

**GREATER WILDWOODS TOURISM IMPROVEMENT & DEVELOPMENT AUTHORITY
(GWTIDA)
Cape May County, New Jersey**

**RESOLUTION NO. 16-05
(OPERATIONS)**

THE GREATER WILDWOODS TOURISM IMPROVEMENT AND DEVELOPMENT AUTHORITY RECOMMENDS TO AWARD THE ADVERTISING AGENCY CONTRACT TO FUSEIDEAS FOR MEDIA AND MARKETING SERVICES FOR THE WILDWOODS CONVENTION CENTER. THIS IS A THREE YEAR CONTRACT BEGINNING ON JANUARY 1, 2017 AND ENDING ON DECEMBER 31, 2019, WITH A TWO YEAR OPTION, 60-DAY OUT, AND YEARS TWO AND THREE WILL BE SUBJECT TO AVAILABILITY OF FUNDS, WITH THE THREE-YEAR TERM TOTALING \$750,000, OR TWO HUNDRED FIFTY THOUSAND (\$250,000) PER YEAR FOR THREE YEARS

WHEREAS, the Greater Wildwoods Tourism Improvement and Development Authority ("GWTIDA") recommends to award the Advertising Agency contract to FuesIdeas; and

WHEREAS, said contract shall be for media and marketing services for the Wildwoods Convention Center; and

WHEREAS, said contract shall be for a three-year period beginning on January 1, 2017 and ending on December 31, 2019; and

WHEREAS, contract shall have a two-year option, 60-day out, and years two and three will be subject to the availability of funds; and

WHEREAS, the three year term of the contract shall total \$750,000, or \$250,000 per year for three years; and

NOW, THEREFORE, BE IT RESOLVED, that the GWTIDA recommends to award the Advertising Agency contract to FusesIdeas for Media and Marketing Services for the Wildwoods

Convention Center. This is a three year contract beginning on January 1, 2017 and ending on December 31, 2019, with a two-year option, 60-day out, and years two and three shall be subject to availability of funds, with the three-year term totaling \$750,000, or two hundred fifty thousand (\$250,000) per year for three years.

Motion By: Mr. Morey

In Favor: 7 Opposed: 0

Seconded By: Mr. DeMonte

I hereby certify that The Greater Wildwoods Tourism Improvement and Development Authority adopted the above resolution at a public meeting, duly held, on August 17, 2016.

Dated: August 18, 2016

GREATER WILDWOODS TOURISM
IMPROVEMENT AND DEVELOPMENT
AUTHORITY

ATTEST:

[SEAL]



Fran Feketics, Board Secretary

**RESOLUTION NO. 16-17
(TOURISM)**

OF

**THE GREATER WILDWOODS TOURISM IMPROVEMENT AND DEVELOPMENT
AUTHORITY RECOMMENDS TO AMEND THE SIGNATURE COMMUNICATIONS
CONTRACT FOR CREATIVE AND MEDIA SERVICES, FROM \$600,000.00 TO \$720,000.00**

WHEREAS, the Greater Wildwoods Tourism Improvement and Development Authority ("GWTIDA") recommends to amend the Signature Communications Contract; and

WHEREAS, said contract shall be for creative and media services at the Wildwoods Convention Center; and

WHEREAS, the amount of said contract shall be from \$600,000.00 to \$720,000.00; and

NOW, THEREFORE, BE IT RESOLVED, that the GWTIDA recommends to amend the Signature Communications contract for Creative and Media Services from \$600,000.00 to \$720,000.00.

Motion By: Mr. Patterson

In Favor: 7 Opposed: 0

Seconded By: Mr. DeMonte

I hereby certify that The Greater Wildwoods Tourism Improvement and Development Authority adopted the above resolution at a public meeting, duly held, on August 17, 2016.

Dated: August 18, 2016

GREATER WILDWOODS TOURISM
IMPROVEMENT AND DEVELOPMENT
AUTHORITY

ATTEST:

[SEAL]



Fran Feketics, Board Secretary

**RESOLUTION NO. 16-18
(TOURISM)**

OF

**THE GREATER WILDWOODS TOURISM IMPROVEMENT AND DEVELOPMENT
AUTHORITY RECOMMENDS TO AWARD THE ADVERTISING AGENCY CONTRACT TO
FUSEIDEAS FOR MEDIA AND MARKETING SERVICES FOR THE WILDWOODS TOURISM
AUTHORITY. THIS IS A THREE YEAR CONTRACT BEGINNING ON JANUARY 1, 2017 AND
ENDING ON DECEMBER 31, 2019, WITH A TWO YEAR OPTION, 60-DAY OUT, AND
YEARS TWO AND THREE WILL BE SUBJECT TO AVAILABILITY OF FUNDS, WITH THE
THREE-YEAR TERM TOTALING \$2.1 MILLION, OR SEVEN HUNDRED THOUSAND
(\$700,000) PER YEAR FOR THREE YEARS**

WHEREAS, the Greater Wildwoods Tourism Improvement and Development Authority ("GWTIDA") recommends to award the Advertising Agency contract to FuesIdeas; and

WHEREAS, said contract shall be for media and marketing services for the Wildwoods Tourism Authority; and

WHEREAS, said contract shall be for a three-year period beginning on January 1, 2017 and ending on December 31, 2019; and

WHEREAS, contract shall have a two-year option, 60-day out, and years two and three will be subject to the availability of funds; and

WHEREAS, the three year term of the contract shall total \$2.1 million, or \$700,000 per year for three years; and

NOW, THEREFORE, BE IT RESOLVED, that the GWTIDA recommends to award the Advertising Agency contract to FusesIdeas for Media and Marketing Services for the Wildwoods Tourism Authority. This is a three year contract beginning on January 1, 2017 and ending on December 31, 2019, with a two-year option, 60-day out, and years two and three shall be

subject to availability of funds, with the three-year term totaling \$2.1 million, or seven hundred thousand (\$700,000) per year for three years.

Motion By: Mr. DelMonte

In Favor: 7 Opposed: 0

Seconded By: Mr. Montello

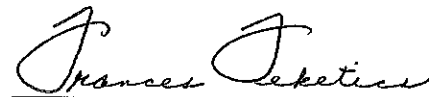
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Dated: August 18, 2016

GREATER WILDWOODS TOURISM
IMPROVEMENT AND DEVELOPMENT
AUTHORITY

ATTEST:

[SEAL]



Fran Feketics, Board Secretary

**RESOLUTION NO. 16-19
(TOURISM)**

OF

**THE GREATER WILDWOODS TOURISM IMPROVEMENT AND DEVELOPMENT
AUTHORITY RECOMMENDS TO AWARD THE ADVERTISING AGENCY CONTRACT TO
FUSEIDEAS FOR MEDIA AND MARKETING SERVICES FOR THE WILDWOODS TOURISM
AUTHORITY, BEGINNING ON SEPTEMBER 22, 2016 AND ENDING ON
DECEMBER 31, 2016, IN THE AMOUNT OF \$50,000**

WHEREAS, the Greater Wildwoods Tourism Improvement and Development Authority ("GWTIDA") recommends to award the Advertising Agency contract to FuesIdeas; and

WHEREAS, said contract shall be for media and marketing services for the Wildwoods Tourism Authority; and

WHEREAS, said contract shall be for the period beginning on September 22, 2016 and ending on December 31, 2016; and

WHEREAS, said contract shall be in the amount of \$50,000; and

NOW, THEREFORE, BE IT RESOLVED, that the GWTIDA recommends to award the Advertising Agency contract to FusesIdeas for Media and Marketing Services for the Wildwoods Tourism Authority, beginning on September 22, 2016 and ending on December 31, 2016, in the amount of \$50,000.

Motion By: Mr. Barnabei

In Favor: 7 Opposed: 0

Seconded By: Mr. DelMonte

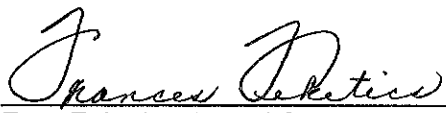
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GREATER WILDWOODS TOURISM
IMPROVEMENT AND DEVELOPMENT
AUTHORITY

ATTEST:

[SEAL]



Fran Feketics, Board Secretary