



CAPTIVATION

# CAPABILITY STATEMENT

**James Martin**  
Founder & CEO

**Captivation Agency**  
2922 Hyde Park Street  
Sarasota, FL 34239

**jim@captivationagency.com**  
**www.captivation.agency**  
**(888) 456-2083**

DUNS Number:  
**883572831**

CAGE Code:  
**71MC1**

## NAICS CODES

<b>512110</b>	<b>541613</b>
<b>512191</b>	<b>541810</b>
<b>512199</b>	<b>541890</b>
<b>518210</b>	<b>541921</b>
<b>519130</b>	<b>611430</b>
<b>541430</b>	<b>611710</b>
<b>541511</b>	

## PRODUCT & SERVICE CODES (PSC)

<b>R701</b>	<b>U002</b>
<b>R799</b>	<b>U006</b>
<b>T009</b>	<b>U008</b>
<b>T013</b>	<b>U009</b>
<b>T015</b>	<b>U099</b>
<b>T016</b>	

## COMPANY SUMMARY

As a Florida-Based small business, Captivation Agency has been providing full-service creative, video, and media solutions for over 20 years.

As a comprehensive provider of video production, graphic design, and web development services, our team of 10 highly experienced, award-winning, industry professionals create and distribute video and animated content across multiple platforms.

From concept, through production, to distribution, Captivation Agency is a trusted advisor to government and private sector clients. In addition to its human capital, Captivation owns all of its state-of-the-art video and audio equipment, as well as maintaining a full-service production studio in Sarasota, FL.

Our turn-key approach allows Captivation Agency to be a resource to local, state, and federal government and municipal agencies.

## CORE COMPETENCIES

- VIDEO PRODUCTION SERVICES FOR GOVERNMENT AGENCIES
- WEBSITE DESIGN & DEVELOPMENT SERVICES FOR GOVERNMENT AGENCIES
- GRAPHIC DESIGN FOR GOVERNMENT AGENCIES
- PHOTOGRAPHY SERVICES FOR GOVERNMENT AGENCIES
- USER EXPERIENCE (UX) & JOURNEY MAPPING SERVICES FOR GOVERNMENT AGENCIES

## PAST PERFORMANCE

- **SARASOTA COUNTY SHERIFF'S OFFICE** | 2021 - Present  
Contact: Kaitlyn Perez, Community Affairs Director  
kaitlyn.perez@sarasotasheriff.org, (941) 861-4927
- **GULF OF MEXICO FISHERY MANAGEMENT COUNCIL** | 2020 - 2021  
Contact: Emily Muehlstein, Public Information Officer  
emily.muehlstein@gulfcouncil.org, (813) 348-1630 ext.238
- **VISIT SARASOTA COUNTY** | 2019 - 2021  
Contact: Jess Bertolini, Website and Social Media Coordinator  
jbertolini@visitsarasota.org, (941) 955-0991 ext.10

## DIFFERENTIATORS

- SARASOTA-BASED STUDIO
- STATE-OF-THE ART VIDEO / PHOTOGRAPHY EQUIPMENT
- 10-PERSON TEAM, FULL-TIME CREATIVE TEAM
- OVER 20 YEARS INDUSTRY EXPERIENCE
- FULL GRIP & LIGHTING CAPABILITIES
- IN-STUDIO & ON-LOCATION PRODUCTION / PHOTOGRAPHY SUPPORT
- USER EXPERIENCE FOCUSED