

4/16/2023

Dear Esteemed Mayor and Commissioners of the City of Miami Beach,

I am reaching out to provide a summary of the campaign to support parents and families of LGBTQ youth.

The campaign entitled Miami Beach Cares (www.MiamiBeachCares.lgbt) would be distributed through social media, digital banners, and the city trolley with the goal of getting interested persons to a website with information and resources for parents and youth who are dealing with issues related to sexual orientation and gender identity.

The resources that will be included on the website will address topics of mental health and suicide prevention, faith and religion, homelessness and housing, youth programs available through local organizations, bullying, and family acceptance to name a few. We will convene community leaders of nonprofits to develop the resources that are best suited for Miami Beach residents.

With the absence of information in our schools, parents and youth are searching for resources to address their questions and concerns. We hope to offer guidance to families and youth who are in need of support. We believe that this initiative will serve our community well and continue to build on the City of Miami Beach's legacy as a beacon for the LGBTQ community.

Sincerely,

A handwritten signature in black ink that reads "Orlando".

Orlando Gonzales
Executive Director

PROPOSED GRANT

- **Timing**
 - Approximately one month of planning and creative development
 - Three months of ad campaign run time (August-November)

SCOPE OF WORK

CREATIVE

Deliverable: We will bring to you two campaign ideas and present these ideas through a few hypothetical executions (digital banners, trolley, social media) so you can see how it comes to life. After two rounds of review, we would narrow down to one idea, for which we would produce and develop all of the assets mapped out in an approved media plan.

MEDIA PLANNING

Our media team works in lock step with our creative team to plan and develop an integrated campaign. As a part of this phase, we will provide you with our recommended media plan to achieve the campaign objectives.

Deliverables: In this phase, we will provide you with the following:

- Overall media strategy for launch and ongoing campaign. It will include audience targeting, flight schedule, channel recommendations and suggested spend levels.
- To be inclusive of those mediums we found most effective. But could include radio, print, digital, social, outdoor, influencer, etc.
- Analytics strategy with key performance indicators and benchmarks.

PROJECT MANAGEMENT

- Calls and meetings
- Communication with the City of Miami Beach to discuss reviews and approvals
- Campaign optimization and benchmark tracking
- Ongoing reporting
- Build website, purchase domain name, and set up web hosting
- Manage the online resources published on the website

CITY OF MIAMI BEACH TEAM INCLUDED

- Chief Education Officer
- Director of Communications
- LGBTQ Advisory Committee Members
- Youth Commission Members

BUDGET

Domain name (MiamiBeachCares.LGBT)	\$20
Website hosting	\$200
Media/advertising spend	\$53,780
Project administration and management, ad creative development, and media planning	\$21,000
TOTAL	\$75,000

ESTIMATED TIMELINE

Decision by the City of Miami Beach	April 28, 2023
Grant paperwork signed	May 31
Planning, creative development, reviews and approvals	June 1 – July 31
Campaign launch date	August 14
Campaign end date	November 14