boat at a likely spot. I caught a mutton snapper and a mangrove snapper, and then a ladyfish and a pompano. But just as quickly as it had come on, the bite was off. Capt. >



**HEAR AND YOU'LL MISS IT**  
*Spontaneous gather at sunset at Naples City Beach, hoping for a glimpse of the elusive "green flash" light phenomenon*

Wright motored us to shore, and Mark and I drove back to Naples in silence. We were sunburned, exhausted and headachy. Back at the Ritz, I took a bath and finished the chocolate cake leftover from dinner. My elbow was sore from casting a nine-weight fly rod all day. Fish in the Everglades don't come easy.

My energy returned by morning, though, and back in Capt. Wright's boat, as we planed across the chop for another day on the water, the mangroves looked like a welcoming tropical paradise. At our first stop, I landed two speckled sea trout. My luck was turning. We disembarked at a beach where bleached seashells crunched like glass underfoot. In a side channel, we spotted an endangered smalltooth sawfish swimming lazily by.

"Can I grab it by the tail?" Mark asked.

"It will mess you up, dude," Capt. Wright said. "You're welcome to." Mark thought better of it.

In the afternoon, Capt. Wright piloted the boat into the Gulf in search of bigger fish. Two miles offshore, he dropped anchor. "Here, you forky-tailed devils," he called out. I could hardly believe everything we'd seen in the Everglades. Had it all been a dream? Out here, the mangrove islands were faint green strokes on a watercolor horizon. The sky was garnished with a few cottony clouds. I stepped into the bow and pulled line from the reel to cast. Then I saw shadows under the boat.



**ONE STREET**  
*Strolling Fifth Avenue South, Naples' trendiest shopping district*





**HORIZON LINE**  
The calm waters of the Gulf of Mexico, as seen from The Ritz-Carlton, Naples

"Spotted eagle rays," Capt. Wright said. They circled the boat in formation, light brown shapes the size of coffee tables. And then one of them jumped. I looked up, and it was three feet in the air, with a wingspan of six feet. It hit the water with a magnificent splash. Then another jumped, and another. It was raining 200-pound rays. When I collected my wits to cast, I found a school of crevalle jack. Each cast drew a strike, and a scrappy fish to the boat. They were small but fought hard. Then I hooked a Spanish mackerel that surged and ran like a tuna. In the golden afternoon light, its sides were an iridescent shimmer of purple, silver and blue. A huge loggerhead turtle surfaced near the boat and exhaled. Its head was as big as a coconut. I laughed out loud. It was starting to get ridiculous. In two days of fishing, I'd caught more than a dozen species of fish, in dense jungle and in the open ocean. But the fishing was secondary now. The Sky Boss was delivering up all the wild wonders of the Everglades. A pair of roseate spoonbills flew overhead. There was a cold beer, a lavish meal and a soft bed waiting for us in Naples. But in this moment, in this corner of paradise, I didn't want for anything in the world. ☺

→ **BOARDING PASS** Ready to juxtapose the luxe Ritz-Carlton with the gritty Everglades? Hop a nonstop flight to Fort Myers, Florida, from our hubs in Chicago, Denver, Houston and New York/Newark, and from Cleveland.

## THE BEST OF NAPLES



**THE GRILL** Dining at Avenues, one of the Inn on Fifth's restaurants

### STAY

#### INN ON FIFTH

Situated on Naples' most thriving streetscape, the Inn on Fifth is an anchor to downtown nightlife. Club-level suites include a lounge where guests can help themselves to top-shelf liquor, sparkling wine and light snacks. Outside, Fifth Avenue is lined with shops, restaurants and art galleries. The road dead-ends at the city beach, a perfect place to watch the sunset. Hotel restaurant Avenues is a glamorous place to enjoy plates of wild sea bass, fried oysters or tuna sashimi. [innonfifth.com](http://innonfifth.com)

#### THE RITZ-CARLTON, NAPLES

Each of this luxury resort's 450 rooms (including 35 suites and 70 Ritz-Carlton Club Level rooms and suites) has a view of the white-sand beach in front of the hotel, the blue Gulf of Mexico and the blazing orange sun that drops into it every night. The Ritz is a mainstay of Naples luxury, and features five different restaurants, including The Grill, which serves unforgettable dry-aged steaks. The hotel's indulgent spa is richly appointed to ensure total relaxation. [ritzcarlton.com/naples](http://ritzcarlton.com/naples)

### EAT

#### ALTO

You'll see live music every night of the week at this 1930s-style supper club in Bayfront, a colorful Naples shopping district. The menu takes a bluesy inspiration from New Orleans—the blackened redfish is especially delicious, the more so for being difficult to catch, at least by *Rhapsody*—but also includes whimsical appetizers such as Asian steamed buns. [altonaples.com](http://altonaples.com)

#### THE LOCAL

Inconspicuously located in a strip mall, The Local sources its produce from five organic farms. Freshness is so central that the kitchen doesn't even have a freezer. Try the tongue-tingling hairloom tomato and basil soup, colorful mango and Key West shrimp salads, and specials like the catch of the day crusted in coconut and almond. Just be sure to save room for a slab of salted caramel cake. [thelocalnaples.com](http://thelocalnaples.com)

# The New York Times

October 26, 2014  
 Circ: 2,149,012  
 Media Value: \$720,225

## 36 Hours NAPLES, FLA.

This Gulf Coast resort town has a vibrant downtown and high-end shops but also lush wetlands and white-sand beaches.

By HANNAH SELIGSON

Since the 1960s, savvy outsiders have been luring visitors to Naples, Fla., with the promise that this coastal town had the same dining prowess as its Italian namesake. A visitor also circulated that the myriad green GDP water was a notch above the Mediterranean. That's still up for debate, but what is not is that Naples is having its moment. The city is distinctly orderly, with landscaping reminiscent of Japanese gardens and "Truman Show"-level cleanliness on the streets. Naples is often overshadowed by its splendor cousin in the East (that would be Miami), but it has a vibrant downtown flush with high-end accommodations—a luxury pet boutique, a fancy popcorn store, hip-notch ethnic and seafood restaurants, art galleries and a relaxed, good-time feeling (most evident when sampling the night life)—along with natural beauty that ranges from lush wetlands to white-sand beaches. It's no wonder that everyone, including Europeans and young professionals, is flocking to this slice of Florida's gilded coast. Naples' days as a sleepy backwater and beachfront retirement community are over.



Left, visitor in the Corkscrew Swamp Sanctuary. Far left, gallery on Fifth, which shows mostly Russian and Eastern European artists, and guests on the Sweet Liberty cruise through the Port Royal neighborhood before heading out into the Gulf of Mexico.

### Friday

#### 3:30 P.M. ► SUNSET CRUISE

Naples is, first and foremost, about the water—that calm expanse of the Gulf of Mexico, with waterways meandering into downtown via Naples Bay. While there are a few operators for sunset cruises, Sweet Liberty is a 55-foot catamaran that feels intimate with a 40-person maximum (\$28.50, \$20 for children 12 and under). Departing from the centrally located marina, the two-hour cruise starts coasting through the canals of the upscale Port Royal neighborhood while the captain gives a guided real-time tour, pointing out houses with multi-million-dollar price tags. Once the boat makes it into the open sea, keep your eyes peeled for dolphins. Reservations are strongly recommended; bring your own alcohol.

#### 6 P.M. ► PERSIAN PERFECTION

Good ethnic food doesn't usually come to mind when one thinks of a city as ethnically heterogeneous as Naples, but *Isfah Persian Bistrot* (the name means *yuan yuan* in Farsi) is a culinary offering downtown that could easily compete in Los Angeles or New York. Tables on the patio are quieter than those inside. Start with a saffron lemon grass martini. For appetizers, try the pistachio lamb mezhmeze, mango garlic shrimp and eggplant and artichoke. The ginger, carrot and tamarind lamb, Persian-style roasted poultry and spicy tabrizi spiced chicken are all outstanding entrees. Save room for baklava and the apricot ice cream. Dinner for two with drinks comes to about \$25. Note the terrific Persian baguettes and small mezze panings adorning the restaurant.

#### 10 P.M. ► HOBNOB

Old Naples might grab its after-dinner libations at Campiello on Third Street South; new Naples goes to Hobnob, which opened to much fanfare late last year. Any Naples would love to have with drinks made with organic cucumber vodka, large slab-wood tables and young men in bow ties. The warehouse-chic restaurant has a large front bar, where on a Friday night the lively crowd seemed to range in age from 20 to 60-somethings. Try the *Tanocco* (\$2, Seletino, orange juice and prosecco) or the *Nobletti* (\$18, vodka, citrus vodka, lime, simple and ginger). Don't expect to drink the night away here, though. The bar closes at midnight—Naples.

### Saturday

#### 8 A.M. ► THE WETLANDS

Leave the glimmer behind and head toward swamp country, about 40 minutes from



#### IF YOU GO

- Sweet Liberty**, 880 12th Avenue South; sweetliberty.com
- Isfah! Persian Bistrot**, 885 Fifth Avenue South; isfahnaples.com
- Hobnob**, 720 Fifth Avenue South Unit 101; hobnobnaples.com
- Sweet Caroline's**, 11121 Health Park Boulevard, Suite 300; sweetcarolinesnaples.com
- Corkscrew Swamp Sanctuary**, 375 Sanctuary Road West; corkswampaudubon.org
- Gruper & Chaps**, 236 North Street North; gruperandchaps.net
- Naples Depot Museum**, 1051 Fifth Avenue South; naplesdepotmuseum.com
- Naples Lined Train Museum**, napleslinedtrainmuseum.org
- Waterside Shops**, 5425 Tamiami Trail North; watersideshops.com
- La Playa Beach & Golf Resort**, 9801 Gulf Shore Drive; naplesvacation.com
- Naples**, before-restaurant.com
- Nemo**, 3745 Tamiami Trail North; usnemorestaurant.com
- Skillet**, skilletrestaurants.com
- Gallery on Fifth**, 9125 Stoddard Place No. 5130; art.org
- Extreme Family Fun Spot**, 423 Bayfront Place; extremefamilyfunspot.com
- Naples Pier**, 12th Avenue South.

#### 1 P.M. ► TRAINS, BIG AND SMALL

Beat the heat and the crowds at the small but well-stocked, family-friendly (and free) Naples Depot Museum. Trains were central in catapulting Naples from a remote swamp town to the booming destination it is today. Housed in the former depot, the museum is filled with Americana. Walk through refurbished 1900s and '50s vintage train cars, permanently parked outside. Check out the adjacent Naples Lined Train Museum, and its extensive model train exhibit (\$3, \$5 for children over 6). An outdoor scale model train circles the museum grounds; the ride is included in the admission.

#### 2 P.M. ► WATERSIDE SHOPS

In case there is any doubt that Naples is a moneymaking gem in a strip mall in a converted town, visit the Waterside Shops, an outdoor shopping oasis in North Naples with waterfront and soothing music that is home to Gucci, Di Bona, Louis Vuitton, Salvatore Ferragamo, Saks Fifth Avenue and other luxury shops. For all your high-end baby and children's apparel, pop in at Little Luxe (one of two locations in Naples) for Baby Giorgio Armani, Marc Jacobs and Blugigi Boss. Beach House Naples is a local

#### 3 P.M. ► PAN-ASIAN DINNER

You'll wait even if you have a reservation, but it's worth it to dine at the submarine-themed USS Nemo, with its porthole windows. The rice-broiled sea bass with citrus-ginger butter sauce (\$22.95) is almost worth a trip to Naples in and of itself. USS Nemo, a Naples institution, pulls off the pan-Asian theme without being overly fancy. Expect to pay around \$25, including drinks, for two. Get there early: The restaurant closes at 9:30 p.m. Friday and Saturday.

#### 4 P.M. ► SUNSET ON THE BEACH

Enjoy the sunset over cocktails at the beach at *Island Restaurant at the La Playa Beach & Golf Resort*. You can't make a reservation to sit around the fire pits, so get there early to claim a table and settle into the Adirondack chairs. Sip on a prickly-gear margarita (\$12) or a Gingerito (\$12), a well-conceived riff on a mojito. Pair with appetizers, like *sakaki* (\$7)—raw tuna, seaweed salad, avocado mousse and other goodies—that can be quickly seared over a small hibachi. Watching the sunset is a spectacular sight in these parts of Florida. Join the appreciative audience as the sun sinks into the Gulf.

#### 5 P.M. ► BIKES AND SWIM

Beat bikes at *Extreme Family Fun Spot*, where the bikes are well priced (\$5 an hour, minimum two hours) and there is free parking. (You can rent the full range of other beach and water sports gear as well.) Take Gulf Shore Boulevard South then Garden Drive south through Port Royal for a stretch of more than two miles where you'll see eye-popping villas. Head for the sea. Turn on 8th Avenue South for a quieter beach experience, but on your way out, make sure to stop at Naples Pier (10th Avenue South) for the local fishing scene, and to take one last look at the shimmering green Gulf.

without important that sells dozens of brands, including the fashion house Badgley Mischka and the more athletic Keekob. Waterside offers free valet parking (seven days a week), wheelchairs and strollers.

#### 6 P.M. ► SUNSET ON THE BEACH

Enjoy the sunset over cocktails at the beach at *Island Restaurant at the La Playa Beach & Golf Resort*. You can't make a reservation to sit around the fire pits, so get there early to claim a table and settle into the Adirondack chairs. Sip on a prickly-gear margarita (\$12) or a Gingerito (\$12), a well-conceived riff on a mojito. Pair with appetizers, like *sakaki* (\$7)—raw tuna, seaweed salad, avocado mousse and other goodies—that can be quickly seared over a small hibachi. Watching the sunset is a spectacular sight in these parts of Florida. Join the appreciative audience as the sun sinks into the Gulf.

#### 7:30 P.M. ► PAN-ASIAN DINNER

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### Sunday

#### 10 A.M. ► DINNER DELUXE

At *Skillet*, a popular Naples breakfast and lunch destination, fresh-squeezed orange or grapefruit juice (\$3 for a very simple "small") comes in a large beer mug. A *Skillet* stop is a pre- or post-church ritual for many Neapolitans, so there can be a wait on Sunday. Go for the signature dish, a skillet topped with eggs. Try the veggie skillet: layers of avocado, goat cheese, chives and sun-dried tomato (\$8). Also worth the calories are the crunchy peanut paninis (stack of three, \$8.99). Breakfast for two, without tip, comes to around \$30. *Skillet* has five locations in the Naples area.

#### NOON ► RUSSIAN ART

Gallery on Fifth, despite its name, is no longer downtown but in an upscale shopping center called the Mercato. Here you'll see a wide variety of mostly Russian and Eastern European artists, emblematic of the growing international art scene in Naples. Browse through the airy space and admire their rotation of talented artists, many of whom have few showings in the United States.

#### 3 P.M. ► BIKES AND SWIM

Beat bikes at *Extreme Family Fun Spot*, where the bikes are well priced (\$5 an hour, minimum two hours) and there is free parking. (You can rent the full range of other beach and water sports gear as well.) Take Gulf Shore Boulevard South then Garden Drive south through Port Royal for a stretch of more than two miles where you'll see eye-popping villas. Head for the sea. Turn on 8th Avenue South for a quieter beach experience, but on your way out, make sure to stop at Naples Pier (10th Avenue South) for the local fishing scene, and to take one last look at the shimmering green Gulf.



# DEPARTURES

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Media Value; \$34,051.51

## 8 Ways to do Everglades National Park Right



© Tim Graham / Alamy

LAUNCH SLIDE SHOW



By Paul Rubio  
Oct-2014

From wading waist-deep through the swamp to witnessing gators under a full moon to kayaking through islets, visiting the park can be a one-of-a-kind adventure.

[...See our slideshow >](#)

**D**espite the sorry state of environmental protection, the Everglades is a poignant, if sometimes forgotten, natural masterpiece of Florida. The third-largest national park in the contiguous United States, it's a mind-boggling, 2,400-square-mile expanse of subtropical wilderness, where Florida panthers roam and alligators rule. The delicate blend of sawgrass-strewn freshwater habitat, elevated hardwood hammocks and mangrove-rich saltwater flats teem with flora and fauna—to the tune of

## RELATED ARTICLES

U.S. National Parks (Without the Crowds)

Can We Save the Florida Everglades? **D**

Bill Belleville Paddles the Everglades **D**

750 plant species, 350 bird species and some 100 types of mammals and reptiles.

Though nearly impenetrable at its core, the park has a well-developed infrastructure, including multiple points of entry along the perimeter that open up a brave world of Everglades exploration. Unlike other major national parks, the pristine River of Grass is void of accommodations within or along its boundaries, making it challenging to visit it in style. However, proximity to Miami, Fort

Lauderdale and Naples makes spending a day easy, with the comfort of upscale hotels and big-city excess a mere hour's drive away.

### Everglades Essentials

Bring plenty of water, some snacks—there are very limited food options within the park, even for basics—sunscreen, a light raincoat and ziplock bags for camera equipment. Park temperatures and wildlife sightings are best during the dry season, from December to April. In the wet season, double up on insect repellent, anti-itch cream and Benadryl. The mosquitoes, horseflies and no-see-ums (sand flies) return for summer vacation, starting in May, and they bite...hard.

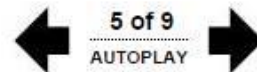


© Vicki Beaver / Alamy

1472), run by Captain Charles Wright, provides top-of-the-line guided kayak tours and swamp walks. Private birding and photography tours are also on offer, led by Wright and his partner, photographer Captain Bruce Hitchcock.

### Island-Hop

In the park's western reaches, the Everglades's Ten Thousand Islands are a maze of coastal mangrove islets and narrow channels, traversed exclusively overwater. Those confident on their own can set out via canoe or kayak rented directly from the concession at the park's Gulf Coast Visitors Center at Everglades City. For more organized pursuits, outfitter [Everglades Area Tours](#) (from \$150 for a four-hour boat-assisted kayak tour for up to six people; 800-860-



*From downtown: 85 miles west; 40 miles east of Naples*





© Courtesy of Big Cypress Gallery

on the Swamp Walk, a chance to shoot vistas while “slogging” (wading waist-deep through flooded terrain).

*From downtown: 55 miles west*

## Cameras & Clyde

Combine culture and nature at the art gallery of the celebrated photographer synonymous with the Everglades, Clyde Butcher. The walls of **Big Cypress Gallery** (52388 Tamiami Trail, Ochopee) are covered with Butcher’s black-and-white masterpieces snapped with his vintage large-format cameras. See his living studio, Big Cypress National Preserve, a protected area adjacent to the park and still part of the Everglades ecosystem, and step in his shoes



Forbes

May 14, 2014  
UMV: 9,956,125  
Media Value: \$66,374.17

## Spending Two Perfect Days In Naples, Florida

 DeMarco Williams , Contributor

If you're envisioning trendy beach spots in Florida, [Miami](#) immediately comes to mind. When you think about timeless glamour, [Palm Beach](#) might top the list. And if family fun is on your agenda, [Orlando](#) has that category pretty well wrapped up. [Naples](#), a city of just under 22,000 full-time residents, has lots to offer, too. But up to this point, it just hasn't had much of a stage in the Sunshine State's summer production to do so. With a little of your help, though, all of that can come to a halt. When your next two-day break arrives, fight the urge to trek back to [Tampa](#) because Naples, in all its relatively unbothered beauty, awaits its chance to pamper you.



*LaPlaya Beach & Golf Resort, photo courtesy LaPlaya Beach and Golf Resort*

### **Day One**

Top-shelf properties such as Forbes Travel Guide Recommended [Inn on Fifth and Club Level Suites](#) and Five-Star [The Ritz-Carlton, Naples](#) call the Southwestern Florida city home, but another option for your weekend accommodations is LaPlaya Beach & Golf Resort. An idyllic spot in the Gulf's spectacular white sands is reason enough to reserve a suite, but the lush, Caribbean-influenced hotel wins in other ways: The golf at LaPlaya Golf Course is incredible; the treatments at SpaTerre are invigorating; the cuisine at Baleen Restaurant is an epicurean delight.

Once you put your bags away (and pull your significant other away from the entrancing terrace view), make the five-minute drive to the Mercato shopping center for lunch at The Counter, a hip burger factory that takes a certain pride in every sandwich it manufactures. If you think its list of nine breads and 45 toppings is special, wait until you see a drink roster that includes vodka-spiked blueberry lemonade, beer cocktails and mimosa shakes. When you've stuffed yourself, walk off the carbs in the swanky outdoor plaza where you'll find local brands (Gigi's Children's Boutique) and national chains (Nordstrom Rack) to entice you.



After shopping for an hour or so, head back to LaPlaya where you'll find a number of options for your next activity. A long nap on the pillow-top king bed isn't a bad call. Nor is seeing whether the spa's promise of its tropical essence massage being a mood-altering experience is mere brochure talk. Even putting the beach concierge to work for a snack from your spot along Vanderbilt Beach sounds great. Whatever you decide to do, just remember that you have dinner reservations at Baleen.

At first glance, LaPlaya's signature fine-dining establishment comes off a tad formal. Glimmering chandeliers, private booths and a snazzy waitstaff set the polished mood. But upon deeper inspection of the diner in the polo shirt and shorts or the family chuckling over the day's parasailing exploits, you realize the place is for anyone who appreciates good service and inventive dishes such as Florida Keys yellowtail snapper or chili-rubbed short ribs. An order of freshly churned guava sorbet should complete your first day in Naples.



*Avenue5, photo courtesy Inn on Fifth and Club Level Suites*



## **Day Two**

Since you have an early-morning tee time at LaPlaya Golf Course, you may not be able to fit in a lavish breakfast. Luckily, the golf club, which is just a nine-minute ride from the resort, offers pastries, hard-boiled eggs and fruit for hotel guests and club members. If you've signed up for a session at the prestigious David Leadbetter Golf Academy, your one-day mini school will start at 9 a.m. If you're going at the 6,907-yard, mangrove-flanked course on your own, head out to the first hole. A beautiful marriage of manicured greens and natural majesty—during our particular morning on the course, we came across turtles and aningas, the bird that's pictured on the LaPlaya logo—the layout is one golfers will compare favorably to anything they've played previously in Sarasota or Ft. Lauderdale.

Once you've completed your round, grab a cheeseburger wrap at the clubhouse or make the breezy 20-minute drive to Cosmos Café & Pizzeria, an unpretentious spot that cooks up inspired pies that could leave the Naples in Italy a little envious.

By the time you get back to the hotel, it'll be around 3 p.m. and roughly 93 degrees. Hit the water for a spell. Only this time, ask your beach concierge for a Tiki Mudslide—the Tiki Bar's recipe of Kahlúa, Baileys Original Irish Cream and Sobieski vanilla vodka isn't anything groundbreaking, but its execution is nothing short of exceptional.

After you freshen up in your room, throw on your finest resort-chic ensemble for dinner. Fifth Avenue South is another shopping center in Naples with high-end boutiques and great eateries. One of these choice destinations is Avenue5, the just-opened restaurant at Inn on Fifth. With its alluring vintage-glam dining area and bountiful seafood selection, it's no wonder why locals and visitors have lined up for tables since its December 2013 debut.

If you want to try Avenue5's barrel-aged Manhattan, by all means, indulge. But if you can wait, there's one last bit of fun awaiting you at the resort. Like some scene you'd imagine on [Amelia Island](#), every night LaPlaya's back patio converts into a fireside lounge. Servers cater to your every drinking need while flames from the pit tickle the toes ever so gently. It's a perfect way to reflect on the relaxing weekend, or ponder how in the world you've managed to overlook Naples for so long.

Chicago Tribune  
**TRAVEL**

February 25, 2014  
UMV: 16,084,056  
Media Value: \$53,613.52

## Florida's Paradise Coast perfect for pets

By Myscha Theriault  
McClatchy-Tribune News Service

While plenty of places claim to be accessible to people traveling with their pets, anyone with a large-breed pup can tell you many of those same venues are the first to say no if you're showing up with a dog larger than a guinea pig. With all of the high-end shopping and fine dining associated with a typical vacation along Florida's Paradise Coast, I was pleasantly surprised when a recent getaway with our Labrador uncovered a number of big-dog options.

**Activities:** The Naples Botanical Garden offers canine-accessible walks three days per week on Sundays, Tuesdays and Thursdays for a couple of hours each. Their walking paths are wide enough to accommodate large breeds, with benches and water bowls available throughout the garden. Their outdoor cafe area has seating suitable for excitable pooches as well, featuring chairs that are bolted down to the tables themselves with sturdy poles for attaching the industrial-strength leashes necessary for traveling with a bigger breed.

There are also pavilions and other infrastructure where you can stop to read a book in the shade when Buster needs a break from sun and stimulation. In fact, this botanical garden in particular has a noteworthy number of art features that come with seating areas for extended enjoyment. The cost for this particular canine experience is \$7.95 per dog plus the regular \$12.95 admission for each accompanying adult. Welcome biscuits are provided upon entry.

If shopping is how you prefer to indulge your pampered pooch, there are a number of pet boutiques in the area.

One of note is Fergie's Closet. The venue offers specialty canine accessories and items such as doggie sunglasses, bedding, hand-made attire, food treats and more. It's a fun little shop that's worth the stop.

My own canine isn't exactly into bedazzled collars and coordinated clothing. She's more of a water splashing, trail sniffing and wriggle in the mud kind of girl. It's just how she rolls. Don't get me wrong. She was all over the chew toys and canine jerky. She just wasn't interested in attire and accessories. If your dog appreciates that type of experience however, you'll definitely want to spend some time perusing the custom outfits and canine day beds.

Attractions: Keewaydin Island allows pups to pounce, splash, roll and explore nearly eight miles of deserted white sand beach. A barrier island between Marco Island and the city of Naples, it serves as a sanctuary for recreation and wildlife with roughly 80 percent of its land mass remaining undeveloped. The beach is only accessible by boat. If you are traveling by one with your pooch, then you're good to go.

If not, boat rentals can be booked through Naples Bay Resort for \$199 per day throughout the week, providing a hundred dollar daily savings over their regular weekend rate. With the ride to the island an additional source of outdoor enrichment for your pet, and the fact you can spend the whole day on the beach with your rambunctious four-legged friend; this is one of the best value activities in the area.

The boats come with a cooler you can stock with goodies, and the beach is a popular spot for firing up small portable grills and propping up umbrellas. Considering large-breed travel experiences are as hard to come by as they are, this is a memory-making day that your children and dog will remember for years to come. There is no fee to access the Keewaydin Island recreation area.

Ten Thousand Islands Marsh Trail is a free-to-the-public option open to hikers and hitched canines. Part of the Ten Thousand Islands National Wildlife Refuge, it allows hikers to explore a portion of the 35,000 acres of sanctuary that host mangrove habitats, peregrine falcons, bald eagles and manatees. The refuge is also home to a variety of sea turtles including green, loggerhead and Kemp's ridley. The trail is a little more than two miles round trip, with paved parking available at the trail head. Plan on about a 30 minute drive from town.

Accommodations: Naples has a Red Roof Inn Plus+ and Suites property which welcomes bigger dogs with no additional pet fee. Premium rooms average \$75 and come with extra space, a microwave and small fridge for storing snacks and simple meal items. A dog run area with benches and bag stations, and outdoor barbecue pits with picnic tables are also available so Rover doesn't have to spend all his time indoors.

If you're in a position to upgrade, an extra \$30 will score you one of their suites, which comes with a fully-outfitted kitchen, separate living and dining area and a screened porch. It's basically a furnished one bedroom apartment. We found this to be the best option, as finding restaurants where our Labrador can be successful is hit or miss when we're on the road. She also needs to decompress after a public outing, and enjoying some down time while we whip up lunch or an early dinner usually does the trick.



# THE HUFFINGTON POST

March 29, 2013  
UMV: 40,903,800

## Naples and the Gems of Florida's Paradise Coast

Jeryl Brunner

When he was growing up, Randy Sarton remembers walking through the Wisconsin swamps with a frog in each hand searching for more critters. Pure bliss was poling along the shoreline to explore. "Early on, I had a real sense of wonder about the beauty of nature," he explains. "I was the kid catching turtles in a leaky rowboat. Or I could stare and stare at a 200-year-old oak tree and think WOW.



(Courtesy of the Collier County CVB)

Sarton's fierce curiosity for nature served him well, even beyond childhood. As an adult he ultimately became a certified master naturalist in Florida. His passion for sharing his knowledge led to being an integral part in creating Nature's Wonders, a children's program at the Ritz-Carlton, Naples where kids wear lab coats and become junior marine biologists studying sea life like baby crabs and sea horses. They can find their inner Jacques Cousteau in the Nature's Wonders facility filled with 11 giant tanks containing sharks, turtles, baby alligators and eels.

Under Sarton's direction, kids investigate reptile skeletons through microscopes, learn about tortoise eating and nesting rituals and study the inner workings of the rich mangrove ecosystems in the resort's preserves. "There's nothing like a child bringing in a parent," says Sarton. "Sometimes, I'll step back and listen to them give their parents a tour like a tour guide would. I'll hear things that I said to the child earlier. That gives me a strong sense of reward."



Naples Pier at Sunset (Courtesy of the Collier County CVB)

Sarton is one of many treasures in Naples which along with along with Marco Island and the western Gulf Coast portion of the Everglades, makes up part of Florida's Paradise Coast. Often cited as having one of the best beaches in Florida, Naples is within Collier County where almost 80 percent of the land is dedicated to park and nature preserves. It's the kind of place where a long walk on the Naples Pier stretching into the Gulf of Mexico to watch a killer fiery sunset is the ultimate pastime. More heaven is a simple stroll downtown along the white powdery beach where pelicans, not condos, line the horizon. Not too shabby for a place that has one of the highest concentration of millionaires in the country.



Randy Sarton and some junior biologists (Courtesy of The Ritz-Carlton, Naples)

Here are some other great finds in and around Naples.

Stroll along historic Third Street South and Fifth Avenue South and discover lushly landscaped palm-tree lined mini-boulevards with art galleries, antique stores, and clothing boutiques. On Third Street, an outdoor kiosk houses a designated concierge offering guidance about the area and will even hold a package while you shop.



Sea Salt Restaurant (Courtesy of Sea Salt Restaurant)

Do like the locals and dine at [Sea Salt](#) to savor Chef Fabrizio Aielli's signature dishes like caesar salad wrapped in a delicate soy wrap to resemble a sushi roll, whole Mediterranean branzino and braised veal ravioli with creamy black truffle. The Venetian-born chef and his wife Ingrid first gained culinary fame in Washington, D.C. The Aielli's are so passionate about their cuisine, they have a small market area in the restaurant so patrons can purchase truffles, cheeses, hundreds of varieties of sea salts and Norman Love chocolates to take home. Designed with light woods, glass walls and an open kitchen, the restaurant contains a 6,000 bottle wine list carefully curated by noted wine and spirits director Liset Zelaya. A few doors away, at their sister restaurant [Barbatella](#), handcrafted pizza is cooked in a 5,000 pound wood burning oven custom made in Naples.

Test your golfing mettle at Tiburón Golf Club at the [The Ritz-Carlton Golf Resort, Naples](#). The 36-hole championship course, designed by Greg Norman is a Certified Audubon Cooperative Sanctuary. Hone your skills with a pro at TOURAcademy or the high tech TaylorMade Performance Lab. The links is home to the annual Shootout competition, hosted Norman which features some of the world top pro golfers. And this November, the resort hosts one of the most important competitions on the Women's Golf Tour, the LPGA CME Group Title Holders Event.





The Third Street South Concierge (Courtesy of the Collier County CVB)

Head to the original [Tommy Bahama's Tropical Cafe](#) and dine al fresco before buzzy Third Street. Executive chef John Fitzgerald has been at the helm for more than 16 years. The short rib sliders with grilled pineapple slaw are a mainstay and don't leave without at least a forkful (or seven) of piña colada cake with dark rum, diced pineapple, white chocolate mousse and toasted coconut.

Cruise along the Gulf Coast with [Cool Beans Cruises](#). The sunset cruise sails two hours before sunset. Kick back with a warm breeze and a cold glass of champagne and experience the drama of the Southwest Florida sunset.

Nosh on lobster quesadillas, grouper tacos and coconut shrimp and sip a Naples Sunset (rum, peach schnapps and tropical juices) at Gumbo Limbo restaurant at the Ritz Carlton Naples. Location is everything. And this waterfront low key eatery, which lies right before sand and sea is a great beachy chill spot.

Venture to the Isles of Capri 25 minutes away and feel transported to a sleepy Caribbean town. The calm and pristine Johnson Bay waters are ideal for kayaking. [Naples Kayak Company](#) offers exceptional guided tours through Mangrove estuaries. Or island hop in a kayak stopping at beaches along the way. And if you're lucky, a dolphin (or three) might swim beside you.

*For more information on the region visit, [www.paradisecoast.com](http://www.paradisecoast.com).*



# DREAMSCAPES

TRAVEL AND LIFESTYLE MAGAZINE FALL 2012

**Fall 2012**  
Circulation: 113,000  
Media Value: \$86,177.33

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# ECO ADVENTURES AND DINING DELIGHTS

## FLORIDA'S PARADISE COAST

EDITORIAL AND PHOTOGRAPHY BY JULIE KALAN



### THIS *MUST* BE HEAVEN.

A quiet splash accompanies each paddle stroke as my kayak glides through the warm, blue waters of the Gulf of Mexico. Nearby pelicans, terns and plovers line the beach of a pristine barrier island.

#### LATER GATOR

Mention the Everglades and undoubtedly one conjures up images of airboats and alligators—but the Everglades are so much more than that. Weaving past countless mangrove islands in an Everglades Area Tours motorboat, Florida master naturalist guide Captain Jason Sine explains the five different but interdependent habitats that comprise the Everglades' ecosystem: Mangrove Estuary and Coastal Marine, Sawgrass Prairie, Cypress Domes and Sloughs, Hardwood Hammocks and Pineland Uplands.

On this morning's boat-assisted kayak ecotour, I am exploring the marine estuaries. Twenty-one kilometres out into the Gulf, Jason anchors the boat and I climb into an ocean kayak and begin to paddle around one of the uninhabited keys of Florida's Ten Thousand Islands. Like a built-in cooling system, the water running down my paddle and dripping onto my legs is a welcome relief under the hot sun.

Exhilarated, I step out of my bright yellow kayak and set foot on the narrow strip of beach running along the edge of Pavilion Key. A survey of my surroundings reveals soft ivory sand adorned with a high-water-line necklace of shells. Beachcombing with Jason can only be described as the ideal outdoor classroom. All too soon I must paddle back to the boat, with my handful of shells, and reluctantly make my way back to civilization.

#### A STAY BY THE BAY

The luxurious Naples Bay Resort is a Tuscan-styled waterfront community, with large accommodation quarters, restaurants, shops and five refreshing pools. From my private balcony overlooking the sleek white boats in the marina, the view is a dreamy impressionist reflection of the hotel's cream, amber and red-brick coloured façade in the water. At the spa, a symphony of strawberry, rhubarb, vanilla and cinnamon aromas accompany my custom organic fruits and vegetable facial.







#### USEFUL WEBSITES:

The Paradise Coast is located at the southwestern tip of Florida's Gulf Coast. The Southwest Florida International Airport is located in Fort Myers, just 64 kilometres north of Naples.

For more information, visit or call:

Paradise Coast: [paradisecoast.com](http://paradisecoast.com)

Naples Bay Resort: [naplesbayresort.com](http://naplesbayresort.com)

Everglades Area Tours:

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

Naples Bay Water Shuttle:

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

Naples Food Tours:

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

Old World Market:

[oldworldmarket.info](http://oldworldmarket.info)

Naples Olive Oil Company:

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

L'Orient: [lorientnaples.com](http://lorientnaples.com)

Barbatella: [barbatellainaples.com](http://barbatellainaples.com)

Osetra: [osetranaples.com](http://osetranaples.com)

Pinchers Crab Shack:

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

Turtle Club Restaurant:

[vanderbiltbeachresort.com/dining](http://vanderbiltbeachresort.com/dining)

The Naples Bay Water Shuttle is a convenient and economical way to reach popular bayfront areas like Tin City, where many sightseeing and fishing boats dock. Formerly a 1920s clam shelling and oyster processing plant, Tin City is now home to shops, restaurants and the eccentric Alligator World. With a wry smile Gatorman Mike will happily place one of his alligators in your arms and say, "You can kiss him if you want to. But you can't kiss him on the lips. Know why? He doesn't have any."

#### MANATEES, OSPREYS AND DOLPHINS

For a boat tour with a twist, or more accurately a few 360-degree spins, I board the Pure Naples ODIN. This water-propelled jet boat travels to the edge of the Gulf of Mexico, passing clumps of tightly tangled mangrove trees, a huge osprey nest and multi-million-dollar mansions. While dizzying spins and soaking water spray are hallmarks of the ride, nothing compares to the excitement of seeing an elusive manatee. At first, only the nostrils of this docile creature are visible above the water. Then for just a moment it floats slightly higher in the water, revealing its massive size. And for the finale, a flip of its large flat paddle-like tail. The display is fleeting but the impact is lasting.

Located near 3<sup>rd</sup> Street South, far away from the large hotels, the Naples Pier is a favourite fishing spot for locals, visitors, dolphins and brown pelicans alike. This tranquil spot is heaven to a lifelong beach lover like me, with its beautiful soft sand and gentle inviting waves.

#### FOODIE PARADISE

Naples Food Tours is a fantastic way to explore the city's burgeoning epicurean delights. Foodie and U.K. native, Elaine Osbond arranges five or six stops on each three-hour air-conditioned minibus tour. Today's tour commences with a wine and cheese tasting at the Old World Market. This European food shop stocks everything from British biscuits to Hungarian salami and every Friday from 4 to 7 p.m. there is a free wine tasting. Next is a visit to the Naples

Olive Oil Company where I sample some wonderful flavour-infused balsamic vinegars and receive an olive oil lesson from owner Marie Heiland.

In Naples, the dangers of overeating are prevalent and so very enjoyable. If you are hungry for wood-fired oven pizza and delicious gelatos, go straight to Barbatella's on 3<sup>rd</sup> Street South; for late-night dining and libations, head to 5<sup>th</sup> Avenue South, the heart of downtown Naples, where the Osetra Champagne and Caviar Bar draws a young crowd with its cool setting and live music; Asian-inspired cuisine and exotic Chinese zodiac-based cocktails are what you find at the Naples Bay Resort's new restaurant, L'Orient.

At Pinchers Crab Shack, a casual waterfront restaurant, I devour the addictive hot crab cheese dip and tortilla chips and, surprisingly, the fried gator bites actually do taste like chicken. If you are visiting from mid-October to mid-May, make a point of trying the succulent stone crab claws.

The Turtle Club at Vanderbilt Beach Resort is perhaps my favourite Naples dining experience. A tiki torch-lined path leads to the beachfront dining area, where I watch the sunset and sip tropical cocktails while savouring each bite of huge, delicate and flavourful pan-seared scallops. ■

top: Early in the morning, the Naples Bay Resort is reflected on the still, mirror-like water in the marina.

background: Along the mangrove-edged waterways, an osprey stands guard atop its large nest.



## CASE STUDY: CHARLESTON CVB

“THE HOLY CITY’S” RISE TO #1

### THE CHALLENGE

- **Change** perception of the Charleston area from a second-tier travel destination to a highly sought-after vacation experience.
- **Secure** feature coverage of the Charleston area in high-end lifestyle, culinary, travel, family, bridal, golf and trade magazines to reinforce its position.
- **Develop** programs to unify stakeholders.

### THE ACTION

- **Matched** Southern style with exclusive magazine feature opportunities.
- **Showcased** Charleston’s cultural offerings.
- **Established** Southern food as the rising fare in America.
- **Debuted** the Charleston Wine & Food Festival.
- **Hosted** media events and road shows in key markets, including New York, Boston, Chicago and Miami.
- **Engineered** multiple national broadcasting placements on NBC and Food Network.
- **Relaunched** the Historic Charleston City Market following an 18-month renovation.
- **Established** a marketing communications group comprised of fine arts, historic attractions and organizations, branding them as the Charleston Heritage Federation.
- **Elevated** the area as a premier golf destination.
- **Launched** new dining and entertainment districts such as the trendy Upper King Street neighborhood.
- **Implemented** ongoing social media workshops hosted by Hammond Digital+ for partners.

### THE IMPACT

- **Judged** #1 U.S. city in *Condé Nast Traveler* (2011-2014); #1 City in the World by *Condé Nast Traveler* (2011-2012) and #1 U.S. city, *Travel + Leisure* (2013-2015).
- **The Charleston Area** has seen a 50 percent growth in tourism revenue, becoming a true four season destination.
- **Airlift** has increased with new carriers including Southwest Airlines, JetBlue and Porter Airlines.
- **HSMAI** has honored the destination for public relations excellence multiple times.
- **Demand** has sparked growth: 1,000 hotel new rooms are being constructed downtown and major cultural institutions are undergoing major renovations.
- **Tourism** has contributed to economic development for the whole region. The destination saw a 63 percent growth in citywide annual events and property values and home sales have increased significantly.
- **Reach: 780+ million; Advertising equivalency: \$4.3 million.**

“Thank you for all of your work in helping place wonderful articles on Charleston; I am grateful for all that you do to promote our City.”

-Joseph P. Riley, Jr., Mayor, City of Charleston



# ShermanTravel

HAND-PICKED DEALS. EXPERT ADVICE.

September 15, 2015  
UMV: 122,013

## Where to Go in October for an Off-Radar Escape, Kickback to Summer, and More

September 15, 2015 by [Christine Wei](#)



*Charleston, SC/iStock*

### For Southern Charm: Charleston, SC

With centuries-old architecture and widely lauded fine dining, Charleston has long been a culture capital of the south. But it's constantly upping its charm and class, and two events make this October an especially appealing time to visit. First, a brand-new performing arts non-profit, [Gaillard Center](#), is kicking off with an October 18 gala featuring guest performer Yo-Yo Ma. The rest of the month is followed by a performance by Grammy-winning choir Chanticleer and a three-day classical music festival (before introducing acts by the Munich Symphony, the national circus of China, and more into 2016). Love old houses? The second highlight of the month is the Preservation Society of Charleston's [Annual Fall Tour of Homes](#), immersing visitors in the city's most notable architecture gems, from 18th century Georgian to 20th century Colonial Revival styles. In addition to the signature highlights tour and three themed tours — including one all about the city's impressive ironwork — there are also special tours that hone in on a particular street, neighborhood, or period in history. For a deep dive into Charleston's past and present, there's no better and more educational series than this.

# TRAVEL+ LEISURE

September 1, 2015

UMV: 9,963,908

TRIP IDEAS | WEEKEND GETAWAYS | CHARLESTON

## The Perfect Weekend in Charleston

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by Tom Austin September 1, 2015



### What to See and Do

The allure of the city begins with Historic Charleston Foundation architecture tours, highlighted by the free-floating staircase at the 1808 Nathaniel Russell House Museum. Afterward, wind down at Mira Winery's brand new facility, the Napa Valley Education Center & Tasting Room (NVEC), offering lectures on wine and tasting flights of Mira Winery products from the Napa Valley—we're partial to the 2010 Syrah.

# LUXURY

Spring 2015  
Circulation: 50,000



## For Gardens

Illuminating the grounds of historic plantations and breathing life into the courtyards of prized dwellings, Charleston's gardens tell some of the city's most colorful and fascinating stories.

**1. Middleton Place** America's oldest landscaped garden is rooted in the grand classic style of André Le Nôtre. Though retouched through the years, the 65-acre gardens retain much of the geometric precision, focal points, labyrinthine passageways, and foliage of the original 1741 incarnation by historical figure Henry Middleton. [middletonplace.org](http://middletonplace.org)

**2. Magnolia Gardens** The gardens surrounding this 19th-century plantation endure as America's last large-scale Romantic garden; an untamed 464-acre expanse that channels a more English naturalistic style, void of symmetries, diverse in color and nature, and in balance with the natural environs. [magnoliaplantation.com](http://magnoliaplantation.com)

**3. Nathaniel Russell House** One of Charleston's most distinguished antebellum family homes has been restored to its complete 1808 luster, inclusive of formal gardens showcasing plants commonly used in early 19th-century landscaping. [historiccharleston.org](http://historiccharleston.org)

**4. Heyward-Washington House** This home originally belonged to lawyer Thomas Heyward Jr., whose signature appears on the Declaration of Independence. Unable to source an original garden plan of the home, landscape architects have redeveloped the house gardens as quintessential 18th-century Colonial Revival. [charlestonmuseum.org](http://charlestonmuseum.org)

**5. Festival of Houses and Gardens** This annual, monthlong festival from late March to late April is organized by the Historical Charleston Foundation, offering access to the private houses and gardens of Charleston, which are traditionally off-limits to the public. [historiccharleston.org](http://historiccharleston.org)

**6. STAY: Zero George Street** A collection of three historic homes and two carriage houses converted into an 18-key boutique hotel, Zero George impresses with early 19th-century millwork, pine floors, and a lush, garden-rich courtyard at its core. From \$349, [zerogeorge.com](http://zerogeorge.com).

—Paul Rubio



# Chicago Tribune

February 11, 2015  
UMV: 20,500,550

## South Carolina plantation offers an unretouched look back



Drayton Hall in South Carolina gives an unretouched view of the mansion's past. (Jerome Levine, For Tribune Newspapers)  
FEBRUARY 11, 2015, 6:21 PM

**T**he walls at Drayton Hall are bare and the rooms unfurnished. Located about 12 miles from downtown Charleston, the house has no heating or plumbing. Yet visitors to South Carolina's oldest unrestored antebellum plantation will find it remarkably well preserved.

Devoid of cosmetic restorations that can blur the signs of age, it offers a close-up look at the unvarnished materials and original workmanship of more than 275



## CASE STUDY: PROVIDENCE, RI

### URBAN REVITALIZATION: THRIVING IMAGE CAMPAIGN

#### THE CHALLENGE

- **Promote** the destination's image as one of culture and intellect, refuting former impressions of the city's gritty reputation.
- **Establish** Providence as emerging city in the East Coast to live, work, visit and play.
- **Create** buzz as one of America's premier culinary destinations.
- **Leverage** the city's world-class festivals and artistic entities as "must-visits" for the Northeast.

#### THE ACTION

- **Showcased** revitalization; charming accommodations, distinct and inviting neighborhoods, cultural attractions, eclectic dining and exciting roster of events.
- **Planned** and executed national media events in NYC to reach segmented audiences. Utilized the city's top chefs to cook for media and generate awareness about the destination and its culinary offerings. Incorporated the city's mayor and industry partners.
- **Implemented** intensive program of power pitching to both targeted regional and top-tier national media, highlighting a vibrant tourism industry that featured new hotels and retail outlets such as The Arcade, along with special artistic events such as Waterfire, Festival of Historic Homes and Pridefest.
- **Developed** targeted pitch letters, news releases and individual visit invitations to key and influential regional and national media outlets.
- **Designed** itineraries showcasing neighborhood revitalization and arts and culture happenings for exclusive press trips and ongoing individual visits with media from target publications. Included meeting with city's Mayor, acting as an ambassador, as part of itineraries.
- **Arranged** desk-side meetings for city spokespeople with top media, including *NY Daily News*, *NY Times*, *Food & Wine*, *Wall Street Journal*, *Travel + Leisure*, *Boston Globe*, *Meetings & Conventions* and many more.
- **Coordinated** extensive broadcast coverage including multiple Providence chef cooking demos on NBC's "Today" and additional regional coverage.
- **Integrated** social media messaging to match PR outreach with an emphasis on building video content.

#### THE IMPACT

- **Named** America's Favorite City 2014 by *Travel + Leisure*.
- **Secured** multiple stories in outlets such as *Boston Globe*, *Yankee Magazine*, *Wall Street Journal*, *New York Daily News*, *New York Times*, *American Way*, *Travel + Leisure*, *National Geographic Traveler*, *Amtrak's Arrive*, *Fodors*, *Peter Greenberg* and *USA Today* among others.

- **Media** events included top target publications: *Travel + Leisure*, *Forbes*, *Departures*, “Today” show, “Rachael Ray” show, *Food & Wine*, *New York Times*, *Condé Nast Traveler* and *Bon Appetit*, among many others.
- **Increased** demand for accommodations and overall development as a result of booming tourism. Development led to nearly a thousand additional rooms and ten new restaurants to the marketplace.
- **Reach: 114 million; Advertising Equivalency: \$8.5 million.**

**ShermansTravel**  
HAND-PICKED DEALS. EXPERT ADVICE.

October 27, 2015  
UMV: 509,821

## An Artsy, Affordable Weekend in Providence, RI: Part II



*Part I of our Providence weekend guide covers what to do and where to eat. Here's the scoop on the shopping scene — and our favorite hotel in town.*

### Where to Shop

What's a weekend trip without some shopping? Start your browsing at [Arcade Providence](#), which was founded in 1828 and was the first indoor mall in the United States. Here, [Nude](#), a designer collective that offers both ready-made and custom clothing, is a must for fashionistas. For accessories and home goods, try [Lore Collection](#), which is helmed by two RISD grads and just set up shop earlier this year.

There are also some surprisingly diverse vintage clothing options, particularly on the west side of town, where you can find everything from dresses, to jewelry, to cowboy hats, and other Southwestern goods. Some local favorites include [Hall's on Broadway](#), [Joyride Traders](#), [MINT](#), [Pillbox Holiday](#), and [White Buffalo](#) — and be sure to pick up a [Providence vintage guide](#) that maps out related stores and pop-ups.

**ShermansTravel**  
HAND-PICKED DEALS. EXPERT ADVICE.

October 26, 2015  
UMV: 509,821

## An Artsy, Affordable Weekend in Providence, RI: Part I



If you're looking for the kind of sweet New England charm that goes on postcards, Providence is not the place to visit. That's not to say that the city doesn't have beautiful college campuses and historic architecture. It's just that Rhode Island's capital is more of a place where artsy young talent meets urban grit. It's a city that becomes more interesting once you delve below the pretty surface.

Providence has a colorful past: Founded nearly 400 years ago as part of the original 13 colonies, it grew wealthy thanks to an Industrial Revolution-era manufacturing boom. Then, as the story unfortunately often goes, it fell into decline as industries shut down before and during the Great Depression. After that, organized crime gave Providence the kind of reputation that Detroit had in the Midwest — a place known for its drugs, crime, and poverty.

But creativity runs through the city's fabric — it is, after all, home to the renowned Rhode Island School of Design, Brown University, and the nonprofit Johnson & Wales University. These days, a younger generation of gifted artists, chefs, and locals who love their hometown have the reins, and the boldness to experiment and move Providence forward. Their passion is evident in the boutiques, abundant galleries, and delicious restaurants that they're either in the process of establishing or reinventing.



# Forbes

September 16, 2015  
UMV: 23,110,692

## An Inside Look At StyleWeek Northeast

Rhode Island was once known as the Jewelry Capital of the World. At one point, Providence produced 80% of the costume jewelry made in the U.S. And as the home of the Rhode Island School of Design (RISD), Rosanna Ortiz knew there was a fashion scene that was waiting to be reinvented. That's why she founded [StyleWeek Northeast](#) in 2009. "I started it to give designers a platform and the resources they need to start a collection," says Ortiz, a native Californian with a background in marketing and public relations. "It provides an industry so RISD people don't have to leave." Going on now through September 18<sup>th</sup>, 15 runway shows will be held at the ballroom at the [Providence G](#) (don't miss [Rooftop at the G](#) for a killer view of the city and delish cocktails and Mediterranean fare), plus an accessory showcase and, of course, fashion after parties.





# Condé Nast Traveler

*At Home in the World*

December 10, 2014  
UMV: 2,844,987

## The Providence, Rhode Island Neighborhood You Need to Know About



Providence's Downcity neighborhood felt vaguely forbidding as recently as ten years ago. But lately, its 19th-century warehouses and stone-hewn thoroughfares have been transformed—Downcity is now a culinary and cultural destination. Nearly 30 bars, restaurants, and boutiques opened in the past year, and more are on the way. Here's where to go on your next trip to Providence.

*Courtesy Arcade Providence*

# TRAVEL+ LEISURE

October 8, 2014  
 Circulation: 971,922  
 UMV: 12,539,915

**AMERICA'S FAVORITE CITIES**  
**YOUR NO. 1 PICK**

## PROVIDENCE

**Top Cities Overall**  
**1. Providence**  
 2. Houston  
 3. Kansas City  
 4. Minneapolis/St. Paul  
 5. Los Angeles

**FIVE REASONS TO GO NOW**

This year's overall winner has a bit of everything: great food, an exciting bar scene, and endless curb appeal.

1. **Because the city is a legitimate culinary capital.** Queue up for a table at **North** ([tbodyord.com](http://tbodyord.com)), a modern Asian hot spot by James Mark, a David Chang protégé, or book at **Bireh** ([birehrestaurant.com](http://birehrestaurant.com)), an ambitious chef's counter with a focus on local ingredients (beefsteak, quahog, foraged herbs).
2. **Because downtown has gone from windy to hip.** Washington Street is booming, thanks to the reclamation of the **Artcade**—the country's oldest indoor mall, now a 145K hub with micro-oh's apartments. Also lining the boulevard: well-curated boutiques such as **Clover** ([cloverprovidence.com](http://cloverprovidence.com)) and **Homestyle** ([homestyleprovidence.com](http://homestyleprovidence.com)) a designemporium selling goods by RISD grads.
3. **Because as much as it's a college town, the bars are all grown up.** Just stop by the **Donance** ([thedonance.com](http://thedonance.com)), an good bar drinker as it is for drinks, in a gloried building that was once the Federal Reserve, or the **Eddy** ([eddyprovidence.com](http://eddyprovidence.com)), an intimate jewel box with a rotating cocktail list. Or try the Sun and Moon, made with Fig liqueur and Galliano.
4. **Because it's brimming with New England charm.** A new city-funded initiative, Providence Walks, lets you discover the area's historical architecture by following a 20-mile trail that starts at the State House and ends at Green Linearity.
5. **Because there's finally a cool place to stay.** The new, 52-room **Dean Hotel** ([deanhotel.com](http://deanhotel.com)) is big on both style and attitude, with peekabo bathrooms and—if you're lucky—De's lemonade shindies at sundown. —CHRIS BARTON

Top row, from left: The Donance by day; the Dean's kiosk-bar; a slice of Bireh's Steak. Center: The lobby at the Dean, shared with a St. Nicholas. Bottom row: Historic buildings seen on a Providence Walks tour.

***Provide at least one sample of a “break-through” and innovative approach tourism destination public relations and marketing experience.***

**Sonoma County, California**, a longtime agency client, has created what we consider to be a break-through business model that leverages the collective strengths of three pillars of the destination: tourism through The Sonoma County Convention & Visitors Bureau, winemakers and wineries through Sonoma County Vintners, and growers through the Sonoma County Winegrape Commission. These three organizations have joined together in an unprecedented manner to work cooperatively, including jointly sharing office space, staff and marketing efforts (including their PR agency!) Beyond working closely together, the destination partners also works *smartly* – fostering a collective atmosphere of creativity while being responsive to the needs of journalists and constituents.

The destination also places an emphasis on authenticity. It knows who it is and does not try to pretend to be anything else. The three organizations have helped create a distinctive identity – the anti-Napa – attracting visitors and investors alike who appreciate the more laid back, less corporate, more down-to-earth and real destination – that also happens to produce some of the world’s greatest grapes and most sought-after wines. Along those lines, Sonoma County has become a pioneer in sustainability as well as an innovator through programs such as the conjunctive labeling of its wines from multiple regions into one identity.

Through our award-winning work with Sonoma County, we have seen first-hand the benefits of partner integration and we think this is a model that more destinations should consider.

Below is a case study highlighting some of our work on the combined clients’ behalf:

## CASE STUDY: SONOMA COUNTY

### RAISING AWARENESS OF SONOMA COUNTY'S DIVERSE REGION

#### THE CHALLENGE

- **Align** efforts between Sonoma County Tourism Bureau, Sonoma County Winegrape Commission and Sonoma County Vintners.
- **Elevate** Sonoma County's brand awareness for key attributes such as its outstanding wine offerings, but also authenticity, geographic diversity and distinct travel experiences.
- **Promote** annual events and initiatives that speak to regional trend of experiential travel, connection to the land and winemaking process, "grape-to-bottle."
- **Highlight** value opportunities and culinary scene.

#### THE ACTION

- **Leveraged** the power of cooperative efforts through the combined resources of The Sonoma County CVB, Sonoma County Winegrape Association and Sonoma County Vintners and Growers. Recognizing that "a rising tide lifts all boats," worked in unison to integrate their messaging, promotional materials, and budgets to provide a comprehensive vision of the destination's offerings.
- **Implemented** "Sonoma in the City," series of national events and guerrilla efforts – New York, DC, San Francisco, Dallas, San Diego, Los Angeles.
- **Utilized** viticultural reputation as an entry point for media conversation, including tastings with senior editors at top outlets such as *Food & Wine* and *Conde Nast Traveler*, but then providing "Did you know?" messaging that the destination was much more than the wine they were enjoying.
- **Created** customized media itineraries, highlighting region's diverse geographic offerings.
- **Increased** awareness of Sonoma County through experiential travel initiatives/ events, Sonoma Vineyard Adventures, Sonoma Wine Country Weekend and Sonoma County Grape Camp.
- **Organized** exclusive wine and cheese tasting at Time Inc. headquarters. Over 40 editors attended from *Food & Wine*, *Travel + Leisure*.

#### THE IMPACT

- Generated impactful hits: *Associated Press*, *Conde Nast Traveler*, *CNN.com*, *Forbes*, *Men's Fitness*, *National Geographic Traveler*, *New York Magazine*, *Reuters*, *Saveur*, *Today.com*, *Travel + Leisure*, *USA Today*, *Wall Street Journal*, *Vancouver Sun*, and more.
- Important destination events such as Grape Camp and Wine Country Weekend enjoyed their best years in their respective histories in terms of sales and visitations. Hotels reported sold-out occupancy levels during the time periods and the region is enjoying strong buzz and business.
- **Reach: 330+ million; Ad Equivalency: \$1,100,000+**

### **III. PROPOSER'S EXPERIENCE AND CAPACITY**



**Demonstrate key parts of your firms experience that makes you uniquely qualified to perform these services for the County, including:**

- **Indicate your thoughts and philosophies on destination public relations and site examples of how you positioned other destination marketing organization clients, the challenges you faced and the ways you overcame those challenges in delivering those strategies.**

In the eyes of today's jaded media, there are very few places in the world that are truly unique. Most of America's "hot" cities these days have some form of culinary scene, trendy neighborhood, museums, galleries, attractions, etc. Many are trying to be "The New Brooklyn" or "The New Charleston" or "The New Austin" or some variation. And that's OK.

However, for Florida's Paradise Coast to succeed, it needs to be true to itself. It needs to be authentic. It needs to be who it is. This is the philosophy we employ in promoting our destination clients, and it has paid off. As a result of this approach, our work in the field has won more Hospitality Sales & Marketing Association International (HSMIA) awards during the past 15 years than any other agency or organization.

Additionally, LH&A has earned the Creativity in Public Relations Award from *Inside PR*, three Big Apple Awards, the Atlas Award from the Association of Travel Marketing Executives, and the "Five-Star Award – Best Travel Public Relations Firm" from the North American Travel Journalists Association (NATJA). Founder and President Lou Rena Hammond herself was honored by the Women in Communications' Matrix Award and the Winthrop W. Grice Award, HSMIA's highest achievement.

As the acknowledged industry leader in destination public relations, our body of work and experience also reflects a philosophy based on the idea that every client is different, with different strengths, challenges and needs. Our method is to analyze our client's needs and then craft a personalized plan that is tailored to meet them.

We are often asked to share our expertise with our partners in the travel industry and members of senior management have been featured speakers at the Destination Marketing Association International conference, as well as ESTO and many others throughout the country.

Our leadership position is evident in our client base. Listed below is a sampling of current destination clients and dates when the partnerships commenced.

## **CURRENT CLIENT SAMPLING:**

***Bristol, Rhode Island (2012)\*:*** Showcase Bristol as a quintessential New England waterfront destination, rich in history, culture and family fun alongside miles of accessible coastline. Capture the attention of a wide-ranged audience by highlighting the outdoor adventure, local shops, eclectic dining options, historical attractions, thriving arts community and annual festivities that give the port town its authentic character.

***Charleston (2008):*** Showcase the city and surrounding areas for its culinary sophistication, culture, charm and rich history. Position as a vacation destination for families, couples and avid golfers with diverse attractions, award-winning restaurants, golfing paradise, a thriving art scene, a collection of historical plantations and outdoor adventure activities.

***Lexington, North Carolina (2014):*** Foster economic development and expand tourism for this charming yet dynamic city located one hour from Charlotte in the North Carolina Piedmont, capitalizing on the city's rich history and its heritage as a leading manufacturing center for furniture and textiles while showcasing its progressive and innovative approach towards education, livability and a diversified economy driven by a business friendly climate.

***Nassau Paradise Island (2009):*** Promote Nassau/Paradise Island as a convenient destination known for having some of the most beautiful white sand beaches in the world and turquoise blue water. Draw attention to its variety of direct airlift as well as its location of less than an hour's flight from Miami and three hours from New York. Feature its spectrum of resorts from ultra-exclusive to family-friendly.

***New Hampshire (2012):*** Showcase as a quintessential, four-season New England destination highlighting diverse attributes and assets found in seven distinct tourism regions. Emphasize an abundance of activities ranging from outdoor adventure and natural attractions to festivals, museums and history.

***New Haven (2008):*** Reposition New Haven as a vibrant city enjoying an urban renaissance through the arrival of acclaimed restaurants, eclectic shopping, educational adventures and a sophisticated nightlife. Pitch destination as offering urban sophistication, charm and artistic culture that rivals that of any New England destination to major national, regional and local media outlets.

***Norfolk (2000):*** Tout the great American city of Norfolk, for 400 years the dynamic heart of Virginia's storied coastal region; Pitch the city's lively blend of history and heritage, contemporary attractions, fine dining, outdoor adventure and the commonwealth's most revered cultural institutions to top national and regional media outlets.

**Paducah, KY (2014):** Establish destination as a global leader in crafts and folks arts, leveraging its UNESCO designation and garnering exposure for its Artist Relocation Program. Embrace devotees of the quilt movement and attract fiber arts enthusiasts to this culturally rich town.

**Panama City Beach, FL (2009):** Publicize the year-round offerings in the destination, known for its 27 miles of sugar-white sand beaches and Spring Break experience. Promote diverse attractions and activities as ideal for mid-market families, couples, groups and adventure-seekers.

**Providence, RI (2005):** Implement a public relations plan that cultivates the city of Providence as a thriving and vibrant destination in the Northeast that offers diverse travel getaway experiences to top national and regional media outlets.

**Santa Fe (2010):** Create attention for Santa Fe by encouraging visitors to discover – or rediscover – the quality, variety and value of what “The City Different” has to offer. Position as an outstanding vacation destination by promoting Santa Fe’s history, heritage, outdoor adventure, arts and culture.

**Sonoma County (2009):** Accent Sonoma County as a premier wine region with an award-winning culinary scene, over 250 wineries and 13 diverse winegrowing regions. Promote distinctive travel experiences from wine camps and spa retreats to family getaways and adventure travel.

**Virginia (2005):** Advance “a love of life and passion for travel” in Virginia, focusing on the state’s wide array of family, culinary, wine, history and adventure attractions. Highlight significant events, including the 75<sup>th</sup> anniversary of the Blue Ridge Parkway, annual Virginia Wine Month and more.

- **Provide information that documents your firm’s and subcontractors’ qualifications to produce the required deliverables, including abilities, capacity, skill, and financial strength, and number of years of experience in providing the required services.**

A full-service public relations agency, Lou Hammond & Associates (LH&A) was founded in 1984 in New York City by Lou Rena Hammond after her distinguished 15-year tenure at Pan American World Airways, where she served as director of public relations and public affairs, and as lobbyist for the state and city of New York.

Beginning with three clients and three employees, LH&A has grown to become the industry leader in tourism public relations, featuring one of the industry’s most prestigious client rosters serviced by 40 full-time employees. Headquartered in New York City, we are an independent agency that also has offices in Miami, Los Angeles and Charleston, SC.

As a result, we represent more facets of travel marketing than any other agency, regardless of size. Our roster includes blue-chip clients in the fields of destinations, hospitality groups, hotels and resorts, culinary/spirits, cruise and arts/culture, creating powerful synergy that encourages the formation of partnerships to yield maximum benefits.

We are large enough to provide a wide range of creative services and digital support at an affordable cost, yet small enough to give each client personalized attention, responding quickly to changing needs and opportunities. We have earned the respect of the media and a reputation for service, integrity and unparalleled style due to our strategic communications programs that emphasize swift action, innovative solutions and a global perspective.

LH&A believes nothing demonstrates success like a long-term relationship. As such, we care deeply about the company we keep and enjoy one of the highest client retention rates in the industry. On average clients remain with us for four years – with a third of all current clients on the LH&A roster for over five years and many over ten. Client longevity is both a source of pride and a demonstration of client collaboration.

We are a proud member of the PR World Network, an international association of independent agencies we established three years ago with like-minded companies to offer worldwide public relations and marketing services. Composed of 22 global agencies, the group has capabilities in 50+ countries in Africa, Asia, the Caribbean, Europe, Latin America, the Middle East and North America. Offering an array of services, including diverse languages, network members stand ready to support our clients for international representation.

Our enthusiasm is legendary, starting with Lou Hammond herself, who is regarded as one of the most well-known, vocal and enthusiastic advocates for our clients and the travel industry. Lou is an involved member of the LH&A team, and she has instilled a culture of innovation and collaboration that encourages everyone in the agency to provide idea brainstorming that yields innovative communication strategies. Under her leadership, the agency's collective brainpower serves as an invaluable and creative force in securing results.

Our passion for building relationships is noticed by others as well. According to *The Holmes Report*, the industry's leading trade journal, "Hammond and her team know their categories...and enjoy outstanding relationships with the media that cover those categories."

We're proud to be different and independent! Our approach is different with sound fiscal policies that benefit clients and build long-term relationships. Since our founding, we have NEVER billed off of time sheets, unless specifically requested. Rather, we work from an agreed-upon marketing plan. At times, clients' needs require extraordinary effort, and we believe they are entitled to that. We never run out of time when clients need us.

Another pillar of our philosophy: we don't earn profits by marking up outside services. When you need us to secure an outside service, what it costs us is what you pay.

We offer a full range of public relations and marketing communications services, including:

- Strategic Planning/ Branding
  - Media Relations
  - Special Events
  - Integrated Marketing
  - Brand Development
  - Reputation Management
  - Digital Marketing
  - Public Affairs
  - Crisis Communications
  - Media Training
  - Promotional Partnerships
  - Corporate Responsibility
- **Describe the various team members' successful experience in working with one another on previous projects. Please detail contributions that the team members have made to these projects, and how their contributions were measured.**

LH&A has the benefit of employing the most talented team in the business. We work diligently to foster a sense of camaraderie and teamwork, along with a fun dose of friendly competition.

The Collier County team consists of:

**Terence Gallagher, President, LH&A New York** – overall account management and strategic direction

**Carlyn Topkin, Account Supervisor** – day-to-day client liaison, writing, pitching, event planning

**Matt Sessions, Account Executive** – writing, editing, media liaison

**Stephanie Ferraris, Account Coordinator** – research, reporting, news bureau



The team works together as a unit, with Carlyn and Terry working together on the account since its inception in 2012. They have helped deliver award-winning results for the destination and have been joined this past year by Matt and Stephanie.

This same team also works together on TOURISM Santa Fe and Sonoma County in much the same roles as Collier County. The best measurement of their collective work is the fact that these are each long-term, satisfied clients with each working with the agency for more than five years.

- **Describe how you handle crisis management and fast breaking negative media attention. With respect to this, why is your firm better at handling these situations than your competitors?**

Crisis management remains as vital a part of the services we offer today as it did at the agency's inception 30 years ago. Our chairman's expertise in crisis management was forged during her tenure at Pan American World Airways, where she managed challenges ranging from labor disputes, such as employee strikes, to life-and-death situations involving airplane loss. As the airline's lobbyist for the City and State of New York, she became well versed in governmental issues.

This background was beneficial in the formation of her own public relations agency, where a comprehensive understanding of these issues and the know-how to support client needs has become a staple.

The first step is to be prepared and available on a moment's notice, made possible by the agency's 24-hour Duty Officer Program handled by trained and experienced staff. LH&A is available to clients 24 hours a day, seven days a week, ensuring prompt handling of all contingencies.

Services include:

- Counsel client on procedures; create specific plan
- Support and direction to client staff
- Draft/distribute statements for traditional and digital outlets; follow up as appropriate; maintain media log
- Develop target list of influential media, creating dialogue as situation warrants
- Formulate local outreach program; on-site staffing
- Monitor media outlets, websites, blogs, Twitter; responding as required
- Create employee outreach program, making them aware of situation
- Act as spokesperson and/or train assigned client representative(s)
- Implement recovery program

## **IV. PROPOSER'S TEAM MEMBERS ASSIGNED TO COUNTY'S SCOPE OF WORK**

## TERENCE GALLAGHER

President – LH&A New York

### Collier County Role: Account Manager, Strategic Direction



Terence Gallagher joined Lou Hammond & Associates in 1992 and is a destination marketing leader who has planned and implemented strategic campaigns for a range of travel industry accounts, resulting in award-winning placements among national broadcast, print and digital media.

Utilizing his 25+ years of experience in the travel communications industry, he has handled everything from spur-of-the-moment crisis management situations and last-minute special events to long-range planning for destinations, restaurants, world-class hotels, cruise lines and airlines.

A destination marketing specialist, his award-winning campaigns include, among others, the positioning of Sonoma County as America's premier wine and vacation region, the revitalization of Providence, R.I., as one of the country's hottest cultural and culinary getaway destinations, and of course, the promotion of Florida's Paradise Coast as the ultimate upscale escape location. The Hospitality Sales and Marketing Association International honored each of these campaigns.

An accomplished speech writer and featured speaker at industry conferences and seminars, Terry is also an authority on strategic promotional partnership programs. He has developed client tie-ins with retailers such as Macy's and Bloomingdales, broadcast outlets such as ABC-TV's "The Bachelor," sports franchises such as the Boston Red Sox and Miami Heat, and iconic events including Fashion Week.

Terry graduated from St. Peter's University, N.J., where he studied English and Journalism. A father of three, home is a priority for his wife and him.

## CARLYN TOPKIN

### Account Supervisor



Carlyn Topkin specializes in executing integrated and attention-grabbing campaigns on behalf of LH&A's hotel and destination clients, including Florida's Paradise Coast and Sonoma County, California. In addition to media relations, Carlyn specializes in event organization and execution, media visit coordination and building a positive reputation for her clients. She has worked with top production companies to bring national shows to LH&A destinations including "The Bachelorette," "Giada in Paradise" and "The Getaway" and has secured partnerships with global brands including Henri Bendel and Fodor's Travel.

A member of the LH&A team since 2012, Carlyn has also spent time on the digital side of the agency, working closely with the Hammond Digital+ team on social efforts for both the agency's social platforms, as well as for clients.

Prior to joining LH&A, Carlyn worked in the public relations department at Major League Baseball in New York City.

A native of Florida, Carlyn graduated from the Burnett Honors College at the University of Central Florida with a bachelor's degree in Advertising and Public Relations and Spanish. Carlyn completed a semester abroad program in Madrid and has advanced Spanish-language capabilities.

## MATT SESSIONS

### Account Executive



Matt Sessions specializes in serving destination and hospitality clients at Lou Hammond & Associates. He joined the company with a heavy background in feature film development, literary representation and brand-strategy management after having lived in Los Angeles for many years. During his time in the entertainment industry, Matt participated in the creative development of major films at Paramount Pictures as well as other studios.

He joined LH&A in 2013 and has secured extensive coverage for his clients in outlets including *The New York Times*, *Chicago Tribune*, *Los Angeles Times*, *The Huffington Post*, among others. Additionally, Matt introduced the Formula Lites race car and series through his work with a leading industry manufacturer and launched a social media campaign, resulting in a 100.5% increase in followers on Facebook, Twitter and Instagram through organic engagement, creative programs and promotions. His experience working with destination clients includes Florida's Paradise Coast, TOURISM

Santa Fe and Sonoma County. Additionally, Matt works with hotels & resort properties, as well as major cultural festival including the Montreal Jazz and Montreal High Lights Festivals.

A native of Rye, N.Y., he graduated from Georgetown University in 2007 with a bachelor's degree in English and a minor in Sociology. He participated in a study abroad in Melbourne, Australia and loves travel, cooking, sports, photography and reading.

## **STEPHANIE FERRARIS**

### **Account Coordinator**



Stephanie works with travel and destination clients at Lou Hammond & Associates. Her day-to-day role involves account maintenance, media list building, press release drafting, press coverage evaluation, and social media.

Stephanie graduated from Clemson University in Clemson, S.C. with a B.A. in Communication Studies and a minor in Spanish. During her years at Clemson, she had the opportunity to intern for a public relations firm and a retail company, working on public relations, marketing, and social media initiatives.

She also participated in a study abroad program in Madrid, Spain for 5 months, where she experienced a wide range of cultures and developed her Spanish speaking proficiency.

In her spare time, Stephanie enjoys travel, fitness, and spending time with her family.

### **Resumes follow:**



# Carlyn Topkin

## EXPERIENCE

**Lou Hammond & Associates;** New York, New York

*Account Supervisor, October 2014 - Present*

*Director, Hammond Digital +, May 2014- October 2014*

*Senior Account Executive, November 2013 – May 2014*

*Account Executive, December 2012 – November 2013*

*Account Coordinator, January 2012 – December 2012*

Oversee and execute mid-level projects including briefs and client event outlines. Proactively seek opportunities for outreach and strategic partnerships. Arrange and escort media press trips and desk-side meetings in NYC and regional markets. Create high-level pitching calendars and annual plans. Draft and distribute press releases and pitches to secure online, print, broadcast and radio coverage. Provide consultation for social media content for clients and agency platforms. Lead client conference calls and serve as point person for six accounts. Supervise and support three junior employees.

**Major League Baseball;** New York, New York

*Public Relations Intern, September 2011- December 2011*

Monitored media coverage and produced daily clips with distribution over 100, managed MLB Dominican Republic Twitter (MLB\_DR) and in 6 months saw followers grow nearly 50%. Admin work including answering phones, copying, faxing responding to emails, fulfilled reporters requests, assisted with staff and media credentials, researched athletes to be involved in outreach projects, wrote summaries and documents for World Series media guide, completed an annual report tracking coverage of press release coverage and identified key writers and opinion leaders in the field.

**YPartnership;** Orlando, Florida

*Public Relations Intern, May 2011- August 2011*

YPartnership is a travel and lifestyle full-service ad agency, now known as MMGY. Brainstormed buzz tactics and promotional items for clients. Wrote and distributed press releases and media alerts to generate press coverage via Cision. Monitored media coverage, which resulted in daily clips and monthly reports.

## EDUCATION

**University of Central Florida-** Burnett Honors College

Advertising/Public Relations, Minor in Spanish

**Graduated May 2011** Orlando, Florida

**Semester Abroad;** Universidad de Alcalá Spain, Spring 2010

## SKILLS

Proficient in Spanish, Mac OSX, Microsoft Office, Cision, Burrelles Luce Solutions-oriented, aggressive and driven. Strong writing skills.

carlyn.topkin@gmail.com  
New York, New York  
727-798-4494  
Twitter: ctopkin

## Matt C. Sessions

1575 Lexington Avenue #6 New York, NY 10029  
T: (914) 424-9942, E: [matt.msessions@gmail.com](mailto:matt.msessions@gmail.com)

### EXPERIENCE

**LOU HAMMOND & ASSOCIATES** - New York, New York August 2013 - Present

*Account Executive*

#### **Responsibilities:**

- Day-to-day account maintenance for destination, hospitality and consumer clients
- Daily media relations outreach to secure national and regional print, broadcast and online coverage in consumer, business and trade media
- Writing and editing of press releases, interview preparation materials and brand overview documents
- Development of proposals, capabilities decks and case studies for new business opportunities and assist in the training and supervision of junior staff
- Development and implementation of social and digital media strategies
- Coordination and supervision media events

**AMALFI ESTATES** - Pacific Palisades, California April 2012 - November 2012

*Coordinator*

- Identified properties for development and liaised with respective homeowners
- Created, edited and distributed marketing materials to local publications, residences and businesses
- Supervised open-house property showings, liaised with potential buyers and provided internal reports

**PROTAGONIST BRAND ENERGY** - Venice Beach, California July 2011 - February 2012

*Marketing Coordinator / Assistant to Founder & CEO*

- Managed high volume of scheduling, email and phone correspondence as well as business expenses
- Served as director's assistant on media shoots and events and provided both technical and story script notes
- Develop social and digital media branding strategies
- Assisted in the creation of marketing and capabilities decks

**FAKE EMPIRE PRODUCTIONS (PARAMOUNT PICTURES)** - Los Angeles, California June 2010 - June 2011

*Creative Executive Trainee / Assistant to President of Features*

- Managed day-to-day tracking of current and potential projects, created and managed a database of written coverage of scripts, books, graphic novels, and other intellectual properties for development
- Proactively identified and pitched potential projects and liaised with agents, managers and studio executives
- Created casting and other development presentations for studio executives

**WILLIAM MORRIS ENDEAVOR ENTERTAINMENT** - Beverly Hills, California August 2007 - May 2010

*Assistant*

- Tracked ongoing and potential client projects (writers, directors, producers)
- Managed scheduling for agents and their respective clients, as well as managed a high volume of phone and electronic correspondence
- Managed business and personal expenses for agents and their respective clients
- Provided written coverage reports of potential client projects (scripts, books, graphic novels, plays etc.)

### EDUCATION

**GEORGETOWN UNIVERSITY** August 2003 - May 2007

Bachelor of Arts - English major / Sociology minor

- Georgetown Entertainment and Media Association Executive Board (GEMA)

### SKILLS & ADDITIONAL INFORMATION

- Proficient with Mac OS X and Windows operating systems, as well as all Microsoft Office software
- Proficient with Cision, BurrellesLuce as well as social media platforms (Facebook, Twitter, Hootsuite)
- Interests: Reading, current events, photography and culinary
- International Travel Experience: Australia, New Zealand, Fiji, Thailand, England, Ireland, Austria, Spain, Portugal, Hungary, The Netherlands, Mexico, Canada, Cuba, The British Virgin Islands, The Bahamas

# Stephanie Ferraris

1321 Third Avenue, Apt 5C, New York, NY 10021  
732-865-4043  
stephanieferraris@gmail.com

## Qualifications

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- Positive, enthusiastic attitude toward travel and lifestyle
- Operational knowledge of Public Relations and Marketing
- Hard-working with exemplary planning and organization skills
- International travel experience including Spain, Portugal, France, Morocco, Ireland and Bahamas

## Education

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**Clemson University**, Clemson, SC December 2014  
Bachelor of Arts in Communication Studies GPA: 3.81  
Minor in Spanish  
**ISA Study Abroad**, Madrid, Spain January 2014- May 2014

- Strengthened Spanish speaking proficiency

## Related Experience

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**Lou Hammond & Associates** New York, NY  
*Account Coordinator* February 2015 - Present

- Handle day-to-day maintenance of multiple destination and hotel accounts
- Draft, edit and distribute press releases to target media outlets
- Conduct media relations, including pitching, fulfilling image requests and building target media lists
- Build connections with journalists and maintain relationships
- Assist with planning and executing promotional events
- Coordinate individual media visits and group press trips

**dOMAIN Public Relations** New York, NY  
*Public Relations Intern* May 2014- August 2014

- Assisted executives with public relations initiatives for fashion, beauty, lifestyle, and hospitality brands
- Compiled and maintained accurate contact lists for various media outlets using Cision Point
- Conducted extensive research regarding the company's clients to secure press placement
- Aided in preparation and organization of client events in the New York area
- Helped promote brands through celebrity support, social media channels, and community awareness

**Komar Brands** New York, NY  
*Ecommerce/Marketing Intern* May 2013- August 2013  
www.cuddlduds.com • www.carolehochman.com • www.ongossamer.com • www.lemystere.com

- Aided in the launch of the Le Mystere ecommerce site
- Created new product roadmaps to ensure timely representation and categorization
- Managed online data and function of various ecommerce websites using Magento ecommerce platform
- Assisted with photography needs to support digital marketing
- Collaborated with the Ecommerce team to coordinate marketing plans to attract customers

## Additional Skills

---

- **Microsoft:** Word, Excel, PowerPoint
- **Communication Tools:** Cision Point, ProfNet, HARO
- **Social Media:** Facebook, Twitter, Instagram and Pinterest
- **Web Analytics:** Google Analytics

Stephanie Ferraris

**Identify the proposed account manager if you are awarded the Collier County Account. Include resume and detailed list of career accomplishments. Additionally, provide responses to the items listed below in the format identified.**

**LH&A's Collier County Account Manager is Terence Gallagher (bio in previous section):**

1. Number of years the project manager has in a leadership role in the public relations industry.	27
2. Number of governmental accounts managed by the proposed account manager over the two year period. (1/1/12-12/31/14).	6
3. Number of proposer's fulltime equivalent staff (including the account manager) assigned to the County's scope of work in this RFP. • Attach resumes of all staff assigned to our account.	4
4. Number of other accounts to be managed concurrently by the account manager should this firm receive an award to this RFP.	6
<b>TOTAL (add 1 + 2 + 3, then subtract 4)</b>	<b>31</b>

## **V. COST OF SERVICES**



**Monthly Fee for All Services (10 of 15 Points)**

<p>1. Provide a “flat monthly fee” to provide all of the services outlined in this RFP.</p> <p>Note: this “flat monthly fee” will be firm for the initial term of the contract.</p>	<p style="text-align: right;">\$11,000  <hr style="width: 50%; margin: 0 auto;"/> (per month)</p>
---	---

**Monthly Out of Pocket Expenses (5 of 15 Points)**

<p>2. Provide a project maximum “monthly out of pocket expenses” to cover associated expenses with the services of this RFP</p>	<p style="text-align: right;">\$1,666  <hr style="width: 50%; margin: 0 auto;"/> (per month)</p>
---	--

LH&A works on a monthly retainer annual contract basis. It does not bill on an allocated "time" basis and, in fact, no time records are maintained. All personnel are available as needed to achieve desired results regardless of time considerations. Clients receive the attention they need, when they need it.

Activity is conducted on the basis of a public relations program developed jointly with the client team and quantified to the extent possible. The fee is developed from this program.

- Retainer fees are payable monthly in advance
- No expenses incurred on behalf of clients are marked up in any way
- Supervision costs are included in fees
- Approved expenses are billed one month in arrears
- Retainer contracts are subject to termination with 90 days’ notice by either party

Lou Hammond & Associates’ proposed 12-month fee is \$132,000 payable monthly in advance at \$11,000. Included in that cost are out of pocket expenses such as telephone, postage, messenger and photocopying.

Additional expenses such as staff/media travel and media events are pre-approved and billed at cost with no markup.

## **VI. REFERENCES**



**Attachment 9: Reference Questionnaire**

<b>Solicitation: 15-6520</b>	
Reference Questionnaire for: Tourism Public Relations Services	
(Name of Company Requesting Reference Information) Lou Hammond & Associates	
(Name of Individuals Requesting Reference Information)	
Name: <u>Tim Zahner</u> (Evaluator completing reference questionnaire)	Company: <u>SONOMA COUNTY TOURISM</u> (Evaluator's Company completing reference)
Email: <u>tzahner@sonomacounty.com</u> FAX: <u>707-539-7252</u> Telephone: <u>707-522-5810</u>	

Collier County is implementing a process that collects reference information on firms and their key personnel to be used in the selection of firms to perform this project. The Name of the Company listed in the Subject above has listed you as a client for which they have previously performed work. Please complete the survey. Please rate each criteria to the best of your knowledge on a scale of 1 to 10, with 10 representing that you were very satisfied (and would hire the firm/individual again) and 1 representing that you were very unsatisfied (and would never hire the firm/individual again). If you do not have sufficient knowledge of past performance in a particular area, leave it blank and the item or form will be scored "0."

Project Description: Destination Public Relations      Completion Date: Ongoing  
 Project Budget: In Excess of \$100,000      Project Number of Days: 12-month contract  
 Change Orders - Dollars Added : N/A      Change Orders - Days Added: N/A

Item	Criteria	Score
1	Ability to manage the costs (minimize change orders to scope).	10
2	Ability of team members to work with your organization.	10
3	Quality of news releases about your destination.	10
4	Ability and quality of message created about your destination.	10
5	Professionalism of project manager and ability to manage personnel.	10
6	Project administration (completed news releases, final product turnover; invoices etc.)	10
7	Ability to verbally communicate and document information clearly and succinctly.	10
8	Ability to handle crisis management and fast breaking negative media attention.	10
9	Ability to follow contract documents, policies, procedures, rules, regulations, etc.	10
10	Overall comfort level with hiring the company in the future (customer satisfaction).	10
<b>TOTAL SCORE OF ALL ITEMS</b>		<b>100</b>

Please FAX this completed survey to: \_\_\_\_\_ By \_\_\_\_\_

*N.B. I know it is rare to have a contractor receive consistently high marks. However, we are in the habit of keeping contractors who provide poor service. I appreciate that CHA hires staff of above average ability and provide good strategy & counsel. — [Signature]*



**Attachment 9: Reference Questionnaire**

<b>Solicitation: 15-6520</b>		
Reference Questionnaire for: Tourism Public Relations Services		
(Name of Company Requesting Reference Information) Lou Hammond & Associates		
(Name of Individuals Requesting Reference Information)		
Name: Bruno A. Baggetta (Evaluator completing reference questionnaire)	Company: Market New Haven, Inc. (City of New Haven, CT) (Evaluator's Company completing reference)	
Email: <a href="mailto:bbaggetta@ctopen.org">bbaggetta@ctopen.org</a>	FAX: N/A	Telephone: 203.776.7331 ext 5816

Collier County is implementing a process that collects reference information on firms and their key personnel to be used in the selection of firms to perform this project. The Name of the Company listed in the Subject above has listed you as a client for which they have previously performed work. Please complete the survey. Please rate each criteria to the best of your knowledge on a scale of 1 to 10, with 10 representing that you were very satisfied (and would hire the firm/individual again) and 1 representing that you were very unsatisfied (and would never hire the firm/individual again). If you do not have sufficient knowledge of past performance in a particular area, leave it blank and the item or form will be scored "0."

Project Description: Destination Public Relations      Completion Date: Ongoing  
 Project Budget: In Excess of \$100,000      Project Number of Days: 12-month contract  
 Change Orders - Dollars Added : N/A      Change Orders - Days Added: N/A

Item	Criteria	Score
1	Ability to manage the costs (minimize change orders to scope).	10
2	Ability of team members to work with your organization.	10
3	Quality of news releases about your destination.	10
4	Ability and quality of message created about your destination.	10
5	Professionalism of project manager and ability to manage personnel.	10
6	Project administration (completed news releases, final product turnover; invoices etc.)	10
7	Ability to verbally communicate and document information clearly and succinctly.	10
8	Ability to handle crisis management and fast breaking negative media attention.	10
9	Ability to follow contract documents, policies, procedures, rules, regulations, etc.	10
10	Overall comfort level with hiring the company in the future (customer satisfaction).	10
<b>TOTAL SCORE OF ALL ITEMS</b>		<b>100</b>

Please FAX this completed survey to: \_\_\_\_\_ By \_\_\_\_\_



**Attachment 9: Reference Questionnaire**

<b>Solicitation: 15-6520</b>	
Reference Questionnaire for: Tourism Public Relations Services	
(Name of Company Requesting Reference Information) Lou Hammond & Associates	
(Name of Individuals Requesting Reference Information)	
Name: Kristen L. Adamo (Evaluator completing reference questionnaire)	Company: Providence Warwick CVB (Evaluator's Company completing reference)
Email: <a href="mailto:Kadamo@GoProvidence.com">Kadamo@GoProvidence.com</a>	FAX: 401-351-2090 Telephone: 401-456-0231

Collier County is implementing a process that collects reference information on firms and their key personnel to be used in the selection of firms to perform this project. The Name of the Company listed in the Subject above has listed you as a client for which they have previously performed work. Please complete the survey. Please rate each criteria to the best of your knowledge on a scale of 1 to 10, with 10 representing that you were very satisfied (and would hire the firm/individual again) and 1 representing that you were very unsatisfied (and would never hire the firm/individual again). If you do not have sufficient knowledge of past performance in a particular area, leave it blank and the item or form will be scored "0."

Project Description: Destination Public Relations      Completion Date: Ongoing  
 Project Budget: In Excess of \$100,000      Project Number of Days: 12-month contract  
 Change Orders - Dollars Added : N/A      Change Orders - Days Added: N/A

Item	Criteria	Score
1	Ability to manage the costs (minimize change orders to scope).	9
2	Ability of team members to work with your organization.	10
3	Quality of news releases about your destination.	8
4	Ability and quality of message created about your destination.	10
5	Professionalism of project manager and ability to manage personnel.	10
6	Project administration (completed news releases, final product turnover; invoices etc.)	10
7	Ability to verbally communicate and document information clearly and succinctly.	10
8	Ability to handle crisis management and fast breaking negative media attention.	n/a
9	Ability to follow contract documents, policies, procedures, rules, regulations, etc.	10
10	Overall comfort level with hiring the company in the future (customer satisfaction).	10
<b>TOTAL SCORE OF ALL ITEMS</b>		

Please FAX this completed survey to: \_\_\_\_\_ By \_\_\_\_\_





**Attachment 9: Reference Questionnaire**

<b>Solicitation: 15-6520</b>		
Reference Questionnaire for: Tourism Public Relations Services		
(Name of Company Requesting Reference Information) Lou Hammond & Associates		
(Name of Individuals Requesting Reference Information)		
Name: Kris Neilsen (Evaluator completing reference questionnaire)	Company: NH Division of Travel and Tourism Development (Evaluator's Company completing reference)	
Email: kris.neilsen@dred.nh.gov	FAX: 603-271-6870	Telephone: 603-271-2665

Collier County is implementing a process that collects reference information on firms and their key personnel to be used in the selection of firms to perform this project. The Name of the Company listed in the Subject above has listed you as a client for which they have previously performed work. Please complete the survey. Please rate each criteria to the best of your knowledge on a scale of 1 to 10, with 10 representing that you were very satisfied (and would hire the firm/individual again) and 1 representing that you were very unsatisfied (and would never hire the firm/individual again). If you do not have sufficient knowledge of past performance in a particular area, leave it blank and the item or form will be scored "0."

Project Description: Destination Public Relations      Completion Date: Ongoing  
 Project Budget: In Excess of \$100,000      Project Number of Days: 12-month contract  
 Change Orders - Dollars Added : N/A      Change Orders - Days Added: N/A

Item	Criteria	Score
1	Ability to manage the costs (minimize change orders to scope).	10
2	Ability of team members to work with your organization.	10
3	Quality of news releases about your destination.	8
4	Ability and quality of message created about your destination.	8
5	Professionalism of project manager and ability to manage personnel.	10
6	Project administration (completed news releases, final product turnover; invoices etc.)	10
7	Ability to verbally communicate and document information clearly and succinctly.	10
8	Ability to handle crisis management and fast breaking negative media attention.	10
9	Ability to follow contract documents, policies, procedures, rules, regulations, etc.	10
10	Overall comfort level with hiring the company in the future (customer satisfaction).	10
<b>TOTAL SCORE OF ALL ITEMS</b>		<b>96</b>

Please FAX this completed survey to: \_\_\_\_\_ By \_\_\_\_\_



**Attachment 9: Reference Questionnaire**

<b>Solicitation: 15-6520</b>		
Reference Questionnaire for: Tourism Public Relations Services		
(Name of Company Requesting Reference Information)		
Lou Hammond & Associates		
(Name of Individuals Requesting Reference Information)		
Name: Mitch Whitten (Evaluator completing reference questionnaire)	Company: Fort Worth Convention & Visitors Bureau (Evaluator's Company completing reference)	
Email: <a href="mailto:mitchwhitten@fortworth.com">mitchwhitten@fortworth.com</a>	FAX: 817.336.3282	Telephone: 817-698-7841

Collier County is implementing a process that collects reference information on firms and their key personnel to be used in the selection of firms to perform this project. The Name of the Company listed in the Subject above has listed you as a client for which they have previously performed work. Please complete the survey. Please rate each criteria to the best of your knowledge on a scale of 1 to 10, with 10 representing that you were very satisfied (and would hire the firm/individual again) and 1 representing that you were very unsatisfied (and would never hire the firm/individual again). If you do not have sufficient knowledge of past performance in a particular area, leave it blank and the item or form will be scored "0."

Project Description: Destination Public Relations      Completion Date: Ongoing  
 Project Budget: In Excess of \$100,000      Project Number of Days: 12-month contract  
 Change Orders - Dollars Added : N/A      Change Orders - Days Added: N/A

Item	Criteria	Score
1	Ability to manage the costs (minimize change orders to scope).	9
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7	Ability to verbally communicate and document information clearly and succinctly.	10
8	Ability to handle crisis management and fast breaking negative media attention.	10
9	Ability to follow contract documents, policies, procedures, rules, regulations, etc.	10
10	Overall comfort level with hiring the company in the future (customer satisfaction).	7
<b>TOTAL SCORE OF ALL ITEMS</b>		

Please FAX this completed survey to: \_\_\_\_\_ By \_\_\_\_\_

## **VII. ACCEPTANCE OF CONDITIONS**

**Indicate any exceptions to the general terms and conditions of the RFP, and to insurance requirements or any other requirements listed in this RFP. If no exceptions are indicated in this tabbed section, it will be understood that no exceptions to these documents will be considered after the award, or if applicable, during negotiations. Exceptions taken by a Vendor may result in evaluation point deduction(s) and/or exclusion of proposal for Selection Committee consideration, depending on the extent of the exception(s). Such determination shall be at the sole discretion of the County and Selection Committee.**

**There are no exceptions.**

## **VIII. REQUIRED FORM SUBMITTALS**



**NOT APPLICABLE**



**Attachment 1: Vendor's Non-Response Statement**

The sole intent of the Collier County Purchasing Department is to issue solicitations that are clear, concise and openly competitive. Therefore, we are interested in ascertaining reasons for prospective Vendors not wishing to respond to this solicitation. If your firm is not responding to this RFP, please indicate the reason(s) by checking the item(s) listed below and return this form via email or fax, noted on the cover page, or mail to Collier County Government, Purchasing Department, 3327 Tamiami Trail E, Naples, FL 34112.

**We are not responding to Solicitation 15-6520 – Public Relations Services for the following reason(s):**

- Services requested not available through our company.
- Our firm could not meet specifications/scope of work.
- Specifications/scope of work not clearly understood or applicable (too vague, rigid, etc.)
- Project is too small.
- Insufficient time allowed for preparation of response.
- Incorrect address used. Please correct mailing address:  
\_\_\_\_\_  
\_\_\_\_\_
- Other reason(s): \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Name of Firm: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_

Email: \_\_\_\_\_

Representative Signature: \_\_\_\_\_

Representative Name: \_\_\_\_\_ Date \_\_\_\_\_



**Attachment 2: Vendor Check List**

**IMPORTANT: THIS SHEET MUST BE SIGNED. Please read carefully, sign in the spaces indicated and return with your Proposal.** Vendor should check off each of the following items as the necessary action is completed:

- ✓ The Proposal has been signed.
- ✓ All applicable forms have been signed and included, along with licenses to complete the requirements of the project.
- ✓ Any addenda have been signed and included.
- ✓ The mailing envelope has been addressed to:  
Collier County Government  
Purchasing Department  
3327 Tamiami Trail E  
Naples FL 34112  
Attn: Adam Northrup, Procurement Strategist
- ✓ The **mailing envelope must be sealed and marked** with Solicitation 15-6520 and Due Date 11/06/2015.
- ✓ The Proposal will be mailed or delivered in time to be received no later than the specified due date and time. (Otherwise Proposal cannot be considered.)
- ✓ If submitting a manual bid, include any addenda (initialed and dated noting understanding and receipt). If submitting bid electronically, bidder will need to download all related documents on [www.colliergov.net/bid](http://www.colliergov.net/bid). The system will date and time stamp when the addendum files were downloaded.

**ALL COURIER-DELIVERED PROPOSALS MUST HAVE THE RFP NUMBER AND TITLE ON THE OUTSIDE OF THE COURIER PACKET.**

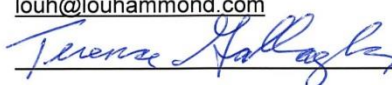
Name of Firm: Lou Hammond & Associates

Address: 900 Third Avenue

City, State, Zip: New York, NY 10022

Telephone: 212-308-8880

Email: louh@louhammond.com

Representative Signature: 

Representative Name: Terence Gallagher Date 11/03/2015

15-6520  
Public Relations Services  
31



**Attachment 3: Conflict of Interest Affidavit**

By the signature below, the firm (employees, officers and/or agents) certifies, and hereby discloses, that, to the best of their knowledge and belief, all relevant facts concerning past, present, or currently planned interest or activity (financial, contractual, organizational, or otherwise) which relates to the proposed work; and bear on whether the firm (employees, officers and/or agents) has a possible conflict have been fully disclosed.

Additionally, the firm (employees, officers and/or agents) agrees to immediately notify in writing the Procurement Director, or designee, if any actual or potential conflict of interest arises during the contract and/or project duration.

Firm: Lou Hammond & Associates  
Signature and Date: Terence Gallagher 11/03/2015  
Print Name Terence Gallagher  
Title of Signatory President, New York Office

State of New York  
County of New York

SUBSCRIBED AND SWORN to before me this 3rd day of November,  
20 15,  
by Terence Gallagher, who is personally known to me to be the  
identification New Jersey DL for the Firm, OR who produced the following

[Signature]  
Notary Public  
My Commission Expires Feb 25th 2017

MISAEI. MENDOZA  
Notary Public - State of New York  
No. 01ME6276796  
Qualified in New York County  
My Commission Expires Feb. 25, 2017



**Attachment 4: Vendor Declaration Statement**

BOARD OF COUNTY COMMISSIONERS  
Collier County Government Complex  
Naples, Florida 34112

**RE: Solicitation: 15-6520 – Public Relations Services**

Dear Commissioners:

The undersigned, as Vendor declares that this proposal is made without connection or arrangement with any other person and this proposal is in every respect fair and made in good faith, without collusion or fraud.

The Vendor agrees, if this proposal is accepted, to execute a Collier County document for the purpose of establishing a formal contractual relationship between the firm and Collier County, for the performance of all requirements to which the proposal pertains. The Vendor states that the proposal is based upon the proposal documents listed by **Solicitation: 15-6520 – Public Relations Services** .

**(Proposal Continued on Next Page)**

15-6520  
Public Relations Services  
33

**PROPOSAL CONTINUED**

IN WITNESS WHEREOF, WE have hereunto subscribed our names on this 3<sup>rd</sup> day of November 2015 in the County of New York in the State of New York.

Firm's Legal Name: Lou Hammond & Associates, Inc.  
Address: 900 Third Avenue  
City, State, Zip Code: New York, NY 10022  
Florida Certificate of Authority Document Number: P02000078131  
Federal Tax Identification Number: 01-0740680  
CCR # or CAGE Code: 13-020-4571  
Telephone: 212-308-8880  
FAX: 212-891-0200  
Signature by: Terence Gallagher  
(Typed and written)  
Title: President, New York Office

**Additional Contact Information**

Send payments to: Lou Hammond & Associates, Inc.  
(required if different from above)  
Company name used as payee  
Contact name: Laura Cohen  
Title: Controller  
Address: 145 King Street, Suite 411  
City, State, ZIP: Charleston, SC 29401  
Telephone: 843-722-8880  
FAX: 843-501-1626  
Email: laurac@louhammond.com  
Office servicing Collier County to place orders  
(required if different from above)  
Contact name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Address: \_\_\_\_\_  
City, State, ZIP: \_\_\_\_\_  
Telephone: \_\_\_\_\_ Email \_\_\_\_\_

15-6520  
Public Relations Services  
34



**NOT APPLICABLE**



**Attachment 5: Affidavit for Claiming Status as a Local Business**

**Solicitation: 15-6520 – Public Relations Services (Check Appropriate Boxes Below)**

**State of Florida (Select County if Vendor is described as a Local Business)**

- Collier County
- Lee County

Vendor affirms that it is a local business as defined by the Purchasing Policy of the Collier County Board of County Commissioners and the Regulations Thereto. As defined in Section XI of the Collier County Purchasing Policy: Local business means the vendor has a current Business Tax Receipt issued by the Collier County Tax Collector for at least one year prior to bid or proposal submission to do business within Collier County, and that identifies the business with a permanent physical business address located within the limits of Collier County from which the vendor's staff operates and performs business in an area zoned for the conduct of such business. A Post Office Box or a facility that receives mail, or a non-permanent structure such as a construction trailer, storage shed, or other non-permanent structure shall not be used for the purpose of establishing said physical address. In addition to the foregoing, a vendor shall not be considered a "local business" unless it contributes to the economic development and well-being of Collier County in a verifiable and measurable way. This may include, but not be limited to, the retention and expansion of employment opportunities, support and increase to the County's tax base, and residency of employees and principals of the business within Collier County. Vendors shall affirm in writing their compliance with the foregoing at the time of submitting their bid or proposal to be eligible for consideration as a "local business" under this section. A vendor who misrepresents the Local Preference status of its firm in a proposal or bid submitted to the County will lose the privilege to claim Local Preference status for a period of up to one year.

Vendor must complete the following information:

Year Business Established in  Collier County or  Lee County: \_\_\_\_\_

Number of Employees (Including Owner(s) or Corporate Officers): \_\_\_\_\_

Number of Employees Living in  Collier County or  Lee (Including Owner(s) or Corporate Officers): \_\_\_\_\_

If requested by the County, vendor will be required to provide documentation substantiating the information given in this affidavit. Failure to do so will result in vendor's submission being deemed not applicable.

Vendor Name: \_\_\_\_\_ Date: \_\_\_\_\_

Collier or Lee County Address: \_\_\_\_\_  
Signature: \_\_\_\_\_ Title: \_\_\_\_\_

STATE OF FLORIDA  
 COLLIER COUNTY                       LEE COUNTY

Sworn to and Subscribed Before Me, a Notary Public, for the above State and County, on this \_\_\_\_\_ Day of \_\_\_\_\_, 20\_\_\_\_.

\_\_\_\_\_  
Notary Public

My Commission Expires: \_\_\_\_\_

(AFFIX OFFICIAL SEAL)



**Attachment 6: Immigration Affidavit Certification**

**Solicitation: 15-6520 – Public Relations Services**

This Affidavit is required and should be signed, notarized by an authorized principal of the firm and submitted with formal Invitations to Bid (ITB's) and Request for Proposals (RFP) submittals. Further, Vendors / Bidders are required to enroll in the E-Verify program, and provide acceptable evidence of their enrollment, at the time of the submission of the vendor's/bidder's proposal. Acceptable evidence consists of a copy of the properly completed E-Verify Company Profile page or a copy of the fully executed E-Verify Memorandum of Understanding for the company. **Failure to include this Affidavit and acceptable evidence of enrollment in the E-Verify program, may deem the Vendor / Bidder's proposal as non-responsive.**

Collier County will not intentionally award County contracts to any vendor who knowingly employs unauthorized alien workers, constituting a violation of the employment provision contained in 8 U.S.C. Section 1324 a(e) Section 274A(e) of the Immigration and Nationality Act ("INA").

Collier County may consider the employment by any vendor of unauthorized aliens a violation of Section 274A (e) of the INA. Such Violation by the recipient of the Employment Provisions contained in Section 274A (e) of the INA shall be grounds for unilateral termination of the contract by Collier County.

Vendor attests that they are fully compliant with all applicable immigration laws (specifically to the 1986 Immigration Act and subsequent Amendment(s)) and agrees to comply with the provisions of the Memorandum of Understanding with E-Verify and to provide proof of enrollment in The Employment Eligibility Verification System (E-Verify), operated by the Department of Homeland Security in partnership with the Social Security Administration at the time of submission of the Vendor's / Bidder's proposal.

Company Name Lou Hammond & Associates

Print Name Terence Gallagher Title President, New York Office

Signature *Terence Gallagher* Date 11/03/2015

State of New York

County of New York

The foregoing instrument was signed and acknowledged before me this 3rd day of November, 2015, by Terence Gallagher who has produced New Jersey ID # 60290-78271-10634 as identification.  
(Print or Type Name) (Type of Identification and Number)

*MMS*  
Notary Public Signature  
Misael Mendosa  
Printed Name of Notary Public  
01ME6276796 Feb 25<sup>th</sup> 2017  
Notary Commission Number/Expiration

MISAEI MENDOZA  
Notary Public - State of New York  
No. 01ME6276796  
Qualified in New York County  
My Commission Expires Feb. 25, 2017

The signee of this Affidavit guarantees, as evidenced by the sworn affidavit required herein, the truth and accuracy of this affidavit to interrogatories hereinafter made.



**Attachment 7: Vendor Substitute W – 9  
 Request for Taxpayer Identification Number and Certification**

In accordance with the Internal Revenue Service regulations, Collier County is required to collect the following information for tax reporting purposes from individuals and companies who do business with the County (including social security numbers if used by the individual or company for tax reporting purposes). Florida Statute 119.071(5) require that the county notify you in writing of the reason for collecting this information, which will be used for no other purpose than herein stated. Please complete all information that applies to your business and return with your quote or proposal.

**1. General Information** (provide all information)

Taxpayer Name <u>Lou Hammond &amp; Associates, Inc.</u> <i>(as shown on income tax return)</i>	
Business Name _____ <i>(if different from taxpayer name)</i>	
Address <u>900 Third Avenue, Suite 401</u>	City <u>New York</u>
State <u>NY</u>	Zip <u>10022</u>
Telephone <u>212-308-8880</u>	FAX <u>212-891-0200</u> Email <u>louh@louhammond.com</u>
<b>Order Information</b>	<b>Remit / Payment Information</b>
Address <u>SAME AS ABOVE</u>	Address <u>SAME AS ABOVE</u>
City _____ State _____ Zip _____	City _____ State _____ Zip _____
FAX _____	FAX _____
Email _____	Email _____

**2. Company Status** (check only one)

<input type="checkbox"/> Individual / Sole Proprietor	<input checked="" type="checkbox"/> Corporation	<input type="checkbox"/> Partnership
<input type="checkbox"/> Tax Exempt (Federal income tax-exempt entity under Internal Revenue Service guidelines IRC 501 (c) 3)	<input type="checkbox"/> Limited Liability Company	
<b>C Enter the tax classification</b> <i>(D = Disregarded Entity, C = Corporation, P = Partnership)</i>		

**3. Taxpayer Identification Number** (for tax reporting purposes only)

Federal Tax Identification Number (TIN) <u>13-3245968</u>
<i>(Vendors who do not have a TIN, will be required to provide a social security number prior to an award of the contract.)</i>

**4. Sign and Date Form**

**Certification:** *Under penalties of perjury, I certify that the information shown on this form is correct to my knowledge.*

Signature <u></u>	Date <u>11/03/2015</u>
Title <u>President, New York Office</u>	Phone Number <u>212-308-8880</u>





**Attachment 8: Insurance and Bonding Requirements**

<b>Insurance / Bond Type</b>	<b>Required Limits</b>
1. <input checked="" type="checkbox"/> Worker's Compensation	Statutory Limits of Florida Statutes, Chapter 440 and all Federal Government Statutory Limits and Requirements
2. <input checked="" type="checkbox"/> Employer's Liability	<u>\$500,000</u> single limit per occurrence
3. <input checked="" type="checkbox"/> Commercial General Liability (Occurrence Form) patterned after the current ISO form	Bodily Injury and Property Damage <u>\$500,000</u> single limit per occurrence, \$2,000,000 aggregate for Bodily Injury Liability and Property Damage Liability. This shall include Premises and Operations; Independent Contractors; Products and Completed Operations and Contractual Liability
4. <input checked="" type="checkbox"/> Indemnification	To the maximum extent permitted by Florida law, the Contractor/Vendor/Consultant shall indemnify and hold harmless Collier County, its officers and employees from any and all liabilities, damages, losses and costs, including, but not limited to, reasonable attorneys' fees and paralegals' fees, to the extent caused by the negligence, recklessness, or intentionally wrongful conduct of the Contractor/Vendor/Consultant or anyone employed or utilized by the Contractor/Vendor/Consultant in the performance of this Agreement. This indemnification obligation shall not be construed to negate, abridge or reduce any other rights or remedies which otherwise may be available to an indemnified party or person described in this paragraph. This section does not pertain to any incident arising from the sole negligence of Collier County.
4. <input type="checkbox"/> Automobile Liability	<u>\$ _____</u> Each Occurrence; Bodily Injury & Property Damage, Owned/Non-owned/Hired; Automobile Included
5. <input type="checkbox"/> Other insurance as noted:	<input type="checkbox"/> Watercraft <u>\$ _____</u> Per Occurrence <input type="checkbox"/> United States Longshoreman's and Harborworker's Act coverage shall be maintained where applicable to the completion of the work. <u>\$ _____</u> Per Occurrence <input type="checkbox"/> Maritime Coverage (Jones Act) shall be maintained where applicable to the completion of the work. <u>\$ _____</u> Per Occurrence <input type="checkbox"/> Aircraft Liability coverage shall be carried in limits of not less than \$5,000,000 each occurrence if applicable to the completion of the Services under this Agreement. <u>\$ _____</u> Per Occurrence <input type="checkbox"/> Pollution <u>\$ _____</u> Per Occurrence <input checked="" type="checkbox"/> Professional Liability <u>\$500,000</u> Per Occurrence <ul style="list-style-type: none"><li>• \$ 500,000 each claim and in the aggregate</li><li>• \$1,000,000 each claim and in the aggregate</li><li>• \$2,000,000 each claim and in the aggregate</li></ul> <input type="checkbox"/> Professional Liability <u>\$ _____</u> per claim and in the aggregate

- \$1,000,000 per claim and in the aggregate
- \$2,000,000 per claim and in the aggregate

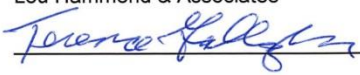
Valuable Papers Insurance \$ \_\_\_\_\_ Per Occurrence

6.  Bid bond  
Shall be submitted with proposal response in the form of certified funds, cashiers' check or an irrevocable letter of credit, a cash bond posted with the County Clerk, or proposal bond in a sum equal to 5% of the cost proposal. All checks shall be made payable to the Collier County Board of County Commissioners on a bank or trust company located in the State of Florida and insured by the Federal Deposit Insurance Corporation.
7.  Performance and Payment Bonds  
For projects in excess of \$200,000, bonds shall be submitted with the executed contract by Proposers receiving award, and written for 100% of the Contract award amount, the cost borne by the Proposer receiving an award. The Performance and Payment Bonds shall be underwritten by a surety authorized to do business in the State of Florida and otherwise acceptable to Owner; provided, however, the surety shall be rated as "A-" or better as to general policy holders rating and Class V or higher rating as to financial size category and the amount required shall not exceed 5% of the reported policy holders' surplus, all as reported in the most current Best Key Rating Guide, published by A.M. Best Company, Inc. of 75 Fulton Street, New York, New York 10038.
8.  Vendor shall ensure that all subcontractors comply with the same insurance requirements that he is required to meet. The same Vendor shall provide County with certificates of insurance meeting the required insurance provisions.
9.  Collier County must be named as "**ADDITIONAL INSURED**" on the Insurance Certificate for Commercial General Liability where required.
10.  The Certificate Holder shall be named as Collier County Board of County Commissioners, OR, Board of County Commissioners in Collier County, OR Collier County Government, OR Collier County. The Certificates of Insurance must state the Contract Number, or Project Number, or specific Project description, or must read: For any and all work performed on behalf of Collier County.
11.  **Thirty (30) Days Cancellation Notice** required.

LJB 10/2/2015

**Vendor's Insurance Statement**

We understand the insurance requirements of these specifications and that the evidence of insurability may be required within five (5) days of the award of this solicitation.

Name of Firm      Lou Hammond & Associates      Date 11/03/2015  
Vendor Signature       \_\_\_\_\_  
Print Name      Terence Gallagher  
Insurance Agency      C.T. Lowndes & Co.  
Agent Name      Jens Zander      Telephone Number 843-737-8299





### CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)  
 11/3/2015

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 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 C. T. Lowndes - Mt. Pleasant Office 966 McCants Dr.  Mt. Pleasant SC 29464		CONTACT NAME: Jens Zander, CPCU, CIC PHONE (A/C, No, Ext): (843) 884-3159 FAX (A/C, No): (843) 881-8891 E-MAIL: jzander@ctlowndes.com ADDRESS:	
INSURED Lou Hammond & Associates Inc 145 King St Suite 411 Charleston SC 29401		INSURER(S) AFFORDING COVERAGE INSURER A :Ohio Security - Montgomery NAIC # 24082 INSURER B :Ohio Casualty NAIC # 24074 INSURER C : INSURER D : INSURER E : INSURER F :	

COVERAGES CERTIFICATE NUMBER:1516 ALL 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	ADDL SUBR INSD VVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
A	<input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR  GEN'L AGGREGATE LIMIT APPLIES PER: <input checked="" type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC OTHER:	X	BZS55609265	7/12/2015	7/12/2016	EACH OCCURRENCE \$ 1,000,000 DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 1,000,000 MED EXP (Any one person) \$ 15,000 PERSONAL & ADV INJURY \$ 1,000,000 GENERAL AGGREGATE \$ 2,000,000 PRODUCTS - COM/OP AGG \$ 2,000,000 Employee Dishonesty \$ 25,000
A	AUTOMOBILE LIABILITY <input type="checkbox"/> ANY AUTO <input type="checkbox"/> ALL OWNED AUTOS <input checked="" type="checkbox"/> HIRED AUTOS <input checked="" type="checkbox"/> SCHEDULED AUTOS <input checked="" type="checkbox"/> NON-OWNED AUTOS		BAS55696220	7/12/2015	7/12/2016	COMBINED SINGLE LIMIT (Ea accident) \$ 1,000,000 BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$ Uninsured motorist combined \$ 1,000,000
B	<input checked="" type="checkbox"/> UMBRELLA LIAB <input type="checkbox"/> EXCESS LIAB OCCUR CLAIMS-MADE DED <input checked="" type="checkbox"/> RETENTION \$ 10,000		US055609265	7/12/2015	7/12/2016	EACH OCCURRENCE \$ 5,000,000 AGGREGATE \$ 5,000,000
A	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	XWS55609265	7/12/2015	7/12/2016	<input checked="" type="checkbox"/> PER STATUTE <input type="checkbox"/> OTH-ER E.L. EACH ACCIDENT \$ 1,000,000 E.L. DISEASE - EA EMPLOYEE \$ 1,000,000 E.L. DISEASE - POLICY LIMIT \$ 1,000,000

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)  
 Those usual to the insureds operation.  
 Lou Hammond & Stephen Hammond are excluded from coverage under the workers' compensation policy.  
 Solicitation 15-6520  
 Tourism Public Relations Services  
 Certificate holder is included as additional insured on the commercial general liability policy for any and all work performed on behalf of Collier County per form BP 7996 0713 if required by written contract.

CERTIFICATE HOLDER  Collier County Board of County Commissioners, Naples, Florida 3299 Tamiami Trail East Naples, FL 34112	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  Bill Silcox/JAZ <i>Willard A. Silcox III</i>
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ACORD 25 (2014/01)  
 INS025 (201401)

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**Collier County Purchasing Department  
 Selection Committee Individual Score and Rank Form**

**RFP #: 15-6520**

**Title: Tourism Public Relations Services**

**Step 1:** Selection committee members will independently review and assign points/score each proposal based on the evaluation criteria stated below using the Individual Selection Committee Score and Rank Form - Step 1; and prepare comments for discussion at the next meeting.

**Step 2:** Upon direction by the Procurement professional, the individual selection committee member should review the individual vendor total scores and take into account all other information including: the proposals, recommendations, County evaluations and any other information discussed in the public meeting(s). Rank order each of the vendor's proposals from 1 (being the highest ranked proposal), 2 being the next highest ranked vendor's proposal and so forth based on information obtained.

Name	Tab II, Solution to Requirements (Points 30)	Tab III, Experience and Capacity (Points 20)	Tab IV, Team Members (Points 20)	Tab V, Cost (Points 15)	Tab VI, References (5 Points)	LVP	Step 1: Total Individual Scoring (Criteria points should be added together)	Step 2: Individual Rank Order (Do not complete until directed by the Procurement professional)
AboveWater Public Relations & Marketing			15.6	5.00	0.00	10		
Cheryl Andrews Marketing Communications			11.6	0.44	4.82	0		
Evoke Advertising			14.2	2.00	5.00	0		
Lou Hammond & Associates			20	1.20	4.78	0		
Rogers & Cowan			16.2	0.17	4.97	0		
Turner			9.8	0.76	4.28	0		
Wagstaff Worldwide			10.4	1.00	2.92	0		

I have identified my individual scoring and rank for the firms who have submitted proposals for this solicitation on the Selection Committee Individual Score and Rank Form. Sign and date the form below.

Signature

**AGREEMENT #15-6520**

**for**

**Tourism Public Relations Services**

**THIS AGREEMENT**, made and entered into on this \_\_\_\_\_ day of \_\_\_\_\_ 2016, by and between Lou Hammond & Associates, Inc. (FL), authorized to do business in the State of Florida, whose business address is 900 Third Avenue, New York, NY 10022 (the "Contractor") and Collier County, a political subdivision of the State of Florida, (the "County"):

**WITNESSETH:**

1. **CONTRACT TERM.** The contract shall be for a two (2) year period, commencing on May 1, 2016 and terminating on April 30, 2018.

The County may, at its discretion and with the consent of the Contractor, renew the Agreement under all of the terms and conditions contained in this Agreement for two (2) additional one (1) year periods. The County shall give The Contractor written notice of the County's intention to renew the Agreement term not less than ten (10) days prior to the end of the Agreement term then in effect.

The County Manager, or his designee, may, at his discretion, extend the Agreement under all of the terms and conditions contained in this Agreement for up to 180 days. The County Manager, or his designee, shall give The Contractor written notice of the County's intention to extend the Agreement term not less than ten (10) days prior to the end of the Agreement term then in effect.

2. **STATEMENT OF WORK.** The Contractor shall provide Public Relations Services in accordance with the terms and conditions of **RFP #15-6520**, Exhibit A - Scope of Services, and the Contractor's proposal referred to herein and made an integral part of this agreement. This Agreement contains the entire understanding between the parties and any modifications to this Agreement shall be mutually agreed upon in writing by the Parties, in compliance with the County Procurement Ordinance, as amended, and Procurement Procedures in effect at the time such services are authorized.

3. **THE CONTRACT SUM.** The County shall pay the Contractor for the performance of this Agreement an estimated annual amount of one hundred fifty-one thousand, nine hundred ninety-two dollars and zero cents (\$151,992.00), in the form of monthly lump sum payments (lump sum is further defined in Section 3.1 Price Methodology). The monthly lump sum payment shall be eleven thousand dollars (\$11,000.00) (totaling \$132,000.00 per annum) plus travel and reimbursables (out-of-pocket expenses) not-to-exceed nineteen thousand, nine hundred and ninety-two dollars (\$19,992.00) per year.



Payments shall be made to the Contractor not more frequently than once per month upon receipt of a proper invoice, upon approval by the Tourism Director or his designee, and in compliance with Chapter 218, Fla. Stats., otherwise known as the "Local Government Prompt Payment Act".

3.1 Price Methodology. Lump Sum (Fixed Price): a firm fixed total price offering for a project; the risks are transferred from the County to the Contractor; and, as a business practice there are no hourly or material invoices presented, rather, the Contractor must perform to the satisfaction of the County's project manager before payment for the fixed price contract is authorized.

3.2 Payments will be made for services furnished, delivered, and accepted, upon receipt and approval of invoices submitted on the date of services or within six (6) months after completion of contract. Any untimely submission of invoices beyond the specified deadline period is subject to non-payment under the legal doctrine of "laches" as untimely submitted. Time shall be deemed of the essence with respect to the timely submission of invoices under this agreement.

3.3 Travel and Reimbursable Expenses. Travel and Reimbursable Expenses (out of pocket expenses) must be approved in advance in writing by the County. Travel expenses shall be reimbursed at actual cost in accordance with Collier County Resolution No. 2006-40 "Travel Expenses for Persons Conducting Official Tourism Business" and §125.0104, Fla. Stat. Contractor's travel time will be included in the monthly service fee.

Reimbursable items (out of pocket expenses) other than travel expenses shall be include but not limited to; telephone long-distance charges, fax charges, parking fees, reasonable commercial transportation, reasonable gratuities, taxes, tolls, entertainment, location rental and catering for events, photocopying charges, shipping and postage. Reimbursable items will be paid only after Contractor has provided all receipts. Contractor shall be responsible for all other costs and expenses associated with activities and solicitations undertaken pursuant to this Agreement.

4. **SALES TAX.** Contractor shall pay all sales, consumer, use and other similar taxes associated with the Work or portions thereof, which are applicable during the performance of the Work. Collier County, Florida as a political subdivision of the State of Florida, is exempt from the payment of Florida sales tax to its vendors under Chapter 212, Florida Statutes, Certificate of Exemption # 85-8015966531C-2.
5. **NOTICES.** All notices from the County to the Contractor shall be deemed duly served if mailed or faxed to the Contractor at the following address:

Lou Hammond & Associates, Inc. (FL)  
900 Third Avenue  
New York, NY 10022  
Attention: Terence Gallagher, President  
Telephone: 212-308-8880  
Fax: 212-891-0200  
Email: terryg@louhammond.com

All Notices from the Contractor to the County shall be deemed duly served if mailed or faxed to the County to:

Collier County Government Center  
Procurement Services Division  
3327 Tamiami Trail, East  
Naples, Florida 34112  
Attention: Joanne Markiewicz, Director, Procurement Services Division  
Telephone: 239-252-8407  
Facsimile: 239-252-6480

The Contractor and the County may change the above mailing address at any time upon giving the other party written notification. All notices under this Agreement must be in writing.

6. **NO PARTNERSHIP.** Nothing herein contained shall create or be construed as creating a partnership between the County and the Contractor or to constitute the Contractor as an agent of the County.
7. **PERMITS: LICENSES: TAXES.** In compliance with Section 218.80, F.S., all permits necessary for the prosecution of the Work shall be obtained by the Contractor. The County will not be obligated to pay for any permits obtained by Subcontractors.

Payment for all such permits issued by the County shall be processed internally by the County. All non-County permits necessary for the prosecution of the Work shall be procured and paid for by the Contractor. The Contractor shall also be solely responsible for payment of any and all taxes levied on the Contractor. In addition, the Contractor shall comply with all rules, regulations and laws of Collier County, the State of Florida, or the U. S. Government now in force or hereafter adopted. The Contractor agrees to comply with all laws governing the responsibility of an employer with respect to persons employed by the Contractor.

8. **NO IMPROPER USE.** The Contractor will not use, nor suffer or permit any person to use in any manner whatsoever, County facilities for any improper, immoral or offensive purpose, or for any purpose in violation of any federal, state, county or municipal ordinance, rule, order or regulation, or of any governmental rule or





regulation now in effect or hereafter enacted or adopted. In the event of such violation by the Contractor or if the County or its authorized representative shall deem any conduct on the part of the Contractor to be objectionable or improper, the County shall have the right to suspend the contract of the Contractor. Should the Contractor fail to correct any such violation, conduct, or practice to the satisfaction of the County within twenty-four (24) hours after receiving notice of such violation, conduct, or practice, such suspension to continue until the violation is cured. The Contractor further agrees not to commence operation during the suspension period until the violation has been corrected to the satisfaction of the County.

9. **TERMINATION.** Should the Contractor be found to have failed to perform his services in a manner satisfactory to the County as per this Agreement, the County may terminate said agreement for cause; further the County may terminate this Agreement for convenience with a thirty (30) day written notice. The County shall be sole judge of non-performance.

In the event that the County terminates this Agreement, Contractor's recovery against the County shall be limited to that portion of the Contract Amount earned through the date of termination. The Contractor shall not be entitled to any other or further recovery against the County, including, but not limited to, any damages or any anticipated profit on portions of the services not performed.

10. **NO DISCRIMINATION.** The Contractor agrees that there shall be no discrimination as to race, sex, color, creed or national origin.

11. **INSURANCE.** The Contractor shall provide insurance as follows:

**A. Commercial General Liability:** Coverage shall have minimum limits of \$500,000 Per Occurrence, \$2,000,000 aggregate for Bodily Injury Liability and Property Damage Liability. This shall include Premises and Operations; Independent Contractors; Products and Completed Operations and Contractual Liability.

**B. Workers' Compensation:** Insurance covering all employees meeting Statutory Limits in compliance with the applicable state and federal laws.

The coverage must include Employers' Liability with a minimum limit of \$500,000 for each accident.

**C. Professional Liability:** Shall be maintained by the Contractor to ensure its legal liability for claims arising out of the performance of professional services under this Agreement. Contractor waives its right of recovery against County as to any claims under this insurance. Such insurance shall have limits of not less than \$500,000 each claim and in the aggregate.



Special Requirements: Collier County Government shall be listed as the Certificate Holder and included as an Additional Insured on the Comprehensive General Liability Policy.

Current, valid insurance policies meeting the requirement herein identified shall be maintained by Contractor during the duration of this Agreement. The Contractor shall provide County with certificates of insurance meeting the required insurance provisions. Renewal certificates shall be sent to the County ten (10) days prior to any expiration date. Coverage afforded under the policies will not be canceled or allowed to expire until the greater of: ten (10) days prior written notice, or in accordance with policy provisions. Contractor shall also notify County, in a like manner, within twenty-four (24) hours after receipt, of any notices of expiration, cancellation, non-renewal or material change in coverage or limits received by Contractor from its insurer, and nothing contained herein shall relieve Contractor of this requirement to provide notice.

Contractor shall ensure that all subcontractors comply with the same insurance requirements that he is required to meet.

12. INDEMNIFICATION. To the maximum extent permitted by Florida law, the Contractor shall indemnify and hold harmless Collier County, its officers and employees from any and all liabilities, damages, losses and costs, including, but not limited to, reasonable attorneys' fees and paralegals' fees, whether resulting from any claimed breach of this Agreement by Contractor, any statutory or regulatory violations, or from personal injury, property damage, direct or consequential damages, or economic loss, to the extent caused by the negligence, recklessness, or intentionally wrongful conduct of the Contractor or anyone employed or utilized by the Contractor in the performance of this Agreement. This indemnification obligation shall not be construed to negate, abridge or reduce any other rights or remedies which otherwise may be available to an indemnified party or person described in this paragraph.

This section does not pertain to any incident arising from the sole negligence of Collier County.

12.1 The duty to defend under this Article 12 is independent and separate from the duty to indemnify, and the duty to defend exists regardless of any ultimate liability of the Contractor, County and any indemnified party. The duty to defend arises immediately upon presentation of a claim by any party and written notice of such claim being provided to Contractor. Contractor's obligation to indemnify and defend under this Article 12 will survive the expiration or earlier termination of this Agreement until it is determined by final judgment that an action against the County or



an indemnified party for the matter indemnified hereunder is fully and finally barred by the applicable statute of limitations.

13. **CONTRACT ADMINISTRATION.** This Agreement shall be administered by the Collier County Tourism Department, on behalf of the Naples, Marco Island, Everglades Convention and Visitors Bureau (CVB).
14. **CONFLICT OF INTEREST.** Contractor represents that it presently has no interest and shall acquire no interest, either direct or indirect, which would conflict in any manner with the performance of services required hereunder. Contractor further represents that no persons having any such interest shall be employed to perform those services.
15. **COMPONENT PARTS OF THIS CONTRACT.** This Contract consists of the following component parts, all of which are as fully a part of the contract as if herein set out verbatim: Contractor's Proposal, Insurance Certificate(s), Exhibit A - Scope of Services, RFP #15-6520 and Addenda.
16. **SUBJECT TO APPROPRIATION.** It is further understood and agreed by and between the parties herein that this agreement is subject to appropriation by the Board of County Commissioners.
17. **PROHIBITION OF GIFTS TO COUNTY EMPLOYEES.** No organization or individual shall offer or give, either directly or indirectly, any favor, gift, loan, fee, service or other item of value to any County employee, as set forth in Chapter 112, Part III, Florida Statutes, Collier County Ethics Ordinance No. 2004-05, as amended, and County Administrative Procedure 5311. Violation of this provision may result in one or more of the following consequences: a. Prohibition by the individual, firm, and/or any employee of the firm from contact with County staff for a specified period of time; b. Prohibition by the individual and/or firm from doing business with the County for a specified period of time, including but not limited to: submitting bids, RFP, and/or quotes; and, c. immediate termination of any contract held by the individual and/or firm for cause.
18. **COMPLIANCE WITH LAWS.** By executing and entering into this agreement, the Contractor is formally acknowledging without exception or stipulation that it agrees to comply, at its own expense, with all federal, state and local laws, codes, statutes, ordinances, rules, regulations and requirements applicable to this Agreement, including but not limited to those dealing with the Immigration Reform and Control Act of 1986 as located at 8 U.S.C. 1324, et seq. and regulations relating thereto, as either may be amended; taxation, workers' compensation, equal employment and safety (including, but not limited to, the Trench Safety Act, Chapter 553, Florida Statutes), and the Florida Public Records Law Chapter 119, including specifically those contractual requirements at F.S. § 119.0701(2)(a)-(d) and (3) stated as follows:



(2) In addition to other contract requirements provided by law, each public agency contract for services must include a provision that requires the contractor to comply with public records laws, specifically to:

(a) Keep and maintain public records that ordinarily and necessarily would be required by the public agency in order to perform the service.

(b) Provide the public with access to public records on the same terms and conditions that the public agency would provide the records and at a cost that does not exceed the cost provided in this chapter or as otherwise provided by law.

(c) Ensure that public records that are exempt or confidential and exempt from public records disclosure requirements are not disclosed except as authorized by law.

(d) Meet all requirements for retaining public records and transfer, at no cost, to the public agency all public records in possession of the contractor upon termination of the contract and destroy any duplicate public records that are exempt or confidential and exempt from public records disclosure requirements. All records stored electronically must be provided to the public agency in a format that is compatible with the information technology systems of the public agency.

(3) If a contractor does not comply with a public records request, the public agency shall enforce the contract provisions in accordance with the contract.

If Contractor observes that the Contract Documents are at variance therewith, it shall promptly notify the County in writing. Failure by the Contractor to comply with the laws referenced herein shall constitute a breach of this agreement and the County shall have the discretion to unilaterally terminate this agreement immediately.

19. **OFFER EXTENDED TO OTHER GOVERNMENTAL ENTITIES.** Collier County encourages and agrees to the successful proposer extending the pricing, terms and conditions of this solicitation or resultant contract to other governmental entities at the discretion of the successful proposer.

20. **AGREEMENT TERMS.** If any portion of this Agreement is held to be void, invalid, or otherwise unenforceable, in whole or in part, the remaining portion of this Agreement shall remain in effect.



21. **ADDITIONAL ITEMS/SERVICES.** Additional items and/or services may be added to this contract in compliance with the Procurement Ordinance, as amended, and Procurement Procedures.
22. **DISPUTE RESOLUTION.** Prior to the initiation of any action or proceeding permitted by this Agreement to resolve disputes between the parties, the parties shall make a good faith effort to resolve any such disputes by negotiation. The negotiation shall be attended by representatives of Contractor with full decision-making authority and by County's staff person who would make the presentation of any settlement reached during negotiations to County for approval. Failing resolution, and prior to the commencement of depositions in any litigation between the parties arising out of this Agreement, the parties shall attempt to resolve the dispute through Mediation before an agreed-upon Circuit Court Mediator certified by the State of Florida. The mediation shall be attended by representatives of Contractor with full decision-making authority and by County's staff person who would make the presentation of any settlement reached at mediation to County's board for approval. Should either party fail to submit to mediation as required hereunder, the other party may obtain a court order requiring mediation under section 44.102, Fla. Stat.
23. **VENUE.** Any suit or action brought by either party to this Agreement against the other party relating to or arising out of this Agreement must be brought in the appropriate federal or state courts in Collier County, Florida, which courts have sole and exclusive jurisdiction on all such matters.
24. **KEY PERSONNEL.** The Contractor's personnel and management to be utilized for this project shall be knowledgeable in their areas of expertise. The County reserves the right to perform investigations as may be deemed necessary to ensure that competent persons will be utilized in the performance of the contract. The Contractor shall assign as many people as necessary to complete the services on a timely basis, and each person assigned shall be available for an amount of time adequate to meet the required service dates. The Contractor shall not change Key Personnel unless the following conditions are met: (1) Proposed replacements have substantially the same or better qualifications and/or experience. (2) that the County is notified in writing as far in advance as possible. The Contractor shall make commercially reasonable efforts to notify Collier County within seven (7) days of the change. The County retains final approval of proposed replacement personnel.
25. **ORDER OF PRECEDENCE.** In the event of any conflict between or among the terms of any of the Contract Documents and/or the County's Board approved Executive Summary, the terms of the Agreement shall take precedence over the terms of all other Contract Documents.





26. **ASSIGNMENT.** Contractor shall not assign this Agreement or any part thereof, without the prior consent in writing of the County. Any attempt to assign or otherwise transfer this Agreement, or any part herein, without the County's consent, shall be void. If Contractor does, with approval, assign this Agreement or any part thereof, it shall require that its assignee be bound to it and to assume toward Contractor all of the obligations and responsibilities that Contractor has assumed toward the County.

*(Signature page to follow)*



IN WITNESS WHEREOF, the parties hereto, have each, respectively, by an authorized person or agent, have executed this Agreement on the date and year first written above.

BOARD OF COUNTY COMMISSIONERS  
COLLIER COUNTY, FLORIDA

ATTEST:  
Dwight E. Brock, Clerk of Courts

By: \_\_\_\_\_

By: \_\_\_\_\_  
Donna Fiala, Chairman

Dated: \_\_\_\_\_  
(SEAL)

Lou Hammond & Associates, Inc. (FL)

\_\_\_\_\_  
First Witness

By: \_\_\_\_\_  
Signature

↑Type/print witness name↑

↑Type/print signature and title↑

\_\_\_\_\_  
Second Witness

↑Type/print witness name↑

Approved as to Form and Legality:

*(CMB)*

\_\_\_\_\_  
Assistant County Attorney

\_\_\_\_\_  
Print Name



## Exhibit A

### Agreement #15-6520 "Tourism Public Relations Services"

#### Scope of Services

The Contractor will create and implement an effective out of market media relations strategy that may include but not be limited to the following:

1. Provide full range media pitching and targeting that includes:
  - Nurture personal media relationships on our clients' behalf;
  - Develop pitches specifically targeted to each individual outlet and journalist by niche;
  - Create pitches that reference the journalist's recent stories and specific section topics;
  - Utilize statistics wherever possible to support trends; and
  - Employ unobtrusive follow-up with journalists.
2. Develop a media grid of agreed-upon, targeted outlets for the destination's key niche segments. The Contractor will then craft pitch angles and story ideas customized for the audience. The Contractor will utilize the segmented media grid to track responses and plan additional tactical outreach such as desksides and media visits.
3. Implement a proactive campaign directed to the broadcast media. The Contractor will continually research and review programs on network and cable TV as well as shows in syndication that may be appropriate for the County. The Contractor will work with the County to target key broadcast outlets that have national exposure on morning shows, talk shows, cable networks such as Travel Channel, Food Network, HGTV, Wealth TV, Bravo, etc. and more. The Contractor will work closely with the outlets' publicists and editors to provide regular, current information.
4. Provide access to the County for the agency's extensive computerized database.
5. As part of its media mailing services, the Contractor will create an addendum for each client, which includes personnel and other non-media contacts the client wants to reach with its materials.
6. Release of a tailored calendar of events, with emphasis on particular seasons and holidays. These are times when media are particularly looking for news and special offerings.



7. Operate an aggressive Collier County News Bureau. The bureau will be staffed and equipped to pitch the media proactively and respond 24-hours-a-day to inquiries, refer coverage opportunities to the appropriate parties, give advice on trends and developments and provide current information. The Contractor will provide a fully-staffed extension the Collier County media team to help you to be execute activities for which you may not previously have had the time or staff to utilize.

Actions of the News Bureau will include:

- Handle inquiries, referring to the County as necessary;
  - Alert the media to news, developments and opportunities;
  - Maintain a fact file, electronic image and multimedia library;
  - Provide current information on all aspects of the destination;
  - Research editorial calendars to facilitate placements;
  - Review potential media visits;
  - Maintain updated listings of journalists with their specific interests; continuing regular contact to maximize enthusiasm, providing information as necessary;
  - Develop and present high-impact story ideas;
  - Providing the client with clips of all media coverage; and
  - Monitor and maintain an Online News Room.
8. Incorporate the County into as many appropriately themed agency-wide releases as possible.
  9. Post material on the Contractor's Facebook site and tweet about news from the Contractor's Twitter handle with 1,500+ followers.
  10. Participate actively in the Collier County marketing process. This will include being involved in the strategic planning process and participating in key tourism meetings and events.
  11. Provide a 12-month program and timeline of activities in cooperation with the Director of Public Relations. In addition, no releases or other materials will be disseminated without written client approval.
  12. Distribute the following resource guides to the County and its constituents on an annual basis:
    - Travel Industry Meeting Booklets - This book will contain a listing of some 139 important worldwide travel industry meetings with dates, locations, topics and contact information;



- Calendar of Holidays - This year-long calendar outlines major North American holidays with corresponding deadlines for editorial coverage of related news;
  - Hotel/Tourism Award Listings - This book is a compilation of 64 significant opportunities for hotel/tourism awards and 22 surveys; information provided includes criteria, deadlines and contact names for entries.
13. Coordinate seminars to benefit the County and its constituents. The seminar is designed for people who can benefit by learning from public relations experts and are staged in a central location convenient for multiple tourism and economic development partners. Participants also receive an update on the public relations program.
  14. Create weekly, monthly and quarterly newsletters for the County. These newsletters contain a mix of destination updates, partner news, and promotions, supported by appropriate imagery.
  15. The Contractor will assist the CVB in the creation of the in-market newsletter. It will be important to stress opportunities for their involvement in the CVB's activities and utilize the newsletter to outline upcoming events and opportunities with deadlines for participation.
  16. Develop and implement a Visiting Journalist Program in which the Contractor makes individual judgments on each and every journalist requesting a visit. Further, it is essential that a Visiting Journalist Program (VJP) be developed and monitored monthly to ascertain placement timing. Knowing who has traveled and where and when placements can be expected, delivers an organized approach that maximizes value for visits granted.

The Contractor will:

- Aggressively encourage the right journalists to visit the destination;
- Review requirements/requests and anticipated results with client approvals;
- Work with an airline partner to secure airline tickets;
- Assist client with itinerary arrangements;
- Forward press materials; and
- Monitor and report results.

Each individual press trip request is submitted to the client with the agency's press request form, outlining the journalist's affiliation, audience reach and special interests as well as agency recommendation and remarks. A client signature authorizes the agency to proceed with the trip.

Any top media that are not allowed to participate in sponsored visits (such as *Conde Nast Traveler* and *Travel+ Leisure*, *USA Today* and *The New York Times*). The Contractor will



work with this media and encourage them to consider why they should arrange a visit on their own. Through one-on-one contact, the Contractor will make a compelling case about the destination and its news value. The Contractor offers assistance with fact checking, photography and source material to help them create their stories.

17. Create an integrated social media campaign that will help the County build brand equity and credibility, engage customers, attract events, reach goals, track metrics and conversation trends.

The Contractor will:

- Advise regarding best practices to use social media sites effectively given the synergy between the various communication channels ( i.e., an iPhone image can be posted to Flickr, a Facebook page and then tweeted). Across all social media platforms, the Contractor will also monitor to evaluate, track/measure conversations.
- Support the presence on relevant social networks such as Facebook for the Naples, Marco Island, and Everglades - Paradise Coastal brand to launch direct-to-consumer incentives, online events, contests and communication to increase fans. Promotions can be customized and targeted to both the peak leisure season and slower season as need dictates.
- The Contractor will provide Collier County with tips and suggested course of action to leverage micro blogging sites such as Twitter, developing a content calendar as necessary. The Contractor can create exclusive promotions/incentives for followers and engage those followers through experts, live events and conferences. The Contractor will monitor topics and retweets through TweetBeep and other tracking outlets, as well as link Tweets between Facebook, YouTube, etc. as desired.
- The Contractor will also feature Collier County and its partners on its own Twitter page, which is comprised of a ready network of some 1500+ top media and industry followers.
- The Contractor will monitor coverage and reviews, responding to noteworthy blog posts as agreed upon by the client to help manage perceptions within the online community and become part of blog conversation with transparent messaging at the authority's direction as well. The Contractor will serve as an advisor regarding best practices for establishing its own blog, if desired, including proper language, tone and frequency of posts, as well as offering direction on linking blog updates to client Facebook page and other social media outlets.
- The Contractor will work with Collier County to ensure that any information that appears on Wikipedia is correct, helping to implement any revisions if necessary. Agency, at client direction, can also create entries.
- The Contractor will post on Video sharing Web sites such as YouTube, Yahoo! Video and Google Video allow users to distribute video clips to the masses. With the proper distribution, consumers interested in learning more about Collier County can easily find related videos online. The Contractor will develop a distribution

strategy and schedule consisting of appropriate video sharing Web sites and "tagging" with the goal of achieving a viral effect, measuring viewers as necessary.

- Post on web sites like Flickr, Zoomr and Picasa to enable marketers to share and post images with several audiences, including media. The Contractor can support Collier County capitalizing on current photo-sharing trends, with tactics ranging from the upload of high-impact photography and strategic "tagging" and "geotagging" of online photos, to participation in relevant online groups and the execution of online photos contests, all the while measuring viewers as necessary.
- The Contractor will assist in concepting and developing personalized apps that interface with smart phone technologies. We will seek to work with new geo-gaming opportunities such as Foursquare and SCVNGR as well. The Contractor can also support Podcast development as well as other Web 2.0 tools.
- The Contractor will provide ongoing counsel on how to build the Naples, Marco Island and Everglades brand through social media, keeping abreast of all new developments. The Contractor is also to help strategize and integrate all social media efforts, linking each outlet to the other.

