

From: [Jordan Shepherd](#)
To: [Rebecca Yeadon](#)
Subject: POR
Date: Wednesday, November 27, 2024 9:10:41 AM
Attachments: [Streamlined Visit Gainesville Select DMAs Marketing Proposal 11-26-24 \(1\).pptx](#)
[visitgainesvilleaclogowithaccreditation150ppi_e053761e-1f8e-421c-aaef-b8d24cafd433.png](#)
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[county_news_150ppi_14250fe5-78c3-4aa5-b059-283cc85fd4ea.png](#)

Hi Becky,

I would like to request a PO for the following digital advertising campaign with Gray Media.

- Gray Media (V# 1020064)
 - Digital Advertising Campaign
 - \$53,000

In the message thread below, the multimedia sales manager Christian Chase re-confirmed that the vendor will accept a purchase order in lieu of a contract and that the county will not be required to provide signatures agreeing to any terms and conditions.

Precious said to get the PO started and then it will go to the board for BOCC approval in January.

More information:

The total campaign costs will now be \$53,000.

Campaign specifications are as follows:

TARGETED MARKETS:

- Orlando, Tampa, Jacksonville, Miami, and Tallahassee

TARGETED DIGITAL DISPLAY ADS

Target Audience: Adventure Seekers / Outdoors, Adults 25+ with Household Incomes \$80,000+

- June 1 – July 30 = Outdoor Enthusiast Visitors (2 months)

Target Audience: Adults 35+ with School-Aged Children, With Household Incomes \$80,000+

- May 1 – July 30 = Families with School-Aged Children – Households 35+ (3 months)

SOCIAL LEAD GENERATION

Target Audience: Adults 35+ with School-Aged Children, With Household Incomes \$80,000+

- June 1 – July 30 = Families with School-Aged Children (2 months)

THE VENDOR WILL ADDITIONAL PROVIDE:

For the **Targeted Display** campaign:

All Creative is included in the campaign. We will work with you to craft the correct message, using the pictures and text that you approve.

We will be targeting the DMAs you selected in Florida using the following tactics:

Addressable Targeting: Targeting Adults 25+ w/ Household Incomes \$80,000+ and interest in Adventure Seekers/Outdoors

in addition to Adults 35+ w/Household Incomes \$80,000+ with school-aged children in the homes

Geo-Optimized: Targeting based on user location to all devices

Keyword-level Contextual: Targeting site that include terms relevant to your industry within the content

Site Retargeting: Targeting users who have previously visited your website as they surf the web

Keyword Search Retargeting: Targeting search terms relevant to your industry and clientele

For the **Social Media Lead-Generating** campaign:

All Creative is included in the campaign. We will work with you to craft the correct message, using the pictures and text that you approve.

We will be focusing on the DMAs in Florida that you selected and targeting Adults 35+ with Household incomes of \$80,000+.

For the **'Insights' Dashboard**:

You will have a secure Advertiser login

'Insights' updates daily with prior day insights

Interactive experience with easy-to-use filters

Holistic overview of all advertising in the campaign

Product, Creative, and Audience insights

Integrates with Google Analytics

Insights will show such data as: (Targeted Display) Number of Impressions, Clicks, Websites where ads were delivered, Device delivered on

(Lead-Generating Paid Social) Number of Impressions, People reached, Frequency, Facebook v Instagram delivery platform, Engagement, Leads



Jordan Shepherd

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Tourism & Economic Development

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Visit Gainesville, Alachua County is accredited with distinction by Destination International's Destination Management Accreditation Program (DMAP).

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All e-mails to and from County Officials and County Staff are kept as public records. Your e-mail communications, including your e-mail address, may be disclosed to the public and media at any time.

From: Christian Chase <christian.chase@wcjb.com>

Sent: Tuesday, November 26, 2024 2:09 PM

To: Elizabeth Reyes <ereyes@alachuacounty.us>

Cc: Rob Pettie <robert.pettie@wcjb.com>; Jessica Hurov <jhurov@alachuacounty.us>

Subject: Re: Requesting an Adjustment to the Proposed Campaign

Hi Elizabeth,

I removed the statement and the terms and conditions page.

Yes, we are good to proceed with a purchase order instead of a contract agreeing to terms and conditions and requiring a signature.

Thank you,

Christian Chase

Multimedia Sales Manager

Cchase@wcjb.com

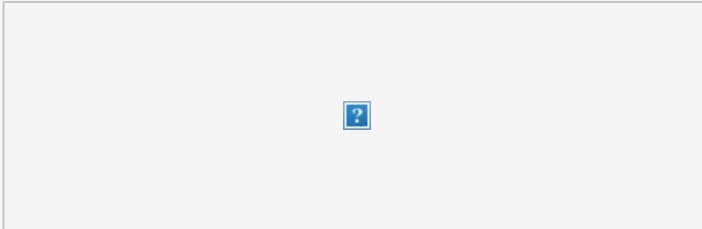
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From: Elizabeth Reyes <ereyes@alachuacounty.us>

Sent: Tuesday, November 26, 2024 1:29 PM

To: Christian Chase <christian.chase@wcjb.com>

Cc: Rob Pettie <robert.pettie@wcjb.com>; Jessica Hurov <jhurov@alachuacounty.us>

Subject: RE: Requesting an Adjustment to the Proposed Campaign

Hi Christian,

Thank you for making the adjustments.

In a prior communication with Rob, see attached, it was determined that Gray Media can accept a purchase order from Alachua County in lieu of a contract agreeing to terms and condition and requiring a signature.

I noticed that there is a note under the dollar amount in the proposal that points to the terms and conditions document.

Can you remove that statement and reconfirm that we are good to proceed with a purchase order and that Gray will not require a signed contract?

Thank you,

Liz

Elizabeth Reyes, APR, CPRC
Tourism Development Manager
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