AMENDMENT NO. 1

BY AND BETWEEN

GREATER ORLANDO AVIATION AUTHORITY

AND

FAITH GROUP CONSULTING, LLC

TO

PURCHASING CONTRACT 24-101-B-RFP

THIS AMENDMENT NO. 1 made and entered into as of Oct 9, 2024_____ by and between the **GREATER ORLANDO AVIATION AUTHORITY** (hereinafter referred to as "Aviation Authority") and **FAITH GROUP CONSULTING, LLC** (hereinafter referred to as "Contractor).

W I T N E S S E T H:

WHEREAS, by Contract dated June 1, 2024, Contractor agreed to provide Information Technology Continuing Consulting Services, at Orlando International Airport, Orlando, Florida; and

WHEREAS, the initial term of the Contract currently expires on May 31, 2029; and

WHEREAS, the Aviation Authority and Contractor agree to amend the Contract to provide the Aviation Authority with Content and Innovation services for the visual communication ecosystem at MCO.

NOW, THEREFORE, for and in consideration of the premises and mutual covenants herein contained, the parties hereby amend the Contract as follows:

1.   **Effective Date**:   The effective date of this Amendment shall be October 1, 2024 through September 30, 2025.

2.   **Contract Adjustment**. Contractor's scope of work shall be and hereby is provide the Aviation Authority with Content and Innovation services for the visual communication ecosystem at MCO. This system, comprised of over 2,000 digital displays, elevates passenger experience, and drives new visual communication capabilities throughout the airport. This amendment is for services to be performed during the 2025 fiscal year. Attachment "A-1." Fees shall be provided in accordance with the Contract terms and conditions.

3.   **Compensation.** The Aviation Authority shall pay the Consultant for the services performed, not to exceed Three Millions One Hundred Thousand Dollars ($3,100,000). Pricing is based on the hourly rate described in Attachment A-1, Pricing Rate. as described in the Scope of Work, Attachment "A-1." The actual amount paid will be based on work requested by the Aviation Authority and satisfactorily provided by the Consultant. Compensation will be paid pursuant to the terms and conditions outlined in the Agreement.

4. **Suits/Proceedings**. The Contractor agrees that any suit or proceeding initiated for the purpose of interpreting or enforcing any provision of the Contract or any matter in connection therewith shall be brought only in a court of competent jurisdiction in Orange County, Florida. The Contractor waives any venue objection, including, but not limited to, any objection that a suit has been brought in an inconvenient forum. The Contractor agrees to submit to the jurisdiction of the Florida courts and irrevocably agrees to accept service of process by U.S. mail.

5. **Public Entity Crimes Act**. The Contractor acknowledges the following notice: "A person or affiliate who has been placed on the convicted vendor list following a conviction for a public entity crime may not submit a bid on a contract to provide any goods or services to a public entity, may not submit a bid on a contract with a public entity for the construction or repair of a public building or public work, may not submit bids on leases of real property to a public entity, may not be awarded or perform work as a contractor, supplier, subcontractor, or consultant under a contract with any public entity, and may not transact business with any public entity in excess of the threshold amount set forth in s.287.017, Florida Statutes, for CATEGORY TWO for a period of thirty-six (36) months from the date of being placed on the convicted vendor list."

6. **Fees Associated with Identification Badges and Keys.** The Contractor shall pay all fees associated with identification badges and keys based on the current fee schedule at the time of issuance of identification badges and keys. The Aviation Authority shall determine the term of each badge at the time of issuance.

Note: No personal checks or credit card payments are accepted. Companies will be assessed a set fee for each non-returned identification badge and for each non-returned key.

7. **Continuing Effect of Contract Provisions**. Except as amended by this Amendment No. 1, the Contract shall continue in full force and effect in accordance with its terms and conditions.

IN WITNESS WHEREOF, the said **GREATER ORLANDO AVIATION AUTHORITY** has caused this Amendment No. 1 to be executed in its name by its Chief Executive Officer, or designee, and the said Contractor.

"AVIATION AUTHORITY"

GREATER ORLANDO AVIATION AUTHORITY

By: _Kevin J. Thibault_
box SIGN   1V3Q39J4-4YP75R8R

Kevin J. Thibault, CEO
Type Name and Title

Date: Oct 9, 2024

"CONTRACTOR"

By: _Zachary Varwig_
box SIGN   1XV7VZJZ-4Q5Q2QLP

Principal
Print or Type Name and Title

Date: Oct 3, 2024

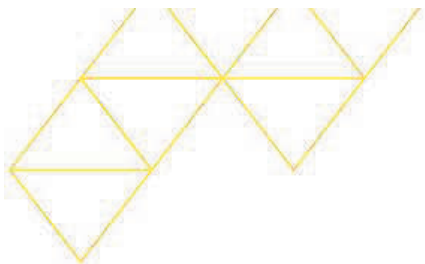**APPROVED AS TO FORM AND LEGALITY**

on this date Oct 4, 2024 _____ for the use and reliance
of the Greater Orlando Aviation Authority, only.

Name of Law Firm: Nelson Mullins Riley & Scarborough LLP

By: _Jo O. Thacker_
box SIGN   1R68P9LP-4Q5Q2QLP

Date: Oct 4, 2024

Faith Group

MEMORANDUM

TO:	Ian Brooks; IT Contracts Manager
CC:	Joe Furnari, Richard D'Anjou
FROM:	Jason Wallace
PROJECT:	FY25 Visual Communication Strategy and Content Production
PROJECT #:	GOAA # TBD
SUBJECT:	Scope of Work & Cost Breakdown
DATE:	6/14/2024

Overview
Faith Group and Synect (the FG Team) have been tasked with providing a visual communications ecosystem that enables the airport to broadcast original content and deliver meaningful, up-to-date information to passengers. The visual communication ecosystem provides relevant, dynamic communication tools to inform and empower travelers.

Intent
The FG Team's goal is to provide Content and Production Services for the visual communication ecosystem at MCO. This system, comprised of over 2,000 digital displays, elevates passenger experience, and drives new visual communication capabilities throughout the airport. This includes signage in the following locations:

- North & South Terminal Buildings
- South Automated People Mover (APM)
- Terminal C Complex

Cost Breakdown

Below is the lump sum fee for services from October 1, 2024 – September 30, 2025, to support this effort. This will be invoiced monthly in 12 lump sum payments and will not exceed the total amount. The Visual Communication Innovation will be NTE and invoiced monthly as work is completed.

Billing Information	TOTAL
Monthly Invoice Amount	$225,000.00
Total Months	X 12
Sub-Total:	$2,700,000.00
Visual Communication Innovation	$400,000.00
TOTAL:	**$3,100,000.00**

Thank You, Jason Wallace
Sr. IT Project Manager
Jason.Wallace@faithgroupllc.com
(614) 937-4801

Orlando International Airport | Visual Communication Strategy, Innovation and Content Production - Statement of Work

Visual Communication Ecosystem Addendum

June 21, 2024
Contract Term: October 1, 2024, through September 30, 2025

Faith Group

SYNECT

Table of Contents

Executive Summary

The many digital canvases at Orlando International Airport (MCO) are part of a visual communications ecosystem that enables the airport to broadcast original content and deliver meaningful, up-to-date information to passengers. The visual communication ecosystem provides relevant, dynamic communication tools to inform and empower travelers. This system includes the following visual communication ecosystem signage:

- North Terminal
    - Curbside
    - ReadySeeGo® Units
    - West Checkpoint
    - Check-in Counters
    - Bump-out Counters
    - Wayfinding Locations
- Train Station
    - Grand Hall
    - Train Station Wayfinding Locations
- Terminal C Complex
    - Gate Pier LED
    - Baggage Information Displays
    - Check-In Counters
    - Gate Information Displays
    - Wayfinding Displays
    - Info Desk
    - Palm Court
    - ReadySeeGo® Units
    - Rental Car Counters

Under this Addendum, Synect shall provide Content and Innovation services for the visual communication ecosystem at MCO. This system, comprised of over 2,000 digital displays, elevates passenger experience, and drives new visual communication capabilities throughout the airport.

Synect will partner with the Greater Orlando Aviation Authority to provide a holistic communication strategy that encompasses all passenger touchpoints throughout the passenger experience, providing a unified experience for terminals A, B and C.

The content for the system includes the latest instructional, wayfinding, events, promotions, and safe travel tips. It also provides useful information as passengers progress through the airport, including messaging, branding, promotions, flight information, wait times, and other live data.

Faith Group

SYNECT

Together, the ecosystem and the custom content create a unified, cohesive experience to decrease passenger anxiety, promote a safe and healthy environment, and help MCO deliver a world-class experience across the entire passenger journey.

Faith Group

SYNECT

Scope of Services

The following section provides an overview of the scope and work to be performed under Content and Production. It will include workstreams to generate content concepts, keep existing content accurate and playing as intended, and supply all project and program management activities outlined in this addendum.

The objective is to ensure a steady introduction of ideas and concepts for the visual communication ecosystem, while also making certain that existing content is accurate, updated, and playing as intended. This includes concepting, content design, content production, and the review cycles required to move content through each phase of the effort.

Another element of Content and Production is lab upkeep. This ensures there is a pre-production environment where content updates and system changes can be properly tested prior to changes being made in the production environment.

Airports are in a constant state of change and ensuring the passenger journey is uninterrupted and stress free as possible requires the airport to be flexible. The purpose of Visual Communication Innovation is to deliver innovative projects for the airport. The work performed as part of this scope is targeted to address new challenges and opportunities as they arise in the airport environment.

These challenges and their potential solutions will be identified and defined as part of each unique Visual Communication Innovation initiative.

A description of this work is below.

Faith Group

SYNECT

1. Ongoing Content Refreshes and Maintenance

Ongoing content refreshes and maintenance represent the primary work performed under this addendum. This includes ongoing ideation, design, and production for content that will play on the Aviation Authority's visual communication ecosystem. Some examples of different content types are listed below.

Instructional Content

Synect will partner with MCO to develop instructional messaging that educates passengers while on their journey. This will help move passengers through the airport in a safe, expedited, and relaxed way.

Figure 1. Example of instructional content

Wayfinding and Security Checkpoint Content

Synect will maintain, update, and refresh the digital ecosystem wayfinding screens and security checkpoint screens in the ecosystem. Updates may include different airline locations, new airlines, new wait times for security, or different line patterns at security.

Figure 2. Example of wayfinding and security content

Faith Group

SYNECT

North Terminal Instructions and Wayfinding to/from Terminal C

Synect will update and create content to inform and guide to/from Terminal C. This content will raise awareness, help passengers know when to go to Terminal C, and assist with wayfinding to and from the new terminal. The instructions and wayfinding content will display in both terminals.
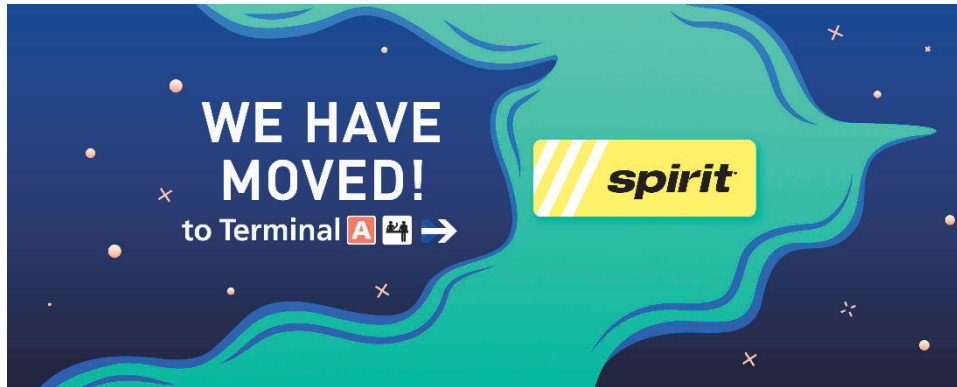
Figure 3. We have moved announcement content

Faith Group

SYNECT
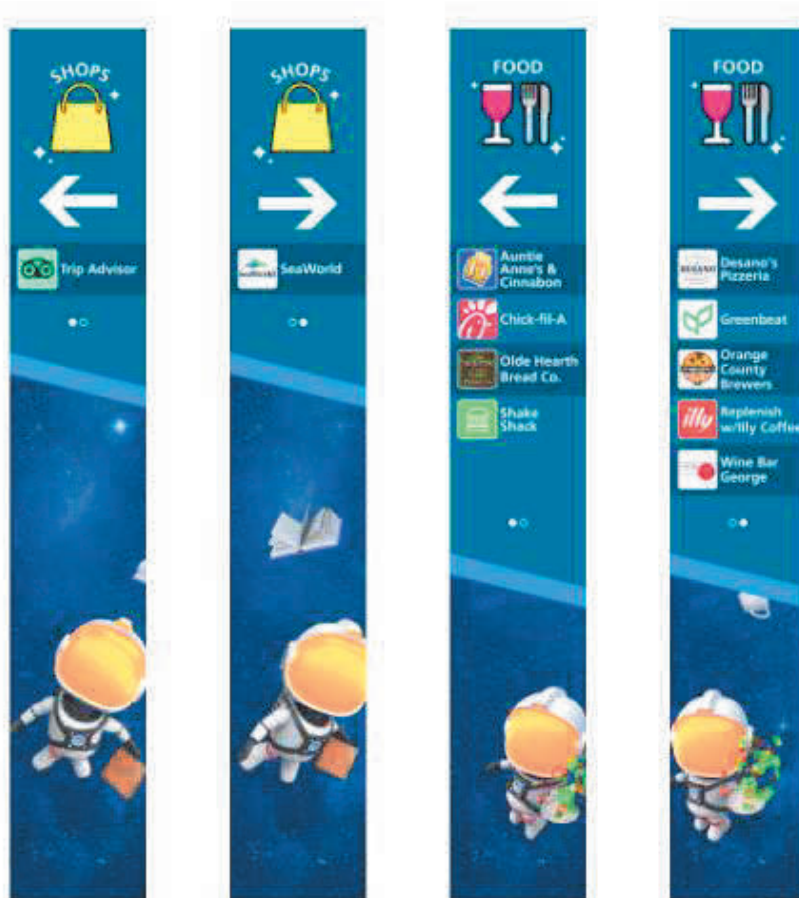
Figure 4 Example of solving operational challenges with totems

Events and Community

Local events and airport happenings can drive event-specific content programs. These can include new stores, new facilities or resources, live music, or other events. Live action and similar content related to the surrounding area can highlight local destinations and the beauty of the region. Iconic holiday and seasonal imagery can transform the airport and inspire a sense of celebration for passengers.

Figure 5. Example of seasonal content

Faith Group

SYNECT

Games, Art, and Anxiety Reducers

Occupied time feels shorter and more pleasant than unoccupied time. Games are an ideal way to help reduce perceived wait time and keep passengers engaged. Art can be comforting, thought-provoking, exciting, or simply beautiful. With art, the airport can build a memorable, emotional connection with passengers. These elements result in a calmer, better airport experience, and help reduce passenger anxiety.

Figure 6. Example of entertaining content

Promotions

Announcements from the airport, new apps or resources for passengers, employee recognition, or similar airport-specific programs can be promoted inside this category.

Figure 7. Example of promotional content

2. Production Tasks

After content is designed, each piece of content for the visual communication ecosystem goes through the production pipeline. During production, the creative files and assets established and generated during the content design are developed into ecosystem-ready files. This work entails the rendering, splitting, encoding, sequencing, testing, and packaging of the assets for the various canvas groups within the ecosystem. A description of production tasks is listed below.

Render

Rendering is the first step of the production pipeline, wherein the final product of the creative studio is ingested into a render farm system that processes the project. Media types provided by the studio can include After Effects files, 3D, live action video, and more. The outcome of that process is a series of frames that are ready to be split and encoded into final video files.

Under this addendum, Synect will render all content pieces that are created for the airport's visual communication ecosystem.

Content Iteration

Content Iteration is needed to address the complexity of the visual communication ecosystem, which is comprised of display canvas groups of various shapes and sizes. This is when a single design is updated to work across selected display types.

Split and Encode

Splitting is the process of taking frames produced by the render farm then slicing and encoding them into video files. The size, type, and other characteristics of the video files are optimized for performance, playback, scalability, efficiency, and other considerations.

Synect will split and encode the render farm frames that are created for use in the ecosystem.

Sequence

Sequencing is the process of taking the split video files and assembling them into sequences. Sequences enable synchronized content playback across the various displays at the airport. Within sequencing, the various media files are assembled in a multitude of configurations, including the different visual executions for airport experiences and airline packages. This process ensures the scalable and efficient operation of the visual communication ecosystem.

Synect will sequence all content pieces created by the studio to match the required media configurations of the visual communications ecosystem.

Test

During testing, content will be reviewed in a video wall environment for potential design and technical issues. Synect will maintain a pre-production video wall environment in a Synect office. Considerations for testing include spelling, grammar, punctuation, imagery, image quality, alignment, playback, synchronization, and more. Issues, if found, are documented and reported for resolution. This process is

Faith Group

SYNECT

iterative, and the results can send a content piece back to various stages in the production pipeline or back to the creative studio.

Synect will provide pre-production testing and quality assurance for all content pieces for the ecosystem.

Package

Packaging is the preparation of all final tested and verified media and sequences. Upon its completion, the content package can be consumed by the visual communication ecosystem at the airport and played back on the various display configurations. The content package is provided to operations for implementation, which is completed outside of the production work stream. Synect will package the necessary files for hand-off to operations as the final step in the production process.

The output of production is a package with the content formatted to the right resolution for the canvases on which it will play. It will be ready for use in the visual communication ecosystem, and it will be handed off once production is complete.

3. Lab Upkeep and Optimization

Content and Production includes upkeep and support of the lab, which is a testing environment that emulates the Aviation Authority's production environment. All work performed under this addendum will be tested in the lab prior to being introduced to the production environment. The lab is also used to reproduce issues found in the production environment.

4. Playlist Management/Scheduling

Content and Production includes playlist management. This work consists of developing the content playback strategy and playlist. The goal is to put the relevant information in front passengers on specific signage for the optimal amount of time. Playlist management maximizes the visual communication ecosystem's effectiveness with the traveling public. The playlist schedule is handed off to the operations team to program and set within the management software.

5. Program Management and Administration

This work includes overseeing all aspects of managing the program, including plan of record, work schedules, risks, dependencies, status, reporting, and project completion. A sample plan of record can be seen in Appendix C. This work enables readiness for all Video Working Group and Steering Group meetings, and it ensures the timely delivery of work performed under this addendum. The administration of the contract includes invoicing and contract reporting.

6. Visual Communication Innovation

The purpose of Visual Communication Innovation is to address new requests for system functionality or enhancements. Examples of potential Visual Communication Innovation include, but are not limited to, new development work, new features, and similar advancements of the existing visual communication ecosystem.

Faith Group

SYNECT

Visual Communication Innovation is designed to help the Aviation Authority address new challenges and opportunities as they arise. Visual Communication Innovation is in place to address ecosystem requests that are innovative in nature.

Synect will be able to quickly address the Owner's needs under this scope of work to solve new pain points or address changing circumstances as they occur. Visual Communication Innovation objectives will be discussed in Steering Group meetings. Those challenges and their potential solutions will be clearly identified and defined prior to the start of any Visual Communication Innovation effort.

This is a flexible effort, which is intended to help the airport as new challenges and opportunities arise. The effort, scope, time, and deliverables will be evaluated and agreed upon by both owner and contractor in Steering Group. This evaluation will take place in the context of the amount of funding available for these efforts at the time the request is made. Work will commence once both parties agree and sign off on scope, milestones, and budget. Once agreed-upon, the authorization to proceed will trigger milestone one.

Payment terms for Visual Communication Innovation are outlined in Payment and Compensation Plan section.

Qualifying Display Canvases

Services will be performed for qualifying display canvases. Qualifying display canvases are defined as those canvases that fall within the current visual communication ecosystem. A description of current qualifying displays canvases supported under this addendum is attached in Appendix A.

New display canvases outside of the list in Appendix A may be added to the visual communication ecosystem from time to time. These requests will undergo a feasibility assessment, and adjustments to scope, capacity, and priority will be evaluated by both the Owner and Contractor.

Submittals

The Parties agree that the Submittals below will address the requirements of the Services described in this Addendum. Submittals will be provided by the contractor.

Submittals will be provided following the Video Working Group and Steering Group Meetings in the form of the documents listed below. The submittals will be comprised of the items below.

- Steering Group meeting notes
- Steering Group presentation deck
- Video Working Group meeting notes
- Video Working Group presentation deck

Faith Group

SYNECT

Sample documents are included in Appendix B.

Compensation and Payment Plan

The following section provides an overview of the compensation and payment plan structure for the efforts included in this addendum. The total not-to-exceed amount for October 1, 2024 to September 30, 2025 for this contract is Two Million Seven Hundred Thousand Dollars. ($2,700,000.00 USD).

Content Refreshes & Maintenance, Production Tasks, Lab Upkeep, Playlist Management, Program Management Payment Plan

In consideration of the Services related to Content Maintenance, Ongoing Content Refreshes and Maintenance, Production, Lab Upkeep and Optimization, Playlist Management/Scheduling, Program Management and Administration described in this statement of work to be performed pursuant to this Addendum, the compensation payable to the Contractor (Faith Group Consulting, LLC) shall be a total lump sum of Two Million Seven Hundred Thousand Dollars. ($2,700,000.00 USD).

The contract shall be payable in 12 lump sum payments for October 1, 2024, to September 30, 2025, of Two Hundred and Twenty-Five Thousand Dollars ($225,000.00 USD).

Faith Group shall issue invoices directly to the Aviation Authority under the existing Information Technology Consulting services agreement.

Innovation Payment Plan

In consideration of the Services related to Visual Communication Innovation described in Section 6 to be performed pursuant to this Addendum, the compensation for these services shall not exceed Four Hundred Thousand Dollars ($400,000.00 USD). Work will commence once both parties agree to a task order that defines scope, milestones, and budget.

This amount may include, but is not limited to:

Optimization of Signage &   Queuing Process
Monitor and analysis of passenger flow with data analytics
- Biometrics Signage
- Check-in, Security, Boarding
- Smart Digital Displays
- Adaptable information   throughout the signage
- Curated Content from Social Media
- Promoting passenger social   posts through integrated feeds on signage
- TSA Tablet Control
- For state control of wayfinding signs
- Failovers
- Micro Experiences

Contract Management

The following section includes contract management parameters that have been provided by the Greater Orlando Aviation Authority.

The Owner shall have complete authority to transmit instructions, receive information and interpret and define the Greater Orlando Aviation Authority's policies and decisions with respect to the Scope of Work for the Work. The Greater Orlando Aviation Authority's direction that impacts the scope, budget or schedule of the Work must be documented and must be signed and presented to the Greater Orlando Aviation Authority's Procurement Committee ("PC") and Board for approval.

The Owner will receive and process the Contractor's submittals, including transmitting the submittals to and receiving either acceptance or comments on the submittals from the Video Working Group and the Owner, with such reasonable promptness as to avoid or minimize delay in the Work or in the activities of the Owner, Contractor, or other stakeholders, while allowing sufficient time for the Video Working Group's adequate review of the submittals. The Owner's processing and review of the submittals shall not relieve the Contractor of its obligation under the Contract Documents. The contractor shall not be liable for delays in delivery Work to the extent caused by delays in the Owner's processing and review of any required Submittals.

The Owner, through its Greater Orlando Aviation Authority's Video Steering Group, with the Chief Executive Officer or his/her designee, has the final authority to reject Work which does not conform to the Contract Documents. It is understood by the Owner that because the Services may be content, innovation, or related services, and innovative services and software implementation, inspection, examination and testing of the Services is only feasible at certain points in Work and that Contractor may be unable to make in development or mid-installation software available for inspection, examination, or testing and that Owner's rights under this section are therefore limited to such examination and inspection rights as are reasonable and feasible given the nature of the Work. However, the Owner shall be granted the right of reasonable inspection, examination, and testing at appropriate times throughout the Services, as mutually agreed by the Owner and Contractor.

The Owner shall review the amounts due to the Contractor on each invoice and determine if there are any apparent issues with any amounts requested for payment. The Owner, in conjunction with the Greater Orlando Aviation Authority's Video Steering Team and the Contractor, will receive for the Owner's review and records, written warranties, and other documents required by the Contract Documents and assembled by the Contractor and will issue a final Certificate for Payment upon the Contractor's compliance with the requirements of the Contract Documents. Receipt by the Owner of

warranties and other documents at variance with the requirements of the Contract Documents shall not be deemed acceptance of a modification to the Contract Documents or a waiver of any requirement of the Contract Documents.

Information Technology Department

The Information Technology ("IT") Department shall be available to assist the Greater Orlando Aviation Authority's Video Steering Team, Video Working Group and Contractor with any IT matters related to the Services, including infrastructure and equipment related matters. The IT Department may assist the Contractor in the installation of any necessary software on Greater Orlando Aviation Authority servers to effect successful installation of the Services.

Greater Orlando Aviation Authority's Video Working Group

The Greater Orlando Aviation Authority's Video Working Group consists of the Owner, the IT Department, the Operations Department, the Marketing Department, the Planning Department, and any other staff, contractors, or consultants that the Aviation Authority deems necessary to effect successful management and direction of the Services.

Greater Orlando Aviation Authority's Video Steering Team

The Greater Orlando Aviation Authority's Video Steering Team is comprised of the Greater Orlando Aviation Authority's Chief Executive Officer, or designee, Chief of Operations, or designee, Vice President of Information Technology, or designee, the Senior Vice President of Public Affairs, a representative from the Customer Service Department, Airport Operations and Planning Departments and their support staff. The Video Steering Team will provide general oversight and guidance, as necessary, throughout the Term of this Agreement with the final decision maker for the Owner being the Chief Executive Officer. The Video Steering Team has the authority to review and approve or deny Services proposed by Contractor. In no event shall Contractor proceed with any Work until receipt of approval to proceed from the Video Steering Team.

Page Intentionally Left Blank

Faith Group

SYNECT

Appendix A: List of Supported Canvases

The following section provides an overview of each canvas. This list is a representation of the Existing Greater Orlando Aviation Authority Ecosystem. Contractor may only exclude currently existing displays with written agreement with the Greater Orlando Aviation Authority.

North Terminal Curbside

The curbside area is home to the first canvases that passengers encounter as they approach the airport. The curbside displays show airport branding to welcome arriving passengers, and they facilitate wayfinding to the airlines that offer curbside check-in.

North Terminal Bump-Out

The bump-outs provide an additional check-in area at the airport. They display airport and airline branding to aid passengers in wayfinding.

North Terminal Check-in

The North Terminal check-in is the massive video wall ribbon of screens behind the check-in counters.

North Terminal Wayfinding

This wayfinding refers to the digital wayfinding signs that are in the North Terminal landside areas.

West Checkpoint

These video walls are located on either side of the Chili's restaurant. They display wait time for TSA and assign lane identifiers to the sides.

ReadySeeGo™ Digital Totems

ReadySeeGo™ totems are a portable digital signage solution placed in various locations around the airport.

North Terminal SAPM/Landside Wayfinding

This wayfinding refers to the digital wayfinding signs that are in the North Terminal SAPM Landside areas.

North Terminal SAPM/Landside Pylon

This wayfinding refers to the digital pylon sign located in the North Terminal SAPM Landside areas.

South APM Wayfinding

This wayfinding refers to the digital wayfinding signs that are in the South APM areas.

South APM 3x10 sign

The South APM 3x10 sign is a large video wall on the fifth floor above the trams that head to the North Terminal.

South APM Pylon

The South APM Pylon refers to the digital pylon sign located in the South APM area.

STC Baggage Information Displays

STC sign types: CO4, C19, C05, CO5.1, C18, C18.1

STC Check-In Displays

STC sign types: C14, C27, C28, C42

STC Flight Information Displays

STC sign types: C30, C02, C03

STC Gate Information Displays

STC sign types: C10, C25.2, C26.2

STC Wayfinding Displays

STC sign types: C22, B26, B12, B31, B33, C23, C15, B34, C38, C40, C24, B25, B39, C11, C11.1, B24, C12, C12.1, C07, C42, B46

STC CBP Displays

STC sign types: TV3, TV

Faith Group

SYNECT

Appendix B: Submittal Examples

The following items are examples of different submittal types. The samples are truncated for length, and the actual documents may not match the exact formatting shown below.

Sample Steering Group Notes

⟨⟩ | SYNECT

DATE	1/25/2024
ATTENDEES	Synect: Amanda Thibodeau, Gaby Machloof, Nir Bashan, Yahav Ran, Ryan Boyle, Brent Clutch Guabatz, Bonnie Lavigne, Brandon Rymanowicz GOAA: Angela Starke, Jackie Chin, Jerry Harris, Joe Furnari, Karla Carman, Scott Goodwin, Matt Conrad, Anthony Davit, Bob DeBaere, Bradley Friel, Danny Palakal, Kathleen Sharman, Kenyatta Lee, Kevin Thibault, Lennon Batchelor, Marquez Griffin, Richard Clarke, Robert Batchelder, Scott Shedek, Tawana Allen, Tom Draper, Tracey Conner, Yovannie Rodriguez
MEETING	January 25th Video Steering Group

AGENDA ITEMS	• Final Approval
	    • Q1 2024 POR –
	        • Heart Month
	        • Racing to the Top – Welcome Race Fans
	    • Small Unit Ticketing Solves
	• Go Lives
	    • AeroMexico
	    • 10x3 Brightline TIDs

Action Items:
- [ ] Synect to provide both Racing Concept 1 and Concept 2 to Marketing
- [ ] Synect to push Racing Concept 2 live into Production at the Airport ASAP
- [ ] Synect to deliver Heart Month and go live 2/9
- [ ] Synect to deliver 1U and 2U Ticketing Solve Concept 2
- [ ] Synect to work with GOAA on POR, Passenger journey mapping, and Playlist updates

Notes:
Q1 2024 POR:
- Comment: GOAA suggested to incorporate more Orlando area/Central Florida events into the POR and incorporate the event "Welcome Messaging" on more wayfinding signage
- Comment: GOAA requested a copy of the current POR and Playlist from Synect to see where and when content is playing

- Racing to the Top:
    - Comment: GOAA likes Concept 2
    - Comment: Synect confirmed this experience would play on Ticketing, Curbside and Bumpouts, and these assets would also be shared with Marketing to showcase on Social Media
    - Comment: GOAA requested to get this experience up in time for the Rolex Daytona event this weekend

Consensus: Synect to provide both Concept 1 and Concept 2 to Marketing. Synect to push Concept 2 live into Production at the Airport ASAP

- Heart Month:
    - Comment: GOAA would like to review the digital and static signage and the customer journey mapping

⟨⟩ SYNECT

Faith Group

- o Comment: GOAA would like to review the scheduling and location of signs participating in the experience execution.
- o Comment: Synect confirmed that we could revert to evergreen if we all agree that a certain theme does not work for a certain sign.
- o Comment: GOAA approved Synect to move forward with delivering Heart Month

Consensus: Synect to deliver Heart Month and go live 2/9

- 1U and 2U Ticketing Solves:
  - o Comment: GOAA suggested for future updates to explore small unit solves that incorporate the new branding.
  - o Comment: Synect confirmed the 1U and 2U solve would be sandwiched between two airlines on the Ticketing wall and would not play next to an experience
  - o Comment: GOAA approved Synect to move forward with delivering Concept 2

Consensus: Synect to deliver Concept 2

Go Lives:
- AeroMexico:
  - o Comment: N/A

Consensus: N/A

- 10x3 Brightline TIDS:
  - o Comment: N/A

Consensus: N/A

Faith Group

SYNECT

Sample Video Working Group Meeting Notes

SYNECT

DATE	02/15/2024
ATTENDEES	Synect: Amanda Thibodeau, Gaby Machloof, Nir Bashan, Ryan Boyle, Brandon Rymanowicz, Andrea Andrews, Bonnie Lavigne GOAA: Jackie Chin, Jerry Harris, Joe Furnari, Karla Carman, Angela Howard
MEETING	February 15th Video Working Group

AGENDA ITEMS	• O&M
	    • Multilingual Updates
	        • Meet & Greet Pylons Level 6 (B24-6000 and B24-6001)
	        • Information Booth Signs Level 6 (C22 – Both Level 6 Info Signs)
	        • C04 CBP Baggage Carousel
	    • RSG Airside 1
	• Airlines
	    • Breeze
	    • Avianca
	• POR 2024
	    • Spring 2024
	• Go-Lives
	    • Heart Month
	    • Football

Action Items:

[_] GOAA to send Synect the preferred Connecting Flight pictogram

[_] Synect to review the weather stamp and consider removing the forecasted three days weather and leave only the current date's weather on C22

[_] Synect to bring Meet and Greet Pylon Option 1, C22, and C04 to 2/22 Steering Group for final approval

[_] Synect to bring Breeze and Avianca airline updates to 2/22 Steering Group

[_] GOAA to provide Synect with information to confirm Avianca lettering is ADA compliant

[_] Synect to add in more flora into the lettering to fill in more of the empty spaces in between letters on Spring 2024 concepts

[_] Synect to bring both Spring 2024 options and colored texts to 2/22 Steering Group for Design final approval

Notes:

O&M:

Multilingual Updates

- Meet and Greet Pylon:
  - Comment: GOAA to send Synect the Connecting Flight pictogram to use on Meet and Greet Pylon Level 6
  - Comment: Synect confirmed we will review the directions in the studio once the design is selected
  - Comment: GOAA prefers left to right arrows, rather than one arrow pointing straight ahead
  - Comment: GOAA selected Option 1

Faith Group

SYNECT

Consensus: GOAA to send Synect the preferred Connecting Flight pictogram. Synect to bring Meet and Greet Pylon Option 1 to 2/22 Steering Group for final approval

- C22 Information Booths:
  - Comment: GOAA questioned the weather and time stamp and if the information looks cluttered live
  - Comment: Synect confirmed this section is about 4 screens wide, so it is large enough to read and not look cluttered live
  - Comment: GOAA questioned if we could show only the current date's weather and not the forecasted weather for the next three days
  - Comment: Synect confirmed this could be doable
  - Comment: GOAA approved of design changes to bring to Steering Group

Consensus: Synect to review the weather stamp and consider removing the forecasted three days weather and leave only the current date's weather. Synect to bring to 2/22 Steering Group for final approval

- C04 CBP Baggage Carousel:
  - Comment: GOAA confirmed that Synect should add the second language underneath "For safety...."
  - Comment: GOAA approved with changes

Consensus: Synect to bring to 2/22 Steering Group for final approval

- RSG Airside 1:
  - Comment: N/A

Consensus: N/A

Airlines:
- Breeze:
  - Comment: GOAA questioned the location of the counter titles on the top of the backwall
  - Comment: Synect confirmed that Southwest and United both have the counter titles located at the top of the backwall
  - Comment: GOAA questioned the white colored background
  - Comment: Synect confirmed this was airline preferred coloring
  - Comment: GOAA approved to go to Steering Group

Consensus: Synect to bring to 2/22 Steering Group for final approval

- Avianca:
  - Comment: Synect confirmed the gradient wouldn't be an issue once the airline moves to Terminal C
  - Comment: Synect confirmed the FIDS height and size is the same as the other airlines that are live
  - Comment: GOAA questioned if white letters were ADA compliant against the red background
  - Comment: GOAA to provide Synect with information to confirm the lettering is ADA compliant
  - Comment: GOAA approved to go to Steering Group

Consensus: GOAA to provide Synect with information to confirm the lettering is ADA compliant. Synect to bring to 2/22 Steering Group for final approval

POR 2024
- Spring 2024:
  - Comment GOAA asked if this will go on any Wayfinding signs
  - Comment: Synect advised this will go on Ticketing specifically
  - Comment: Synect confirmed this is all native flora used in the design

Faith Group

SYNECT

- o Comment: GOAA requested we add in more flora into the lettering to fill in more of the empty spaces in between letters
- o Comment: GOAA requested Synect bring both Options and colored texts to 2/22 Steering Group

Consensus: Synect to add in more flora into the lettering to fill in more of the empty spaces in between letters and bring both options and colored texts to 2/22 for Design final approval

Go Lives
- Heart Month
  - o Comment: N/A

Consensus: N/A
- Football
  - o Comment: N/A

Consensus: N/A

Faith Group

SYNECT

Sample VIDEO Working Group/Steering Group Presentation Deck

Information Booth Signs Level 6
Option 1 – English & 1 Additional Language
Seeking Final Approval

13

Information Booth Signs Level 6
Option 2 – English & 2 Languages
Seeking Final Approval

WEDNESDAY, SEPTEMBER 24, 2022
10:44 PM 120° F 48° C

Ground Transportation
Second Language
Third Language

Train Station
Second Language
Third Language

14

Information Booth Signs Level 6
Option 2 – English & 2 Languages
Seeking Final Approval

15

Information Booth Signs Level 6
Please Choose 1
Seeking Final Approval

Option 1 – English & 1 additional language

Train Station
Second Language

Option 2 – English & 2 additional language

Train Station

16

Meet & Greet Pylons
Map Level 6

Meet & Greet Pylons:
- Add multilingual options with similar adjustments from CBP Multilingual.
- Create options making the Brightline direction more prominent.
- Change arrow from right to left on Level 4 area.
- Group arrows & appropriate text together to avoid multiple arrows in the same direction.
- Use bag claim pictogram instead of "Bag Claim" text.

17

Meet & Greet Pylons Level 6
Seeking Final Approval

Updated connecting flight pictogram

18

Recap
Plan of Record Updates

ORLANDO INTERNATIONAL AIRPORT | MCO

19

2024 Plan of Record
Highlights

Q1: Completed
Q2-Q4: pending Video Working Group & Steering Group approval

Amanda met with 7 identified groups of Stakeholders and received Project Ideas for different programs for the 2024 POR.

Navigation	6
Event, Promote, Brand.	24
Education & Information	2
Operational Agility	1
O&M: Maintenance of Content	2

Innovation program ideation will be discussed and prioritized by leadership.

20

2024 Plan of Record
Initial Analysis

Welcome Messages for March & April
- Multiple stakeholders identified the need to have Welcome and Ad hoc Messages supported in the system
- Action: if there any Welcome Messages GOAA would like to incorporate in the system for the months of March & April, please send our way!

21

2024 Plan of Record
Next Steps

Synect to organize list of ideas to bring for **discussion & prioritization in 3/7 Video Working Group and final approval in March Steering Group**:

- Synect to organize ideas into programs - COMPLETED
- Synect to analyze Urgency, Exposure, Lead Time & Coverage for ideas – *in progress*
- Synect to coordinate feedback from remaining Stakeholders - *in progress*
- Synect to map ideas to Passenger Journey – *in progress*

22

Design
Spring 2024

- Designs based on approved concepts
- Fill in content in between letters
- Both background options were positively viewed, note to bring to Steering Group for final decision

ORLANDO INTERNATIONAL AIRPORT | MCO

23

Spring 2024
Approved Concept - Collage

Target Signs:
- Ticketing Backwall for all Terminals
- Curbside & Self Check In Screens
- 10x3 Train Station

Initial Concept Draft Artwork

24

Spring 2024
Option 1 – Dark Background
Yellow Text
Mint Text

ORL
ORL

25

Spring 2024
Option 1 – Dark Background
Yellow Text
Mint Text

ORLANDO
ORLANDO

26

Spring 2024
Option 1 – Dark Background
Yellow Text
Mint Text

ORLANDO   ORLANDO
ORLANDO   ORLANDO

27

Spring 2024
Option 1 – Dark Background
Yellow Text
Mint Text

ORL
ORL

Spring 2024
Option 1 – Dark Background
Yellow Text
Mint Text

ORLANDO
Terminal
Gates C230-C245
5-10 min

ORLANDO
Terminal
Gates C230-C245
5-10 min

Spring 2024
Option 2 – Burlap Background
Blue Text
Mint Text

ORL
ORL

Faith Group

SYNECT
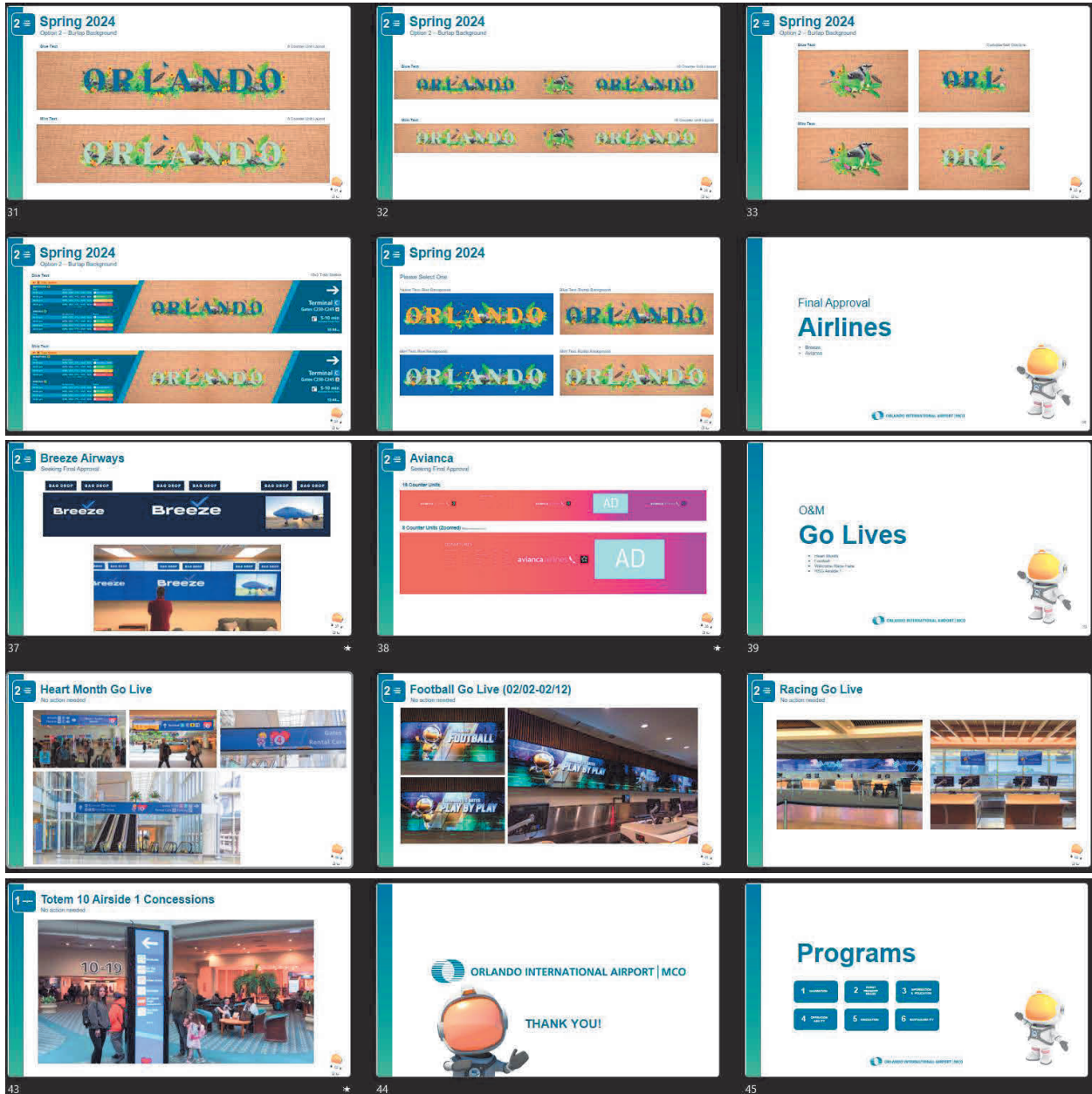
Appendix C: Sample Plan of Record

Quarter	Deliveries	Content Type
Q1 (jan,feb,mar)	Azul video handoff	Airline
	Lynx Charter handoff	Airline
	6 RSGs in Terminal C- static handoff	RSG
	6 RSGs in Terminal C- motion handoff	RSG
	B25	Wayfinding
	RSG Motion 1 (4 RSGs concession level 2)	RSG
	IM 03 01 Static	Wayfinding
	IM 03 01 Motion	Wayfinding
	C30, C03, C25 additonal background peice with updated gate	Wayfinding
	C10 updates (concession promo campaign to fix the blade issue on the left)	Wayfinding
	Spirit We have moved	Airline
	BIDS domestic & FIS redline update	Wayfinding
	RSG Motion 2 (4 RSGs concession level 2 update)	RSG
	FIS totem fix	Wayfinding
	C22 Info Desk - Promtion Concession campaign	Wayfinding
	Rental Car update	Wayfinding
	C04 Oversized Baggage	Wayfinding
	Viva Aerobus Charter	Airline
	FIS pylon update	Wayfinding
	EM Version 2 for production	Wayfinding
	C10 Gates - Floating salad	Wayfinding
	Aeromexico Logo update	Airline
Q2 (apr,may,jun)	Spirit RSGS	RSG
	RSG Motion 3 (4 RSGs concession level 2 update)	RSG
	Wayfinding updates (Train Station)	Wayfinding
	Brightline Video	Wayfinding
	RSG Concessions update	RSG
	Wayfinding updates (A,B,C Terminals + Train station)	Wayfinding
	C22 JCD handoff	Wayfinding
	Pylon update- updated airline	Wayfinding
	Silver logo update	Airline
	C22 JCD handoff V2 - Add frame to stream	Wayfinding
	FIS Totems	Wayfinding
	Wayfinding Evergreen, no memorial day (with updates)	Wayfinding
	Breeze and Alaska - 'We have moved'	Airline
	GlobalX/Redway for Terminal C	Airline
	C15 Security Checkpoint - 'Only ticketed passenegers..' tile	Wayfinding
	4th of July	Experience
	United Bumpouts 'Bag drop Shortcut'	Airline

Faith Group

SYNECT

Quarter	Deliveries	Content Type
	Virgin Atlantic logo update	Airline
	All Aboard!! (Brightline)	Experience
	QR Code update 38.1A, 16A, 127B	Wayfinding
	RSG #8 update (Add Summer House)	RSG
	RSG#6 (Add Taxis, Ground Transportation wayfinding to both sides of the totem)	RSG
	RSG #3 & #4	RSG
	C15 Security Checkpoint - Enhanced tiles and lane IDs	Wayfinding
	50 Yard line	Wayfinding
	Southwest mini-notification	Airline
	Delta 'Agent Assist' & 'Self Tagged Bags' bumpout	Airline
	Dynamic Security Bubble - C15 and N3-IM	Wayfinding
	All aboard!! (Test content)	Experience
	RSG MCO App Transitions	RSG
	RSG #3, #4 & #6 V2	RSG
	50 Yard line V2	Wayfinding
	C15 Security Checkpoint - Enhanced tiles and lane IDs V2	Wayfinding
	Virgin bumpouts	Airline
	C22 Info Desk - Update design to remove live action background for JCD	Wayfinding
	'You Are On' transition with Annie for the Pylon located outside the Terminal Link	Wayfinding
	All aboard!! V2	Experience
	Southwest bumouts (X3)	Airline
	Remove all 'We have moved' experiences	Experience
Q3 (jul,aug,sep)	RSG #1 under Chilli's - Remove airline branding (Alaska and Spirit)	RSG
	RSG #2 & #5 - Relocation + New content	RSG
	50 Yard line Redline Improvements V3	Wayfinding
	Add 'Plaza Premium Lounge' to RSG #13 - #16	RSG
	JetBlue Station ID Font update	Airline
	Discover - Fix yellow dot issue	Airline
	Porter Airlines	Airline
	Porter Airlines to terminal C - RSG #3 & #4 update	RSG
	JetBlue Station ID Font update #2	Airline
	Southwest NE Flts	Airline
	RSG #2 & #5 - Relocation + New content V2	RSG
	Brightline 10X3	Wayfinding
	All aboard WF NT Fix	Experience
	C02 Sterile Corridor - Rotate Brighline with Ground transportation	Wayfinding
	All C07 Pylons - level treatment, rotate food &shops, add rental car, apply schedule	Wayfinding
	Four RSGs in domestic hallway - Add train station and Brightline icon	RSG
	NT All aboard WF signs (small train) - 66A, 65A, 86.3A on the B side West Checkpoint	Wayfinding
	NT All aboard WF signs (Blade train) - 86.3A on the B side West Checkpoint	Wayfinding
	B25 - New redlines for the B side of the sign	Wayfinding
	You Are On Annie CTRAN on the pylon in the NT	Wayfinding
	Update sign 86.3A - Remove Annie's dog and add big train with blade	Wayfinding
	Remove Carribbean Promo video	Airline
	Annie's Family Journey	Experience

Faith Group

SYNECT

Q4 (oct, nov, dec)	Porter Airlines - Redelivery	Airline
	Southwest backwall	Airline
	Southwest backwall - correct the variables and redeliver	Airline
	Southwest backwall - correct the CTRAN issue & add updated failvoer images	Airline
	United Backwall - Updated counter titles	Airline
	United Backwall	Airline
	United Backwall - counter titles with Star Alliance only, no text	Airline
	Add FIDs on C17 ticketing island	Wayfinding
	Aeromexico counter titles + Updated BCK color + Video	Airline
	Spirit counter titles	Airline
	Discover - Essential branding update + transition	Airline
	Air Canada - Bumpout update	Airline
	Jeltine Charter airline	Airline
	AirTransat - Logo update	Airline
	A4 APM Sign 6-01A - Rotating arrow next to 'Terminal C' to be a hard left arrow	Wayfinding
	Sign 6-3-01A - People are going into the elevators thinking they need to take them to catch the train	Wayfinding
	10X3 retrofit All Aboard experience to support the Brightline schedule	Wayfinding
	C19 Remove elevator Annie, Add elevator icon and text, Add text under bag claim and ground transporta	Wayfinding
	B25s - Add another state which will have the Level 4 header	Wayfinding
	C27 Ground transportation - Include all info desk details, use the upstairs info sign as reference, C22	Wayfinding
	C15 Update - Slowing down the overall cycle of all the info and reorder for better exposure.	Wayfinding
	C15 Update - Work with TSA to summarize some of the wordy cards and remove TSA logo	Wayfinding
	CBP Pylons - "Global Entry" update	Wayfinding
	Add Jetlines to the RSG totems in the food court under terminal B airline list	Wayfinding
	Domestic arrivals pylons - Add state showing level 4 info	Wayfinding
	JetBLue - International Help Desk counter title	Airline
	JCD EM Version 2	Wayfinding
	EM Version 2 for JCD	Wayfinding
	Pylon transitions timing	Wayfinding
	AI Kiosk - RSG content pieces	RSG
	Emergency Messages for JCD	Wayfinding
	50 Yard line - V4 (Increase font sizes and make adaptive design)	Wayfinding
	Update sign 125B to include train station info and remove dead space (match 127B)	Wayfinding
	Pylon in NT terminal link area. Client wants flights screen with Terminals A,B,C to stay on longer than An	Wayfinding
	Air Canada - counter titles and bumpout	Airline
	Remove Southwest NE Flts from 50 yard line	Airline
	Welcome USA fencing on the holding room displays	Wayfinding
	American Airlines Counter titles	Airline
	Paw Pilots phase 1	Experience
	Avianca Logo update	Airline
	Paw Pilots phase 2	Experience
	MCO APP Promotion	Experience
	Sense of Culture	Experience
	Boo your way through the aiport - Franken Annie	Experience
	Boo your way through the aiport - Harvest Annie	Experience
	The Holiday spirit takes off - Phase 1 (Ticketing NT+ST+CS+SCI)	Experience
	The Holiday spirit takes off - C10 Gates redelivery	Experience
	The Holiday spirit takes off - 50 Yard line	Experience
	The Holiday spirit takes off - 23 NT WF signs	Experience
	The Holiday spirit takes off - C27 Mears	Experience
	The Holiday spirit takes off - Phase 2 (Rest South Terminal)	Experience
	The Holiday spirit takes off - Phase 2.5 (C05 Pylons in level 6)	Experience
	The Holiday spirit takes off - Phase 3 (Rest of North Terminal)	Experience
	The Holiday spirit takes off - Phase 4 (Train station)	Experience
	FIS Multilingual	Experience

Faith Group

SYNECT

GREATER ORLANDO AVIATION AUTHORITY
Nongovernmental Entity Declaration Regarding
the Use of Coercion for Labor and Services

Nongovernmental Entity's Name: __Faith Group Consulting, LLC__

Nongovernmental Entity's FEIN: __███████__

Authorized Officer or
Representative Name and Title: __Zachary Varwig - Principal__

Nongovernmental Entity's Address: __3101 S Hanley Rd__

City: __St. Louis__   State: __MO__   ZIP: __63143__

Phone Number: __3149912228__

Email Address: __zach@faithgroupllc.com__

Section 787.06(13), Florida Statutes, requires all nongovernmental entities executing, renewing, or extending a contract with a governmental entity, as defined in section 287.138(1), Florida Statutes, to provide an affidavit signed by an officer or a representative of the nongovernmental entity under penalty of perjury that the nongovernmental entity does not use coercion for labor or services as defined in that statute. The Greater Orlando Aviation Authority is a governmental entity as defined by and for purposes of section 787.06(13).

The nongovernmental entity identified above does not, pursuant to section 787.06(2)(a):

- Use or threaten to use physical force against any person;
- Restrain, isolate, or confine, or threaten to restrain, isolate, or confine any person without lawful authority and against her or his will;
- Use lending or other credit methods to establish a debt by any person when labor or services are pledged as a security for the debt, if the value of the labor or services as reasonably assessed is not applied toward the liquidation of the debt, the length and nature of the labor or services are not respectively limited and defined;
- Destroy, conceal, remove, confiscate, withhold, or possess any actual or purported passport, visa, or other immigration document, or any other actual or purported government identification document, of any person;
- Cause or threaten to cause financial harm to any person;
- Entice or lure any person by fraud or deceit; or
- Provide a controlled substance as outlined in Schedule I or Schedule II of section 893.03, Florida Statutes, to any person for the purpose of exploitation of that person.

Under penalties of perjury, I declare that I have read the foregoing statement and that the facts stated in it are true.

Zachary Varwig

By: box SIGN   1XV7VZJZ-4Q5Q2QLP
Authorized Officer or Representative for Nongovernmental Entity

Print Name and Title: __Zachary Varwig - Principal__

Date: __Oct 3, 2024__