



Prepared by Envisionit

Solicitation 25-0507-RFP

Advertising & Promotion (Brand Strategy, Creative & Content)
for Pinellas County Convention & Visitors Bureau

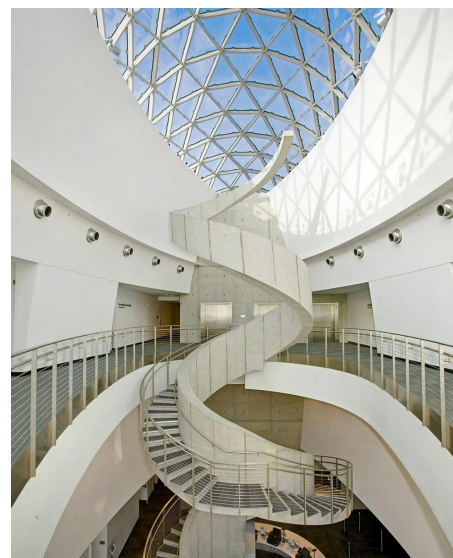
Envisionit Chicago, LLC.

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May 1, 2025



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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 see Visit St. Pete Clearwater standing at an incredible moment of opportunity. With traveler expectations shifting, audience behaviors evolving, and competition intensifying across warm-weather destinations, the time is now to reimagine how the brand connects, inspires, and differentiates itself—not just visually, but emotionally.

What sets us apart is our ability to break through the sea of sameness that defines so much destination marketing today. Across industries, from tourism to fintech, we've built a reputation for delivering bold, differentiated brand strategies, powerful creative platforms, and content that resonates deeply and drives action. We don't just deliver campaigns—we reshape how brands live, breathe, and engage. For St. Pete Clearwater we bring:

- Proven expertise in destination brand development, creative storytelling, and content strategy across a range of tourism and cultural clients
- Cross-industry experience that makes us more agile, adaptive, and unafraid to push boundaries, bringing fresh energy into the tourism space
- A holistic, integrated process, named IDEAS, that connects research, brand strategy, creative development, and content execution seamlessly
- Deep understanding of the emotional and experiential needs of today's travelers, ensuring every touchpoint feels authentic, inclusive, and resonant
- A passion for helping destinations elevate their stories—not just as places to visit, but as experiences that leave a lasting imprint

What sets us apart is not just what we do, but how we work: as proactive, collaborative partners who thrive on innovation and deliver outcomes that matter. We know Visit St. Pete-Clearwater is signaling a desire for change, and we're ready to meet that moment—bringing the strategic thinking, creative excellence, and partnership mindset you need.

This proposal reflects not only our capabilities, but our passion and vision for what we can help Visit St. Pete Clearwater become: not just another beach destination, but a brand that travelers feel, remember, and carry with them.

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.

env[®] 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.



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.

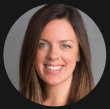
What's an opportunity you can act on? When these moments arise, we will ensure you're connected to the solution and equipped with the business intelligence, data, and insights to capitalize effortlessly.

“

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

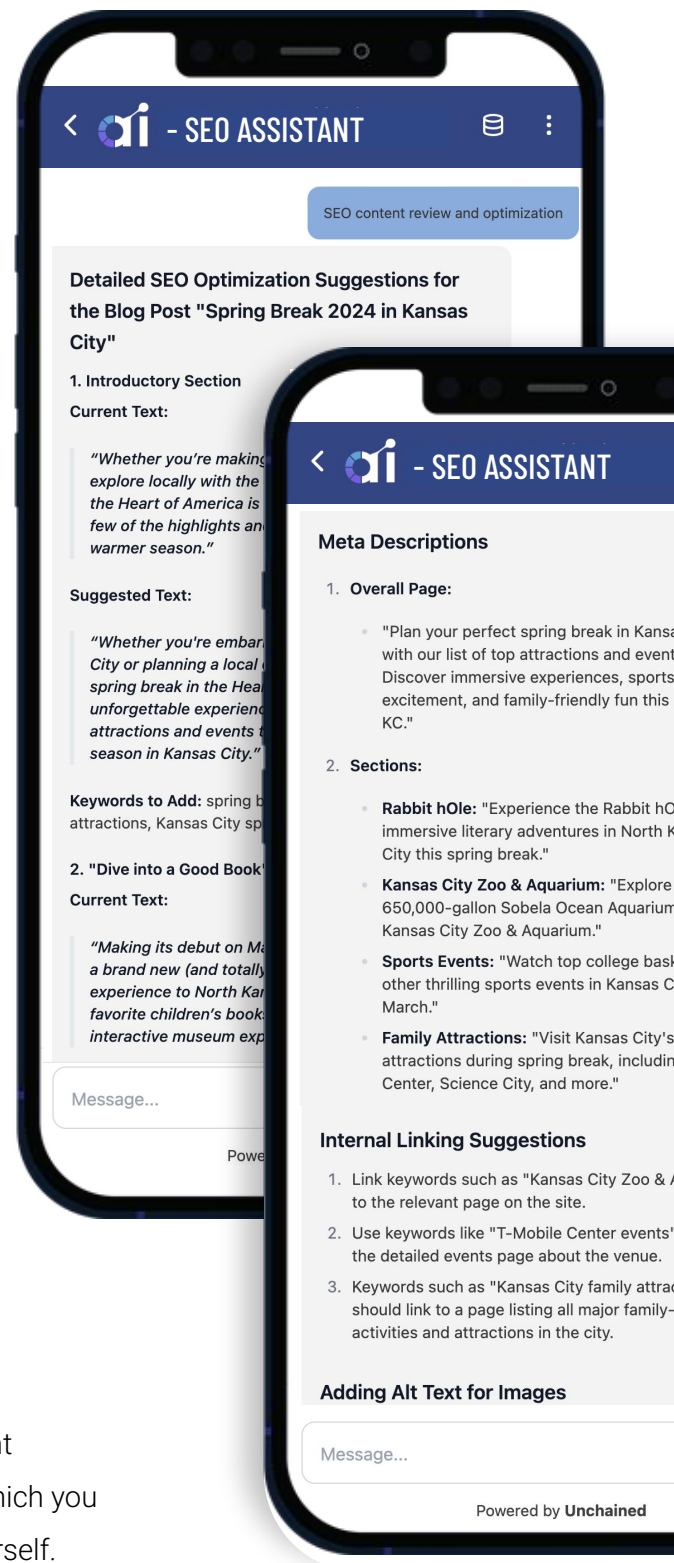
For example, we are empowering our clients with a tool for managing SEO, themselves.

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 and content development
- Writer management
- Email marketing

SEO.

- Competitive analysis
- Technical optimization
- On and off page optimization
- Local search optimization

Analytics.

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

Strategy.
Creative.
Media.
SEO.
Content.
Technology.
Analytics.

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



Ali Aguilar
Human Resources Manager



Amy Russell
Controller

Operations team

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

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



Kyle Smith
Senior Designer



Michele Brajevich
Senior Designer



Razzy Jeffrey
Associate Motion Designer



Chris Taylor
Senior Production Artist



Emily Hines
Content Manager



Nick Gianacacos
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

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



Gerard Troje
Senior Web Developer



Adam Kelsven
Senior Web Developer



JR Phanith
Senior Web Developer



Josh Rodriguez
Web Developer



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

SEO team



Kenzie Austin
Director of SEO



Erik Martin
Senior SEO Manager



Brian McLeod
Senior SEO Manager



Megan Teague
SEO Coordinator



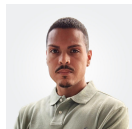
Chelsea McClellan
Senior Media Manager



Alessandra Pingol
Media Manager



Destiny McClendon
Media Manager



Kevin Alarcon
Media Coordinator



Mark Brennan
Senior Data Analyst

Strategy team



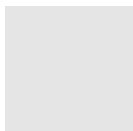
Emily Selgrat
VP, Strategy, Research, and Insights



Lisa Marie Jackson
Integrated Strategist



Taerynn Owens
Integrated Strategist

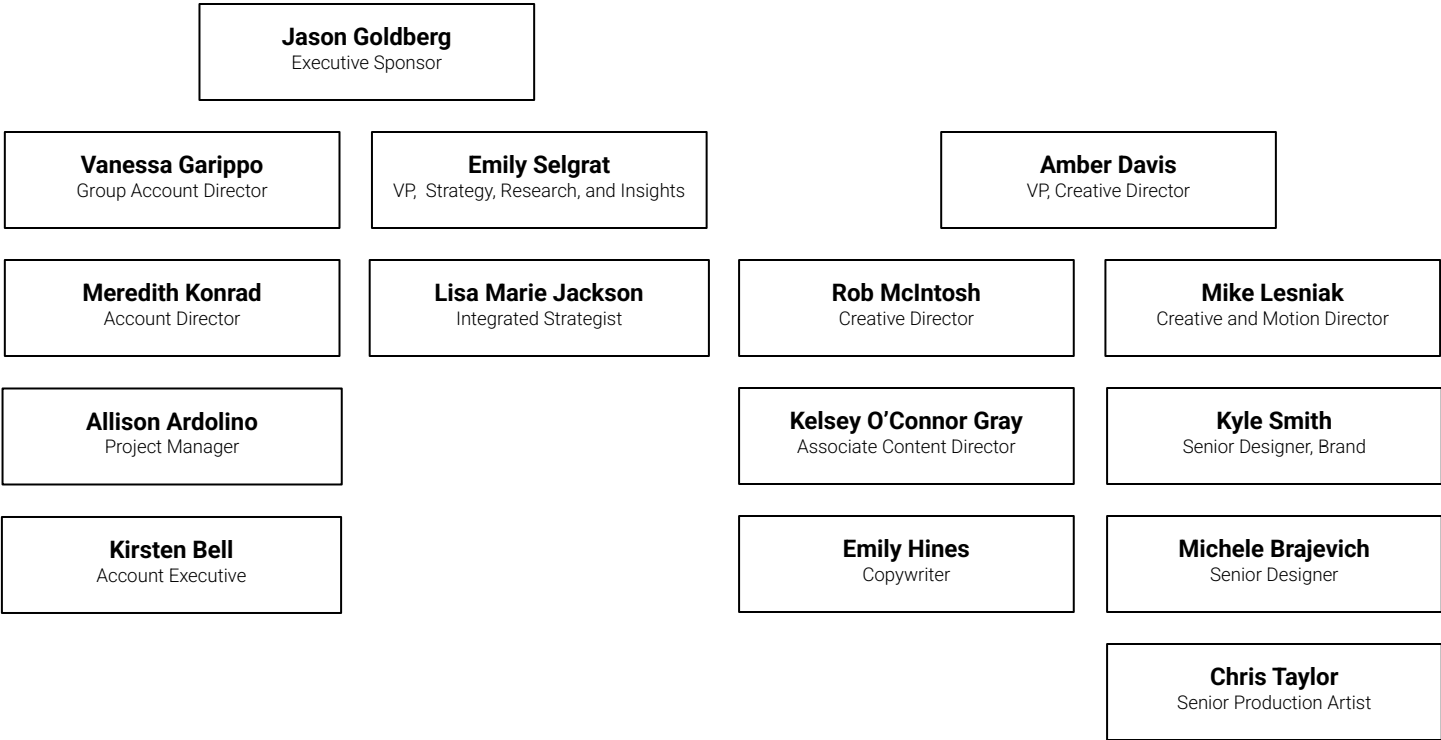


Nikhitha Gunta
Senior Data Analyst

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.





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



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

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



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.)

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



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



Amber Davis

Vice President, Creative Director



Bold ideas, emotional storytelling, and results that move the needle—Amber Davis has spent over two decades crafting creative that connects. At Envisionit, she's helped shape the agency's destination marketing work from the ground up, guiding creative strategy and leading campaigns for standout clients in the travel and tourism space.

Amber has led creative for destination brands like Choose Chicago, Visit Indiana, Navy Pier, Galena Country Tourism, Visit KC, Visit Cincy, and Meet NKY—turning place-based experiences into powerful, measurable campaigns. Her portfolio also includes work for globally recognized names like Coca-Cola, Kraft Foods, Molson Coors, and Accenture, giving her a unique perspective on blending consumer insight with emotional resonance.

Amber's passion for culture and connection fuels her work and life—whether she's conceiving a new campaign, mentoring emerging creatives, or brunch-hopping in search of the ultimate bloody mary. (Yes, she co-authored a viral article about them. Yes, she'll send you the link.)

Education

Indiana University Bloomington, B.A. in English and B.A. in Communication & Culture

Top skills

- Creative direction
- Creative strategy
- Copywriting

Certifications

- Nano Tips for Working Inclusively with Neurodivergent Employees, with Ellie Middleton

Professional Experience

Envisionit

Vice President, Creative Director
December 2022 - Present

Creative Director
May 2018 - December 2022

Upland Brewing Company

Director of Marketing
2016 - 2018

Envisionit

Associate Creative Director
2014 - 2016

Arc Worldwide/Leo Burnett Group

Senior Copywriter
2011 - 2014

closerlook, inc.

Writing Director
2011

Senior Copywriter/Copywriter
2008 - 2011

Finelight

Copywriter
2004 - 2008



Rob McIntosh
Creative Director



Rob McIntosh brings strategy, storytelling, and style to every creative engagement. As Creative Director at Envisionit, he leads the agency's creative vision across all destination marketing clients—shaping campaigns that are emotionally resonant, visually compelling, and strategically aligned from the first concept to final delivery.

With a background in both advertising and marketing, Rob blends audience insight with creative execution to help destinations stand out in competitive markets. He's led work for the full Envisionit DMO portfolio, including Choose Chicago, Visit Indiana, and Visit KC among others—infusing each with a distinct voice and visual identity. His experience also includes campaigns for globally recognized brands including Hyatt Hotels, Google, and Nordstrom.

Outside the agency, Rob is a curious traveler with a soft spot for Cuba and a self-proclaimed wannabe wine aficionado—always exploring new places and new palettes with the same passion he brings to the work.

Education

Michigan State University, B.A. in Marketing
School of Visual Arts, B.A. in Advertising

Top skills

- Creative leadership
- Concept development
- Copywriting

Professional Experience

Envisionit

Creative Director
September 2024 - Present

Associate Creative Director
September 2022 - September 2024

Bottlecode

Co-Founder & Creative Director
2019 - 2023

VSA Partners

Associate Creative Director
2018 - 2019

Mack Weldon

Director, Brand Marketing
2017 - 2018

Nordstrom Trunk Club

Brand Manager
2016 - 2017

Sr. Copywriter
2015 - 2016

Copywriter
2013 - 2015

Ralph Lauren

Merchandise Planner, Men's
2010 - 2013

GQ Magazine

Editorial Assistant, Fashion
2009 - 2010



Mike Lesniak

Art Director and Motion Designer



With 20 years of experience, Mike Lesniak is the creative force behind much of Envisionit's destination marketing work—his fingerprints are on nearly every tourism client we serve. Often referred to as the most talented team member at the agency, Mike blends strategy, storytelling, and design to bring brands to life across video, motion, and digital platforms.

He leads concept development, storyboard creation, and asset execution for campaigns, websites, and emails—always balancing creative ambition with production realities. Mike is known for elevating brand visuals, driving engagement, and delivering high-impact work that resonates with audiences and meets performance goals.

Outside of work, Mike is an ultra-marathoner who's completed 100+ mile races, a reflection of the endurance, precision, and quiet tenacity he brings to every project.

Education

Columbia College Chicago

B.A. in Graphic Design

Top skills

- Creative concept development and art direction
- Motion design and video production
- Integrated digital design for tourism and consumer brands

Professional Experience

Envisionit

Art Director and Motion Designer

August 2006 - Present

Gameplan Creative

Interactive Designer

2005 - 2006

Victory Records

Interactive Design

2004



Kelsey O'Connor-Gray
Associate Content Director



Equal parts storyteller and strategist, Kelsey Gray uses content to bring destinations to life—grounding every word in purpose and precision. With a background in journalism and more than a decade of content experience, she leads with a data-driven mindset and a sharp editorial eye.

At Envisionit, Kelsey supports destination clients including Choose Chicago, Visit KC, and Visit Spokane, creating content strategies that deepen engagement and drive measurable results. She's also worked on major national brands like BMO, Wells Fargo, and Discover—blending financial acumen with authentic storytelling to reach the right audiences with the right message.

Outside of work, Kelsey is a volunteer Chicago Greeter, giving neighborhood tours to visitors from around the world. She's also hiked the Inca Trail to Machu Picchu and an active volcano in Guatemala—proof that she's just as adventurous with her passport as she is with her prose.

Education

Indiana University Bloomington, B.A. in Journalism

Top skills

- Content strategy
- Content management
- Copywriting

Professional Experience

Envisionit

Associate Content Director
October 2024 - Present

Senior Content Manager
December 2021 - October 2024

Content Manager
October 2018 - December 2021

BMO Financial Group

Copywriter & Content Strategist
2016 - 2018

Shaw Media

Freelance Writer
2014 - 2018

Imagination Publishing

Editor
2014 - 2016

Associate Editor
2014 - 2015

Editorial Intern
06/2014 - 09/2014

Olympia Media Group

Contributing Editor for The Odyssey
01/2014 - 05/2014

Bloom Magazine

Editorial Intern
2013 - 2014

Slavica Publishers

Editorial Intern
2012 - 2013



Emily Hines
Content Manager



From destinations to digital platforms, Emily Hines knows how to turn stories into strategy. With over a decade of experience in content marketing, she brings editorial precision and audience insight to every project. At Envisionit, she leads content strategy for tourism clients, helping brands connect through thoughtful storytelling and engaging digital experiences.

Emily's work supports beloved destinations like Galena Country Tourism, Navy Pier, and Visit Cincy, and she's developed content for others including Visit Bloomington, Travel Marquette, Explore Georgia, Jekyll Island, Golden Isles CVB, and Upland Brewing Company. With a knack for uncovering the heart of a destination, she crafts content that resonates emotionally while supporting SEO, UX, and performance goals. Her editorial contributions span outlets like USA Today, Time Out, and Trip Savvy, and she's also written for lifestyle and home brands like Goat Fuel and Kraus.

After hours, she co-hosts a women's craft beer club, collects vintage Hawaiian ephemera, and proudly reps her status as a BRAVO superfan—BravoCon badge and all.

Education

The University of Georgia, M.S. in Historic Preservation
Birmingham-Southern College, B.A. in Art History

Top skills

- Content strategy
- Copywriting
- Influencer marketing

Professional Experience

Envisionit

Content Manager
July 2022 - Present

Self employed

Freelance Writer
2013 - Present

FIREBELLY Marketing

Senior Social Media Manager
2020 - 2022

Visit Bloomington

Digital Content Manager
2016 - 2018

Upland Brewing Co.

Communications Manager
2014 - 2016

The Southern Coterie

Social Media Manager
2012 - 2016

University of Georgia

Surveyor: Georgia Historic Resource Survey Partnership
2011 - 2013

Georgia Museum of Art

Research Associate
08/2011 - 12/2011

NaPua Gallery

Art Consultant
2007 - 2009



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.



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.



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.



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.



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@cnsccb.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@cnsccb.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

Rebath: 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

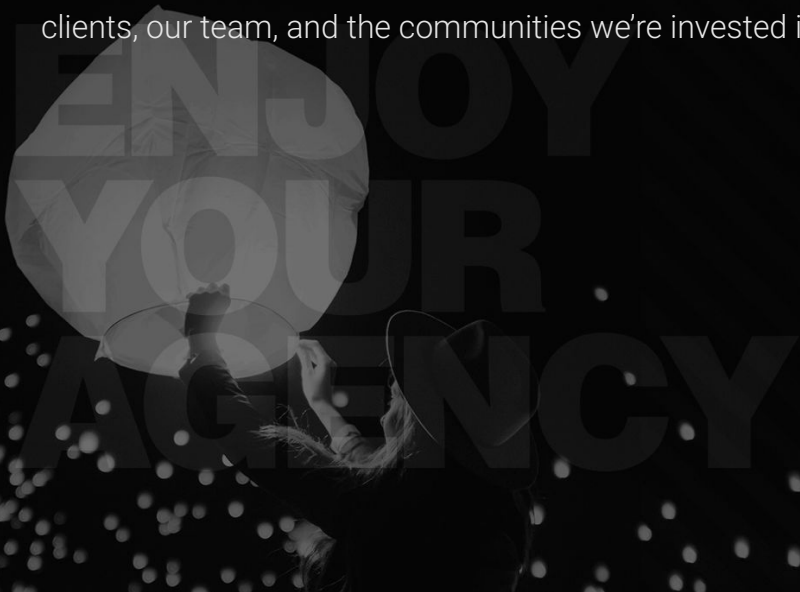
Why us

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

BEACH. CULTURE.

Yes, our white sand beaches are world class. But, if they don't make your visit to-do list, we totally get it.

This is a place where you can bask in the sunshine and in Sunken Gardens. A place where you can catch a variety of rays. Where sandcastles rise in the shadow of a palace and murals color every corner. Don't forget your shades because our Michelin-starred chefs really shine.

From the artsy avenues of St. Pete's EDGE District to the coastal charm of Dunedin and the laid-back vibe of Pass-A-Grille, this is a place that welcomes all to the sunshine and so much more.

This is St. Pete.

This is Clearwater.

This is Beach. This is Culture.



BEACH. CULTURE.



ST.PETE • CLEARWATER, FL
VISITSPC.COM

COME AND BASK IN THE SUNKEN GARDEN.

BEACH. CULTURE.



ST. PETE • CLEARWATER, FL

VISITSPC.COM

BEACH. CULTURE.

BRING
SHADES,
OUR CHEFS
REALLY
SHINE.



ST.PETE • CLEARWATER, FL
VISITSPC.COM



MELT INTO MORE THAN A LOUNGE CHAIR.

BEACH. CULTURE.



ST. PETE • CLEARWATER, FL
VISITSPC.COM

**BEACH
OPTIONAL?**

**NOPE,
IT'S DEFINITELY
AN OPTION.**

BEACH. CULTURE.



ST.PETE • CLEARWATER, FL
VISITSPC.COM

BEACH. CULTURE.

What makes your destination
different from other beach getaways?
That's what experience seekers
are asking.

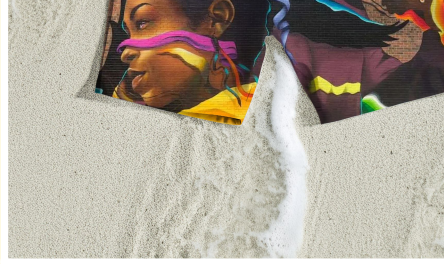
Our campaign prioritizes the answer(s),
not the obvious. We don't neglect the
beach, but instead nod to "well of
course, but have you seen..."



Getting "creative" with your creative assets.

THE BEACH CULTURE COLLECTION

Partner with major swimwear brands and take your colorful, famous murals to the beach and on the road. Boardshorts, flip flops, one pieces, whether it's as **IPW / IMEX swag, part of a consumer activation (see our street fest idea in our media RFP response), even selling directly through ecom to raise money for hurricane relief, or all of the above** - there are boundless owned and earned opportunities to elevate the destinations visibility as a major supporter of public arts and establish yourself as a bucket-list target for enthusiasts.



COME
BUILD A
SAND
CASTLE

[Learn More](#)

AND
SLEEP
IN A
PALACE

[Learn More](#)



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BEACH.

[Learn More](#)



ST.PETE • CLEARWATER, FL
VISITSPC.COM

BEACH.
CULTURE.

[Learn More](#)

When tailoring
for families, our
narrative **will still**
prioritize the
experience.

Why we believe in this direction

The “Beach Culture” concept brings St. Pete-Clearwater’s unique selling proposition to the surface in a way that aligns with today’s demand for experience-centric getaways and personalization for smarter targeting.

Rather than showcasing yet another “endless sunshine” narrative, this creative platform layers in the vibrant arts, local flavor, and authentic experiences that set St. Pete-Clearwater apart from typical beach markets. By focusing on both “Beach” and “Culture,” we tap into distinct audience segments—those drawn by the allure of the coast and those motivated by arts, cuisine, and community. This duality is not only authentic to the destination, it gives us the flexibility to tailor messaging, creative, activations, and placements to specific mindsets, intentions, and interest clusters, maximizing relevance for both the beach seekers and the culturally curious.

“Beach Culture” isn’t just a campaign hook, it’s a creative platform that powers precise, creative storytelling—ensuring St. Pete-Clearwater stands apart and delivers on the promise of smarter, more efficient marketing.



As with our media recommendation, our goal today was to demonstrate how we think—so you can envision what our approach, creative strengths, and integrated perspective will bring to the table.

There's plenty more immersion and collaboration ahead before any campaign comes to life. That said, we are confident this creative approach has the strength to not only support the leisure segmentation we've illustrated, but also to serve as a solid foundation for MICE, international, and co-op extensions.

In the end, we hope this glimpse into the creative half of our brains has demonstrated just how well it's integrated with the analytical half.

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

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 breadth 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 IDEAS 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.

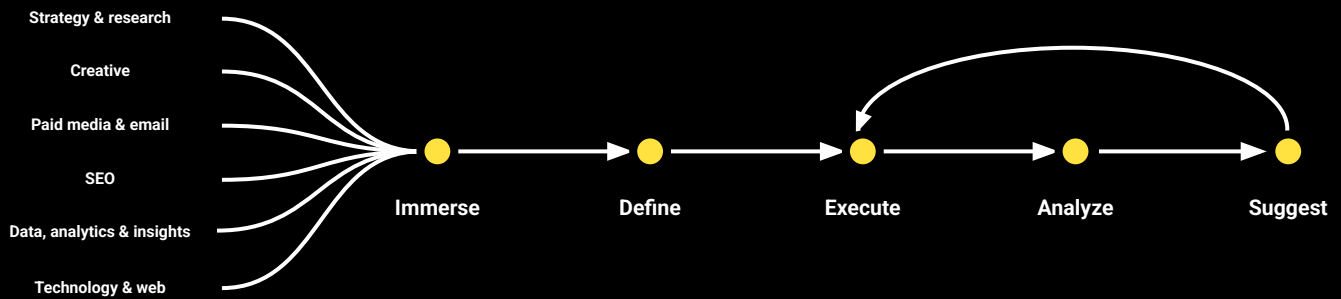
You will never be left guessing what's next.

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.



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**

- Your goals
- 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 | • Tagging and tracking |
| • Specification definition | • Custom dashboard development |
| • Asset development | • Quality assurance |
| • Media investment authorization | • 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

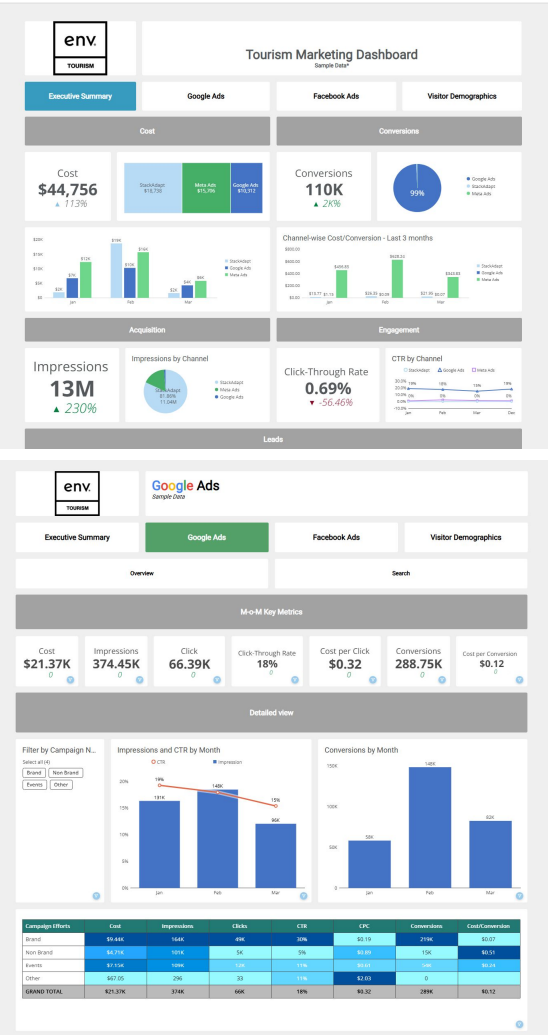
We optimize our programs in real-time and gather insights daily. We don’t wait for the big report to share what we are seeing and how we are adjusting to it.

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

Creative Approach

Storytelling that delivers **distinction and visitation.**

Our clients can always sense our passion for their destination because it matches their own. We're driven creatives: travel-obsessed writers, designers, content strategists, motion experts, and production artists, all working together to create captivating, action-inspiring work. What makes your destination unique and visit-worthy? We'll craft a website that elevates your brand, showcases what sets you apart, and inspires visitors to experience everything your community has to offer.

By blending compelling storytelling with data-driven insights, we create websites that evoke emotion, foster connection, and drive engagement. Whether it's through visuals, narratives, or user-friendly design, we ensure your destination's essence shines through.

Elevating your revamped brand to the world.

Your brand should leave a lasting impression on potential visitors. Whether you're building a new brand from scratch or zhuzhing your existing one, the way you showcase it must be original, intentional, and memorable amidst competition.

We begin by immersing ourselves in your destination as well as engaging with stakeholders, understanding your audience, and analyzing your competitors. Armed with a well-defined strategy, we'll leverage your revamped visual and verbal identity in a way that is not only welcoming and inclusive but also distinctly yours.

Messaging platform: We believe in storytelling with stopping power, and it starts with defining narrative. Our messaging platforms serve as toolkits accessible to anyone involved with your brand, ensuring consistent messaging. These platforms encompass internal guidelines such as voice, tone, and positioning as well as external messaging for key use cases, including elements like taglines, brand pillars, key messages, boilerplate, manifesto, elevator pitch, mission, vision, naming, and more. Even if you have an established messaging framework, we'll leverage it to ensure you're telling a consistent story.

Visual identity: A well thought-out visual identity evokes emotion and ensures your brand remains memorable. We create stunning, elevated, and intentional design systems that embody your brand's values and ethos. By integrating logos, colors, typography, and photography styles harmoniously, we define your brand's unique look and feel, ensuring consistency across all platforms.

Concept development: Destination campaigns often struggle to stand out and be memorable. It requires bold, innovative ideas to break through and leave a lasting impact. Our goal is to develop creative campaigns that are scalable, inspiring potential travelers, evoking emotions, and spurring action. We strive to vividly depict the experience of visiting your destination, from the moment travelers step off the plane or turn off their GPS, and we showcase this across digital, traditional, and experiential channels.

A creative approach **rooted in insights and data** every step of the way.

Our process is collaborative yet calculated. Working closely with strategy, data & analytics, and the media teams, we deliver creative campaigns that get results and maximize your investment.

Our strategy team uses research tools, consumer sentiment, and stakeholder interviews to uncover the key insights that set your destination apart for your ideal audiences. These insights become the foundation for our engagement briefs that the creative team uses as the jumping off point for creative ideation.

Collaboration from concept to channel activation

Because we have creative, media, tech, strategy, and analytics all in-house, we have the unique ability to collaborate closely and pivot quickly. From kickoff to campaign wrap-up, our creative and media teams are working together to imagine how big ideas can live bigger—and more effectively—with the right channels, placements, formats, and partners.

Test. Measure. Repeat. One thing you can count on is that we'll always deliver out-of-the-box ideas to bring your brand message to life. Because we value curiosity and impact, we implement test-and-learn plans to understand what messaging, images, and channels resonate with your audiences. Once assets are live in-market, we work closely to monitor performance and make optimizations to ensure we meet—and exceed—your KPIs.

Optimizing to deliver on your ROI: As we outline in our I.D.E.A.S. process, Analyzing performance and Suggesting optimizations are core to how we function. Working our findings into future executions is second nature. Additionally, when investment can support it, 3rd party surveys through our media buys provide feedback on brand lift and impact in context. Additionally, we've built close partnerships with tourism research groups, including Longwoods International, Future Partners, Tourism Economics, and more, to understand creative performance in the wild.



Future Partners

Longwoods
INTERNATIONAL

Planning and capturing authentic assets.

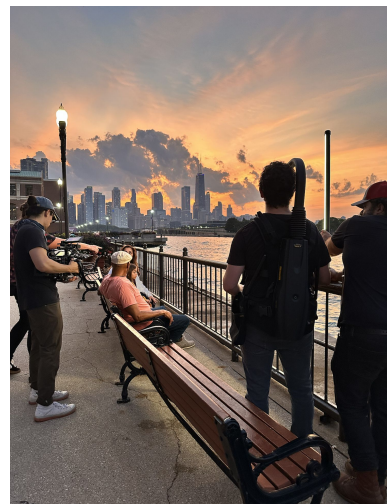
When it comes to your assets and content, authenticity matters. We take an immersive approach to photography and video, ensuring potential travelers feel like they are part of your destination before they step foot on the beach, indulge in great local cuisine, or view melting clocks inside the Dalí Museum.

Our approach is focused on building and supporting a robust library that can be used across your paid and organic efforts to tell a full story about the St. Pete-Clearwater experience.

Evaluation & production: First, we will align on the photography style that represents your brand. Then, we evaluate your existing asset library to determine what you have and where the gaps are against your key content pillars. Can you fill any with user-generated content or source any needs through partners? We'll map against your campaign concept and plan shoots that capture the assets that can be used for our impending marketing plan initiatives and beyond. Our experienced production team is ready to support all aspects of the production process including:

- Production planning
- Talent selection and management
- Location scouting
- Onsite direction
- Pre- & post-production

We have a handful of reliable video production companies and photographers we partner with to capture authentic content and moments. When possible, we partner with local talent and crew members to keep dollars in your local economy.



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.

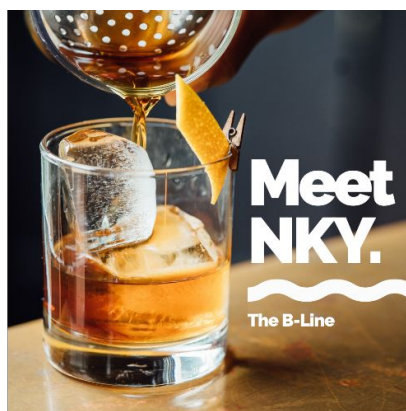
Target Audience Research & Insights: Our overarching process approach detailed later in the proposal, called IDEAS, expands on our methodology that's deployed for every client.

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.



Bourbon connoisseurs





Relationship spotlight



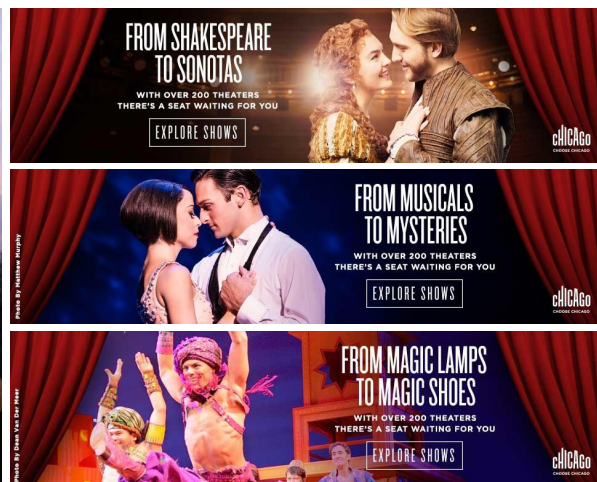
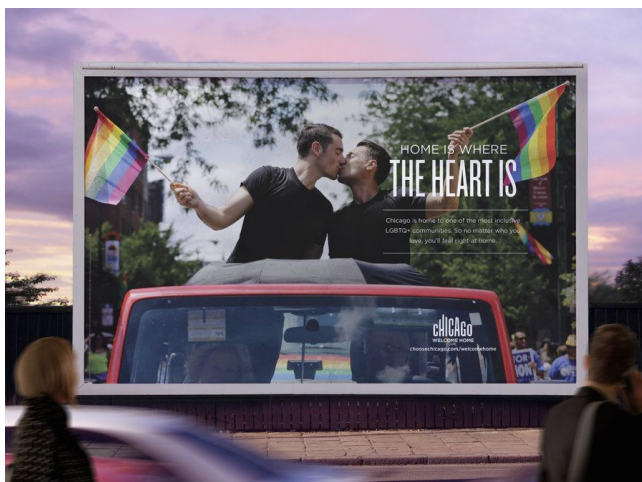
New expectations require a new direction—a digital evolution.

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.

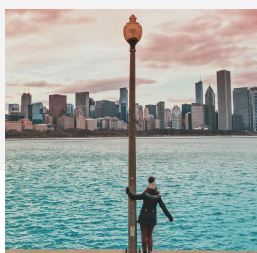
In year two, we expanded leisure initiatives with more **endemic partnerships** while Choose Chicago hosted various **international influencers**. Additionally, with internal resources stretched thin, we built a dedicated team and allocated resources specifically to **enhance our organic content efforts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



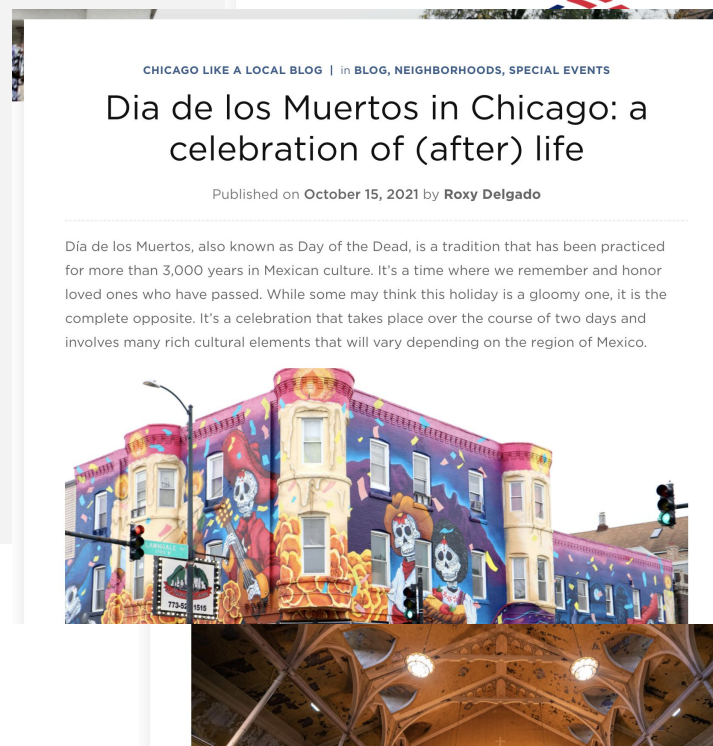
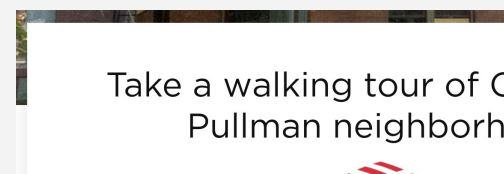
Caroline
@ytravelblog
 St. Patrick's
 Mother-Daughter Weekend
 IG: 35K Followers



Jane
@atasteofkoko
 "Foodie Itinerary"
 "Cocktail Itinerary"
 IG: 191K Followers

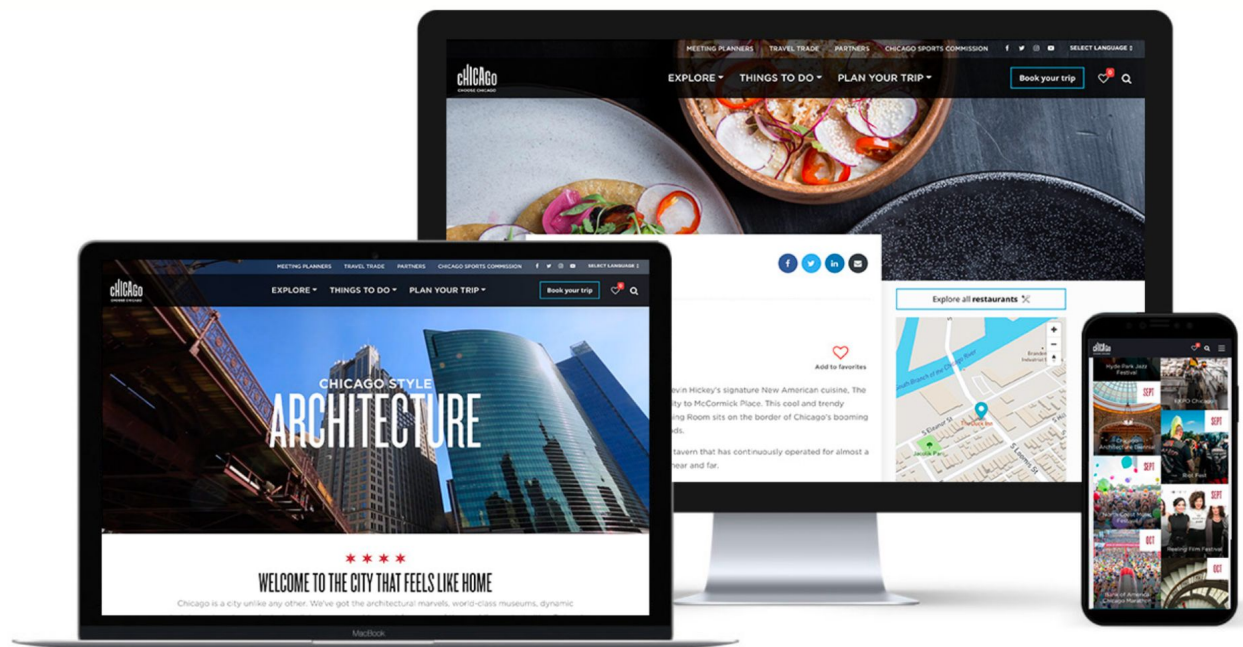


Haley
@readysatatset
 "Selfie Itinerary"
 "Instagram only"
 IG: 140K Followers





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.**



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.

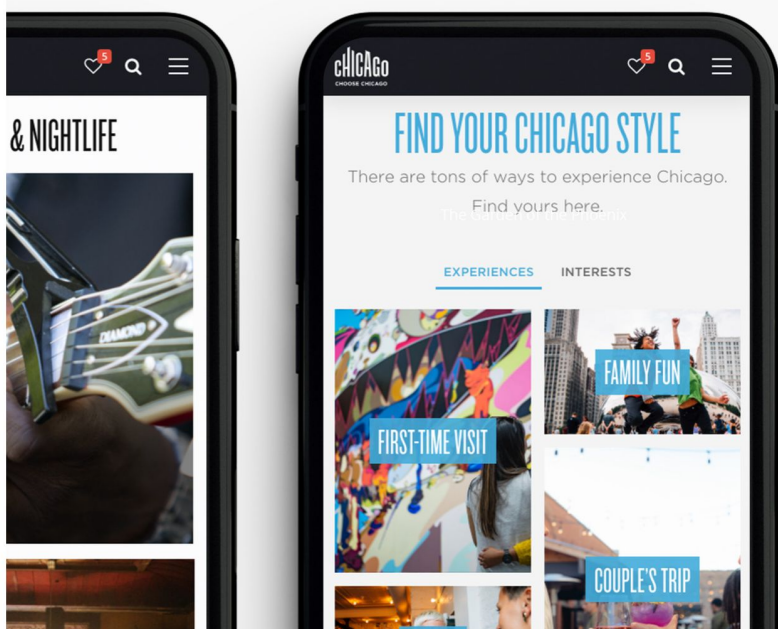
After meeting with stakeholders across the organization, an audit of more than 4,000 pages, and thorough analysis of the search landscape, a crucial organizational shift was made.

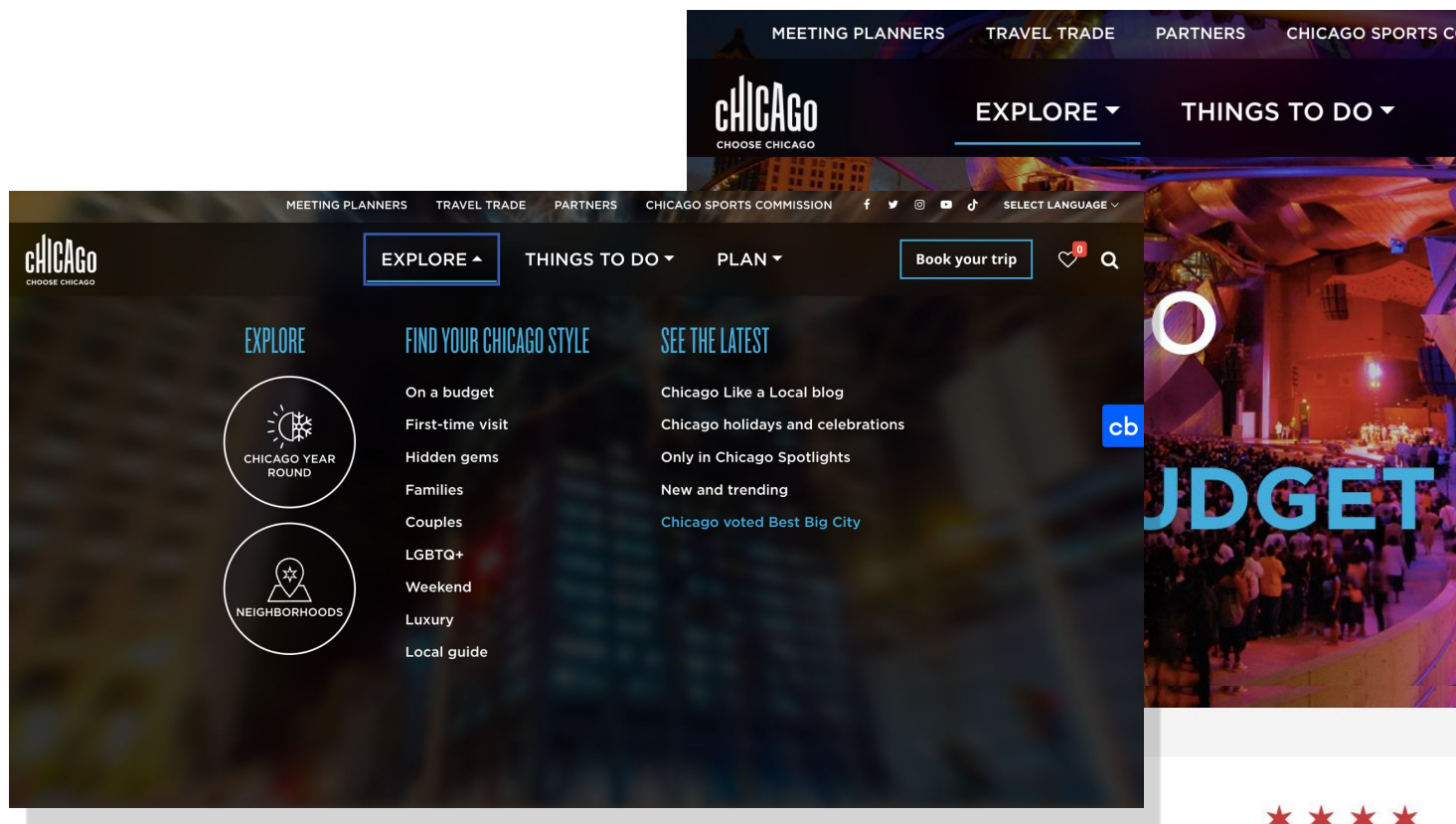
While we recommended maintaining the Simpleview CRM, it was time to leave the CMS behind and replatform.

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.

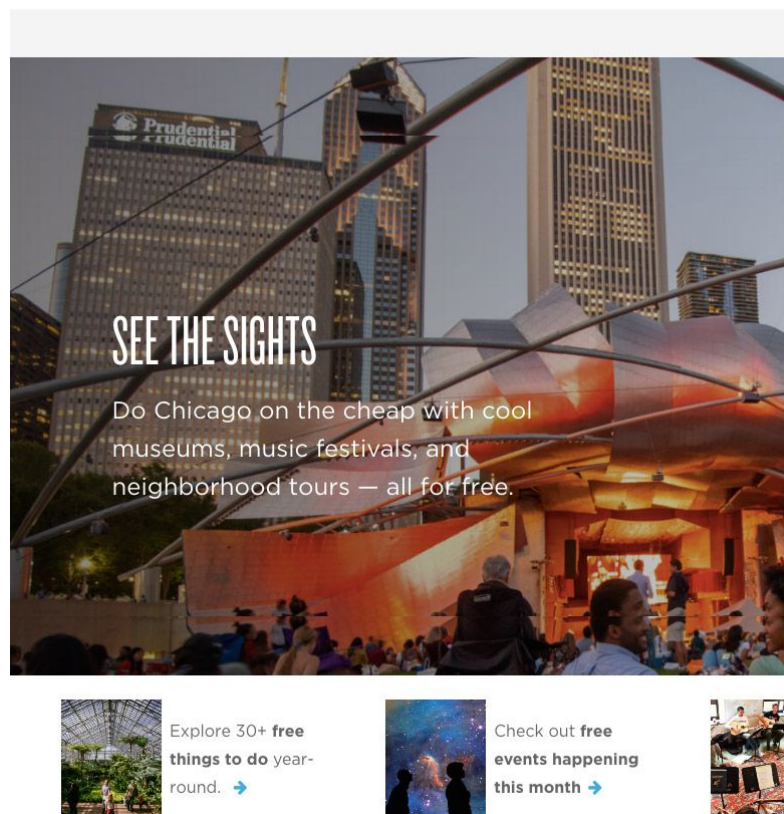


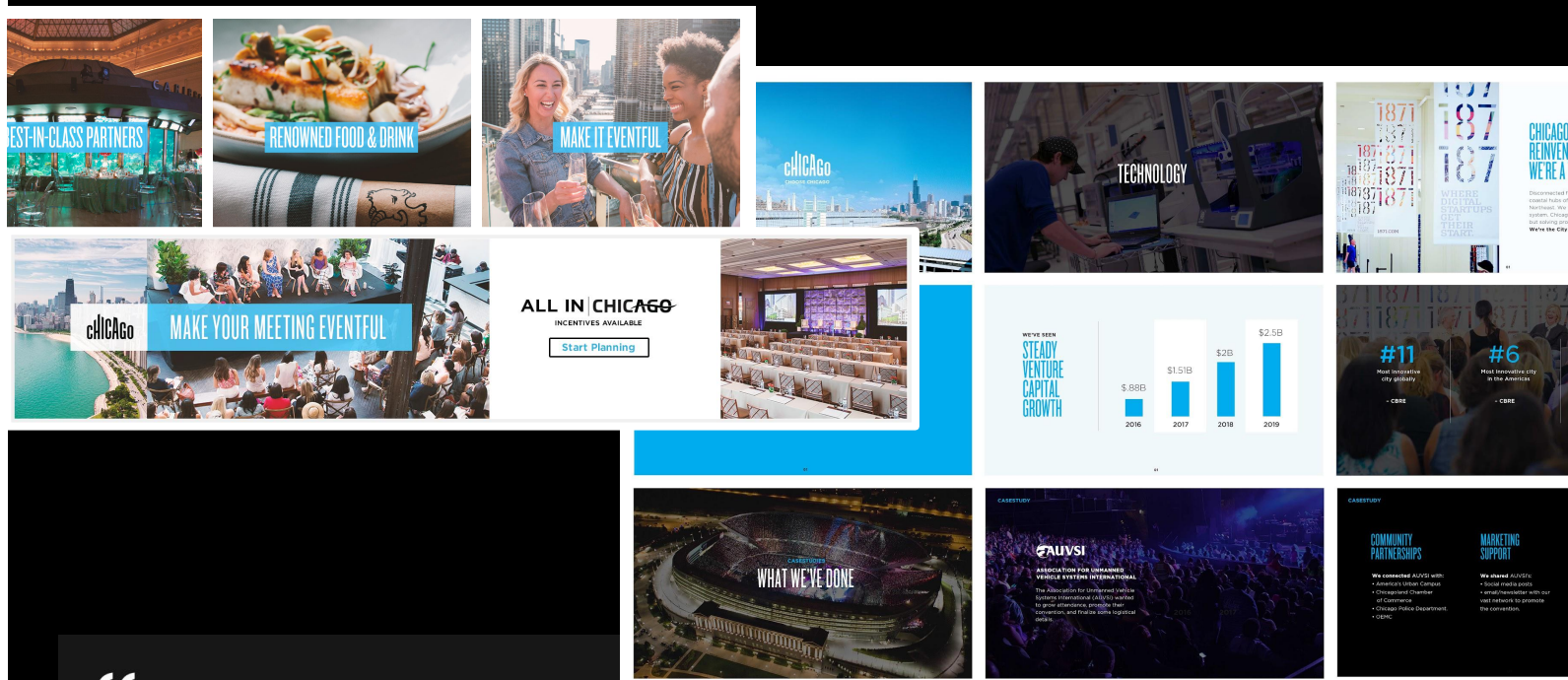


Some of the best things in life (and Chicago) are free. The city is full of free activities, like free museum days, free festivals, inexpensive food, and more. Here's our round-up of the coolest free and cheap things to do in Chicago.

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.





Relationship spotlight



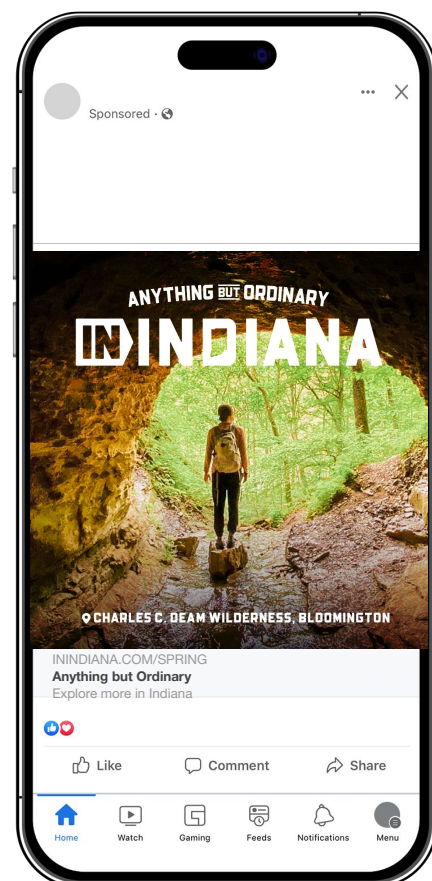
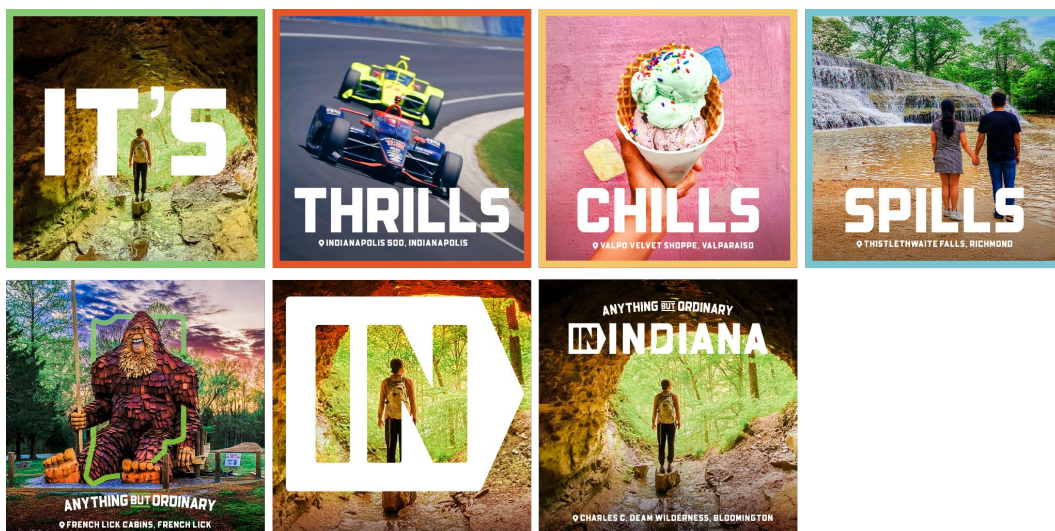
Overcoming historical challenges with a data-driven strategy

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.

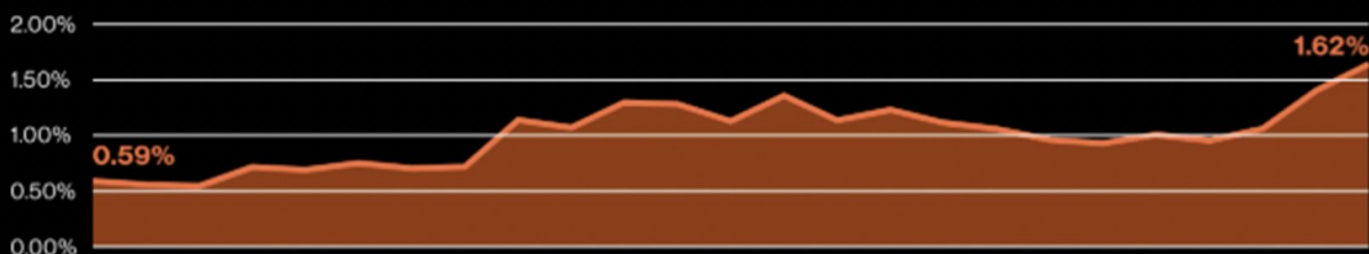
Website metrics: There were over 4.5 million sessions to the summer landing pages and a 248% increase in overall web sessions compared to 2023.

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



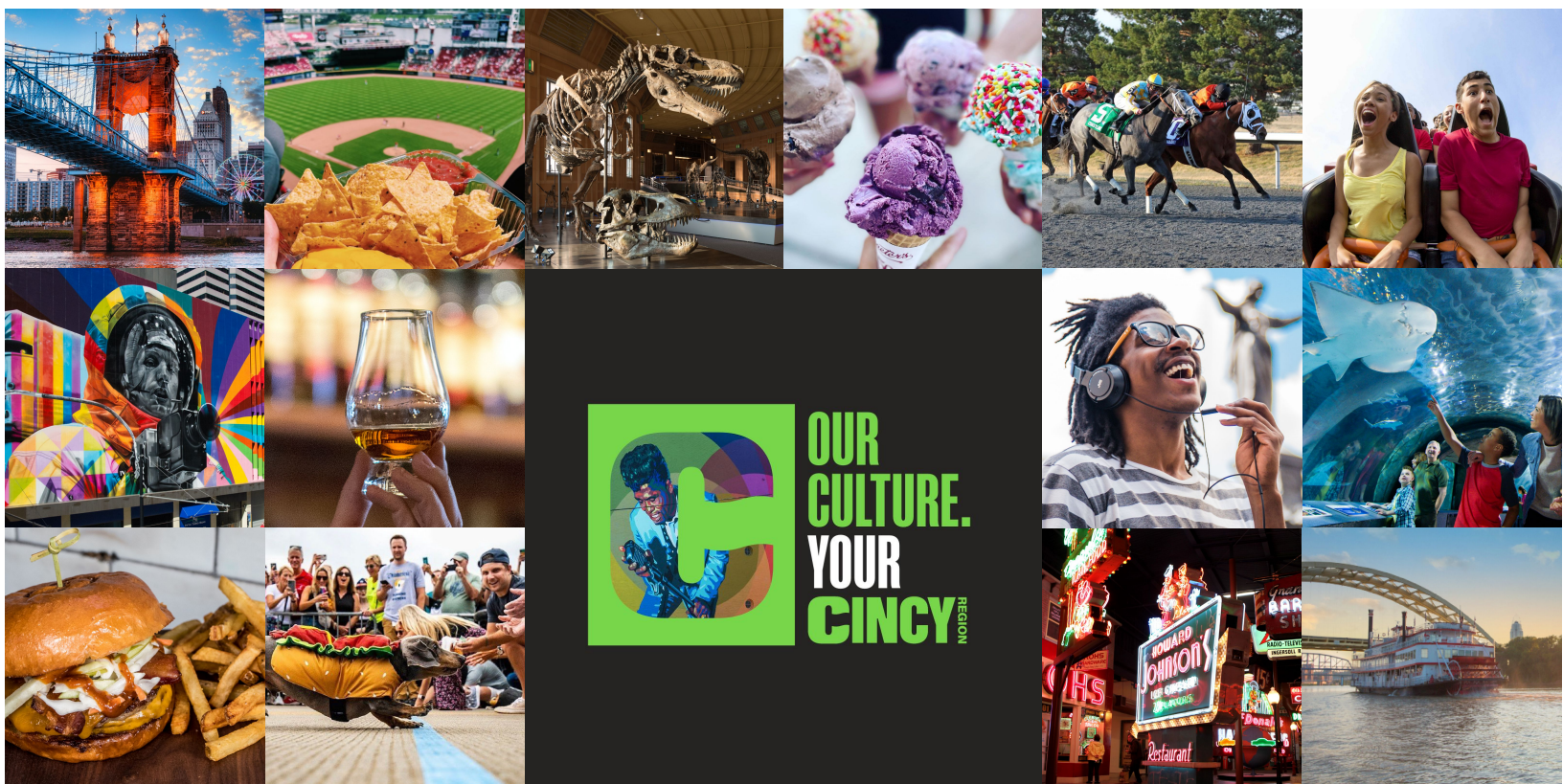
Relationship spotlight



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.

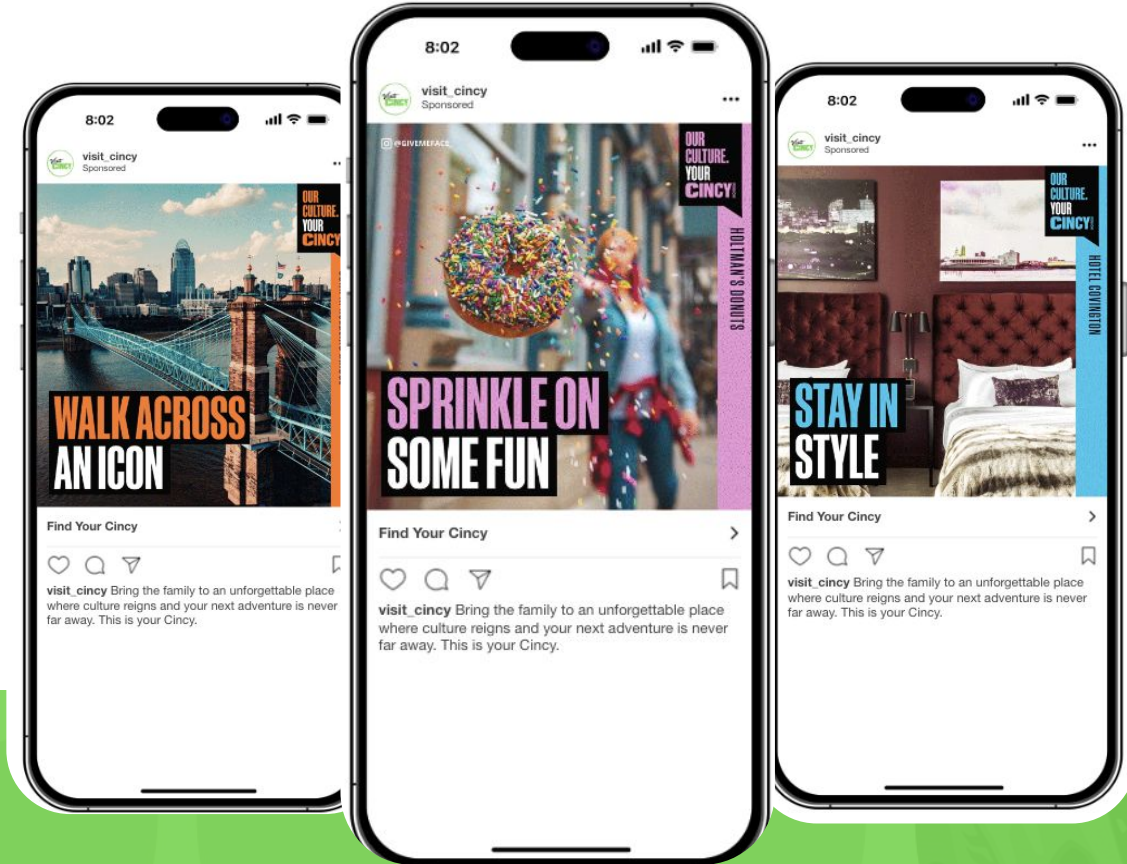


In 2020, the Cincinnati Convention and Visitors Bureau and Meet Northern Kentucky seized the opportunity to embark on an ambitious strategic partnership and reimagine their destination marketing efforts as a unified region. And that was just the beginning. Throughout the campaign, we:

- 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

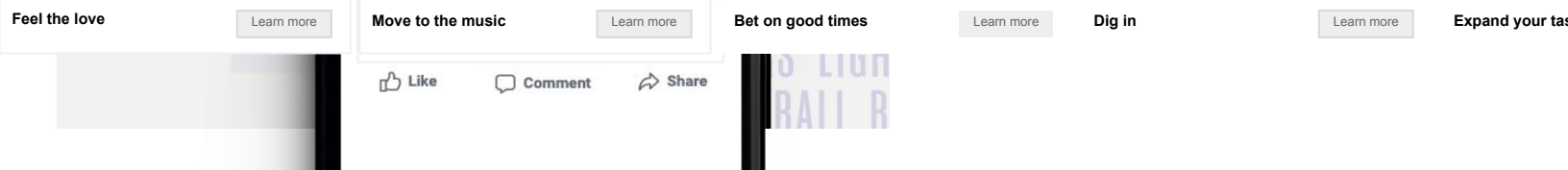
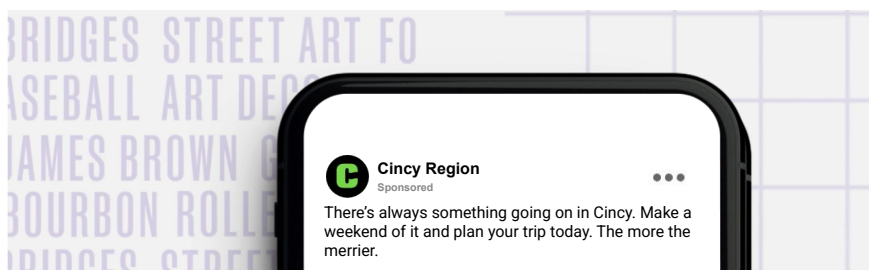
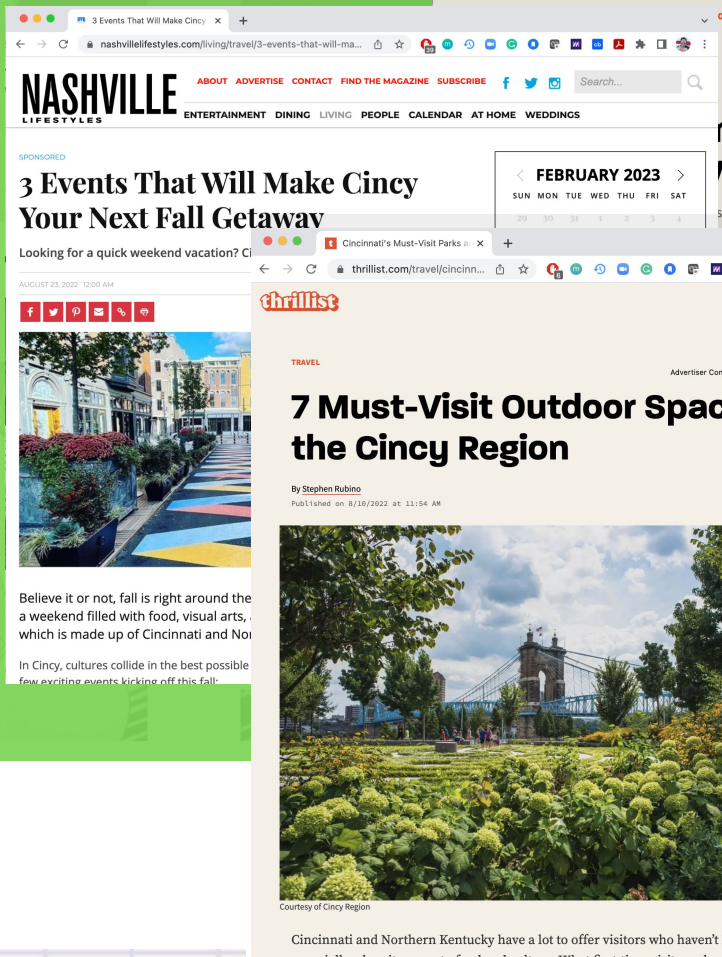
5.4M website sessions

\$8.4M

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

181 :

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





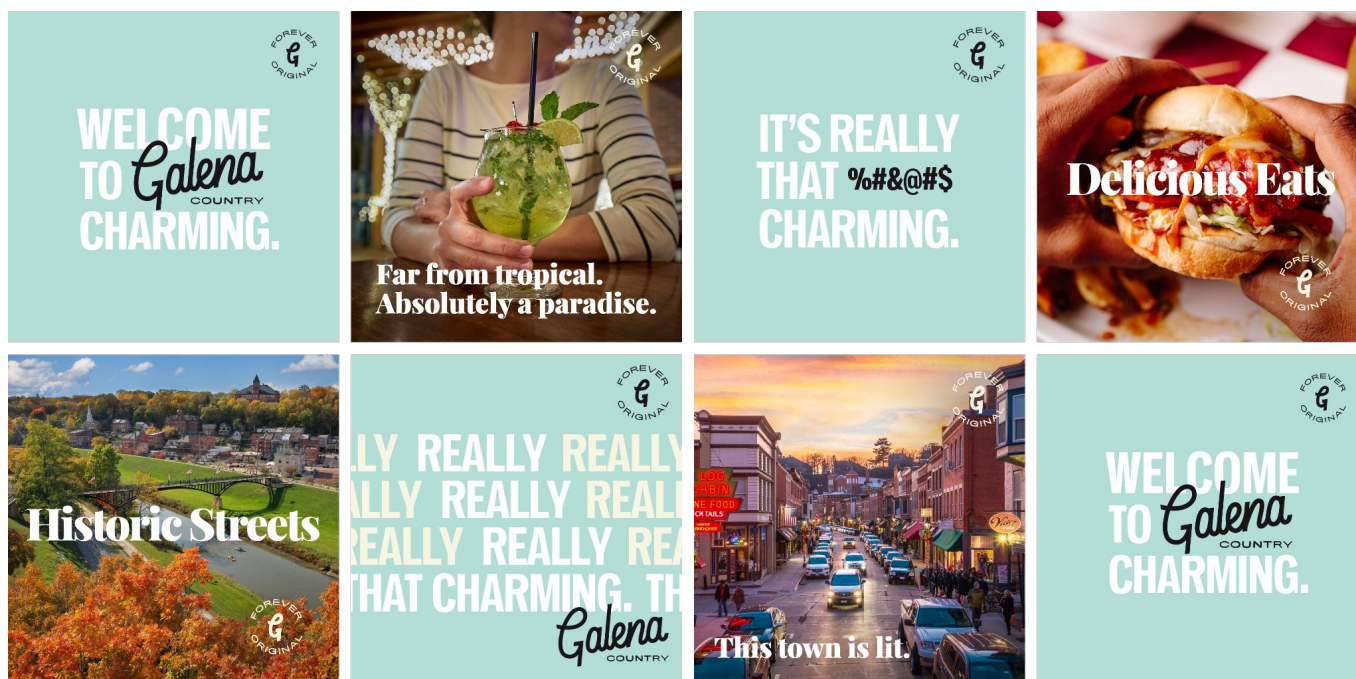
Relationship spotlight



**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:

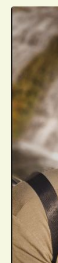
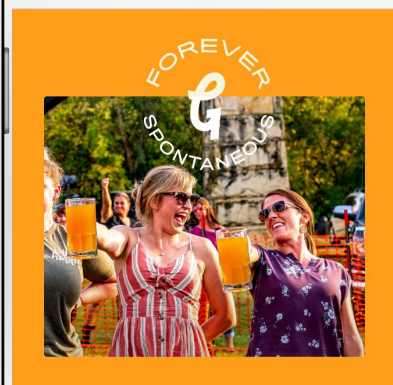
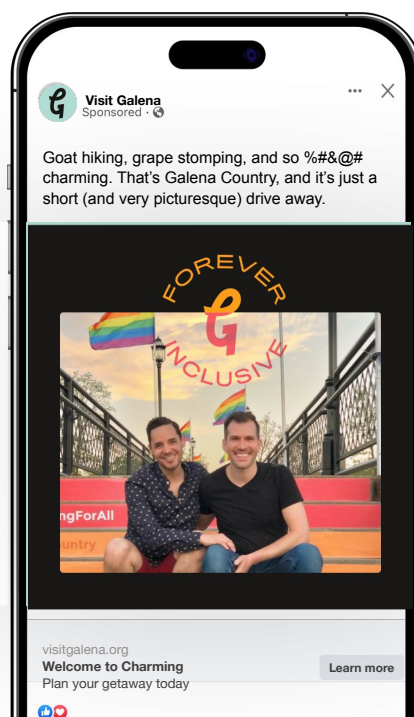
- Expand awareness of Galena Country's offerings
- Boost off-season / repeat visitation
- Drive growth in new markets and attract a younger audience

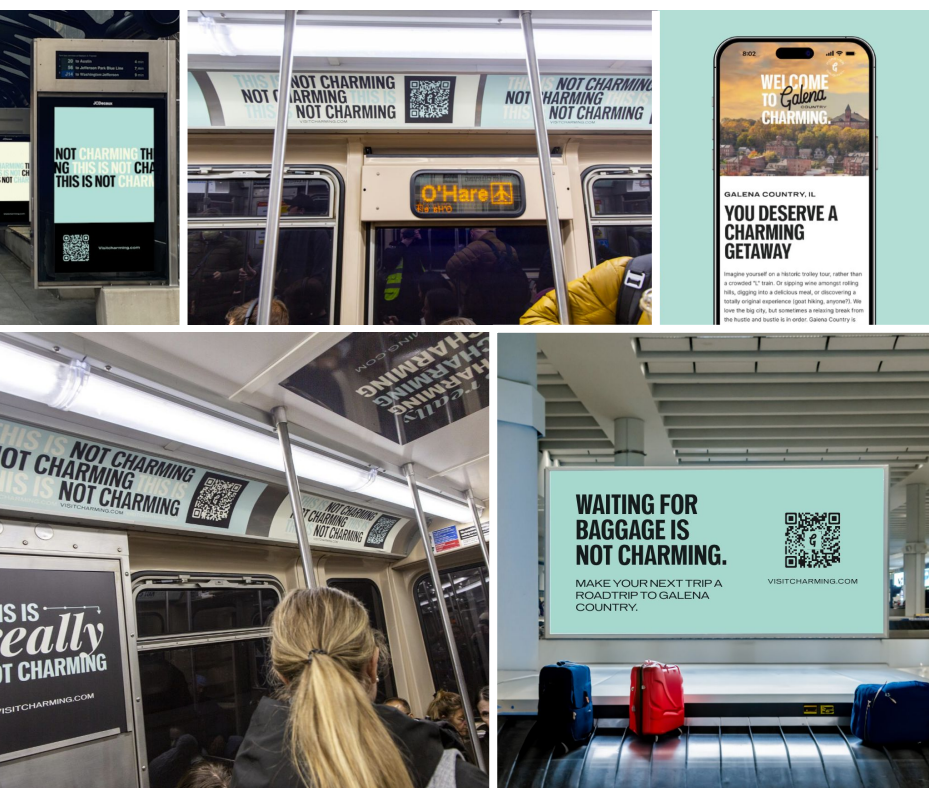
Conquest geo-targeting:

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



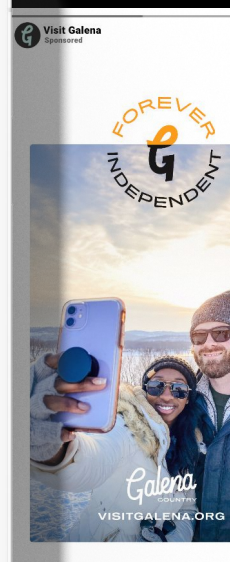
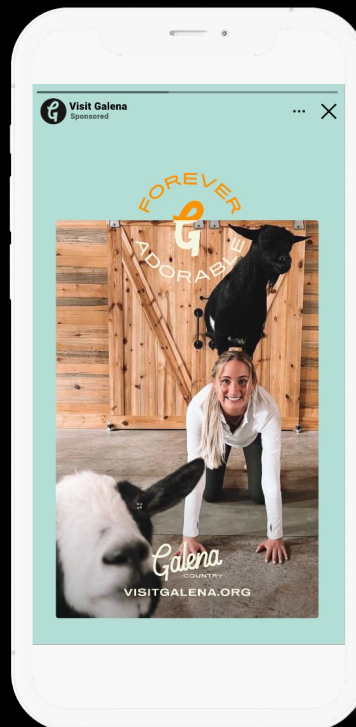
“

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



chilllist

TRAVEL

This Charming Midwest Destination is the Antidote to City Life

Galena Country's natural beauty, food scene, and historic attractions make it the perfect antidote to city life.

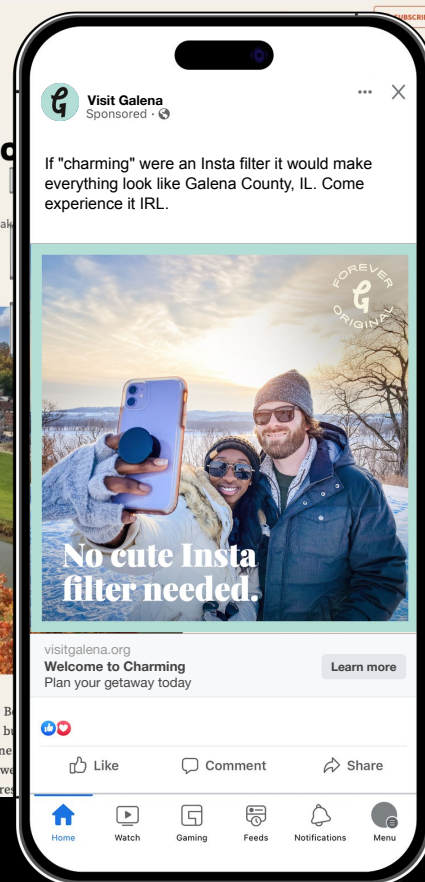
By Vox Creative

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. Between the city's concrete jungles, general lack of green space, the ceaseless hustle and bustle, and the hardest city-dwellers dreaming of a bucolic escape. (And for anyone who goes double.) When conjuring up their dream getaway, most city-dwellers look for features like idyllic nature views, quaint architecture, and relaxed re-





Relationship spotlight



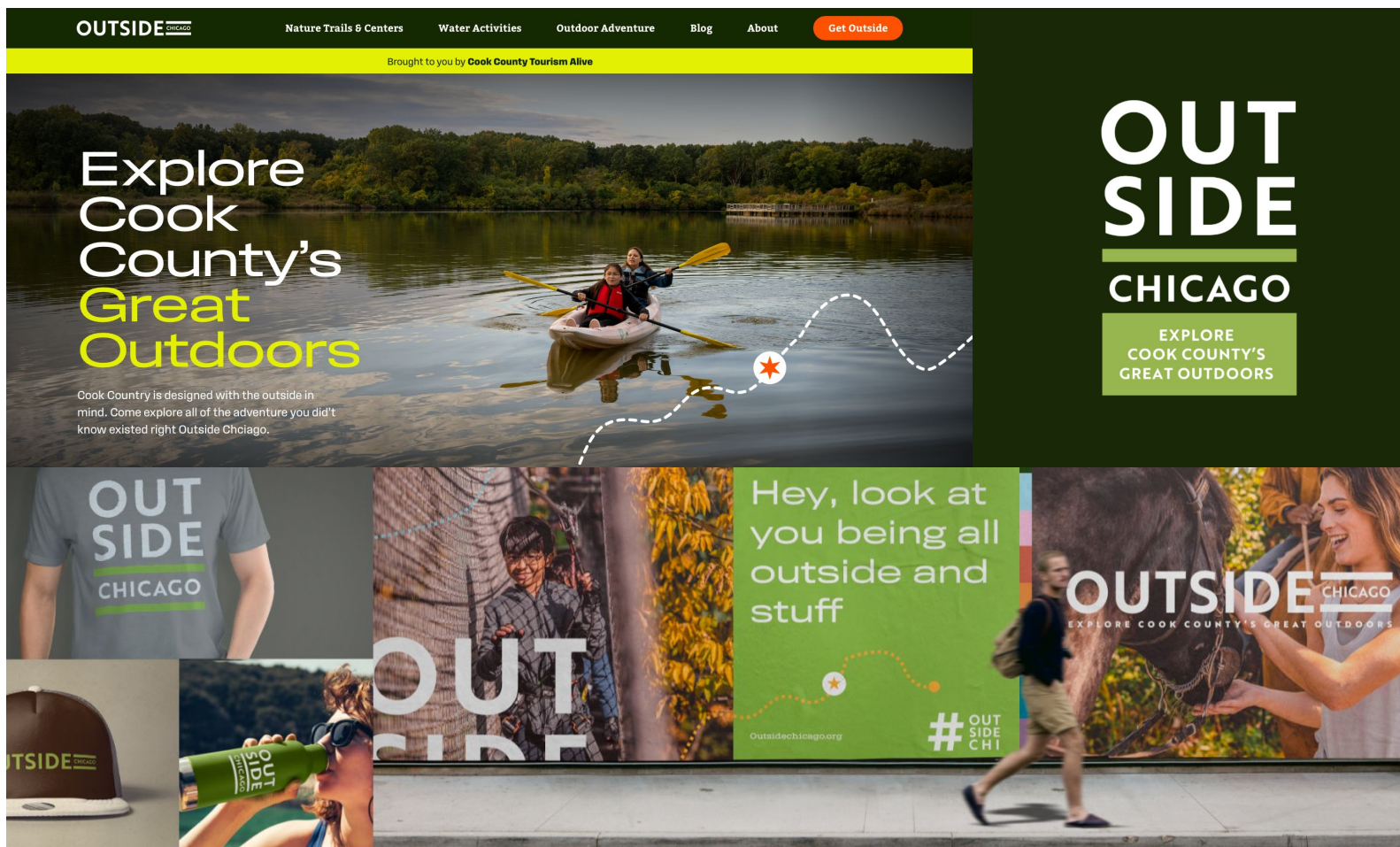
**A new brand for an experience
hiding in plain sight.**

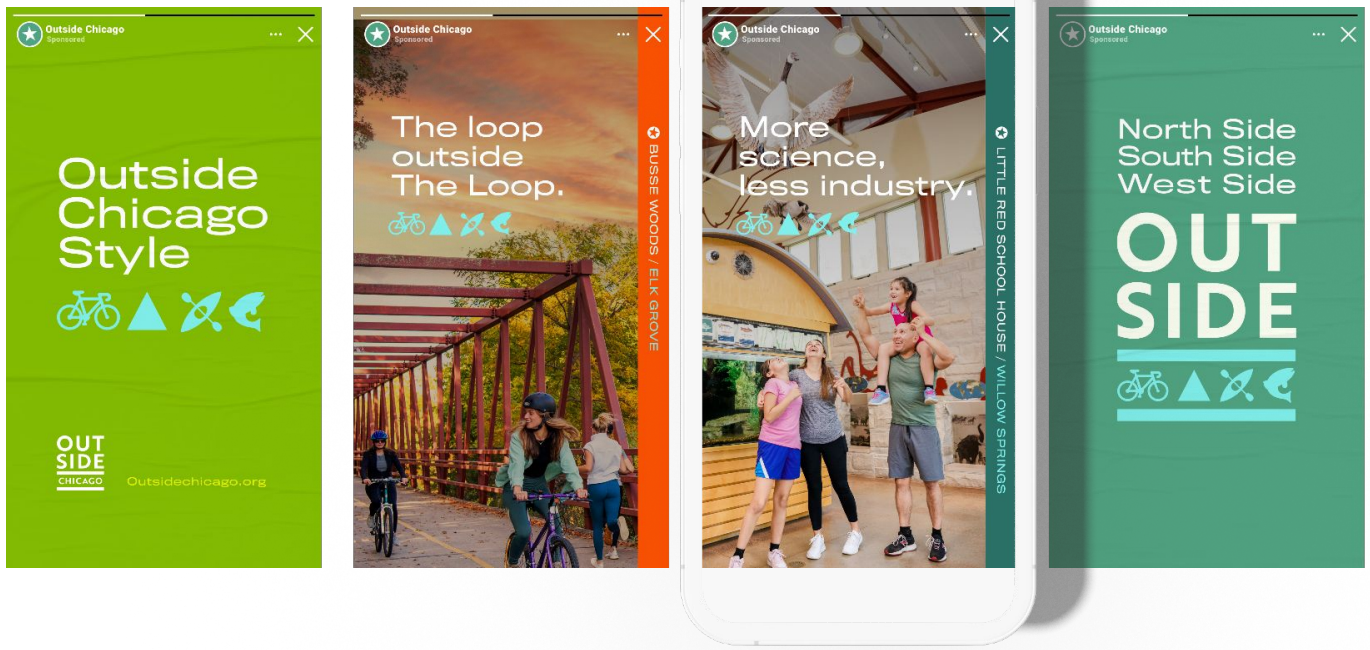
The area immediately surrounding Chicago, suburban Cook County, is home to over 70,000 acres of forest preserves, parks, shorelines, ziplines, hiking trails, biking trails, kayaking, and camping. Together with the Forest Preserves, five CVBs came together to create a unified initiative to get people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

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

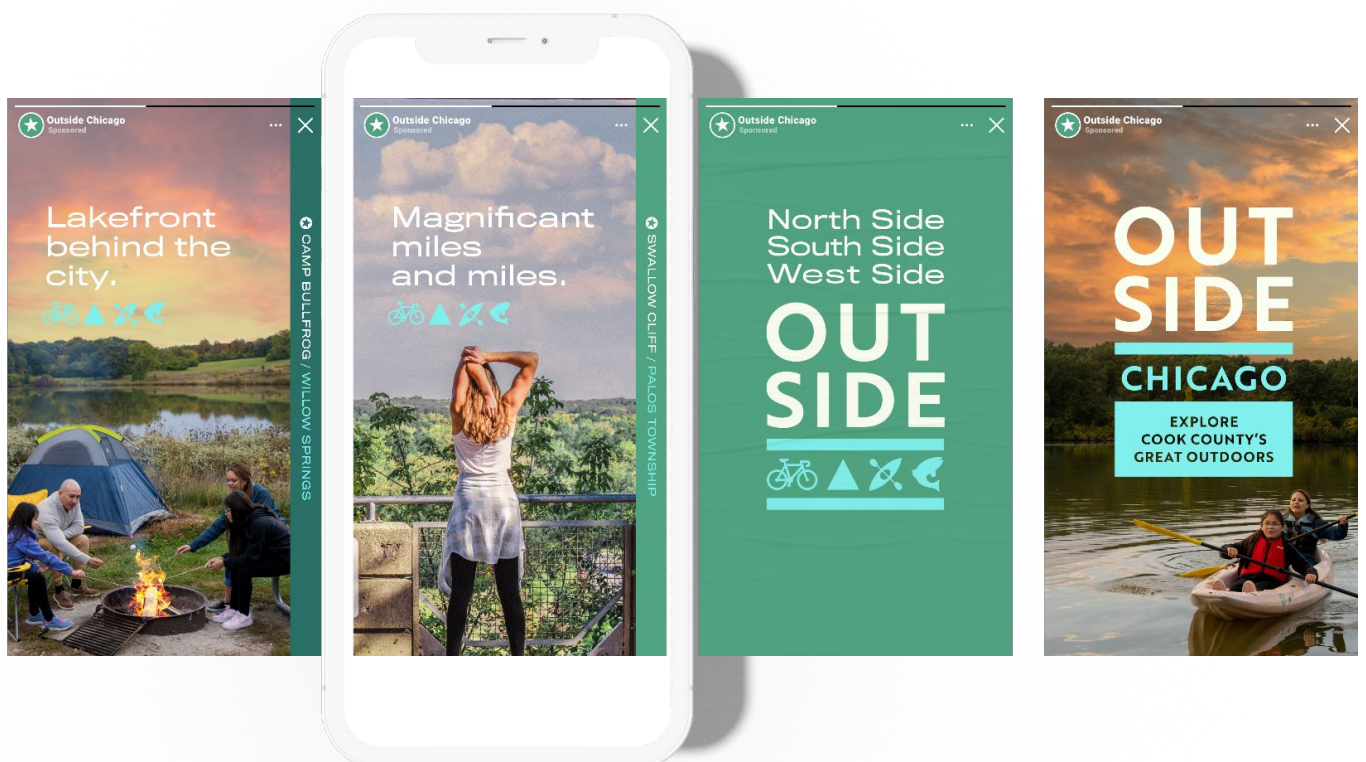


While Cook County offers the best of both worlds—a bustling metropolis full of action and nature preserves brimming with adventure—we found out through our research that hardly no one was aware of the latter. We built the Outside Chicago from the brand up—including naming, visual identity, messaging, campaign and a website hub— to get people outdoors.





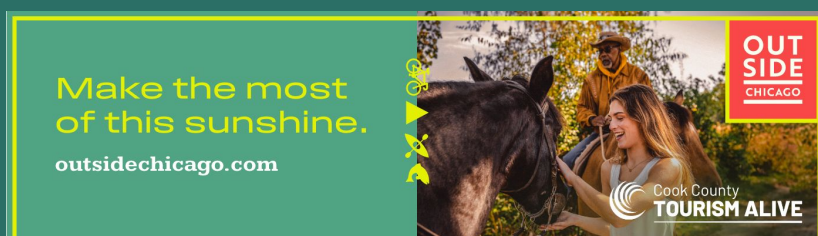
Leveraging bright colors and large images that capture the natural beauty of Cook County, Outside Chicago inspires and invites locals and visitors alike to explore the great outdoors. Our campaign and website launched in May, just in time to start exploring.





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



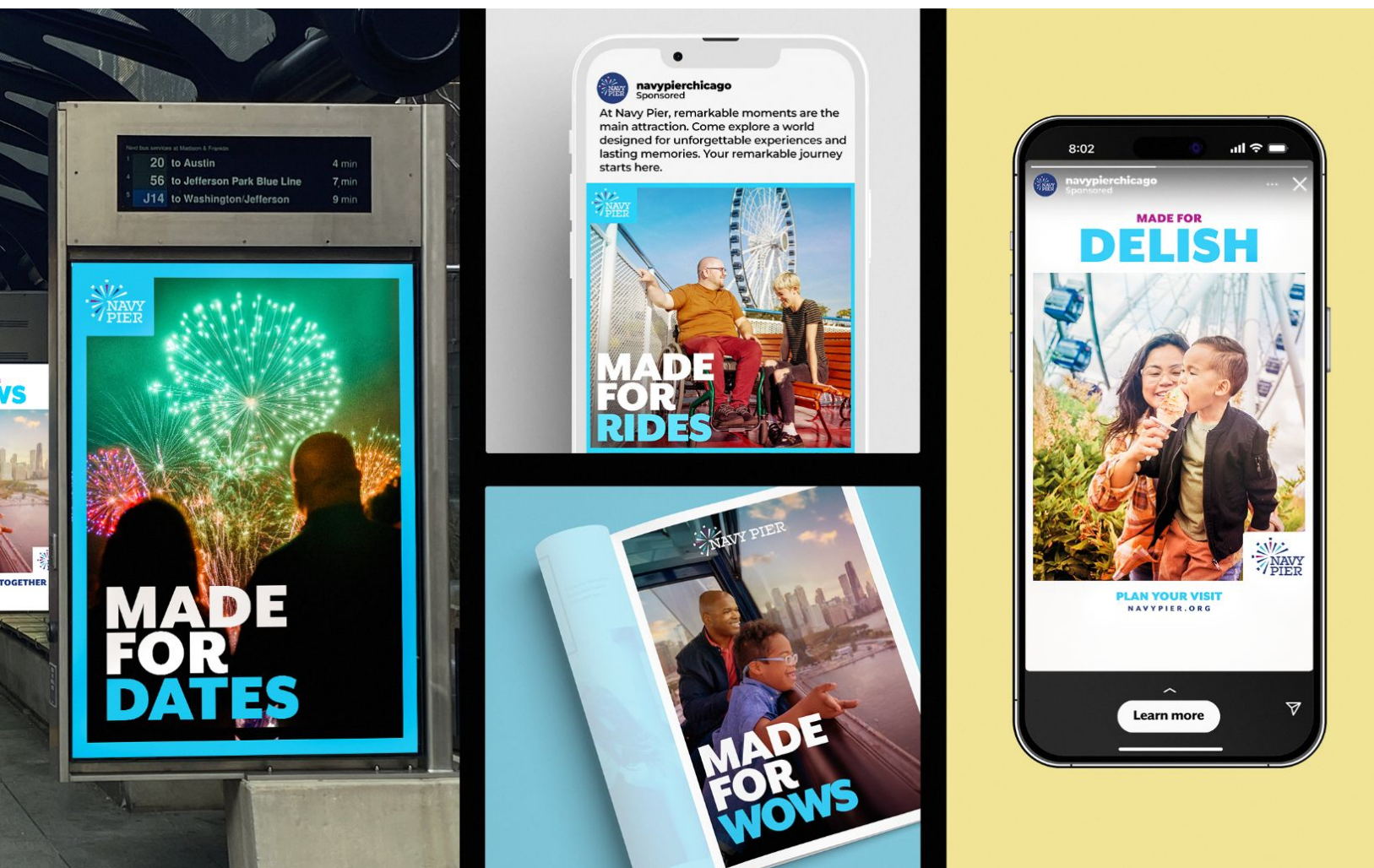
Relationship spotlight



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

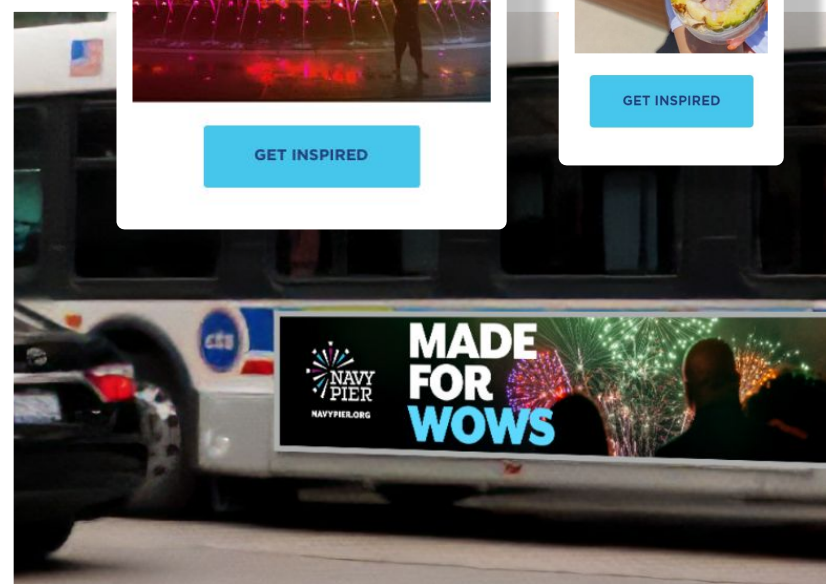
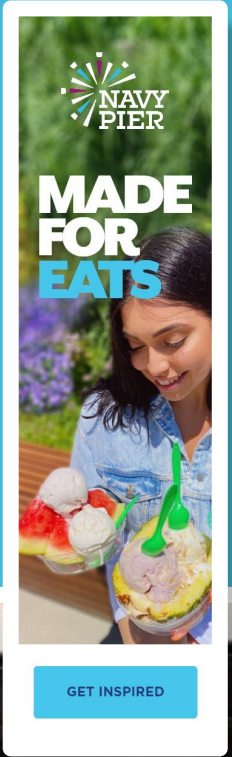
**8% visitation increase
YoY**

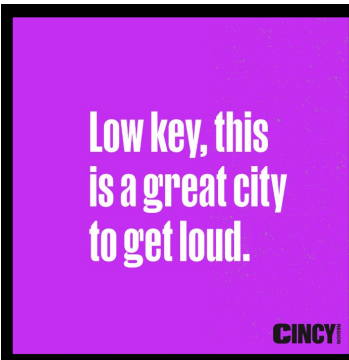
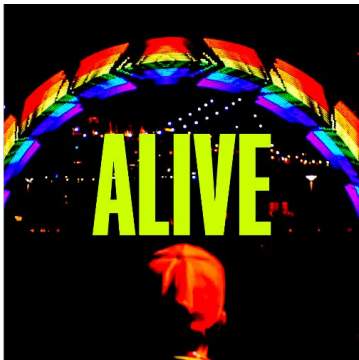
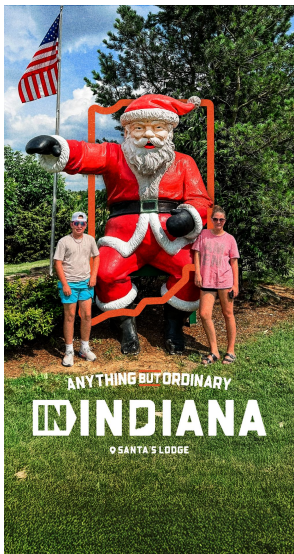
**25%-50% higher
click-through rates**

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

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 Marketing

Develop comprehensive strategies that align Visit SPC's brand, creative, media, and content efforts into a unified, integrated marketing approach. This includes:

- Defining overarching marketing goals, audience targets, and channel strategies
- Aligning creative and media plans to ensure cohesive messaging and delivery across platforms
- Providing detailed strategic roadmaps to guide execution, optimization, and measurement

Statement of Work, Continued

8) Brand Strategy and Messaging Development

Develop a comprehensive, research-driven brand strategy that refines Visit SPC's positioning, strengthens brand architecture, and defines clear messaging frameworks. This includes:

- Conducting brand audits and market research to inform strategy
- Defining or refining core brand positioning and competitive differentiation
- Creating key messaging frameworks tailored to core audience segments
- Providing strategic recommendations to guide all creative and content development

9) Content Strategy and Copywriting

Develop and deliver a comprehensive content strategy and copywriting services to support Visit SPC's brand and campaign goals across channels. This includes:

- Crafting a content strategy aligned with brand positioning, audience needs, and channel requirements
- Developing editorial guidelines, tone of voice, and key message alignment across platforms
- Writing, editing, and delivering compelling copy for use across marketing materials, including digital, print, social, and paid media
- Ensuring all content is optimized for audience engagement, clarity, and performance

10) Leisure & Meetings Campaign Development

Concept, develop, and deliver leisure- and meetings-focused marketing campaigns, including creative direction, messaging frameworks, and asset development.

11) Development and Production of Creative Assets

Concept, design, produce, and deliver creative assets that support Visit SPC's brand strategy, campaigns, and marketing objectives across channels. This includes:

- Developing creative concepts, visual directions, and design treatments aligned with campaign strategy
- Producing a range of assets, including digital, print, OOH, video, social, and display
- Ensuring all creative outputs adhere to brand guidelines, quality standards, and performance goals
- Managing revisions, approvals, and final delivery to meet project timelines and media specifications

12) Pre and Post Production Support and Execution

Provide comprehensive pre- and post-production services to ensure successful development, refinement, and delivery of high-quality creative assets. This includes:

- Managing pre-production planning, including scheduling, casting, location scouting, storyboarding, and shot planning
- Overseeing on-site production, including creative direction, vendor coordination, and quality control
- Leading post-production activities such as editing, sound mixing, color correction, motion graphics, and file preparation
- Ensuring all final deliverables meet brand standards, creative objectives, and technical requirements

Statement of Work, Continued

13) Quality Control

Conduct regular quality checks across all deliverables, creative assets, and media executions to maintain accuracy, consistency, and brand standards.

14) Thought Leadership & AI/Emerging Technology Advisory

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 costs and services 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.

Your creative production and asset management needs will depend on the specific plan we develop together. DMOs invest in these areas across a wide range, influenced by audience segmentation, the availability and quality of existing assets, partner involvement, campaign objectives, and more.

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 transparent foundation for maximizing your budget with flexibility as we align on desired outcomes and support required. **Please note, as we are responding to both, if awarded creative and media we would be able to realize efficiencies which would influence overall investment.**

Agency support	Roles utilized
<p>Retained services:</p> <ul style="list-style-type: none"> • 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 marketing • Brand strategy and messaging development • Content strategy and copywriting • Leisure and meetings campaign development • Development and production of creative assets • Pre and post production support and execution • Quality control • Thought leadership and ai/emerging technology advisory 	<p>Executive Sponsor Account Director Account Executive Project Manager</p> <p>VP, Integrated Strategy Integrated Strategist</p> <p>VP, Creative, Content and Design Producer Creative Director Art Director Copywriter Content Strategist Video Producer</p>
Investment	
<p>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. We have utilized your stated \$19.5M paid media investment as a point of reference, however factors such as state of assets, market, audience, seasonality, and international / co-op, and other requirements of course impact support needed. In the end, this estimate is intended to facilitate collaboration and help right-size the appropriate level of support.</p> <p>As a starting point for discussions, we are estimating an average monthly lift of 1,350 hours to support your programs, with a projected fee of \$237,250 per month.</p> <p>Video & photo production set aside: \$150,000 - \$300,000*</p> <p>Agency retainer: \$237,250 / Month</p> <p>Additional services blended rate: \$175 / Hour</p> <p>*As we do not fully understand the status of your photo/video assets for the destination we are recommending set range for now based on what we see from similar clients..</p>	

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

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. <input type="checkbox"/> Individual/sole proprietor or single-member LLC <input type="checkbox"/> C Corporation <input type="checkbox"/> S Corporation <input type="checkbox"/> Partnership <input type="checkbox"/> Trust/estate <input checked="" type="checkbox"/> 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. <input type="checkbox"/> 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) _____ <small>(Applies to accounts maintained outside the U.S.)</small>	
	5 Address (number, street, and apt. or suite no.) See instructions. 130 E Randolph St Suite 1600	Requester's name and address (optional)	
	6 City, state, and ZIP code Chicago, IL 60601		
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	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.

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: Print Name: Jason GoldbergDate: May 01, 2025Federal Work Authorization User Identification No.: 45-4042247Name of Pinellas County Contract and Contract No.: #25-0507-RFP

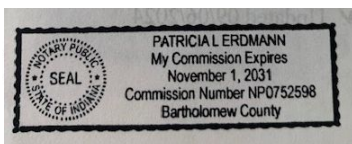
Advertising & Promotion
(Brand Strategy, Creative & Content)

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: Patricia L. ErdmannName typed, printed, or stamped: Patricia L. Erdmann, Commission #NP0752598My Commission Expires: November 01, 2031

Foreign Country 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

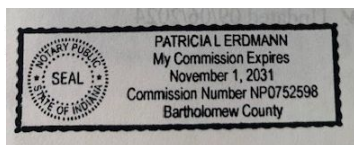
Name of Pinellas County Contract and Contract No.: #25-0507-RFP

Advertising & Promotion
(Brand Strategy, Creative & Content)

STATE OF FLORIDA COUNTY OF Pinellas

The foregoing instrument was acknowledged before me by means of 1) physical presence ☒ 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.



Notary Public: Patricia L. Erdmann

Name typed, printed, or stamped: Patricia L. Erdmann, Commission #NP0752598

My Commission Expires: November 01, 2031

ENJOY
YOUR
AGENCY

