



Description of Services

Nine-Week Campaign – (Concludes on June 5, 2018)

Consulting, Meetings, Calls – Strategy sessions, two public information sessions (May 3 and May 22), internal or collaborative meetings in person or via phone (price is based on 60 hours).

PR – Writing and sending press releases or editorial responses to appropriate media outlets, and/or coordinating media at public events, etc. Price is based on an estimate of four press releases and two editorial responses over the nine-week course of the campaign.

Landing Page – Design and layout of a dedicated landing page that links to current Town of Cutler Bay website. Landing page will be updated as needed during the campaign and a bond calculator estimator will be added to the functionality of the page.

Social Media – Account set up, strategy, development of campaign messaging and a content calendar; creating and scheduling posts and ads on Facebook and Instagram. Price is based on our recommendation of posting two to three times per day on a daily basis for the duration of the campaign and the set-up, management, and targeting of up to two ad campaigns (reach and duration of ads will be determined by ad spend).

Creative – Writing and development of necessary content and messaging, graphic design and layout of collaterals outlined below in Printing section, as well as landing page and content for social media posts / ads.

5255 NW 33 Avenue | Ft. Lauderdale, FL 33309 | P 954.485.5448 | F 954.485.5410 | mad4marketing.com

Printing – Production of described collaterals with suggested specs:

- Flyers – 15,000 qty 8.5x11, 2-sided, 100# gloss. 1 version: 1 side English / 1 side Spanish
- Posters – 150 qty 11x17 on 100# gloss. 2 versions: 1 English / 1 Spanish
- Yard signs – 250 qty 12"x18" on corrugated plastic. 1 version: 1 side English / 1 side Spanish
- Banners – 10 qty 6'x2' on vinyl with grommets. 2 versions: 1 English / 1 Spanish
- Mailers – 26,500 qty - 25.5" x 11" (six-page newsletter) which folds down to a 5.5x8.5 self-mailer, 100# gloss. 2 versions: 1 English / 1 Spanish

Translation – The printed collaterals described above, will be created in English and Spanish, as described. Pricing is based on an estimated word count of 1,000.

Direct Mail Fulfillment – Presort for postal discounts, sort, tie and deliver to post office.

Voter Data Sourcing - Purchase and acquisition of contact information, party affiliation, etc. of the residents of Cutler Bay.

Canvassing - A team of 10 Spanish / English speaking team members who will be available for deployment three days per week (primarily on weekends) for three weeks. Pricing is based on an estimate of each canvasser working 24 hours per week. This price could vary depending on the actual deployments.

Pricing

Town of Cutler Bay G.O. Bond Initiatives		
Itemized Quote Prepared by Mad 4 Marketing		
Project	Initiative	Price
Marketing Consulting		\$4,300
	Consulting	
	Meetings/calls	
PR		\$5,000
	Press Releases/Media	
Social Media		\$4,500
	Facebook and Instagram campaign	
Creative & Website		\$4,575
	Content & Messaging	
	Print Collateral	
	Landing Page	
Grassroots Outreach Consulting		\$1,875
	Acquiring Voter Data	
Canvassers (10)		\$16,250
	3 days/week for 3 wks (24 hours/wk)	
Printing		\$13,965
15000	Flyers	
150	Posters	
250	Yard signs	
10	Banners	
26521 (x2)	Mailers	
Translation		\$575
Direct Mail		\$1,375
(x2)	Fulfillment	
Postage		\$6,900
	Total Price	\$59,315



Christine Madsen

Founder & President

EXPERIENCE HIGHLIGHTS

Provides strategic direction to multiple client campaigns and oversees branding and creative messaging for a wide range of initiatives. Extremely community involved and connected throughout the State of Florida.

ACADEMIC BACKGROUND

Received her AA degree in Bank Marketing; attended University of Colorado at Boulder.

COMMUNITY INVOLVEMENT

Since moving to Fort Lauderdale in 1972, has served on many Board of Directors including as President of the Greater Fort Lauderdale Chamber; President of the Stranahan House; Board member for the Urban League of Broward County; President of the Tower Forum and Broward Women's Alliance, and the American Lung Association, among many others. In addition, Christine is an active member of Leadership Broward and Leadership Florida and has received multiple awards for her commitment to the South Florida community.

ACCOMPLISHMENTS / AWARDS

1995 Jim Moran Entrepreneurial Excellence Award (statewide); 2005 South Florida Good to Great Award; 2011 South Florida Business Journal Ultimate CEO and Influential Business Women Awards; 2010 Junior Achievement Hall of Fame Award; Women in Communications Award; March of Dimes Woman of Distinction; Girl Scouts World of Excellence Award and others.

RELEVANT EXPERIENCE AND QUALIFICATIONS

Chris Madsen's background encompasses a career of 15 years in bank marketing where she was responsible for all aspects of business development, including opening offices in communities throughout south Florida. She then moved into the field of printing and design and oversaw a sales team that she built from 2 – 12 in a 10-year period with sales growing from \$1 million to \$11 million in that same period of time.

As President and CEO of Mad 4 Marketing which she founded in 1992, Chris has been an integral part of all aspects of the company's and their clients' success. She and the agency became strategic partners with Warner Bros Publications as they introduced new music curriculum to schools nationally and she lead the team that worked closely with the Intellectual Property Division of Lucent Technologies in branding and marketing their proprietary licenses internationally.

Chris is always hands-on and provides strategic direction to all aspects of the company.

RELATED PROJECT EXPERIENCE

PROJECT: Research / renaming and opening

CLIENT: International Game Fish Association – Fishing Hall of Fame and Museum

ROLE: Conducted focus groups to determine appropriate name and positioning of this new attraction to south Florida. Developed media campaign and oversaw introductory events garnering major press coverage and drawing tourists; potential IGFA members; and promoted the facility as a venue for events.

PROJECT: Research / renaming and opening

CLIENT: Broward College

ROLE: As Agency-of-Record for over 9 years, Chris was involved in the research and communications strategies to increase enrollment; introduce new programs ie Automotive and Marine Programs; rebranding as a four-year College; and developing a strategic plan for the International Education aspects of the College. Chris also worked with her team and staff members at Tigertail Lake Recreational Center in creating a business plan including ways to market this asset of the College to the south Florida community.



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Elyse Taylor

Vice-President

EXPERIENCE HIGHLIGHTS

A skilled project coordinator with a well-developed eye for detail. Proven ability to take ownership of problems and find suitable solutions.
Extremely committed and reliable.

COMMUNITY INVOLVEMENT

Greater Fort Lauderdale Advertising Federation - Trustee and Past President
FDMA (Florida Direct Marketing Association) - Member
AMA (American Marketing Association) - Member

ACADEMIC BACKGROUND

NYC High School of Music and Art
B.F.A. cum laude; Syracuse University, College of Visual & Performing Arts

ACCOMPLISHMENTS / AWARDS

Elyse has won numerous ADDY® awards over the years, for both her artwork and her art direction.
2017 Silver Medal Award from the American Advertising Federation for contributions to the local industry and creative excellence.

RELEVANT EXPERIENCE AND QUALIFICATIONS

Ms. Taylor has over thirty years of expertise in guiding a client's key messages to evolve into effective visual communications that combine copy and graphic imagery to achieve their marketing objectives. She is a top-ranking alumnus of the renowned New York City High School of Music and Art (a.k.a. the Fame school). She went on to graduate Cum Laude with a bachelor's degree in illustration from Syracuse University. Elyse moved to South Florida in 1979. Upon her arrival, she worked as a graphic designer in the Art Department of a printing company that grew to be one of the largest in south Florida. Elyse quickly rose to the position of Art Director, especially recognized for her ability to work as a liaison between clients, account executives and artists.

In 1992 Ms. Taylor and then VP of sales and marketing Christine Madsen left the printing company to create Mad 4 Marketing, a full service marketing firm that offers media buying, interactive, branding, research and strategic planning as well as advertising and creative design. An award-winning illustrator, Elyse's expertise in graphic design gives Mad 4 Marketing the creative edge to develop an integrated marketing image for its clients. Elyse has spent the past years at Mad 4 Marketing developing and managing a diverse account base and currently oversees the creative department.

Elyse has been involved in all facets of the development of creative concepts and marketing strategies for accounts such as Broward County Mass Transit, North Broward Hospital District (now Broward Health), Broward College, as well as being involved in the Port Everglades and Fort Lauderdale-Hollywood International Airport, South Florida Commuter Services and Florida's Turnpike accounts from inception. Enjoying the variety of clients she has come to know over the years, her responsibilities can range from managing a \$2.5 million media buy for a Swiss watch manufacturer, to acting as staff at a community outreach event on a weekend, to art directing the latest promotional campaign for a new tourism client.

RELATED PROJECT EXPERIENCE:

PROJECT Title: Positive impact on Economic Development for Broward County/Synergy Campaign

CLIENT: Broward County Port Everglades

ROLE: As Project Manager for the Port Everglades account, managed the creative process to create an award-winning campaign to highlight the advantages and synergies of the proximity of the Fort Lauderdale Port and Airport.

PROJECT Title: Grand Opening with New Name

CLIENT: Chris Evert Children's Hospital at Broward General Medical Center

ROLE: Worked on planning, implementing, promoting and overseeing several events simultaneously in the role of Event Coordinator, including a Family FunFest for over 1,500 people, a fund raising gala, a press conference and photo shoot with Chris Evert, all tied together with the same theme of "Planting Seeds in the Community to Help Your Children Grow."

PROJECT Title: Be Our Guest

CLIENT: Broward Center for the Performing Arts

ROLE: As Project Manager, worked with other cultural entities in conjunction with the local tourism organizations to create a packaged experience for the arrival of the inaugural Broadway Tour of Walt Disney's® Beauty and the Beast. Included art direction, community and corporate outreach, media planning, coordinating and trafficking materials to vendors, media, and other entities both internal at BCPA and with the city and GFLCVB.

PROJECT Title: Re-Branding

CLIENT: Broward County Mass Transit

ROLE: Creative Director over the span of the project; developing the "Buzz the Bee" mascot and carrying that design theme, including the honeycomb pattern, across bus signage, bus stops, a ribbon cutting event, and even the bus driver uniforms.



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Laura V. Pierson

Senior Account Strategist

EXPERIENCE HIGHLIGHTS

Manage the strategy, creation and implementation of fully integrated marketing plans for a variety of clients.

Oversee the branding, key messaging and creative process from inception to final delivery.

Maintain and grow client relationships and establish operation guidelines for success.

Participate in all aspects of Business Development including prospecting, proposal development and client presentations

COMMUNITY INVOLVEMENT/AFFILIATIONS

South Florida Interactive Marketing Association (SFIMA) – Member
Volunteer for various non-profit organizations

ACADEMIC BACKGROUND

Bachelor of Design, Graphic Design, University of Florida College of Graphic Design 1988
Gainesville FL

ACCOMPLISHMENTS / AWARDS

Laura has won several ADDY awards over the years for both art direction and project management.

RELEVANT EXPERIENCE AND QUALIFICATIONS

Laura has over thirty years of experience working with clients in many different industries, with a strong concentration in Travel and Tourism. With her degree in Graphic Design, she has a creative side and an eye for good design. She has more recently developed a passion for analytics. With her shift into the Interactive Marketing world in 2003 with POWERi Technologies, tracking and measuring performance became a key activity in her daily routine. Overseeing client initiatives including, but not limited to, Search Engine Optimization, Website design and development, Social Media, Digital Advertising, and Mobile marketing, positioned her to be a great fit to oversee the Digital Department at Mad 4 Marketing, beginning in 2013. Since joining Mad 4, she has continued to focus on the digital side, but has increased her knowledge and experience in traditional marketing and advertising, making her a very well-rounded marketing professional.

RELATED PROJECT EXPERIENCE:

CLIENT: Western Airlines (Nassau, Bahamas)

PROJECT: Development of Online Airline Reservation System

ROLE: Managed client requirements and expectations, while working closely with the development team to ensure proper execution. Trained client and airport staff to use the system in a live airport environment.

CLIENT: The Shelborne Hotel (South Beach)

PROJECT: Ongoing SEO, conversion optimization, website enhancements

ROLE: Coordinated with vendors and in-house development team, facilitated all client-facing communication, reporting, creative and strategy.

CLIENT: Greater Fort Lauderdale Convention Center

PROJECT: Website design/development, Email marketing

ROLE: Created eBlasts, handled email distribution and reporting, managed all website updates and enhancements, coordinated communication between client and development team

CLIENT: Regent Hotels and Cruise Line

PROJECT: Email marketing, creative for digital "postcards"

ROLE: Worked with creative team to develop concepts, created campaigns and managed the distribution and reporting of each

CLIENT: Anchor South Property Management (Marina Resorts)

PROJECT: Website design/development, Digital Advertising, SEO

ROLE: Managed web projects from start to finish, coordinated digital advertising creative and SEO activities with vendors and in-house team

CLIENT: The Las Olas Company

PROJECT: Branding and Campaign development, Website design/development, Digital Advertising, Print advertising

ROLE: Facilitated Brand Discovery and brand development, worked closely with client and development team on new website, planned and executed print and digital ad campaigns



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Veronica R. Venable

Account Manager

RELEVANT EXPERIENCE

MAD 4 MARKETING

ACCOUNT COORDINATOR

- Gathering and assembling background information and analysis.
- Coordinating project timing and all relevant agency personnel.
- Making sure all media projects go according to approved plans and deadlines.
- Providing input in brainstorming and planning stages of projects.
- Coordinating and authorizing estimates for client approval

Dynasty Gallery, artglass manufacturer and vendor - San Francisco, CA

SALES AND MARKETING COORDINATOR

Responsible for managing sales leads, coordinating tradeshows, managing publications and digital content

- Work with CEO and Senior Graphic Designer to establish art direction and develop ads
- Utilized CRM to manage lead processes: Follow up on inbound publication leads and tradeshow leads. Research potential accounts to generate outbound leads.
- Copy writing for products. Update website with new item descriptions and specs.
- Coordinate and manage projects with respect to deadlines and client needs.

Aramark - Higher Ed - California State University - East Bay - Hayward, CA - 2015 - 2016

MARKETING COORDINATOR

Responsible for driving meal plan sales by cultivating student engagement with promotions, events, and surveys

- Tracked and reported meal plan sales quarterly and limited time promotions monthly
- Managed marketing team to reach sales goals, survey response targets, and social media growth
- Budgeted and coordinated 5 - 10 events per month for up to 700 guests: created and implemented collateral, organized purchasing and staffing. Partnered with vendors and organizations
- Represented CSU Pioneer Dining at 12 orientations. Purchased necessary swag, created and printed handouts. Cultivated relationships with more than 15 on-campus clubs and organizations
- Managed and grew social media platforms, Facebook, Twitter and Instagram, by 8%, 2% and 537%, respectively. Maintained and updated CSU Pioneer Dining's website

Aramark - Higher Ed - University of Texas at Arlington - Arlington, TX - 2014 - 2015

STUDENT MARKETING COORDINATOR

Responsible for coordinating events, setting promotions, designing and implementing collateral

- Represented UT Arlington Dining at 24 orientations. Coordinate giveaways and printing of handouts, etc.
- Planned and executed residential and retail promotions and events seeking to grow consumer base, drive consumer engagement and retention. 3 - 5 events per month for up to 300 guests
- Maintained website and grew social media platforms, Facebook, Twitter and Instagram

ACADEMIC BACKGROUND & SPECIALTY RESEARCH CERTIFICATIONS

Bachelor's of International Business - French from the University of Texas - Arlington

AFFILIATIONS AND MEMBERSHIPS

Member of ArtServe



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Attachment G – Mad 4 Marketing References

Liz Kolodney, Director of Communications & Marketing
City of Coral Springs, Florida
9500 West Sample Road, Coral Springs, FL 33065
p: 954-344-1008 f: 954-344-1171 m: 954-856-1017
e: lkolodney@coralsprings.org

Nancy Botero
Executive Director &
Vice President for Advancement
BROWARD COLLEGE FOUNDATION &
OFFICE OF ADVANCEMENT
111 East Las Olas Boulevard, 11th Floor
Fort Lauderdale, FL 33301
(954) 201-7414 office
nbotero@broward.edu

James Udvardy
Project Director
South Florida Commuter Services
“A program of FDOT”
1-800-234-RIDE
jim.udvardy@wsp.com

Dan Lindblade, CAE | President & CEO
Greater Fort Lauderdale Chamber of Commerce
512 NE 3rd Avenue
Fort Lauderdale, FL 33301
direct: 954.462.4911 | mobile 954.422.2171

Peg Buchan, Assistant Port Director
Port Everglades
1850 Eller Drive
Fort Lauderdale, FL 33316
954-468-0139
pbuchan@broward.org

Tab #4 Experience of the Firm

The Las Olas Company

Vann Padgett, Senior Vice President
Director of Real Estate
600 Sagamore Road, Fort Lauderdale, FL 33301
954-712-9923 (direct)

Laura Pierson – Senior Account Strategist

Other Team Positions:

- Creative Director
- Designer
- Web Developer
- Media Strategist

Mad 4 Marketing is the Primary for this contract.

Contract Description: The overall objective was to elevate the branding for The Las Olas Company in order to attract new tenants, support existing tenants, and drive consumer traffic from vacationers and locals. Our ability to reach downtown residents and working professionals, as well as residents of surrounding cities and suburbs was key to driving this traffic.

Specific projects included in this contract were:

- Brand tagline and messaging development
- Website design and development
- Media planning and placement
- Creative development for print and digital advertising

Challenge:

The Las Olas Company owns 80% of the real estate on Las Olas Boulevard and, in the past, had not needed significant marketing of the company to do well. They have always stayed in the background and focused on promoting the Boulevard's merchants, rather than themselves. With the increasingly competitive real estate environment, they found themselves needing to make their presence known in order to attract the right mix of merchant tenants to the Boulevard.

Mad 4 Marketing recognized the need for bolstering the company brand, while simultaneously driving traffic to the boulevard to make real estate that much more desirable, and keep their tenants successful and happy.

Resolutions:

Mad 4 Marketing took The Las Olas Company through our Branding Process in order to identify their brand essence and develop a new tagline and messaging that resonates with their target audiences.

We also designed a fresh, new website, that included strategic content areas using this messaging, and have been able to drive prospective tenants and consumers alike to The Las Olas Company and Las Olas Boulevard.

Additionally, we developed an award-winning print ad campaign that ran in local magazines and in-room cruise publications. These ads illustrate the new branding of "The Las Olas Experience" with various themes from Shopping, to Happy Hour, Dining and more. These same themes were used in a programmatic digital advertising campaign that drove thousands of new visitors to the website, specifically the Merchant Directory.

Contract Dates – December 2016 – December 2017, April 2018 – December 2018

EXPERIENCE THE LAS OLAS LIFE FOR *Mother's Day*



MAKE HER DAY UNFORGETTABLE. There's no shortage of adjectives or nouns to describe a mother's love. And on Las Olas Boulevard, you'll find endless ways to express what she means to you with a great vocabulary of boutiques, galleries and restaurants that are sure to make her downright speechless.

SHOP · DINE · STAY · PLAY

LAS OLAS
One Mile of Style
LasOlasBoulevard.com

EXPERIENCE THE LAS OLAS LIFE



IT'S ALWAYS GIRL'S DAY OUT HERE ... Whether it's being pampered at the spa, lunch with the girls or a little retail therapy, Las Olas Boulevard offers the best array of fashion boutiques, galleries, salons, and sidewalk cafés. Come experience the Las Olas Life, where you can make up for lost time by completely losing track of it.

SHOP · DINE · STAY · PLAY

LAS OLAS
One Mile of Style
LasOlasBoulevard.com



EXPERIENCE THE LAS OLAS LIFE
for
Father's Day

LAS OLAS
SHOP | DINE | STAY | PLAY

VISIT OUR DIRECTORY

EXPERIENCE THE LAS OLAS LIFE

IT'S ALWAYS DATE NIGHT HERE

LAS OLAS
SHOP | DINE | STAY | PLAY

VISIT OUR DIRECTORY

WHO WE ARE | WHAT WE DO | WHERE WE ARE | DIRECTORY | CONTACT US

OUR INSPIRATION IS THE LAS OLAS EXPERIENCE



INSPIRED BY WHO WE ARE

The Las Olas Company is one of the leading commercial real estate and hospitality companies in Fort Lauderdale with more than 200 employees. In addition to owning and managing the Riverside Hotel, we lease a variety of office space and more than 50 locations of attractive retail space on Las Olas Boulevard, the most popular gathering place in Fort Lauderdale.

[HISTORY](#) [VISION](#) [LEADERSHIP](#) [AFFILIATIONS](#) [VIDEO](#)



SHOP | DINE | STAY | PLAY



EXPERIENCE THE LAS OLAS *Holiday* LIFE

LAS OLAS
SHOP | DINE | STAY | PLAY

VISIT OUR DIRECTORY

The Las Olas Company has been building, leasing, managing and marketing prime commercial, retail, hospitality, and hotel service properties on and around Las Olas Boulevard for more than 30 years. And as a major contributor of the Las Olas Boulevard Association, we support the community with annual events such as the Las Olas Art Fair, the Las Olas Wine and Food Festival, and Christmas on Las Olas.

LAS OLAS BOULEVARD isn't just any street. It's the shopping, dining, hospitality, and entertainment center of Fort Lauderdale. It's where business professionals, merchants, restaurants, and residents come together to experience the Las Olas lifestyle — and where the Las Olas Company is honored to be a part of its history, culture, and commercial success. [View Details](#)

[OUR CITY'S COMMITMENT](#) [HISTORIC GROWTH](#) [WALKABILITY](#) [NEIGHBORHOOD OVERVIEW](#)



OUR INSPIRATION IS THE LAS OLAS EXPERIENCE

South Florida Commuter Services

James Udvardy
5450 NW 33rd Avenue, Suite 109
Fort Lauderdale, FL 33309
954-731-0062

Elyse Taylor – Senior Account Strategist

Other Team Positions:

- Designer
- Creative Director
- Media Strategist
- Event Coordinator

Mad 4 Marketing is the Primary for this contract.

Contract Description: More pedestrian and bicyclist accidents occur at the busy intersection of US 441/SR 7 and Oakland Park Blvd. in Broward County than most intersections in South Florida. Mad 4 Marketing was hired, as part of their ongoing relationship with South Florida Commuter Services, to raise awareness and prevent future incidents at intersections in South Florida.

Specific projects included in this contract were:

- Media planning and placement
- Creative development for print and digital advertising
- Translation
- Creative design and copy – print and email collateral
- Corporate and community outreach
- Grassroots marketing initiatives

Challenge:

Mad 4 Marketing had to develop and implement a plan that was able to garner positive attention from public and private stakeholders, including the residents of Lauderdale Lakes, as well as the media, towards one of the deadliest intersections in South Florida.

“Safety Doesn’t Happen by Accident” so we created and promoted a special event on safely walking, bicycling, and driving when we share the road, featuring special guests and giveaways.



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Resolutions:

Under the campaign concept "Alert Today, Alive Tomorrow," Mad 4 Marketing spearheaded a public event sponsored by the Florida Department of Transportation, in conjunction with the City of Lauderdale Lakes, Broward Sheriff's Office, and other community partners, to raise awareness of safe bicycling, walking, and driving practices at the busy intersection of US 441/SR 7 and Oakland Park Blvd.

To attract the most press and interaction from citizens, we decided to invite Miami Heat personalities as well as more than a dozen community exhibitors, and local politicians.

We personally invited press and set up interviews during a live broadcast with experts from FDOT and BSO to offer safety tips to our viewers and raise awareness of safer practices.

Collateral materials included everything from vinyl banners across the intersection to wrapping utility boxes and bus shelters to crosswalk flags, car decals, and yard signs. Most of these materials were translated into Spanish and Creole.

For community involvement we reached out to the Boyd Anderson school cheerleaders and band; Oriole Elementary and Lakes Middle School; Homeowner's Association; school crossing guards, and different people with vested interests in safety at that intersection.

Contract Dates – September 2014 – November 2014

Our Team in Action



