


Interoffice Memorandum

SEE MINUTES  
FOR MOTION

November 14, 2014

DEC 02 2014 CAS/KH

TO: Mayor Teresa Jacobs  
-AND-  
Board of County Commissioners

FROM: Eric Ushkowitz, Economic Development Administrator   
Office of Economic, Trade & Tourism Development

SUBJECT: **December 2, 2014 – Consent Agenda Item**  
Approval Orange County, Florida and the Economic  
Development Commission of Mid-Florida, Inc. Agreement for  
Branding and Marketing

The FY 2014-2015 Orange County budget provides for \$500,000 towards a regional business branding initiative, contingent upon this agreement. The Economic Development Commission of Mid-Florida d/b/a the Metro Orlando Economic Development Commission (MOEDC) will manage the program and be responsible for the marketing efforts related to the initiative. The funding will be disbursed in two phases. Upon execution of this agreement, \$250,000 will be processed based on money already raised in a funding campaign. The remaining \$250,000 will be released upon matching funds being raised in the amount of \$500,000 by the MOEDC.

In order to expedite the disbursement of funds, it is required that the Board of County Commissioners approve and execute the grant agreement.

This agreement has been reviewed by the Orange County Attorney's Office.

**ACTION REQUESTED:** Approval of Orange County, Florida and Economic Development Commission of Mid-Florida, Inc. Agreement for Branding and Marketing and authorization to disburse \$500,000 as provided in the FY 2014-15 adopted budget.

**ORANGE COUNTY, FLORIDA**  
**and**  
**ECONOMIC DEVELOPMENT COMMISSION**  
**of**  
**MID-FLORIDA, INC.**  
**AGREEMENT**  
**for**  
**BRANDING AND MARKETING**

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THIS AGREEMENT is entered into as of the date of execution of the second of the two parties hereto, by and between Orange County, a charter county and political subdivision of the State of Florida, hereinafter referred to as the “Agency,” and the Economic Development Commission of Mid-Florida, Inc. (d/b/a Metro Orlando Economic Development Commission), a not-for-profit corporation organized under the laws of the State of Florida, hereinafter referred to as the “Commission” (hereinafter collectively referred to as the “Parties”).

**RECITALS**

1. The Parties executed a Master Agreement for Fiscal Year 2014-2015 (hereinafter referred to as the “Master Agreement”) on October 21, 2014 for the purpose of authorizing the Commission to perform certain services for the benefit of the Agency.
2. The Agency finds that providing information, data, marketing and advertising services by the Commission to promote the Agency and its brand serves as a valid public purpose under the laws of Florida.
3. The Parties agree that, under the terms of this Agreement, the Commission will launch a promotional marketing campaign featuring the regional business brand for Metro Orlando, Florida, as a business destination.

4. In performing services under this Agreement, the relationship between the Agency and Commission is one of independent contractor, and Agency and Commission by execution of this Agreement do not change the independent status of the Commission. The Commission is not an alter ego of the Agency and has no participation in any aspect of the Agency's decision-making process, and no term or provision of this Agreement shall be construed as making the Commission the agent, servant, or employee of the Agency. The Commission is merely providing professional expertise.

NOW, THEREFORE, in consideration of the foregoing, the parties agree as follows:

## **ARTICLE I**

### **SERVICES TO BE PERFORMED**

1. The Commission shall provide the following services:
  - a. Take all actions necessary, including but not limited to, purchasing print advertising, commercials, website/social media, and other advertising, to promote, market, and advertise the Metro Orlando, Florida region as a business destination through local, regional, national and international marketing campaigns. The advertising should include, but is not limited to, the following types of promotions:
    - i. Print media in publication such as Forbes, Fortune, Bloomberg Business Week, Time, Smithsonian, The Week, Delta Sky Magazine, United Airlines "Hemispheres", and AirTran "GO"; "Executive Travel";
    - ii. Spot radio in major markets such as Atlanta, Boston, Chicago, New York, Philadelphia, and Washington, DC; and
    - iii. Web-based banner advertising running in the above-listed major markets, e-newsletters, various media for digital devices and other media such as

LinkedIn.

b. Coordinate with staff of the Agency, as well as with other business and trade groups in the local and regional market, to achieve cooperation and communication on business and economic development matters, including promoting, marketing, and advertising the Metro Orlando, Florida region as a business destination.

2. The Agency's Economic Development Department shall engage with the Commission in ways to include the following:

a. Designating an Agency representative to coordinate with the Commission on the efforts described herein.

b. Advance branding, marketing, and promotional projects in Orange County and the regional area in conjunction with the Commission.

3. The Commission has developed a FY 2014-15 Business Plan and Budget, which is attached hereto as Exhibit "A" and is incorporated herein by reference. The Commission agrees to use commercially reasonable efforts, such as those described in Article I, Section 1 above, to attain such goals and plans in connection with the performance of the services described in Article I, Section 1 above, it being understood that such objectives and strategies may be modified or adjusted, from time to time, by the Board of Directors of the Commission.

4. The Commission shall notify the Agency if sufficient staff, facilities or equipment necessary to deliver the agreed upon services cannot be maintained, at which time this Agreement may be modified or terminated by the parties. Failure to notify the Agency of any such deficiencies, or to adequately provide the services described above, shall be a breach of this Agreement and a ground for termination. The determination of whether services have been adequately provided shall be made upon majority vote of the Agency's governing board after

notice to the Commission and an opportunity to be heard.

## **ARTICLE II**

### **PAYMENTS**

1. So long as the Commission is in compliance with all material terms of this Agreement and the Business Plan and Budget, attached hereto at Exhibit A, the Agency shall pay to the Commission a total sum not to exceed Five Hundred Thousand and No/100 Dollars (\$500,000.00) during the Agency's 2014-2015 fiscal year, beginning October 1, 2014.

a. One half of the payment shall be paid by the Agency to Commission upon execution of this Agreement by both parties.

b. The remaining one half of the payment will be paid by the Agency to the Commission following the Agency's receipt of an invoice accompanied by written evidence from the Commission that the Commission has successfully completed its fundraising efforts, which are more thoroughly described in Exhibit A hereto, but which shall, at a minimum, include commitments for an additional \$500,000 in funding from sources other than Orange County.

2. Payments under this Agreement shall be made in accordance with the Florida Prompt Payment Act (Chapter 218, Florida Statutes), following the receipt of the Commission's invoice.

3. Commission shall provide to Agency annual reports as described in Article VI of this Agreement.

4. The Commission is liable for and accepts responsibility for repayment of any funds disbursed under the terms of this Agreement which may be deemed disbursed in error or for failure to follow applicable contractual requirements.

### ARTICLE III

#### TERM OF AGREEMENT, TERMINATION AND NOTICE

1. The term of this Agreement is for one year and shall commence on December 2, 2014; provided, however, that this Agreement may be extended for up to five (5) one-year terms subject to funding by Agency in subsequent budget years.

2. Either party may terminate this Agreement thirty (30) days after receipt by the other party of notice of intent to terminate. In the event of termination, the Agency shall pay for services rendered by the Commission to the date of termination. If payments are made to the Commission before services are rendered, the Commission shall refund to the Agency all excess money paid for services which would have been rendered after the date of termination.

3. Any notices required or allowed hereunder shall be in writing and sent by certified mail, return receipt requested, or in person with proof of delivery, to the addresses below, or such other address as either party shall have specified by written notice to the other party delivered in accordance herewith:

COMMISSION: Rick L. Weddle  
President and Chief Executive Officer  
Economic Development Commission of Mid-Florida, Inc.  
301 East Pine Street, Suite 900  
Orlando, Florida 32801

AGENCY: Mayor Teresa Jacobs  
Orange County Board of County Commissioners  
201 South Rosalind Avenue  
Post Office Box 1393  
Orlando, Florida 32802-1393

## **ARTICLE IV**

### **ASSIGNMENT**

The services to be rendered by the Commission are personal in nature. The Commission shall not assign any rights or duties under this Agreement to any other party without prior written permission of the Agency.

## **ARTICLE V**

### **INDEMNITY AND INSURANCE**

1. To the fullest extent permitted by law, the Commission will defend, indemnify and hold harmless the Agency from and against all claims, damages, losses and expenses, including reasonable attorneys' fees and costs, arising out of or resulting from the performance of its operations under this Agreement.

2. The Commission shall maintain commercial general liability coverage for all operations including but not limited to Contractual, Products and Completed Operations, Advertising and Personal Injury. The limits shall not be less than \$1,000,000 per occurrence. All insurance shall be primary to, and not contribute with, any insurance or self-insurance maintained by the Agency. The Agency shall be specifically included as an additional insured on the Commission's general liability policy.

## **ARTICLE VI**

### **RECORDS AND REPORTING**

1. The Commission shall keep orderly and complete records of its accounts and operations. The Commission shall maintain a system of internal controls adequate to safeguard and ensure proper use of governmental and other funds that it may receive. The Orange County Comptroller (or designee) shall have the right to audit these records and controls from time to

time for adequacy, proper use of funds, and for compliance by the Commission with the terms, conditions, obligations, and requirements of this Agreement. The Comptroller (or designee) shall have full access to all records, documents, and information, whether on paper or electronic media, of the Commission necessary to perform this review in accordance with the law. The Agency, the Comptroller (or her designee) and the Commission agree to comply with Section 288.075(2), Florida Statutes, as it relates to the records of the Commission. The Commission shall maintain all records necessary for audit for five years subsequent to the Agreement or completion of the audit.

2. The Commission is an independent contractor not acting as the alter ego of the Agency, nor is it authorized to commit the Agency or its funds to any agreement. The Commission is being paid for certain services rendered as set forth herein. While a member of the Agency's governing body may serve on the Commission's governing board, the Agency and the Commission are two separate and autonomous entities. As such, the parties agree that documents and records kept by the Commission are not intended to be subject to the Florida Public Records Law.

3. The Commission shall maintain all program records related to the services provided under this Agreement and submit to the Agency, on a timely basis, periodic reports of major Commission announcements, accomplishments, and organizational changes.

4. The Commission shall provide to Agency an annual report and presentation to the Agency for the duration of this Agreement.

5. Within fifteen (15) business days of the close of Commission's fiscal year, the Commission will provide to the Agency a report of the significant activities and accomplishments of the Commission as it relates to the subject matter of this Agreement.



Specific reference will be made to the Commission's activities and accomplishments relating to the duties described in Article I, above, and the Business Plan and Budget (Exhibit A hereto).

6. In the event this Agreement is extended or renewed by mutual written Agreement of the parties, within fifteen (15) days of the Annual Meeting of the Commission's Board of Directors, the Commission will provide to the Agency a copy of the approved tactical plan for the new fiscal year as it relates to the subject matter of this Agreement.

7. The Commission will arrange for an annual financial audit to be conducted by an independent accounting firm, with a copy of the audit provided to the Agency. The audit will be conducted at no expense to the Agency.

8. Reports from the Commission to the Agency shall be delivered to Eric Ushkowitz, Economic Development Administrator, Orange County, 201 S. Rosalind Avenue, 5<sup>th</sup> Floor, Orlando, Florida 32801.

9. The provisions of Paragraph 1, 5, 6, 7, and 8 of this Article shall survive termination of this Agreement, as applicable.

## **ARTICLE VII**

### **NONDISCRIMINATION**

The Commission shall not discriminate in the performance of this Agreement in regard to race, color, creed, sex, age, religion, ancestry, national origin, handicap or marital status.

## **ARTICLE VIII**

### **ANTI-LOBBYING CLAUSE**

1. "Lobbyist" and "lobbying" are terms as defined in Article X Section 2-351 of the Orange County Code and applied to any governmental entity.

2. The funding paid by the Agency to the Commission under this Agreement is

strictly for the uses and purposes outlined herein and in Exhibit A.

3. No funds paid under this Agreement shall be expended for any lobbyist to engage in any lobbying activities designed to influence decisions of the Orange County Board of County Commissioners or the governing body of any other local governmental entity in the state of Florida.

4. The Commission agrees that it will not undertake, or cause to be undertaken, or participate in, any lobbying before the state legislature in order to advocate for, or influence legislative decision making inconsistent with, legislative priorities adopted by the Agency without the prior written consent of the Agency.

## **ARTICLE IX**

### **OTHER CONDITIONS**

1. In performing services under this Agreement, the Agency grants the Commission permission to use Agency logos, the Agency name, and other Agency identifiers to promote and/or recognize the Agency, with the stipulation that the Agency may at any time require the Commission to obtain written permission from the Agency for such uses.

2. Any alterations, variations, modifications or waivers of provisions of this Agreement shall only be valid when they have been reduced to writing and duly signed by both parties. The parties agree to renegotiate this Agreement if revisions of any applicable laws or regulations make changes in this Agreement necessary.

3. This Agreement contains all the terms and conditions agreed upon by the parties with regard to the subject matter stated herein.

4. The Commission shall obtain and possess throughout the term of this Agreement all licenses and permits applicable to its operations under federal, state and local laws and shall

comply with all fire, health and other applicable regulatory codes.

5. The Commission agrees to comply with all reasonable rules and guidelines prescribed by the Agency for recipients of funds which are applicable to independent contractors doing business with the Agency.

6. The Commission agrees not to cause or create a conflict of interest or any other violation of Chapter 112, Florida Statutes, relating to ethics in government.

IN WITNESS WHEREOF, the parties have executed this Agreement on the dates indicated below.

**ORANGE COUNTY, FLORIDA**  
**By: Board of County Commissioners**

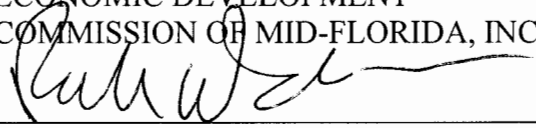
BY: *Teresa Jacobs*  
Teresa Jacobs, Orange County Mayor  
DATE: 12.3.14

ATTEST: Martha O. Haynie, Orange County Comptroller  
As Clerk of the Board of County Commissioners

By: *Martha O. Haynie*  
Deputy Clerk



ECONOMIC DEVELOPMENT  
COMMISSION OF MID-FLORIDA, INC.



Rick Weddle, President/CEO

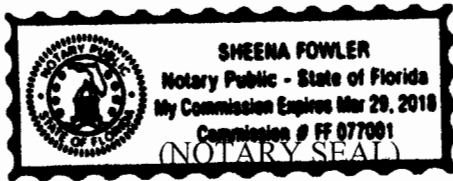
DATE: \_\_\_\_\_

STATE OF FLORIDA  
COUNTY OF ORANGE

The foregoing instrument was acknowledged before me this 17 day of November 2014, by Rick Weddle, President/CEO, Economic Development Commission of Mid-Florida, Inc. He is personally known to me or has produced drivers license (type of identification) as identification and did/did not (circle one) take an oath.

WITNESS my hand and official seal in the County and State last aforesaid this 17 day of November, 2014.

Notary Public, State of Florida



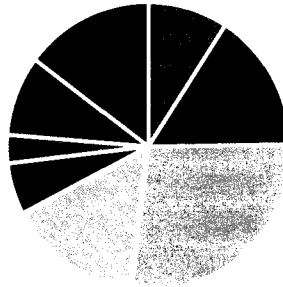
Printed Name: Sheena Fowler  
Commission No.: FF 077001  
My Commission Expires: 3/29/18

# ORLANDO

YOU DON'T KNOW  
THE HALF OF IT.

## 2014 – 15 Expenditures

Expenditures	\$	%
Creative Production	\$143,000	9.2%
Agency Fees	\$243,750	15.6%
Media Buys	\$425,000	27.2%
Public Relations	\$240,000	15.4%
Orlando On-The-Road	\$90,000	5.8%
Collateral	\$50,000	3.2%
Website	\$140,000	9.0%
Other	\$230,200	14.7%
<b>TOTAL</b>	<b>\$1,561,950</b>	<b>100.0%</b>



- Creative Production
- Agency Fees
- ▲ Media Buys
- Public Relations
- Orlando On-The-Road
- Collateral
- Website
- Other

**Orlando Branding  
Integrated Communications Plan**

## Introduction

Orlando has earned a stellar reputation in tourism, yet the region's diversified business economy is often overlooked. Research shows that key decision makers and site selectors are aware of Orlando as an entertainment or vacation destination, but that overshadows its viability as a business location.

We want to place Orlando in the competitive business environment. Both site selectors and business leaders identified Florida as a leader in top-of-mind brand awareness, but this alone isn't enough to pinpoint Orlando for growth in our business. Perceptions are apt to change quickly, providing the prime opportunity to execute a brand campaign that creates and maintains the visibility needed to secure our competitive position in business.

The following goals have been established for the Orlando EDC:

- Primary: To put Orlando on the short list for consideration by companies looking to locate, expand or start businesses.
- Secondary: To build or change perceptions of Orlando as a place to do business.

Through an extensive discovery process that included in-market and out-of-market research, one-on-one interviews and competitive analysis, we've been able to create a business brand that will allow us to achieve our goal, but is unique enough to really engage our target audiences.

As the Orlando EDC looks to increase brand awareness, launching a campaign to reveal the new business brand is the first step toward building a strong identity and enhancing key perceptions. Focusing our messaging to address our target audiences (site selectors, business leaders as well as key influencers and residents) will require a fine-tuned, multi-faceted approach to break through the clutter.

Site selectors need more direct, meaningful engagement. They are able to gather their own data, so they are looking for anecdotes and information that isn't easily available, yet sets us apart. Key influencers and residents need easy to digest key messages that they can convey to others.

Focusing on all that Orlando is known to be, while deliberately showcasing "the other half", allows us to paint the full picture of our region as a viable place to do business.

## Connecting with Business Executives

### Objective:

Increase consideration of Orlando as a place to expand or locate by 20% among key decision makers by January 2016.

### Strategies and Tactics:

#### Paid Media

Through paid media campaigns, we can reach our target audience in their court. For business leaders, we need a more “full circle” approach so that we create top of mind awareness. Multi-faceted campaigns will be developed.

- TV spots
- Print ads
- Outdoor boards
- Online/digital campaign
  - Including enhanced website, digital banners, pre-roll video, social media ads, SEM, etc.
- Direct mail

#### Earned Media

This category encompasses the initiatives associated to generate earned media coverage. Our focus of consistently delivering positive messaging to increase the region’s competitiveness will be accomplished in a variety of ways (which is further outlined in a separate public relations plan).

- Ongoing media relations – local, national, international
- Media kit development / tradeshow materials
- Proactive message development
- Rapid response pitching
- Media events and press trips

#### In-kind Opportunities

Community collaboration is our greatest opportunity in this campaign. Leveraging our partners’ assets will expand the reach of our campaign and allow us to showcase our business brand through local outlets and venues. Numerous opportunities are available through our vast network of partners.

- Media trade
  - Local broadcast channels (TV and radio)
  - Print publications
- Venue/on-site signage
  - Airports
  - Meeting and convention sites
  - Sports venues

orlandoedc.com



- National exposure
  - Bowl games
  - UCF telecasts
  - Orlando Magic broadcasts
  - Golf tournament coverage
- Leveraging additional assets
  - Access to existing b-roll footage
  - Connection to visiting customer base
  - Message delivery / capabilities to residents

Promotions/events

Engaging, personal connections are what people remember. Providing mediums for face-to-face interaction will allow the EDC to network on a deeper level. Examples include:

- Travel for EDC business development team and local executive partners to other markets for missions
- Trade shows
- In- and out-of-market familiarization tours
- Targeted conventions at Orange County Convention Center

**Measurement:**

Quantitative perception survey

Other measures:

Website visitors

Inquiries

Leads

Projects

Referrals

## Reaching Site Selectors

### Objective:

Increase consideration of Orlando as a place to expand or locate by 20% among key decision makers by January 2016.

### Strategies and Tactics:

#### Direct to Site Selector Efforts

Site selectors are a finite group that requires us to individualize our approach as much as possible. Our goal is to have them bring us up for consideration. Unique and appropriately delivered messaging of the following points will position Orlando as a solid location choice for any business.

- Highlight targeted industries
- Highlight talent availability
  - Education opportunities yield a large, qualified talent pool
- Showcase infrastructure

### Measurement:

Quantitative perception survey

Other measures:

Website visitors

Inquiries

Leads

Projects

Referrals

## Engaging Local Residents

### Objective:

Increase education about the region's assets by 30% by January 2016.

### Strategies and Tactics:

#### Earned Media

The best marketing strategy remains word-of-mouth. However, if the local audience is not aware of what Orlando really is, they will be unable to share that message. Research shows that, to most residents, Orlando does indeed equal tourism. The goal is to change that perception and enlighten residents and leaders on the "other half" through the following (which is further outlined in a separate public relations plan).

- Ongoing media relations
- Grassroots initiatives
- Community / local government meetings

#### In-kind Opportunities

Local partners are willing to be involved in all aspects of our campaign, including the opportunities that will enable them to engage with local residents. We are able to connect with our audience through locally recognized outlets.

- Media trade
  - Local broadcast channels (TV and radio)
  - Print publications
- Venue/on-site signage
  - Airports
  - Meeting and convention sites
  - Sports venues
- Leveraging additional assets
  - Access to existing b-roll footage
  - Connection to local customer base
- Local overlap from national exposure
  - Bowl games
  - UCF telecasts
  - Orlando Magic broadcasts
  - Golf tournament coverage

Promotions/events

Providing unique opportunities for residents to learn more about the “other half” of their hometown will help us cultivate them as stewards of Orlando. The following events can be fine-tuned to target a diverse group of individuals.

- Networking events - Business-oriented and Casual, informal
- Social media events
- Corporate partner support

**Measurement:**

Quantitative online survey

Objective	Channels	Tactics	Rationale	Actions To Date
Increase consideration of Orlando as a place to expand or locate by 20% among key decision makers by January 2016.	Paid media	<ol style="list-style-type: none"> <li>1. TV and radio spots</li> <li>2. Print ads</li> <li>3. Outdoor boards and other signage opportunities</li> <li>4. Online/digital campaign</li> <li>5. Direct mail</li> </ol>	Reach our target audience in their court – both in and out of market	<ul style="list-style-type: none"> <li>- Media plan</li> <li>- Materials being finalized</li> </ul>
	Earned media	<ol style="list-style-type: none"> <li>1. Ongoing media relations – local, national, international</li> <li>2. Media kit development / tradeshow materials</li> <li>3. Proactive message development</li> <li>4. Rapid response pitching</li> <li>5. Media events/press trips</li> </ol>	Consistently deliver positive messaging to increase the region’s competitiveness	<ul style="list-style-type: none"> <li>- Media trip to NYC along with follow-up</li> <li>- PR firms retained (DCI and Anson-Stoner)</li> </ul>
	In-kind opportunities	<ol style="list-style-type: none"> <li>1. Media trade</li> <li>2. Venue/on-site signage</li> <li>3. National exposure</li> <li>4. Leverage additional assets</li> </ol>	Efficiently expand the reach of the campaign through community collaboration while showing a level of support from valuable partners	<ul style="list-style-type: none"> <li>- Finalizing trade agreements (airports, OCCC, Florida Citrus Sports)</li> </ul>
	Promotions/events	<ol style="list-style-type: none"> <li>1. Business development trips/missions</li> <li>2. Trade shows</li> <li>3. In- and out-of-market fam tours</li> <li>4. Targeted conventions at OCCC</li> </ol>	Face-to-face interactions allow networking on a deeper level	<ul style="list-style-type: none"> <li>- Mission to NYC</li> <li>- Mission to Chicago</li> <li>- FY 14-15 EDC plan approved</li> </ul>
Increase consideration of Orlando as a place to expand or locate by 20% among key decision makers by January 2016.	Direct to site selector efforts	<ol style="list-style-type: none"> <li>1. Highlight targeted industries</li> <li>2. Highlight talent availability</li> <li>3. Showcase infrastructure</li> </ol>	Site selectors are a finite group that requires a high frequency of contact and efficient targeting – most already have an opinion that we either	<ul style="list-style-type: none"> <li>- Mission to NYC</li> <li>- Mission to Chicago</li> <li>- FY 14-15 EDC plan approved</li> </ul>

Objective	Channels	Tactics	Rationale	Actions To Date
			need to build upon or improve	
Increase education about the region's assets by 30% by January 2016.	Earned media	<ol style="list-style-type: none"> <li>1. Ongoing media relations</li> <li>2. Grassroots initiatives</li> <li>3. Community / local government meetings</li> </ol>	Engaging residents will allow them to showcase their pride while providing us with story opportunities	- PR firms retained
	In-kind opportunities	<ol style="list-style-type: none"> <li>1. Media trade</li> <li>2. Venue/on-site signage</li> <li>3. Leverage additional assets</li> <li>4. Local overlap from national exposure</li> </ol>	Increase opportunities to reach residents through community collaboration	- Finalizing trade agreements (media, Amway Center)
	Promotions/events	<ol style="list-style-type: none"> <li>1. Networking events</li> <li>2. Social media events</li> <li>3. Corporate partner support</li> </ol>	Provide unique opportunities for residents to learn more about their home while sharing their story as well	- PR firms retained - Social videos in development

<p><b>PRE-LAUNCH (Sep - Dec)</b></p>	<p><b>LAUNCH (Dec/Jan)</b></p>	<p><b>SUSTAIN/RE-ENERGIZE (Ongoing after launch)</b></p>
<ul style="list-style-type: none"> <li>• Finalize - branded collateral, sizzle piece, swag, trade show booth, databases, digital</li> <li>• Determine baseline research</li> <li>• Message training for spokespeople</li> <li>• Mission to Chicago (9/10-9/12)               <ul style="list-style-type: none"> <li>○ Mayor, Local executives &amp; EDC staff</li> </ul> </li> <li>• Direct mail               <ul style="list-style-type: none"> <li>○ Sent to site selectors</li> <li>○ High-end item for office/desk</li> <li>○ Drive to website (teaser campaign for launch)</li> </ul> </li> <li>• Launch/campaign sneak peek event               <ul style="list-style-type: none"> <li>○ For key influencers; Mall at Millenia (11/19)</li> </ul> </li> <li>• PR efforts begin to focus around branding               <ul style="list-style-type: none"> <li>○ Print, TV, online coverage</li> <li>○ Quotes from key leaders</li> </ul> </li> <li>• Finalize in-kind branding support               <ul style="list-style-type: none"> <li>○ Airports, OCCC, Amway Center, Citrus Bowl, media</li> </ul> </li> <li>• Convention/event opportunities</li> </ul>	<ul style="list-style-type: none"> <li>• Website launch</li> <li>• Mayor Jacobs' summit (01/15)</li> <li>• PR efforts around branding campaign               <ul style="list-style-type: none"> <li>○ Stunts: announcements</li> <li>○ In-bound media fams</li> <li>○ Editorial opps – quotes</li> </ul> </li> <li>• Mission to top markets               <ul style="list-style-type: none"> <li>○ Local executives &amp; EDC staff</li> </ul> </li> <li>• In-kind support/presence ramps up               <ul style="list-style-type: none"> <li>○ Target both residents and visitors</li> </ul> </li> <li>• Local and national TV spots               <ul style="list-style-type: none"> <li>○ Bowl games, golf tournaments, UCF games</li> </ul> </li> <li>• Site selector outreach increases               <ul style="list-style-type: none"> <li>○ Direct mail</li> <li>○ Inbound site selector fams</li> <li>○ Site Selector Guild presence (Feb)</li> </ul> </li> <li>• Digital media plan begins               <ul style="list-style-type: none"> <li>○ Targeted banners and social media opportunities, SEM</li> </ul> </li> <li>• Print – mix of PR/advertorial               <ul style="list-style-type: none"> <li>○ Economist (Jan), Orlando Arts (Jan), Orlando Sentinel, Business Florida, Forward Florida, I-4 Business Magazine</li> </ul> </li> <li>• Targeted Industry Tradeshow               <ul style="list-style-type: none"> <li>○ Guided by EDC business development</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• PR continues               <ul style="list-style-type: none"> <li>○ Stunts, announcements, success stories</li> <li>○ Quotes/interviews</li> </ul> </li> <li>• Mission to top markets               <ul style="list-style-type: none"> <li>○ Local executives &amp; EDC staff</li> </ul> </li> <li>• Research to determine movement</li> <li>• In-kind presence continues and expands</li> <li>• Local and national TV spots continue</li> <li>• Site selector outreach continues               <ul style="list-style-type: none"> <li>○ Direct mail</li> <li>○ Inbound site selector fams</li> <li>○ Site Selector Guild (Bid to host 2016)</li> </ul> </li> <li>• Targeted industry convention plan continues</li> <li>• Plan for One Orlando – Part 2</li> <li>• Local school outreach               <ul style="list-style-type: none"> <li>○ High school targeted storyline</li> <li>○ College town angle</li> </ul> </li> </ul>