

**REQUEST FOR COMPETITIVE SOLICITATION -
Professional International
Public Relations Agency Services
for Monroe County Tourist Development Council**

Scope of Services for Canada

**LMA Communications Inc.
John Ozikizler
35 Stratheden Road
North York, Ontario
M4N 1E5
Canada
Phone: 1.647.339.5012**

1. Ability of Professional Agency Personnel (10 Points)

(a) Describe the qualifications and relevant international tourism public relations 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 subconsultants' key staff to be assigned to this project. Describe the qualifications and relevant international tourism experience of the Account Manager and all key staff intended to be assigned to this project.

LMA has the relevant qualifications and experience to represent the Florida Keys within Canada given our experience representing the Florida Keys for the last 18 years and our presence within the Canadian market.

Long-standing representation of the Florida Keys & Key West in Canada.

LMA has represented the Florida Keys for over 18 years and has built up brand recognition within the Canadian market and with media members. The agency's integrated services (public relations, digital and social) allows us to combine traditional media outreach with influencer/digital campaigns and social content to reach Canadian travellers across channels.

Experienced, travel-focused team and client familiarity.

LMA's client roster includes a variety of tourism clients with the Florida Keys being the largest client. LMA's leadership, specifically the day-to-day public relations representative Jerry Grymek, is regularly quoted in travel press and profiled in travel trade outlets, demonstrating industry credibility and media relationships in the Canadian travel market. Of note, Jerry has worked on the Florida Keys account from day one to present day.

Active presence within Canadian travel trade / media channels.

LMA is active within travel media interviews and industry association events, showing ongoing engagement with the media and trade audiences that influence Canadian visitation. Jerry Grymek is recognized as the President of the Travel Media Association of Canada (TMAC) and has been a long-standing Board member, which has allowed his representation of the Florida Keys gain further awareness.

No conflicts of interest.

LMA does not represent any other Florida destinations while representing the Florida Keys in Canada.

The primary team members for the Public Relations representation of the Florida Keys in Canada will be the same senior agency members that have been working on the account for over 18 years. The following are the resumes for the primary team members:

John Ozikizler

President

Account Role for the Florida Keys: Strategy

John is an advertising industry veteran having served as VP-General Manager of DAC Group, Managing Director of Publicis Modem and President, Maclaren Momentum.

John is the commensurate expert in the field of integrated marketing communications.

John has worked on the strategic planning for the Florida Keys for over 10 years.

Drawing upon his experience with dozens of clients – both in packaged goods and in services – John is able to quickly find the optimal balance of digital and traditional communications solutions. This experience has propelled him through an incredibly wide range of disciplines that include public relations, event management, Internet search marketing, broadcast advertising, collateral design, and trade shows. John believes that marketing starts with the consumer and works to ensure that the programs we deliver meet this critical responsibility.

Jerry Grymek

Executive Vice President, Managing Director

Account Role for the Florida Keys: Day-to-Day PR and Trade Management

With a Marketing Degree and Public Relations Certification, Jerry oversees the Public Relations for a variety of food service, travel destinations and hotel properties. Jerry has been the Account Manager and day-to-day PR and trade contact for the Florida Keys since our start of representing the destination.

Jerry is well-known within the travel industry, through interviews and participation in key association and industry events. He is the President of the Travel Media Association of Canada, Canada's premier travel association, and a member of Travel Massive, the social travel blogger community. He is also a member of the Canadian Public Relations Society.

Jerry is also recognized as the media personality known as 'The Doggie Concierge' during the Westminster Kennel Club Dog Show and garners quite a bit of media coverage related to the Show.

Additional staff members will be called upon for support as needed for larger

campaigns.

[\(b\) Include specific qualifications and experience as it relates to international public relations services for a tourism agency.](#)

Over the course of LMA's 33+ years of travel and hospitality representation, we have built media relationships and have amassed a network of contacts that we can share updates with regarding the Florida Keys.

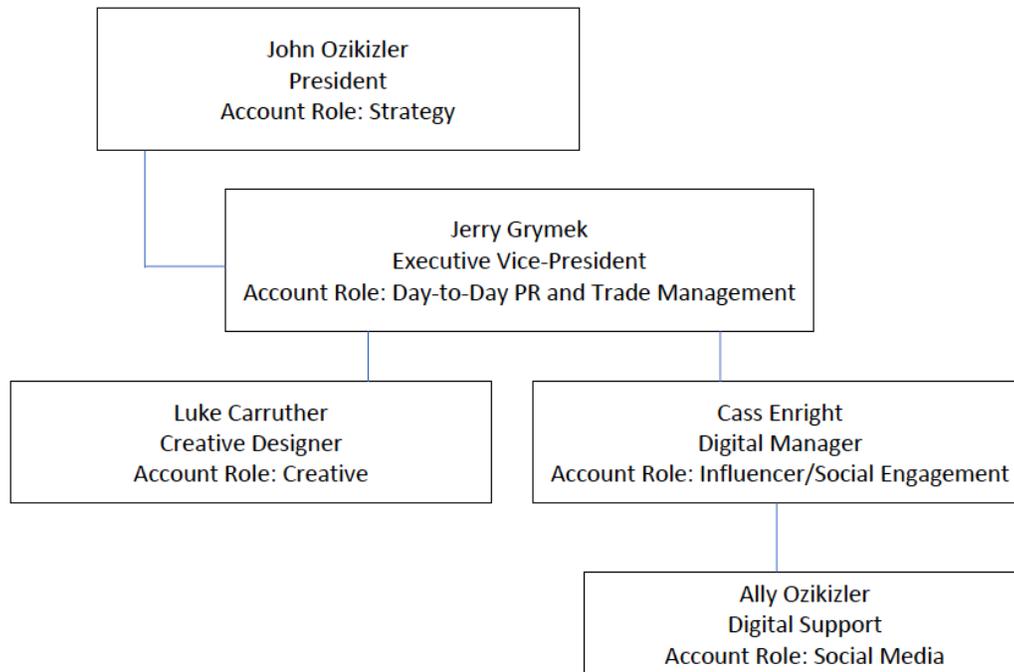
Of note, the agency once represented VISIT FLORIDA within the Canadian market from 2010 to 2016, and allowed a deeper understanding of the Florida market. LMA was invited to give a presentation about the Canadian landscape for the 2016 Florida Governor's Conference on Tourism. Through that, the agency has a firm understanding of what makes the Florida Keys stand out and what it offers Canadians.

Furthermore, having worked with the Florida Keys and TDC teams for over 18 years has allowed us to better understand the billing processes and requirements involved to minimize back-and-forth requests.

Finally, LMA prides itself on having senior team members work on the Florida Keys account and never passing off day-to-day work to junior members. This allows for consistent team representation and decision making level members to hit the ground running.

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

The following is the organization chart of LMA's PR team:



(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.

LMA maintains a flexible, team-based service model designed to ensure continuity, scalability, and high performance across our accounts. While a dedicated core team of senior agency staff exists for and is assigned to the TDC account, the agency has immediate access to additional internal specialists across public relations, digital marketing, social content, influencer engagement, research, trade marketing, and crisis communications who can be deployed as project requirements expand.

For large-scale Canadian initiatives, staff can be temporarily reassigned or added to the account from across the agency to provide increased capacity and specialised expertise without disruption to ongoing programming.

LMA also maintains formal performance oversight protocols. If an assigned team member does not meet established performance standards or client expectations, management will promptly implement a corrective plan or reassign personnel as needed. Replacement staff are drawn from pre-qualified internal team members who are fully briefed on the TDC’s objectives and market strategy, ensuring continuity of service and uninterrupted campaign momentum. This approach allows the Proposer to remain both highly responsive and fully accountable, providing the TDC with a scalable, expert-level team capable of supporting diverse program demands at any time.

(e) Include qualifications and relevant experience of any proposed subconsultants.
Not applicable.

2. Project Approach: Scope of Work Management (15 Points)

(a) Describe the Proposer's methodology and approach to the scope of work, including international public relations, strategy development, media outreach, press trips, and reporting.

LMA applies a strategic and integrated methodology to deliver results-driven destination marketing for the Florida Keys within Canada. Our approach combines senior-level expertise, long-standing market knowledge, and structured processes to ensure all initiatives—from public relations to reporting—are fully aligned with the Florida Keys' objectives and tailored to target audiences.

Our international public relations and strategy development efforts are grounded in market research, seasonal travel trends, and insights from past campaign performance, ensuring that messaging is relevant and resonates with Canadian audiences. Campaign strategies are designed to position the Florida Keys effectively, highlighting themes such as adventure travel, family vacations, eco-tourism, culinary experiences, and warm-weather escapes. This strategic approach ensures that all activities support overarching destination goals while maintaining consistency in branding and messaging.

Media outreach is conducted proactively and purposefully, leveraging long-standing relationships with Canadian journalists, editors, broadcasters, and digital influencers. LMA develops story-driven pitches that are timely, tailored, and aligned with media needs, maximizing the likelihood of high-value earned coverage. Media engagement is consistently documented and tracked to maintain transparency, accountability, and follow-through on all opportunities.

Press trips and familiarization programs are carefully planned and executed to ensure that journalists, influencers, and travel trade representatives experience the Florida Keys in a manner that highlights the destination's key offerings. LMA provides detailed itineraries, messaging guides, and logistical support, while post-trip follow-up includes curated story ideas, content assets, and images to maximize earned media outcomes. These programs are designed to generate impactful coverage and lasting relationships with media and trade partners.

Reporting and performance analysis are integral to LMA's approach, with structured monthly reports that track media placements, trade engagement, influencer activity, and other key performance indicators. Reports provide detailed analytics and insights, highlighting successes, opportunities for improvement, and recommended next steps. Additionally, fiscal-year forecasts and campaign projections are included to support strategic planning and budget management.

All activities are executed by senior-level team members who have directly represented the Florida Keys in Canada for over 18 years. LMA's structured workflow, assignment tracking, and approval processes ensure accountability, responsiveness, and continuous alignment with destination objectives. This integrated, senior-led approach allows LMA to deliver cohesive, efficient, and results-oriented marketing initiatives that maximize the Florida Keys' visibility and impact in the Canadian market.

[\(b\) Provide description of the Proposer's organization's services and specific account processes \(e.g. Complete monthly billing with all appropriate back-up documents, including detailed time sheets, and detailed invoices, original line-item receipts, and comprehensive billing recap including projections through end of the fiscal year.\)](#)

LMA has provided comprehensive destination marketing services for the Florida Keys in Canada, including media relations, influencer engagement, travel trade outreach, content development, campaign management, and strategic communications planning.

Our services are delivered by senior-level team members with extensive experience in Canadian markets, ensuring consistency, expertise, and alignment with the Florida Keys' strategic objectives.

LMA's specific account processes:

Monthly Billing and Documentation

LMA prepares complete monthly invoices that include detailed line-item expenses for all activities. Original receipts and supporting documentation are scanned and organized to correspond with each line item, and detailed time sheets for staff hours are included to ensure full transparency and accountability. Each month, LMA also provides a comprehensive billing recap that includes projections for the remainder of the fiscal year, allowing for accurate financial planning and oversight.

Structured Workflow and Deliverables Management

All projects are managed through a centralized workflow system that clearly defines deadlines, responsibilities, and approval steps. Deliverables—such as media materials, campaign content, itineraries, and reports—undergo internal review before being submitted for client approval, ensuring consistent quality and adherence to the established process.

Communication and Reporting

LMA provides monthly updates on campaign progress, media coverage, trade engagement, and influencer activity. Any potential issues are communicated proactively, along with recommended solutions, to maintain alignment with destination goals and ensure smooth project execution.

Accountability and Compliance

All invoicing and reporting processes are fully compliant with TDC guidelines and contractual requirements. Internal review procedures further ensure that all documentation is accurate, complete, and submitted on time.

Through these structured services and account processes, LMA delivers a high level of professionalism, transparency, and responsiveness, ensuring that all Florida Keys initiatives in Canada are efficiently managed and fully aligned with destination objectives.

(c) Provide a description of how the Proposer manages workflow, assignment tracking, and project approvals.

LMA manages workflow, assignment tracking, and project approvals through a structured, transparent, and highly organized process designed to ensure efficiency, accountability, and on-time delivery.

Centralized Workflow Management

LMA utilizes a centralized project management system to organize all tasks, deadlines, and deliverables. Each project is assigned a dedicated workflow that outlines objectives, timelines, responsibilities, and approval stages, allowing internal team members and clients to maintain clear visibility.

Assignment Tracking and Team Coordination

Regular internal status meetings allow the team to review action items, adjust timelines if needed, and maintain momentum on all active projects.

Structured Approval Processes

All major deliverables, including media materials, content drafts, event plans, itineraries, and campaign assets, are routed through a formal approval process. LMA provides stakeholders with clear timelines for review and incorporates feedback efficiently while preserving project continuity and quality standards.

Documented Communication and Version Control

LMA maintains organized documentation of all communications, revisions, and approvals to ensure consistency and accountability. Version control is implemented across content and project files, ensuring that all parties are working with the most current information at every stage.

Proactive Monitoring and Deadline Management

Key milestones and deadlines are continuously monitored, with automated reminders and follow-ups built into the system to prevent delays. This ensures that projects advance predictably and that clients receive deliverables within agreed-upon timelines.

Client Transparency and Status Reporting

Clients receive regular status updates—including project progress, completed actions, upcoming tasks, and outstanding approvals—to maintain full visibility into all workflow activities. This ensures alignment and allows for timely adjustments when needed.

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

LMA has extensive expertise in managing multiple, simultaneous campaigns for the Florida Keys within the Canadian market. Over the last 18 years, we have successfully coordinated integrated media, trade, and influencer initiatives, ensuring that each campaign aligns with the destination's strategic goals while targeting specific traveler segments and market priorities.

Our approach includes:

Simultaneous Campaign Management: Coordinating overlapping campaigns across multiple channels—including media outreach, digital content, travel trade engagement, and influencer programs—without compromising quality or timelines.

Tailored Messaging by Segment: Developing and executing distinct campaigns for leisure travelers, adventure seekers, culinary enthusiasts, and other key Canadian audiences, while maintaining consistent brand positioning for the Florida Keys.

Comprehensive Project Oversight: Using structured workflow systems and senior-level team oversight to monitor deadlines, approvals, deliverables, and results across campaigns.

Integrated Reporting and Insights: Providing detailed reporting for each campaign, including performance metrics, earned media placements, and trade engagement outcomes, to ensure accountability and inform future initiatives.

This depth of experience allows LMA to manage complex, multi-layered campaigns efficiently, maintain alignment with destination objectives, and deliver measurable results in the Canadian market.

Furthermore, under section #5 we showcase a number of initiatives that we have been able to manage simultaneously for the Florida Keys within Canada.

3. Project Approach: Account Management (15 Points)

(a) Describe the Proposer's approach for handling account management of international public relations plans. Describe how activities will be tracked and reported.

(b) Identify how the Proposer will maintain accountability, responsiveness, and alignment with destination goals throughout the term of the contract.

LMA will maintain accountability, responsiveness, and alignment with the Florida Keys' destination goals through a structured and transparent management approach.

Clear Metrics and Reporting

LMA will track all activities against mutually established goals, including media outreach, earned coverage, trade engagement, influencer partnerships, and project deliverables. Monthly reports will outline progress, results, challenges, and upcoming opportunities, ensuring full visibility into performance.

Consistent Communication and Responsiveness

LMA will maintain open and frequent communication with the Florida Keys team through scheduled check-ins, standing calls, and timely email correspondence. All inquiries or requests will be handled promptly, with defined internal processes that ensure swift turnaround and proactive follow-up.

Strategic Planning Aligned With Destination Priorities

At the outset and throughout the contract term, LMA will work with the Florida Keys team to refine messaging priorities, seasonal campaigns, and strategic objectives. All media, influencer, and trade initiatives will be evaluated against these priorities to ensure continuous alignment.

Ongoing Monitoring of Market Conditions

LMA will stay informed of Canadian travel trends, media interests, and consumer behavior changes. Insights will be shared regularly with the Florida Keys team so that strategies can be adjusted in real time to support destination goals and maintain market relevance.

Collaborative Workflow and Transparency

All major initiatives—including media visits, campaigns, story development, and trade activations—will be coordinated through clearly defined project plans. LMA will share timelines, anticipated outcomes, and approval workflows to ensure transparency and efficient collaboration.

Fiscal Responsibility and Compliance

LMA will maintain detailed invoicing and documentation practices that reflect the TDC's policies and financial requirements the agency is already familiar with. All expenditures and reimbursements will be accurately tracked, supported, and reported to ensure full accountability.

Continuous Evaluation and Adjustment

Throughout the contract term, LMA will review performance, gather feedback, and adjust tactics as needed to ensure ongoing alignment with evolving destination objectives. This adaptive approach ensures that strategies remain effective and goals remain central to all activities.

(c) Explain the proposed structure for onboarding, staff continuity, and issue resolution.

LMA's proposed structure for onboarding, staff continuity, and issue resolution is designed to ensure a seamless transition, sustained performance, and alignment with the long-standing priorities of the Florida Keys. Our approach is strengthened by the fact that LMA has represented the Florida Keys in Canada for over 18 years, providing us with deep destination knowledge and established working relationships.

Structured Onboarding Process

LMA will initiate the contract with a formal onboarding phase that includes a kickoff meeting, review of current goals and messaging, alignment on KPIs and reporting expectations, and confirmation of communication and approval protocols. Because of our extensive history with the destination, this onboarding process is both efficient and highly informed, allowing us to activate quickly with minimal learning curve.

Senior-Level Staffing and Continuity

The Florida Keys account is staffed exclusively by senior-level team members who bring decades of PR, media, and travel trade experience, as well as direct historical knowledge of past initiatives, challenges, and successes. Comprehensive internal documentation and shared project systems further safeguard institutional knowledge and consistency of service.

Clear Escalation and Issue Resolution Protocols

LMA follows a transparent, tiered issue-resolution structure. Day-to-day matters are handled promptly by the core senior team. Clients receive dedicated senior contacts for routine communication as well as executive-level points of escalation, ensuring accountability and timely problem-solving.

Ongoing Review and Continuous Improvement

Drawing on nearly two decades of experience with the Florida Keys, LMA continuously evaluates performance, gathers feedback, and adjusts processes as needed to maintain alignment with destination goals. This long-term familiarity enables us to anticipate needs, identify opportunities, and resolve issues quickly and effectively.

4. Project Approach: Media Relations Strategy and Execution (5 Points)

(a) Describe how the Proposer builds and maintains relationships with international media, influencers, and travel trade professionals.

LMA builds and maintains strong relationships with Canadian media, influencers, and travel trade professionals through a strategic, year-round engagement approach grounded in consistency, responsiveness, and relevance.

We maintain ongoing communication with key journalists, editors, producers, and digital creators across Canada's major markets, providing tailored story ideas, timely destination updates, and market-specific assets that support their content needs. The agency proactively identifies opportunities, responds quickly to inquiries, and ensures media have direct access to expert spokespeople and releases that enhance their coverage.

For influencers, LMA fosters relationships through careful vetting, personalized outreach, and collaborative content planning. We focus on creators whose audiences align with target traveler segments and maintain ongoing dialogue before, during, and after campaigns to ensure authentic and high-quality storytelling.

Within the travel trade sector, LMA engages with agents, tour operators, and consortia through regular training sessions, webinars, sales calls, and participation in trade events. We provide updated product information, marketing materials, and destination intelligence to help trade partners confidently sell the Florida Keys.

Our long-standing presence in the Canadian marketplace enables us to maintain relationships built on trust, understanding, and sustained collaboration, resulting in strong media coverage, impactful influencer partnerships, and active trade engagement.

(b) Provide examples of proactive pitching strategies and how these have led to earned media placements for tourism destinations.

LMA incorporates a proactive pitching strategy that focuses on timely angles, market-specific story developments, and frequency outreach to maintain top-of-mind awareness and in an effort to also secure media coverage for the Florida Keys within Canada.

Examples of Proactive Pitching Strategies and Outcomes:

Tailored Stories and Trend-Driven Pitching

LMA regularly monitors Canadian travel trends and proactively positions the Florida Keys within high-demand topics such as winter escapes, sustainable travel, family travel, and culinary tourism. By delivering timely, well-packaged pitches to long-lead magazines and national newspapers, LMA has secured features that highlight the Keys as an ideal warm-weather destination during peak booking periods.

An example of this is with a media colleague who writes for World Atlas, and he was putting together an article on where famous movies were filmed and the agency reminded the media contact about select movies that have been filmed, which resulted in getting included in the article:

<https://www.worldatlas.com/cities/10-us-towns-where-famous-movies-were-filmed.html>

Packaging New or Holiday Story Angles

We identify lesser-known narratives—such as community-led sustainability programs, Keys-inspired dining, or holiday attractions—and pitch them as fresh story opportunities. This proactive discovery of new angles has led to coverage in niche travel magazines and broadcast media outlets seeking original content.

An example of this is with the 2024 Officer Grinch campaign in the Keys and how we pitched it to major broadcast outlets, of which CTV Daily News which featured the news segment as a story:

<https://www.ctvnews.ca/world/article/speeding-drivers-get-holiday-surprise-from-officer-grinch/>

Coordinating Media Visits and FAM Opportunities

LMA proactively proposes tailored media visit itineraries to journalists whose outlets align with the destination's goals and who have a vested interest in featuring the destination. By presenting concrete story possibilities and arranging expert access, LMA has organized press trips that resulted in multi-page feature stories, high-value digital articles, and broadcast coverage across Canada.

An example of this would be with a media colleague who is the host of the Ontario Travel Radio Show, and he will be in Fort Myers in late December 2025. Having heard about the Key West Express direct shuttle, the host is looking to visit on December 31 for the day to interview the Key West Cooking School and Paul Menta (the stories will air in early 2026).

(c) Explain how market-specific storytelling and content development will be tailored to each proposed region.

Florida Keys–specific storytelling and content development will be tailored for the Canadian media landscape by emphasizing themes, angles, and travel motivators that resonate most strongly with Canadian audiences. LMA will adapt all narratives to reflect regional preferences, seasonal travel patterns, and current market insights, ensuring relevance and appeal.

Content will highlight the unique attributes of the Florida Keys, from its ecology, culture, cuisine, water activities, to the community experiences, while framing the content in ways that align with Canadian interests, such as multi-generational travel, sustainable tourism, warm-weather escapes, adventure experiences, and value-driven vacation planning.

Storytelling will be crafted to meet the formats and expectations of Canadian media outlets, including long-lead magazines, digital platforms, broadcast partners, and travel trade publications. This includes developing localized angles, integrating Canadian traveler tips, referencing Canadian access points and flight routes, and providing market-specific images, itineraries, and spokesperson commentary.

Furthermore, we will ensure that the content will be written with Canadian spelling and will be translated in French Canadian as required.

Overall, our approach ensures that all Florida Keys content is authentically rooted in the destination while strategically shaped to engage Canadian journalists and influencers in a way that drives earned media interest and travel consideration.

5. Past Performance: Evidence, Knowledge, and Experience (20 Points)

(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.

For over 18 years, LMA has served as the Canadian public relations agency of record for the Florida Keys, and has proven delivery of exciting and unique marketing programs of comparable scope, complexity, and scale to the services outlined in this solicitation.

Throughout our working period, LMA has executed fully integrated annual work plans encompassing media relations, consumer interactions, digital and social media strategy, influencer partnerships, content development, campaign launches, crisis and issues management, and ongoing market intelligence and reporting.

These efforts have included destination storytelling campaigns, seasonal promotions, special events announcements, airline and hotel partnership promotion, media familiarization (FAM) programs, travel advisor education, and on-the-ground support at major Canadian travel tradeshow and consumer travel events.

Project scopes often required large-scale coordination involving multiple Florida Keys stakeholders, hotel partners, attractions, and Canadian media and influencer participants. LMA managed complex logistics including international media travel scheduling, content clearances, destination briefings, press visit itineraries, and post-campaign reporting while ensuring all activities aligned with approved messaging and brand standards.

During each of the past five contract years, LMA successfully:

- Delivered all contractual deliverables on schedule, including annual strategies, campaign launches, media outreach programs, FAM programs, trade initiatives, and monthly/quarterly reporting.
- Maintained strict adherence to approved program budgets, ensuring all initiatives were executed within allocated funds and with full cost accountability as outlined through the detailed monthly billing.
- Demonstrated flexibility to respond to shifting conditions, including travel disruptions, weather emergencies, border policy changes, and evolving marketplace dynamics, without exceeding approved budgets.
- Provided timely, transparent performance reporting to support client oversight and ROI evaluation.

- Maintained continuity of service through the assignment of experienced, senior-level team leadership supported by scalable agency resources.

The ongoing renewal of LMA's agency-of-record appointment over 18 years is a reflection of consistent performance, strong destination stewardship, and sustained delivery of services meeting client expectations for quality, accountability, and market impact.

Across the past five years, LMA has completed all Florida Keys assignments on time and within budget while maintaining uninterrupted representation in the Canadian market—providing long-term stability, institutional destination knowledge, and proven execution capacity for programs of international scale and complexity.

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

Given that from 2020 to early 2023 the travel was severely limited due to the pandemic, we have included a number of projects that were completed from the Florida Keys within the last 5 years. This include the following:

Project Example #1 - Zoomer Radio and Digital Multi-Media Campaign

Reference: Ashley Serrate, former Florida Keys representative, AshleyS@zapwater.com

LMA executed a pro-active integrated campaign with the popular mature audience focused Zoomer Media during December 2024 in advance of the 2025 winter travel season. As active mature residents (aged 45+) make up over one third of the Canadian population, this outlet has a concentrated audience with higher disposable income. Of note, Zoomer Radio has the largest broadcast footprint in Canada that reaches extensive parts of Ontario and Quebec.

As part of the campaign elements, Zoomer Radio aired live onsite remote interviews on both the morning and afternoon drive shows, with additional content placed on the Zoomer Radio web site and featured on the Zoomer's social media channels. To draw further awareness of the live remote airings, Zoomer Radio aired multiple daily promotional messages in advance. The goal of the campaign was to showcase exclusive Florida Keys experiences from all five regions to engage listeners.

Recognized as one of the top Toronto specialty radio stations, the two shows include The Morning Zoom with Sam and Jane, the station's popular morning show with an average of 500,000 weekly listeners, and The Afternoon Express with Liz West, the station's afternoon drive home show with an average of over 489,000 weekly listeners. The show airs weekdays from 6am until 10am and 2pm until 6pm EST respectively.

For the online coverage, a banner on the Zoomer Radio web site home page led to a special landing page with photo and videos of the interviews, and any additional content related to attractions and culinary experiences in the Florida Keys.

Air Checks and Segments:

All of the segments are collected in the following link:

https://drive.google.com/drive/folders/1-DiswM_grBj_qY9efih9tQjNZWxYdCIY

eNewsletter Inclusion:

A teaser was included in the weekly Zoomer eNewsletter and can be found here:

<https://zoomer.omeck.com/portal/public/ViewCommInBrowser.jsp?Sv4%2BeOSSucx7DMMUPiLGQ7R5nw%2F2%2Bhg1s3FNEjD2XVI5sHPycVUVLg0Q8UxzbuH5cWg1AQdiWnl4EGpt77CgMg%3D%3DA>

ZoomerRadio.ca Landing Page – Big Box Display - 'Look Book':

<https://www.zoomerradio.ca/blogs/station-blog/2024/12/02/zoomer-radios-2024-florida-keys-key-west-look-book/>

Facebook Posts:

<https://www.facebook.com/login/?next=https%3A%2F%2Fwww.facebook.com%2F1133417798788833>

<https://www.facebook.com/login/?next=https%3A%2F%2Fwww.facebook.com%2F1132367802227166>

<https://www.facebook.com/login/?next=https%3A%2F%2Fwww.facebook.com%2F1132533402210606>

<https://www.facebook.com/login/?next=https%3A%2F%2Fwww.facebook.com%2F1131523092311637>

<https://x.com/zoomerradio/status/1864413516146335866>

<https://www.facebook.com/login/?next=https%3A%2F%2Fwww.facebook.com%2F1131821725615107>

<https://www.facebook.com/login/?next=https%3A%2F%2Fwww.facebook.com%2F1130639819066631>

<https://www.facebook.com/login/?next=https%3A%2F%2Fwww.facebook.com%2F1130840522379894>

<https://www.facebook.com/login/?next=https%3A%2F%2Fwww.facebook.com%2F1129809252483021>

<https://www.facebook.com/login/?next=https%3A%2F%2Fwww.facebook.com%2F60956939257064>

Instagram Posts:

<https://www.instagram.com/p/DDQDsQNxPKe/>

<https://www.instagram.com/p/DDMpPsHK1jW/>

<https://www.instagram.com/p/DDNHgXTRhft/>

<https://www.instagram.com/p/DDKEZVxqihR/>

<https://www.instagram.com/p/DDK6klwRPod/>

<https://www.instagram.com/p/DDHfpJoK9tc/>

<https://www.instagram.com/p/DDIA101RSLJ/?hl=en>

<https://www.instagram.com/p/DDE61fUqZpJ/>

<https://www.instagram.com/p/DDFcBWVx4tk/>

YouTube:

<https://www.youtube.com/watch?v=HCEO6wRp9Pw>

<https://www.youtube.com/watch?v=V7TQL8H-148>

<https://www.youtube.com/watch?v=jh4cpNWaakk>

<https://www.youtube.com/watch?v=CxfZsDnqwN8>

https://www.youtube.com/watch?v=Xefg6L5R_wU

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While in @thefloridakeys and Key West, @deanhollin visited the @hemingwayhomemuseum ! If you're a lover of literature and/or cats, you'll want to stop by!

Check out @hemingwayhomecats for some very cute cat pics!

#TheFloridaKeys #HemingwayHouse #Hemingway #HemingwayMuseum #Cats

23
December 6, 2024

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Dean Hollin visits Kermit's Key Lime Pie Shop



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737 views Dec 2, 2024

Dean Hollin visited Kermit's Key Lime Pie Shop as part of his trip to The Florida Keys & Key West! Do you know the difference between a regular lime and a key lime? Watch to find out!

Podcasts

Zoomer Radio's Dean Hollin Visits the Florida Keys & Key West!

Dec 02, 2024

By Jordan Chakravarty

Florida Keys & Key West

... fla-keys.com

Experience the beauty of the Florida Keys & Key West!

Mughal Mahal

Reserve Your Table Today

OPEN

Whether it's snorkeling in emerald-green waters among the coral reefs or lounging in front of some of the most spectacular beach views imaginable, there's always an "Only in the Keys" experience around the next corner!

For more information on the Florida Keys & Key West, visit fla-keys.com.

Dean Hollin visits [Kermit's Key Lime Pie Shop](#)



Overall, we garnered over \$75,000 worth of media coverage for half the cost and this included an overall reach of over 3,500,000 listeners and social/web site visitors.

Project Example #2 - Ontario Tiny Home Activation Summary

Reference: Ashley Serrate, former Florida Keys representative, AshleyS@zapwater.com

The following is a summary from our Toronto and Hamilton Tiny Home Activation that was held from Monday November 6, 2023 to Friday November 10, 2023.

Idea

To boost local awareness in an impactful manner before the winter travel season and strongly motivate Canadians to visit, the agency will organize a Florida Keys pop-up activation experience throughout the Greater Toronto Area.

The idea would be to have a themed tiny home be fully decorated with a Florida Keys motif to offer a taste of the Keys environment and lifestyle that sets the destination apart. Additional visual elements will showcase the preservation and conservation efforts. To further attract the public, ambassadors will be adorned in casual branded apparel to invite them to learn more about the Florida Keys and sample Key Lime Pie.

Locations

We held the Tiny Home in Toronto at Yonge-Dundas Square from November 6 to 8, 2023. Yonge-Dundas Square is a one-acre outdoor public and event space at the intersection of Yonge Street and Dundas Street and is often compared to New York's Times Square. The Square draws hundreds of visitors daily from across the city and outside of Toronto as well.

We then setup the Tiny Home in Toronto at Hamilton City Hall from November 9 to 10, 2023. Hamilton City Hall is off the main Hamilton street and sees hundreds of visitors daily coming in for services and support.

The locations were selected for being high-traffic with great visibility.

Event Format

Our goal with the event was to engage with consumers and media in advance of the Winter season. Free slices of Key Lime pie were distributed along with giveaway items to all visitors.

The rough format for each day was:

6 am - Drive to location/Parking & Setup

8:30 am - Arrive at location to setup

9 am - Pickup First batch of pies

9:30 am - Finish setup/Prep pie squares

10 am - Open to the public

2 pm - Pickup afternoon pies

6 pm - Activation ends for the day

6:15 pm - Clean-up/Wrap-up for the day

Media Coverage

Overall, we had over 40 media outlets covering the Tiny Home activations including:

Outlet	Date	Link
Travel Press eBlast	November, 3	eBlast
Travel Press Site	November, 3	https://www.travelpress.com/florida-keys-key-west-offering-canadians-a-tiny-home-experience/
Travel Industry Today Site	October, 30	https://travelindustrytoday.com/round-up-oct-30-nov-3-2023/
Now Playing Toronto	November, 3	https://www.nowplayingtoronto.com/event/a-taste-of-the-florida-keys-key-west/
Hamilton City Magazine	November, 3	https://hamiltoncitymagazine.ca/the-florida-keys-coming-to-hamilton/?utm_source=rss&utm_medium=rss&utm_campaign=the-florida-keys-coming-to-hamilton
Now Toronto	November, 3	https://nowtoronto.com/event/a-taste-of-the-florida-keys-key-west/
Liz Fleming Travels Radio	November, 4	eBlast
Look Local	November, 4	https://looklocal.ca/blog/events/taste-of-the-florida-keys-key-west-tiny-home-experience/
Region 103.5 Radio - 11 AM	November, 6	On-air
Region 103.5 Radio Repeat - 3 PM	November, 6	On-air
OpenJaw eBlast	November, 6	eBlast
OpenJaw Site	November, 6	https://openjaw.com/newsroom/on-the-town/2023/11/07/florida-keys-and-key-west-unlock-canadian-hearts-with-key-lime-pie/

Toronto Sun	November, 7	https://torontosun.com/travel/usa/enjoy-a-taste-of-florida-keys-and-key-west-in-toronto-hamilton
Winnipeg Sun	November, 7	https://winnipegsun.com/travel/usa/enjoy-a-taste-of-florida-keys-and-key-west-in-toronto-hamilton
Edmonton Sun	November, 7	https://edmontonsun.com/travel/usa/enjoy-a-taste-of-florida-keys-and-key-west-in-toronto-hamilton
Calgary Sun	November, 7	https://calgarysun.com/travel/usa/enjoy-a-taste-of-florida-keys-and-key-west-in-toronto-hamilton
Canoe.ca	November, 7	https://canoe.com/travel/usa/enjoy-a-taste-of-florida-keys-and-key-west-in-toronto-hamilton
O Canada	November, 7	https://o.canada.com/travel/usa/enjoy-a-taste-of-florida-keys-and-key-west-in-toronto-hamilton
Travel Courier eBlast	November, 9	eBlast
Travel Courier Site	November, 9	https://travelcourier.ca/florida-keys-tickle-taste-buds-of-ontario-residents/
Social		
Travelweek	November, 6	https://twitter.com/TravelweekGroup/status/1721640220599206338
TravelPress	November, 6	https://twitter.com/ian_ctp/status/1722282920344257007
Toronto Blogger Collective Facebook	November, 6	https://www.facebook.com/groups/torontobloggercollective/posts/1396295027983043/
Yashy Murphy Facebook	November, 6	https://www.facebook.com/photo/?fbid=10100474631686237&set=a.557724892827
Yashy Murphy TikTok	November, 6	https://www.tiktok.com/@yashyanthi/video/7298770812008451333
TMAC Ontario	November, 6	https://www.facebook.com/groups/TMACOntarioChapter/posts/7525484467478822/
Movernie on the Move Twitter	November, 7	https://twitter.com/MoVernie/status/1721694759234707810

Movernie on the Move Twitter 2nd	November, 7	https://twitter.com/MoVernie/status/1721693921200279576
Movernie on the Move Twitter 3rd	November, 7	https://twitter.com/MoVernie/status/1721694456775053355
Movernie on the Move Instagram	November, 7	https://www.instagram.com/realmovernie/?hl=en
Movernie on the Move Instagram 2nd	November, 7	https://www.instagram.com/realmovernie/?hl=en
Movernie on the Move Facebook	November, 7	https://www.facebook.com/vernonchang/posts/pfbid04tmoW3DgCXu4dL2OGp7kBCDrwYH4wNkm3Nv7H7AEdcpRZJamvn5N2ja5L1m25c8gl
Movernie on the Move Facebook 2nd	November, 7	https://www.facebook.com/vernonchang/posts/pfbid0XRm9z2winQLfdTqmAoo3ZuXWEMRtjyhdXRh3cTqKZKxkRRNR7JtBivLcEU6K1Qsil
GoatRoti Facebook	November, 7	https://www.facebook.com/davindra.ramnarine.3/posts/pfbid0MjYmJhZwXujJYuxQA7MCCtTtHX1f2dmJjiVktCnpA1oXXBsDVGPNUZS53hq4qCmUI
Modern Traveller	November, 9	https://www.facebook.com/reel/1050047646336380
Sherri Telenko	November, 9	https://www.facebook.com/stelenko/posts/pfbid0fEYff4SDxpkQ1HoFztQoQDxPPt7a8z2TgunYFJX2n47H5zwb1ix6JKb1kmRZg1Xl
Sherri Telenko	November, 9	https://www.facebook.com/stelenko/posts/pfbid02gMR7aDrByv9bznuuDEfnyHudKcScycUSevDBKmEW3jMynu88hk81BNgrZYRghs1UI
Sherri Telenko	November, 9	https://twitter.com/SherriTelenko/status/1719150676410798590
CHCH-TV Twitter	November, 9	https://twitter.com/CHCHTV/status/1722683028005085528
CHCH-TV Facebook	November, 9	https://www.facebook.com/CHCHTV11/posts/pfbid02HVw6USdYMo8idkNrPWYFYyep7YyHSaBzDFWrHcHaAC7d7Nh9m1y3czwhTaGGyYhI
Paul Knowles	November, 9	In Print

Event Photos

The following is a selection of images from the Toronto and Hamilton events:

Toronto





Hamilton





Overall, we garnered over \$85,000 worth of media and consumer coverage and this included an overall reach of over 1,500,000 Canadians. Overall, consumers and media raved about the Tiny Home experience, including influencer Vernon Chang with Movernie on the Move, stating ‘this was one of the more unique campaigns I have seen take place’.

Project Example #3 - The Canada Magazine Editorial Takeover

Reference: Ashley Serrate, former Florida Keys representative, AshleyS@zapwater.com

LMA initiated an integrated cover and feature takeover with The Canada Magazine - Travel & Lifestyle during late 2024 in advance of the winter booking/travel season.

Canada Travel and Lifestyle Magazine is one of Ontario’s premier travel publications. The glossy print magazine reaches a mature and affluent audience through a special insertion with the Globe & Mail and the National Post daily newspapers. What makes the magazine unique is that it is a double-sided issue and essentially it becomes two magazines in one, with one side focusing on travel and the flip side focusing on culinary.

The campaign includes a double page travel editorial spread (750 to 800 words plus three to four high resolution images) plus the cover photo in the fall edition of the magazine released in early December. The magazine editorial team will draft the article with review and edits from the Florida Keys team.

Additionally, there will be a second food editorial double page spread (750 to 800 words plus three to four high resolution images) interviewing a Florida Keys chef and a third page for a signature Florida Keys recipe in the same fall edition of the magazine released in early December. The magazine editorial will also draft the second article with review and edits from the Florida Keys team.

Furthermore, the print magazine will be inserted into the early December edition of the Globe & Mail and the National Post newspapers (100,000 total printed copies) and sent to high-income Toronto households.



Escape to the Keys

Your Ultimate Getaway Awaits

When the chill of the Ontario air begins to set in and the allure of a tropical escape grows stronger, there's no better destination than the Florida Keys & Key West. A string of islands stretching off the southern tip of Florida, the Keys offer a serene retreat where the pace slows and the worries of everyday life fade with each sunset. From the underwater wonders of Key Largo to the vibrant streets of Key West, let's embark on a journey through this sun-soaked paradise.

As the northern gateway to the island chain, Key Largo welcomes you with lush landscapes and a warm, inviting atmosphere. Known as the Diving Capital of the World, it's a haven for snorkelers and scuba enthusiasts alike. Here, you can explore the only coral barrier reef in the continental United States, where vibrant marine life dances around you in crystal-clear waters of the Florida Keys National Marine Sanctuary. On land, Key Largo invites you to indulge in fresh seafood at waterfront eateries, where the catch of the day is as local as it gets. For those seeking inner peace, a sunset yoga session overlooking Florida Bay provides the perfect balance of tranquility and natural beauty.

A short drive southwest brings you to Islamorada, a village of six islands that exudes charm and sophistication. Renowned as the Sport Fishing Capital of the World, it's the ideal spot to cast a line and perhaps reel in the catch of a lifetime. Beyond fishing, Islamorada entices with boutique shops, art galleries, and gourmet dining that rivals any big city. Wandering through the Morada Way Arts & Cultural District immerses you in the local creative scene, while a kayak



KEY LARGO

trip to the historic Indian Key lets you feel the echoes of the past mingling with the gentle lapping of the waves.

In the heart of the Keys lies Marathon, a destination perfect for both families and couples seeking a blend of adventure and relaxation. Here, you can snorkel the vibrant Sombbrero Reef, just a short boat ride away, where the underwater world teems with life. For a leisurely day, a stroll along the Old Seven Mile Bridge offers panoramic views of the surrounding

azure waters — a perfect setting for spotting dolphins or simply soaking in the sun. As evening falls, savor the unique flavors of the Keys by dining on invasive lionfish, turning an environmental challenge into a culinary delight.

Venturing further, the Lower Keys offer a serene escape from the bustle of everyday life. Home to the tiny and endangered Key deer, this area is a sanctuary for wildlife enthusiasts. Exploring the National Key Deer Refuge's peaceful trails might grant

FLORIDA
Photo by Bob O'Neil

you a glimpse of these gentle creatures in their natural habitat. For those drawn to the sea, chartering a boat for an eco-friendly fishing adventure or paddling through the pristine waters of Bahia Honda State Park are perfect ways to connect with nature. And tucked away on No Name Key, the secluded No Name Pub awaits — a local gem where history and hospitality converge in a rustic setting.

At the southernmost point, Key West captivates with its rich history and lively spirit. Strolling through streets lined with 19th-century architecture, each building tells a story of times gone by. Art enthusiasts will appreciate the myriad galleries showcasing local talent, while foodies can indulge in a diverse culinary scene that fuses Caribbean influences with fresh, local ingredients. Relaxing on the sandy shores of Fort Zachary Taylor Historic State Park or embarking on a

dolphin-watching excursion aboard an eco-friendly vessel are just a few of the ways to unwind. As the day concludes, joining the famous sunset celebration at Mallory Square — where street performers and artisans create a festive atmosphere under a sky ablaze with colour — becomes a cherished memory.

The Florida Keys offer a mosaic of experiences tailored to those seeking both adventure and relaxation. It's a place where the simple pleasures — feeling the warm sand between your toes, savoring a meal by the water, or witnessing the majesty of a sunset over the ocean — become moments to cherish. For Ontarians yearning to escape the cold and immerse themselves in a tropical paradise, the Keys are calling. Answer that call and discover the rejuvenating power of this unique destination.



BAHIA HONDA

Pack your bags and leave the winter blues behind. The Florida Keys are more than just a destination — they're an invitation to escape, explore, and embrace island life. Whether you're an adventurer at heart, a nature lover, or someone simply seeking a peaceful retreat, the Keys offer a slice of paradise that's just a flight away.



KEY WEST - SOUTHERN HOUSE

For more information on the Florida Keys & Key West and to begin planning your visits, visit fla-keys.com

Hidden Foodie Favourites

Flavour the Florida Keys & Key West

In the Florida Keys & Key West, fresh seafood is a must for just about every meal and, with the abundance of fish and seafood in Keys waters, it's no wonder the island chain's indigenous cuisine relies on it. Keys restaurants range from gourmet hotspots to dockside seafood "shacks" and trendy food trucks where guests can choose from a wide variety of options.

KEY LARGO FISHERIES
— LOBSTER PRIMEY

Many excellent restaurants along the Florida Keys Overseas Highway provide every temptation. But if diners venture into less-explored areas, the possibilities become virtually endless.

Local fishermen offloading their catches, boats creaking along the docks, pelicans looking for treats, lobster traps neatly stacked and fishing nets being prepared all set the scene for a delicious meal at **The Backyard Café at Key Largo Fisheries**. This 50-year-old spot remains

family-operated with the third generation working the business. Key Largo Fisheries was opened in 1972 and has blossomed into the full-fledged wholesale, retail and cafe emporium it is today.

Fresh locally caught seafood is on the menu at this working waterfront eatery. Diners can enjoy stone crab claws (when in season of course), Florida lobster, shrimp, snapper and more. Whether it's lightly battered in a delicious sandwich or grilled and fried on a platter, the freshness of Florida seafood comes through — and diners might even run into the fisherman who caught their meal.

Continuing southwest to Islamorada leads visitors to another local favourite: **Bad Boy Burrito**. Located off the highway, it's a worthwhile excursion for people seeking authentic Mexican food combined with fresh local seafood.

Standouts include Capo Hueso Fish Tacos, grilled local fresh fish served on handmade corn tortillas with special verde sauce and a choice of toppings, and Raja Fish Tacos, fried local fish served on flour tortillas with freshly made pico de gallo and chipotle mayonnaise. Meat lovers can sample one of Bad Boy's signature burritos with either pork

carneitas, ground Kobe beef or skirt steak complete with a choice of toppings. Patrons can pair their meal with a refreshing watermelon agua fresca or limeade.

The emporium has been featured on the Food Network's "Dinner, Drive-In and Diner" — and as show host Guy Fieri can attest, a visit to Bad Boy is well worth it. Hidden away on the Boot Key Harbor Waterway in Marathon stands the Chiki Tiki Bar & Grille at **Burdines Waterfront**. Locals who frequent the restaurant just call it "Burdines" and its reasonable prices and delicious food make it a popular stop.

The Chiki Tiki is up a flight of stairs, which means diners can enjoy a lovely breeze and a great view of the Florida Keys' famous sunsets. Delectable dishes include fresh dolphin (mahi mahi) sandwiches, certified Angus beef burgers and the signature tower of fries.

And while Key lime pie can be found on almost every menu, the Chiki Tiki's version is fried: Rolled in a tortilla and then deep fried, this unexpected treat on Key lime pie keeps locals and visitors alike coming back for more.

Journey further into the Big Pine and



KIKI'S

Lower Keys region and discover an oasis tucked away just off the highway. **Kiki's Sandbar Bar & Grille** is an emerging beachfront eatery doing out pub grub and seafood favourites. Attractions include a patio, boat dock and beachside seating. A local hangout and popular wedding locale, Kiki's serves up blackened shrimp tacos, a grilled snapper filet sandwich and other down-home Keys favourites. Anglers coming in from a day of fishing can have the chef cook their catch and grab an ice-cold refreshment. Kiki's also

offers nightly live music in a relaxed, pet-friendly and laid-back atmosphere. Rounding out the list of foodie favourites is **Pepe's Café** in Key West. The oldest restaurant on the island (a Cuban fisherman opened the place in 1909), Pepe's is worth a visit for the history alone — though it's the food that keeps people coming back again and again.

The restaurant serves everything from mouthwatering classic breakfasts that include hearty omelets, pancakes and homemade granola to burgers and



KIKI'S SANDBAR

blackened fish sandwiches at lunch and juicy pork chops and steaks for dinner. The eatery's motto is "a fairly good place, for quite a long while," but that's far too unassuming to describe a visit to Pepe's.

With a range of options for even the most discerning diner, it's easy to see why taking the road less traveled in the Florida Keys can lead to some truly outstanding culinary experiences.

Bon appétit! Or ¡Buen provecho!



KEYS/SHRIMP



PEPE'S - CLUB SANDWICH

Overall, we garnered over \$85,000 worth of media and consumer coverage and this included an overall reach of over 200,000 Canadians.

(c) Demonstrate knowledge of the international travel landscape and media environment in each proposed country.

LMA brings deep knowledge of the Canadian international travel market and media landscape, developed through our over 18 years of representing the Florida Keys and 6 years of previous work with VISIT FLORIDA.

Canada's travel media landscape is highly concentrated and relationship-driven, with a small group of national English and French newspapers, such as *The Globe and Mail*, *Toronto Star* and *Toronto Sun/Postmedia*; magazines, such as *CAA Magazine*; and French market-based publications.

Complementing these are influential broadcast/radio outlets, trade publications (*Travelweek*, *Profession Voyages*, *OpenJaw*, *TravelPress*, *Pax News*), digital travel platforms and social/video content creators whose authority and reach continue to grow.

Given our active outreach and participation within Canadian media associations, LMA maintains active working relationships across all of these channels, allowing us to secure unique opportunities for coverage.

We understand that Canadian travel purchasing behavior is shaped by unique factors including the exchange rate, air capacity from Canadian gateways, routing ease through U.S. hubs, passport and entry requirements, border regulations, seasonal travel patterns, and school/vacation calendars that differ.

Media perceptions are heavily influenced by weather events, safety perceptions, health advisories, airline developments, and political or border policy changes, all of which require careful monitoring and immediate communications support.

The team regularly monitors Canadian travel sentiment, editor priorities, and emerging trends such as experiential travel, sustainability, and accessible tourism. Furthermore, we tailor messaging specifically for the French Canadian market, recognizing the content and tone differences required to reach this audience effectively.

This deep understanding of the Canadian travel media landscape, audience behaviour, and cross-border communications allows the agency to position the Florida Keys as a trusted, top-of-mind destination for Canadian travellers while proactively navigating the complexities inherent in international destination marketing.

6. Past Performance: Transparency & Integrity (10 Points)

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

LMA prioritizes open, proactive, and consistent communication to ensure the Florida Keys tourism message is accurately represented and clearly understood by media within the Canadian market.

In terms of methods of communication, the agency maintains regular scheduled reporting and check-in video/phone meetings with the Visit Florida Keys team, supplementing these meetings with ongoing emails to share updates, emerging opportunities, and potential issues as they arise.

All Canadian campaign activity, media placements, local relevant news, and trade initiatives are documented within the monthly reports that allows the team to follow what is being worked on.

Furthermore, LMA places a high value on integrity and honesty in representing the destination. This is demonstrated through our current fact-based messaging to Canadian media and trade. When challenges or sensitive issues arise, such as weather events or travel advisories, we will ensure awareness is timely, consistent, and completely aligned with the official news information shared from the team.

Should unforeseen circumstances or changes in strategy occur, we will communicate openly and promptly with the team, presenting practical recommendations and the best possible solutions.

Our current long-standing partnership has been built on transparency, accountability, and a commitment to represent the Florida Keys with the same integrity and care as if we were an internal extension of your team.

7. Financial Ability to Provide Services (20 Points)

(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.

LMA has provided the last 3 years of financial statements in the Confidential Financial section (years 2022, 2023 and 2024).

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

LMA has the operational capacity and organizational structure necessary to respond to government purchase orders in a timely and compliant manner.

All submissions are prepared in accordance with applicable procurement requirements, ensuring accuracy, accountability, and responsiveness throughout the process.

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

Given LMA's experience with the Florida Keys and the TDC billing format, our invoicing process begins only after the work or project has been completed. Invoices are submitted with detailed line items for each expense, including the applicable daily currency conversion rate when required by the TDC.

All supporting receipts are scanned and included in the same order as the corresponding line items. When required, the agency also completes 125 Forms or Travel Voucher Forms in accordance with TDC guidelines.

Our prior experience with TDC invoicing ensures a full understanding of all requirements and a consistent ability to meet them.

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

LMA's proposed monthly fee is **\$5,000 USD** for Media PR services and **\$3,000 USD** for Trade services.

LMA's standard hourly rate is **\$95 USD**.

8. Conduct Business in Florida & Monroe County (20 Points)

(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.

LMA has worked with the Florida Keys for over 18 years. As a Canadian company registered with the Canada Revenue Agency (CRA), we are able to work for the Florida Keys in the capacity of Public Relations representation. In the Confidential Financial section of the proposal, LMA has provided our articles of incorporation, our W9 Form and our business registration number as proof of our ability to transact business in the state of Florida.

(b) Please provide proof of registration with the State of Florida, Division of Corporations. If an application is pending, please provide proof of said application and the status.

LMA has provided proof of our ability to work in the state of Florida in the Confidential Financial section of the proposal. If there is a specific requirement to register with the state of Florida, we will comply. In the 18 years of working with the Florida Keys, we have not been asked to register.

(c) Please provide the location of the Proposer's Office and how that may affect the delivery of services. Please Note that a Local Preference is intentionally not being considered for this RFP given the nature of the services.

LMA's office is located at 35 Stratheden Road, in the city of North York, Canada. As the current agency of record for PR representation in Canada, we have had no issue in the delivery of our PR services from this office location. Furthermore, our team travels regularly to the Keys to host media and influencers. Finally, being centrally located within Toronto provides us with close access to the Toronto International airport for business travel.

Exhibit A

Sample Crisis Communications Plan for the Florida Keys in Canada

Prepared by: LMA

Effective Date: December 2025

Plan Version: 1.0

Purpose

The purpose of this Crisis Communications Plan is to outline the actions, roles, and protocols that LMA will follow if a crisis or emergency situation arises in the Florida Keys that requires immediate communication with Canadian media, trade operators, and consumers.

This plan is designed to maintain transparency, protect the reputation of the Florida Keys as a destination, and ensure that accurate information is communicated promptly and effectively.

Crisis Definition

A crisis refers to any situation that disrupts normal operations or threatens the reputation, safety, or well-being of the Florida Keys. This may include, but is not limited to:

- Natural disasters (e.g., hurricanes, flooding)
 - Public health emergencies (e.g., disease outbreaks)
 - Environmental disasters (e.g., oil spills, wildlife threats)
 - Violent incidents or accidents (e.g., mass casualties, terrorism-related events)
 - Travel disruptions (e.g., air travel cancellations, major accidents)
-

Crisis Communication Objectives

1. **Provide Timely and Accurate Information:** Ensure that all stakeholders receive clear, accurate, and up-to-date information regarding the crisis.
2. **Protect the Florida Keys' Reputation:** Minimize negative publicity and mitigate any damage to the destination's brand.
3. **Support Affected Parties:** Offer support to travelers, media, and partners in Canada with relevant information and resources.
4. **Maintain Public Confidence:** Foster trust and confidence by demonstrating

proactive, responsible, and transparent communication throughout the crisis.

Crisis Management Team (CMT)

The following team members will be responsible for managing and executing the crisis communication plan:

- **Crisis Communications Lead (Jerry Grymek):** Responsible for overseeing all communications efforts, making final decisions on messaging, and coordinating with Canadian media outlets and partners.
 - **Media Relations Manager (Jerry Grymek):** Liaises with the Canadian press, prepares press releases, and handles media inquiries.
 - **Social Media Manager (Florida Keys team):** Monitors social media platforms, crafts responses to public inquiries, and ensures all messaging aligns with the crisis response.
 - **Travel and Partner Relations Lead (Jerry Grymek)** Communicates with travel agencies, tour operators, and other partners in Canada to provide updates and coordinate messaging.
 - **Internal Communications Lead (John Ozikizler):** Ensures LMA staff and internal stakeholders are kept informed with regular updates.
-

Step-by-Step Crisis Response Plan

1. **Initial Assessment and Activation**
 - **Immediate Notification:** Once the crisis is identified, the Crisis Communications Lead will assess the situation and activate the crisis communication team.
 - **Rapid Information Gathering:** The team will gather facts from trusted sources in the Florida Keys, such as local government, emergency responders, and tourism partners.
2. **Message Development**
 - **Key Messaging:** The crisis communication team will develop concise, fact-based messaging. This will include:
 - A clear description of the crisis.
 - The status of affected areas within the Florida Keys.
 - Official responses from local authorities or tourism representatives.
 - A focus on safety and well-being for Canadian travelers.
 - **Tone and Sensitivity:** Messaging will be empathetic, transparent, and reassuring, while prioritizing the safety of travelers and local residents.
3. **Media Outreach in Canada**
 - **Press Release:** A press release will be drafted and sent to Canadian media outlets, including major news organizations, tourism publications, and broadcast outlets. The release will contain all relevant information and next steps.
 - **Media Briefing:** If necessary, the Communications Lead will arrange a

media briefing or interview with key Florida Keys representatives (e.g., tourism officials, crisis managers) to provide further information.

4. **Social Media Strategy**

- **Social Media Monitoring:** The Social Media Manager will monitor Canadian social media channels for misinformation, public concerns, and questions.
- **Proactive Updates:** Regular updates will be posted on the Florida Keys' social media accounts, including Facebook, Instagram, Twitter, and LinkedIn. All messaging will be consistent with the press release and any additional updates.
- **Hashtags and Campaigns:** Create a designated hashtag (for example, #FloridaKeysUpdate) to track the conversation and respond to inquiries. Ensure the hashtag is included in all social media messaging.

5. **Stakeholder and Partner Communication**

- **Travel Agencies & Tour Operators:** Send a direct communication to key Canadian partners, such as tour operators and travel agencies, providing them with crisis details, safety information, and guidance on advising customers.
- **Tourism Boards & Associations:** Coordinate with Canadian tourism boards and associations to ensure a unified message is being delivered to Canadian travelers and media.

6. **Traveler Communication**

- **Traveler Safety Advisory:** Post updates on LMA's website and other digital channels, directing travelers to information on safety measures, flight disruptions, evacuation procedures, or local guidance on affected areas.
- **Crisis Hotline:** Set up a crisis hotline or customer service line for Canadian travelers who need assistance or additional information. This line will be staffed by LMA representatives trained to handle inquiries and offer support.

7. **Monitoring & Adjusting the Strategy**

- **Ongoing Evaluation:** The Crisis Communications Team will continually monitor the effectiveness of communication efforts, adjusting the strategy as new information arises.
- **Responding to Feedback:** Actively respond to public concerns on social media, emails, or direct inquiries to maintain transparency and address any misinformation.

8. **Post-Crisis Debrief and Recovery**

- **Assessment:** After the crisis has passed, LMA will conduct an internal debrief with the crisis communications team to assess the effectiveness of the response, identify lessons learned, and make any necessary improvements for future responses.
- **Recovery Messaging:** Provide ongoing updates to reassure Canadian travelers and media that the Florida Keys is recovering and that normal operations are resuming. Highlight recovery efforts and the destination's commitment to welcoming visitors safely.

Communication Channels

- **Press Releases:** Sent to major Canadian media outlets (television, radio, newspapers, magazines, online platforms and influencers)
- **Social Media:** Florida Keys' Facebook, Twitter, Instagram, and LinkedIn accounts
- **Official Website:** Florida Keys' crisis communication page with real-time updates and resources
- **Email Alerts:** For key media, trade operators and partners
- **Customer Service Phone Number:** If required, for Canadian travelers to obtain assistance or information

Media Contacts in Canada

LMA will maintain a list of key Canadian media contacts, including journalists, news outlets, and industry-specific reporters, to ensure timely and effective outreach.

Evaluation and Continuous Improvement

After the crisis has been resolved, LMA will evaluate the success of the crisis communication efforts, identifying strengths and areas for improvement. Feedback from Canadian partners, stakeholders, and travelers will be taken into account to refine future crisis communication strategies.

This plan ensures that LMA can act swiftly, responsibly, and effectively in the event of a crisis in the Florida Keys, minimizing negative impact while keeping Canadian travelers, media, and stakeholders well-informed.

Exhibit B

Monthly Fee and Rates Plan for the Florida Keys in Canada

LMA's proposed monthly fee is **\$5,000 USD** for Media PR services and **\$3,000 USD** for Trade services.

LMA's standard hourly rate is **\$95 USD**.

1.19 LITIGATION & FINANCIAL INFORMATION CHECK-LIST

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);

John Ozikizler and Joanne Niblock (spouse)

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

John Ozikizler and Joanne Niblock (spouse)

(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);

Operating as owners of LMA Communications Inc for 10 years (since July 2015)

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

LMA Communications Inc has operated under this name since 1991.

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

As we have been representing the Florida Keys since 2010, we have never been asked or required to list LMA with www.sunbiz.org. We have no issue doing this, however if chosen and required we will comply. As LMA Communications Inc. is a Canadian company, we have provided our Articles of Incorporation, W9 Form along with our business address confirmation within the Confidential Financials section. Our business is registered with the Canadian Revenue Agency (CRA) and our business registration number is: 823878327.

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

As we have been representing the Florida Keys since 2010, we have never been asked or required to submit our Annual Reports to the Florida Secretary of State. We have no issue doing this, however if chosen and required we will comply. As a Canadian company, our Annual Reports are submitted to and comply with the Canadian Revenue Agency (CRA). As proof, we have attached our Annual Reports within the Confidential Financials section of the LMA submission.

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.

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.

Reference #1

Name: Marie Rosa, Director of Marketing, The Wings Club Foundation

Email: marie@wingsclub.org

Phone Number: 1.646.771.3269

Brief Project Description: Managed Global Digital and PR support for the Wings Club Association

Contract Amount: \$20,000 USD

Contract Duration: Annually since 2010; Auto renewal

Reference #2

Name: Jesus Ordonez, General Director for the Tourism Board of Baja California Sur,

Email: jordonez@visitbajasur.travel

Phone Number: +52.612.348.9947

Brief Project Description: Managed Canadian PR for Loreto Baja California Sur

Contract Amount: \$136,000 USD

Contract Duration: Annually since 2023; Auto renewal

Reference #3

Name: David Zapata, President, Zapwater

Email: david@zapwater.com

Phone Number: 1.312.771.1271

Brief Project Description: Managed Canadian PR support for Discover Dominica

Contract Amount: \$60,000 USD

Contract Duration: Annually since 2016; Auto renewal

[\(2\) Credit references \(minimum of three\), including name, current address and current telephone number.](#)

Reference #1

Name: Jas Mathura, Business Operations Director, Newton's Grove School

Current Address: 6850 Goreway Drive, Mississauga, Ontario, Canada

Current Telephone Number: 1-416-745-1328

Reference #3

Name: Julia Hopewell, CFO, David Foster Foundation

Current Address: 212 Henry Street, Victoria, B.C., Canada

Current Telephone Number: 1-250-475-1223

Reference #3

Name: David Zapata, President, Zapwater Communications

Current Address: 118 N Peoria St, Chicago, IL
Current Telephone Number: 1-312-771-1271

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

Attached within the Confidential Financials section of the LMA submission.

RESPONSE FORM

RESPONSE TO: MONROE COUNTY BOARD OF COUNTY COMMISSIONERS

I acknowledge receipt of Addenda No.(s) _____

I have included:

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

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: 35 Stratheden Rd Telephone: 647-339-5012
North York, Ontario Canada Fax: _____
 _____ Date: December 10th, 2025

Signed: John Ozikizler Witness: Chris Erikson

(Seal)

John Ozikizler
 (Name)
President, Owner, LMA Communications Inc.
 (Title)



NON-COLLUSION AFFIDAVIT

I, John Ozikizler of the city of North York according to law on my oath, and under penalty of perjury, depose and say that:

I am _____ of the _____ Agency of LMA Communications Inc. the Proposer making the Proposal for the project described in the Notice of Request for Competitive Solicitations for: _____ 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.

John Ozikizler

(Signature of Proposer)

December 10th, 2025

(Date)

STATE OF: Ontario

COUNTY OF: Canada

Subscribed and sworn to (or affirmed) before me, by means of physical presence or online notarization, on December 10th, 2025 (Date) by Chris Erikson (name of affiant). He/She is personally known to me or has produced Drivers License (type of identification) as identification.

NOTARY PUBLIC

My Commission Expires: NA

Competitive Solicitation for Professional International Public Relations Services – FY 2026

ETHICS CLAUSE

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

John Ozikizler 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.

John Ozikizler

(Signature)

December 10th, 2025

(Date)

STATE OF Ontario

COUNTY OF Canada

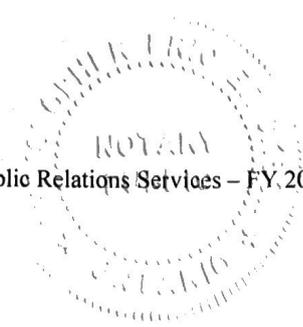
Subscribed and sworn to (or affirmed) before me, by means of physical presence or online notarization, on December 10th, 2025 (Date) by Chris Erikson (name of affiant). He/She is personally known to me or has produced Drivers License (type of identification) as identification.

NOTARY PUBLIC

My commission expires: N/A

OMB - MCP FORM #4

Competitive Solicitation for Professional International Public Relations Services – FY 2026



DRUG-FREE WORKPLACE FORM

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

LMA Communications Inc

(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.

John Ozikizler

Proposer's Signature

December 10th, 2025

Date

STATE OF: Ontario

COUNTY OF: Canada

Subscribed and sworn to (or affirmed) before me, by means of [X] physical presence or [] online notarization, on December 10th, 2025 (date) by Chris Erikson

(name of affiant). He/She is personally known to me or has produced Drivers License (type of identification) as identification.

NOTARY PUBLIC

My Commission Expires: NA

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 John Ozikizler (Respondent’s name) nor any Affiliate has been placed on the convicted vendor list within the last 36 months.

John Ozikizler

(Signature)

Date: December 10th, 2025

STATE OF: Ontario

COUNTY OF: Canada

Subscribed and sworn to (or affirmed) before me, by means of physical presence or online notarization, on December 10th, 2025 (date) by Chris Erikson (name of affiant). He/She is personally known to me or has produced Drivers License (type of identification) as identification.

NOTARY PUBLIC

My Commission Expires: NA



VENDOR CERTIFICATION REGARDING SCRUTINIZED COMPANIES LISTS

Project Description(s): International Public Relations Services
Respondent Vendor Name: LMA Communications Inc.
Vendor FEIN: 823878327 (Canadian Business)
Vendor's Authorized Representative Name and Title: John Ozikizler, President, Owner
Address: 35 Stratheden Rd.
City: North York State: Ontario Zip: M4N 1E5
Phone Number: (647) 339-5012
Email Address: john@lma.ca

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: John Ozikizler, who is authorized to sign on behalf of the above referenced company.

Authorized Signature: 
Print Name: John Ozikizler
Title: President, Owner

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**

Entity/Vendor Name: LMA Communications Inc.
Vendor FEIN: 823878327 (Canadian Business Registration Number)
Vendor's Authorized Representative: John Ozikizler President, Owner
(Name and Title)

Address:
35 Stratheden Road
City: North York State: Ontario Zip: M4N1E5
Phone Number: 647-339-5012
Email Address: john@lma.ca

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: John Ozikizler, who is authorized to sign on behalf of the above referenced company.

Authorized Signature: *John Ozikizler*
Print Name: John Ozikizler
Title: President, Owner LMA Communications Inc.

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

	<u>X</u>	Workers' Compensation	Statutory Limits
			Bodily Injury by Accident/Bodily Injury by Disease, Policy Limits/Bodily Injury by Disease each employee
WC1	<u>X</u>	Employers Liability	\$100,000/\$500,000/\$100,000
WC2	_____	Employers Liability	\$500,000/\$500,000/\$500,000
WC3	_____	Employers Liability	\$1,000,000/\$1,000,000 \$1,000,000
WCUSLH	_____	US Longshoremen & Harbor Workers Act	\$1,000,000
WCJA	_____	Federal Jones Act	\$1,000,000

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	<u>x</u>	\$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.

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	<u> X </u>	\$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	<u> X </u>	Professional Liability	\$300,000 per Occurrence \$ 500,000 Agg. \$500,000 per Occurrence \$1,000,000 Agg.
PRO2	_____		
PRO3	_____		\$1,000,000 per Occurrence \$2,000,000 Agg.
POL1	_____	Pollution Liability	\$ 500,000 per Occurrence \$(,000,000 Agg.
POL2	_____		\$1,000,000 per Occurrence \$2,000,000 Agg.
POL3	_____		\$3,000,000 per Occurrence \$6,000,000 Agg.
POL4	_____		\$5,000,000 per Occurrence \$10,000,000 Agg.
EDt	_____	Employee Dishonesty	\$ 10,000
ED2	_____		\$100,000
GK1	_____	Garage Keepers	\$ 300,000 (\$ 25,000 per Vehicle)
GK2	_____		\$ 500,000 (\$100,000 per Vehicle)

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

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.

John Ozikizler, President, Owner
Bidder's Name and Title

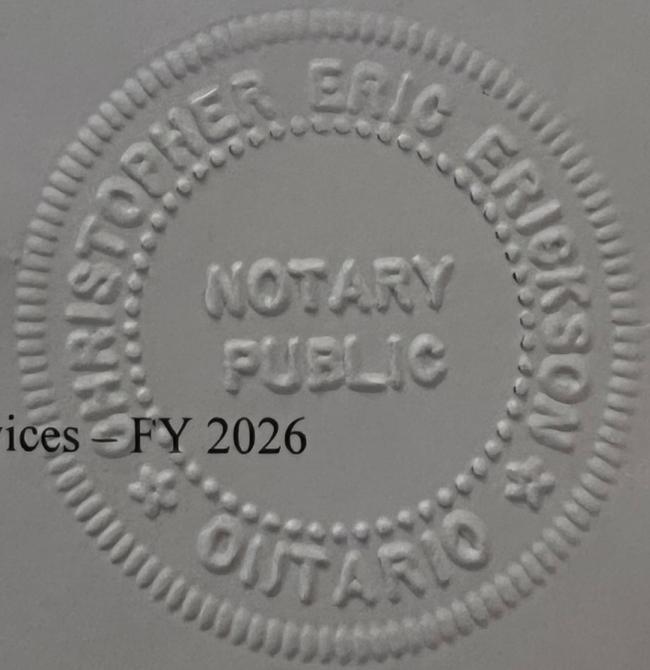
John Ozikizler
Signature

Company Name: LMA Communications Inc.

... means of physical presence or online
... e) by Chris Erikson
... e or has produced Drivers License

NOTARY PUBLIC

My Commission Expires: NA



Public Relations Services - FY 2026