

REQUEST FOR COMPETITIVE SOLICITATION

OPTIONAL SERVICES FOR THE MONROE COUNTY TOURIST DEVELOPMENT COUNCIL

- Paid and Organic Social Media Strategy, Planning and Execution
- Content Strategy and Creation
- Email Marketing Campaign Management
- Webcam Services

Additionally:

Contract Consulting Services for Phase 1 of Website Redevelopment

Presented by

Overseas Media Group

9709 Overseas Highway
Marathon FL 33050
(305) 743-0844

Eric "Britt" Myers

Owner/Manager
britt@keysweekly.com
(305) 731-0087



Contents

Evaluation Criteria Form	2
Resumes	9
Organizational Chart	13
Additional Information and Certifications	14
Attachment A: Scope of Services	29
Attachment B: Fee Schedule and Rates	39
Litigation and Financial Information	40

Overseas Media Group's **value promise** to our clients and the communities we serve is to offer a personalized voice to our partners, using more than 20 years of local relationships, civic service, proven business & marketing initiatives and moreover — highly qualified, local team members who live and work in Monroe County. Every client deserves a unique story that can be told in a personalized perspective; ultimately captivating followers and added engagement using a targeted approach. OMG has over two decades of marketing and PR relationships in Monroe County. During that time, we have supported every municipality, the county, most nonprofits and civic groups and hundreds of businesses with personalized marketing services. We feel our resume is boosted by our proven results, along with hundreds of clients who have retained our companies for several decades.

Our mission is simple — we offer personalized service and knowledge using local, tenured associates — while providing top tier industry expertise that is needed to compete on a global scale. Overseas Media Group has built a reputation on service, communication and fairness. We understand the Florida Keys thrives on tourism, but also recognize the vital role of our education, the arts, medical and lifestyle sectors. Whether it is a small business or nationally recognized firm, we support each client with a mission to become an extension of your team. By doing so, we intimately understand your challenges, goals and vision — telling your story using your products, personnel, clientele and destination elements of the Florida Keys.

Evaluation Criteria Form

Ability of Professional Agency Personnel

1. Ability of Professional Agency Personnel

a. Established in Monroe County in 2020, the Overseas Media Group (OMG) principals draw on decades of experience in media, marketing, and content creation. The company's owners include Eric "Britt" Myers, Jason Koler, and Annie Briening with Jenny Lorenz serving an administrative role as VP of Marketing. Koler and Myers have a combined 30 years of publishing experience in Monroe County and are well-versed in and connected to the Florida Keys business community and civic organizations.

It is no secret that OMG, while a separate corporation, is directly related to Keys Weekly Media. Keys Weekly is the preferred source of news and information for the Florida Keys, with offices in Key West, Marathon, and Tavernier. Today, OMG and Keys Weekly boast more personnel and clientele than all other Florida Keys-based media companies combined. With over 30 combined employees, our associates have a proven track record of civic and nonprofit involvement – extensively serving on boards and committees throughout Monroe County – allowing us the personalized familiarity with the Keys business communities needed to understand the personalized challenges and opportunities for all of our local entities.

Annie Briening brings nearly two decades of marketing and sales expertise in Monroe County. Her career began at First State Bank of the Florida Keys as a Marketing Specialist, where she excelled in branding and community engagement. She later advanced to Senior Marketing Strategist at Two Oceans Digital, leading innovative campaigns and digital strategies. Since helping launch Overseas Media Group in 2020. She is an active participant in Leadership Monroe County Class XXXII and serves on the Development Committee for Habitat for Humanity of the Lower Keys. Briening has also dedicated four years as a mentor for Take Stock in Children Monroe County and has contributed her expertise to numerous boards and committees, including the Key West Chamber of Commerce, Key West Attractions Association, Key West Fishing Tournament Committee, and the American Cancer Society's Relay for Life Marketing Committee.

Jenny Lorenz brings nearly 20 years of expertise in marketing, sales, advertising, and event management. A highly regarded marketing executive, she has a proven track record of delivering impactful results for her clients. After Hurricane Irma, Lorenz joined The Perry Hotel as the Complex Director of Marketing, where she was named Marketer of the Year for both years she held the position, significantly accelerating her career.

Evaluation Criteria Form

Ability of Professional Agency Personnel

This role expanded her ability to support clients with their digital needs and provided invaluable insight into hotel, marina, water activities, events, weddings, and food and beverage marketing. Lorenz played a key role in boosting direct bookings and establishing The Perry as a must-visit destination in the Florida Keys. Her experience not only honed her skills in implementing and executing marketing strategies but also gave her a unique perspective on bridging the gap between client and agency.

Britt Myers is a managing partner at Keys Weekly Media and Overseas Media Group. He became an owner/ partner at Keys Weekly in 2013, after serving as a banking executive in the Keys for eight years, including VP of BB&T in the Keys—overseeing a \$200M deposit/profit center in Key West. Before arriving in the Keys in 2006, Myers was the owner and publisher of Lanier Magazine - a community & lifestyle magazine in the Atlanta metropolitan area. During his 18 years in the Keys, Myers has served on numerous boards and committees, including President of BOD for Marathon Chamber of Commerce, elected 3-term board member of the Key West Chamber of Commerce, Leadership Monroe County graduate of Class XXVI, former Take Stock in Children Board member, current board chair for Florida Keys AHEC, former Marathon Rotary board and current board president of the Rotary Club of Key West, current head coach of the Basilica HS basketball team, former president of the Marathon Jaycees, recipient of the Samuel's House Man of Valor, co-creator and host of the Best of Marathon, Best of the Upper Keys and Bubbas: Key West People's Choice Awards, podcast host of the Florida Keys Weekly Podcast (including interviews with Jelly Roll, Carl Hiaasen, Roger Clemens, Black Pumas and others) and has worked alongside and created dozens of existing marketing campaigns, taglines, branding initiatives and PR for Florida Keys businesses.

Jason Koler is a co-founder and managing partner at Keys Weekly Media and Overseas Media Group. When he launched Keys Weekly in 2006, it was a small local paper. Today, it's a thriving media company generating \$3 million in annual revenue. In 2020, Koler expanded his focus by co-founding Overseas Media Group, where he's helped the agency grow steadily every year since. For nearly two decades, Koler has been deeply involved in the Florida Keys community. He's served on the Board of Directors for the Pigeon Key Foundation since 2006 and for the Fishermen's Community Hospital Foundation since 2017. He's also played active roles with the Monroe County Value Adjustment Board, Leadership Monroe County (Class XVII), and the Community Foundation of the Florida Keys. Koler's commitment to Marathon is reflected in his work on the City's Charter Review Committee and US1 Corridor Design Committee, as well as his long-standing membership in the Marathon Rotary Club and the Upper Keys Rotary Club. Beyond his leadership roles, Koler has been instrumental in developing impactful marketing campaigns, branding initiatives, and PR strategies for businesses throughout the Keys.

Evaluation Criteria Form

Ability of Professional Agency Personnel

b. Specific to website development for a tourism agency, OMG has extensive experience creating tourism-focused websites. Highlights include attractions like the Pigeon Key Foundation and the Key West Butterfly & Nature Conservatory, events such as "I Love Stock Island" and "Florida Keys BrewBQ," and businesses reliant on tourism, including Sweet Savannah's Bake Shop, Fishmonster Charters, Florida Bay Forever, and Bluescape Realty. OMG was also awarded the Monroe County Sheriff's Office project, winning over agencies across Florida. In addition to dozens of website builds for prominent Keys businesses, OMG has supported numerous nonprofit and civic organizations throughout Monroe County. A full portfolio is available upon request.

c. See attached Organizational Chart

d. As the digital agency of record for the Keys Weekly Newspapers, OMG has an established and available collection of talented writers, graphic designers, copywriters, brand specialists, photographers and marketing professionals with the ability to manage and complete a variety of projects.

2. Project Approach: Scope of Work Management

a. OMG begins each project with a discovery meeting to gather a clear understanding of the client's goals, audience and overall vision. This ensures all parties are on the same page of communication and goals. This helps us establish a step-by-step plan to tell your story in the most effective and informative way to create a personalized relationship between brand and the user. In addition, we document and outline key milestones and metrics, keeping the process straightforward and efficient for the sake of time and budget efficiency.

Evaluation Criteria Form

Ability of Professional Agency Personnel

Discovery Meeting:

- Through discovery meetings with the Tourism Development Council (TDC), we will gain a comprehensive understanding of your objectives, challenges, and goals for each destination and how that relates to the digital marketing platform related to it. This will allow us to create a blueprint for our course of action. We pride ourselves on our value promise: to be accessible, openly communicate, and go above and beyond (not reactionary, but ahead of challenges and opportunities) for the client. And while we realize these pledges are relative and often within the blurred lines of conjecture, our pledges and promises are based on our references and results — not only with a certain area or a handful of similar businesses — but across the Florida Keys for over 20 years.
- In addition, we will conduct a SWOT analysis (Strengths, Weaknesses, Opportunities, and Threats) to evaluate current and emerging travel trends, competing destinations, and market share fluctuations. Factors such as accessibility, price competitiveness, safety and security, and destination branding and marketing will play into the analysis since the success of both parties relies on holistic internal and external marketing elements that should go hand-in-hand.

Strategic Planning:

- A tailored strategy for the TDC will be developed from insights gathered during the Discovery Meeting, aligning with your business objectives to deliver a results-driven approach across all proposed channels. The plan will include detailed timelines and execution steps to support the goals and initiatives outlined in the meeting.

Collaboration and Communication:

- Our value promise is built on ongoing collaboration and transparent, timely communication. This is the core of where we gain our knowledge and expertise and can act as an extension of the TDC in all marketing efforts. We recommend regular meetings and check-ins between the TDC and your dedicated team to stay in the loop with any internal changes as well as external factors that could affect our original strategy.

Analyze Metrics:

- As a content and data-driven organization, we establish Key Performance Indicators (KPIs) for every strategy we execute to be shared and approved by the TDC. We regularly pull reports to create benchmarks, assess what's working and what isn't, track our progress toward goals and adjust our strategy based on the insights gained from the metrics.

Evaluation Criteria Form

Ability of Professional Agency Personnel

Flexibility and Adaptability:

- With decades of destination and breaking-news experience in the Florida Keys, we understand the value and necessity of being flexible and adapting quickly. Our team is made up of residents living throughout the Keys, so when circumstances change or new opportunities arise, our team has direct access, as well as a wide network of local relationships, that can be used to help us access and capitalize on all opportunities.
- We provide regular updates throughout the project, including progress reports and performance metrics. A dedicated Project Manager acts as the main point of contact, keeping communication simple and consistent. We also incorporate the client's feedback along the way to make sure the project exceeds expectations.
- Monthly reports will be generated (as well as on-demand reports by request) for every channel and how they relate to the KPIs determined in step 5 of the Method and Approach process. In addition, we will analyze these results to help dissect trends and callouts related to seasonality, trends, and external factors.
- Reports will include the key metrics for that specific platform, customized to the TDC goals.

b. OMG has developed over 100 tourism-related websites, spanning attractions, retail, artists, filmmakers, restaurants, and event-focused platforms. The agency has collaborated with dozens of organizations to successfully market these sites to a global audience.

c. Overseas Media Group has been selected as the premier digital partner to some of the Florida Keys' largest and most popular events. This includes the current 2025 Blue Angels Air Show, Original Marathon Seafood Festival, Rotary's Gigantic Nautical Flea Market, the Monroe County Sheriff's Office website (2024), the Key Largo Bridge Run, while executing a phased approach of in-county and out-of-county marketing and advertising. We also take on the financial role for all paid campaigns, then follow through to the last details of screenshots, metrics and reporting for client's timely reimbursement from any TDC-funded events.

d. N/A

3. Project Approach: Account Management

a. N/A

b. N/A

c. N/A

4. Project Approach: Website Development & Advertising

a. N/A

b. N/A

Evaluation Criteria Form

Ability of Professional Agency Personnel

5. Past Performance, Evidence, Knowledge and Experience

- a. N/A
- b. N/A

6. Past Performance, Design Capabilities

- a. N/A
- b. N/A
- c. N/A

7. Past Performance: Transparency & Integrity

a. Integrity, transparency and honesty are the core principles of the company and our leadership team understands the importance of maintaining the highest level of trust with our partners. As a locally owned and operated company we do not see how anyone could operate otherwise. As part of our value promise, we strive to over-communicate with our clients and ensure all directives, ideas and steps are backed-up in some form of accountability.

8. Financial Ability to Provide Services

a. Financial Report attached separately

b. OMG is capable and ready to respond to government purchase orders and will ensure the proper procedures for the delivery of goods and services are met prior to submitting invoices unless directed otherwise by the client.

c. OMG will submit monthly unless otherwise agreed in writing, a proper invoice requesting payment for services properly rendered and reimbursable expenses. OMG will describe the service rendered and the invoice will be accompanied with supporting proof of the service (if applicable.) All invoices will have a proper purchase order number.

Evaluation Criteria Form

Ability of Professional Agency Personnel

9. Conduct Business in Florida & Monroe County + Local Preference

a. OMG has the authority to transact business in the State of Florida and is in good standing with the Florida Secretary of State.

b. OMG operates out of 3 offices within Monroe County on a day-to-day basis from:
5450 MacDonald Ave in Key West, 9709 Overseas Highway in Marathon and 89240 Overseas Highway (Suite 2) in Tavernier.

c. OMG fulfills Monroe County Ordinance 023-2009 by holding a business tax receipt from the Monroe County Tax Collector, a physical business address located within Monroe County in which day to day business is conducted.

10. Completion of Additional Information and Certifications

Starts on page 14

CONTACT

📞 305-906-0272

✉️ annie@overseasmediagroup.com

📍 1506 Seminary Street, Key West

EDUCATION

East Stroudsburg University of Pennsylvania

Class of 2006

Bachelor of Arts in Communication Studies

Minor, Art & Design

SKILLS

- Proven ability to manage projects on tight deadlines and within budget
- Possesses excellent communication, organizational and problem-solving skills
- Proficient in Adobe Creative Suite and Microsoft Office
- Well-versed in market and customer trends
- Excellent project management and team collaboration skills

EXPERTISE

- Organic & Paid Social Media
- Email Marketing
- Content Creation
- Budget & Proposal Management
- Analysis & Reporting

COMMUNITY

Habitat For Humanity of Key West & Lower Keys
Development Committee 2024-Present

Leadership Monroe County Florida Keys
Class XXXII

Key West Fishing Tournament
Board of Directors · Mar 2023 - Mar 2024

Key West Chamber of Commerce
Board of Directors · Oct 2020 - Aug 2022

Key West Attractions Association
Board of Directors · Jun 2019 - Jun 2021

Take Stock In Children
Mentor · Oct 2014 - Jun 2019

Annie Briening

PROFESSIONAL EXPERIENCE

A dynamic and results-driven marketing veteran with 18 years of experience working in the Florida Keys. Leads and orchestrates creative teams and projects. Demonstrates exceptional organizational skills and is known for pioneering inventive solutions while upholding a steadfast commitment to accountability and quality service.

EXPERIENCE

Overseas Media Group | Chief Operations Officer

November 2020 - Present

- Spearheaded operational strategies, optimizing efficiency and productivity, resulting in a streamlined workflow
- Implemented robust accountability measures and performance metrics, fostering a culture of excellence and driving continuous improvement initiatives across the company
- Directed the comprehensive implementation of a diverse range of services, expanding the company's portfolio and market reach
- Lead teams to develop and execute innovative business initiatives, driving synergy and growth across partners while maintaining a customer-centric, hands-on approach

Two Oceans Digital | Senior Marketing Strategist

December 2016 - November 2020

- Developed innovative, data-driven marketing strategies that significantly boosted brand visibility and customer engagement
- Consistently exceeded client expectations and garnering praise for delivering impactful solutions within budget and on schedule
- Skillfully managed a diverse portfolio of over 100 client accounts, maintaining strong client relationships and a wide range of services

First State Bank of the Florida Keys | Marketing Specialist

November 2007 - December 2016

- A variety of the marketing duties including press release writing, event planning and execution, special project oversight
- Organize, recruit, and coordinate company-wide volunteers for over 150 local and Keys wide events per year
- Manage department's marketing and civic donation budget totaling \$250K per year

REFERENCES

Andrew Rosuck

Director of Sales & Marketing
Casa Marina Key West & The Reach
305-293-6228

Angie Walterson

VP, Marketing
First State Bank
305-587-3456

Yvette Talbott

Monroe County School Board
305-304-7650

Emma Edgar Harlow

Navy MWR Marketing Director
305-293-2503



Jenny Lorenz

Nice to meet you! I'm Jenny, a seasoned marketing expert with nearly 20 years of experience driving results in Marketing, Advertising, and Promotion. After running my boutique agency, Local Life Media, for four years, I joined Overseas Media Group (OMG) to lead a talented team specializing in social media, email marketing, paid campaigns, website design, and SEO. With expertise in destination and experience marketing, I partner with the Florida Keys' top businesses to deliver innovative strategies that amplify their goals, strengthen their brand, and fuel long-term growth in one of the world's premier travel markets.

Experience

Oct 2024 - Present

Overseas Media Group

VP of Marketing

- Lead and mentor a team of creative account managers with a focus on social media content creation and destination marketing, crafting engaging captions, high-quality photo and video content, and immersive Reels that highlight Key West's unique experiences and appeal as a world-class travel destination.
- Oversee the development and execution of email marketing campaigns, guiding the team in leveraging audience segmentation, automated workflows, and SMS alerts to deliver personalized, results-driven messaging.
- Direct a team managing paid advertising campaigns across multiple platforms, ensuring strategies align with client objectives, maximize ROI, and effectively target key audiences.
- Provide strategic leadership for website design projects and SEO initiatives, collaborating with the team to enhance user experiences, optimize search rankings, and drive organic traffic growth.
- Foster a collaborative approach to client partnerships, mentoring the team to support local businesses with innovative ideas, goals, and strategies that build strong, long-term relationships and deliver measurable success.

Jan 2021 - Present

Local Life Media Digital Marketing Agency | Key West, Florida

Owner & Founder

- Marketing agency developed to support small/medium size business as a virtual CMO supporting content strategy, website design, product launches, PR, and more.
- Developed and executed ground-up marketing strategies along with associated budgets and timelines to support over 16 businesses across 6 states since 2021.
- Design, implement, and measure comprehensive marketing strategies across various marketing channels including email marketing, social media management, paid advertising campaigns, local outreach, influencer marketing, and more.
- Develop brand positioning strategies resulting in increased sales, awards, and rankings on traveler sites like TripAdvisor, Google My Business, Yelp, and more.

Oct 2017 - Dec 2020

The Perry Hotel & Marina Key West | Key West, Florida

Complex Director of Marketing

- Hired in 2017 after Hurricane Irma to develop comprehensive marketing strategies and budgets, as well as build out the internal team to put the 100-room/2-restaurant property "on the map" in The Florida Keys.
- Developed, executed, and reported against an annual \$1M marketing/advertising budget, including paid campaigns, influencers, newsletters, and more.
- Worked collaboratively with the Revenue and Food & Beverage Teams to achieve various financial targets and awards, including winning Condé Nast Traveler Readers' Choice Awards for 2018, 2019, and 2020, as well as being ranked in TripAdvisor's Top 5 Restaurants and Hotels in Key West.
- By concentrating on organic, engaging, and experiential social media and email marketing, we built a massive list of email and social media subscribers, moving the majority of our OTA business to direct bookings.

Contact

Phone

414-426-0884

Email

jenny@overseasmediagroup.com

Address

532 Margaret Street, Key West, FL

Education

2002

Bachelor of Business Administration

General Business: Marketing Emphasis

University of Wisconsin - Whitewater

Expertise

- Branding / Positioning
- Social Media
- Content Strategy
- Email Marketing
- Influencer Marketing
- Analysis & Reporting
- Paid Campaign Management
- Media & PR Strategy & Management

Awards

Hostmark Hospitality:

2018 Marketing Director of the Year

2019 Marketing Director of the Year

References

Adelheid Salas

Assistant General Manager, Parrot Key

Phone: 954-706-7244

Email: Adelheid.salas@parrotkeyhotel.com

Cheryl Truss

Revenue Manager at Revenue Management Consolidated Center - Americas

Phone: 920-203-1187

Email: cheryl.truss@hilton.com

BRITT MYERS

PUBLISHER, PARTNER



305-731-0087



britt@keysweekly.com



281 Golf Club Drive
Key West, Florida 33040

EDUCATION

Georgia State University / North Ga. College & State University

BA English Literature

Minor Business Marketing

WORK EXPERIENCE

Keys Weekly Newspapers

Publisher/Partner, 2006–present

Partnered and established additional media markets in Key West and Upper Keys (in addition to Marathon) with over \$3M annual company. Today Keys Weekly Media is regarded as the preferred media source of the Florida Keys in both print and digital platforms, with three offices across the Keys and over 500M monthly page views per the Keys Weekly site.

Overseas Media Group

Co-Founder & Partner, 2020–present

Launched the agency and steered growth in each subsequent year.

Community Involvement

- Rotary Club of Key West / Current BOD President
- Elected 3 terms for BOD Key West Chamber of Commerce
- Former Marathon BOD President
- Former President Marathon Jaycees
- Leadership Monroe County Class 16
- Current Board Chair for Florida Keys AHEC
- Head Coach Basilica High School Men's Basketball
- Samuel's House Men of Valor Recipient
- Former Board Member Monroe County Education Foundation (Take Stock in Children)
- Co-creator/host:
 - Bubbas-Key West People's Choice Award/ Best of Marathon/ Best of Upper Keys (supporting nonprofits across the Florida Keys)

References

- Monroe County Commissioner Craig Cates, 305-587-0587
- TDC Board Member George Fernandez, 305-797-7380
- Key West City Commissioner Lisette Carey, 305-797-6800
- County Commissioner Michelle Lincoln, 305-360-7666
- Key West City Manager Brian Barroso, 305-853-6605
- Key West Police Chief Sean Brandenburg, 305-797-7310
- Rams Head Entertainment: Kelly Norman, 435-640-2619

JASON KOLER

PUBLISHER, PARTNER



(305)481-1463



jason@keysweekly.com



10961 5th Ave, Gulf
Marathon, FL 33050

EDUCATION

University of Toledo

Bachelor of Arts in English (2004)

WORK EXPERIENCE

Keys Weekly Newspapers

Publisher, 2006–present

Grew a local paper with \$800k in annual revenue into a \$3mil a year media company.

Overseas Media Group

Co-Founder & Partner, 2020–present

Launched the agency and steered growth in each subsequent year.

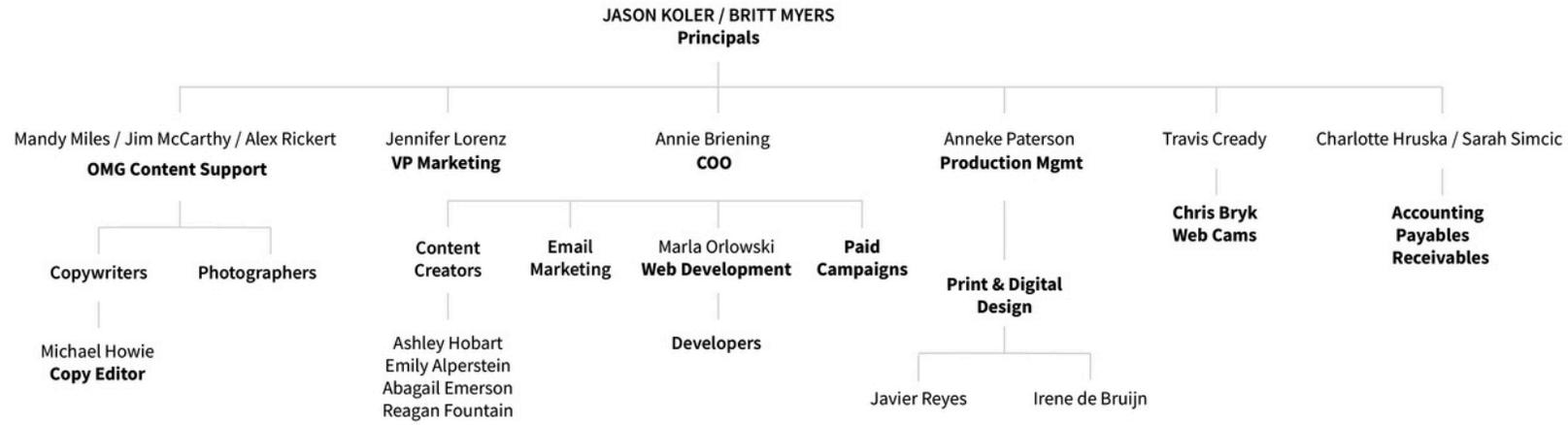
Community Involvement

- Pigeon Key Foundation, board of directors (2006–present)
- Fishermen’s Community Hospital Foundation, board of directors (2017–present)
- Monroe County Value Adjustment Board (2022–present)
- Community Foundation of the Florida Keys, board of directors (2016–2017)
- Leadership Monroe County (Class XVII), board of directors (2009–2011)
- City of Marathon Charter Review Committee (2008)
- City of Marathon, US1 Corridor Design Committee (2010)
- Marathon Rotary Club (2007–present)
- Upper Keys Rotary Club (2017–present)

References

- Henry Menendez, HNO Productions owner, (305) 984-4190
- Peter Chapman, Chapman & Cardwell Capital Management Principal (305) 743-6095
- Kristen Livengood, Monroe County Public Information Officer (305) 680-8226
- Ben Daughtry, Florida Keys Aquarium Encounters CEO (305) 395-9791
- Carolyn Anthony, Sparky’s Landing owner (305) 684-9820

Organizational Chart



Additional Information and Certifications

RESPONSE FORM

RESPONSE TO: MONROE COUNTY BOARD OF COUNTY COMMISSIONERS

I acknowledge receipt of Addenda No.(s) _____

I have included:

Proposal X Ethics Clause X
Non-Collusion Affidavit X Drug Free Workplace Form X
Local Preference Form X Public Entity Crime Statement X
Vendor Certification Regarding Scrutinized
Companies List X
Affidavit Attesting to Noncoercive Conduct for Labor and Services X

In addition, I have included a current copy of the following professional licenses and business tax receipts:

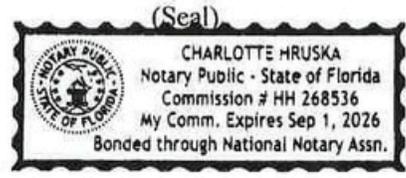
Business License

(Check mark items above, as a reminder that they are included.)

Mailing Address: 9709 Overseas Hwy Telephone: 305-743-0844
Marathon FL Fax: 305-743-0866
Date: 12-17-24

Signed: [Signature]
Jason Koler
(Name)
Manager
(Title)

Witness: Charlotte Hruska



Additional Information and Certifications

ETHICS CLAUSE

SWORN STATEMENT UNDER ORDINANCE NO. 10-1990
MONROE COUNTY, FLORIDA

Jason Koler/Overseas Media Group warrants that he/it has not employed, retained or otherwise had act on his/its behalf any former County officer or employee in violation of Section 2 of Ordinance No. 10-1990 or any County officer or employee in violation of Section 3 of Ordinance No. 10-1990. For breach or violation of this provision the County may, in its discretion, terminate this Agreement without liability and may also, in its discretion, deduct from the Agreement or purchase price, or otherwise recover, the full amount of any fee, commission, percentage, gift, or consideration paid to the former County officer or employee.

[Signature]
(Signature)
12-3-24
(Date)

STATE OF Florida
COUNTY OF Monroe

Subscribed and sworn to (or affirmed) before me, by means of physical presence or online notarization, on December 3, 2024 (Date) by Jason Koler (name of affiant). He/She is personally known to me or has produced _____ (type of identification) as identification.

[Signature]
NOTARY PUBLIC
My commission expires: 02/15/2025

OMB - MCP FORM #4



Additional Information and Certifications

NON-COLLUSION AFFIDAVIT

I, Jason Koler of the city of Marathon according to law on my oath, and under penalty of perjury, depose and say that:

I am Managing member of the Agency of Overseas Media Group, LLC the Proposer making the Proposal for the project described in the Notice of Request for Competitive Solicitations for: Monroe County Tourist Development Council and that I executed the said Proposal with full authority to do so; and

1. The prices in this Proposal have been arrived at independently without collusion, consultation, communication or agreement for the purpose of restricting competition, as to any matter relating to such prices with any other Proposer or with any competitor;
2. Unless otherwise required by law, the prices which have been quoted in this Proposal have not been knowingly disclosed by the Proposer and will not knowingly be disclosed by the Proposer prior to Proposal opening, directly or indirectly, to any other Proposer or to any competitor;
3. No attempt has been made or will be made by the Proposer to induce any other person, partnership or corporation to submit, or not to submit, a Proposal for the purpose of restricting competition; and
4. The statements contained in this affidavit are true and correct, and made with full knowledge that Monroe County relies upon the truth of the statements contained in this affidavit in awarding agreements for said project.

[Signature]
(Signature of Proposer)
12-3-24
(Date)

STATE OF: Florida

COUNTY OF: Monroe

Subscribed and sworn to (or affirmed) before me, by means of physical presence or online notarization, on December 3, 2024 (Date) by Jason Koler (name of affiant). He/She is personally known to me or has produced _____ (type of identification) as identification.



[Signature]
NOTARY PUBLIC

My Commission Expires: 02/15/2025

Additional Information and Certifications

DRUG-FREE WORKPLACE FORM

The undersigned vendor in accordance with Florida Statute 287.087 hereby certifies that:

Overseas Media Group, LLC
(Name of Business)

1. Publishes a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession, or use of a controlled substance is prohibited in the workplace and specifying the actions that will be taken against employees for violations of such prohibition.
2. Informs employees about the dangers of drug abuse in the workplace, the business's policy of maintaining a drug-free workplace, any available drug counseling, rehabilitation and employee assistance programs, and the penalties that may be imposed upon employees for drug abuse violations.
3. Gives each employee engaged in providing the commodities or contractual services that are under Proposal a copy of the statement specified in Subsection 1.04.
4. In the statement specified in Subsection 1, notifies the employees that, as a condition of working on the commodities or contractual services that are under Proposal, the employee will abide by the terms of the statement and will notify the employer of any conviction of, or plea of guilty or nolo contendere to, any violation of Chapter 893 (Florida Statutes) or of any controlled substance law of the United States or any state, for a violation occurring in the workplace no later than five (5) days after such conviction.
5. Imposes a sanction on, or require the satisfactory participation in a drug abuse assistance or rehabilitation program if such is available in the employee's community, or any employee who is so convicted.
6. Makes a good faith effort to continue to maintain a drug-free workplace through implementation of this Section.

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

[Signature]
Proposer's Signature

12-3-24
Date

STATE OF: Florida

COUNTY OF: MONROE

Subscribed and sworn to (or affirmed) before me, by means of physical presence or online notarization, on December 3, 2024 (date) by Jason Koler (name of affiant). She is personally known to me or has produced (type of identification) as identification.

[Signature]
NOTARY PUBLIC

My Commission Expires: 02/15/2025



Additional Information and Certifications

PUBLIC ENTITY CRIME STATEMENT

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

I have read the above and state that neither Jason Koler/Overseas Media Group (Respondent's name) nor any Affiliate has been placed on the convicted vendor list within the last 36 months.

[Signature]
(Signature)

Date: 12-3-24

STATE OF: Florida

COUNTY OF: Monroe

Subscribed and sworn to (or affirmed) before me on December 3, 2024
(date) by Jason Koler (name of affiant). He/She is personally
known to me or has produced _____ (type of identification)
as identification.

Sarah Simcic
NOTARY PUBLIC

My Commission Expires: 02/15/2025



Additional Information and Certifications

LOCAL PREFERENCE FORM

A. Vendors claiming a local preference according to *Ordinance 023-2009*, as amended by *Ordinance 004-2015* must complete this form.

Name of Bidder/Responder Overseas Media Group Date: 12/3/2024

1. Does the vendor have a valid receipt for the business tax paid to the Monroe County Tax Collector dated at least one year prior to the notice of request for bids or proposals? (Please furnish copy.)

2. Does the vendor have a physical business address located within Monroe County from which the vendor operates or performs business on a day to day basis that is a substantial component of the goods or services being offered to Monroe County?

(The physical business address must be registered as its principal place of business with the Florida Department of State for at least one year prior to the notice of request for bid or proposal.)

List Address: 9709 Overseas Highway, Marathon FL 33050

Telephone Number: 305-906-0272

B. Does the vendor/prime contractor intend to subcontract 50% or more of the goods, services or construction to local businesses meeting the criteria above as to licensing and location? no

If yes, please provide:

1. Copy of Receipt of the business tax paid to the Monroe County Tax Collector by the subcontractor dated at least one year prior to the notice or request for bid or proposal.

2. Subcontractor's physical business address within Monroe County from which the subcontractor operates:
(The physical business address must be registered as its principal place of business with the Florida Department of State for at least one year prior to the notice of request for bids or proposals)

Address

Tel. Number

[Signature]

Signature and Title of Authorized Signatory for Bidder/Responder

Print Name: Jason Koler

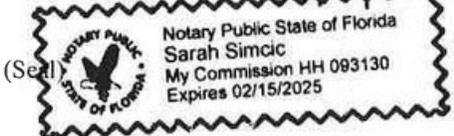
STATE OF Florida
COUNTY OF Monroe

On this 3rd day of Dec., 2024, before me, by means of physical presence or online notarization, the undersigned notary public, personally appeared Jason Koler, known to me to be the person whose name is subscribed above or who produced _____ as identification, and acknowledged that he/she is the person who executed the above Local Preference Form for the purposes therein contained.

My commission expires: 02/15/2025

[Signature]

Notary Public



Sarah Simcic

Print Name

Additional Information and Certifications

VENDOR CERTIFICATION REGARDING SCRUTINIZED COMPANIES LISTS

Project Description(s): _____
Respondent Vendor Name: Overseas Media Group, LLC
Vendor FEIN: 85-377421
Vendor's Authorized Representative Name and Title: Jason Koler, MGR
Address: 9709 Overseas Highway
City: Marathon State: FL Zip: 33050
Phone Number: 305-906-0272
Email Address: jason@keysweekly.com

Section 287.135, Florida Statutes prohibits a company from bidding on, submitting a proposal for, or entering into or renewing a contract for goods or services of any amount if, at the time of contracting or renewal, the company is on the Scrutinized Companies that Boycott Israel List, created pursuant to Section 215.4725, Florida Statutes, or is engaged in a Boycott of Israel. Section 287.135, Florida Statutes, also prohibits a company from bidding on, submitting a proposal for, or entering into or renewing a contract for goods or services of \$1,000,000 or more, that are on either the Scrutinized Companies with Activities in Sudan List or the Scrutinized Companies with Activities in the Iran Petroleum Energy Sector Lists which were created pursuant to s. 215.473, Florida Statutes, or is engaged in business operations in Cuba or Syria.

As the person authorized to sign on behalf of Respondent, I hereby certify that the company identified above in the Section entitled "Respondent Vendor Name" is not listed on the Scrutinized Companies that Boycott Israel List or engaged in a boycott of Israel and for Projects of \$1,000,000 or more is not listed on either the Scrutinized Companies with Activities in Sudan List, the Scrutinized Companies with Activities in the Iran Petroleum Energy Sector List, or engaged in business operations in Cuba or Syria.

I understand that pursuant to Section 287.135, Florida Statutes, the submission of a false certification may subject company to civil penalties, attorney's fees, and/or costs. I further understand that any contract with the County may be terminated, at the option of the County, if the company is found to have submitted a false certification or has been placed on the Scrutinized Companies that Boycott Israel List or engaged in a boycott of Israel or placed on the Scrutinized Companies with Activities in Sudan List or the Scrutinized Companies with Activities in the Iran Petroleum Energy Sector List or been engaged in business operations in Cuba or Syria.

Certified By: Jason Koler, who is authorized to sign on behalf of the above referenced company.

Authorized Signature: [Signature]

Print Name: Jason Koler

Title: Manager

Note: The List are available at the following Department of Management Services Site:

http://www.dms.myflorida.com/business_operations/state_purchasing/vendor_information/convicted_suspended_discriminatory_complaints_vendor_lists

Additional Information and Certifications

AFFIDAVIT ATTESTING TO NONCOERCIVE CONDUCT FOR LABOR OR SERVICES

Entity/Vendor Name: Overseas Media Group, LLC
Vendor FEIN: 85-3774121
Vendor's Authorized Representative: Jason Koler, MGR
(Name and Title)
Address: 9709 Overseas Highway
City: Marathon State: FL Zip: 33050
Phone Number: 305-906-0272
Email Address: jason@KeysWeekly.com

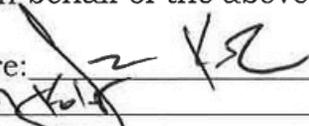
As a nongovernmental entity executing, renewing, or extending a contract with a government entity, Vendor is required to provide an affidavit under penalty of perjury attesting that Vendor does not use coercion for labor or services in accordance with Section 787.06, Florida Statutes.

As defined in Section 787.06(2)(a), coercion means:

1. Using or threatening to use physical force against any person;
2. Restraining, isolating, or confining or threatening to restrain, isolate, or confine any person without lawful authority and against her or his will;
3. Using lending or other credit methods to establish a debt by any person when labor or services are pledged as a security for the debt, if the value of the labor or services as reasonably assessed is not applied toward the liquidation of the debt, the length and nature of the labor or service are not respectively limited and defined;
4. Destroying, concealing, removing, confiscating, withholding, or possessing any actual or purported passport, visa, or other immigration document, or any other actual or purported government identification document, of any person;
5. Causing or threatening to cause financial harm to any person;
6. Enticing or luring any person by fraud or deceit; or
7. Providing a controlled substance as outlined in Schedule I or Schedule II of Section 893.03 to any person for the purpose of exploitation of that person.

As a person authorized to sign on behalf of Vendor, I certify under penalties of perjury that Vendor does not use coercion for labor or services in accordance with Section 787.06. Additionally, Vendor has reviewed Section 787.06, Florida Statutes, and agrees to abide by same.

Certified By: Jason Koler, who is authorized to sign on behalf of the above referenced company.

Authorized Signature: 
Print Name: Jason Koler
Title: MGR

Additional Information and Certifications

INSURANCE CHECKLIST FOR VENDORS SUBMITTING PROPOSALS OR BIDS FOR WORK

To assist in the development of your proposal, the insurance coverages marked with an “X” will be required in the event an award is made to your firm. Please review this form with your insurance agent and have him/her sign it in the place provided. It is also required that the bidder sign requisite form reflecting coverage and submit it with the proposal.

WORKERS’ COMPENSATION AND EMPLOYERS’ LIABILITY

	<input checked="" type="checkbox"/>	Workers’ Compensation	Statutory Limits
			Bodily Injury by Accident/Bodily Injury by Disease, Policy Limits/Bodily Injury by Disease each employee
WC1	<input checked="" type="checkbox"/>	Employers Liability	\$100,000/\$500,000/\$100,000
WC2	<input type="checkbox"/>	Employers Liability	\$500,000/\$500,000/\$500,000
WC3	<input type="checkbox"/>	Employers Liability	\$1,000,000/\$1,000,000/\$1,000,000
WCUSLH	<input type="checkbox"/>	US Longshoremen & Harbor Workers Act	\$1,000,000
WCJA	<input type="checkbox"/>	Federal Jones Act	\$1,000,000

Additional Information and Certifications

GENERAL LIABILITY

As a minimum, the required general liability coverages will include:

- Premise Operation
- Blanket Contractual
- Products and Completed Operations
- Personal Injury

Required Limits:

GL1	_____	\$300,000 Combined Single Limit
GL2	_____	\$500,000 Combined Single Limit
GL3	x _____	\$1,000,000 Combined Single Limit
GL4	_____	\$2,000,000 Combined Single Limit
GL5	_____	\$3,000,000 Combined Single Limit
GL6	_____	\$4,000,000 Combined Single Limit
GL7	_____	\$5,000,000 Combined Single Limit

Required Endorsements:

GLLIQ _____ Liquor Liability

GLS _____ Security Services

All endorsements are required to have the same limits as the basic policy.

Additional Information and Certifications

BUSINESS AUTOMOBILE LIABILITY

As a minimum, coverage should extend to liability for:

- Owned; Non-Owned and Hired Vehicles

Required Limits:

VL1	_____	\$50,000 per Person; \$100,000 per Occurrence \$25,000 Property Damage Or \$100,000 Combined Single Limit (The use of VLI should be limited to special projects that involve other governmental entities or "Not for Profit" organizations. Risk Management must approve the use of this form).
VL2	_____	\$200,000 per Person; \$300,000 per Occurrence \$200,000 Property Damage or \$300,000 Combined Single Limit
VL3	_____	\$500,000 per Person; \$1,000,000 per Occurrence \$100,000 Property Damage or \$1,000,000 Combined Single Limit
VL4	_____	\$5,000,000 Combined Single Limit

Miscellaneous Coverages

BR1	_____	Builders Risk	Limits equal to the Full Replacement Value of the completed project.
CLI	_____	Cyber Liability	\$1,000,000
MVC	_____	Motor Truck Cargo	Limits equal to the maximum value of any one shipment
PRO	X _____	Professional Liability	\$300,000 per Occurrence \$ 500,000 Agg. \$500,000 per Occurrence/\$1,000,000 Agg.
PRO2	_____		
PRO3	_____		\$1,000,000 per Occurrence/\$2,000,000 Agg.
POL1	_____	Pollution Liability	\$ 500,000 per Occurrence/\$(,000,000 Agg.
POL2	_____		\$1,000,000 per Occurrence/\$2,000,000 Agg.
POL3	_____		\$3,000,000 per Occurrence/\$6,000,000 Agg.
POL4	_____		\$5,000,000 per Occurrence/\$10,000,000 Agg.
EDt	_____	Employee Dishonesty	\$ 10,000
ED2	_____		\$100,000
GK1	_____	Garage Keepers	\$ 300,000 (\$ 25,000 per Vehicle)
GK2	_____		\$ 500,000 (\$100,000 per Vehicle)

Additional Information and Certifications

GK3	<input type="checkbox"/>		\$1,000,000 (\$250,000 per Vehicle)
MED1	<input type="checkbox"/>	Medical Professional	\$300,000/\$750,000 Agg.
MED2	<input type="checkbox"/>		\$500,000/\$1,000,000 Agg.
MED3	<input type="checkbox"/>		\$1,000,000/\$3,000,000 Agg.
MED4	<input type="checkbox"/>		\$5,000,000/\$10,000,000 Agg.
IF	<input type="checkbox"/>	Installation Floater	Maximum value of Equipment Installed
ASB	<input type="checkbox"/>	Asbestos Abatement	\$2,000,000
MRL	<input type="checkbox"/>	Mold Remediation	\$1,000,000
LBP	<input type="checkbox"/>	Lead Based Paint Abatement	\$1,000,000
MLL	<input type="checkbox"/>	Media Legal Liability	\$1,000,000
VLP1	<input type="checkbox"/>	Hazardous Cargo Transporter	\$300,000 (Requires MCS-90)
VLP2	<input type="checkbox"/>		\$500,000 (Requires MCS-90)
VLP3	<input type="checkbox"/>		\$1,000,000 (Requires MCS-90)
BLL	<input type="checkbox"/>	Bailee Liab.	Maximum Value of County Property that will be in the Bailee's possession
HKL1	<input type="checkbox"/>	Hanger Keepers Liability	\$300,000
HKL2	<input type="checkbox"/>		\$500,000
HKL3	<input type="checkbox"/>		\$1,000,000
HKL4	<input type="checkbox"/>		\$5,000,000
AIR1	<input type="checkbox"/>	Aircraft Liability	\$1,000,000
AIR2	<input type="checkbox"/>		\$5,000,000
AIR3	<input type="checkbox"/>		\$50,000,000
AEO1	<input type="checkbox"/>	Architects Errors & Omissions	\$250,000 per Occurrence/\$500,000 Agg
AEO2	<input type="checkbox"/>		\$500,000 per Occurrence/\$1,000,000 Agg
AEO3	<input type="checkbox"/>		\$1,000,000 per Occurrence/\$3,000,000 Agg.
AEO4	<input type="checkbox"/>		\$300,000,000 per Occurrence/\$5,000,000 Agg.
ARP	<input type="checkbox"/>	All Risk Property	Full Replacement Value of Structure
EOJ	<input type="checkbox"/>	Engineers Errors & Omissions	\$250,000 per Occurrence/\$500,000 Agg.
EO2	<input type="checkbox"/>		\$500,000 per Occurrence/\$1,000,000 Agg.
EO3	<input type="checkbox"/>		\$1,000,000 per Occurrence/\$2,000,000 Agg.
EO4	<input type="checkbox"/>		\$5,000,000 per Occurrence/\$10,000,000 Agg.
WL1	<input type="checkbox"/>	Water Craft Liability	\$500,000 per Occurrence
WL2	<input type="checkbox"/>		\$1,000,000 per Occurrence

BIDDERS ACKNOWLEDGEMENT OF INSURANCE REQUIREMENTS

I understand the insurance that will be mandatory if awarded the contract and will comply in full with all the requirements.

Additional Information and Certifications

Jason Kolar, Manager
Bidder's Name and Title

[Signature]
Signature

Company Name: Overseas Media Group

Regan Insurance Agency
305 743-3414

DocuSigned by:
Grimilda Betancourt
23D4D1F352C0425... Grimilda Betancourt

Date: 12/17/2024

Additional Information and Certifications

2024 / 2025 MONROE COUNTY BUSINESS TAX RECEIPT EXPIRES SEPTEMBER 30, 2025

Business Name: OVERSEAS MEDIA GROUP LLC RECEIPT# 47161-133277

Owner Name: JASON NOLT KOLER, ERIC BRITTON Business Location: 5450 MACDONALD AVE 5
 Mailing Address: MYERS KEY WEST, FL 33040

Business Phone:
 5450 MACDONALD AVE 5 Business Type: MISCELLANEOUS SERVICE (DIGITAL MARKETING)
 KEY WEST, FL 33040

Employees 4

Tax Amount	Transfer Fee	Sub-Total	Penalty	Prior Years	Collection Cost	Total Paid
22.00	0.00	22.00	0.00	0.00	0.00	22.00

Paid 212-23-00001514 08/02/2024 22.00

THIS BECOMES A TAX RECEIPT
WHEN VALIDATED

Sam C. Steele, CFC, Tax Collector
PO Box 1129, Key West, FL 33041

THIS IS ONLY A TAX.
YOU MUST MEET ALL
COUNTY AND/OR
MUNICIPALITY
PLANNING, ZONING AND
LICENSING
REQUIREMENTS.

MONROE COUNTY BUSINESS TAX RECEIPT

P.O. Box 1129, Key West, FL 33041-1129

EXPIRES SEPTEMBER 30, 2025

Business Name: OVERSEAS MEDIA GROUP LLC RECEIPT# 47161-133277

Owner Name: JASON NOLT KOLER, ERIC BRITTON MYERS Business Location: 5450 MACDONALD AVE 5
 Mailing Address: KEY WEST, FL 33040

Business Phone:
 5450 MACDONALD AVE 5 Business Type: MISCELLANEOUS SERVICE (DIGITAL MARKETING)
 KEY WEST, FL 33040

Employees 4

Tax Amount	Transfer Fee	Sub-Total	Penalty	Prior Years	Collection Cost	Total Paid
22.00	0.00	22.00	0.00	0.00	0.00	22.00

Paid 212-23-00001514 08/02/2024 22.00

Additional Information and Certifications

A. Requested Litigation and Financial Information

Overseas Media Group

Established November, 2020

Each partner has been with the company since inception.

General Partners (Managers)

Eric "Britton" Myers (45%)

Jason Nolt Koler (45%)

Limited partners

Annie Briening (10%)

B. Claims and Suits

- No.
- No.
- No.
- No.
- No.

C. Customer References

Monroe County Sheriff's Office

Sheriff Rick Ramsay or

MCSO Public Information Officer Adam Lindhardt

5525 College Road, Key West FL 33040

305-292-7000

HNO Productions

Henry Menendez, owner

101425 Overseas Highway,

Suite 166 Key Largo FL 33037

305-984-4190

Key West Business Guild

Rob Dougherty, executive director

808 Duval Street, Key West FL 33040

305-294-4603

We Got the Keys!

Nadene Grossman, owner

922 Caroline Street, Key West FL 33040

305-304-0881

A&B Marina Complex

Bart Smith, owner

700 Front Street, Key West FL 33040

305-495-1549

Additional Information and Certifications

Credit References

Tolley & Hill, CPA

Audra Wallace
102411 Overseas Highway,
Key Largo FL 33037
305-852-9898

Law Offices of Wolfe/Stevens

Patrick Stevens
5800 Overseas Highway, Suite 3
Marathon FL 33050
305-743-9858

Centennial Bank

Mark Stanton, SVP, Market President
11290 Overseas Highway,
Marathon FL 33050
305-676-3144

Confidential Financial Statements provided separately

Scope of Services

Website Assessment

As local residents with a portfolio of clients that utilize the TDC website for information, advertising and more, Overseas Media Group (OMG) is intimately familiar with the strengths and challenges within fla-keys.com. In addition, we have over 20 years of direct feedback from clients, local leaders, and the collective scope of our Monroe County communities — as well as the knowledge and industry expertise derived from constructing native websites go hand-in-hand to provide valuable feedback for the new direction of the TDC website.

Our audit features a two-pronged approach.

First, a team of 5 highly experienced and skilled members within OMG with specialties in digital marketing - including but not limited to website design, SEO, paid campaigns, email marketing, and social media marketing — will manually review and audit the existing fla-keys.com website. The following items will be evaluated and ranked with recommendations for improvement:

- Navigation and visual hierarchy
- Content quality and readability
- Mobile responsiveness
- Branding and design
- Clear calls-to-action
- Accessibility features
- Flow of content as it relates to each of the Florida Keys regions and their respective accommodations, services, attractions, events, and niche market segments
- Cross promotion of lead generation for engagement outside the website including email opt-in, blog, podcast, social media, and the app
- Email marketing opt-in and segmentation
- Media, influencer, and collaboration opportunities
- Blog content, accessibility, readability, and SEO
- Partnership opportunities and assets available for travel advisors, international travelers, and meeting planners.

Second, we'll utilize a site auditing platform to analyze the backend performance and technical health of the fla-keys.com website, identifying issues that may not be visible on the front end. This will generate a comprehensive report that will provide insights to improve visibility and rankings in organic search results, listing them out in order of priority as errors, warnings and notices as they relate to (as provided by SEMrush):

Website Assessment *continued*

- **On-page SEO:**
 - Title tags and meta descriptions analysis
 - Header tags (H1, H2, etc.)
 - Keyword density and relevance
 - Image alt text
 - Internal linking structure
- **Technical SEO:**
 - Website crawlability and indexing issues
 - Sitemaps
 - Page load speed
 - Mobile-friendliness
 - Broken links
- **Off-page SEO:**
 - Backlink profile analysis
 - Backlink quality assessment
 - Anchor text distribution
- **Content Analysis:**
 - Keyword research and relevance
 - Content quality and uniqueness
 - Content length and structure
- **Site Architecture:**
 - Website navigation and hierarchy
 - URL structure

While the auto-generated report provides valuable insights into the current site's performance, the path forward will be guided by a comprehensive two-pronged approach. By identifying the existing site's limitations, understanding the goals for the new site, and utilizing a hands-on team with deep knowledge and experience working with local businesses and communities in the Florida Keys, we can seamlessly develop a clear and effective roadmap for the new website.

Paid and Organic Social Media Strategy, Planning and Execution

Paid Strategy:

Social Media has taken the world by storm over the last 2 decades with roughly 3.2 billion users on Meta (Facebook and Instagram) alone. To reach a larger audience outside of your organic feed, engage new visitors, re-engage past travelers, and stay top-of-mind, the TDC will need a strategic paid marketing plan leveraging each stage of the sales funnel: awareness, traffic, engagement, leads, sales and app promotion.

OMG will develop, execute and continuously analyze the performance of paid campaigns on Meta (Facebook and Instagram). Our strategy will maximize visibility, drive traffic and deliver measurable results in alignment with the TDC's goals. In addition, they will allow us to build an audience database to market and re-market to, as well as directly track our return on investment.

Advantages of OMG Meta Campaigns:

1. **Increased Brand Awareness:** By targeting the ideal client and visitor base, even before the point of clicks and conversions, we are branding to millions of new and returning visitors to the Florida Keys – promoting the lifestyle, boating, cuisine, nightlife, hospitality, eco trends and various other facets that promote “heads in beds” and the desired brand for the Florida Keys. Your name and campaign will consistently appear in social media feeds, which increases brand visibility and acts as a constant branding tool aimed to consistently position the Florida Keys on a conscious and subconscious level.
2. **Improved Brand Loyalty:** Engaging with your customers on social media will assist the TDC in developing a loyal customer/consumer base. Oftentimes, in error, social media advertising solely focuses on the destination goals of the Keys, using products and services. However, we believe an effective strategy offers unique experiences and opportunities to connect with the target audience and develop meaningful and personable interactions for the user.
3. **Higher Conversion Rates:** Facebook Ads Manager enables OMG to devise detailed audiences, targeting specific metrics for your ad campaigns. This ensures social media ads reach targeted segments with interests in the Florida Keys travel amenities while branding themes unique to Monroe County. Additionally, by constructing retargeting & remarketing social ad campaigns, the TDC has the ability to nurture warm leads and encourage those targets to re-engage.
4. **Low Cost Advertising:** Most social media advertising models operate on a pay-per-click (PPC) basis meaning you only pay when someone has clicked on your ad or cost-per-thousand (CPM) where reach is determined by your budget. As a result, you keep your advertising costs low and create a strategic plan that stretches your budget beyond traditional advertising.

Paid and Organic Social Media Strategy, Planning and Execution

- **In-Depth Analytics:** Meta as well as Google Analytics track your customer's journey, providing access to a wealth of analytics and statistics. This allows the ability to monitor, almost instantly, the success of ongoing and past campaigns, with specific insights to demographics, psychographics, and more. This allows OMG to tailor future campaigns, while maximizing the success or ROI. This includes optimizing live campaigns and developing A/B tests to refine your social media strategy.

Campaign Types:

- **Awareness:**

The foundation for TDC paid media strategy and awareness campaigns, allow an introduction to new customers, build loyalty and set you apart from competing entities. While the majority of your campaigns effectively drive traffic and conversions to your site, "awareness" initiatives bolster the customer base with an emphasis on reaching and engaging with new audiences.

- **Traffic:**

Traffic encompasses the interest and decision phases of your sales funnel. The sole objective of this campaign drives users to your site (as opposed to conversions). The goal, while increasing the number of people visiting your site, is to create a unique relationships with new users — who are interacting with the brand with multiple opportunities for purchases within each interaction.

- **Engagement:**

Encouraging users to interact with content through likes, shares and commenting/engagement. This fosters an engaged community around your brand and increases overall visibility. While industry standards and proven practices are vital, the reputation of the company handling your engagement drives this segment. A commitment to consistent monitoring, a history of professionalism and an understanding of your initiatives (and the Keys as a whole) are imperative to engagement.

- **Leads:**

Leads campaigns attract potential clients to your pipeline — for example, increasing subscribers to your email list and other internal platforms allows us to work within your CRM to effectively cultivate and respond to targeted leads.

Scope of Services

- **App Promotion & Marketing:**

OMG's goal includes an emphasis on increased app installs and engagement for the Florida Keys & Key West Travel App. This would involve showing target ads to travelers with supported metrics to download the app, then track app installs and other in-app actions through app events.

- **Sales**

Sales campaigns drive a direct transaction or prompt a specific action. Awareness and/or traffic campaigns will be initiated while your site audience data is collected through the Meta pixel. Once enough data is collected (typically 2-3 months), conversion campaigns follow.

Approach:

OMG will implement a three-pronged approach with custom campaigns targeting each stage of the sales funnel identified above: awareness, traffic, engagement, leads, sales and app promotion. To further support the TDC's goals and initiatives, OMG will also develop a content calendar aligned with Meta's three-tiered hierarchy:

1. Campaign (traffic, leads, awareness, sales, engagement and app promotion)
2. Ad Set (define audience, budget, schedule and placements)
3. Ad (images, videos, text and calls to action)

All creative designs will be A/B tested on the Ad level to ensure maximum performance within each campaign. In addition, the TDC's dedicated Meta campaign manager will:

- Keep pacing checks to ensure spend
- Optimize bids to increase efficiency
- Shift budget as needed to highest performing campaigns
- Optimize any additional opportunities to enhance overall performance

Additional areas of focus within the Meta campaigns are not limited to the ability to include:

Organic Strategy:

Organic Social Media creates conversations, engages with the community or targeted audience, connects with the audience and solidifies trust and credibility. Authenticity, creative transparency, local knowledge, and open dialogues are key to creating a trusted "voice" for the Florida Keys, recognized as the "go to" or primary resource for travel and recommendations throughout Monroe County.

Moreover, social media allows one to engage and understand the audience. By listening to what users say about your business, we collect and analyze unique metrics to enhance your content and responses.

Scope of Services

Paid and Organic Social Media Strategy, Planning and Execution

With over 20 years of direct relationships, community partnerships, civic engagement, tourism marketing and successful branding efforts – our collective understanding of the Florida Keys (or a ‘boots on the ground’ approach), offers unparalleled expertise and understanding that is a dedicated Social Media Manager at OMG. We understand the only way to tell your story, begins with a local appreciation and proven track record within Monroe County. To tell your story we want to breathe life into the Florida Keys with stunning imagery (original and user-generated-content) – through photography and videography.

This highlights the uniqueness of the Keys and entices new visitors based on targeted metrics around specific audiences (including net income, travel preferences, desired experiences and geo-specific areas that travel to the Keys).

To support this approach, OMG will curate a content calendar for review and approval that covers all aspects of a premiere tourist destination, including:

- Interactive content that creates and inspires conversations
- Local events and attractions
- Helpful travel details/ recommendations
- Collaborations with media, influencers, and local businesses
- New events, activities, restaurants and bars, experiences, etc.
- Upcoming events
- Newsworthy topics
- Awards and accolades
- Trends
- Content based around target demographics including LGBTQ+, Weddings, Pet-Friendly, Families, Art and Culture, Fishing, Food and Drink, adventure and other desired campaigns).
- The uniqueness of the Florida Keys – what makes us stand out from other destinations both domestically and abroad.
- Blog and Podcast features / PR based content
- Unique events to the Keys, holiday events and travel, local festivals (ex: Fantasy Fest, music festivals, literary seminars, film festivals, seafood festivals, bridge runs, Key Lime Festival, etc.)
- Explore unique destination trends using PR and hyperlink-driven topics/ content (ex: pickleball in the Keys, spearfishing, bar crawls, unique shopping, artists of the Keys, kite boarding excursions, historic tours, cinema and filming locations of the Keys, bridge runs and 5Ks, rum enthusiasts, conservation and eco-tourism, locally caught seafood, etc.)

Scope of Services

Content Strategy and Creation

The Overseas Media Group team includes experienced Florida Keys-based writers, photographers, videographers, copywriters, influencers, local leaders and community assets who have collaborated extensively with TDC event organizers who live here in the Florida Keys. This ensures a familiar, seamless approach to promoting and capturing your initiatives and events with local expertise, connections, and organic data. Our strategy will be to deliver high-quality, engaging content tailored to each TDC initiative, including PR, photography, videography, engagement, trending topics and social media assets.

Email Marketing Campaign Management

An email marketing strategy is an essential platform for the Florida Keys visitors (new and repeating), using the current TDC subscription list of over 20,000. This is used to communicate initiatives, and ultimately, drive visits to the Florida Keys.

In addition, our sister company, Keys Weekly Media, has an email subscriber list of over 25,000 organic users, as a result of our “Best Of” events in Key West (The BUBBA Awards), Marathon and the Upper Keys, civic involvement, sponsored events and media partnerships with the county, cities, TDC events and campaigns. We have the unique ability to cross-promote themes and PR on this platform (along with other Keys Weekly platforms) to enhance the ROI and investments from the TDC. This also creates a unique avenue to rapidly increase your subscriber base.

In addition to increasing subscribers, it is vital that segmented content and messaging reach the targeted (or potential) traveler at the right time. The Florida Keys email list has a direct, opt-in connection with potential and existing tourists, allowing for personalized communication, targeted marketing campaigns and the ability to nurture relationships over time, which significantly boost visits and brand loyalty. It also encourages tourists to try new experiences, restaurants, visit more than one region at a time — or over time — and explore visiting the Keys at different and multiple times (rather than seeking other travel destinations throughout the year or during their holiday/vacation).

To maximize engagement, open rates, and click rates, our recommended strategy includes audience segmentation along with timely, compelling content.

Scope of Services

Our Approach:

1. Audience Segmentation:

- **Traveler Type:** Adventure seekers, foodies, families, couples, LGBTQ+, pet-friendly, weddings, event goers, pickleball, fishing, kiteboarding, podcast and blog followers, and other niche segments the Florida Keys' identified in their Discovery Meeting.
- **Keys-Specific:** Key West, Big Pine & the Lower Keys, Marathon, Islamorada, and Key Largo with their respective events, attractions, accommodations and all offerings that make each Key a unique destination.

2. Content Creation:

- **Visual Storytelling:** High-quality images, highlighting scenic spots, events, or local attractions to captivate your audience.
- **Engaging Copywriting:** Weaving compelling stories that capture the spirit of the Florida Keys — its lively festivals, rich history, unique cuisine and iconic scenery, keeping the TDC's goals and initiatives as the primary focus.
- **Personalized Content:** Eye-catching email templates and designs that adjust based on user behavior and preferences, ensuring each message feels relevant and personal.

3. Campaign Focus:

- **Welcome Series:** A warm introduction to the Florida Keys featuring top experiences, upcoming events, and previously identified initiatives by the TDC. This helps to create a lasting first impression by immersing new subscribers in the Florida Keys lifestyle, as well as introducing them to additional digital channels for lead generation.
- **Destination:** Each Key and its top features, including restaurants, activities, attractions, events, etc.
- **Seasonal Campaigns:** Local festivals and holiday events to create awareness and drive tourism during peak (and off-peak) times.
- **Last-Minute Offers:** Build urgency with time-sensitive offers that help fill accommodations and activities, catering to spontaneous travelers looking for a quick getaway.
- **Accolades and PR-Worthy Initiatives:** award-winning hotels, restaurants, one-of-a-kind experiences, turtle releases, influencers, top events, and more.
- **New Blog and Podcast Releases:** Educate and inform about new ways to interact with the TDC on the platform of their choice, creating awareness and encouraging engagement across multiple platforms.
- **Photo Contests and Giveaways:** Introduce new experiences and highlight new events, accommodations, attractions, artists, etc., while increasing user-generated content (UGC) and increasing engagement on social media platforms.
- **New and Trending Content:** Share new restaurants, experiences, hotels, and trends that continue to position the Keys as a must-visit destination.
- **Travel Stage:** Support the traveler through each phase of their journey, from interest and planning to booking and post-trip engagement.
- **Post-Visit Engagement & Surveys:** Encourage repeat visits by sending tailored content based on the traveler's past experiences, like recommending new activities or exclusive events to discover on their next trip.

4. Advanced Automation and Behavioral Triggers:

- **Advanced Automation:** automated emails targeting a subscriber who has visited a specific page on the website, downloaded content, interacted with a previous email, has not engaged over a period of time, clicked through previous emails, has not opened an email in a specified period of time, etc.
- **Behavioral Email Triggers:** Automate emails based on customer actions, such as showing interest in specific activities, like dolphin watching or sunset cruises, and sending personalized recommendations based on those preferences.

5. Performance Tracking & Optimization:

- **Monitor Key Metrics:** We'll regularly track open rates, click-through rates, and conversions, adjusting the strategy to maximize engagement.
- **A/B Testing:** Experiment with subject lines, email layouts and calls-to-action to determine which combinations perform best.
- **Continuous Refinement:** Use data insights to make ongoing improvements, ensuring every campaign is more successful than the last.

OMG will assign a dedicated Email Strategist who will serve as your single point of contact, managing every aspect of your email marketing — from strategy and implementation to execution. You'll receive detailed monthly performance reports that highlight key metrics and actionable insights, giving you a clear view of the impact of your campaigns. Plus, your strategist will adapt strategies as needed to optimize results based on performance.

Scope of Services

Webcam Services

OMG uses primarily Axis Communications cameras which come in a wide selection of models ranging from robust outdoor units to discreet models. In addition to live streaming, each camera has a wide variety of functions including time-lapse, logo overlays, scrolling text banner, ability to run commercials mid-stream, static photo integration and weather. The PTZ cameras also offer “tour” capabilities with compass overlay and infographics. OMG utilizes a local, licensed electrician for installation and has the ability to design systems for a wide variety of applications including stand-alone options for events that may not be able to provide power or capabilities as well as underwater applications.

For transparency, webcam services are relatively new to OMG. For many years, Keys Weekly and OMG outsourced this segment. However, we found the expertise and customer responsiveness lacking in this underutilized area of digital marketing.

Currently, OMG is working with over 30 businesses, including some of the most strategic and engaging settings across the Keys, to install our service of cams—which do offer unique services and settings unlike any other webcams in the Keys. Ultimately, the cams are only as effective as the service being provided.

Fee Schedule and Rates

Paid & Organic Social Media Strategy, Planning and Execution

OMG's management fee will be billed monthly at \$11,250. Additional resources including design creatives, in-depth writing, and specialty photography/videography including underwater, aerial and drone footage will be billed at industry standard rates.

Content Strategy & Creation

Rates for photography, writing, videography, and design will vary depending on the event and/or project and will be discussed and agreed upon by both OMG and VFK in advance of any work being executed.

Email Marketing Campaign Management

Traveler type, preferences, demographics, workflows, and additional niche audiences identified in the scope of services.

The rate will vary depending on frequency and segmentation. Negotiated and agreed upon before any/all services between the parties.

Webcam Services

The pricing for webcams is dependent on the application, location, and type of camera best suited for the specified application and/or location.

Pricing for webcams starts at \$400 per installation and includes a 25-foot ethernet cable, PoE switch and memory card. Additional equipment including custom housings, etc. may be required and will be noted upon initial walk-through with prices outlined in the proposal. Static cameras start at \$350 per month while PTZ cameras start at \$425 per month. Each comes with a two-year service contract and warranty.

Additional insurance to be determined between the TDC and risk assessment based on insurance company recommendations.

Website Assessment

OMG will provide local consulting for the TDC's agency of record for website development at a rate of \$200 per hour.

Litigation and Financial Information Detail by Entity from Sunbiz



Detail by Entity Name

Florida Limited Liability Company
OVERSEAS MEDIA GROUP, LLC

Filing Information

Document Number L2000033916
FEI/EIN Number 9 85-3774121
Date Filed 11/04/2020
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State FL
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Principal Address

9709 OVERSEAS HIGHWAY
MARATHON, FL 33050

Changed: 11/17/2022

Mailing Address

9709 OVERSEAS HIGHWAY
MARATHON, FL 33050

Changed: 11/17/2022

Registered Agent Name & Address

KOLER, JASON N
9709 OVERSEAS HIGHWAY
MARATHON, FL 33050

Name Changed: 11/17/2022

Address Changed: 11/17/2022

Authorized Person(s) Detail

Name & Address

Title MGR

ERIC BRITTON MYERS
9709 OVERSEAS HIGHWAY
MARATHON, FL 33050

Title MGR

JASON NOLT KOLER
9709 OVERSEAS HIGHWAY
MARATHON, FL 33050

Annual Reports

Report Year	Filed Date
2022	02/02/2022
2023	01/25/2023
2024	01/16/2024

Litigation and Financial Information Annual Report

2024 FLORIDA LIMITED LIABILITY COMPANY ANNUAL REPORT

DOCUMENT# L20000339169

Entity Name: OVERSEAS MEDIA GROUP, LLC

Current Principal Place of Business:

9709 OVERSEAS HIGHWAY
MARATHON, FL 33050

Current Mailing Address:

9709 OVERSEAS HIGHWAY
MARATHON, FL 33050 US

FEI Number: 85-3774121

Certificate of Status Desired:No

Name and Address of Current Registered Agent:

KOLER, JASON N
9709 OVERSEAS HIGHWAY
MARATHON, FL 33050 US

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

SIGNATURE:

Electronic Signature of Registered Agent

Date

Authorized Person(s) Detail :

Title	MGR	Title	MGR
Name	ERIC BRITTON MYERS	Name	JASON NOLT KOLER
Address	9709 OVERSEAS HIGHWAY	Address	9709 OVERSEAS HIGHWAY
City-State-Zip:	MARATHON FL 33050	City-State-Zip:	MARATHON FL 33050

I hereby certify that the information indicated on this report or supplemental report is true and accurate and that my electronic signature shall have the same legal effect as if made under oath, that I am a managing member or manager of the limited liability company or the receiver or trustee empowered to execute this report as required by Chapter 605, Florida Statutes; and that my name appears above, or on an attachment with all other like empowered.

SIGNATURE: JASON NOLT KOLER

MGR

01/16/2024

Electronic Signature of Signing Authorized Person(s) Detail

Date