env
DESTINATIONS

Prepared by Envisionit

Solicitation 25-0506-RFP

Advertising & Promotion (Media Planning & Buying)
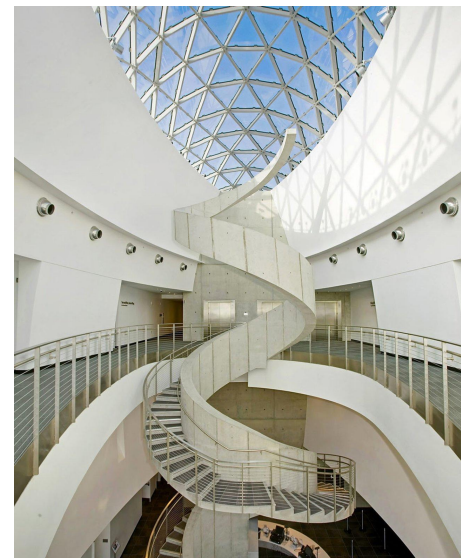for Pinellas County Convention & Visitors Bureau

Envisionit Chicago, LLC.

130 E. Randolph Street, Suite 1600
Chicago, Illinois 60601
312.236.2000

Erin White, CDME
Director, Strategic Development

812.371.3814
erin.white@envisionitagency.com

May 1, 2025

TAB A: Executive summary

Before we dive in, thank you for the opportunity to participate in this RFP process. We understand that selecting the right agency partner is a monumental decision—one that shapes not only marketing outcomes but long-term brand momentum—and we deeply appreciate your consideration.

At Envisionit, we believe Visit St. Pete Clearwater is at a pivotal moment. With shifting traveler expectations, evolving audience behaviors, and intensified competition among warm-weather destinations, the opportunity now is to reignite brand energy, reach new markets, and drive sustainable visitation growth through a smarter, more performance-driven media approach.

What sets us apart is not just our deep expertise in tourism—it's that we're not singularly focused on it. Our work with fintech and other high-performance sectors has made us more agile, more adaptive, and more sharply attuned to delivering measurable outcomes. We bring that mindset to every tourism client we serve, offering a breath of fresh air to an industry often stuck in familiar patterns. For Visit St. Pete-Clearwater, we bring:

- Deep expertise across the full tourism ecosystem, including leisure, meetings, and co-op campaigns

- A performance-driven mindset honed across industries, grounded in measurable outcomes, continuous optimization, and media efficiency

- Research-backed strategies that blend trusted tourism insights with broader market trends to uncover new opportunities

- A disciplined, holistic process, named IDEAS, that ensures media, creative, targeting, and measurement are aligned for maximum impact

- Extensive experience navigating complex, multi-stakeholder destination environments without losing focus on what matters most: results

But more than anything, we bring partnership. We know Visit St. Pete-Clearwater has signaled a desire to evolve its agency relationships, and we're ready to meet that moment—collaborative, proactive, and deeply invested in your success.

This proposal reflects not just what we do, but how we think, and the passion we bring to helping destinations break through the noise. We're excited to help Visit St. Pete-Clearwater stand apart—not just as another beach destination, but as the place where travelers discover the experience they didn't even know they needed.

TAB B: Qualifications, experience, and background

Envisionit was founded on March 06, 2002 in Chicago, Illinois. While we've been supporting organizations across the travel and hospitality landscape since our inception, we have been specifically committed to supporting tourism organizations for nine years, beginning with our first DMO client, Choose Chicago.

Key management and agency tenure

Todd Brook, Founder & CEO
2002 - current

Jason Goldberg, Owner / EVP, Chief Relationship Officer
2002 - current

Tiffany Kirby, Chief Growth Officer
2022 - current

Size and scope of agency

As a fully integrated agency, we provide a comprehensive suite of services that contribute to our total billings. For the most recent fiscal year, our total billings were in excess of $38M.

Envisionit has a talented team of 57 full-time professionals, with a deep bench of vetted contractors in place to support scale and demand.

Envisionit is currently managing 25 active accounts, across tourism, technology, and consumer verticals.

Envisionit's office is located in One Prudential Plaza, a landmark skyscraper that was the first major high-rise constructed in Chicago after the Great Depression.

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Built for **destination leaders** with higher expectations.

For over two decades, we've done more than support tourism—we've built it. From opening hotels and supporting hospitality groups to selling out experiences, we've helped drive growth and transformation across the industry. That deep-rooted expertise fueled the creation of our destination practice, designed to go beyond the status quo and deliver the kind of agency partnership DMO leaders deserve.

We saw an opportunity to use the tools we sharpened supporting rapid-growth verticals like fintech to offer a whole new type of agency partnership tailored to the needs of destination organizations. The result is a unique approach grounded in one simple fact: we get you and your industry—and we're here to push it forward.

We know you have plenty on your mind: promoting a product you don't control, maximizing limited resources, and constantly proving the value of your efforts.

Yes, we know what keeps this industry up at night, but one thing that shouldn't is managing your agency.

We are committed to delivering innovation that saves time, enhances outputs, and produces superior results.

In 2023, our CEO, Todd Brook, launched Unchained, a company designed to helping destinations harness the power of AI across all facets of their operations. Todd's expertise has made him a sought-after voice at Destinations International events, and this capability has supercharged what we can deliver to our clients. Predictive and generative AI—delivered through an "agent"—is transforming analytics, media programs, production, project management, and internal team workflows.

These advancements enable us—and our clients—to focus on high-impact activities with a level of intelligence rarely seen in the tourism industry.

IFEMA MADRID

CHICAGO CHOOSE CHICAGO

IN INDIANA

21c MUSEUM HOTEL

CHICAGO'S NORTH SHORE CITY LIFE, ELEVATED.

PRO FOOTBALL HALL OF FAME

Galena COUNTRY

nky Northern Kentucky

NAVY PIER

Fairmont HOTELS & RESORTS

VISIT SPO KANE

Cook County TOURISM ALIVE

ENTERTAINMENT CRUISES

Visit CINCY

Graduate HOTELS

KC VISIT KC

LANGHAM HOTELS & RESORTS

Visit CHICAGO LAND

Marketing may be the ask…

Empowering your organization is the job.

We can't stand how much waste there is in marketing, especially between agencies and their clients. But nothing, and we mean nothing, "*grinds our gears*" more than a wasted opportunity.

Exploring a new audience segment. Establishing a testing plan to refine messaging. Shifting channel investments mid-program. These are second nature for commercial organizations, yet destination marketers often seem content to let opportunities like these pass them by.

Our philosophy is focused on empowering your organization, stakeholders, and team by eliminating the waste that far too often hinders DMO and agency relationships.

Yes, we get you.

Our team's "been there" but we don't rest on "done that." We're laser focused on what's happening in the industry and across the landscape so you can be confident we get the plot.

You won't miss opportunities.

Our intimate knowledge of the industry, combined with our experience driving growth in others, uniquely positions us to avoid being reactive. Whether it's seizing a new opportunity or preventing an issue before it arises, we're here to keep you ahead of the game.

Decision-making made easy.

What's an opportunity you can act on? When these moments arise, we will ensure you're connected to the solution and equipped with the business intelligence, data, and insights to capitalize effortlessly.

> "Envisionit has been an indispensable partner in elevating Choose Chicago's digital presence and strategic initiatives. Their expertise played a critical role in developing our dynamic, industry-leading website, which sets the standard for destination marketing platforms.
>
> Beyond their exceptional creative design, Envisionit's strategic insights have guided key organization-wide initiatives, ensuring our campaigns are both impactful and innovative.
>
> They are not just a partner—they are an extension of our team, driving success at every step.
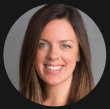
LISA NUCCI
Chief Marketing Officer, Choose Chicago

We offer predictability

Deadlines, deliverables, and launch dates are not moving targets. Knowing how your investment will perform shouldn't be guesswork. We bring together processes, documentation, forecasting, analysis, and reporting to ensure you're always connected and never left wondering.

We deliver insight

Opportunities abound, but without the tools to capture them they will fall by the wayside. While we have endless access to data, it's the insights we glean from it that truly inform our decisions. In a highly competitive and ever-evolving landscape, it's our responsibility to connect you to the insights that guide our recommendations.

We ensure perspective

Siloed efforts and a narrow focus are the bane of innovation. There is tremendous value in sharing insights across channels, disciplines, and partners. Wherever we are engaged, we always bring an integrated perspective to ensure we see the forest *and* the trees.

AI at the agency

An opportunity we won't let you miss

DMOs face unique challenges every day, but one of the most pervasive is the expectation to deliver more with less. Budgets are being cut, yet expectations for results remain unchanged. Additionally, the way DMOs meet these expectations is evolving in real-time. AI represents a massive opportunity to tackle this challenge head-on. Going far beyond integrating a new chatbot, AI has the potential to reimagine how destinations prioritize investments, offset inefficient costs, eliminate mundane tasks, and enhance quality across the organization.

It is this opportunity that led to our agency's partnership with Unchained.

We understand that adoption can be daunting, with issues like governance, security, team buy-in, and utilization potentially hindering progress. Our partnership with Unchained equips our clients with the capabilities to simplify this journey. We offer training, consultation, and a suite of tools designed to save time, reduce effort, and enhance results, bringing greater efficiency to your marketing efforts while prioritizing resources for maximum impact.

Delivering more with less. Sound familiar?

Unchained

Born from our commitment to client empowerment, Unchained provides a clear roadmap to maximize resources, improve performance, and simplify decision-making through AI, all while ensuring everyone is on board for the journey.

Think of Unchained as your outsourced AI department, assisting you in:

- Evaluating the value of new tools
- Simplifying governance complexities
- Automating mundane tasks with AI assistants
- Enhancing audience experiences
- Effectively leveraging prompts in your daily operations

For example, we are empowering our clients with a tool for managing SEO, themselves.

SEO is a critical component of today's destination marketing mix. Unfortunately, doing it properly is often deprioritized due to resource limitations or organizational constraints. For our clients who own their own content production we provide an AI assistant to help them ensure proper optimization, reducing costs and improving SEO performance as they scale their website.

Simply enter a URL or document and it will assist you with suggestions for optimization across a number of SEO dimensions:

- Content enhancements
- Metadata
- Keyword optimization
- URL structure
- Header tags
- Image alt text
- Internal linking

Our intent is to allow you to re-prioritize your agency SEO investment towards higher impact activities, while increasing the speed with which you can deploy new optimized content by managing the day-to-day yourself.
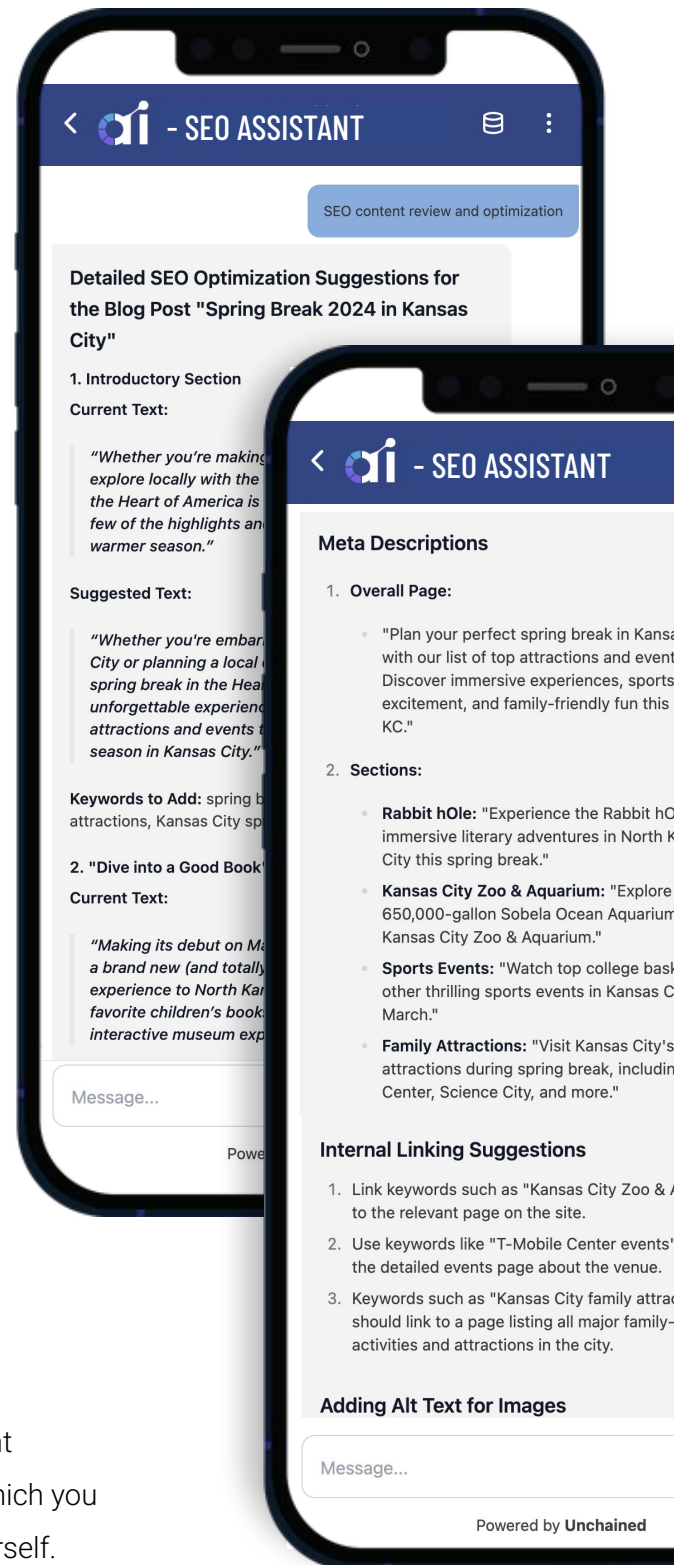
Every in-house capability needed to effectively **influence visitor acquisition and meet destination objectives.**

Strategy.
- Brand strategy
- Audience & market research
- ICP identification & profile development
- Go-to-market strategy

Creative.
- Campaign development
- Graphic design & UX
- Video/motion production
- Messaging and brand development

Media.
- Audience insights
- Investment modeling
- Planning, buying, management
- Content marketing
- Influencer
- Social media

Technology.
- Front-end & back-end development
- Platform integration
- Martech consultation
- AI assistant development

Content.
- Content strategy
- Organic social strategy
- Copywriting & content development
- Writer management
- Email marketing

SEO.
- Competitive analysis
- Technical optimization
- On- & off-page optimization
- Local search optimization

Analytics.
- Measurement frameworks
- Predictive analytics
- Performance data analysis
- Attribution

We've cultivated a diverse group of travel obsessed **marketers, storytellers, and technologists** to deliver on that promise.

Core management: Your everyday client experience integrates strategy, analysis, and program management to ensure that all teams are ahead of the game, aligned, and consistently accountable.

Channel innovation: Our experts across all channels serve as the engine that brings your program to life, weaving together discipline excellence, vertical diversity, and tourism expertise.

Executive sponsorship: Every client benefits from direct access to Envisionit's executive leadership. This ensures that any challenges—whether related to staffing, strategy, or execution—are addressed swiftly and effectively. Executive sponsorship also provides strategic guidance during critical moments, such as board decisions or large-scale funding initiatives, ensuring alignment with overarching goals.

Strategic partners: Whether it's to support scale or enhance capabilities, we maintain a deep bench of vetted contractors and partners to ensure seamless continuity and effectiveness in our operations.

Executive team

Todd Brooky
Chief Executive Officer

Jason Goldberg
Chief Relationship Officer

Tiffany Kirby
Chief Growth Officer

Operations team

Ali Aguilar
Human Resources Manager

Amy Russell
Controller

New business team

Brian Ryback
Director of Digital Solutions

Erin White
Strategic Development Director

Joe Eisenhardt
Director of Marketing

Creative team

Amber Davis
VP of Creative

Rob McIntosh
Creative Director

Justin Barisich
Associate Creative Director

Mike Lesniak
Motion Director

Kelsey Gray
Associate Content Director

Kyle Smith
Senior Designer

Michele Brajevich
Senior Designer

Razzy Jeffrey
Associate Motion Designer

Chris Taylor
Senior Production Artist

Emily Hines
Content Manager

Client services team

Vanessa Garippo
Group Account Director

Brittany Taylor
Account Director

Jonah Doffert
Account Director

Meredith Konrad
Associate Account Director

Kirsten Bell
Account Manager

Nick Gianacakos
Account Supervisor

Tech team

Stephanie Ring
Associate Director of Technology

Monica Prudencio
Director of Product

Justin Muggleton
Director of User Experience

Scott Trsar
Senior Web Developer

Mickey Freeman
Senior Web Developer

Gerad Troje
Senior Web Developer

Adam Kelsven
Senior Web Developer

JR Phanith
Senior Web Developer

Josh Rodriguez
Web Developer

Project management team

Brian Rathell
Director of Project Management

Jill Neusner
Resource Manager

Allison Ardolino
Senior Integrated Project Manager

Kathryn Forliti
Senior Integrated Project Manager

Michael Flaherty
Senior Digital Project Manager

Kate Galbincea
Senior Integrated Project Manager

Media, data, & analytics team

Shilpa Puri
Director of Media, Data, & Analytics

Chris Van Meter
Director of Analytics, Ops, & Tech

Ani Stephenson
Media Director

Jim Sanders
Media Director

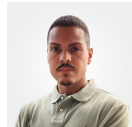**Joann Stecca**
Associate Media Director

Chelsea McClellan
Senior Media Manager

Alessandra Pingol
Media Manager

Destiny McClendon
Media Manager

Kevin Alarcon
Media Coordinator

Mark Brennan
Senior Data Analyst

Nikhitha Gunta
Senior Data Analyst

SEO team

Kenzie Austin
Director of SEO

Erik Martin
Senior SEO Manager

Brian McLeod
Senior SEO Manager
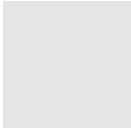
Megan Teague
SEO Coordinator

Strategy team

Emily Selgrat
VP, Strategy, Research, and Insights

Lisa Marie Jackson
Integrated Strategist

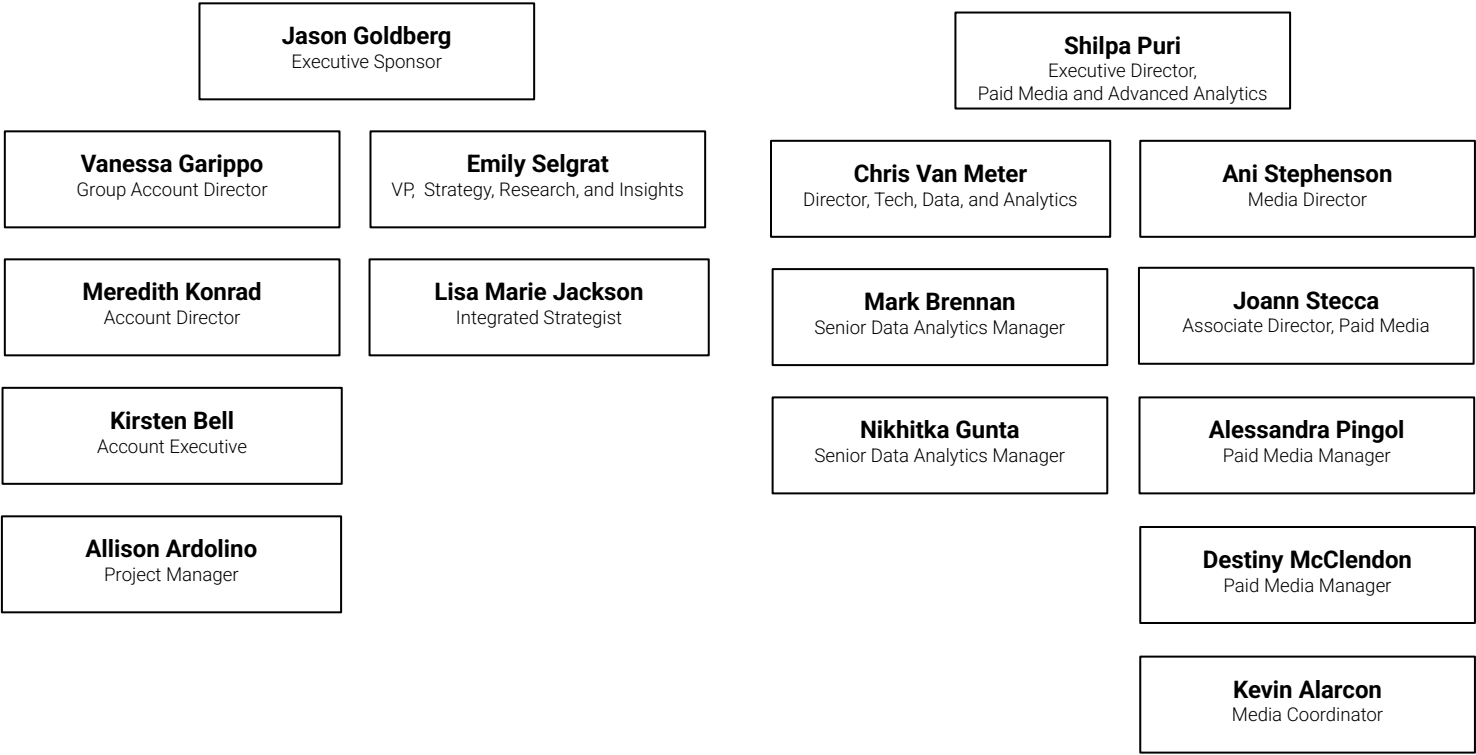**Taerynn Owens**
Integrated Strategist

Team construction

Our goal today is to outline the framework we would implement to support VSPC's scope of work. We have identified individuals who bring a combination of deep tourism experience and integrated marketing backgrounds, ensuring the strategies we execute will drive your brand forward with efficiency, innovation, and precision.

While all listed individuals will play a significant role in the account, we are prepared to quickly assess and allocate resources between fully dedicated and shared team members as our collaboration begins. With extensive experience developing resource plans for highly complex business environments and destination organizations, we are well-equipped to meet your needs.

Jason Goldberg Executive Sponsor		**Shilpa Puri** Executive Director, Paid Media and Advanced Analytics	
Vanessa Garippo Group Account Director	**Emily Selgrat** VP, Strategy, Research, and Insights	**Chris Van Meter** Director, Tech, Data, and Analytics	**Ani Stephenson** Media Director
Meredith Konrad Account Director	**Lisa Marie Jackson** Integrated Strategist	**Mark Brennan** Senior Data Analytics Manager	**Joann Stecca** Associate Director, Paid Media
Kirsten Bell Account Executive		**Nikhitka Gunta** Senior Data Analytics Manager	**Alessandra Pingol** Paid Media Manager
Allison Ardolino Project Manager			**Destiny McClendon** Paid Media Manager
			Kevin Alarcon Media Coordinator

Todd Brook
Founder & Chief Executive Officer

Expertise

With over 24 years of leadership experience as Founder and CEO of Envisionit, Todd Brook has steered the agency to excellence in digital marketing, particularly within the tourism, fintech, and consumer sectors. Under Todd's direction, Envisionit has provided comprehensive support to a diverse array of clients in the tourism industry, including domestic and international destinations, renowned hotel brands, and major entertainment attractions. In 2022, Todd co-founded Empowered (formerly Engagement Multiplier), an organization dedicated to enhancing corporate culture and improving employee retention through an innovative SaaS-supported program powered by AI. Empowered serves a wide range of clients, including major hotel groups and small to medium-sized businesses, providing them with tailored solutions to optimize their workforce engagement and performance.

In 2023, Todd launched Unchained, a consultancy focused on harnessing AI to maximize resource utilization and streamline decision-making processes. His keynote sessions at domestic and international conferences have earned praise from executive-level professionals across organizations of various sizes, underscoring the value of his insights and expertise in the field. In 2025, Destinations International named Unchained its Official AI Education Partner, helping DMOs leverage the next generation of technological advancements to better serve their communities.

Todd is deeply engaged in various leadership circles, serving as an active board member and participating in esteemed communities, including YPO, EO, Vistage, and HPA. As a recognized keynote speaker, Todd shares his expertise on AI, organizational culture, and strategic planning. His insights and strategies have significantly influenced marketing and operational efficiencies across many diverse sectors.

Jason Goldberg
Owner/EVP, Chief Relationship Officer

Expertise

Digital marketer. Creative strategist. Agency leader. Helping people find their way has always been at the core of Jason's career, fueled by a passion for introducing others to experiences he loves. From consulting with city and DMO leaders to fueling growth for global brands and even advising Yoko Ono in her own kitchen, Jason's diverse skill set allows him to keep his eye on both the journey and the destination.

Jason provides strategic consultation to all our travel and tourism brands, drawing on his broad experience with clients ranging from PayPal to Hormel. This experience gives him a unique perspective on performance marketing as he seeks innovative solutions to our clients' most significant challenges. His diverse background equips him perfectly to provide executive-level support. Continuously available to our team, he consistently seeks ways to enhance our collaboration and advance your destination.

Primary role with Visit St. Pete-Clearwater — Executive Sponsor

Jason will leverage his extensive experience in shaping the digital landscape for tourism clients, providing high-level oversight and strategic guidance to ensure that all efforts align with Visit SPC's goals and deliver exceptional results.

Erin White, CDME
Director, Strategic Development

Expertise

Helping destinations grow and evolve has been at the center of Erin White's career for nearly 20 years. A Certified Destination Management Executive (CDME), she brings deep experience across marketing, media relations, and meeting sales—and a clear-eyed understanding of what drives results for DMOs today.

As Director of Strategic Development at Envisionit, Erin helps align agency capabilities with the changing needs of destination brands. Before joining the agency side, she led marketing and media relations for Visit Bloomington, launching a new brand, producing award-winning visitor guides, and delivering record-setting campaigns.

Beyond tourism, Erin's experience advising top firms like Deloitte, EY, and Bain through Indiana University's Kelley School of Business adds a business-savvy edge to her work. She brings strategic clarity, community leadership, and unmatched industry insight to every client partnership.

Primary role with Visit St. Pete-Clearwater — Strategic Lead

Erin will lead strategic engagement throughout the RFP process, guiding alignment between Visit SPC's objectives and agency capabilities. With extensive destination marketing experience, she will help ensure a smooth process, clear communication, and solutions built to drive measurable results.

Vanessa Garippo
Group Account Director

Strategic clarity, trusted leadership, and measurable results—that's what Vanessa Garippo brings to every client engagement. As Group Account Director at Envisionit, she leads the agency's portfolio of destination marketing clients, guiding complex, multi-channel programs from strategy to execution with poise, collaboration, and impact.

With more than 20 years of experience across B2C and B2B verticals, she's a steady, solutions-focused partner for clients like Choose Chicago, Visit Indiana, Visit KC, Meet NKY and Navy Pier. Vanessa excels at navigating challenges, aligning stakeholders, and keeping programs on track—all while maintaining a sharp eye on organizational goals. Her experience also spans high-performing campaigns for hospitality brands like Horseshoe Casino and Hotel and Heaven's Door Whiskey, as well as fintech clients including Circle and Tipalti.

Off the clock, she's a nationally ranked bocce player and three-time bronze medalist with the United States Bocce Federation—proof that precision and competitive spirit are core to everything she does.

Education
University of Illinois at Urbana-Champaign, B.S. in Advertising

Top skills
- Account leadership and management
- Account management
- Program management

Professional Experience

Envisionit
Group Account Director
September 2024 - Present

Account Director
February 2021 - September 2024

Various Clients
Independent Contractor - Marketing and Business Development
2008 - Present

ES99
Client Services - Accounts Director
2018 - 2021

Gatesman
Client Services - Accounts Director
2017 - 2018

Freeosk, Inc.
Client Services - Sr. Project Manager
2015 - 2017

Sydewalk
Director of Marketing
2013 - 2015

Guaranteed Rate
Events and Promotions Director
2010 - 2012

I Wish Lessons
Business Development/Event Manager
2008 - 2010

RPM Advertising
Sr. Account Executive
2002 - 2006

Education

Damelin College, South Africa
AAS in Hotel Operations & Management

Top skills

- Destination marketing strategy
- Content and campaign development
- Tourism-focused digital platforms

Certifications

- Digital Marketing Specialization Certification, The University of Illinois at Champaign-Urbana

Professional Experience

Envisionit
Account Manager
March 2025 - Present

Simpleview
Customer Success Consultant
2024 - 2025

Galena Country Tourism
Strategic Marketing Director
2021 - 2024

Interim Director / Strategic Marketing Director
May 2023 - Sep 2023

Digital Marketing Specialist
2017 - 2021

Galena Brewing Company
Social Media Coordinator
2016 - 2017

Booking.com
Content Editor
2012 - 2013

Coordinator, Hotels
2010 - 2012

andBeyond Travel
Web / Direct Product Developer
2007 - 2008

USA / Retail Market Product Developer
2006 - 2007

Kirsten Bell

Account Manager

With a global perspective and deep roots in destination marketing, Kirsten Bell brings passion, precision, and creativity to every project she touches. Originally from South Africa, she has over a decade of experience spanning tour consulting, product development, and marketing for brands like Hilton Hotels, Booking.com, and the luxury safari company andBeyond. She also worked for Simpleview, expanding her expertise in digital content management and destination website platforms.

Before joining Envisionit, Kirsten led marketing strategy and content development for Galena Country Tourism. Today, she supports clients including Visit Indiana, Navy Pier, and Visit Spokane—leveraging her experience across traditional tourism, digital platforms, and analytics to build campaigns that resonate and perform.

Kirsten brings a thoughtful, globally informed approach to every destination she supports. Her most memorable travel experience? A multi-country safari through Southern Africa.

Education

Iowa State University, B.A. in Advertising and B.A. in Art/Design

Top skills

- Integrated strategy development
- Data- and insight-driven decision making
- Trend forecasting and market awareness

Certifications

- Zartico Certified Agency Partner

Professional Experience

Envisionit
Vice President, Integrated Strategy, Research and Insights
February 2024 - Present

Vice President, Integrated Strategy
May 2023 - February 2024

Packed with Purpose
Director, Growth Marketing
2022 - 2023

Arity
Director, Digital Marketing & Demand Generation
2021 - 2022

Senior Marketing Manager
2018 - 2021

Marketing Manager
2017 - 2019

Allstate
Marketing Manager
2015 - 2017

Associate Marketing Manager
2013 - 2015

Garrett Popcorn Shops®
Senior Manager, Global Marketing
2011 - 2013

Marketing Manager
2010 - 2011

Emily Selgrat

Vice President, Integrated Strategy, Research, & Insights

Insight-driven strategy, contagious optimism, and a bias for action—that's what Emily Selgrat brings to every challenge she takes on. With 20 years of experience spanning early-stage startups to Fortune 100s, she leads integrated strategy, research, and insights across all of Envisionit's destination clients.

Her expertise spans brand development, demand generation, content, and marketing analytics. Emily has built brands from the ground up and led global initiatives for Garrett Popcorn Shops, Allstate, and Arity. Whether guiding media mix decisions or uncovering audience insights, she brings a client-first mindset and a collaborative spirit that energizes teams and moves ideas forward.

Known as a thoughtful listener and creative problem-solver, Emily brings both rigor and heart to her work. Outside of the office, she's a proud mom of three, a longtime Bears season ticket holder—and once survived a bear breaking into her van during a family trip to Dollywood. (Yes, she still saw Dolly.)

Lisa Marie Jackson
Integrated Strategist

Data-backed strategy, operational efficiency, and cultural perspective are at the core of Lisa Marie Jackson's work. As an Integrated Strategist at Envisionit, she drives strategic planning and performance across a growing roster of destination marketing clients—including Choose Chicago, Visit Indiana, Meet NKY, Visit Spokane, Navy Pier, Galena Country Tourism, Visit Cincy, and Suburban Cook County.

With certifications as a ScrumMaster and Lean Six Sigma Green Belt, she's known for bringing structure and agility to complex programs—aligning cross-functional teams while translating insights into action. Her entrepreneurial mindset shines through in her founding of Phoenix Aficionado, a digital consultancy, and Travel Jerne, a lifestyle brand promoting self-care and cultural connection for remote workers.

Originally from Brooklyn and now based in Chicago, Lisa Marie has visited 33 countries and taught marketing in Haiti and Morocco—bringing a global curiosity and purpose-driven lens to everything she does.

Education
Rochester Institute of Technology - Saunders College of Business Berkeley College

Top skills
- Data analysis
- Social media marketing
- Social media

Certifications
- Zartico Certified Agency Partner
- Certified Six Sigma Green Belt

Professional Experience

Envisionit
Integrated Strategist
April 2024 - Present

Computer Systems Institute
Adjunct Business Career Program Instructor
2023 - Present

Phoenix Aficionado
Founder & Principal Consultant, Digital Strategy
2012 - Present

One North
Client Account Director
2022 - 2023

Phase 3 Commerce
Senior Client Partner
2017 - 2022

Nicole Miller
Senior Digital Marketing Manager
2016 - 2017

Jackson Handbags
Senior Digital Marketing Consultant
2015 - 2016

IQPC
Management and Marketing iQ Event Producer
2010 - 2011

Runway Passport
Relationship and Content Manager
2010 - 2011

Education

University of San Francisco
Devi Ahilya University
Khalsa College

Top skills

- Digital marketing media
- AI in marketing
- Predictive analytics

Certifications

- Google Adwords, Analytics
- HubSpot Inbound

Professional Experience

Envisionit
Executive Director, Paid Media &
Advanced Analytics
October 2024 - Present

85SIXTY
Senior Director, Paid Media
2022 - 2024

Director, Paid Social
2021- 2022

Performics
Vice President/Group Media Director
2020 - 2021

Ameex Technologies
Performance Digital Marketer
2019 - 2020

Sears Holdings Corporation
Digital Marketing Director
2018 - 2019

WPP (Group M)
Associate Media Director
2017 - 2018

BrandHive
Social Media (Paid Search & Analytics)
2016 - 2017

Social Market Mantra
President
May 2010 - December 2016

Shilpa Puri
**Executive Director, Paid Media &
Advanced Analytics**

Data-driven, audience-first, and results-obsessed, Shilpa Puri helps brands maximize impact and minimize marketing waste through smart digital strategies. With 20 years of experience in digital media and online marketing—and 15 years specializing in social media—she leads Envisionit's paid media and advanced analytics efforts across the agency's client portfolio.

Shilpa's expertise spans integrated marketing strategy, omnichannel media execution, digital analytics, CRM, and data integration. A recognized leader in multicultural marketing, she is the author of *Be Heard – Raise Your Brand's Mindshare in Multicultural Communities* and brings a unique, inclusive perspective to every campaign she touches.

Shilpa pairs emerging technologies like AI and predictive analytics with a deep understanding of human behavior, ensuring every marketing dollar works smarter. Outside the office, you'll often find her on the pickleball court—bringing the same strategy and agility to the game as she does to her campaigns.

Ani Stephenson, MAMC
Media Director

Equal parts strategist and storyteller, Ani Stephenson leads integrated media efforts that connect audiences to destinations in meaningful, measurable ways. With over a decade of experience spanning SEO, paid social, programmatic, and video, she builds full-funnel campaigns that balance performance with brand-building impact.

As Media Director at Envisionit, Ani oversees strategy and planning for tourism clients including Visit Indiana, Galena Country, Navy Pier, Visit Cincy, MeetNKY, Suburban Cook County, and Visit Chicagoland. Backed by a degree in tourism and hospitality and early career roles with the City of Gainesville, the Harn Museum of Art, and the Phillips Center for the Performing Arts, she brings deep understanding of how to inspire travel and drive engagement through media.

A recognized thought leader, Ani has spoken at national conferences and is known for her creative thinking, collaborative leadership, and results-driven mindset. When she's not optimizing media plans, you'll find her collaging, taking adult ballet, or dreaming of her next trip abroad.

Education
University of Florida, M.A. in Mass Communications
University of Florida, B.S. in in Recreation, Parks, and Tourism

Top skills
- Integrated media planning
- Tourism-focused audience targeting
- Cross-channel performance optimization

Certifications
- Meta Certified Media Planning Pro
- StackAdapt Academy: Platform Certificate

Professional Experience

Envisionit
Media Director
November 2022 - Present

TCS Education System
Digital Marketing Manager
2021 - 2022

Airvet
Retention and Audience Development Manager
2020 - 2021

ES99
Consumer Insights Specialist
07/2020 - 11/2020

The Second City Training Center
Student Success Manager
2019 - 2020

Future Founders
Instructor
2019-2020

University of Florida
Coordinator, Marketing and Assessment - UF RecSports
2016 - 2019

Social Media Communications Manager and Strategist - UF/IFAS
2014 - 2016

Education

University of Colorado Boulder, B.S. in Information Systems

Top skills

- Multi-platform analytics design and implementation
- AI + Prompt engineering
- Data governance and privacy compliance

Certifications

- Digital Marketing Analytics (University of Illinois)
- Certified Scrum Product Owner (CSPO)
- Google Analytics 4 Certified

Professional Experience

Envisionit
Director of Technology, Data & Analytics
January 2023 - Present

Director of Technology
March 2021 - December 2022

Product Manager
October 2017 - March 2021

Senior Technologist
Wevorce, Levaty, Spot Me
2014 - 2017

CauseForce, LLC (Bregal Partners)
Product Development Manager
2013 - 2014

Account Manager, Corporate Partnerships
2010 - 2013

Chris Van Meter
Director of Technology,
Data & Analytics

Chris Van Meter turns complexity into clarity—building data ecosystems that help destinations measure impact, optimize performance, and make smarter marketing decisions. As Director of Technology, Data & Analytics at Envisionit, he leads technical strategy and measurement for a wide range of destination clients, including Choose Chicago, Visit Indiana, and Madrid Turismo.

With a background in multi-platform data architecture and attribution strategy, Chris ensures accurate, privacy-compliant insights across every touchpoint. His expertise spans data governance, martech integrations, and AI consultation—bridging business needs with technical precision to drive real outcomes. Before joining Envisionit, he supported global brands including Coca-Cola, Johnson & Johnson, Roche, KPMG, and New Balance.

Outside the office, Chris is a classic car enthusiast who maintains a vintage Mercedes W123—a reflection of his appreciation for craftsmanship, systems, and the long road ahead.

DESTINATIONS INTERNATIONAL

Through our seven-year partnership with DI, we actively participate in various programs, conferences, and events, providing thought leadership and advisory support through our roles on various committee appointments, the 30 under 30 Alumni Council, and in shaping AI initiatives for the organization and the industry.

We're also proud to have a CDME on our team.

TRAVELABILITY
THE INTERSECTION OF TRAVEL AND ACCESSIBILITY

Our CEO Todd Brook joined the TravelAbility Advisory Board last year to provide guidance on how the organization and its partner destinations can leverage AI to address their accessibility challenges.

ZARTICO
Certified Agency Partner

As a Zartico Certified Agency Partner, several of our team members have achieved Certified Data Hero status and received training to utilize ZDOS (Zartico's strategic planning platform). We leverage data—including geolocation, spending, and event metrics—to uncover insights that inform our decision-making process.

StackAdapt

We sit on the StackAdapt Customer Advisory Board, giving us a unique advantage as an agency. This direct partnership allows us to collaborate on initiatives specifically designed to meet tourism targeting opportunities and measurement requirements.

100% of our Media Team are certified or have completed training in one or more of the following key platforms: Ahrefs, SEMRush, Google Skillshop, and Meta Blueprint. This ensures our team is equipped with the latest tools and best practices to optimize digital marketing strategies and drive measurable results for your destination.

Experience in domestic and international markets

Envisionit has a deep history running global marketing programs for both international and domestic clients across B2C and B2B audiences. With tourism, we've supported international marketing efforts for **Choose Chicago** and **Madrid Turismo**. For Visit Cincy, we helped activate around the launch of a new non-stop flights from Germany and Toronto, supporting cross-market messaging and alignment with local partners.

Outside tourism, we've led complex, performance-driven campaigns for global fintech brands, including **Braintree**, **Circle**, and **Worldpay**, giving us deep experience navigating international platforms, media partnerships, currency exchange, and tailoring campaigns for local market audience behaviors.

We understand the core channels and partnership pathways destinations typically activate internationally—from **Brand USA efforts** and **air services launches** to **travel trade promotions**—and we're well equipped to extend our proven strategic and performance-driven approach to support St. Pete-Clearwater's goals abroad.

20 + years of tourism experience **with a decade of dedication to our industry.**

Over the past decade, and especially within the past few years, we have significantly expanded our destination marketing expertise and industry investment. We've partnered with clients and programs of similar size and complexity, including **Galena Country Tourism**, **Visit Cincy**, **MeetNKY**, **Visit KC**, **Visit Spokane**, **Cook County Outdoors**, **Navy Pier**, **Madrid Turismo**, and our first state-level client, **Visit Indiana**. Each partnership has allowed us to deepen our impact, scale performance-driven strategies, and support client programs, navigating increasing market complexity.

In 2023, our agency owners also launched Unchained, a separate consultancy focused on helping businesses and organizations capitalize on emerging AI opportunities, specifically within the tourism industry. **As the official AI education partner of Destinations International, Unchained has quickly become a trusted resource for the industry.** Our CEO, Todd Brook, is a regular speaker at Destinations International conferences, Southeast Tourism Society events, and for city and state tourism offices and organizations. He also serves as an advisor to Unchained's growing roster of clients, including VISIT FLORIDA, Greater Palm Springs, Visit Anaheim, Destination Greater Victoria (BC), SearchWide Global, and more.

envisionit

Current client roster

Tourism

Choose Chicago: 2016 - current
Lisa Nucci, Chief Marketing Officer *
P 708.307.1170
lnucci@choosechicago.com

Leisure & MICE: campaign strategy, paid media, social, content, creative, production, SEO, analytics, web development

Visit Cincy: 2021 - current
Julie Calvert, President & CEO
P 513.632.5372
jcalvert@visitcincy.com

Leisure & MICE: campaign strategy, paid media, social, content, creative, production, SEO, analytics

Meet NKY: 2022 - current
Julie Kirkpatrick, President & CEO *
P 859.814.4489
jkirkpatrick@meetnky.com

Leisure & MICE: campaign strategy, paid media, social, content, creative, production, SEO, analytics

Visit Chicagoland
(4 season co-op supporting 13 DMOs): 2022 - current
Gina Speckman, Executive Director, Chicago's North Shore CVB *
P 847.763.0011 x124
gspeckman@cnscvb.com

Leisure: brand & campaign strategy, paid media, social, content, creative, production, web development, analytics

Galena Country Tourism: 2023 - current
Terry Mattson, CEO/President
P 815.776.9200
tmattson@visitgalena.org

Leisure: campaign strategy, paid media, social, content, creative, production, SEO, analytics

> * *Denotes clients who may be contacted*
> Due to NDA obligations, we cannot disclose client billing information; however, we are happy to facilitate direct client connections.

Madrid Turismo: 2023 - current
Paloma Espanosa, Inbound Markets Management
pespinosa@ifema.es

MICE: campaign strategy, paid media, content, creative

Navy Pier: 2023 - current
Elizabeth Halajian, Senior Vice President of Advancement
P 312.595.5073
ehalajian@navypier.org

Leisure: campaign strategy, paid media, social, content, creative, production

Cook County Tourism Alive
(Outside Chicago program supporting 5 DMOs, Cook County, and Forest Preserves): 2023 - current
Gina Speckman, Executive Director, Chicago's North Shore CVB
P 847.763.0011 x124
gspeckman@cnscvb.com

Leisure: brand strategy, campaign strategy, paid media, social, content, creative, production, web development, analytics

Visit Indiana: 2024 - current
Amy Howell, President, Tourism, Marketing & Communications *
P 317.741.1320
amhowell@visitindiana.com

Leisure: campaign strategy, paid media, analytics, creative

Visit KC: 2024 - current
Lee Prutsman, Senior Marketing Manager
P 816.691.3808
lprutsman@visitkc.com

Leisure & MICE: web development

Visit Spokane: 2025 - current
Rose Noble, CEO *
P 509.742.9370
rnoble@visitspokane.com

Leisure & MICE: web development

Current client roster

Tech & Consumer

Carol's Cookies: 2012 - current
A family-owned bakery specializing in handmade, all-natural cookies sold through specialty retailers and online.

Campaign strategy, paid media, social, content, creative, production, web development, analytics

Waystar: 2019 - current
Cloud-based revenue cycle management software to healthcare organizations, streamlining financial processes and enhancing patient payment experiences.

Campaign strategy, paid media, content, creative, web development

Collectors & Professional Sports Authenticator: 2022 - current
The leading authority in authentication and grading services for high-value collectibles, and the world's largest trading card grading company.

Campaign strategy, paid media, social, content, creative, production, SEO, analytics

NMI: 2022 - current
A leading global payments enablement platform; providing payment gateway technology and embedded payment solutions for businesses worldwide.

Campaign strategy, paid media, social, content, creative, production, SEO, analytics, web development

Re-Bath: 2022 - current
The nation's largest complete bathroom remodeling franchise, with over 125 locations across 43 states. They offer full-service remodeling solutions for projects ranging from tubs and showers to complete bathroom overhauls.

Web development, SEO

Hometown America: 2023 - current
Owner and operator of nearly 80 residential communities across 12 states, including 14 in Florida, primarily serving the 55+ active adult market.

Brand strategy, campaign strategy, paid media, social, content, creative, production

United Vein and Vascular Centers: 2023 - current
UVVC operates more than 45 clinics across six states, including Florida, and specializes in minimally invasive treatments for vein, vascular, and wound conditions.

Campaign strategy, paid media, creative, production, analytics

Pinnacle Fertility: 2024 - current
A physician-led network of over 50 fertility clinics and 17 embryology laboratories across the United States, dedicated to providing personalized, high-quality reproductive care.

Campaign strategy, paid media, SEO, web development

Pixxles: 2024 - current
UK-based payment service provider specializing in secure online payment solutions for small and medium-sized businesses.

Brand strategy, campaign strategy, paid media

FITT: 2025 - current
International leader in fluid transfer solutions, offering thermoplastic hoses and systems for domestic, professional, and industrial applications. FITT operates 15 production sites and 16 logistics centers worldwide.

Brand strategy, consumer marketing, creative, paid media, organic content, B2B

Great Day Improvements: 2025 - current
A national residential remodeling company, home to brands like Patio Enclosures®, Champion Windows®, and Universal Windows Direct®.

SEO, content, analytics, creative, B2C

NCR Voyix: 2025 - current
Global provider of digital commerce solutions for retailers and restaurants, offering software, hardware, and services to enhance customer experiences and streamline operations.

Brand strategy, web development, SEO, paid media, B2B

Visit St. Pete-Clearwater's role in our client roster

Visit St. Pete-Clearwater would be among the largest tourism accounts in our portfolio, aligning with a long-held agency goal of partnering with a premier beach—and so much more—destination in Florida. That said, we have years of supporting programs of your size across our commercial portfolio. Beginning with our partnership taking Braintree from their A round of funding to their eventual acquisition by PayPal (then working with PayPal) for $875M in 2013 we managed a media program averaging $2M per month across 4 continents. Since then we have an established track record supporting organizations of scale (including Choose Chicago for 9 years running) with the infrastructure, expertise, and passion to support a client of your caliber, and we're energized by the opportunity to make VisitSPC a signature partner within our growing tourism roster.

Transparent and flexible financial management

Managing government-funded accounts like Visit SPC's requires precision, transparency, and adaptability. With a decade of experience supporting DMOs, we deliver financial processes that meet the highest standards of accountability, including seamless navigation of Sunshine Laws.

We are equipped to deliver detailed monthly invoices with comprehensive backup documentation, including time sheets, proof of performance for media placements, itemized receipts, and billing recaps that align to the requirement of your organization. In the end, across projections, forecasting, and performance, we are dedicated to delivering full visibility into our clients' programs and equipping them with the right inputs to set the stage for future growth.

Finger on the pulse of **travel and beyond.**

We track the latest travel trends and use a variety of data sources and industry tools keep clients informed. This helps the DMO make data-driven decisions that ensure their marketing resonates with today's travelers.

But we don't just focus on tourism; we look beyond the travel industry to find innovative ways to tackle challenges and drive growth. For example, we apply insights from industries like insurance and fintech to address critical issues, including consumer privacy, media targeting, and attribution. These cross-industry learnings allow us to navigate complex challenges while pushing the travel industry forward.

While tourism is a primary focus, we pride ourselves on having a broader perspective—one that allows us to deliver fresh, impactful strategies.

Resources we leverage
To deliver comprehensive, data-driven solutions, we partner with leading tourism-specific and cross-industry research providers, including:

Tourism-specific tools:
- AirDNA / Arrivalist
- Future Partners
- Longwoods International
- Skift Research
- SMARInsights
- STR
- Tourism Economics
- Zartico

Cross-industry insights:
- American Express
- Deloitte
- Expedia
- Hilton
- Mastercard Economics Institute
- McKinsey & Company
- YouGov

Performance and audience analytics
- Annual travel trend reports
- Google Analytics
- Google Trends
- Respondent.io

Why us

A common refrain from our tourism clients is their desire to challenge the status quo and drive meaningful innovation. From our first interactions, they experience our integrated perspective, deep industry knowledge, and enterprise-level data capabilities. Our partnership approach has been battle-tested and proven in support of high-intensity performance programs, with a unique blend of hard data, strategic insight, and hard-won experience driving growth—for both the destinations and the people who lead them.

There are a number of reasons we've been told we were selected as a partner:

- We rethink how destinations approach DMAs in today's evolving privacy landscape to mitigate investment waste.

- We advise on shifts in technology strategy to maximize utilization and create financial flexibility.

- We introduce new methodologies for demonstrating return on investment to stakeholders and their communities.

- We continually bring innovative ideas to the table—even beyond the initial scope of work—to improve overall performance.

We're proud of the work we deliver, and even prouder of the partnerships we build. We aren't the right fit for everyone. But for the destinations seeking fresh thinking, bold ideas, and measurable impact, we are. **Enjoy Your Agency** isn't a catchy tagline, it's a promise of partnership to our clients, our team, and the communities we're invested in.

TAB C: Demonstration of strategic thinking and creative approach

What differentiates St. Pete-Clearwater from other warm weather beach destinations?

When travelers think of a beach destination, they're often promised sunshine, sand, and sea—delivered in ways that can feel interchangeable. But St. Pete-Clearwater offers something more: a destination where cultural vibrancy, creative energy, and laid-back coastal charm come together in a way that feels both effortless and unforgettable.

This is where you don't have to choose between exploration and ease. Where you can move seamlessly between colorful street murals, award-winning restaurants, sun-dappled gardens, and soft, quiet beaches—all within a destination that's welcoming, accessible, and full of surprises.

- A rare blend of energy and calm – Visitors can embrace vibrant arts, culture, and culinary experiences without sacrificing the simplicity and relaxation they crave.

- 24 communities, each with its own personality – From the artsy, creative spirit of downtown St. Pete to the charming streets of Dunedin and the peaceful shores of Pass-a-Grille, every community invites travelers to shape a vacation that's as dynamic or as laid-back as they desire.

- Ease of discovery and navigation – Unlike sprawling or overcrowded destinations, SPC offers a compact footprint and intuitive flow—making exploration joyful, not stressful.

- While its convenient proximity to Tampa extends opportunities for increased value with access to world champion level sports and additional nightlife.

- A vacation that restores and recharges – This is more than just a getaway; it's a chance to reconnect with yourself, your people, and the simple pleasures that make travel meaningful.

Your position as a beach destination contender in the southeastern United States is fascinating. You offer amenities, accessibility, and upscale, vibrant experiences that allow you to compete with Lauderdale and Miami for larger urban market share — while also delivering the pace of life and family-friendly escape that can go head-to-head with Myrtle Beach, South Padre, and Fort Myers.

Yes, you could say you've got something for everyone. But that can also risk making you feel like nothing truly special to any one audience. Our strategic approach takes this dynamic seriously, focusing on how to avoid wasting investment on audiences who *theoretically* "could" visit—but realistically, probably wouldn't. Instead, we prioritize the high-value audience segments everyone is chasing, where your unique selling propositions make St. Pete-Clearwater the perfect fit—**they just may not know it yet.**

So, what do they expect and what should they know, that they don't know yet

A St. Pete Clearwater vacation gives travelers something rare: the space to slow down and rediscover what makes them feel like themselves again - but with enough experiences to ensure they can craft the trip they want and come back again for more.

Yes, they come for the beaches—but they stay for the way this place makes them feel. Easy. Rested. Welcomed. From the colorful streets of Gulfport to the laid-back shores of Pass-a-Grille, every corner of SPC offers permission to set aside the busy, the overplanned, the rushed—and simply be.

- The outcomes aren't just photos or souvenirs. Visitors leave with something more lasting:

- A sense of ease, from navigating a destination that feels intuitive and welcoming

- A spark of discovery, from uncovering local culture, creativity, and culinary delights they didn't expect

- A feeling of connection, whether to themselves, their companions, or the moment

- A sense of renewal—rested, recharged, and rebalanced, ready to bring that lightness home

There's an **ocean of opportunities** to impact your destination. It simply takes the right partnership **to prevent them from falling by the wayside.**

Megan Teague
Envisionit SEO Strategist &
St. Pete-Clearwater resident

" *We are a growing gem, now one of the most populated Florida Counties (Pinellas County). We are basically the best parts of New York & Miami Beach without the exorbitant pricing and crowds. Still relatively walkable, with city bikes/scooters, and a new public transit option, the SunRunner — going all the way from the pier to St. Pete Beach.*

With bustling art districts, tons of local markets, a wide variety of delicious cuisine from Mexican to Greek (our breweries are top notch) and the downtown area is lovely overlooking the Bay with the fairly recently redeveloped St. Pier. Our proximity to Tampa also puts championship level professional sports teams at our doorstep. And with one of the best Pride Parades in the country, we're very LGBTQ friendly.

From my perspective, we are truly a destination for all ages and demographics, a melting pot.
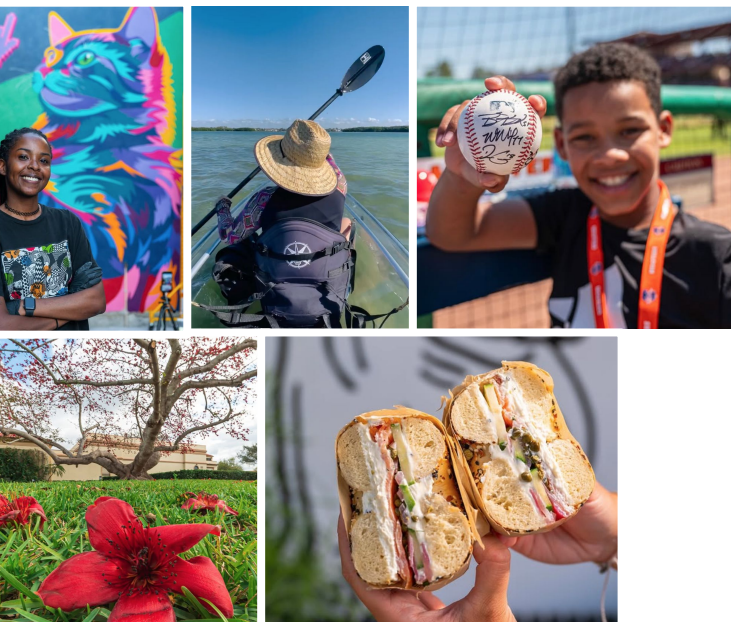
Joe Eisenhardt
Envisionit Director of Marketing &
frequent St. Pete-Clearwater visitor

" *As a dad of two young boys—and the designated trip planner for our multigenerational crew—St. Pete-Clearwater has become our go-to spot for good reason.*

The restaurants are a vibe all their own—one night we're digging into fresh-caught grouper tacos on a dock, the next we're at a funky fusion spot downtown that's as much a gallery as restaurant. We'll have lunch in a converted gas station offering British/Indian fare, maybe a giant sandwich or some fresh pasta from Mazarro's, and late-night appetizers at a laundromat-speakeasy. It would feel wrong not to mention the Bandit Cafe. Their Potatoes Locos breakfast sandwich speaks to me.

It's an unbeatable mix of laid-back beach life, culture, museums, and something new for every visit. It never feels crowded or chaotic—just easy, colorful, and full of heart.

Our big idea: Reverse negative visitation trends with **a segmented, digital-first strategy.**

Social listening sentiment—and insights from our own team—paint a clear picture of a destination ready to compete on more than just pristine beaches. With St. Pete and Clearwater offering distinctly different vacation experiences, there's untapped potential to inspire travelers who want more than a one-size-fits-all beach vacation.

Culinary excellence, vibrant cultural offerings, and a diverse positive community experience are all powerful assets for attracting new visitors. But the data tells a more urgent story—one potentially trending in the wrong direction for long-term sustainability and performance.

Why aren't younger, more diverse audiences giving the destination a chance?

Your visitation data reveals a profile that skews older, with year-over-year declines among younger generations. These audiences are also remain predominantly white and Floridian.
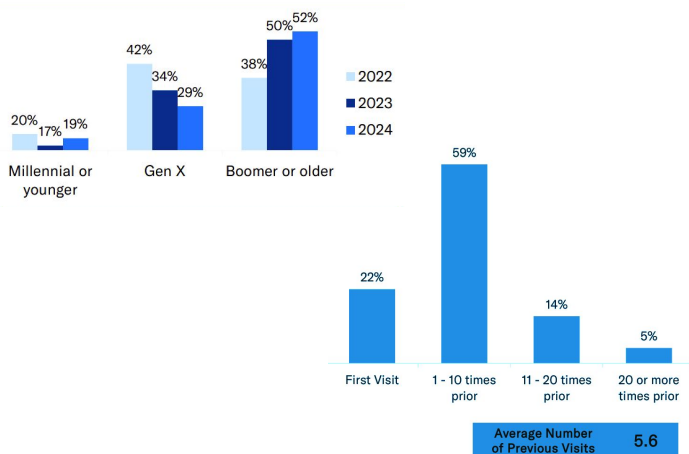
You deliver an amazing experience with return visitation numbers most destinations would envy. But when paired with shifting visitor demographics, it signals a deeper challenge: without intentional change, the destination risks aging out. State, national and international challenges aside—from political headwinds to "bucket list" travel trends—the opportunity now is to shift the narrative and reignite interest among new audiences.

As they say, every challenge is just an opportunity waiting to be captured.

In the current landscape, beach vacation marketing has become a sea of sameness—indiscernible destinations recycling the same tropes. Our response to your creative RFP outlines how we'd tackle this from a brand positioning standpoint. But unlocking growth also requires a reimagined media strategy—one designed to cut through the noise, minimize waste, and maximize relevance.

From our perspective, past media investments appear heavily weighted toward traditional channels. While these channels still play a role, **we see a clear opportunity to significantly shift your paid media program toward a more segmented, digital-first approach.**

It's easy for agencies to say "spend more on digital." It makes sense. But, do they bring a performance mindset that accounts for today's media landscape to truly maximize it? What follows are the key opportunities we see to bring that shift to life for St. Pete-Clearwater.

Bar chart — Demographics (2022, 2023, 2024):
- Millennial or younger: 20%, 17%, 19%
- Gen X: 42%, 34%, 29%
- Boomer or older: 38%, 50%, 52%

Bar chart — Previous visits:
- First Visit: 22%
- 1 - 10 times prior: 59%
- 11 - 20 times prior: 14%
- 20 or more times prior: 5%

Average Number of Previous Visits: 5.6

Spotting
Opportunities

Shifting the tide **with a precision plan.**

A targeting approach **that prioritizes precision** maximizes every dollar.

You have a dynamic offering, with enough diversity to attract new audiences who may be open to a beach destination—but the uninitiated need a reason to choose St. Pete-Clearwater over more generic options. Personalized brand experiences that better align with individual interests and intent will go further in sparking real consideration.

DMOs invest significantly into defining target markets only to see money wasted targeting entire DMAs with a message they hope will appeal to everyone. Coupled with today's privacy landscape (iPhone users, anyone?) and massive shifts in audience behaviors (cord-cutting, the rise of TikTok, AI, etc.), the risk of inefficiency grows without a smart, adaptable plan.

You've probably heard agencies promise, ad nauseum, to deliver the right message to the right audience at the right time, **but few have a real approach to actually accomplish it in today's media landscape.**

Leveraging lessons learned from our work in performance marketing verticals, we evolve a destination's approach to audience segments and market prioritization—opening new opportunities to improve message alignment, targeting effectiveness, and results.
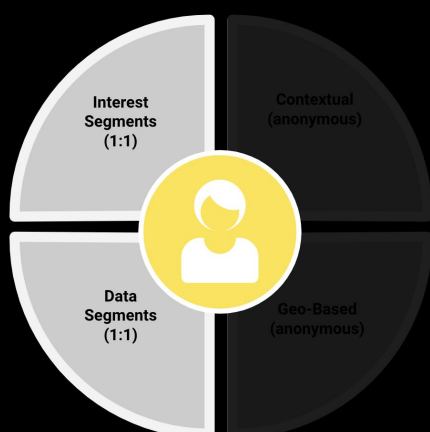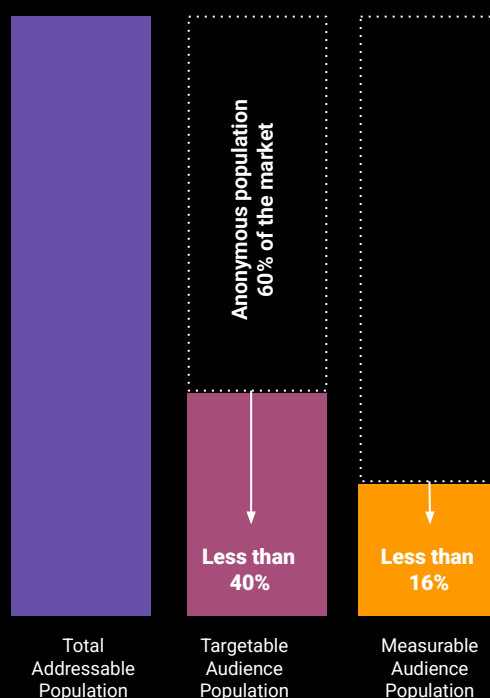
Rethinking your plan for **audiences & markets.**

The majority of today's programs still rely too heavily on 1:1 audience targeting, even if they claim digital as a priority. As shown below, more than 60% of the market is now considered "anonymous," leaving too much room for crossed-fingers and wasted investment. Our approach eliminates reliance on these signals, leveraging a more holistic targeting strategy and a smarter approach to DMAs to address this challenge.

By defining cohort audiences that reflect the demographics and economic profiles we want to reach, we can align these cohorts to ZIP codes that match our criteria.

How do we implement this approach?

1 We include the anonymous population in our targeting if they have the same attributes as someone we can target 1:1, reducing CPMs.

2 We don't blindly target an entire DMA. Instead, we use census data to strategically target zip codes that align with your desired visitor profile.

3 Now that we have a methodology in place for anonymous audiences we can better understand impact by aligning those zip codes with visitation data.

Anonymous population 60% of the market

Less than 40%

Less than 16%

Total Addressable Population

Targetable Audience Population

Measurable Audience Population

Interest Segments (1:1)

Contextual (anonymous)

Data Segments (1:1)

Geo-Based (anonymous)

Where we are able to activate people-based targeting, we do.

But by augmenting 1:1 with our cohort approach we avoid waste that comes with spray and pray activations.

Interest Segments (1:1)

Contextual (anonymous)

Data Segments (1:1)

Geo-Based (anonymous)
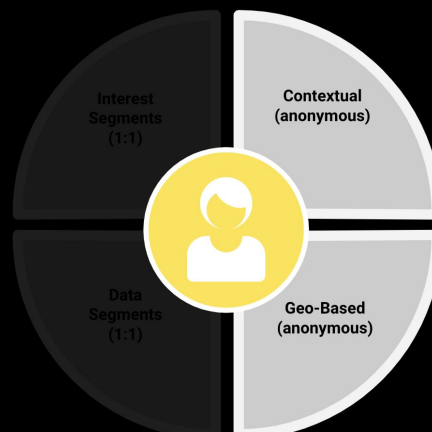
Using a **scalpel** **to approach** **DMAs** .

By leveraging this new targeting methodology we can begin to reimagine DMAs. Take Chicago: The city itself represents nearly 60 zip codes alone, and as you expand out to the entire DMA of "Chicagoland" the number jumps to 329.

With roughly 10 million residents, how do we avoid wasting money on audiences that don't meet our targeting criteria, as well as ensuring we understand impact where privacy restrictions and lack of direct conversion stand in the way of comprehensive measurement? For a quick demonstration, have a look at what applying just **an initial dimension of target household income of $75k+.**

Before `geo-based`

After `geo-based`

Hhi Target Percent

0%   90%
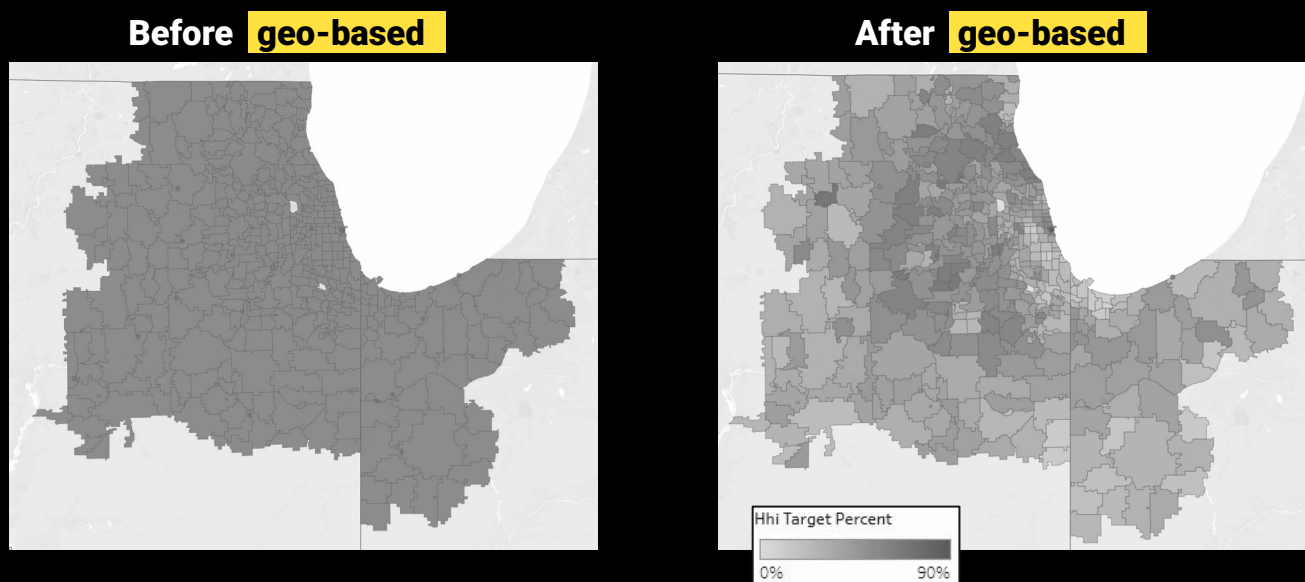
As you can see, the broad DMA suddenly becomes **a more accurate representation of population opportunities for us to plan media against** , and this is just utilizing income. Long story short, we can be significantly more targeted with our message and our investment, improving both performance and measurement.

Where audiences have opted in or are actively following we leverage a mix of interest based social targeting, community networks, and influencer partnerships aimed at connecting audience interests with memorable, high-impact experiences to inspire consideration.

Culinary Exploration
Food bloggers exploring local culinary hotspots

Family Adventures
Family content creators discovering hidden gems

Travel Convenience
Embrace travel enthusiasts in direct flight markets

Cultural Discovery
Tap art enthusiasts to expand exploration

Sport fishing
Expand on the tarpon fishing expectation

tripscout
Meta
reddit

Using targeted placements and relevant sponsored content to influence consideration and stay top of mind, contextual along with whitelisting provides a privacy-conscious way to reach potential visitors where they are consuming high relevance content.

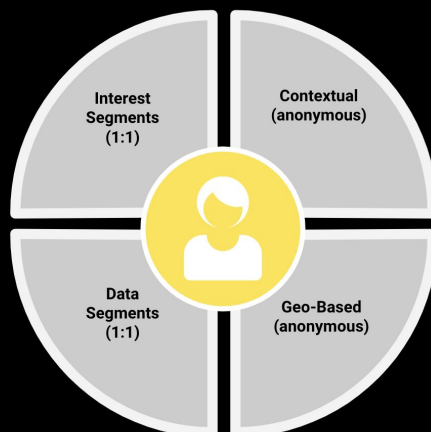hopper   Booking.com

AccuWeather   DOLLAR FLIGHT CLUB

EATER   KAYAK

Uber   Outside

Interest Segments (1:1)

Contextual (anonymous)

Data Segments (1:1)

Geo-Based (anonymous)

Visitation Data

Demographic Insights

Visitor Surveys

Website Usage

Travel Endemic

Airline Partners

Utilizing intent signals, visitation patterns to events, and seasonal factors influencing beach and water recreation decisions, we develop predictive models that allow us to reach potential visitors during critical decision-making moments.

Family Cohort   Culture Cohort   Adventure Cohort
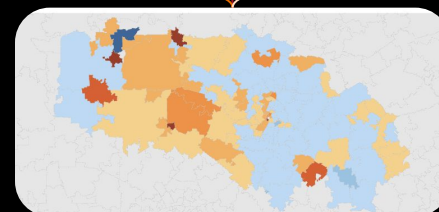
Leveraging our cohort approach, we more efficiently target census-informed ZIP codes with tailored messaging across a broad range of collaborations simultaneously, creating a clearer, more accurate picture of performance.

We are now positioned to layer in additional factors, like travel planning behaviors and episodic demand drivers, on top of our segmented market framework to support smarter media planning and deliver more tailored, measurable, brand experiences.

Leveraging travel planning insights

Research & planning (Expedia Group):
Travelers spend an average 6–7 weeks researching and planning trips, dedicating over 5 hours researching a single destination. This phase is marked by high travel content consumption, which significantly influences decision-making.

Booking window trends (Zartico):
The average booking window continues to shrink—from 45 days to under 40—and often falls to just 20 days by the end of the holiday season. This presents a growing opportunity to capture intent closer to travel dates, especially for leisure travelers.

Strategic implications
Optimize campaign timing to match travel aspirations and destination discovery.

We plan to align campaign flighting and messaging to this extended planning period for maximum impact.

Avg. Booking Window by Month

● Hotel Avg. Booking Window   ● STVR Avg. Booking Window
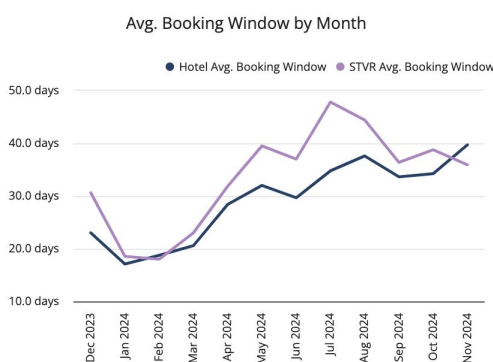
E-Bike Mural Adventure & History Tours
Apr 30, 2025 – Dec 31, 2025
Occurs weekly on Monday, Wednesday, Friday, and Saturday
Book our Mural & History E-Bike Tour of downtown St. Pete! Locals know all the best spots...
St. Petersburg

Tarpon Springs Haunted History Tours
Apr 30, 2025 – Dec 31, 2025
Occurs weekly on Monday, Thursday, Friday, and Saturday
Discover the spine-chilling mysteries of Tarpon Springs on our thrilling Haunted History Tour!...
Tarpon Springs

Monthly Art S... Series at FloridaRAMA
May 1, 2025 – De...
Join FloridaRAMA... Art Salon series f... a happy hour in t... FloridaRAMA Gall...
St. Petersburg

Remi Wolf w/ Dana and Alden
May 1, 2025
Remi Wolf makes her debut at The BayCare Sound with Dana and Alden! Remi Wolf has remained...
Clearwater

A digital-first strategy **goes far beyond running more paid social.**

From our vantage, past programs for the destination have leaned heavily into traditional media—print, broadcast, and out of home. While these channels still have a place (especially OOH, when done right), our approach prioritizes digital to fully unlock the power of segmentation, targeting, and performance optimization.

One of the biggest challenges? The relentless wave of beach marketing flooding the market. This "**sea of sameness**" makes it nearly impossible for destinations to stand out. And when broadcast takes the lead, campaigns often default to a single message meant to speak to everyone—which, as we know, usually ends up resonating with no one. There's a reason it's called *broad*cast.

The current paid media landscape gives us a chance to break that pattern. **Our strategy shifts investment to align with how audiences actually consume media—while using geo-precision and audience alignment to tell more relevant, resonant stories.** That same mindset applies to how we activate OOH (increasingly digital) and even print—focusing on customization, precision, and performance at every turn.

Yes, we bring the tourism chops. But what sets us apart is our **performance mindset**—there's no room for apathetic planning or defaulting to "what's always been done."

We're as much investment advisors as we are marketers (and, depending on the week, part-time therapists). That means constantly reevaluating where the budget is going, what's working, what's not, and what we now know that can evolve the plan. Strategy is only as good as its ability to adapt—and that's where we thrive.

Shifting investment from traditional to **OTT/CTV should be a strategic priority.**

While we will utilize our scoring methodology and evaluation process to prioritize which channels index highly for your audiences and outcomes, your targeting logic must guide how we invest across them.

This is particularly important when assessing the balance between linear and non-linear video. While traditional broadcast still has a role, the value it once delivered is diminishing as rapidly as its reach.

Your plan should reflect how people actually consume content.

We don't recommend abandoning linear TV altogether, but we do advocate shifting the weight of your TV investment to CTV and OTT, where addressable, household-level targeting allows us to use interest-based, first-party, purchased and modeled data segments to reach the right audiences, control ad frequency, measure performance more effectively.
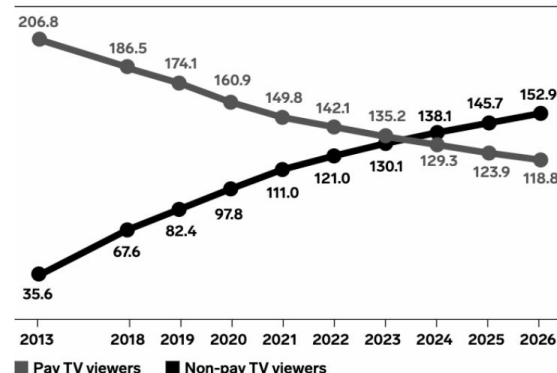
Example OTT/CTV Metrics

- Cost per impression
- Cost per household reached
- Impression delivery segmented by market, network, and audience type (e.g., prospecting, contextual, website retargeting)
- Brand lift studies including awareness, consideration, intent, and favorability
- Ad recall performance
- Attention metrics such as sound-on versus sound-off playback

Additional Benefits of OTT/CTV

- Concisely target core demographics and reach additional premium audience segments
- Enhance broader programs (e.g., social, search, CRM/email) through advanced targeting alignment
- Make flexible investments, near real-time optimizations based on performance
- Lower cost per target household reached
- Access premium inventory unavailable through traditional broadcast
- Leverage stronger brand safety controls
- Customize delivery across networks to fit goals
- Gain full visibility into where and how ads are served
- Daypart and schedule ads with precision

Cord cutters, now a majority, are no longer reachable through linear channels, with this trend only expected to accelerate.

US Pay TV vs. Non-Pay TV Viewers, 2013 & 2018-2026
millions

Pay TV viewers: 206.8, 186.5, 174.1, 160.9, 149.8, 142.1, 135.2, 129.3, 123.9, 118.8

Non-pay TV viewers: 35.6, 67.6, 82.4, 97.8, 111.0, 121.0, 130.1, 138.1, 145.7, 152.9

Years: 2013, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025, 2026

■ Pay TV viewers   ■ Non-pay TV viewers

OTT/CTV offers more premium inventory compared with Broadcast, but with greater control - supporting a more precise and segmented strategy.

SAMSUNG TV Plus	LG Ads	VIZIO	hulu	Disney	HISTORY	A&E	TNT
DIRECTV stream	VIACOMCBS	sling	fuboTV	Bloomberg	FOX	NATIONAL GEOGRAPHIC CHANNEL	FX
PLUTO	tubi	SAMBA TV	CRACKLE	ESPN	abc	CNN	amc
univision	TIVO	philo	NEWSY	Discovery	USA TODAY SPORTS	food	NBC

A precision foundation requires **a platform that can support it.**

We've spent significant time evaluating and utilizing industry specific providers, such as Adara and Epsilon, as well as broader appeal platforms like Basis, Simpli.fi and The Trade Desk.

Programmatic is a critical component of digital first. And while each platform has their merits, we've found significant value and improved performance with Stackadapt for supporting our planning framework.

- Video: CTV | OTT | OLV | Interactive
- Audio
- Display
- Native/Endemic
- Linear (Broadcast) TV
- DOOH
- Creator Marketing

StackAdapt

- Transparent pricing means less money paid for DSP "fees" and **more money in the market where it belongs** (some DSPs bury or compound their "take" from your media budget).

- Access hundreds of data providers via a direct feed with /LiveRamp, including Samba (to power your best-in-class ACR CTV measurement), brand lift, and more.

- Premium inventory from the same quality and vetted publishers Google, Yahoo, The Trade Desk, and all industry leading DSPs have.

- An open, flexible platform means we are hands-on-keys so you aren't paying 10%+ on managed service fees out of your media budget. This access also gives us greater control in real-time.

- Reporting automation, integrations with key tech partners, creative personalization, and more.

And with those hundreds of data providers, **we can still leverage Adara and Epsilon's travel intent & consumer spending data,** but with greater control of the program.

Flight Transactions
Identify travelers based on flight ticket transactions and travel intent.

Spending Segmentation
Segment travelers by total spending within a specified timeframe.

Origin Analysis
Categorize travelers by their origin locations.

Spend Categories
Segment travelers by spend categories (e.g., travel, entertainment, restaurants).

Targeted Intent
Identify market-ready travelers for your destination based on recent behavior.

Behavior-Based Targeting
Reach travelers exhibiting specific travel search behaviors aligned with your campaign.

Traveler Segmentation
Categorize travelers by type and purpose, aligning with tailored hotel ads.
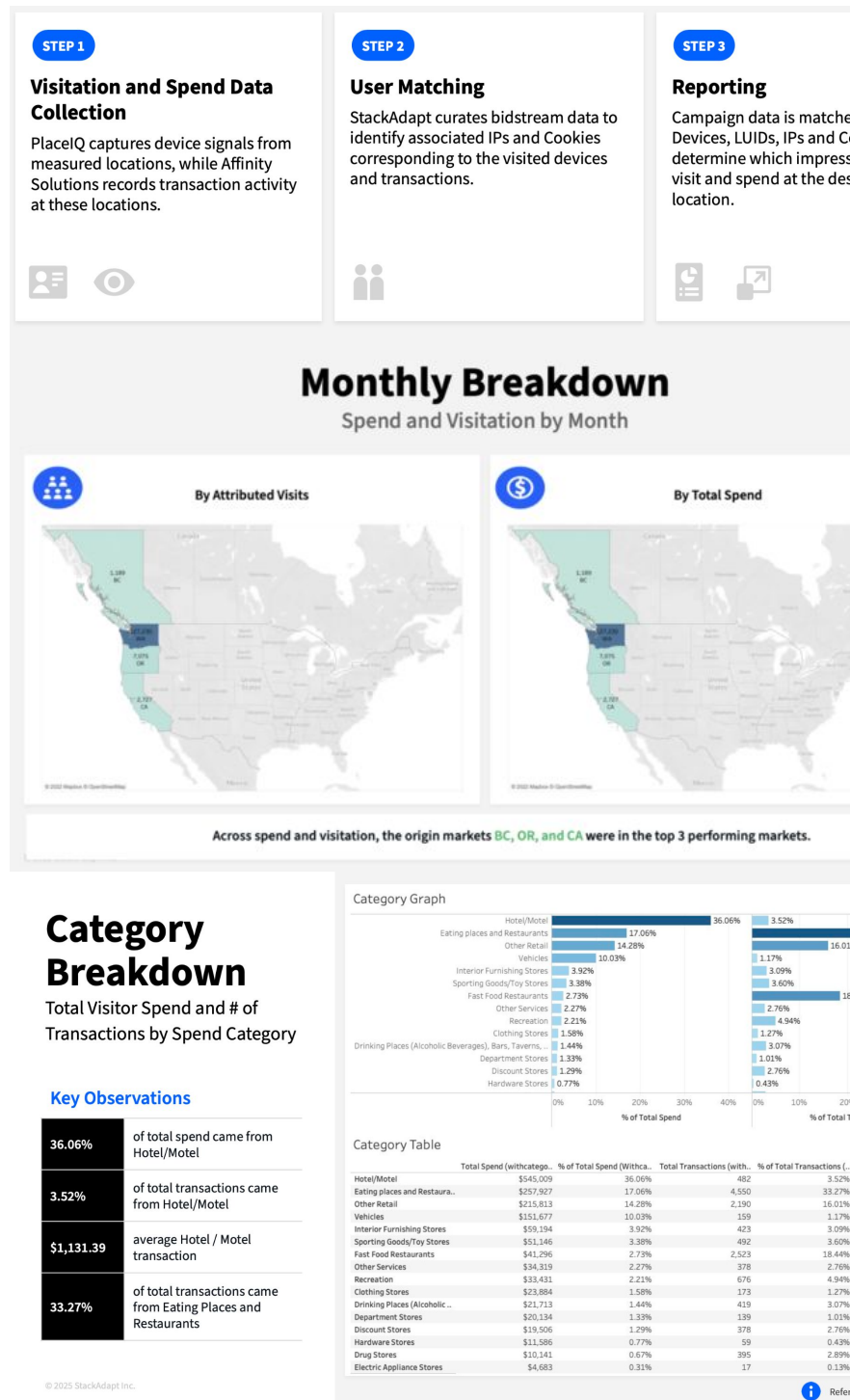
Traveler Value Score
Evaluate traveler potential using composite metrics from past bookings, frequency, spend, and loyalty.

Improving our performance **picture of economic impact.**

When we consolidated programmatic investments with StackAdapt, we needed to ensure that performance data remained at least on par with the mix of partners we had previously leveraged for our tourism clients.

This was especially critical in demonstrating economic impact for our destination clients and their local stakeholders.

We worked closely with StackAdapt to not only match the benchmarks we were seeing from Epsilon, but to elevate reporting capabilities—adding detailed slices of hotel, merchant, and ZIP code level spending data to better tell the full story of impact.

STEP 1

Visitation and Spend Data Collection

PlaceIQ captures device signals from measured locations, while Affinity Solutions records transaction activity at these locations.

STEP 2

User Matching

StackAdapt curates bidstream data to identify associated IPs and Cookies corresponding to the visited devices and transactions.

STEP 3

Reporting

Campaign data is matche[d] Devices, LUIDs, IPs and C[o] determine which impress[ions] visit and spend at the des[tination] location.

Monthly Breakdown
Spend and Visitation by Month

By Attributed Visits

By Total Spend

Across spend and visitation, the origin markets BC, OR, and CA were in the top 3 performing markets.

Category Breakdown
Total Visitor Spend and # of Transactions by Spend Category

Key Observations

36.06%	of total spend came from Hotel/Motel
3.52%	of total transactions came from Hotel/Motel
$1,131.39	average Hotel / Motel transaction
33.27%	of total transactions came from Eating Places and Restaurants

Category Graph

	% of Total Spend	% of Total T[ransactions]
Hotel/Motel	36.06%	3.52%
Eating places and Restaurants	17.06%	16.01%
Other Retail	14.28%	
Vehicles	10.03%	1.17%
Interior Furnishing Stores	3.92%	3.09%
Sporting Goods/Toy Stores	3.38%	3.60%
Fast Food Restaurants	2.73%	18[.44%]
Other Services	2.27%	2.76%
Recreation	2.21%	4.94%
Clothing Stores	1.58%	1.27%
Drinking Places (Alcoholic Beverages), Bars, Taverns,..	1.44%	3.07%
Department Stores	1.33%	1.01%
Discount Stores	1.29%	2.76%
Hardware Stores	0.77%	0.43%

Category Table

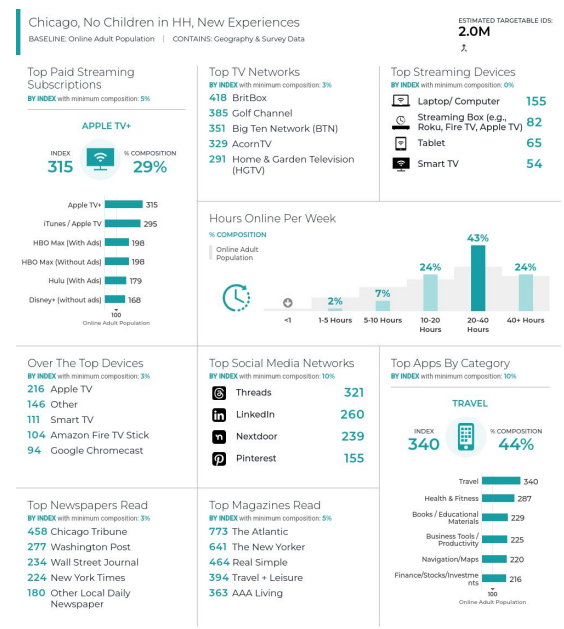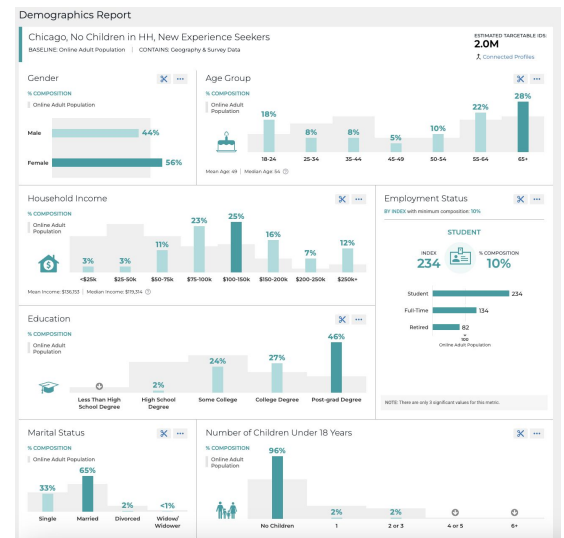|	Total Spend (withcatego..	% of Total Spend (Withca..	Total Transactions (with..	% of Total Transactions (..
Hotel/Motel	$545,009	36.06%	482	3.52%
Eating places and Restaura..	$257,927	17.06%	4,550	33.27%
Other Retail	$215,813	14.28%	2,190	16.01%
Vehicles	$151,677	10.03%	159	1.17%
Interior Furnishing Stores	$59,194	3.92%	423	3.09%
Sporting Goods/Toy Stores	$51,146	3.38%	492	3.60%
Fast Food Restaurants	$41,296	2.73%	2,523	18.44%
Other Services	$34,319	2.27%	378	2.76%
Recreation	$33,431	2.21%	676	4.94%
Clothing Stores	$23,884	1.58%	173	1.27%
Drinking Places (Alcoholic ..	$21,713	1.44%	419	3.07%
Department Stores	$20,134	1.33%	139	1.01%
Discount Stores	$19,506	1.29%	378	2.76%
Hardware Stores	$11,586	0.77%	59	0.43%
Drug Stores	$10,141	0.67%	395	2.89%
Electric Appliance Stores	$4,683	0.31%	17	0.13%

Refer

An example of **how we bring this together:**

envisionit.

So how does our segmented, targeted actually approach play out when we prioritizing a specific audience in a key market? Let's take a look at younger, child-free audiences in the Chicago DMA who profile as the "new experience seekers."

Impactful paid media requires storytelling that's not just creative—it must be relevant to the audience and aligned to where they are in their discovery journey. That's the foundation of our segmented strategy.

At the top of the funnel, the data shows declining consideration among this audience—pointing to perception challenges or low awareness of what makes *your* beach experience different. To shift that, we must lead with what matters to them: enriching, accessible experiences that combine relaxation with culture, cuisine, and creativity. These travelers aren't just looking for a beach—they're looking for something that stands out. By spotlighting St. Pete-Clearwater's unique blend of arts, culture, and culinary offerings, we can separate it from spots like Myrtle Beach or Fort Myers with messaging that feels both authentic and unexpected.

We'd activate through a blend of **programmatic and direct partnerships**, guided by a detailed audience profile built from consumption behaviors, intent signals, and zip code-level census data. Our investment strategy favors **quality over volume**, ensuring we're connecting with the right people in the right context. And by integrating media planning with creative strategy from the start, we can align messaging to meet this audience's "experience-seeking" mindset —introducing your destination in ways that surprise, resonate, and ultimately drive stronger consideration.

Demographics Report

Chicago, No Children in HH, New Experience Seekers
BASELINE: Online Adult Population | CONTAINS: Geography & Survey Data
ESTIMATED TARGETABLE IDS: **2.0M**
Connected Profiles

Gender
% COMPOSITION — Online Adult Population
- Male 44%
- Female 56%

Age Group
% COMPOSITION — Online Adult Population
- 18-24 18%
- 25-34 8%
- 35-44 8%
- 45-49 5%
- 50-54 10%
- 55-64 22%
- 65+ 28%

Mean Age 49 | Median Age 54

Household Income
% COMPOSITION — Online Adult Population
- <$25k 3%
- $25-50k 3%
- $50-75k 11%
- $75-100k 23%
- $100-150k 25%
- $150-200k 16%
- $200-250k 7%
- $250k+ 12%

Mean Income: $136,153 | Median Income: $119,374

Employment Status
BY INDEX with minimum composite: 10%

STUDENT
INDEX 234 | % COMPOSITION 10%

- Student 234
- Full-Time 134
- Retired 82

% — Online Adult Population

NOTE: There are only 3 significant values for this metric.

Education
% COMPOSITION — Online Adult Population
- Less Than High School Degree
- High School Degree 2%
- Some College 24%
- College Degree 27%
- Post-grad Degree 46%

Marital Status
% COMPOSITION — Online Adult Population
- Single 33%
- Married 65%
- Divorced 2%
- Widow/Widower <1%

Number of Children Under 18 Years
% COMPOSITION — Online Adult Population
- No Children 96%
- 1 2%
- 2 or 3 2%
- 4 or 5
- 6+

Chicago, No Children in HH, New Experiences
BASELINE: Online Adult Population | CONTAINS: Geography & Survey Data
ESTIMATED TARGETABLE IDS: **2.0M**

Top Paid Streaming Subscriptions
BY INDEX with minimum composition: 5%

APPLE TV+
INDEX 315 | % COMPOSITION 29%

- Apple TV+ 315
- iTunes / Apple TV 295
- HBO Max (With Ads) 198
- HBO Max (Without Ads) 198
- Hulu (With Ads) 179
- Disney+ (without ads) 168

100 Online Adult Population

Top TV Networks
BY INDEX with minimum composition: 3%
- 418 BritBox
- 385 Golf Channel
- 351 Big Ten Network (BTN)
- 329 AcornTV
- 291 Home & Garden Television (HGTV)

Top Streaming Devices
BY INDEX with minimum composition: 0%
- Laptop/ Computer 155
- Streaming Box (e.g., Roku, Fire TV, Apple TV) 82
- Tablet 65
- Smart TV 54

Hours Online Per Week
% COMPOSITION — Online Adult Population
- <1
- 1-5 Hours 2%
- 5-10 Hours 7%
- 10-20 Hours 24%
- 20-40 Hours 43%
- 40+ Hours 24%

Over The Top Devices
BY INDEX with minimum composition: 3%
- 216 Apple TV
- 146 Other
- 111 Smart TV
- 104 Amazon Fire TV Stick
- 94 Google Chromecast

Top Social Media Networks
BY INDEX with minimum composition: 10%
- Threads 321
- LinkedIn 260
- Nextdoor 239
- Pinterest 155

Top Apps By Category
BY INDEX with minimum composition: 10%

TRAVEL
INDEX 340 | % COMPOSITION 44%

- Travel 340
- Health & Fitness 287
- Books / Educational Materials 229
- Business Tools / Productivity 225
- Navigation/Maps 220
- Finance/Stocks/Investments 216

100 Online Adult Population

Top Newspapers Read
BY INDEX with minimum composition: 3%
- 458 Chicago Tribune
- 277 Washington Post
- 234 Wall Street Journal
- 224 New York Times
- 180 Other Local Daily Newspaper

Top Magazines Read
BY INDEX with minimum composition: 5%
- 773 The Atlantic
- 641 The New Yorker
- 464 Real Simple
- 394 Travel + Leisure
- 363 AAA Living

Index indicates how likely your audience is to possess a trait, or attribute, as compared to the baseline, with 100 representing average.
Percent Composition is the distribution, or proportion, of those in an audience who have that specific trait.

resonate

What we've just shown is how we would approach a single audience profile and its corresponding segments. In practice, we collaborate closely with your team to define audience priorities. The goal here is to demonstrate how we think—and how this methodology can be repeated across other high-value audience types to craft distinct narratives tailored to each. Whether we're speaking to families, romantic travelers, friend groups, or niche audiences like sport fishing enthusiasts, the principle remains the same: more relevant, personalized brand experiences drive deeper engagement and stronger outcomes.

The key is to **position your unique selling proposition consistently**—but **express it differently** for each audience. Broad messaging intended to appeal to everyone tends to resonate with no one. Precision is where performance begins.

Illustrating Top-of-Funnel Activation

As shown earlier, streaming and internet video outpace traditional formats among many high-priority segments—especially younger audiences.
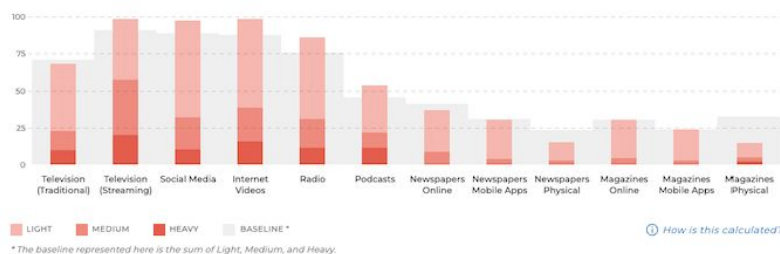
By layering in travel history, cultural interest, and intent data, we can refine messaging and identify our strongest **DATA segments**—while simultaneously establishing high-performing **GEO segments** at the zip code level.

This approach allows us to:

- Align OTT/CTV targeting to those most likely to convert
- Prioritize zip codes within a DMA for greater financial efficiency
- Apply the same strategy to OOH, with creative tailored to the target audience wherever possible
- Extend relevance across language and culture—for example, in bilingual creative executions when prioritized

The goal isn't to reach everyone. It's to get as close to the people most likely to choose SPC—and connect to them meaningfully.
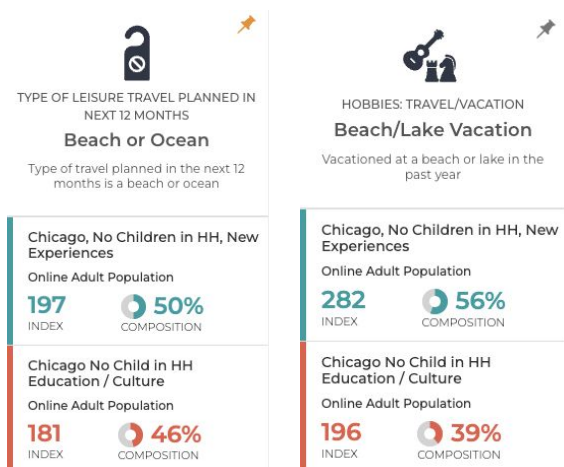
In addition to leveraging paid social and programmatic to maximize 1:1 targeting and reach, we also recommend a strategic mix of **partner-direct executions**, **authentic brand activations**, and **upper-funnel content opportunities** that reinforce SPC's unique value proposition.

Keeping in mind our "experience seeker" profile, here are two illustrative ideas for how we can drive discovery and shift perception:
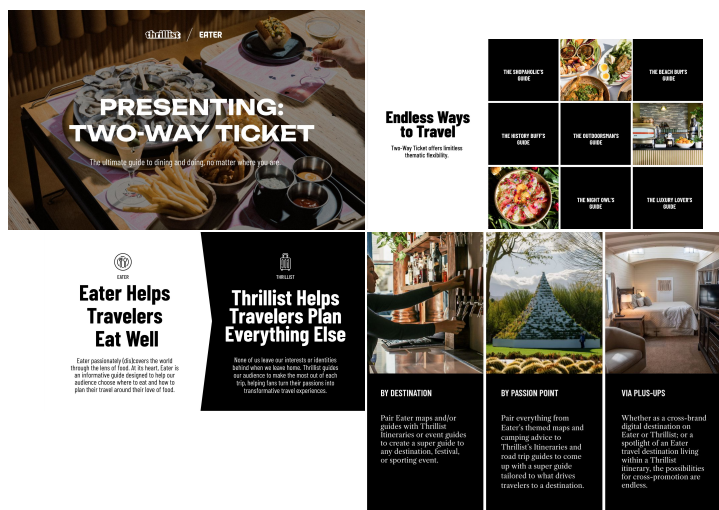
Satiate their hunger **with an unexpected destination.**

VOX has recently rolled out a unified travel offering that combines **Eater** and **Thrillist**—connecting food, local culture, and travel for a millennial and Gen Z audience now outpacing even Condé Nast Traveler in reach.

This platform provides a valuable opportunity to reach interest- and context-driven segments with high-quality content that reframes Florida beach travel through a culinary and cultural lens. It's an ideal format to introduce St. Pete-Clearwater to food- and experience-focused travelers who might not yet have the destination on their radar.

Engage those experience seeking hand raisers; **activate surprise + delight.**

To shift expectations and build authentic momentum, we propose partnering with **Pack Up + Go**—a travel brand known for curating surprise trips for curious, experience-driven audiences.

Together, we'll develop a campaign that sends select travelers to St. Pete-Clearwater with little more than their preferences—and let the destination speak for itself. These organic, first-hand experiences can then be amplified to drive consideration and credibility across upper-funnel channels.
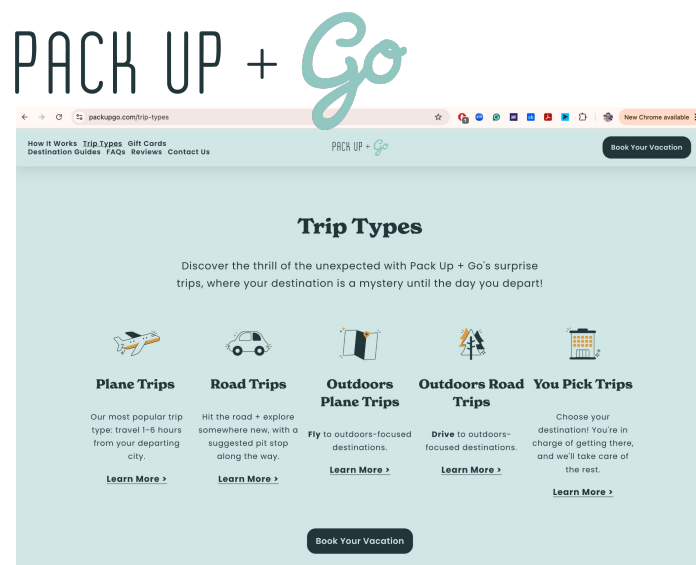
Further down the funnel

One of the great benefits of data? There's always more.
But leveraging it effectively—that's where the real opportunity lies.

As awareness efforts take root, we begin collecting performance insights that fuel optimizations, create active seekers for retargeting, and generate intent signals to further refine targeting models.

Where we see engagement, we invest further—shifting calls to action across platforms toward planning- and booking-oriented messaging. This can also include **value-focused messaging** to resonate with price-sensitive audiences navigating current economic conditions. Aligning **landing page content with ad copy** enhances relevance, improving engagement and overall performance—particularly as lower-funnel investments like paid search begin to scale.

Integrated Search Matters

We see significant opportunity for destinations to strengthen outcomes by integrating paid and organic search. Especially as AI reshapes how travelers plan, shared insights between SEO and PPC efforts can improve content strategy, drive greater value, and unlock smarter investment decisions. Our commercial clients consistently benefit from this unified approach—and VisitSPC can too.

Wrapping the strategy

As we've shared, a digital-first framework built on precision, adaptability, and collaboration will be key to evolving your go-to-market strategy and achieving sustainable visitation growth. We've outlined how we approach the full funnel—from awareness to conversion—with a performance mindset that respects the brand while maximizing every dollar.

And while media is at the center, it's not the whole story.
Before we close, a word on how we'll use technology to take this approach even further.

Leveraging technology to **elevate your program.**

Yup, let's
talk about AI.

We've already introduced our unique partnership with Unchained and given a glimpse into the opportunities we're leveraging to empower our clients today. But long before its founding—and long before AI became *THE* thing—it's our innovative spirit that drove us to constantly explore new ways to uncover a technological edge.

Since day one, finding opportunities to do it better, bigger, faster, and more efficiently has been a mantra we've lived by. As the tourism landscape has evolved, so have the tools we use to navigate it. But when we look at technology, and particularly AI, we don't just see itinerary builders and image generators. We see a reimagining of how destinations go to market, fueled by significant gains in efficiency, personalization, and performance.

From a marketing perspective, being as agile and personalized with your investment as possible is no longer optional—it's critical. Here are a few opportunities we're bringing to our clients to ensure you're not just keeping up, but leading the way.

Getting to insight faster.

We loved learning that you're already working with Future Partners and Tourism Economics. We're big fans—and would have recommended them ourselves. A thoughtful research approach is critically important for DMOs to inform decision-making and establish strategic direction, and they certainly deliver on that front. That said, larger research initiatives require time and appropriate investment to define themselves effectively.

But in a world moving this fast, how do you react, pivot, and optimize when you don't have the luxury of time?

When rapid insights are needed, we leverage AI-driven platforms to augment traditional research methods—enabling faster understanding and quicker decision-making. Whether it's gathering ammunition to support a hunch, defending a position to your board, or quickly testing message iterations ahead of an event deadline, we use these tools to enhance agility without missing opportunities as they arise.

Focus group the concept. **In minutes, not days.**

When there's no time to run a 100+ person study—but you need more than just a gut check—we now have a smarter option.

By leveraging your actual audience data, we can build AI-powered audience personas to run impromptu focus groups. We're not replacing traditional research, but these quick-turn tests have helped our clients validate assumptions, strengthen messaging, and speed up go-to-market decisions.
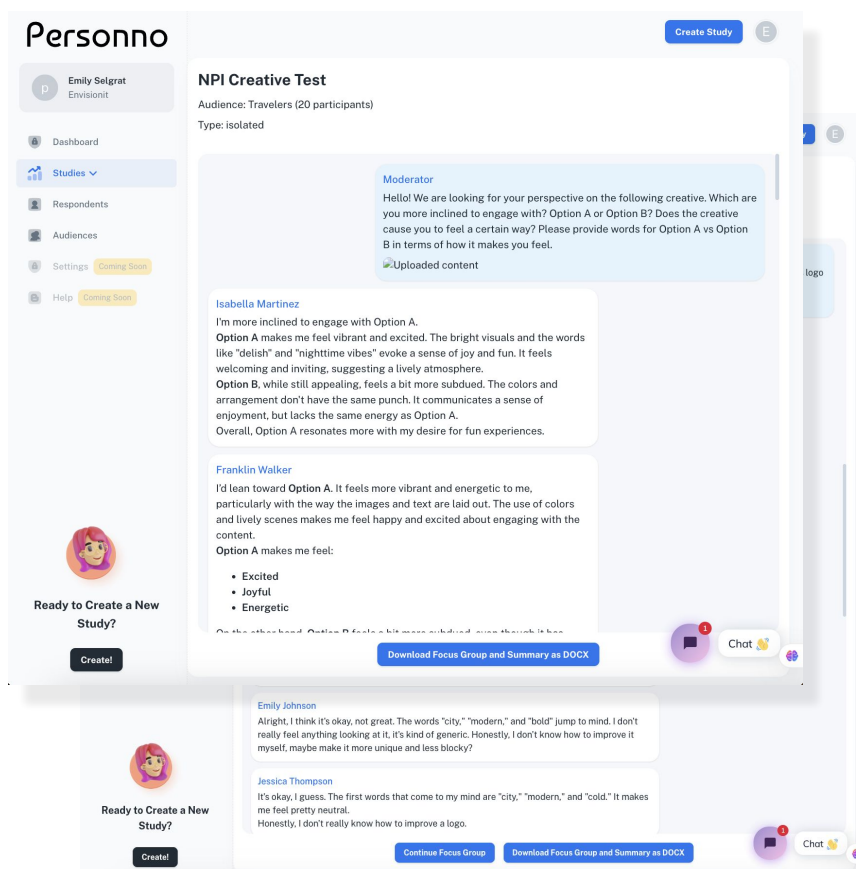
Prioritizing market fit to **quickly determine where to invest.**

As we've demonstrated with the Chicago audience example, taking a segmented approach allows you to uncover distinct insights for both media and creative. In fact, everything we do is rooted in insight. For example, you have direct flights from both Chicago and New York—two strong feeder markets that deserve strategic attention.

But should you support them equally?

AI-driven insights allow us to rapidly develop clear pictures of market and audience makeup, helping to establish a smarter foundation for investment decisions. From there, we apply our ZIP code-level targeting approach to drill deeper, ensuring every dollar is aligned to the highest-potential opportunities.

These insights don't just inform where to invest—they can also shape creative direction, guide messaging development, and optimize media placement to launch programs faster and flex them intelligently while in market.

35-44 Chicago DMA [AI Generated Insight - April 16, 2025]

The analyzed audience is characterized by a strong preference for adventurous and outdoor travel experiences over traditional comfort and safety. They exhibit ind[...] showing little reliance on social recommendations or financial incentives. While moderately interested in cultural activities, they do not prioritize educational or ec[...] values exploration and thrill over relaxation and luxury, with some members considering family-friendly options. Their leisure plans are certain but largely domestic[...]

Travel Preferences
The audience exhibits a strong inclination towards adventurous and outdoor travel experiences, such as backpacking, hiking, and visiting national parks. They are less concerned with traditional comfort factors like hotel amenities or safety and security, indicating a preference for exploration over relaxation.
Show More

Social Influence
This audience does not heavily rely on recommendations f[...] resources like Fodor's Travel when deciding on vacation de[...] independent approach to travel planning.
Show More

Cultural and Entertainment Interests
This group shows a moderate interest in cultural and entertainment activities such as concerts and theatre. However, they do not prioritize educational or cultural experiences when choosing vacation destinations.
Show More

Digital Connectivity
The group does not place high value on staying connected[...] a willingness to disconnect during vacations.
Show More

Environmental and Sustainability Views
The audience places low importance on environmental conservation and sustainability in their travel decisions, suggesting a lack of concern for eco-friendly practices.
Show More

Adventure and Exploration
There is a strong tendency towards adventure-seeking beh[...] exploring new places and engaging in thrilling activities d[...]
Show More

Financial Considerations
Financial considerations are not a primary influence on this group's travel decisions. They do not heavily rely on discounts or sales when choosing vacation destinations.
Show More

Leisure Travel Plans
The audience is certain about their leisure travel plans for t[...] interest in international travel or exploring destinations wi[...]
Show More

Family-Oriented Travel
There is a slight inclination towards family-friendly travel e[...] some members of this audience may travel with children o[...]
Show More

New York 35-44 [AI Generated Insight - April 29, 2025]

The analyzed audience is characterized by a strong inclination towards digital solutions for shopping and banking while maintaining a focus on family-oriented acti[...] exhibit a preference for convenience in consumer behaviors and demonstrate financial caution despite being generally comfortable. The group shows minimal con[...] safety measures related to COVID-19 but remains engaged with cultural events and trends.

Travel Preferences
This audience shows a strong preference for travel-related activities, including cruises from New York City, frequent use of JetBlue Airways, and visits to theme parks like Six Flags and Universal Orlando Resort. They also plan family vacations and are interested in leisure travel with children.
Show More

Financial Behaviors
This group is financially comfortable but cautious. They pla[...] but are uncertain about financial stability due to the corona[...] moderate interest in vacation timeshare properties.
Show More

Digital and Tech Trends
The audience is inclined towards digital solutions for shopping and banking. They prefer online shopping for groceries, general merchandise, and auto parts. They also conduct banking activities online and are not concerned about AI's impact on human interactions.
Show More

Political Views and Concerns
The audience is generally unconcerned about the potentia[...] impact on privacy. They also show a lack of concern regardi[...] rising prices or government leadership quality.
Show More

Consumer Behaviors
This group values convenience in their consumer habits. They prefer online shopping and same-day delivery services. They also show interest in direct purchases from manufacturers' websites rather than third-party retailers.
Show More

Health and Safety Attitudes
There is a notable lack of concern for safety measures relate[...] audience. They are less cautious about hygiene practices ar[...] choosing travel services or activities.
Show More

Employment and Work-Life Balance
The audience is concerned with work-life balance and job satisfaction. Many are seeking new employment due to negative work environments or inadequate benefits. They prioritize family responsibilities over their careers.
Show More

Cultural Engagements
The audience shows an interest in cultural events and trend[...] American culture and plan to participate in commercial asp[...] Day by purchasing gifts.
Show More

Family-Oriented Activities
Family plays a significant role in this audience's decisions. They plan family-friendly vacations and engage in activities that include children. This includes back-to-school shopping and investing in extracurricular activities for children.
Show More

Leisure and Lifestyle Choices
This group enjoys leisure activities such as visiting theme p[...] around entertainment destinations. They also value efficien[...]
Show More

Supercharging the visitor journey.

Technology and media have always gone hand-in-hand. From programmatic trading to the transition from broadcast to OTT/OLV, the media landscape's evolution has been chasing innovative tech solutions since the first banner ad. And we've all been around for the ride.

AI's influence in paid media is is barely in its infancy, but it's impact is already being felt. Always looking to improve investment and gain clearer understanding of impact our performance marketing lens is trained on these innovations and quickly determining how to bring them to bear for our programs.

Advancing media **engagement, performance, and measurement.**

- **Agile Media Deployment:** Real-time optimization based on booking patterns, with a focus on the 29% who book within two weeks.
  - **Implementation example:** Dynamic creative that adjusts messaging and offers based on weather conditions in both target and destination markets.

- **AI-Powered Personalization:** Customized messaging tailored to each audience profiles.
  - **Implementation example:** Sequential storytelling that adapts content based on previous engagement patterns and segment identification.

- **Advanced Attribution:** Multi-touch attribution framework with marketing mix modeling (MMM) calibration.
  - **Implementation example:** Closed-loop reporting that connects media exposure to hotel bookings through privacy-compliant data partnerships.

- **Predictive Analytics:** AI-driven conversion modeling to improve lower funnel performance.
  - **Implementation example:** Predictive scoring system that identifies high-propensity visitors for targeted conversion messaging.

Representing St. Pete-Clearwater's diverse communities

SPC's 24 municipalities are one of its greatest strengths. Representing them means more than just showing variety—it's about reflecting each community's unique identity and connecting those with the right audience segments.

Build flexible creative templates that allow for community-specific storytelling while maintaining a consistent brand voice for St. Pete-Clearwater.

Pair traveler segments with the right-fit communities— matching experience seekers with St. Pete, Gulfport, and Tarpon Springs, and relaxation-first travelers with places like Pass-a-Grille, Indian Rocks Beach, and Belleair.

Highlight community specific experiences—from local markets and art walks to hidden beaches and small-town festivals—to reflect each place's unique story and appeal.

Balance media distribution across hero and secondary communities to avoid overconcentration and encourage discovery of lesser-known experiences.

Our process

envisionit.

Comprehensive account management guided by business intelligence

Managing advertising and marketing plans is about more than meeting deadlines and budgets—it's about orchestrating every element with precision, creativity, and a deep understanding of your destination's unique challenges and opportunities. We approach account management as an extension of your team, ensuring seamless execution across creative production, digital production, media placements, social media, and SEM.

What sets us apart is our ability to transform complexity into clarity. We take the guesswork out of the process by leveraging business intelligence at every stage to inform decisions, optimize performance, and adapt to changing needs. With access to real-time insights, you'll always know not just how your campaigns are performing, but why—and where we're headed next.

For over two decades, we've honed our approach to deliver success for clients across industries, from dynamic tourism destinations to the fast-paced fintech world. This depth of experience has sharpened our ability to manage multifaceted programs with agility and precision, even in high-pressure, rapidly evolving environments. Our team thrives on collaboration, integrating creativity, strategy, and technology to ensure every campaign aligns with your goals and achieves measurable results.

Accountability is at the heart of everything we do, with a communication cadence that ensures you'll never wonder what's next. From tailored updates to transparent reporting, we don't just share data—we deliver insights that guide smarter decisions and create lasting impact.

On the following pages, we'll take you through our I.D.E.A.S. framework—a structured methodology that drives smarter strategies, flawless execution, and continuous optimization. This isn't just about managing campaigns; it's about delivering marketing efforts that create meaningful outcomes and long-term success for your destination and stakeholders.

The I.D.E.A.S. framework

At Envisionit, we approach every partnership with a clear, structured methodology designed to deliver impactful and measurable results. Our I.D.E.A.S. framework—Immerse, Define, Execute, Analyze, and Suggest—guides everything we do, from strategy and execution to continuous optimization. This process allows us to remain agile, proactive, and aligned with your goals throughout our collaboration. Just as it sounds, **Immerse** represents the deep dive into your community, your organization, and the competitive landscape you navigate. Through our team's research efforts, orchestrated stakeholder workshops, past/current program analysis, and onsite exploration, we set the foundation to guide our approach and recommendations.

This includes establishing how we will partner together.

Where does accountability live? Are there resource gaps we need to be aware of? How do you like to be communicated with and how often? What capabilities exist that we can capitalize on or elevate further? Who calls the shots? We don't just immerse ourselves in your destination, we dive in to understand your organization and your team so we are all aligned on what success looks like and are positioned to support each other effectively, preventing wasted effort down the road. From there, we collaborate closely to **Define** a strategic roadmap that's informed by data and designed to drive results. Centered around a strategic brief developed to guide all team efforts, additional outputs will be established at this time depending on the engagement, including elements such as media planning, messaging frameworks, or campaign concepting.

As we **Execute** your campaigns, from asset development to media deployment (and every step in between), we maintain a strong focus on transparency and partnership, keeping you informed every step of the way.

You will never be left guessing what's next.

Performance **Analysis** is continuous, with real-time insights driving our decision-making and optimizations to ensure maximum impact. Our commitment to your success is ongoing. After analyzing results, we don't just deliver a report—we **Suggest** actionable recommendations to not only optimize our program through test-and-learn activities but to also evolve future efforts, making sure your destination stays ahead of the curve.

The following pages will provide a closer look at how we bring the I.D.E.A.S. framework to life. This process isn't just about delivering campaigns—it's about creating lasting value, building stronger connections, and ensuring sustained success for your destination.

env IDEAS

Our overarching agency process was stress-tested to meet the challenges of managing programs for our Fintech clients, where speed and real-time performance are expected, and change is the only constant. It is a simple, repeatable framework designed to provide structure to our efforts while fostering optimization as new insights emerge. We call it I.D.E.A.S.

Strategy & research
Creative
Paid media & email
SEO
Data, analytics & insights
Technology & web

Immerse → **Define** → **Execute** → **Analyze** → **Suggest**
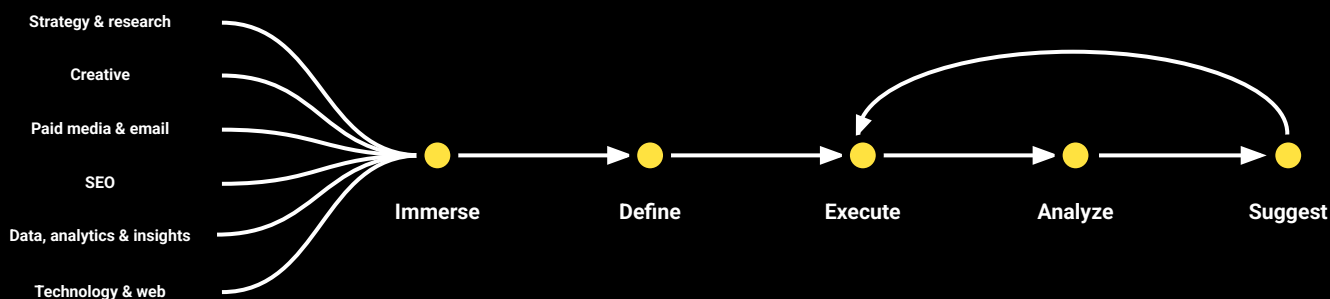
Immerse:
Discovery & alignment

Deliver on visitation. Drive revenue. Provide value to local business owners while demonstrating impact to taxpayers. These objectives are just the tip of the iceberg, so it's important to ensure alignment early on.

The immersion phase is exactly what it sounds like—**we're immersing ourselves further into the specifics of your organization and destination, understanding what makes you unique, and ensuring we are seeing the entire competitive landscape.**

Through conversations with your team, we'll gather information about the audience, markets, past performance, and more. This information will inform an aligned perspective and our strategic roadmap, grounded in the right consumer, competitive, and category insights.

Informed by your

Destination

- Target KPIs
- Measurement priorities
- Available research
- Differentiators
- Limitations
- 1st & 3rd party data
- MarTech Stack
- Content & assets
- Key events
- Historical
  - Markets/audiences
  - Performance

Informed by the Landscape

- Historical
- Competitive
  - Positioning
  - Investment
  - Vulnerabilities
- Seasonality
- Search behavior
- 1st & 3rd party data
- Travel behaviors
- Markets/audiences
- Available research

Define:
Strategy across channels

Armed with a deep understanding of your brand and an aligned perspective on the landscape, here we define the specific strategies, priorities, and project plans needed to achieve your campaign goals.

Our strategist will lead the way, defining the key insight that will drive all elements of your launch strategy. Once this key insight is defined, everything comes together in a strategic brief. Alignment in this phase informs everything from creative concepts to audience segmentation and the media channels we'll recommend.

Deliverables:

- Integrated brief to be used across all channels
- Measurement framework and Data & Analytics (DnA) maturity roadmap
- Depending on the engagement, outputs at this stage may include messaging frameworks, campaign concepts, media plans, SEO roadmaps, etc.

Execute:
Integrated launch

This is where your program comes to life.

Whether we're building out new creative, a new website, or a new content strategy for you, this is the stage where the work is developed and approved. For each media vendor and activation, we will produce a detailed specifications sheet for the creative resources to develop assets. Once all creative assets have been received, we will set up each channel in the various deployment platforms. Additionally, we establish tracking across your website and generate the necessary financial documentation for our partners.

We will work with you to ensure approvals before flighting of assets begins.

- Platform setup
- Specification definition
- Asset development
- Media investment authorization
- Tagging and tracking
- Custom dashboard development
- Quality assurance
- Proof of launch

Analyze:
Performance insights

From monitoring daily campaign vitals to making real-time optimizations, our teams diligently manage every aspect of your program, constantly connecting as an integrated team to discuss learnings.

In tandem, you'll have access to your **custom intelligence dashboard—so you're able to transparently see the same data as our team and share results with your stakeholders in real-time.**

Maintaining tight collaboration across media and creative throughout the entire campaign will be key for cross-sharing performance insights and driving optimizations.

Suggest:
Refining and optimizing

It's our job to empower you proactively with insights, take advantage of opportunities as they arise and make decisioning easy. We keep your business objectives top of mind. **We don't just give you the data, we draw out the insights and share our recommendations on what's working and where we can make shifts.** Within our performance reviews, we'll share where shifts in the landscape or learnings from testing efforts may lean toward more significant changes across investment, channels, audiences and creative.

Our process is architected to share these suggestions with clear rationale as to why we should act on them. Once aligned, we go right back to our Execute phase and start the cycle of learning and improvement over again.

Performance reporting:
Clear communication, transparent access, status, and insight

Far too often agencies deliver their "report" as a box that needs to be checked. Little thought is put into what you're reviewing beyond dumping data on clients, sometimes slanted to make them look better. This is unacceptable. From our vantage, performance extends beyond campaign data. We strive to optimize our relationship as much as our programs.

Keeping you informed and confidently connected
Across teams and partners, we believe it is our job—not our client's—to hold everyone accountable. You will never have to guess what's been done and what's coming up next. **Our communication cadence and project management tools ensure you can focus on campaign performance, not agency execution.**

We're not reporting the news, we're delivering insight
We will never provide you a dump of tables and numbers you don't understand, let alone need. We work with our clients to understand what information is valuable to you and what you need to communicate up to your stakeholders. And when we deliver performance reports, we won't just say, "Here's the performance, looking good." We will deliver insight into what's working, what isn't, and how do we learn from it.

In the end, it's our job:
- To proactively bring you insight
- To empower you to capture opportunity
- To make the decision to capitalize on it easy

That's reporting at our agency.

Performance dashboard
All clients receive access to our advanced intelligence platform—a customizable, 24/7 view of campaign performance. We integrate data from Google Analytics and media platforms like Meta, Google, and StackAdapt to deliver clear, actionable insights tailored to your team's needs.

Weekly status meetings and documentation
We eliminate guesswork and maintain continuous alignment so everyone stays on track. What did we accomplish last week? What's ahead? And who's responsible for what? We provide answers to these questions so you don't have to ask them.

Bi-weekly on-flight performance check-in
We optimize our programs in real-time and gather insights daily. We don't wait for the big report to share what we are seeing and how we are adjusting to it.

Monthly reporting
Depending on the scale of program and external inputs, we collaboratively establish the appropriate framework to ensure we meet your requirements.

Campaign wrap-up report
A look back and a look forward. We compile our insights to guide our next steps together.
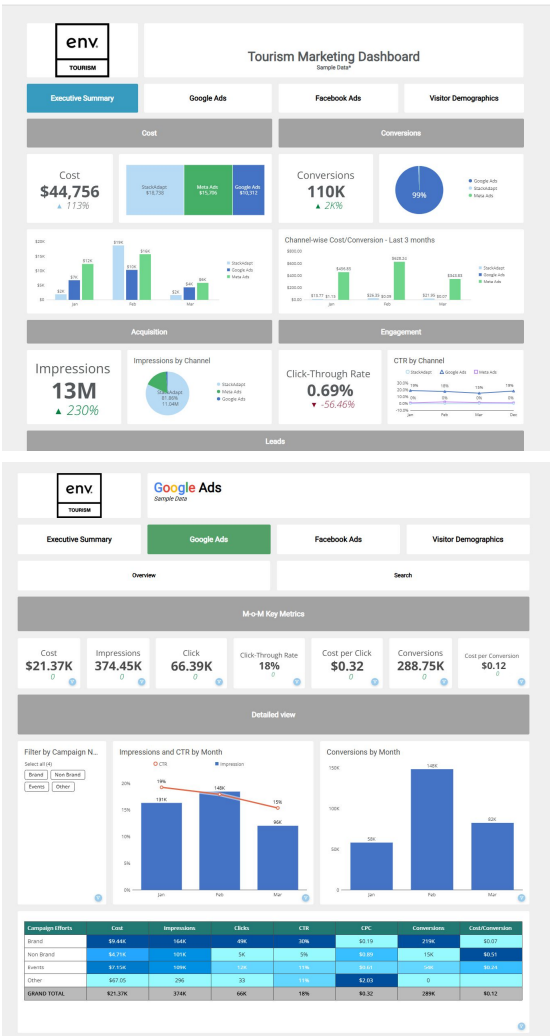
Our advanced intelligence platform is fully customizable, allowing us to define a measurement framework aligned to your KPIs, stakeholder priorities, reporting cadence, and tech stack capabilities.

Sample of reported Analytics

Objective	KPIs	How we're measuring	How we're capturing data
Awareness	Attitudinal (brand lift) Resonance (memorability) R/F Plan (reach & frequency delivery) GRP/TRP (gross & target rating points) Attention metrics	Campaign awareness study Ad recall Reach and Frequency Gross reachable pop / Targeted reachable pop Display viewability and video completion rate Sound on / sound off Viewability	Platform and publisher data Google Analytics 3rd party ad verification (DoubleVerify) Samba (CTV ACR partner)
Consideration / Engagement	Engagements CPE Link clicks Video view completion (if applicable) Site activity	Post reactions, comments, saves, shares Cost divided by engagements Number of link clicks Percentage of video view completed Number of site goal conversions Time on page / page visits	Platform and publisher data Google Analytics
Conversions	Site conversions Consumer spending Foot traffic Clicks	Cost divided by site goal conversions Number of link clicks Downloads Itinerary builds	Platform and publisher data Epsilon / Adara Credit and foot traffic data Google Analytics

Media approach

So, where to place **the smart money?**

We're as much financial advisors as we are marketers. Where can we trim the fat? Where should we double down for greater gains? Where are there value plays and what insights can we leverage to beat the market?

Our objective is to mitigate waste and deliver defendable returns. The defendable aspect is crucial. With numerous vendors claiming to provide the ultimate solution for driving economic or visitation impact, it's easy to fall into seemingly beneficial relationships that, in reality, are inefficient uses of your valuable investment.

Our approach to media research, planning, negotiation, buying, monitoring, and overall stewardship is designed to maximize every single dollar against your destination's goals. This ensures that you are in a position to confidently report on impact and drive growth of future investment.

Every plan is **grounded in insights.**

Across an ever-changing mix of technology, media, and research providers, we are constantly evaluating where we can find insights to inform our program in alignment with your destination's performance objectives.

The digital landscape is constantly shifting, and it's our job to keep up with it. We leverage a variety of tools and platforms to ensure optimal efficiency in reaching audience segments.

While we are always striving to enhance our capabilities and programs as new opportunities arise, here is a sampling of the platforms our team regularly leverages:

Audience analysis / Research:
Comscore, Nielsen, Kantar, MRI, Government Data Sets (FAA flight and Census demographic)

Channel / Demographic research:
eMarketer, Meta Audience Tools, 3rd Party Database/Partner Data, Google Keyword Planner, Google Analytics, Bing Keyword Preview

User journey / UX / CRO analysis:
Lucky Orange, Crazy Egg, Microsoft Clarity, VWO, Google Optimize

Competitive intelligence:
Spyfu, SEMRush, Ahrefs, Moat

Benchmarking:
Statista, eMarketer

Data analysis:
Google Analytics, Google Search Console, Google Data Studio, Tableau, Adobe Analytics, Jupyter

Geospatial & spend:
Arrivalist, Placer.ai, Zartico, Experian

Platform and partner data:
StackAdapt, Epsilon, Adara, Meta, etc.

Stitching together **your performance story** isn't a one-size-fits-all activity.

We understand that demonstrating impact to your stakeholders is paramount. However, ensuring that your destination objectives align effectively with your performance picture will require a mix of platform inputs to get the complete picture.

Do you care about economic impact? Visitation and room nights? Consumer spending? All of the above? Aligning program performance to these outcomes requires a partner adept at stitching together inputs across multiple platforms and data sources.

We take a layered approach to developing measurement frameworks that not only meet our clients' objectives but allow us to understand: what's working, what isn't, and based on this knowledge, what we recommend changing.

Over time, DMOs invest in various platforms to engage with visitors across multiple touchpoints. However, a siloed approach to these systems can lead to fragmented data, missed opportunities for optimization, and inefficient marketing efforts. An audit of your data collection, technology, and measurement processes is crucial to unlocking the full potential of your investments and driving more effective marketing strategies.

We leverage media and measurement tools that deliver data around consumer behavior, booking trends, visitor spend, visitation patterns, and attribution.

- Insights into visitors' digital behavior before, during, and after their trips
- Overviews of traveler transactions and the economic impact of those exposed to your message
- Geospatial, event, and spend data to surface insights that drive strategic planning and measurement
- Top feeder markets, visited points of interest, and spending by demographics and markets to gain valuable insights that inform strategic planning and segmentation / messaging
- Footfall measurement and travel lift to understand destination visitation favorability, consideration, and booking intent

These are just a few examples of the various types of data our team is trained to analyze to help you better understand and measure impact throughout the journey.

A glimpse into **the media planning process** at the agency.

Performance benchmarking and channel assessment

Here, we ingest all data that you have across platforms (sales, marketing performance, site performance, etc.) to establish benchmarks for our program. Looking at past creative, media, and targeting, we'll want to understand what's been performing to determine what we should leave behind or modify going forward. If no previous programs have been implemented, we will utilize our wealth of parallel experience or available trusted 3rd party data to establish our benchmarks. Keeping the core audiences in mind, all potential media investments are evaluated in our scorecard against defined KPIs to arrive at the optimal channel mix and tactical selection that will drive the most efficient results at the largest scale.

Additionally, as we look at partner opportunities, understanding how different platforms reach audiences may create variability to how we define value along the planning journey. Building awareness amongst audiences who are already showing booking signals may be more valuable than audiences who are only beginning exploration. Defining these different journeys and evaluating partner value against them paints a picture of future attribution value.

Predictive Pro Forma development

Once we have established a benchmark we all trust and evaluated channel level opportunities, we are positioned to develop our predictive model to project out what performance we can expect. This investment Pro Forma becomes our lightpost to ensure we are staying on target and performing at or above expectations. Additionally, this acts as a backdrop of our testing plan as we continually refine future program expectations as data comes.

Sample channel assessment scorecard

Channel	Impactful	Credibility	Community / Localization	Value	Measurable	Total
Programmatic	High (3)	Medium (2)	High (3)	High (3)	High (3)	14
Paid Search	High (3)	Low (1)	High (3)	High (3)	Medium (2)	12
Paid Social	High (3)	Low (1)	High (3)	High (3)	Medium (2)	12
Streaming Video	Medium (2)	High (3)	High (3)	Medium (2)	Low (1)	11
Partner Direct	Medium (2)	Medium (2)	High (3)	Medium (2)	Low (1)	10
Podcast	Medium (2)	Low (1)	High (3)	Low (1)	Medium (2)	9
Streaming audio	Medium (2)	Low (1)	High (3)	Low (1)	Low (1)	8

A glimpse into **the media planning process** at the agency. (cont.)

Creative planning

Our teams don't work in silos. As our media plan comes together to inform investment and testing, so should the creative approach. We ask ourselves what is going to bring the program to life and move the needle with prospects based on our research or industry expertise with other tourism clients. Whether it's our own or an outside creative team, we partner to determine how to express concepts across recommended channels, identifying messages and asset executions that will best align with our target audiences.

Technology and analytics

The concept and media plan doesn't just inform assets but also the conversion points we are driving into. Depending on our client's tech stack, we may utilize a number of sources to capture data. Whether it is your own website, email service provider, or an array of landing pages, our team works in conjunction with yours to ensure the most efficient and effective path to tracking measurement to enable measurement. Our analytics team will also integrate all relevant platform data within your own custom intelligence dashboard.

Testing the plan, always with a contender mindset

Innovation by experimentation—this mantra is core to every campaign. Determining an insight we are testing against allows us to understand impact against our predictive modeling. Looking at elements spanning asset, message, CTAs, conversion points, bid structures, and more, regardless of the channels utilized, helps us establish an informed hypothesis and prove it out—a bedrock principle at Envisionit.

Once we have identified our contenders, we will lay out a plan for how testing will impact program structure, asset creation, and defining what is required for statistically significant proof. Whether we are looking at A/B testing or some form of multivariate, geo-based, or other advanced testing, we establish the experiment prior to launch and align with you on what we are looking to prove.

If we're driven to mitigate waste, then we must **demand the best placements** to ensure performance and accountability.

Our process and vetted relationships ensure that we deliver the premium inventory performance demands while being efficient with investment and creating an innovative audience experience.

STEP 1

First, aim to identify a single DSP where we can consolidate a majority of our placements. Consolidation is key to eliminating waste, duplication, and ensuring clean, holistic measurement and attribution. Selection is based on potential tech integrations, targeting precision, data analytics, audience insights, and cost efficiencies.

StackAdapt   Display & Video 360   yahoo!

STEP 2

Direct relationships across well-known travel publishers creates PG and PMP deals to negotiate special rates and give us more control over where ads are placed, as opposed to using the RTB Open Exchange. While this approach can lead to higher CPMs, we will drive a hard bargain to negotiate the best possible rates. Overall, this approach ensures optimal media quality.

STEP 3

Next, we layer in 3rd Party Ad Verification through our partnership with DoubleVerify. DV allows us to ensure all ads, especially those run through an Open Exchange, are showing up in environments that are Brand Safe, Viewable, Fraud Free, and Contextually Relevant. Ad Verification also supports application of attention metrics and supply optimization, leveraging SSP metrics.

STEP 4

Activating more high-impact, interactive creative units across video (CTV/OLV) and display provides further access to premium inventory. Additionally, our mix of innovative adtech partners demands premium placement due to the nature of the experience.

KERV   Teads   Undertone.   gumgum   blings.io

A word on bot traffic, brand safety, and measurement that helps us optimize

For advertising to make an impact, ads must be seen by real people (not bots!), in a brand safe environment and in your intended geography. DoubleVerify ensures that ads meet these quality criteria across channels, formats and platforms—giving you clarity and confidence in your digital investment. As an added benefit, our direct integration with DoubleVerify provides actionable, real-time data on what truly drives campaign effectiveness.

By leveraging Viewability and Attention metrics, we go beyond standard impression delivery and click-through rates to more meaningful brand awareness and consideration success criteria. What's more? We drill down performance by partner, inventory outlet (and even as granular as the actual web page where your ad was shown) to optimize your media program with supply performance in mind.

DV DoubleVerify

FRAUD & SIVT   BRAND SAFETY & SUITABILITY   VIEWABILITY   CONTEXTUAL   ATTENTION

Relationship spotlights

Proven partners in complex destination environments

Over the last decade, we've had the opportunity to work with some of the most dynamic, and complex, destination marketing organizations in the country. From statewide co-op efforts to cross-border partnerships and urban convention campaigns, our team has navigated the challenges that come with multiple stakeholders, layered priorities, and high expectations for performance.

What ties it all together is a simple truth: managing complexity is second nature to us. We bring structure, clarity, and momentum to programs that require collaboration across agencies, civic entities, CVBs, and beyond.

Our success is grounded in a deep understanding of destination marketing, and that foundation is what we highlight in the pages ahead.

The following relationship spotlights showcase the breadth and impact of our work. More than just examples, these case studies reflect how our partnerships help transform marketing for DMOs as they reach visitors across the country and around the world.

Destination Brand Strategy: For *Galena Country*, we repositioned the brand as a refined, couples-focused getaway by differentiating it from competitors. This brand refresh modernized visual identities and messaging frameworks, setting it apart from other Midwest family destinations.

Marketing Plan Development & Execution: We build comprehensive marketing strategies aligned with client goals to drive measurable outcomes. For *Visit Cincy*, our "Our Culture, Your Cincy" campaign unified narratives across Ohio and Kentucky, redefining audience segments and creating a multi-tiered framework, successfully repositioning Cincy as a culturally rich, welcoming destination.

Target Audience Research & Insights: Our overarching process approach detailed later in the proposal, called IDEAS, expands on our methodology that's deployed for every client.

Advertising Campaign & Media Planning: We design targeted campaigns and media strategies to maximize exposure and ROI. For *Navy Pier*, we used proximity-based advertising to attract both locals and tourists. The "Made For" campaign delivered personalized messages to boost foot traffic and refresh Navy Pier's vibrant, must-visit image.

Creative & Design Services: We deliver bold, engaging creative that brings destinations to life through visuals, messaging, and user experiences. For *Outside Chicago*, we built a brand from scratch, using striking visuals and messaging to encourage exploration of Cook County's natural beauty, inviting both locals and visitors to discover hidden gems.

Data-Driven Approach & KPI Management: Our expertise in analytics ensures all decisions are data-backed for all of our clients. We thrive on collaborating with DMO teams to optimize their campaigns and achieve KPIs.

By showcasing these partnerships, we demonstrate how our collaborative, innovative, and data-driven approach can help position St. Pete-Clearwater as a premier destination.

envisionit

CHICAGO
CHOOSE CHICAGO
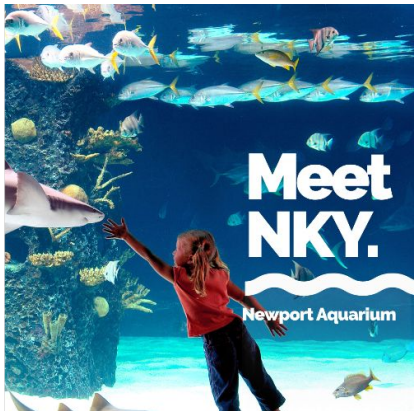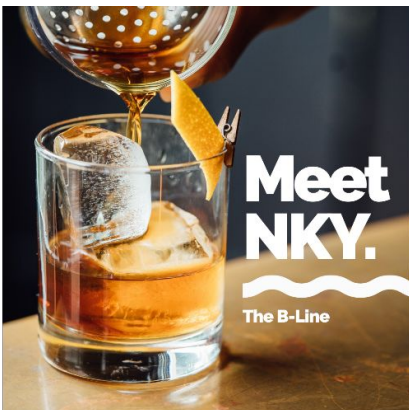
Relationship spotlight

CHOOSE CHICAGO

New expectations require a new direction—a digital evolution.

Now in our **9th year of partnership with Choose Chicago**, we've provided support across many areas including paid media, content creation, organic growth, web development, analytics, email marketing, leisure and bleisure activities, MICE, membership initiatives, strategic partners (and some not-so-strategic partners), creative, and even creative agencies. We've navigated through significant directional changes prompted leadership transitions of three mayors, two board chairs, two CEOs, one global pandemic, and now, the transition of two marketing leaders.

Needless to say, we've experienced just about anything and everything a complex destination can throw at you.

As reliance on low-hanging regional traffic and convention guests reached its peak, the new administration recognized the need for a shift in philosophy to propel the city's growth vision forward. Moreover, international travelers perceived Chicago as a flyover between the coasts, as evidenced by survey data indicating a lack of awareness for the country's third-largest city.

With new leadership in place, Choose Chicago set out on an evolved path, and we were entrusted with helping bring this vision to reality.
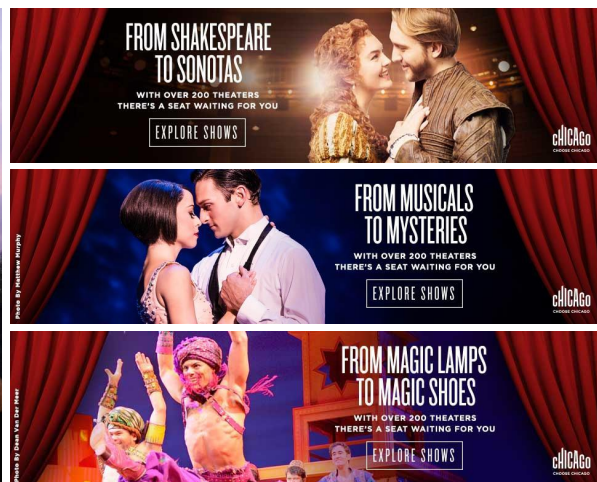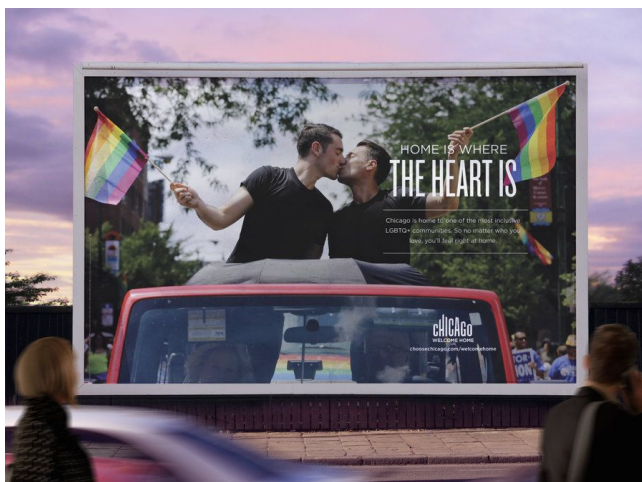
We decreased investment in traditional broadcast and limited demographic targeting.

Segmentation: new emphasis on interest and travel intent
Content: aligned to city's "pillar" messaging strategy
Targeting: established contextual, behavioral, & cross-device
Partners: introduced diverse mix of digital
Markets: shifted from regional focus to national

3X Year-over-year household reach

20% Increase in web traffic from national top 10 DMA states (21% for regional)

7% More spending from national vs. regional

We also broke the mayor's three-year visitation goal… **in our first year.**

In year two, we expanded leisure initiatives with more **endemic partnerships** while Choose Chicago hosted various **international influencers** . Additionally, with internal resources stretched thin, we built a dedicated team and allocated resources specifically to **enhance our organic content efforts and provide technical support for the website**.

Caroline
@ytravelblog
St. Patrick's
Mother-Daughter Weekend
IG: 35K Followers

Jane
@atasteofKoko
"Foodie Itinerary"
"Cocktail Itinerary"
IG: 191K Followers
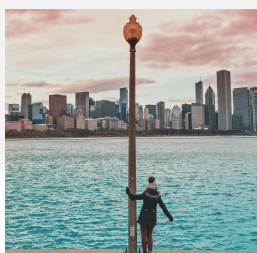
Haley
@readysetjetset
"Selfie Itinerary"
*Instagram only
IG: 140K Followers

Take a walking tour of C
Pullman neighborh

CHICAGO LIKE A LOCAL BLOG | in BLOG, NEIGHBORHOODS, SPECIAL EVENTS

Dia de los Muertos in Chicago: a celebration of (after) life

Published on **October 15, 2021** by **Roxy Delgado**

Día de los Muertos, also known as Day of the Dead, is a tradition that has been practiced for more than 3,000 years in Mexican culture. It's a time where we remember and honor loved ones who have passed. While some may think this holiday is a gloomy one, it is the complete opposite. It's a celebration that takes place over the course of two days and involves many rich cultural elements that will vary depending on the region of Mexico.

With two years of tremendous growth under our belts, it was time to redirect **our efforts towards completely reimagining the website experience for** [**choosechicago.com.**](choosechicago.com.)
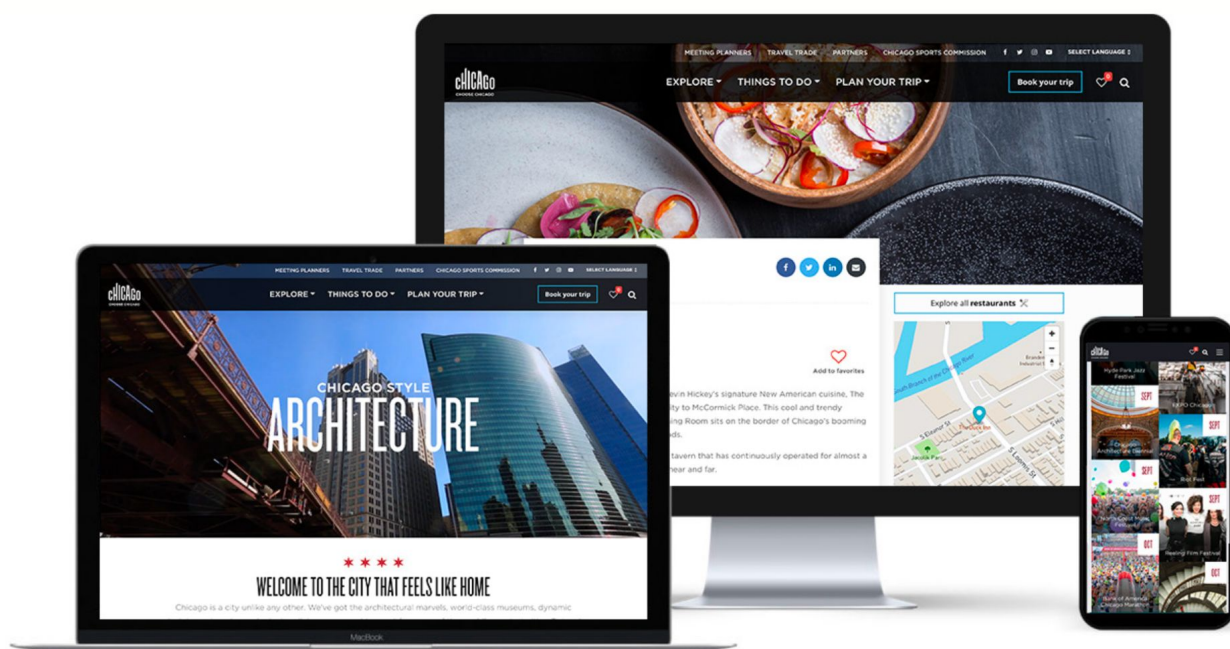
Right from the start, our marketing programs were exceeding all goals set by leadership and the mayor. However, the website consistently hindered further growth. For three years, we had front row seats to the growing list of issues stemming from the legacy platform, and in early 2018, evolving the property became a priority initiative.

After meeting with stakeholders across the organization, an audit of more than 4,000 pages, and thorough analysis of the search landscape, a crucial organizational shift was made.

While we recommended maintaining the Simpleview CRM, it was time to leave the CMS behind and replatform.

As a closed system, Simpleview's development restrictions and financial constraints were holding our client back. By recommending WordPress, we empowered the organization to completely reimagine their website experience and efficiently capture opportunities, positioning them up for long-term success and scalability.

01 Aligned the content strategy with our behavioral and contextual media approach.

02 Established a data infrastructure and tagging strategy to leverage related content opportunities and enhance site search functionality.

03 Overhauled site taxonomy and architecture with a focus on visitor stage and search intent.

04 Established a new visually rich, mobile-first approach, with a focus on video content and new photography.

05 Enhanced critical site experiences, including the event calendar and neighborhood sections.

06 Reconfigured listings to provide greater value to users and members.

07 Significantly scaled and enhanced onsite revenue opportunities.

And, we significantly improved the management experience for the Choose Chicago team by efficiently integrating the new WordPress CMS with the existing Simpleview CRM; freeing up both time and money for future initiatives.
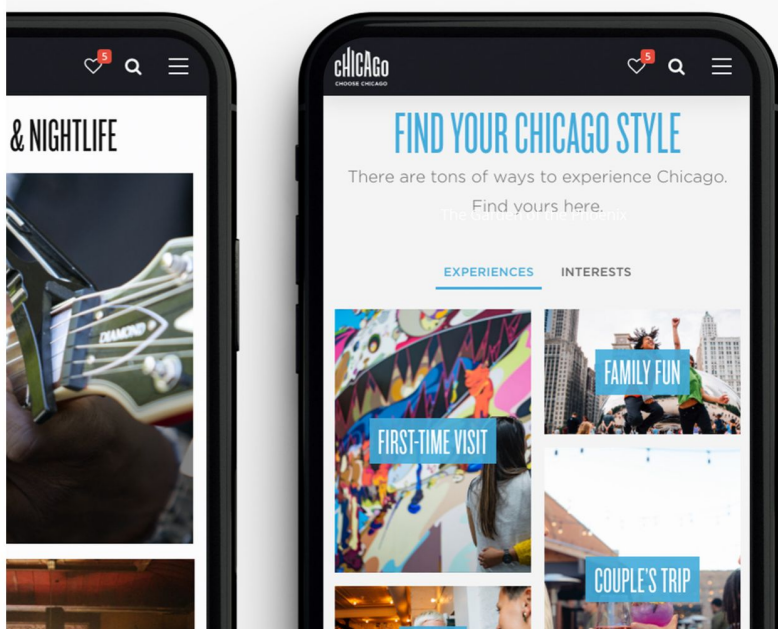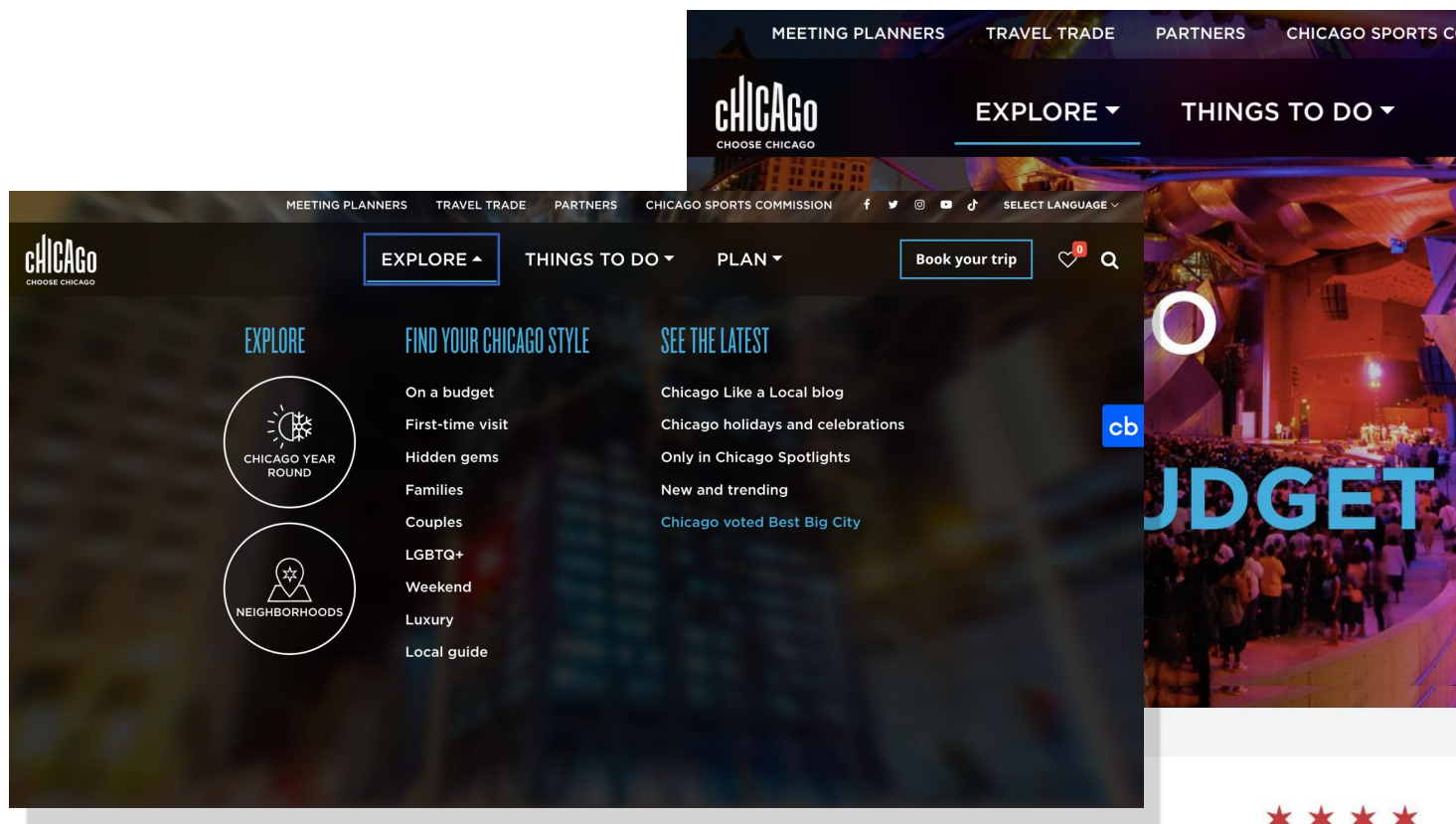
The new website exceeded all previous benchmarks for **visitation, content engagement, and key conversion goals** across hotel/trip bookings, visitor guide downloads, and meetings RFP lead inquiries.

Five years since its launch (and a few awards later), the site and our relationship are still going strong. Through optimizations, feature enhancements, and content growth, we are continually enhancing the performance of this living, breathing extension of the Choose Chicago team.
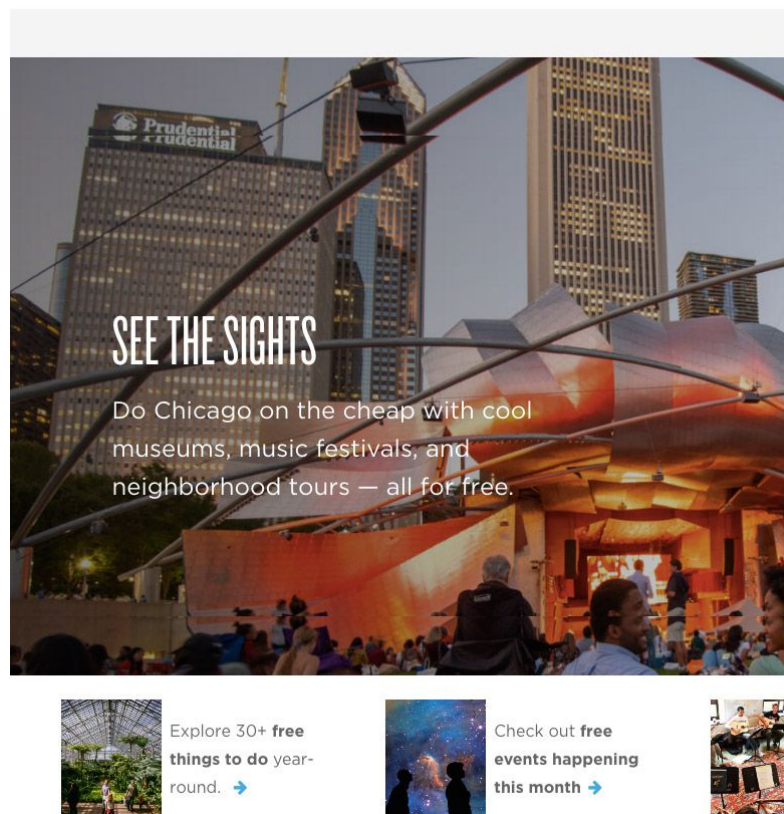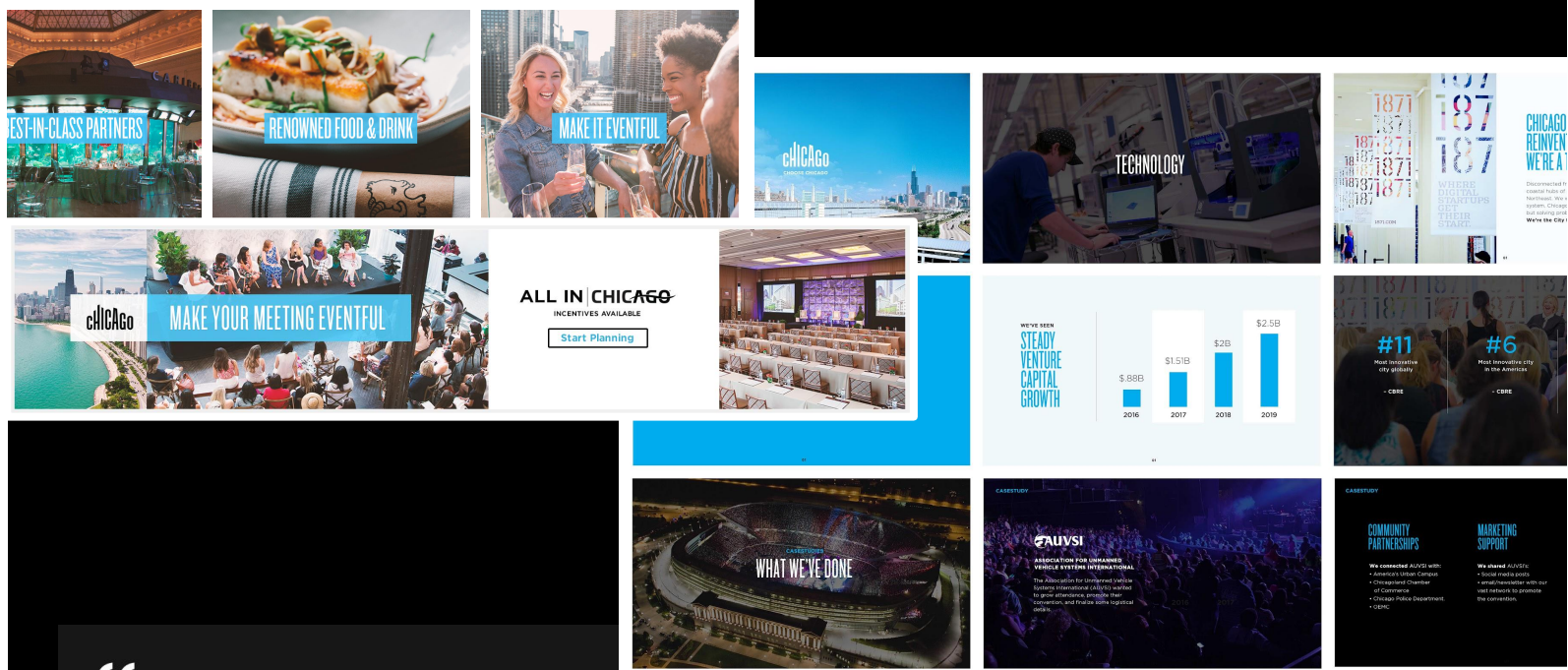
> I truly value Envisionit's partnership as we've scaled our programs, evolving further towards digital forward as an organization. Bringing efficiency and insight into how we engage our audiences, we've seen continued growth since day one.

RITA CHEN
VP of Marketing, Choose Chicago

Through the pandemic and multiple leadership changes we still march on supporting the city we call home.

IN INDIANA™

Relationship spotlight

INDIANA™

Overcoming historical challenges with a data-driven strategy

Understanding the broad impact of investing in tourism may come naturally to industry insiders, but maximizing its potential requires a shared vision. When the Indiana Destination Development Corporation (IDDC) was formed, it established a new vision to enhance Indiana's appeal as a place to visit, live, work, play, learn, and raise a family.

Research showed that recent visitors have a substantially higher affinity for Indiana compared to out-of-state audiences who have never experienced it authentically. As with any state or major city, attracting and retaining talent is crucial for overall economic growth. In 2022, the organization aimed to elevate the Indiana brand in the eyes of potential target audiences and initiate efforts to fuel visitation as a core strategy to achieve their growth objectives.

Despite having a strategic direction, stakeholders faced a significant challenge: historically limited funding for tourism promotion had left Indiana trailing behind regional competitors such as Michigan, Ohio, Illinois, and Wisconsin. To address this, state legislators supported efforts to significantly increase funding in 2024, with mandates to demonstrate economic impact for the state and taxpayers by increasing visitation in the short term, while also establishing a foundation for positive impacts on workforce and revenue growth in future years.

With new investment comes the responsibility to ensure it is used wisely. Envisionit was tasked with significantly scaling the new spring, summer, and co-op media programs, establishing a new strategic direction aimed at optimizing every dollar and clearly demonstrating their impact.
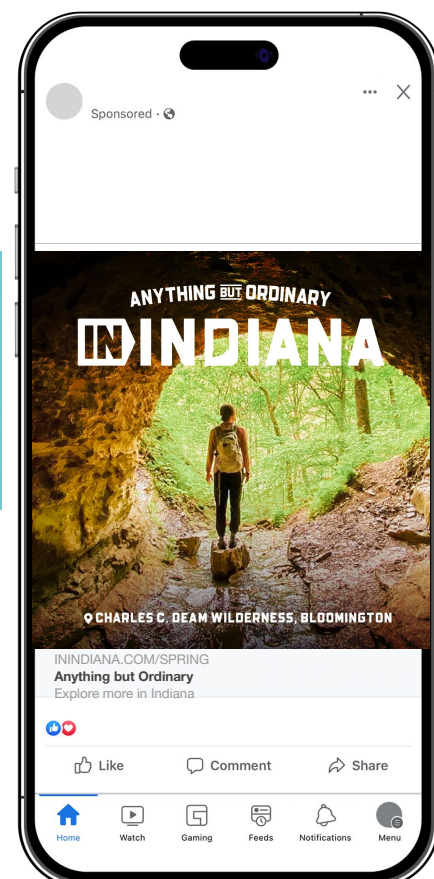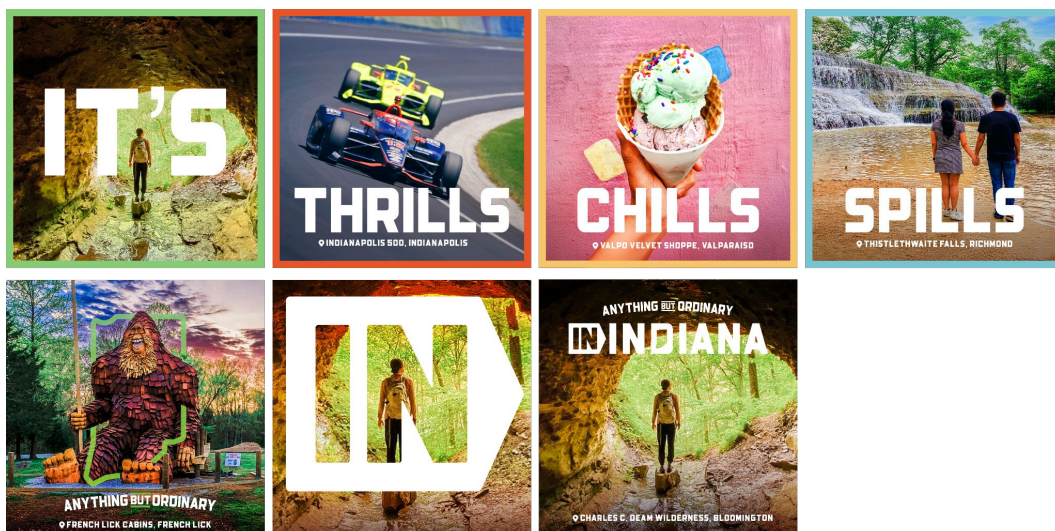
We established a foundation for a more comprehensive and efficient program.

Encouraging young family visitation was identified as a priority to achieve the organization's objectives, with women aged 25-65 initially being the primary target for influencing travel decisions. However, with funding limitations no longer a concern, new opportunities were identified for an expanded program framework. This framework evolved to improve targeting and channel mix, more effectively reaching, engaging, and converting audiences seeking economical, Midwest travel experiences, who may not have previously considered Indiana.

Our plan incorporated:

- Evolved, full-funnel channel mix: We identified opportunities to significantly scale reach and efficiency while incorporating new channels to engage travelers throughout their trip planning journey.

- Expanded targeting approach: We moved beyond DMAs and demographics to adopt a more segmented targeting strategy focused on precision.

- Diversified use of creative storytelling: The revised channel mix and targeting approach generated opportunities for us to deliver a more personalized and engaging brand experience.

- Foundation for learning: We established testing and measurement methodologies to support both in-program optimizations and recommendations for future strategies.

With our solution framework in place, we identified specific opportunities to address the limitations of the previous program, expanded capabilities, and enhanced program performance.

Targeting segmentation: We created four audience segments—interest, data, contextual, and geographic—to enhance relevance and efficiency while addressing today's consent environment.

Market focus: A zip code-level strategy replaced broad DMA targeting, combining third-party and platform data to sharpen market focus.

Investment shift: We reallocated funds from linear channels to digital platforms like CTV/OTT and streaming audio for better precision and cost-effectiveness.

Full funnel mindset: Redirecting investment to Google search filled bottom-funnel gaps and captured relevant intent more efficiently.

Extending creative impact: New motion units and personalized assets diversified the ad mix, reducing fatigue and boosting engagement.

Testing methodology: A/B testing and contextual adjustments prioritized performance outcomes, optimizing audience engagement.

Incremental channel expansion: Endemic media and placements like digital billboards and niche streaming services kept the campaign fresh and visible.

Data-driven adjustments: We recommended improvements to Visit Indiana's website to reduce landing page drop-offs and enhance audience utility.

We delivered record-breaking engagement and ROI.

The campaign exceeded expectations. These results underscore the transformative potential of a strategic, data-driven approach to destination marketing. By leveraging precise audience segmentation and an evolved media strategy, Envisionit not only achieved but exceeded its already ambitious goals. From unprecedented digital engagement to measurable economic impact, the campaign delivered record-breaking results that reinforced Indiana's position as a premier Midwest destination.

Impressions and engagement: The campaign garnered over 860 million impressions and 6.4 million clicks, representing a 959% year-over-year increase in clicks.

Website metrics: There were over 4.5 million sessions to the summer landing pages and a 248% increase in overall web sessions compared to 2023.

Meta CTR performance: Our campaign rocked it with a whopping 133% boost overall in click-through rates (CTR). Chicago led the charge, soaring by 175%. One ad reached a stellar 5.16% CTR—150% above the industry benchmark

- On average, this ad maintained a strong 3.09% CTR, outpacing benchmarks by 50%

Year	Season	Impressions	Clicks	Cost
2023	Combined	218,693,304	607,770	$1,968,432
2024	Combined	868,133,374	6,437,242	$8,136,755
% Change		297%	959%	313%

CTR & Impressions: March 18 - Sep 13 2024
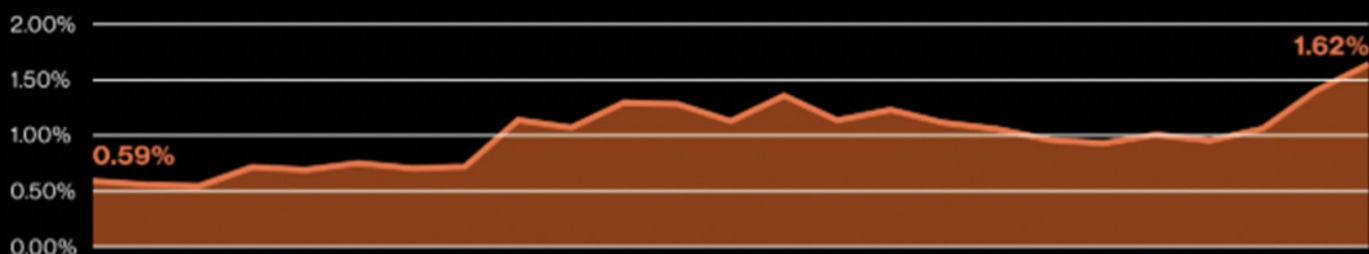
4.5M+
Sessions to summer landing pages

133%
Increase in CTRs

248%
Increase in overall web sessions

Relationship spotlight

Visit CINCY

Putting Cincy back on the map with a new regional narrative.

Years of economic development have transformed Cincy into a culturally rich destination, reflecting the diversity shaped by its unique geography. Midwestern and Southern. Urban and rural. Ohio and Kentucky. However, with two different CVBs promoting different stories and years of misplaced priorities, the perception of Cincinnati was far from ideal.

We created a campaign that unified both sides of the Ohio River, showcasing its unique position as a culturally rich and welcoming destination. The **"Our Culture. Your Cincy."** campaign serves as an open invitation for our audiences to experience all that the region has to offer.

In 2020, the Cincinnati Convention and Visitors Bureau and Meet Northern Kentucky seized the opportunity to embark on an ambitious strategic partnership and reimagine their destination marketing efforts as a unified region. And that was just the beginning. Throughout the campaign, we:

- Defined three new audience segments
- Developed "Our Culture, Your Cincy" concept
- Built multi-tier campaign framework
- Crafted their first measurement framework
- Reimagined their regional approach
- Established a new content strategy with a massive content overhaul grounded

We built a multi-tier media approach featuring always-on ads to influence perception, as well as episodic placements to the event calendar to drive conversions.
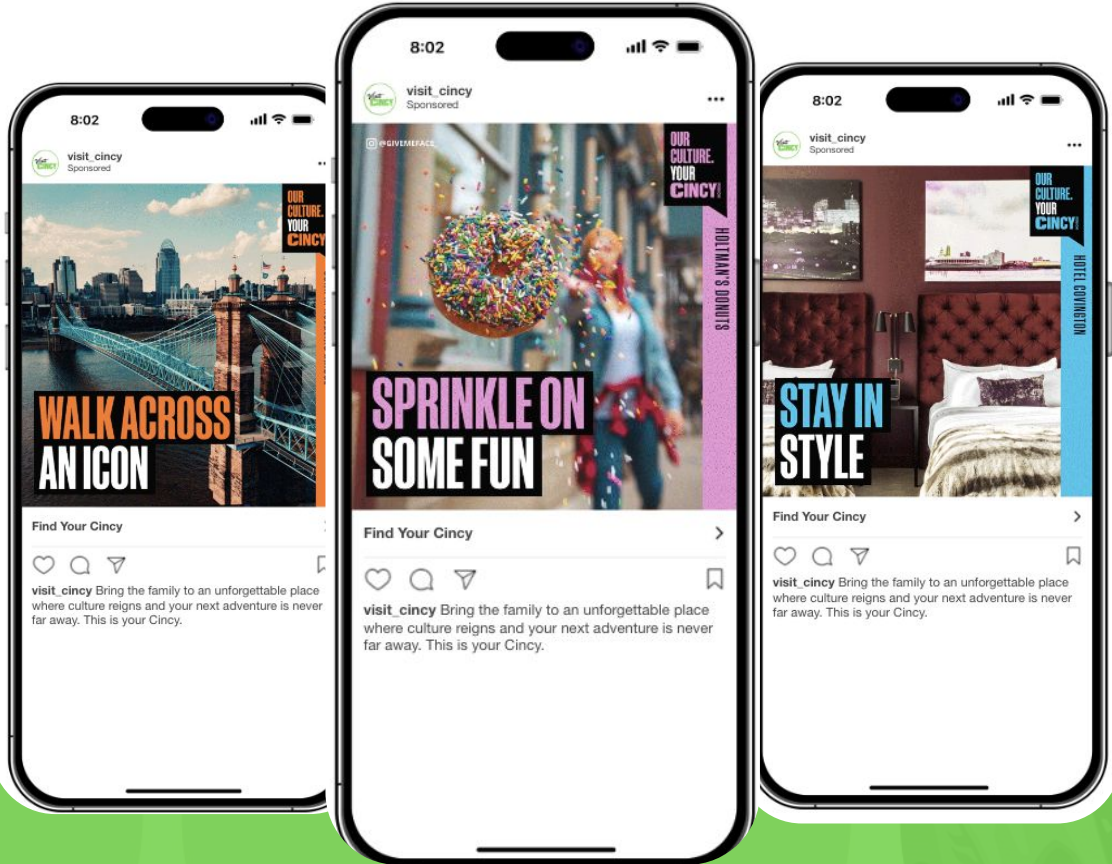
Overall campaign engagement

8.9M clicks

310M impressions

5.4M website sessions

$8.4M
messaged visitor-spend from 47,000 visitors (Apr - Sep)

181 : 1
ROI in visitor spend to marketing spend from July to October, 2023.

Cincy Region Sponsored

There's always something going on in Cincy. Make a weekend of it and plan your trip today. The more the merrier.

CELEBRATE EVERYONE	CLASSIC BEATS NEW VIBES	BIG HATS BIG HORSEPOWER	FOOD TRUCKS TO FINE DINING	FINE ART LOCAL FLA
Pride Parade & Festival June 25	Cincinnati Music Festival July 21 - 23	The Kentucky Derby May 7th	Taste of Cincinnati May 28 - 30	Summerfair June 3-5
Feel the love	Move to the music	Bet on good times	Dig in	Expand your tas

Galena
COUNTRY

Relationship spotlight

Galena COUNTRY | Time for a fresh perspective. Welcome to Charming.

From goat hiking to spoon carving to wine tasting, you'll discover these unique experiences when you head about three hours northwest of Chicago to Galena Country—a picturesque area comprising 11 small towns, the largest of which is Galena. Despite Galena's rich history and distinctive character, it faced challenges in awareness and perception, often perceived as a place where you can only experience the past. **With the goal of becoming the second-best leisure destination in Illinois and one of the best small-town experiences in the U.S., Galena Country needed a fresh creative and media strategy.**

An aging visitor demographic and severe dips in off-season visitation called for a shift to capture new opportunities.
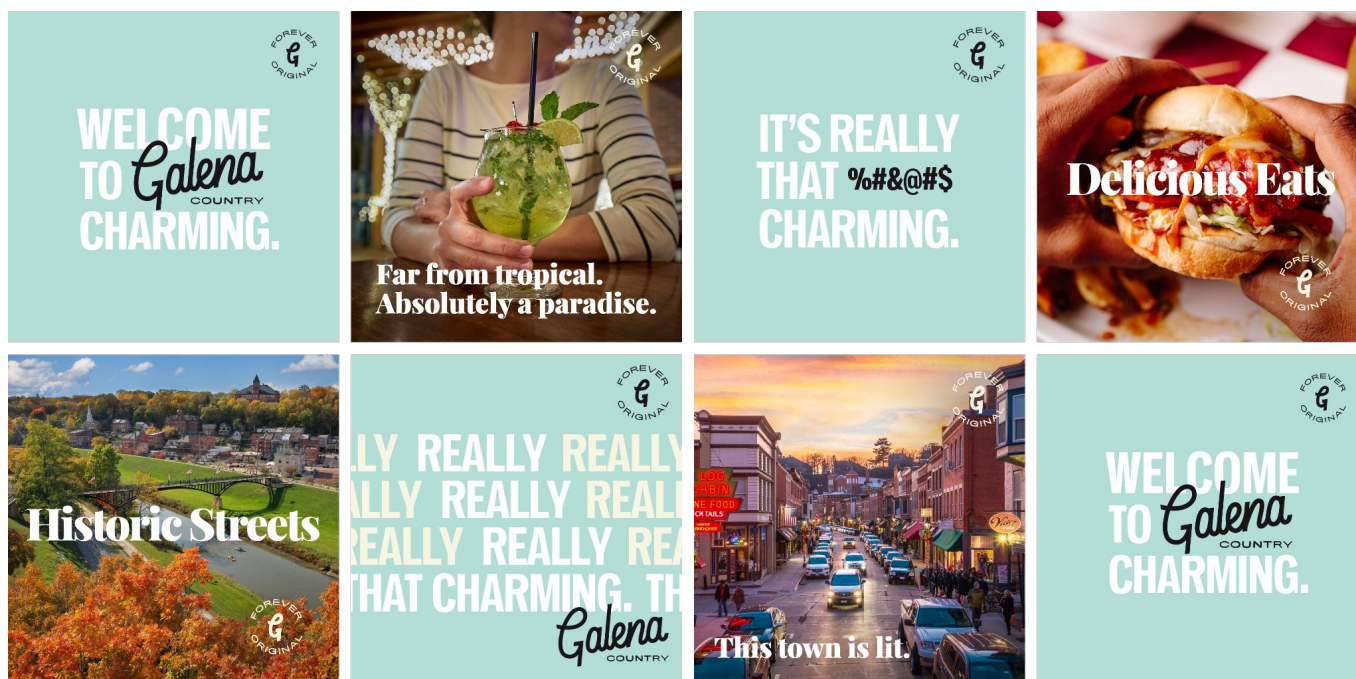
Based on the insight that **the experiences available in Galena are best suited for kid-free travelers**, we honed in on an approach that would resonate with both city dwellers seeking an escape, and parents longing for a grown-up getaway, a change from the usual hectic family trip.

The campaign, **"Welcome to Charming"** serves as both an invitation and proclamation, declaring that the perfect escape is just a short drive away. *"Charming"* perfectly captures every offering in Galena Country, from shopping on the chain-free Main Street to taking antique tractor rides on a farm in nearby Elizabeth, IL. *"Charming"* is also flexible, ownable, relevant in every season, and embodies a feeling that its audience craves.

Defining our strategy

Our research and insights demonstrated that while other destinations in the region focused primarily on family travel, Galena had a more elevated offering - best suited for couples, friend getaways and overnight/day trips.

As a drive-market only destination, Galena Country also wanted to find unique ways to expand their reach into key secondary markets.

Campaign objectives:
- Expand awareness of Galena Country's offerings
- Boost off-season / repeat visitation
- Drive growth in new markets and attract a younger audience

Conquest geo-targeting:

Recognizing that Galena isn't competing with other Midwest leisure destinations like Lake Geneva, Wisconsin Dells, and Door County on "family product", we chose a different approach. Instead of direct competition, we capitalized on the presence of parents at those destinations by geo-targeting waterparks and family attractions. Our aim was to offer a "vacation" in Galena as a way to recover from their hectic family trips.

Our strategic approach was deeply rooted in research, insights and analytics:

- **By conducting a competitive analysis** we were able to map the white space for Galena in terms of their product offering and messaging.
- **Organic search research and social listening** helped us align our creative and content to the interests of potential visitors to ensure we were effectively reaching and engaging with them.
- **Trends in media platforms** informed our placements, for example we prioritized TikTok given it's strong reach especially with a younger audience and leveraged interactive video as a visual way to inspire travel and drive content discovery.
- **Historical performance** allowed us to take a data-driven approach for selecting markets, establishing baselines and setting growth goals.
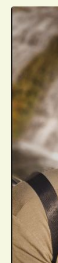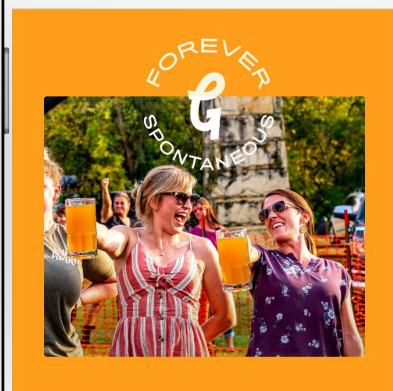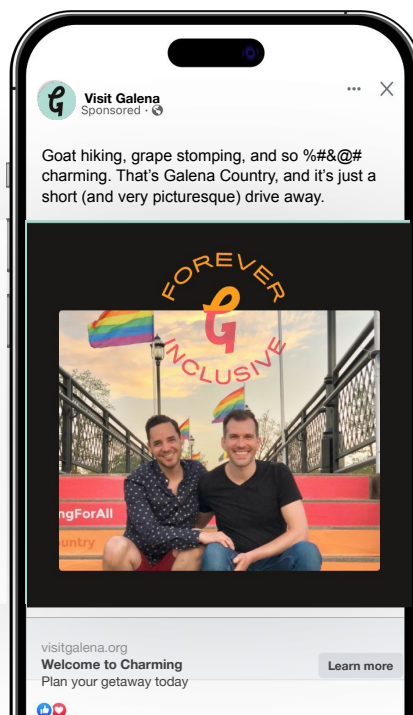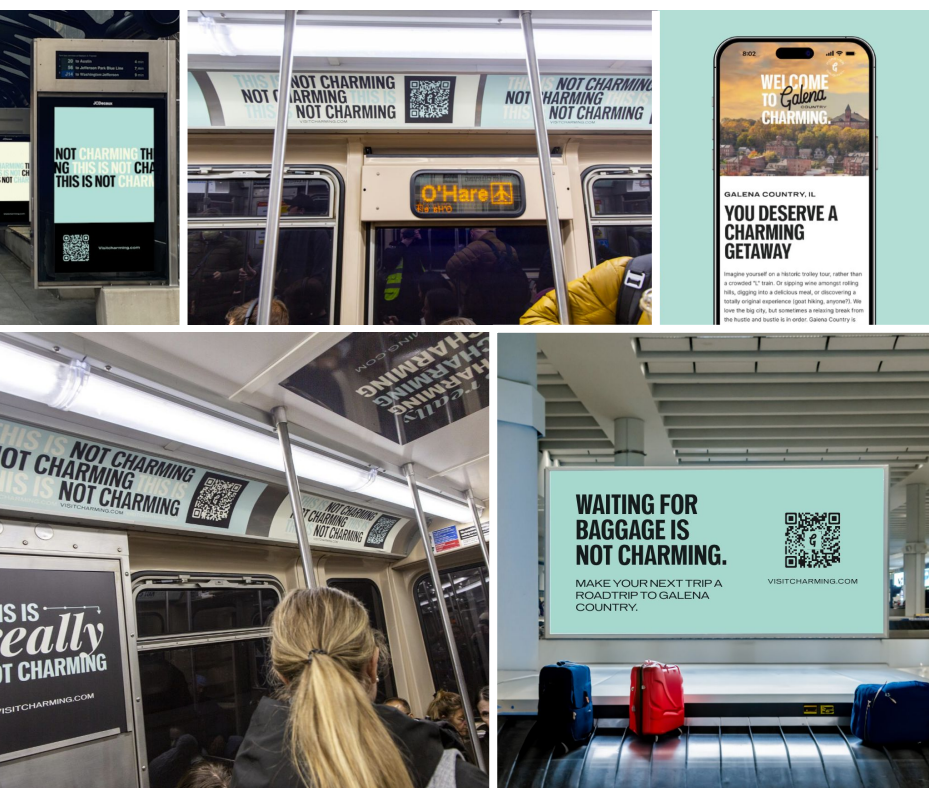
We made a big splash in Chicago with our "Not Charming" campaign

Galena is undoubtedly charming. However, many everyday environments and experiences, such as riding the subway or waiting for luggage, are far from it. By contrasting these "not charming" physical environments with the allure of Galena Country, we utilized a touch of mystery and contrast to spark interest.

This campaign focused on key locations within the Chicago metro area, including subway stations, train car takeovers, and airport baggage claims, using QR codes to guide curious audiences to dedicated landing pages. In its second phase, the campaign capitalizes on other "not charming" topics, such as tax season, to create further juxtaposition while expanding our reach into key secondary markets.In just a few months, the program has already demonstrated high engagement rates, with over 800 QR code scans, 1,500 landing page views, and an average session duration of 1 minute, 37 seconds.

Expand awareness of Galena Country's offerings
- >90M paid media impressions garnered
- 87% of active users to site were new users
- CTR's well above industry benchmarks across paid channels
- 38% increase in website sessions, 52% increase in engaged sessions; 11% increase in engagement rate

Drive growth with new audiences and markets
- 3,500 paid TikTok followers gained; >25,000 paid TikTok engagements
- Strong interest in our interactive digital units: 32.59 seconds average time on site (benchmark 19.3); 11.44% interaction rate (benchmark 1.0%); 3.04% CTR (benchmark 0.5%)
- High engagement with Thrillist content article: 6,750+ unique readers; ~60 hours spend on article; ~10,000 clicks to website
- 47% of paid media impressions within new markets
- 25% of sessions generated from secondary markets

Boost off-season / repeat visitation
- >7,000 newsletter sign-ups or guide downloads
- 7% YoY increase in short-term rental revenue
- 3x growth in demand nights vs key competitor
- ~14:1 ROI for paid media efforts focused on economic impact
- 52% of measured visitor spend came from primary target market

> "
> We are very pleased with the work that Envisionit delivers. Their creativity, attention to detail, and collaborative approach are exceptional. They craft engaging campaigns that capture the essence of our brand, and their data-driven decision-making helps optimize our efforts for maximum impact.

KIRSTEN BELL
Strategic Marketing Director, Galena Country
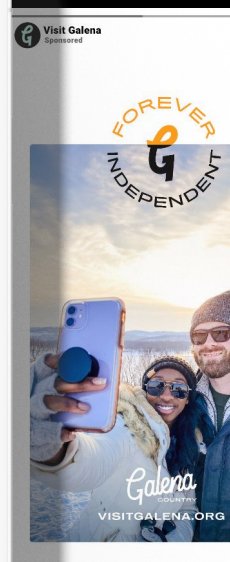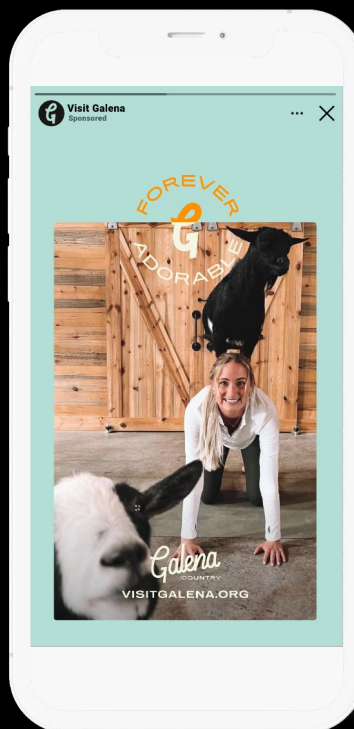
thrillist

TRAVEL

This Charming Midwest Destination is the Antid... Life

Galena Country's natural beauty, food scene, and historic attractions mak... looking for a peaceful oasis.

By Vox Creative
Published on 8/15/2023 at 3:42 PM

Galena, Illinois. | Galena Country Tourism.

Anyone who lives in a city needs a little break every now and then. B... quarters, and general lack of green space, the ceaseless hustle and b... hardiest city-dwellers dreaming of a bucolic escape. (And for anyone... goes double.) When conjuring up their dream getaway, most city-dwe... features like idyllic nature views, quaint architecture, and relaxed re...

Visit Galena
Sponsored ·

If "charming" were an Insta filter it would make everything look like Galena County, IL. Come experience it IRL.

No cute Insta filter needed.

visitgalena.org
Welcome to Charming
Plan your getaway today
Learn more

Like   Comment   Share

Home Watch Gaming Feeds Notifications Menu

Cook County
TOURISM ALIVE

Relationship spotlight

Cook County TOURISM ALIVE
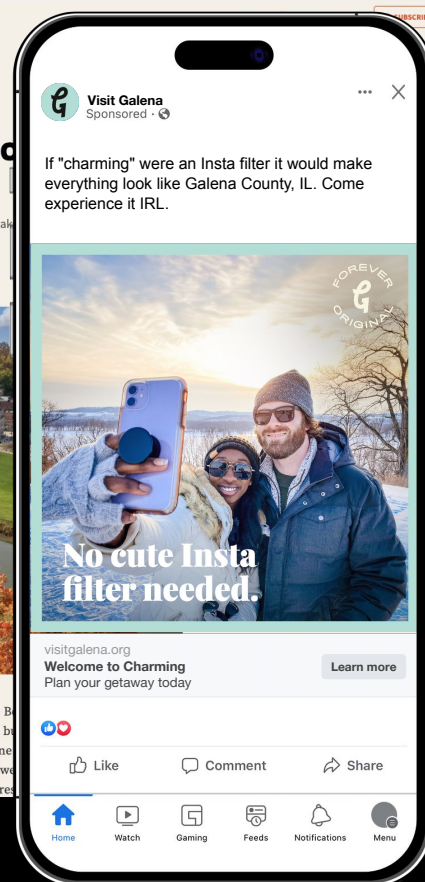
**A new brand for an experience hiding in plain sight.**

The area immediately surrounding Chicago, suburban Cook County, is home to over 70,000 acres of forest preserves, parks, shorelines, ziplines, hiking trails, biking trails, kayaking, and camping. Together with the Forest Preserves, five CVBs came together to create a unified initiative to get people outside the city and exploring.

Outside Chicago was born as a tongue-in-cheek vehicle to combine purpose with proximity.

FOREST PRESERVES of Cook County   ROSEMONT It's All Here   Chicago Southland Convention & Visitors Bureau   CHICAGO'S NORTH SHORE CITY LIFE, ELEVATED.   MEET CHICAGO NORTHWEST GIVE YOURSELF AN EDGE   VISIT OAK PARK

While Cook County offers the best of both worlds—a bustling metropolis full of action and nature preserves brimming with adventure—we found out through our research that hardly no one was aware of the latter. We built the Outside Chicago from the brand up—including naming, visual identity, messaging, campaign and a website hub— to get people outdoors.
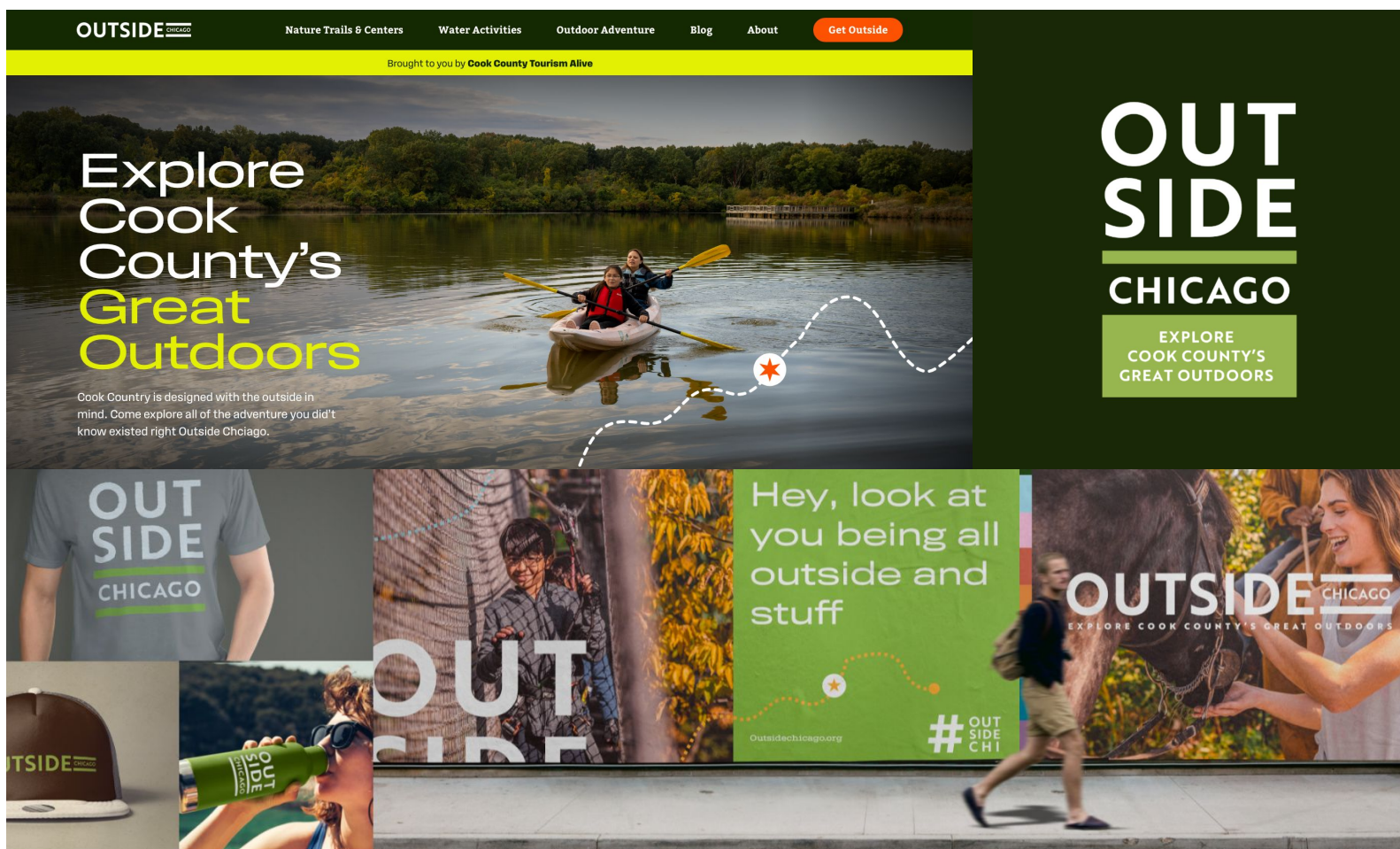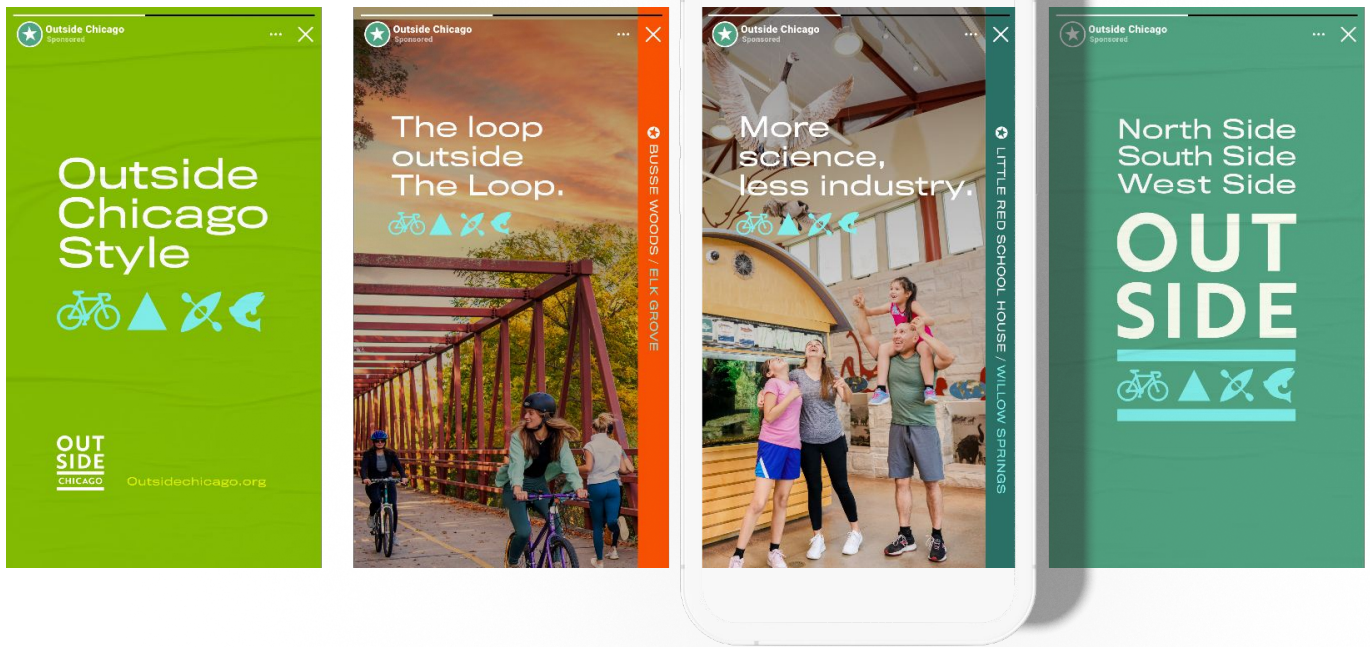
Leveraging bright colors and large images that capture the natural beauty of Cook County, Outside Chicago inspires and invites locals and visitors alike to explore the great outdoors. Our campaign and website launched in May, just in time to start exploring.
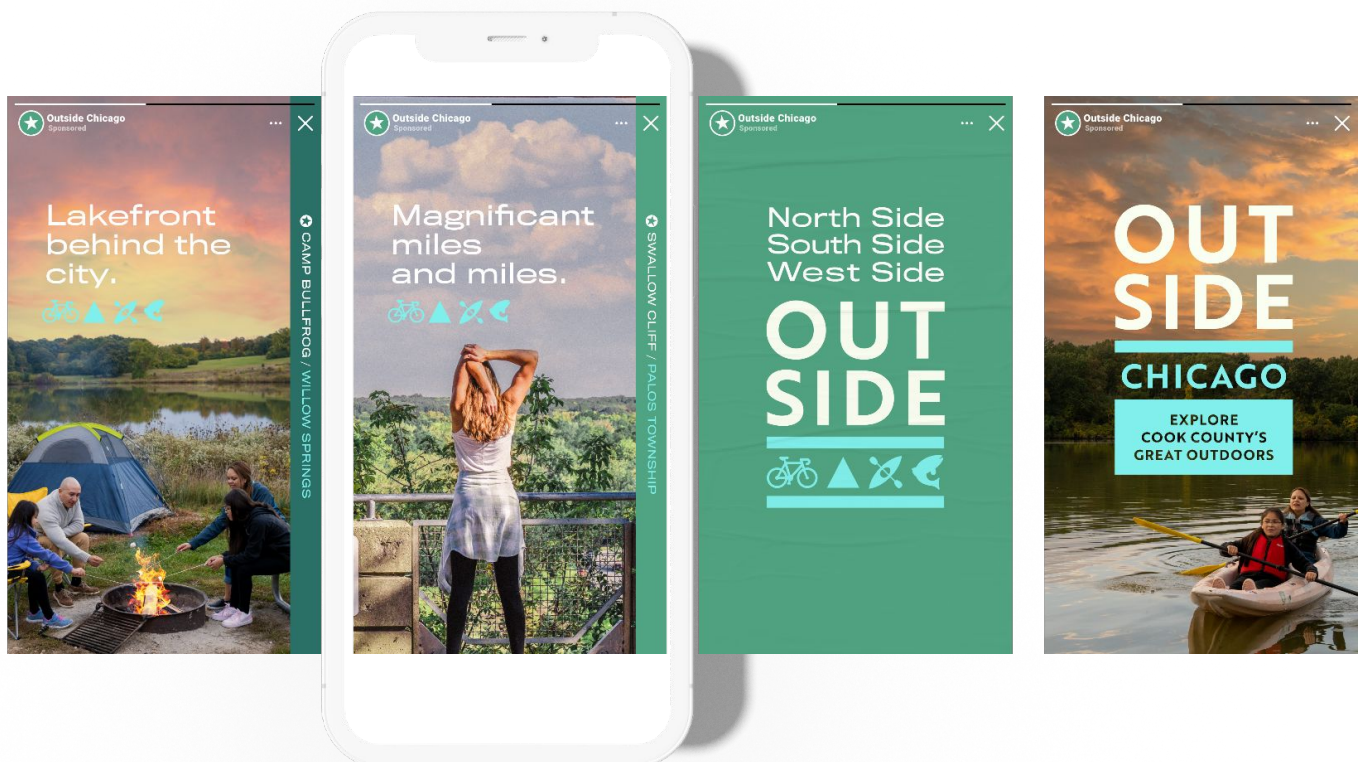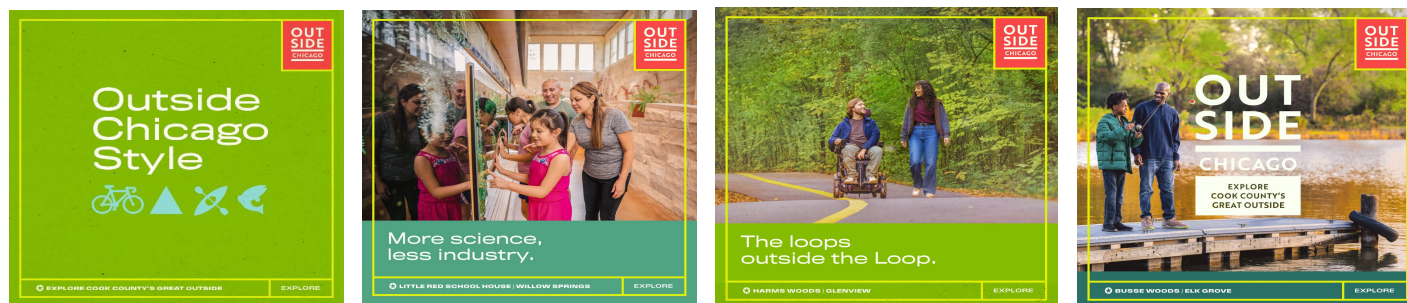
Lauded by county officials, the program and website launch have been a resounding success for this first-of-its-kind collaboration.

With the foresight to establish a content infrastructure to support upwards of **78 distinct locations,** we are confident that people will be exploring the site and the outdoors for years to come.
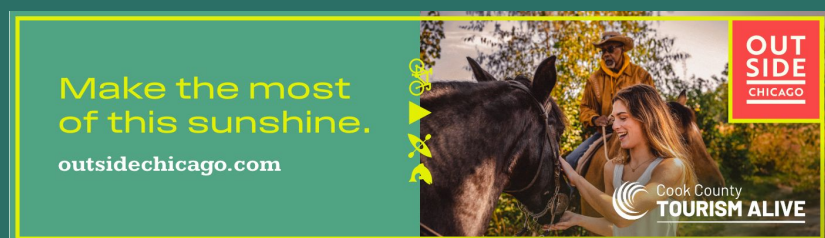
Our campaign targets local residents in and around the Chicago metropolitan area—specifically Cook County—with the mindset to enjoy the outdoors (and encourage even those who don't). We are currently prioritizing these channels:

- Paid social
- Programmatic
- Paid search
- Digital OOH
- CTV
- Radio
- Endemic publications such as Time Out

Relationship spotlight

Shifting perception and driving foot traffic for an iconic "destination"

Home to thrilling rides, mouth-watering food, endless cultural programming, and the iconic Chicago skyline view, Navy Pier has a kaleidoscope of unique experiences. Made for both locals and tourists, Navy Pier is a playground made for creating unforgettable memories and a destination unto itself.

Our **"Made For"** campaign invites locals and travelers into the experience by speaking to their interests and leveraging the iconic, one-of-a-kind status of the Pier. It's flexible, brings bold, fun energy, and a playful POV to bust existing perceptions to reinvigorate the brand.
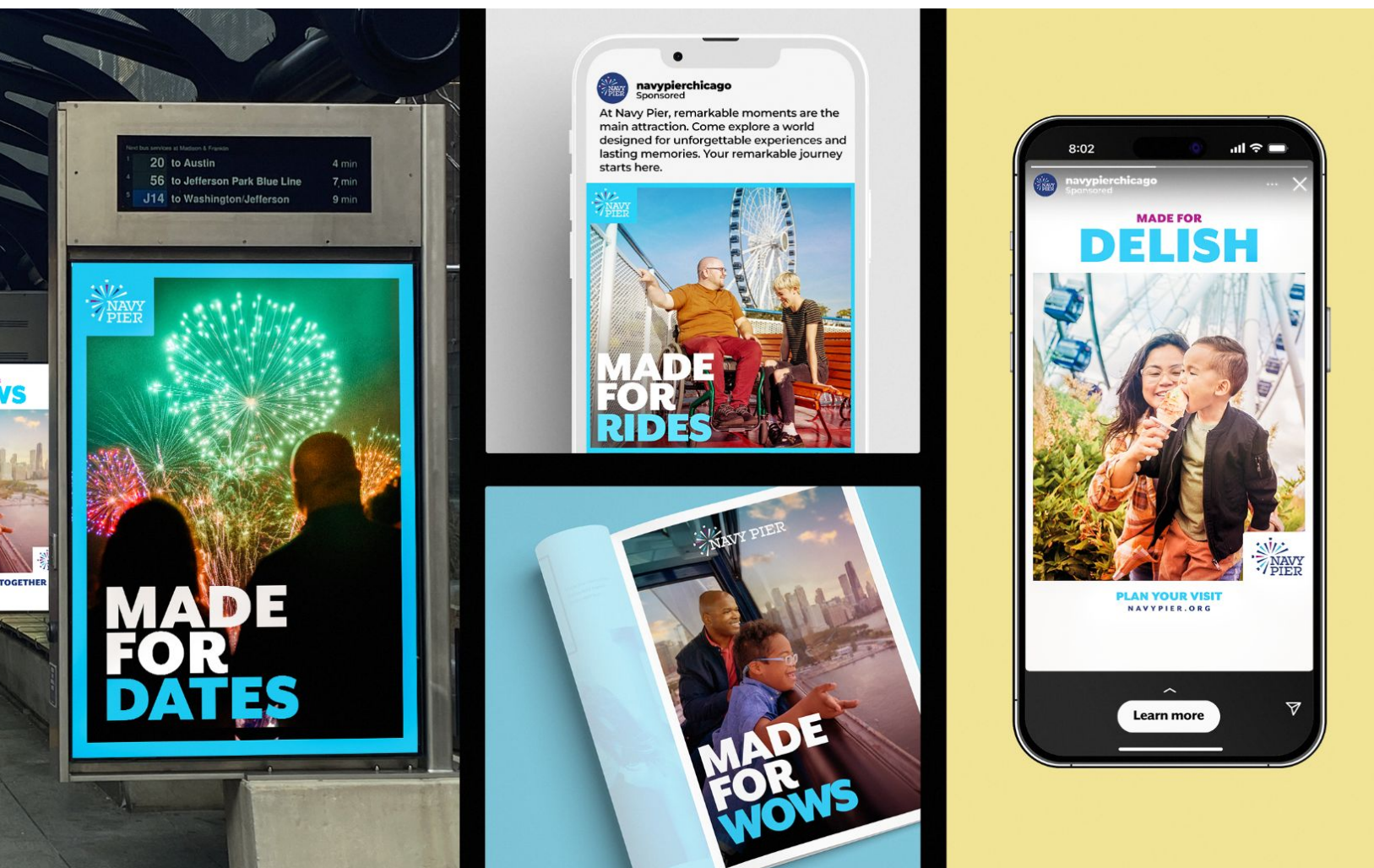
We leveraged audience segmentation, geo, and proximity identifiers to reach users with a unique message that resonated with individual motivators. In addition, we took an interest-based approach to event-specific ad targeting to promote Navy Pier's diverse event offerings.

Channels and tactics

- Traditional: TV, Radio, OOH and Print
- Programmatic: Display, Interactive Video, Native, High Impact, Audio
- Search: Google, YouTube
- Social: Meta (Facebook/Instagram), social AR filters

Through our campaign, we established a foundation of learnings by channel for each audience segment and market, raising the bar for performance moving into 2024 and beyond.

Snapshot of 2023 campaign performance

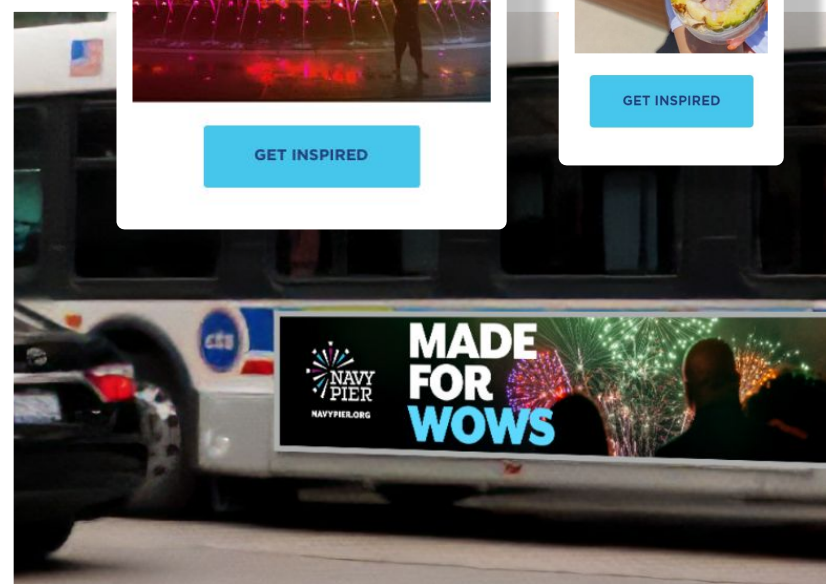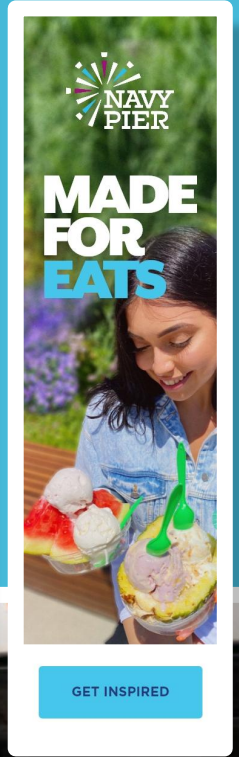## 100M+ impressions
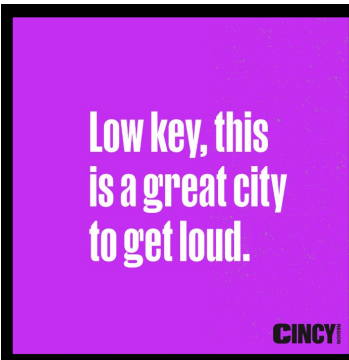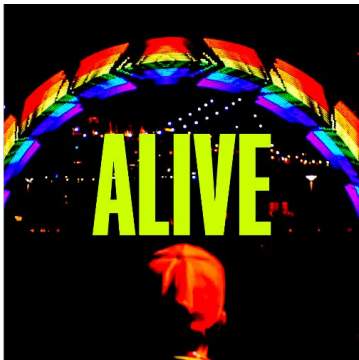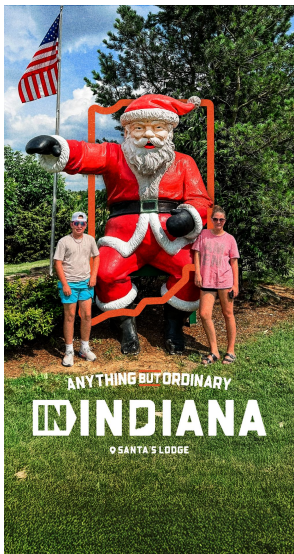Served over three months

8% visitation increase YoY

25%-50% higher click-through rates
Compared to industry standards

5% lift in "consideration"
from exposed audiences

Over 1M new website users driven via paid efforts

We'll admit it. Winning awards feels pretty great (who doesn't love a little validation?). But for us, these shiny trophies aren't just about the bragging rights—they're a reflection of the dedication, creativity, and collaboration we pour into every project. From industry accolades for cutting-edge campaigns to design awards that make our creatives blush, each recognition reminds us why we do what we do.

Of course, we don't let it go to our heads. We know the real stars of the show are the destinations we get to represent.

So, while we're thrilled to have a mantle full of hardware, our focus remains on delivering award-worthy results for your organization, no matter who's handing out the trophies.

Testimonials, we've got 'em.

"Signing up with Envisionit marked a pivotal moment in our marketing journey. Their fresh outlook, energy, and passion for understanding our destination and promoting it effectively were truly impressive.

Envisionit's creativity, attention to detail, and collaborative approach are exceptional. They crafted engaging campaigns that captured the essence of our brand, and their data-driven decision-making optimized our efforts for maximum impact. We didn't feel like just a client; we felt like an extension of their team, almost like family.

Rose Noble
CEO
Galena Country

"Envisionit has been an indispensable partner in elevating Choose Chicago's digital presence, marketing performance, and strategic initiatives. Their expertise played a critical role in developing our dynamic, industry-leading website, which sets the standard for destination marketing platforms.

Beyond their exceptional creative design, Envisionit's strategic insights have guided key organization-wide initiatives, ensuring our campaigns are both impactful and innovative. They are not just a partner—they are an extension of our team, driving success at every step.

Lisa Nucci
Chief Marketing Officer
Choose Chicago

"We appreciate their results-driven approach … taking the time to understand our mission and objectives then putting together a strategic game plan to achieve those objectives.

Scott Paddock
President
Chicagoland Speedway

envisionit

TAB D:
Statement of work

Statement of Work

This proposed Statement of Work (SOW) outlines the services that Envisionit will provide to Visit St. Pete Clearwater under this agreement. The SOW enumerates each task, deliverable, and service to be provided, along with the general proposed schedule for completion.

This SOW is provided as a framework for discussion and is subject to refinement, mutual agreement, and formalization during contract negotiation and execution.

1) Account Direction
Provide strategic leadership and oversight across all program elements, ensuring alignment between agency teams, client stakeholders, and project objectives.

2) Project Management
Deliver comprehensive project management services, including timeline development, resource coordination, and deliverable tracking to ensure all work is delivered on time, on scope, and on budget.

3) Inter-Agency Coordination & Recurring Onsite Visits
Facilitate regular collaboration with Visit SPC's internal teams and external partners, including recurring onsite visits to foster alignment, improve communication, and address real-time needs.

4) Executive Sponsorship & Board/Community Support
Provide senior leadership engagement to support key stakeholder, board, or community discussions, offering strategic counsel and advocacy as needed.

5) Immersion & Onboarding
Conduct a comprehensive onboarding process within the first 4–6 weeks, including destination, audience, and brand immersion sessions to inform strategy and planning..

6) Competitive & Landscape Analysis, Insights, & Recommendations
Deliver market assessments and competitor analyses to identify brand positioning opportunities, paired with actionable recommendations. This includes:
- Reviewing key competitor brand and media activity
- Identifying opportunity gaps and differentiators for VisitSPC
- Summarizing insights in a report or presentation format

7) Strategy & Planning for Integrated Media
Develop integrated media strategies and campaign frameworks aligned with Visit SPC's brand, audience, and business objectives.

8) Leisure & Meetings Campaign Development
Concept, develop, and deliver leisure- and meetings-focused marketing campaigns, including creative direction, messaging frameworks, and asset development.

Statement of Work, Continued

9) <u>Establishing Measurement Framework</u>
Design and implement a measurement framework that defines KPIs, sets benchmarks, and enables clear reporting of outcomes.

10) <u>Media Management & Campaign Execution</u>
Oversee media planning, buying, trafficking, and execution across approved channels and platforms, ensuring campaigns are delivered efficiently and effectively.

11) <u>Tagging & Tracking Implementation</u>
Implement proper tagging and tracking protocols for all digital campaigns to support accurate data collection, measurement, and reporting.

12) <u>Quality Control</u>
Conduct regular quality checks across all deliverables, creative assets, and media executions to maintain accuracy, consistency, and brand standards.

13) <u>Campaign Monitoring, Analytics, Performance Insights & Optimization</u>
Provide advanced analytics, real-time campaign monitoring, and continuous optimization recommendations to drive stronger outcomes. This includes:
- Analyzing key performance metrics
- Identifying areas for improvement or adjustment
- Providing actionable insights to inform ongoing campaign optimization

14) <u>Martech & Data Management Advisory</u>
Offer expert guidance on marketing technology tools, data infrastructure, and platform strategies to enhance program performance and operational efficiency.

15) <u>Thought Leadership & AI/Emerging Technology Advisory</u>
Provide ongoing advisory services on industry trends, innovations, and emerging technologies (including AI) to help future-proof Visit SPC's marketing approach.

Proposed Timeline
Initial immersion, onboarding, and strategic planning → Completed within the first 4–6 weeks of contract start

Integrated media strategy, measurement framework, and campaign development → Delivered within 12–16 weeks of contract start

Recurring services (account direction, project management, analytics, optimization, advisory, etc.) → Provided continuously throughout the contract period, aligned to campaign timelines and deliverable schedules

The timelines and deliverables outlined herein are proposed and intended as a starting point for planning. Final scopes, schedules, and specific deliverables will be confirmed in collaboration with Visit St. Pete Clearwater during onboarding and contract finalization, and may evolve based on program needs, budget allocations, and mutual agreement.

TAB E: Compensation

Aligning investment with impact.

The following outlines service fees based on what we know today. As we continue conversations and refine the scope, we'll collaborate closely to ensure alignment on the investment required to meet your goals.

Our cost estimates are informed by the information you've provided and benchmarked against destinations of similar size and complexity.

Agency fees are structured based on the level of effort, expertise, and strategic support required to achieve your objectives. Our goal is to provide a clear and flexible foundation that maximizes your media investment and supports your desired outcomes.

Agency support	Roles utilized
Retained services: ● Account direction ● Project management ● Inter-agency coordination and recurring onsite visits ● Executive sponsorship (added value) & board / community support ● Immersion and onboarding ● Competitive and landscape analysis, insights, and recommendations ● Strategy and planning for integrated media ● Leisure and meetings campaign development ● Establishing measurement framework ● Media management and campaign execution ● Tagging & tracking implementation ● Quality control ● Campaign monitoring, advanced analytics, performance insights and optimization recommendations ● Martech and data management advisory ● Thought leadership and ai/emerging technology advisory	Executive Sponsor Account Director Account Executive Project Manager VP, Integrated Strategy Integrated Strategist Executive Director, Paid Media and Advanced Analytics Media Director Media Planner / Buyer Media Coordinator Programmatic Specialist SEO/SEM Specialist Data Analyst Marketing Technologist

Investment

Agency fees are determined by the level of effort and expertise required to achieve your objectives. Given the current unknowns that may impact how the investment is utilized, the following estimate is informed by our experience supporting similarly sized destination programs with a $19.5M investment. It is intended to facilitate collaboration and help right-size the appropriate level of support.

We are currently estimating an average monthly lift of 945 hours to support your programs, with a projected fee of $160,000 per month.

Media investment (estimated): $19,500,000
Agency retainer: $160,000 / Month *
Additional services blended rate: $165 / Hour

*Retainer is based on current assumptions about the program complexity pertaining to channel management and reporting requirements.

TAB F:
No exceptions

No exceptions to RFP

Envisionit Chicago, LLC submits no exceptions to any terms and/or conditions contained in this RFP or the Services Agreement.

[REMAINDER OF PAGE INTENTIONALLY LEFT BLANK]

TAB G:
Attachments

envisionit.

VENDOR SUBMITTAL ACKNOWLEDGEMENT FORM

It is the policy of Pinellas County, Board of County Commissioners, to accept the lowest responsive and responsible or highest ranked submittal received meeting specifications. No changes requested by a vendor due to an error in pricing will be considered after the advertised solicitation opening date. By signing this Vendor Submittal Acknowledgment Form, vendors are attesting to their awareness and acceptance of this policy and agreeing to all solicitation of terms and conditions, including any insurance requirements.

Vendor Name (as shown on W-9): Envisionit Chicago, LLC

Doing Business As (DBA) (if applicable): N/A

Mailing Address (as shown on W-9): 130 E. Randolph Street, Suite 1600

City, State, Zip (as shown on W-9): Chicago, IL 60601

Vendor Email (primary company email): rfp@envisionitagency.com

Remit to address (as shown on vendor invoice): 130 E. Randolph Street, Suite 1600 • Chicago, IL 60601

Federal Tax ID (FEIN) #: 45-4042247

SAM.gov UEID No.:

Dun & Bradstreet D-U-N-S® UEID No. (if applicable): 077376306

Vendor Contact Information

Contact Name: Jason Goldberg

Phone Number: 312.236.2000

Email Address: jason.goldberg@envisionitagency.com

Payment Terms: Net 45 (per Florida Statute F.S. 218.73)   N/A   **%**   N/A   **Days**

Deposit (if required) has been paid in the amount of $ N/A

Proper Corporate Identity is needed for a firm registered with the Florida Division of Corporations. Please visit *dos.myflorida.com/sunbiz/* for this information. It is essential to return a copy of your W-9 with your submittal.

I hereby agree to abide by all terms and conditions of this solicitation, including all insurance requirements, and certify that I am authorized to sign this solicitation for the vendor.

Authorized Signature:

Print Name: Jason Goldberg

Title: Owner/EVP, Chief Relationship Officer

THIS FORM MUST BE RETURNED WITH YOUR RESPONSE

Form W-9
(Rev. October 2018)
Department of the Treasury
Internal Revenue Service

Request for Taxpayer
Identification Number and Certification

▶ Go to *www.irs.gov/FormW9* for instructions and the latest information.

Give Form to the requester. Do not send to the IRS.

Print or type.
See Specific Instructions on page 3.

1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank.

Envisionit Chicago LLC

2 Business name/disregarded entity name, if different from above

Envisionit

3 Check appropriate box for federal tax classification of the person whose name is entered on line 1. Check only **one** of the following seven boxes.

☐ Individual/sole proprietor or single-member LLC ☐ C Corporation ☐ S Corporation ☐ Partnership ☐ Trust/estate

☒ Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=Partnership) ▶ _____

Note: Check the appropriate box in the line above for the tax classification of the single-member owner. Do not check LLC if the LLC is classified as a single-member LLC that is disregarded from the owner unless the owner of the LLC is another LLC that is **not** disregarded from the owner for U.S. federal tax purposes. Otherwise, a single-member LLC that is disregarded from the owner should check the appropriate box for the tax classification of its owner.

☐ Other (see instructions) ▶

4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):

Exempt payee code (if any) _____

Exemption from FATCA reporting code (if any) _____

(Applies to accounts maintained outside the U.S.)

5 Address (number, street, and apt. or suite no.) See instructions.

130 E Randolph St Suite 1600

6 City, state, and ZIP code

Chicago, IL 60601

Requester's name and address (optional)

7 List account number(s) here (optional)

Part I   Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the instructions for Part I, later. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN*, later.

Note: If the account is in more than one name, see the instructions for line 1. Also see *What Name and Number To Give the Requester* for guidelines on whose number to enter.

Social security number

☐☐☐ – ☐☐ – ☐☐☐☐

or

Employer identification number

4 5 – 4 0 4 2 2 4 7

Part II   Certification

Under penalties of perjury, I certify that:

1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and

2. I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and

3. I am a U.S. citizen or other U.S. person (defined below); and

4. The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions for Part II, later.

Sign Here Signature of U.S. person ▶ *Amy C Russell*   Date ▶ May 01, 2025

General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Future developments. For the latest information about developments related to Form W-9 and its instructions, such as legislation enacted after they were published, go to *www.irs.gov/FormW9*.

Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following.

• Form 1099-INT (interest earned or paid)

• Form 1099-DIV (dividends, including those from stocks or mutual funds)

• Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)

• Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)

• Form 1099-S (proceeds from real estate transactions)

• Form 1099-K (merchant card and third party network transactions)

• Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)

• Form 1099-C (canceled debt)

• Form 1099-A (acquisition or abandonment of secured property)

    Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.

    If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See What is backup withholding, later.

Cat. No. 10231X

Form **W-9** (Rev. 10-2018)

HUMAN TRAFFICKING AFFIDAVIT

In accordance with section 787.06 (13), Florida Statutes, the undersigned, on behalf of
__Envisionit Chicago, LLC__ (the "Contractor"), hereby attests that the Contractor does not use coercion for labor or services as defined in Section 787.06, Florida Statutes.

The undersigned must be an authorized representative of the Contractor who can execute this affidavit on the Contractor's behalf.

Under penalties of perjury, I __Jason Goldberg__ , declare that I have read the foregoing affidavit and that the facts stated in it are true.

Signature: _[signature]_

Print Name: __Jason Goldberg__

Date: __May 01, 2025__

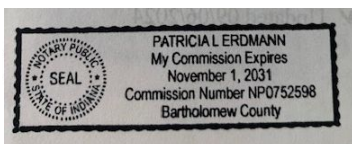Federal Work Authorization User Identification No.: __45-4042247__

Name of Pinellas County Contract and Contract No.: __#25-0506-RFP__
Advertising & Promotion
(Media Planning and Buying)

STATE OF FLORIDA COUNTY OF _____

The foregoing instrument was acknowledged before me by means of 1) physical presence ☑ or 2) online notarization ☐, this _____ (date) by
_____ of _____, a
_____ corporation, on behalf of the corporation.

He/she is personally known to me or has produced _____ as identification.

NOTARY PUBLIC
SEAL
STATE OF INDIANA
PATRICIA L ERDMANN
My Commission Expires
November 1, 2031
Commission Number NP0752598
Bartholomew County

Notary Public: __Patricia L. Erdmann__

Name typed, printed, or stamped: __Patricia L. Erdmann, Commission #NP0752598__

My Commission Expires: __November 01, 2031__

Foreign County of Concern Affidavit

I hereby certify that _____Envisionit Chicago, LLC_____ (the "Contractor") is not an entity owned by the government of a Foreign Country of Concern; the government of a Foreign Country of Concern does not have a Controlling Interest in the entity; nor is the entity organized under the laws of or has its principal place of business in a Foreign Country of Concern, and is otherwise in full compliance with Section §287.138, Florida Statutes.

This Affidavit must be completed by an authorized representative of the Contractor submitting a bid, proposal, reply to, or entering into, renewing, or extending, a contract with the County, which would grant the entity access to an individual's Personal Identifying Information.

For purposes of this Affidavit:

"Foreign Country of Concern" means the People's Republic of China, the Russian Federation, the Islamic Republic of Iran, the Democratic People's Republic of Korea, the Republic of Cuba, the Venezuelan regime of Nicolás Maduro, or the Syrian Arab Republic, including any agency of or any other entity of significant control of such foreign country of concern.

"Controlling Interest" means possession of the power to direct or cause the direction of the management or policies of a company, whether through ownership of securities, by contract, or otherwise. A person or entity that directly or indirectly has the right to vote 25 percent or more of the voting interests of the company or is entitled to 25 percent or more of its profits is presumed to possess a controlling interest.

Under penalties of perjury, I declare that I have read the foregoing affidavit and that the facts stated in it are true.

Signature: _____

Print Name: _____Jason Goldberg_____

Date: _____May 01, 2025_____

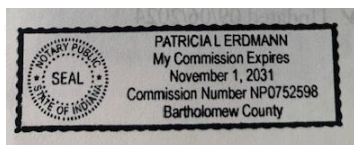Federal Work Authorization User Identification No.: _____45-4042247_____

Name of Pinellas County Contract and Contract No.: _____#25-0506-RFP_____
Advertising & Promotion
(Media Planning and Buying)

STATE OF FLORIDA COUNTY OF _____Pinellas_____

The foregoing instrument was acknowledged before me by means of 1) physical presence [X] or 2) online notarization [ ], this _____May 01, 2025_____ (date) by _____Jason Goldberg_____ of _____Envisionit Chicago, LLC_____, a _____Illinois_____ corporation, on behalf of the corporation.

He/she is personally known to me or has produced _____ as identification.

PATRICIA L ERDMANN
My Commission Expires
November 1, 2031
SEAL
Commission Number NP0752598
Bartholomew County

Notary Public: _____Patricia L. Erdmann_____

Name typed, printed, or stamped: _____Patricia L. Erdmann, Commission #NP0752598_____

My Commission Expires: _____November 01, 2031_____

ENJOY YOUR AGENCY