

Agreement with LMA for Public Relations Services for Canadian Market

THIS AGREEMENT dated this _____ day of _____ 2025 is entered into by and between the Monroe County Board of County Commissioners (County or BOCC), a political subdivision of the State of Florida on behalf of and as recommended by the Monroe County Tourist Development Council (TDC) and LMA Communications, Inc. (LMA)

WHEREAS, there was an Agreement entered into on May 1, 2025, between 3406 North Roosevelt Blvd. d/b/a Visit Florida Keys (VFK), which expired September 30, 2025, for LMA to provide Public Relations Services for the Canadian Market which was a continuation of services previously provided by the prior public relations agency; and

WHEREAS, VFK staff has recommended to continue services with LMA until a new comprehensive public relations contract is awarded, a Request for Proposal for these services has been approved by the TDC and is pending approval from the BOCC which should result in a contract award on or before April 30, 2026; and

WHEREAS, the parties agree to enter into this agreement for public relations services for the term of November 15, 2025, to April 30, 2026, as set forth in more detail herein; and

NOW THEREFORE, in consideration of the mutual covenants contained in herein, the parties agree to as follows:

1. **Term:** This contract shall commence November 15, 2025, replaces all previous contracts and continues through April 30, 2026, unless terminated earlier.

2. **Scope of Services:**

In fulfilling the Scope of Work of this Contract, LMA agrees to implement a comprehensive media communications program in the above-identified markets by performing the following services and as set forth in Attachment A:

- A. In Canada – with emphasis on the Ontario, Montreal, West Coast and East Coast regions — provide staff services for research and preparation of a continued flow of news and feature stories about or reflecting on Florida Keys tourism, establishing and maintaining contacts with print and electronic (broadcast and internet) media; distribution of stories, photographs and TV material, preparation of press kits for appropriate markets; representation of Florida Keys tourism at appropriate media workshops and travel conventions such as TMAC; coordination with U.S. and Florida government tourism bureaus; coordination with appropriate private sector and air carrier public relations representatives in attracting print and electronic journalists to the Florida Keys; escorting media representatives on group research tours; counselling COUNTY and the TDC on current tourism trends, counselling COUNTY and the TDC on spontaneous opportunities for tourism promotion and addressing media relations in

emergency situations affecting tourism; continuous monitoring and initiating and maximizing social media efforts; identifying and executing appropriate promotions in the marketplaces; organizing and coordinating media events; providing reports every six weeks on the firm's efforts on behalf of VDK and the Florida Keys; maintaining documented records of any authorized out-of-pocket expenditures in performance of the prior-described activities and performing such other public relations activities as may be periodically required by COUNTY and the TDC.

- B. Additional duties of LMA include proposing story and photo/video themes of interest to Canadian audiences. Identifying and coordinating, with VFK assistance, group and individual journalist research trip to the Florida Keys. Coordination and liaison with public relations officers of airlines, Visit Florida and other Florida representation offices is included among LMA responsibilities. Other services include, but are not limited to, identifying and coordinating promotions and marketing cooperative projects with retail and other entities to boost the awareness of the Florida Keys.
- C. Agency principal John Ozikizler will serve as account supervisor/strategic advisor on the Visit Florida Keys account. Executive Vice President, Managing Director Jerry Grymek will serve as the day-to-day account executive. Other LMA staff will be utilized as necessary.
- D. LMA to provide public relations support for TDC Sales and Marketing representatives at major international trade shows in Canada in which TDC participates.
- E. LMA will prepare a Canadian public relations plan, an activity calendar and expense budget in an appropriate electronic publishing format as specified by VFK. This plan should be submitted within the first 30 days of the effective date of the agreement.
- F. LMA will organize and produce media events in key markets at mutually agreeable dates, if proposed within the budget.
- G. LMA will integrate social media programs to attract Canadian audiences to existing Visit Florida Keys platforms.
- H. LMA will integrate trade programs to attract Canadian agents and consultant to the Visit Florida Keys Trade resources.
- I. Every six weeks, LMA will provide a report of all Canadian activities on behalf of the Florida Keys & Key West including coverage garnered. The report is due to VFK at least seven days in advance of the TDC meeting agenda packet deadline.

- J. Communications regarding all facets of the Keys PR/Marketing program are to be directed through VFK.
- K. LMA cannot represent individual resorts, attractions or other tourism-related businesses within or serving Monroe County, or other Florida destinations, including Convention & Visitors Bureaus and Tourist Development Councils, unless approved by VFK. VFK recognizes that LMA is Visit Florida's Canadian public relations agency.

3. Compensation:

- A. LMA shall be paid in accordance with the Budget as set forth in Attachment A in an amount not to exceed \$109,000.
- B. Payment will be made in accordance with the Local Government Prompt Payment Act, 218.70, Florida Statutes. Payments due and unpaid under the Agreement shall bear interest pursuant to the Local Government Prompt Payment Act. LMA shall submit to County via VFK invoices with Supporting documentation that are acceptable to the Monroe County Clerk of Court and Comptroller (Clerk). Acceptability to the Clerk is based on generally accepted accounting principles and such laws, rules, and regulations as may govern the Clerk's disbursement of funds. The County's performance and obligation to pay under this Agreement is contingent upon an annual appropriation by the Monroe County Board of County Commissioners.
- C. A agency fee of US \$5,000.00 per month is to be paid no later than 30 days after the end of the month to which the fee applies. Extra budget will be allocated for specific programs as set forth in Attachment A (see Attachment A Canadian Public Relations Proposal 2025).
- D. Canadian Trade Expenses Not To Exceed US \$37,500 for six-months to cover trade programs and fees towards Canadian agents as set forth in the Attachment A. (see Attachment A Canadian Public Relations Proposal 2025-2026).
- E. The fee portion of this contract will be inclusive of all communications charges including local, domestic and international long-distance telephone, cell phone, all office-generated facsimiles and e-mail.
- F. Expenses for the contract period may not exceed allocations made in the PR plan. Expenses are to include such items as printing and release reproduction; travel within the service area, entertainment of media under TDC guidelines (reimbursement of alcoholic beverages is prohibited); journalist air transportation when approved by VFK; special media events; and such items as generally are required to fulfill publicity and promotional responsibilities. Authorized expenses are to be reimbursed following receipt of monthly invoices, subject to proper supporting documents, in accordance with Monroe County TDC and Monroe County Finance Office specifications. Travel, as approved by VFK, shall be reimbursed to LMA, but only to the extent and in the amounts authorized by Section 112.061, Florida Statutes and in accordance with Monroe County Code Chapter 2, Art. III., Div. 3 and Monroe County Travel Policies.

- G. Agency travel to the Florida Keys for meetings, when directed by VFK will be reimbursed. Again, payment can be made only upon receipt of supporting documentation which includes purchase receipts and airline boarding passes. COUNTY, as per TDC guidelines, will only reimburse for non-refundable coach/economy class travel. No business class or first-class travel is permitted.
 - H. Unless already set forth in Attachment A, all expenditures must be approved in advance by VFK. Those expenditures included in Attachment A exceeding \$1,500.00 U.S. must be approved in advance by VFK.
 - I. Payments will be in U.S. dollars and will be payable by check via U.S. Post Office mail wherever directed by LMA or payment can be made via electronic transfer if the required documentation is provided.
 - J. COUNTY and the TDC will not be responsible for any finance charges. The TDC is exempt from paying U.S. Federal Excise and State of Florida sales tax.
4. **Termination:** COUNTY or LMA shall have the right to cancel this contract, with or without cause, at its sole discretion upon providing thirty (30) days written notice to the other party.

For Contracts of any amount, if the County determines that the Contractor/Consultant has submitted a false certification under Section 287.135(5), Florida Statutes or has been placed on the Scrutinized Companies that Boycott Israel List, or is engaged in a boycott of Israel, the County shall have the option of (1) terminating the Agreement after it has given the Contractor/Consultant written notice and an opportunity to demonstrate the agency's determination of false certification was in error pursuant to Section 287.135(5)(a), Florida Statutes, or (2) maintaining the Agreement if the conditions of Section 287.135(4), Florida Statutes, are met.

For Contracts of \$1,000,000 or more, if the County determines that the Contractor/Consultant submitted a false certification under Section 287.135(5), Florida Statutes, or if the Contractor/Consultant has been placed on the Scrutinized Companies with Activities in the Sudan List, the Scrutinized Companies with Activities in the Iran Petroleum Energy Sector List, or been engaged in business operations in Cuba or Syria, the County shall have the option of (1) terminating the Agreement after it has given the Contractor/Consultant written notice and an opportunity to demonstrate the agency's determination of false certification was in error pursuant to Section 287.135(5)(a), Florida Statutes, or (2) maintaining the Agreement if the conditions of Section 287.135(4), Florida Statutes, are met.

5. **Assignment-Subcontract:** LMA shall not assign, transfer, convey, sublet or otherwise dispose of this contract, or of any or all of its right, title or interest therein, or his/her or

power to execute such contract to any person, company, or corporation without prior written consent of COUNTY.

6. **Use of Products:** All work performed under the contract shall be the property of COUNTY and TDC, for whatever use and/or disposition the COUNTY and TDC may deem appropriate. COUNTY and TDC shall have the full right to reproduce and/or use any products derived from the contractor's work under the contract without payment of any royalties, fees, etc.
7. **Independent Contractor:** LMA is legally considered as an independent contractor and it or its employees shall not, under any circumstances, be considered servants or agents of COUNTY and TDC, and that COUNTY and TDC shall be at no time legally responsible for negligence on part of LMA, its servants or agents, resulting in either bodily or personal injury or property damage to any individual, firm or corporation. LMA shall not be legally responsible for errors and omissions caused by COUNTY.
8. **Contract Documents & Amendments:** This contract (including any written amendments hereof executed by the parties to this contract) constitutes the entire contract, and supersedes all prior contracts and understandings, oral and written, among the parties to this contract with respect to the subject matter hereof. This contract may not be modified or otherwise amended except by an instrument in writing executed by the parties to this contract.
9. **Severability:** If any provisions of this contract shall be held by a Court of competent jurisdiction to be invalid or unenforceable, the remainder of this contract, or the application of such provision other than those as to which it is invalid or unenforceable, shall not be affected thereby; and each provision of this contract shall be valid and enforceable to the fullest extent permitted by law.
10. **Governing Law, Venue, Interpretation, Costs, and Fees:** This Agreement shall be governed by and construed in accordance with the laws of the State of Florida applicable to contracts made and to be performed entirely in the State. In the event that any cause of action or administrative proceeding is instituted for the enforcement or interpretation of this Agreement, the COUNTY and LMA agree that venue shall lie in the appropriate court or before the appropriate administrative body in Monroe County, Florida. This Agreement shall not be subject to arbitration.

The parties to this contract agree that jurisdiction and venue in any action brought pursuant to this contract to enforce its terms or otherwise with respect to the relationships between the parties shall properly lie in the courts located in Monroe County, Fla., USA and the 16th Judicial Circuit. The parties further agree that the mailing by certified or registered mail, return receipt requested, of any process required by any such court shall constitute valid

and lawful service of process against them, without the necessity for service by any other means provided by statute or rule of court.

The Parties agree that in the event any cause of action or administrative proceeding is initiated or defended by any party relative to the enforcement or interpretation of this Agreement, the prevailing party shall be entitled to reasonable attorney's fees and court costs, as an award against the non-pre prevailing party, and shall include attorney's fees and court costs in appellate proceedings. Mediation proceedings initiated and conducted pursuant to this Agreement shall be in accordance with the Florida Rules of Civil Procedure and usual and customary procedures required by the circuit court of Monroe County.

11. **Maintenance of Records:** LMA shall maintain all books, records, and documents directly pertinent to performance under this Agreement in accordance with generally accepted accounting principles consistently applied. Each party to this Agreement or their authorized representatives, shall have reasonable and timely access to such records of each other party to this Agreement for public records purposes during the term of the Agreement and for five years following the termination of this Agreement. If an auditor employed by COUNTY, the County or the Clerk determines that monies paid to LMA pursuant to this Agreement were spent for purposes not authorized by this Agreement, LMA shall repay the monies together with interest calculated pursuant to Sec. 55.03; FS, running from the date the monies were paid to LMA.
12. **Nondiscrimination:** The Parties agree that there will be no discrimination against any person, and it is expressly understood that upon a determination by a court of competent jurisdiction that discrimination has occurred, this Agreement automatically terminates without any further action on the part of any party, effective the date of the court order. The Parties agree to comply with all Federal and Florida statutes, and all local ordinances, as applicable, relating to nondiscrimination. These include but are not limited to: 1) Title VII of the Civil Rights Act of 1964 (PL 88-352) which prohibits discrimination on the basis of race, color or national origin; 2) Title IX of the Education Amendment of 1972, as amended (20 USC ss. 1681-1683, and 1685-1686), which prohibits discrimination on the basis of sex; 3) Section 504 of the Rehabilitation Act of 1973, as amended (20 USC s. 794), which prohibits discrimination on the basis of handicaps; 4) The Age Discrimination Act of 1975, as amended (42 USC ss. 6101-6107) which prohibits discrimination on the basis of age; 5) The Drug Abuse Office and Treatment Act of 1972 (PL 92-255), as amended, relating to nondiscrimination on the basis of drug abuse; 6) The Comprehensive Alcohol Abuse and Alcoholism Prevention, Treatment and Rehabilitation Act of 1970 (PL 91-616), as amended, relating to nondiscrimination on the basis of alcohol abuse or alcoholism; 7) The Public Health Service Act of 1912, ss. 523 and 527 (42 USC ss. 690dd-3 and 290ee-3), as amended, relating to confidentiality of alcohol and drug abuse patient records; 8) Title VIII of the Civil Rights Act of 1968 (42 USC s. 3601 et seq.), as amended, relating to nondiscrimination in the sale, rental or financing of housing; 9) The Americans with Disabilities Act of 1990 (42 USC s. 12101 Note), as maybe amended from time to time, relating to nondiscrimination on the basis of disability; 10) Monroe County Code Chapter 14, Article II, which prohibits discrimination on the basis of race, color, sex, religion, national origin, ancestry, sexual

orientation, gender identity or expression, familial status or age; 11) Any other nondiscrimination provisions in any Federal or state statutes which may apply to the parties to, or the subject matter of, this Agreement.

13. **Public Records Compliance.** LMA must comply with Florida public records laws, including but not limited to Chapter 119, Florida Statutes and Section 24 of article I of the Constitution of Florida. COUNTY and LMA shall allow and permit reasonable access to, and inspection of, all documents, records, papers, letters or other “public record” materials in its possession or under its control subject to the provisions of Chapter 119, Florida Statutes, and made or received by the COUNTY and LMA in conjunction with this contract and related to contract performance. COUNTY shall have the right to unilaterally cancel this contract upon violation of this provision by LMA. Failure of LMA to abide by the terms of this provision shall be deemed a material breach of this contract and County may enforce the terms of this provision in the form of a court proceeding and shall, as a prevailing party, be entitled to reimbursement of all attorney’s fees and costs associated with that proceeding. This provision shall survive any termination or expiration of the contract. LMA is encouraged to consult with its advisors about Florida Public Records Law in order to comply with this provision.

Pursuant to F.S. 119.0701 and the terms and conditions of this contract, the Contractor is required to:

- (1) Keep and maintain public records that would be required by the County to perform the service.
- (2) Upon receipt from the County’s custodian of records, provide the County with a copy of the requested records or allow the records to be inspected or copied within a reasonable time at a cost that does not exceed the cost provided in this chapter or as otherwise provided by law.
- (3) Ensure that public records that are exempt or confidential and exempt from public records disclosure requirements are not disclosed except as authorized by law for the duration of the contract term and following completion of the contract if the contractor does not transfer the records to the County.
- (4) Upon completion of the contract, transfer, at no cost, to the County all public records in possession of the Contractor or keep and maintain public records that would be required by the County to perform the service. If the Contractor transfers all public records to the County upon completion of the contract, the Contractor shall destroy any duplicate public records that are exempt or confidential and exempt from public records disclosure requirements. If the Contractor keeps and maintains public records upon completion of the contract, the Contractor shall meet all applicable requirements for retaining public

records. All records stored electronically must be provided to the County, upon request from the County's custodian of records, in a format that is compatible with the information technology systems of the County.

(5) A request to inspect or copy public records relating to a County contract must be made directly to the County, but if the County does not possess the requested records, the County shall immediately notify the Contractor of the request, and the Contractor must provide the records to the County or allow the records to be inspected or copied within a reasonable time.

If the Contractor does not comply with the County's request for records, the County shall enforce the public records contract provisions in accordance with the contract, notwithstanding the County's option and right to unilaterally cancel this contract upon violation of this provision by the Contractor. A Contractor who fails to provide the public records to the County or pursuant to a valid public records request within a reasonable time may be subject to penalties under section 119.10, Florida Statutes.

The Contractor shall not transfer custody, release, alter, destroy or otherwise dispose of any public records unless or otherwise provided in this provision or as otherwise provided by law.

IF THE CONTRACTOR HAS QUESTIONS REGARDING THE APPLICATION OF CHAPTER 119, FLORIDA STATUTES, TO THE CONTRACTOR'S DUTY TO PROVIDE PUBLIC RECORDS RELATING TO THIS CONTRACT, CONTACT THE CUSTODIAN OF PUBLIC RECORDS AT, MONROE COUNTY ATTORNEY'S OFFICE 1111 12TH Street, SUITE 408, KEY WEST, FL 33040: PUBLICRECORDS@MONROECOUNTY-FL.GOV OR PHONE # (305)292-3470.

14. **Non-Waiver of Immunity:** Notwithstanding the provisions of Sec. 768.28, Florida Statutes, the participation of the COUNTY and LMA in this Agreement and the acquisition of any commercial liability insurance coverage, self-insurance coverage, or local government liability insurance pool coverage shall not be deemed a waiver of immunity to the extent of liability coverage. The County's indemnification is limited and subject to the sovereign immunity provisions of Sec. 768.28, Florida Statutes.

15. **Non-Reliance by Non-Parties:** No person or entity shall be entitled to rely upon the terms, or any of them, of this Agreement to enforce or attempt to enforce any third-party claim or entitlement to or benefit of any service or program contemplated hereunder, and COUNTY and LMA agree that neither COUNTY nor LMA or any agent, officer, or employee of either shall have the authority to inform, counsel, or otherwise indicate that any particular

individual or group of individuals, entity or entities, have entitlements or benefits under this Agreement separate and apart, inferior to, or superior to the community in general or for the purposes contemplated in this Agreement.

16. **No Personal Liability:** No covenant or agreement contained herein shall be deemed to be a covenant or agreement of any member, officer, agent or employee of COUNTY in his or her individual capacity, and no member, officer, agent or employee of COUNTY shall be liable personally on this Agreement or be subject to any personal liability or accountability by reason of the execution of this Agreement.

17. **E-Verify System** - In accordance with F.S. 448.095, Any Contractor and any subcontractor shall register with and shall utilize the U.S. Department of Homeland Security E-Verify system to verify the work authorization status of all new employees hired by LMA during the term of the Contract and shall expressly require any subcontractors performing work or providing services pursuant to the Contract to likewise utilize the U.S. Department of Homeland Security's E-Verify system to verify the work authorization status of all new employees hired by the subcontractor during the Agreement term. Any subcontractor shall provide an affidavit stating that the subcontractor does not employ, contract with, or subconstruct with an unauthorized alien. LMA shall comply with and be subject to the provisions of F.S. 448.095

18. **COUNTY FORMS.** By signing this Agreement, LMA has sworn or affirmed to the following requirements as set forth in the Non-Collusion Affidavit, Ethics Statement, Vendor Certification Regarding Scrutinized Companies List and Affidavit Attesting To Noncoercive Conduct For Labor Or Services as set forth in more detail in this Agreement.

Non-Collusion Affidavit- LMA by signing this Agreement, according to law on my oath, and under penalty of perjury, depose and say that the person signing on behalf of the firm of LMA, the bidder making the Proposal for the project described in the Scope of Work and that I executed the said proposal with full authority to do so; the prices in this bid 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 bidder or with any competitor; unless otherwise required by law, the prices which have been quoted in this bid have not been knowingly disclosed by the bidder and will not knowingly be disclosed by the bidder prior to bid opening, directly or indirectly, to any other bidder or to any competitor; and no attempt has been made or will be made by the bidder to induce any other person, partnership or corporation to submit, or not to submit, a bid for the purpose of restricting competition; 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 contracts for said project.

Ethics Clause- By signing this Agreement, LMA warrants that he/it has not employed, retained or otherwise had act on his/her behalf any former County officer or employee in violation of Section 2 of Ordinance No. 010-1990 or any County officer or employee in violation of Section 3 of Ordinance No. 010- 1990. For breach or violation of this provision the Customer 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.

VENDOR CERTIFICATION REGARDING SCRUTINIZED COMPANIES LISTS

LMA agrees and certifies compliance with the following:

Section 287.135, Florida Statutes prohibits LMA 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, LMA 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 LMA 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 Terrorism 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 LMA, I hereby certify that LMA identified above 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 Terrorism 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 LMA 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 LMA 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 Terrorism List or been engaged in business operations in Cuba or Syria.

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

AFFIDAVIT ATTESTING TO NONCOERCIVE CONDUCT FOR LABOR OR SERVICES

LMA is required to provide an affidavit under penalty of perjury attesting that LMA 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 LMA, I certify under penalties of perjury that LMA does not use coercion for labor or services in accordance with Section 787.06. Additionally, LMA has reviewed Section 787.06, Florida Statutes, and agrees to abide by same.

19. **INSURANCE:** LMA shall maintain the following required insurance throughout the entire term of this Agreement and any extensions. Failure to comply with this provision may result in the immediate suspension of all work until the required insurance has been reinstated or replaced. Delays in the completion of work resulting from the failure of the Contractor to maintain the required insurance shall not extend any deadlines specified in this Agreement and any penalties and failure to perform assessments shall be imposed as if the work had not been suspended, except for LMA's failure to maintain the required insurance.

Commercial General Liability Insurance with minimum limits of \$500,000 Combined Single Limit (CSL) If split limits are provided, the minimum limits acceptable shall be \$250,000 per Person \$500,000 per occurrence \$50,000 property damage.

The Monroe County BOCC shall be named as Additional Insured as their interests may appear on all insurance policies issued to satisfy the above requirements.

Grantee shall provide to the County, as satisfactory evidence of the required insurance, including the insurance policy application and either:

- Original Certificate of Insurance, OR
- Certified copy of the actual insurance policy, OR
- Certificate of Insurance e-mailed from Insurance Agent/Company to County Risk Management - Telephone Galen Jones at (305) 292-3470 for details (Certificates

can be e-mailed directly from the insurance agency to: Jones-Gaelan@MonroeCounty-Fl.gov – The e-mail must state that this is a certificate for a TDC project and should be forwarded to Ammie Machan at the TDC administrative office)

An original certificate or a certified copy of any or all insurance policies required by this contract shall be filed with the Clerk of the BOCC prior to the contract being executed by the Clerk’s office. The Insurance policy must state that the Monroe County BOCC is the Certificate Holder and additional Insured for this contract.

IN WITNESS WHEREFOR, the parties have set their hands and seal on the day and year first above written.

(SEAL)
Attest: KEVIN MADOK, CLERK

**Board of County Commissioners
of Monroe County**

As Deputy Clerk

Mayor

LMA Communications, Inc.

President

Print Name

Date: _____

AND TWO WITNESSES

(1) _____

(2) _____

(1) _____
Print Name

(2) _____
Print Name

Proposal 2025/2026

Toronto-based LMA Communications, will continue efforts to strengthen market awareness of the Florida Keys & Key West's sustainability and uniqueness while highlighting the inclusivity and openness.

With Canadians having to deal with cold and winter temperatures for half of the year starting in November, warmer destinations continue to be in strong demand, particularly Florida having the largest Canadian visitations and the most accessible flights.

2026 shows continued uncertainty with travel given the political climate, however this is expected to improve as discussions continue in later 2025. Despite this uncertainty, business travel has been stable, and luxury and domestic travel are experiencing slight growth from a noted drop earlier in the year. As well, recent Canadian TV show coverage recorded a spike in queries and interest, reminding us why the Florida Keys continues to be the top international destination. LMA's focus will be key feeder markets that represent the most populated Canadian regions (over 60 percent), namely the Greater Toronto Area, Ontario; Montreal, Quebec; and the East Coast market (with noted increased flights to the U.S.). The agency's strategies include showcasing what makes the Florida Keys stand out from the rest of Florida for Canadian consumers who seek unique travel experiences.

Proactive media outreach with traditional and new journalists and outlets will take place throughout the year through a frequent course of news release updates, media outreach, press trips invitations and marketplace meetings.

However, many of the initiatives and awareness push will happen in advance of the winter booking and travel season by way of a group press trip, social media experiential promotions, media missions, and agent outreach initiatives.

Media Market Overview

The Canadian media landscape continues to find a balance between traditional media and digital outlets, although there is a constant increase in influencers, travel web sites and radio podcasts. Broadcast television and radio continues to be held by the top stations such as Global TV, CHCH, CTV and CBC, which allow their morning shows news programs to have a more dedicated viewership and reach. Of particular interest is the fact that Canada is recognized for having a high social media penetration rate compared to the rest of the world at 91.3 percent.

Also recognized as one of the most multi-cultural countries in the world, Canada remains focused on welcoming new permanent residents to the country at a rate of roughly 500,000 annually from different cultural backgrounds to support required sustainable skills. This has allowed for growth of ethnic language specialty outlets and will allow the agency to highlight unique cultural aspects of the Florida Keys that will appeal to these different communities in their mother tongue.

As a further result of the growth of new residents is the shift in niche subject publications as they have a dedicated community that seek like-minded groups such as culinary, environmental, and gender orientation.

Travel trade outlets also serve as reliable sources for the thousands of registered Canadian travel agents and tour operators that cater to locals, as they look to find the latest news about different destinations to recommend.

Major Canadian Public Relations Tactics/Initiatives

The following are new media opportunities that we can look at executing from November 15, 2025 to April 30, 2026.

Group Media Press Excursion (Canadawide) Estimate: \$19,000 USD

Throughout the year, LMA will pitch and work with freelancers and writers to visit the Florida Keys and experience how different it is from the rest of Florida.

The agency will select between three to five media members to take part in an annual Escape to the Keys Canadian group press trip, which will be considered for early 2026. The themed group trip will combine traditional print and online travel outlets from across Canada.

Finally, the agency will offer Canadian media for any available spots on future U.S. group press trips, with recommendations to be made according to the theme.

Influencer Generated Keys Social Sharing Experiences (Canadawide) Estimate: \$10,000 USD

To raise social coverage within the Canadian market, the agency will select and sponsor key influencers for a visit, either as part of the proposed Canadian group press trip or on their own, to share their Florida Keys experience through their lens in the form of video and/or image social posts. By using experienced influencers, this allows the Florida Keys to appeal to a digital savvy audience while also increasing the number of Canadian followers.

The expectation from the selected influencers will be to supply a combination of blog and social posts across a variety of channels over a specific period to highlight unique experiences. Where possible, posts will tag the Florida Keys social media accounts and link to the designated web site. The agency will recommend two to three influencers/influencer couples from across Canada that have a strong engagement with followers and are willing to offer multi-channel coverage, such as Davey and Skylar with @DaveyandSky or Oksana and Max with @DrinkTeaTravel. As the influencers are confirmed, a timeline schedule will be organized for all the posts so that there will be continuous awareness spread out. To further elevate the coverage and reach, the Florida Keys' social channel moderators can share and engage with the influencer-generated content as it is posted.

Further Individual Media Press Visit Support (Canadawide) Estimate: \$5,000 USD

Understanding that certain media may be more interested in individual visits given editorial opportunities that arise throughout the year, the agency will support those freelancers and writers that have a confirmed assignment to feature the Florida Keys & Key West. Depending on the story topic, customized itineraries will be organized in conjunction with VFK. The agency is aware that factors such as high-season visitation and annual events that draw large numbers of overnight visitors may limit availability. Beyond individual press trips, the agency will also seek to include select Canadian media members for any open spots that may exist within future themed U.S. group press trips. Recommendations will be made according to the itinerary and theme.

Travel Media Association 2026 Conference Media Marketplace Participation (Canadawide) Estimate: \$3,000 USD

Equivalent to International Media Marketplace and recognized as the top media marketplace in Canada, the agency recommends participating in this annual conference which is planning to take place in Ontario in late April 2026 in the West Coast of Canada. The Travel Media Association of Canada (TMAC) is recognized as the premier and longest running travel media association within Canada. One of the benefits of the association is their annual conference and media marketplace which invites over 200 media outlets and professionals. The Media Marketplace and Conference have been a proven platform for the agency to connect with media and pitch new ideas. As part of the marketplace, we are matched with up to 30 media in the form of 15-minute appointments. During these appointments, the agency will share with media members the latest updates and news from the Florida Keys and discuss future editorial opportunities. Takeaway materials and potential giveaway items will be offered following the meeting.

Visit Florida Canadian Partner Media Program (Toronto) Estimate: \$4,000 USD

Visit Florida continues to host in-market awareness events and LMA recommends partnering in this local media initiative as further details are tentative for April 2026. Of note, this was originally discussed for Fall 2025 however the idea is to wait until the new year. The Visit Florida events tend to be limited to select destination partners and will be based on the number of entrants. The agency will share the latest developments and highlight any relevant Canadian connections to have a better chance of being selected as a participating partner.

**Montreal and East Coast Canada Media Awareness Missions (Quebec and Nova Scotia)
Estimate: \$4,000 USD**

Further to our Toronto Media Mission that was completed in September 2025, the agency will continue to host the successful media missions to meet with freelancers and outlets. The missions can take place in the first quarter of 2026.

The markets that the agency will focus on include either Montreal, Quebec, the second largest province of Canada with English and French speaking residents; and/or Halifax, Nova Scotia, which is the East Coast Canada airport hub for international connecting and represents over 7.5 million Canadians.

The media missions and one-on-one interviews will highlight what is new and upcoming while confirming future editorial features and press visit interest. Furthermore, an opportunity exists to have a meeting with the Halifax airport executives as they are always interested in engaging with destinations for future opportunities.

To help personalize the meeting and thank the media for their time, a Florida Keys & Key West giveaway bag containing promotional items and the latest newsletter will be distributed.

Travel Media Association Participation (Ontario)

The agency will continue to represent the Florida Keys & Key West within various travel associations to ensure top of mind awareness and discover new editorial opportunities.

The following make up the four travel-focused associations within Canada: The Travel Media Association of Canada (TMAC), Canada's premiere and longest running association for travel media and industry experts; the Toronto Blogger Collective, a community of influencers focused out of Ontario; the Canadian Chapter of the Society of American Travel Writers; and the Ontario chapter of the global Toronto Travel Massive influencer group.

From time-to-time, each association will host networking events which the agency will actively participate in to connect with traditional media and influencers.

Further Editorial Pitching and News Releases Distribution (Canadawide)

To continue building media relationships, the agency will distribute Florida Keys related news releases and pitch editorial topics. Over the last year, several features were arranged by maintaining frequent media contact and offering story ideas.

Aside from the regular news releases, a seasonal What's New eBlast will also be shared, rounding up newsworthy developments from each of the Keys' five districts. For a particular news release that would require a wider media reach, a newswire distribution will be recommended.

To enhance the news release distributions, the agency will leverage the release topics to pitch exclusive interviews to media contacts. Where possible, imagery and video footage would be included.

Crisis Communications Support (Canadawide)

Should any situations arise, LMA will assist with executing local communications support to effectively manage any negative impact and share breaking news to mitigate the situation.

As part of the process, the agency will maintain constant communication with VFK to determine the best course of action through a phased plan that incorporates media alerts and interviews with key spokespeople to update media on the recovery process.

Industry Monitoring and Emerging Opportunities

As the Canadian market affiliate agency, LMA will provide any updates related to local travel trends, market reports and emerging partnership prospects.

As additional promotional opportunities arise, the agency will share the ideas with VFK and the Sales and Marketing team individually to confirm further interest.

Toronto and Montreal Trade Mission and Luncheon Events (Ontario and Quebec) Estimate: \$11,000 USD

From the trade site, the agency will host missions to meet with travel agents and operators. The missions will take place in March 2026 in line with existing Sales team events in Canada.

The markets that the agency will focus on include Toronto, given it has the largest population and large number of travel agencies, and Montreal Quebec, the French-Canadian market with significant interest in Florida and given that a member of the Sales team speaks French.

The missions and one-on-one interview format work to highlight what is new and upcoming while allowing the development of closer bonds with representatives for future trade FAMS and incentives towards packages.

Furthermore, we will look at hosting a luncheon event to share the latest updates, to meet the Sales rep and have prizes drawn.

To help personalize the meeting and thank the agents for their time, a Florida Keys Thank You giveaway bag containing promotional items and the latest news will be distributed or shipped at the end of the meeting.

Travelweek Agent Webinar and Contest Estimate: \$6,000 USD

From the trade site, the agency will host a Webinar with Travelweek targetting travel agents and operators. The webinar can take place in January 2026 in line the Canadian winter months and in line with related travel habits.

Founded in 1973 as Canadian Travel Monthly, it quickly morphed into CTM Weekly Bulletin, then became Travelweek Bulletin and eventually Travelweek.

Today, in addition to the weekly printed publication, there is Travelweek Daily sent by e-mail, the French-language Profession Voyages, the monthly Travel Professional, our comprehensive website Travelweek.ca and Envoy Networks, a distribution and fulfillment company that specializes in providing the travel industry with custom marketing solutions.

Travelweek will promote the Webinar to their database of agents and operators and push articles across their media outlets including eNesletters, articles and banner ads. Once the Webinar has completed, they will supply statistics on the participants.

OpenJaw Takeover Estimate: \$4,000 USD

From the trade site, the agency will host a promotional takeover with the OpenJaw travel agent and operator outreach tools.

The Open Jaw is a Canadian media and education company founded in 2001 to serve travel professionals, offering daily news, product information, and training to the travel industry, including its signature "Pink Couch" video newsmagazine and an irreverent cartoon strip. It also has a Quebec division and a partnership to promote Canadian travel, making it a key resource for travel agents and suppliers.

Promotions will include articles, links to the Key Lime Academy and the potential for video interviews with Sales team members.

Budget

Canada.PR.Expenses

Canada Agency Fee (November 15, 2025 to April 2026 (\$5,000 per month))	\$27,500
Group Media Tour	\$19,000
Influencer Generated Shared Experiences	\$10,000
Individual Press Trip Support	\$5,000
Travel Media Association of Canada Conference and Media Marketplace	\$3,000
Visit Florida Canadian Partner Program	\$4,000
Montreal East Coast Canada Media Mission	\$4,000
Subtotal for PR Canada	\$71,500

Canada.Trade.Expenses

Canada Agency Fee (November 15, 2025 to April 2026)	\$16,500
Toronto and Montreal Trade Mission and Luncheon Events	\$11,000
Travelweek Agent Webinar and Contest	\$6,000
OpenJaw Takeover Program	\$4,000
Subtotal for Trade Canada	\$37,500