

# TOURISM MARKETING PROPOSAL

**PREPARED FOR:**

City of Clearwater, FL - RFP #40-19

**DATE:**

May 26, 2019

**CONTACT:**

Cory Cart, APR  
cory@yourbandwagon.com  
504/444-6326 cell

# Bandwagon

**PURVEYORS OF ROI FOCUSED MARKETING CAMPAIGNS**

# Bandwagon



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# Bandwagon



WE LOVE CLEARWATER

# Letter of Interest

**Our team earned a 162.85% ROI  
on earned media campaign  
over three years for Clearwater**



**Cory Cart, APR**  
Partner

612 Gravier Street  
First and Second Floors  
New Orleans, LA 70130  
United States

[cory@yourbandwagon.com](mailto:cory@yourbandwagon.com)  
504/444-6326 cell

For three years, my team and I have personally built relationships with city leaders, tourism industry stakeholders, and travel media who have prolonged interests in the success of Clearwater's tourism industry. Challenging at times, we persevered to develop cohesion between the marketing messages of the city, two chambers of commerce, and Visit St. Pete Clearwater - the DMO whose job it is to promote Pinellas County. Through this process, we diligently removed areas seen as a duplication of effort and waste of the city's tourism marketing dollars.

Due to personal opportunities, I have made a positive change in my career by founding a firm - of which I am one of four partners - that is a strong team of business and legal minds balanced with extensive thought leadership in destination marketing. Now, more than ever before, we are a team poised to elevate the quality of services beyond anything I could have ever imagined. So let's get down to the specifics of what this means for Clearwater.

As you know, our travel media relationships go back more than 20-years. In just the past nine months, travel media strategies Boone and I created have generated placements in *Travel+Leisure*, *Food & Wine*, *USA Today*, *The World Journal*, *USA Today Top 10*, *Tampa Bay Times*, *405* magazine, and more than 100 regional and local media outlets across the United States.

Our team's travel media contacts remain strong because we attend industry events such as the New York Times Travel Show, International Media Market, IPW, and other leading industry events. We also are

constantly traveling to foster new media contacts via face-to-face meetings in the largest U.S. markets.

Two things come to mind when I think of Clearwater's future: 1) digital PR and 2) aggressive traditional media relations - both based on storytelling.

As the lines between online media and traditional media have blurred, digital PR has emerged with rapid speed. Utilizing the foundation of visual assets we've developed for you in the past three years, you will read our proposed approach of developing silos built around destination narratives in which we can maximize your ROI by expanding your reach online. Robust data will allow us to offer quantitative and qualitative results demonstrating the campaign's effectiveness.

After reviewing the ROI we've earned for you thus far with your PR efforts, we can't imagine what is possible if we "take the show on the road". By taking your destination's narrative to targeted media and meeting face-to-face with them in New York, we can gain a greater ROI and keep Clearwater positioned at the #1 Beach in the U.S.

Our passion for Clearwater has not wavered, it is stronger than ever. I'm delighted to answer any questions you might have for me, please reach out at any time.

All the best,

# We are an independent boutique agency.

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**We continue to offer the same attention to every detail you've come to expect from your account team.**

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## **1. Name of firm**

Bandwagon, LLC

## **2. Length of time in business**

Bandwagon is a new venture led by the two account leads from Clearwater's most recent tourism marketing firm along with two other partners. By combining the destination marketing team's more than 30 years of experience with more than 30 years of experience in business management and legal affairs, Bandwagon is positioned to meet the most demanding needs of clients around the globe. Bandwagon's clients can expect the best, because they are hiring the best.

## **3. Location of office(s)**

Our primary office is located at:  
612 Gravier Street  
First and Second Floors  
New Orleans, LA 70130

## **4. Phone and email contacts**

Your direct contact is Cory Cart who can be reached by phone at 504-444-6326 or email - cory@yourbandwagon.com.

## **5. Person(s) authorized to represent the firm in negotiations**

Cory Cart, APR  
504-444-6326 - cell  
cory@yourbandwagon.com

EXPERIENCE

# Choose a team with deep experience.

Successful careers combined with strong education and professional development make up our experience.



When selecting a team, it's important to know that each individual brings a special set of talents and experience to the collective. Bandwagon is fortunate to have a strong team consisting of a strategist, pitching talent, writer, photographer, communication researcher and videographer to meet Clearwater's needs.

Our team developed a foundation of knowledge with quality educations. But learning didn't stop there. When not attending leading tourism industry

education programs, our team has studied writing at Harvard University, received personal pitching lessons from a media pitching coach that works with Fortune 500 Companies, studied with the world's leading photographers, and one is even in the final stages of pursuing a PhD focused on communication and PR research.

In coming pages, you will learn the media outlets and journalists that help us make this all possible. To us, these relationships are sacred, and we never stop fostering new ones.

Based on your questions, here is our response so you best understand our qualifications and why we are your #1 choice.

## 1. Describe marketing, advertising and PR experience

Our team's previous client experience (see page 39, Tab 5) speaks for itself, but specifically related to Clearwater here are real-world stats and campaigns worth considering.

- **PR Media Missions** - Our core PR team has a 20-year track record of leading successful media missions resulting in more than 1,000 face-to-face meetings with travel media within the following markets: New York City, Los Angeles, Orange County, Vancouver, Washington D.C., Dallas/Ft. Worth, Denver, Sacramento, Santa Fe, Kansas (state-wide), Oklahoma (state-wide), Nebraska (state-wide), Arkansas (state-wide), Memphis, Iowa (state-wide), Texas Panhandle/Amarillo, New Mexico (state-wide), Southern Colorado, Northern Louisiana, Boston, Seattle, Portland, Chicago, and more.
- **Integrated Destination Marketing and Branding** We understand that sometimes you need a more integrated approach than just traditional PR. In 2017 we conducted research and recommended an expansion to the destination brand narrative for New Orleans Plantation Country. It was launched in January 2018 with their most aggressive integrated tourism marketing campaign ever implemented. Success of the brand narrative refresh was to be judged by the overall visitor spending. Visitor spending for 2018 increased by \$16.3 million over 2017 as a result of the refreshed brand. The primary driver for this increase was the team's recommendation of telling the destination's narrative through story pillars that included a video, PR, digital and web marketing tactics woven into a cohesive strategy.
- **Proactive PR Campaign** - In August 2018 our team began a proactive PR campaign to gain earned media on a national level for New Mexico Tourism Department. View the case study on page 40, Tab 5, to see how we earned them more than a 1400% ROI on their investment in our PR services.
- **New Mexico Outdoor Recreation Press Trip** - More than \$63,000 of earned media in just three days is a hefty amount from one press trip. But when you target

the correct journalists the ROI is always much higher.

## 2. Describe travel media relationships and provide examples

- **Straight from the Horse's Mouth** - For real world testimonials about our relationships with travel journalists, read what they have to say about working with our team on pages 16 thru 18, Tab 2.
- **Proof Positive** - On pages 14 and 15, Tab 2, we showcase media outlets from which we have earned coverage for clients we've represented. We think you'll agree that coverage this strong isn't possible without deep travel media relationships. Additionally, in the past three years, our team, through various client initiatives has earned nearly \$5 million worth of media coverage for clients. This figure is unattainable without our team's ability to pick up the phone and have our media pitches heard. Journalists have come to trust our team for quality story ideas that are worth their investment of time in a very rushed world of content development. They also know our team will have press worthy photos to support the stories we pitch, making it that much easier to get their editors to approve the story ideas.
- **Travel Media Marketplaces** - Through our participation and attendance at various travel media marketplaces, we meet face-to-face with more than 250 travel media each year. Hosting dinners, receptions, and luncheons during these events strengthens the personal relationships we have with each of them.

## 3. Describe ability to leverage relationships

- **Clearwater Chambers of Commerce** - Upon being assigned to the Clearwater tourism marketing account in 2016, the team immediately planned meetings with both the Clearwater Regional Chamber of Commerce and the Clearwater Beach Chamber of Commerce. At these meetings, initial relationships were formed and the process of how to eliminate duplication of effort was started. From streamlining website



content to even being asked by one of the chamber's to begin working on tourism related projects that didn't conflict with the city's tourism marketing were a result of carefully fostering strong relationships with the chambers. During press trips, we invited the chambers along to help promote Clearwater, further strengthening these relationships. As with any project that requires you to leverage relationships, there are stress fractures that appear as challenges which must be navigated. When possible our team who worked on the account stepped in to assist. Also, on multiple occasions team members were asked to present updates or speak at chamber related events and meetings. When possible with our schedules, we accepted those invitations to help build a strong relationship between the city and the chambers without any costs being passed on to the city.

- **Great American Seafood Cook-off** - Each year 15 to 18 of the country's finest seafood chefs are invited to compete for the title of King or Queen of American Seafood at the Great American Seafood Cook-off in New Orleans. Only one chef is allowed from each state, and Florida is an annual favorite. Since the inception of the competition, Florida has never sent a chef from the same city two years in a row. Because of our ability to leverage our relationships with the event producer and the Louisiana Seafood Board, our team has secured the Florida spot for Clearwater in both 2018 and 2019. For more information on the event, please see the case study on page 52, Tab 5.
- **Travel Trade Media Relationships** - Our team has begun utilizing our relationships within travel trade media - group tour and meeting/conventing planning media outlets - to plan sizable campaigns aimed at driving overnight stays. These campaigns are a combination of sales FAMs, traditional advertising, digital advertising, public relations, and other online tactics. By integrating the mix of tactics used, we are able to more deeply saturate a destination's brand inside these niche markets and fuel bookings. These are programs such as the Small Market Meetings FAM Clearwater is hosting in August 2019 and the group sales FAM hosted for New Orleans Plantation Country in 2018 (see case study on page 48, Tab 5).



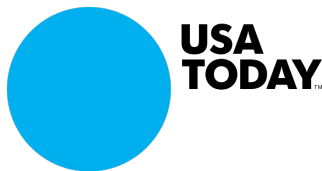
RECENT COVERAGE

# Successful Media Placements

Our team has placed stories with hundreds of media outlets, blogs, and broadcast stations. We have worked with thousands of journalists around the globe. Coverage is earned because we build deep relationships with many of these journalists.

Media outlets listed on these two pages are outlets where our team has recently realized coverage for various clients.

We work hard to use our existing relationships to help clients gain the coverage they deserve. We are constantly building new media relationships to help us position and shape destination stories.



*The New York Times*

*The Washington Post*



**AFAR**

**TRAVEL+  
LEISURE**



*Chicago  
Tribune*



Southern Living

YAHOO!  
TRAVEL

dallasvoice  
The Premier Media Source for LGBT Texas

U.S. News & WORLD REPORT



travel  
CHANNEL

Forbes  
TRAVEL GUIDE

Parents



CBS  
Los Angeles

The Dallas Morning News



Small Market  
Meetings



Los  
Angeles  
Times

# Journalist Testimonials



## **Kristan Schiller**

*Contributor to Conde Nast Traveler, Travel+Leisure, Architectural Digest, AFAR, & Fodor's*

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"Cory Cart and his team are professional, efficient, and imaginative, not to mention fun to work with, which is a bonus in the increasingly cookie cutter PR industry. Cory is genuine, which is a valuable trait in today's digital-driven media world."



## **David Lang**

*Travel+Leisure - China, The World Journal, and Chief Travel Writer at Sing Tao Daily, and columnist at The Graceful Traveler*

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"I first met Cory on a press trip when he too was a travel writer. We remained in contact for many years, and he has brought me great story ideas through desksides with his clients. The desksides have led to press trips, and the press trips to stories. Since then his team has invited me to many media events, and I always look forward to the pitches Cory and his team bring me to consider."



## **Misty Wells**

*Professional angler, contributor to Coastal Angler, and Tampa Bay Times outdoor correspondent*

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"As a journalist that's has been working with Cory, Boone, and their team for the past two years I have to say 'breath of fresh air'. Everything is so well planned and executed when we are doing destination coverage - even when filming fishing segments - and traveling on press trips...which indicates a great staff."

When I need additional information on a destination or high quality photos they are on it with 24-hours, which helps with my last minute deadlines. As someone that is involved in all media - video, print, social and radio - they make it easy."



## **Kim Foley MacKinnon**

*Boston Globe, Dallas Morning News, and AAA*

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“Cory’s team is a delight to work with: professional, flexible and willing to do whatever it takes to make sure a writer gets what they need to get the story. I’ve been in business as a professional journalist for more than 15 years and have worked with a lot of agencies. Cory is one of the best.”



## **Elaine Warner**

*Freelance travel writer, member Society of American Travel Writers*

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“Professional and experienced, Cory and Boone’s team vets locales, saving writers lots of time. Not only do they help find great material, but they organize beautifully - arranging itineraries that balance fact-finding with time to write and use social media to spread info about the destination.

Fun fact: Cory recently told me I was the first travel writer he ever hosted on a press trip when he began his career nearly 21 years ago. I think I’ve just about worked with him on one or more projects every year since”



## **Amanda Ogle**

*Travel + Leisure, Food & Wine, National Geographic Traveler, and others*

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“Working with Kylie, Cory, and Boone has been wonderful. I can always expect everything to run smoothly and to have a good time while learning insider tips and knowledge about destinations. The team makes sure to try and accommodate all journalists needs and my follow-up questions and requests after trips are always fulfilled.”



## Nedra McDaniel

*AdventureMom.com*

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“I have been on several media trips organized by Cory and Boone’s team. Their staff is well organized, professional, and personable. They do a great job of providing a range of on-site experiences that take you beyond the brochures and introduce you to the passionate people that are the heart behind a community. As a result, I have left several destinations with a positive impression that lasts long after my visit, inspiring untold stories to tell. When I’ve requested additional information or resources, the team has been quick to respond which has allowed me to create content about the destination in a timely manner. I look forward to experiencing many more adventures with the team in the future.”



## Jackie Sheckler Finch

*Freelance Travel Writer*

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“As a travel writer for more than three decades, I have worked with many public relations firms and local convention and visitor bureaus. Cory definitely knows how to do it right. Cory’s teams are well organized, knowledgeable about their destinations, quick to follow up and a true pleasure with which to work. Whenever I am invited on a trip by Cory, I know I will have great fun and will come home with wonderful story ideas and photos. I would not hesitate to recommend Cory’s services to anyone looking for a quality PR firm.”



## Eileen Ogintz

*Nationally syndicated family travel expert, Chicago Tribune, and TakingtheKids.com*

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“I always pay attention to pitches from Cory and his team because they know what they are talking about and never steer me wrong. And I can always count on his team to get me answers quickly when I’m on deadline. You can count on them to go that extra mile that makes the difference between coverage and being ignored.”

APPROACH

# Our approach is born of experience.

Working to promote Clearwater for three-years has given us the perspective to offer new ideas and a unified approach.



The most recent agency team marketing Clearwater to potential tourists has built a strong foundation of media relations materials, digital assets, photo library, and b-roll. With the proposed scope of work in this contract, our approach is to take the show “on the road” and connect more directly with journalists that matter the most.

We also propose showcasing grouper and stone crab like never before during a NYC media mission, building planning tools for destination wedding planners/

sporting event planners, exploring cooperative endeavors with the soon to be merged chamber of commerce, and exploring new methods to share the stories that make Clearwater unique.

Our most important recommendations are meant to boost the quality of media coverage and begin to explore how we can get the Clearwater message beyond just print media.

Take a look, there are more ideas than space to share them, but we are certain you will see our dedication continues.

Based on your questions, here is our response so you best understand our qualifications and why we are your #1 choice.

## 1. Describe intended approach and philosophy regarding requested scope of services

### FOR A DETAILS OF THE DELIVERABLES FOR EACH APPROACH REFER TO THE FEE SECTION ON PAGES 56 THRU 60, TAB 5.

Our approach includes:

- **Public Relations** - both a traditional and digital PR approach centered on narratives unique to Clearwater
- **Press Trips** - both group and individual
- **NYC Media Mission** - a minimum of twelve (12) face-to-face appointments
- **NYC Chef Event** - minimum of twelve (12) media attendees
- **New Destination Website** - rebuild of a site that can be used in cooperative endeavors
- **Instagram** - new photography, b-roll, and ongoing community management
- **Crisis PR Contingency** - on an as-needed basis
- **Account Management** - daily account management including stakeholder relationships including monthly e-newsletter

### STORYTELLING APPROACH

Clearwater offers two things: 1) abundant stories shaped by unique, colorful locals and 2) locals who are passionate beyond belief about the pristine beaches, grouper fishing, marine life rescue/rehabilitation, spring training, and family-centric fun. Our approach would be to identify the stories which have the most opportunity to establish an emotional connection with potential visitors and tell it through and integrated tourism marketing and/or digital PR approach.

We believe these stories are the best method for differentiating Clearwater from other beach destinations around the globe. With the budget available, there is no sense in competing for the visitor dollar when we can encourage bookings for Clearwater trips by motivating potential visitors with the right story at the correct time.

Competing with other beach destinations means we would be reacting to their claims and scrambling to keep up. But differentiating Clearwater means we are being responsive to the needs and wants of your target audiences by

presenting them with content that matters. With hundreds of choices per day, most potential visitors don't realize the impact of "The Narrative Effect". This storytelling tactic monopolizes on our subconscious bias. Research shows we have an innate desire to reciprocate. It's why you buy items you don't need at Costco after you've been offered a sample of it to try. It also takes into account our tendency to conform.

By creating emotional connections with potential visitors via stories about the lifestyle and culture of Clearwater, we are able to motivate bookings by triggering their innate desire to reciprocate.

The My Clearwater brand offers a tremendous platform from which to tell these stories. These stories will be evergreen yet specific and vivid yet approachable.

Story ideas include: 1) #1 Beach, 2) Eco-tourism/Ocean Allies, 3) Sports [youth, Threshers, and spring training for baseball/soccer], 4) destination events [Sugar Sand, Super Boat, Outback Bowl Beach Day, and more], 5) family travel [aquarium, beach, and more] 6) fishing/grouper/stone crab.

We would utilize these stories in a digital PR campaign that includes traditional PR, blog posts, Facebook Lives, video stories, traceable links to online content placement, Instagram posts, and other content marketing tactics.

### MEETING FACE-TO-FACE WITH TRAVEL MEDIA

Previously our team has worked to cold call and pitch journalists via email. This was affordable within the budget due to the lack of materials passed from the previous agency to the team working on the account during the 2016 transition.

Now there are press materials, existing journalist contacts, relationships with local stakeholders, and a detailed understanding of the destination, and we recommend a face-to-face approach with travel media.

Media marketplaces are already being attended by Visit St. Pete-Clearwater, so we recommend a media mission in New York City to push the message of Clearwater. Just like we don't want to compete with other beach destinations, we do not want to compete with VSPC. Our message



would be one that separates Clearwater as a stand-alone destination within Pinellas County for families who want to experience the #1 Beach in the U.S.

**COOPERATIVE ENDEAVORS**

Just as our team played a role in helping eliminate duplication of effort between local organizations promoting tourism in Clearwater, we believe the future is full of opportunities to further partner.

One options would be utilizing the city’s tourism website, visitclearwaterflorida.com - that is often being ranked as the number one site for Clearwater specific vacation information above any other site on the internet, as a central online stop for information from all of the pertinent organizations. Just as the chambers are utilizing visual content from the city for their own marketing purposes, the city could also utilize their written content that is intended to help the visitor have a quality experience once they arrive in Clearwater.

**2. Describe areas suitable for creativity and provide examples**

**DESTINATION WEBSITE**

Upon preparing to launch a website created by a previous agency, the team assigned to the account in 2016 didn’t find the new site to be of a quality best suited for the #1 beach in the U.S. Upon this discovery, that team implemented a site at no charge to the city as added value to the contract at that time.

The site has served it’s purpose, but much more could be offered to make the site important to potential and recurring visitors to Clearwater.

Examples of creative solutions that could be considered to make the site more useful are landing pages built around the story pillars that are most important for differentiating the destination from one beach location to the next.

Another is integrating the ability to have a social media wall that pulls user-generated content based on a specific hashtag. We would recommend having an approval process in place versus letting content just publish live as the hashtag is used. Depending on the technology used to pull content for this social media wall and the final costs, it might be possible to someday offer other local websites and stakeholders the ability to add the content wall to their own websites.

Again, the opportunity to partner with the local chamber (post-merger) would be an area where the site’s content could be expanded greatly with minimal investment on the part of the city.

**SOCIAL MEDIA**

As the team has proposed in the past, the city’s social media platforms outside of Instagram are mostly a non-tourist audience. Investing in these channels for tourism promotion is not the best use of marketing dollars when you consider the audience size of the local chambers and VSPC’s channels. However, with great photo content at their disposal, the city should maintain a robust Instagram presence and run a perennial hashtag that encourages user-generated content.

We would recommend also working to cover the destination’s key events in real-time. By covering four or five events annually, this will help keep the content from being too “sales-ish” or over produced. Also making sure the photos are seasonally appropriate, we recommend a quarterly shot list be developed so any holes in content can be solved.

**CHEF DINNER**

Grouper and stone crab are important parts of the visitor experience - whether simply eating at a local restaurant or taking your group fishing as part of the Clearwater experience.

Based on the success of past events, we would recommend a chef dinner to be held in conjunction with the NYC Media Mission. This dinner would feature a local chef preparing grouper and stone crab dishes and be pitched to secure attendance of 15-25 travel media. Events of this nature allow both our PR team and anyone attending from the destination to cultivate strong relationships with travel and food related media.

**DESTINATION WEDDINGS & SPORTS EVENTS**

Two topics that should be explored and pitched more is destination weddings and sports events. This type of travel experience requires a lot of preparation and planning on behalf of the bridal party or tournament planner. Creating resources to help planners and having that information available online would open the door to more digital PR opportunities.

From online blog posts, to a section on the destination website, this is an area in which content should be developed within the first year of the contract and then added into a robust PR pitching plan on the second year. Destination weddings are a great area for a digital PR campaign as the number of quality wedding blogs and pins on Pinterest are growing. Using these as SEO opportunities to drive traffic via backlinks to the city’s tourism website will help facilitate bookings at Clearwater lodging properties.

# How We Build Strategic Plans

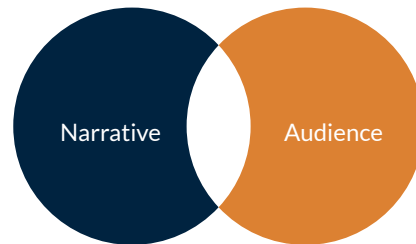
## RESEARCH

1



Research is how we begin to understand the destination's needs. Creative ideas for maximizing media coverage are born in an effective, strategic destination PR plan.

## PLANNING



2

In this phase, we set campaign goals, identifies target publics, builds target public personas, establishes S.M.A.R.T. objectives, develops strategies and outlines tactics.

## IMPLEMENTATION

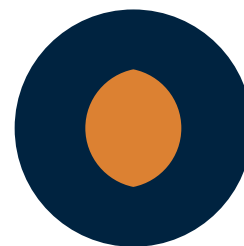
3



Here is where we take action to promote your destination through earned media initiatives. We will pitch, plan, manage your budget, and establish individual job timelines.

## EVALUATE

4

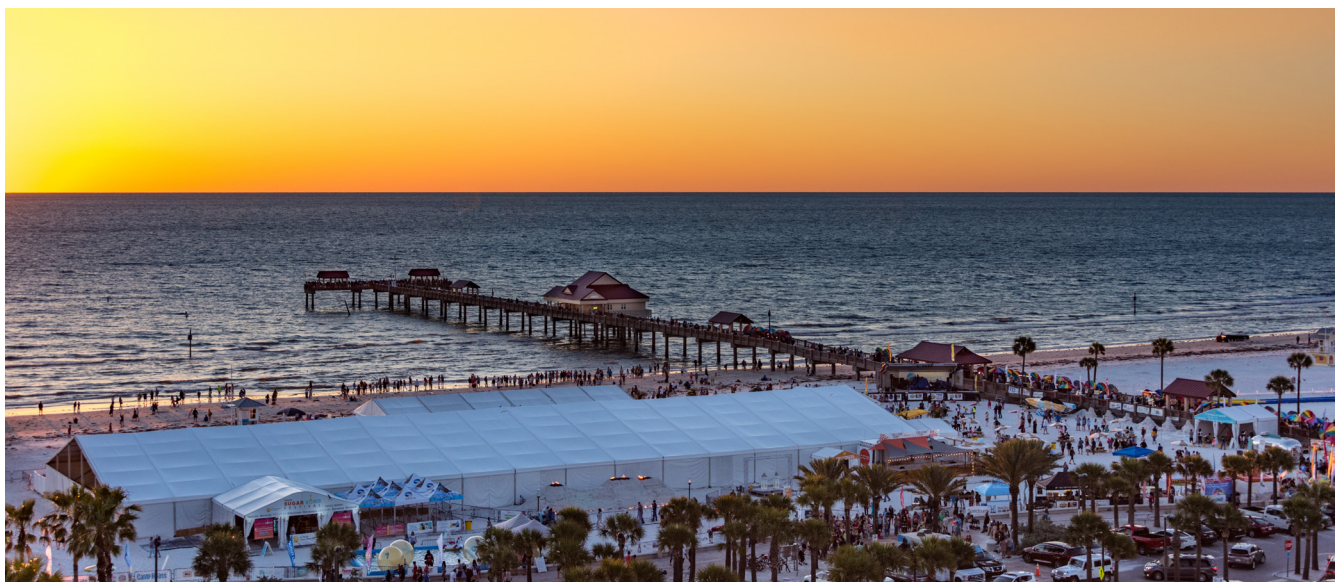


We measure the effectiveness of the destination PR program and calculate an ROI for your investment, gauge the quality of your earned media clips.

OUR TEAM

# Our team is experienced and ready.

We're the same team you've come to trust, and we're ready to get started on your tourism marketing.



The proposed team is one you've come to trust. We've changed companies, but we bring with us the background knowledge and trust of your stakeholders. Years have been spent fortifying strong trust with the travel media and your local stakeholders so we can offer premium level services within your budget.

Not only can you expect the same team, but we've offered up some new faces as well. Two of the four partners in our firm are experienced legal and business professionals who handle

our contracts, day-to-day business operations, and financial processes. This allows your core team to focus on what they do best - promote Clearwater to potential visitors.

This new chapter of our careers is exciting, and it has been carefully designed to benefit our clients in ways they've never before experienced.

So, what do you say? Jump on the Bandwagon and let's get started on increasing visitation to Clearwater today.

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**Based on your questions, here is our response so you best understand our qualifications and why we are your #1 choice.**

---

## **1. Provide background and qualifications of personnel assigned to this account; resumes may be included**

We have provided for you an overview of the following:

- Our firm's leadership (page 29, Tab 4).
- Our proposed account team (page 30, Tab 4).
- Resumes for key account team members (pages 31 thru 34, Tab 4).

As you will see, the proposed team has previous experience leading and servicing the city's tourism marketing account in their previous positions.

## **2. Describe available resources for providing services, including ability to leverage outside resources**

Based on the proposed scope of work, all services except for website programming can be completed in-house at Bandwagon. At the time of submitting this proposal we do have the capacity to service this contract, and the service hours needed to do so by the proposed account service team have been placed on hold for 90-days.

Our team includes copywriters, designers, PR practitioners, photographers, videographers, and more. If we were to find a specific service requested beyond the approved scope of work could not be completed in-house, we would offer solutions that make the most sense based on the budget you have available.

We have a large network of marketing and PR freelance professionals who can lend a hand should the need arise. However, should the demands of the scope or work change dramatically as the result of a written change order, we would staff the account with full-time team members best suited for the tasks needing completed.

## **3. Overview personnel hours, by staff person/position, to be assigned to this account**

The exact hours per account service team member vary based on the project and focus of any given point within the contract. We believe in putting the most qualified person on a task that needs to be completed. Therefore we do not bucket out monthly billable hour minimums/maximums for any one team member.

Based on the proposed scope of work, we anticipate the following percentage of effort per team member over the first year of the contract:

- Cory Cart, APR - 20%
- Boone Clemmons - 25%
- Kylie Mills - 35%
- Alice Phillips - 15%
- Steve Barry - 2.5%
- Daphne McNutt Barry - 2.5%

# Our Firm's Leadership



**Steve Barry**

Partner

Steve has been a small business owner for nearly 30-years. Licensed to practice law in both Louisiana and Texas, Steve understands complex business financial management practices, insurance, and commercial law.

| [STEVE@YOURBANDWAGON.COM](mailto:STEVE@YOURBANDWAGON.COM)



**Daphne McNutt Barry**

Partner

Daphne's experience with arbitration, litigation, and contracts encompasses both domestic and international clients. She understands how to structure contracts fair to both our firm and our clients.

| [DAPHNE@YOURBANDWAGON.COM](mailto:DAPHNE@YOURBANDWAGON.COM)



**Cory Cart, APR**

Partner

With more than 20-years of destination and tourism marketing experience, Cory understands how to create strategies that win bookings and increase visitor spending.

| [CORY@YOURBANDWAGON.COM](mailto:CORY@YOURBANDWAGON.COM)



**Boone Clemmons**

Partner

As both a researcher and visual creative, Boone knows how to use data to influence creative visuals and written communication to win destination's more business.

| [BOONE@YOURBANDWAGON.COM](mailto:BOONE@YOURBANDWAGON.COM)

# Proposed Account Team & Roles



**Cory Cart, APR**

Partner

- Client satisfaction
- PR strategist
- Local stakeholder relations
- Media mission strategy/execution
- PR project budget management
- Crisis PR & media training



**Boone Clemmons**

Partner

- Social media/marketing strategist
- Photo and video
- Research and data interpretation
- Digital strategy
- Marketing project budget management
- Website development/design



**Kylie Mills**

Account Executive, PR

- PR implementation
- Press trip planning/execution
- Media evaluation
- Client status updates and reports
- Media Mission planning/execution
- Monthly industry e-newsletter



**Alice Phillips**

Account Coordinator

- Social media implementation & scheduling
- Website updates
- Copywriting and blog content creation
- Account services support



**Dana DeLuca**

Office Manager

- Administrative Support

# Cory Cart, APR

## Partner

Cory has marketed destinations and events primarily as the PR director for a CVB, PR director for a state tourism department, and executive director of a CVB. Bandwagon is one of four agencies he has worked at, which means he knows how to best structure client service teams and create strategic plans that utilize the agency's strongest resources.



## Education

### MARKETING & PUBLIC SPEAKING

#### Harvard University

Dissecting news coverage to provide written analysis of the content and how to present it factually to an audience.

### AGRICULTURAL COMMUNICATION

#### Oklahoma State University

Journalism, marketing agricultural products and farm services, writing media materials, website production, photography and more.

## Speaking experience

- Member - National Speaker's Assoc.
- Georgia State Tourism Conference
- Louisiana Tourism Summit
- Southern Public Relations Federation
- PRSA SE District Conference
- IABC National Conference
- Oklahoma Governor's Conference on Tourism
- Oklahoma Community Institute - Agritourism
- Public Relations Council of Alabama
- Public Relations Association of Mississippi - state-wide storytelling workshop
- PRCA - Mobile Chapter
- Meeting Planner International
- Public Relations Consultants Group - National Conference

## Client Experience

### CRISIS PR CAMPAIGNS

- Ruth's Chris Steak House  
*Corporate level for all 150 locations globally*
- New Orleans CVB
- Louisiana Association of CVBs
- New Mexico Tourism Department

### PROACTIVE PR CAMPAIGNS

- City of Clearwater, FL
- Oklahoma Tourism & Recreation Department  
*National launch of state agritourism and wine trail programs*
- Google Cultural Institute
- Tourism Proposition Coalition  
*Campaign to gain support for occupancy tax increase*
- New Orleans Plantation Country
- National Hurricane Museum & Science Center
- Travelocity
- Allianz Travel Insurance
- Southwest Airlines
- Shreveport-Bossier City Convention & Tourism Bureau
- City of Gallup, NM
- City of Roswell, NM
- PBR Built Ford Tough World Championships
- PRCA Bullnanza
- Lazy E Arena

### STRATEGIC PLANNING & DESTINATION

#### AUDITS

- Louisiana Travel Association
- New Orleans CVB
- New Orleans Plantation Country

# Boone Clemmons

## Partner

Boone possesses a rare mix of analytical research and creative talents. Boone's destination images have been paired with editorials in *Architectural Digest*, *USA Today*, *Forbes*, British Airways website, as well as being featured in countless print ads. Before joining Bandwagon, Boone managed a \$10 million-dollar budget and supervised more than 80 people as a university administrator at Tulane University.



## Education

### **B.S. IN ANIMAL SCIENCE/ MARKETING**

Oklahoma State University  
Marketing of products and services.

### **MASTERS IN INTERNATIONAL AGRICULTURE**

Oklahoma State University  
How to complete qualitative research projects, conduct focus groups, and interpret that data to promote products and services.

### **PHD IN EDUCATION AND QUALITATIVE RESEARCH**

University of New Orleans  
Research centers on how messages and content is communicated and how those communication channels affect the quality of information reaching the end user. Boone audits communication plans to see if internal and/or external communication could be stronger using different content types and distribution methods.

## Speaking experience

- Public Relations Society of Louisiana
- TMS National Family Travel Conference

## Client Experience

### **STRATEGIC PLANNING**

- Clearwater Regional Chamber of Commerce
- New Orleans Plantation Country
- New Orleans City Park
- City of Gallup, NM

### **CONTENT MARKETING**

- City of Gallup, NM
- Clearwater Regional Chamber of Commerce

### **INFLUENCER CAMPAIGNS**

- City of Gallup, NM

### **DIGITAL MARKETING**

- New Orleans Plantation Country

### **DESTINATION PHOTO AND VIDEO**

- City of Clearwater, FL
- New Mexico Tourism Department
- GoRVing
- City of Gallup, NM
- New Orleans City Park
- New Orleans Plantation Country

### **ADDITIONAL EXPERIENCE**

- Tulane University
- Texas A&M University
- Goldman Sachs 10,000 Small Businesses



# Kylie Mills

## Account Executive, PR

Kylie implements our media relations campaigns and works closely with the strategic leads to oversee accurate execution of individual tactics, ensuring that they stay on deadline and within budget. Prior to joining our team, Kylie worked for the United States Congress and Monsanto Company. During this time, she was responsible for building and maintaining relationships with activists, constituents and key stakeholders.



### Education

#### **B.S. IN AGRICULTURAL COMMUNICATIONS**

Texas Tech University  
PR, marketing and journalism courses

### Professional Organizations

- Member - Public Relations Association of Louisiana - New Orleans Chapter
- Member - Public Relations Association of Louisiana
- Member - Southern Public Relations Federation
- Previous board member - Ad Club of Ft. Worth
- Member - Junior League of New Orleans

### Client Experience

#### **PROACTIVE PR CAMPAIGNS**

- New Orleans Plantation Country
- City of Clearwater, FL
- New Mexico Tourism Department
- New Orleans City Park
- City of Gallup, NM
- City of Roswell, NM
- Lower Colorado River Association Parks
- Travel Media Showcase
- TMS National Family Travel Conference
- State Fair of Texas

#### **MEDIA MARKETPLACE MANAGEMENT**

- New Orleans Plantation Country
- New Mexico Tourism Department
- City of Clearwater, FL
- City of Gallup, NM

#### **ADDITIONAL EXPERIENCE**

- United States House of Representatives
- United States Congress
- FFA (Formerly Future Farmers of America)
- Monsanto Company
- Sun Pharma
- EPI Health
- Faith Family Academy

# Alice Phillips

## Account Coordinator

Alice is a recent graduate who has experience working in her father's well-known crisis communication agency. While in college, she began as an intern with a New Orleans publishing company where she honed her writing skills while interviewing chefs, tourism/hospitality professionals and more. Alice has many bylines in state and regional magazines.



---

## Education

### **B.A. IN JOURNALISM**

Auburn University

PR, marketing and journalism courses

---

## Experience

- Renaissance Publishing - Editorial Intern
- The Auburn Plainsman - Lifestyle Editor
- Moonpie Over Mobile - Social Media Intern

---

## Skillset

- Advanced Reporting
- Digital News Production
- Foundations of Public Relations
- Magazine and Feature Writing
- Newswriting
- Photojournalism
- Public Relations Case Studies
- Reporting
- Sports Reporting
- Visual Communication

CASE STUDIES

# Proven performance meets passion.

The work we've completed for our clients is winning national awards. Why not keep the success on track?



**E**xperience is the key determining factor in selecting an agency. And when you can gauge the passion the agency team has for your destination, the pairing is even stronger.

We've included work samples from projects our team members have led in previous positions they've held as destination marketers. You'll be dazzled by the ROIs on PR, integrated marketing, and social media campaigns.

While this is not a complete set of case

studies, these are the ones we felt were most important to Clearwater based on the scope of work proposed.

As you view the work, pay attention to the methods by which we've measured success. We believe an important decision to make early on is how success will be measured.

Prior to beginning work on this contract, we will work with you to best determine how to measure success. With that in mind, we can develop strategies that will produce results.

Based on your questions, here is our response so you best understand our qualifications and why we are your #1 choice.

## 1. Provide a list of current and previous clients, provide type and examples of work performed

The account services team we've proposed for to complete your scope of work has more than 30 years of collective experience in destination and tourism marketing - with three years of direct experience in Clearwater. We've provided a list of client accounts our team has serviced on page 39, Tab 5, and here is a listing of the types of work we completed for each:

- Clearwater: public relations, press trips, social media, video, destination photography, meeting/convention sales FAM, media marketplaces, website development, stakeholder relations, chamber of commerce partnerships, digital influencers, and more
- New Orleans City Park: public relations, video, and photography
- New Mexico Tourism Department: public relations, media missions, press trips, photography, and chef dinners
- GoRVing: press trips, influencer campaigns, video, and photography
- LCRA Parks: visitor guide publishing, photography, social media, branding, digital advertising, and brand launch
- New Orleans Plantation Country: branding, visitor guide publishing, social media, video, destination photography, stakeholder relations, digital influencers, destination research, brand launch event, public relations, media buying, creative services, YouTube channel, and more
- Visit Maine: digital influencer campaign and satellite media tour
- National Dude Ranchers' Association: digital influencer campaign and satellite media tour
- Grapevine, TX: digital influencer campaign and satellite media tour
- Gallup, NM: public relations, satellite media tour, Facebook Live campaign, press trips, and photography
- Frito Lay: satellite media tour
- Clearwater Regional Chamber of Commerce: social media and visitor guide publishing
- Allianz Travel: satellite media tour

- Google Cultural Institute: public relations and new collection launch press conference
- Carnival Cruise Lines: digital influencer campaign and satellite media tour
- Ruth's Chris Steakhouse: national public relations campaign and crisis PR
- Louisiana Travel Association: digital influencer campaign
- Roswell, NM: brand launch, public relations, press trips, and more

## 2. Describe proven performance in regards to scope of services

Please refer to the case studies located from page 40 to page 52, Tab 5.

## 3. Identify a minimum of four (4) references including contact information

Jennifer Lazarz  
City of Gallup, NM  
jlazarz@gallupnm.gov

Juanita Jennings  
City of Roswell, NM  
jn.jennings@roswell-nm.gov

Amanda Frentz  
New Orleans City Park  
afrentz@nocp.org

Aimee Awonohopay  
New Mexico Tourism Department  
Aimee.Awonohopay@state.nm.us

## 4. If applicable, disclosure of current beach destination client(s)

We currently have no beach clients under contract.

WHAT WE'VE DONE

# Our Team's Collective Experience



# New Mexico Tourism



These photos are from our 2018 Outdoor Recreation Press Trip which included ballooning, fly fishing, off-roading, hiking, and cultural attractions.

## 1,406.90% ROI on earned media campaign

### Challenge:

Encourage travel to the state of New Mexico by obtaining twelve (12) national press hits and minimum ROI of 20% by March 15, 2019

### Solution:

The recommended solutions were approved by the client:

- Pitch 48 journalists
- Host seven (7) press trips
- Host media mission in New York City
- Host a private media dinner in conjunction with the New York Times Travel Show

### Results:

- Seven (7) press trips resulted in more than 100 press hits
- New York Media Mission was hosted and an additional six (6) face-to-face meetings were held with representatives from *Architectural Digest*, *Epoch Times*, *Conde Nast Traveler*, *Food Network*, *Huffington Post* and more. By the end of the first day, coverage with *Architectural Digest* had been confirmed.
- In conjunction with the New York Media Mission, a media dinner was held for fourteen (14) journalists, with ties to *Travel + Leisure China*, *Outside*, *Conde Nast Traveler*, and more.
- Overall NMTD saw more than 150 earned media hits with an AEV of \$1,064,252.

**U.S. News**

TRAVEL

## 30 Top Family Weekend Getaways

Share a memorable vacation with

**TRAVEL+LEISURE**

WORLD'S BEST A-LIST TRIP IDEAS NEWS HOTELS+RESORTS CRUISES SUBSCRIBE

ATTRACTIONS: Many Potter Fans Can Enjoy a Magical Christmas Dinner at Hogwarts Again This Year

ATTRACTIONS: Here's What It's Like to Wander Through the Largest Maze in the World (Video)

ATTRACTIONS: The Best Free and Cheap Things to Do in May Across the U.S.

ATTRACTIONS: Spain Festivals, Usable Parties, and Other Free and Cheap Events Happening This April

THE • ATTRACTIONS • FESTIVALS • EVENTS • ALBUQUERQUE

### New Mexico's Sky Will Be Filled With Colorful Hot Air Balloons This Weekend — Here's What It's Like to Take a Ride

It's not as easy as you think.

AMANDA OGLE OCTOBER 06, 2018

Up before the sun and bleary-eyed, I walk through the dim parking lot at Red

**USA TODAY**

HOME CITY GUIDES TRIP PLANNING FOOD & DRINK ARTS & CULTURE AWARDS

ARTS & CULTURE | GALLERIES & VENUES

## This luxury hotel is a rich celebration of Native art

Check in and check out these amazing works

By **Lois Alter Mark**  
Travel Expert  
JULY 2, 2018

Every space in Hotel Chaco is filled with important art — Photo courtesy of Lois Alter Mark

I'm a big believer in hotels that respect and pay tribute to their surroundings. I think they bring a sense of pride to the community and offer a more meaningful, more authentic experience for guests, teaching them something new about the place they're visiting — which is the whole purpose of travel.

Hotel Chaco in Albuquerque is the perfect example of that, drawing its inspiration from New Mexico's Chaco Canyon, a UNESCO Heritage site that is home to the most exceptional expanse of Pueblo ruins in the Southwest.

Cultural hotel designer Kris Lajeski conceived Hotel Chaco's stunning interiors to honor this Native culture, juxtaposing ancestral references with contemporary materials, furnishings and original artwork.

"My mission was to evoke the spirit of Chaco through the use of coloration and materiality," said Lajeski. "In particular, we sought out Native artisans who were inspired to connect with their ancestry. From the moment you enter, your senses will be activated and you will know you are in a very special place."

Here are 10 stand-out pieces that ground this luxury hotel and make it a must-stay. And, if you're moved to recreate this spiritual atmosphere in your own home, the on-premises Gallery Chaco is filled with beautiful Indigenous Fine Art available for purchase.

**"Oneness" by Joe Cajero from Jemez Pueblo**

Albuquerque's Hotel Chaco was designed like no other hotel in the world.

ARCHITECTURE

## This New Mexico Hotel Was Designed to Mimic a Nearby UNESCO World Heritage Site

Designed by Gensler, the Hotel Chaco in Albuquerque, New Mexico, allows guests to enjoy a space that was inspired by centuries-old Puebloan culture

By **Kristin Stone**  
February 8, 2018

"When designing Hotel Chaco in Albuquerque, New Mexico, global design firm Gensler didn't have to look far for inspiration. Chaco Canyon, a UNESCO World Heritage Site, was a center of Pueblo culture from 800 till 1300 A.D. and the two-mile canyon is still home to a remarkable collection of ruins and sacred sites. "In an effort to appreciate the historical significance of Chaco Canyon, we spent two days hiking in the sacred park, visiting a majority of the 12 Great Pueblos," says Kristen Framment, a designer at Gensler. "The excursion had a strong impact on our way of thinking about the project. For example, the ruins of Chaco Canyon are distinctly aligned with the cosmos, so we chose to similarly orient the hotel's massing to celebrate certain alignments with the sun and moon on a daily basis as well as certain times throughout the year."

Chaco Canyon is a UNESCO World Heritage Site and was the center of Pueblo culture until 1300 A.D.

The hotel's facade is clad in pale sandstone from the Colorado-New Mexico border. "We were inspired by the vast New Mexico landscapes and wanted the materials to reflect this very natural palette," says Framment. "As a baseline, the materials chosen for the project were native to the region." Circular spaces, such as the lobby and gardens, reference the architecture of Chaco Canyon, and fire and water were incorporated into the design. Elements of traditional Southwestern design were also highlighted, including the vigas and latillas of the roof structure.

Contests | 41919 Deals | 19 for a Cure | Home Pros | Business Spotlight | Simply Money

**FOX 19 NOW**

NEWS WEATHER SPORTS MORNING SHOW VIDEO

## New Mexico Travel with Adventure Mom Nedra McDaniel

Posted by Rosie Dobaczewski, News Specialist

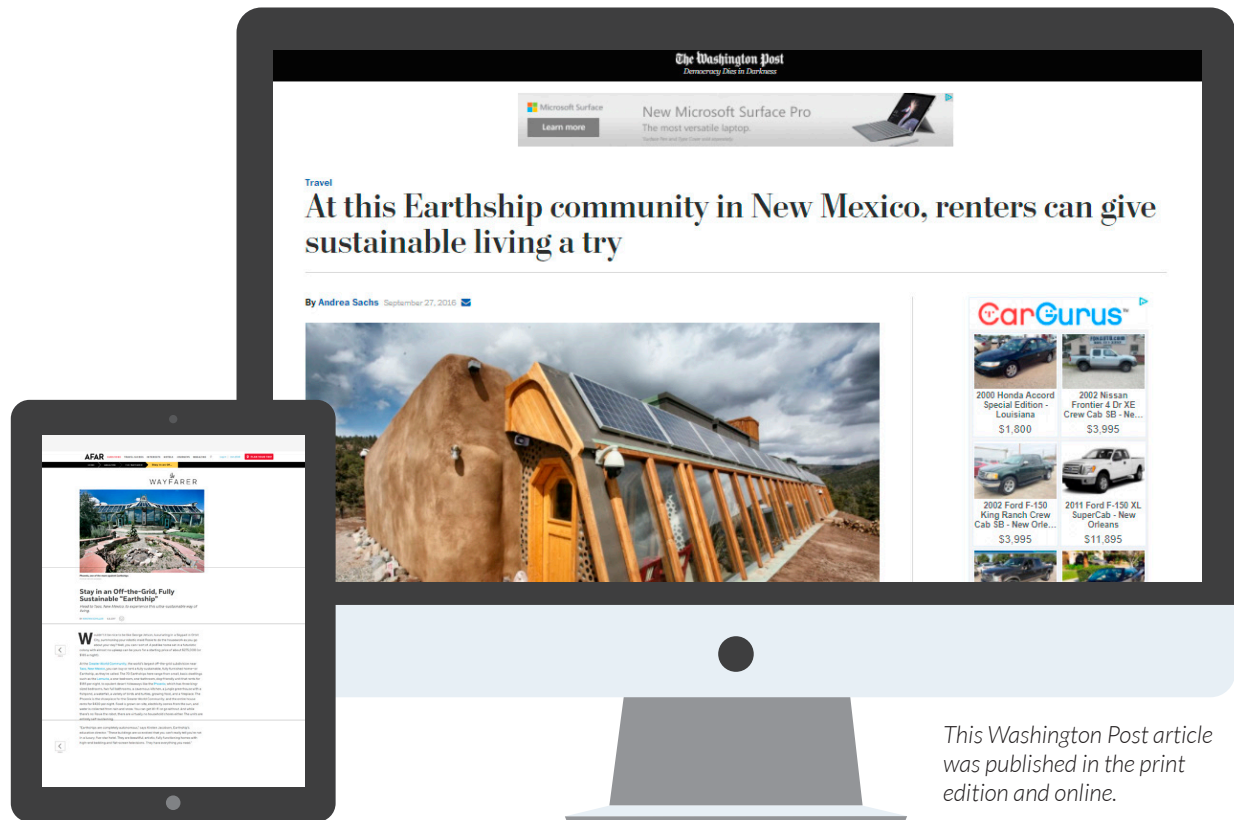
New Mexico Travel with Adventure Mom Nedra McDaniel, Adventure Mom

**dallasvoice**

That's the spirit!

New Mexico is an oasis of beauty, culture and acceptance

By Arnold Wayne Jones  
Page 14



*This Washington Post article was published in the print edition and online.*

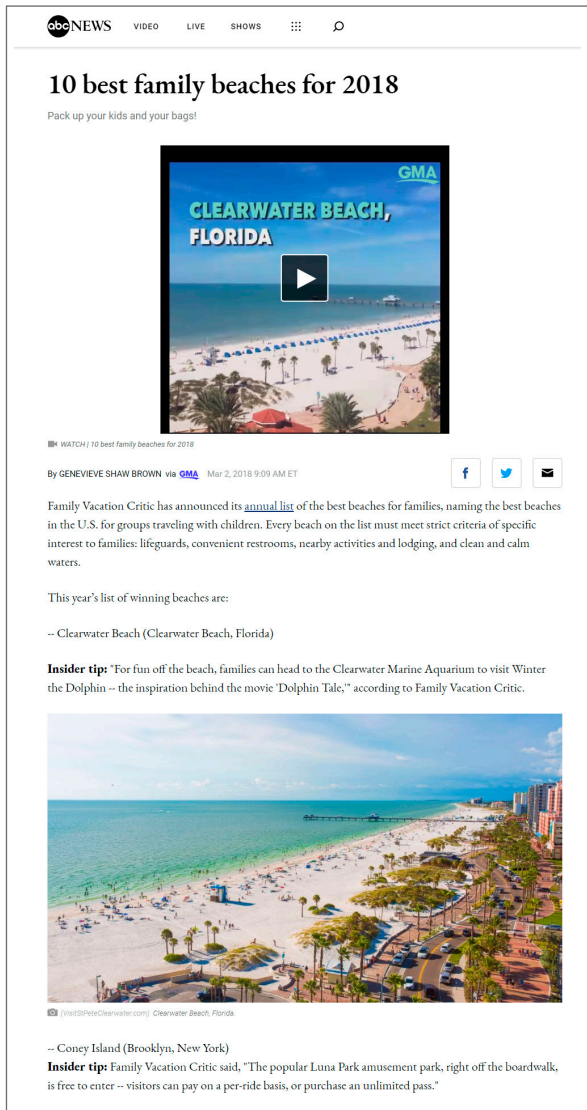
## Results

Based on our PR strategy, New Mexico Tourism Department realized coverage from the following outlets:

- Architectural Digest
- The Washington Post
- AFAR
- Dallas Voice
- Fox News
- Travel+Leisure
- Food & Wine
- Rolling Stone
- Southern Living
- Tampa Bay Times
- USA Today
- U.S. News & World Report
- Travelocity blog
- Chicago Tribune
- Orlando Sentinel



# City of Clearwater



## 162.85% ROI on earned media campaign

### Challenge:

Raise awareness of Clearwater as a stand alone destination by obtaining thirty-two(32) national press hits and an ROI of 20% by the end of contract and elevate as the top beach destination in the U.S.

### Solution:

In order to show Clearwater as a stand alone destination, the following solutions were implemented from October 2016 thru May 2019:

- Pitch 150 journalists and publications
- Host twenty-eight (28) press trips
- Attend different media market places such as IMM-USA, Travel Media Showcase, and Family Travel Conference

### Results:

- Pitched more than 500 journalists over the span of the contract
- Thirty-two (32) journalist were hosted by the end of the contract, including a crew from PBS, the press trips resulted in more than 45 press hits in publications like the *Tampa Bay Times*, *Forbes*, *U.S. News & World Report*, *Yahoo!*, *PBS*, *AARP*, and more
- Overall the city of Clearwater, FL, saw more than 80 total earned media hits with an AEV of \$347,912

USA TODAY 10Best Home Travel Guides Readers' Choice Interests Food & Drink Arts & Culture

INTERESTS // EXPLORE

## 10 reasons you need to relax in Clearwater, Fla. after a theme park vacation

You don't need a fast pass to enjoy one of Florida's best beaches

By Lois Alter Mark  
Travel Expert  
NOVEMBER 20, 2017

Visiting theme parks may be fun but it's definitely not relaxing. In fact, trying to see and do everything at the Florida giants, you need a vacation then ever.

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405 magazine

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405 Magazine / August 2018 / A Bounty of Beaches

## A Bounty of Beaches

A selection of sandy bliss

BY MATT PAYNE AND ELAINE WARNER



### Clearwater Beach, Florida

Clearwater is truly the people's beach – two and a half miles of public access with plenty of beach chairs and umbrellas available, ample public restrooms and outdoor showers topped with happy turtle sculptures.

The white, sugar-fine sand is a big attraction celebrated with the Sugar Sand Festival every April, a blowout featuring professional sand sculptors, entertainment and more. Speaking of festivities, there's a big Chalk Art Festival (October 19-21 this year) and locals wait eagerly for stone crab season to open in mid-October. Several local restaurants celebrate with street parties.

The Sunset Festival at Pier 60 happens every night – depending on the weather. From two hours before to two hours after sunset, this part of the beach rocks with live entertainment, crafters, street performers and, on Friday and Saturday nights, the Sunset Cinema.

Clearwater Beach takes its main attraction seriously. The beach is groomed 365 days a year and life guards are on duty year-round, while vendors provide equipment and services to enjoy every aspect of water fun. Clearwater Beach is consistently listed as one of the nation's best beaches, and there's plenty of off-the-beach activity.

### South Padre Island, Texas

South Padre is a beach with benefits. Start with 34 miles of beach and an average 253 days of sunshine per year. Water activities abound – fishing, boating, swimming, sea kayaking, wave-surfing, wind-surfing, parasailing ... the list goes on. As a barrier island, guests get two types of water, from the Gulf and the Laguna Madre.

SUBSCRIBER SERVICES | EDITION LOG-IN | EL DIABLO | KANKAKEE MUSEUM | CLEAN MACHINE

# DAILY JOURNAL

KANKAKEE, ILLINOIS | FAMILY OWNED SINCE 1903

NEWS | SPORTS | OPINION | LIFE | OBITUARIES | CALENDAR | JOBS & CLASSIFIEDS

HOME | LIFE | TRAVEL & GETAWAYS

## Dolphin survives overwhelming odds, inspires visitors

Jackie Sheckler Finch  
Small Newspaper Group Oct 7, 2017



Writer lost her tail when she got caught in fishing line. "We got people from all over the world coming here to see Winter," said Bill Fritts, aquarium chief marketing officer. "People are inspired by her story. They think, 'If she can, I can.'" Courtesy of Clearwater Marine Aquarium.

### Got

Clearwater Marine Aquarium: On Sept. 14, six days after Hurricane Irma affected the state of Florida, the Clearwater Marine Aquarium...

Forbes

Billionaires Innovation Leadership Money Consumer Industry Lifestyle Featured BrandVoice Lists

## Five Best Spring Break Beaches In America

Alexandra Talty Senior Contributor  
Personal Finance

Spring break is as American as the Super Bowl or the Grammy Awards.

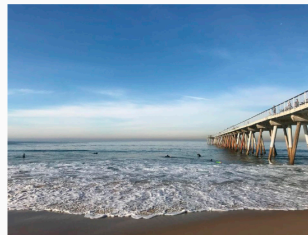
Inspiring decades worth of college kids, the two words are magic, conjuring up images of beaches and the promise of a perfect week.

But many popular spring break destinations are as bad as the cult movie starring Selena Gomez: no intriguing characters, too much booze and not enough plot.

So we rounded up the five best beaches for the holiday from our panel of spring breakers. They are all located in (or extremely close) to the continental United States, so you might not even need to take a flight. We focused on destinations that offer parties, but also boast nearby state parks or artsy downtowns or cool museums or tacos. Because there's more to life than blue jello shots.

Happy U.S. Spring Break 2018. Time to get planning.

### 1. Manhattan Beach, California



For US Spring Break 2018, consider Manhattan Beach in Los Angeles. From surfing to hip galleries, the low-key beach vibes will have you relaxing in no time. [Join us here.](#)

Sure, it's not as glitzy or trendy as Santa Monica or Venice Beach, but Manhattan Beach is the best Los Angeles-area beach of them all, in my opinion. What you lack in party vibes and bikinis is more than made up for with beautiful (and surf-friendly) waves, a relaxed and homey neighborhood with plenty of places to eat and shop, and chill Southern California vibes. I've been coming to Manhattan Beach for nearly a decade, sometimes to meet up with friends and other times simply to go for long runs on the beach, and it never disappoints.

### 2. Clearwater Beach, Florida



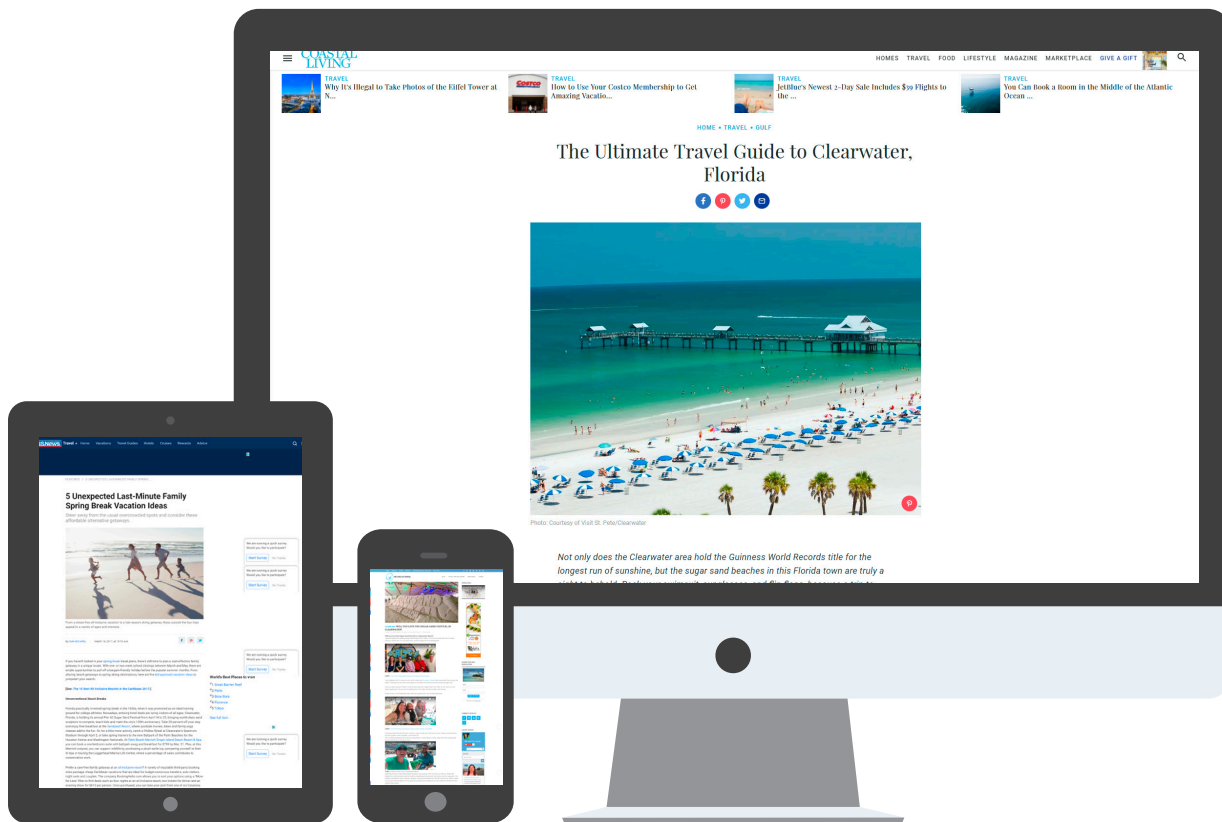
With white sand beaches and beautiful tropical water, Clearwater Beach offers something for all kinds of spring breakers. [More coverage.](#)

With its powdery white sand, stunning Gulf Coast shoreline and magnificent sunsets, Clearwater Beach is my pick for spring break. It's not just for swimming; spring breakers can kayak, fish, sail, jet ski, parasail and enjoy dolphin-watching cruises.

Those seeking a quieter experience can sneak off to some of the Gulf Coast's prettier beaches on Honeymoon Island or Fort Desoto, and for something special, kayak out to Caladesi Island.

Main Beach will have plenty of parties for those wanting more action. Don't miss the sunset at Pier 60. It's not just the sun that performs, but fire eaters, artisans and musicians as well, and it's family friendly.

The Australian couple Caz and Craig Makepeace of YTravel Blog have explored the world with their two children in tow. They are now in the midst of a user-generated, three year road trip around America. Follow along their adventures on Instagram.



## Results

As a result of our efforts, Clearwater has realized coverage from the following outlets:

- Coastal Living
- AAA Northeast
- U.S. News & World Report
- WeSaidGoTravel.com

The team has hosted journalists from the following outlets on press trips and coverage is pending:

- Architectural Digest
- Travel + Leisure
- Conde Nast Traveler
- Fodor's
- Dallas Morning News
- Boston Globe
- Forbes
- And more than 15 others ...

Clearwater received the following accolades last year based on pitching by the current account team:



## GoRVing



## SMT, video, and radio campaign promoting the RV lifestyle

In November 2018, the team worked with GoRVing to complete a project with outdoor video journalist and radio show host Misty Wells to promote the RV lifestyle. Leveraging relationships, a partnership was formed with New Mexico Tourism Department, so the team arranged for the trip to be across the state drawing attention to two clients at once.

The campaign consisted of a video story for Misty's column "Let's Take it Outside" on the *Tampa Bay Times* website, multiple spots on her weekly outdoor radio show, and utilization of Misty's talent to host a national satellite media tour (SMT).

PR Services provided:

- Press trip itinerary planning
- On-site photography and videography for video story
- Coaching and media training of talent for SMT
- Scheduling of radio show for GoRVing rep to appear on Misty's show
- Video production of video story for *Tampa Bay Times*
- Coordination of chef for cooking segment
- Facilitation of strategic partnership between GoRVing and New Mexico Tourism Department

## Results

### Video Story

Misty's video story about RVing has been published to the following websites which have a combined audience of more than 2.2 million viewers:

- *Tampa Bay Times*
- *Hunt Channel*
- *Jimmy Houston Online*



### Radio Show

Misty relaunched her show and it is nationally syndicated on iHeart Radio. Kevin Broom, Director of Media Relations, of GoRVing has already been a guest on multiple segments.



### Satellite Media Tour

The SMT was a huge success with more than 20 interviews on top morning shows across the country in markets such as:

- *Las Vegas*
- *New York City*
- *Los Angeles*
- *Austin*
- *Tampa*
- *and more...*



# New Orleans Plantation Country

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## 414.25% ROI on group travel integrated campaign

### Challenge:

---

Implement an integrated marketing communication campaign focused on group tour operators and produce a minimum ROI of 150% by December 31, 2018

### Solution:

---

- Host ten (10) tour operators and generate more than 50 group tour operator leads by July 31, 2018
- Media buy with *Group Travel Leader* magazine
  - Three (3) full page ads
  - Two (2) e-blasts
  - One (1) e-newsletter sponsorship
  - Six (6) e-newsletter banner ads
  - Sponsored editorial piece promoting the sales FAM
- Work with stakeholders to build itinerary
- Editorial coverage of the sale FAM by *Group Travel Leader*

### Results:

---

The sales FAM consisted of ten (10) group tour operators and was highly successful with two (2) tour operators verbally confirmed tours to the River Parishes region on the first day of the trip.

By December 31, 2018, nearly 1,000 room nights were booked as a direct result of the sales FAM producing an ROI of 414.25%.

Editorial Coverage from Group Travel Leader

**OnSite**  
ON-SITE PHOTOGRAPHY

The tour guides were great at all the plantations. Very knowledgeable and interesting!

—**BOB REED**  
STELLA TOURS LLC

**ON SITE IN NEW ORLEANS PLANTATION COUNTRY**

TRAVEL PLANNERS EXPLORED HISTORY AND BAYOUS ON THIS LOUISIANA FAN

**EVERY PLANTATION HAS ITS OWN STORY TO TELL.**

In the Old South Plantation Country—three provinces in Louisiana stand on the Mississippi River between New Orleans and Baton Rouge—15 historic plantation homes open for visitors on the historic, beautiful and sought-after plantation grounds. In 2016, in true spirit, travel agents and other members of the Group Travel Leader discussed how to best market during a time of such economic uncertainty. The Old South Plantation Country, a group of 15 historic plantation homes, is the perfect place to visit. During the trip, participants took time at the plantation to see the architecture, the unique views and experiences of each. Along the way, they also got a taste of the region's cuisine. Local Cajun cuisine, which is a mix of French and Spanish, is still thriving today through the bayous for top-down experiences with a Cajun twist and other regional specialties.

Following on the itinerary plan your own experiences in New Orleans Plantation Country.

The two swamp tours were so totally different and both had their pluses. For me, it helped decide which one my travelers would prefer.

—**DIANNA ADAMS**  
ROYAL TOURS & TRAVEL

**Day 1**

- ARRIVAL IN NEW ORLEANS PLANTATION COUNTRY
- LUNCH AT THE SEAFOOD POT
- DESERTEAN PLANTATION
- SWAMP TOUR WITH SWAMP ADVENTURES
- DINNER AT GIBSON PLANTATION

Gibson Plantation sits on the banks of the Mississippi River in Louisiana, a town about 20 miles west of New Orleans in the John B. Healy Park, which is one of the oldest plantations in the area. The plantation was founded in 1765 by John Gibson, the son of a plantation owner. The plantation was built on the site of a plantation that was destroyed by the British in 1765. The plantation was built on the site of a plantation that was destroyed by the British in 1765. The plantation was built on the site of a plantation that was destroyed by the British in 1765.

**DESERTEAN PLANTATION**

The group began its exploration of the plantation at Deseretean Plantation, a 19th-century French Creole plantation established in the 1760s. The plantation was built on the site of a plantation that was destroyed by the British in 1765. The plantation was built on the site of a plantation that was destroyed by the British in 1765.

**GIBSON PLANTATION**

As part of the weekend tour of the Mississippi River in Louisiana, the group began its exploration of the plantation at Gibson Plantation, a 19th-century French Creole plantation established in the 1760s. The plantation was built on the site of a plantation that was destroyed by the British in 1765. The plantation was built on the site of a plantation that was destroyed by the British in 1765.

**Day 2**

- RIVER ROAD DISTILLERY
- OAK ALLEY PLANTATION
- LAURA PLANTATION
- HOUMAS HOUSE PLANTATION
- DINNER AT NOBLE'S RESTAURANT AND BAR

The second day of the FAM trip participants went along the River Road to explore one of the Louisiana plantation homes, the Houmas House Plantation. The plantation was built on the site of a plantation that was destroyed by the British in 1765. The plantation was built on the site of a plantation that was destroyed by the British in 1765.

**RIVER ROAD DISTILLERY**

The festival started the Mississippi River in Louisiana, a town about 20 miles west of New Orleans in the John B. Healy Park, which is one of the oldest plantations in the area. The plantation was founded in 1765 by John Gibson, the son of a plantation owner. The plantation was built on the site of a plantation that was destroyed by the British in 1765.

**OAK ALLEY PLANTATION**

The group began its exploration of the plantation at Oak Alley Plantation, a 19th-century French Creole plantation established in the 1760s. The plantation was built on the site of a plantation that was destroyed by the British in 1765. The plantation was built on the site of a plantation that was destroyed by the British in 1765.

**LAURA PLANTATION**

The group began its exploration of the plantation at Laura Plantation, a 19th-century French Creole plantation established in the 1760s. The plantation was built on the site of a plantation that was destroyed by the British in 1765. The plantation was built on the site of a plantation that was destroyed by the British in 1765.

**HOUMAS HOUSE PLANTATION**

The group began its exploration of the plantation at Houmas House Plantation, a 19th-century French Creole plantation established in the 1760s. The plantation was built on the site of a plantation that was destroyed by the British in 1765. The plantation was built on the site of a plantation that was destroyed by the British in 1765.

**DINNER AT NOBLE'S RESTAURANT AND BAR**

The group began its exploration of the plantation at Noble's Restaurant and Bar, a 19th-century French Creole plantation established in the 1760s. The plantation was built on the site of a plantation that was destroyed by the British in 1765. The plantation was built on the site of a plantation that was destroyed by the British in 1765.

**Day 3**

- IN SWAMPEN MISSION ADVENTURES
- SA FRANCISCO PLANTATION
- WAYNE JACOBS SMOKEHOUSE
- EVERGREEN PLANTATION
- WINTEY PLANTATION
- SWAMP TOUR WITH CAJUN PRIDE RESTAURANT AND OYSTER BAR

The third day of the FAM trip participants went along the River Road to explore one of the Louisiana plantation homes, the Sa Francisco Plantation. The plantation was built on the site of a plantation that was destroyed by the British in 1765. The plantation was built on the site of a plantation that was destroyed by the British in 1765.

**IN SWAMPEN MISSION ADVENTURES**

The group began its exploration of the plantation at In Swampen Mission Adventures, a 19th-century French Creole plantation established in the 1760s. The plantation was built on the site of a plantation that was destroyed by the British in 1765. The plantation was built on the site of a plantation that was destroyed by the British in 1765.

**SA FRANCISCO PLANTATION**

The group began its exploration of the plantation at Sa Francisco Plantation, a 19th-century French Creole plantation established in the 1760s. The plantation was built on the site of a plantation that was destroyed by the British in 1765. The plantation was built on the site of a plantation that was destroyed by the British in 1765.

**WAYNE JACOBS SMOKEHOUSE**

The group began its exploration of the plantation at Wayne Jacobs Smokehouse, a 19th-century French Creole plantation established in the 1760s. The plantation was built on the site of a plantation that was destroyed by the British in 1765. The plantation was built on the site of a plantation that was destroyed by the British in 1765.

**EVERGREEN PLANTATION**

The group began its exploration of the plantation at Evergreen Plantation, a 19th-century French Creole plantation established in the 1760s. The plantation was built on the site of a plantation that was destroyed by the British in 1765. The plantation was built on the site of a plantation that was destroyed by the British in 1765.

**WINTEY PLANTATION**

The group began its exploration of the plantation at Wintey Plantation, a 19th-century French Creole plantation established in the 1760s. The plantation was built on the site of a plantation that was destroyed by the British in 1765. The plantation was built on the site of a plantation that was destroyed by the British in 1765.

**SWAMP TOUR WITH CAJUN PRIDE RESTAURANT AND OYSTER BAR**

The group began its exploration of the plantation at Cajun Pride Restaurant and Oyster Bar, a 19th-century French Creole plantation established in the 1760s. The plantation was built on the site of a plantation that was destroyed by the British in 1765. The plantation was built on the site of a plantation that was destroyed by the British in 1765.

**Day 4**

- HOUMAS HOUSE PLANTATION AND GARDENS
- CAJUN PRIDE RESTAURANT AND OYSTER BAR
- SA FRANCISCO PLANTATION
- WAYNE JACOBS SMOKEHOUSE
- EVERGREEN PLANTATION
- WINTEY PLANTATION
- SWAMP TOUR WITH CAJUN PRIDE RESTAURANT AND OYSTER BAR

The fourth day of the FAM trip participants went along the River Road to explore one of the Louisiana plantation homes, the Houmas House Plantation and Gardens. The plantation was built on the site of a plantation that was destroyed by the British in 1765. The plantation was built on the site of a plantation that was destroyed by the British in 1765.

**HOUMAS HOUSE PLANTATION AND GARDENS**

The group began its exploration of the plantation at Houmas House Plantation and Gardens, a 19th-century French Creole plantation established in the 1760s. The plantation was built on the site of a plantation that was destroyed by the British in 1765. The plantation was built on the site of a plantation that was destroyed by the British in 1765.

**CAJUN PRIDE RESTAURANT AND OYSTER BAR**

The group began its exploration of the plantation at Cajun Pride Restaurant and Oyster Bar, a 19th-century French Creole plantation established in the 1760s. The plantation was built on the site of a plantation that was destroyed by the British in 1765. The plantation was built on the site of a plantation that was destroyed by the British in 1765.

**SA FRANCISCO PLANTATION**

The group began its exploration of the plantation at Sa Francisco Plantation, a 19th-century French Creole plantation established in the 1760s. The plantation was built on the site of a plantation that was destroyed by the British in 1765. The plantation was built on the site of a plantation that was destroyed by the British in 1765.

**WAYNE JACOBS SMOKEHOUSE**

The group began its exploration of the plantation at Wayne Jacobs Smokehouse, a 19th-century French Creole plantation established in the 1760s. The plantation was built on the site of a plantation that was destroyed by the British in 1765. The plantation was built on the site of a plantation that was destroyed by the British in 1765.

**EVERGREEN PLANTATION**

The group began its exploration of the plantation at Evergreen Plantation, a 19th-century French Creole plantation established in the 1760s. The plantation was built on the site of a plantation that was destroyed by the British in 1765. The plantation was built on the site of a plantation that was destroyed by the British in 1765.

**WINTEY PLANTATION**

The group began its exploration of the plantation at Wintey Plantation, a 19th-century French Creole plantation established in the 1760s. The plantation was built on the site of a plantation that was destroyed by the British in 1765. The plantation was built on the site of a plantation that was destroyed by the British in 1765.

**SWAMP TOUR WITH CAJUN PRIDE RESTAURANT AND OYSTER BAR**

The group began its exploration of the plantation at Cajun Pride Restaurant and Oyster Bar, a 19th-century French Creole plantation established in the 1760s. The plantation was built on the site of a plantation that was destroyed by the British in 1765. The plantation was built on the site of a plantation that was destroyed by the British in 1765.

**Day 5**

- CAJUN PRIDE SWAMP TOURS
- HISTORIC RIVERLANDS SOUL MUSIC JOURNEY
- RETURN HOME

The fifth day of the FAM trip participants went along the River Road to explore one of the Louisiana plantation homes, the Cajun Pride Swamp Tours. The plantation was built on the site of a plantation that was destroyed by the British in 1765. The plantation was built on the site of a plantation that was destroyed by the British in 1765.

**CAJUN PRIDE SWAMP TOURS**

The group began its exploration of the plantation at Cajun Pride Swamp Tours, a 19th-century French Creole plantation established in the 1760s. The plantation was built on the site of a plantation that was destroyed by the British in 1765. The plantation was built on the site of a plantation that was destroyed by the British in 1765.

**HISTORIC RIVERLANDS SOUL MUSIC JOURNEY**

The group began its exploration of the plantation at Historic Riverlands Soul Music Journey, a 19th-century French Creole plantation established in the 1760s. The plantation was built on the site of a plantation that was destroyed by the British in 1765. The plantation was built on the site of a plantation that was destroyed by the British in 1765.

**RETURN HOME**

The group began its exploration of the plantation at Return Home, a 19th-century French Creole plantation established in the 1760s. The plantation was built on the site of a plantation that was destroyed by the British in 1765. The plantation was built on the site of a plantation that was destroyed by the British in 1765.

Knowing that group travel operators needs itineraries, our team pitched this story as an itinerary and it was featured as such.

Thus far, two of four group tours booked as a result of this campaign have planned the exact itinerary provided to them via this editorial piece.

Note: Our in-house photographer provided approximately 80% of the photos for this editorial spread.

# New Orleans Plantation Country



## Facebook engagement exceeded campaign goal by 307%

### Challenge:

Increase Facebook engagement by generating 300 content shares and featuring a minimum of twenty-five (25) local stakeholders by July 31, 2018

### Solution:

- Host five (5) Fridays full of Facebook Live segments and prepared content featuring a minimum of five (5) local stakeholders by July 31, 2018
- Feature each stop on each of the five Fridays on Instagram
- Host a one-hour Twitter chat to help draw Twitter followers into the destination conversation

### Results:

The campaign generated 1,017 total content shares over the five weeks exceeding the goal by 307%. The Instagram content resulted in a 9.62% increase in followers which drove an increase in engagement of 110%. More than 250 users contributed content to the Twitter chat generating a total of 36,991,195 timeline deliveries on Twitter.





OUTDOOR REC PRESS TRIP

# New Mexico Tourism Department



More than \$63,000 of earned media in just three days

## Challenge:

Plan and execute a press trip to Northwest New Mexico focused on outdoor recreation and obtain four (4) pieces of media coverage by January 31, 2019

## Solution:

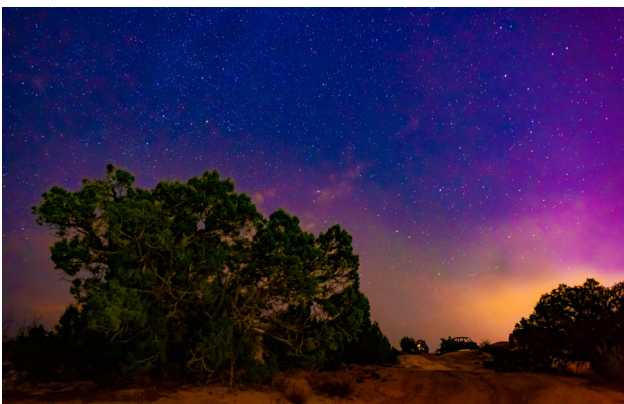
- Build itinerary based on key publics and target media list
- Develop outdoor recreation story ideas with a foundation of New Mexican culture
- Execute press trip with three (3) journalists



## Results:

By January 31, 2019, press coverage earned had a total value of \$63,522.86 based on the following media hits:

- *Travel+Leisure*
- *Coastal Angler*
- *Tampa Bay Times* (two additional committed)
- iHeart Radio's "Let's Take it Outside"
- AdventureMom.com blog
- WXIX-TV Cincinnati



These photos are from our 2018 Outdoor Recreation Press Trip which included ballooning, fly fishing, off-roading, hiking, and cultural attractions.

# City of Clearwater/New Mexico Tourism



## Regional cuisine spotlighted & shared with celebrity judges

### Challenge:

Leverage our relationships to get chef's invited for media exposure at Great American Seafood Cook-off, a national culinary event, to generate media and elevate destination credibility through association with celebrity chef judges

### Solution:

- Gain spot for New Mexico and Clearwater chefs
- Maximize social media exposure by securing opportunity for chef to takeover cookoff's Instagram for one (1) day
- Stimulate on-line conversations between celebrity judges and our chefs cooking at event



### Results:

- In 2017, New Mexico chef placed 3rd.
- In 2018, New Mexico chef placed 3rd, and Clearwater chef was 4th.
- For 2019, we have secured spot for Clearwater chef to compete at event to be held in August.
- New Mexico chef used his own Instagram following to help promote a one-day takeover of the cookoff's Instagram account.
- Online conversations with culinary celebrities such as Paula Deen, Monte Carlo, and other Food Network personalities have resulted over the past two years.
- In both instances, regional cuisine - New Mexican food and grouper - have been promoted.

PROVEN RECORD

# Awards



**#5Days5Ways Social  
Media Campaign**

**New Orleans  
Plantation Country**



**Outdoor Recreation  
Press Trip**

**New Mexico  
Tourism Department**



**Group Tour Integrated  
Marketing Campaign**

**New Orleans  
Plantation Country**



**2019-2020  
Visitor Guide**

**New Orleans  
Plantation Country**



**Honorable Mention**

**2019-2020  
Visitor Guide**

**Clearwater Regional  
Chamber of Commerce**



**Honorable Mention**

**Destination Photography**

**City of Clearwater**



**Honorable Mention**

**River Reel YouTube Video Series**

**New Orleans Plantation Country**



**Flambeaux Awards**

Public Relations Association of Louisiana

**Outdoor Recreation Press Trip**

**New Mexico Tourism Department**



**Nationally Accredited PR Practitioner**

**Cory Cart, APR 2015 to present**



**Southern Public Relations Federation Sr. PR Practitioner**

**Cory Cart, APR**



Public Relations Association of Louisiana

**PR Practitioner of the Year**

**Cory Cart, APR**

We currently have case studies being reviewed by industry leaders for the following:

- PRSA Sunshine District Radiance Awards
- U.S. Travel's ESTO Awards
- PR News Agency Elite Awards
- and more ...

COST OF SERVICES

# We offer quality for a value that fits your budget.

Maintaining a low overhead allows us to offer quality services at an affordable budget.



**O**ur pricing is reflective of the time we estimate each project within your overall destination marketing campaign to take.

If we embark on a project, we manage our team closely to prevent any inefficiencies. We also maintain regular status calls with our clients to ensure we are all on the same road to success.

Our service fees are being offered to you on a flat fee basis. We will only bill beyond these fees should you give

us directives that deviate from the approved scope of work.

Our fees are inclusive of travel and administrative expenses to complete each task. We will not tack on any additional fees or software costs.

Should you have questions about our pricing, please reach out for clarification.

Our pricing is firm for 90-days, and we will honor the city's net 30 terms.

# Estimate for Proposed SOW

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Pricing is guaranteed for 90-days.

## Public Relations:

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PR services include strategic planning, target media list development, media monitoring, reporting, media clip evaluation, and other necessary services.

### Deliverables:

- PR strategy development
- Pitching to a target media list of twenty (20) top journalists who are not able to accept press trips due to their outlet's editorial guidelines but have a target audience important to Clearwater
- Pitching calendar development to include leisure, travel trade and destination wedding
- Story pitch writing, proofing, and distribution
- Development of priority pitching list for press trips, media missions, chef events, and more
- On-going daily pitching services needed to secure positive travel coverage for Clearwater
- Daily media monitoring
- Media clip evaluation by AEV (advertising equivalence value) and our proprietary *Content Grade™*
- Media clips alerts via email as they are published
- Distribution of media clips to local stakeholders who are featured
- On-going evaluation of PR services in the form of an ROI
- On-going management by PR strategist in the form of our RPIE planning process (see page 24, Tab 3)

### Cost:

- \$62,150.00

## Press Trips:

---

Press trip services include pitching, outreach to local stakeholders, itinerary planning and more.

### Deliverables:

- Two (2) group press trips for up to three (3) journalists on each trip and a maximum of five (5) individual press trips. Each press trip will be focused on specific destination brand narratives as a theme for the activities offered.
- Pitching services to meet number of press trips to be offered
- On-site staffing by Bandwagon team to lead press trips on an as needed basis
- Itinerary planning and development with local stakeholders
- Pre-trip communications and travel planning for journalists
- Post-trip communications and wrap-up report for each press trip
- Media clip evaluation by AEV (advertising equivalence value) and our proprietary *Content Grade™*
- Media clips alerts via email as they are published
- Distribution of media clips to local stakeholders who are featured
- On-going evaluation of PR services in the form of an ROI
- On-going management by PR strategist in the form of our RPIE planning process (see page 24, Tab 3)

### Cost:

- \$57,117.00 (includes travel fees for journalists and Bandwagon on-site host)

## NYC Media Mission:

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Services include outreach to NYC media, itinerary planning and more.

### Deliverables:

- Pitching services to establish a minimum of twelve appointments with journalists who have an interest in Clearwater
- On-site staffing by Bandwagon team
- Itinerary planning and development
- Pre-trip communications for journalists and travel planning
- Post-trip journalist communications and wrap-up report for client
- Media clip evaluation by AEV (advertising equivalence value) and our proprietary *Content Grade™*
- Media clips alerts via email as they are published
- Distribution of media clips to local stakeholders who are featured
- On-going evaluation of PR services in the form of an ROI
- On-going management by PR strategist in the form of our RPIE planning process (see page 24, Tab 3)

### Cost:

- \$24,750.00 includes travel for Bandwagon team

## Instagram Management:

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Services include photography, copywriting, scheduling, community management, and more.

### Deliverables:

- Custom photography to produce twenty (20) new Instagram posts per month
- Photography and travel expenses included
- Copywriting, creative services, and community management
- On-site staffing by Bandwagon team to staff photo shoots
- Itinerary planning and development with local stakeholders
- Pre-trip communications with stakeholders and travel planning for photography team
- Monthly analytics and recommendations to be included with monthly activity report
- On-going evaluation of services in the form of an ROI
- On-going management by social media strategist in the form of our RPIE planning process (see page 24, Tab 3)

### Cost:

- \$36,315.00 (includes travel and photography fees)

## NYC Chef Event:

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Services include planning, pitching, chef coordination, and on-site execution.

### Deliverables:

- Location scouting and booking
- Pitching services to establish a minimum of twelve journalists to attend who have an interest in Clearwater
- On-site staffing by Bandwagon team
- Menu development and shopping list with selected chef
- Arrangements to get groceries and food delivered to event venue
- Itinerary planning and development
- Cooking equipment and utensil rental
- Journalist swag bags and takeaways
- Pre-trip communications for journalists and travel planning
- Post-trip journalist communications and wrap-up report for client
- Media clip evaluation by AEV (advertising equivalence value) and our proprietary *Content Grade*<sup>TM</sup>
- Media clips alerts via email as they are published
- Distribution of media clips to local stakeholders who are featured
- On-going evaluation of PR services in the form of an ROI
- On-going management by PR strategist in the form of our RPIE planning process (see page 24, Tab 3)

### Cost:

- \$24,750.00 (included travel and facility fees)



## Account Management:

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Services include those needed to manage account on a day-by-day basis and access to executive leadership for strategic planning and on-going evaluation of Bandwagon team.

### Deliverables:

- Monthly industry e-newsletter
- Day-to-day account maintenance
- Two (2) monthly status/planning calls
- Monthly activity report
- All travel expenses for Bandwagon team for meetings, site visits, press trips and other necessary events
- Bandwagon support staff and internal teams
- All postage, shipping and other related account management expenses
- Strategic partnership planning between local chambers and stakeholders

### Cost:

- \$27,500.00 (includes travel fees)

## Crisis PR:

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Services are to be used as needed in the event of a natural disaster or other crisis that impacts tourism to Clearwater.

### Deliverables:

- Crisis services can be in the form of consultation by phone, written talking points, on-site crisis management, media training workshops and more.

### Cost:

- \$5,000.00 contingency billed at \$250 per hour on as needed basis
- Media trainings can be offered on an as needed basis for \$18,000 each. One media training can accommodate four (4) individuals.

## Website:

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Services include graphic design, project management, monthly hosting, content update services, development/coding costs, and necessary plug-ins to manage event calendar.

### Deliverables:

- Design and development of a new website
- Two (2) hours monthly of content updates
- Monthly analytics report
- Monthly hosting fees
- Daily backup and malware scan for protection against hackers and viruses
- Strategic partnership planning between local chambers and stakeholders for content development

### Cost:

- \$19,500.00



**EXCEPTIONS / ADDITIONAL MATERIAL / ADDENDA**

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Proposers shall indicate any and all exceptions taken to the provisions or specifications in this solicitation document. Exceptions that surface elsewhere and that do not also appear under this section shall be considered invalid and void and of no contractual significance.

**Exceptions (mark one):**

**\*\*Special Note – Any material exceptions taken to the City’s Terms and Conditions may render a Proposal non-responsive.**

- No exceptions  
 Exceptions taken (describe--attach additional pages if needed)

**Additional Materials submitted (mark one):**

- No additional materials have been included with this proposal  
 Additional Materials attached (describe--attach additional pages if needed)

**Acknowledgement of addenda issued for this solicitation:**

Prior to submitting a response to this solicitation, it is the vendor’s responsibility to confirm if any addenda have been issued.

| Addenda Number | Initial to acknowledge receipt |
|----------------|--------------------------------|
| 1              | CDC                            |
| 2              | CDC                            |
|                |                                |

Vendor Name Bandwagon LLC Date: June 1, 2019

**VENDOR INFORMATION**

Company Legal/Corporate Name: Bandwagon LLC

Doing Business As (if different than above): \_\_\_\_\_

Address: 612 Gravier Street, First and Second Floors

City: New Orleans State: LA Zip: 70130 -

Phone: 504-444-6326 Fax: \_\_\_\_\_

E-Mail Address: cory@yourbandwagon.com Website: www.yourbandwagon.com

DUNS # \_\_\_\_\_

Remit to Address (if different than above):

Order from Address (if different from above):

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

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

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

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

Contact for Questions about this proposal:

Name: Cory Cart, APR

Fax: \_\_\_\_\_

Phone: 504-444-6326

E-Mail Address: cory@yourbandwagon.com

Day-to-Day Project Contact (if awarded):

Name: Cory Cart & Kylie Mills

Fax: \_\_\_\_\_

Phone: 504-444-6326

E-Mail Address: cory@yourbandwagon.com  
kylie@yourbandwagon.com

\_\_\_\_ Certified Small Business

Certifying Agency: \_\_\_\_\_

\_\_\_\_ Certified Minority, Woman or Disadvantaged Business Enterprise

Certifying Agency: \_\_\_\_\_

**VENDOR CERTIFICATION OF PROPOSAL**

**By signing and submitting this Proposal, the Vendor certifies that:**

- a) It is under no legal prohibition to contract with the City of Clearwater.
- b) It has read, understands, and is in compliance with the specifications, terms and conditions stated herein, as well as its attachments, and any referenced documents.
- c) It has no known, undisclosed conflicts of interest.
- d) The prices offered were independently developed without consultation or collusion with any of the other respondents or potential respondents or any other anti-competitive practices.
- e) No offer of gifts, payments or other consideration were made to any City employee, officer, elected official, or consultant who has or may have had a role in the procurement process for the services and or goods/materials covered by this contract.
- f) It understands the City of Clearwater may copy all parts of this response, including without limitation any documents and/or materials copyrighted by the respondent, for internal use in evaluating respondent's offer, or in response to a public records request under Florida's public records law (F.S. 119) or other applicable law, subpoena, or other judicial process.
- g) Respondent hereby warrants to the City that the respondent and each of its subcontractors ("Subcontractors") will comply with, and are contractually obligated to comply with, all Federal Immigration laws and regulations that relate to their employees.
- h) Respondent certifies that they are not in violation of section 6(j) of the Federal Export Administration Act and not debarred by any Federal or public agency.
- i) It will provide the materials or services specified in compliance with all Federal, State, and Local Statutes and Rules if awarded by the City.
- j) It is current in all obligations due to the City.
- k) It will accept such terms and conditions in a resulting contract if awarded by the City.
- l) The signatory is an officer or duly authorized agent of the respondent with full power and authority to submit binding offers for the goods or services as specified herein.

**ACCEPTED AND AGREED TO:**

Company Name: Bandwagon LLC

Signature: *Cory D. Cart*

Printed Name: Cory D. Cart

Title: Partner

Date: 6-2-2019

SCRUTINIZED COMPANIES FORM

SCRUTINIZED COMPANIES THAT BOYCOTT ISRAEL LIST CERTIFICATION FORM
THIS FORM MUST BE COMPLETED AND SUBMITTED WITH THE BID/PROPOSAL.
FAILURE TO SUBMIT THIS FORM AS REQUIRED MAY DEEM YOUR SUBMITTAL
NONRESPONSIVE.

The affiant, by virtue of the signature below, certifies that:

- 1. The vendor, company, individual, principal, subsidiary, affiliate, or owner is aware of the requirements of section 287.135, Florida Statutes, regarding companies on the Scrutinized Companies that Boycott Israel List, or engaged in a boycott of Israel; and
2. The vendor, company, individual, principal, subsidiary, affiliate, or owner is eligible to participate in this solicitation and is not listed on the Scrutinized Companies that Boycott Israel List, or engaged in a boycott of Israel; and
3. "Boycott Israel" or "boycott of Israel" means refusing to deal, terminating business activities, or taking other actions to limit commercial relations with Israel, or persons or entities doing business in Israel or in Israeli-controlled territories, in a discriminatory manner. A statement by a company that it is participating in a boycott of Israel, or that it has initiated a boycott in response to a request for a boycott of Israel or in compliance with, or in furtherance of, calls for a boycott of Israel, may be considered as evidence that a company is participating in a boycott of Israel; and
4. If awarded the Contract (or Agreement), the vendor, company, individual, principal, subsidiary, affiliate, or owner will immediately notify the City of Clearwater in writing, no later than five (5) calendar days after any of its principals are placed on the Scrutinized Companies that Boycott Israel List, or engaged in a boycott of Israel.

Authorized Signature [Handwritten Signature]
Cory D. Cart
Printed Name
Member
Title
Bandwagon LLC
Name of Entity/Corporation

STATE OF Louisiana
Parish COUNTY OF Orleans

The foregoing instrument was acknowledged before me on this 31 day of May, 2019, by Cory D. Cart (name of person whose signature is being notarized) as the member (title) of Bandwagon (name of corporation/entity), personally known to me as described herein, or produced a drivers license (type of identification) as identification, and who did/did not take an oath.

[Handwritten Signature]
Notary Public
Stephen Barry
Printed Name
STEPHEN R. BARRY
Notary Public
Notary ID No. 21465
Parish Orleans, Louisiana

My Commission Expires: is for life
NOTARY SEAL ABOVE





# Bandwagon

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## NEW ORLEANS

612 Gravier Street  
First and Second Floors  
New Orleans, LA 70130

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## LAFAYETTE

405 West Main Street  
Lafayette, LA 70501