



# REQUEST FOR COMPETITIVE SOLICITATION

## Professional Advertising Agency Services for Monroe County Tourist Development Council

Proposer bidding for:

Section Three: Any individual optional services

- Public relations services and strategic planning for media missions, press trips, consumer events, and activations
- Paid and organic social media strategy, planning and execution



**PROPOSER ADDRESS:**

TURNER  
255 Giralda Ave.  
Fifth Floor  
Coral Gables, FL 33134  
P: 305-859-0987

**PROPOSER'S CORPORATE OFFICER:**

Christine Turner  
President  
E: [christine@turnerpr.com](mailto:christine@turnerpr.com)  
P: 303-824-0010



Dear Monroe County Team,

We are thrilled to submit our proposal to support Monroe County's public relations/earned media and social media needs. Representing your incredible destination would be a true privilege, and we hold great respect for your new leadership team. Both Kara Franker and Heidi Barfels collaborated with TURNER during their tenure at Visit Estes Park, and we would be honored to work with them again.

We understand that the Request for Competitive Solicitation includes questions geared toward advertising; however, as outlined on page 26 of that document, we are responding specifically to the "Optional Services" to manage the County's public relations and social media services. Where applicable, we've tailored our responses to demonstrate how TURNER is uniquely qualified to deliver these programs successfully.

Our TURNER team brings extensive experience managing public relations, travel trade, and social media programs for government-funded Destination Marketing Organizations (DMOs). We deliver measurable results through innovative storytelling and have a deep understanding of the unique responsibilities and expectations of working with DMOs. We will always serve as stewards of your budget and policies. We are confident in our ability to position Monroe County—the Florida Keys and Key West—as a premier destination for travelers worldwide.

TURNER represents DMOs that span a continent, six states, a dozen regions/cities, including urban and seasonal destinations, as well as global hotel and resort brands, paired with lifestyle clients ranging from heritage brands to emerging outdoor gear and apparel innovators. This breadth of experience allows us to craft campaigns that authentically connect with diverse audiences while aligning with the specific goals and needs of our partners.

Our approach is grounded in collaboration, transparency, and creativity. As your partners, we will:

- **Act as an Extension of Your Team:** Delivering earned media results that amplify Monroe County's unique stories and align seamlessly with your marketing and business goals.
- **Focus on Diversity and Inclusion:** Ensuring all story ideas, outreach, and content reflect a variety of perspectives to resonate with your target audiences.
- **Adapt to the Evolving Media Landscape:** Expanding your media reach across traditional, digital, and social platforms while leveraging industry trends and insights.

Our proposed account team includes key members based in Miami, offering a strong connection to local and regional communities, yet also equipped with national tourism experience, and an extended lead and team in New York City to help manage national media outreach, events, and partnerships. With this dual-lead structure, we'll ensure a thorough and strategic approach delivering impactful local, regional and national results. We also have experience managing international agency partners for our tourism clients should this be a need.

Thank you for your consideration of TURNER as your public relations and social media agency partner. We look forward to the chance to bring Monroe County's stories to life and help the region continue to shine as a top tourism destination.

Sincerely,

A handwritten signature in black ink that reads "Naureen Kazi".

Naureen M. Kazi  
Senior Vice President, Travel (Miami)

A handwritten signature in black ink that reads "Malcolm Griffiths".

Malcolm Griffiths  
Senior Vice President, Travel (New York City)

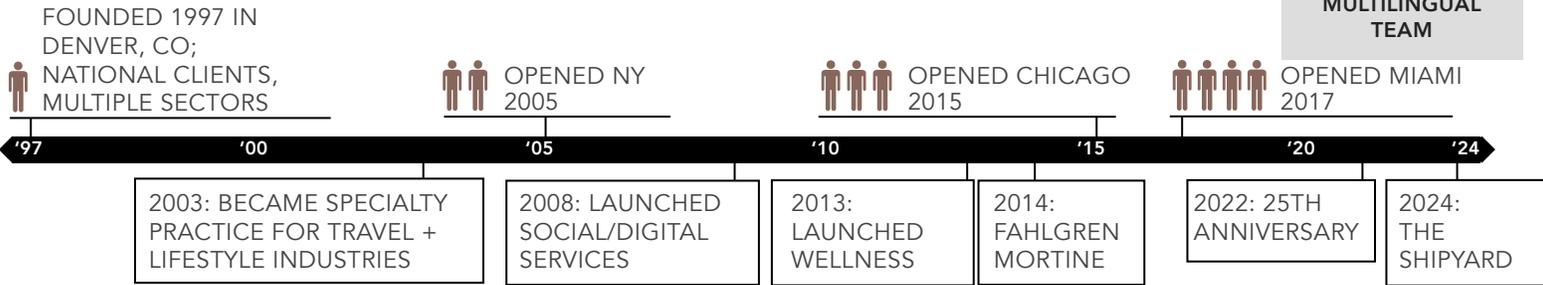
The logo for TURNER, consisting of the word "TURNER" in a bold, black, sans-serif font.

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# Agency History



**MULTILINGUAL TEAM**



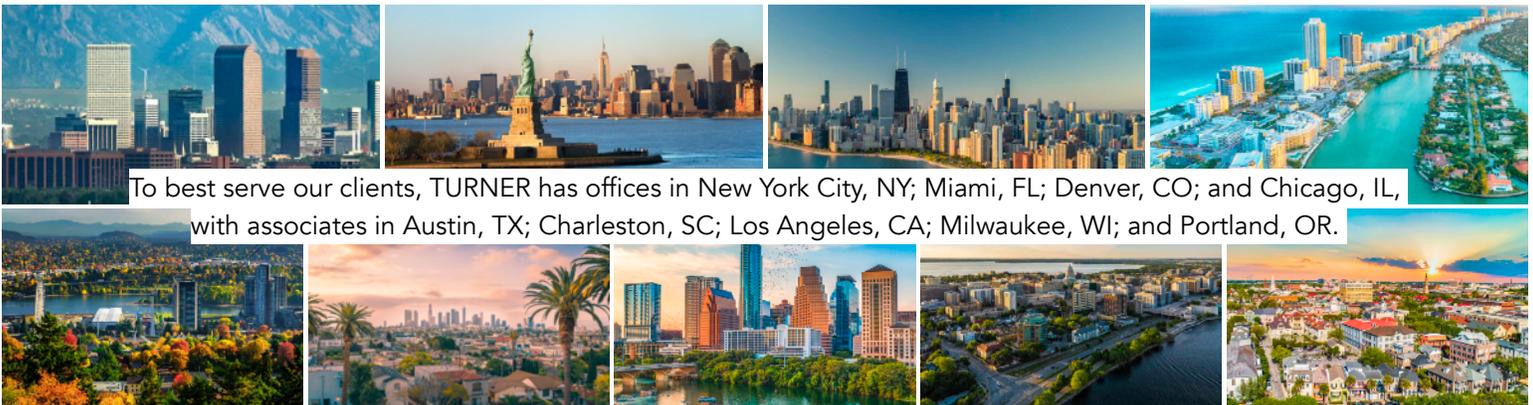
Our journey began in 1997 in Denver, CO. TURNER was founded as a generalist public relations agency with a steadfast belief in the power of media and its capacity to share brand stories to drive awareness and conversion.

TURNER quickly grew, establishing a national client base and expanding the business year-over-year. In 2003, we made a passion play and shifted from a generalist practice to a specialty firm focused on travel and lifestyle brands. We opened our second office in New York City in 2005, and became one of the first PR firms to pioneer a social media practice in 2008.

In 2014, we became an independent subsidiary of Fahlgren Mortine, an integrated marketing and communications agency with \$31 million in revenue.

In 2015, we opened our Chicago office, in 2017, we expanded to Miami, and in 2022 our presence in Los Angeles was established. Today, we're proud to serve our longtime clients with the most talented public relations, digital, social media, and content marketing specialists brought together by our shared passions for the industries we represent.

In May 2024, TURNER, and our parent company Fahlgren Mortine, were acquired by The Shipyard, the fastest growing independent marketing agency in the United States. This has added creative firepower and access to new tools and resources for the benefit of our clients. TURNER will remain as an agile, independent travel and lifestyle specialist agency under The Shipyard Collective. Christine Turner remains president of TURNER since founding the company in 1997, and is still involved in day-to-day operations.



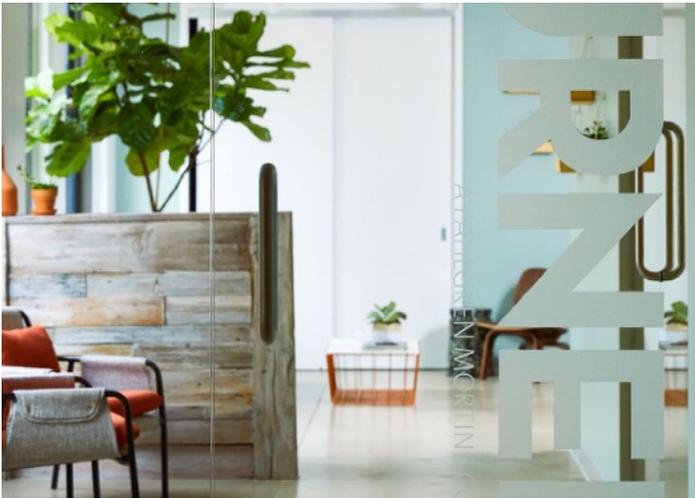
To best serve our clients, TURNER has offices in New York City, NY; Miami, FL; Denver, CO; and Chicago, IL, with associates in Austin, TX; Charleston, SC; Los Angeles, CA; Milwaukee, WI; and Portland, OR.

# Why TURNER?

**WE ARE CREATORS.**  
**WE ARE DOERS.**  
**WE ARE EXPLORERS.**

We are inspired by culture, discovery, and the world around us.

**We want to work with brands who feel the same.**



- 1. We're passionate about travel;** with 27+ years as category specialists in developing and implementing strategies for travel and hospitality clients, we know every **editor, freelancer, and influencer** in key verticals that drive impactful coverage.
- 2. We specialize in working with DMOs to elevate their earned media results.** We have extensive experience (and the results to prove it!) working with destinations of all sizes — cities, regions, states, and countries.
- 3. Our senior staff boasts decades of DMO experience.** TURNER's leadership team offers a deep bench of senior travel and tourism experts with 12 to 20 years experience working both on the client side at leading DMOs such as Tourism Australia, South African Tourism, VisitBritain, and Visit Denver, as well as representing a diverse range of destinations at agencies. We understand the nuances and protocols of DMOs.

- 4. We create blended, integrated campaigns** and are adept at working with government agencies with a variety of stakeholders. We are pros at creating plans that integrate paid, earned, and owned media, especially when each is handled by a different agency or internal department.
- 5. We have offices in Miami, New York, Chicago, and Denver;** and teams in **Austin, Charleston, Los Angeles, Portland and Milwaukee,** to best serve our clients and be engaged with media communities in key DMAs.
- 6. Our lifestyle practice** brings a complementary set of relationships that we can leverage for cross-discipline coverage, going beyond the travel pages. We know every tastemaker outlet, have relationships with celebrity stylists and handlers, and can create innovative partnerships to expand brand reach to expanded audiences.
- 7. We're committed to representing diverse perspectives, pledging to work with at least 15% of BIPOC and/or LGBTQIA+ media,** content creators, influencers, and partners.
- 8. We tap influencer connections** to supplement editorial and paid coverage, create powerful content, and extend brand messaging to deliver true ROI.
- 9. We've got our finger on the pulse of the ever-changing digital landscape.** We have a full in-house team of social media experts to handle all needs.

# ENGINEERING BRAND LOVE TOGETHER

In 2024, TURNER, alongside our parent company Fahlgren Mortine, were acquired by **The Shipyard**, an independent marketing agency recognized as one of AdWeek's Fastest Growing Agencies in the U.S. One company, three distinct brands. **Christine Turner** remains president of TURNER since founding the company in 1997, and TURNER's tenured leadership team remains in place.

## AWARDS WON BY THE COLLECTIVE:



**RICK MILEENTHAL**  
*Founder & Owner*  
 The Shipyard



**MATT BRUOT**  
*President*  
 The Shipyard



**MARTY MCDONALD**  
*President*  
 Fahlgren Mortine



**CHRISTINE TURNER**  
*President*  
 TURNER



**BRENT HOLBERT**  
*Chief Financial Officer*  
 Company

## LOCATIONS OF THE COLLECTIVE:



**Portland, OR**

Boise, ID

Sacramento, CA

**Los Angeles, CA**

San Diego, CA

**Denver, CO**

**Austin, TX**

**Charleston, SC**

Newport Beach, CA

**Madison, WI**

**Chicago, IL**

Columbus, OH

Cleveland, OH

**Miami, FL**

Dayton, OH

**New York City, NY**

# Our Clients

We're honored to represent some of the world's best destinations, hotels, resorts, outdoor, and active lifestyle brands. We're selective about our client partners. Every brand is a big deal to our team; we work with brands that we're passionate about representing.

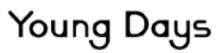
## DESTINATIONS

## HOTELS, RESORTS & TRAVEL BRANDS

## LIFESTYLE BRANDS

1.

# ABILITY OF PROFESSIONAL AGENCY PERSONNEL

- (a) Describe the qualifications and relevant experience of the Account Manager and all key staff that are intended to be assigned to this project. Include resumes for the Account Manager and all key staff described. Include the qualifications and relevant experience of all sub-consultants' key staff to be assigned to this project.
- (b) Include specific qualifications and experience as it relates to marketing of a tourism agency.
- (c) Provide an Organization Chart that demonstrates how the account will be managed.
- (d) Provide a description for how the Proposer can tap into additional resources or reassign staff not assigned to the TDC's account to assist with large-scale projects or replace under-performing staff on the project.

# 1. ABILITY OF PROFESSIONAL AGENCY PERSONNEL

- (a) Describe the qualifications and relevant experience of the Account Manager and all key staff that are intended to be assigned to this project. Include resumes for the Account Manager and all key staff described. Include the qualifications and relevant experience of all sub-consultants' key staff to be assigned to this project.
- (b) Include specific qualifications and experience as it relates to marketing of a tourism agency.

We've identified co-leads for the Monroe County TDC account to ensure comprehensive and localized coverage while maximizing national visibility for the Florida Keys as a tourism destination. By having a Miami-based lead, we can efficiently manage regional and trade outreach, as well as foster strong community relations within the area. Meanwhile, our NYC-based lead focuses on national media strategy, events, and brand partnerships, ensuring a cohesive and impactful approach that bridges regional priorities with national storytelling, ultimately delivering well-rounded results for the destination. Complete resumes can be found in the addendum of this submission starting on page 125.



**Naureen Kazi (she/her)**  
Senior Vice President  
Account Co-Lead: Miami  
Miami, Florida

With 18 years of experience in tourism public relations and travel trade marketing, Naureen oversees the development of integrated campaigns for destination, hospitality, and tourism clients.

### Specific DMO Marketing Experience / Qualifications

- Naureen's destination marketing expertise includes leading DMO accounts Greater Miami CVB, Chile Travel, Visit Indiana, Tupelo CVB, Visit Columbia, Visit Milwaukee, and Visit Hamilton County, to name a few.
- Naureen serves on the board for Millennials in Travel and contributes to USTOA's Associate Member Advisory Committee. She also plays a key role on USTOA's DMO Forum steering committee, demonstrating her commitment to advancing the travel trade sector. She chairs TURNER's DEI&B Committee and supports DEI&B effort integrations across The Shipyard Collective.
- Fluent in six languages (including Spanish and Japanese), Naureen holds a bachelor's degree in journalism & mass communications with a minor in leadership studies from Kansas State University.

**Where I would like to go in Monroe County:** While Naureen has frequently visited the Upper Keys (Key Largo), she's eager to explore the rest of Monroe County—embracing its laid-back charm, rich history, and family-friendly gems just a short drive from Miami.



**Malcolm Griffiths (he/him)**  
Senior Vice President  
Account Co-Lead: New York City  
New York City, New York

Malcolm brings 25+ years of destination marketing communications expertise to TURNER and specializes in developing creative and strategic earned media campaigns for large DMOs including Tourism Australia.

### Specific DMO Marketing Experience / Qualifications

- Malcolm leverages his extensive experience, having worked in-house for prominent national tourism offices such as Tourism Australia and VisitBritain, as well as in a representation role for leading DMOs, including Discover the Palm Beaches, Greater Miami CVB, Visit California, and the Tennessee Department of Tourist Development. He specializes in crafting results-driven earned media strategies as part of integrated marketing efforts to engage travel trade professionals, business tourism decision-makers, and end consumers.
- He led Tourism Australia's HSMIA Adrian Award Best of Show public relations earned media campaign in 2023 for the North America launch of the Come And Say G'Day Campaign.
- Malcolm is a Certified Destination Management Executive (CDME) accredited by Destinations International and is a professional member of the Travel Media Association of Canada (TMAC.)
- Fluent in Brazilian Portuguese, he holds a Bachelor of Arts in Tourism Management from the University of Technology, Sydney, Australia.

**Where I would like to go in Monroe County:** Having visited Key West for work and leisure, Malcolm now looks forward to a relaxed road trip along the Overseas Highway, exploring the lesser-known Florida Keys.



**Emma Abbott (she/her)**  
Associate Vice President,  
Digital & Social  
Rochester, New York

Emma leads the digital practice at TURNER, where she specializes in integrating PR narratives and campaigns into social and digital channels.

### Specific DMO Marketing Experience / Qualifications

- Emma lends her expertise to several of TURNER's DMO clients, including Tourism Australia, Travel Wisconsin, Discover South Carolina, and Visit Bardstown.
- Always on top of the latest online trends, her strategic approach encompasses both paid and organic tactics, allowing clients to thrive across various platforms.
- She holds a Bachelor of Arts in Communications & English from Canisius University and an associate's degree in Fashion Merchandise Management from the Fashion Institute of Technology.

**Where I would like to go in Monroe County:** An avid snorkeler, Emma is excited to explore Bahia Honda State Park on Big Pine Key, celebrated for its exceptional nearshore snorkeling opportunities. With its shallow waters, she sees it as the perfect spot to introduce her kids to the activity and share her passion for snorkeling.



**Mariana Kellogg (she/her)**  
Senior Account Executive  
New York City, New York

With a focus on marketing communications and brand strategy, Mariana's passion is to promote unique destinations and businesses worldwide.

### Specific DMO Marketing Experience / Qualifications

- Mariana was a valued communications team member at Greater Miami Convention & Visitors Bureau spearheading key initiatives like Miami Spice Restaurant, brand partnerships with MICHELIN, Sony Music, and South Beach Wine & Food Festival.
- Her current client roster includes Tourism Australia, Travel Wisconsin and Tourism Nebraska.
- A graduate of Florida State University, Mariana holds a B.S. in hospitality & tourism management with a minor in business management, and a Master's in hospitality entrepreneurship. She is also certified by IBCCES as an Autism Travel Professional.

**Where I would like to go in Monroe County:** Having grown up in Miami with family in Key West, Mariana has spent her life exploring Monroe County but is eager to embark on new adventures, such as scuba diving at unique underwater sites such as the Christ of the Abyss statue off Key Largo.



# 1. ABILITY OF PROFESSIONAL AGENCY PERSONNEL



**Stephanie Salama (she/her)**  
Senior Director  
Miami, Florida

Stephanie has been a key part of the TURNER team for six years, specializing in smart and strategic consumer PR and trade campaigns for destinations, hotels, and resorts.

### Specific DMO Marketing Experience / Qualifications

- Stephanie's DMO client roster at TURNER includes Visit South Walton, the Tennessee Department of Tourist Development, and Tourism Australia.
- She successfully led Tourism Australia's "Great Australian Bite" media and consumer activation in Los Angeles in April 2024, bringing to life the destination's food and drink experiences.
- A fluent Spanish speaker and native of Barranquilla, Colombia, Stephanie holds a Bachelor of Business Administration from the University of Miami.

**Where I would like to go in Monroe County:** Living in Miami with her young family, Stephanie loves to visit the Florida Keys for a getaway. Key Largo and Islamorada are still on her "experience list" to take in the calm waters of John Pennekamp Coral Reef State Park, have a dolphin encounter at Dolphins Plus Bayside, and see a show at Theatre By The Sea.



**Kiara McDade (she/her)**  
Senior Creative Strategist  
Rochester, New York

Kiara is a versatile social media storyteller with seven years of experience crafting award-winning influencer campaigns and thumb-stopping content strategies, seamlessly blending a keen visual eye with impactful tactics to drive conversions, boost engagement, and expand reach—all while staying on trend and true to brand voice.

### Specific DMO Marketing Experience / Qualifications

- Kiara's experience spans destination and resort clients for TURNER including campaigns for Discover South Carolina, Travel Wisconsin, Visit Houston, and Florida hospitality brand Ritz Carlton Sarasota.
- Kiara holds a bachelor's degree in visual arts from the Rochester Institute of Technology.

**Where I would like to go in Monroe County:** An avid reader, Kiara would love to visit the Hemingway Home & Museum and trace his steps through Key West to sip a Papa Doble, and see his bar stool at Captain Tony's Saloon.





**Manuela Iragorri (she/her)**  
Senior Director  
Miami, Florida

With more than seven years of experience in tourism and hospitality public relations, Manuela specializes in media relations, client interface, brand partnerships and influencer marketing.

### Specific DMO Marketing Experience / Qualifications

- Manuela's current client roster includes such DMOs as Discover South Carolina and Visit South Walton.
- She is known for creating ideas that not only demand press attention, but successfully drive bookings and enhance ROI.
- A fluent Spanish speaker, Manuela holds a Bachelor of Science degree from Babson College with concentrations in marketing and entrepreneurship.

**Where I would like to go in Monroe County:** Manuela has made countless trips to the Florida Keys, from celebrating New Year's in Key West to relaxing in Islamorada. While she loves revisiting her favorite spots, she's now eager to explore the secluded corners of the Lower Keys, discovering the hidden beaches, local wildlife, and off-the-beaten-path adventures that make Monroe County so unique.



**Cody Schiever (he/him)**  
Media Relations Specialist  
New York City, New York

Cody expertly crafts pitches that capture a journalist's attention, earning coverage for TURNER's clients in a variety of top-tier publications such as AFAR, Condé Nast Traveler, USA Today, and Travel + Leisure.

### Specific DMO Marketing Experience / Qualifications

- Specializing in media relations for destinations, Cody's current client roster includes Visit Houston, Visit Milwaukee, Discover South Carolina, Destination Toronto, and Visit New Hampshire.
- Cody is a proud alum of Illinois State University where he graduated with a degree in journalism.

### Where I would like to go in Monroe County:

Cody can't wait to go snorkeling and explore John Pennekamp Coral Reef State Park. He is most excited about the opportunity to experience a public sea turtle release.





**Amy Geldean (she/ her)**

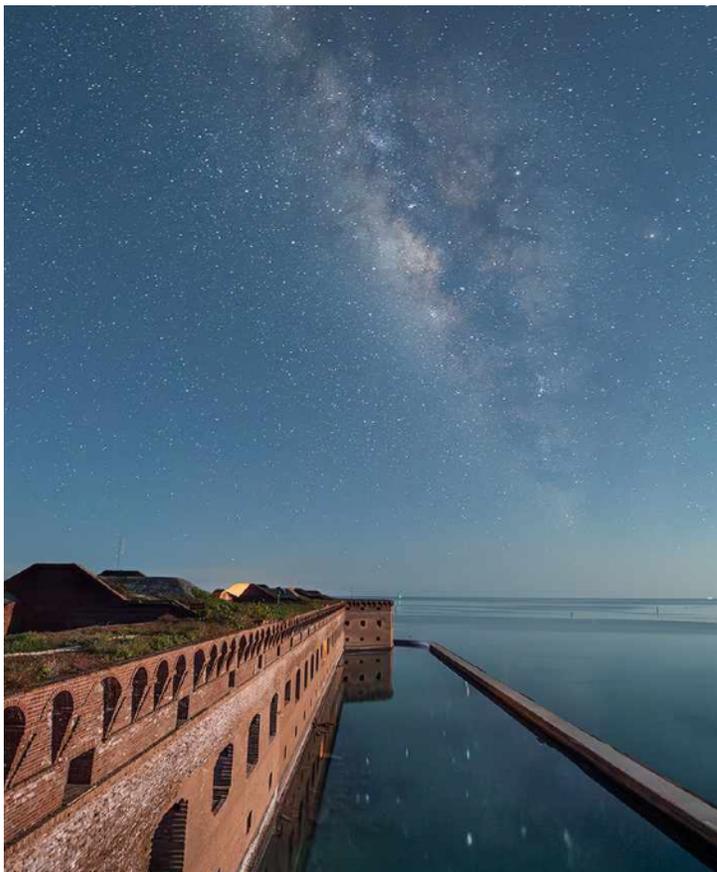
Account Executive  
Chicago, Illinois

Amy expertly matches top-tier journalists with the destination brands she represents through FAM hosting and proactive media relations efforts resulting in feature story opportunities in top-tier outlets such as Chicago Tribune, Men's Journal, and Wall Street Journal.

### **Specific DMO Marketing Experience / Qualifications**

- Amy's destination portfolio at TURNER includes Visit Estes Park, Visit Indiana, and Visit Tupelo.
- She is a member of the Outdoor Writers Association of America (OWAA), the nation's premier organization of outdoor communicators.
- Amy holds a bachelor's degree in communications from Northern Illinois University.

**Where I would like to go in Monroe County:** As someone who loves the great outdoors and national parks, Amy is excited to further explore the subtropical ecosystem of the Everglades and experience nighttime celestial wonders at Dry Tortugas National Park.



**Karla Hernandez (she/her)**

Senior Digital Manager  
Tampa Bay, Florida

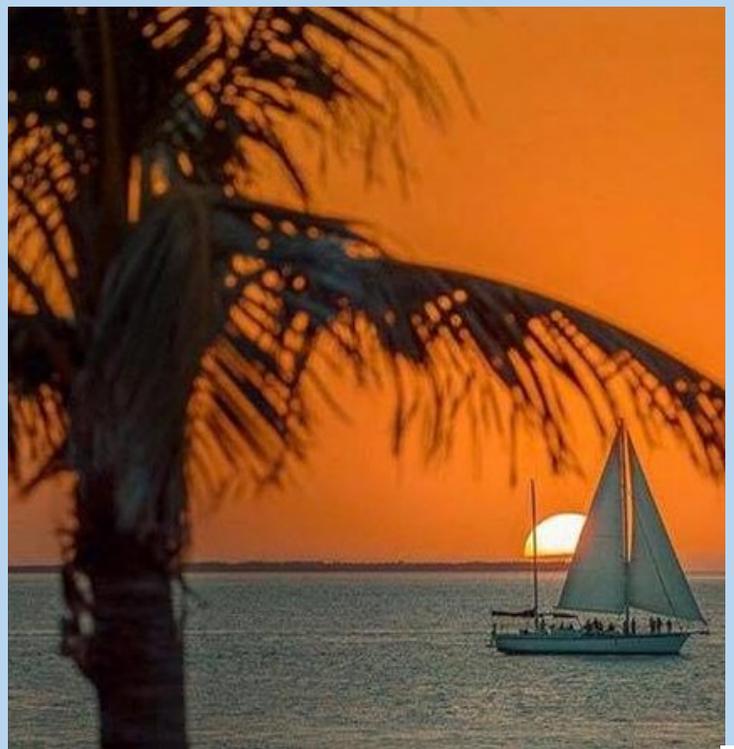
A tech-savvy social media expert, Karla's expertise ranges from content creation and influencers to social media marketing, and photography.

### **Specific DMO Marketing Experience / Qualifications**

- Karla guides paid content creator programs for such destination clients as Travel Wisconsin, Visit Tupelo, Destination Toronto, and Discover South Carolina.
- She specializes in developing influencer campaigns from start-to-finish, resulting in award-winning work for destination clients including Discover South Carolina and Travel Wisconsin.
- Originally from Panama and a fluent Spanish speaker, Karla is a graduate of Florida State University with a bachelor's degree in information technology and communications.

### **Where I would like to go in Monroe County:**

Previously, Karla worked as the social media manager for an all-inclusive luxury resort in the Florida Keys, and her dream is to finally stay there, then explore the rest of the Keys, including Mallory Square, and experience a sunset cruise in the area.





**Tyler Wilcox (he/him)**  
Senior Content Copywriter  
Denver, Colorado

Tyler's diverse skill set includes a wide array of formats, including blog posts, press releases, travel niche e-newsletters, fact sheets, advertorials as well as social media posts for a variety of platforms: Facebook, Instagram, TikTok, etc.

### Specific DMO Marketing Experience / Qualifications

- Tyler works with an array of TURNER's travel clients, including Travel Wisconsin, Visit Bardstown, Tennessee Department of Tourism, Discover South Carolina, and Visit Estes Park.
- His career in tourism spans 15 years, including several years developing digital and print content and managing the social media channels for Visit Denver.
- He holds a Bachelor's degree in English literature from Vassar College.

**Where I would like to go in Monroe County:** Tyler recently spent a week in Islamorada with his family at the Islander Resort, and for his next visit he'd love to explore the Ernest Hemingway House & Museum in Key West to see where the author wrote some of his best works.



**Sarah Florek (she/her)**  
Graphic Designer  
Denver, Colorado

Sarah is an experienced graphic designer with a passion for creating visually stunning designs. She is engaged with all of TURNER's DMO clients, developing engaging visual marketing collateral and content.

### Specific DMO Marketing Experience / Qualifications

- Sarah develops visual content for all of TURNER's DMO clients, from developing infographics used to complement media pitches for Travel Wisconsin and Visit Nebraska to creating compelling event invites for Tourism Australia and Tennessee Department of Tourist Development. She understands how to visually tell a destination's story.
- Sarah thrives in a team environment and is always ready to collaborate with her colleagues to find innovative solutions for TURNER clients, which include the entire range of the agency's travel, lifestyle and hospitality portfolios.
- She is adept at design, video editing, social media visuals and more, working across a diverse array of platforms and mediums.
- Sarah holds a Bachelor of Arts in graphic design from the University of Iowa.

**Where I would like to go in Monroe County:** As an animal lover, Sarah would love the chance to snorkel around Dry Tortugas to see the marine life and coral reefs.



# 1. ABILITY OF PROFESSIONAL AGENCY PERSONNEL



**Emma Perkins (she/her)**  
Influencer and Social Media Account Executive  
Chicago, Illinois

Specializing in social media content strategy and influencer relations, Emma is passionate about authentic and creative digital marketing strategies and is always up-to-date on the latest pop-culture, trending content and platforms.

### Specific DMO Marketing Experience / Qualifications

- Emma parlays her lifestyle brand experience to travel adjacent brands at TURNER including Airstream, collaborating regularly with DMOs across the U.S. and with Osprey, a brand that leans into outdoor adventure tourism in its marketing programs.
- Emma's diverse industry experience spans social media management, end-to-end social media/content planning, influencer partnerships, media relations, and experiential marketing.
- Recent projects include the development of Hydro Flask's Travel Tumbler launch, which featured a paid influencer campaign designed to appeal to Gen Z consumers.
- She holds a Bachelor of Science degree in consumer sciences from Ohio University.

**Where I would like to go in Monroe County:** A music lover, Emma would like to visit and experience the Key West Songwriters Festival that takes place each May — the largest of its kind in the world!



**Cecilia Roller (she/her)**  
Account Coordinator  
New York City, New York

Meticulous in her reporting duties, Cecilia develops strong relationships with lifestyle and travel journalists through her creative pitch-writing.

### Specific DMO Marketing Experience / Qualifications

- Cecilia supports TURNER destination clients Tourism Australia and Visit Tupelo, in addition to Florida hospitality client, The Ritz-Carlton, Sarasota.
- She holds a bachelor's degree in public relations, advertising and applied communication from the S.I. Newhouse School of Public Communications at Syracuse University.

### Where I would like to go in Monroe County:

Passionate about sustainable tourism, Cecilia is eager to learn more about the Florida Keys National Marine Sanctuary's Blue Star-recognized diving operators, who promote responsible diving in South Florida.





**Amy Magagnoli (she/her)**  
Account Coordinator  
New York City, New York

A skilled writer with a passion for travel, Amy supports the travel and lifestyle teams with proactive pitching, media relations and reporting.

### Specific DMO Marketing Experience / Qualifications

- Amy works closely with TURNER DMO clients including Visit Hamilton County, Visit New Hampshire, Visit Houston, Visit Columbia, and Visit Milwaukee.
- She is a recent graduate of Fairfield University with a major in communications and a minor in digital journalism, public relations, and marketing.

**Where I would like to go in Monroe County:** Amy would love to explore all the natural beauty and charm that Key West has to offer. As a beach lover and outdoor enthusiast, she'd love to walk along Smathers Beach while soaking in the ocean views.



## ADDITIONAL RESOURCES



**Deborah Park (she/her)**  
Senior Vice President  
Denver, Colorado

With more than 20 years of experience in public relations, Deborah's diverse background encompasses travel/tourism, hospitality, consumer technology and entertainment.

### Specific DMO Marketing Experience / Qualifications

- Deborah manages teams to develop award-winning, creative strategy and media relations campaigns for TURNER's destination clients, including Travel Wisconsin, Visit Nebraska, Discover South Carolina, Visit Estes Park, and Visit Albuquerque.
- Guiding programs that have earned ESTO Mercury Awards, HSMIAI Adrian Awards, and eTourism's eTSY Awards, Deborah specializes in setting up clients for success through client communications and creative strategy with goals that connect to larger business objectives.
- Prior to joining TURNER, Deborah oversaw strategy, media relations and content in-house at Visit Denver and Universal Studios Hollywood & CityWalk.
- She holds a B.S. in journalism and B.A. in fine arts from the University of Colorado Boulder, as well as a Master's degree in sports & entertainment marketing from the University of Colorado Denver. Deborah is part of the Executive Committee for PRSA Travel + Tourism.

**Where I would like to go in Monroe County:** Deb is excited to explore the culinary heritage of the region on a Florida Keys Food Tour led by former travel blogger Craig Zabransky, who founded the company a few years ago and whom she first met years ago at TBEX.



## ADDITIONAL RESOURCES



**Christine Turner (she/her)**  
Founder & President  
Denver, Colorado

Christine is the founder and president of TURNER, a progressive communications agency founded in 1997. Christine's 30+ years of experience encompasses work in sectors including travel and tourism, real estate, family entertainment, fashion, wellness and outdoor. Christine provides strategic and managerial leadership, guiding TURNER's daily operations and talented team, always ensuring clients connect in the modern storytelling environment.

### Specific DMO Marketing Experience / Qualifications

- Throughout TURNER's 27+ years, Christine has guided successful partnerships with such DMOs as the Bermuda Tourism Authority, Travel Wisconsin, Discover South Carolina and more.
- Her vision for the company has always been to craft award-winning stories, content, events and partnerships that resonate across channels, generations and geographies.
- To continually serve client needs, Christine guides the firm's evolving service offering and geographic expansion. After starting in Denver in 1997, she opened New York City in 2005, Chicago in 2015 and Miami in 2017. And she ensured the agency was one of the first PR firms to pioneer a social media practice in 2008, and then evolved with digital communications, affiliate and influencer programming, experiential and entertainment marketing and travel trade marketing.
- She holds a Bachelor of Arts in technical journalism and business from Colorado State University.

### Where I would like to go in Monroe County:

Christine's husband, Geoff, grew up in Miami so she has enjoyed time with his family in Marathon and Key West. Next stop? Islamorada – fishing out of Whale Harbor, sunsets and music at Lorelei and dinner at Green Turtle.



## ADDITIONAL RESOURCES



**Melanie Dennig (she/her)**  
Executive Vice President  
Chicago, Illinois

Melanie oversees TURNER's lifestyle portfolio of active lifestyle, outdoor, retail and F&B clients, and she leads the agency's research service set, focusing on insights-led thinking across all brands.

### Specific DMO Marketing Experience / Qualifications

- Melanie regularly utilizes her research and analytic skills to support TURNER's DMO account teams, developing marketing insights that guide earned media strategy as well as providing a foundation for engaging consumer activations ideas and integrated campaigns for clients such as Tourism Australia and Travel Wisconsin.
- Over Melanie's 18-year career, she has managed campaigns for some of the most recognized heritage and emerging brands, including Airstream, Fjällräven, REI, Leatherman, The North Face, Eddie Bauer, Nau, K-Swiss, Incase, Nixon, Duluth Trading Co., and Filson.
- Melanie has a keen eye for consumer behavior trends, working closely with clients to define business goals and develop strategies that maintain the brand's core identity while exploring opportunities for new audiences and future growth.
- She holds a bachelor's degree in journalism, public relations and English from Ohio University.

**Where I would like to go in Monroe County:** Melanie would love to visit Islamorada and stop by the Brewery & Distillery to try the Coconut Key Lime Ale and stay at The Islands hotel.



## ADDITIONAL RESOURCES



**Beth Whelley (she/her)**  
Executive Vice President  
Chicago, Illinois

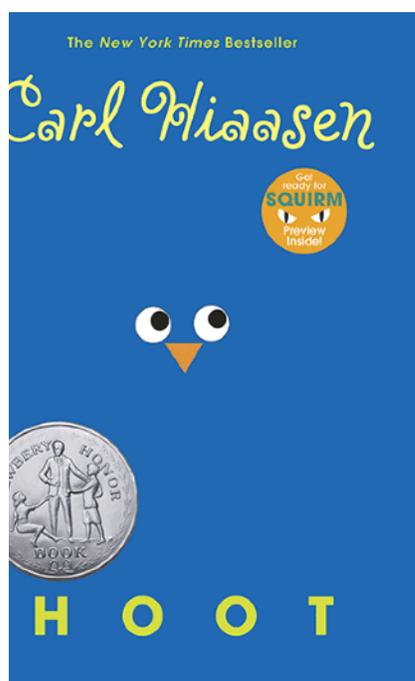
With a background spanning corporate communications, public relations, media and presentation training, crisis communications, and environmental issues, Beth is a trusted counselor and advisor to her clients.

### Specific DMO Marketing Experience / Qualifications

- Known for her ability to deliver clear, effective solutions, she excels in helping clients navigate complex PR challenges and feel confident in high-pressure situations.
- Beth is a certified compression planner, skilled in meeting management and facilitation.
- Her leadership is informed by degrees from Miami University and Wright State University, and she is actively involved in her community, having serving on the Board of Governors for the Dayton Area Chamber of Commerce and the Sinclair Community College Board of Trustees.

### Where I would like to go in Monroe County:

Beth would like to return to Key West for the annual Literary Festival and is intrigued by Islamorada, drawn by her love of Carl Hiaasen's books and the promise of amazing snorkeling experiences.



# 1. ABILITY OF PROFESSIONAL AGENCY PERSONNEL

(b) Include specific qualifications and experience as it relates to marketing of a tourism agency.

## WE ARE EXPERTS IN TRAVEL & TOURISM

For 25+ years, we have specialized in generating earned media coverage for travel and lifestyle brands, as well as destinations — cities, counties, regions, states, and countries. This expertise is reinforced by our active membership in key travel industry associations including:



**ADVENTURE TRAVEL**  
TRADE ASSOCIATION

Network of 30,000 guides, tour operators, lodges, travel advisors, tourism boards, DMOs, outdoor educators, gear companies and travel media who share a belief and commitment to sustainable tourism. **Local teams attend regional meetings, and national meetings every other year on average.**



**OUTDOOR WRITERS**  
ASSOCIATION OF AMERICA

Organization of outdoor communicators, 700+ outdoor writers, editors and publishers as well as video producers, influencers and photographers. **TURNER attends annual conference, occasionally on panels.**



**INSPIRING TRAVEL**  
THROUGH RESPONSIBLE JOURNALISM

The Society of American Travel Writers - access to database of 585 journalists and 154 editors among other travel professionals. **TURNER SVP Adel Grobler is our key member. TURNER attends its conference annually.**



**USTOA**  
United States Tour Operators Association

Recognized by travel advisors, consumers and the press as the standard of excellence and leading association of its kind. **TURNER SVP Naureen Kazi is point for USTOA. She attends their conference annually and participates on two steering committees.**



Canadian writers, photographers, videographers, content creators - 350 members. Supports British Columbia, Alberta, NWT, Ontario, Atlantic, Quebec chapters. **Malcolm Griffiths, SVP, represents the agency, attends annual conference.**



Midwest Travel Journalists Association members are in a 13 state territory. Illinois, Indiana, Iowa, Kansas, Kentucky, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota, Wisconsin.



Members network for leading publicists, marketers, entrepreneurs and media in the lifestyle industries. Access to openings, cultural events and networking to create partnerships. **TURNER recognized on 'The PR Net Top 100' agency list. Staff attend networking events in cities across the U.S.**



The Public Relations Society of America is the nation's leading professional organization dedicated to development and advocacy of PR practitioners. **Deborah Park serves on the executive board for Travel + Tourism section.**



Members include 130+ of the country's premier global, mid-size, regional and specialty firms across every discipline and practice area. **Christine is a member and Naureen serves on the DE&I community.**

# 1. ABILITY OF PROFESSIONAL AGENCY PERSONNEL

(c) Provide an Organization Chart that demonstrates how the account will be managed.

## EARNED & OWNED CONTENT STRATEGY



**NAUREEN KAZI**



**MALCOLM GRIFFITHS**



**EMMA ABBOTT**

## ACCOUNT PROJECT MANAGEMENT, BRAND PARTNERSHIPS, CONTENT EXECUTION



**MARIANA KELLOGG**



**STEPHANIE SALAMA**



**KIARA MCDADE**

## PROACTIVE OUTREACH, MEDIA/INFLUENCER FAMS / EVENTS, MEDIA MISSIONS



**MANUELA IRRAGORI**



**CODY SCHIEVER**



**AMY GELDEAN**



**KARLA HERNANDEZ**

## CONTENT CREATION, MEDIA/PRESS MATERIALS, SOCIAL POSTING



**TYLER WILCOX**



**SARAH FLOREK**



**EMMA PERKINS**

## ITINERARY BUILDING, REPORTING, BRIEFING DOCUMENTS



**CECELIA ROLLER**



**AMY MAGAGNOLI**

## ADDITIONAL RESOURCES:



**DEBORAH PARK**

Destination Strategist,  
Entertainment  
Opportunities



**CHRISTINE TURNER**

Crisis Communications,  
Scope/Contract Support



**MELANIE DENNIG**

Brand Partnerships,  
Research & Insights



**BETH WHELLEY**

Crisis Communications

# 1. ABILITY OF PROFESSIONAL AGENCY PERSONNEL

(d) Provide a description for how the Proposer can tap into additional resources or reassign staff not assigned to the TDC's account to assist with large-scale projects or replace under-performing staff on the project.

TURNER can tap into additional resources and/or reassign staff not assigned to the TDC's account to assist with large-scale projects. We are also equipped to replace underperforming staff, should that ever be necessary, to ensure the Monroe County TDC account receives the highest level of service and expertise.

In addition to the dedicated team introduced on previous pages, TURNER boasts a deep bench of full-time associates with diverse expertise. For instance, our team of earned media specialists are spread coast-to-coast, offering on-the-ground support for national media relations campaigns or local market activations. If the TDC is hosting media events or meetings in top markets like Chicago, Los Angeles, or Austin, we have local team members in each of these cities ready to provide seamless support and execute with precision.

For travel trade representation, we have staff members who are experts in tour operator relations and destination training, well-versed in supporting sales and marketing efforts both domestically and internationally. These team members have helped destinations secure prime placement in itineraries, conducted product training, and represented clients at trade shows worldwide.

When it comes to thought leadership or crisis communications, TURNER's leadership team is comprised of seasoned experts with experience in managing complex situations. This includes natural disasters like hurricanes, floods, and wildfires (an essential skill set for a coastal destination) as well as sensitive issues such as shootings, police brutality, and race relations. We understand the nuances of guiding messaging during critical moments and have consistently delivered sound strategies that protect and enhance our clients' reputations.

Our team also includes seasoned professionals who are skilled in negotiating national brand partnerships, entertainment/streaming integrations, and securing celebrity ambassadors or representation. TURNER has facilitated partnerships with major streaming networks and national brands to create high-impact, buzzy campaigns.

Additionally, we have in-house graphic design experts who provide rapid turnarounds on creative assets such as invitations, newsletters, and social media visuals. Whether the TDC needs a quick refresh of collateral or support for a large-scale campaign, our creative team ensures that Monroe County's unique personality shines through.

TURNER's integrated approach allows us to customize resources based on the TDC's needs, tapping into experts in social media strategy, influencer marketing, data analytics, and creative storytelling. We've supported clients by deploying local influencers to amplify events, leveraging real-time insights to refine campaigns, and crafting content that resonates with targeted demographics.

By providing access to these resources, we ensure the Monroe County TDC has the flexibility, expertise, and support needed to meet any challenge and seize every opportunity. In addition to the specific capabilities listed on the following page, TURNER can also tap additional experts and tools within The Shipyard Collective as well (complete menu of services can be found on page 26).



# 1. ABILITY OF PROFESSIONAL AGENCY PERSONNEL

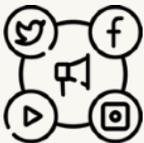
In addition to the team members we're proposing for the account team, Monroe County TDC will be able to tap into the following TURNER agency resources for more creative impact:



**MEDIA TEAM:** We use a unique media team approach, ensuring that you have access to the entire network of relationships among our 50-person team.



**TRAVEL TRADE + MEETINGS:** Our travel trade and meetings team drives destination sales by fostering relationships with travel agents, tour operators, and planners while boosting awareness among industry professionals.



**DIGITAL DEPTH:** We have a dedicated team of social media and digital media experts who join us for brainstorming and are pulled into campaigns as needed. We subscribe to numerous tools, such as Creator IQ, to help us track and evaluate content creators/influencers.



**LIFESTYLE LEGS:** Our lifestyle division gives us an expanded reach across outlets, tastemakers, influencers, and celebrities, who can be integrated into the destination's earned media campaigns and initiatives.



**MULTICULTURAL MEDIA RELATIONS:** TURNER's bilingual teams can be engaged to reach target communities across the U.S. The team can easily engage with Spanish-speaking media that reach Hispanic audiences across the United States.



**CELEBRITY INTEGRATION TEAM:** Our specialist team designs celebrity integration programs, from events and appearances to targeted product placements, generating media buzz, driving traffic, bookings, and boosting brand awareness.



**CONTENT CREATOR/COPYWRITER:** We have an in-house content creator with a media background, ensuring that we are able to develop the content needed to get your message out to media and consumers, as well as key stakeholders.



**DESIGNER:** We have an in-house graphic designer to create compelling assets that support your story, including infographics to accompany a pitch, invites for a media event, a designed media newsletter, or edited video.

## 2. PROJECT APPROACH: SCOPE OF WORK MANAGEMENT

- (a) Describe the Proposer's methodology and approach to the scope of work (i.e. message platform, channel strategy, integration, etc.).
- (b) Provide description of the Proposer's organization's services and specific account processes (e.g. Complete monthly billing with all appropriate back-up documents, including detailed time sheets, media proof of performance and detailed invoices, original line-item receipts, and comprehensive billing recap including projections through end of the fiscal year.)
- (c) Indicate the Proposer's specific expertise in integrated marketing communications.
- (d) Indicate the Proposer's specific expertise in handling multiple campaigns for stakeholders in the destination.

## 2. PROJECT APPROACH: SCOPE OF WORK MANAGEMENT

(a) Describe the Proposer’s methodology and approach to the scope of work (i.e. message platform, channel strategy, integration, etc.).

At the start of a partnership with TURNER, we develop a detailed 12-month scope of work that aligns with the hours and resources required to meet the destination’s business and marketing goals. This ensures full transparency into our efforts. Once the scope is agreed upon, we create project briefs for specific initiatives — including account management, proactive media relations, media FAM planning and expenses, influencer campaign planning, and social media strategy. Each brief is designed to align with overarching campaign objectives and is carefully tracked against the approved scope of work. Goals and scopes are reviewed monthly by TURNER account leads to ensure initiatives remain on target, allowing for timely adjustments as needed.

When finalizing annual goals and objectives, TURNER collaborates closely with the client team to audit the destination’s current offerings and identify priorities. These insights are translated into clear, agreed-upon goals for the fiscal year. Strategic work plans are then developed to support these goals while adhering to budgetary guidelines. Additional project scopes can be introduced throughout the year to address emerging opportunities or changing priorities.

A cornerstone of our approach is the development of a comprehensive message platform that reflects the destination’s key narratives, audience segments, and marketing priorities. For earned and social media, this process involves:

### **Research and Alignment:**

Conducting deep dives with stakeholders and leveraging existing research and KPIs to craft key messaging pillars for PR pitches and social content.

### **Channel Strategy Development:**

Targeting earned media opportunities through strategic pitching, deskside meetings, media events, and FAM trips. Social media strategies are tailored to each platform, with visually driven content for Instagram, interactive campaigns on TikTok, and destination storytelling on Facebook and YouTube.

### **Integration:**

Amplifying public relations efforts through social campaigns by sharing press coverage, incorporating influencer partnerships into PR strategies, and leveraging social listening to uncover trends that inform media outreach.

TURNER’s approach is rooted in data-driven decision-making. Using tools like Cision and Sprout Social, we measure PR coverage, social engagement, and sentiment, refining strategies in real time. For instance, if a particular social platform outperforms others, we pivot to prioritize that channel for amplifying earned coverage. This dynamic approach ensures alignment with campaign objectives and adaptability to new insights or trends.

We develop an integrated calendar — which we affectionately call our “beastie” — to keep all earned and social initiatives on track. This living document includes proactive pitch plans, individual and group media hosting, influencer activations, industry events, and content timelines. The calendar allows us to adapt quickly to research or market trends and create alignment with paid media opportunities, integrating seamlessly with the paid marketing team.

In addition to our North American strategy, we extend content and campaigns to international markets, sharing messaging with global agency partners for earned media and trade campaigns. For example, if a pitch or media asset resonates with North American audiences, we assess its relevance for international media and adapt it accordingly. TURNER maintains relationships with numerous international agencies and can collaborate with existing partners or identify new ones with the right expertise to meet brand and messaging KPIs in key markets.



MENU OF SERVICES:



THE SHIPYARD COLLECTIVE



TURNER

MEDIA BUYING + PLANNING | BRAND DESIGN | CREATIVE + CONTENT | IN-HOUSE PRODUCTION | ADVANCED ANALYTICS | DIGITAL PERFORMANCE MARKETING

## 2. PROJECT APPROACH: SCOPE OF WORK MANAGEMENT

(c) Indicate the Proposer's specific expertise in integrated marketing communications.

TURNER has long been at the forefront of integrated marketing communications, pioneering the seamless combination of earned and owned media strategies. In 2008, TURNER was one of the first PR agencies to incorporate social media into earned media campaigns, with the understanding that public relations and social media are inextricably linked. This foresight has positioned us as a leader in navigating the "grey area" between earned and owned media, blending storytelling with amplification across platforms to deliver impactful, measurable results.

TURNER's leadership in integrated marketing communications lies in our ability to connect creative storytelling with strategic amplification across earned and owned media. Whether working with television producers, influencers, or paid media partners, we deliver campaigns that resonate across platforms and drive measurable outcomes. Our history of innovation and cutting-edge strategies ensures that we remain a trusted partner for destinations looking to amplify their message in a dynamic, multi-channel environment.

### Integrated Campaign Highlights:



#### TRAVEL WISCONSIN'S INTEGRATED CAMPAIGN FOR TOP CHEF

(case study can be found on page 77)

TURNER leveraged Travel Wisconsin's sponsorship of Top Chef Season 21 to create a fully integrated campaign across earned, social, digital, and paid media channels that has led to the state being considered a top culinary destination.



#### TENNESSEE'S PLAY-CATION INTEGRATED CAMPAIGN

TURNER supported the Tennessee Department of Tourist Development's innovative "Play-cation" holiday campaign, which reimagined the state's attractions as family-friendly "brick build toys" through a media launch event in New York City, facilitating interactive influencer experiences and garnering earned media coverage.



#### NEBRASKA'S 'HONESTLY, IT'S NOT FOR EVERYONE' INTEGRATED CAMPAIGN

TURNER helped Visit Nebraska break through the noise with a bold, self-aware messaging strategy that landed on nearly every major morning and nighttime show.

## 2. PROJECT APPROACH: SCOPE OF WORK MANAGEMENT

(d) Indicate the Proposer's specific expertise in handling multiple campaigns for stakeholders in the destination.

TURNER's longtime work with DMOs deepens our understanding of the importance of communicating, building relationships with, and supporting industry partners and stakeholders. Our collaborative efforts with various stakeholders have consistently yielded successful outcomes. We will support the Monroe County Tourist Development Council to create a variety of communications to show off the county's successes, and more importantly, engage with your destination partners for upcoming initiatives. Here's a sampling of how we engage our tourism partners, demonstrating our approach to building relationships within the Monroe County tourism industry to maximize storytelling potential.

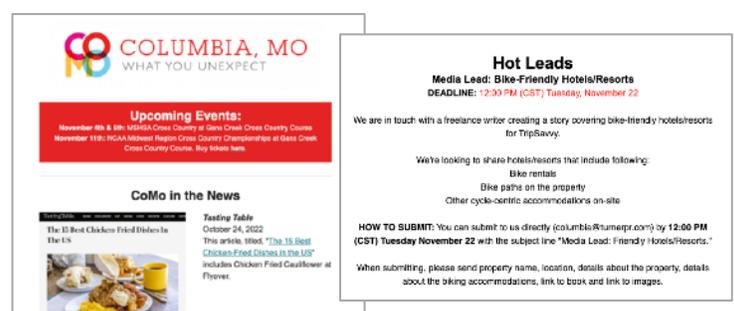
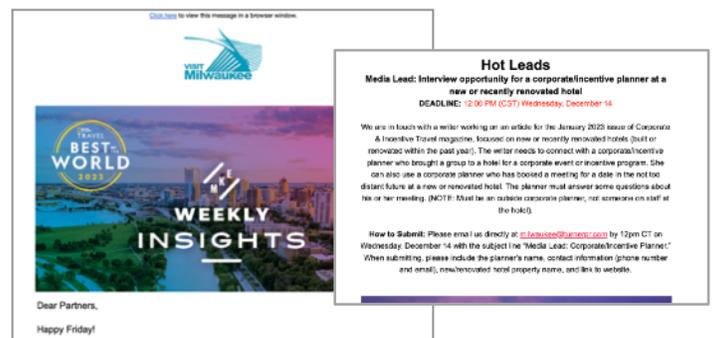
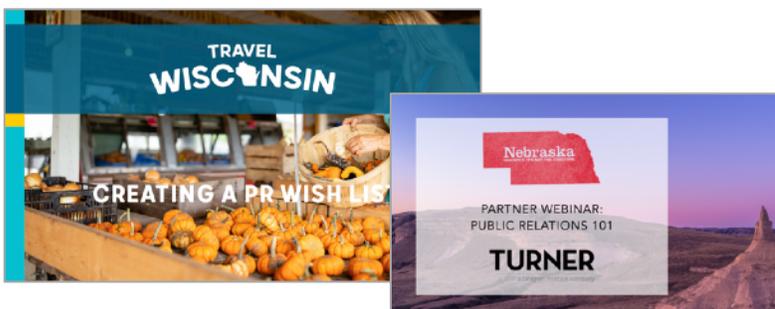
- **Team & Destination Immersion:** Each destination within Monroe County offers something unique — family-friendly excursions, adventurous activities, or culinary experiences, to name a few. At TURNER, our team specializes in identifying these differences to craft tailored pitches that highlight each destination's distinct appeal while remaining aligned with the county's overarching narratives and brand messaging. To achieve this, we begin with a comprehensive destination immersion, collaborating with stakeholders and partners to gain the in-depth knowledge needed to position our team as local experts and trusted media resources. This foundational step helps us authentically represent the diverse experiences Monroe County has to offer.

- **Hot Leads Program:** TURNER often receives media queries on stories being developed from top-tier journalists, in which we require partner support to gather information on a timely (often last-minute) basis. Utilizing a customized Florida Keys-branded email template, we will send timely leads to a designated industry partner database (as provided by Monroe County TDC) to gather relevant story ideas and assets directly from partners.

- **"KeyNotes - News You Can Use" Partner Newsletter:** To keep tourism partners informed on the county's PR efforts, we will send out a monthly newsletter that includes a brief recap from the previous month's actions; content/pitch needs for the upcoming month; highlights from recent media placements; media spotlight (changes in media landscape); and a PR Pro Tip. The open rate for similar monthly e-newsletters to our client partners is often over 50%.

- **"KeyPathways" Webinar Program:** Throughout the year, TURNER will host and lead a series of webinars to further educate partners who may not be as familiar with media relations and social media. Our team has hosted webinars with topics ranging from PR and Social Media 101 to effectively pitching media, tips on working with digital influencers, and hosting FAMs. These webinars are a great way to build partner engagement and educate smaller partners with examples of what media are writing about and how Florida Keys/Monroe County is positioning itself within the landscape. Within this series, we'll also invite media and content creators to participate in TURNER-moderated panels for interactive discussions with community partners.

- **In-County Partnerships:** TURNER will identify tourism adjacent companies/partners who operate in Monroe County and reach out for opportunities for collaborations and partnerships, including support on FAMs, expert sources for articles, product for in-market missions, and media/influencer visits, activations, and events.



# 3. PROJECT APPROACH: ACCOUNT MANAGEMENT

(a) Describe the Proposer's approach for handling account management of advertising and marketing plans including creative production, digital production, media placements, social media and SEM. Describe how management of these items will be guided by business intelligence.

(b) Indicate research, overall business intelligence, and tourism industry knowledge specific to Destination Marketing Organizations (DMOs) or a tourism product. Describe resources the Proposer will use to provide analytics to the TDC and provide examples of how these details will be used to make research-driven decisions.

Within this section, TURNER will answer both 3a and 3b throughout, rather than separating out the questions. We'll answer specific to PR/earned media and social media management.

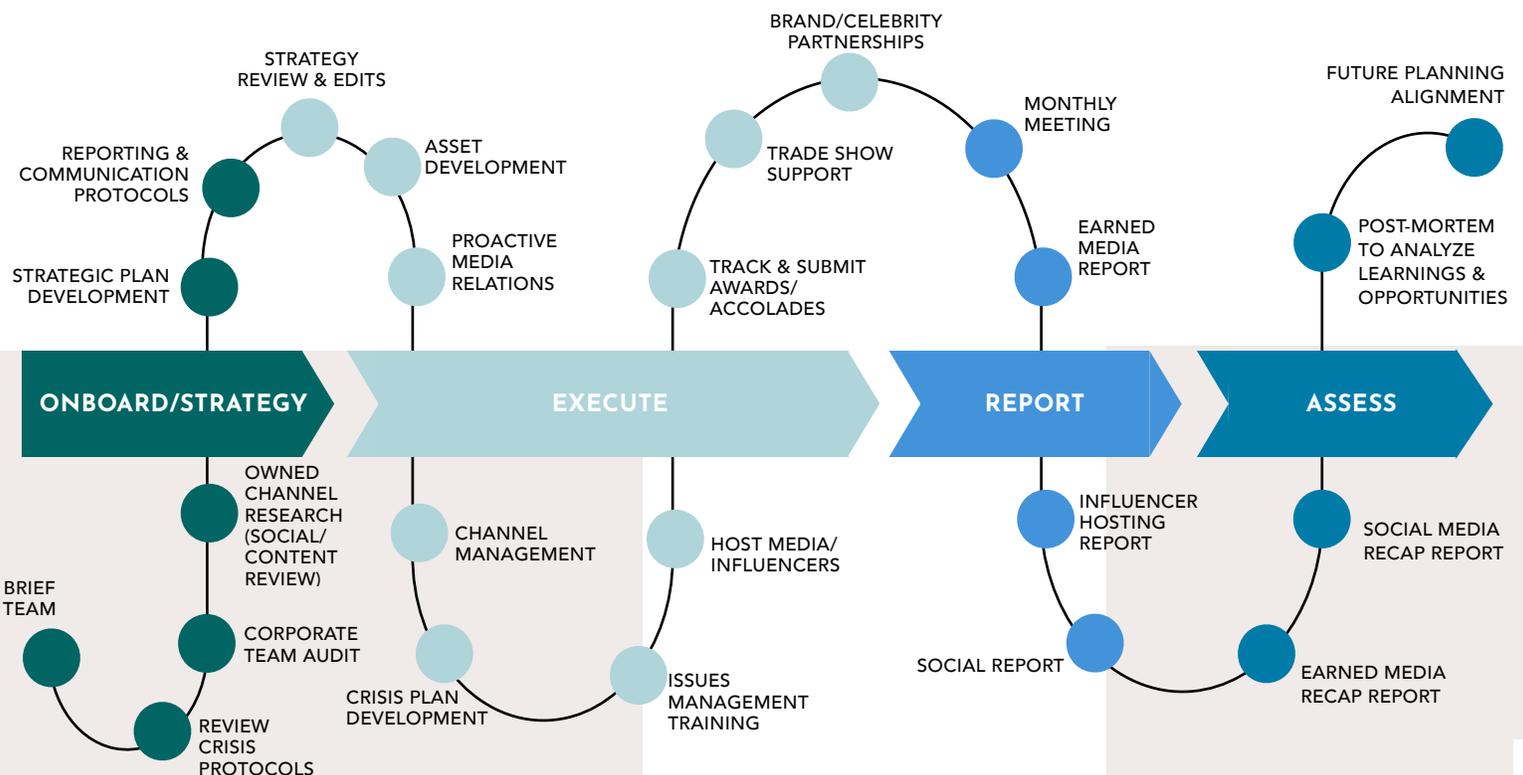
## DEVELOPING INTEGRATED CAMPAIGNS

We have a tried-and-true process that ensures we're set up for success in managing and servicing every client account from day one. This process, refined over time, covers all essential aspects of strategy, execution, reporting, and future planning. At its core, our approach emphasizes open communication, collaboration, and a clear understanding of your goals and challenges.

Our best relationships—and the strongest results—are built on a foundation of transparency and trust. To achieve mutual success, we prioritize the following account management essentials:

- **Introductions to Partner Agencies:** Background information on collaborations, results of past campaigns, and insights into successful partnerships.
- **Insights into Past Performance:** Honest feedback on public relations and social media efforts, highlighting successes and lessons learned.
- **Actionable Feedback:** Specific and timely guidance throughout the contract to keep efforts aligned and effective.
- **Responsiveness:** Quick turnarounds for media needs and other time-sensitive requests.
- **Clear Points of Contact:** Accessible and proactive communication between primary contacts on both agency and client teams.
- **Access to Key Insights:** Real-time availability of thought leaders, research, and relevant data to inform strategies.
- **Transparency Around Protocols:** Understanding internal processes and potential roadblocks to anticipate and address challenges.
- **Clarity in Decision-Making:** Clear identification of key stakeholders, their roles, and any barriers to seamless execution.

This thoughtful, collaborative approach ensures that every campaign is positioned for success, grounded in strategic alignment, and fueled by open, ongoing dialogue.



### 3. PROJECT APPROACH: ACCOUNT MANAGEMENT

We understand the incredible demands that your team faces each week. Our job is to work as an extension of your team, providing leverage, support, real-time communication and quality results. We achieve this through:

#### ONBOARDING & ANNUAL PLAN

We identify insights, develop a strategic plan, content execution and road map for the year, complete with KPIs by channel. While it is a living document that is updated as news and priorities shift, it also provides top-line direction on goals and strategies, ensuring that everyone is on the same page from day one.

#### BI-ANNUAL BRAINSTORMS



Bi-Annual  
Tool Kits

We recommend holding bi-annual summits where we can work with a broader cross-section of your MarComm team (internal and external) to help build 360-degree campaigns that extend across all facets of consumer touch points.

#### QUARTERLY PULSE CHECKS

We are huge proponents of maintaining continuous open and honest conversations with our partners. In addition to encouraging real-time feedback from our clients, we perform “formal” pulse checks on a quarterly basis to ensure our clients have a platform for both positive and constructive feedback.

#### MONTHLY INTEGRATED ROAD MAPS & WIP CALLS



Monthly Content  
Mapping

We conduct monthly calls with a detailed agenda to address campaign planning, measurement/reporting and content brainstorming. These calls ensure that, in addition to our weekly WIP communications, we have a standing time to discuss the bigger picture.

#### REAL-TIME COVERAGE SHARES



Weekly  
Content Checks

We will work with agency partners to send media coverage (with metrics) through to your preferred distribution list the moment the article lands. We also flag real-time social shares and engagement.

#### DAILY COMMS & TREND UPDATES



Social  
Crunch Team

We are constantly communicating in the pattern and style that best suits your team. We work collaboratively so that someone from our crew is always available for quick-turn needs and leads.

### 3. PROJECT APPROACH: ACCOUNT MANAGEMENT

**TURNER is rooted in research and insights, and we believe it's essential to take a close look at brand awareness, consumer sentiment, and the competitive landscape before we recommend a strategic approach. Our collective background in travel, tourism, hospitality and complementing lifestyle portfolio, allows us to enter into a partnership with a high degree of fluency.**

In addition to the data provided by the Monroe County Tourist Development Council, we will also utilize market-specific insights from third-party tools and resource platforms to get a deep understanding of audiences and trends in order to develop the most effective strategy possible.

As members of multiple industry organizations and representatives of more than a dozen brands that touch your core and opportunity audiences, we're on top of industry trends that impact travel decisions in both short-term and long-term planning. More importantly, we're a team of consummate consumers of all things pop culture and media. We're voracious readers, data geeks and lifelong learners. Driven by an editorial mindset, we keep a sharp eye for what's new and what's next, crafting visual stories that can live everywhere, from social media platforms to broadcast to physical media.

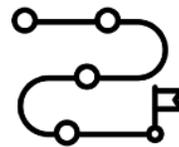
The Monroe County Tourism team will receive mined research and trend analysis coupled with our annual plan, as well as industry updates through a regular cadence. These will consider partnerships, activations, social campaigns and news from a range of players in the competitive ecosystem. Additionally, on an ongoing basis, we will integrate A/B testing and audience sentiment to analyze impact of our social content strategy.



RESEARCH



INSIGHT



STRATEGY



CREATIVE



## RESEARCH & INSIGHTS OVERVIEW

TURNER compiles data and analytics from a comprehensive tool suite (listed out on the following page) to help inform campaign concepts and earned media strategy. These sources can be categorized by:



### TREND PLATFORMS

We leverage trend forecasting tools to identify macro- and micro-consumer shifts, as well as trend arcs, that inform all aspects of our work— from creative concepts to seeding packaging choices to unexplored pitch angles.



### PAID MEDIA TOOLS

We tap into traditional advertising data sources to analyze audience and media consumption habits. We use this data to refine earned media list targets and identify strongest formats to translate narratives (i.e., online article, podcast, broadcast, etc.).



### GOOGLE TRENDS & SOCIAL LISTENING

We actively work to keep our finger on the pulse, synthesizing trending search data and consumer conversations across social platforms, to pitch journalists timely story angles that impact SEO value.



### ARTIFICIAL INTELLIGENCE (AI)

From creative resonance and attention testing to social and media listening, we utilize AI-driven platforms combined with AI-integrated reporting tools. AI platforms make gathering immediate insights quicker to deploy and provides analysis of themed coverage spikes, audience segmentation, or messaging shifts across our competitors.



### THIRD-PARTY ANALYTICS

We advocate for our clients to connect third-party tools, like Google Analytics and Adobe Analytics, to our Cision reporting platform. This allows us to analyze referral traffic and conversion drivers to ensure we prioritize time with outlets that deliver awareness (reach) and bottom-line impact (sessions, sales, etc.).



## RESEARCH & INSIGHTS OVERVIEW

Our strategies are most productive when tools are used in concert to ensure a holistic consideration of trends, audience, timing, and known impact. **An overview of our tool suite is included below.** We train our associates on how to apply data and insights to our earned work, including media targeting, narrative development, and ROI analysis. Through our partners at Fahlgren Mortine and The Shipyard, we also have a dedicated market research team that can be further engaged based on your business needs.

PRACTICE	PURPOSE	TOOLS
Market Research	Provides insights and trends across industries and verticals to identify macro influence on ideation.	   
Audience Management	Additional tools to define, segment, and validate audiences.	   
Analytics	Tools to help us understand the “what” and the “why” for our campaign and earned coverage.	   
Monitoring & Earned Media	Media databases and reporting tools to provide analysis of KPIs.	  
Influencer, Social Listening & Reporting	In-depth social listening and robust reporting with real-time insights.	  
Travel Trade + Meetings Database	Travel advisor, tour operator and meeting planner/event planner database/CRM and e-marketing tool.	

## RESEARCH & INSIGHTS OVERVIEW

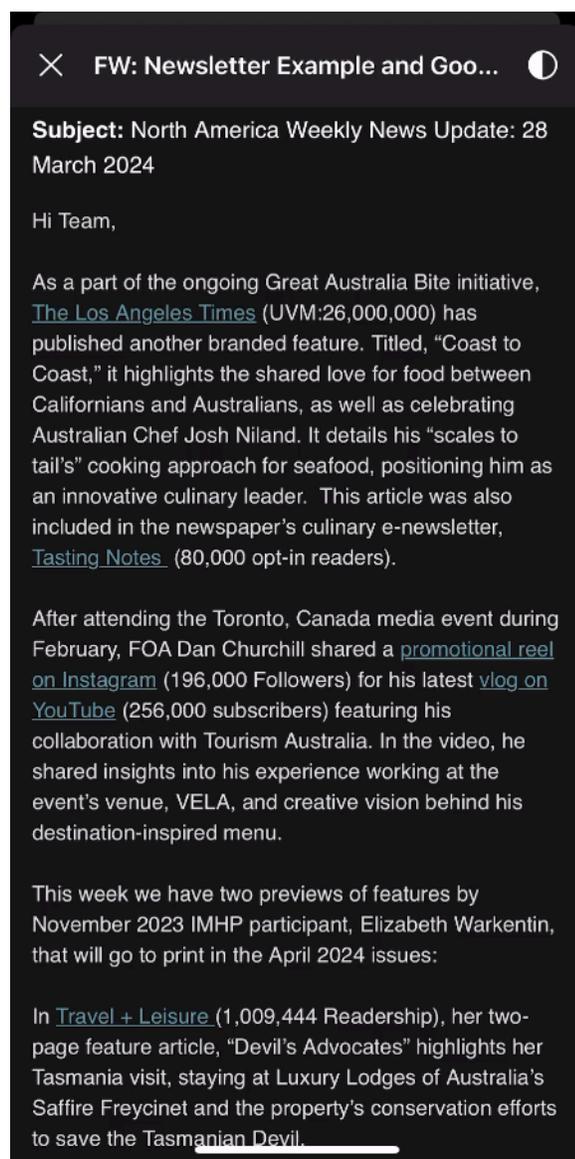
As a base standard for all client partners, our team delivers real-time headline bulletins across the industry, social, influencer, and media landscape via email or chat channels. During the onboarding process, we will also discuss client preferences for receiving a formal trend report in mobile-friendly email or document-based formats.

Here are some of the other formats we use to communicate trends to our clients:

- Annual TURNER Inspiration Summit hosted in conjunction with IMM North America each January
- Quarterly trend analysis applied to strategic plan optimizations
- Bi-monthly Meet The Press/Meet the Creator program to translate insights direct from journalists and influencers
- Monthly category share-of-voice reports analyzing competitor trends
- Weekly TURNER owned content channels, including our blog, email newsletter, etc.



TURNER Takes: November 2024  
TURNER Public Relations on LinkedIn



Link to video above

## 2025 TRAVEL TRENDS

Here are opportunities to connect into culturally-relevant topics with high-search in the year ahead.



### AFTER DARK TOURISM

From stargazing to nocturnal animal experiences to moonlit fishing or paddle adventures and midnight food markets, 2025 will see a rise in extending your daily activities. With temperatures rising globally, a growth in nighttime leisure activities will also rise, such as night-swimming in Dubai illuminated by solar-powered lights.



### VITALITY IN NATURE = ECO AWARE

Time in nature, parks or gardens is becoming more appreciated, with nature the second fastest growing space for socializing. That appreciation will continue to drive demand for sustainable travel and conservation activities in trip decision-making, especially for Millennials and Gen Z. Tourism must invest in zero-waste, carbon-offset and solar-powered programming to capture today's informed consumers.



### SOUVENIR-DRIVEN TRAVEL

Driven by social media, souvenirs or snacks that are only available at a destination have become viral status items. The Knafeh pistachio chocolate bar from Dubai, Japan's 7-Eleven egg salad sandwich, and French butter are all becoming social "hauls." Trips are being planned around a viral taste test in 2025.



### WELLNESS FOR ALL TOURISM

Increasing health span will be at the core of wellness in 2025, across generations. Young adults are starting their wellness journeys, while younger and older generations want to be challenged physically and mentally to also increase longevity. Additionally, holistic culinary experiences that focus on nourishment will gain popularity, from functional mood foods with adaptogens to neural nutrition menus with probiotic-rich foods that could redefine family dinner.

## 2025 TRAVEL TRENDS



### KIDS ARE THE NEW TRAVEL AGENT IN MULTI-GEN TRIPS

Gen Alpha (born between 2010 - 2025) is set to reach 2 billion in 2025, becoming the largest demographic. With 70% of parents picking vacation destinations based on kids' needs and interests, and 63% often letting their kids pick where they eat when traveling, the influence is real. In the year ahead, seven generations will be traveling together for the first time in history — Beta Babies (Gen Z parents), Gen Alpha, and Gen Xers.



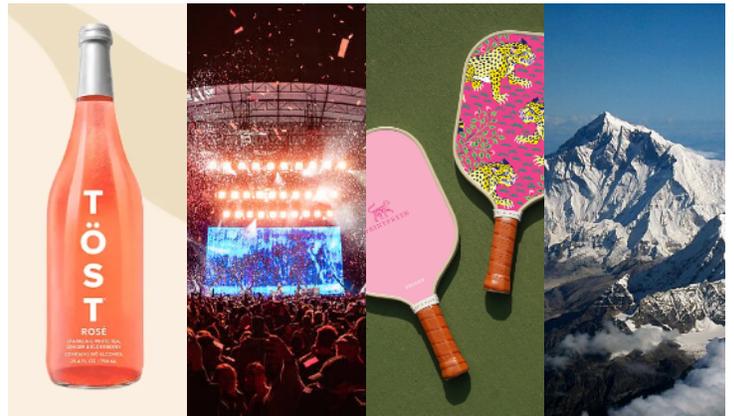
### DESTINATION DUPES

Over-tourism and high prices in high-profile destinations has created more interest in destination substitutes throughout 2024, and will continue into 2025: Istria, Croatia over Tuscany, Italy; Western Colorado over Iceland; Tasmania over Scandinavia. While the detour destinations may not be an exact replica of the higher-profile ones, the affordability opens up lesser known destinations to more travelers.



### GEO PHENOMENA

Travelers want prime viewing locales for natural spectacles, and are willing to pay for that exclusivity. From crane mating rituals to penguin parades, from bioluminescent plankton to dark skies, travelers want immersion and wonder.



### ADDITIONAL TRENDS

- Set-Jetting: Immersive travel to the location of shows such as "Bridgerton" and "The White Lotus"
- Alcohol-Free Adventures: Sober-focused vacations
- Fandom-Fueled Trips: Concerts abroad to sports
- "Racketeering" (Globetrotter-coined): Racket sport themed vacations
- Peak Travel: Mountain ranges gain popularity as backdrop
- S.K.I. Trips: Spending Kids Inheritance travel
- Hush Trips: The new bleisure trips

## 2025 MEDIA & SOCIAL TRENDS

Here are trends that impact the way we work and considerations for message resonance.



### AI INTEGRATION CONTINUES

Technology is not only impacting the media world, but consumers as well. AI has changed the way travelers engage with a destination through automated itinerary planning and social media. AI integration could lead to new revenue models such as dynamic paywalls and micro transactions for personalized content. New in Q4 2024 is OpenAI's Sora text to visual tool. This is balanced with backlash as well, a search for authenticity in a sea of AI-generated content. By 2026, 60% of CMOs will adopt content authenticity technology and brand-endorsed UGC to protect from AI deception. There's no substitute for recommendations from trusted sources when it comes to travel — writers, broadcasters, influencers, podcasters and beyond. **TURNER guides how AI can be used to help with elements like website navigation, itinerary creation, pitching, social video assets, and more.**



### A CONTINUED EYE ON DIVERSITY

Publications continue to work toward including diverse voices into their stories. Many outlets have specific DEI initiatives and goals to raise the voices of underrepresented populations. PR agencies, like TURNER, are also ensuring that client strategies highlight BIPOC entrepreneurs within the destination, and speak to diverse audiences through hosting opportunities with BIPOC writers and influencers. **TURNER has goals specific to DEI, and we will ensure that DEI initiatives are integrated into your PR activities.**



### SOCIAL MEDIA IS THE MODERN DAY NEWSSTAND

In 2025, competing with social media influencers and content creators for audience attention ranks among the top five media challenges. Media outlets are increasingly seeking content ideas that thrive on social platforms. According to a Cision poll, Facebook continues to emerge as a growing and active platform for engagement.

**At TURNER, we ensure earned media strategies include social extensions and assets, enabling publications to leverage content on their social channels effectively.**



### MEDIA LANDSCAPE: REDUCTIONS & RETURN OF PRINT

Budgets and staff members are still being slashed at media outlets big and small. In Q3/Q4 2024, Vox Media laid off Thrillist and Eater staff, all but ending Thrillist's travel content; Condè Nast, Televisa Univision laid off talent; AP cut 8% of workforce and DotDash Meredith laid off 53 staff members. Publishers are still struggling with meeting the demand for endless content while at the same time turning a significant profit. However, one bright light is that print magazines are making a comeback. Nylon, Complex, Saveur, and Ebony all made a comeback after suspending print in the last few years. **Our team is always monitoring staff changes and major updates to media outlets in order to shift our strategy and ensure we are adapting our outreach with the ever-evolving landscape.**

## 2025 MEDIA & SOCIAL TRENDS



### FREELANCERS ARE DIVERSIFYING THEIR INCOME

With the changes in the publishing world (so many layoffs), there are more and more talented and experienced travel writers competing against each other for stories. Over the last few years, many writers expanded their focus by adding wellness, health, science/environment, etc. into their repertoire, as well as selling their content offerings to brands. We're also seeing an increase in Substack subscription models, where freelancers offer advice to PR professionals and marketers on pitching, press trips/itineraries, etc., all for the cost of a subscription. Several have developed their own content creation teams, and we're starting to see both writers and influencers get into the travel advising space to continue diversifying their skills and their paychecks. **It's more important than ever to choose a PR agency that has relationships with freelancers and editorial staff. TURNER has the deepest relationships with travel and lifestyle media of any other agency out there.**



### VIDEO-FIRST PARTNERSHIPS

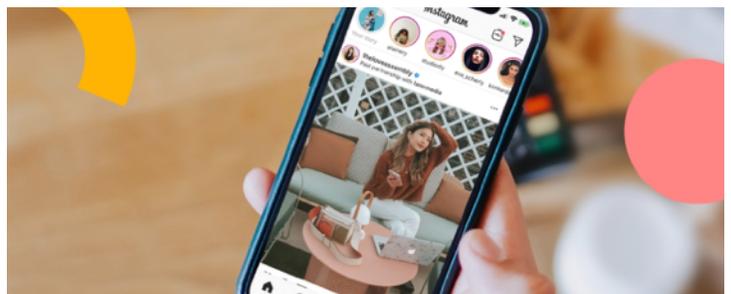
Following the rapid algorithm evolution for social, video continues to dominate and provide the highest ROI. Algorithms will prioritize this content thus securing better results for partner's content and also on a brand's owned channels, prompting a need for cost-effective video solutions. **TURNER leverages partnerships to include fully produced Reels, TikToks, YouTube Shorts and IGTVs as well as raw video assets for brand use is key to keeping up with this trend.**



### INFLUENCERS AS ADVERTISERS

Brands are increasingly seeing higher ROI by advertising through influencer content, making whitelisting standard in many contracts, especially for e-commerce. With rising costs, brands demand more transparency and focus on metrics like engagement rates, click-throughs, ATCs, and ROI. Influencers who provide detailed analytics and demonstrate effectiveness will be in high demand, while platforms and affiliate programs add valuable data to partnerships.

**TURNER focuses on influencer partnerships that deliver measurable ROI, emphasizing transparency, robust KPIs, and analytics. By leveraging affiliate programs and first-party data, we create impactful, results-driven campaigns that meet brand needs.**



### RISE IN BRANDED CONTENT

As competition for editorial coverage continues to heat up, branded content has emerged as a potential solution. It's also proving to be more powerful than traditional advertising strategies: Nielsen Reports found that branded content resulted in 86% higher brand recall than the 65% for pre-roll ads and 59% higher than digital ads. As a result, the future of brand storytelling will likely be dominated by collaborations with diverse creators, creating omni-channel, screen-first content that will have no discernible difference to regular programming. **We will present relevant opportunities to benefit from branded-content options and highlight the right content for potential collaboration with specific outlets.**

## AUDIENCE ANALYSIS

Key to our strategy is understanding both the macro landscape of traveler attitudes as well as generational motivators, especially when it comes to the most impactful path to reach them.

### DEFINING THE U.S. TRAVELER OPPORTUNITY

- **32M identify as a frequent traveler** who take domestic or international trips at least 5 times a year.
- **20M identify as a luxury traveler** who say they look for options toward top range when booking experiences.
- **55M identify as a solo traveler** while **99M identify as family travelers.** On a global scale, family travelers make up almost half the population.

On average, 30% of all travelers say a key reason of using social media is to look for inspiration in researching and planning their vacations. Having PR and social media under one roof allows for cross-over storytelling, amplification of earned hits, and real-time reaction and content builds to editorial trends.

In addition to a heavy digital footprint, frequent travelers stand out most for reading physical press with 44% spending more than 30 minutes per day consuming print media. This validates our media mix and the importance of national newspapers and magazines.

**On the following pages, we outline target audience considerations, including values and how to reach them.**

### ANALYZING OWNED VISITOR DATA:



#### DEMOGRAPHICS

The average age of a Monroe County visitor in Q2 2024 is 42.9 years old as proportions across generations balance out. There was an increase in 61+ while the largest decline was in the 26-35 age group. Additionally, there is a steady decline in LGBTQ+ visitors year-over-year.

- **Opportunity:** Maintain relevancy for 61+, while reigniting the Millennial interest. With a slight uptick in the 18-24 age group, looking at Gen X family travel for multi-gen travel as well. As part of multi-gen storytelling, we must create a welcoming atmosphere for all family members and representatives of LGTBQ+.



#### ACTIVITIES

Monroe County saw an increase in beach activities, sightseeing, and spa/health club, as well as boating and fishing in Q2 2024, with the greatest decrease in scuba and snorkeling.

- **Opportunity:** Create new water narratives to connect with special interests and tie in larger macro trends. Wellness tourism and natural phenomena experiences can be used to attract new travelers in the year ahead, growing participation and repeat visitor base.

## MAINTAINING & EXPANDING OUR REPEAT VISITORS



### THE SILVER ECONOMY

Age Range: 60+

### TRAVEL PLANNING

**Boomers value quality family time.** They plan trips with their partner (62%) followed by other family members (35%). Friends rank at 26% followed by 22% planning to travel solo.

Traveling with friends has increased year-over-year across all generations but since Q3 2022, Boomers have **increased by 28% for friend-cations** interest.

**Deciding where to go** comes down to:

- Ease of getting there
- Sights/attractions to visit
- Cost/value-for-money
- Security/safety
- Time to get there

**Boomers' number one activity for travel is sightseeing**, followed by spa and walking/hiking, demonstrating a need for exploration followed with relaxation at the end of the day.

**32% growth for Boomers turning to social media influencers to inspire travel** since (Q3 2022 to Q1 2024). The 55- to 64-year-old consumer spends an average of 26 minutes per day on Instagram.

### OPPORTUNITY

The Florida Keys offer a unique opportunity to connect with Boomers by positioning the destination as a safe, accessible, and enriching domestic travel option. Through targeted earned media placements in traditional outlets, podcasts, and influencer collaborations, paired with visually engaging content on Facebook and Instagram, we can inspire this audience with meaningful experiences like sightseeing, culinary exploration, and relaxation that align with their evolving travel planning habits.

### DEMOGRAPHICS, VALUES & ATTITUDES

- Security concerns when traveling abroad (creating opportunities to promote domestic trips)
- Foodies: #1 followers of restaurants, chefs, food personalities
- Live in Southern U.S. (41.2% reach of frequent travelers in Boomer age group)
- 61% plan for a domestic vacation in the next year

### HOW THEY ARE INFLUENCED

- Social media - Facebook ranks first but Instagram has grown by 13% year-over-year
- Still reached via traditional TV (86.8%) vs streaming at roughly 60% adoption
- 17.8M Boomers listen to podcasts 1x per month



## MAINTAINING & EXPANDING OUR REPEAT VISITORS



### GEN X TRAVELERS

Age Range: 43 - 59

### TRAVEL PLANNING

Gen X ranks highest in planning trips with their partners (65%) followed by children or other family members (54%). Compared to Boomers, **Gen X ranks traveling with friends slightly higher, with 31% planning trips with non-family members.**

**Deciding where to go** comes down to:

- Sights/attractions to visit
- Quiet/secluded areas
- Ease of getting there
- Time to get there
- Cost/value-for-money

**Gen X ranks sightseeing as the number one activity** to prioritize when booking a vacation, followed by a country escape and beach/coast. Compared to Boomers, Gen X seeks nature for wellness or a spa to relax.

**There has been a 32% growth for Gen X** turning to social media influencers to inspire travel since (Q3 2022 to Q1 2024).

Gen X ranks smartphone and computer equally at 44% as their device used to make most recent travel purchase, **demonstrating the need for mobile-friendly platforms to connect to this consumer.**

### OPPORTUNITY

The Florida Keys offer Gen X travelers the perfect mix of sightseeing, nature-inspired wellness, and relaxation. By leveraging longer form, loyalty-based platforms like YouTube, Facebook, podcasts, and influencer partnerships, we can engage this brand-loyal audience with content that aligns with their values of convenience, cost-effectiveness, and meaningful connections.

### DEMOGRAPHICS, VALUES & ATTITUDES

- Represents a more diverse audience with 16% Hispanic
- Favors summer season based on school schedules and family breaks
- Highest brand loyalty of any generation
- Interests outside of travel include DIY and high-penetration of car/motorcycle enthusiasts

### HOW THEY ARE INFLUENCED

- Spending most digital time on YouTube, Facebook and Netflix. YouTube ranks highest with a penetration rate of 77.2%
- 28.1M Gen X listen to podcasts at least 1x per month



## MAINTAINING & EXPANDING OUR REPEAT VISITORS

### NEXT GEN CULTURE SEEKERS

Age Range: 22 - 42



### TRAVEL PLANNING

Millennials are prioritizing travel with partners and family (60% and 49% respectively) but they also balance out travel with friends with **43% of the generation looking for trips with non-family members**. They also have a higher inclination for international travel.

#### Deciding where to go comes down to:

- Fine dining
- Being pet-friendly
- Time difference (bleisure / working remote has sway)
- Nightlife
- Family-friendly options

**The number one activity for travel for Millennials is sailing. Younger luxury subset prioritizes adventurous activities.**

Travel is about the journey. This audience **demonstrates personalization and efficiency**, like an airport concierge, as areas they would spend.

### OPPORTUNITY

The Florida Keys appeal to Next Gen Culture Seekers with personalized, multi-stop travel experiences that balance adventure, relaxation, and sustainability. By leveraging influencer partnerships and visually rich social media content, we can inspire this audience with tailored itineraries that include sailing, fine dining, and immersive activities—creating shareable moments that align with their desire for meaningful, efficient, and memory-making journeys.

### DEMOGRAPHICS, VALUES & ATTITUDES

- 50% say the most important reason to travel is to make memories
- Drawn to the multi-stop journey and historic tours
- 44% feel the obligation to be more sustainable with travel

### HOW THEY ARE INFLUENCED

- 40% have booked based on influencer/ celeb sharing images on social
- Social Media used as a planning resource with 15% inspired by social



## IDENTIFYING GROWTH AUDIENCES: WELLNESS

Cross-generation messaging is vital to meet the growing market landscape of wellness tourism. GWI predicts by 2028, 6.8% of global GDP will stem from wellness economy reaching \$9 trillion in 2028. (\$1.351 billion of forecast is from wellness tourism).



### MESSAGES THAT RESONATE IN TRAVEL PLANNING

- *Age-agnostic.* Focus on aspects of longevity lifestyle - fitness, nutrition, sleep, creativity and mental health, as narrative for all generations.
- *Nomadism for all.* Retirement is “not a hard stop by a series of life changes.” Wellness residencies or real estate give access to nature and wellness amenities and encourage longer stays.
- *Horticulture trips are growing.* Gen-X ranks nature second, above spa, in vacation activities, showing that connection to nature is a key path to disconnect.
- *Women-specific wellness.* From midlife reset to menopause. 1.1 billion women worldwide will have experienced menopause in 2025, and many trends are leaning into ways to build community among this transition.

### OPPORTUNITY

The Florida Keys can position itself as a wellness haven for all generations, offering experiences that combine nature, fitness, nutrition, and mental well-being. By promoting longer stays through wellness-focused residencies, nature-immersive activities, and women-specific wellness retreats, the Keys can attract this growing audience. Leveraging personal storytelling through influencers, family testimonials, and AI-powered personalization can amplify the destination’s appeal to those prioritizing longevity, community, and a holistic wellness lifestyle.

Research from Skift, GWI, Mintel, Bain and Altagamma, E-Marketer, Morning Consult, Strava 2024 Review

### DEMOGRAPHICS, VALUES & ATTITUDES

- 82% of US consumers now consider wellness a top or important priority in their everyday lives
- Boomers and Gen X are outpacing younger gens in achieving fitness status in apps like Strava
- Longevity remains key priority with digital bio-tracking for all generations increasing year-over-year

### HOW THEY ARE INFLUENCED

- 20% of US are influenced by AI data that personalizes recommendations
- Friends and family rank top in influencing wellness decision making based on first-hand experience



### TAILORED STRATEGY

It is through an informed landscape that we craft a tailored strategy that guides all of our ideation and tactical implementation. For Monroe County Tourism, our recommended framework to support scope of services follows a storytelling and story doing approach.

#### STORYTELLING

**Defining Monroe County narratives to educate travelers on The Upper, Middle and Lower Keys.**

- Media outreach and education
- Ongoing/evergreen brand placements and features
- Executive positioning and thought leadership
- Industry awards
- Influencer engagement
- Social media

#### STORY DOING

**Advancing and deepening Monroe County Tourism awareness through action and experience.**

- New program/experience launches
- Hosting influencers/media on FAMs
- Consumer, media and industry events and activations
- Speaking opportunities for thought leadership
- Collaborations and strategic partnerships
- Content creation

#### OUR GUIDING PRINCIPLES

**1. LEAD WITH MONROE COUNTY TOURISM BRAND PROMISE**

**2. ALWAYS LOOK TO CREATE FIRST-HAND EXPERIENCES**

**3. EMPHASIS ON QUALITY OF MEDIA COVERAGE VS. QUANTITY**

**4. ENSURE WE ARE THOUGHT LEADERS WHILE SUPPORTING CORE NARRATIVES**

**5. CONNECT THROUGH 360° INTERSECTIONS OF CONSUMER LIFESTYLE**



### STRATEGIC PROCESS

We understand that every destination has its own unique identity and goals. That's why we craft personalized strategies that align with your vision, target market, and business objectives. By blending industry expertise with innovative thinking, we develop tailored solutions that not only enhance your brand presence but also drive meaningful results. Our approach is designed to set your destination apart in a competitive landscape, ensuring lasting success and growth.

#### 1.

##### **Highlight Monroe County Tourism's commitment to experiential travel.**

Explore programs, content, and experiences related to audience interests, such as fishing, wellness, diving, and dining.

#### 2.

##### **Create collaborative social-first content that bring authenticity to Monroe County Tourism offering.**

Promote diverse voices, showcase multi-generational trips, refresh narratives and new experiences for travelers, and partner with influencers to expand visibility across social that inspires visits.

#### 3.

##### **Grow our media world beyond travel.**

Develop a strategic program that leans into macro trends and educational content (travel docu-series, podcasts, and speaker programs) that align audience interests, and expand pitching opportunities beyond traditional travel media.

#### 4.

##### **Maintain repeat visitors while increasing next generation travelers. Create narratives to diversify audiences and promote inclusion.**

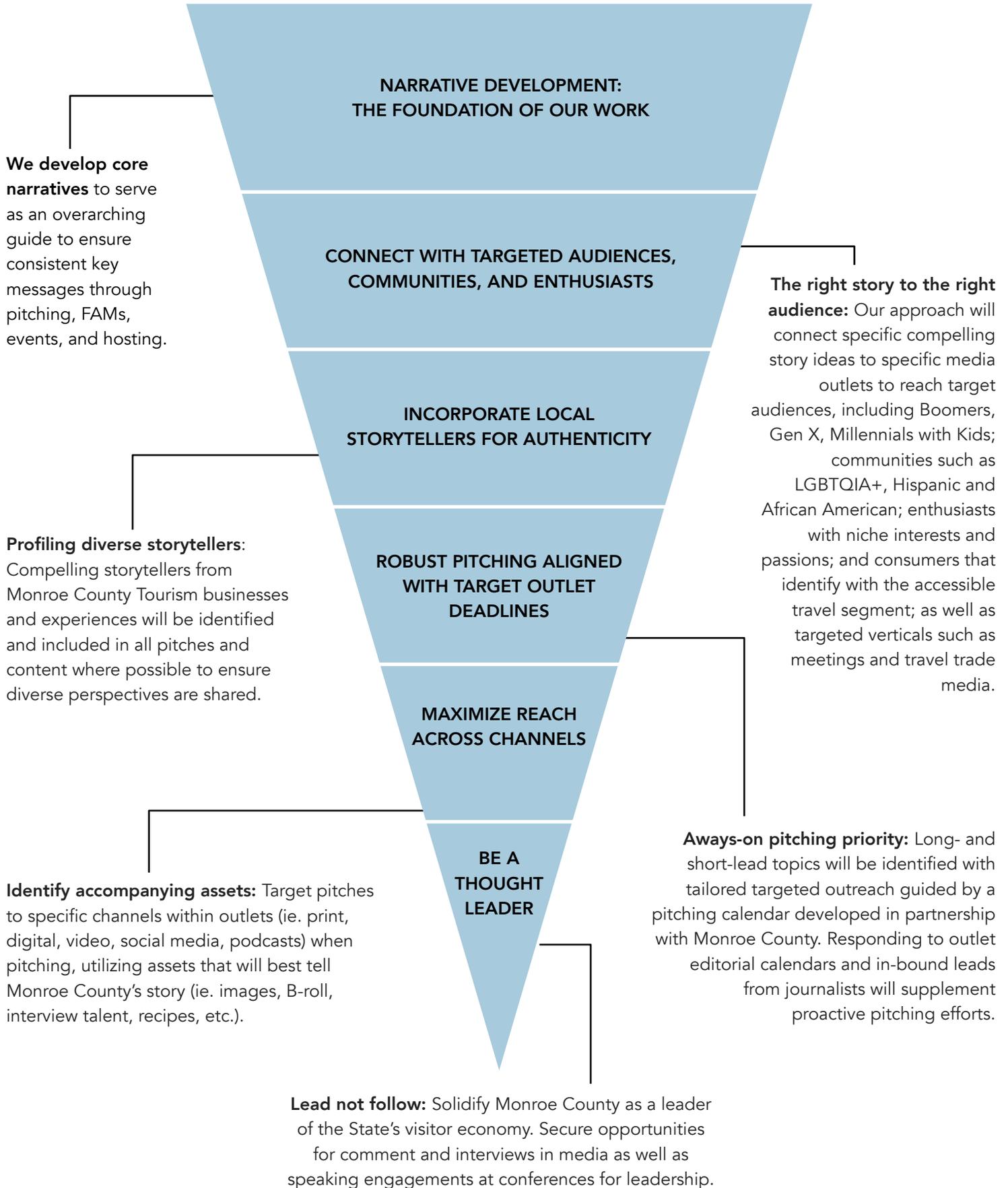
Engage key drive market affinity by using personal and local connections (chefs, shop owners, artists, guides etc) to promote all five regions. Emphasize Monroe County's commitment to inclusivity and environmental stewardship to resonate with generational values of opportunity travelers today.

To the right is a sample set of goals to reach the overall brand objectives. We determine a final, measurable set alongside our clients to ensure we are focused on delivering the necessary ROI the will impact business goals.

##### **Sample Goals:**

- Secure at least 50% of media hits within our top outlets list, with emphasis on non-traditional travel outlets to expand audiences
- Develop quarterly seasonal partnership/experiential angles for destination editorial pitching
- Host a minimum of 30 media (15%+ DEI focus) throughout the Keys (Upper, Mid, Lower) for deeper storytelling opportunities
- Identify and secure at least two speaker opportunities during upcoming conferences (as experts are available)
- Garner minimum of 300 - 500 saves across platforms per influencer, and ensure a minimum 2% engagement rate with posts, above national average

## MEDIA RELATIONS PROCESS



### PRESS OFFICE

We're trained like journalists and respected for our key DMA, regional and national editorial relationships. Our approach to securing national editorial coverage is meticulous and well-researched, resulting in outcomes that enhance brand awareness, inspire action, and drive visitor conversion. Adaptability is our forte, as we continually devise innovative methods to navigate the evolving media landscape, spanning digital broadcast to visual storytelling. Additionally, our team provides media training services for clients, ensuring clarity in key brand communications as development of message points during speeches, print, and broadcast interviews.

A standout strength lies in our proficiency in creative storytelling. We understand what journalists are searching for and are deeply committed to conveying these stories through preferred communication channels to secure editorial coverage.

Considering that media outlets now operate across multiple channels such as print, websites, social media, podcasts, and video series, our pitching efforts on behalf of Monroe County Tourism are strategically designed. We aim to target specific channels within publications, ensuring the broadest reach and maximizing coverage opportunities. This approach is tailored to resonate with Silver Economy, Gen X, and Next Gen, recognizing that more traditional channels continue to hold significance.

#### 1.

Craft a series of destination story narratives, woven into thematic pitches, media FAM itineraries, media event/missions, and press materials.

#### 2.

Utilize data and ongoing insights to shape the pitching strategy, ensuring the delivery of the right message across appropriate channels. Appeal to both the head (offering specific and differentiated information) and the heart (capturing emotional drivers) to foster interest and engagement.

#### 3.

Establish a list of priority target outlets, encompassing print, broadcast, online, and audio streaming (podcasts). This will guide all pitching efforts, ensuring strategic coverage that integrates seamlessly with marketing activities, reaching consumers, MICE, and travel trade.

#### 4.

Develop a pitch editorial calendar outlining monthly headline pitches for target outlets. Maintain a balanced mix of short- and long-lead topics while responding to publication editorial calendars.

#### 5.

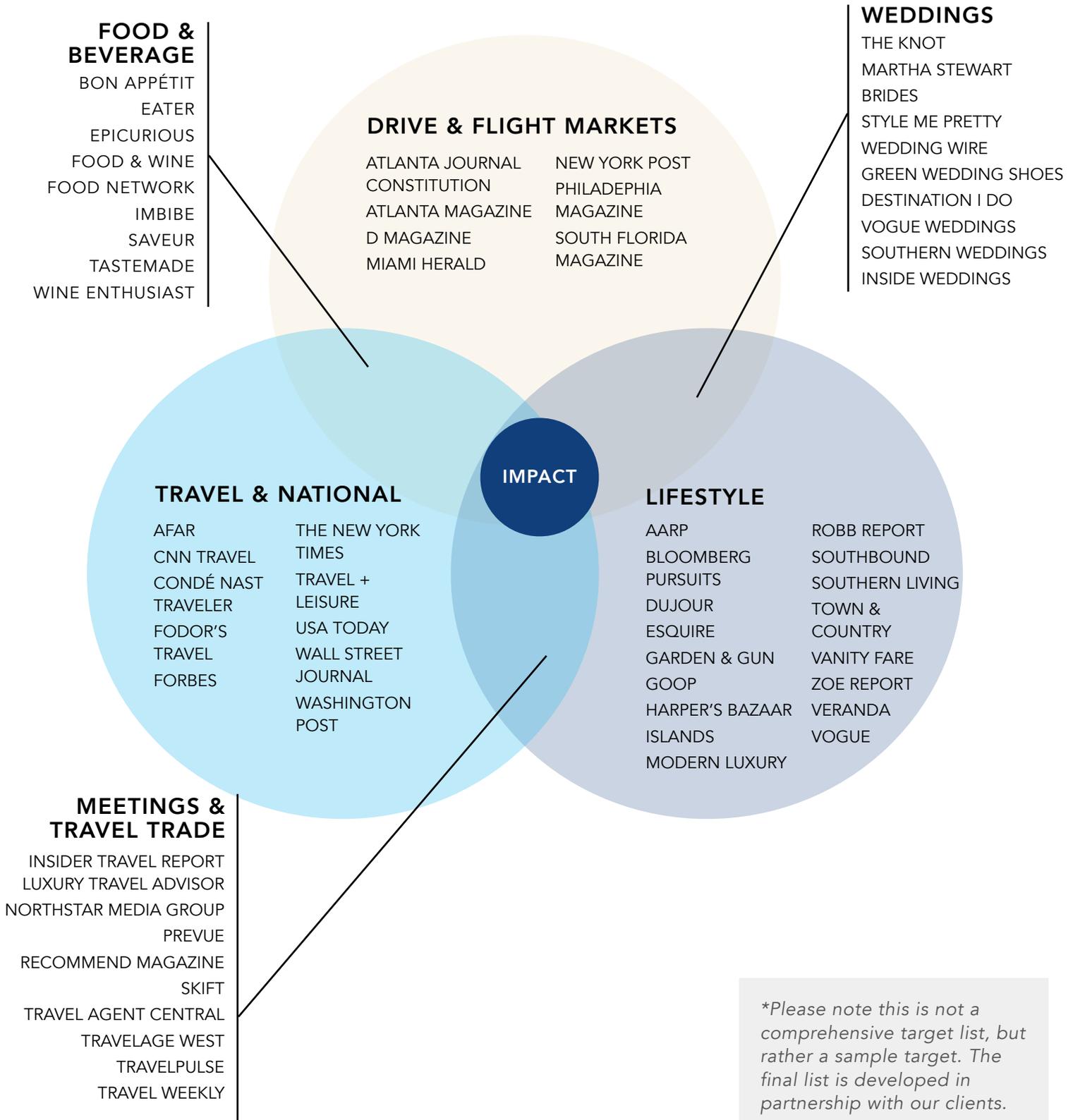
Identify opportunities with editors and freelancers to pitch and seamlessly insert the Florida Keys into "round-up" stories using newsworthy experiences.

#### 6.

Vet inbound media and influencer FAM requests. Respond to inbound media queries about Monroe County from editorial decision makers, freelancers, and content creators.

## MEDIA MAP

We will collaborate with Monroe County TDC to compile a targeted media list comprising of outlets that will have the most significant impact in generate interest, inspiration and influence with core and growth audiences.



## MEDIA MAP: INTEGRATED CONTENT

As part of our media map strategy, we ensure that the mediums that resonate the most with our target audiences are well represented.

Targeting national TV and working with on-air talent for regional and national market exposure will be a big part of our strategy. But we always have our eye on how viewers are consuming their media in new ways, with a 'screen-first' approach and understanding how our audiences are finding inspiration to book trips. Short-form video and podcasts will be important to capture tech-forward, diverse audiences.

Our targets also include creators who are always expanding into new platforms — or shifting from quick reels to more long-form video content. With the resurgence in YouTube, cross-platform partnerships provide an opportunity for brands to evolve alongside their target.

To the right are examples of platforms, hosts and series' that can showcase Monroe County destinations to their loyal viewers and expand visitor base to more inclusive and diverse audiences.

Here is a sampling of targets:

### National



### On-Air Travel Experts



**Jacqueline Gifford**

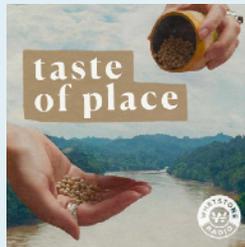


**Mark Ellwood**



**Dayvee Sutton**

### Podcasts



### Long-Form Content Creators



**Jeff Jenkins**  
Chubby Diaries



**Mario Rigby**  
Eco Adventurer

## NARRATIVE OPPORTUNITIES

To guide all integrated efforts, we develop key narratives that align to Monroe County Tourism’s overall marketing messaging as well as macro trends to increase general traveler awareness. Sample approach includes:



### NEW HORIZONS IN WELLNESS

The Florida Keys, long beloved for their lively atmosphere and laid-back vibe, are emerging as an unexpected haven for wellness travelers. Far from the rigid structure of traditional retreats, the Keys offer a unique, judgment-free space to relax, rejuvenate and reconnect with both nature and self. A wellness-focused road trip in the Keys delivers a perfectly balanced mix of local environmental efforts, beachside relaxation and light fitness — the ultimate low-pressure escape. From indulging in locally brewed coffee and acai bowls to learning about the essential preservation of the largest coral reef in the US, the region effortlessly merges relaxation with purpose. Whether indulging in a soothing body ritual using sustainably sourced seaweed at Little Palm Island Resort & Spa or enjoying a toes-in-the-sand luxe dinner while toasting the sunset at Sunset Key Cottages, each moment brings a sense of healing—not through strict regimens, but through immersion in the Keys' serene beauty and community-driven spirit. In a world that often demands constant activity, the Keys allow wellness seekers to go with the Gulf Stream flow. It's not about rules. It's about embracing the present moment, with a new horizon always in view.



### SUSTAINABLE ADVENTURE

With a serene atmosphere and captivating natural beauty, the Florida Keys stand tall as one of the world's premier eco-tourism destinations. From sport fishing and paddle boarding to snorkeling and scuba diving, this tropical paradise offers more than just scenic views — it's an immersion in a vibrant underwater world. The Keys are home to one of the largest and most biodiverse coral reef systems globally, making it a diver's dream. Whether you're exploring the stunning coral formations of Key Largo or the historic shipwrecks off Key West, the region offers unparalleled marine encounters. What truly sets the Keys apart, however, is their unwavering commitment to sustainability. With the Florida Keys National Marine Sanctuary protecting 2,900 nautical square miles of ocean, along with conservation-driven initiatives by organizations like the Mote Marine Laboratory and the Elizabeth Moore International Center for Coral Reef Research, eco-tourism here goes hand-in-hand with preservation. From responsible diving practices to educational programs that promote ocean stewardship, the Florida Keys ensure that both nature lovers and adventurers can enjoy its wonders while safeguarding them for future generations. Whether you're a first-time visitor or a seasoned explorer, the Florida Keys offer an eco-adventure that is both breathtaking and impactful.

## NARRATIVE OPPORTUNITIES, CONT'D



### UNLOCKING THE KEYS

The Florida Keys embody a unique blend of laid-back island charm, eclectic cultural influences and a rich, colorful aesthetic that sets them apart from anywhere else in the world. Each island in the chain has its own distinct vibe, from the lively, old-school streets of Key West to the more tranquil, nature-infused atmosphere of Marathon. The Keys' architecture reflects its deep heritage and scenic coastal location; you'll find charming Conch-style houses alongside rows of Cuban-influenced cigar cottages. Ornate Queen Anne homes evoke a tropical fairytale, while modern glass-and-stone residences offer stunning views of the turquoise waters. Visitors will feel the Keys' artistic soul everywhere they go, with artists drawn to its dramatic scenery and the collective creative spirit that thrives in the community. The culture here pulses with the energy of festivals, music, and a Mardi Gras-like atmosphere, particularly in Key West, where street performances, local bars and literary landmarks like the Ernest Hemingway Museum capture the imagination. At the heart of it all is the laid-back, barefoot lifestyle — the Keys are a place where the rhythm of the ocean and the spirit of exploration shape both daily life and an unforgettable aesthetic, passed down by generations.



## NARRATIVE OPPORTUNITIES

Using the sustainable adventure narrative, we can create a 360-degree earned media and social campaign, highlighting the different areas of interest outlined within our designated scope of work. While this is just one example, this shows how we think about fleshing out story ideas through different tactics.



### TRADE SHOW EXTENSION

During the Surf Expo in Orlando, we'll engage surf and water brands — and the media who cover them — through an engaging booth in partnership with the Coral Reef Restoration Foundation showcasing live coral fragments and demonstrate how they are grown and transplanted into the ocean. The booth can also feature artwork from local Key West artists for display, and with the opportunity to purchase, with a portion of profits going toward restoration efforts.

### INFLUENCER PARTNERSHIPS

We will collaborate with sustainable-focused influencers who can visit Monroe Country to highlight the incredible nature, through a science-based lens. Each influencer is contracted for specific deliverables and KPIs are determined to ensure a positive ROI.

### SOCIAL PULL-THROUGH

Collaborative posts with the Coral Restoration Foundation can help showcase the initiative to our audience. We can also utilize the influencer to do an Instagram takeover when taking part in the reef rebuilding experience to reach an even wider audience.

### REGIONAL MEDIA EVENT

The experience noted above can also be taken on the road for media to take part in (they love a good cause to support!). The experience could take place in a key media market like Atlanta (flight market) or Toronto (top Canada media market) with a workshop and art experience around supporting coral reef conservation and rebuilding in the Florida Keys.

### NATIONAL MEDIA STRATEGY

Sustainable and regenerative travel are more than just trends—they're redefining how travelers engage with the world. And the Florida Keys are leading the way. As home to one of the most biodiverse coral reef systems globally, the Keys showcase a harmonious balance between adventure and preservation. With initiatives like the Florida Keys National Marine Sanctuary and local programs focused on eco-tourism, the region offers immersive, purpose-driven travel experiences that leave destinations better than they were found. By blending conservation, education, and recreation, we can position the Florida Keys as the ultimate destination for the conscious traveler seeking both breathtaking beauty and meaningful impact to national media outlets like *Afar*, *Sierra Magazine*, *Outside*, and others.

### EXPERIENCE

Monroe County TDC, in partnership with the Coral Restoration Foundation, could create an interactive coral reef rebuilding experience at the Florida Keys' Visitor Center. This initiative gives visitors an up-close look at the science behind coral reef restoration and invites them to participate in workshops that contribute directly to the preservation of the Keys' iconic marine ecosystems. It can also encourage people to contribute to the cause of restoring ocean reefs and provide information about local tour / adventure opportunities that focus on sustainable ocean experiences.



**MADELINE ST CLAIR**

83.7K

BIOLOGIST/INFLUENCER



**MADISON MCKAY**

110K

SCIENTIST/INFLUENCER

### SAMPLE PITCH & CONTENT CALENDAR

**PR and social go hand-in-hand in our strategies as we look at seasonal angles and assets.** A shared content calendar allows us to own the conversation in our voice while further enforcing messaging journalists are receiving. These topics will appear as themes for in-feed content, focuses for Instagram Stories, topics for paid social promotions, and prompts for upcoming influencer visits. We will also use these themes as a roadmap for our content creation efforts. By planning ahead, we can forecast asset needs and be efficient with time when we do have photographers on property. We will also use our understanding of most-shared content versus least-shared content to fill gaps with content missions with a seasonal focus. For example, we'll leverage UGC creators to build image and video banks to showcase when organic UGC is slow.

#### February 2025

**Short Lead:**

"Romantic Seascapes: Couples' Retreats in the Florida Keys"

(Spotlighting secluded, romantic getaways, sunset sails, and waterfront dinners perfect for Valentine's Day)

**Long Lead:**

"Summer Sunsets: The Best Sunset Spots and Experiences in the Keys"

(Highlighting top sunset views, sunset cruises, and beachside dining options for the summer months)

#### APRIL 2025

**Short Lead:**

"Your Ultimate Packing Guide for a Florida Keys Adventure"

(Packing tips for outdoor enthusiasts, beachgoers, and those looking for a mix of relaxation and adventure)

**Long Lead:**

"Spooktacular in the Sun: How the Florida Keys Celebrate Halloween"

(Pitching quirky fall events like Key West's Fantasy Fest, spooky shipwreck dives, and haunted history tours)

#### MARCH 2025

**Short Lead:**

"Spring Break with a Twist: Family Adventures in the Florida Keys"

(Featuring paddle boarding, snorkeling, and fun outdoor activities perfect for families looking to escape the crowds)

**Long Lead:**

"Celebrate Independence: Fourth of July Festivities in the Florida Keys"

(Showcasing patriotic parades, waterfront fireworks displays, and unique Keys traditions for celebrating the Fourth)

#### MAY 2025

**Short Lead:**

"Unwind by the Sea: New Wellness Experiences in the Keys"

(Featuring beach yoga, seaweed spa treatments, and laid-back wellness itineraries)

**Long Lead:**

"Dive into Fall: Upcoming Events for Florida Keys' Annual Reef Fest (October)"

(Promoting Reef Fest activities like educational talks, conservation dives, and eco-adventure tours)

# CREATING AN ASSET BANK

We compile new information, update press materials as needed and ensure timely updates for the media room as well as our owned channels.

## Seasonal "What's New" Media Release:

Detailing new developments, packages, deals, offerings, activities, events, happenings, and press trip opportunities.

**News Releases:** We will reserve for key destination campaigns, announcements and partnerships.

**Themed Fact Sheets/Story Ideas:** With a focus on key niches, target audiences, and messages, these evergreen documents will be utilized for story ideas internally and distributed individually to relevant journalists (with a personal pitch from us). Where applicable, these will be associated with a Pinterest Place Pin board, Instagram guide, YouTube video, or other social media platforms.

**Internal Experts:** TURNER will create an ongoing roster of local and tourism board spokespeople who can be leveraged as experts for commentary or quoted in stories. The diverse portfolio would span personalities who can speak to all facets of the brand including sustainability, outdoor recreation, water-sports, nature, culinary, and visitor growth.

**Photography:** Great image assets are essential and can grow a small mention into a large feature or lead header in a print or digital story. We already know that Monroe County has a library of beautiful imagery, and upon new experiences, we'll continue to build that library with specific imagery.

**Digital B-Roll:** With the rise in digital content from major media in the travel space, not to mention streaming, and those podcasts adding video to their offerings — there's a consistent need for great video b-roll to supplement media opportunities.

**CHASING SUNSETS WITH WESTIN LAX**

Experience the magic of a Los Angeles sunset while staying with us. Here are some nearby locations and activities that will make your evenings in LA truly memorable.

- 1. Marina del Rey:** The Marina offers a picturesque setting with boats and waterfront dining options. Head to Fisherman's Village or Burton Chase Park for a lovely sunset over the marina. If the spectacular views make you hungry, try the Warehouse Restaurant, with an outdoor deck overlooking the water.
- 2. Dockweiler State Beach:** This beach is located just west of LAX and offers a fantastic view of the sunset over the Pacific Ocean. This is also one of the few area beaches with fire pits available for public use, making it a popular spot for evening picnics and bonfires. Bring marshmallows, chocolate and all the fixins' for smores on the beach!

**Local's Tip:** If you're on or near the ocean, temperatures dip significantly after sunset so be sure to dress accordingly!

**WESTIN**  
LOS ANGELES AIRPORT

**TRAVEL WISCONSIN**

**NEWS YOU CAN USE**

**Travel Wisconsin July 2021 Media Newsletter**

You are receiving this monthly e-newsletter because of your previous interest in Travel Wisconsin. If you do not wish to receive future monthly issues, you can unsubscribe here.

The outdoors are waiting to be enjoyed in the late summer and early fall in Wisconsin, whether you're playing on world-class golf courses or finding autumn gold in the state's forests.

We know that safe travel is slowly starting to happen, and we're hosting media again in a socially responsible format. If you are interested in a clearer, deeper look at any of these story ideas, drop us a line at [info@travelwisconsin.com](mailto:info@travelwisconsin.com)

**PLAY WHERE THE CHAMPIONS PLAY**

August is National Golf Month, and Wisconsin is gearing up for one of the biggest golf events in its history: the **August Cup** in September. Whistling Straits will be the first public course in a quarter century to host this prestigious event — a fact that highlights one of the best aspects of golf in Wisconsin. You don't have to be a pro or a member to play on world-class courses in the state. Don't take it from us, though: in **the latest Golf Digest rankings of America's Top 100 public courses**, 10 of the courses are in Wisconsin. Good to know: this summer, Destination Kohler unveiled **The Baths at Bluewolf Run**, a unique 10-hole, par-3 public course with four strategic water features, or "Baths."

**LATE-SUMMER FAMILY FUN**

August is also National Family Fun Month — the perfect time for some carefree playtime with the kids before they go back to school. If you need to beat the heat, **Wisconsin's ocean-like beaches** [boogie](#). Freshwater lakes that are great family and budget friendly alternatives to the traditional ocean-side vacation. Or, hike or bike your way through the state. Think about it, passing through vast tracts of forest preserves, to the tops of hills hundreds of feet high, through restored prairie, and historic districts in urban areas, [Travel Wisconsin's new online Trail Report](#) makes it easy to find the perfect adventure for your family.

**HARVEST TIME**

Nothing rings in the arrival of autumn quite like a trip to one of the state's apple orchards. The pick-your-own offerings are great, of course. But with more orchards that offer offering hayrides, pumpkin patches, cider tastings and fresh baked pies, they're now a one-stop shop for a cornucopia of fall fun. Fall is also cranberry season — and Wisconsin is the nation's largest producer of the fruit. This fall, take a scenic spin on the 69-mile **Wisconsin Cranberry Highway**, a self-guided drive that winds across central Wisconsin's cranberry growing region, offering a chance to see centuries-old cranberry beds and even learn how to harvest this crop yearfall.

**Say Hi to the Insulated Sport Bottle.**

The newest innovation from Hydro Flask is designed to keep you cool while you play hard. The all-new bottle features Hydro Flask's signature clean aesthetic, plus standout performance features:

- Cold, Clean Hydration:** TempShield™ double-wall vacuum insulation keeps drinks ice cold for 24 hours while an 18.8 pro-grade stainless steel design doesn't leech plastic flavors, resulting in undeniably pure taste.
- Innovative Features:** The cap and valve design provides optimal water flow and easy one-handed drinking.
- Sporty Design:** The ergonomic bottle shape fits in most cup holders and bike bottle cages. A grippy TRU coating offers durability and a secure hold with sweaty hands.
- Leakproof:** A leakproof cap ensures no spills when thrown in a gym bag or around the court.

**KENTUCKY SPIRIT: ESSENTIAL BOURBON EXPERIENCES IN BARDSTOWN**

With 11 distillery experiences within 10 miles of Bardonia, Bardonia — from boutique distilleries to large-scale operations — is the heart of the bourbon trail in the heart of Bardonia, Kentucky.

- 1. Heaven Hill Distillery:** Heaven Hill is the largest distillery in the world, producing 100 million gallons of bourbon annually. It's the heart of the bourbon trail in Bardonia, Kentucky.
- 2. Woodford Reserve Distillery:** Woodford Reserve is a premium bourbon brand, known for its exceptional quality and craftsmanship. It's the heart of the bourbon trail in Bardonia, Kentucky.
- 3. Bardonia Bourbon Co. Distillery:** Bardonia Bourbon Co. is a local distillery, known for its exceptional quality and craftsmanship. It's the heart of the bourbon trail in Bardonia, Kentucky.
- 4. Bardonia Bourbon Co. Distillery:** Bardonia Bourbon Co. is a local distillery, known for its exceptional quality and craftsmanship. It's the heart of the bourbon trail in Bardonia, Kentucky.
- 5. Bardonia Bourbon Co. Distillery:** Bardonia Bourbon Co. is a local distillery, known for its exceptional quality and craftsmanship. It's the heart of the bourbon trail in Bardonia, Kentucky.
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- 11. Bardonia Bourbon Co. Distillery:** Bardonia Bourbon Co. is a local distillery, known for its exceptional quality and craftsmanship. It's the heart of the bourbon trail in Bardonia, Kentucky.

**NOTABLE DISTILLERY EXPERIENCES**

Distilleries in Bardonia offer a variety of experiences, from guided tours to tastings to barrel proof tastings. Some distilleries also offer barrel proof tastings, which allow you to sample the unaged spirit directly from the barrel.

**Local's Tip:** Bardonia is the heart of the bourbon trail in the heart of Bardonia, Kentucky. It's the heart of the bourbon trail in Bardonia, Kentucky.

**Setting the Bar**  
Utah's Craft Chocolate Masters

HOME TO HIGHEST CONCENTRATION OF BEAN TO BAR (AND BEYOND) CHOCOLATE MAKERS, UTAH IS THE CAPITAL OF QUALITY, SMALL-BATCH CRAFT CHOCOLATE.

**WHY UTAH?**

- RITUAL CHOCOLATE:** Ritual has been named the world's most innovative chocolate maker in the world of the chocolate industry. It's the heart of the chocolate industry in Utah.
- MILCREEK CACAO ROASTERS:** Milcreek Cacao Roasters is a local chocolate maker, known for its exceptional quality and craftsmanship. It's the heart of the chocolate industry in Utah.
- DURCI:** Durci is a local chocolate maker, known for its exceptional quality and craftsmanship. It's the heart of the chocolate industry in Utah.
- AMANO:** Amano is a local chocolate maker, known for its exceptional quality and craftsmanship. It's the heart of the chocolate industry in Utah.

**NEBRASKA'S GREAT MIGRATION**  
the majestic sandhill crane

It's one of nature's most incredible spectacles. Each spring, more than 6 million of the world's population of sandhill cranes migrate on Nebraska's Central Flyway valley, a crucial habitat in North America's Central Flyway. These birds are migrating from northern Mexico, Texas and New Mexico to breeding grounds in Alaska and Siberia — and Nebraska is where they rest and refuel.

80% OF THE WORLD'S POPULATION COMES TO NEBRASKA

THEIR BUSYING CALLS CAN BE HEARD FROM MILES AWAY

4 FEET TALL

6 FOOT WINGSPAN

SANDHILL CRANES HAVE BEEN AROUND A LONG TIME. THE GREAT PLAINS FLORIDA IS ESTIMATED TO BE 2.5 MILLION YEARS OLD

**BEST CRANEWATCHING SPOTS**

Sharebill! Cranes are sensitive observers. They are often made over the flyway. They fly through the sky, passing through the clouds. They are seen in the air above the water.

**CRANES:** First National Crane Festival in Kearney, Nebraska. Second National Crane Festival in Kearney, Nebraska. Third National Crane Festival in Kearney, Nebraska.

## HOW WE HOST: INFLUENCER & MEDIA TRIPS

We know that we won't always have "news" to share, and the stories are richer when media and influencers can actually experience the product and create inspiration. Our strategy will include tailored itineraries developed around specific trend story angles such as multi-gen travel or wellness in the the Florida Keys; or vertical-specific like culinary or outdoor adventure like diving/fishing.

### HERE'S OUR PROCESS:

**Identify, Engage, Secure:** We conduct tailored outreach to our top national and regional outlets to secure media visits (as budget permits). Visits can be a combination of group FAMs (including 4-6 journalists) and/or individual media.

**Establish Experiences/Themes:** We would determine the most appropriate experiences for the targeted media, based on interest, narratives and the latest news/trends, and provide suggestions based on journalists interests and media. We would work with the internal team to craft detailed itineraries for each group or individual.

**Build the Itinerary:** We use Travefy, an award-winning web and app-based itinerary management tool, to build out media itineraries. Travefy's aesthetically pleasing interface, tech-driven solutions, and convenience-adding features have been praised by media and clients, enhancing our overall media visiting program. The system flags any flight changes (#factoflife) and details can be updated in real time as needed.

**Pre-Arrival Information:** We compile appropriate media information into a briefing document to share with your team ahead of every visit.

**Post-Visit Follow-Up:** Once a trip is completed, we conduct all follow-up with the visiting media including post-trip information, planned placement, images, interview needs, etc.

**Coverage Announcements:** A forecast of coverage and copies of published articles will be provided as they become available.

### TRAVEFY SAMPLE ITINERARY:

**Media Feedback:**  
"It's the most sophisticated and efficient itinerary sharing I've seen from any agency."

**Tabacón Thermal Resort & Spa - Trip Contacts**

**Tabacón Thermal Resort & Spa - Information and What to Pack**

**What's Covered/Included**

**What's Not Covered/Included**

**What to Pack**

**DON'T FORGET**

**Flight Arrivals to Juan Santamaría International Airport (SJO)**

**Transfer to Tabacón Thermal Resort & Spa**

**Welcome to Tabacón Thermal Resort & Spa**

**Reservation Numbers:**

**Jennifer Chan:** 745525  
**Brandon Schultz:** 745523  
**Emmy Rodriguez:** 745524  
**Jessica Poitevien:** 745633

**Tucanes:** 06:30 am – 10:30 am and 05:00 pm – 10:00 pm  
**Ave:** 12:00 pm – 04:00 pm and 05:00 pm – 10:00 pm  
**Café Brava Lobby Bar:** 12:00 pm – 08:00 pm for food  
**Agua Ardiente Pool Bar:** 12:00 pm – 09:00 pm for food  
**Shangri-La Bar:** 10:00 am – 05:30 pm for food  
**Room service:** 06:30 am – 10:00 am

*Note: Due to COVID-19 safety protocols, the resort requires a reservation be made for all dining venues, with the exception of the bars and Shangri-La to make a*

## INFLUENCER ENGAGEMENT STRATEGY

### STRATEGY

Our strategy for influencers adopts a comprehensive perspective, considering your business objectives, proposed narratives, and target audiences.

**Align:** Our aim is to align the influencer approach with proactive goals, key performance indicators (KPIs), and target audiences. We ensure that every collaborator resonates with our audience and aligns with our vision.

**Organize:** We seek to organize these influencers into campaigns strategically launched throughout the year, creating a splash on each occasion. This approach maintains a consistent drumbeat of content and coverage.

**Expand:** We plan to expand our influencer initiatives into group trips and on-trend collaborations that not only drive awareness but also garner extensive coverage.

### CAMPAIGN APPROACH

To streamline messaging, we will organize all proactive and inbound influencer partnerships into comprehensive campaigns. Given the abundance of travel offerings, campaigns serve as a method to reinforce messaging that align with proposed narratives which targeted influencers will communicate, standardize requirements, and provide flexibility. This structured approach also facilitates award submissions by acknowledging and consolidating results.

### Potential campaign themes include:

**AQUA SAFARIS:** As travel continues to be powered by AI and travelers expect hyper-customization, we create curated routes and itineraries based on personal preferences and skill levels of our influencers. The AI-driven system (part of our innovation pitch) will be enhanced by interactive guides who provide real-time underwater insights and environmental education through the augmented reality app.

#### Target Influencers:



**BILLY NESINDAL**  
62K  
ADVENTURE/  
LGBTQ+



**HILARY MARTIN**  
198K  
FISHING



**GISELLE & STEPHEN**  
1.1M  
ADVENTURE



**JESS DALE**  
922K  
ADVENTURE

**CELEBRATION TRIPS:** Travel has become more than just a break from routine — it's now a way to celebrate life's biggest milestones. From babymoos marking the arrival of a new family member to destination birthdays, engagement getaways, and retirement adventures, celebration trips are a growing trend. We would invite influencers with followers in our target demo to celebrate in one of the wonders of Monroe County.

#### Target Influencers:



**MADDIE CASTELLANO**  
377K  
FAMILY



**LO BESTON**  
886K  
FAMILY



**BEN GONZALES**  
38K  
FAMILY



**LAUREN OCKEY**  
575K  
FAMILY

## WHO WE'D HOST: INFLUENCER & MEDIA TRIPS

"The theme of traveling with family will carry over into 2025, as a majority of Americans will prioritize taking a family vacation in the next year..." Road trips, slow travel and multi-generational family trips were some of the most popular travel trends of 2024, and are expected to continue in 2025. NY Post, Nov. 2024

### REAL WORLD FLORIDA KEYS (SANS THE DRAMA)

The Florida Keys offer an ideal setting for multi-generational trips, thanks to their unique combination of relaxation, adventure, and cultural depth. For a small group FAM, we'll host media of different generations in one short-term rental house or vacation time-share, providing opportunities for bonding and solo exploration. The multi-generational family itinerary will be tailored to showcase diverse experiences while offering flexibility for individual interests and shared moments.

#### DAY 1:

- Guest Arrival: Each guest receives a personalized itinerary tailored to their interests
- Unpack, unwind, and explore the house
- Local chef prepares a welcome dinner using local produce
- The chef shares stories about the local culinary heritage

#### DAY 2:

Morning Activity (Choose Your Adventure):

- **Option 1:** Paddleboard or kayak through the tranquil waters of Curry Hammock State Park
- **Option 2:** Sunrise beach yoga session led by a local wellness expert

Lunch Together: A casual group meal at The Island Fish Company with stunning waterfront views and fresh seafood

- **Option 1:** Visit the Turtle Hospital in Marathon to learn about sea turtle rehabilitation efforts.
- **Option 2:** Explore local boutiques and galleries in the heart of Marathon or nearby Islamorada.

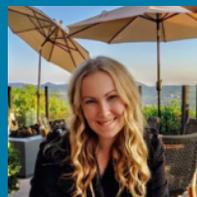
Dinner and Evening Activity:

- A sunset cruise aboard a private charter, followed by dinner at Sunset Grille & Raw Bar, where the group can enjoy live music and ocean view.

#### DAY 3:

- Snorkeling or scuba diving at Sombrero Reef, part of the world's third-largest barrier reef, where colorful marine life and coral formations abound
- Lunch on Their Own: Guests can explore local eateries, such as Keys Fisheries Market & Marina, for fresh seafood
- A guided eco-tour in the Everglades, showcasing mangroves, unique ecosystems, and wildlife like manatees and dolphins
- An in-home cooking class with a local chef, where the family learns to prepare classic Keys dishes like blackened mahi-mahi or Key lime pie. This interactive meal encourages bonding and culinary exploration

#### SAMPLE MEDIA TO BRING ALONG:



**Molly O'Brien**  
Freelance  
(CN Traveler,  
Fodor's Travel)



**Terry Ward**  
Freelance  
(National  
Geographic,  
Washington  
Post)



**Laura Beausire**  
Freelance  
(Architectural  
Digest, Wine  
Enthusiast)

## MEDIA MISSIONS IN KEY DMAS & FEEDER MARKETS

Meeting media where they live is a powerful way to introduce and build advocacy for Monroe County Tourism. TURNER excels in organizing impactful deskside missions, fostering connections with editors, freelancers, TV producers, content creators, and influencers to seed feature articles, develop story pipelines, and promote FAM visits to the Florida Keys.

For the first year, we propose two media missions targeting priority markets and niche topics. Each mission will be accompanied by a detailed itinerary and media briefing booklet with journalist bios, outlet profiles, recent coverage, and pitch recommendations. A follow-up summary will be delivered within a week to track outcomes and next steps.

**In-Person Mission:** One mission in a key DMA, including 6–8 targeted appointments over a two-day period (pending chosen market, a market like New York or Los Angeles may need 3 days). Meetings would take place in offices, or over a shared meal, coffee, or cocktail for a more personalized approach. This mission could also be supported by an intimate media event or interactive experience (ie. see page 53 “Regional Media Event” as an example).

### SAMPLE MEDIA MARKET: ATLANTA

Atlanta is both a key flight market and home to a diverse range of national culinary and travel writers; many developing content through a diverse lens.



**CAROLINE EUBANKS**  
Freelance  
Thrillist, Travel + Leisure



**SUCHETA RAWAL**  
Freelance  
AAA, HuffPost, TIME



**RAFAEL PEÑA**  
Travel Expert & Writer  
Travel Noire



**NNEKA M. OKONA**  
Freelance  
AFAR,  
The Wall Street Journal



**DAYVEE SUTTON**  
Freelance  
CNN Travel, U.S. News & World Report, USA Today

**Virtual Mission:** Following the pandemic, many top journalists and editors have relocated outside major media hubs, making in-person meetings less practical in certain cases. To connect with these media professionals, we recommend a virtual deskside mission targeting niche outlets, such as those focused on outdoor adventure or sustainability. This approach provides an efficient way to introduce Monroe County Tourism to specialized audiences and build relationships with key storytellers.



**ASHLEA HALPERN**  
MN-based  
Freelance (Afar, CN Traveler)



**HEATHER BALOGH ROCHFORD**  
CO-based  
Freelance (Outside, Men's Journal)



**BERNE BROUDY**  
VT-based  
Freelance (Popular Science, Women's Health)



**BRANDON WITHROW**  
OH-based  
Freelance (Sierra, InsideHook)

## OUTREACH TO MEETINGS & TRAVEL TRADE AUDIENCES

We understand the importance of leveraging a rich feature story as a sales tool to support group sales efforts; we also have strong, established relationships with MICE and travel trade writers to place those sales-driving articles. TURNER's travel trade and meetings expertise includes confirming trade writers on press trips (either separately or as a part of an existing sales FAM for a more authentic experience); arranging in-market deskside appointments with key editors; collaborating with third-party tour operators; booth-side editorial appointments at trade shows; as well as planning/implementing events for targeted meeting planners.

TURNER works consistently with travel trade and MICE editors and contributors attending conferences such as the Adventure Travel World Summit (ATWS), Convene, Ensemble, IPW, IMEX America, Signature Travel Network, ILTM North America, Virtuoso Travel Week, World Travel Market (WTM), and ITB, to name a few. We engage with trade and media attendees at these events, providing relevant information and staying up to date with the latest trends. In addition to an ongoing integration in all media relations efforts, approaches could include:

- Supplementing news announcements with data-driven narratives to initiate trend stories and create visual assets (such as infographics) to secure more page space
- Arranging meetings during sales trade shows (often attended by trade media)
- Positioning Monroe County team members as subject experts for ongoing commentary
- Securing trade and meetings media to attend travel agent and meeting planner FAMs, to experience the destination through the seller's perspective
- Incorporating trade and meetings media into group and individual press trips to obtain an authentic leisure experience, adding a day to showcase venues for meetings or specific needs for group tour operators

In addition to support with the travel trade and MICE media, our agency's travel trade division is well-suited to support Monroe County with augmenting the impact of the destination's travel trade program. We can support your broader travel trade marketing program by ensuring its integration with an earned media program for stronger results/sales. Our travel trade campaigns include a mix of approaches, including perception studies; special events and roadshows; cooperative marketing programs; trade show representation; and familiarization/education programs. We also provide strategic counsel for clients on how to best increase their travel trade marketing footprint and B-to-B strategy.

Our travel trade industry connections are vast. We are well positioned to reach key travel trade audiences for sales missions and FAM visits to Monroe County, ensuring that these individuals put the destination at the top of their list and persuade their clients to select the Florida Keys and your destination partners for their next meeting or group program.

Below and on the following page, find three client case studies showcasing how we have engaged media from travel and meetings trade vertical publications.

### 1. VISIT MILWAUKEE:

Amidst a competitive landscape for conventions and corporate gatherings, Milwaukee aimed to elevate its profile as a top destination. With the Baird Center's opening on the horizon in May 2024, Milwaukee Tourism needed to spotlight both the new venue and the city's comprehensive offerings for meetings and groups. TURNER collaborated with prominent industry media to highlight Milwaukee's unique blend of charm and modern facilities, including the Baird Center. We orchestrated a comprehensive FAM trip and sneak peeks of the Baird Center, offering a firsthand experience of Milwaukee's hospitality and group amenities. Additionally, we engaged industry influencers and corporate meeting planners to curate tailored content for various media channels. As a result of our efforts, we secured commitments for coverage in top-tier MICE publications. Our synergistic FAM event paired media representatives with corporate meeting planners, fostering a collaborative environment for storytelling.



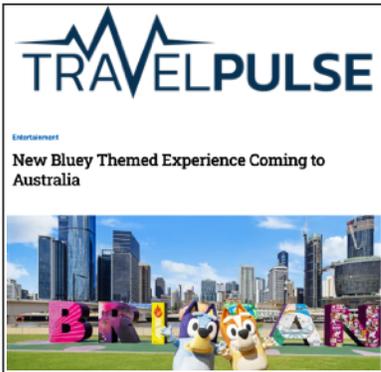
# OUTREACH TO MEETINGS & TRAVEL TRADE AUDIENCES, CONT'D

## 2. TOURISM AUSTRALIA:

Since 2022, TURNER has increased awareness of Australia as a destination for U.S. travel agents to consider when selling to their clients to drive conversion and help the destination return arrivals and spend to pre-pandemic levels. At the heart of the Tourism Australia strategy is the DMO's Signature Experiences of Australia program, which packages and promotes Australia's outstanding tourism experiences within a variety of niche areas and special interest categories — wineries, cultural attractions, luxury lodges, golf courses, walks, Indigenous experiences, fishing adventures, and wildlife. We also showcased major upcoming sporting events, including the FIFA Women's World Cup. TURNER used these Signature Experiences as a jumping off point to earn meaningful coverage in Travel Pulse, Insider Travel Report, Skift, and Travel Agent Central. The coverage has contributed to Australia's ongoing tourism recovery. The total trip spend on leisure travel to Australia by U.S. travelers was \$2.5 billion in 2023, growing by more than 140% compared to 2022. The average trip spend was \$1,870, growing by 16% compared to 2022 (Source: International Visitor Survey 2023).

## 3. VISIT ALBUQUERQUE:

Following the pandemic, many cities, including Albuquerque, NM, had difficulty luring meetings and large events back to their downtown areas. TURNER was tasked with assisting Visit Albuquerque to draw media attention in MICE publications to the city's downtown convention center and surrounding offsite venues and group experiences. TURNER pitched targeted MICE trade outlets to showcase the city's numerous group-related options and strengths, including the Albuquerque Convention Center. We collaborated with Visit Albuquerque to invite a diverse group of media and sales professionals to experience Albuquerque through a FAM trip. We also created tailored press releases for MICE media. As a result of our outreach, TURNER and Visit Albuquerque hosted journalists from leading MICE publications, such as Smart Meetings, Southwest Meetings + Events, and Association Conventions & Facilities. Notably, Visit Albuquerque CEO Tania Armenta graced the cover of Association Conventions & Facilities alongside CEOs from major cities across the country.



## LEADERSHIP - AWARDS

TURNER will identify and submit Monroe County Tourism for appropriate key industry awards including the HSMIA Adrian Awards, PRSA Anvils and U.S. Travel Association's Mercury Awards. In the PME/MICE vertical, Meetings Today Excellence Awards, Northstar Group The Stella Awards and Skift Meetings Awards to reference a few.

We will also identify and submit Monroe County Tourism products and experiences for media lists and accolades to raise the awareness of the destination, as well as make recommendations on readers' choice awards to bring to stakeholders' awareness.

#### Examples include:

- Travel + Leisure World's Best Awards (Voting open through February 2025, Announced in July online and in August issue 2025)
- Sunset Magazine Travel Awards (Entries accepted June-July 2025)
- Conde Nast Traveler's Readers' Choice Awards (Voting opens in July, Announced in October 2025)
- Lonely Planet Best in Travel List (Announced in October 2025)
- Meetings Today Excellence Awards (Announced in October 2025)
- Outside Where to Travel Next (Announced in October 2025)
- AFAR Travelers' Choice Awards (Announced in December 2025)
- CNN 2026 Hot Spots (Announced in January 2026)
- The New York Times 52 Places to go in 2026 (Announced in January 2026)
- TripAdvisor Best Destinations in the World (Announced in January 2026)



## NON-TRADITIONAL PARTNERSHIPS

TURNER excels at creative brand partnerships, leveraging our extensive network and deep industry expertise to craft collaborations that are authentic, impactful, and mutually beneficial. Drawing from opportunities within our own brand portfolio as well as through external partnerships, we approach collaboration thoughtfully to ensure both brands derive measurable value and that the partnership aligns seamlessly with shared goals. Whether it's connecting a destination with a complementary lifestyle brand or aligning with cultural events, we create partnerships that resonate deeply with target audiences, drive engagement, and amplify brand storytelling across multiple channels.

#### Idea:

Collaborate with Haribo to release a *Florida Keys Flavor Collection* of gummy bears, featuring tropical-inspired flavors that reflect the region's culinary offerings and natural delights. Each flavor would embody the unique tastes of the Keys.

#### Insight:

*Candy continues to rank high for fastest growing brands for GenZ; Haribo is one of the most popular candy brands within this demographic*

#### Flavors:



**Mango Sunrise:** A juicy flavor reflecting the tropical fruit grown in the Keys.



**Key Lime Pie:** Tangy and sweet, inspired by the region's most iconic dessert.



**Passionfruit Bliss:** A bright, exotic flavor highlighting the Keys' vibrant essence.



**Coconut Cream:** Smooth and creamy, capturing the island vibe.



**Pineapple Splash:** Refreshingly tropical, reminiscent of a classic cocktail.

#### Activations:

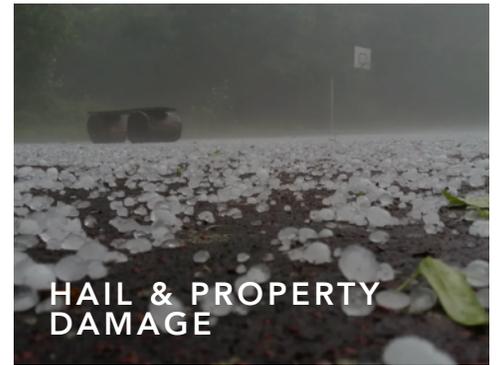
- Package the gummies in a colorful bag featuring Florida Keys imagery, such as coral reefs, sailboats, and palm trees.
- Launch the collection with a "Taste the Keys" campaign, including sampling events at key market airports, visitor centers, travel/industry conferences and as direct mailers to media.
- Partner with influencers to create unboxing content showcasing the gummy bears, tied to stories about the unique flavors and travel inspiration from the Keys.
- Use the gummies in a "Sweet Florida Keys Giveaway" for social media contests, paired with destination-themed prizes such as a vacation package, branded merchandise, and product.



## MANAGEMENT OF CRISIS COMMUNICATIONS

The TURNER team is fully trained in crisis management and has worked with clients to strategically navigate through a variety of crisis situations from natural disasters and accidents to CEO discrepancies and product tampering. TURNER will monitor all crisis situations and provide strategic communications plans and messaging that incorporates the use of social media channels to directly reach consumers and key constituencies quickly. TURNER can provide crisis training to staff, board members and industry partners, and will develop a clear stakeholder communications plan to make sure that in the event of a crisis, messaging is clear, concise, and on point.

The TURNER team are masters at mitigating issues — both anticipating potential threats and navigating a brand through situations to minimize impact. Included below are some recent examples of specific issues TURNER has provided guidance and support on.



## REPORTING PLAN

As a results-driven agency, TURNER employs a comprehensive quantitative and qualitative measurement strategy centered around our client’s business goals. While we love a good spreadsheet and understand that scoring articles provides a snapshot of PR’s worth to stakeholders, it’s not always connecting the business impact of the article – which is what the Barcelona Principles originally aimed to do. Our preference is to focus on outcomes versus outputs. This means, we:

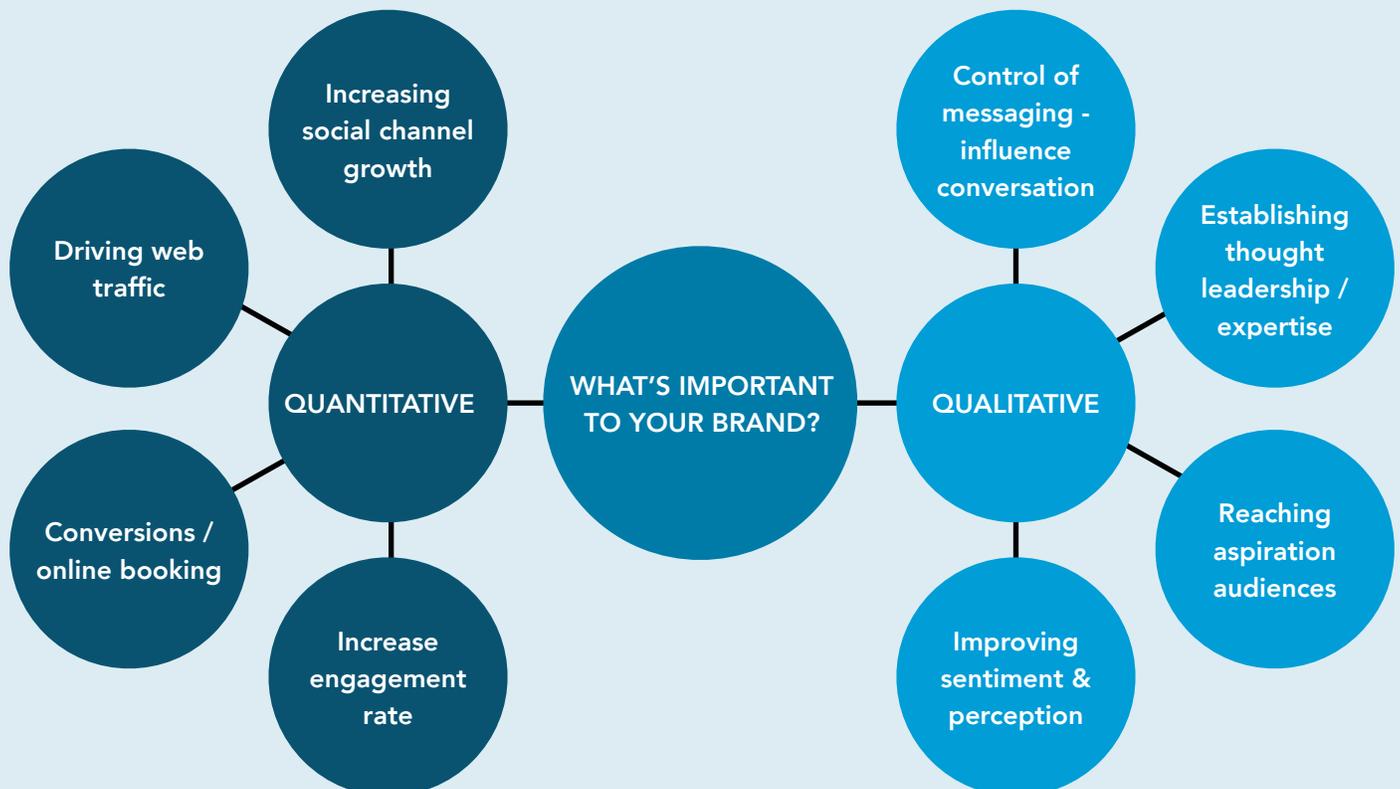
- Set clear goals aligned with your business goals, which we track against.
- In both short- and long-term, measure quality of placements, in addition to quantity.
- Evaluate message pull-through. Are we reaching the right audience with the right message at the right time?

### BENEFITS FOR SHORT-TERM AND LONG-TERM PLANNING

In the **short-term**, the information we can glean using tools will allow our team to pivot on messaging in real time. We can capitalize on current trends, and insert ourselves into current news (i.e. “news-jacking”), as well as use the platform to identify new outlets and journalists who could be interested in developing content about Monroe County.

**Long-term**, we can see the trends in coverage — including any gaps in content, themes or channels to pitch — which we can then update to incorporate any needs within the quarterly pitch calendar and our annual strategy. We can analyze and identify where coverage is focused, adjusting our efforts to ensure all five regions receive coverage to drive awareness.

### TURNER’S PHILOSOPHY ON REPORTING AND CALCULATING ROI

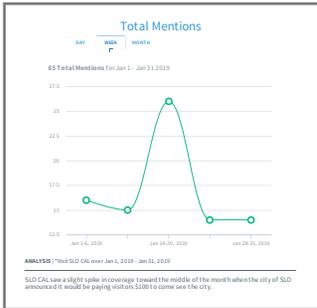


## REPORTING PLAN

During our strategic planning sessions, we identify KPIs directly related to key business goals in order to monitor and measure ROI through our robust reporting tools. Brand mentions are a small component of the PR measurement equation. We dig in deeper to understand if those mentions are making waves or just being drowned out.

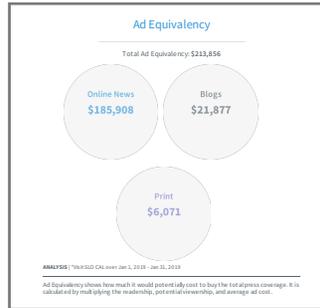
We currently use the **CisionOne** reporting platform to compile monthly reports. We supplement with visual, deck-based reports to recap events, priority campaigns and annual results.

Elements of our reports include:



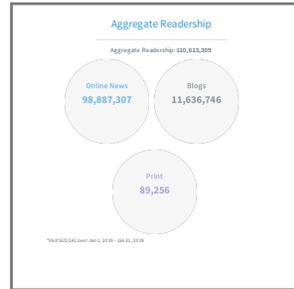
### MEDIA MENTIONS

How many times was your brand mentioned in the news?



### AVE

While we see ad value equivalency as an increasingly antiquated and often inconsistent tool of evaluation, we do provide industry standard numbers from third-party sources.



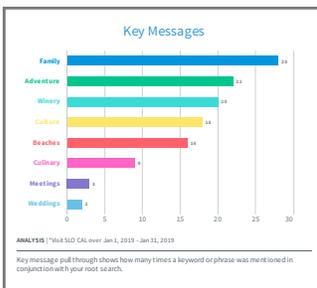
### READERSHIP & REACH

Which articles have the highest readership as well as feature the relevant keywords?



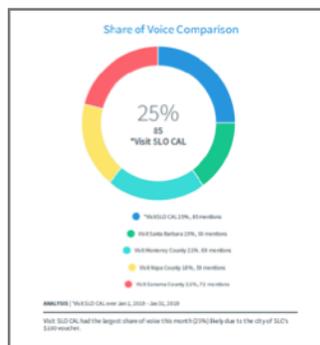
### GEOGRAPHIC PENETRATION

Which countries, states, and cities are your mentions coming from?



### KEY MESSAGE PULL-THROUGH

What is the distribution of specific terms in your coverage?



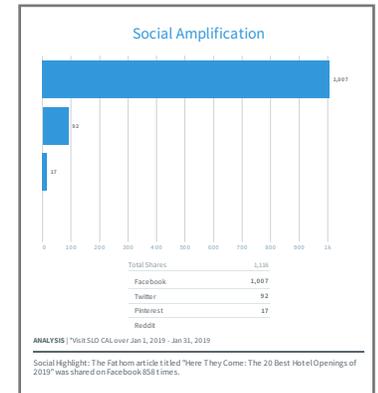
### SHARE OF VOICE

How does your brand compare to your key competition?



### SEO IMPACT

What is the SEO value of the links generated from earned coverage?



### SOCIAL AMPLIFICATION

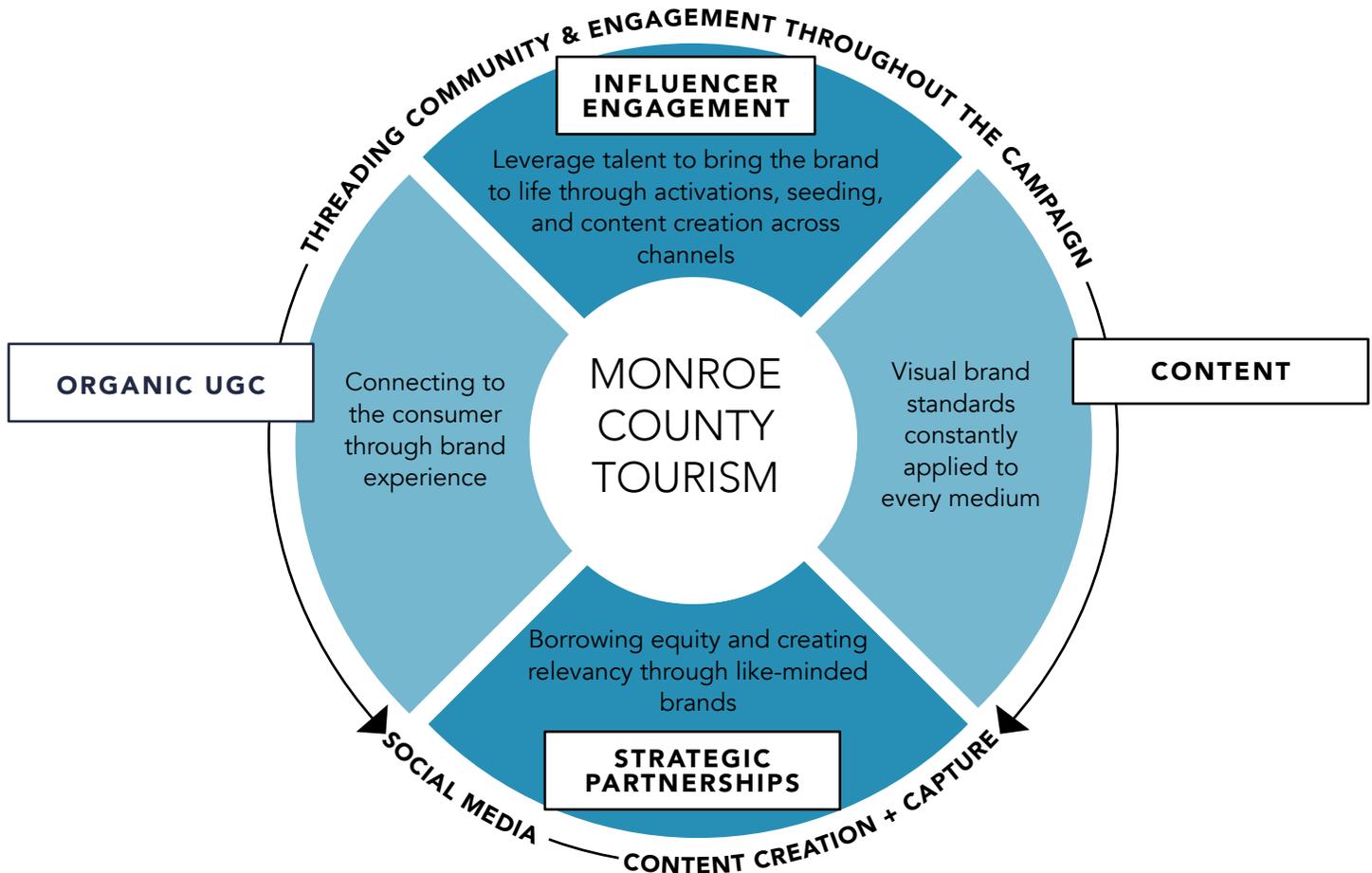
How many times were articles shared on social media?

## SOCIAL MANAGEMENT PROCESS

Combining strategy and data with creativity and community, our strategy and process create a presence that drives tangible growth. TURNER works to expand and nurture your audience, as well as transform your followers into a dedicated community. We prioritize authentic storytelling, influencer collaborations, and timely interactions to build community and drive awareness. Regular performance analysis ensures we adapt quickly to trends and optimize our approach for maximum impact.

Our strategic plan will provide answers to the important questions we ask throughout the discovery phase:

1. What are the right channels?
2. What is the right content / cadence?
3. How do we break through the clutter with creative executions (contests, promotions, takeovers, partnerships, etc.)?
4. How do we structure an influencer program to consistently create assets, generate awareness, bolster reputation, and increase referral traffic of qualified target audiences to book?
5. How do we create program(s) to inspire UGC from guests and reward those sharing about their experiences?
6. What role can brand partnerships play to deliver social reach, elevate brand and increase share of voice?



## SOCIAL CHANNEL MANAGEMENT & REPORTING

With partners for whom we manage content, organic and paid, as well as community engagement, our preferred tool is SproutSocial. This platform helps our partners track metrics related to audience growth, reach, impressions, engagement, and more. Within the Report Builder feature, we can create custom reports with the metrics most important to a destination’s KPIs. SproutSocial reflects our minimum of one-month out for content planning to ensure our partners have time to review feedback.

#### Process overview:

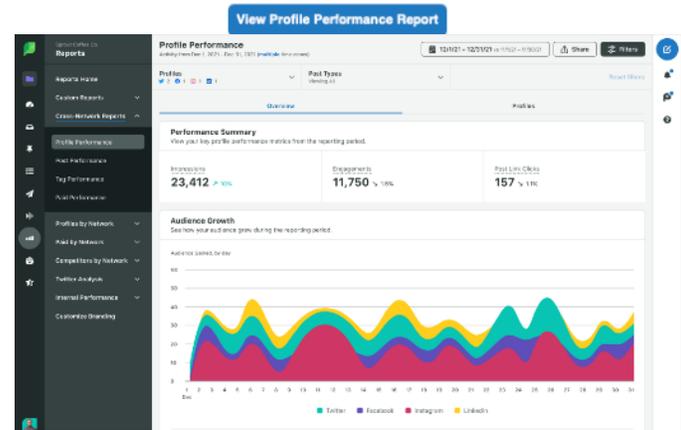
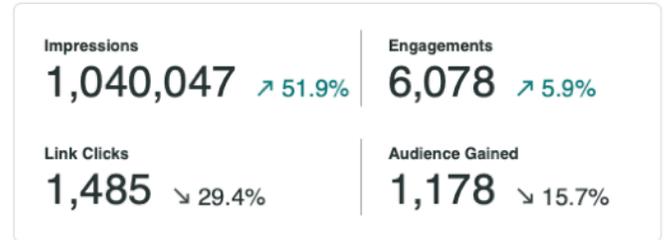
1. Client receives an email that a post is awaiting approval
2. Client goes to the Approval Dashboard
3. Client clicks “Approve” button and it takes you to the Preview
4. Client leaves a comment for agency to review or approves to automatically schedule
5. Monthly reporting from this tool tracks performance against KPIs

SproutSocial Report Sample



#### Cross-Network Performance Summary

Here's a summary of Airstream's performance last week compared to the previous week.



	WEEK 1	WEEK 2	WEEK 3	WEEK 4	MONTH AHEAD
Identify Key Moments	TURNER				
Request Additional Assets	TURNER & DMO				
Create Content	TURNER				
Feedback Round 1			DMO		
Apply Feedback; Deliver Final Calendar				TURNER	
Go Live					TURNER

## SOCIAL PROCESS: INFLUENCER APPROACH

Regardless of budget and influencer caliber, our approach is consistent:

1. Outline measurable goals that are tailored to destination needs, including audience segmentations in core and growth markets, narrative priority fits, among others. We use contracts that clearly outline timelines and deliverables for all parties.
2. Thoroughly vet every influencer we partner with— micro-creators to celebrities— to ensure followers are real, engagement rates are accurate, and content tone is in line with brand standards.
3. Influencers are selected based upon multiple factors, including content consistency and quality, target audience size and demographics, and whether or not they have recently worked with a competitor. Each influencer must have demonstrated reach with key audiences.
4. When we contract partners for multiple deliverables, we constantly monitor performance and adjust mid-stream using real-time analytics.

CONTENT CREATORS	MEGA	MACRO	MICRO	NANO
REACH	Highest (1M+ followers)	Moderate (500K - 1M followers)	Small (50K - 500K followers)	Lowest (1K - 50K followers)
TOPICAL RELEVANCE/ BRAND RELEVANCE	High Topical Relevance Low Brand Relevance	Moderate Topical Relevance Moderate Brand Relevance	Small Topical Relevance Highest Brand Relevance	Lowest Topical Relevance Moderate Brand Relevance
RESONANCE	Lowest	Moderate	Highest	Moderate
BEST FOR	Impressions and Awareness	Awareness, Conversions and Engagements	Engagements and Conversions	Engagements
TRADE OPPORTUNITIES	Partnerships at this level are 99% of the time paid and highly priced	Partnerships at this level are almost never for trade	Partnerships at this level can be for trade but then there's a big probability that they'd also charge	Partnerships at this level are almost exclusively for trade

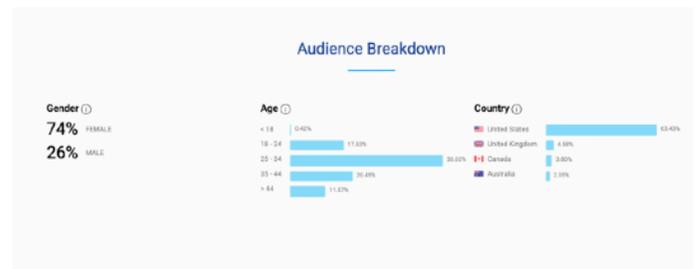
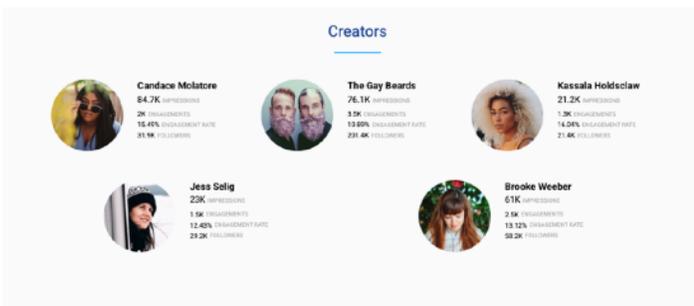
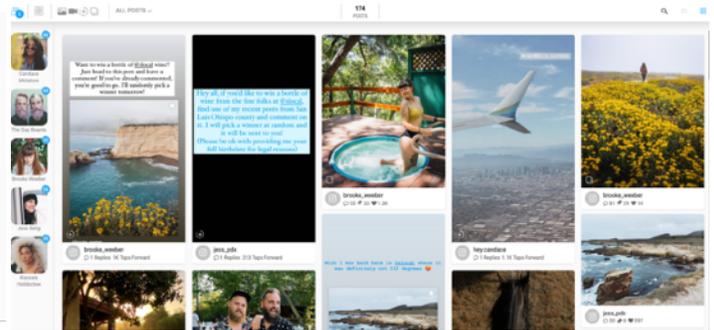
## SOCIAL PROCESS: INFLUENCER VETTING & REPORTING

We use a best-in-class influencer tool, CreatorIQ, to vet inbound leads and proactively search out the best fits for your destination. Paired with our in-house influencer experts' keen intuition for the best creators, this tool offers highly visual, user-friendly, and shareable influencer analysis that lets us dig deeper into relative channel performance, audience demographics down to the city, and more (including who's paying for their followers!).

In order to create a smart program, we utilize influencers in three distinct ways: high reach partners (traditionally what comes to mind), content partners (who provide high-quality assets), and alignment partners (the perfect opportunity to enlist local personalities).

REACH PARTNERS	CONTENT PARTNERS	ALIGNMENT PARTNERS
<b>Purpose:</b> Brand Awareness and Alignment	<b>Purpose:</b> Content Generation	<b>Purpose:</b> Community Integration
<b>Vetting Criteria:</b> Follower Count Engagement Rate Brand Alignment Audience Demographics Locations (Feeder Markets)	<b>Vetting Criteria:</b> Content Style Brand Alignment Engagement Rate Location (Regional)	<b>Vetting Criteria:</b> Brand Alignment Location (Local) Audience Demographics
<b>KPIs:</b> Reach Impressions Engagement Rate	<b>KPIs:</b> Assets Delivered Engagement Rate Asset Performance	<b>KPIs:</b> Reach Impressions Growth

CreatorIQ Report Sample



## SOCIAL PROCESS: CONTENT AMPLIFICATION

As we create content, we need to make sure that content is getting in front of as many eyes as possible — especially with constant algorithm challenges. Finding the right balance between channel growth and content distribution is essential for maximizing your investment in paid social advertising. At TURNER, we typically recommend a 60/40 split between boosted content and traffic or conversion ads. This approach recognizes that growing key audiences is just as vital as enhancing the organic distribution and performance of your content. For a year-round strategy, we suggest phasing your budget based on seasonality. This method allows us to preserve funds for competitive buys during peak times, ensuring you get the most out of your advertising spend.

### TARGETING & TIMING

- Target correct audience group at the time of trip planning for booking conversions
- Build custom audience sets based off of each brand’s audience profiles

### TESTING & CREATIVE APPROACH

- We run split tests to find copy and creative that leads to the highest rates of conversion
- Content will include evergreen calls to action and timely campaigns during need periods

### PLACEMENT

- We study where potential guests spend the most time online and which channels are best for influencing purchases
- We optimize placements to eliminate budget waste and reach the audiences where they are

**Choose a campaign objective**

- Awareness
- Traffic
- Engagement
- Leads
- App promotion
- Sales



**Awareness**  
Show your ads to **people** who are most likely to remember them.

**Good for:**

- Reach
- Brand awareness
- Video views



## Conversions

Get people to take valuable actions on your website, app or in Messenger, such as adding payment info or making a purchase. Use the Facebook pixel or app events to track and measure conversions.

**Campaign Name** ⓘ

**Create A/B Test** ⓘ 🔴 OFF

A/B test your creative, placement, audience and delivery optimization strategies. [Learn More](#)

**Campaign Budget Optimization** ⓘ 🟢 ON

Optimize your budget across your ad sets. [Learn More](#)

**Campaign Budget** ⓘ Daily Budget ▼

Actual amount spent daily may vary. ⓘ

**Campaign Bid Strategy** ⓘ Lowest cost

[Show More Options ▼](#)

# 4. PROJECT APPROACH: MEDIA PLANNING AND BUYING

- (a) Describe and provide examples of how the Proposer would handle industry co-op advertising opportunities.
- (b) Describe and provide examples of how the Proposer would leverage media buys and sponsorships.

## 4. PROJECT APPROACH: MEDIA PLANNING AND BUYING

(a) Describe and provide examples of how the Proposer would handle industry co-op earned media, paid influencer and social opportunities.

In collaboration with your marketing agency, TURNER recommends developing a strategic paid co-op program that integrates public relations, earned media, and social media initiatives. With extensive experience designing tailored co-op programs, TURNER helps tourism partners enhance their PR efforts and engage content creators, even with limited budgets. This flexible approach allows partners to invest in opportunities aligned with their specific goals while maximizing the value of their dollars through pooled resources with Monroe County.

The co-op model provides access to opportunities that might otherwise be unattainable, offering guided experimentation with new tactics and reducing potential risks. Partners can effectively reach their target audiences across a variety of platforms, with TURNER overseeing the process to ensure seamless execution and measurable results.

Co-op programs can help partners reach their target audience across a variety of platforms, including:

- Media familiarization trips
- Education/mentor programs
- Destination immersions
- Broadcast/podcast
- PR strategy consultations
- Media training
- Deskside appointments
- Social media content creators

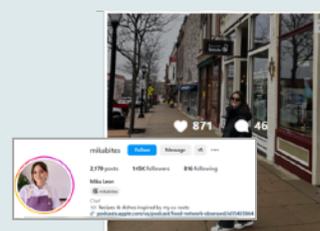
TURNER handles every step of the co-op program, from vetting submissions and approving fits to conducting initial partner calls to answer questions and determine eligibility. Upon completion, TURNER provides detailed recaps outlining program results and recommended next steps, ensuring partners gain valuable insights and maximize their return on investment.

### IN ACTION: TRAVEL WISCONSIN'S CO-OP PROGRAM

Now in its fourth year, Travel Wisconsin's Co-op program — developed in collaboration with, and utilizing the experts at TURNER — provides cost-effective public relations and content creator opportunities for Wisconsin's tourism partners, and extends the Travel Wisconsin PR budget beyond its yearly total.

Offerings include:

- **Individual Familiarization Trips:** Partners have the opportunity to host dedicated media trips in their destination pitched by TURNER; These trips have been critical in generating extensive earned media coverage, including placements in Architectural Digest, Thrillist and Matador Network.
- **Social Media Content Creator Program:** TURNER works with Travel Wisconsin to host individual content creators who produce organic, engaging content for social media platforms; TURNER develops contracts, KPIs and itineraries specific to partner messaging.
- **Destination Immersion + PR Consultation:** TURNER destination immersions give members of our PR and digital teams deeper destination knowledge which aids in even richer storytelling opportunities.
- **Desk Side Appointments + Virtual Immersions:** TURNER leverages deskside appointments with key media outlets to showcase destinations and build stronger relationships with top-tier journalists (we've done these both in-person and virtually).
- **Broadcast/Podcast & Media Training:** In addition to dedicated broadcast and podcast opportunities in key markets, TURNER offers media training in advance to ensure that partners have prepared spokespeople.



## 4. PROJECT APPROACH: MEDIA PLANNING AND BUYING

(b) Describe and provide examples of how the Proposer would leverage media buys and sponsorships.

TURNER will work in partnership with your internal team and creative and paid media partners to secure earned media value for noteworthy paid partnerships and sponsorships — ensuring that we're extending the return on your investment.

TURNER would partner with Monroe County TDC to expand the visibility and reach of key tourism events like The Hemingway Days Festival, the Key West Film Festival, or the Key West Boat Show by having a clear understanding of the marketing investment being put behind each key event. From there, we would build an earned media plan to reach target audiences and enhance media exposure to new potential audiences and markets.

Additionally, we will identify key partnerships with digital influencers/content creators that will allow us to reach and inspire target audiences in unique ways. For Hemingway Days Festival, for example we could target "booktok" influencers as well as popular writers with a strong following, to promote the festival on their channels.



**CAITLIN BEA**  
@caitlinbea  
135K Followers



**KIMMY BOOKSS**  
@kimmybookss  
112K Followers



**ALEX BRACKEN**  
@alexbracken  
79.8K Followers



## 4. PROJECT APPROACH: MEDIA PLANNING AND BUYING - CONTINUED

In the past few years, TURNER has had tremendous success in partnerships that allow our clients to enhance their positioning through broadcast partnerships, adding an entertainment/film production layer to a destination's paid marketing program. These partnerships allow us to effectively blend earned, paid, and partnership-driven strategies. We approach every collaboration with a keen focus on maximizing impact, whether it's through thoughtful trailer integrations with brands on Hulu, or delivering added value by pairing Visit California with Airstream (a TURNER client) for a commercial shoot.

Our broadcast expertise is particularly evident in our ability to secure high-profile placements; three clients were featured on *CBS Sunday Morning* in 2024 across diverse categories like design, food, and tourism. In addition to creating standout episodes, we seamlessly integrate key gifting moments, amplify earned media with strategic message guidance, and achieve broader visibility across platforms like *Good Morning America* and *Today*. We also collaborate with paid partners to extend reach, as demonstrated by our work on a *Yellowstone* and Duluth Trading Company partnership for product integration and campaign pitching. Whether managing high-scale events with Nylon and Art Basel or facilitating impactful product collaborations and star-studded gifting experiences, our approach to partnerships consistently drives brand growth and audience engagement.

We're excited to explore ideas on behalf of Monroe County Tourism TDC as your partner as your film tourism strategy continues to unfold. We're particularly keen to build on the exposure you can reap the benefits of with the release of new seasons/new shows/new films and documentaries such as *Bad Monkey*, *Survivor Florida*, *Killing It*, *Florida Man* and *Find Me In Key West*, among others.



To see an example of how we've built a strong earned media campaign around a paid broadcast integration see page 77, highlighting our work with Travel Wisconsin and securing a broadcast integration partnership with Bravo's *Top Chef* series. This work has opened multiple doors, including working on the development of a holiday film from script to screen (even identifying the right filmmaker and participating in the script writing process, ensuring key messages are included) and additional TV series that are proactively filming and/or looking at Wisconsin as a filming/production location for 2025 and beyond.

# 5. PAST PERFORMANCE: EVIDENCE, KNOWLEDGE, AND EXPERIENCE

(a) Describe Proposer's experience on projects of similar nature, scope and duration, along with a description of satisfactory completion, both on time and within budget, for the past five (5) years.

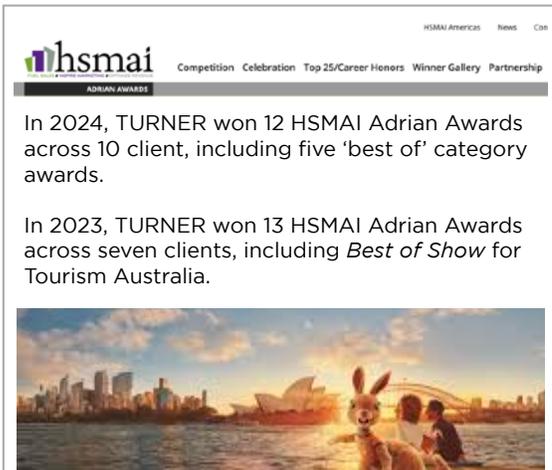
(b) Provide a minimum of three (3) projects with references.

## 5. PAST PERFORMANCE: EVIDENCE, KNOWLEDGE, AND EXPERIENCE

(a) Describe Proposer's experience on projects of similar nature, scope and duration, along with a description of satisfactory completion, both on time and within budget, for the past five (5) years.

TURNER brings extensive expertise in managing earned media and social media campaigns comparable in scope and complexity to the Monroe County TDC. Over the past five years, we have successfully partnered with a wide range of DMOs and government-funded tourism organizations, including international destinations (Australia, Chile, Bermuda, Alberta-CA), U.S. states (Wisconsin, South Carolina, Tennessee, Nebraska, Indiana, New Hampshire), counties (Hamilton County, San Luis Obispo County), and urban and seasonal destinations (Toronto, Albuquerque, Milwaukee, Houston, Estes Park), among others. Our team takes pride in delivering innovative, results-driven earned media and social campaigns that consistently align with client objectives, adhere to timelines, and remain within budget.

We're proud to be recognized for our award-winning client work, year over year (two years listed below). We pride ourselves on the partnerships we build with our clients and there's no greater joy than creating campaigns together that surpass KPIs and deliver positive economic impact for our destinations.

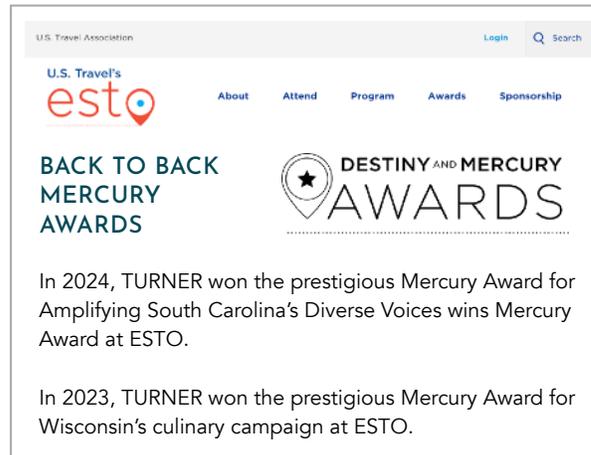


hsmia  
Competition Celebration Top 25/Career Honors Winner Gallery Partnership

ADRIAN AWARDS

In 2024, TURNER won 12 HSMIA Adrian Awards across 10 client, including five 'best of' category awards.

In 2023, TURNER won 13 HSMIA Adrian Awards across seven clients, including *Best of Show* for Tourism Australia.



U.S. Travel Association Login Search

U.S. Travel's  
esto About Attend Program Awards Sponsorship

BACK TO BACK  
MERCURY  
AWARDS

DESTINY AND MERCURY  
AWARDS

In 2024, TURNER won the prestigious Mercury Award for Amplifying South Carolina's Diverse Voices wins Mercury Award at ESTO.

In 2023, TURNER won the prestigious Mercury Award for Wisconsin's culinary campaign at ESTO.

### CLIENT TESTIMONIALS:

"Working with TURNER has taken our PR efforts to a new level, especially with our biggest integrated campaign yet: Top Chef. TURNER was there from the very beginning — right from initial conversations with the production team to developing a campaign that would keep the media talking from the first announcement to the final airing, and beyond. In a constantly evolving media landscape, they're always thinking ahead about how to showcase the Wisconsin experience in fresh, impactful ways that go beyond traditional PR tactics. If I can dream it, I know TURNER can make it happen. They're not only skilled in the tried-and-true PR approaches like media hosting and storytelling but also push the boundaries to think bigger than earned opportunities alone. TURNER has transcended being our partner and are now full fledged members of our team. They work every day to help us dream big for Wisconsin."

**Craig Trost, Director of Communications,  
Travel Wisconsin**

"We love our TURNER team! They are fully integrated members of TDTD's marketing communications staff. The dynamic between TDTD and TURNER staff could not be stronger, working together to increase awareness of Tennessee as a travel destination to U.S. consumers and influence them to visit through earned media integrated with paid and owned channels. They have proven to be reliable, deadline-oriented, strategic and creative... and best of all, just "good people" all around. We enjoy being with them in person for media missions, media events and in-state gatherings."

**Amanda Murphy, Director of Communications,  
Tennessee Department of Tourist Development (TDTD)**

"I'm always impressed by the strategic thinking and award-winning PR and social influencer campaigns that the TURNER team executes year-after-year. They are forward-thinking, creative and collaborative, working in lockstep with our internal team."

**Dolly Chewning, Director of Tourism & Marketing,  
Discover South Carolina**

(b) Provide a minimum of three (3) projects with references.

### PROJECT: TRAVEL WISCONSIN | BRAVO'S TOP CHEF WISCONSIN - SEASON 21

#### OPPORTUNITY

For years, Travel Wisconsin has worked to tell the story of the state's diverse culinary scene on a national level. Despite tireless efforts, the destination still trailed our regional competitors in culinary perception amongst travelers (Longwoods International). Something had to change. We had to go big. So, we went after the largest destination culinary television show in America — Bravo's Top Chef.

#### STRATEGY & TACTICS

Travel Wisconsin raised \$1.3M from three destination partners (Milwaukee, Madison and Door County), two culinary associations (Dairy Farmers of Wisconsin and Wisconsin Cranberry Growers Association) and one state agency (Wisconsin Economic Development Corporation). Following a six-day 56-location scout trip, the team succeeded in bringing Top Chef Season 21 to Wisconsin.

- This big win put us in the national (and international) spotlight in 2024. The 12 episodes of Top Chef highlighted Wisconsin's undiscovered, flavorful food scene. And while most Top Chef destinations only showcase one city, we made a conscious effort to feature culinary offerings from across the state, naming the season Top Chef Wisconsin.
- We seized every opportunity to boost show awareness among target media, hosting 47 culinary-focused media and content creators throughout the campaign, including a group FAM, 'Beyond Dairyland,' ahead of the premiere.
- Additionally, the team executed an in-destination Season 21 premiere event hosting 400+ stakeholders, producers, talent, VIP media and tastemakers. This was the first premiere event where all talent attended in destination.
- To build buzz around the announcement of Season 21, we distributed 13 food-focused media mailers to top tier outlets including Food & Wine, Chicago Magazine, Bon Appétit, Forbes, Food Network and TODAY.com.
- We also engaged with media from outlets including Travel + Leisure, The Points Guy, National Geographic, AFAR, Midwest Living, and CBS News at in-person media missions in NYC, LA, Austin, Dallas and top travel media industry events including IMM, IPW and SATW.



#### RESULTS

There's a reason The New York Times described Top Chef as "one of the most influential forces shaping the way Americans think about restaurants and chefs."

- The campaign garnered **77.34 billion earned media impressions**.
- Those media impressions amounted to \$73 million AVE through the 9,972 earned media articles secured in outlets including Food & Wine, EATER, The New York Times, Tasting Table, Midwest Living, and more.
- We continue to reap the benefits of this campaign, using it as an opportunity to highlight Wisconsin's booming culinary scene within upcoming strategies.



#### REFERENCE

Craig Trost, Communications Director  
E: ctrost@travelwisconsin.com  
P: 608-445-0267

(b) Provide a minimum of three (3) projects with references.

### PROJECT: DISCOVER SOUTH CAROLINA: AMPLIFYING DIVERSE VOICES CAMPAIGN

**2024 ESTO AWARD  
WINNER**

#### OPPORTUNITY

Generating media awareness of South Carolina's rich Black history is central to Discover South Carolina's PR strategy. TURNER developed a campaign to amplify the stories of Black South Carolinians, past and present, through engaging storytelling and immersive experiences highlighting Gullah Geechee and Black culture. In 2023 and 2024, we intensified efforts to promote South Carolina's Black heritage. While the opening of Charleston's International African American Museum was a focal point, our core objective was to showcase diverse experiences and voices throughout the state, emphasizing the importance of local stories and communities in shaping our cultural narrative.

#### STRATEGY & TACTICS

- In the fall of 2023, Discover South Carolina organized a Black History Roots press trip for five top-tier journalists. Centered around the opening of The International African American Museum in Charleston, this trip allowed media to experience the new museum and visit some of South Carolina's lesser-known Black history sites. Journalists explored the journey from the first Africans to set foot on Carolina shores to the fearless leaders of the Civil Rights Movement and today's influential figures who continue to shape the Palmetto State. This comprehensive trip ensured a rich and immersive understanding of South Carolina's profound Black heritage. Activities included:
  - An immersion into Black music and arts including a private concert with Charleston-native singer, Adia Victoria, an SC Jazz Ensemble performance of *Overjoyed: The Music of Stevie Wonder*, and a guided tour of the Charleston City Market by Gullah Geechee expert and historian, Corey Alston.
  - Dining at Black-owned restaurants and engaging with chefs at trendy and historical restaurants like 39 Rue de Jean, Rodney Scotts BBQ, Jah'Lion Grill & Bar, Roy's Grille, and Kiki's Chicken and Waffles
  - Visiting key historical attractions like The International African American Museum, Cecil Williams Civil Rights Museum, The Penn Center, and The Morris Center.



- To complement our earned media initiatives, we identified and worked with two Black social media influencers, reaching a broader and more diverse audience and ensuring that our message resonated across various platforms.
- To keep South Carolina and its diverse voices top of mind for media heading into 2024, Discover South Carolina partnered with The Local Palate to curate three in-market activations highlighting the diverse culinary scene in the state. The "A Southern Night at The Cinema," series was held in New York City in December 2023, Atlanta in January 2024 and Chicago in May 2024. The events shared two BIPOC chefs' stories and perspectives with both consumers and target media in these three distinct markets.



# 5. PAST PERFORMANCE: EVIDENCE, KNOWLEDGE, AND EXPERIENCE

(b) Provide a minimum of three (3) projects with references.

## PROJECT: DISCOVER SOUTH CAROLINA: AMPLIFYING DIVERSE VOICES CAMPAIGN

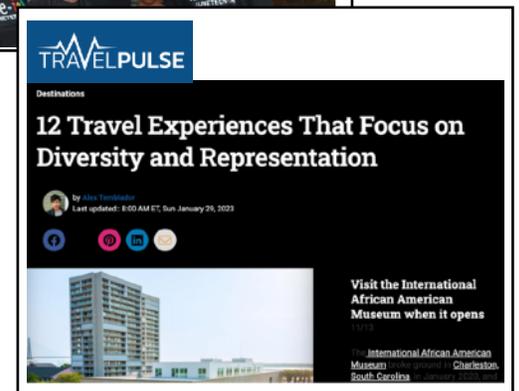
### RESULTS

- There was a **1,006% year-over-year increase in Black History coverage.**
- **Total impressions reached 575,767,721** with coverage in signature outlets such as [Smithsonian](#), [AARP](#), [Forbes](#), [Hemispheres](#), [Southern Living](#), [AFAR](#), [Fodor's Travel](#), [Detour](#), [The Black Wall Street Journal](#).
- Secured **22 total articles** that featured the International African American Museum in Charleston.
- Black history-related articles on DiscoverSouthCarolina.com saw a 121.3% increase in page visits from January 2023 – May 2024 when compared to January 2022 – May 2023. Specific search-term increases included: "Black-owned business" (+100%); "Gullah Geechee" (+147%) and "International African American Museum" (+400%).
- Black history-related articles on the DSC website saw a **121.3% increase in page visits.**
- **Hosted 10 writers on media trips** with a Black history focus; all hosted media visited two or more regions of the state.
- **Hosted two black social media content creators/influencers**; each influencer exceeded deliverable requirements, resulting in a combined total of **six in-feed Instagram posts, 25+ Instagram stories, and five image assets produced.** The campaign's combined results included **339,700 impressions and a 15% engagement rate.**
- **Introduced 10 BIPOC business owners/chefs/historians** to national media.

## 2024 ESTO AWARD WINNER

### REFERENCE

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(b) Provide a minimum of three (3) projects with references.

## PROJECT: OPTIMIZING OSPREY PACKS ROBUST SOCIAL MEDIA ECOSYSTEM

### OPPORTUNITY

As the social media agency of record for Osprey Packs since 2023, TURNER leads the brand's organic social strategy with a goal to drive growth and engagement across current and emerging target audiences.

### STRATEGY & TACTICS

TURNER leads a multi-faceted social media approach for Osprey Packs, integrating content creation, community management, influencer collaborations, and strategic partnerships across Meta, TikTok, Pinterest, and LinkedIn platforms to ensure a consistent, engaging brand experience.

After delivering our initial audit and strategic plan, our comprehensive annual scope includes ongoing platform-specific strategy optimizations rooted in audience insights, algorithm shifts, and cultural trends. Our team also manages content creation with partnership with the brand's in-house creative team, community management, user-generated content curation, and paid influencer campaign management.

Two hero initiatives have been helping the brand launch their TikTok presence and piloting a new paid influencer program format to reach growth audiences.

### RESULTS

At the end of our first partnership year, TURNER-led social media efforts contributed to significant owned social channel growth.



**874**

TOTAL POSTS  
INCLUDES: IG, IGS,  
FB, TIKTOK, X,  
PINTERST + LINKEDIN



**12.4M**

IMPRESSIONS



**455K**

TOTAL  
ENGAGEMENTS



**21**

PARTNERS  
INCLUDES:  
INFLUENCERS  
+ UGC CREATORS



**77**

NEW ASSETS  
INCLUDES: IMAGE  
+ VIDEO



**25K**

CLICKS



**5.9%**

GROWTH RATE



**51.1K**

NEW  
FOLLOWERS



**Hero initiative highlights:** A well-executed TikTok launch post started the brand on the right path, reaching 1.2K organic impressions and a 7.3% engagement rate (above the 4.1% platform average), and demonstrating the potential for continued growth on this platform. The pilot paid influencer program contracted five partners, producing 14 posts that earned 531K impressions and 21.7K engagements. The successful pilot supported organic traffic goals, leading to expanded paid influencer program executions in 2024.

### REFERENCE

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(b) Provide a minimum of three (3) projects with references.

### PROJECT: TOURISM AUSTRALIA GLOBAL CAMPAIGN LAUNCH

#### OPPORTUNITY

On October 19, 2022, Tourism Australia chose New York City to launch its first global brand campaign since 2016 — Come And Say G'day. It was also the first major marketing initiative after the country was closed for almost two years to foreign travel owing to the COVID-19 pandemic. TURNER was tasked to develop and implement an earned media strategy to generate cut through for the campaign in the crowded U.S. and Canadian media markets and reinvigorate interest to travel to Australia from the North America market from targeted High Yield Travelers.

#### STRATEGY & TACTICS

TURNER identified an entertainment / talent led public relations strategy would generate the desired result. Central to the campaign was [G'day, a live-action short film](#) directed by acclaimed Australian Director Michael Gracey (The Greatest Showman). It introduced Tourism Australia's new Brand Ambassador, a souvenir kangaroo named Ruby, brought to life with CGI animation and voiced by Australian actress Rose Byrne. The film highlighted Australia's epic icons, the country's diversity and welcoming locals shown through an unlikely friendship of Ruby with Louie, a toy unicorn voiced by actor Will Arnett, a symbolic representation of the international traveler.

Tactics included:

- Press junket with Rose Byrne and Will Arnett securing exclusive interviews with Conde Nast Traveler, E! News and Globe & Mail.
- Dedicated late Night Talk Show pitching for key talent interviews.
- Celebrity campaign launch event in Brooklyn, NY with red carpet and press pen.
- Targeted media relations to consumer travel/lifestyle, travel trade and advertising/marketing trades.
- SXSW Panel in March 2023 for thought leadership opportunities with Tourism Australia's CMO.

#### REFERENCE

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#### RESULTS

At the outset of TURNER's work, the campaign goal target was more than doubled, securing 1.1 billion earned media impressions through 516 placements, driven by national U.S. TV placements and online syndication of content. Signature coverage included:

- **Consumer print and online:** Conde Nast Traveler, Forbes, Insider, McClatchy Media Network, MSN, People, US Weekly and Yahoo! Entertainment
- **Broadcast:** CBS The Late Late Show, E! News, Fox 7 Austin, NBC's The Tonight Show with Jimmy Fallon, NBC Late Night with Seth Meyers, and Smartless Podcast
- **Trades:** AdAge, AdForum, Adweek, Insider Travel Report, TravelPulse, and Skift

Based on ad equivalency of \$6.67 million from earned media generated, Tourism Australia recorded an ROI of 10:1.

Consumer research on the performance of the campaign has shown that media relations activities have contributed to:

- 93.5 million High Yield Travelers reached in the U.S. by the campaign
- 200+ million views of the G'Day movie with an average 99% completion rate

As of September 2024, the campaign has also contributed to U.S. arrivals to Australia reaching 85% of pre-pandemic (2019) levels. Spend has fully recovered (and then some!) compared to 2019 figures, with the United States driving the recovery of leisure spend by tourists in Australia.

(b) Provide a minimum of three (3) projects with references.

## PROJECT: BRINGING FROZEN DEAD GUYS TO LIFE IN ESTES PARK

### OPPORTUNITY

When the quirky Colorado celebration known as Frozen Dead Guy Days outgrew its small mountain town, Estes Park stepped in to keep this delightfully weird — and wildly popular — annual event alive (pun intended). The only catch was that Visit Estes Park (VEP) and TURNER had only 100 days to put it all together, handling all marketing, promotion and asset creation in-house, producing high-quality content that rivaled agency work.

### STRATEGY & TACTICS

The reborn Frozen Dead Guy Days featured live music and unique activities all weekend long and was held at the Estes Park Events Complex and The Stanley Hotel, with satellite events occurring around town.

VEP and TURNER showed creativity and innovation in organizing Frozen Dead Guy Days.

- The event was a fundraiser for Estes Park’s workforce housing and childcare fund, raising \$30,000.
- To overcome initial resistance to moving the event to Estes Park due to the festival’s eccentric reputation, VEP created excitement for how the event could evolve to fit Estes Park and a shared sense of purpose within the community to make it a success.

Frozen Dead Guy Days brought increased visitation to Estes Park during a typically slower time of year, attracting attendees from the Front Range and 47 states. Many local businesses reported having an incredible weekend, some even rivaling the busier times of the year.



### RESULTS

- With more than 5,000 tickets sold and the participation of 64 community partners, the festival was a resounding success. Not only did it sell out, but it also impressed die-hard festival fans and drove traffic to local businesses.
- In the media, Frozen Dead Guy Days attracted a wide range of coverage in both local outlets (The Denver Post, 5280, 303 Magazine and more) and national publications (Yahoo News, OUTSIDE, the Wall Street Journal, Thrillist and more). Total impressions reached more than 68.5 million for an ad value of more than \$173,000. Additionally, TURNER and VEP hosted five content creators on a FAM trip during the event, ensuring that the 2025 festival will be even more successful.
- The 6 minute segment ([link to coverage here](#)) aired in January 2024, totaling in 41+ million media impressions.



Frozen Dead Guy Days is a campy and whimsical weekend centered around the late Bredo Morstal, whose body has been kept on dry ice for years

### REFERENCE

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 P: 970-628-0743

(b) Provide a minimum of three (3) projects with references.

### PROJECT: DRIVING DISPERSAL: HIGHLIGHTING TENNESSEE'S RURAL COUNTIES

#### OPPORTUNITY

Like most destinations, Tennessee has its major gateways and honeypot attractions — Nashville, Great Smoky Mountains National Park, Memphis, etc. But that's just the tip of the iceberg when it comes to the extraordinary experiences that await travelers in the state. Working with Visit Tennessee, TURNER was tasked to shine a light on the lesser-known regions of Tennessee, with an emphasis on rural communities to increase awareness to drive incremental tourist arrivals away from gateway cities and honeypot attractions. We set out with a goal to have at least 35% of our earned media coverage to include rural areas and/or partners in the state.

#### STRATEGY & TACTICS

One of the best ways to showcase the treasures that exist in relatively unexplored Tennessee is to bring media out to those "parts unknown" to experience them in person. Through individual and group media and content creator/influencer FAM Trips, we guided more than 20 visits through rural areas in the state, emphasizing local culture, cuisine and events. Publications and outlets represented included Forbes, Lonely Planet, Matador Network, National Geographic and Travel + Leisure, as well as content creators such as Mike & Anne Howard (@honeytrek) and Antavia Lauren (@tavreviewseverything).



### H SMAI ADRIAN AWARD 2024 GOLD WINNER



TURNER also developed several impactful broadcast partnerships that spotlighted off-the-beaten-path destinations and activities within the state, including such new initiatives as the Tennessee Playcation and BikeTN. Campaign highlights included:

**RV There Yet:** Two 30-minute episodes for TV and streaming platforms profiled the state's rural counties and RV infrastructure, with key content areas that included food, history and adventure. One episode focused on the Upper Cumberland region, while the second episode focused on Sevierville and surrounds near Great Smoky Mountains NP.

**Let's Go with Catie Keogh:** Catie Keogh visited Northeast Tennessee, resulting in local network TV, podcast, radio, online and social media exposure for several attractions and destinations in the strategic Chicago DMA.

**Jeanenne Tornatore:** TURNER coordinated a focused broadcast media tour with on-air travel expert Jeanenne Tornatore to promote summer/4<sup>th</sup> of July travel throughout the state. In addition to major cities being highlighted in her segments, Jeanenne also called out Tennessee's Scenic Byways, the state's over 50,000 miles of rivers and lakes, along with other small towns worth visiting. The total number of broadcast segments aired for this partnership were 2,105, resulting in 34,665,017+ total impressions.

(b) Provide a minimum of three (3) projects with references.

## PROJECT: DRIVING DISPERSAL: HIGHLIGHTING TENNESSEE'S RURAL COUNTIES - CONTINUED

### RESULTS

Tourism is booming in Tennessee, with a record \$30.6 billion in direct visitor spending and 144 million visitors to the state in 2023, according to data from Tourism Economics. Tennessee's direct visitor spending increased 6.2% in 2023. This follows two consecutive years of double-digit growth, driving Tennessee to a 125% recovery over 2019 pre-pandemic levels. And it's not just the gateways and honeypots that are benefitting.

For example, the nine counties in the Upper Cumberland Region, as featured in an episode of 'Discovery/MotorTrend's RV There Yet?' experienced an average increase in direct spend from tourism by almost 4% in FY23 compared to the previous year. Montgomery County, visited by @tavreviewseverything, experienced a 3% increase in direct tourism spend. A group FAM to explore the rural counties surrounding Memphis experienced an average of almost 4% in direct tourism spend.

In its efforts to highlight and further promote rural communities and regions in Tennessee, TURNER soared past its initial 35% goal for earned media coverage to include rural areas and/or partners in the state, achieving an outstanding 50% margin. In the past 12 months (July 2023-June 2024), we've earned **72 total media placements** for a total of **343,908,646 impressions**. Coverage highlights include:

- National Geographic: The Essential Guide to Visiting Tennessee
- Hemispheres: Chasing Fall Foliage on the 444-Mile Natchez Trace Parkway
- TravelAwaits: 11 Best Places to Eat in Clarksville TN | My Favorite Eateries and Cafes

### REFERENCE

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(b) Provide a minimum of three (3) projects with references.

## PROJECT: OWNING ITS 'BOURBON CAPITAL OF THE WORLD' TAGLINE: BARDSTOWN CREATES OWN COLLECTION

### OPPORTUNITY

Bardstown, KY, offers the ultimate bourbon getaway with 11 unique distillery experiences but thanks to the current bourbon boom, competition has increased and Bardstown needed a way to differentiate and live up to its trademark tagline "The Bourbon Capital of the World."

### STRATEGY & TACTICS

To drive awareness and visitation, Visit Bardstown developed the Bardstown Collection, bringing together six of its distilleries — who rarely collaborate — to produce hand-selected, premium bourbons available only in Bardstown. TURNER set about spreading the word far and wide, launching the initiative in spring 2023, with the goal of increasing awareness of Bardstown as an authentic destination for premium bourbon and increasing higher-yielding, more affluent visitors to overnight in the destination.

- Developed a targeted most wanted media list of strategic media outlets to guide all communications.
- Distributed a tailored pitch highlighting unique elements of the Bardstown Collection 2023.
- Secured an exclusive individual media visit from target outlet Garden & Gun.
- Hosted a small group press preview trip for key regional and national media during March 2023.
- Organized release party in-destination on April 11, 2023, inviting influencers and regional media.



### RESULTS

The first Bardstown Collection was a major success and is set to become one of the destination's signature annual events. TURNER's impressions goal was surpassed with 20+ million incremental impressions at launch and increase in visitors goal was met during release event with more than 500 visitors coming to Bardstown in one weekend. The Garden & Gun individual media visit earned an exclusive 1,365-word feature article published just before the launch and featuring key messaging.

Since summer 2023, brand position as the bourbon destination continues to drive coverage and message pull through with 23 placements in 2024 including recent April 2024 inclusion in AFAR's complete guide to the Bourbon Trail.

**2023 HSMIA  
ADRIAN AWARD  
GOLD AWARD  
WINNER**

### REFERENCE

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## 5. PAST PERFORMANCE: EVIDENCE, KNOWLEDGE, AND EXPERIENCE

(b) Provide a minimum of three (3) projects with references.

### PROJECT: INTEGRATING AIRSTREAM COMMUNICATIONS TO DRIVE FAVORABLE PERCEPTION WITH OWNERS & FUTURE CONSUMERS

#### OPPORTUNITY

With a 94-year-old legacy in premium recreational vehicle design and a rapidly growing consumer base fueled by pandemic interests in remote living and road travel, Airstream needed an integrated communications partner to help maintain the brand's best-in-category position; reduce learning curves associated with new ownership; and inspire prospective owners and new consumers to turn their Airstream vision from a *someday* into *today*. To serve this need, Airstream selected TURNER as their public relations and social media agency of record.



#### STRATEGY & TACTICS

Since May 2023, TURNER has led Airstream's integrated communications programs, driving brand awareness and engagement among current owners, prospective customers, and new audiences. Our comprehensive national public relations and social media scope includes channel strategy and implementation of media relations and media engagement campaigns, media events, award research and submissions, partnership integrations, organic social media content creation, content calendar management, community management, crisis communications, and reporting.



Our earned media and digital associates collaborate closely with Airstream stakeholders in marketing, sales, internal communications and legal functions to ensure consistent messages and content are developed and effectively leveraged to drive awareness across all consumer and dealer network channels. Key integrated workflows include:

- Coordinating releases across earned, owned and dealer channels to create launch impact and sustained engagement;
- Maximizing partnerships and event integrations to ensure deliverables across earned, owned and paid marketing channels;
- Proactively monitoring potential brand threats and providing integrated crisis communications counsel.

#### RESULTS

From May 2023 - December 2024, **TURNER has helped Airstream launch communications for more than 30 initiatives**, including new product releases, leadership and corporate announcements, partnership and event integrations, and crises responses. Public relations campaigns have helped the brand generate **more than 625 press articles, garnering over 10.39B impressions**. Through our social media work, we have **helped Airstream launch their TikTok presence**, while continuing net audience and engagement growth across priority platforms, including Meta, LinkedIn and Pinterest. Since inheriting channels in May 2023, **TURNER has helped Airstream's cross-network audience grow by 13%**, with **engagement rates for Meta and LinkedIn growing by 39.7% and 147.7%, respectively**.

#### REFERENCE

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Director of Consumer Insights  
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(b) Provide a minimum of three (3) projects with references.

## PROJECT: INTEGRATING AIRSTREAM COMMUNICATIONS TO DRIVE FAVORABLE PERCEPTION WITH OWNERS & FUTURE CONSUMERS

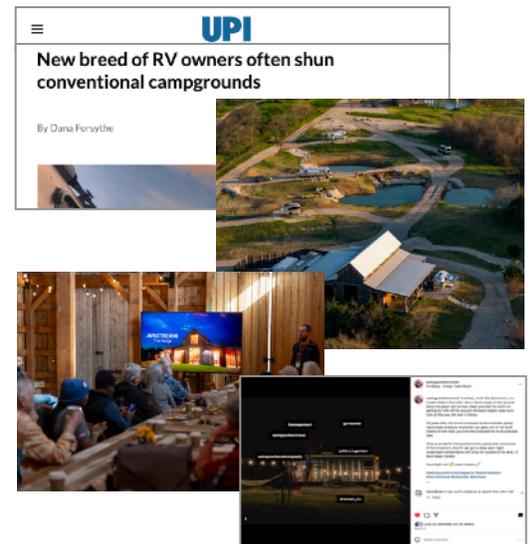
### RESULTS

The following work highlights further demonstrate our integrated public relations and social media approach for Airstream:



**Integrated Product Launch: REI Co-op Special Edition Basecamp Series:** TURNER led a **two-year earned media campaign** to launch and sustain Airstream’s special edition product partnership with national outdoor retailer REI Co-op. Over the two-year period, targeted pitching, designed infographics, custom seeding kits, virtual press briefings, and in-person product demos, helped the team garner **more than 96 placements and over 2.2B total known impressions**. During the 2023 launch month, Airstream-owned social media content led by TURNER generated an **additional 250K engagements from six unique content pieces**, and organic social media posts published by media outlets contributed **1.8M in added value reach**, further fueling a successful launch.

**Maximizing Brand Investment: The Range Media Event:** TURNER was tasked with creating an immersive experience to educate media on all things Airstream. Cautious of the expenses required to transport its fleet, Airstream sought a recommendation on how to ensure the budget carried deeper return on investment. To maximize the **less-than-six-figure budget**, our recommended approach hosted **eight journalists and nine real Airstream owners** at a remote Texas resort, offering media a unique peek into the Airstream lifestyle, further deepening brand affinity and human interest story opportunities. We also contracted a professional photographer and videographer to capture commercial assets to be used on Airstream-owned channels, including the website, blog and social media. The hybrid format generated **18 unique story leads and over 30 organic social posts** across the eight media attendees. Content captured at the event added **more than 200 stills and video clips added to owned asset banks**, and we have produced trending edits for Instagram Reels, Stories and TikTok.



*Tonal shift headline example in New York Post coverage following brand statement delivery*

**Coordinated Crisis Response: Tragic Accident:** When an individual tragically died falling from an Airstream trailer on a highway in April 2024, TURNER effectively managed Airstream’s brand reputation. Our proactive counsel and materials preparation allowed us to immediately field inbound inquiries with approved brand statements, resulting in a **balanced narrative across over 100 digital news articles and national broadcast segments, with stories focusing on safety and reducing speculation on product malfunction**. We responded to social media direct messages and comments in real-time, with consumers showing appreciation for our prompt replies grounded in safety and empathy for the family. **Within a seven-day period, inbound media inquiries and social conversations subsided**, effectively preserving Airstream’s reputation as a brand committed to safe, high-quality product designs.

# 6. PAST PERFORMANCE: TRANSPARENCY & INTEGRITY

(a) Describe how the Proposer communicates with clients and values integrity, transparency and honesty.

## 6. PAST PERFORMANCE: TRANSPARENCY & INTEGRITY

(a) Describe how the Proposer communicates with clients and values integrity, transparency and honesty.

At TURNER, we understand the unique expectations and responsibilities of working with government agencies. Building on the scope of work management and account management processes outlined in sections 3 and 4, we emphasize transparency, integrity, and honesty as the foundation of our approach, fostering open and productive relationships with all our clients.

### How We Communicate with Clients

#### **Proactive and Consistent**

**Updates:** We maintain regular communication through scheduled calls, detailed status reports, and real-time updates on key milestones. This ensures clients are always informed about project progress and deliverables.

**Collaborative Planning:** At the start of each engagement, we work closely with clients to establish clear goals, expectations, and communication protocols. This collaboration ensures alignment from day one.

**Responsiveness:** Our team is highly accessible, responding promptly to client inquiries, media opportunities, and time-sensitive needs, demonstrating our commitment to reliability and partnership.

### How We Value Transparency and Integrity:

**Detailed Reporting:** TURNER provides comprehensive reports on campaign performance, including metrics for earned media, social media engagement, and budget tracking. This data-driven approach fosters accountability and trust.

**Budget Transparency:** We deliver monthly billing that includes detailed time sheets, proof of performance, and itemized receipts to ensure clarity and alignment with fiscal goals.

**Open Dialogue:** We believe in candid conversations, offering constructive feedback and actionable insights to continuously optimize strategies while respecting the client's vision and priorities.

By upholding these values, TURNER has cultivated long-standing relationships with government-funded organizations and DMOs, consistently delivering campaigns that align with their mission and objectives. Our commitment to integrity and transparency not only builds trust but also drives measurable results.

# 7. FINANCIAL ABILITY TO PROVIDE SERVICES

(a) Submit most recent two years of financial statements for review. The financial statements are not required to be audited financial statements. The annual financial statements shall be in the form of: i. Balance sheets, income statements and annual reports; or ii. Tax returns; or iii. SEC filings. If tax returns are submitted, ensure it does not include any personal information (as defined under Section 501.171, Florida Statutes), such as social security numbers, bank account or credit card numbers, or any personal pin numbers. If any personal information data is part of financial statements, redact information prior to submitting a response.

(b) A statement regarding the Proposer's ability to respond to government purchase orders.

(c) A statement outlining the procedures that will be used to issue invoices in the billing of services for the TDC.

(d) Include Proposer's Monthly Fee & Hourly Rate Card

## 7. FINANCIAL ABILITY TO PROVIDE SERVICES

(a) Submit most recent two years of financial statements for review. The financial statements are not required to be audited financial statements. The annual financial statements shall be in the form of: i. Balance sheets, income statements and annual reports; or ii. Tax returns; or iii. SEC filings. If tax returns are submitted, ensure it does not include any personal information (as defined under Section 501.171, Florida Statutes), such as social security numbers, bank account or credit card numbers, or any personal pin numbers. If any personal information data is part of financial statements, redact information prior to submitting a response.

We have submitted the most recent three years of financial statements through the portal. Section 1.19 No. 9 (j) 3 requests three years of financial statements and this section requests two years, thus we've submitted three years (the higher of the two requests). As an LLC, we have submitted balance sheets and income statements, but we have not included annual reports as they are only produced by publicly-traded companies. Per section 1.03 Response Requirements, these statements were uploaded separately through the portal as directed for confidential documents.

## 7. FINANCIAL ABILITY TO PROVIDE SERVICES

(b) A statement regarding the Proposer's ability to respond to government purchase orders.

In the ordinary course of business, our government clients issue Purchase Orders (PO) for our monthly retainer work, as well as various project categories. The client representing the government agency employing us approves the scope of work and expenses associated with each PO in advance. Each PO is entered into our Enterprise Resource Planning (ERP) system, and our designated Account Lead tracks all time and expenses against the PO to ensure we never go over the budgeted amounts per PO and that we comply with any and all written government policies, including but not limited to travel and gift giving restrictions, along with any restrictions on the employment of subcontractors or foreign entities. Our Account Lead works closely with our billing manager to cross-check all time and expenses to ensure our budget spreadsheets are accurate throughout the month and again when we close the month. We have never been barred from working against government purchase orders for any reason.

## 7. FINANCIAL ABILITY TO PROVIDE SERVICES

(c) A statement outlining the procedures that will be used to issue invoices in the billing of services for the TDC.

All of our billing will include a clear reference to the underlying Purchase Order (PO) number, line-item billing requests and any required backup. We will align with Monroe County TDC's billing policies and procedures, ensuring the Scope of Work is agreed upon and PO's are aligned. We never exceed the PO budget amounts.

We send retainer invoices monthly. The vast majority of our clients receive retainer invoices on the 1st of the month, while a handful of clients are billed by the hour and receive retainer invoices on the last day of the month. Billing recaps can be included with retainer invoices. Administrative/Tools fees are billed separate, with cost dependent upon the vendor tools needed to execute the scope of work. Out of pocket expenses are billed separate and include back-up receipts. There is no mark up on expenses.

We keep a detailed budget document, accessible by the client and agency at all times. Our account lead and billing manager meet often to cross-check budget documents for accuracy.

## 7. FINANCIAL ABILITY TO PROVIDE SERVICES

### (d) Include Proposer's Monthly Fee & Hourly Rate Card

At TURNER, we believe the best results come from a collaborative foundation built on the combined talents and strengths of both our agency team and your internal Monroe TDC team. While the following scope of work provides a topline outline, it is designed to remain flexible and adaptable. This ensures we can refine and tailor strategies to best leverage the unique skills of both teams, as well as adjust to any evolving needs or opportunities.

TURNER serves as North American media office for many of our clients, and we are equipped to manage international agencies and teams, ensuring cohesive, seamless communications globally.

Below, you'll find a detailed breakdown of the proposed scope of work which will be fine-tuned upon further conversations.

TURNER / Monroe County TDC - DRAFT, to be completed in partnership with TDC team	DESCRIPTION	CONTRACT HOURS	RATE	ANNUAL FEE
<b>Earned Media (PR), Social &amp; Influencer Program DEVELOPMENT</b>				
Destination Immersion & Audit	Virtual and in-person immersion components to ensure a comprehensive understanding of the destination's marketing strategies, initiatives, and key messages. - Virtual social brand audit will include a review of current marketing strategies, initiatives, key messages, and available assets. This process includes a series of virtual meetings with internal staff to inform our team's development of targeted strategies. A 6-hour session will involve three digital team members for a focused review and analysis. - A 5-day on-the-ground immersion led by 5+ key team members, designed to deepen understanding and gather insights. Activities include TDC meetings/stakeholder interviews, destination exploration, and review of immersion materials prepared in advance.	240	\$160	\$38,400.00
Social Channel Review & Analysis	Execute an in-depth owned content analysis including a review of social platforms (for example: LinkedIn, IG, FB, X, TT, YT, Pinterest) published over a 3-month period to dissect and distill insights related to voice, tone, creative composition and content formats, as well as community engagement, customer service and ad spend performance.	80	\$160	\$12,800.00
Earned Media, Influencer & Social Media Strategy	Development of 12-month earned media strategy to include program goals/objectives, competitor analysis (including historical performance as benchmarks), proactive influencer campaigns, and channel planning for Monroe County TDC. Includes ongoing hours per month for strategy development and ongoing optimizations in partnership with client stakeholders, including emerging features and trends analysis, integration with public relations and paid media workstreams, and support for brand-directed initiatives.	172	\$160	\$27,520.00
Crisis Communications Audit	Conduct a comprehensive review of the existing crisis communications handbook and materials to identify strategic gaps and determine the necessary updates or development of training tools to enhance preparedness and response capabilities.	30	\$160	\$4,800.00
<b>IMPLEMENTATION - EARNED MEDIA</b>				
Develop press materials, fact sheets, etc. Manage press room updates	Create or update key press materials needed to service journalist needs (ie. fact sheets, bios, press releases, etc.) - Themed fact sheets based on strategic narratives - Monthly releases for distribution (1-2 per month) - Copywriting services as needed, and within hours - Working with identified spokesperson(s) to prepare talking points for media interviews, events, as needed and within hours	120	\$160	\$19,200.00
News Bureau/Inbound Media & Influencer Requests	Act as an always-on news bureau to handle timely inbound media and influencer vetting leads (can add proactive influencer program as project); coordinate with client team as needed. If desired, TURNER can create google form for vetting inbound requests and provide POV on all incoming queries set up through tourism press site.	220	\$160	\$35,200.00
Proactive media relations	Includes: - Monthly short / long lead pitch angles - Reactive pitch opportunities (ie. SOS, TravMedia, Substack, etc.) - Top 100 priority media, ongoing updates, tailored pitch angles	1,220	\$160	\$195,200.00
Media Visits / FAM Trips	TURNER will secure approximately 30 media visits via proactive outreach during the length of contract on either an individual or group basis, as budget permits. - TURNER will develop criteria with client and proactively target key journalists as well as vet inbound requests to provide recommendations on hosting levels, itinerary suggestions and background on media. - Agency to handle invitations and booking travel (flight/ground transportation) logistics for visiting journalists with additional expense budget. Client to handle itinerary and execution on site (pending internal staff resources). - TURNER to conduct follow-up with the visiting media, including post-trip information, planned placement, images and interview needs. Provide a forecast for coverage and copies of coverage once available.	362	\$160	\$57,920.00
Paid influencer campaign	TURNER will provide a curated list of vetted influencers to fit demographics/campaign needs as outlined in the strategic plan for collaboration approval. TURNER handles outreach, negotiation, contracting/KPIs, itinerary support and follow up to ensure content is on-brand (before it posts) and influencer fee payment (OOP cost). Number of influencers is dependent on budget (hard cost fees varies considerably based on deliverables, platform, audience size, etc.). Based on experience, it takes approximately 24 service hours per hosted influencer from start-to-finish on average.	290	\$160	\$46,400.00
On-the-ground FAM hosting (Group FAM)	TURNER to staff up to three media FAMs on-the-ground - TURNER rep to staff group FAM trips (hours needed are determined based on length of FAM)	120	\$160	\$19,200.00
Thought Leadership	Includes: - Industry panel research and pitching - Executive interviews & bylined article opportunities	80	\$160	\$12,800.00

# 7. FINANCIAL ABILITY TO PROVIDE SERVICES

## (d) Include Proposer's Monthly Fee & Hourly Rate Card

TURNER / Monroe County TDC - DRAFT, to be completed in partnership with TDC team	DESCRIPTION	CONTRACT HOURS	RATE	ANNUAL FEE
<b>IMPLEMENTATION - EARNED MEDIA</b>				
Brand Partnerships	Research, identify and/or assess brand partnerships. Research, exploratory calls and recommendations. We can estimate hours after further discussion with TDC. We can also handle contract negotiation and execution of partnerships. We've executed hundreds of brand partnerships over the years and each partnership is unique - some can take 10 hours and others can take hundreds of hours depending on the scale.	Project fee	\$160	Project fee
Entertainment/Streaming Strategy Execution	Includes: - Strategy and execution for entertainment/streaming opportunities (outside of typical earned media strategy tactics, which could include: meetings with production companies, contract negotiations/messaging for entertainment opportunities, collaboration with local film commission as needed when filming takes place in the area, working with talent managers/agents/publicists for celebrity experiences, pitching new & existing streaming/network series for destination inclusions, etc.)	Project fee	\$160	Project fee
Annual awards list with deadlines	Submission for industry awards opportunities (HSMIAI, ESTO, eTourism, PRSA) <i>*Assumes client will pay for award fees</i>	35	\$160	\$5,600.00
Crisis Communications Playbook	TURNER to develop comprehensive crisis communications plan/playbook for Monroe County TDC to help in times of crises. Once plan is complete, we will execute program and media training for key executives and local stakeholders.	Project fee	\$160	Project fee
<b>IMPLEMENTATION - SOCIAL MEDIA / CHANNEL MANAGEMENT</b>				
Creative + Strategic Management	Provide monthly strategic management of Social Media channels. Includes editorial calendar development, content scheduling, and partner/location curation. - Provide content / copywriting services for all social media channels aligned with brand voice and tone to prep the base for all channels. (20) hours/month x (12) = 240 TURNER to use repurposed content, UGC or brand-provided assets to populate these channels at the noted frequency:  Instagram Feed + Stories: Max. (30) posts per month + 15 stories/month, (45/month); IG feed/stories- (12) hours per month x (12) months = (144) hours  Facebook: Max. (30) posts per month mirroring IG; (6) hours per month x (12) months = (72) hours  TikTok: Max (10) videos per month- (10) hours per month x (12) months - (120) hours  X: Max (30) posts per month- similar content to IG/FB- (6) hours per month x (12) months = (72) hours  YouTube: Max (10) videos per month- (6) hours per month x (12) months - (72) hours  Pinterest: Max (10) pins/month - (6) hours per month x (12) months - (72) hours	792	\$160	\$126,720
User Generated Content Integration	TURNER curates UGC for social use and secures permission per channel as needed (or can train internal teams). Hours dependent on volume need. Assumes user sharing content without licensing fees.	Project Fee	\$160	TBD
Community Management	Assumes (1) person visits all platforms twice daily Mon-Fri and engages; Check all 6 channels twice daily. Can discuss strength of internal TDC team, partnership on this task (or TURNER can own 100%).	Project Fee	\$160	TBD
Tool Cost for Content Approver/Editor/Owner Seat	Content editor/approval (full access) seat (seats will be given to those who will have editor/approval access)	TBD (Dependent on number of seats needed)	TBD	TBD
Paid Media Strategy	Development of one (1) paid media strategy on Meta and one on TikTok. Managing one (1) engagement campaign and one (1) traffic campaign per month on Meta and (1) engagement and (1) growth campaign on TikTok (10 hours/month*) <i>*Assumes paid budget of up to \$1,000/month</i>	120	\$160	\$19,200
Photo + Video Content Shoots	TURNER will either provide strategic oversight and direction to support quarterly third party photo/video shoots to capture social assets that will include shot lists and inspiration boards, or send TURNER's social photo/video expert for content shoots quarterly	Project fee	\$160	Project fee
Content Creation/Editing	Per the above- Turner has capability to handle social content creation shoots (video/photo assets) or we can edit client-provided content based on photo/video library and provide graphic treatments, video edits and social-first assets for social use.	Project fee	\$160	Project fee
<b>EVENTS / TRADE SHOWS</b>				
Execute two in-market/virtual media missions	Could be an intimate event with a few media appointments, or up to two days of media appointments. If larger event assistance is needed for consumer marketing events outside of allocated hours, a project fee will apply.	120	\$160	\$19,200.00
Tradeshaw Attendance	Attendance at one local tradeshow (ie. Florida Governor's Conference on Tourism) <i>*Additional tradeshow attendance and/or appointment scheduling is a project fee (ie. IPW, SATW, IMM, etc.)</i>	20	\$160	\$3,200.00
Industry Representation	TURNER's active participation in conferences such as USTOA, SATW, PRSA, TMAC, and others provides significant added value for clients. Our membership allows us to proactively pitch client stories to attending media, ensuring increased visibility and valuable connections at these influential industry events.	0	\$0	\$0.00
<b>STAKEHOLDER COMMUNICATIONS</b>				
Partner Education Webinars	Quarterly Education Lunch & Learn Webinars with TURNER experts (topics could include: Social Strategy 101, Content Creator Negotiation, Earned Media Trends)	30	\$160	\$4,800.00
Pitch Bank Program	10-12 interviews per year (this is a valuable way to get to know niche experts within the destination to utilize for story pitching opportunities)	50	\$160	\$8,000.00
Media Training	Media training for key stakeholders within the organization; the amount of hours is dependent on needs (format, ie. half or full-day in-person, multi-hour virtual) and number of executives	Project fee	\$160	Project fee

# 7. FINANCIAL ABILITY TO PROVIDE SERVICES

## (d) Include Proposer's Monthly Fee & Hourly Rate Card

TURNER / Monroe County TDC - DRAFT, to be completed in partnership with TDC team	DESCRIPTION	CONTRACT HOURS	RATE	ANNUAL FEE
<b>TRAVEL TRADE</b>				
Strategic Plan	One topline travel plan to include details on travel trade hosting and training approach.	Project fee	\$160	Project fee
	Includes: - Act as "always on" press office for trade inquiries and press needs - Development of webinars / introduction and education for tour operators and local partners/stakeholders - Execute thematic tour operator training - Execute Travel Advisor FAMs (individual or group); TURNER handles all logistics from start to finish (booking to itinerary to follow-up) - Provide counsel and guidance on Travel Trade relations and partnership opportunities - Media outreach - Reporting			
Execution		Project fee	\$160	Project fee
<b>ACCOUNT MANAGEMENT + MEASUREMENT</b>				
Ongoing Account Review & Pulse Checks	Quarterly pulse checks and communication/education on earned media and social strategy	20	\$160	\$3,200.00
Crisis/Issues Management	Basic crisis communications needs will have time redirected from proactive pitching or another initiative; for more in-depth crisis comms needs, there is an hourly rate of \$175/hour.	Hourly rate or redirected hours	\$175	Hourly rate
Weekly team status calls, integrated with PR & Social (30-45 mins)	1 monthly call via Zoom to review reports and initiatives (earned & social media top-line) Weekly calls via conference call w/agenda (virtual and/or email update) In-person meetings for key team members; discuss cadence and can discuss shifting hours from other scope buckets	160.5	\$160	\$25,680.00
Reporting	Earned Media Reporting includes: - Real time coverage - Monthly reports - Editorial activity/pitch plans - KPIs Summary/goals tracking - Campaign or quarterly recap reports - Annual recap report - Tracking on all earned strategy initiatives In addition to above, social media reports also include: - Monthly analytics for all managed platforms - Monthly competitor audit (up to 24 hours/year) <i>*For social media monitoring, TURNER will need to set up a tailored account with keywords with our monitoring tool vendor. Cost dependent upon search needs.</i>	256	\$160	\$40,960.00
Social Media Monitoring Tool	For social media monitoring, TURNER will set up a tailored account for Monroe County TDC with our monitoring tool vendor. Cost is dependent on search needs. With this tool we will compile and submit monthly social report providing measurement against outlined KPIs. A comprehensive end-of-year recap will be provided annually.	Tool cost TBD based on monitoring needs		TBD
<b>TOTAL AVAILABLE CONTRACT HOURS</b>		<b>4,537.5</b>		<b>\$726,000.00</b>
			<b>Monthly Breakdown</b>	<b>\$60,500.00</b>
<p><i>TURNER is compensated on a monthly basis and signs multi-year or annual contracts with clients. This is a sample scope and can be finalized after further discussion about destination priorities, internal resources, etc. We bill at a blended rate of \$160/hour. Retainer does not include Agency Admin/Tools fees, nor any out of pocket expenses. The monthly Admin/Tools fee varies by client as it is determined based on the number of, and scale/set up of, the vendor tools we utilize for our tailored work on each account - tools for tailored earned media reporting and analytics, social media monitoring, social media content/scheduling, influencer vetting/campaign, media subscriptions, etc. Out of pocket expenses are additional, such as airfare/transportation, mileage/F&amp;B for team/media/influencer travel, FedEx, printing, photo/video content shoots, etc. Hard costs for influencer/celebrity fees, event supplies/production or paid social boosts, etc. also not included. Expenses are billed without a mark-up fee based on client pre-approval.</i></p>				

# 8. CONDUCT BUSINESS IN FLORIDA & MONROE COUNTY + LOCAL PREFERENCE

- (a) Proposer must have the authority to transact business in the State of Florida and be in good standing with the Florida Secretary of State. For further information, contact the Florida Department of State, Division of Corporations.
- (b) Provide information about the location of the Proposer's office in proximity to Monroe County.
- (c) Describe how the Proposer meets the Local Preference standard. Agencies may hire a third-party company located in Monroe County to partner on scope of work services to qualify for local preference.

## 8. CONDUCT BUSINESS IN FLORIDA & MONROE COUNTY + LOCAL PREFERENCE

(a) Proposer must have the authority to transact business in the State of Florida and be in good standing with the Florida Secretary of State. For further information, contact the Florida Department of State, Division of Corporations.

Per the document below, TURNER has the authority to transact business in the State of Florida; we remain in good standing with the Florida Secretary of State and will pay the 2025 fee and file the annual report when it is due.

### *State of Florida Department of State*

I certify from the records of this office that TURNER PUBLIC RELATIONS, LLC is an Ohio limited liability company authorized to transact business in the State of Florida, qualified on June 6, 2024.

The document number of this limited liability company is M24000007260.

I further certify that said limited liability company has paid all fees due this office through December 31, 2024 and that its status is active.

I further certify that said limited liability company has not filed a Certificate of Withdrawal.

*Given under my hand and the  
Great Seal of the State of Florida  
at Tallahassee, the Capital, this  
the Sixth day of January, 2025*



  
*Secretary of State*

Tracking Number: 6316876263CU

To authenticate this certificate, visit the following site, enter this number, and then follow the instructions displayed.

<https://services.sunbiz.org/Filings/CertificateOfStatus/CertificateAuthentication>

## 8. CONDUCT BUSINESS IN FLORIDA & MONROE COUNTY + LOCAL PREFERENCE

(a) Proposer must have the authority to transact business in the State of Florida and be in good standing with the Florida Secretary of State. For further information, contact the Florida Department of State, Division of Corporations.



### FLORIDA DEPARTMENT OF STATE Division of Corporations

June 7, 2024

CSC

Qualification documents for TURNER PUBLIC RELATIONS, LLC were filed on June 6, 2024, and assigned document number M24000007260. Please refer to this number whenever corresponding with this office.

Your limited liability company is authorized to transact business in Florida as of the file date.

To maintain "active" status with the Division of Corporations, an annual report must be filed yearly between January 1st and May 1st beginning in the year following the file date or effective date indicated above. If the annual report is not filed by May 1st, a \$400 late fee will be added.

A Federal Employer Identification Number (FEI/EIN) will be required when this report is filed. Apply today with the IRS online at:

<https://sa.www4.irs.gov/modiein/individual/index.jsp>.

Please notify this office if the limited liability company address changes.

Should you have any questions regarding this matter, please contact this office at the address given below.

KYLE D BRUMBLEY  
Regulatory Specialist II Supervisor  
Registration Section  
Division of Corporations

Letter Number: 424A00012412

Account number: I20000000195

Amount charged: 125.00

[www.sunbiz.org](http://www.sunbiz.org)

Division of Corporations - P.O. BOX 6327 -Tallahassee, Florida 32314

# 8. CONDUCT BUSINESS IN FLORIDA & MONROE COUNTY + LOCAL PREFERENCE

(a) Proposer must have the authority to transact business in the State of Florida and be in good standing with the Florida Secretary of State. For further information, contact the Florida Department of State, Division of Corporations.

## APPLICATION BY FOREIGN LIMITED LIABILITY COMPANY FOR AUTHORIZATION TO TRANSACT BUSINESS IN FLORIDA

IN COMPLIANCE WITH SECTION 605.0902, FLORIDA STATUTES, THE FOLLOWING IS SUBMITTED TO REGISTER A FOREIGN LIMITED LIABILITY COMPANY TO TRANSACT BUSINESS IN THE STATE OF FLORIDA:

1. TURNER PUBLIC RELATIONS, LLC  
(Name of Foreign Limited Liability Company; must include "Limited Liability Company," "L.L.C.," or "LLC.")

(If name unavailable, enter alternate name adopted for the purpose of transacting business in Florida. The alternate name must include "Limited Liability Company," "L.L.C.," or "LLC.")

2. Ohio 3. 99-2663602  
(Jurisdiction under the law of which foreign limited liability company is organized) (FEI number, if applicable)

4. 2016  
(Date first transacted business in Florida, if prior to registration.)  
(See sections 605.0904 & 605.0905, F.S. to determine penalty liability)

5. 4030 Easton Station, Suite 300 6. 4030 Easton Station, Suite 300  
(Street Address of Principal Office) (Mailing Address)

Columbus, OH 43219-7012

Columbus, OH 43219-7012

7. Name and street address of Florida registered agent: (P.O. Box NOT acceptable)

Name: Corporation Service Company

Office Address: 1201 Hays Street

Tallahassee, Florida 32301  
(City) (Zip code)

2024 JUN -6 AM 11:07  
APPROVED  
FILED

### Registered agent's acceptance:

*Having been named as registered agent and to accept service of process for the above stated limited liability company at the place designated in this application, I hereby accept the appointment as registered agent and agree to act in this capacity. I further agree to comply with the provisions of all statutes relative to the proper and complete performance of my duties, and I am familiar with and accept the obligations of my position as registered agent.*

Corporation Service Company

By: Shauna Godbolt

# 8. CONDUCT BUSINESS IN FLORIDA & MONROE COUNTY + LOCAL PREFERENCE

(a) Proposer must have the authority to transact business in the State of Florida and be in good standing with the Florida Secretary of State. For further information, contact the Florida Department of State, Division of Corporations.

8. For initial indexing purposes, list names, title or capacity and addresses of the primary members/managers or persons authorized to manage [up to six (6) total]:

<u>Title or Capacity:</u>	<u>Name and Address:</u>	<u>Title or Capacity:</u>	<u>Name and Address:</u>
<input checked="" type="checkbox"/> Manager	Name: Brent Holbert	<input type="checkbox"/> Manager	Name: _____
<input type="checkbox"/> Member	Address: 4030 Easton Station, Ste. 300	<input type="checkbox"/> Member	Address: _____
<input type="checkbox"/> Authorized Person	Columbus, OH 43219-7012	<input type="checkbox"/> Authorized Person	_____
<input type="checkbox"/> Other	<input type="checkbox"/> Other	<input type="checkbox"/> Other	<input type="checkbox"/> Other
<input type="checkbox"/> Manager	Name: _____	<input type="checkbox"/> Manager	Name: _____
<input type="checkbox"/> Member	Address: _____	<input type="checkbox"/> Member	Address: _____
<input type="checkbox"/> Authorized Person	_____	<input type="checkbox"/> Authorized Person	_____
<input type="checkbox"/> Other	<input type="checkbox"/> Other	<input type="checkbox"/> Other	<input type="checkbox"/> Other
<input type="checkbox"/> Manager	Name: _____	<input type="checkbox"/> Manager	Name: _____
<input type="checkbox"/> Member	Address: _____	<input type="checkbox"/> Member	Address: _____
<input type="checkbox"/> Authorized Person	_____	<input type="checkbox"/> Authorized Person	_____
<input type="checkbox"/> Other	<input type="checkbox"/> Other	<input type="checkbox"/> Other	<input type="checkbox"/> Other

**Important Notice:** Use an attachment to report more than six (6). The attachment will be imaged for reporting purposes only. Non-indexed individuals may be added to the index when filing your Florida Department of State Annual Report form.

9. Attached is a certificate of existence, no more than 90 days old, duly authenticated by the official having custody of records in the jurisdiction under the law of which it is organized. (If the certificate is in a foreign language, a translation of the certificate under oath of the translator must be submitted)

10. This document is executed in accordance with section 605.0203 (1) (b), Florida Statutes. I am aware that any false information submitted in a document to the Department of State constitutes a third degree felony as provided for in s.817.155, F.S.

Signature of an authorized person

Brent Holbert

8. CONDUCT BUSINESS IN FLORIDA & MONROE COUNTY + LOCAL PREFERENCE

(a) Proposer must have the authority to transact business in the State of Florida and be in good standing with the Florida Secretary of State. For further information, contact the Florida Department of State, Division of Corporations.

UNITED STATES OF AMERICA  
STATE OF OHIO  
OFFICE OF THE SECRETARY OF STATE

*I, Frank LaRose, do hereby certify that I am the duly elected, qualified and present acting Secretary of State for the State of Ohio, and as such have custody of the records of Ohio and Foreign business entities; that said records show TURNER PUBLIC RELATIONS, LLC, an Ohio Limited Liability Company, Registration Number 5219522, was organized in the State of Ohio on April 23, 2024, is currently in FULL FORCE AND EFFECT upon the records of this office.*



*Witness my hand and the seal of the Secretary of State at Columbus, Ohio this 4th day of June, A.D. 2024.*

A handwritten signature in blue ink that reads "Frank LaRose".

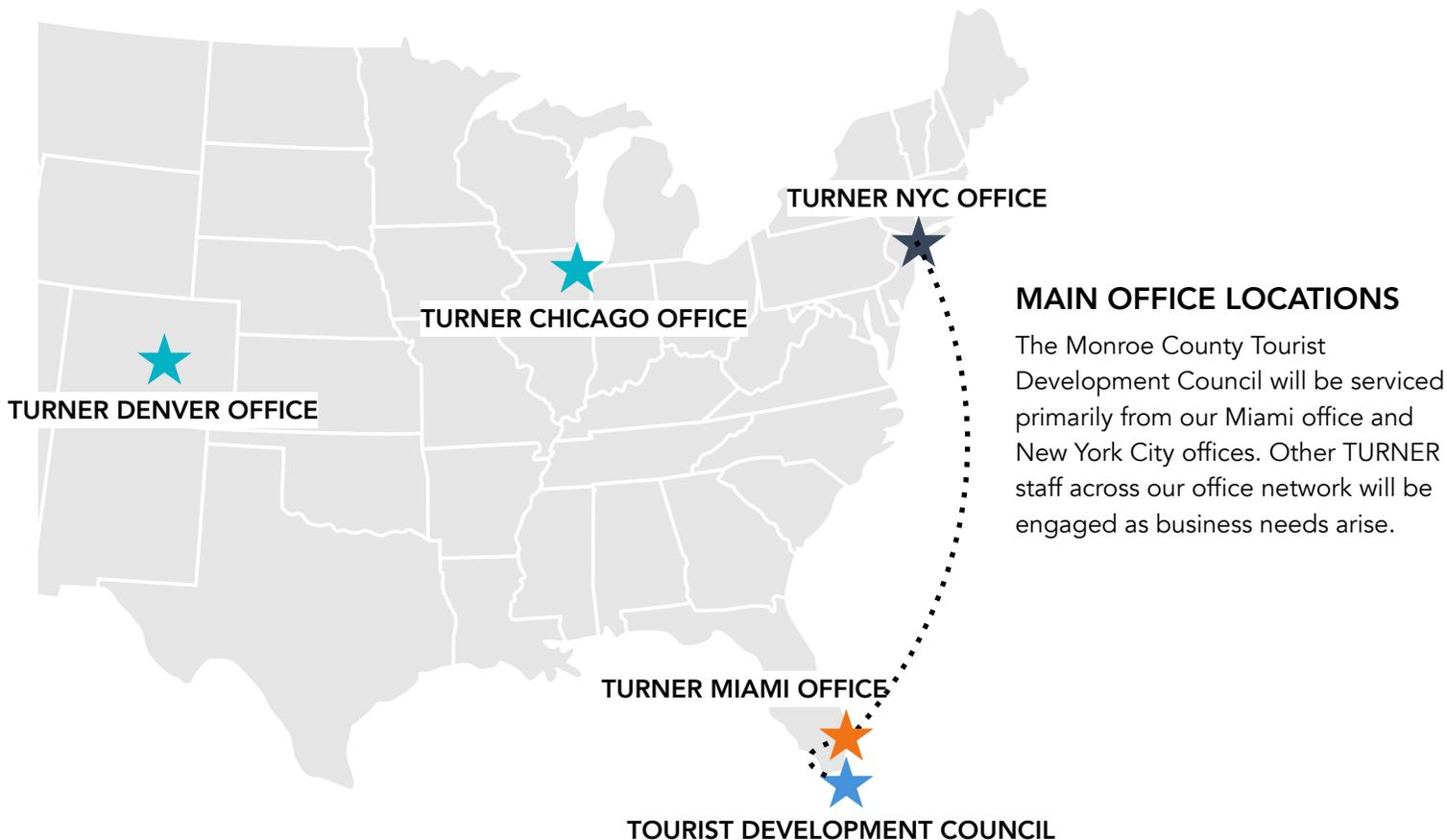
**Ohio Secretary of State**

**Validation Number: 202415604012**

## 8. CONDUCT BUSINESS IN FLORIDA & MONROE COUNTY + LOCAL PREFERENCE

(b) Provide information about the location of the Proposer's office in proximity to Monroe County.

TURNER has an office in Coral Gables, FL, at 255 Giralda Ave., Fifth Floor, Coral Gables, FL 33134. We also have an office in New York City, NY, at 250 West 39th Street, Sixteenth Floor, New York, New York 10018, as well as an office in Denver, CO, at 1614 15th St, Fourth Floor, Denver, CO, 80202.



We will lead the Monroe County account from our Miami office with integration from our New York team and we will ensure our team is on-site with your in-house team in Monroe County often for onboarding and immersions, on-site meetings, media and content needs, and more.



**ONBOARDING**



**IMMERSIONS**



**ON-SITE MEETINGS**



**MEDIA FAMS AND EVENTS**



**HOSTING CONTENT CREATORS**



**CONTENT SHOOTS**

## 8. CONDUCT BUSINESS IN FLORIDA & MONROE COUNTY + LOCAL PREFERENCE

(c) Describe how the Proposer meets the Local Preference standard. Agencies may hire a third-party company located in Monroe County to partner on scope of work services to qualify for local preference.

TURNER does not meet the Local Preference standard as we do not have a third-party partner located in Monroe County to partner on scope of work services. If, at anytime, TDC has a preferred public relations or social media partner in Monroe County, TURNER will be happy to partner on designated scope of work services. Our office is in Miami-Dade County at 255 Giralda Ave., Fifth Floor, Coral Gables, FL 33134.

# 9. COMPLETION OF ADDITIONAL INFORMATION AND CERTIFICATIONS

Proposers are required to submit detailed information on their firm and certify to the below requirements. **Failure to submit the following forms and information may result in disqualification.**

- (a) Response Form
- (b) Ethics Clause
- (c) Non-Collusion Affidavit
- (d) Drug-Free Workplace Certification
- (e) Public Entities Crimes Statement
- (f) Local Preference Form
- (g) Vendor Certification Regarding Scrutinized Companies List
- (h) Affidavit Attesting to Noncoercive Conduct for Labor or Services
- (i) Proof of Insurance Requirements
- (j) Litigation Check-List
- (k) Proposer's Monthly Fee & Hourly Rate Card

RESPONSE FORM

RESPONSE TO: MONROE COUNTY BOARD OF COUNTY COMMISSIONERS

I acknowledge receipt of Addenda No.(s) \_\_\_\_\_

I have included:

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

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

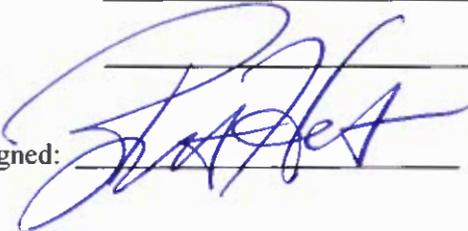
\_\_\_\_\_

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

Mailing Address: 4030 Easton Station, Suite 300 Telephone: 614-383-1508

Columbus, OH 43219 Fax: \_\_\_\_\_

Date: December 10, 2024

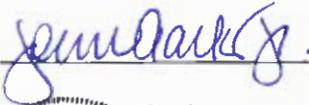
Signed: 

Brent L. Holbert

(Name)

Chief Financial Officer

(Title)

Witness: 



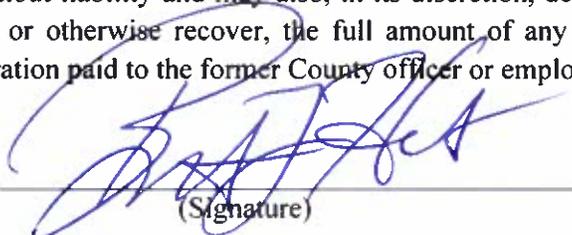
JOHN GARKO JR  
Notary Public, State of Ohio  
My Commission Expires:  
August 5, 2025

(b) Ethics Clause

ETHICS CLAUSE

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

Brent L. Holbert 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)

December 10, 2024  
\_\_\_\_\_  
(Date)

STATE OF Ohio

COUNTY OF Franklin

Subscribed and sworn to (or affirmed) before me, by means of  physical presence or  online notarization, on December 10, 2024 (Date) by Brent L. Holbert (name of affiant). He/She is personally known to me or has produced Ohio Driver's License (type of identification) as identification.

  
\_\_\_\_\_  
NOTARY PUBLIC

My commission expires: 08/05/2025

OMB - MCP FORM #4



JOHN GARKO JR  
Notary Public, State of Ohio  
My Commission Expires:  
August 5, 2025

(c) Non-Collusion Affidavit

NON-COLLUSION AFFIDAVIT

I, Brent L. Holbert of the city of New Albany, OH according to law on my oath, and under penalty of perjury, depose and say that:

I am Chief Financial Officer of the Agency of Turner Public Relations, LLC the Proposer making the Proposal for the project described in the Notice of Request for Competitive Solicitations for: Professional Advertising Services 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.

[Handwritten Signature]
(Signature of Proposer)

December 10, 2024
(Date)

STATE OF: Ohio

COUNTY OF: Franklin

Subscribed and sworn to (or affirmed) before me, by means of [ ] physical presence or [ ] online notarization, on December 10, 2024 (Date) by Brent L. Holbert (name of affiant). He/She is personally known to me or has produced Ohio Drivers License (type of identification) as identification.

[Handwritten Signature]
NOTARY PUBLIC

My Commission Expires: 08/05/2025

Competitive Solicitation for Professional Advertising Agency Services - 2024



JOHN GARKO JR
Notary Public, State of Ohio
My Commission Expires:
August 5, 2025

9. COMPLETION OF ADDITIONAL INFORMATION AND CERTIFICATIONS

(d) Drug-Free Workplace Certification

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

Turner Public Relations, 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.

*[Handwritten Signature]*  
Proposer's Signature

December 10, 2024

Date

STATE OF: Ohio

COUNTY OF: Franklin

Subscribed and sworn to (or affirmed) before me, by means of  physical presence or  online notarization, on December 10, 2024 (date) by Brent L. Holbert (name of affiant). He/She is personally known to me or has produced Ohio Driver's License (type of identification) as identification.

*[Handwritten Signature]*  
NOTARY PUBLIC

My Commission Expires: 08/05/2025

Competitive Solicitation for Professional Advertising Agency Services - 2024

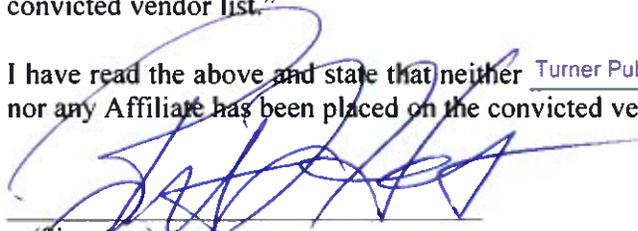


JOHN GARKO JR  
Notary Public, State of Ohio  
My Commission Expires:  
August 5, 2025

**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 Turner Public Relations, LLC (Respondent’s name) nor any Affiliate has been placed on the convicted vendor list within the last 36 months.

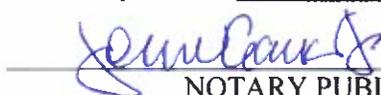
  
\_\_\_\_\_  
(Signature)

Date: December 10, 2024

STATE OF: Ohio

COUNTY OF: Franklin

Subscribed and sworn to (or affirmed) before me, by means of  physical presence or  online notarization, on December 10, 2024 (date) by Brent L. Holbert (name of affiant). He/She is personally known to me or has produced Ohio Drivers License (type of identification) as identification.

  
\_\_\_\_\_  
NOTARY PUBLIC

My Commission Expires: 08/05/2025



JOHN GARKO JR  
Notary Public, State of Ohio  
My Commission Expires:  
August 5, 2025

# 9. COMPLETION OF ADDITIONAL INFORMATION AND CERTIFICATIONS

(f) Local Preference Form

## 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 Turner Public Relations, LLC

Date: December 10, 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? No (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? No

(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: \_\_\_\_\_

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

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)

4030 Easton Station, Suite 300, Columbus, OH 43219

Tel. Number 614-383-1508

Address

Print Name: BRENT L. HOLBERT

Signature and Title of Authorized Signatory for Bidder/Responder

STATE OF Ohio  
COUNTY OF Franklin

On this 10 day of Dec, 2024, before me, by means of  physical presence or  online notarization, the undersigned notary public, personally appeared Brent L Holbert, known to me to be the person whose name is subscribed above or who produced Ohio Drivers License 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: 08/05/2025

Notary Public

(Seal)

John Garko Jr.

Print Name

Competitive Solicitation for Professional Advertising Agency Services



JOHN GARKO JR  
Notary Public, State of Ohio  
My Commission Expires:  
August 5, 2025

# 9. COMPLETION OF ADDITIONAL INFORMATION AND CERTIFICATIONS

(g) Vendor Certification Regarding Scrutinized Companies List

## VENDOR CERTIFICATION REGARDING SCRUTINIZED COMPANIES LISTS

Project Description(s): Professional Advertising Services for Monroe County  
Tourist Development Council  
Respondent Vendor Name: Turner Public Relations, LLC  
Vendor FEIN: 99-2663602  
Vendor's Authorized Representative Name and Title: Brent L. Holbert, Chief Financial Officer  
Address: 4030 Easton Station, Suite 300  
City: Columbus State: OH Zip: 43219  
Phone Number: 614-383-1508  
Email Address: brent.holbert@fahlgren.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: Brent L. Holbert, who is authorized to sign on behalf of the above referenced company.

Authorized Signature:   
Print Name: Brent L. Holbert  
Title: Chief Financial Officer

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

9. COMPLETION OF ADDITIONAL INFORMATION AND CERTIFICATIONS

(h) Affidavit Attesting to Noncoercive Conduct for Labor or Services

**AFFIDAVIT ATTESTING TO NONCOERCIVE CONDUCT  
FOR LABOR OR SERVICES**

Entity/Vendor Name: Turner Public Relations, LLC  
Vendor FEIN: 99-2663602  
Vendor's Authorized Representative: Brent L. Holbert, Chief Financial Officer  
(Name and Title)

Address: 4030 Easton Station, Suite 300  
City: Columbus State: OH Zip: 43219  
Phone Number: 614-383-1508  
Email Address: brent.holbert@fahlgren.com

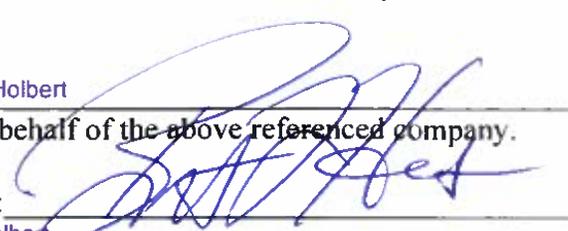
As a nongovernmental entity executing, renewing, or extending a contract with a government entity, Vendor is required to provide an affidavit under penalty of perjury attesting that Vendor does not use coercion for labor or services in accordance with Section 787.06, Florida Statutes.

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: Brent L. Holbert, who is authorized to sign on behalf of the above referenced company.

Authorized Signature:   
Print Name: Brent L. Holbert  
Title: Chief Financial Officer

# 9. COMPLETION OF ADDITIONAL INFORMATION AND CERTIFICATIONS

(i) Proof of Insurance Requirements

## **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.

Brent L. Holbert

Bidder's Name and Title

Signature

Company Name: Turner Public Relations, LLC

### 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.

#### 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
<b>WC1</b>	<input checked="" type="checkbox"/>	<b>Employers Liability</b>	<b>\$100,000/\$500,000/\$100,000</b>
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

## 9. COMPLETION OF ADDITIONAL INFORMATION AND CERTIFICATIONS

### (i) Proof of Insurance Requirements

#### 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	<input checked="" type="checkbox"/>	\$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.

# 9. COMPLETION OF ADDITIONAL INFORMATION AND CERTIFICATIONS

## (i) Proof of Insurance Requirements

### 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 <input checked="" type="checkbox"/> _____	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/\$1,000,000 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.
ED1 _____	Employee Dishonesty	\$ 10,000
ED2 _____		\$100,000
GK1 _____	Garage Keepers	\$ 300,000 (\$ 25,000 per Vehicle)
GK2 _____		\$ 500,000 (\$100,000 per Vehicle)

## 9. COMPLETION OF ADDITIONAL INFORMATION AND CERTIFICATIONS

### (i) Proof of Insurance Requirements

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

## 9. COMPLETION OF ADDITIONAL INFORMATION AND CERTIFICATIONS

(j) Provide information about the location of the Proposer's office in proximity to Monroe County.

This section outlines the Litigation and Financial Information Check-List as outlined in section 1.19 in the RFP.

### A. The Proposer must provide the following information:

**(1) A list of the person's or entity's shareholders with five percent or more of the stock or, if a general partnership, a list of the general partners; or, if a limited liability company, a list of its members; or, if a solely owned proprietorship, names(s) of owner(s);**

The Shipyard, LLC members include Rick Milenthal, CEO & Founder of The Shipyard, and Alaris Equity Partners.

**(2) A list of the officers and directors of the entity;**

The Shipyard, LLC officers and directors:

- Rick Milenthal, CEO
- Matt Bruot, President

The Shipyard's TURNER division:

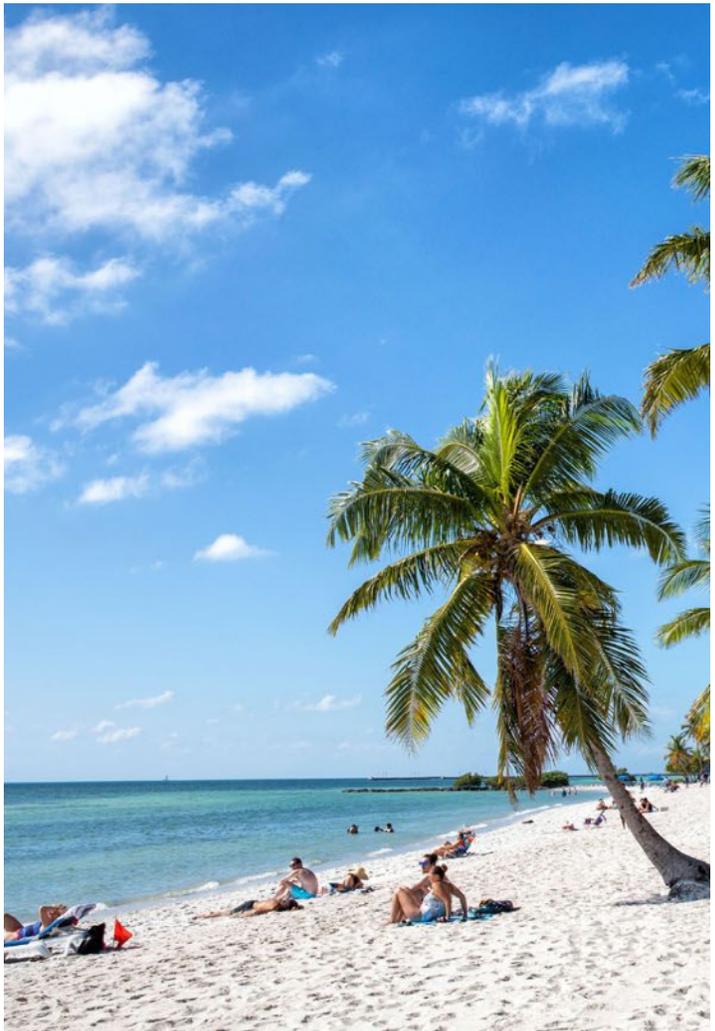
- Christine Turner, President
- Brent Holbert, Chief Financial Officer

**(3) The number of years the person or entity has been operating and, if different, the number of years it has been providing the services, goods, or construction services called for in the bid specifications (include a list of similar projects);**

Christine Turner started Turner Public Relations, Inc. in March of 1997. In January of 2014, Turner Public Relations, Inc. was acquired by Fahlgren, Inc. and operated as a wholly-owned subsidiary of Fahlgren, Inc., which was registered with the Florida Secretary of State. In May of 2024, The Shipyard, LLC acquired substantially all of the assets and assumed substantially all of the liabilities of Fahlgren, Inc. and Turner Public Relations, Inc. The Shipyard, LLC formed Turner Public Relations, LLC as a disregarded entity, and Turner Public Relations, LLC was registered again with the Florida Secretary of State on May 31, 2024. Christine Turner remains the president of Turner Public Relations, LLC (dba TURNER).

**(4) The number of years the person or entity has operated under its present name and any prior names;**

The entity has operated for 27 Years. As outlined in no. 3 above, we operated as Turner Public Relations, Inc. from March 1997 through May 2024, and we became Turner Public Relations, LLC in May 2024 (still dba TURNER).



## 9. COMPLETION OF ADDITIONAL INFORMATION AND CERTIFICATIONS

(j) Provide information about the location of the Proposer's office in proximity to Monroe County.

(5) A print out of the "Detail by Entity Name" screen from the Proposer's listing in [www.sunbiz.org](http://www.sunbiz.org);

Below you will see the Detail by Entity Name for Turner Public Relations, LLC, from SunBiz.org.



[Department of State](#) / [Division of Corporations](#) / [Search Records](#) / [Search by Entity Name](#) /

### Detail by Entity Name

Foreign Limited Liability Company  
TURNER PUBLIC RELATIONS, LLC

#### Filing Information

**Document Number** M24000007260  
**FEI/EIN Number** 99-2663602  
**Date Filed** 06/06/2024  
**State** OH  
**Status** ACTIVE

#### Principal Address

4030 EASTON ST., STE. 300  
COLUMBUS, OH 43219-7012

#### Mailing Address

4030 EASTON ST., STE. 300  
COLUMBUS, OH 43219-7012

#### Registered Agent Name & Address

CORPORATION SERVICE COMPANY  
1201 HAYS STREET  
TALLAHASSEE, FL 32301-2525

#### Authorized Person(s) Detail

##### **Name & Address**

Title MGR

HOLBERT, BRENT  
4030 EASTON ST., STE. 300  
COLUMBUS, OH 43219-7012

#### Annual Reports

**No Annual Reports Filed**

#### Document Images

[06/06/2024 -- Foreign Limited](#) [View image in PDF format](#)

# 9. COMPLETION OF ADDITIONAL INFORMATION AND CERTIFICATIONS

(j) Provide information about the location of the Proposer's office in proximity to Monroe County.

## (6) A copy of the Proposer's Annual Report that is submitted to the Florida Secretary of State.

Below you will see the Annual Report filed by Fahlgren, Inc. April 24, 2024 (owner of Turner Public Relations, Inc. at time of required annual filing). Per the Division of Corporations, an annual report will be filed for Turner Public Relations, LLC, our new entity name, between January 1 and May 31, 2025, as outlined in the registration document on page 99 of this submission.

### 2024 FOREIGN PROFIT CORPORATION ANNUAL REPORT

DOCUMENT# F94000005029

Entity Name: FAHLGREN, INC.

#### Current Principal Place of Business:

200 SW FIRST AVENUE  
SUITE 950  
FT. LAUDERDALE, FL 33301

#### Current Mailing Address:

4030 EASTON STATION SUITE 300  
COLUMBUS, OH 43219 US

FEI Number: 55-0736802

#### Name and Address of Current Registered Agent:

PARACORP INCORPORATED  
155 OFFICE PLAZA DRIVE, 1ST FLOOR  
TALLAHASSEE, FL 32301 US

Certificate of Status Desired: No

**FILED**  
**Apr 24, 2024**  
**Secretary of State**  
**2688270030CC**

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

SIGNATURE: \_\_\_\_\_

Electronic Signature of Registered Agent

\_\_\_\_\_ Date

#### Officer/Director Detail :

Title	CEO	Title	CFO
Name	MORTINE, NEIL	Name	HOLBERT, BRENT L
Address	4030 EASTON STATION SUITE 300	Address	4030 EASTON STATION SUITE 300
City-State-Zip:	COLUMBUS OH 43219	City-State-Zip:	COLUMBUS OH 43219
Title	C		
Name	FAHLGREN, JOHN		
Address	4030 EASTON STATION SUITE 300		
City-State-Zip:	COLUMBUS OH 43219		

*I hereby certify that the information indicated on this report or supplemental report is true and accurate and that my electronic signature shall have the same legal effect as if made under oath; that I am an officer or director of the corporation or the receiver or trustee empowered to execute this report as required by Chapter 607, Florida Statutes; and that my name appears above, or on an attachment with all other like empowered.*

SIGNATURE: NEIL MORTINE

CEO

04/24/2024

Electronic Signature of Signing Officer/Director Detail

\_\_\_\_\_ Date

## 9. COMPLETION OF ADDITIONAL INFORMATION AND CERTIFICATIONS

(j) Provide information about the location of the Proposer's office in proximity to Monroe County.

**B. The Proposer must provide answers to the following questions regarding claims and suits:**

(1) Has the person, principals, entity or any entity previously owned, operated or directed by any of its officers, major shareholders or directors, ever failed to complete work or provide the goods for which it has contracted?

Yes or **No**. If yes, provide details.

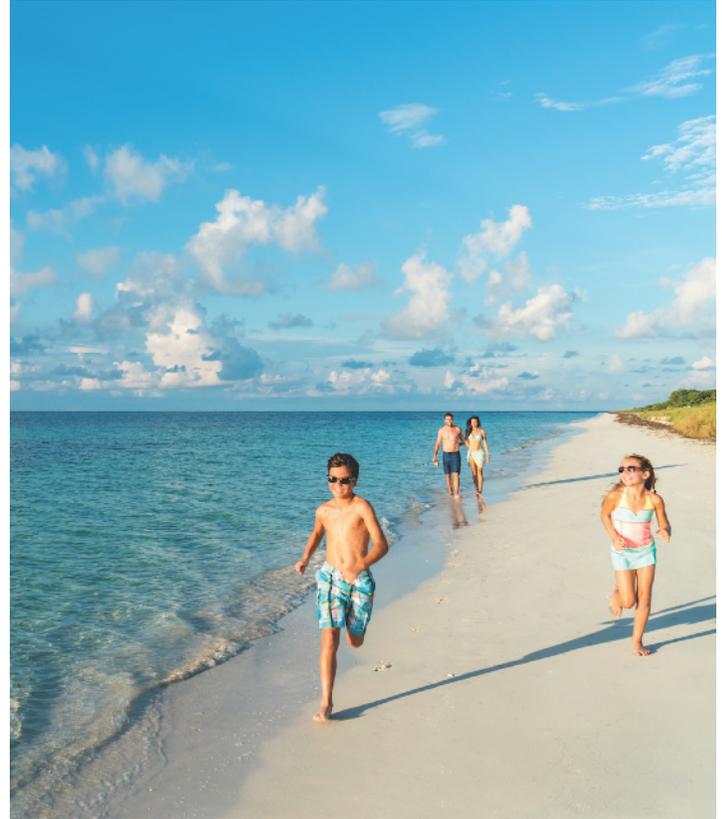
No.

(2) Are there any judgments, claims, arbitration proceeding or suits pending or outstanding against the person, principal of the entity, or entity, or any entity previously owned, operated or directed by any of its officers, directors, or general partners? Yes or **No**. If yes, provide details.

No.

(3) Has the person, principal of the entity, entity, or any entity previously owned, operated or directed by any of its officers, major shareholders or directors, within the last five (5) years, been a party to any lawsuit, arbitration, or mediation with regard to an Agreement for services similar to those requested in the specifications with private or public entities? Yes or **No**. If yes, provide details.

No.



(4) Has the person, principal of the entity, or any entity previously owned, operated or directed by any of its officers, owners, partners, major shareholders or directors, ever initiated litigation against the County or been sued by the County in connection with an Agreement to provide services, goods or construction services? Yes or **No**. If yes, provide details.

No.

(5) Whether, within the last five (5) years, the owner, an officer, general partner, principal, controlling shareholder or major creditor of the person or entity was an officer, director, general partner, principal, controlling shareholder or major creditor of any other entity that failed to perform services or furnish goods similar to those sought in the request for competitive solicitation: Yes or **No**. If yes, provide details.

No.



## 9. COMPLETION OF ADDITIONAL INFORMATION AND CERTIFICATIONS

(j) Provide information about the location of the Proposer's office in proximity to Monroe County.

### C. Proposer must provide the following:

**(1) Customer references (minimum of three): provide customer contact name, email address, current phone number, brief project description, contract amount, contract duration.**

We've listed six customer references on this page and the following page. If you need additional client references, we are happy to provide more.



	TRAVEL WISCONSIN	TENNESSEE DEPARTMENT OF TOURIST DEVELOPMENT	SOUTH CAROLINA DEPARTMENT OF PARKS, RECREATION AND TOURISM
Customer Contact Name, Title, Email Address, Phone Number	Craig Trost Communications Director <a href="mailto:ctrost@travelwisconsin.com">ctrost@travelwisconsin.com</a> (608) 445-0267	Amanda Murphy Director of Communications <a href="mailto:amanda.Murphy@tn.gov">amanda.Murphy@tn.gov</a> (615) 741-9010	Dolly Chewning Director, Tourism Sales & Marketing <a href="mailto:dchewning@scprt.com">dchewning@scprt.com</a> (803) 734-1164
Brief Project Description	TURNER handles PR and content creator strategy/ implementation, proactive media relations, marketing/ comms integration, media visits/FAMs, virtual events, media training, partner webinars/communications, travel trade/MICE, pitching, and reporting.	TURNER develops and implements results-oriented public relations strategies with a scope of work that includes media relations, press/FAM trip coordination, media missions, media events, assisted visits, influencer marketing, stakeholder engagement, and crisis/issues management.	TURNER develops annual PR plans, media relations programs, coordination of media visits, in-market media events/virtual media events, influencer strategy and management, content, crisis communications, and reporting.
Contract Amount	Confidential client contracts prohibit us from sharing contract amounts.	Confidential client contracts prohibit us from sharing contract amounts.	Confidential client contracts prohibit us from sharing contract amounts.
Contract Duration	Client since October 2019; recently won competitive RFP for additional 6-year term.	Client since July 2022	Client since July 2019; recently won competitive RFP for additional 5-year term.

## 9. COMPLETION OF ADDITIONAL INFORMATION AND CERTIFICATIONS

(j) Provide information about the location of the Proposer's office in proximity to Monroe County.

(1) (CONT.) Customer references (minimum of three): provide customer contact name, email address, current phone number, brief project description, contract amount, contract duration.



	BARDSTOWN	VISIT HOUSTON	OSPREY PACKS	VISIT ESTES PARK
Customer Contact Name, Title, Email Address, Phone Number	<p>Stacey Phelps President <a href="mailto:stacey@bardstowntourism.com">stacey@bardstowntourism.com</a> (502) 348-4877 Ext. 111</p>	<p>Jennie Bui-McCoy Public Relations Director <a href="mailto:jennie.bui-mccoy@houstonfirst.com">jennie.bui-mccoy@houstonfirst.com</a> (713) 853-8313</p>	<p>Vince Mazzuca Director of Marketing <a href="mailto:vmazzuca@helenoftroy.com">vmazzuca@helenoftroy.com</a> (970) 560-0381</p>	<p>Rachel Ward Oppermann Marketing Director <a href="mailto:rachel@visitestespark.com">rachel@visitestespark.com</a> (970) 628-0743</p>
Brief Project Description	<p>TURNER handles national and regional PR strategy and execution, which includes leveraging destination initiatives (Bardstown Collection, National Bourbon Week), media events, media missions, consumer activations, FAM trips, content missions, influencer marketing, news bureau services, stakeholder engagement, and reporting.</p>	<p>TURNER handles national public relations strategy and execution, including developing annual PR Plans, media relations and media engagement campaigns, coordination of media visits, media missions and events, award research and submissions, reactive influencer relations, and reporting.</p>	<p>TURNER handles national public relations and social media strategy and execution, including media relations and media engagement campaigns, media events, award research and submissions, partnership integrations, organic social media content creation, content calendar management, community management, influencer marketing, and reporting.</p>	<p>TURNER develops annual PR plans, national and regional media relations programs, coordination of media visits, media missions, integrated event promotion, crisis/communications and issues management, executive media &amp; speaker training, partner relations, influencer partnerships, and reporting.</p>
Contract Amount	<p>Confidential client contracts prohibit us from sharing contract amounts.</p>	<p>Confidential client contracts prohibit us from sharing contract amounts.</p>	<p>Confidential client contracts prohibit us from sharing contract amounts.</p>	<p>Confidential client contracts prohibit us from sharing contract amounts.</p>
Contract Duration	<p>Client since July 2022</p>	<p>Client since February 2019</p>	<p>Client since January 2023</p>	<p>Client since January 2010</p>

## 9. COMPLETION OF ADDITIONAL INFORMATION AND CERTIFICATIONS

(j) Provide information about the location of the Proposer's office in proximity to Monroe County.

**(2) Credit references (minimum of three), including name, current address and current telephone number.**

We've listed three credit references below, if you need additional references, we are happy to provide more.

	URBAN VILLAGES	GADELLNET CONSULTING SERVICES	CBRE
Credit Reference Name, Current Address, Email, Telephone Number	Brianne Reece 1555 Blake Street, Suite 450 Denver, CO 80202 <a href="mailto:brianne.reece@urban-villages.com">brianne.reece@urban-villages.com</a> 720-882-7163	Meredith Nickler PO Box 790379 St. Louis, MO 63179-0379 <a href="mailto:Meredith.Nickler@gadellnet.com">Meredith.Nickler@gadellnet.com</a> 314-431-0358	Adam Crecca 250 West 39th Street New York, NY 10018 <a href="mailto:adam.crecca@cbre.com">adam.crecca@cbre.com</a> 332-207-1483

**(3) Financial statements for the prior three years for the responding entity or for any entity that is a subsidiary to the responding entity.**

Internal Fahlgren, Inc. Consolidated financials (owner of Turner Public Relations during the requested time period of this financial request) have been uploaded in separate portal as these financial statements are confidential.

# ADDENDUM FOR SECTION

# 1. ABILITY OF PROFESSIONAL AGENCY PERSONNEL

This **ADDENDUM** holds the resumes that were requested in section 1 (a) Describe the qualifications and relevant experience of the Account Manager and all key staff that are intended to be assigned to this project. **Include resumes** for the Account Manager and all key staff described. Include the qualifications and relevant experience of all sub-consultants' key staff to be assigned to this project.

**CONTACT:**

naureen.kazi@gmail.com,  
[www.linkedin.com/in/nkazi](http://www.linkedin.com/in/nkazi)

**TOP SKILLS:**

Public Relations, Consumer Marketing, Copywriting, Corporate Communications/Branding, Travel Trade Representation

**EDUCATION**

Kansas State University - Bachelor of Arts, Advertising/Mass Communications; Minor: Leadership Studies; Concentration: Foreign Languages (2001-2006)

**LANGUAGES:**

English and Spanish (Native), French (Speaks/reads with high proficiency), Hindi and Urdu (Speaks/reads with high proficiency), Japanese (Speaks/understands with intermediate proficiency), French (Writes with basic proficiency)

**NAUREEN KAZI**

Globally Minded PR and Marketing Strategist  
 Miami, Florida, United States

Naureen Kazi is a strategic leader at TURNER, where she oversees the development of integrated marketing campaigns for key clients, with a focus on travel and hospitality. She leads North American campaigns that encompass media relations, digital strategies, travel trade representation, and special events. Naureen has managed tourism and hospitality promotion programs for clients such as Chile, South Carolina, Kimpton Hotels, and JW Marriott, as well as branding and PR initiatives for Barceló Hotels and Eurail. Additionally, she plays a key role in DEI&B efforts, supports agency initiatives, and serves on industry boards.

**EXPERIENCE:****TURNER Public Relations****Senior Vice President**

**February 2017 – Present (7 years 11 months)**

**Miami, Florida**

**Development Counsellors International**

**Vice President, Tourism Practice (PR/Marketing & Travel Trade) / Vice President, Tourism Practice (PR/Marketing & Travel Trade)**

**August 2010 - February 2017 (6 years 7 months)**

**Greater New York City Area**

Account strategist on all aspects of destination marketing and tourism public relations for clients including Turismo Chile (Chile), CityPASS, Delfin Amazon Cruises, Finger Lakes Wine Country and the Seneca Lake Wine Trail (NY), Jamestown Yorktown Foundation (Williamsburg, VA), Japan National Tourism Organization (Japan), PROMPERU and Simon Shopping Destinations.

Other accounts managed include: ProColombia, Dubai Tourism & Commerce Marketing, Ecuador Ministry of Tourism, Hangzhou (China), Massachusetts Office of Travel & Tourism, Sunny Isles Beach Tourism and Marketing Council (FL), the Greater Portland Tourism Alliance / Travel Portland and Tourism Tasmania. Created and implemented marketing communication campaigns involving media relations, tour operator/travel agent relations, events and promotions with strategic partners for the above clients.

**CONTACT:**

naureen.kazi@gmail.com,  
[www.linkedin.com/in/nkazi](http://www.linkedin.com/in/nkazi)

**TOP SKILLS:**

Consumer Marketing, Copywriting,  
Corporate Communications/  
Branding

**EDUCATION:**

Kansas State University - Bachelor  
of Arts, Advertising/Mass  
Communications; Minor:  
Leadership Studies; Concentration:  
Foreign Languages (2001-2006)

**LANGUAGES:**

English and Spanish (Native),  
French (Speaks/reads with high  
proficiency), Hindi and Urdu  
(Speaks/reads with high  
proficiency), Japanese (Speaks/  
understands with intermediate  
proficiency), French (Writes with  
basic proficiency)

**EXPERIENCE, CONTINUED:****Promperu**

**Travel Trade Manager (United States)**

**Oct 2011 - Dec 2016 (5 years 3 months )**

**Greater New York City Area**

Acted as Peru's U.S.-based travel trade manager working with tour operators, wholesalers, consortia and travel agencies/independent travel professionals to increase the destination's marketing reach and grow visitor arrivals.

**Dubai Tourism**

**Public Relations Manager (North America)**

**August 2011 - February 2015 (3 years 6 months)**

**New York City**

Oversaw all public relations activities for Dubai Tourism in North America.

**Zocalo Group**

**Full-Time Consultant**

**April 2010 - August 2010 (5 months)**

Developed social media strategy and implementing supporting word of mouth, grass roots, and digital tactics for Hisamitsu America (Salonpas®). Conducted stakeholder mapping and implemented stakeholder engagement programs for Amway Global (The Power of Positive), Harrah's Entertainment (Total experiences) and Kellogg's (FiberPlus™).

**CONTACT:**

malc.griffiths@gmail.com,  
www.linkedin.com/in/  
malcolmgriffiths

**TOP SKILLS:**

Content Marketing,  
Communication, Branding

**EDUCATION**

- UK Government: Purchasing, Procurement/Acquisitions and Contracts Management (2020-2020)
- Destinations International: Certified Destination Management Executive (CDME), Destination Marketing & Management (2014-2016)
- UCLA Extension Certification, Public Relations (2001-2003)
- University of Technology Sydney, B Arts Tourism Management, Tourism Management (1997-1999)

**LANGUAGES:**

English (Native)  
Portuguese (Business)

**ADDITIONAL SKILLS & QUALIFICATIONS**

- LGBTQ+ marketing communications specialist.
- Proactive and organized. Has a proven ability to create and implement creative integrated marketing campaigns that produce results.
- A strong leader, a team player and adept at supporting team members to achieve personal and professional goals.



**MALCOLM GRIFFITHS**

Destination Marketing and Management Specialist  
*New York, New York, United States*

Malcolm Griffiths is a destination marketing and management leader, with more than 20 years of experience creating and implementing integrated marketing communications and management programs for signature US and international travel destinations in the Americas. As Country Manager – Brazil with VisitBritain, he developed and implemented the British National Tourism Board’s integrated marketing strategy within Brazil and Argentina. In his role as Vice President and Consumer Marketing & Public Relations Division Director within the Tourism Practice at destination marketing agency Development Counsellors International (DCI), his client portfolio included leading destination brands such as Greater Miami and The Beaches, Florida; Greater Palm Springs Convention & Visitors Bureau, California; Namibia Tourism Board; New Mexico Tourism Department; The Palm Beaches, Florida; Tourism Tasmania (Australia); Visit California; Visit Denver; Visit Sweden; and the U.S. Travel Association.

**EXPERIENCE:**

**TURNER Public Relations**  
**Senior Vice President**  
**September 2022 - Present (2 years 4 months)**  
**New York, New York, United States**

**VisitBritain**  
**Country Manager, Brazil**  
**October 2016 - August 2022 (5 years 11 months)**  
**São Paulo, São Paulo, Brazil**

Developed and implemented VisitBritain’s integrated marketing strategy in Brazil. Managed office – staff, budgets, procurement and compliance processes and all marketing spend. Maintained key stakeholder relationships with partner airlines, UK and Brazilian Government partners, travel trade, editorial decision makers, content creators, third-party marketing partners and destination marketing colleagues with agencies and other tourism boards active in Brazil.

**CONTACT:**

malc.griffiths@gmail.com,  
www.linkedin.com/in/  
malcolmgriffiths

**TOP SKILLS:**

Content Marketing,  
Communication, Branding

**EDUCATION**

- UK Government: Purchasing, Procurement/Acquisitions and Contracts Management (2020 - 2020)
- Destinations International: Certified Destination Management Executive (CDME), Destination Marketing & Management (2014 - 2016)
- UCLA Extension Certification, Public Relations (2001 - 2003)
- University of Technology Sydney, B Arts Tourism Management, Tourism Management (1997 - 1999)

**LANGUAGES:**

English (Native or Bilingual),  
Portuguese (Professional Working)

**ADDITIONAL SKILLS & QUALIFICATIONS**

- LGBTQ+ marketing communications specialist.
- Proactive and organized. Has a proven ability to create and implement creative integrated marketing campaigns that produce results.
- A strong leader, a team player and adept at supporting team members to achieve personal and professional goals.

**EXPERIENCE, CONTINUED:**

As a part of growing Brazilian inbound arrivals to the United Kingdom, implemented an aviation capacity growth strategy. In partnership with UK and Brazilian Government partners, secured two new airlines to fly nonstop between London and Brazil. Norwegian began London (Gatwick) and Rio de Janeiro service March 31, 2019 four days a week and Virgin Atlantic London (Heathrow) and São Paulo daily service was scheduled to launch March 29, 2020 pre COVID-19. Worked with both airlines on integrated marketing activity to launch and sustain service. Also partnered with British Airways on travel trade engagement activities to support an increase in capacity on established routes between Rio de Janeiro and São Paulo to London (Heathrow) services.

During Malcolm's tenure as Country Manager, Brazil; holiday visits from Brazil to the UK grew 63% between 2016 and 2019 (IPS). In 2019, holiday visits and spend were up 16% and 34%, compared to 2018 figures, representing 68% of all Brazilian visits to the UK. Holiday nights set a new record at 1.8m. Building upon these figures, Brazil saw a strong Q1 in 2020 before the effects of the Pandemic, with visits up 3% compared to the year before, reaching a new record of 76,000. Spend was also up 8% and a new record for holiday visits and visits to London were also set.

**Development Counsellors International****\*Vice President**

**December 2003 - October 2016 (12 years 11 months)**

**New York City**

Account lead: Developed marketing strategy, managed client expectations, oversaw budgets and developed/implemented marketing communications work plans for Acoma Business Enterprises, NM, Chattanooga Area CVB, Discover The Palm Beaches, Visit Denver, Finger Lakes Wine Country Tourism Marketing Association, Greater Miami CVB, Maine Office of Tourism, Namibia Tourism Board, New Mexico Tourism Department, Park City Chamber of Commerce/Visitors Bureau, Tourism Tasmania, US Virgin Islands Department of Tourism, Visit California and Visit Sweden.

Created and implemented integrated marketing communication campaigns taking in content marketing, media relations, events, direct to consumer promotions and working with strategic partners for the above clients. Also provided strategic marketing advice and counsel.

*\*During his nearly 13 years with Development Counsellors International, Malcolm grew his career starting off as an Account Executive. He became a Vice President in early 2014.*

**Tourism Australia****Media Relations Coordinator**

**July 2001 - December 2003 (2 years 6 months)**

Key member of the Tourism Australia Los Angeles News Bureau, with duties including proactive pitching story ideas to North American media, visiting Journalist Program management and logistics and results reporting lead.

**CONTACT:**

stephanie.salama@turnerpr.com,  
<https://www.linkedin.com/in/smunarriz/>

**TOP SKILLS:**

Media Relations, Tourism,  
Communication

**EDUCATION**

University of Miami Herbert  
Business School - Bachelor of  
Business Administration (B.B.A.),  
Business, Management, Marketing,  
and Related Support Services  
(2008-2012)

**LANGUAGES:**

English, Spanish (Fluent)

**STEPHANIE SALAMA**

Senior Director

*Miami, Florida, United States*

Specializing in smart and strategic PR and trade campaigns for destinations and hotels, Stephanie's current client roster includes Visit South Walton, the Tennessee Department of Tourist Development, Tourism Australia, JW Marriott Tampa Water Street/Tampa Marriott Water Street, New Orleans Marriott/Sheraton New Orleans Hotel, Kimpton Surfcomber and BEABA. She recently successfully organized and managed Tourism Australia's "Great Australian Bite" media and consumer event in Malibu, CA. Stephanie excels at establishing long-lasting relationships with everyone she meets including members of the trade, travel and lifestyle media, clients and colleagues.

**EXPERIENCE:****TURNER Public Relations**

**Senior Vice President**

**September 2022 - Present (2 years 4 months)**

**New York, New York, United States**

**Newlink**

**Account Executive / Account Coordinator**

**Jan 2016 - Mar 2018 (2 years 3 months)**

Handled public relations efforts for a variety of clients including Original Group, LATAM Airlines Group, the Cancun CVB and Indura Beach & Golf Resort. In 2016 and 2017, Stephanie secured editorial coverage on behalf of her clients in top-tier publications, including USA Today, Los Angeles Times, Washington Post, Cosmopolitan, Marie Claire, Bustle, GQ Magazine, Lonely Planet and Agencia EFE, among many others.

**CONTACT:**

Manuela.iragorri@turnerpr.com,  
www.linkedin.com/in/  
manuelairagorri

**TOP SKILLS:**

Media Relations, Tourism, Brand Partnerships

**EDUCATION**

Babson College, School of Business, Bachelor of Science (2013-2017)

**LANGUAGES:**

English, Spanish (Fluent)



**MANUELA IRAGORRI**

Senior Director  
*Miami, Florida, United States*

As an experienced Senior Director, Manuela’s current client roster includes Kimpton Seafire Resort + Spa, Kimpton Surfcomber Hotel, Hotel Indigo Grand Cayman, The Ritz-Carlton, Sarasota, Terramor Outdoor Resort, Discover South Carolina and Visit South Walton. With more than seven years of experience in tourism and hospitality public relations, Manuela is a well-versed marketing professional specializing in media relations, client interface, brand partnership execution, influencer hosting and more. She is known for creating ideas that not only demand press attention, but successfully drive bookings and enhance ROI.

**EXPERIENCE:**

**TURNER PUBLIC RELATIONS**

**Senior Director**  
**April 2018 – March 2020 (2 years); June 2022 – present (2 years 6 months)**  
**Miami, Florida**

**Diamond Public Relations**  
**Associate Account Manager**  
**June 2020 – April 2021 (11 months)**

Partnered with Tourist Boards and CVBs to bring a destination’s message to its targeted audience by tapping into essential geographic and coveted demographic markets with an end goal of putting clients in front of the audiences that matter to them most.

**Newlink**  
**Account Coordinator**  
**October 2017 – April 2018 (6 months)**  
**Miami, Florida**

Represented a variety of tourism clients including La Colección Resorts by Fiesta Americana, Acapulco Destination Marketing Office, Quito Tourism Board and Original Group. Supported day-to-day client projects by drafting, editing and proofreading materials (i.e. reports, press releases, statements, newsletters). Created and maintained media lists for distribution and pitching purposes, handled routine media inquiries, monitored the media for clients and successfully placed stories.

**CONTACT:**

[mariana.kellogg@turnerpr.com](mailto:mariana.kellogg@turnerpr.com),  
[www.linkedin.com/in/marianakellogg](https://www.linkedin.com/in/marianakellogg)

**TOP SKILLS:**

Media Relations, Event  
 Programming, Destination  
 Marketing

**EDUCATION**

Florida State University, Master of  
 Hospitality Entrepreneurship (2021);  
 B.S. Hospitality and Tourism  
 Management (2016-2020)  
 IBCCES Certification - Certified  
 Autism Travel Professional (2024)

**MARIANA KELLOGG**

Senior Account Executive  
 New York, New York, United States

With a strong background in PR and Marketing, Mariana leverages cultural richness globally. Former Marketing Communications Manager with the Greater Miami Convention and Visitors Bureau, she excels in operations, project management, and partner success. As a former collegiate athlete with a collaborative mindset, she advances the Hospitality and tourism industry, focusing on marketing communications and brand strategy to promote unique destinations and businesses worldwide. Her client roster at TURNER includes Tourism Australia, Travel Wisconsin and Tourism Nebraska.

**EXPERIENCE:**

**TURNER Public Relations**  
**Media Relations Specialist**  
**December 2024 - Present (2 months)**  
**New York City**

**Marketing Communications Manager**  
**Greater Miami Convention & Visitors Bureau (GMCVB)**  
**October 2023 – November 2024 (1 year 1 month)**  
 Managed PR strategy for the local lifestyle market, oversaw media visits, influencer partnerships, and press groups, and served as the media spokesperson. Worked with senior management to grow the Miami Spice program to a record-breaking 325 restaurants. Managed special projects and campaigns, including event production, strategic influencer and brand partnerships, and global travel representing the CVB, with key partnerships like MICHELIN, Sony Music, and SOBEWFF.

**Communications & Social Media Manager**  
**October 2021 – September 2023 (1 year 11 months)**  
**Greater Miami Convention & Visitors Bureau (GMCVB)**  
 Spearheaded KPI projects and created impactful presentations, briefing the board of trustees, government officials, and stakeholders. Conducted in-depth analysis and compiled monthly performance reports, providing actionable insights and strategic recommendations. Developed and managed accounting ledgers for a \$3 million department budget, streamlined scheduling, and enhanced global media coverage for the destination's brand.

## CONTACT:

cody.schriever@turnerpr.com,  
www.linkedin.com/in/cody-  
s-5479a980/

## TOP SKILLS:

Media Relations, Broadcast  
Journalism

## EDUCATION

Illinois State University - Bachelor of  
Science, Broadcast Journalism  
(2010-2014)



## CODY SCHIEVER

Media Relations Specialist  
New York, New York, United States

Specializing in media relations, Cody's client roster includes Discover South Carolina, Visit New Hampshire, Visit Houston, Visit Milwaukee and Destination Toronto. Before joining TURNER, he worked as a reporter and anchor and gained PR experience across consumer, lifestyle, and healthcare accounts, earning coverage for clients in outlets like AFAR, CNTraveler, and Travel + Leisure.

## EXPERIENCE:

### TURNER Public Relations

#### Media Relations Specialist

October 2023 - Present (1 year 2 months)

New York City

### KemperLesnik

#### Senior Account Executive

June 2022 - September 2023 (1 year 4 months)

Helped design and implement creative campaigns in the public relations and sports marketing spheres.

### Havas Formula

#### Account Executive

June 2021 - June 2022 (1 year 1 month)

Added creative perspective and strategic input on multiple client programs, developing a full understanding of client needs, objectives and KPIs.

### Fishman Public Relations

#### Account Coordinator

June 2019 - June 2021 (2 years 1 month)

Managed 12+ accounts by developing creative story angles, organizing local events, and securing media coverage to boost brand awareness and franchise inquiries.

### KGUN-TV 9 On Your Side

#### News & Sports Reporter

2019 - May 2019 (less than a year)

Tucson, Arizona Area

Shot, wrote and edited local news/sports stories and features.

**CONTACT:**

amy.geldean@turnerpr.com,  
www.linkedin.com/in/amygeldean

**TOP SKILLS:**

Media Relations, Content  
Marketing

**EDUCATION**

Northern Illinois University –  
Bachelor's Degree,  
Communications (2018-2020)

**AMY GELDEAN**

Account Executive  
*Chicago, Illinois, United States*

Amy expertly matches top-tier journalists with brands, resulting in feature stories in such outlets as Condé Nast Traveler, Men's Journal, AFAR and more. Her destination portfolio includes Visit Estes Park, Visit Indiana, Eurail and Tupelo CVB. Recent successes include executing the REI Co-op Product Impact Standards Media FAM Trip, in addition to the launch of Outdoor Afro Inc. + REI Co-op Adventure Trips, which secured feature stories in T+L, Backpacker, Forbes and GearJunkie. Amy's passion for the natural world is reflected not only in her work with TURNER, but also in her membership in the Outdoor Writers Association of America (OWAA), the nation's premier organization of outdoor communicators.

**EXPERIENCE:****TURNER Public Relations**

Account Executive

September 2022 – Present (2 years 4 months)

Chicago, Illinois

**3Points Communications**

Account Coordinator

January 2022 – September 2022 (9 months)

Chicago, Illinois

Created and scheduled posts for client social media accounts, managed several accounts within the climate tech and sustainability sectors, built high-quality public relations strategies for clients to secure media placements.

**Nimbletoad, Inc.**

Marketing Coordinator

April 2021 – October 2021 (7 months)

San Diego, California

Created quality content marketing plans that align with the marketing strategy. Maintained, optimized and updated content to reach SEO goals. Increased agency's social media following by 100% through online marketing efforts.

**CONTACT:**

Cecilia.roller@turnerpr.com,  
www.linkedin.com/in/ceciliasroller

**TOP SKILLS:**

Media Monitoring, Social Media Analytics, Media Relations

**EDUCATION**

S.I. Newhouse School of Public Communications at Syracuse University – Bachelor’s Degree in Public Relations, Advertising and Applied Communication (2019-2023)



**CECILIA ROLLER**

Account Coordinator  
*New York City, New York, United States*

Specializing in media relations and reporting, Cecilia’s current clients include The Ritz-Carlton, Sarasota, The Ritz-Carlton, St. Thomas, Tourism Australia, BEABA, Young Days, Mindbody & ClassPass. Cecilia has achieved success as an expert in the reporting process and continues to create strong relationships with lifestyle and travel journalists.

**EXPERIENCE:**

**TURNER Public Relations**  
**Account Coordinator**  
**August 2023 - Present (1 year 4 months)**  
**New York City**

**Belesai**  
**Communications Intern**  
**June 2022 - May 2023 (1 year)**  
Compiled media lists, pitched journalists, wrote press releases and created infographics.

**CONTACT:**

amy.magagnoli@turnerpr.com,  
www.linkedin.com/in/amy-  
magagnoli-35128b221

**TOP SKILLS:**

Media Relations, Reporting

**EDUCATION**

Fairfield University – Bachelor of  
Arts, Communication and Media  
Studies (2020-2024)

**AMY MAGAGNOLI**

Account Coordinator

*New York City, New York, United States*

Amy supports the travel and lifestyle teams with proactive pitching, media relations and reporting. Working closely with such destination clients as Visit Hamilton County, Visit New Hampshire, Visit Houston, Visit Columbia and Visit Milwaukee, she is a skilled writer with a passion for wellness and travel. Amy is a recent graduate of Fairfield University with a major in communication and a minor in digital journalism, public relations, and marketing, and has interned with such esteemed agencies as IPR London and Parasol Marketing.

**EXPERIENCE:****TURNER Public Relations****Account Coordinator**

**Jun 2024 - Present (7 months)**

**New York City**

**Parasol Marketing****Public Relations Intern**

**Jan 2024 - Jun 2024 (6 months)**

**Fairfield, Connecticut**

Managed clippings, media lists, and social media recaps. Produced engaging content for Parasol's social media platforms, catering to the unique needs of various clients. Expanded brand reach through the creation and management of influencer lists.

**CONTACT:**

emma.abbott@turnerpr.com,  
www.linkedin.com/in/emmaabbott

**TOP SKILLS:**

Brand Marketing, E-Commerce  
Optimization, Brand Awareness

**EDUCATION**

Canisius University - Bachelor of  
Arts, Communications & English  
(2003-2007)

Fashion Institute of Technology  
Associate - Fashion Merchandising  
Management (2007-2008)

**EMMA ABBOTT**

Associate Vice President, Digital and Social  
*Rochester, New York, United States*

Emma leads TURNER's digital practice, integrating PR narratives into social and digital channels with both paid and organic strategies. She has worked with destinations like Australia and South Carolina and led large-scale influencer programs, including a collaboration with Abbie Herbert. An expert in digital marketing, e-commerce, social media, and brand management, Emma's background spans retail, travel, hospitality, wellness, and lifestyle, driven by her passion for storytelling, people, and the planet.

**EXPERIENCE:****TURNER Public Relations**

**Associate Vice President, Digital and Social**  
**August 2022 – Present (2 years 4 months)**  
**Rochester, New York**

**Pakt**

**Director of Marketing**  
**January 2020 - August 2022 (2 years 8 months)**  
**Brooklyn, New York, United States**  
Led brand marketing efforts, PR, advertising and partnerships.

**GKV**

**Vice President, Social Media & PR**  
**January 2018 - January 2020 (2 years 1 month)**  
**Baltimore, Maryland Area**

Oversaw social media and PR activities for several national brands and helped lead the charge in evolving the agency's approach to social strategy and content development.

**GKV**

**Public Relations-Social Media Account Supervisor**  
**August 2014 - October 2018 (4 years 3 months)**  
**Baltimore, Maryland Area**

Managed day-to-day PR and social media activities for several national brands. Managed social media content/strategy from creation and implementation to monitoring and reporting. Cultivated relationships with top-tier media and garnered national coverage. Planned and executed large-scale media events for clients. Managed influencer ambassador program to reach target market for product launches for national clients.

## CONTACT:

kiara.a.mcdade@gmail.com,  
www.linkedin.com/in/kiaramcdade

## TOP SKILLS:

Creative Strategy, Art Direction,  
Social Media

## EDUCATION

Rochester Institute of Technology –  
Bachelor's Degree, Visual Media  
(2013-2017)



## KIARA MCDADE

Senior Creative Strategist  
*Rochester, New York, United States*

Kiara is a multifaceted social media storyteller with seven years of experience in all things digital. From award-winning influencer campaigns to thumb-stopping content strategies, she blows industry standards out of the water to make any place *the* place to be. She combines a keen visual eye with impactful strategy to drive conversions, garner reach, and increase engagement rates while remaining on trend and within brand voice. Kiara has worked on a variety of travel and lifestyle accounts, including The Ritz-Carlton, Sarasota, Tampa Marriott Water Street, JW Tampa, Kimpton Vero Beach, Kimpton EPIC, Kimpton Surfcomber, Discover South Carolina, Travel Wisconsin, Visit Houston, Hydro Flask, Osprey Packs, Stone-Sapporo, and more. She has an affinity to storytelling, cultural relevancy, and authenticity backed by experience in directing, producing and creating content across platforms and building social media engagement strategies for a diverse range of clients, from leading travel brands to independent designers.

## EXPERIENCE:

**TURNER Public Relations**  
**Senior Creative Strategist**  
**July 2018 – Present (6 years 6 months)**  
**Rochester, New York**

**Harrison & Shriftman**  
**Content Specialist**  
**November 2017 – July 2018 (9 months)**  
**Greater New York City Area**

Managed influencer relationships and content direction across fully integrated, multimillion dollar national campaign for Booking.com. Directed and produced online content series for leading intimate apparel brand, Wacoal. Designed printed assets for luxury brand activations and celebrity mailers.

**CONTACT:**

karla.hernandez@turnerpr.com,  
www.linkedin.com/in/  
karlachernandez

**TOP SKILLS:**

Content Creation, Influencer  
Marketing, Photography, Digital  
Marketing, Social Media

**EDUCATION**

Florida State University – Bachelor’s  
Degree, Information  
Communication & Strategy,  
Information Technology  
(2015-2019)

**LANGUAGES:**

English, Spanish (Fluent); French  
(Working)



**KARLA HERNANDEZ**

Senior Digital Manager  
*Tampa Bay, Florida, United States*

A tech-savvy social media expert, Karla’s expertise ranges from content creation and influencers to social media marketing. Karla's background in information technology and her love for emerging trends blend with her natural sense of creativity, and she strives to keep her clients informed and ahead of the game on all platforms. A graduate of Florida State University with a degree in information technology and communications, her work spans travel destinations, lifestyle brands and F&B, working with such destination and hospitality clients as Travel Wisconsin, Visit Tupelo, Destination Toronto and Discover South Carolina. Karla specializes in developing influencer campaigns from start-to-finish, resulting in award-winning work, including an HSMIA award for an innovative Discover South Carolina program.

**EXPERIENCE:**

**TURNER Public Relations**  
**Senior Digital Manager**  
**March 2023 – Present (3 years 6 months)**

**The Zimmerman Agency**  
**Social Media Content Coordinator / Creator**  
**May 2019 – June 2020 (1 year 2 months)**  
**Tallahassee, Florida**

Handled social media content creation and coordination for renowned brands, companies and hotels.

**Bright Red**  
**Social Media Manager / Influencer Strategy**  
**May 2019 – June 2020 (1 year 1 month)**  
**Tallahassee, Florida**

Handled social media management for renowned brands, companies and hotels. Designed and executed influencer strategies for specific campaigns and activations.

## CONTACT:

emma.perkins@turnerpr.com,  
www.linkedin.com/in/  
emmaperkins15

## TOP SKILLS:

Influencer Marketing, Social Media,  
Digital Marketing

## EDUCATION

Ohio University, Bachelor of  
Science, Consumer Sciences  
(2017-2020)



## EMMA PERKINS

Influencer and Social Media Account Executive  
*Chicago, Illinois, United States*

Specializing in social media content strategy and influencer relations, Emma is passionate about authentic and creative marketing strategies. Her diverse industry experience spans social media management, end-to-end social media/content planning, influencer partnerships, media relations and experiential marketing. Currently, Emma's client portfolio includes Airstream, Osprey Packs, Hydro Flask, Airstream and Young Days; recent projects include the development of Hydro Flask's Travel Tumbler launch, which featured a paid influencer campaign designed to appeal to Gen Z consumers.

## EXPERIENCE:

### TURNER Public Relations

#### Influencers and Social Media Account Executive

April 2023 – Present (1 year 9 months)

Chicago, Illinois

### Vivid Seats

#### Consumer Communications Specialist

June 2022 – January 2023 (8 months)

Chicago, Illinois

Supported global integrated communications with leading online ticket marketplace.

### StockX

#### Communications Specialist

November 2020 – June 2022 (2 years 7 months)

Supported global integrated communications with online marketplace and clothing reseller.

## CONTACT:

tyler.wilcox@turnerpr.com,  
www.linkedin.com/in/tyler-wilcox-5a84344

## TOP SKILLS:

Social Media, Editorial, Travel Writing

## EDUCATION

Vassar College, Bachelor's Degree, English Literature (1997-2001)



## TYLER WILCOX

Senior Content Copywriter  
*Denver, Colorado, United States*

Tyler's role includes developing SEO-driven content for the agency's tourism and lifestyle roster, helping to build brands and strengthen market presence. His diverse skill set includes a wide array of formats, including blog posts, press releases, long form narratives, niche e-newsletters, fact sheets, advertorials, social media updates and beyond.

Tyler works with an array of TURNER's travel clients, including Travel Wisconsin, Visit Bardstown, Tennessee, Discover South Carolina and many more. His career in tourism spans 15 years, including several years developing digital and print content for Visit Denver, the Convention & Visitors Bureau. A freelance journalist, Tyler's byline has appeared in such publications as Pitchfork, BOMB, 5280 and New York Magazine.

## EXPERIENCE:

### TURNER Public Relations

Senior Content Copywriter

September 2014 - Present (10 years 3 months)

Denver, Colorado

### Online Web/Content Editor

February 2008 - September 2014 (6 years 8 months)

Denver, Colorado

Independent contractor for Visit Denver, the Convention and Visitors Bureau, handling online content and social media.

### Weaver Multimedia Group

Editor

August 2006 - January 2008 (1 year 6 months)

Wrote and edited the editorial content of several official destination travel guides, including San Diego, Wyoming, Orange County and San Jose.

**CONTACT:**

christine@turnerpr.com,  
www.linkedin.com/in/  
christineturnerlandry

**TOP SKILLS:**

Journalism, Public Relations,  
Integrated Marketing, Strategic  
Business Growth, Crisis  
Communications

**EDUCATION**

Colorado State University,  
Bachelor's Degree, Technical  
Journalism, Business (1987-1991)

**CHRISTINE TURNER**

Founder & President

*Denver, Colorado, United States*

Christine founded TURNER in 1997 and rapidly earned a reputation as one of the most trusted and results-oriented communications experts in the country. Serving as a strategic partner to clients and a reliable resource for journalists, Christine's work has driven consumer influence, sales and brand engagement, and built the foundation of credibility that remains with the firm today. The firm's service offering includes media relations, social media and digital communications, affiliate and influencer programming, experiential and entertainment marketing, and travel trade marketing. Its footprint has expanded from Denver to offices opening in New York in 2005, Chicago in 2008 and Miami in 2019, with additional team members in Los Angeles, Portland, Austin, and Charleston. Building the company from the ground up, Christine's greatest pride is her team, a diverse group of smart and passionate creators, strategic thinkers, data geeks, and cultural consumers. TURNER has produced award-winning work for more than 25 years for clients in travel, tourism, outdoor, wellness, food and beverage and more. Christine has also served on nonprofit boards, volunteering in four countries, and launched the firm's Simply Give program inspiring associates to focus on causes close to their hearts via paid volunteer days, group volunteer outings, and spotlighting key nonprofits for annual company donations.

**EXPERIENCE:****TURNER**

**Founder & President**

**March 1997 – Present (27 years 10 months)**

**Denver, Colorado**

**Summit Financial Products, Inc.**

**Vice President of Marketing & PR**

**1995-1996 (1 year)**

**Denver, Colorado**

National marketing and 30-city publicity tour for Michael J. Searls, financial expert and author of *Making Money Make Sense for Children* and creator of the Allowance Kit and Business Kits for Kids.

**The Exline Agency**

**Vice President**

**1991-1995 (4 years)**

**Denver, Colorado**

Full-service advertising, marketing and public relations firm with clients ranging from footwear and fashion to hospitality, family entertainment and technology.

**CONTACT:**

Deborah.park@turnerpr.com,  
www.linkedin.com/in/deborahpark

**TOP SKILLS:**

Government Relations, External Communications, Public Relations

**EDUCATION**

University of Colorado Boulder,  
Bachelor's Degree, B.S. Journalism,  
B.A. Fine Arts (1997-2001)

University of Colorado Denver,  
Master's Degree, Sports &  
Entertainment Marketing (2011)

**LANGUAGES:**

English, Spanish

**DEBORAH PARK**

Senior Vice President, Travel & Tourism  
*Denver, Colorado, United States*

With more than 20 years of experience in public relations, Deborah's diverse background encompasses travel/tourism, hospitality, consumer technology and entertainment. Working out of TURNER's Denver office for nine years, she excels at managing teams to develop award-winning, creative strategy and media relations campaigns for destination clients, including Travel Wisconsin, Visit Nebraska, Discover South Carolina, Visit Estes Park and Visit Albuquerque. Guiding programs that have earned ESTO Mercury Awards, HSMAI Adrian Awards and eTourism's eTSY Awards, Deborah specializes in setting up clients for success through client communications and creative strategy with goals that connect to larger business objectives. Deborah is part of the PRSA Travel + Tourism executive committee.

**EXPERIENCE:****TURNER**

**Senior Vice President, Travel & Tourism**  
**April 2015 – Present (9 years 8 months)**  
**Denver, Colorado**

**VISIT DENVER, The Convention & Visitors Bureau**

**Associate Director, Communications**  
**January 2011 – April 2015 (4 years 4 months)**  
**Denver, Colorado**

Oversaw communications and social media strategy and day-to-day management for Denver's official convention and tourism marketing agency. Developed relationships and pitched stories to regional and international writers with the purpose of elevating Denver's tourism brand to consumer audiences. Acted as the Bureau's representative for domestic and international media, both on- and off-camera. Coordinated itineraries and staffed media familiarization trips (approximately 100 per year). Attended trade shows and set in-person meetings with key media.

**CONTACT:**

Deborah.park@turnerpr.com,  
www.linkedin.com/in/deborahpark

**TOP SKILLS:**

Government Relations, External  
Communications, Public Relations

**EDUCATION**

University of Colorado Boulder,  
Bachelor's Degree, B.S. Journalism,  
B.A. Fine Arts (1997-2001)

University of Colorado Denver,  
Master's Degree, Sports &  
Entertainment Marketing (2011)

**LANGUAGES:**

English, Spanish

**EXPERIENCE, CONTINUED:**

Edited and distributed press materials and fulfilled media inquiries as required. Oversaw budget including tracking in-kind from industry partners and outside vendors. Managed media monitoring and clipping based on Denver-related tourism stories (garnered more than \$26 million AVE in domestic media in 2013 - including broadcast, print, online and blogs). Served as department's contact with outside groups including: Denver Mayor's Office, Denver Metro Chamber of Commerce, Downtown Denver Partnership, Colorado Ski Country, Colorado Tourism Office, and others.

**Little Birdy PR****Founder/Publicist**

**November 2008 – January 2011 (2 years 3 months)**

**Denver, Colorado**

Developed and implemented public relations campaigns for a diverse set of clients (HardCandy Cases, Gumdrop Cases, Onitsuka Tiger, Fox Searchlight Pictures, Shorts International and Vail Film Festival) including digital communications and social media strategy.

**Universal Studios Hollywood****Publicity Manager**

**May 2007 – October 2008 (1 year 6 months)**

**Los Angeles, California**

Oversaw International, Travel, Hispanic and Online Media for Universal Studios Hollywood Theme Park. Coordinated publicity for Universal CityWalk events and general activities at the 60 venue entertainment, retail and dining promenade. Managed interactive agency, keeping them up-to-date with company initiatives and priorities. Coordinated press visits for editorial coverage for the Theme Park and CityWalk.

**mPRm Public Relations****Senior Account Executive**

**July 2005 – May 2007 (1 year 11 months)**

**Los Angeles, California**

Developed and executed targeted multi-tiered publicity strategies for a wide range of corporate, lifestyle and home entertainment clients, including Universal Studios, Warner, THINKFilm and Genius Products.

## CONTACT:

melanie.dennig@gmail.com,  
www.linkedin.com/in/melanie-dennig-9209119

## TOP SKILLS:

Strategic Planning, Research & Insights, Social Integration

## EDUCATION

Ohio University – Bachelor’s Degree, Journalism, Public Relations and English (2002-2006)



## MELANIE DENNIG

Executive Vice President  
*Chicago, Illinois, United States*

Over Melanie’s 18-year career, she has managed campaigns for some of the most recognized heritage and emerging brands, including: Fjällräven, REI, The North Face, Eddie Bauer, Leatherman, Nau, K-Swiss, Incase, Nixon, Duluth Trading Co. and Filson. Her tenure at TURNER began 15 years ago in New York and in 2014, she moved to Chicago to establish the agency’s Midwest presence. Prior to joining TURNER, she worked at global PR agency Ruder Finn in the consumer and technology practice supporting CES activations with JVC to anniversary events with Sweet’N Low and Twinings Tea.

Today, she oversees TURNER’s lifestyle portfolio of active lifestyle, outdoor, retail and F&B clients, and she leads the agency’s research service set, focusing on insights-led thinking across all brands. With a bachelor’s degree in journalism, public relations and English from Ohio University, Melanie has a keen eye for consumer behavior trends, working closely with clients to define business goals and develop strategies that maintain the brand’s core identity while exploring opportunities for new audiences and future growth.

## EXPERIENCE:

### TURNER Public Relations

Executive Vice President

November 2021 – Present (3 years 2 months)

Chicago, Illinois

Additional account and leadership roles held January 2009 – November 2021 (12 years 11 months)

New York, New York

### Ruder Finn

Account Executive

Consumer /Technology Practice

October 2008 – January 2009 (2 years 4 months)

New York, New York

**CONTACT:**

[Beth.Whelley@Fahlgren.com](mailto:Beth.Whelley@Fahlgren.com),

[www.linkedin.com/in/](http://www.linkedin.com/in/bethwhelleyapr/)

[bethwhelleyapr/](http://bethwhelleyapr/)

**TOP SKILLS:**

Corporate Communications, Crisis Communications, Media Relations, Presentation Coach

**EDUCATION**

Miami University – Bachelor’s Degree, Public Relations / Communications

Wright University - Master of Arts, English



**BETH WHELLEY**

Executive Vice President - Fahlgren Mortine  
*Chicago, Illinois, United States*

With a background spanning strategic corporate communications, public relations, media and presentation training, crisis communications and environmental issues, Beth is a trusted counselor and advisor to her clients. Known for her ability to deliver clear, effective solutions, she excels in helping clients navigate complex PR challenges and feel confident in high-pressure situations.

Beth is also a certified compression planner, skilled in meeting management and facilitation. She has a particular gift for mentoring individuals less experienced in public relations, offering guidance that builds both knowledge and confidence. With a proven track record in crisis communications and executive coaching, Beth’s insight and discretion make her a go-to resource for organizations seeking comprehensive public relations support.

**EXPERIENCE:**

**Fahlgren Mortine Public Relations**

**Executive Vice President**

**April 1999 - Present (25 years 9 months)**

**Chicago, Illinois**

**Edward Howard**

**Vice President**

**1999 - 2010 (11 years)**

**The Dayton Heart Center**

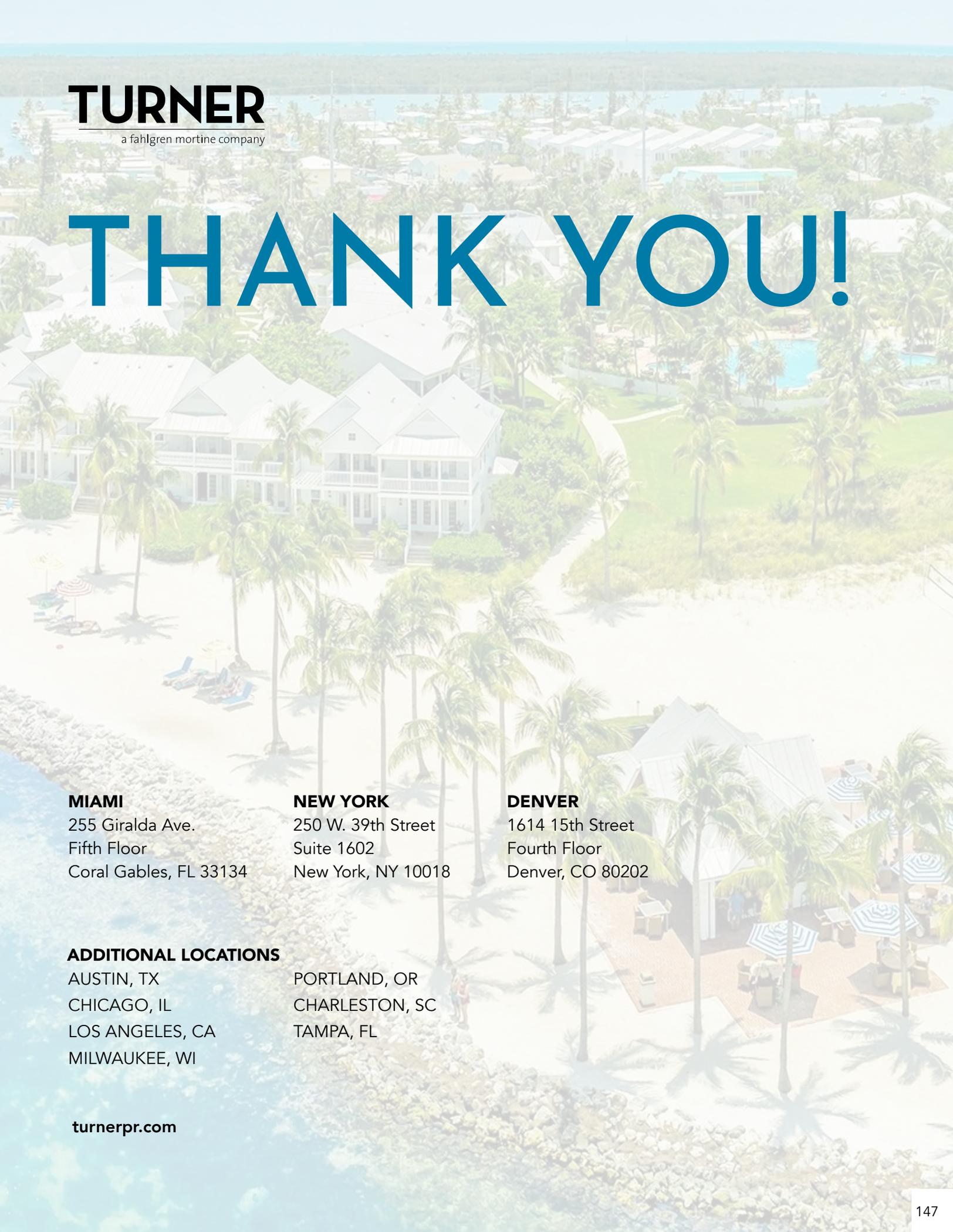
**Director of Marketing**

**1996 - 1999 (3 years)**

**Tavener/Chisano (now Chicano Marketing)**

**Manager, Public Relations and Writing Services**

**1991 - 1996 (4 years 6 months)**



**TURNER**

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# THANK YOU!

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